

- **quota sample**: includes the same proportion of individuals with certain characteristics as in the population

Collect the Data

The quality of research results is only as good as the poorest interviewer in the study.

- **train and supervise interviewers** to make sure they **follow the research procedures** exactly as outlined
- challenges in foreign countries
 - understanding **local customs** and **cultural differences**
 - **language**
 - back-translation: the process of translating material to a foreign language then back to the original language

Analyze and Interpret the data

- **Cross-tabulation**: examine the data that we break down into sub-groups

Prepare the Research Report

- **executive summary** covers the high points
- **description of the research methods**
- **discussion of the results of the study**
 - including the tabulations, cross tabulations, and additional statistical analyses
- **Limitations of the study** (no study is perfect)
- **Conclusions**
 - from the results
 - recommendations for managerial action based on the results

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