FOCALDATA
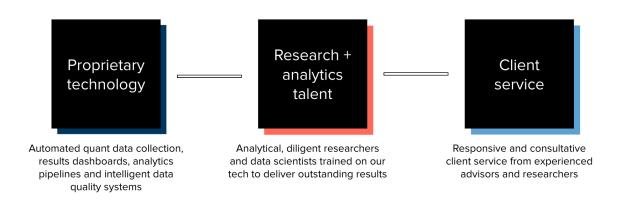
Focaldata

About Focaldata

Focaldata is a full-service research agency at the forefront of using technology to understand what people think and do. We work with enterprises, foundations, think tanks and government departments – including the likes of Brunswick, the UK Cabinet Office and the Bill and Melinda Gates Foundation. Our research has been featured by Reuters, the _Financial Times_, the _Guardian,_ the _Times_, and _The Economist_.

Deep insight at the speed of software
The best of both worlds

Proprietary technology	Research + analytics talent	Client service
Automated quant data collection, results dashboards, analytics pipelines and intelligent data quality systems	Analytical, diligent researchers and data scientists trained on our tech to deliver outstanding results	Responsive and consultative client service from experienced advisors and researchers

Our services

Data collection	Research Consulting	MRP (Election Analytics)
Focaldata plugs into a global network of panels. We validate the quality of our panel network continually. So you can reach verified respondents from reliable panels in over 100 countries. Access audiences of all sizes, from national populations through to	By harnessing our proprietary technology, we can collect more data at rapid speed. We then use purpose-built analytical tools to derive deeper insights. By combining our technology with the creativity and experience of a	We use our proprietary MRP data pipeline to rapidly build bespoke models. We specialise in MRP modelling in the US, UK, Australia and Canada. Focaldata has been at the forefront of deploying MRP for over five years – and has built the most advanced

niche consumers. Target audiences using over 2,000 criteria, from demographics and geography to consumer behavior and media consumption.	world-class team, we can solve the hardest insight problems facing your organisation.	automated data pipeline for MRP in the industry.

How are we different

Focaldata has built cutting-edge data collection technology that streamlines the work of our researchers. Our platform automates sampling, fieldwork and data quality in 90+ markets worldwide meaning we can collect data at lightning speed. A typical nationally representative survey takes us 6 hours or less to complete. This means our consultants can deliver game-changing insights to clients up to 2x faster than traditional providers.

By automating the research workflow, we can spend more time and resources turning datasets into insights. We have the highest proportion of data scientists in the insight business – including advanced degrees in public opinion research from Cambridge University, Oxford University, Columbia University and Wawrick.

How we collect data

Focaldata collects survey responses by surveying people online. Those interviews are hosted on Focaldata's platform which includes its own survey software. Respondents are sourced automatically from numerous online, double opt-in panels which have passed Focaldata's data quality checks. These panels supply nearly all of the large research companies.

How we safeguard data quality

On each survey we run through our platform, we apply a wide range of checks. These are supplementary to the checks implemented by panel providers, which include double opt-in registration, Geo-IP confirmation and Captcha checks. Our platform then performs checks on respondents filling out surveys in in-real time. These include flatliner, speeder, gibberish and out-of-context free text answer checks. We also run manual reviews, where one of our expert researchers will go through data line-by-line before we sign off on final samples. z

Contact us

For **research questions**, contact **James Kanagasooriam**, Chief Research Officer. For **media enquiries**, contact **Patrick Flynn**, Data Journalist

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