

BACKGROUND

The official pollster of Creators Syndicate, InsiderAdvantage/Majority Opinion Research is known in political, media and corporate circles for the accuracy, objectivity and expert interpretation of its polls and information analysis.

InsiderAdvantage/Majority Opinion Research is a specialized marketing research firm that delivers actionable results to assist clients in making sound marketing decisions.

Using sophisticated design, high level analytics and a full arsenal of research tools, abilities and expertise, the focus is on providing high quality, tailored solutions that enable clients to get maximum value from their research investment.

From a 450-station call center and state-of-the-art online data collection, to innovative interactive voice response, InsiderAdvantage/Majority Opinion Research uses the latest technology to collect information and provide up-to-the-minute analysis of today’s ever-changing markets and political environments.

InsiderAdvantage/Majority Opinion Research delivers insightful analysis, thoughtful conclusions and actionable recommendations for the research it conducts. Multivariate statistical analyses, market mapping, and modeling are used to add value and uncover additional layers of learning.

To effectively research social or political issues of a sensitive or controversial nature, InsiderAdvantage/Majority Opinion Research created *Tipping Point Catalyst*. This structured technique of quantitative and qualitative assessments is used to achieve consensus between opposing factions on an issue.

Tipping Point Catalyst uses a cyclic process to turn disagreement on an issue into a trigger for deeper analysis, understanding and strategy to achieve a goal. Through the course of this process, evidence or information that each side of an issue feels the other side may have overlooked is presented, and its motivational value is assessed by its ability to sway convictions.

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InsiderAdvantage/Majority Opinion Research’s high-profile political and news-related polls have been praised – especially in Southern political races – by national media ranging from CNN’s Judy Woodruff to Fox News’s Bill O’Reilly and others.

InsiderAdvantage/Majority Opinion Research polls have appeared in major media publications and television broadcasts in Florida, and across the United States and Canada, including the Sayfie Review, The Miami Herald, the St. Petersburg Times, Knight-Ridder newspapers, The Washington Post, The Washington Times, the New York Post, Business Week, US News and World Report, CBS News/CBS Marketwatch, Morningstar, and many others.

InsiderAdvantage/Majority Opinion Research’s political and issues polls are strictly independent and non-partisan. No polls are conducted for political candidates.

The polling service also provides full-service marketing research – including design through data collection and analysis – for corporations, trade associations, destination-marketing organizations, sports teams, and special non-partisan initiatives.

SERVICES

Advertising Evaluation
Employee Satisfaction Studies
Political Polling
Target Market Analysis
Automotive Design & Pricing
Clinics
Focus Groups
Price Optimization Studies
Taste Testing
Awareness, Usage, Attitude
Studies
In-Depth Personal Interviews

Product Testing
Television Program Diagnostics
Brand Image & Positioning
Studies
In-Store Intercepts
Promotions Testing
Visitor Satisfaction Studies
Communications Tests
Issue Polling
Return on Investment
Voter Identification
Concept Testing

Market Positioning Studies
Sales Forecasting
Website Usability
Conversation Studies
Name Testing
Segmentation Studies
Corporate Image Studies
New Product Development
Sports Fan Experience Studies
Customer Satisfaction Studies
Package Testing
Strategy Sessions

QUANTITATIVE RESEARCH

Majority Opinion Research has the personnel, tools and expertise needed to successfully complete research projects from design through data collection, cross-tabulation, and analysis and reporting.

Data Collection

From a 450 station call center - to state-of-the-art online data collection - to innovative interactive voice response, Majority Opinion Research uses the latest technology to collect information and provide up-to-the-minute analysis of today's ever-changing markets and political environments. The call center is staffed by well-trained experienced interviewers who focus on the quality of each individual interview. The online data collection system enables the use of sound files, video clips, images, card sorts, and 3-D image rotations, as well as the ability to conduct virtual shopping from simulated store shelves. The interactive voice response (IVR) approach standardizes the interview experience and can be used as straight IVR or can begin with a live interviewer with transfer to the automated functions. All of these approaches can be implemented in multiple languages.

Analysis

Majority Opinion Research delivers insightful analysis, thoughtful conclusions and actionable recommendations for the research it conducts. Multivariate statistical analyses are often utilized to add value and uncover additional layers of learning. These include:

- » Cluster Analysis
- » Discriminant Analysis
- » Price Modeling
- » Conjoint Analysis
- » Discrete Choice Modeling
- » Quadrant Analysis
- » Correlation Analysis
- » Factor Analysis
- » Regression Analysis
- » Decision Drivers
- » Multiple Regression
- » Segmentation Analysis
- » Derived Importance
- » Perceptual Mapping

QUALITATIVE RESEARCH

The qualitative division of Majority Opinion Research conducts focus groups and in-depth interviews with consumers, voters, business decision makers, and top level executives. Unlike "ordinary" groups, the focus groups that Majority Opinion Research conducts have an energized dynamic and incorporate a weave of projective techniques that delve down to the heart of the learning at hand while keeping the participants engaged.

To effectively research issues of a sensitive/controversial social or political nature, Majority Opinion Research created Tipping Point Catalyst. This structured technique of quantitative and qualitative assessments is used to achieve consensus between opposing factions on an issue. Tipping Point Catalyst utilizes a cyclic process to turn disagreement on an issue into a trigger for deeper analysis, understanding, and strategy to achieve a goal. Through the course of this process, evidence or information that each side of an issue feels the other side may have overlooked is presented and its motivational value is ascertained in its ability to sway convictions.

EXPERIENCE

A small sample of these researchers' experience includes:



Mercedes-Benz



FOR MORE INFORMATION

For more information about these polling services, please call (850) 915-0100 or email sales@insideradvantage.com.