

Research Now Launches “Online Focus”, the First of a Range of International Online Qual Tools

Online focus groups tapping into global chat and social networking trends will allow researchers to undertake qualitative work across 24 countries simply and cost-effectively

London, 2nd July 2007: Research Now, the international online fieldwork and panel specialists, today announced the launch of their multi-country online qualitative focus group facility. The facility enables clients to conduct online groups in a chat-room-style environment similar to online communication tools such as MSN Messenger and Skype.

Research Now will power the online focus group facility with respondents from its family of 24 proprietary online panels across Europe, North America and Australasia, providing access to over 1.5 million active panellists globally.

The product brings numerous advantages to the researcher, including:

- *No need to travel* - by conducting focus groups online, researchers and their clients do not have to travel to multiple locations to moderate and view a series of groups
- *Flexible scheduling* - it is possible to conduct multiple groups across several cities, countries, or even continents in a matter of days
- *Cost savings* - conducting groups online removes the cost of venue hire and hospitality plus travel costs for clients, researchers, moderators and respondents
- *Engage with respondents* in an increasingly-familiar environment where text-type communication and social networking are becoming the norm. This allows the researcher to probe information from traditionally more elusive respondents.
- Present a variety of *video, audio, print and online media* in an environment where respondents are used to viewing video and music downloads, websites and adverts.

For more information on online focus group services, please contact Emma Smith (emma@researchnow.co.uk).

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About Research Now:

- Research Now is the leading international online fieldwork and panel specialist
- Research Now owns 24 proprietary online panels across Europe, Australia and North America, comprising more than 1.5 million active panellists globally
- Research Now's online panels are used by leading research agencies and some of the world's best known companies
- Research Now has 11 offices - London, New York, Chicago, San Francisco, Toronto, Frankfurt, Hamburg, Paris, Athens, Sydney and Melbourne
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange