

HYBRID FOCUS GROUP RESEARCH

BETTER DECISIONS

*combining qual & quant
in real time*

THE CONVERGENCE OF QUANTITATIVE AND QUALITATIVE

You need more than just words to make your decisions. You need the numbers to back up what your customers are saying.

Better Decisions means getting the information you need instantly! Our process for Quantitative and Qualitative Research brings you the best of both worlds by giving you:

- The rigors of statistical analysis
- The insights and sensitivities of a professionally moderated qualitative session

We can deliver the qualitative you need with the quantitative numbers to back it up.

HOW DOES THIS WORK? We usually start with larger groups, say 25 per session, and keep them up to 2 hours. We give each respondent a private, hand held keypad that allows us to gather the quantitative data quickly and efficiently. You can view this data in real time in the backroom or live over video streaming.

NOW HERE'S THE BEST PART. Since we can instantly analyze the data by demographic, you can determine exactly who you want to talk to during the qualitative session that immediately follows.

THE RESULTS ARE AMAZING. Quantitative data from significant sample sizes together with powerful insights from professionally moderated qualitative.

TOOLKIT

Category Scan

- Instant quantitative measurement displayed and graphed in real time

Emotional Response Mapping

- Understand the emotional involvement of each respondent – in real time

Decision Trac

- Moment-to-moment tracking of their changing attitudes

Litigation & Trial Consulting

- Technical support to conduct trial simulations and jury-pool focus groups

Keyword Analysis

- Uncover which words resonate with your consumers



TYPICAL PROJECTS

- Ideal for testing ads, concepts, packaging, sensory tests, print, video, and more

SHORTER RESEARCH PROCESS • DEEPER LEARNING • REAL-TIME RESULTS

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