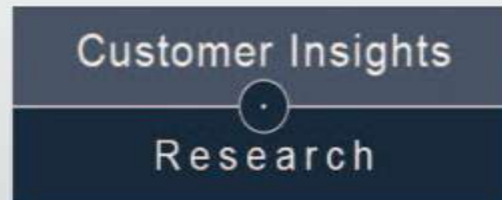


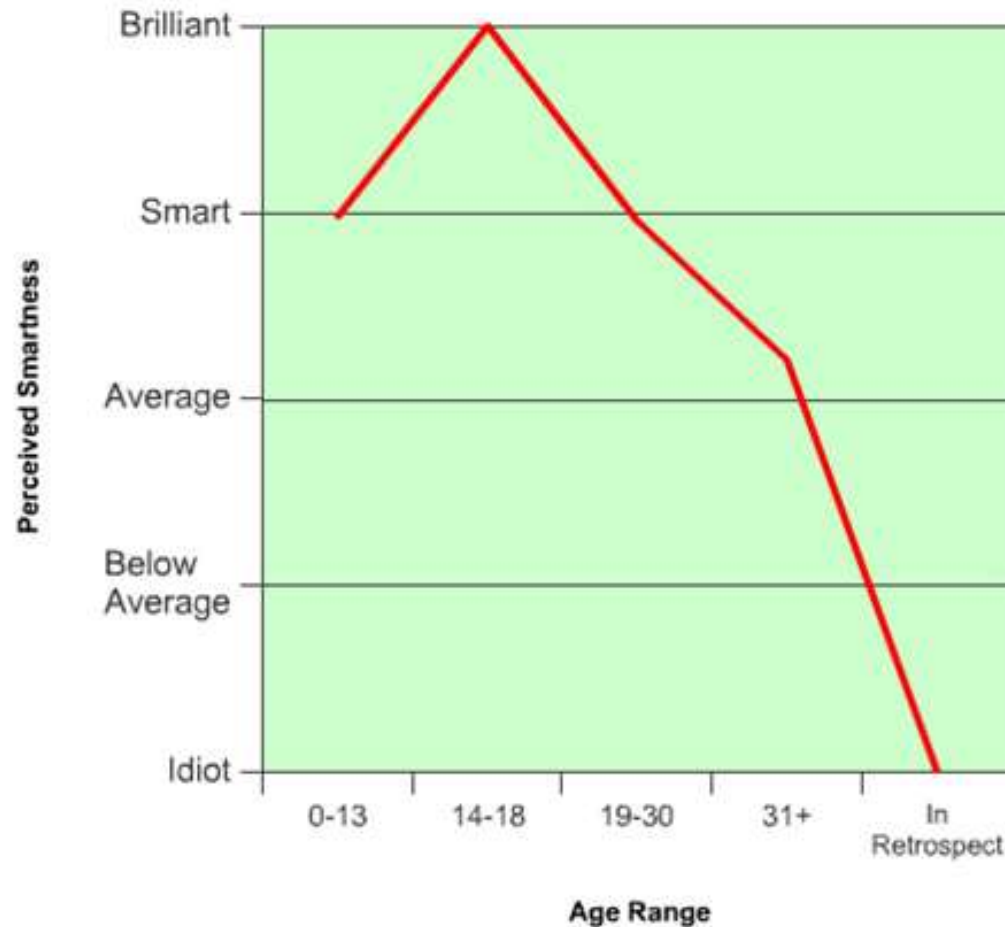
Florida Transit Marketing Network - Understanding the Principles of Market Research

2011 NTI Transit Trainers' and FDOT/FPTA/CUTR
Professional Development Workshop



Random Survey Facts

How Smart Do You Think You Are?

