

PreVision

The Art and Science of Online Sample Surveys



The survey sampling landscape is changing. In an era of diminishing response rates, the need for more effective sampling alternatives is acute. But can such alternatives preserve data reliability by reaching a representative sample of the target population in a flexible and cost-effective manner?

Marketing Systems Group's PreVision suite of services has been developed to address the above. This innovative set of solutions combines the power of online panels, sampling design consultations and related services, modern weighting and calibration techniques, and customizable analytics to meet your evolving inferential needs. PreVision has been developed with the flexibility to adapt to your survey specifications by focusing on the following four survey research pillars to minimize the total survey error:

- Effective sampling from online panels that use probability and nonprobability methods for recruitment
- Enhancing questionnaire designs for mobile-friendly surveys
- Weighting and calibration adjustments specially design for samples from online panels
- Analysis of data from complex surveys

Relying on decades of hands-on experience with sampling techniques, our seasoned statisticians can help you secure the most representative samples online panels can provide; our post-survey weighting and calibration procedures, which have been uniquely developed for samples with representational challenges, can improve the external validity of your surveys, and our data scientists can support your complex data analyses to improve the inferential integrity of your conclusions.

Strike the right balance and get more reliable results with PreVision.

