

Taste Test Express



It is as easy as one, two, three. Day One is Field, Day Two is Validation, and Day Three is Final Tables.

A three-day turnaround for a Central Location Taste Test! How is this possible?

One: Sorensen Associates does market research in high traffic locations such as grocery stores where people are shopping for food products.

Cooperation rates are 5 times higher in grocery stores than in malls (50% in grocery stores compared to just 10% in malls). Have you every wondered what type of food shopper you are interviewing when you do a taste test in a suburban mall?

High traffic, high cooperation, and high food shopper incidence allow us to field a CLT in just one day.

Two: Speed does not mean we cut corners on quality. Sorensen Associates maintains a total commitment to quality and quality control.

- Twenty percent (20%) of the interviews for each interviewer are validated by telephone. If one invalid or questionable interview is found, 50% are validated. If 2 invalids are found, 100% are validated. If 25% of those reached are considered invalid, then all responses are discarded except those that are confirmed as valid. All telephone validation is done the day after fielding and is completed prior to issuing the Final Tables.
- Fifty percent (50%) of all field sites are audited using mystery shoppers to verify the interviewer is performing correctly.

Three: Day 3 is Final Tables. The last reason why Taste Test Express is so fast is that all interviews are recorded using PDA or Personal Data Assistants. This allows our field services to electronically transfer the data to Sorensen at the end of Day 1 using the telephone.

No paper interviews, no questionnaire mailings, no added time for data entry.

After validation and cleaning on Day 2, the data is processed and a Summary Topline (Excel format) and Final Data Tables for all closed-ended questions are produced and emailed on Day 3. Final Tables with open-ended questions are available just two days later.