



Schlesinger Associates

A Marketing Research Corporation

YOUR GLOBAL RESEARCH PARTNER,
ANYWHERE, ANYTIME.

www.SchlesingerAssociates.com



TEST THE
boundaries
OF OUR CAPABILITIES

We deliver quality research data which helps you make the best decisions to grow your business.

Schlesinger Associates is the leading data collection company offering a broad range of qualitative and quantitative research solutions. Working in partnership with you, we provide reliable, quality recruitment for any research methodology your study requires.

With a lifetime of experience and an uncompromising commitment to your success, we are your **global research partner, anywhere, anytime.**

qualitative solutions

Helping companies to gain an in-depth understanding of their target audiences has been our role for over 45 years. Strategically located in the most demographically representative regions in the US and Europe, our qualitative services provide access to virtually all socioeconomic groups and business types.

These services extend beyond the traditional focus group to include telephone interviews, ethnographies, online focus groups and bulletin boards, together with labs for usability, eye tracking and biometric studies. As the world of research transforms, we reach for new heights, redefining our qualitative solutions beyond your expectations.

quantitative solutions

Our online survey services offer comprehensive support, including programming and hosting. Surveys are powered by specialized patented software and an extensive panel of deep personal profiles and online communities.

Our team of experienced field managers and personnel are able to hit the ground running delivering a broad range of cost-effective quantitative solutions, such as central location testing and interviewing, product and taste tests, and mystery shopping programs.

multimethodology solutions

Increasingly, researchers are choosing to combine their research methodologies for a cost-effective solution that stands up to scrutiny and meets the full demands of their research. Schlesinger Associates has the flexibility to combine online surveys with qualitative methodologies, either in series or in parallel, with ease and efficiency to provide complete multimethodology solutions with one point of contact.

YOUR GLOBAL RESEARCH PARTNER, ANYWHERE, ANYTIME.

specialists in recruitment

Recruiting for thousands of studies annually, our clients trust us as their research partner to deliver high-quality respondents for their important and most challenging projects for the healthcare, consumer, business-to-business and IT markets.

Our experienced and resourceful recruitment teams are fully committed to tracking down and engaging your target respondents to participate in our full range of methodologies. At Schlesinger Associates, we dig deeper, constantly pushing the boundaries of our capabilities to help you succeed.

technology for research

As our clients' research needs evolve, so do our services and facilities. Our Schlesinger Associates companies are focused on helping you achieve the clearest insight into your research results. In order to offer you the most innovative solutions and the best security in the market, we are continually expanding and improving our range of technical services.

Schlesinger OnDemand

No more disks. Secure, online access to your qualitative video and audio recordings.

Flexible Recording Services

Video and audio recording of research in any format. Specialized videographer upon request.

Web Usability Labs

Specialized web and device usability equipment with full technician support.

Eye Tracking

Eye-gaze tracking technology for true insight into how audiences absorb visual communications.

Biometrics Labs

Go beyond traditional methodologies that measure conscious self-report. Biometrics Labs captures a respondent's subconscious emotional engagement to media stimulus.

Video Streaming

View live or delayed time focus groups from the convenience of your PC, wherever you have an internet connection.

Video Conferencing

View live focus groups that are transmitted to client video conferencing equipment with the highest quality technology.

online solutions

Through our choice of qualitative and quantitative methodologies, Schlesinger Online Solutions provides the most comprehensive online research solutions available.

Online Surveys

We provide fast, reliable and cost-effective online survey solutions, including programming and hosting services. Our extensive database of double-opted-in and verified respondents, together with our strict screening process, guarantees the highest quality of data and response levels. Our panel markets include consumer, healthcare professionals, patients, business-to-business and IT.

Online Qualitative Solutions

In addition to speed and cost effectiveness, our methodologies deliver a highly qualitative response to concepts and media. We also provide moderators who specialize in our online qualitative software.

Online Focus Groups Our focus groups provide capacity to book, run and recruit groups in a matter of days for simultaneous communication with geographically dispersed respondents.

Webcam Focus Groups The next generation in online focus groups with the ability to read body language and facial expressions.

Online Bulletin Boards Discussions can be deeply involved and unfold over extended time frames at respondent and moderator convenience, overcoming time-zone limitations.

Quality Guaranteed

At Schlesinger Online Solutions, we apply our company values of partnership, quality and service excellence in everything that we do. When you receive your results, you can be satisfied that your participants are on target, genuine and have never over-participated.



global management solutions

Regional differences abound, Schlesinger Associates enables you to take the pulse of markets around the world. With one phone call, we are able to provide you with pricing and capabilities for any qualitative or quantitative study. From the beginning, your dedicated project manager will take care of all aspects of the study, including translation, daily progress reports and feedback, study logistics and final reporting.

Our dedicated team have built strong relationships with trusted strategic partners and are committed to ensuring high-quality data worldwide. Whether your projects are in one country or twenty, we are the one-stop solution for your global management needs.

Domestic Multi-Market Management

If you wish to conduct a study over several home markets, we will be happy to carefully manage your needs and advise the locations that best suit your study. We will place your study throughout any of our network of Schlesinger facilities or with other trusted facilities.



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our facilities

Our reputation as one of the premier focus group facilities keeps growing, as does our family of focus group facilities. Located in key markets across the US and Europe, these spacious and modern facilities consistently win top honors in the annual Impulse Survey of Focus Facilities.

Our facilities are equipped to a high specification for an enhanced focus group experience, and our teams are passionately committed to service excellence. We look forward to welcoming you to Schlesinger Associates.



Schlesinger Associates USA

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New Jersey :: New York
Orlando :: Philadelphia
Philadelphia Bala Cynwyd
Phoenix :: San Francisco

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