



## OUR TEAM

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YOU OPEN  
MINDS.  
BUT HOW  
MUCH?

## OUR MISSION

Oberg Research is an independent research organization specializing in Audience Research and Evaluation. We are dedicated to advancing informal learning by understanding its impact on individuals and communities.

## OUR APPROACH

**We believe that collecting and understanding the right data can greatly enhance our mission and further the cause of our partners.** Our approach is highly iterative and encourages collaborative dialogue from initial concept to final implementation, to ensure that our partners' goals are achieved. Each project has unique goals, methods, and analyses.

We use multiple methods to gather data including surveys, interviews, focus groups, and more.

Once the data is in hand we use a variety of analytical techniques to explain what the data means for our partner's projects and partner's work.



WE ASK QUESTIONS.  
WE ANALYZE ANSWERS.  
WE MEASURE IMPACT.

## OUR SERVICES

### EVALUATION & AUDIENCE RESEARCH

Understand your audiences' expectations and experience with your subject matter.

### EVALUATION PLANNING

Identify the questions you need answered and the best methods to use for measuring impact.

### MARKET RESEARCH

Identify your audiences' demographics, interests, motivations, and attitudes.

## SELECT CLIENTELE

AMERICAN PHILOSOPHICAL SOCIETY MUSEUM

ASSOCIATION OF CHILDREN'S MUSEUMS

BROOKLYN MUSEUM

THE COLLEGE OF PHYSICIANS OF PHILADELPHIA

MÜTTER MUSEUM

EDVENTURE CHILDREN'S MUSEUM

FOUNDATION FOR ECONOMIC EDUCATION

HERITAGE PHILADELPHIA PROGRAM

THE HIGH MUSEUM OF ART

NATIONAL ACADEMIES OF SCIENCE, ENGINEERING, AND  
MEDICINE

NATIONAL AIR & SPACE MUSEUM

NATIONAL MUSEUM OF THE AMERICAN INDIAN

NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY  
AND CULTURE

SMITHSONIAN ENVIRONMENTAL RESEARCH CENTER

UNITED STATES CAPITOL VISITOR CENTER

UNITED STATES HOLOCAUST MEMORIAL MUSEUM

UNIVERSITY OF PENNSYLVANIA MUSEUM OF  
ARCHAEOLOGY AND ANTHROPOLOGY

EVERY  
AUDIENCE  
RESEARCH  
PROJECT  
IS UNIQUE.

