

RESEARCH THAT RELATES TO YOU

FPG offers a comprehensive array of quantitative and qualitative research data collection solutions.

FPG Think Tank™

FPG Think Tank™, a brand extension of Focus Pointe Global, houses platforms that bring people together to share ideas and opinions, to invite thoughtful discussion, and to generate actionable insights.

- Communities
- Polling
- The Gauge App
- Online Product Reviews

Expert Recruiting

- 100% Verification: Qualified respondents are recruited from our 1.6 million+ opt-in panel
- Delivering the right respondents, with speed and accuracy.

In-person Services

- Focus Groups
- In-Depth Interviews (IDIs)
- Ethnographies
- Central Location Testing
- Taste Tests
- Home Use Tests (HUTs)
- Jury Simulation
- Usability Studies

Online Qualitative

- Webcam Interviews with custom options
- Online Communities
- Bulletin Boards

Online Quant

- Sample Matching
- In-House Survey & Screener Programming
- Online Surveys
- Online Quant-to-Qual

STARS Online Product Review Program™

Place your product into the hands of your target customer to test and submit an honest online review to a select list of websites. Online product reviews drive sales!

Clinical Research

Expert Clinical data collection by industry experts in Clinical project design and execution.

- Over-the-counter Products
- Noninvasive Devices
- Behavioral & Cognitive
- Tracking Studies
- Children's Health & Growth
- Health & Beauty
- Feminine Care
- Men's Health

Central Project Management (CPM)

CPM is a team of industry project experts with exceptional knowledge in research design and execution for both qual and quant - from inception of project to final report.

- Screeners
- Coding
- Programming
- Quality Testing
- Datafile Design
- Crosstabulations
- Custom Reports
- Briefing Materials

Facility Locations

Providing quality service in the following locations:

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|-----------------------|----------------------------|---------------|
| Appleton, WI | Irvine, CA | Phoenix |
| Atlanta (2 locations) | Kansas City | San Francisco |
| Boston | Los Angeles | St. Louis |
| Chicago | Minneapolis | Teaneck, NJ |
| Chicago - Oak Brook | New York City | |
| Columbus | Philadelphia | |
| Dallas | Philadelphia - Bala Cynwyd | |

Need another market? We field projects anywhere!

Technologies

- Proprietary Survey Software
- Video Conferencing/Streaming
- HD Digital Recording, Wi-Fi
- Dial Testing - Eye Tracking
- Transcription Services