



## Services

We design market research studies using the simplest statistical techniques possible. Most projects are typically handled with well-designed questions and answer choices, basic statistics, and tests of statistical significance to compare groups. That said, we are equipped to handle more complex techniques, such as regression analysis and choice-based models (discrete choice, conjoint).

We have extensive experience in a broad range of data collection techniques, including:

- Online Market Research
- Online Focus Groups and Bulletin Boards
- Traditional Focus Groups

### Our Approach

Our goal is to make you feel as if you are our sole client as we:

- Evaluate your research needs in the context of what's happening in your industry and your organization.
- Create a research plan, drawing on the most advanced research techniques available.
- Fulfill project requirements efficiently and keep you up-to-date with the study's progress.
- Draw clear conclusions that answer your objectives.
- Remain a trusted partner and resource well after the project is over.

A client recently told us we were the only people she knew who lost more sleep over her project than she did. That's the best kind of compliment we can receive.

### Personal Attention

**Research isn't just about asking questions.** It's about asking the right questions. Crux Research takes the time to get to know you and your organization. We want to understand who you are, what your culture is like, what really makes your organization special. Above all, we want to understand exactly why you're doing research. This understanding helps us deliver true insights — the kinds of insights that drive action.

Being a more focused research firm allows us to deliver true one-on-one service. Many large firms quickly pass projects on to a "green" analyst for most tasks of your study. At Crux, you'll receive focused and ongoing attention of senior researchers every step of the way.

### High Impact Results

Our reports and presentations are, ultimately, why clients choose to work with us. Our reports are where the research comes to life and inspires confident decision making. All of our reports are custom-built and consider the unique needs and culture of our clients.

### Youth and Education Expertise

Crux contains some of the best minds in youth research – youth research is a core expertise of the firm and where many of our researchers honed their skills.

If you are an organization that is doing things that helps young people make good choices and enhances their lives, we want to work with you!

Crux researchers have overseen thousands of survey research studies of kids, teens, young adults, their educators, and their parents. We have worked with the best-respected organizations that serve youth – product marketers, media, agencies, retailers, and non-profit organizations. Crux researchers are widely quoted in the national media on youth issues, present at youth industry events, and are looked to as a trusted source of insights into the Millennial and Gen Z Generations.