



**CASRO Institute for Research Quality
Announces ISO Certification of Russell Research, Inc.**

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For Immediate Release

For More Information
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Port Jefferson, NY – The CASRO Institute for Research Quality (CIRQ) has awarded certification to Russell Research, Inc. for compliance to the **ISO 20252 Standard for Market, Opinion and Social Research**.

ISO 20252 establishes globally recognized terms, definitions, and service requirements for project management in research organizations. Processes outlined in ISO 20252 are designed to produce transparent, consistent, well-documented and error-free methods of conducting and managing research projects.

The scope of Russell Research’s certification includes a range of quantitative and qualitative research services performed by the company in the United States and internationally from its East Rutherford, N.J., headquarters and its Alexandria, Virginia, location. Quantitative services include online, in-person, mail, and telephone research. Qualitative services include focus groups, in-depth interviews, and online bulletin boards. Russell Research’s client base includes private enterprise and local, state and federal government agencies. Focus Crossroads, a division of Russell Research, has a phone center which makes calls across North America and a focus group facility at the East Rutherford, N.J., headquarters.

“We are quite pleased to learn that our firm has been ISO certified and very proud of our quality management team and all employees whose ongoing high performances have earned us certification,” commented Russell partners John DeBiasio and Larry Hooper.

Adherence and certification to such standards provides a basis of confidence for clients and other constituencies that the work produced is being executed with quality processes and controls in place. Implementation of this ISO standard improves an organization’s productivity and efficiency by creating clear lines of accountability, reducing errors and rework, shortening cycle times, and reducing costs.

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About CIRQ

CASRO formed CIRQ (The CASRO Institute for Research Quality) to provide assessment and certification services to research firms seeking certification to ISO 20252 and/or ISO 26362. CIRQ, a non-profit entity, is committed to providing timely, thorough, and impartial assessments of its customers' quality management systems in order to make a determination regarding certification to ISO 20252 and/or 26362. All CIRQ auditors have extensive experience in the research industry. CIRQ has been established in compliance with all ISO requirements for certification bodies that provide auditing and certification services for ISO 20252 and 26362. In order to conform to its mandate of objective and impartial audits to these ISO standards, CIRQ is independently operated and managed under the oversight of an Advisory Board and submits to an annual audit to ISO/IEC 17065 Standard for Conformity assessment *Requirements for bodies certifying products, processes and services* by external authorities on ISO certification bodies.

About Russell Research

Founded in 1946, [Russell Research](#) is a leading custom research firm with a seasoned staff of 100+ strategy-driven research professionals. The company provides expertise and service for a wide range of consumer and business product categories and a diverse group of clients - including Fortune 1000 companies as well as mid-size and smaller enterprises, government agencies, advertising agencies, consultancies and public relations firms.

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