



Market Perceptions, Inc. – Firm Overview

Market Perceptions, Inc. (MPI) is an independent research and consulting firm that helps organizations understand the people they serve, identify what is changing, and use those insights to make better decisions.

For more than 30 years, MPI has designed and conducted research across a wide range of public- and private-sector settings. Our work spans qualitative and quantitative research, program and communications evaluation, segmentation, needs assessments, tracking studies, and complex survey research.

Understand what is happening.

Learn why.

Determine what to do next

Our approach begins with the research question rather than a preferred methodology. We combine rigorous research design and statistical analysis with creative approaches to learning — looking beyond the immediate answers to understand the beliefs, experiences, motivations, and context that shape them. The goal is not simply to produce data, but to identify what the findings mean and how they can be used.

MPI has extensive experience conducting research among diverse populations and audiences whose perspectives may be difficult to capture through traditional approaches. We pay particular attention to ensuring that research is accessible, respectful, and designed to represent the people whose experiences matter to the decisions being made.

Our multidisciplinary team brings together expertise in research methodology, statistics, evaluation, analysis, program development, and behavioral and social science. This combination allows us to approach complex questions from multiple perspectives and translate research findings into clear, actionable insights.

Karl Weiss, MBA

President and Senior Methodologist

Karl Weiss is the founder and President of Market Perceptions and has more than 30 years of experience in marketing research, with particular expertise in research design and statistical analysis. He holds a graduate degree from the University of Oregon in marketing research, along with academic training in statistics, marketing, and psychology. He has taught undergraduate- and graduate-level research methods at the University of Colorado Boulder and serves as a guest lecturer at the University of Colorado Denver.