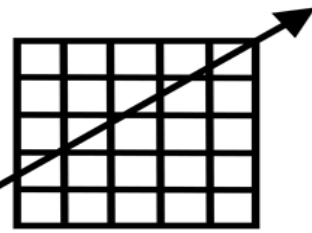


TheMatrixGroup

The Quality Source for Market Research



2014 Numbers & Stats

The Matrix Group conducts around one hundred research projects covering a wide variety of topics each year. Our market research studies influence business decision makers to provide products and services that meet the needs of the market. Our projects involve testing products, participating in group discussions and media and advertising concept testing.

95
STUDIES

Studies
Conducted
In 2014



471

IN-DEPTH INTERVIEWS

489



FOCUS GROUP PARTICIPANTS

1,438

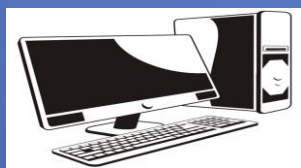


TELEPHONE INTERVIEWS

Research sessions
hosted at TMG's
facility **59**

ONLINE SURVEYS

19,026



\$67,367

*Paid to survey participants in
the form of gift cards*



728

MYSTERY SHOPS

\$78,080

*Paid to research participants in
cash incentives*



23,489

INDIVIDUALS SHARED THEIR OPINIONS WITH US ANNUALLY