# Frequently Asked Questions

**Who conducts your market research?**
The Ocean Project contracted with globally respected market research organization IMPACTS to provide comprehensive information of target audiences. IMPACTS' sophisticated research integrates modeling and simulation techniques to provide highly-actionable predictive intelligence. The high confidence level of data allows IMPACTS to forecast future conditions and suggests the means by which an organization can engage its audiences with maximum efficacy and efficiency.

## AUDIENCE SELECTION

**How many respondents do you have?**

Initial baseline survey

| Timeframe | Sample population |
|-----------|-------------------|
| Aug-Nov 2008 | • 22,000+ US adults<br>• Oversampling in 10 US markets, 2 in Canada<br>• Additional data on youth and 7 other nations |

Tracking data

| Timeframe | Sample population |
|-----------|-------------------|
| Aug-Sept 2009 | 4,800+ |
| Mar-Aug 2010 | 8500+ adults |
| May 2011 | 12,000+ adults |

**How do you select your respondents?**
IMPACTS drew from a national panel of over 2 million "opt-in" households maintained by Survey Sampling, the industry leader in all marketing research sampling. The panel is carefully managed to limit the number of surveys any given respondent can complete. The sample is chosen to be fully reflective of the demographic of the US population.

**Are all of your respondents adults?**
No. Our baseline study that was conducted in 2008 had 22,000+ adults participate. In addition to this sample population, we also conducted a smaller scale study of youth, which revealed that youth is a critical constituency to target. As a result, we expanded our subsequent tracking studies to include youths. We can now offer deeper and better insights into the values and attitudes of the group.

**Where are your respondents located?**
Respondents are from all over the country, with oversampling conducted in 10 major markets across the US – Atlanta, Baltimore, Boston, Carolinas, Chattanooga, Chicago, Houston, Los Angeles, San Antonio, San Francisco, Seattle, and Tampa Bay.

In the original 2008 survey, IMPACTS also collected data for 2 Canadian cities (Vancouver and Toronto) but the data is not included in the final report.

**How were the 10 cities chosen for the study?**
The 10 sites were selected based on geographic and demographic diversity. We made sure to include coasts and inland areas and a diverse respondent population for a representative sample.

**Your final report only states 1 mean – why are the cities not separated?**
The data does not point to significant differences between cities, so aggregate-US means are used instead. If you need region-specific analysis, please contact us at The Ocean Project.

## SURVEY DESIGN

**How were the questions chosen and designed?**
The Ocean Project's original materials and tools from 1999 survey were used as a base for designing the 2008 survey. A National Survey Advisory Team provided input to build upon the original study.

Tracking surveys build off the baseline 2008 study. The Ocean Project identifies subset of the original 2008 questions it wishes to retain so as to track movements in the market. In addition, new questions are periodically added as trends/areas of interest emerges that we wish to better understand, or at the request of partners.

**How were the surveys conducted?**
The surveys were primarily conducted online, but phone and intercept (face-to-face) interviews were used to verify the findings.

**Do respondents answer every question?**
No. Certain propositions (questions/statements) are posed to every respondent, but others are delivered on a random, rotational basis. A respondent's input is the primary determinant for the order in which propositions are posed, e.g. certain responses or response ranges "trigger" follow-up (or otherwise related) propositions. A typical member of the sample population responds to 28-32 propositions.

**It seems as if a number of questions are similar with only subtle nuance differences…why?**
Many of the propositions concern abstract concepts such as "trust" which are difficult to quantify. Asking the questions in different ways allows IMPACTS to get at these unobservable characteristics, and also helps minimize unintended biases that occasionally occur due to the wording or interpretation of a proposition.

**How do you validate the questions to make sure they are not biased?**
IMPACTS work with a team of behavioral scientists to assess the likely response range and identify potential biases. Thereafter, they pilot test it with a 600-700 person sample population to make sure that biases have been eliminated (or minimized) before deploying it with survey respondents.

**Why were both quantitative and qualitative data collected?**
Qualitative data informs the development of the quantitative data. It provides such information as what are relevant questions to ask, and what issues resonate with respondents, among other things. Quantitative data allows for tracking of any awareness or attitudinal changes that occurred from the initial survey.

## DATA ANALYSIS

**What is a scalar variable?**
A scalar variable is a proposition that seeks to quantify the relativity of a response within a continuum. These types of propositions inform degrees of agreement with certain statements (e.g., "On a scale of 1-10 with "1" being completely disagree and "10" being completely agree).

**How should we interpret "scalar mean"?**
Each respondent is asked to self-identify a number from 1 to 100 according to how strongly they agreed with a statement, with 1 being completely disagree and 100 being completely agree. The self-identified numbers are aggregated and divided by the number of respondents to obtain the scalar mean. Therefore, the scalar mean would correspond to the same scale.

**Why does IMPACTS use a 1-100 scale rather than the more traditional 1-5 or 1-10?**
Using a 1-100 instead of the conventional 1-10 scale, allows the ability to pick up subtle changes and generate more accurate responses. In a traditional "1-10" approach, respondents would have to either round up or down if they felt that the answer was a 7.5, but using a range from 1-100, the respondent can enter the "75" which they might feel to be more reflective of their true sentiment. This more sensitive instrument allows IMPACTS to develop a higher confidence level (98% instead of 95% with the conventional model) with fewer false positives.

**Why were open-ended queries used?**
Open-end queries encourage respondents to use their own words and enable lexical analysis – an important component of analysis model utilized by IMPACTS. This process provides for a deeper understanding of individuals' perception and more information about individuals' responses to abstract concepts, e.g. "inspiration".

**What is lexical analysis?**
Lexical analysis is a method by which qualitative data are grouped into thematic categories and subsequently analyzed for frequency.  The more frequently a theme is raised, the higher it ranks in importance as a response.

**What is unstructured data?**
Unstructured data is information that does not fit into pre-defined categories or relations. Mapping the ways and means in which the public gains awareness of issues, conducts research, seeks recommendations from content-sharing websites such as *flickr.com* and *youtube.com,* online communities ("socialhoods") such as *tripadvisor.com,* or blogs are examples of unstructured data. Recent studies estimate that unstructured data accounts for more than 80% of the world's information supply. As such, including unstructured data in market research is critical in understanding today's marketplace.