

Home

Home of the Don Anderson Polls

- Accurate

MRSL has a reputation for accurate results. Its track record in political polling is indicative of this.

- Actionable

MRSL's approach to reporting ensures that its clients have a road map for the best "next steps".

- Confidential

At MRSL our clients information is secure. Privacy and confidentiality are guaranteed.

- 40+

Years Experience

- 2000+

Market Surveys Done

- 10+

Caribbean Countries

- 200+

Team Members

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About us Page

Company History

Market Research Services Ltd., (MRSL) is a full-service marketing research organisation offering a comprehensive range of information gathering and analysis capabilities.

MRSL was established in 1975 and currently provides services to clients in Jamaica and the broader Caribbean markets. At MRSL you will find a team of research professionals who are focused and committed to ensuring that the most pertinent, reliable, easy to interpret and actionable information is generated and delivered to all their clients.

The company was born out of a London based company which was established to carry out retail audits on behalf of the largest cigarette company in the island and the region at the time. Its Chairman and CEO, Donald Anderson decided to take over the reign in 1975. Since then MRSL has honed its skills in the field of marketing research and today provides a wide suite of services including both qualitative and quantitative research methods.

MRSL is one of the best networked marketing research companies in the island with a well trained and experienced field team. This comprises over 200 individuals in Jamaica and other Caribbean islands.

Good marketing research consists of much more than just conducting interviews with interested individuals. Expertise, experience and a commitment to delivering actionable information are some of the key aspects that distinguish a good marketing research company. When you work with MRSL you are working with one of the most experienced full service marketing research companies in Jamaica and indeed the Caribbean. MRSL customizes each research project to clients' needs.

At MRSL we are always ready to help our clients explore new opportunities, find solutions to marketing problems, learn more about prevailing market conditions, link with their customers, suppliers and other key business affiliates. That is why, at MRSL you will find a team of individuals who are....."**Always Asking Questions and Always Providing Answers**"

Team Profile

At MRSL you will find the most experienced team of professionals from design through to reporting. The MRSL team includes:

Mr. Donald St. Aubyn Anderson, BA, CD: MRSL's CEO/Chairman boasts over 40 years of experience in marketing research in Jamaica and the Caribbean region. In addition to his wide knowledge in this field, he is highly respected for his political polling skills and is considered among the best political analysts within the region.

A former lecturer in Research Methods at the University of the West Indies, Don is still called upon to deliver guest lectures at this Institution.

A sports aficionado, he served as the Vice President of the Jamaica Olympic Association for 32 years and holds other offices in Caribbean Olympic bodies. Don's contribution to sports has earned for him a national honor, the Order of Distinction (Commander Class).

Mrs. Kishka-Kaye O'Connor Anderson, BBA, MBA: MRSL's CEO boasts over 22 years of experience in marketing research in Jamaica and the Caribbean region. Kishka-Kaye brings to the team her zeal, energy and passion for the field of marketing research. Her experience efficiently encompasses both qualitative and quantitative research though she has a special passion for qualitative. Her over 22 years in the field, all at MRSL, have allowed her to hone her skills in survey design, moderating, analysis and insightful reporting.

She is a member of the Qualitative Research Consultants Association (QRCA), a global network of research professionals.

A long distance runner and mother of two, she takes time out to compete in international marathons which have allowed her to experience several other countries of the world.

Miss Jacqueline Brice: MRSL's Processing Unit Manager and one of the founding staff members of the company. Jackie heads the processing and validation unit of the company and brings to the team strong investigative skills and expertise in the use of customised survey data analysis software such as SPSS. Jackie and her team working from the point of post-field validation through to data cleaning and processing, have mastered the art of ensuring that the "bad eggs" don't rot the results.

Other Members of the Full Time Team: Mr. Frederick Hamilton (MRSL's Printing and Resource person), Mr. David Wellington (Accountant) and Mr. Lewis Notice (Bearer).

Interviewers: MRSL boasts a team of over 200 interviewers across the island and the region. All of MRSL's Interviewers are trained and certified by MRSL and must go through an annual re-certification program. This strategy ensures that only trained persons are deployed to carry out fieldwork on behalf of MRSL thereby providing the basis for giving our clients the best quality fieldwork.

