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The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Feeling the pinch but still need to deliver? A panel of experts headed by Cints Laura Manning discuss strategic approaches to media measurement during a period of flux. Were delighted to appear on Newsweeks 2025 Global Top 100 Most Loved Workplaces list. Experts discuss how to ensure your surveys quotas and qualifications are helping you get accurate insights in our latest guide. Understanding why, for one brand at least, quality + flavor + value = the recipe for success. Live at the Advertising Week Europe event in London, April 2025, Advertising Weeks Katie Ingram and Cints Ariel Madway took the stage to unpack generational divides. Cints Matthew Braithwaite joined Michael Conte of Marist Poll to dive into some of the tricks hurdlesheres how we do it. Fraud is an ongoing issue in the research and insights space. Heres how buyers and suppliers can fight back. Survey design can have a dramatic impact on the quality of your research. Download our guide to find out how to improve survey experience for respondents and reduce drop-off rates. Ed Stone, Cints Director of Data Solutions & Measurement gives us the lowdown on how to do more with less in the ever-evolving measurement landscape. Want to monetize your audience but dont know where to start? Read on to get the lowdown. Discover how the Cint Exchange operates and why it could benefit your business. Cint CEO Patrick Comer discusses Cints recent successful Rights Issue Christopher Pope, Senior Director, Data and Measurement at Cint talks us through marketer concerns and how to solve them. Generate revenue and reward your members with ease by connecting to the worlds largest marketplace as a supply partner. Heres how to boost your research practices with Cint. Brand trackers and brand lift studies are valuable insights tools for measuring consumer sentiment about a brand. Lets explore what makes these types of studies unique and how they can most effectively be applied to your needs. Survey research cant happen without survey respondents. So how can panels and researchers ensure that respondents have a positive experience? Two experts explain why when youre working with programmatic research, quality is key. Our latest report explores the relationship between streaming and advertisers ahead of 2025s Upfronts. Cints Jimmy Snyder, Vice President of Trust and Safety, and Shelby Downes, Senior Program Manager, discuss a range of approaches for taking action against the bots. A panel of experts voice their opinion on what difficulties insights professionals can foreground concerns around ethics in the year ahead. A panel of experts voice their opinion on what difficulties insights professionals can foreground concerns around ethics in the year ahead. opinion on how market research and insights professionals will continue to foreground automation in their methodological approach. Introduction Across the market research industry, more and more organizations and companies are using AI to speed up audience insights analysis. The reason is simple: AI can streamline previously lengthy processes. Formerly time-consuming work can now be done in seconds, with human beings on hand to ensure accuracy. AI tools save time and money but At TMRE 2024 in Orlando, KFCs Renee Reeves joined Cints Ryan Fletcher for a fireside chat on how building the right tech partnerships is the (not-so-secret) recipe for fostering a culture of innovation and setting your insights team up for success. Ready for a slew of parties, or dreading the prospect? Cint explores consumer attitudes toward a potentially massive month of social outings. We examine the relationship between Thanksgiving and one of the biggest sales events of the year, Black Friday Cyber Monday (BFCM). We speak with Andy Perricone, Senior Talent Acquisition Manager at Cint to find out how Cint avoids gendered language in job ads, why it matters, and how we foster inclusivity that attracts the top talent from all genders and backgrounds. In 2025, global advertising spend is predicted to surpass \$1 trilliona milestone so monumental it could stretch dollar bills to the sun and back. However, beneath this record-breaking number lies a complex reality: while data is abundant, marketers and agencies still face significant challenges in unlocking its full potential. A recent research collaboration between Lotame As the festive season approaches, travelers worldwide are packing their bags for one of the busiest travel periods of the year but not without a little help from technology. If the idea of using AI as your personal travel assistant sounds appealing, youre not alone. This year, holiday travel trends reveal not only a The advertising industrys biggest few weeks of the year are here. What do UK viewers and consumers want from their Xmas ads? Ahead of Remembrance Day, Cint asks whether or not wearing a poppy is still a big deal in the UK. Find the full lowdown on Cints Study Creator tool, including the workflow process, benefits, and our latest video tutorial. A huge election is also a huge moment for broadcasters. How will Americans be tuning into election night 2024? Cint and Advertising Week partnered on research looking into the relationship between media influence and voter behavior