

# Mathew Greenwald & Associates, Inc.

## Fact Sheet



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### **FACT SHEET**

Mathew Greenwald & Associates, Inc. is a premier public opinion and market research company for customized and multi-sponsor research. Our clients include more than 200 organizations made up of many of the nation's largest corporations, trade associations, and non-profit organizations. Founded in 1985, our company has earned a reputation for research expertise and commitment to serving the special needs of our clients.

Greenwald & Associates has built an outstanding team of research professionals with extensive experience in both quantitative and qualitative research. Our research includes telephone, mail, and on-line surveys; focus groups; and in-depth one-on-one interviewing on a variety of subjects. These include customer satisfaction evaluation through attitude and usage analysis, product development research, market segmentation, message testing, advertising tracking, and brand-image measurement.

In addition to being knowledgeable regarding the full scope of research methodologies, our senior staff has a wealth of experience in the topics we research. This expertise helps ensure that our research is designed and conducted with a keen understanding of our clients' needs. Our experience includes both business and consumer research in areas such as insurance, investments, banking, health care, and retirement.

### **Principal:**

**Mathew H. Greenwald**, President (Ph.D. in Sociology, Rutgers University). Dr. Greenwald has more than twenty-four years of market research experience. He founded the firm after eight years as the Director of Social Research at the American Council of Life Insurance (a position he held concurrently with the Health Insurance Association of America).

A recognized expert on opinion research, Dr. Greenwald is frequently asked to speak at forums, conferences and seminars sponsored by a wide variety of organizations. He has written many articles concerning retirement, demographic changes, consumer attitudes and behavior, the Baby Boom and Baby Bust generations, and the values and lifestyles of the American public. Matt is a member of the Market Research Council.