

Cohort Research

We also conduct cohort research at ConsumerWorks. Cohort research can be used in a wide variety of ways. At ConsumerWorks we generally use cohort research to help our clients better understand the values, lifestyles, sensibilities etc, of different cohort groups. For example we might do a cohort study that looks at how Women's Fashions differ across different Cohort segments, by lifestyle, age, income, choice of fashions etc.

The consumers are recruited through data bases and they are put through a series of interview questionnaires (homework which they do at home and bring with them to the focus group.) The questionnaires generally have a series of question areas that need to be covered by the different cohort groups. The way the different cohort groups answer the various questions helps to provide insights and a deeper understanding of the different cohort groups. The questions we ask offer insights into values, lifestyles, sensibilities and what's most important to them.

Example of Some Cohort Questionnaires

“Imagine an empty room – Put things inside the empty room that would help someone who does not know you understand what kind of person you are and what is truly important to you.”

What are your favorite things? What is your favorite thing in the whole world? Why? Etc.

Create a collage – use pictures to tell your story. How does your story relate to how you feel about women's fashions?

Ultimately, the interview questionnaires help researchers get a deeper understanding understanding of each of the different cohort groups. For example the older women cohort may have very different lifestyles, and opinions about fashions then younger women. This helps our clients to come away with a clearer understanding of how to target the different female cohorts when it comes to fashions.

This is just a simplified overview of how we might use cohort studies. If you are interested in Cohort studies, give me a call and we can discuss it further.