

# LECTURA Survey Methodology / Approach

Surveys are a very useful tool that allow for larger populations/target industry segments to be assessed with relative ease. However, in order to yield meaningful results, a survey needs planning, time, and effort. But don't worry about your time-invests here, we'll service you with the best possible briefing and do the "heavy lifting" for you here.

## Step 1 - Easy. Get in touch!

Within a first dialogue, we discuss your scope, ideas, goals, and consult, precedence-based, from our end.

Our responsibility is to make sure your survey data convey information accurately and consistently about the topic in which you are interested. With this in mind, we will help you decide what type of research best suits your expectations by discussing your pre-selected topics and following-like questions:

- Would you like to study a new phenomenon you have not explored before or assess a phenomenon in a new light?
- Would you like to describe the data and characteristics about what is being studied? Is your main goal to study frequencies, averages, and other statistical calculations?
- Would you like to uncover possible relationships between various phenomena?
- Are you curious about finding possible cause-effect relationships?
- Did you explore some theories and decided to test hypotheses you have inferred from them?

The first dialogue when we discuss the objectives and future strategy of your research (max 1h) is free of charge. Feel free to contact our survey team about your goals.

## Step 2 - Targeting and question design

Based on your intel sourcing goals, you (or we) carve out the relevant "bite" of our audience/target groups

### Targeting

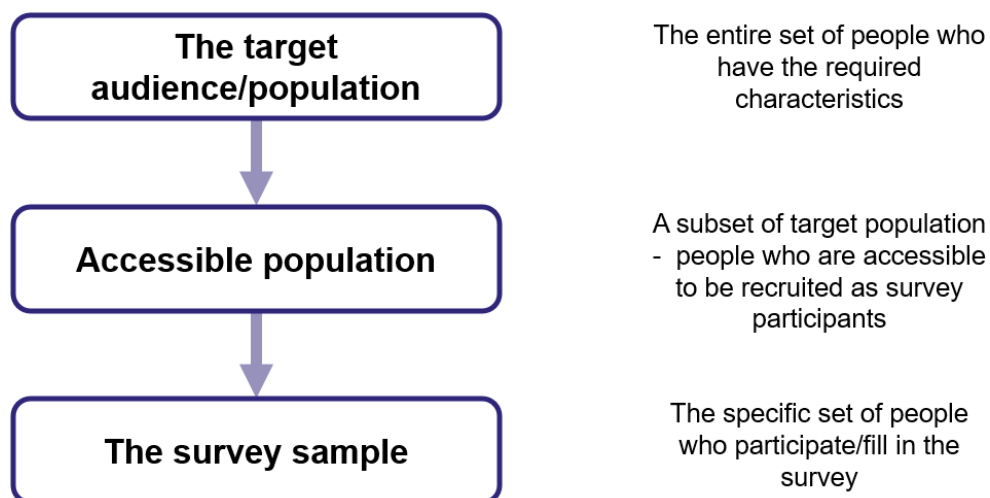
Together we will define the overall audience/population of people who should take part in your survey.

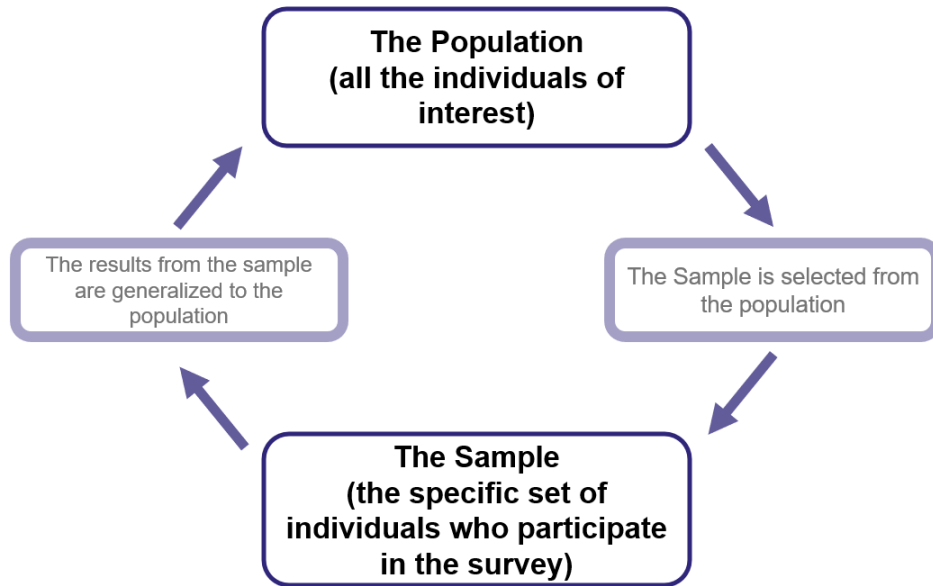
On the basis of what criteria is, for example, usually survey population determined?

