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20 | 20 RESEARCH-CHARLOTTE COMPLETES EXPANSION; NOW ADDING JOBS

Market researcher/focus group facility continues success streak

CHARLOTTE, N.C. (September 3, 2014) -- On the heels of a strong 2012 and 2013, Charlotte research and focus group firm, 20|20 Research, is growing both its facility and staff.

The company, which helps researchers and marketers across the country conduct product and opinion research, recently opened a fifth focus group room and client suite, increasing their space by 37 percent.

Four employees have been added and in the next year, the firm expects to add additional staff to accommodate new growth in the market.

"In the past two years, we've seen a 36 percent growth in revenue, which has necessitated our physical -- as well as our recent and pending employee -- expansion," said Kathryn Harlan, CEO, 20|20 Facilities. "That organic growth has come simply from more and more companies, brands and products coming to the Charlotte market to gain a better handle on consumer opinions. High quality, state-of-the-art technology and superior client service have earned us more business and, even in this economy, we see that growth trajectory remaining fairly steady over the next few years."

Used extensively by marketers, focus group facilities help researchers better understand the attitudes of consumers regarding a product, message or idea. Trained moderators guide small groups of diverse consumers through a discussion in the facility to better understand their

opinions. That insight allows clients, who usually watch the discussion behind a two-way mirror, to alter the product or message to better appeal to target audiences.

Active since 1999, the Charlotte facility now has five focus group/viewing rooms. One larger suite is commonly used for oversized product displays, mock trials, usability testing and class room settings. A full kitchen and staff supports taste tests and the center offers current audio/video technology support.

Clients using the facility have ranged from Fortune 500 companies to local manufacturers, restaurateurs, grocery stores and advertising agencies.

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About 20|20 Research

In addition to acclaim for its services in traditional, bricks and mortar focus group facilities in Nashville, Charlotte and Miami, 20|20 Research is a global leader in the development, support and service of online qualitative market research... and the software and technology that sustains it. Founded in 1986, the company works with market research and advertising firms around the world, with projects in more than 120 countries and 20+ languages. The past three years it has been named one of the most innovative research firms in the world by GreenBook Research Industry Trends, a top arbiter of the market research industry. The firm's operations are headquartered in Nashville, Tennessee. www.2020research.com