leading up to this years US and UK elections. Cints experts break down the importance of our Trust Score model We take a look at the difference in spooky, seasonal spending habits and traditions in the US and the UK. Find out how the Brand team used visual cues and language to bring the new brand vision to life. From ordering food online to the rise in quick commerce, our comprehensive Diwali survey reveals how technology is reshaping the way people prepare for and celebrate Diwali. From carnival chasing to pilates, and kitesurfing to kickboxing, our international employees at Cint talk about how their hobbies keep stress under control. Cint is committed to making ourselves a more diverse and inclusive workforce. Heres how were making that happen. It might be the worlds premiere motorsport, but has F1 truly caught the attention of audiences in the US, UK and Australia? A conversation with France Lasnier, SVP, for UK, France, Central Europe and Louis Nix, Senior Analyst, Product Operations, on the importance of a data-driven approach for companies. A conversation with Cint experts Dhruv Mathur, Vice President, Information Security and Caroline Tahon, Data Protection Officer, on keeping data as safe and secure as possible. Push Digital, a campaign agency active in Americas highest stakes races and debates by leveraging their digital expertise to start conversations, persuade audiences, and turn out voters, partnered with Cint on a study to uncover gaps in voter support. Charli XCX might have dominated airwaves this summer, but how did the Brat campaign impact consumer habits? Using CintSnap, we surveyed 300 UK respondents on how they plan to engage with the iconic celebration and what aspects of the event excite them the most. Using CintSnap we surveyed 300 Americans to reveal using CintSnap we surveyed 300 Americans to reveal some trends and preferences on how they gear up for the academic year ahead. Using CintSnap, we conducted a poll with approximately 300 people from the UK to explore our guide to measuring political advertisements by Cints in-house expert Chris Pope, Senior Director of Measurement. Discover the latest platform developments at Cint with Lindsay Fordham, SVP, Product. With the 2024 Paris Summer Games underway, Cint surveyed 400 French people to gauge sentiments around the worlds largest sporting event. With the 2024 Paris Summer Games soon to be underway, Cint surveyed 400 French people to gauge sentiments around the worlds largest sporting event. As the UK headed to the polls on July 4th, Cint conducted a study to reveal TikToks influence of voters. HR, payroll and recruitment solution specialists Employment Hero conducted a study to reveal TikToks influence of voters. professionals across Australasia. As one of retails biggest events rolls around, we gather insights into consumer spending habits in the US, UK and Australia. Maintaining data ethics is critical in market research, especially with the rise of AI technologies. Transparency, compliance with regulations, and educating employees ensure consumer information is protected. With Glastonbury around the corner and a summer of festivals in full swing, we delve into everything from sustainability to the allure of secret sets. As Fathers Day looms, Cint gets to grips with how people in the US and UK plan to celebrate and how much theyre prepared to spend. Our most recent CintSnap explores how much of the tournament people plan on watching and who theyll be doing it with. Political scientists Andrew ODonohue and Daniel Markovits conducted a survey with Cint to understand how prosecution of Donald Trump affected public opinion among independent voters. From London to Malaga and Cairns, Ariel Madway takes us on a journey events season, her planning inspiration and what shes most excited about. Both CTV and linear TV advertising present big opportunities for advertisers. In particular, the booming demand for CTV ads. We look at two recent reports published in partnership with Cint, that focus on global consumer sentiments around sustainability. In the world of market research, finding and engaging with niche audiences can feel like navigating uncharted territories. Gaining insights demands innovative strategies and streamlined processes. When it comes to social customs and norms, few practices are as divisive as tipping expectations. We use CintSnap to survey consumer behaviour around tipping in the US and UK. Today we give you a look at how we take the public, so you dont have to We delve into techniques and strategies used by big-hitters for leveraging market research data. With the prestigious Academy Awards marking its 96th year, we set out to discover if the glitz and glam of ceremony still holds weight in determining viewing habits of filmgoers, as well as why people tune in, how predictions played out and who they thought in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as well as why people tune in determining viewing habits of filmgoers, as we leadership share their best career advice. International Womens Day is an opportunity to celebrate wins, raise awareness and getconversations going. Were proud to share that Cint, a global leader in market research, emerged as the leader in sample quality for online polls in a third-party study. Sapio Research, a UK market research agency, conducted the