

Caribbean Market Research Limited

Market research services across the Caribbean since 1970

Company History

Over 50 years of trusted market research

Background

Caribbean Market Research, Ltd. has been in business since 1970. Over the past 52 years, the company has provided market research services in many of the Caribbean regions, to a wide cross-section of local and international businesses.

1970 → Today

Years in business

20+

Caribbean territories served

International Associates

Caribbean Territories Serviced

Coverage area



Currently serving

**20 highlighted
Caribbean regions**

Including Guyana

Regional Coverage

Territories List

Caribbean

- Trinidad and Tobago
- Antigua & Barbuda
- Curacao
- Aruba
- Bahamas
- Cayman Islands
- Dominican Republic
- Guyana
- Saint Kitts & Nevis
- Saint Vincent & the Grenadines

Caribbean

- Bonaire
- Dominica
- Guadeloupe
- Martinique
- Saint Martin/ Sint Maarten
- Suriname
- Saint Lucia
- Jamaica
- Grenada
- Barbados

Qualitative Research

Types of Qualitative Research Focus groups & Depth Interviews

- 1. ■ Extended Sessions - Brand Essence
- 2. ■ Evaluation of Advertising Materials
- 3. ■ Consumer Concept/Product Tests
- 4. ■ Package Testing
- 5. ■ Consumer Habits
- 6. ■ Internal Employee Research
- 7. ■ Naive Listening/In Home observation
- 8. ■ Sensitive issues
- 9. ■ Image studies

Sectors

- Concept Tests
- Consumer Products/Services
- Environmental Issues
- Tourism/Travel
- Public Opinion - Political
- Sensitive Issues - AIDS/Family Planning/Adult Diapers
- Government - Public Opinion/Ministry of Health
- Telecommunications
- Financial Services/Insurance Services
- Gaming
- Petroleum and Energy
- Alcoholic Beverages
- Tobacco

Quantitative Research

Customized Surveys

- Habits and Attitudes Studies
- Market Segmentation Analysis
- Product Testing
- Advertising Recall and Evaluation of Creative Materials
- Concept Tests
- Corporate Image Studies
- Customer Satisfaction Surveys
- Trade Research
- Public Opinion/Political polls
- Mystery Shopper exercises

ESOMAR

**Member & Ethics
Compliant**

Caribbean Market Research Limited is a member of ESOMAR and follows the ESOMAR Standards and Code of Ethics (which have been jointly drafted by ESOMAR and the International Chamber of Commerce), and endorsed by the major professional bodies around the world.

Clients (1/3)



Clients (2/3)



Clients (3/3)

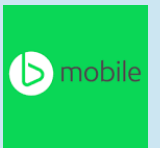


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Contact

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