

Global Research

Over 15 years of experience

Morpace brings this expertise as well as a variety of analytical tools and a portfolio of custom solutions to your global projects.

Global Reach: Morpace UK Office

Morpace has a full-service office in London that supports our multi-cultural, multi-lingual research projects throughout Europe. Involvement of our UK office is particularly helpful with qualitative and other face-to-face types of projects where training of the local agency is important.

Translation and Programming Efficiencies

Morpace has staff who are fluent in Mandarin Chinese, Japanese, French, German, Spanish, Hindi, Russian, and Taiwanese.

Morpace has developed a proprietary Online Translation Programming Tool for multi-country studies. The tool allows Morpace translators to work directly in a website with the English-language questionnaire, and enter the translated text into defined fields adjacent to the English text. The tool is integrated with Morpace online survey software which automatically generates the questionnaire in the new language. As a result, handling of translated documents and repetitive programming steps are minimized, and accuracy and efficiency in the translation process are greatly enhanced.



Data Collection Partners

Morpace maintains a network of associate partners, all ESOMAR members, who assist in providing research of the highest quality and integrity. These partners are selected based on their reputation for insightful in-market expertise and overall quality. We are constantly monitoring the quality and timeliness of the partners we work with in each country, and seek out and qualify new partners as needed.

Types and Locations of Research

Countries in which Morpace has conducted research include:

- Canada, Puerto Rico, Mexico, Brazil, Argentina, Venezuela
- UK, France, Germany, Italy, Spain, South Africa
- China, Japan, South Korea, Taiwan, Singapore, Thailand, Indonesia, India

Please contact us at 248.737.5300 or information@morpace.com to learn more about our global capabilities.