study to understand if online surveys are accurate. Sapio surveys are accurate. Sapio surveys are accurate to understand if online surveys are accurate. CintSnap to find out how people in the US and the UK approach this romantic season, by surveying 300 respondents. John Brackett, Director of Product, introduces our latest AI-powered innovation designed to elevate data quality As football fever grips the nation, the anticipation for this years game is reaching unprecedented heights. We surveyed the nation to understand more about how people are planning to watch, and so much more. On the 28th of January every year, the importance of personal Identifiable Information (PII) is celebrated across the world on Data Protection Day. The Australian Open is the first of the four Grand Slam tennis to occur. We uncovered spectator experience through preferences and behaviors of our 280 respondents across Australia. Nick Richards, Director of Product, shares an update on the work his team have been doing tocomprehensively integrate every corner of product offeringson the new platform. With the festive season well behind us, and gloomy skies looming above, January for a myriad of reasons, isnt the most exhilarating of months. This sentiment is so nationally widespread that in 2005, a UK-based travel agency coined the term Blue Monday to mark the most depressing day of the year ahead of us? A new year represents new uncharted destinations weve yet to discover, and for some, the usual trusted spots bring familiar comfort to recharge weary batteries. Vishal Bhat Program Manager, Susi Lindner Vice President, and Sonali Kaushal Senior Manager at Cint discuss the importance of being inclusive in language around gender. If Taylor Swift took up the greatest amount of air space and attention in professional settings. Saving money, eating less meat and going soberPatricia Petrat takes a deep dive into how people across the world are ringing in the year ahead. Since theres nothing we love more than a data driven trip down memory lane, weve rounded up the top 10 #CintSnaps which got the highest engagement from you this year. When I took the reins from Tom Buehlmann on the 3rd of April of this year. When I took the reins from You this year. still work to do. A lot of work. Our first video in our new interview series is with Jonathan Jaynes, Senior Director of Product Design, Cint, who shares an insiders perspective on the groundbreaking developments underway. Our most recent CintSnap takes a festive peek into the sentiments the UK public to unveil their thoughts on this years Christmas ads. Join us in unwrapping the findings and discovering what makes these ads a seasonal staple for UK consumers. When we talk about migrating customers and supply partners to our new platform, we understand that concerns may arise. In this blog post, we want to address some of the worries you may have, and give a little reassurance about the process. Youre in good hands, we promise! The build up to the holiday season is almost palpable, Christmas lights illuminate city centers and cheese fondue and mulled wine start popping up on the menu. We pull out our coziest socks from the attic storageand gear up for hours of Home Alone movie marathons and engage in another big part of the yearly tradition - As Black Friday and Cyber Monday (BFCM) sales continue to skyrocket and dominate global retailer revenues, Cint takes a deeper look into consumer behaviors in the US, UK, Canadian and Australian markets, and the shopping habits that drive this highly anticipated shopping season. Using Cints owned data that we call CintSnap we gathered some insights around sentiments surrounding consumer behavior of the implementation of AI in the music industry, specifically on the posthumous Beatles collaboration. Innovation is in our DNA, and our mission has always been to bridge the gap between real people and organizations striving to understand and serve them. With this in mind, weve embarked on an exciting journey of transformation building a new platform that will redefine the way our customers can access and leverage consumer Stephanie Gall, Director of Measurement Products at Cint, examines the use of Lucid Impact Measurement to optimize advertising campaigns across linear and connected TV, digital and social channels Read on for a brief outline of the latest developments in our new platform as we continue on an exciting journey with our partners, led by our core purpose to feed the worlds curiosity In todays blog we spend a bit of time getting to know one of our superstar team members one who you may have met on the MR events circuit this fall. News media, government agencies, political parties want to know what the public thinks; associations want the opinion of the members; companies also want to assess the attitude of their employees towards the organization. In every field a research, a survey is necessary to assess the situation and plan accordingly. The best way to collect all the information is through surveys, email much depends on the target audience. We shall discuss here the advantages and disadvantages of using questionnaire research. The questionnaire is a structured technique for collecting primary data in a marketing survey. It is a series of well written or verbal questions for which the respondent provides the