

Custom Research



With over 90 years of experience serving the financial services industry, LIMRA provides a distinctive industry perspective. Our subject-matter and research experts in products, distribution channels, and consumers bring a thorough understanding of the industry and marketplace. LIMRA experts draw on the latest qualitative and quantitative research methods to provide you with comprehensive solutions to support your business development.

The LIMRA Advantage

LIMRA offers both proprietary and consortium studies.

Proprietary Research

Teams of highly-trained research professionals can put their experience to work on custom projects for your company.

The Benefits:

- You own the project.
Custom research is performed with your needs in mind, so your company is the only one to have access to the data and results.
- LIMRA's Custom Research goes beyond the data. We also partner with you to ensure a clear understanding of what the results mean for your company.
- We can help you with a research project at any or all stages of the process from planning, developing, and report writing to presenting and consulting.

Consortium Research

This option allows companies with a common area of interest to join together to fund a project. It is a timely and cost-effective method to explore hot topics and niche markets.

The Benefits:

- Join other companies with a common interest to fund a research project.
- Share in the project's cost and get comprehensive research at attractive prices.
- Only sponsoring companies will receive the results of the study.
- As a project sponsor, take an active role in determining the research methodology, questionnaire design, and focus group locations.



From Insight to Action

Throughout the process, LIMRA provides a full-range of research services from questionnaire design and focus group moderation, to data collection, analysis, and reporting implications. We offer a truly customized approach to meet your research objectives. Depending on the research topic, the results from the studies will help you improve customer satisfaction and loyalty, make new product introduction decisions, and create products that are more appealing to consumers.

Types of Studies

Consumer Studies

- Satisfaction/Loyalty
- Needs and Preferences
- Attitudes
- Ownership
- Service

Field Force Studies

- Support Needs
- Training Needs
- Attitudes
- Product Preferences

Product Studies

- Product Design
- Market Potential
- Competition

Strategic Research

- White Papers
- Literature Reviews

Learn More Today

To learn more about how LIMRA's Custom Research can help you, contact Lynn Ferris at 860-285-7849 or lferris@limra.com.

*As a LIMRA member, your organization
gains a competitive advantage — access to a
combination of research and information,
experienced professionals, and innovative services
designed to help you succeed in this
ever-changing global marketplace.*



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