

Qual^e: Integrated Online Quant-Qual Research

Bring Faces & Voices into Online Surveys, Focus Groups and Reporting

The Qual^e suite of products from Knowledge Networks, a GfK company, provides an online venue for people to open up – in ways that result in learning more about what they really think and why they behave in particular ways. You can find facts and insights that better measure the public pulse, or that change your business.

KN's Qual^e product suite *integrates qualitative insights into quantitative engagements adding analytic punch and insight.*

Qual^e VideoSM — Candid information you can hear and see, from those telling their story on their own terms, using with-in survey video Q&A; webcams enable survey answers in people's own words with rich detail that is a dynamic qual/quant hybrid.



Recorded Survey Questions



Video Answers in Survey

[Click here to see a sample Qual^e Video deliverable.](#)
(Streaming Windows Media)

Qual^e ProbeSM — Embedded in the survey script or real-time probes using a live moderator who interacts with survey respondents to uncover their needs, opinions and preferences in their own words. Enables you to capture the “why” behind the quant data.

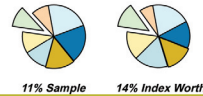


Qual^e ForumSM — Standalone large group online events facilitated by a trained moderator to capture attitudes and opinions, across geographies, that can build on the group's ideas. Takes online focus groups to the next level by online interaction with a moderator, polling participants and tabulating .

This innovative Qual^e approach is particularly effective when conducting segmentations. Knowledge Networks can put faces and voices to key segments and any other custom research and have people tell you, first hand, what they like or dislike most about a public policy, product, and more. **Plus, we can integrate the results with our rich KnowledgePanel Profile data as shown in the example deliverable on the next page.**



Deliverable: View of Enthusiasts (Embrace our category and are willing to a premium)



WHO ARE THEY?

- Men and women
- Younger
- Average college education/ slightly higher income

WHAT ITEMS DO THEY BUY?

- Mainstream and premium brands
- Will also buy store brands
- Over-index on competitor 1, competitor 2, our main item, our premium item, and competitor 3

PURCHASING HABITS?

- Buy more often than average # of times, and more than average # of items
- Higher than average hi-tech ownership
- Will look for sales/promotions and will stock up

ATTITUDES?

- True technophiles – look for latest advances/features
- Willing to pay for items that will work best
- Value brand names

Knowledge Networks Quant-Qual Capabilities

Capability / Activity	KN Option Based on		
	Qual [®] Video	Qual [®] Probe	Qual [®] Forum
Any Geography	✓	✓	✓
Moderator		✓	✓
Text answers to Questions	✓	✓	✓
Online chat		✓	✓
Video Question	✓		
Video Answer	✓		
Client can observe		✓	✓
Clients can suggest Q's to moderator in real time		✓	✓
Within quant survey	✓	✓	
Video reel	✓		✓ recording of event
Probe triggered from Q / A		✓	✓
Audio	✓		
Unstructured responses	✓	✓	✓
Polling participants in real time			✓
Show media or other stimulus	✓	✓	✓
Collaboration of participants			✓

The Qual[®] Sample and Reporting Advantage

The days of lifeless numbers are gone! Now you can add a people-centric dimension to quantitative surveys by applying Qual[®] capabilities to KnowledgePanel[®], Physicians Consulting Network[®] and KnowledgePanel LatinoSM surveys, thereby giving you rich information that text based survey questions alone could not provide. These rich qualitative results are integrated within your research reports – incorporating interaction, multimedia stimulus, moderated probes and group moderation when needed – all online and within your quantitative survey.

Qual[®] Benefits

- Ability to make quantitative respondents “real” to marketers

- Vibrant, unstructured or stream-of-consciousness responses that take quantitative surveys to a whole new level of richness
- Direct tie to within-survey quantitative findings
- Geographic dispersion
- Integrated analysis and reporting
- Lower cost than traditional focus groups
- Knowledge Networks Quant-Qual Capabilities

To learn more about Knowledge Networks' Qual[®] suite of products, contact:

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