



Research Services Offering



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- Survey Methodology/Design
 - Thought Leadership
 - Expert Survey Review
 - Programming
 - Translations
- Panel/Sample (30M+ in 90+ countries)
 - Project Management/List Distribution
 - Omnibus
 - Incentive Distribution
 - Custom Panel Recruitment
 - IHUT Studies
 - Qualitative (IDI's, focus groups, computer moderations)
- Data Weighting
 - Open-Ended Coding
 - Data Cleansing
- Conjoint/MaxDiff
 - Regression Analysis
 - Segmentation Analysis
 - TURF Analysis
 - Pricing Analysis
 - Key Driver Analysis
 - Multivariate Analysis
 - Perceptual Mapping
 - Tabulations (stats testing)
 - Topline Report
 - Executive Summary
 - Full Report

Contact your Research Services Consultant, Jason Matson, for more information
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