We are delighted to announce that from July 1st, 2022, McNair yellowSquares will acquire Qualitative Recruitment Australia (QRA).

Both organisations have been operating in Australian and International markets for over 20 years. This growth opportunity for McNair yellowSquares follows the previous successful merger of McNair Ingenuity Research and yellowSquares in 2017.

McNair yellowSquares has a research heritage going back to the 1930s, with particular strengths in government and public sector research and offering a range of quantitative and qualitative technical solutions, including the surveyVillage panel; specialist panels, SurveyMob, SurveyCulture and Blokevote; and the MySpeak platform for online qualitative research.

Angela Brooks, managing director of McNair yellowSquares, believes, 'acquiring QRA is a perfect fit for us, bringing complementary recruitment capabilities to provide a fully balanced research solution to enhance our qualitative offering.'

Existing clients of QRA will continue to work with the same personal contacts as they have in the past. QRA are not changing contact details or changing phone numbers, and projects will be managed by the valued project management team, continuing in their respective roles. QRA owner and managing director, Mike Beder, will remain in an advisory capacity for six months, ensuring a smooth transition and successful blending of qualitative research excellence.

Angela Brooks
Managing Director