

Scope of Services

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Company Bio

Surveys & Forecasts, LLC is a full-service marketing research consulting firm founded in 1994. We architect novel ways to understand customers, competitors, brands, and markets. We balance logic with humanity, using an array of methods that align and resonate with your business objectives.



Robert Walker
Founder

What We Do

- Test early-stage concepts and product prototypes with target customers
- Forecast demand and assess brand equity to sharpen pricing and positioning
- Refine product features, brand story, and messaging using customer insight
- Segment customers and identify high-potential opportunities for growth
- Protect brands with research for trademark and patent protection

Why We Excel

We uncover meaningful insights to help drive business success. We communicate clearly and concisely so your team can take action immediately. Our process involves...

1. Obtaining precise insight into the key marketing decisions being faced;
2. Aligning key information needs with all aspects of research design;
3. Insisting on rigorous data collection and data hygiene practices;
4. Applying superior analytic and interpretative skills for decisive action.

Case Studies

- Led satisfaction tracking and idea testing for NYC's top online grocer
- Identified key messaging for DTC home test kits for a diagnostics leader
- Shaped GTM strategy for a hearing aid startup using mixed methods
- Repositioned a lagging OTC pain brand by uncovering new segments and identity
- Guided a Fortune 500 firm through a name change using four-audience research
- Exposed business process gaps from deep stakeholder insights at the world's largest equipment maker
- Delivered feature optimization insights across CPG, medtech, industrial tools, and finance
- Partnered with ARF to evaluate 200K+ interviews and reform cross-panel data quality
- Led in-person and virtual workshops on survey analysis and marketing research methods
- Authored multiple articles on marketing research, insights, and business strategy

Our Process

Everything starts with a conversation. Our process is highly engaging and collaborative and involves your key stakeholders. We are focused on uncovering meaningful insights to help drive business success throughout your organization. And all at a cost that is reasonable and fair.

