



NUIG - Conjoint Analysis Case Study

Project Background

iReach Insights conducted research with NUI Galway to determine which factors were most important when looking at Dementia Care provided by the HSE. We sought to obtain people's views and attitudes to home care services and supports provided by the HSE for people with moderate dementia in Ireland.

There are many factors in the delivery of 'best practice' Care as well as different funding choices and tax regimes. The Centre for Economic and Social Research on Dementia in NUI Galway wanted to better understand the most impactful mix of care attributes with funding choices for best in class Dementia Care delivery in Ireland.

iReach Methodology

This research was done using conjoint analysis through an online survey. Conjoint Analysis is a statistical marketing research technique that helps businesses measure what their customers value most about their products and services. The exercise involves the use of choice cards. On each choice card respondents will be given information on different attributes and levels in relation to home care provision and funding for people with moderate dementia in Ireland. Respondents will be asked to choose between different options for dementia care based on these different attributes and levels. It's a smart business research tool that can also help you pinpoint which attributes are important to your consumer.

In this instance, NUI Galway was able to determine which factors were most important to respondents when looking at the supported provided by the HSE for those with dementia in Ireland.



NUI Galway
OÉ Gaillimh



iReach Insights

iReach Insights is a full Marketing and Research Agency, across all research disciplines and methodologies.

iReach Insights is the only agency in Ireland to have built our own research panels of 40,000 adult consumers and 9,000 business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver **Insights to Impact**.

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