

Market Research Request Form

Basic Information –

Client Name

Client ID

Type of Business

NAICS Code(s)

Location/Geographic Area

Type of Customer

B2B

B2C

Market Research Needed –

Market/Industry Trends

Yes

No

Demographics

Yes

No

Geography – separate or combined as one

Separate

Combined

Both

Business Summary

Yes

No

Consumer Expenditures

Yes

No

Psychographics

Yes

No

Competitor List & Map

Yes

No

Traffic Counts

Yes

No

Threshold Analysis

Yes

No

RMA Data

Yes

No

Geographies for the demographics can be broken down as follows –

- Congressional Districts
- Counties
- Demographic Marketing Areas (DMA)
- Metro Areas
- Micro Areas
- Places
- States
- Zip Codes

When Research is Requested By:

Counselor Email:

