



Capability Statement

At A Glance:

Headquarters: Virginia Beach, VA

Call Centers : Two in Virginia
Two in Michigan
One in Indiana

Year Incorporated: 1988

State of Incorporation: Virginia

DUNS #: 18-681-3200

GSA Contract #: GS-00F-178GA

Cage Code: 5H7K6

NAICS Codes:

541910 - Market Research
& Analysis

541613 - Marketing
Consulting

561422 - Contact Center

SIN Code:

541 4A - Market Research
and Analysis

PCS Code:

R422 - Market Research &
Public Opinion
Services

Small Business Certifications:

Federal Small Business Certified
Veteran Owned

Core Competencies:

- ◆ Services provided are desk research, questionnaire development, survey sampling and design, quantitative & qualitative data collection, project management, statistical analysis, data processing & tabulation, report development, and strategic planning and consulting
- ◆ Marketing research & consulting expertise with financial stability
- ◆ Multiple platforms for collecting data... computer assisted telephone interviewing, web surveys, direct mail surveys and focus groups
- ◆ Providing the answers, insight & guidance that our clients need in a timely and cost efficient manner

Differentiators:

At Issues & Answers, we pride ourselves on research and consulting that improve all aspects of our clients' businesses. We have six specialized teams who are experts in their specific area of focus.

- ◆ Agribusiness Team
- ◆ Energy & Environmental Team
- ◆ Government Insight Team
- ◆ Healthcare Team
- ◆ People Analytics Team
- ◆ Qualitative Research Team

Our specialized teams are experts in their area of focus, providing data collection and consulting in the utmost professional and timely manner.

Issues & Answers has superior employee retention and team dedication. Your market research studies will benefit from the vast knowledge, experience and dedication on which we pride ourselves.

If needed, we are prepared financially and physically to increase both interviewing and office staff to ensure any and all of your timelines are met with the highest quality and most actionable results.

We are active members of several major professional organizations, including American Marketing Association, Insights Association, European Society of Marketing and Research, and Qualitative Research Consultants Association. These memberships keep us up-to-date with all federal regulations relating to survey data collection. We are also obliged to uphold the organizations' highest standards and their codes of ethics in every research study.



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Past Performance:

Since our founding in 1988, we have provided exemplary research services and support to hundreds of clients in both the public and private sectors. We specialize in market research and consulting based on the research results. Data collection methods include Computer Assisted Telephone Interviewing, web surveys, and focus groups for municipalities/government agencies, as well as agriculture, financial, pharmaceutical, insurance and a wide array of other industries. Due to the breadth of our clients' research needs, we have designated specialized teams that are experts in data collection and consulting in their specific area of focus.

Energy Payback Estimator Usability Research – Energy Trust of Oregon - Issues and Answers worked with Energy Trust to develop and conduct a usage test with Oregon homeowners. The information gathered was used to determine what, if any, modifications or updates were needed on their online Energy Payback Estimator tool. We designed a comprehensive two-phase approach that included both qualitative and quantitative research methodologies. In phase one, we conducted 25 in-depth interviews with Oregon homeowners via a web meeting. In phase two, we conducted quantitative online interviews with Oregon homeowners. The survey instrument (which was designed based on the feedback obtained in the qualitative phase) focused on consumer impressions of the language used, expectations, and usability. Following the completion of all fieldwork, Issues & Answers developed a comprehensive report combining the results of the qualitative and quantitative research and provided recommendations.

LifeNet Health - Issues and Answers has been working with LifeNet Health since 2009 on Customer Awareness and Perception Surveys. In 2015, we performed their first Customer Satisfaction Study and are embarking on their second wave in July 2017. The purpose of this survey is to gain feedback from customers on key operational areas in order to make actionable and specific improvements, which is critical to improving customers' experiences with LNH. In 2016, we also surveyed LifeNet's global distributors.

Auriemma Tracking Studies - Issues & Answers works closely with Auriemma Consulting Group on a number of syndicated studies tracking trends and shifts in consumer attitudes toward financial products. Since 1999, we have conducted a monthly credit card study that tracks changes and trends in consumer attitudes toward credit card oriented subjects. The survey consists of a set of static tracking questions as well as a set of quarter-specific questions that focus on a specific topic. Since 2004, all interviewing has been conducted online. We also conduct this research with UK residents on a quarterly basis. A full report is presented each quarter.

AgroTrak/Crop Chemical Use Study – We perform an on-going annual tracking study that started in 2007 to obtain information from farmers regarding the chemicals they have used on their farming operation. Acreage of each crop they plant is collected, along with all chemicals used on them (insecticides, fungicides, herbicides, etc.) Information on timeframe and methods of application is also gauged. We conduct farmer interviews via CATI telephone interviewing. At its conclusion, a follow-up study will be conducted with selected farmers to gather additional in-depth information.