

Measure (un)certainty



METHODS & INSIGHTS

FULCRUM
RESEARCH GROUP

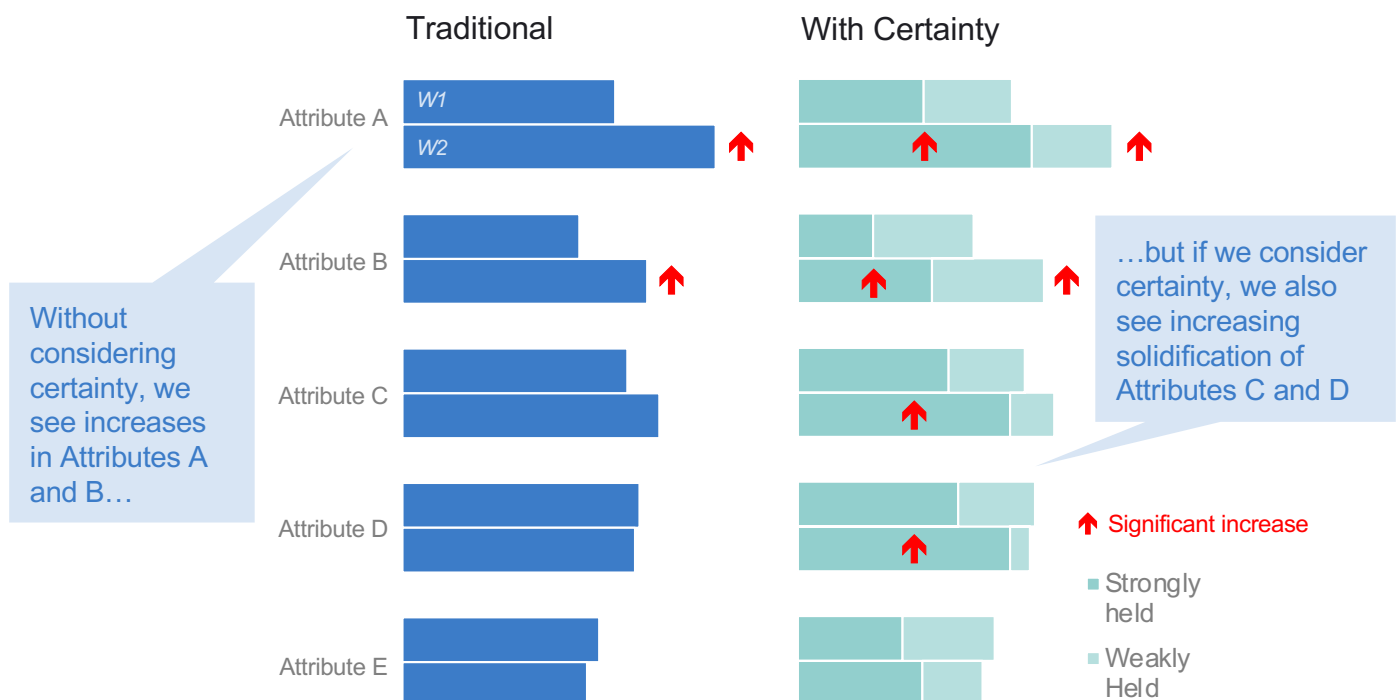
Tracking uncertainty can vastly improve insights

We hold attitudes and perceptions with different degrees of certainty, and market research typically ignores this fact.

Measuring uncertainty can be extremely useful in tracking studies.

HOW IT WORKS

As attitudes and perceptions evolve, the level of (un)certainty about them can change before the magnitude does. Certainty in old beliefs usually declines before we change our minds, and promotion and experience with products can also increase certainty.



BENEFITS

- Promptly and successfully recognize important changes in attitudes / beliefs
- Deliver a more sensitive measure of change