

Quantitative Research

Insignia conducts quantitative surveys by telephone, door to door, in central location facilities and in store. However, in recent years, the majority of our quantitative work has moved online--either via internet panels or using our own or client databases. Our training in traditional sampling methodology and our knowledge of the steps that must be taken to ensure a representative sample that come from decades of conducting complex door to door, telephone and exit surveys have put us in an excellent position to understand and manage the risks that can occur with online panels.