

# Market Insights Methodology



Market Insights, the largest online healthcare consumer perception survey in the U.S., measures the opinions, behaviors, and profiles of 270,000 consumers annually. Through Market Insights, **you will obtain vital healthcare consumer data and information that will uncover key insights and strategies to help improve your organization's performance.**

**Below is an overview of Market Insights methodology.**

- The nationally syndicated survey includes a consistent set of questions fielded in markets across the country allowing for benchmarking and tracking over time.
- Data are collected via an efficient online methodology and are published to clients on a monthly basis.
- Survey content is presented in a variety of ways and includes a wide range of topics related to consumer perception of healthcare and healthcare facilities.

## DATA COLLECTION

- The survey reaches approximately 25,000 new individuals every month who are invited to complete the survey through relationships with key online panel providers.
- Panel members are ordinary people who have agreed to participate in survey research.
- Monthly survey quotas are designated by a national, county-based sample plan. These quotas are set based on household population distribution and are stratified according to age and gender.

## DATA INTEGRITY

- Demographic questions allow National Research to learn as much as possible about respondents and ensure that a representative sample is achieved.
- Multiple measures confirm respondent authenticity, including the use of digital fingerprinting software to screen out duplicate and disinterested respondents.
- Type-assist response options to hospital preference questions are populated by a robust database of facility profiles that is under constant audit as healthcare markets evolve.

## RESULTS

- Response data are coded and evaluated with respect to the actual demographic makeup of local population in every market.
- A weighting algorithm ensures that each demographic group has the correct amount of influence on the final results.
- Each month, all data are published in the Market Insights online portal to which all clients have on-demand access. Market-specific results are also shared via Dashboard, Service Line, and Executive Summary Reports.

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Corporation

*Empowering customer-centric healthcare across the continuum.™*

1245 Q Street  
Lincoln, NE 68508

o. 800.388.4264  
f. 402.475.9061

[nationalresearch.com](http://nationalresearch.com)