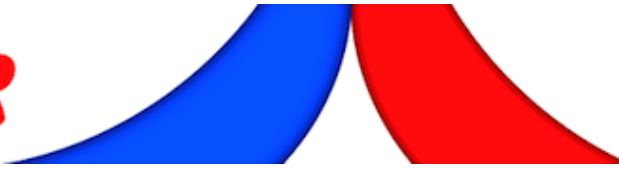


#NewMR



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Quantitative research



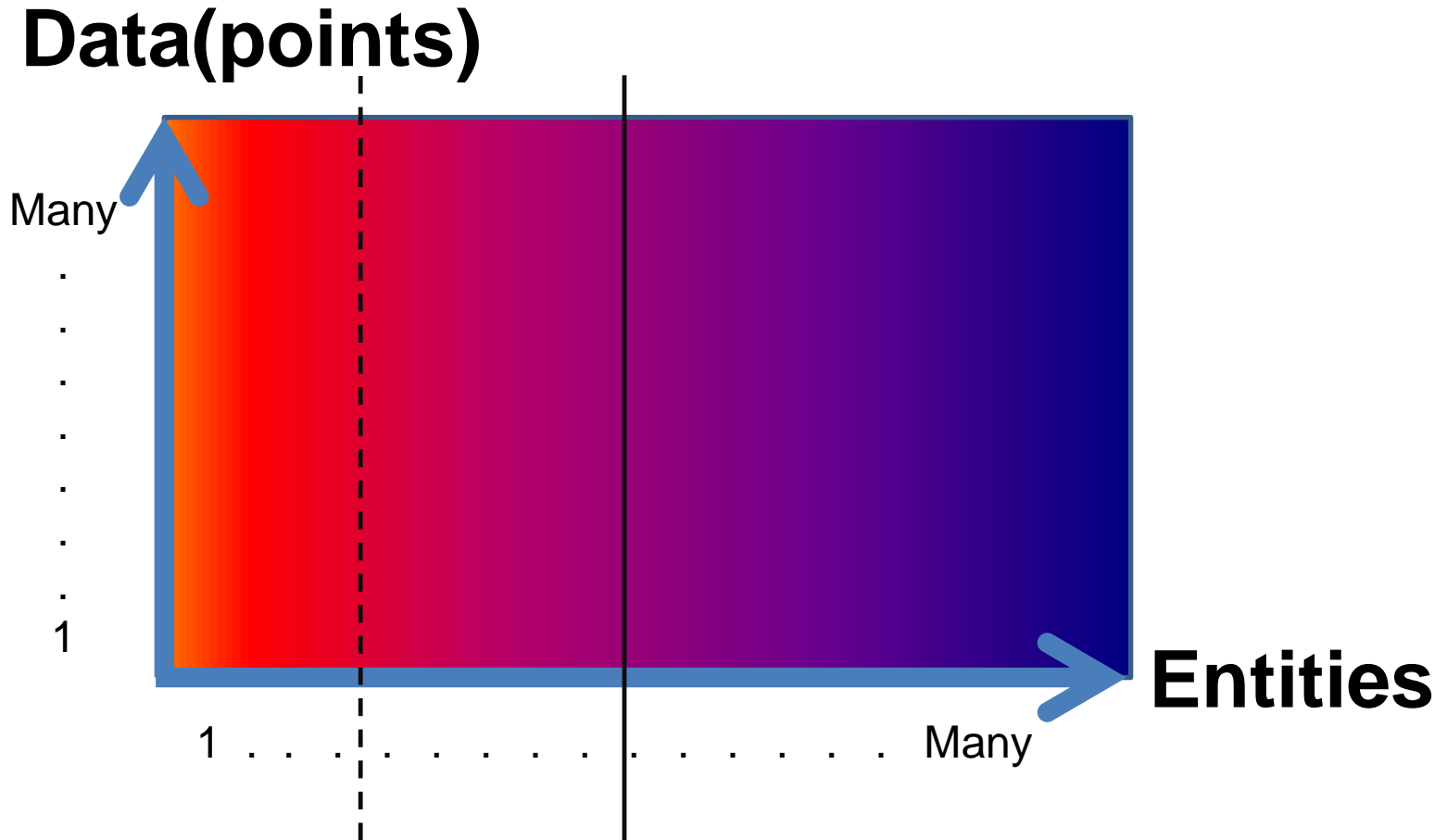
Dirk Huisman
SKIM, chairman

Business Issues



1. What should be the capacity of the new plant for this new device we are developing?
2. What proportion of people suffering from xxxx will consult a doctor?
3. What will the impact when we increase the price wit 10%?
4. Which claim should we use in our campaign and resonates best?
5. What proportion voters will vote in favour of.....?
6. What will be the impact if Tesco delists our premium product?

