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## Power + Strength

Qualitative can drive powerful insights, but the extent of their potential isn't always realized when sample sizes won't substantiate the learning. At the same time numbers alone may only deliver half the story.

Better Decisions means getting the information you need – instantly.

Our Hybrid Methodology works in harmony with the moderator and delivers the best of both worlds;

- Numbers you can count on;
- Insights and sensitivities from your professional moderator.

## How Does this Work?

We suggest starting with larger groups of about 25 respondents at a time. We invite them to stay for 1 hour with the possibility of them being selected to stay for a 2nd hour.

We execute a questionnaire that they respond to using private, hand-held keypads that maintain their anonymity and allows for immediate data collection and tabulation.

The data is displayed in the client room instantly.

## Now Here's the Best Part

Because we can immediately analyze the data, we can determine exactly who you want to talk to in the Qualitative session – it becomes a more Focused Group.

## The Results are Amazing

Powerful insights together with reliable quantitative data. It's the best of both worlds and it will allow you to deliver more robust results.

# Better Decisions

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# Power & Strength

Hybrid Focus Group  
Research By

# Better Decisions

The Power of Qualitative Insights  
+ The Strength of Numbers

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## About Better Decisions

Better Decisions was created by Owen Jones in 1996 and is dedicated to providing Quant Qual focus group research. Our clients include some of the best moderators, researchers and marketing firms in North America and around the world.

# Better Decisions

## Hybrid Quant / Qual Methodology The Best of Both Worlds