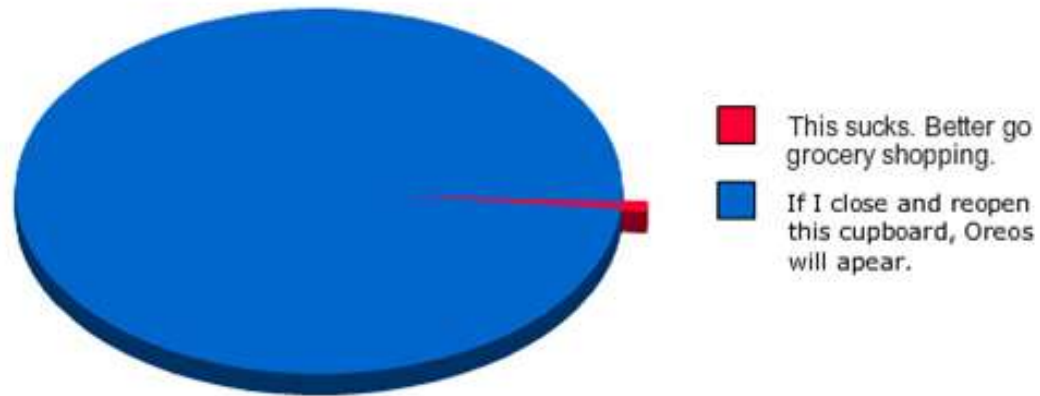


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Research

Random Survey Facts

Thoughts About an Empty Cupboard



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Research Overload



Help! Surveys are everywhere!

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Too Much Information!



“Facts” compete for our attention

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And Much Of It Is Bogus...

From The Wall Street Journal: Irreconcilable Claim: “Facebook Causes 1 in 5 Divorces?”

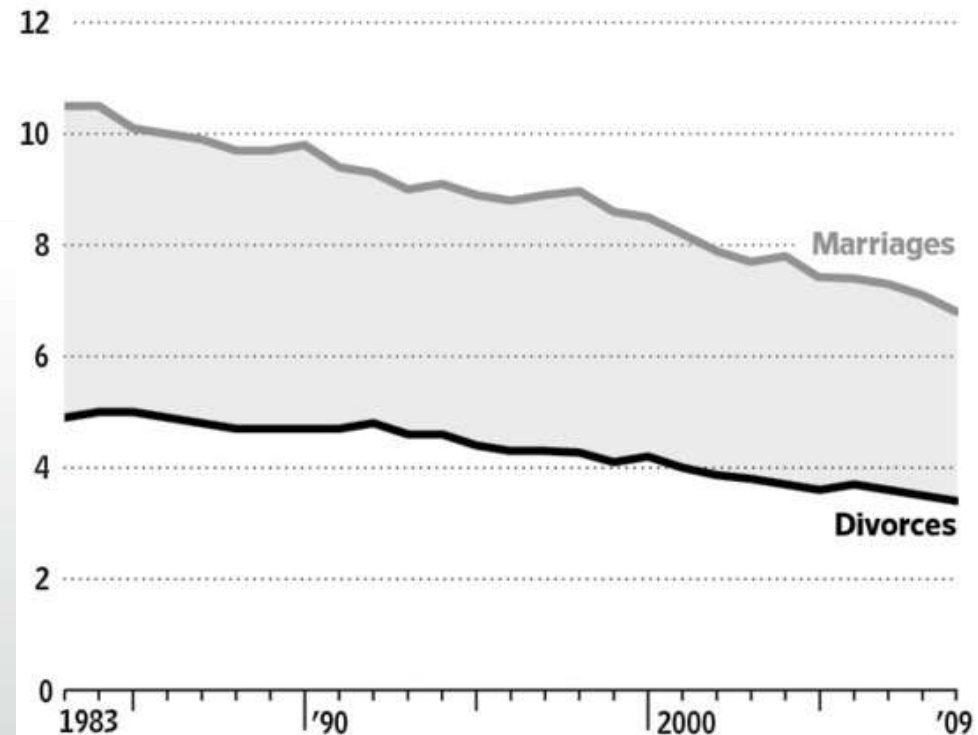
The 1-in-5 number originated with an executive at an online divorce-service provider in the U.K. Mark Keenan, managing director of Divorce-Online, which allows Britons to file uncontested divorces at low cost, had just launched the company's Facebook page and wondered what role Facebook has in precipitating divorces. After determining that the word "Facebook" appeared in 989 of the company's 5,000 or so most recent divorce petitions, he had Divorce-Online issue a news release in December 2009 stating "Facebook is bad for your marriage."

