

CATEGORIES of MARKET RESEARCH SERVICES

TYPES OF RESEARCH

- ▼ Advertising Research
 - ❑ Advertising Effectiveness - 100
 - ❑ Advertising Research - General - 101
 - ❑ Advertising Response Modeling - 102
 - ❑ Advertising Tracking - 205
 - ❑ Communications Strategy Research - 103
 - ❑ Content Analysis Research - 104
 - ❑ Copy Testing - Online - 105
 - ❑ Copy Testing - Outdoor - 106
 - ❑ Copy Testing - Print - 107
 - ❑ Copy Testing - Radio - 108
 - ❑ Copy Testing - Television - 109
- ❑ Attitude & Usage Research - 111
- ▼ Brand Research
 - ❑ Brand Equity - 112
 - ❑ Brand Identity - 113
 - ❑ Brand Image Tracking - 206
 - ❑ Brand Loyalty / Satisfaction - 114
 - ❑ Brand Positioning - 115
 - ❑ Line / Franchise Extension - 116
- ▼ Business-to-Business
 - ❑ Business / Professional Research - 117
 - ❑ Industrial Market Research - 118
- ❑ Competitive Intelligence - 119
- ▼ Concept / Positioning
 - ❑ Concept / Positioning Development - 120
 - ❑ Concept Optimization - 121
 - ❑ Concept Testing - 122
- ▼ Consumer Research
 - ❑ General - 124
 - ❑ Consumer Trends - 208
 - ❑ Lifestyle & Value Trends - 209
- ❑ Corporate Image/Identity Research - 125
- ▼ Customer Satisfaction
 - ❑ Benchmark Studies - 126
 - ❑ Customer Loyalty / Value - 127
 - ❑ Customer Satisfaction Studies - 128
 - ❑ Service Quality Measurement - 130
- ❑ Employee Surveys - 131
- ❑ Geo-Demographic Research - 133
- ❑ Idea Generation - 134
- ▼ International
 - ❑ Marketing Research - 135
 - ❑ Marketing - 338
- ▼ Legal Research
 - ❑ Claims Substantiation - 142
 - ❑ Mock Juries - 142A
 - ❑ Trademark Infringement - 143
- ▼ Marketing Research
 - ❑ Full Service - 363
 - ❑ International Studies - 136A
 - ❑ Quantitative Research - 187
- ▼ Media Research
 - ❑ General - 144
 - ❑ Audience Research - 145
 - ❑ Cable / Satellite TV - 146
 - ❑ Editorial Research - 146A
 - ❑ Internet / Online - 147
 - ❑ Print Publications - 149
 - ❑ Radio - 150
 - ❑ Readership Studies - 151
 - ❑ Television - 152
- ▼ Modeling & Predictive Research
 - ❑ Forecasting - 153
 - ❑ Marketing & Sales Effectiveness - 154
 - ❑ Modeling / Simulation Studies - 155
 - ❑ Simulated Test Marketing - 156
- ▼ Mystery Shopping
 - ❑ General - 129

