

#### Solution Overview

At GutCheck we believe in an agile decision model called DADA: data, analysis, decision, then action. But, when you don't have enough data to analyze, it's difficult to make a confident decision and move forward. When situations like that come up, our Quick Quantitative survey is designed to deliver data for your business questions in 4 days or fewer, so you can incorporate the voice of your consumer between research projects.

### Common Research Objectives

- Get a pulse check of consumers to gauge awareness, perception, or usage where you just need raw data and graphs.
- Gather quick quantative analysis on a few pieces of stimulus.
  Address questions that come up before or after another study.
- Ask a miscellaneous mix of business questions that require quantitative feedback
- from consumers.

#### How It Works





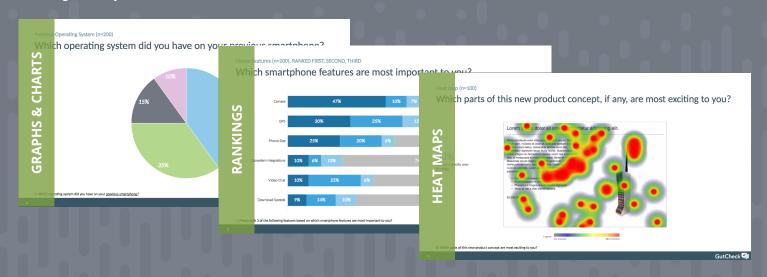


Align on questionnaire

Recruit targeted respondents

Visualize data

## Key Report Deliverables



### GutCheck Quick Quant Points of Difference

*Informed Researcher Support:* Online Research Strategists provide guidance on question writing and survey design.

*Targeted Audiences:* Reach your audience using demographic and behavioral screeners or segmentation algorithms.

*Visualized Data:* Our software delivers your data into easy to interpret charts and visualizations.

# Methodology

Ad Hoc Quantitative Survey

Up to 10 questions

Reporting is a visualized data readout and raw data, no additional analysis



#### **Audience**

Starts at 100 respondents

Can be targeted through demographic and behavioral screening questions or a gen pop recruit

Segmentation algorithms available



## Study Design & Activities

Single select & multi-select questions

Grids

Rankings

Open-ends

Heat maps for stimulus reactions



#### **Timeline Parameters**

4 Days from recruit to report

Additional time in field required for difficult-to-reach audiences



