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GreatBlue Research, Inc. Expands Services, Expertise With
Acquisition of Suburban Focus Group-Boston
Premier Facility and Extraordinary Focus Groups Become What's Next for Client Offerings

CROMWELL, CT (January 31, 2014) – International firm GreatBlue Research Inc. announces its recent acquisition of Suburban Focus Group-Boston, a state of the art focus group facility and leader in market research. [Suburban Focus Group-Boston](#) has been owned and operated by veteran research professional Dan Cotter, who has joined the [GreatBlue Research team](#).

"Suburban Focus Group-Boston is an excellent cultural fit for our organization, created out of [Dan Cotter](#)'s sincere desire to deliver a business experience driven by truly unmatched customer service," [Michael Vigeant, GreatBlue Research President and CEO](#), said. "Suburban Focus Group-Boston is widely recognized as a top quality research facility in the Boston metro area. This strategic acquisition will add value and expanded service offerings for GreatBlue Research and Suburban Focus Group-Boston clients."

GreatBlue Research clients will benefit from extraordinarily qualified respondents and outstanding focus group show rates thanks to Suburban Focus Group-Boston's sophisticated and advanced recruiting techniques. In addition, the [Boston facility](#) is available to lawyers, mortgage brokers, financial service providers and other professionals seeking meeting space that is fully equipped with the latest technologies.

Together, the team now offers clients in all industries a comprehensive suite of market research methodologies and services, including telephone surveys, focus groups, mock juries, IDIs, intercepts, email and web surveys, online discussion board focus groups, ethnographic research, usability studies, political polls and access to the innovative [GB Labs](#). GB Labs meets regularly with emerging technology companies and provides monthly analysis to internal project teams to offer recommendations on innovative market research products and applications.

"Suburban Focus Group-Boston now has access to the expanded resources and first-rate service offerings of GreatBlue Research," Cotter said. "We look forward to working closely with the GreatBlue Research team toward a partnership that continues to provide industry-leading and highly cost effective research methodologies worldwide."

GREAT BLUE RESEARCH, INC.

GreatBlue Research Inc. is an international research organization uncovering [What's Next](#) in the industries of consumer goods and retail, education, golf, healthcare, municipalities, partnerships, travel and leisure, utilities, media, legal and politics. As a recognized leader in the

world of market research, GreatBlue Research partners traditional research with innovative technologies.

SUBURBAN FOCUS GROUP-BOSTON

Suburban Focus Group-Boston, A GreatBlue Research Company, offers a first-class focus group facility conveniently located in the heart of the Boston metropolitan area. Expertise in focus groups, in-depth one-on-one interviews and mock juries are paired with sophisticated recruiting techniques to ensure quality respondents and extraordinary results.

For more information, visit <http://www.greatblueresearch.com> and <http://www.suburbanfocusgroup.com>.

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