

Savanta: checklist for *multi-market studies*

- Start with the lowest common denominator - design your research for the most “difficult” audience because that method will surely be feasible elsewhere
- Confirm recruitment criteria, market segments, and screeners
- Trust in your local moderator’s expertise in knowing whether people are being articulate
- Put what you’re hearing in context and understand cultural undertones that may be being expressed
- Verify that next steps and recommendations are viable
- Bonus step:* Make the most of your adventure and get local cultural hotspot recommendations to immerse yourself in the local scene

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