

CLIENTS

Automotive

- D'Ambrosio Chrysler Jeep
- Jiffy Lube Franchisees (various)
- Jiffy Lube International
- John Mecham Chrysler Jeep
- Pennzoil/Quaker State
- Q Lube Ontario
- Shell Group
 - Shell IT
 - Shell Lubricants
 - Shell Solution Center
- Utah Trucking Association
- Volvo Commercial Credit

Commercial

- Ampco
- AT&T
- Bajio Grill
- Black Diamond
- The Forbes Group
- Kirkham's Outdoor Products
- Orbtek
- Paracelsus
- Polynesian Cultural Center
- Pretzel Time/Pretzelmaker
- Richter7
- Ski Utah
- Spillman Technologies
- Subway
- The Summit Group
- Thanksgiving Point
- University of Utah Health Network
- University of Wyoming
- Utah Disaster Kleenup
- VoiceStream
- Winder Dairy

Country Clubs

- Bloomington Country Club
- The Cottonwood Club
- The Estancia Club
- Glenwild Golf Club & Spa
- Hidden Valley Country Club
- The Jeremy Golf & Country Club
- Saticoy Country Club

Construction Financial

- Fieldstone Homes
- Hubble Homes
- Overlake Development
- Layton Construction
- Sorensen Construction
- American Investment Bank
- Bank of Utah
- Beehive Credit Union
- Credit Union Association of Oregon
- Community Financial Services Association of America
- California Financial Service Providers
- Utah Consumer Lending Association
- Wasatch Funds

Other Institutions

- Park City Chamber of Commerce
- Salt Lake Area Chamber of Commerce
- Salt Lake County
- Transportation Management Association of Utah
- Utah Department of Transportation
- Utah Public Education Policy Group



Io DATA

Io Data Corporation is a market research firm dedicated to providing data-driven results to answer questions that matter. For over a decade, we have supplied companies with actionable data regarding their market environment. We tailor each project to client specifications ranging from design, construction, and management of vast information databases to fully-customizable surveys, brand positioning research, or any number of other research services. Regardless of the answers you're looking for, Io Data Corporation is uniquely positioned to provide your company with cost-effective information solutions.

Consumer Research

- Branding/positioning
- Advertising effectiveness
- Competitor research
- Brand/advertising/competitor tracking

Customer Research

- Customer satisfaction
- Market segmentation
- Data mining

Database Services

- Customer satisfaction program management
- Sales/performance tracking
- Other data management

Other Research

- Employee satisfaction/retention
- Financial/risk analysis
- Qualitative Data Collection
 - Focus groups
 - Intercepts
 - Interviews
- Quantitative Data Collection
 - Census
 - Geo coding
 - Surveys
 - Other non-governmental sources