Employment Opportunities

1. Employment Opportunities

At MRSL there is always opportunity for part-time/contract employment in the following capacities:

- Interviewers
- Field Supervisors
- Mystery Shoppers
- Coders
- Data Enterers

MRSL has an extensive process of screening and interviewing of interested persons in order to choose the best available resources. The above job positions are ideal for persons who enjoy interacting with people regardless of their age, class or ethnic group as well as individuals who are not averse to working in neighborhoods unknown to them. To be an effective member of any of the above teams, you must be willing to work unusual hours, on weekends, on holidays. To find out more about these positions and employment opportunities please email us at employ-mrsl@cwjamaica.com or call us at 876-929-6311 or 876-929-6349.

Services

Competitor Analysis

Competitor Analysis

MRSL has helped clients determine how their customers as well as customers of competing brands rate their own performance vis a vis their competitors. Competitor analysis studies have helped clients determine their own areas of strengths and weaknesses vis a vis their competitors, from the customer point of view.

To find out more fill out our [contact form](#) or call us at 876-929-6311 or 876-499-2300.

Image Evaluation

1. Image Evaluation

MRSL carries out detailed company and brand image evaluations for their clients. Clients have used image evaluation studies to determine their brand health and the perception of the company or brand from among customers as well as non-customers. As company or brand image and reputation is usually very important in encouraging choice among consumers, image evaluation studies help clients find out where their marketing communications and public relations efforts should focus attention to improve their company and brand health position.

Image evaluation studies have also helped clients determine where they stack up vis a vis the competition in terms of image and reputation.

To find out more fill out our [contact form](#) or call us at 876-929-6311 or 876-499-2300.

Location Analysis Research

Location Analysis Research

MRSL has helped clients make decisions about potential and existing locations by providing detailed reviews on:

- • Population trends
- • Existing and planned infrastructure
- • Businesses in the area
- • Social and economic patterns

To find out more fill out our [contact form](#) or call us at 876-929-6311 or 876-499-2300.

Concept Tests

1. Concept Tests

Concept Tests

MRSL gives its clients the opportunity of finding out how a new idea is likely to be received in the marketplace, thereby determining the market feasibility and potential for new products, services, packages, labels, names, logos.

To find out more fill out our [contact form](#) or call us at 876-929-6311 or 876-499-2300.

Customer Evaluation

1. Customer Evaluation

MRSL's Customer Evaluation studies provide its clients with the opportunity of learning more about their existing as well as potential customers. MRSL will help its clients find out just about anything they wish to know about their customers. For example MRSL can help their clients find out from their external customers (existing and potential):

- How satisfied they are
- How loyal they are to their products and services
- What is their mood, are they likely to switch to a competing brand
- What are their needs and how well are they being served
- What else do they want. Therefore what additional opportunities exist.
- What are the things that are important to them
- How they perceive/rate them
- What they should do to attract new customers

And from internal customers (employees):

- What are the things at work that satisfy as well as dissatisfy them
- What factors will encourage them to commit more to their job
- How do they feel about their superiors
- How do they feel about the processes and systems in place
- How do they rate their remuneration and fringe benefits compared to other similar organizations
- Their attitude towards working with the company
- AND ..Whatever else you need to know.

No longer do clients have to apply black box solutions to customer oriented decisions. MRSL's customer evaluation is the way to easier decisions.

To find out more fill out our [contact form](#) or call us at 876-929-6311 or 876-499-2300.

Data Collection Capabilities

1. Data Collection Capabilities

MRSL collects both quantitative and qualitative data on behalf of clients.

Through its highly structured and robust field network system, MRSL offers data collection services across the island. MRSL carries out data collection by way of a range of different techniques including:

- Household (door to door) surveys
- Telephone Surveys
- Intercept Surveys
- Central Location Surveys

Through its customized sample selection procedures MRSL ensures that it collects the most reliable and sound data on behalf of its clients.

MRSL also uses its state of the art focus group facility to collect qualitative information on behalf of its clients. MRSL's focus group facility boasts a one-way mirror and client viewing and audio capability. All focus groups carried out by MRSL are audiotape recorded and detailed transcripts of the group's proceedings generated for client report writing and presentation.

