

FIRM FACTS was established in 1975 in response to a need for a qualified field management service in Connecticut.

We have continued to be an independent data collection company to enable you to get hands-on supervision.

YOU ASK, WE DO!

A map showing the service area of FIRM FACTS. The map includes Connecticut, Rhode Island, lower Massachusetts, and Westchester, NY. The text is overlaid on the map in red and black.

**FIRM FACTS now covers
all of Connecticut,
Rhode Island,
lower Massachusetts
and
Westchester, NY.**

Since 1975, FIRM FACTS has been providing professional interviewing services to clients in New England.

One phone call is all it takes to get your project off the ground!

References upon request.



FIRM FACTS
INTERVIEWING SERVICE

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FIRM FACTS
INTERVIEWING SERVICE



Connecticut's
most experienced
independently-owned
field service



FIRM FACTS has **extensive experience** in all phases of data collection, both quantitative and qualitative:

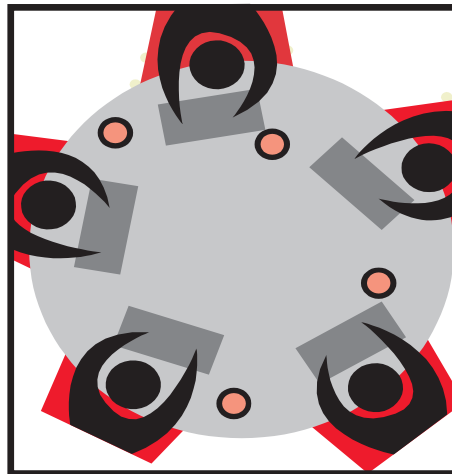
- computer and paper-based surveys
- telephone and in-person surveys
- in-store and mall intercepts
- store simulations
- door-to-door coverage
- mall facility
- product placement and shelf displays
- product tests
- taste tests
- focus groups
- mock juries
- mystery shopping
- audits
- music studies

FIRM FACTS supplies a work force of trained personnel to ensure **accurate** studies.

Our **commitment** to our clients ensures you of:

- full coverage
- experienced supervision
- a job done right the first time

We provide mall facilities, a fully-equipped focus room, and a comfortable client observation room.



Harriet Quint, Owner, FIRM FACTS

Harriet has been in the market research field since 1972. A graduate of the University of Connecticut, she is a certified focus group moderator and has gained vast experience in every aspect of the data collection business.

Recognized by the Market Research Association of America, Harriet has built a successful business and earned a reputation for hard work, honesty and dependability.

Harriet's name and that of FIRM FACTS are nationally-known and respected and she is a regular speaker on the topic at area universities.