



Caribbean Market Research

ESTABLISHED 1970 · PORT OF SPAIN · TRINIDAD

COMPANY PROFILE · 2026

CARIBBEAN EXPERTISE · GLOBAL STANDARDS

Research that moves decisions.

Full-service market research across 19 Caribbean territories since 1970.

FOUNDED

1970

TERRITORIES

19 Markets

PROJECTS DELIVERED

5,000+

— CONTENTS

What's in this profile

An overview of CMR's history, territories, methods, sectors, credentials and selected client work.

01	Since 1970 Company history, scale and what we do	03
02	Territories 19 Caribbean markets, integrated fieldwork	04
03	Methodological Reach Qualitative, quantitative, behavioural, mode matrix	05
04	Qualitative Research Nine study types across brand, product and culture	06
05	Quantitative Research Ten study types, in-house data processing	07
06	Sectors Twelve industries, from CPG to public opinion	08
07	Credentials & Standards ESOMAR membership, confidentiality, data protection	09
08	Selected Clients & Associates A sample of organisations we work with	10
09	Contact Office, email, web	11

— 01 · SINCE 1970

A family firm, built for the region

Caribbean Market Research Ltd was established in Trinidad in 1970. Over five and a half decades we have delivered market research for local and international clients across the Caribbean basin, from a single integrated team based in Port of Spain.

<p>55+</p> <p>YEARS OPERATING</p> <p>Continuous operation since 1970 under two generations of family leadership.</p>	<p>19</p> <p>TERRITORIES</p> <p>Fieldwork experience across the English, French, Spanish and Dutch Caribbean.</p>	<p>5,000+</p> <p>PROJECTS DELIVERED</p> <p>Qualitative, quantitative, syndicated and tracking studies.</p>	<p>12</p> <p>SECTORS SERVED</p> <p>From fast-moving consumer goods to public opinion and regulated industries.</p>
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What we do




















We are a full-service market research company. Questionnaire design, sampling, fieldwork, coding, data processing, analysis and reporting are run in-house by a senior team that has been working together for decades. That integration is the point: every project has a single line of accountability, from the first screener to the final deliverable.

Our clients are regional beverage, financial, telecom and consumer goods brands, international agencies running Caribbean waves and public sector bodies commissioning opinion research. They come back because the work is accurate, the timelines are kept and the read on the region is grounded in genuine cultural fluency.

— 02 · TERRITORIES

Nineteen Caribbean markets

CMR conducts fieldwork across the English-, French-, Spanish- and Dutch-speaking Caribbean. All 19 markets are served from a single team in Port of Spain, with local field supervisors and interviewer panels resident in each territory.

 Antigua & Barbuda	 Aruba	 Bahamas
 Barbados	 Bonaire	 Cayman Islands
 Curaçao	 Dominica	 Grenada
 Guadeloupe	 Guyana	 Jamaica
 Martinique	 Saint Kitts & Nevis	 Saint Lucia
 Sint Maarten	 Saint Vincent & the Grenadines	 Suriname
 Trinidad & Tobago		

Integrated coverage. Multi-market studies are run centrally from Port of Spain with coordinated sampling, translation, field quality control and analysis. A single account lead owns the entire project from brief to report.

— 03 · METHODOLOGICAL REACH

Every mode, under one roof

CMR designs and executes research in whichever mode fits the question. Sampling frames, instruments, fieldwork and analysis are all run in-house, so mode selection is a design decision, not a logistical constraint.

CAPI

Computer-Assisted Personal Interviewing

Face-to-face interviewing with tablet capture. Used for household penetration, in-home use studies and long-form syndicated waves where interviewer presence protects data quality.

CATI

Computer-Assisted Telephone Interviewing

Phone interviewing from a dedicated CMR call centre in Port of Spain. Ideal for fast-turn opinion, customer satisfaction and tracking work across multiple territories.

CAWI

Computer-Assisted Web Interviewing

Online surveys delivered through CMR's regional panel infrastructure. Strongest fit for brand tracking, concept tests and ad evaluation at mass-market scale.

QUAL

Focus Groups, Depth Interviews, Ethnography

Moderated in-person and online qualitative. Facilities and recruiter networks in Trinidad, Jamaica and Barbados, plus remote-qual capability across the rest of the region.

Mixed-method studies

Most CMR projects combine modes. A standard pattern pairs a qualitative immersion phase with a quantitative validation survey and adds shop-alongs or in-home observation where stated behaviour and actual behaviour need to be reconciled. The design is decided by what the business question needs and by what will actually land in the market being studied.

— 04 · QUALITATIVE RESEARCH

What people actually mean

Focus groups and depth interviews designed and moderated by senior CMR staff. Recruitment specs, discussion guides and reporting are handled in-house. Full transcripts, analytical themes and verbatim clip reels (and digital audio recordings where required) are delivered alongside the narrative report.

01 Extended Brand Essence Sessions

Deep-dive qualitative to articulate the meaning and emotional territory a brand occupies.

02 Advertising & Creative Evaluation

Pre- and post-test qualitative on storyboards, animatics and finished creative.

03 Concept and Product Testing

Category immersions and hands-on product trials with structured diagnostic protocols.

04 Package Testing

Shelf simulation, first-moment-of-truth evaluation and comprehension checks.

05 Consumer Habits & Rituals

Occasion mapping, day-part analysis and category consumption patterns.

06 Internal Employee Research

Culture, engagement and change-programme diagnostics conducted under strict confidentiality.

07 Naive Listening & In-Home Observation

Researchers observe consumers in the home. Behaviour is captured as it happens, not as it is recalled or described.

