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Shugoll Research Acquires Virginia-Based Metro Research Services

National full service research firm expands its qualitative research footprint into Virginia

January 30, 2012, (Bethesda, MD) – Shugoll Research, an award winning full service market research firm headquartered in the Washington, D.C. area announces the acquisition of Metro Research Services, Northern Virginia’s largest data collection and focus group facilities provider. The acquisition enables Shugoll Research to service their clients’ qualitative research needs in Fairfax and Alexandria Virginia, as well as Bethesda, Maryland.

“This acquisition brings together some of the most experienced leaders in the market research industry and enhances our ability to provide the highest quality market research services in the most technologically advanced facilities anywhere,” said Mark Shugoll, CEO of Shugoll Research.

Angela Lorinchak, previous owner of Metro Research Services has been appointed Senior Vice President of Virginia Operations for Shugoll Research.

“We have long admired Angela and her company,” said Merrill Shugoll, president of Shugoll Research. “Her market research experience, business acumen, and knowledge of the Northern Virginia market enhance the expertise of Shugoll Research’s leadership team.”

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“The acquisition is very exciting. We have doubled our focus group facility capacity, and can more easily recruit from across the region. This will give our clients a better sense of the diversity of the National Capital Area,” added Rick Seale, executive vice president of Shugoll Research’s field operations.

“Shugoll Research and Metro have worked together for more than 40 years to deliver results that help their national roster of clients make more informed business decisions,” said Lorinchak of the acquisition and her appointment. Becoming one company is the perfect way to enhance our collaborations.”

About Shugoll Research

Shugoll Research is one of the leading privately held research firms in the nation. Headquartered in the Washington D.C. metropolitan area, Shugoll Research provides its clients with a full range of both qualitative and quantitative research services. Shugoll research has maintained one of the highest client satisfaction ratings, according to the Council of American Survey Research Organizations, and has received numerous awards including the Business Committee for the Arts and *Forbes Magazine’s* Small Business Award for Commitment to and Innovation in the Arts and *The Washington Post’s* Award for Innovative Leadership in the theatre community. For more, please visit www.shugollresearch.com.