

QUALITATIVE SOLUTIONS

Data Sheet

 M3 GLOBAL RESEARCH



Qualitative Research by the numbers



1,885
TOTAL PROJECTS
IN 2019

The 5 Key Areas those projects focused on

- 332** Cancer / Cancer-related
- 131** Consumer
- 119** Neurological Disorders
- 80** Blood Disorders
- 69** Patients

These studies consisted of...


40
Different
Countries


467
Different
Clients


35,667
Total
Interviews


44
Therapy Areas
& Sub-therapy
Areas


Over
\$8.2M
in Incentives
Paid (est.)


26
Different
Methodologies

Focus Groups

M3 hosts and recruits focus groups in our state-of-the-art studios located in Philadelphia, US, London, UK, and Gothenburg, SE. When you need recruitment outside of our core locations, we will coordinate, recruit, and provide the same level of service with partner studios across the globe.

Tele-depth Interviews (TDIs)

M3 provides true national and global representation in our recruitment. We connect you with respondents in locations that are rarely utilised, as well as standard markets, to ensure the voice of all your targets are heard.

Discussion Research

Seeking to connect respondents across multiple time zones? Or to allow respondents to provide opinions at times that are convenient for them? M3 recruits qualified respondents to participate in studies for the course of your bulletin board in their native language or English only (when possible).

Ethnographies

Types of ethnographies typically conducted by M3 include home visits, "a day in the life," accompanied shops and window shopping, simulated shopping, unguided discussions, video analysis, and self-ethnography. M3 recruits quality, insightful respondents for your immersion into their world.

Webcam Focus Groups

M3 utilises technology to recruit respondents to participate in interviews across the globe. We focus on the quality of the recruitment and work with high-end technology partners like Civicom, FocusVision, 20|20, and itracks to provide the perfect platform.

In-person Interviews (IDIs)

Whether you are seeking to connect in a studio, in a physician's office, in a coffee shop, or at another venue of your choosing, M3 is there to provide quality respondents for one-on-one interactions with your target.

Online Communities

M3 specialises in recruitment of custom communities, which can be recruited specific to brands, therapeutic areas, or attitudinal segmentation. M3 develops, maintains, and replenishes these online communities utilising multiple monitoring methods to avoid duplication of respondents.

For more information, please contact your M3 Global Research representative today.