



Wise through experience, *youthful* by nature



Who said all data providers are the same

FortySix is a fresh new face on the fieldwork and data analysis scene. Based on the rapidly growing NSW Central Coast, we offer independent, professional, high quality fieldwork and data processing services for the Australian Market Research Industry.

We offer the best of both worlds for your specific market research project - more than 30 years high profile industry experience combined with the energy and enthusiasm of a new business that's more than willing to go the extra mile. The result to you is in the deliverables - clear, concise, actionable outcomes that give you the insightful information for your report findings and presentations.

Our experienced professional team, headed by Directors Ingrid Appel and Scott Kunde is 100% committed to data integrity and excellence. We know you want the maximum from your research and so giving you real access and transparency of process is just part of the package.

Our management team have a wealth of experience in market research and data captures, having worked with high profile names such as ACNielsen, NCS Pearson and AMR. They have formed a team of like-minded professionals who excel in quality data research and believe, as they do, that quality can only be achieved through a strong relationship between research and data collection.

A member of the AMSRS, FortySix strictly abides by the code of professional behaviour. Our Directors and team members have a long-standing history and association with IQCA standards.

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What we bring to the table

At FortySix we understand that every project is different and don't believe in a 'one size fits all' approach. Working closely with you as your 'virtual team' allows us to adopt the best approach for your specific needs on every project.

- We offer quality, timely results at competitive rates
- We listen, assess and carefully analyse all angles in order to deliver flexible, competitive and proactive solutions
- Our 'hands-on' management style removes the middle management, ensuring you are directly in contact with the FortySix director assigned to your project
- Our world-class system includes an online testing facility designed to give you the ability to test and discuss CATI questionnaire scripting any time, anywhere
- Our interviewing team operates from a centralised 10 - seat call centre, using the very latest business communications system and secure operating system



Our extensive business interviewing experience and customer tracking resources allow us to offer:

→ A range of **CATI interviewing** services including:

- B2B
- Residential
- In-depth
- Executive and recruitment

→ **DP programming and analysis** including: Survey craft, SPSS tables and outputs. We also offer Coding and data entry services.

FortySix is more than happy to assist you with the management of your project and can coordinate research across mixed methodologies. In fact we thrive on a challenge!



Start making a *REAL* impact with your research

For experience and professional service combined with a proactive results-driven approach, contact Ingrid for help with your next research project.

Contact Ingrid Appel
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