

Bolt Insight's Solutions: Qual vs Quant

(All specs shown below are typical — but fully adaptable by brief)

Quant

Built for decision making.

Our quant research reaches niche audiences across 120+ countries, delivering statistically sound insights in record time.

Whether you're tracking brand health, validating ideas, or decoding market shifts, our expert team and advanced analytics make it easy to move from data to action.

Question count, survey length and stimuli load are all customisable, whether it's a quick pulse or a deep dive, we shape the design to fit.

Qual

Real conversations at scale.

BoltChatAI offers a window into people's lives through one-on-one, AI-moderated chats, in their own language, tone and time.

Upload stimuli to test creative ideas, gather video or audio responses to capture emotion and nuance, or stick to text for more sensitive topics, depending on the audience and objectives.

It's fast, personal and built to uncover the why behind consumer behaviour, with insights delivered in rapid time.

Feature	Quant	Qual
Countries Covered	120+ markets	45+ markets
Length of Interview	Less than 20 minutes	30 minutes per participant
Number of Questions	No limit, but recommended 35 core questions + 3 open-ended	20 core questions + 5 smart probes
Stimuli Tested	10 for visual, 5 for video	Up to 3 stimuli per participant
Concept Rotation	Yes	Yes
Dynanic Personas	Via External File Upload	Yes
Heatmaps	Yes	No
Neuro Capabilities	Yes	No



So...when should you use each one?

Use BoltChatAI when you want to...

understand what drives consumer decisions, their emotions, motivations and behaviours.

It's ideal for exploring creative ideas, testing early-stage concepts or gathering rich, quote-worthy insights that bring your audience to life.

With flexible formats like video, audio, photo or text, and chats in participants' native languages, it's built for depth and authenticity.

Use Quant when you want to...

get large-scale validation, hard numbers, or trend tracking over time.

It's your go-to for segmentation, pricing, market sizing, or brand health studies, where statistically robust data is essential.

With global reach, expert support and high respondent engagement, it turns complex research needs into clear, confident action.



Use both when you want the full picture

Start with qual to uncover the why, then validate the what with quant, all within one platform. With BoltChatAI, you can even train dynamic consumer personas by combining insights from both methods and enriching them via our External File Upload feature.



Ready to find out more?

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