Harris Interactive Expands Affliate Network

Contributed by Editor
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Harris Interactive announces that Jabes Market Research, a full-service market research and consulting company in El Salvador, has become the newest affiliate member of the Harris Interactive Global Network of independent market research companies.

Established in September 2002, Jabes Market Research services El Salvador and anticipates expansion in Guatemala and Honduras over the next several years. The regional staff consists of researchers and statisticians, as well as journalists and publicists who maintain ongoing media relationships with major publications in El Salvador. Jabes is experienced in conducting both qualitative and quantitative research for clients interested in politics and public opinion, the pharmaceutical industry, usage and attitudinal analysis, advertising and branding, and customer satisfaction.

"Central America has often been overlooked by the world's leading research companies, so we are delighted that Jabes, whose clients highly value its contributions and individualized approach, has decided to join our global network. This relationship will help us extend our presence and strengthen our research capabilities in Central America," says David Vaden, executive vice president and chief strategy officer for Harris Interactive.

Manuel Castillo, general manager of Jabes Market Research, states: "Our company is proud to be a part of the Harris Interactive Global Network. We have a highly capable team that offers extensive experience working with multinational businesses. We aim to understand a company's needs and resolve their research issues with a professional and individualized service."

About the Harris Interactive Global Network

The Harris Interactive Global Network, an international network of affiliate market research firms, was established in 1992. Today, there are nearly 20 global network member companies representing Africa, Asia, Australia, the Caribbean, Eastern and Western Europe, Central/North/South America, and the Middle East. Member firms exchange research expertise and share local-country knowledge on research projects conducted in their region. ??? Though affiliated with Harris Interactive, global network members operate as totally independent market- and opinion-research firms. For more information about the Harris Interactive Global Network, go to http://www.harrisinteractive.com/globalops/globalnet.asp.

About Harris Interactive(R)

Harris Interactive Inc. (http://www.harrisinteractive.com), the 15th largest and fastest-growing market research firm in the world, is a Rochester, NY-based global research company that blends premier strategic consulting with innovative and efficient methods of investigation, analysis and application. Known for The Harris Poll(R) and for pioneering Internet-based research methods, Harris Interactive conducts proprietary and public research to help its clients achieve clear, material and enduring results.

Harris Interactive combines its intellectual capital, databases and technology to advance market leadership through its U.S. offices and wholly owned subsidiaries, HI Europe in London (http://www.hieurope.com), Novatris in Paris (http://www.novatris.com), and through an independent global network of affiliate market research companies. EOE M/F/D/V.

To become a member of the Harris Poll Online(SM) and be invited to participate in future online surveys, http://www.harrispollonline.com.???? SOURCE Harris Interactive

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