

## **PRESS RELEASE**

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### **Discovery Nevada Commences Operations**

Applied Analysis and Discovery Research Group Form New Venture to Raise the Bar on Market Research Services in Nevada

**(Las Vegas)** – Nevada’s leading market research and economic analysis firm Applied Analysis announced today it has entered into a formal operating agreement with Discovery Research Group to form Discovery Nevada. The new entity will provide a broad array of primary market research services including consumer sentiment surveys, web panel analyses, social media analytics, interactive focus groups, and intercept surveys.

Discovery Research Group and Applied Analysis have collaborated on dozens of projects over the past five years. However, most of the primary research has been behind-the-scenes efforts or small pieces of larger research and analysis initiatives. The creation of Discovery Nevada reflects the companies’ belief that a local presence is needed not only to develop business opportunities but also to capitalize on Nevada’s unique ability to draw more than 50 million visitors from around the world annually.

“This new partnership comes at a time when businesses and investors are reevaluating market conditions in Nevada and asking ‘If this is the new normal, where do we go from here?’” said Jeremy Aguero, principal analyst with Applied Analysis. “The formation of Discovery Nevada is designed to help businesses and organizations by providing them the ability to dig deeper into the market and unique customer base as they seek to put the recession behind them and take advantage of the recovery.”

Discovery Research Group was founded in 1987 and has emerged as a leader in data collection. Headquartered in Salt Lake City, Utah, the company has conducted more than one million telephone interviews over the past two years from its more than 600 call center stations located throughout Utah, Idaho and Colorado. It also owns and operates a bilingual call center out of Nicaragua. Discovery Research Group is also on the leading edge of Internet-based data collection from administering web panel research to social media data mining. The company’s president, Vaughn Mordecai, currently serves on the national board of directors for the Market Research Association.

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"Discovery Research Group is a partner that not only provides us with unmatched reach and resources but also shares our work ethic and commitment to delivering the highest quality research," Aguero noted. "Combined, we are expecting a complete one-stop-shop for those seeking virtually any kind of research and analysis solutions."

Applied Analysis is a Nevada-based economic, fiscal and policy research firm. Applied Analysis will spin off its survey and opinion polling division into Discovery Nevada, providing day-to-day operational management, research design and development, and interpretive analytics. "Applied Analysis brings a reputation of integrity and independence," said Mordecai. "It also brings a team of creative thinkers with an exceptional ability to transform data into solutions. It would be difficult to imagine a better company to align ourselves with in Nevada."

While Applied Analysis' primary business base will remain unchanged, the company will work closely with Discovery Nevada to develop new business opportunities. Jake Joyce, formerly a senior manager with Applied Analysis, will take the helm as Discovery Nevada's Director of Primary Research and Analysis. Joyce is a graduate of the Eller College of Management at the University of Arizona. For the past three years he has been the lead researcher for Applied Analysis on demographic, market and survey-related projects. Aguero commented, "Jake's grasp of research methods and statistical analysis is surpassed only by his ability to communicate their results in a meaningful way to clients."

During 2012, Discovery Nevada will be undertaking a number of independent research efforts demonstrating the range of the company's abilities and providing meaningful information for Nevada business owners and policymakers. Topics will include tourism industry amenity rankings, local consumer confidence and regional policy considerations. Research findings will be made public via media releases at the company's website: [www.discoverynevada.com](http://www.discoverynevada.com).

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