

L&E knows that finding the right people to talk to is the key to a successful market research project, and we are passionate about connecting our clients with the best respondents for their research. Since 1984, L&E has successfully recruited consumers, healthcare professionals, and business professionals—for virtually every type of market research project.



## WE SEARCH HIGH AND LOW

L&E's successful recruiting method is designed to make your research effective and your process easier. We start with L&E's diverse member database of over 1 million respondents and our proprietary software platform that tracks hundreds of data points for each respondent. Then we get creative, using guerilla tactics and grassroots methods—and we don't stop until you have the respondents you need.

## L&E QUALITATIVE METHODOLOGIES

- » **In-Person Focus Groups:** Face-to-face discussions with respondents who have the information you need
- » **Mini Groups:** In-depth interviews and data mining with groups of two or three people
- » **One-On-One Interviews:** Dig deeper into respondents' answers, without the distraction of other respondents
- » **Online Focus Groups:** Cut travel costs and time and reach geographically dispersed respondents
- » **Ethnographies & Shop-a-longs:** Onsite observation and interviews to better understand how your customer makes purchase decisions—and why
- » **Eye Tracking Labs:** Learn how consumers see and process information online, in person, in print, and on television
- » **Usability Labs:** Observe and evaluate how users interact with your product