

## Quantitative Research

Companies that perform research used to statistically estimate the viewpoints of a population providing estimates of percentages or averages. This research usually employs larger samples and takes less of the respondent's time. Telephone surveys, mail surveys, online surveys, intercept surveys, central location studies, in-home use studies and door-to-door studies are all used in quantitative research.

- **Quantitative Data Collection Services**

- Computer-Assisted Personal Interviewing (CAPI)
- Computer-Assisted Telephone Interviewing (CATI)
- Data Entry/Data Processing/Tabulations
- Dial Testing
- Internet/Web Based Surveys
- IVR (Interactive Voice Response)
- Optical Scanning Equipment
- Predictive Dialing/Auto dialers
- Programming of CAPI/CATI Interviewing
- Questionnaire Design
- Telephone Land Line
- Other: \_\_\_\_\_

- **MRA Certificates in Qualitative and Quantitative Research Now Available Through Research Rockstar**

... new MRA Certificates for Qualitative Research Principles and **Quantitative** Research Principles. The Certificates are available through ... Principles MRA Certificate in **Quantitative** Research Principles Managing Focus Groups ...

- **Quantitative Variable**

Variables that already exist as numbers or variables that are continuous or discrete. Age, weight, and income are all examples.

- **The Profession**

... privacy, your time, and your right to decline. What is **Quantitative** Research? Research used to statistically estimate the ... in-home use studies, door-to-door studies are all used in **quantitative** research. What is Qualitative Research? Qualitative ...

- **8 Common Market Research Myths**

... shape your brand. Myth 8: It's a Choice Between **Quantitative** and Qualitative Research Qualitative and **quantitative** research are meant to complement one another. **Quantitative** ...

- **Qual and Quant are Like Peanut Butter and Bananas, Not Oil and Water**

... methodology, and people often assume that I'm purely a **quantitative** researcher who runs away in horror at the thought of doing a ... to understand the lay of the land before diving in with a **quantitative** survey. What are some of the issues respondents bring up in focus ...