

GreenBook® - CATEGORIES of MARKET RESEARCH SERVICES

GreenBook users search for vendors by using categories of research services, both online and offline. At just \$25 each, choosing all categories that describe your firm's areas of specialization or expertise is a simple, effective and targeted way to increase your exposure in the directory.

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
 - Keypunching - 408
 - Predictive Dialing - 410
 - Scanning Services - 412
 - Validations - 415
 - Word Processing - 416

GreenBook® - CATEGORIES of MARKET RESEARCH SERVICES (continued)

GreenBook users search for vendors by using categories of research services, both online and offline. At just \$25 each, choosing all categories that describe your firm's areas of specialization or expertise is a simple, effective and targeted way to increase your exposure in the directory.

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
- 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