



RESEARCH SERVICES

Is your organization seeking to better understand the key drivers of your market? If so, ConnectKentucky's research division may be the answer you are looking for. Whether you need custom designed research or a simple online survey, ConnectKentucky will provide accurate, timely, and thorough solutions, accompanied by personalized service that you will applaud.

ConnectKentucky's Research Analysts use qualitative and quantitative techniques to interpret data, formulate reports and make recommendations based on research findings. The following are some of the services offered through ConnectKentucky:

Research project design and consultation

All research projects start with the end in mind. What you are trying to learn and how that can be most effectively communicated will determine the correct analytical strategy for your project.

Data collection

From developing and administering surveys to facilitating focus groups and reviewing publications to extract information relevant to your project, our Research Analysts execute your project plan accurately and efficiently.

Data analysis and reporting

Implementing analytical strategies and methods to support data analysis provides methodologically sound solutions. Our Research Analysts are responsible for extracting, cleansing, and analyzing data, as well as preparing data for statistical analysis and report development.

Project management of research projects

ConnectKentucky's certified Project Management Professionals can guide research projects from conception through to completion. Our project managers work to keep projects completed in a manner that is efficient, on-time, and within budget.

Presentation development and delivery

Effectively communicating the results of your research to your stakeholders can be done through various methods. Whether you need an oral presentation to a stakeholder group, a PowerPoint presentation filled with charts, or a written report with accompanying press releases, ConnectKentucky has experience crafting messages that make an impact.

For more information contact:

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