answers. Written surveys or questionnaires are the backbone of successful surveys. First and foremost a decision has to be taken that questionnaires are the best medium to collect responses for a particular case. A specific research method would depend upon various factors like details needed, available funds, the sample size and the location. Once the decision to conduct the research through questionnaire has been taken it is important to scientifically design the questionnaires typically are administered via a dministered via personal or telephone interview or via a mail questionnaire. Newer methods include e-mail and the Web. A badly designed questionnaire can annoy and frustrate the responses can be intentionally tailored to give the wrong picture. The fundamentals of questionnaire designing have to be understood who are the respondents, what the aim of the survey is, what type of questions can be asked, what responses should be built in, how to lay the questionnaire and how to test it. The wordings of the questions have to be unambiguous and easily understood. Proper sequence of the questions have to be unambiguous and easily understood. group before conducting the final survey. A well structured questionnaires are cost effective compared to face-to-face interviews. Most people have had some experience in answering questionnaires and hence are not apprehensive when asked to submit responses. Questionnaires are easy to analyze and data entry can be done easily through the help of computer software packages available. Questionnaires are more accurate. There is no interaction with the researcher who cannot influence the responses of the respondent. The respondent is relaxed and can give an honest opinion. Written questionnaires are less intrusive than other copy of the questionnaire the respondents are encouraged to respond who otherwise might not have. Thus it increases the number of responses. Another way to improve the number of respondents to better express their views. A mail questionnaire gives the respondent the flexibility to complete it at his convenience. Boost your grades with anew guide on A+ writing Learn everything you need about academic writing for free! Time to excel in writing for free! Time to excel in writing learn everything you need about academic writing for free! analysis. Response rates vary widely from one questionnaire to another (10% to 90%). Another disadvantage of questionnaire is the inability to the respondents. Respondents normally want to qualify their responses and providing space for comments can, to some extent, overcome this disadvantage. Comments on responses are the most useful in assessing responses as they provide insight into the information. Gestures and visual clues are not available in questionnaires. Lack of personal contact affects different people and situations differently. Where factual information is solicited written questionnaire does not affect the quality but when the issue is sensitive and needs probing, then questionnaires stand at a disadvantage. Audio, video and graphic clips cannot be used in questionnaires stand at a disadvantage. who the questionnaire was meant for. Housewives respond for their husbands; children respond for fun and business executives may hand it over to their sub-ordinates to handle it. Questionnaires ask for personal details like contact details and this puts off many people. They refrain from giving out these details for fear of misuse. Questionnaires cannot be used where people are uneducated and are unable to read and understand the questionnaires. We can conclude saying that questionnaires while certain things should be kept in mind before launching the survey. The questionnaire should be short and simple to make it effective. The questionnaire should start with an introduction and a welcome message. Including dont know or not applicable in the responses would fetch more honest responses as the respondents do not feel coerced to respond just anything. If the questionnaire is neatly laid out and well planned respondents would be more willing to go through it than even give a second glance at a clumsy paper. The questionnaire should start with easy to understand questions and gradually build up so that respondents to not fall out mid-way. Any survey can provide some answers but choosing sensible questions and administering it with care can change the results dramatically, thereby paying dividends for the efforts put in. Did you like this sample? As a university essay writing service, we understand that time is a sensitive issue for our customers. Therefore, we understand that order now button right away. That doesnt oblige you to make a payment; you can quit the form at any time before making the payment. Heres how to hire a professional for your essay: 1. Fill out the form consists of 3 steps and has an in-built calculator on the right of the page. As you progress through the ordering process, the price will adjust automatically based on the requirements. 