- ❑ Competitor Shops - 129A
- ❑ Merchandising Audits - 129B
- ❑ Operational Audits - 129C
- ❑ Price Audits - 129D
- ❑ Audio Recording - 129E
- ❑ Incentive Programs - 129F
- ❑ Integrity Audits - 129G
- ❑ Merchandising Services - 129H
- ❑ Online Reporting - 129J
- ❑ Name / Name Development Research - 157
- ▼ New Product Research
 - ❑ General - 158
 - ❑ Concept Development & Testing - 159
 - ❑ Idea Generation - 160
 - ❑ New Venture Analysis - 161
 - ❑ Post-Launch Tracking - 162
 - ❑ Product Development & Testing - 163
 - ❑ Test Marketing - 164
- ▼ Package Research
 - ❑ Package Development - 172
 - ❑ Package Testing - 173
- ❑ Price / Pricing Research - 174
- ❑ Problem Detection / Dissatisfaction - 175
- ▼ Product Research
 - ❑ Car Clinics - 176
 - ❑ Home Use Tests - 177
 - ❑ Pr. Development / Optimization - 178
 - ❑ Pr. Purchasing / Sample Pick-up - 179
 - ❑ Product Testing - 180
 - ❑ Taste Tests - 181
- ❑ Promotion Development/Evaluation - 182
- ❑ Psychological / Motivational Research - 183
- ❑ Psychographic Research - 184
- ▼ Public Opinion / Political
 - ❑ Political Polling - 185
 - ❑ Public Opinion - 186
- ▼ Recruiting Research
 - ❑ General - 188
 - ❑ Executive / Professional Search - 337A
- ▼ Retail Research
 - ❑ Controlled Store Tests - 189
 - ❑ Distribution Checks - 190
 - ❑ Exit Interviews - 191
 - ❑ Sales Tracking - 207
 - ❑ Scanner Data - 192
 - ❑ Store Audits - 193
 - ❑ Store Demonstration - 194
 - ❑ Trade Surveys - 195
- ❑ Secondary Research - 196
- ❑ Seminars / Training - 397
- ▼ Strategic Research
 - ❑ General - 198
 - ❑ Market Opportunity/Evaluation - 199
 - ❑ Market Segmentation Studies - 200
- ❑ Syndicated / Published Research - 201
- ❑ Technology Evaluations - 202
- ❑ Test Market Research - 203
- ❑ Tracking Research - 204
- ❑ Website Usability - 220

RESEARCH SERVICES

- ▼ Analytical Services
 - ❑ Analysis of Variance/Co-Variance - 300
 - ❑ Census Data / Demographic Analysis / Geo-Demographic Clustering - 301
 - ❑ Conjoint Analysis / Trade-off / Choice Modeling - 302
 - ❑ Data Analysis - 303

- ❑ Forecasting - 305
- ❑ Modeling - 306
- ❑ Multivariate Analysis - 307
- ❑ Perceptual Mapping - 308
- ❑ Price Elasticity Analysis - 309
- ❑ Regression/Correlation Analysis - 310
- ❑ Segmentation - 311
- ❑ Statistical Analysis - 313
- ❑ Brainstorming / Facilitation - 314
- ▼ Consultation
 - ❑ General - 315
 - ❑ Advertising / Communication - 316
 - ❑ Business-to-Business Research - 317
 - ❑ Consumer Research - 318
 - ❑ Ethnic Groups / Research - 319
 - ❑ International Research - 320
 - ❑ Legal Research - 322
 - ❑ Marketing / Mktg. Effectiveness - 324
 - ❑ Marketing Research - 325
 - ❑ Media Research - 326
 - ❑ New Product Research - 327
 - ❑ Political Research - 329
 - ❑ Project Direction / Freelance - 331
 - ❑ Report Writing / Freelance - 332
 - ❑ Social / Cultural Research - 333
 - ❑ Statistical Analysis - 833
- ❑ Eye Tracking - 132A
- ❑ Ethnography / Observational Research - 132
- ▼ Data Collection Field Services
 - ❑ General - 339
 - ❑ Pre-Recruiting - 347
 - ❑ Field Audits - 404
 - ❑ Field Department - Independent - 405
 - ❑ Field Direction/Plan - 406
- ▼ Interviewing - Audience
 - ❑ Ethnic Groups - 340
 - ❑ Executives / Professionals - 341
 - ❑ Foreign Language - 342
 - ❑ International - 343
 - ❑ Low Incidence - 343A
 - ❑ Medical / Health Care - 344
- ▼ Interviewing - Location
 - ❑ Airport - 348
 - ❑ Central Location - 349
 - ❑ Convention / Tradeshow - 350
 - ❑ In-Home / Door-to-Door - 351
 - ❑ In-Store - 352
 - ❑ Mall Intercept - 353
 - ❑ Mall Intercept - Computer Assisted - 354
 - ❑ On-Site - 355
 - ❑ Overnight Interviewing - 345
- ▼ Interviewing - Method
 - ❑ Interactive Audience Response Systems - 342A
 - ❑ Email / Diskette-Based Surveys - 356
 - ❑ Mail Questionnaires / Surveys - 357
 - ❑ Personal - 346
 - ❑ Telephone/Mail Combination - 361
 - ❑ Telephone - General - 359
 - ❑ Telephone - CATI - 360
 - ❑ Telephone - IVR - 358
 - ❑ Telephone - WATS - 362
- ▼ Omnibus Surveys
 - ❑ Business-to-Business - 165
 - ❑ Concept Testing - 167
 - ❑ Consumers - 168
 - ❑ Ethnic Markets - 169
 - ❑ Executives / Professionals - 170
 - ❑ Medical / Health Care - 171
- ▼ Panels
 - ❑ Online - 364
 - ❑ Diary - 365
 - ❑ Mail - 367
 - ❑ Telephone - 369

