

# Opinions LTD

Remarkable research.

www.opinionsltd.com

Opinions LTD helps brands and research agencies evaluate products in the hands of real consumers. With more than 24 U.S. testing facilities, four shopper labs, and a London studio, the company delivers end-to-end research – from study design to analysis. The result: reliable insights, efficient execution, and one trusted partner for quantitative and qualitative research.



### Facilities

- Purpose-built research studios across the United States and London
- Dedicated UK-based teams supporting local, regional, and global studies
- Multipurpose rooms to support CLTs, focus groups, shelf set-ups, IDIs, and hybrid designs
- One-way mirrors, live viewing, and observation rooms for real-time collaboration
- Standardized studio conditions to ensure consistency across sessions
- Secure storage and prep areas for product handling
- On-site technology to support video recording and live streaming

### Services

- End-to-end project management from study design through final delivery
- Quantitative, qualitative, and mixed-method research solutions
- In-person testing, moderated and unmoderated sessions, and hybrid approaches
- Fast, flexible recruitment supported by quality control measures
- Experienced teams in both the US and UK ensuring seamless multi-market execution

### Quality Control by Real World Testing

Our purpose-built studios and controlled testing environments across the US and London are designed to mirror real-world usage. From product interaction to shopper behavior, every detail is intentional. Quality control, compliance, and consistency are embedded at every stage ensuring data clients can trust and confidently act on.

### Speed Meets Precision

Our technology-enabled workflows streamline recruitment, fieldwork, and analysis – helping us move fast without sacrificing quality. With established teams and infrastructure in the United States and London, we seamlessly execute multi-market studies and support global brands with consistent, high-quality delivery across regions.

### End-to-End Expertise, Built to Scale

We deliver end-to-end research across quantitative, qualitative, and hybrid approaches. From early innovation to market-ready validation, our teams move fast while staying rigorous. Scale when you need it. Precision when it counts. Flexibility isn't an add-on – it's how we're built.



### Partnership-Driven Approach

Clients work directly with experienced researchers who stay engaged from kickoff to delivery. We listen, challenge thoughtfully, and collaborate closely because the best results come from true partnership. If you're looking for a research team that combines scale, service, and real-world insight, we're ready to get to work.

The result? Streamlined timelines, optimized budgets, and a single trusted partner who does it all. Ready to get started? **Let's bring your research to life.**

Contact us today at [info@opinionsltd.com](mailto:info@opinionsltd.com)

### Contact

#### Opinions LTD

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#### US Locations

Charleston, Chicago (3), Cleveland (2), Dallas (2), Denver, Houston, Las Vegas (2), Los Angeles (2), Miami, New York (3), Philadelphia, Rochester, Sacramento, San Francisco, Seattle, Tampa

#### International Location

London