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We work with recognized companies to ensure that your financial information is not exposed to any risks. You can pay with your credit or debit card through a trusted payment method. GooglePay and ApplePay are also available.Please note that our website does not store your credit or debit card information. Moreover, all payments are secured with a refund guarantee. If the service provided disappoints you, feel free to contact us and ask for a refund.3. Manage the progress and download the resultOnce the payment has been made, you will be redirected to your customer profile to see what features are available to you. Overall, you will get an overview of your account, orders, and writers information.Note that any changes to your order after the placement might require extra payment (for example, a deadline change). You can also chat with support managers and your assigned expert through your customer profile.On the day of delivery, you will receive an email notification. In terms of security we do not send orders as email attachments. Please log in to your account to download the document. Review the result and contact us if you have any questions. A 2 to 4-week revision period (depending on the number of pages in your order) is available from the order delivery date, so you can request your writer to edit the text for free. Were delighted to appear on Newsweeks 2025 Global Top 100 Most Loved Workplaces list. Experts discuss how to ensure your surveys quotas and qualifications are helping you get accurate insights in our latest guide. Read the winning entry from Elevate & Inspire, a competition run as part of our Women @ Cint India initiative. Fraud is an ongoing issue in the research and insights space. Heres how buyers and suppliers can fight back. Survey design can have a dramatic impact on the quality of your research. Download our guide to find out how to improve survey experience for respondents and reduce drop-off rates. largest marketplace as a supply partner. Brand lift studies are valuable insights tools for measuring consumer sentiment about a brand. Lets explore what makes these types of studies unique and how they can most effectively be applied to your needs. Two experts explain why when youre working with programmatic research, quality is key. Cints Jimmy Snyder, Vice President of Trust and Safety, and Shelby Downes, Senior Program Manager, discuss a range of approaches for taking action against the bots. A panel of experts voice their opinion on how market research and insights professionals can foreground concerns around ethics in the year ahead. Read a recap of what we added to Lucid Measurement in 2024, and enjoy a sneak peek of where were going in 2025 Introduction Across the market research industry, more and more organizations and companies are using AI to speed up audience insights analysis. The reason is simple: AI can streamline previously lengthy processes. Formerly time-consuming work can now be done in seconds, with human beings on hand to ensure accuracy. AI tools save time and money but Knowing how to prioritize your limited budget while increasing the impact of your digital advertising will make the difference between success and just getting by this year. At TMRE 2024 in Orlando, KFCs Renee Reeves joined Cints Ryan Fletcher for a fireside chat on how building the right tech partnerships is the (not-so-secret) recipe for fostering a culture of innovation and setting your insights team up for success. Ready for a slew of parties, or dreading the prospect? 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A recent research collaboration between Lotame As the festive season approaches, travelers worldwide are packing their bags for one of the busiest travel periods of the year but not without a little help from technology. If the idea of using AI as your personal travel assistant sounds appealing, youre not alone. This year, holiday travel trends reveal not only a The advertising industrys biggest few weeks of the year are here. What do UK viewers and consumers want from their Xmas ads? Find the full lowdown on Cints Study Creator tool, including the workflow process, benefits, and our latest video tutorial. A huge election is also a huge moment for broadcasters. How will Americans be tuning into election night 2024? Cint and Advertising Week partnered on research looking into the relationship between media influence and voter behavior leading up to this years US and UK elections. 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We used CintSnap to find out how people in the US and the UK approach this romantic season, by surveying 300 respondents. John Brackett, Director of Product, introduces our latest AI-powered innovation for this years game is reaching unprecedented heights. We surveyed the nation, the anticipation for this years game is reaching unprecedented heights. planning to watch, and so much more. On the 28th of January every year, the importance of personal data, and of Personal Identifiable Information (PII) is celebrated across the world on Data Protection Day. The Australian Open is the first of the four Grand Slam tennis tournaments to occur. We uncovered spectator experience through preferences and behaviors of our 280 respondents across Australia. Nick Richards, Director of Product, shares an update on the work his team have been doing tocomprehensively integrate every corner of product offeringson the new platform. 