

# Quantitative studies

## Scope

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Custom measures for a new development or its market preparation. Quantitative studies are designed to answer to your particular strategy requirements.

Your specific objectives might concern:

- decision maker or organization purchase intentions
- competitor brand repertoires
- name or brand repertoires
- PR/advertising campaign effectiveness
- market understanding
- market testing
- institutional or corporate communication

## Production

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1WR co-ordination will recommend the most reliable and cost effective:

- sampling options using either representative samples or targeted sampling based upon quota or filter questions; with sometimes eventual panel formation
- Interviewing modes using separately or combined face to face, internet, postal or telephone

When physically possible, clients are encouraged to visit field operations and in all case proactively help during briefs.

Once fieldwork is completed, tables with difference tests are produced, eventually with more sophisticated analysis.

## Reporting

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Reporting respects scheduling and the various stages of a study.

A typical study comprises:

- a presentation of analytical findings with summary and recommendations, discussed and prepared with you.
- a report introducing the methodology, the study and its objectives, its summary and recommendations, its main analytical/question sections and appendices.
- summary tables are produced either as Excel spreadsheet tables or in Word files which highlight differences through significance tests, as well as for various splits: specific targets, segment groups and other company or organizational characteristics
- listing of the open-ended question verbatim answers and their translation in English
- eventual exports and related project files
- fieldwork details and appendices

## Segmentation

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Quantitative samples can help determine segments of a given field of practice or market. Depending on total variance explanation of the total sample, an optimal number of segments are determined. Segments are then described and characterized.

1WR uses a proprietary package with formulations that are most satisfactorily explainable (K-Means technique).

In addition, a segmentation module comprises:

- A report introducing the techniques, its summary and recommendations, its main segmentation descriptions and appendices.
- Summary tables are produced either as Excel spreadsheet tables or in Word files which include: result differences through significance tests help characterize segments; eventual spreadsheets to be used for external segment calculations

## Showcase: Antibiotic market acceptance among farmer for poultry in France

### Background

The objective was to assess the acceptance of a new antibiotic with major advantages but with an significant increase in price when compared to existing solutions.

### Sampling and methodology

Face to face interviews were conducted among 50 farmers having poultry of various types and sizes.

### Reporting

A report with details for the various analytical questions, a summary and recommendations

### Quality

Interview appointments, signatures, and farmer details.

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