

Wichita is a Great Test Market:

- No media bleed over
- No one dominant industry
- Diverse population
- Ranked in the top 10 test markets in the country

Methodologies Offered:

- Focus Groups
- Online Focus Groups
- Telephone Surveys
- Internet Surveys
- Mail Surveys
- In Store Intercepts
- Executive and Personal One-on-One Interviews

Live, streaming video allows clients to view focus groups over a secure connection from any computer in the world that has internet access.

Community Involvement:

TRP is dedicated to being a socially responsible organization. Many hours have been given to non-profits such as:

- Child Start
- Mid-American All-Indian Center, Inc
- Senior Services, Inc. of Wichita
- United Way of the Plains
- Wichita Festivals Inc.
- YWCA Women's Crisis Center

Awards:

2009 - Esther Headley - Marketer of the year award by the Wichita chapter of the American Marketing Association.

1989 - Wichita Chapter of the American Marketing Association's Award for Excellence in Marketing for the research contribution to the passage of the 1989 Kansas State Highway Funding Act.

National Clients:

- CCH
- Cox Communications
- Hawker Beechcraft
- Pacific Gas & Electric – San Francisco, CA
- Paradigm
- The Coleman Company, Inc.
- Value Place
- Vornado Air Circulation Systems, Inc.

Regional/Local Clients:

- Berry Companies Inc, - Wichita, KS
- Colorado Division of Wildlife
- Cripple Creek Casinos – Cripple Creek, CO
- Garden City Community College
- Kansas Air National Guard
- Kansas Department of Health and Environment
- Meritrust Credit Union
- Sedgwick County Zoo
- Star Lumber & Supply
- Via Christi Health System
- Westar Energy
- Wichita Metro Chamber of Commerce
- Wichita State University
- Wichita Mid-Continent Airport

The Research Partnership, Inc.



A Full Service Market Research and Consulting Firm



The Wichita Executive Centre
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Wichita, KS 67202
316-263-6433
www.trp-ict.com

Services Include:

- Name/Brand testing
- New Product Development and Concept testing
- Ad Testing and Evaluation
- Customer & Employee satisfaction surveys
- Strategic planning

What our clients say about us:

"The Research Partnership brings a wealth of skill and talent to our research questions. Their professional approach has helped us understand ourselves and those we serve with new insight. We consider them an important partner in Via Christi decision-making."
Peg T. Vice President
Planning & Marketing

"The Research Partnership has been the perfect research ally in a consumer landscape that tends to constantly war with itself. They are flexible, talented, and really listen to what we need when we need it. Instead of saying it can't be done within the perimeters we are usually bound by, they find a way to make the projects work. I know that our view of the consumer would be shallower and less useful, and accordingly our products would satisfy fewer people, if we didn't have TRP to help us find the insights that lead to better development and innovation."
Nicole F. Consumer Strategies
The Coleman Company, Inc.

"For over a decade, TRP has been instrumental in helping Wichita State University assess our market and the impact of our marketing programs. The research team goes deep to clearly understand our issues and help shape appropriate solutions. Our marketing efforts are more effective because of the skill and expertise The Research Partnership brings to its work with us."
Barth H. Associate Vice President for University Relations

Interior Photos of Our Facility



Large Focus Group Room



Small Focus Group Room



Client Lounge



Kitchen