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NO LONGER OIL AND WATER:
20|20 RESEARCH INTRODUCES INTEGRATED QUANT+QUAL SERVICE FOR RESEARCHERS
Tool easily joins both quantitative and qualitative disciplines into one study

NASHVILLE, Tenn. (May 7, 2015) -- For years, quantitative and qualitative researchers have lived on separate sides of a wall that divides the two fields. Today, that no longer needs to be the case.

Global research technology and service company [20|20 Research](#) has launched a new service that unites quant and qual research, providing researchers and end clients the best of both worlds: projectable quantitative data with a qualitative component that explains the "why."

Simply called "Quant+Qual," the service integrates the next generation of digital qualitative tools that compliment the advantages of quant and delivers a deeper level of data at a fraction of the cost.

"Digital technology has made it easy to blend both quant and qual research in one project that benefits everyone involved," said [Jim Bryson, CEO, 20|20 Research](#). "By merging the two disciplines in one study, our 'Quant+Qual' service will dramatically increase the speed of research, intensify cost efficiencies and provide far richer insights from quant studies. It's a new wrinkle in the industry that will greatly affect how research is done going forward."

By strategically placing application programming interfaces (APIs) in quant studies, 20|20's technology can help different survey platforms (including social media) flawlessly

Helping you do better research.

connect and talk with one another, directing respondents to and from panels, other studies or third party analysis tools.

The service will provide survey programming and hosting, sampling and data collection, and can handle samplings of up to 500 individuals. Interviews can accommodate approximately 30 questions, which could be either multiple choice/multiple answer, rating/ranking, open text, sum text or percentage weight or matrix/grids. The service will also be able to tap into 20|20's panel of more than a half million people nationwide

Bryson said the new service is intended to provide quantitative data collection for lightweight, tactical quantitative needs in the U.S. only. It will not yet be a global service. At this point, it will not include complex quotas or skip pattern logic, algorithms or in-survey calculations or specialized questions/reporting needs such as maximum or conjoint differentials. The research tech firm will also not analyze the quantitative data.

"Existing research designs are still great, but the market needs new designs for today and tomorrow so researchers can keep up with the growing demands of their clients," Bryson said. "There are new ways to reach consumers, whose world, likewise, is changing dramatically. We need both quant and qual working together to better solve problems. And that's what Quant+Qual will do."

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About 20|20 Research

20|20 Research is a global leader in the development, support and service of online qualitative market research... and the software and technology that sustains it. Founded in 1986, the company works with market research and advertising firms around the world, with projects in more than 122 countries and 30+ languages. The past three years it has been named one of the most innovative research firms in the world by GreenBook Research Industry Trends, a top arbiter of the market research industry. The firm's operations are headquartered in Nashville and the company additionally maintains traditional focus group facilities in Nashville, Charlotte and Miami and a European office in London, England.

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