


GLOBAL QUANTITATIVE



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We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

Market Research | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo intereset. We employ multiple research methods to assist you with your global growth strategy.

Strategy Research | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

Data Collection | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

Focus Group Facilities | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad



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Comprehensive solutions for the Global Quantitative

Aerospace and Defense Industries

- Quantitative study to determine a government's defense budget over a period of five years.

Alcoholic Beverage Industry

- Conducted a three phase bar and street intercept study in Manhattan among drinkers in trendy bars for an Asian liquor considering US market entry.
- Conducted a global online survey on attitudes and behavior towards wine.
- Quantitative study among Hispanics living in L.A, Chicago and Houston in order to test 4 different alternatives of packages for a new product concept for beer in US.
- Conducted mall intercepts among several beer drinker segments for a US brewing company in the Houston Area.
- Quantitative survey for a manufacturer of spirits in the USA and Europe.
- Conducted multi-phase intercept study at upscale bars in NYC to guide an Asian beer producer's

market entry.

- Conducted mall intercepts among "blue collar" consumers of beer.
- Conducted a street intercept study in the meat packing district of Manhattan about perceptions toward a new liquor introduction into the USA.

Automotive

- Conducted a global qualitative and quantitative study regarding car owners over the world.
- Conducted a quantitative and qualitative study about consumers' opinion about the equipment rate and necessity of each option, expected price, preference and ideas for new options/features.
- Conducted a large scale quantitative study of US consumers' attitudes toward premium gasoline.
- Conducted a multi country quantitative study among consumers as well as professionals in Asia, North America and Europe, where the objective was to understand global attitudes towards electronic parts among consumers and professionals.

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- Conducted an online and telephone research for machines and small engines.
- Global qualitative study of automobile drivers and consumers in Argentina, Brazil, France, Germany, Hong Kong, Italy, Japan, Malaysia, Netherlands, Norway, Puerto Rico, Singapore, Thailand, and the UK.

Apparel and Textile Industry

- Mall intercepts in the US on consumers attitudes toward retail clothing of store brand names.
- Quantitative study on apparel in the UK and Germany.
- Conducted mall intercepts for mid-level apparel stores in France, South Korea, and Spain

Brand Image/ Strategy

- Conducted mall intercepts in US on consumers attitudes toward retail clothing store brand names.
- Quantitative Brand Image Study for US and Europe for Industrial Cleaning products by end use Market Segments.

- Quantitative Glass Manufactures Brand Image Survey in US.

- Quantitative Brand Image Survey for a Glass Manufacturer.

- Conducted an intercept study on brand image for food companies.

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- Quantitative Brand Image Survey for a Glass Manufacturer.

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Business-to-Business Research

- Conducted in-booth surveys and intercepts on a trade show for a gas utilities manufacturer.

- Quantitative study of data processing managers in the UK, France, Germany, Italy, Spain and the Benelux countries.

- Quantitative telephone study of data processing managers throughout Latin America, Mexico, Brazil, Argentina, Chile, Peru, Venezuela, and several Central American countries.



- Quantitative study of IT managers in the Banking and Healthcare industries regarding a new email product concept in the UK.
- Quantitative research survey of network managers in the US from small, medium, and large firms.
- Quantitative study evaluating the market potential in European businesses for a new integrated printer system.
- Conducted CATI Interviews with respondents who manage day to day print operations in UK, France, and Germany.
- Quantitative study of interviews with engineers in Japan and Taiwan to determine their usage of technical products.
- Comprehensive evaluation of water filtration systems in Europe and in Asia, assessing technology, competitors, and potential opportunities.
- Quantitative survey of B2B wireless users in China, evaluating market potential and the future of the market

Children

- Conducted an online and field study for children with RSI.
- Collected data of school-age children and parents by online survey.

Chemicals

- Quantitative survey of B2B wireless users in China, market assessment, potential and future of the market

Competitive Intelligence

- Quantitative study covering the US, Puerto Rico, and the Dominican Republic to determine what competitive products are produced in those countries and how they are promoted.

