

C + R
R E S E A R C H



YOU'RE THE BRAND EXPERT.

We just help you see things more clearly.



quantitative
qualitative
mixed method



At C+R Research, our aim is to educate, discover and ultimately inspire you. As a full-service consumer and market insights firm with over 50 years of experience, helping clients understand the thinking behind consumer behavior is what we do best.

Consider us an extension of your organization. We're large enough to offer innovative tools and handle large-scale programs, yet small enough to provide flexible solutions with senior-level involvement in every project. Through a process of collaboration and consultation, we'll design and manage your projects for you.

At its core, market research is an ongoing exercise about understanding the relationship between people and brands. And, because the best research seeks to make the complex simple, we can help you get to the human nature of things. This way, you find out more of what is really important for consumers, the marketplace, and your business.

Whether a quantitative, qualitative or mixed method approach is what you need, we're certain to devise a relevant strategy for your project.

Qualitative

Our qualitative team delivers powerful insights you can leverage to build strong brands, successful products and services, and powerful communications. Using a full toolbox of methods and techniques, we can help consumers articulate their beliefs, opinions, motivations and behaviors.

Our moderators have extensive experience with a focus on both in-person and online qualitative methods. These methods include one-on-ones, focus groups, ethnographies, online chat sessions, short-term communities, webcam interviews and diaries, web bulletin boards, research using Twitter, and more. In addition, we have specialists in the Youth, Teen, Family, Boomer, Latino and Shopper markets.

Quantitative

Our quantitative team consists of knowledgeable and experienced analysts who become intimately familiar with your business, leveraging sophisticated analyses with superior execution. We do this through attention to detail, a commitment to finding actionable results, and a belief in doing things right the first time. Today, most of our quantitative research is conducted online. When appropriate, we also conduct research by phone, onsite, in malls or in central location facilities.

A Mixed Method Approach

Because of the close integration of our qualitative and quantitative teams, we are experts in the development and execution of hybrid approaches. This spans both in-person and online methods.

Our research experience encompasses practically every product and service category spanning both the consumer and business-to-business arenas. Our analysts come from diverse backgrounds—trained in a variety of disciplines including business and marketing, anthropology, law, child development, banking and psychology. Our clients rank among the most well-known brand and business names in the world in **consumer packaged goods, financial services, retail, entertainment and media, restaurants and food service, telecommunications and technology, beer/wine and spirits, stationery, gifts and keepsakes, apparel and footwear, confections, gaming, personal care and health care.** And, we're adept at interviewing adult consumers, families, kids and teens, as well as ethnic targets.

Find out more about us.
Go to [ccresearch.com](https://www.ccresearch.com) today.





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RESEARCH

Get to the heart of it.

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