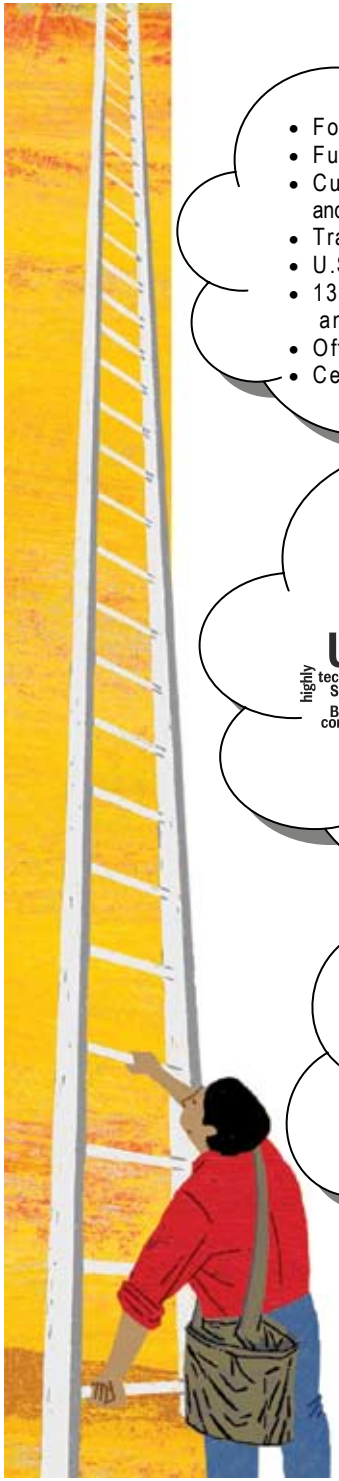
Encuesta, Inc. – Quick Facts



- Founded in 1989 by Martin G. Cerda
- Full-service research-based consultancy
- Custom proprietary quantitative, ethnography, and qualitative (online only) research
- Traditional and web-based methods
- U.S. Hispanic and Puerto Rico
- 13 full-time research staff employees and 120 field/interviewer personnel
- Offices in Miami and Houston
- Certified MBE (Hispanic)

Developed a U.S. Hispanic campaign that went on to global use and years later was named one of the Top 100 Advertising Campaigns of the Past Century by *Advertising Age (2000)*

We have the experience, knowledge, and expertise to design and conduct research that:

- Is valid and reliable (using traditional, web-based and hybrid methodologies)
- Provides culturally relevant insights into consumer motivation, attitudes and behavior
- Is defendable to the point that it generates consensus and confidence in the recommended action
- Stimulates your organization so that it will support attempts to grow volume profitably

Motto:
Explore. Interpret. Empower.®

On a daily basis for 15 years, tracked advertising impact for a leading fast food restaurant

Our advanced research services include:

- Marketing research, including exploratory research, category habits and practices, market segmentation, concept testing, brand usage and awareness, advertising tracking, brand equity and health tracking, among others
- Public opinion and issue-oriented research
- Political research
- Consulting on research design and methodology

The word "encuesta" is Spanish for "survey" or "poll".

Our methods and research tools include:

- Traditional Ethnography/Observation (*in situ*)
- Online Ethnographies (*e-mersion* – online)
- Web-Based Qual (*e-chat* & *e-board* – online)
- Private Insight Communities (*e-vecinos* – online)
- 7-Day Custom Express Poll (*e-poll* – online)
- Address-Based Sampling (offline)
- Random Probability Sampling (offline)
- Mixed-Mode Sampling (online and offline)
- Market Immersion Tours (in-person)
- Expert Panel Review (professional opinion)
- Literature Review (secondary research)

In August 1999, launched the first dedicated U.S. Hispanic online research website

Helped a political party win back the White House

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Member of The Advertising Research Foundation (The ARF) and Association of Hispanic Advertising Agencies (AHAA)

http://encuesta.com/
http://americanospoll.com/

http://en.wikipedia.org/wiki/Encuesta,_Inc.
http://en.wikipedia.org/wiki/Americanos_Poll

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Word cloud based on a text analysis of our company's motto postcard series.