

Qualitative Research Services



THE INSIGHTS TO MOVE YOUR BUSINESS STRATEGY FORWARD.

Luth Research facilitates in depth exploration with a full suite of qualitative research services. In the beginning of introducing a new idea, product, service, brand, or advertising to market, it is often unclear how consumers will react. Optimize the launch by examining prospective target audiences and potential consumer directions before the final result goes to production.

Facilities. Luth offers two large focus group rooms. Each room features a client lounge with ample space behind a floor-to-ceiling one-way mirror so clients can comfortably view groups in progress. We also provide real-time Internet viewing capabilities for any offsite attendees. Our offices also include a large kitchen for taste tests.

Recruiting. Luth has the capacity to complete even the most challenging projects with seasoned skilled recruiters. Participants are recruited using a broad portfolio of resources for one-of-a-kind solutions. As a result, Luth has the expertise to engage audiences ranging from all types of consumers to the most difficult B2B and medical specialties. For studies using alternative facilities or taking place in another city, Luth is adept at coordinating participant recruitment anywhere across the country with experiences worldwide to manage all important details.

Project Management. Each project is closely monitored and daily reports provide updates including recruitment status, review of respondent portraits and responses, progress reports, and dialing dispositions. This process is an integral part of our services because it provides the capability to immediately address any questions or challenges that arise.

Integrity and trust are at the heart of everything we do. Our staff is committed to client satisfaction and will go above and beyond to ensure the success of every project.

To learn more about our qualitative services, call us today at 800.465.5884 or visit luthresearch.com.

Luth Research Offers:

- Central downtown location, minutes from the airport and nearby hotels
- Top five nationally rated facilities
- Qualitative advantages
 - + Meticulous project management
 - + Experienced recruiting
 - + Cross-country logistical coordination
 - + Dedicated hosts and a client service staff available around the clock
 - + Audio/video/DVD/digital recording
 - + Computer hookups; wired and wireless Internet access
- Qualitative interviewing
 - + Group interviews (focus groups, dyads, triads, etc.)
 - + In-depth interviews/one-on-ones
 - + Ethnography
 - + Central location testing