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Saving money, eating less meat and going soberPatricia Petrat takes a deep dive into how people across the world are ringing in the year ahead. Since theres nothing we love more than a data driven trip down memory lane, weve rounded up the top 10 #CintSnaps which got the highest engagement from you this year. When I took the reins from Tom Buehlmann on the 3rd of April of this year, the integration of Cint, Lucid, Gapfish and P2Sample was well under way but there was still work to do. A lot of work. Our first video in our new interview series is with jonathan Jaynes. Senior Director of Product Design, Cint, who shares an insiders perspective on the groundbreaking developments underway. Our most recent CintShap takes a festive peek into the sentiments the UK public to unveil their thoughts on this years Christmas ads. Join us in unwrapping the finding and discovering what makes these ads a seasonal staple for UK consumers. When we talk about migrating customers and supply partners to our new platform, we understand that concerns may arise. In this blog post, we want to address some of the worries you may have, and give a little reassurance about the process. Youre in good hands, we promise! The build up to the holiday season is almost palpable, Christmas lights illuminate city centers and cheese fondue and mulled wine start popping up on the menu.We pull out our coziest socks from the attic storageand gear up for hours of Home Alone movie marathons and engage in another big part of the yearly tradition - As Black Friday and Cyber Monday (BFCM) sales continue to skyrocket and dominate global retailer revenues, Cint takes a deeper look into consumer behaviors in the US, UK, Canadian and Australian markets, and the shopping habits that drive this highly anticipated shopping season. Using Cints owned data that we call CintSnap we gathered some insights around sentiments surrounding consumer behavior of the implementation of AI in the music industry, specifically on the posthumous Beatles collaboration. Innovation is in our DNA, and our mission has always been to bridge the gap between real people and organizations striving to understand and serve them. With this in mind, weve embarked on an exciting journey of transformation building a new platform that will redefine the way our customers can access and leverage consumer Stephanie Gall, Director of Measurement to optimize advertising campaigns across linear and connected TV, digital and social channels Read on for a et de lanalyse des donnes, un questionnaire denqute est un outil essentiel pour collecter des informations prcises et pertinentes. Cet article vous propose un exemple de questionnaire denqute au format PDF, qui pourra servir de modle pour vos propose un exemple de questionnaire denqute est un outil essentiel pour collecter des informations prcises et pertinentes. guestions afin dobtenir des rsultats fiables. Nous aborderons galement les diffrentes tapes de la cration dun guestionnaire efficace, ainsi gue des conseils pratigues pour maximiser le taux de rponse. Gree cet exemple, vous serez en mesure de personnaliser votre engute selon vos besoins specifiques. et astuces ncessaires la ralisation de votre questionnaire denqute est un outil essentiel pour collecter des donnes pertinentes et fiables. Dans ce contexte, nous vous proposons un exemple de questionnaire prt lemploi que vous pouvez tlcharger au format PDF. Ce modle a t conu pour tre facilement adaptable diffrents types de recherches, quil sagisse dtudes de march, de satisfaction client ou dvaluations de produits. Caractristiques du modle de questionnaire est divis en sections logiques, facilitant la comprhension et la navigation. Questions varies : Il comprend une combinaison de questions ouvertes, fermes et chelle, permettant de recueillir des donnes qualitatives. Instructions prices : Chaque section est accompagne dinstructions claires pour quider le recueillir des donnes qualitatives. sengager davantage. Pour illustrer son utilisation, imaginons que vous souhaitiez valuer la satisfaction de vos clients vis--vis dun nouveau produit. En utilisant notre modle, vous pourriez poser des questions telles que :Sur une chelle de 1 10, comment valueriez-vous votre satisfaction globale par rapport notre produit ?Quelles fonctionnalits avez-vous trouves les plus utiles ?Avez-vous rencontr des problmes lors de lutilisation de notre produit ? Si oui, veuillez les dcrire.Cette approche permet non seulement de recueillir des retours dtaills et contextuels grce aux questions ouvertes. Cela vous donnera une vision exhaustive des perceptions de vos clients.Utilisation pratique du questionnaire :Une fois que vous aurez tlcharg notre exemple PDF, vous pourrez facilement ladapter en fonction de vos besoins spcifiques. Voici quelques tapes pour vous aider personnaliser le questionnaire :Identifiez votre public cible : Dterminez qui sera interrog pour adapter le langage et les questions.Modifiez les questions : Ajoutez, supprimez ou reformulez les questions. Analysez les rponses : Une fois que vous avez collect les donnes, utilisez des outils danalyse pour extraire des insights significatifs.En rsum, notre modle de questionnaire denqute reprsente un atout considrable pour quiconque souhaite mener une tude approfondie. Que vous soyez un professionnel du marketing, un chercheur ou simplement quelquun qui souhaite recueillir des avis, cet outil vous aidera atteindre vos objectifs de recherche efficacement.Quest-ce quun questionnaire