

HOW DOES COLEMAN INSIGHTS GET THE RIGHT PEOPLE TO PARTICIPATE IN MEDIA RESEARCH?

We believe that different methodologies are appropriate in different situations. So sometimes with a research study we can do it completely online. Sometimes a research study needs to be done completely in-person. Sometimes it's some combination of online, in-person, on the phone. The important thing is we use all these different techniques based on the type of people we're trying to get into a study, which of course is based on the objectives our client has.

The other thing we do is we work with partners that we have a lot of experience with who we have vetted. We know that they have great integrity. So for example, when we are purchasing sample to be used in a study, we only purchase sample that meets specific qualitative criteria so that we know that the people who are participating in our study are who they say they are.