Qualitative Services

- ❑ General - 370
- ❑ Focus Group Facility - 371
- ❑ Focus Group Recruiting - 372
- ❑ Focus Groups - International - 136
- ❑ Taste Test Facility - 393A
- ❑ Test/Commercial Kitchen - 393B
- ❑ Usability Lab - 372B
- ▼ Qualitative Services - Moderating
 - ❑ Moderator - 392
 - ❑ General - 376
 - ❑ Children - 377
 - ❑ Consumers - 378
 - ❑ Depth / One-on-One - 379
 - ❑ Educational - 380
 - ❑ Ethnic Groups - 381
 - ❑ Executives / Professionals - 382
 - ❑ Financial Services - 383
 - ❑ Gay & Lesbian - 384
 - ❑ High Technology - 385
 - ❑ Mature / Seniors - 387
 - ❑ Media - 388
 - ❑ Medical / Health Care - 389
 - ❑ Students - 390
 - ❑ Teenagers - 391
- ▼ Qualitative Services - Related
 - ❑ Moderator Training - 393
 - ❑ Transcriptions - 394
 - ❑ Video Conferencing - 394B
 - ❑ Video Taping - 395
 - ❑ Video Editing and Analysis - 395.5
- ▼ Questionnaires
 - ❑ Questionnaire Design - 396
 - ❑ Questionnaire Coding - 398
 - ❑ Optical Scanning - 409
- ❑ Sampling - 411
- ❑ Semiotics Research And Analysis - 196.5
- ❑ Sensory Research - 197
- ▼ Technical Services
 - ❑ Computer Services - 399
 - ❑ Data Collection Management - 400
 - ❑ Data Conversion - 401
 - ❑ Data Entry - 402
 - ❑ Data Processing - 403
 - ❑ Data Tabulation - 413
 - ❑ Database Development - 336
 - ❑ Foreign Language Translation - 407
 - ❑ Key punching - 408
 - ❑ Predictive Dialing - 410
 - ❑ Scanning Services - 412
 - ❑ Validations - 415
 - ❑ Word Processing - 416

AUDIENCES / MARKETS

- ❑ Acquisitions - 500
- ❑ Advertising Agencies - 501
- ❑ Agriculture / Agribusiness - 502
- ❑ Airlines - 503
- ❑ Alcoholic Beverages - 504
- ❑ Apparel / Clothing / Textiles - 505
- ❑ Association Membership - 506
- ❑ Automotive - 507
- ❑ Automotive Aftermarket - 508
- ❑ Beverages - 509
- ❑ Business-to-Business/Industrial - 511
- ❑ Candy/Confectionery - 512
- ❑ Casinos/Gambling - 513

