

Market Research & Analytics

We undertake both
long term and dipstick research & analytics

We are able to deal with small
ad-hoc projects as well as large multi-country tracking studies, where we
manage the entire process and produce result.

Our
market research can help you:

Gather market intelligence regarding opinions,
trends, and competitors

Gauge interest in new products and service
offerings

Test a new product concept

Market Research Design

Each market research starts with
a customized design created to meet your organization's specific needs and
strategic objectives. If you already have an existing market survey, our
experts can prepare it to be administered via the Internet, telephone, fax, or
paper. Our market survey design consultation services are standard to all
clients, and we review all market survey instruments to assure validity,
reliability, and bias reduction.

Applying our years of market research experience and expertise, Sampling
Research can help compose a highly relevant market research instrument that

will yield sound and valid conclusions while achieving the maximum survey response rate possible.

Market research Methodologies

Our market research are backed by rigorous research methodologies to assure their reliability and effectiveness. Various technically advanced features can be built into our market surveys to assure a smoother operation and more complete survey results, including:

Page-level branching logic to assure respondents are shown only relevant items

Response verification to assure all required questions are completed,

A save-and-resume feature to allow users to save and later resume a partially completed market survey.

Market research Administration

The market research process continues by determining the best security level, incentives, deadlines, and respondent notification method for your particular project. Market research administration is complex and that is why we will help you with every decision along the way. By applying our experience and expertise, we strive to make the process as easy and stress-free as possible.

Market Survey Analysis

Whatever your budget, Sampling Research has a market research analysis package for you. Let our trained in-house data senior PhD level researchers turn your raw survey responses into meaningful and actionable conclusions. We have standard market survey analysis packages available and well as custom solutions that offer a more robust approach.

