

# Introducing Scotland's First Mobile Research Unit



- Events & festivals
- Rural locations
- Hall tests
- Vox pops

**Market research  
on the move**

**jump** on the STREET

# Qualitative

- Depth interviews
- Mini-groups (up to 6 participants)
- Vox pops
- Video & audio recording
- In a relaxed, comfortable, engaging environment





- Large numbers, low costs
- Self completion or interviewer administered
- Event evaluation
- Economic impact assessments
- Campaign tracking
- Hall tests

# Quantitative



- Up to 10 iPad minis
- Wifi connected
- Comfortable headphones
- TV & integrated DVD player
- Video camera
- Tea & coffee making facilities

# Fully equipped

jump on the STREET



Get in touch for more details:  
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