



Your Qualitative Concierge

We'll manage your project from A-Z
— you only worry about travel and moderating.

Opinion Search has been your one-stop-shop for focus groups across Canada for over 20 years. We have the facilities, recruiters, database, Project Managers, technology, associates, experience, creative thinking, foresight and more.

We'll work with you from the start to set up your project, update you throughout the recruitment and host your groups to make sure you can concentrate on running the sessions. [We're here to support you.](#)

responsive service, reliable results



OPINION SEARCH'S QUALITATIVE SERVICES: THE EXPERIENCE AND SUPPORT YOU NEED.

RECRUITING.

We take recruiting seriously and apply ourselves to it professionally. We use:

- our national database (profiled on both consumers' personal background and their employment situation);
- networking among targeted audience;
- social media;
- random recruitment;
- and support from contractors for specialized audiences.

Our recruiting team has experience that can benefit you whether it's groups with consumers, business people or customers from lists you provide.

MRIA QUALITATIVE RESEARCH REGISTRY.

Opinion Search has submitted recruited participants consistently to the registry since 2001. We check all our recruits against the QRR's master lists for all projects and are a strong supporter of the MRIA and its qualitative research standards.

VIDEO STREAMING.

You need it and we have it – cut your project travel costs by using our facilities:

- ActiveGroup
- FocusVision
- Complimentary in-house system

FACILITIES.

Our facilities in Toronto, Montreal & Ottawa – modern, comfortable, fully equipped, and all the technology you need.

5 STAR SERVICE.

From start to finish, our goal is to make your project seamless and smooth.

- Dedicated Project Manager working with you from the start as your one-point-of-contact.
- Real-time updated participant grids available on our secure qualCAP Internet portal from work, home or while you travel.
- Two hosts available at our facilities during your groups to meet the moderator's, end-clients' and the participants' needs.
- Catering arranged in advance or order from take-out menus.
- Room set-up can be adjusted to boardroom style, classroom, usability lab or as a living room.
- In Montreal and Ottawa sessions can be set-up to include simultaneous translation (English to French or French to English).
- Let us handle your document translation, note taking, off-site hosting and audio tape transcription requirements, too!

WE'VE GOT CANADA COVERED.

We don't just organize groups in Toronto, Montreal and Ottawa – we can handle your project across Canada. Whether in major cities or rural locations, come to Opinion Search for recruiting, facility arrangements and more. Truly, your one-stop-shop for qualitative project arrangements.

FOR MORE INFORMATION PLEASE CONTACT:

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About Opinion Search

Opinion Search is your one stop shop for data collection. With 275 Internet enabled CATI stations, nine newly designed, modern focus group suites and Canada's premier online research panel, there is no need to look elsewhere. For online research, telephone surveys, qualitative recruiting and rooms, make Opinion Search your data collection partner.



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Spectacular facilities, high quality recruiting, responsive staff and you can earn Aeroplan Miles on every project – ask us how.

 **OPINION SEARCH**.com