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Gareth Nicol appointed as Managing Director of ICM Direct

ICM Group announces today the appointment of Gareth Nicol as Managing Director of ICM Direct. In addition to its expertise in the supply of telephone and face-to-face data collection, ICM Direct operates Newvista, an online panel of over 130,000 people. Its unique approach ensures the provision of high quality online research data.

Gareth Nicol will replace Patrick Diamond, who is leaving the company after 11 years. Says Justin Sampson, Chairman Designate of ICM Group, "anyone who knows Patrick will understand what a tremendous legacy he leaves at ICM Direct. In appointing Gareth, we have found a highly capable successor. He is a progressive thinker in the development of digital solutions and has a proven business development track record."

Gareth joins ICM Direct having spent six years with Fieldwork International Healthcare, where he graduated from a Key Account Director to Online Director before being made Managing Director. Previous experience includes spells at Maritz and Synovate (South Africa).

Says Gareth Nicol, "it's a privilege to be joining ICM Direct, which is a business in great shape. Looking ahead, the challenge is how we can maintain and build our reputation for high quality data collection, while continuing to innovate in how we collect and report information."

ICM played a prominent role during the recent general election having been chosen to select a representative studio audience for each of the televised debates among the leaders of the three main political parties. Following the general election, the British Polling Council confirmed that ICM achieved the most accurate predictions in an analysis of the final polls before election day on May 6th. <http://www.britishpollingcouncil.org/press100508.html>

Gareth joins ICM Direct on 5th July and will also be a member of the ICM Group Board and the Creston Insight Board.

For more details:
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About ICM Direct

ICM Direct is part of ICM Group, which was founded in 1989 and was acquired by Creston plc in 2006. There are three businesses within ICM Direct.

ICM Direct is recognised throughout the market research industry as the leading provider of telephone survey data collection. Over the last 10 years *ICM Direct* has built a reputation for delivering quality data on time. Surveys undertaken cover b2b, b2c and international. Over half a million interviews across 600 surveys per annum are conducted in these fields. *ICM Direct* also offers SMS and IVR surveys, and qualitative depth interviewing services.

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FieldWork UK provides specialist face to face interviewing, for quantitative and qualitative research with a national field force of over 1,200 interviewers. *FieldWork UK* offers a number of specially trained teams of interviewers who are able to travel throughout the country to carry out projects in inner city areas, interviewing minority or hard to find groups for both qualitative and quantitative studies. *FieldWork UK* specialises in both consumer and business-to-business research and have a wide range of experience across a large number of sectors.

newvista research is in the vanguard of raising the standard in online research. *newvista research* comprises a national panel of over 130,000 individuals and industry leading random online sampling {ROS} techniques to deliver 500 surveys online per annum. *newvista research* combines the highest quality standards in the online research industry with the latest software including machine fingerprinting to provide clients with reliable research solutions. All international surveys undertaken via *newvista research* are subject to the same quality standards. *newvista research* also comprises specialist panels such as Business Decision Makers and Healthcare Professionals. Bespoke panel build and management services are also provided to clients.

In addition to the three ICM Direct companies, the other company within ICM Group is **ICM Research**, which employs sector specialists who conduct original research using the full range of survey techniques. *ICM Research* delivers reliable conclusions and helps drive clients towards their objectives. Our sector consultants combine advance methods of gaining insight with an experienced level headed approach to business management. Our clients benefit from findings that really mean something to stakeholders within their organisation and that can be used to drive the business forward. *ICM Research* advises a wide variety of influential businesses and institutions, helping them to solve problems, improve performance and increase productivity. Our sector consultants specialise in: Financial, Healthcare, International, Omnibus, Online, Polling, Qualitative, Retail, Social and Government, and Technology.