Construction Industry

- Quantitative study regarding the formwork market in Midwest US in order to determine market awareness and market share.

Consumer

- Quantitative study covering the US, Puerto Rico, and the Dominican Republic to determine what competitive products are produced in those countries and how they are promoted.
- Global CATI consumer study of skin care products with consumers in North America, Asia, Latin America and Europe.
- Quantitative study that determined consumer preferences for imaging equipment.



- Conducted CATI interviews with ordinary consumers who have shopped at a combination of different supermarkets in the greater London area to evaluate their shopping experience and needs.
- Conducted quantitative study regarding consumer's feelings towards contact lenses.

Cosmetics Industry

- Mall Intercepts for consumers to test new lipstick products.
- Street intercepts to test new scent product lines for a major American cosmetic firm.
- Conducted street intercepts among Hong Kong skin care consumers in order to test new scents.
- Quantitative Study with consumers to determine their attitudes toward new hair care products in the US.

Dental Care Industry

- Conducted qualitative and quantitative interviews in Spain, France, Germany, Italy, the UK, and Sweden with dentists and dental patients for a new product concept in the dental care industry.
- Qualitative and Quantitative Assessment of the potential for a new dental service in Europe and Asia.
- Conducted a quantitative study

for dentists in the US market for evaluation of insurance practices.

- Conducted a quantitative survey for consumers regarding their unmet needs in the dental market [e.g. services, new products, etc.]
- Conducted an online survey of consumers regarding their attitudes toward insurance payments with their dental care programs

Ecommerce Industry

- Recruited 420 participants for an Internet survey on automobile purchasing decisions in US, Germany, the UK, and Italy.
- Conducted a total of 900 interviews in Spain, France, Germany, Italy, the UK, and Sweden in order to identify consumers seeking healthcare related information online.
- Conducted online survey of buyers and intenders of high-end furniture to determine the effect of delivery times on the purchasing decision.

Electronic Industry

- Intercepted pre-paid mobile phone users in Thailand for a study.
- Conducted large-scale concept testing among 600 mobile phone owners in the United States.
- Conducted international quantitative TV study to determine the attitudes and usage habits of TV



customers in India, China, UK, and the US.

- Conducted qualitative and quantitative market contact audit of HHP (mobile phones) and CTV products in Mexico.
- Quantitative and qualitative research in Europe for a US electrical components company.
- In-store interviews with customers purchasing electronics, including MP3 players.

Education

- Conducted an online research study among students branding perceptions at a university.

Entertainment

- Global quantitative telephone survey to determine "exportability" of US entertainment in Asia, Europe and Latin America.
- Quantitative online survey of frequent consumer and business travelers to determine entertainment programming for an airline.
- Conducted a qualitative study among users of interview streaming sites using a focus group approach.

Environmental and "Green" Products and Technology

- Global consumer CATI and web study for potential for green food and

packaging products in Asia, Europe, Latin America and North America; market potential and market segmentation.

Ethnic Research

- Conducted qualitative focus groups in NYC of young Asian and Hispanic youths (aged 17 to 24) about their attitudes toward joining the armed forces.
- Conducted CAPI interviews in Korea town and China town NYC in language about wireless technology.

Fashion Industry

- Conducted a global quantitative study for a major retailer to assess the casual care market.
- Conducted an intercept study on mid-level retail stores in France, Spain, and South Korea.

Fast Moving Consumer Goods

- Conducted CATI interviews with ordinary consumers who have shopped at a combination of different supermarkets in the greater London area to evaluate their shopping experience and needs.
- European quantitative study on a new men's razor product.
- Quantitative Study with consumers to determine their attitudes toward new hair care products in the US.



Finance

- Conducted global quantitative study of consumer credit card usage in Europe, South Africa, the Middle East, Asia, and Latin America.
- Quantitative Insurance satisfaction study in the US.
- Quantitative study of the attitudes and usage of male and female credit card users and non-users in Saudi Arabia, Morocco, and South Africa.
- Quantitative analysis of 401(k) providers with 25 – 500 full time employees in the manufacturing, retail, wholesale, telecom, and service sectors.

