



Methodologies Employed

DMD is a full service marketing research company that employs the full spectrum of methodologies and technologies available in the implementation of our programs. All of the methodologies used are administered and controlled by DMD senior management to assure high quality.

DMD can be considered specialists in all of the following:

- › **Telephone Interviewing**
Structured surveys
Unstructured surveys, IDIs
- › **Direct Mail Questionnaires**
- › **Web-based Surveys**
- › **Focus Groups**
Live
Online
 - Traditional
 - Bulletin Board
- › **In-depth Interviews**
Live
Online



Seeing Beyond the Data™