CATEGORIES of MARKET RESEARCH SERVICES

- ❑ Chemical Industry - 515
- ❑ Communications - 516
- ▼ Computers
 - ❑ Computer Hardware - 517
 - ❑ Computer Software - 518
- ❑ Construction Industry - 519
- ❑ Consumer Durables - 520
- ❑ Consumer Services - 521
- ❑ Consumers - 522
- ❑ Conventions - 523
- ❑ Cosmetics / Beauty Aids - 524
- ▼ Demographics
 - ❑ Affluent - 525
 - ❑ Children - 526
 - ❑ College Students - 527
 - ❑ Ethnic - General / Multi-cultural - 528
 - ❑ Ethnic - African-American - 529
 - ❑ Ethnic - Asian - 530
 - ❑ Ethnic - Eastern European - 531
 - ❑ Ethnic - Hispanic / Latino - 532
 - ❑ Generation X - 533
 - ❑ Generation Y - 533.5
 - ❑ Mature / Seniors - 534
 - ❑ Mothers - 535
 - ❑ Parents - 536
 - ❑ Teenagers / Youth - 537
- ❑ Direct Marketing - 538
- ❑ Education - 539
- ❑ Electronics - 540
- ▼ Entertainment
 - ❑ Entertainment Industry - 541
 - ❑ Movie / Film / TV Previews - 542
 - ❑ Music Tests - 543
 - ❑ Theater Counts & Research - 544
- ❑ Environment & Ecology - 545
- ❑ Exercise & Fitness - 546
- ❑ Fashion Industry - 548
- ▼ Financial
 - ❑ General - 549
 - ❑ Banking - Commercial - 550
 - ❑ Banking - Retail - 551
 - ❑ Credit Cards - 552
 - ❑ Insurance - 553
 - ❑ Investment Banking - 554
 - ❑ Mutual Funds / Stocks / Bonds - 555
- ❑ Foods / Nutrition - 556
- ❑ Fragrance Industry - 557
- ❑ Gay & Lesbian Market - 558
- ❑ Government - 559
- ▼ Health Care / Medical
 - ❑ General - Healthcare - 561
 - ❑ General - Medical - 562
 - ❑ Dentists - 563
 - ❑ Doctors / Physicians - 564
 - ❑ Hospital Personnel - 567
 - ❑ Hospital Purchasing Agents - 568
 - ❑ Nurses - 571
 - ❑ Patients - 573
 - ❑ Pharmacists - 575A
 - ❑ Veterinarians - 577
 - ❑ Alternative Healthcare - 570

- ❑ HMOs / Managed Care - 565
- ❑ Hospitals / Nursing Homes - 568A
- ❑ Pharmaceutical - OTC Medicines - 572
- ❑ Pharmaceutical - Prescription Medicines - 575
- ❑ Preventive Healthcare - 576
- ❑ Surgical Products / Device Manufacturers - 576A
- ❑ High Technology - 578
- ❑ Household Products/Services - 579
- ❑ Housewares - 580
- ▼ International
 - ❑ Worldwide Capabilities - 581
 - ❑ Africa / Middle East - 582
 - ❑ Asia - 583
 - ❑ Australia / Pacific Rim - 584
 - ❑ Canada - 586
 - ❑ Caribbean - 587
 - ❑ Central America & Mexico - 588
 - ❑ Eastern Europe & Russia - 589
 - ❑ Europe - 590
 - ❑ South America - 596A
 - ❑ Southeast Asia & India - 591
- ❑ Lawn & Garden - 597
- ❑ Legal / Lawyers - 598
- ❑ Leisure - 599
- ❑ Manufacturing / Machinery - 601
- ▼ Media
 - ❑ General - 602
 - ❑ Cable / Satellite TV - 603
 - ❑ Internet / Online - 604
 - ❑ Print Publications - 605
 - ❑ Radio - 606
 - ❑ Television - 607
- ❑ Merchandising / Couponing - 608
- ❑ Military - 609
- ❑ New Products - 610
- ❑ Non-Profit / Fund Raising - 611
- ❑ Office Products - 612
- ❑ Packaged Goods - 613
- ❑ Personal Care Items - 614
- ❑ Pet Owners / Foods / Supplies - 615
- ❑ Petroleum Products - 616
- ❑ Political Polling / Planning - 618
- ❑ Professional Service Organizations - 618A
- ❑ Public Affairs - 619
- ❑ Public Relations - 620
- ❑ Publishing - 622
- ❑ Real Estate / Residential Development - 623
- ❑ Religion - 624
- ▼ Retail
 - ❑ General - 625
 - ❑ Convenience / Gasoline - 626
 - ❑ Drug Stores / Pharmacies - 627
 - ❑ Fast Food Industry - 629
 - ❑ Mass Merchandisers - 630A
 - ❑ Restaurants / Food Service - 631
 - ❑ Supermarkets - 630
- ❑ Service Industries - 632