Food

- Conducted intercepts of consumers at a major fast food restaurant at specific locations in Indiana to determine their level of satisfaction with the service.
- Conducted CATI interviews with ordinary consumers who have shopped at a combination of different supermarkets in the greater London area to evaluate their shopping experience and needs.
- Conducted intercepts of consumers at Burger King locations to determine their level of satisfaction with the service at specific locations in Indiana
- Conducted a quantitative

research study to understand the satisfaction and willingness regarding a major coffee brand.

- Conducted store intercepts to assess breakfast products for a company in New York.
- Conducted an intercept study on chocolate-tasting in Mexico
- Conducted in-store intercepts at a fast food restaurant in the Midwest.

Foreign Market

- Conducted an online survey to understand companies' perspectives on foreign market strategy.

Healthcare

- Conducted online medical recruitment study with rheumatologists and dermatologists in Austria.
- Conducted online survey for a nasal spray producer.
- Conducted CATI study regarding wound care.
- Conducted mall intercepts for women using hormonal oral contraceptives

Household Appliance and Products Industry

- Conducted mail intercepts for an air conditioner and dehumidifier study in the US.



- Market Quantitative research study on 100 cutlery customers as well as 100 non-customers in Korea to evaluate the expansion of a US company.

Imaging Industry

- Quantitative study in France, Germany and Italy to test 5 different names of new product for radiologists.
- Conduct intercepts across Europe about a new digital imaging offering.

Industrial Sector

- Conducted CATI Interviews with respondents who manage day to day print operations in UK, France and Germany
- Quantitative and qualitative study for sterilization equipment in Europe and Japan.
- Quantitative study of interviews with engineers in Japan and Taiwan to determine their usage of technical products.

Insurance Industry

- Conducted a Quantitative Insurance Satisfaction Study in the USA.
- Conducted a quantitative study for dentists in the US market for evaluation of insurance practices.

Luxury Brands

- Conducted mall intercepts at high end department stores to determine price points in a recession.
- Conducted a quantitative study for luxury brand buyers in US, Europe, Asia, Latin America and The Middle East.
- Conducted an online survey in North America for purchasers of designer brands for apparel in the US.
- Conducted a CATI study in Europe for purchasers of luxury leather goods and apparel.
- Conducted a quantitative price point survey for high end consumers in North America, Europe and Asia.
- Conducted a conjoint study for luxury brands in Europe, Latin America and Asia.
- Conducted mall intercepts in order to test consumer perception of a new diamond cutting technology.

Market Segmentation Projects

- Conducted quantitative market segmentation study for food and beverage products in Asia Pacific countries
- Conducted qualitative market segmentation study that should enabled healthcare client to derive and describe target groups that maximized the joint potential of two products



Non-Profit

- Conducted qualitative research study by focus groups on a membership satisfaction in a nonprofit organization.

Office Furniture Industry

- Conducted online survey of buyers and intenders of high-end furniture to determine the effect of delivery times on the purchasing decision.

Pharmaceuticals

- Quantitative and qualitative assessments of the market size and the opportunities for wound care products in Europe and in Japan.
- Qualitative and Quantitative Assessment of the potential of service industry for hospitals and institutions in Europe.
- Quantitative telephone survey to assess Anesthesiologists and Surgeons' treatments.
- Qualitative and Competitive Intelligence Study on associations of clinical research professionals.
- Conducted a quantitative Diabetes study in the US with Endocrinologists, PCPs, GPs, and Nurses.
- Conducted a quantitative study assessing PCPs and specialists' treatments of Dyslipidemia in France, Germany, Italy, Spain, UK, US, and

Japan.

