



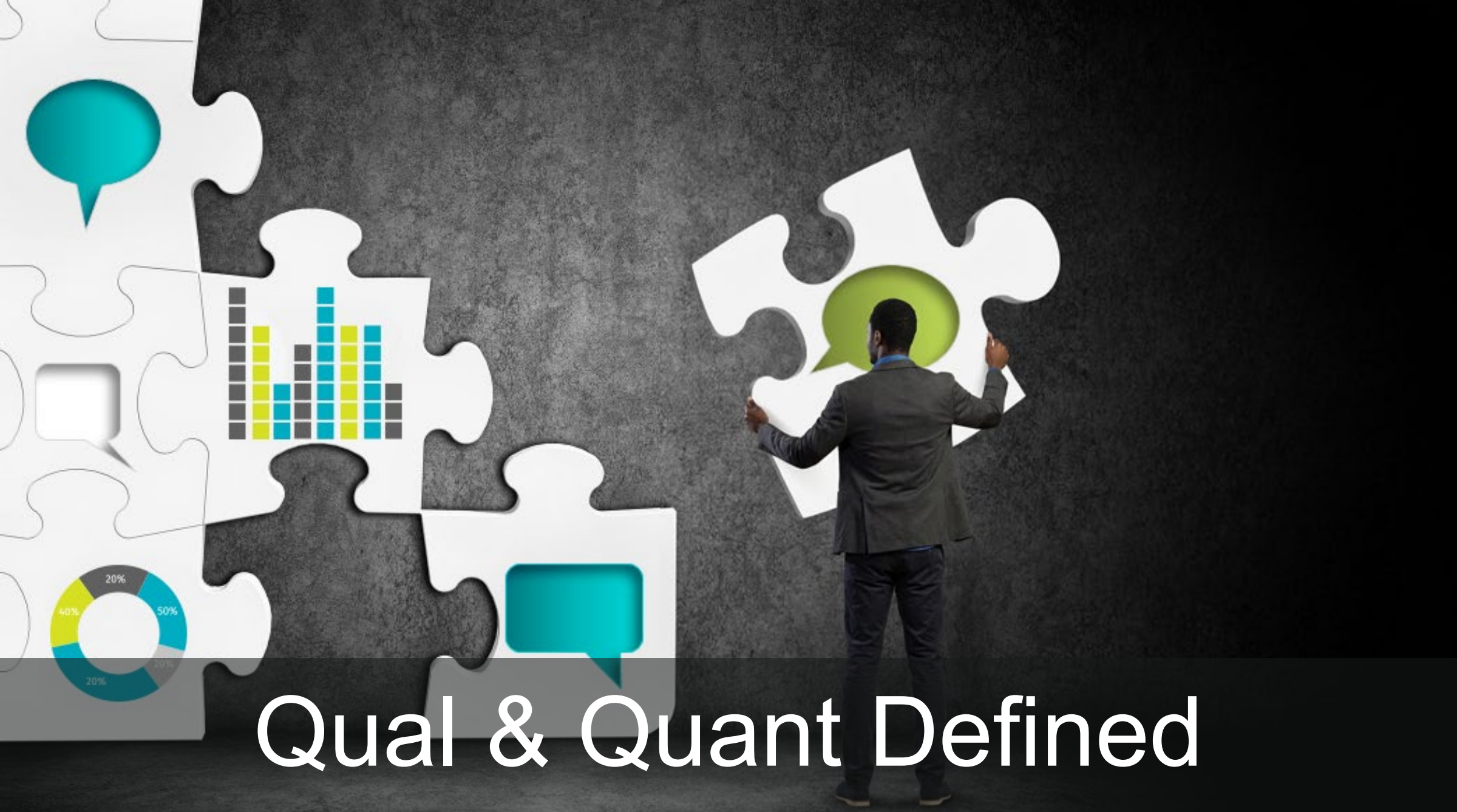
Driving Results

Bringing Qualitative and Quantitative Together for Better Outcomes

A practical guide to mixed-methods research — when to use each approach and how combining them unlocks insights neither can deliver alone.



Decision Analyst



Qual & Quant Defined

	Qualitative	Quantitative
The Sample	Cherry pick a select few	I need a stadium full of people
The Data	Give me stories, tone, and context	Give me numbers and metrics
The Analysis	Pattern hunting and theme building	Statistical modeling and testing
The Result	Actionable, deep insights	Generalizable truths

Qual Methods

- Ethnography
- Observation
- IDIs
- Focus Groups

Quant Methods

- Statistics
- Modeling
- Segmentation
- Surveys



What Qual Brings To The Table

The ABCs of Qual help us uncover emotions and paint rich pictures.

Aspirations: Forward focused to understand motivations. Drives messaging, new products, and consumer trial or frequency.

Backstory: A look “under the hood” (a person’s history/experiences/formative years). Helps understand “why” for product usage choice.

Current Context: Life circumstances affect brand choice and usage. Current context can also help understand your competitive set.

The major pitfalls of a qual-only? Sample size and scalability. A lot of time with few people doesn’t capture the full range of the target market. We get depth, but we sacrifice breadth.



What Quant Brings To The Table

Quantitative provides rigor and validation.

Projectability: High-stakes business decisions require statistical confidence; feedback that represents your total target market.

Patterns: Thousands of data points can reveal market segments, track shifts, and pinpoint correlations that are invisible in qual.

Discover latent drivers: People aren't good at explaining why they do things. Statistics help uncover what consumers can't articulate.

Quant-only's major pitfall: it's short on "why." While we can capture "what," "how many," and "when," numbers lack emotional context and deep human nuance behind those actions.



From Bikers to Bankers

CASE STUDY

Raising the Bar Premium Spirits Brand

Business Question:

How do we continue to drive growth for a brand that is already a market leader?



Extensive qual gave us depth

Distinct occasions

Motivations

Consumer personas — including some surprises.

- Rough-and-rowdy drinkers — expected
- Highly affluent consumers — surprising
- Rich imagery around brand identity and occasion

Extensive quant gave us confidence

Wide-ranging surveys & advanced analytics

Validated, sized, and sharpened what qual surfaced

- Quantified occasions and consumer attitudes
- Sized consumer segments and personas
- Confirmed the affluent segment was real and significant

Led to updated positioning and targeting



Showering Surprises

CASE STUDY

The Naked Truth About Showering

Bathroom Fixtures & Accessories Manufacturer

Business Question:

What are some new business or new customer opportunities for our product line?



Qual + Quant Synergy

Multi-phased segmentation work led to new opportunities

- Shower Ethnography
 - Observation plus discussion of space, accessories, and routines
 - “Pre” through “post” shower journey
 - Surprising discoveries
- Quant Segmentation Study Leveraging Qual Learning
- Rational And Emotional Insights From Both Phases

Led to new and optimized products to fit consumer segment needs



Better Together The Case for Both

What is Qual Good For?

It's your engine for discovery and is unmatched when we need the messy, emotional, human "why" behind a behavior. It helps ensure we ask the right questions in a quant survey. It also allows us to understand the "why" behind quant numbers.

What is Quant Good For?

Quant is all about scale and certainty. It takes fascinating, deeply human stories that qual uncovers and puts them to the test. It proves whether a germ of an idea is a million-dollar market trend, or just a few outspoken people in a focus group.



Clay Dethloff

SVP, Innovation & Qualitative
cdethlo@decisionanalyst.com



Beth Horn, Ph.D.

SVP, Advanced Analytics
ehorn@decisionanalyst.com



Decision Analyst

strategic research ■ analytics ■ modeling ■ optimization