To find out more email us at services@mrsl.com or call us at 876-929-6311 or 876-499-2300.

Analysis and Reporting Capabilities

1. Analysis and Reporting Capabilities

MRSL provides its clients with access to analysis and actionable reporting from the very basic to the most sophisticated. Through its processing department, MRSL is able to use computer software to generate and carry out:

- Frequency distribution tables
- Cross tabulations
- Univariate, Bi-variate and Multivariate analyses
- Conjoint Analyses
- Cluster Analyses

MRSL generates reports in the most user friendly and actionable format most suited for its clients. Clients may receive customized reports in the format that is most ideal for them. MRSL will generate text report, graphical reports or a combination of text and graphical reports on behalf of its clients and in line with its clients' needs. MRSL relies primarily on Microsoft Word and Microsoft Power Point to generate client reports.

MRSL is always willing to make audio-visual presentations of research findings to its clients. Presentations such as these provide both MRSL and its clients with the opportunity to have more interactive discussions about the findings.

To find out more fill out our [contact form](#) or call us at 876-929-6311 or 876-499-2300.

Social Research

1. Social Research

MRSL has extensive experience in carrying out surveys on socially related issues. Working primarily with funding agencies and non-government agencies, MRSL has helped its clients to better understand awareness, consumption and attitude towards socially related issues including public health care, human sexuality and public transportation systems for example.

To find out more fill out our [contact form](#) or call us at 876-929-6311 or 876-499-2300.

Political Polling

1. Political Polling

MRSL and in particular Don Anderson is also well respected for its political polling and analysis capabilities. The Anderson Poll has for the last 6 years been a Gleaner/MRSL team effort that obtains public opinion, awareness and attitude towards social issues. MRSL also predicts outcomes of upcoming and pending national elections.

To find out more fill out our [contact form](#) or call us at 876-929-6311 or 876-499-2300.

Advertising Copy and Concept Testing

1. Advertising Copy and Concept Testing

MRSL has successfully helped their clients make decisions about their advertising and communications programs through:

- • Concept Testing
- • Copy Testing
- • Package design Testing
- • Video Storyboard Testing
- • Advertising Research/Recall and Recognition Testing
- • Logo and brand name Testing

MRSL's state of the art focus group facility has been the principal vehicle through which clients receive first hand information that guide their advertising and communication strategies.

To find out more fill out our [contact form](#) or call us at 876-929-6311 or 876-499-2300.

Media Research

1. Media Research

MRSL is the most respected research house for monitoring and tracking audience patterns and ratings to all media including radio, television, newspaper, cable, video and satellite. At present, MRSL is the sole provider of such information on an on-going basis and has been carrying out such evaluations since 1975.

MRSL's All-Media Survey has become a household name in the Jamaican media environment and is purchased every year by a large number of local and international organisations including some international media entities. It is the most precise and comprehensive document which guides decisions regarding:

- The purchase of time and space in the media
- The rationalising of radio and television programming and newspaper articles and content.
- General operational strategies.

To find out more fill out our [contact form](#) or call us at 876-929-6311 or 876-499-2300.

Omnibus Survey

1. Omnibus Survey

MRSL offers a quarterly OMNIBUS survey that allows many different clients to share the overhead costs associated with market surveys, thereby reducing individual costs. The OMNIBUS survey targets a nationally representative 18 years and older population and is only suitable for clients interested in this broad target group. Clients participate by including customized questions to a single questionnaire. This is not ideal for clients who are interested in obtaining a comprehensive and detailed review of their company, product or service but for clients who would like answers to a few questions and who do not see the need to commission their own fully customised research for that purpose.

To find out more fill out our [contact form](#) or call us at 876-929-6311 or 876-499-2300.

Mystery/Silent Shopping Research

1. Mystery/Silent Shopping Research

MRSL helps their clients check on the service they deliver to customers through their unique Silent Shopping programme. Clients can also use MRSL's Mystery Shopping Program to evaluate and compare their service with their competitors. Mystery shopping is a very useful tool for service enterprises such as gas stations, fast food restaurants and commercial banks.

