



## About Us

Market research is fundamentally about discovering insights that help you make sound business decisions informed by facts – rather than assumptions or intuition. At Market Research Answers, we listen, we analyze and we deliver actionable findings tailored to meet your unique requirements. There is one reason behind everything we do – your success.

Market Research Answers has conducted thousands of interviews, focus groups and surveys for small, medium and Fortune 500 clients spanning a broad range of B2B and B2C product and service categories, and MRA principals offer more than 50 years combined experience as academic, corporate and consulting researchers.

## Each Business is Unique

We understand that each business is unique and that research can be a significant investment, so we don't try to shoehorn our clients into one-size-fits-all, overpriced solutions. We bring a rigorous, best-practice mentality to the research designs we develop for them, we execute on time and within budget, and we deliver findings that drive decisions.

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*“We have worked with multiple marketing research firms, but none have been as comprehensive and thorough as Market Research Answers.”*

*Vice President & Division General Manager,  
ECOLAB*

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### MARKET RESEARCH ANSWERS

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## Our Services

Market research is fundamentally about discovering insights that help you make sound business decisions informed by facts – rather than assumptions or intuition. At Market Research Answers, we listen, we analyze and we deliver actionable findings tailored to meet your unique requirements. Our capabilities include:

- Qualitative research - bulletin boards, online communities, ethnographies, observational studies, focus groups and interviews
- Survey design, programming and fielding – online, mobile, telephone, IVR, paper, mixed-mode
- Descriptive and inferential statistics - significance testing, crosstabulations, causal/predictive modeling and cluster analysis

Providing a full spectrum of qualitative and quantitative capabilities makes us better researchers and it allows our clients to take advantage of an integrated approach to data collection and analysis. We bring a complete tool box to work because we know that not every job can be done with a hammer and nail.

