

EXPERTISE TO MEET YOUR CHALLENGE!

Thorough studies that meet your specification and timeframe – that is what working with Applied Marketing Research is all about. Generally we turn proposals in 24 hours. So call on us for thorough, speedy research.

- In-home product testing
- Web-based survey research using advanced techniques (conjoint, discrete choice, max-diff, Hierarchical Bayes)
- Online tabulations, analysis, chart exports, and real-time data reporting
- Advanced in-house multivariate and statistical analysis
- Certified focus group moderator with expertise in online focus groups, projective techniques and perception analyzer methods
- Bi-lingual Spanish interviewing and moderating
- Executive in-depth interviews
- Reports formatted to meet your company style preferences
- Mixed-mode survey capabilities (combining mail, phone, and on-line data collection)
- State of the art CATI system with predictive dialing
- Four offices nationwide



APPLIED MARKETING RESEARCH, INC.

WEB SITE: www.appliedmr.com

E-MAIL ADDRESS: d.phipps@appliedmr.com

KANSAS CITY OFFICE
420 W. 98th Street
Kansas City, MO 64114

1 (816) 442-1010

ATLANTA OFFICE
3645 Marketplce Blvd., Suite 130-301,
East Point, GA 30344

1 (770) 917-8621

NEW YORK OFFICE
244 Fifth Avenue, #243K
New York, NY 10001

1 (212) 717-5104

NORTHERN CALIFORNIA OFFICE
101A Hickey Blvd., Suite 118
South San Francisco, CA 94080

1 (650) 997-4646