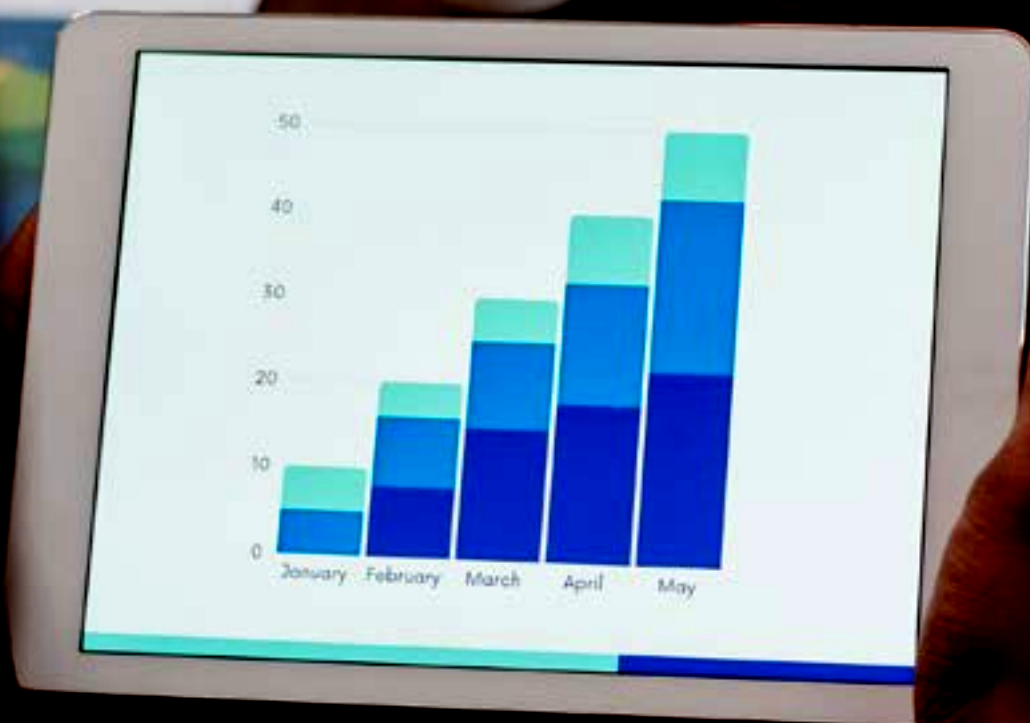


SAMPLE OF PEOPLE

CASE STUDY



Eyes4Research



Client:

Professor at a University in St. Louis

An Educational Institution conducted a survey among respondents who were 20 to 80 years old, in the area of choice and decision-making.

The expected average time of this survey was 10 minutes.

Audience: B2C



The Challenge

- Finding respondents from 20 to 80 years of age, with approximately 50 participants in each decade (i.e. 20 - 29, 30 - 39, 40 - 49, 50 - 59, 60 - 69, 70 - 79) with relatively equal representation in each age group of males and females. Not necessarily exactly 50/50 male/ female.
- Finding participants that could answer the actual experimental

series of 96 questions, followed by the HADS (Hospital Anxiety and Depression Scale, which consists of 14 questions to which the participant gives a rating of 0-4), and then the demographics section (asking 8 questions: age, gender, race, ethnicity, estimated annual household income, level of education completed, zip code, and a general health question).



The Response & Strategy



Utilizing Eyes4Research's booming online panel, we were able to access and recruit 300 such participants within 5 days to meet the Client's critical specifications. The participants were divided into 6 cohorts to fulfill the age criteria and then further divided into male and female to fulfill the gender criteria.

Our team at Eyes4Research endeavored to automate the entire process from end to end and with the assistance of our Project team, the Client was effortlessly able to set up, launch, and acquire the desired results from the study.

The Client Feedback



The Client was satisfied and stated that he was thankful for the smooth and easy process, and for the efforts and patience displayed by the Eyes4Research team.

Start your research on the right path

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