dengute ?Un questionnaire dengute est un outil de collecte de donnes utiliss dans le cadre de recherches, dtudes de march ou mme dans des contextes acadmiques. Ils peuvent varier en termes de structure, de longueur et de sujet, mais ils partagent tous un objectif commun : obtenir des rponses preises et pertinentes. Les questionnaires peuvent tre conus pour tre remplis en ligne ou sur papier. Le format PDF est particulirement utile car il permet de preserver la mise en page et de faciliter la distribution. Voici quelques lments els considrer lors de la cration dun questionnaire :Clart des questions : Les questions doivent tre formules de manire claire et concise pour viter toute confusion. Type de questions echerches. Public cible : Identifiez le groupe de personnes que vous souhaitez interroger pour garantir que les questions soient pertinentes. Exemples de questionnaires denqute Voici quelques exemples de questionnaires denqute que vous pourriez rencontrer : Questionnaires denqute que vous pourriez rencontrer : Questionnaires de questionnaires de questionnaires de satisfaction des clients concernant un produit ou un service.tude de march : Permet de collecter des donnes sur les prfrences des consommateurs, les tendances de consommation et le comportement dachat. Sondage dopinion : Recueille les avis des citoyens sur des sujets pouvant tre abords travers un questionnaire. Ils doivent tre adapts aux besoins spcifiques de ltude et au public vis. Pourquoi utiliser un questionnaire denqute ?Utiliser un questionnaire denqute prsente plusieurs avantages significatifs : Facilit de collecte des donnes : Les resultats peuvent tre facilement quantifis et analyss statistiquement.Cot-efficacit : Crer et distribuer des questionnaires, surtout en ligne, est gnralement moins coteux que dautres mthodes de recherche.Leur utilisation est donc trs rpandue dans divers domaines, allant du marketing la recherche sociale, car ils permettent dobtenir des insights prcieux sans ncessiter trop de ressources.Conseils pour rdiger un questionnaire efficacePour garantir que votre questionnaire denqute soit efficace, voici quelques conseils pratiques : Commencez par une introduction : Expliquez pourquoi vous ralisez cette enqute et comment les rsultats seront utiliss. Variez les types de questionnaire Demandez quelques personnes de remplir le questionnaire pour identifier dventuels problmes. Ces stratgies contribueront amliorer la qualit de vos donnes et encourager une meilleure particulire :Compilation des donnes : Rassemblez toutes les rponses dans un format facile utiliser, comme un tableau Excel.Analyse statistique : Utilisez des outils statistiques pour identifier des tendances et tirer des conclusions partir des donnes. Interprtation des rsultats : valuez ce que les rsultats : value seulement de rpondre la question initiale, mais aussi dvaluer lefficacit de lengute et dorienter des dcisions futures. Questions frugentes de questionnaire dengute en PDF ?Un exemple de satisfaction. Ce document est souvent utilis pour recueillir des donnes prcieuses auprs des rpondants. Comment crer un questionnaire denqute exemple en format PDF, suivez ces tapes :1. Choisissez un outil : Utilisez un logiciel comme Google Forms, Microsoft Word ou un gnrateur de PDF.2. Rdigez vos questions : Formulez des questionnaire avec des titres et proises, en variant les types (choix multiples, chelles, etc.).3. Mettez en PDF : Une fois termin, slectionnez loption Exporter ou Enregistrer sous pour crer le fichier PDF.Ainsi, vous aurez un questionnaire prt tre distribu. O puis-je trouver des exemples de questionnaires denqute au format PDF ?Vous pouvez trouver des exemples de questionnaires denqute au format PDF sur des sites specialiss tels que ResearchGate, Academia.edu ou encore Google Scholar. De plus, des plateformes comme SurveyMonkey et QuestionPro proposent galement des modles tlchargeables. Quels lments inclure dans un guestionnaire dengute exemple ?Pour crer un guestionnaire dengute efficace, il est important dinclure les lments suivants :1. Introduction : Prsentation de lobjectif de lengute. 2. Questions dmographiques : Informations sur lge, le sexe, la localisation, etc.3. Questions spcifiques : Cibles sur le sujet de lenqute, choix multiples ou ouvertes.4. chelle dvaluation : Pour mesurer des opinions ou des perceptions.5. Conclusion : Remerciements et informations sur lutilisation des donnes : Rassemblez toutes les rponses du questionnaire.2. Organisation des donnes : Classez les rponses par catgorie pour faciliter lanalyse qualitative : Lisez attentivement les commentaires ouverts pour identifier des thmes rcurrents.5. Rdaction du rapport : Prsentez les rsultats sous forme graphique et crite pour une meilleure comprhension. Noubliez pas dinclure des exemples concrets pour illustrer vos points. En conclusion, lutilisation dun questionnaire denqute est essentielle pour recueillir des donnes pertinentes. Les exemples en format PDF facilitent la comprhension et lapplication des concepts abords. Pour ceux qui souhaitent concevoir leur propre enqute, sinspirer de modles existants peut tre un atout prcieux. Noubliez pas que la qualit des questions influence directement la fiabilit des rsultats.

Exemple de fiche de questionnaire d enquête pdf. Enquêtevragen opstellen. En quête d'enquête. Enquete opstellen. Enquete maken.