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Fewer Weddings, Fewer Divorces

Rates per 1,000 Americans



Note: Data on divorce rates exclude some states. In particular, California isn't reflected in the divorce statistics since 1991. The per-capita rates use adjusted population figures to reflect the absence of some states.

Source: National Center for Health Statistics

Purpose of Market Research



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Input to decision-making, or:
Avoiding Type I and Type II Error

Type I and Type II Error

Begin with the null hypothesis, that the patient *does not* have the disease....If the null hypothesis is rejected when it is in fact true, this is a **Type I error** or “false positive.” If the null hypothesis is not rejected when it is in fact false, this is a **Type II error** or “false negative”.

Identifying and Uncovering Underlying Assumptions



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How?

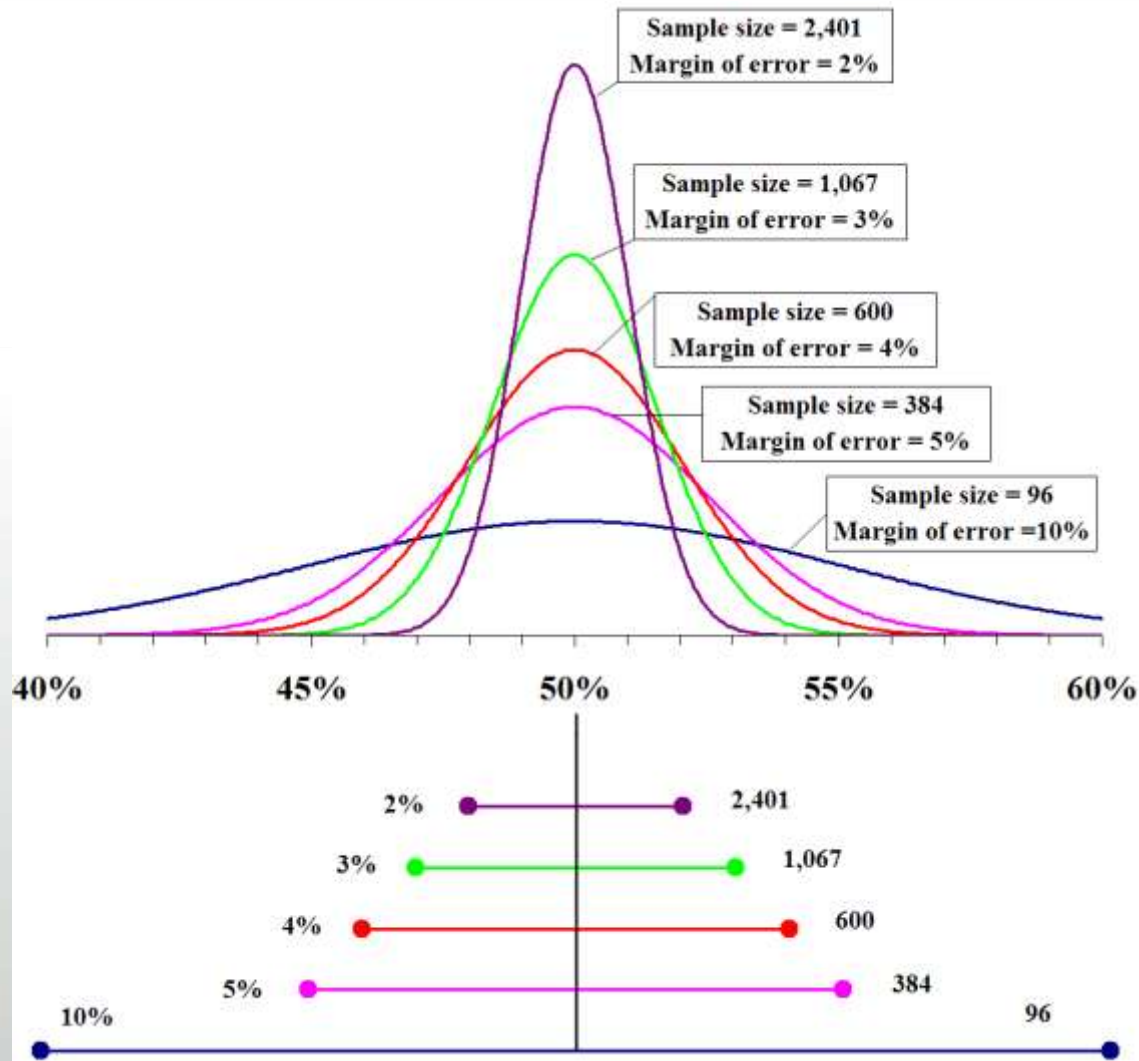


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Image: Vlado / FreeDigitalPhotos.net

Market Research Principles



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Market Research Principles

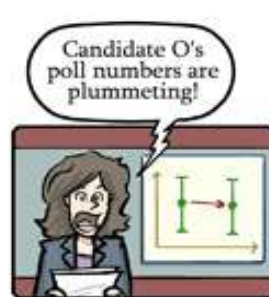
Proportion Testing			
Sample A	Prop A	Sample B	Prop B
150	56	150	44
	0.56		0.44
P	0.5		
Q	0.5		
Sp1-p2	0.057735		
z	2.078461		
Test Results			
p-value	0.0376669		
90%	Significant		
95%	Significant		

Interpreting Survey Data

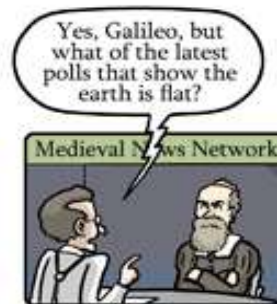
Dear News Media,

When reporting poll results, please keep in mind the following suggestions:

1. If two poll numbers differ by less than the margin of error, it's not a news story.



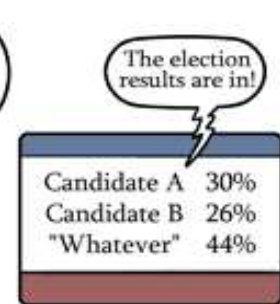
2. Scientific facts are not determined by public opinion polls.



3. A poll taken of your viewers/internet users is not a scientific poll.



4. What if all polls included the option "Don't care"?



Signed,

-Someone who took a basic statistics course.

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How Can Market Research Help You?



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Knowing Your Market



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Who They Really Are



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Knowing Your Constituencies



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Understanding Your Constituencies



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Consistent, Effective Messaging



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Emerging Social & Economic Issues



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Issues in Market Research



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Speed: of information flow; of change

Issues in Market Research



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Accuracy of Findings

Market Research 2.0



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Primary Issue: Sampling
Consequence: Projectability

Ubiquity



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Emerging Methods



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DIY Market Research



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DIY: A Cautionary Tale

1. Please rate your overall satisfaction with the HP Newsgram

Completely satisfied

Very satisfied

Satisfied

Somewhat dissatisfied

Dissatisfied

Don't know (N/A)

DIY: A Cautionary Tale

4. How often would you like to receive an HP Newsgram?

Once a week

Twice a month

Once a month

Once every three months

Once every six months

Don't know (N/A)

Presented by:

Customer Insights Research, Inc.

Robert S. (Bob) Rutter, Ph.D.

Bob [at] customerinsightsresearch.com

928-239-4025

www.marketresearchoptimized.com

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Please feel free to contact CIR with questions or for market research consulting

