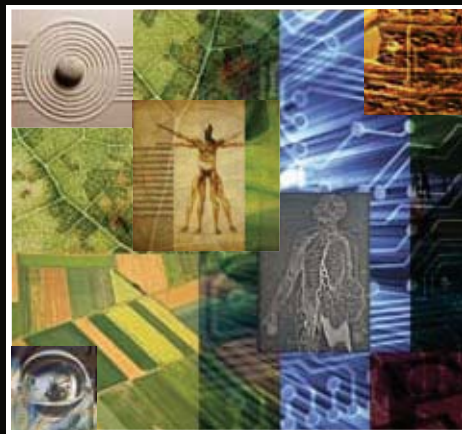


BROOKS ADAMS RESEARCH



*The market has changed.
Your consumer has changed.*



Do you have the answers you need?

K n o w l e d g e M e e t s I m a g i n a t i o n



Brooks Adams Research helps your organization...

Ask the right questions and **Find** real answers so
you can **Make** informed decisions

Services

- Market feasibility studies
- Competitive analysis
- Focus groups
- Dial groups
- Online surveys
- 50+ online consumer panel
- Online focus groups
- Lifestyle segmentation studies
- Interviews
- Demographic studies
- Satisfaction surveys
- Ad and product testing
- Market mapping
- Direct mail & phone surveys
- Customer & employee satisfaction surveys

Knowing Research

The comprehensive services offered by Brooks Adams Research cover the full spectrum of quantitative and qualitative research to track changing consumer preferences and trends. We employ numerous data resources to provide the most accurate analysis of information. Informed by our extensive experience in the senior living field, these services allow us to ask the right questions—and find *real* answers. So you know everything you need to know about the changing consumer.

The Power Of Our Panel

Brooks Adams Research has pioneered research techniques aimed at 50+ consumers through a variety of custom-built websites. Using our national online panel of 130,000+ consumers, we create and conduct customized studies to provide our clients with specific and timely information critical to the success of more rapidly achieving their marketing goals. We continually poll panel members to capture opinions on the latest current events and topics, providing us with the information to give you the answers you need.

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