08 Sensitive-Topic Qualitative

Health, family planning and other subjects requiring trained moderators and careful recruitment.

09 Image and Equity Studies

Perceptual mapping, competitor positioning and corporate-reputation research.

— 05 · QUANTITATIVE RESEARCH

Numbers that hold up

Custom quantitative studies designed around the business question, not a generic wave. Sample frames, weighting and significance testing are processed in-house. Data processing, tabulation and analytics sit inside CMR, not with a third-party vendor.

01 Habits & Attitudes Studies

Category-level understanding of who buys, who uses, who advocates and why.

02 Market Segmentation

Attitudinal, behavioural and needs-based clustering with profiling and sizing.

03 Product Testing

Blind, branded and sequential monadic designs with category-appropriate frames.

04 Advertising & Creative Evaluation

Recall, recognition, persuasion and diagnostic batteries for finished and in-development work.

05 Concept Testing

Appeal, uniqueness, purchase intent, TURF coverage and portfolio reach.

06 Corporate Image Studies

Reputation, trust and brand health tracking for regulated and consumer-facing organisations.

07 Customer Satisfaction & NPS

Transactional and relationship studies with driver analysis and benchmarking.

08 Trade & Retailer Research

Shelf audits, retail census and distribution-channel interviews.

09 Public Opinion & Political Polling

Nationally representative waves using stratified, multi-stage probability sampling.

10 Mystery Shopping

Structured observation and compliance audits across retail, financial and service networks.

— 06 · SECTORS

Where our work lives

CMR has delivered research across twelve broad industry sectors. The list below reflects actual project history, not a capability wishlist.

Consumer Goods & Services

Food, personal care, household and durables.

Alcoholic Beverages

Beer, rum, spirits and RTD categories.

Financial Services

Retail banking, insurance and wealth.

Telecommunications

Mobile, broadband and pay-TV.

Petroleum & Energy

Upstream, downstream and public-facing fuels.

Gaming & Lottery

State-run and private operators.

Tourism & Travel

Visitor surveys, destination research and hospitality.

Tobacco

Including compliance and regulated-category studies.

Government & Public Opinion

Ministries of Health, Finance and national polling.

Public Health & Sensitive Topics

Family planning, HIV, nutrition and adult-care categories.

Environmental & Social

Community research, environmental attitudes and policy work.

Political Polling

National elections, local races and issue polling.

— 07 · CREDENTIALS & STANDARDS

Standards we hold ourselves to

CMR is a member of ESOMAR and operates to the ESOMAR code of ethics and professional conduct. All projects are run under a formal confidentiality undertaking and to local data protection requirements in each territory.

ESOMAR Membership

Caribbean Market Research Ltd is a member of ESOMAR and follows the ESOMAR standards and code of ethics, drafted jointly with the International Chamber of Commerce and endorsed by the major professional research bodies.

- Respondent rights and informed consent
- Honest representation of findings
- Independence from conflicting commercial interests
- Proper handling of children and sensitive topics

Confidentiality & Data Protection

Every engagement is covered by a written confidentiality undertaking. Client materials, respondent data and study findings are treated as strictly confidential for the duration of the project and after delivery.

- Named project team under NDA
- Encrypted data capture and transfer
- Respondent anonymity and safeguarded PII
- Secure destruction of raw data on request

In-House Data Processing

Coding, verification, data cleaning, weighting, tabulation and significance testing are carried out inside CMR. No data leaves our systems to a third-party vendor at any stage of the project.

Senior Team Continuity

The senior team has been working together for decades. Clients speak directly to the people designing and running the study, not to a junior account contact with a separate delivery team behind them.

— 08 · SELECTED CLIENTS & ASSOCIATES

Who we work with

A partial list of organisations CMR has conducted research for across the Caribbean. Client confidentiality is strictly observed. Listings below reflect publicly known engagements or organisations with logos previously published on CMR collateral.

CONSUMER GOODS & BEVERAGES

Nestlé	Heineken	Procter & Gamble	Nabisco
Unilever	Carib Brewery	GlaxoSmithKline	Kiss Baking Company
Coca-Cola	Angostura	Johnson & Johnson	Brydens
PepsiCo	GraceKennedy	Cadbury	Massy Distribution
Diageo	Colgate-Palmolive	Frito-Lay	AnsaMcAI

FINANCIAL SERVICES

Sagicor	First Citizens	Citibank	TATIL
Guardian Group	RBC	Barclays	
Republic Bank	Scotiabank	JMMB	

TELECOM, ENERGY & INFRASTRUCTURE

TSTT / bmobile	C&W Communicatio...	NGC	Unipet
Digicel	Esso	T&TEC	
Flow	BHP	WASA	

PROFESSIONAL SERVICES, MEDIA & PUBLIC SECTOR

Deloitte	Guardian Media	T&T Stock Exchange
Ernst & Young	CCN	Port Authority
BBC	TATT	T&T Chamber

International Associates

<p>Lazarus & Associates</p> <p>UNITED STATES</p>	<p>Prodatos</p> <p>COSTA RICA / CENTRAL AMERICA</p>	<p>CID Gallup</p> <p>COSTA RICA</p>
<p>Gaither International</p> <p>PUERTO RICO</p>	<p>IMD Consultancy</p> <p>CURAÇAO / ARUBA</p>	<p>Blammo Worldwide</p> <p>CANADA</p>

— 09 · CONTACT

Let's talk about your next study

Briefs, RFPs and general enquiries reach the senior team directly. First response within one business day.

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