


# SouthpawInsights

Established 2008



## CONTACT

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## CERTIFICATIONS




Certified  
Women-Owned  
Business Enterprise

## TESTIMONIALS

Southpaw's expertise and partnership led to results that conveyed the feelings and impressions of our constituents and articulated them in a way that was compassionate and comprehensive.  
– EVP, **Cornell University**

The Southpaw team has a depth of experience working with marginalized populations. They design studies to be respectful of the privacy and dignity of participants.  
– Director of Evaluation, 

I keep returning to Southpaw because of their service, flexibility, well-written reports and fair pricing..  
– Director of Marketing Communications, 

## BUSINESS SUMMARY

We use both **qualitative and quantitative research** methods, from traditional to cutting edge, to help our clients **understand what people think, feel, and do.**

## CORE CAPABILITIES

- **Conduct exploratory research** to inform development of products or offerings
- **Test creative collateral**, including ads, messages, and signage
- **Evaluate internal programs** using employee feedback (eg, DEI and Return to Office initiatives)

## DIFFERENTIATORS

- Multi-cultural, multi-generational team steeped in creative research methodologies
- Human-centered empathy + Smart analytic techniques = A rich understanding of your audience
- Real world experience + Academic qualifications = Actionable insights

## PAST PERFORMANCE



Needs assessment among birthing people in Massachusetts to help an abortion fund target and refine the services they offer.



Ongoing research with Black men to help a national organization develop effective health messaging.



Survey and interviews among Native Americans to inform a culturally competent water safety program.