

TOTAL UNDUPLICATED REACH AND FREQUENCY ANALYSIS

A QuestionPro Publication

TURF

What is TURF Analysis?

TURF is a statistical model that can used to answer questions like:

- * Where should we place ads to reach the widest possible audience?
- * What kind of market-share will we gain if we add a new line to our model?

It was originally devised for analysis of media campaigns, and has been expanded to apply to product, line and distribution analysis. With QuestionPro any Multiple Choice/Multiple Answer question can be analyzed using TURF.

The TURF Simulator calculates Optimal configurations for maximizing reach. Reach or Coverage is defined as the proportion of the audience (target group) that chooses a particular option.

Example:

QuestionPro conducts surveys on a regular basis to find out what kind of information our users are looking for when they initially come to our site. One of the questions in a Popup Survey is the following:

Email me more information about:				
	Pricing			
	Feature Matrix (Question Types, Graphs and Analysis Result)			
	Extraction Features			
	Piping Features			
	Conjoint Analysis			
	Data Integration Services (Linking Surveys to Databases - Customer)			
	Other			

TURF

What we want to know is what Three choices among these Seven choices that will give us the greatest reach? A Simple Frequency Analysis gives us the following results:

Data Analysis					
Email me more information about: # Answer FrequencyPercent					
1 Pricing	167	29.61%	V		
2 Feature Matrix (Question Types, Graphs and Analysis Result	121	21.45%	√ ∇		
3 Extraction Features	74	13.12%	✓		
4 Piping Features	51	9.04%	✓		
5 Conjoint Analysis	57	10.11%	V		
6 Data Integration Services (Linking Surveys to existing Databases Customer, Client etc.)	72	12.77%	✓		
7 Other	22	3.90%	✓		

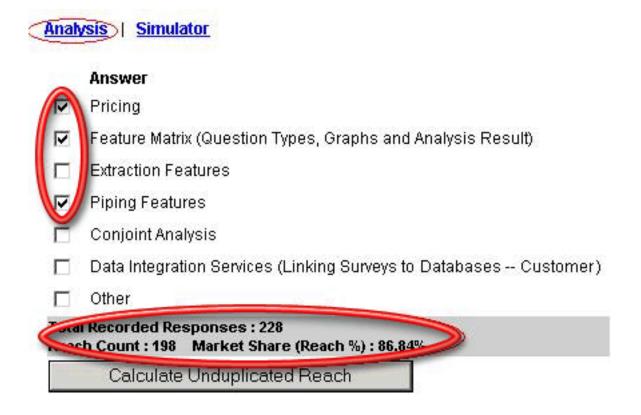
Please note that the simple frequency does not give us any particularly interesting data. Here we note that Pricing, Feature Matrix and Extraction Features are the three most important pieces of information that people want.

Is this really the right answer though? Probably not because we have not taken into consideration that the same people who requested Feature Matrix might have requested Extraction Features also!

We need to eliminate the duplicates and to find out the "Reach" of any three of the elements to effectively come to a conclusion.

TURF

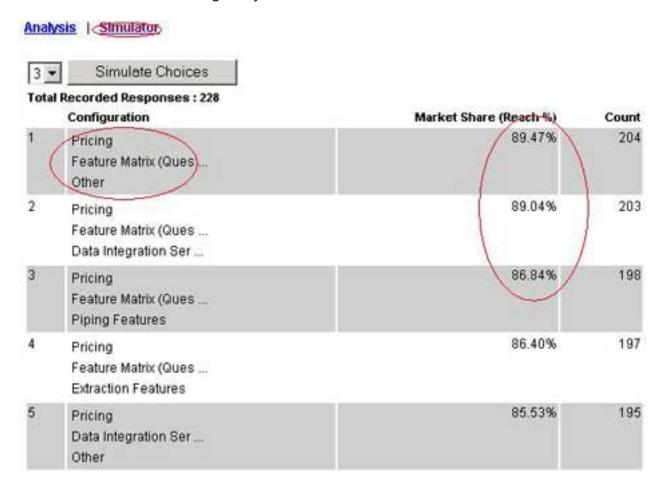
With the TURF Analyzer and Simulator from QuestionPro, we find the exact reach for any number of the options:



This shows that Pricing, Feature Matrix and Piping Features give us a Reach of 87%. This is good, but we also want to find out what three options give the maximum reach. We use the TURF Simulator for this.

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You can use the TURF Simulator to find the "Optimal" three choices that gives you the MAXI-MUM Unduplicated Reach. The TURF Simulator runs through every possible configuration of three choices at a time and gives you a sorted order of "Reach %".



Here we find out that Pricing, Feature Matrix and either Other or Data Integration Services will give us about 90% reach!

It is also worthy to note that our simple frequency analysis yielded a different result.

TURF

TURF Analysis can be done in two ways depending upon what you are trying to achieve:-

- 1. Analysis Choose the options (Answers) that you would like to calculate the REACH for and then click on Calculate Unduplicated Reach -- This will give you the Reach % or market share for those options. Use this option to calculate the Unduplicated reach for a set of alternatives.
- 2. Simulator If you would like the TURF Simulator to run through Every Possible Combination and present you with the optimal REACH for a limited set of choices click on Simulator
- 3. Price Modeling With this option, you can assign a "Cost" or a "Price" for each of the options, and also specify a "Budget". The Price Modeling Simulator will Simulate Every Possible combination that falls within the budget, and give you optimum configurations for the maximum reach.
- 4. Line Optimization With this option, if you have a Minimum Reach % that you need to achieve, and would like to find out the the cheapest alternative for that.

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Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.

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