

strong marketing ideas  
demand  
strong research results

expert research  
demands  
expert focus groups

Let's face it, focus groups have but one purpose – to understand the development of products and services and how they relate to your target market. Every year, minorities like Hispanics, African Americans and Asians are becoming more prominent. In every market from automobiles and real estate to sportswear, and fast food, their preferences and purchasing power has made them too important to ignore. In order to tap into these elusive markets, you have to effectively measure attitudes and evaluate consumer behavior. For us, the most effective way to understand a given population group is through focus groups and in-depth interviews.

At Ebony Marketing Research, we have premium focus group facilities in 4 dynamic locations including: Manhattan NY, Queens NY New York, Washington DC and Miami FL. With comfortable client lounges and large conference rooms, our focus group facilities are specifically designed to help you study multicultural groups of all kinds throughout the entire eastern coast. We can help you get the results you need to be successful.

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