



**Beta Research Corporation**  
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**DUNS Number**  
06-004-4973

**Code**  
31028

**NAICS Codes**  
541910: Marketing Research and Public Opinion Polling  
541720: Research and Development in the Social Sciences and Humanities

**Certifications**  
» Certified as a WBE and WOSB with the Women's Business Enterprise National Council (WBENC) and Small Business Administration (SBA)  
» Certified as a WBE with NYS, NYC and Port Authority of NY & NJ Small Business Services (SBS)  
» Certified as a Professional Researcher with the American Marketing Association (AMA)

**References**  
» **James Gardner**  
Dow Jones and Company  
james.gardner@dowjones.com  
415-705-0164  
» **Mark Bradbury**  
AARP Media  
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646-521-2524  
» **Marianne Grogan**  
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Proven approaches. Fresh perspectives.

**Overview**

Beta Research, founded in 1970, is located in Woodbury, Long Island – approximately 25 miles east of New York City. We are considered to be a premier provider of custom market research services, offering clients a full range of both qualitative and quantitative methodologies. Beta Research is a privately-held certified woman-owned business that works hard to be a conscientious corporate citizen supporting sustainable and socially-responsible business practices.

**Services/Products**

We've been in the market research business for more than 50 years and have worked with every type of client sector. We understand the do's and don'ts of basic market research practices and share this knowledge and experience with every client we work with.

**Types of studies we offer, but not limited to:**

- » Marketing Position/Competitive Analysis
- » New Product/Service Concept Testing
- » Customer Satisfaction
- » Advertising/Marketing Communications/ Packaging
- » Attitude and Usage
- » Product Usage/Taste-Testing
- » Segmentation
- » Employee Engagement
- » Cable Network Studies

**Our capabilities include:**

- » Study Design – which methodology is best suited for your study
- » Sampling – we partner with many of the most well-known providers in the U.S.
- » Questionnaire Development – we work closely with clients to design questionnaires that yield accurate results
- » Project management every step of the way
- » Data Management – coding, data entry and verification of results
- » Deliverables – tabulations, reports and infographics to enhance presentations

**Beta's Newest Location**



Beta's team of research professionals will help you select the appropriate methodology to meet your research objectives, while being mindful of your timeframe and budget limitations.

**Quantitative Methodologies**

- » On-line Internet (web-based)
- » Mail
- » Telephone
- » Central Location Testing (CLT)
- » Home Use Testing (HUT)

**Qualitative Methodologies**

- » Focus Groups, Dyads, Triads (in-person)
- » Focus Groups (web-cams, bulletin boards)
- » IDIs (in-person, telephone, web-cams)

For streaming and recording services, we provide CCam™ focus which allows clients the ability to engage with their projects (focus groups, IDIs) at our facility from their place of employment or any other location.

Our management team, with years of marketing research experience, takes pride in offering you the highest level of service, comfort and convenience.

**Client Relationships**

- AARP Media Sales**
- » Advertising Tracking/Effectiveness Studies

**Coda Ventures LLC**

- » Newspaper Audience Measurement

**Northwell Health**

- » Patient Services Concept Testing

**NVC Department of Finance**

- » Employee Engagement

**Time Inc.**

- » Reader Studies – Sports Illustrated Swimsuit Issue

**Strategic Partners**