- ❑ Small Business/Entrepreneurs - 633
- ❑ Sports - 634
- ❑ Technology - 635
- ❑ Telecommunications - 636
- ❑ Tobacco - 637
- ❑ Toys / Games - 638
- ❑ Trade Associations - 639
- ❑ Tradeshows - 640
- ❑ Transportation - 641
- ▼ Travel / Tourism
 - ❑ Hospitality / Hotel / Resorts - 642
 - ❑ Travel - 643
- ❑ Utilities / Energy - 644
- ❑ Yellow Pages - 645

RESEARCH SOFTWARE

- ❑ Analysis of Variance - 700
- ❑ Brand Share Analysis - 701
- ❑ CAPI - Computer-Aided Personal Interviewing - 701A
- ❑ CATI - Computer-Aided Telephone Interviewing - 702
- ❑ Cluster Analysis - 703
- ❑ Computerized Interviewing - 705
- ❑ Conjoint / Trade-Off Measurement - 706
- ❑ Cross tabulation / Display - 707
- ❑ CRT Data Entry - 708
- ❑ Data Conversion - 709
- ❑ Data Editing/Manipulation - 710
- ❑ Data Entry - 711
- ❑ Demographic Analysis - 712
- ❑ Discriminant Analysis - 713
- ❑ Factor Analysis / Principal Components - 714
- ❑ Geographic Information Systems - 715
- ❑ Integrated Interviewing Systems - 715A
- ❑ Interaction / Classification Analysis - 716
- ❑ Interactive Tabulation - 717
- ❑ Management Information Systems - 718
- ❑ Market Segmentation - 719
- ❑ Modeling - 720
- ❑ Multidimensional Scaling - 721
- ❑ Multinomial Logit Analysis - 722
- ❑ Multivariate Methods - 723
- ❑ Optical Scanning Systems - 726
- ❑ Panel Data Processing - 727
- ❑ Perceptual Mapping - 728
- ❑ Price Elasticity Measurement - 729
- ❑ Quadrant Analysis - 730
- ❑ Questionnaire Design Language - 731
- ❑ Ranking - 732
- ❑ Regression / Correlation Analysis - 733

- ❑ Sales Forecasting - 734
- ❑ Sample Database - 735
- ❑ Sample Weighting - 736
- ❑ T-Tests - 739
- ❑ Table Editing - 740
- ❑ Tabulation Systems - 741
- ❑ Telephone Interviewing / Sampling - 742
- ❑ Verbatim Coding - 743
- ❑ Web Interviewing Systems - 743A
- ❑ Word Processing - 744

ONLINE RESEARCH

- ▼ Online Focus Groups / Interviews
 - ❑ Focus Groups - 813
 - ❑ Focus Groups / Bulletin Boards - 813A NEW
 - ❑ Broadcast / Streaming Video - 814
 - ❑ Moderating - 815
 - ❑ Interviewing - In-Depth - 815A NEW
 - ❑ Recruiting - 816
 - ❑ Hosting - 817
 - ❑ Software - 818
- ❑ Online Communities - 824 NEW
- ▼ Online Panels
 - ❑ Panels - 806
 - ❑ Proprietary Panels - 807
 - ❑ Syndicated Panels - 808
- ▼ Online Surveys
 - ❑ Surveys - 803
 - ❑ Advertising - 801
 - ❑ Advertising - Copy Testing - 802
 - ❑ Media Research - 800
- ▼ Survey Recruiting
 - ❑ General - 810
 - ❑ Recruiting via Social Media - 810A NEW
 - ❑ List Rental - 811
 - ❑ Recruiting Software - 809
- ▼ Survey-Related Services
 - ❑ Survey Hosting - 812
 - ❑ Survey Programming - 825
 - ❑ Survey Reporting & Analysis - 803B
 - ❑ Survey Design - 803A
 - ❑ Survey Desktop Kits - 827
 - ❑ Survey Graphics / Interactive - 828
 - ❑ Survey Security - 826
 - ❑ Survey Translation - 823
- ▼ Data Services
 - ❑ Data Collection - 819
 - ❑ Data Processing - 820
 - ❑ Database Design & Maintenance - 821
 - ❑ Statistical Packages - 822
- ▼ Service Providers
 - ❑ Full-Service Provider - 831
 - ❑ Application Service Provider - 830
 - ❑ Enterprise Service Provider - 829
 - ❑ Online / Internet Consultant - 832
- ❑ Website Analysis - 804