Quantitative Research



Information can be expressed numerically

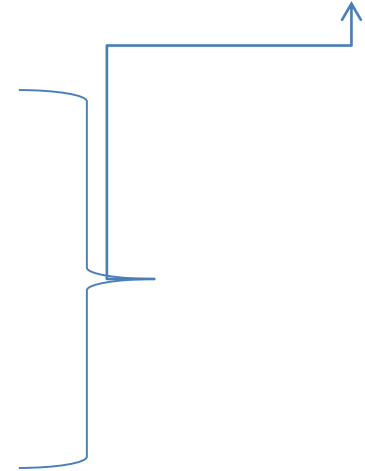
Data Sources



- Internal vs external
- Web scraping / social media data
- Transaction data / process data / scanner data
- Store audit data
- Diary data
- Observation data
- Interview data



BIG data



Collecting Data



- Automatic recording

- Survey data collection
 - Online
 - Phone
 - Face to face
 - Mail
 - Other

Population vs Sample



- Population: the total group of entities (people) you want say something about / you are interested in.
 - The definition of the population is critical
- Sample: a subset of the population

Sampling & “representative”



- Sampling types
 - Random probability sampling
 - Quota samples
 - Convenience samples and snowballing

- Panels and sampling

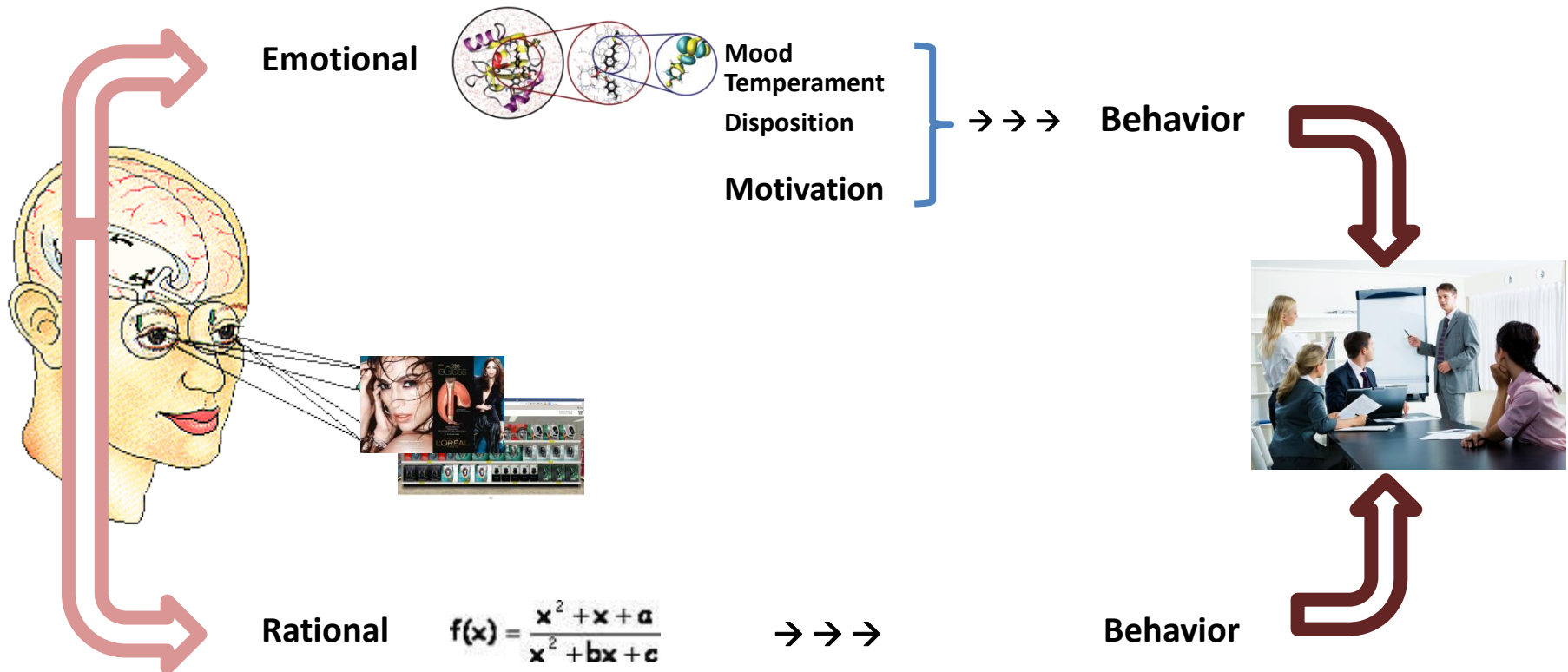
- Representative and weighting data

Significance & Validity



- Significance testing
- Calibration
- Validity

Context and logic



THANK YOU



Dirk Huisman
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Q & A



Ray Poynter
The Future Place



Dirk Huisman
SKIM