For a mystery shopping program to be effective, it ought to be carried out on regular intervals. We recommend quarterly to our clients, but some clients have employed a monthly check.

Mystery shopping studies provide the most comprehensive and candid evaluation of your customer service delivery.

To find out more fill out our [contact form](#) or call us at 876-929-6311 or 876-499-2300.

Client List

MRSL has worked for and continues to be hired by a diverse client group including:

- **Financial Services**

- - The Bank of Nova Scotia
 - National Commercial Bank
 - Citibank N.A.
 - CIBC Jamaica
 - The ICWI Group
 - First Caribbean Bank
 - Jamaica Citizens Bank
 - City of Kingston Co-op Credit Union

- **Technology and Electronics**

- - IBM
 - 3M InterAmericas
 - Xerox Jamaica

Utilities and Telecommunications

- - FLOW Jamaica
 - National Water Commission
 - Jamaica Public Service
 - Sprint International
 - AT&T
 - The Mosselle Group

- **Automotive**

- Goodyear Jamaica Ltd.

Construction

- Caribbean Cement Company
 - Berger Paints Ltd.
 - Sherwin Williams

- **Research Companies**
 - Intermarket Research (New York)
 - RSGB London
 - SGA London
 - Millward Brown and Associates
 - Stan Klapper and Associates (Puerto Rico)
 - Field Facts International
 - Strategy Research (Miami)

- **Funding Agencies/Non Government Organisations**
 - The World Bank
 - The USAID
 - The Futures Group
 - Planning Institute of Jamaica
 - PAHO
 - Caribbean Food and Nutrition Inst.
 - The Jamaican Red Cross Soc.
 - The Norwegian Red Cross
 - United Nations Development Program (UNDP)
 - US Information Agency

- **Government and Public Sector**
 - The Government of Jamaica
 - The Office of Utilities Regulation (OUR)
 - National Housing Trust
 - Office of the Prime Minister
 - The PNP (governing party)
 - The JLP (opposition party)
 - The Jamaica Broadcasting Commission
 - The NNP/(government of Grenada)
 - National Housing Development Corporation
 - The Betting Gaming and Lotteries Commission

- **Gaming and Entertainment**
 - GTECH Corporation
 - The Jamaica Lottery Company

Media and Broadcasting Agencies

- BBC London
 - The Gleaner Co.
 - Radio Jamaica Ltd.
 - CVM Television
 - Sportsmax
 - Radio Mona
 - Power 106
 - KLAS FM

- **Consumer Goods and Alcohol Beverages:**
 - Red Stripe Jamaica Ltd.
 - Colgate Palmolive Jamaica Ltd.
 - The Jamaica Broilers Group
 - Johnson and Johnson Ja Ltd.
 - Pepsi Cola International
 - The ICD Group
 - Serge Island Dairies

- **Petroleum Products**
 - Shell Co. of West Indies
 - Esso Standard Oil
 - Texaco Jamaica Ltd.

- **Hospitality Services**
 - Restaurants of Jamaica (Managers of Pizza Hut and Kentucky Fried Chicken)
 - Tricon International
 - Air Jamaica Ltd.

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1 + 13 ? *(Are you human?)*

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Disclaimer

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Through this website you are able to link to other websites which are not under the control of [business name]. We have no control over the nature, content and availability of those sites. The inclusion of any links does not necessarily imply a recommendation or endorse the views expressed within them.

Every effort is made to keep the website up and running smoothly. However, Market Research Services Limited takes no responsibility for, and will not be liable for, the website being temporarily unavailable due to technical issues beyond our control.

Objective:

What is the objective of your website?

Get more leads/quote requests/phone enquiries

Increase brand awareness

Increase Sales

Encourage onsite or social media interactions

What do you want to accomplish? More business and a strong presence

Get more leads/phone enquiries? Yes

Increase brand awareness? Yes

Increase sales? Yes

Encourage onsite or social media interactions? Yes

Other To increase market share and promote my services

What is the most important thing that you would like visitors to do before they leave your website?

make appointments or contact the business.

Message:

Who is the message on your website intended for? Who is your target market?

Every and anyone, as we carry products for all ages.

Will you be linking a video to your website? No

Testimonials

Will you be adding testimonials to your website? No