



## MindCette National Study Packages

### Basic Package

With the Basic Package, our award-winning Market Research Consultant will train interviewers from a local agency and monitor the early stages of interviewing for quality assurance. The package includes quota random sampling of panelists, RIM weighting, and reconciliation of panelist demographics with information from the country's statistical agency to ensure there are no demographic 'gaps' in the dataset.

Once collected, the data are cleaned\*; and a separate PCA factor analysis is run for men and women. The findings are compiled in a one-page executive summary which names the dimensions present.

Ideal for: Simple benchmarking, developing economies, small datasets (400 people or fewer)

\*The cost of data cleaning in the Basic Package is 350USD/hr

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### Snapshot Plus

The Snapshot Plus Package features the same process as the Basic Package, but also includes the cost of data cleaning and provides 6 additional factor analyses (3 additional rotations performed separately for men and women). The Snapshot Plus package also includes translation and back-translation of the study into your nation's language.

Ideal for: Heterogeneous nations, datasets larger than 500

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### Research and Policy

The Research and Policy Package is our most comprehensive plan. Each step of the study is meticulously documented along the way, providing a robust foundation designed to withstand the scrutiny of peer-review. The *comprehensive methodology and findings report* included as part of this package is an academically rigorous work which provides the perfect starting

point for publications in industry journals as well as position papers. This report (over 20 pages) will not only outline the statistical methodology but also the assignment of the 72 items to nation-specific dimensions. Academics, policymakers, and think-tanks will be able to understand the entire process from start to finish; and make sound independent judgments about how to best grow and maximize ecosystem resources.

This is also the only package that includes confirmatory factor analysis of split dimensions; analysis of elite entrepreneurs as a unique subset; preparation of a slide deck for plenary sessions or ministerial summits.

Ideal for: Academics, policymakers, nations interested in capacity building (repeating the study in the future) or publishing national study findings