- Global Quantitative telephone survey of GP's and gynecologists in France and Germany to assess their treatment of Endometriosis.
- Conducted a Quantitative study of HIV specialists in the Miami, Los Angeles and New York to research the use of a new Protease inhibitor.
- Conducted a quantitative study assessing PCPs and Cardiologist's treatment of hypertension in France, Germany, Italy, Spain, the UK, US, and Japan.
- Quantitative Project Researching Gastroenterologists' preferences to IBD treatment drugs in US, Japan, France, Germany, Italy, Spain, and the UK.
- Qualitative and Quantitative research on the sterilization equipment markets in five major markets. Determined manufacturer's attitudes toward the acceptance of new technologies.
- Quantitative study for purchasers of surgical needles in Europe.
- Quantitative study in the USA and UK on a new pill dosing timer product.
- Quantitative study of gynecologists in France, Germany, Spain, Italy, the UK, US, and Japan, focusing on treatment of female sexual dysfunction.
- Conducted a qualitative study of couples who suffer from pre-ejaculation syndrome and erectile



dysfunction in Mexico City, Mexico.

Publishing

- Quantitative survey in the UK of health care and financial industries which involved testing of a new product concept for software to enhance and/or replace E-mail.
- Conducted a customer assessment study for a major publishing company of industrial directories. This quantitative study surveyed CD ROM users in the UK, France, Germany, and Italy. The study produced an assessment of the attitudes and usage of the CD ROM product.
- Conducted Internet-based interviews assessing European reactions to a leading computer manufacturer's advertising campaign.
- Conducted CATI Interviews with respondents who manage day to day print operations in UK, France, and Germany.
- Quantitative survey in Europe of current advertisers, prospective advertisers and past advertisers.

Retail Industry

- Conducted a quantitative [focus groups] study for the buying habits of consumers for retail drug stores in Hong Kong, Taiwan, Korea, and throughout the Pacific Rim. The study was followed by a quantitative assessment of the demand for retail drug store products

in these Asian countries. Consumers for retail drug stores in Hong Kong, Taiwan, Korea, and throughout the Pacific Rim. The study was followed by a quantitative assessment of the demand for retail drug store products in these Asian countries.

- Conducted mall intercepts in the Staten Island Mall to survey consumers' attitudes toward the existing and potential eating establishments and retail stores.
- Conducted mall intercepts to determine consumer attitudes toward LCD display screens.
- Conducted retail mall intercepts for fragrance tests.
- Conducted quantitative face to face interviews with purchasing managers or store managers in their workplace

Retirement Planning Market

- Conducted a global CATI – Web survey for consumers to evaluate retirement planning products

Software and Technology

- Quantitative media surveys for advertising recall for a major producer of computers in Australia, Japan, Argentina, and Brazil.
- Quantitative survey of market potential for an advertising publication in Asia, for example, Japan, Taiwan, South Korea, China, Singapore, and Thailand.



- Quantitative telephone study of data processing managers throughout Latin America, Mexico, Brazil, Argentina, Chile, Peru, Venezuela, and several Central American countries.
- Quantitative survey of B2B wireless users in China, market assessment, potential and future of the market.
- Quantitative study of data processing managers in the UK, France, Germany, Italy, Spain and the Benelux countries.

- Quantitative telephone study of data processing managers throughout Latin America, Mexico, Brazil, Argentina, Chile, Peru, Venezuela, and several Central American countries.
- Quantitative study of IT managers in the Banking and Healthcare industries regarding a new email product concept in the UK.
- Conducted mall intercepts for pre-paid mobile phone users in Thailand.
- Quantitative study of consumer attitudes and usage of pagers and cellular phones in Shanghai, encompassing their competitive framework, pricing, and distribution.
- Quantitative research survey of network managers in the US from small, medium, and large firms.
- Qualitative study on the successes and failures of knowledge-based systems.

Travel & Tourism

- Quantitative interviews with European families vacationing in the US. Conducted focus groups for a European airline to determine a new advertising campaign in the US, specifically, Orlando, Florida.
- Intercept train travelers in San Francisco for an advertising awareness study.