

**CORPORATE CAPABILITIES: MARKET RESEARCH**

Charney Research specializes in survey research in emerging markets. We are the go-anywhere, get-it-done people, who can take on the most complex jobs or those where others dare not go. They’ve ranged from China’s biggest B2B survey to Afghanistan’s first poll ever to surveys of South African drivers and Chilean fish farmers.

We’ve been around 16 years and worked in 45 countries all over the map, in Asia, Africa, the Middle East, Eastern Europe, and Latin America (along with the US). We can be your trusted guide to unfamiliar territory, helping you get into hard-to-reach places, make sense of them, and act on the results.

Because we are the emerging market specialists, our clients know they can count on us for research anywhere on the globe, more accurate results, fewer project headaches, and personal attention. They know we are good listeners, who will understand your specific needs.

We do qualitative and quantitative research, in person, by phone, online, and via social media.

Many of the world’s most exacting clients rely on us for quality data and practical recommendations, including Samsung, Skype, Draft FCB, Diageo, Monsanto, Honda, FT.com, and ABC News. Beyond the corporate world, our clients include USAID and the Council on Foreign Relations, Defense Department, World Bank, UN Development Program, and the Voice of America.

***Charney Research “can field solid market research just about anywhere in the world.”***

**-- Randy Ringer, President, the Verse Group**

You will work with a nimble, knowledgeable team that has delivered on difficult projects in demanding settings, from shanty towns to board rooms, war zones to the White House. Our network of senior pollsters, all with 10+ years of emerging market experience, runs from Chicago, New York and Washington to Europe, the Middle East, and Asia. This global network lets us handle any sized job, while giving you the close attention of a specialist firm.

Our principal, Dr. Craig Charney, has two decades’ experience in polling around the world. Before founding the firm, he helped lead the polling teams of Nelson Mandela in South Africa’s 1994 election and Bill Clinton in the US in 1996. He holds a Yale PhD in comparative politics and Masters in sociology of development from the Sorbonne and African politics from Oxford.

Category Experience	Target Market Experience
✓ Automotive	✓ C-Suite Executives
✓ Industrial / B2B	✓ Doctors
✓ Consumer Electronics	✓ Journalists
✓ Packaged Goods	✓ High Net Worth individuals
✓ Health / Personal Care	✓ Difficult environments
✓ Food and Beverage	✓ International Travelers
✓ Travel and Tourism	✓ Teachers
✓ Usability Testing	✓ Accountants
✓ Government Relations	✓ “Bottom of the Pyramid” markets

## Major Achievements and Successes

- The Chinese Market: We run China's largest B2B survey, quarterly, to follow sales, demand, and attitudes in every key region and sector across the country, tapping over 2,100 firms and bankers.
- "Bottom of the Pyramid" markets: Our Indonesia Outlook Survey revealed the spread downmarket of consumer durable demand (autos, motorbikes, TVs) to the downscale "C" and "D" categories.
- Difficult Environments: After doing Afghanistan's first national

***"With our quarterly Chinese business surveys, Charney Research has pulled off a tour de force. And because of the Charney team's sure-footed guidance, the project proved much less difficult than expected." -- Leland Miller, President, CBB International***

***"We've done surveys in other conflict environments, and this survey went off with fewer hitches and surprises than any of our previous surveys. Few are the firms willing to work in countries like Afghanistan – and even fewer can pull it off with high standards. Charney Research did." -- John Sullivan, President, Center for International Private Enterprise***

public opinion poll, we also took its first national business survey, tracking company performance and business needs across key sectors.

- C-Suite Executives: We did one-on-ones and an online survey of hard-to-recruit engineers and engineering executives in China, Vietnam, Germany, and the USA.
- Personal Care products: Through online bulletin boards, we simultaneously tapped consumer sentiment on popular women's care products in Europe and Australia.

- Consumer Electronics: We've conducted a series of focus group, gang studies, and in-depth interview projects for major flat-screen TV and smartphone producers.
- International Travel: Through a unique poll of travelers from Asia, Africa and Europe to the US, we were able to help the US government estimate their tourism expenditures in America.
- Policy Dialogues: We worked on seafood sustainability research in 15 countries on four continents, tapping the views of supermarket managers, fish farmers, and activist NGOs.

***"Charney Research provided clear and actionable analysis on our most recent consumer electronics project that was well received by the client, as well as tight project management and reliable focus group recruitment." -- Aleks Worenjuuri, Marketing Director, Solutions Space***

***"We were especially impressed with Charney's seamless management of a particularly challenging recruit on the seafood study. Charney's research has been extremely valuable to develop communications strategy for our client." -- Beach Codevilla, Senior Vice President, Spitfire Strategies***

For samples of our work, see our website, [www.charneyresearch.com](http://www.charneyresearch.com)