The Division of Research at the Darla Moore School of Business provides **in-depth economic and business intelligence** for your organization, as well as **actionable business insights to help you anticipate challenges and make sound, informed business decisions**.

With **more than 50 years of experience**, the Moore School’s Division of Research has become the **industry standard for business research and solutions** in South Carolina. The Division of Research serves as the contact point between the Moore School and external constituents – in both the public and private sectors.

In addition to a long history of insightful academic research in local, regional, national and international economics, the Division of Research specializes in applied research for a wide variety of organizational needs:

- Economic trend analysis: forecasts and industry studies
- Economic impact analysis
- Market surveys and analysis: telephone or mail surveys (businesses and consumers)
- Focus groups: facilitate, analyze and interpret
- Property acquisition
- Sales projects
- Market evaluation
- Feasibility studies
- Economic and business forecasting
- Business strategy
- Market research to guide business decisions with hard evidence
- Real estate and housing analysis

**Recent Clients**

- AdvanceSC
- BlueCross BlueShield of South Carolina
- BMW
- CTC Public Benefit Corporation
- McNair Center for Aerospace Innovation and Research
- Michelin
- SC Housing
- Sonoco
- South Carolina Clean Energy Business Alliance
- South Carolina Council on Competitiveness
- South Carolina Department of Commerce
- South Carolina Research Authority
- Space and Naval Warfare Systems Command
- U.S. Economic Development Administration

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