



### Specialist Area: Market Research

At the heart of business and economic planning lies information and analysis developed from insightful market research.

APR Consultants has been involved in market research for over 25 years and has built considerable in-house research and statistical analysis capability.

#### APR Services:

##### Market Research

*This is one of a series of APR information sheets available for download.*

*For more information about the range of APR Consultants services, please visit our website.*

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APR undertakes a wide range of qualitative and quantitative research around New Zealand tailored to meet individual project objectives utilising telephone research, field research, on-line surveys, focus groups, self-completion surveys and face-to-face interviews.

Market research projects have included:

- Market share analysis.
- Media research.
- Product usage and market demand research.
- Customer perception surveys.
- Business and public confidence surveys.
- Customer satisfaction surveys for commercial and non-commercial organisations.
- Economic impact assessments and economic research.

Significant work has also been undertaken in the area of social research utilising innovative techniques such as Participatory Appraisal (PA) Community Visioning. PA is increasingly being used in New Zealand and overseas to provide an insight into community preferences through an engaging and productive process. Other social research includes:

- Social Impact Assessments.
- Housing surveys.
- Local authority surveys.
- Educational surveys into achievement, schooling patterns, etc.
- Recreation and leisure surveys.
- Regional, district and industry employment skills surveys.

For more information on how APR Consultants can help you with Market Research, please call toll-free on 0800-277-937.

*APR Consultants provides strategic information, analysis and advice to companies, entrepreneurs, industry bodies, local and central government, iwi groups and non-profit organisations throughout New Zealand.*