



## **CRC acquisition creates largest qualitative specialty company in Canada**

**Toronto, January 10, 2017** — CRC Research announced today that it has acquired Research House, a Toronto-based market research agency specializing in focus group facilities and qualitative recruiting. The acquisition creates the largest qualitative specialty market research company in Canada, with offices and facilities in Toronto, Montreal and Vancouver, and a professional team serving clients coast-to-coast.

Ed Gibson, president of CRC Research, founded the company in 2001 and is optimistic about the future of market research and qualitative research in particular.

“With more and more leading companies using databases and transactional data to understand consumers, the value of time spent watching and listening to real live people is even more important,” Gibson said. “We see significant growth in qualitative research and a real opportunity for companies like ours who know how to provide market research clients with cost-effective solutions and top-notch customer service.”

Research House maintains four highly sought-after focus group rooms in central Toronto, as well as an advanced technology recruiting center where professionals source target audiences to match clients’ increasingly tight research methods and specifications.

CRC Research has focus group facilities and recruiting offices in Vancouver and a fully bi-lingual office in Montreal; it has acknowledged expertise in healthcare recruiting and moderating, and regularly completes projects across Canada and in the US and Europe.

Divestiture of Research House is consistent with Environics’ increasing focus on consulting and analysis and its move away from the operational side of data collection. “While Research House is a healthy business, and our consultants are heavy users of qualitative approaches, our focus is on analysis, interpretation and application, and we’d prefer to leave the operational side to specialists like CRC Research,” notes Barry

Watson, President and CEO of Environics Research. A Cambiar LLC team led by Michael Mitrano served as financial advisor to Environics in the sale.

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