- Geographical location
- Age
- Sex
- Occupation
- Field of business
- ...

However, to better target the population to fit the area of heavy industry, more than 240 machine categories from various industries plus 14 separately targetable languages state the playground.

The better the definition of the population (setting inclusion and exclusion criteria), the more accurate inferences from your research sample (sum of people who filled in your survey) may be.

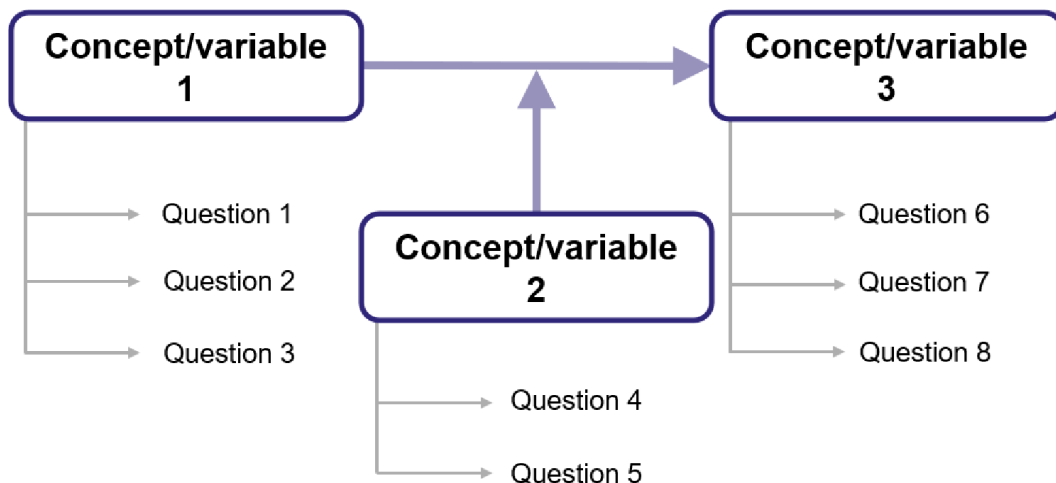




### Question design

We support you with the question set up for the best possible CTR (Click-Through-Rate) to fulfill your targets properly - on demand, of course.

Our aim is to make sure your questions cover all the concepts you defined when setting the survey objectives...



...and check whether the questions do not contain the most common threats to the question validity.

- × Bad choice of the question type
- × Too many choices or too many (open-ended) questions
- × Double negatives
- × Leading questions
- × Double-barrelled questions

Having spent a large amount of time fine-tuning your questions, presenting them in such a way as to maximize the response rate is pivotal to obtaining good results. Don't be alone in all this!

### **Step 3 - Test, measure, adjust, test...**

Have you just compiled your survey and want to test whether it will run smoothly?

A pilot study in which we apply your work to a small sample of your target population may highlight areas in which work still needs to be done before the final release.

We believe, and want to share with you, the clearer and more understandable the survey is, the higher engagement and more valid responses would be provided.

LECTURA Surveys is all about testing and adjusting along the way - in a word: Optimization. From month to month, we strive to enhance the CTR, discard low performing survey elements and cater to the best result Bi-weekly/monthly status updates keep you posted constantly.

### **Step 4 - Your market/target intel report**

However, even though the survey is designed properly, questions customized, and targeting criteria predefined, random biases may almost always arise from errors in data entry and missing data fields - such is simply research.

That's why we base our final outputs on statistical analyses...

- ✓ minimize the impact of the mistakes
- ✓ derive generalizable conclusions from the survey assumptions

...and finally provide you with the encompassing survey report following the so-called IMRAD structure which allows you to check whether all your goals were met and guide the practical implications/direction of your subsequent surveys.

**Introduction:** summary of survey goals and objectives (Why the survey was conducted)

**Methods:** a brief description of your target population, number of respondents, and the survey itself (How the survey was conducted. Who provided the data)

**Results:** presentation of results including illustrative tables and graphs (What did we found)

And

**Discussion:** an explanation of the results and designing practical implications (How do we use our results. Why the results came out like this)

Understand customer and market demands better to act or commercialize upon what they told you!

