



## CONTACT US

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# CULTURAL INSIGHT SOLUTIONS FOR THE PUBLIC SECTOR

Discover What Matters To Your Customers

## ABOUT US

Thinknow is a full-service, cross-cultural research technology company providing insight solutions to help organizations thrive in the culturally evolving and dynamically shifting demographics of the U.S. consumer market. Our team of experts use market research and digital tools to assist organizations with understanding whom they are targeting and addressing obstacles like cultural bias, stereotypes, and misrepresentation that get in the way.

At Thinknow, we consider your objectives, target audience, budget and timing, then propose tailored research solutions that help you achieve maximum impact. Thinknow is a certified minority-owned business with NMSDC & CPUC.

## OUR SERVICES

- ◆ Quantitative Research
- ◆ Qualitative Research
- ◆ Online Panel
- ◆ Omnibus
- ◆ Ad/Copy Testing
- ◆ Concept Testing
- ◆ Benchmarking Research
- ◆ Perceptions Research
- ◆ Focus Groups
- ◆ Ethnography
- ◆ Brand Awareness
- ◆ Qualitative UX
- ◆ Customer Loyalty Studies
- ◆ Data Mining
- ◆ Stakeholder Interviews
- ◆ Secret Shoppers
- ◆ Intercepts

### NAICS CODES

541910 – Market Research and Polling  
541613 – Marketing Consulting Services  
541810 – Advertising Agencies  
541720 – Research and Development in the Social Sciences

GSA Contract Holder 47QRAA22D0048  
SBA Certified 8(a) Small Business  
CPUC Minority Business Owner  
Minority Business Council Certified

[thinknow.com](http://thinknow.com)

# thinknow

cross-cultural research



## GOVERNMENT PARTNERS



## RELEVANT WORK EXAMPLES

### LA METRO BRAND TRACKER (CALIFORNIA)

N400 monthly online surveys among Metro Riders and non-riders.

### CDC CHIKUNGUNYA VIRUS AWARENESS STUDY (TEXAS, ARIZONA, NEW MEXICO, & CALIFORNIA)

10 focus groups of bicultural and unacculturated Hispanics to determine how best to communicate the dangers of Chikungunya to this demographic.

### PEPPERDINE UNIVERSITY MARKET ANALYSIS AND STUDENT SURVEY (SOUTHERN CA)

Market analysis and modeling, plus an online survey of 600 alumni, current and potential students.

### SCRIPPS RESEARCH / ALL OF US NATIONAL INSTITUTE (NIH) OF HEALTH: MEDICAL RESEARCH PROGRAMS (NATIONAL)

8 online focus groups among Hispanics, followed by a nationwide survey of 1,000 Hispanics.

### INTERNAL REVENUE SERVICE-MITRE QUALITATIVE UX (FLORIDA)

Qualitative User Testing -Conducted IDI's among Hispanics to determine barriers when communicating with the IRS

### WALKER ADVERTISING SEGMENTED STUDY (NATIONAL)

3,000+ online nationwide interviews to identify primary targets for legal services.

### SMALL BUSINESS ADMINISTRATION REBRAND CREATIVE TESTING (NATIONAL)

20 online focus groups among small business owners in the US.