

Agile A&U™ Studies

Solution Overview

An Attitudes and Usage study (A&U) is an exploratory quantitative analysis that provides a foundational understanding of your target consumers so you can shape products, experiences, and campaigns that connect with them. GutCheck built an agile approach to this market research staple to deliver consumer insights faster and more affordably.

What's the Difference?

	GutCheck Agile A&U	Traditional A&U Study
Study Design	Focused around key objectives (see below)	General exploration of audience attitudes and usage
Audience	Begin with targeted audiences with demographic or behavioral screeners	Gen population and then cut segments
Report	15-page actionable summary with visualized data	50+-page report and raw data
Cost	\$12-\$20k	\$75,000+
Time	2 weeks from recruit to report	6+ weeks

Common Research Objectives



Assess the Competitive Landscape

Develop a better understanding of how your brand/product fits within the competitive landscape and identify white space opportunities.



Understand Barriers & Triggers to Purchase & Usage

Understand the issues that are preventing your target consumers from buying and using your product, and conversely, the triggering events that lead to purchase and usage.



Identify Habits & Practices

Uncover your consumers' habits, practices and tendencies using a product or category to identify unmet needs and optimize positioning and messaging.



Create User Profiles

Develop a deeper understanding of your consumer audience and identify the key differences between them and the rest of the population. Dive into your audience demographics, attitudes, and behaviors to build audience profiles.

How It Works



Identify key consumer learning objectives



GutCheck designs survey questions

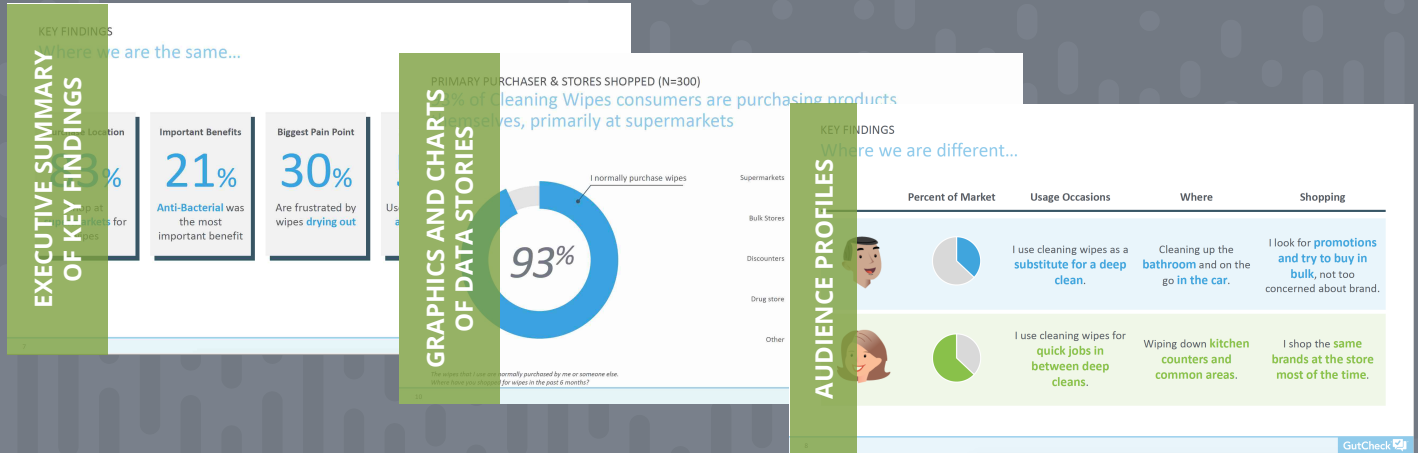


Study in field with respondents



GutCheck analyzes data and synthesizes results

Key Report Deliverables



Methodology

Quantitative Attitudes & Usage Survey



Use GutCheck's question module framework to address the key research objectives

Audience

Starts at 300 respondents



- Screening and demographic questions do not count toward 20-question limit
- Can be targeted through demographic and behavioral screening questions or a gen pop recruit
- Segmentation algorithms may be used

Study Design & Analysis Available



- 15-slide report summary that addresses the key study objectives
- Charts and graphic summaries of the data findings
- Crosstab summaries and statistical analysis between subgroups (when applicable)

Timeline Parameters

8-11 Days from recruit to report



Additional time in field required for difficult-to-reach audiences and international study translations