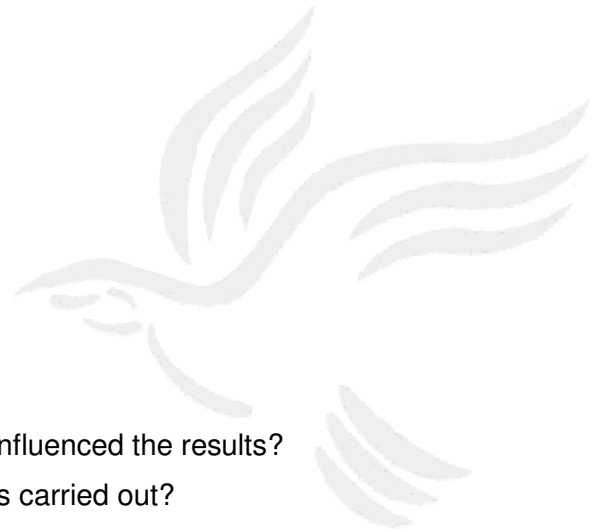




Results Interpretation

When you are confronted with survey data (whether as client or simply as a media consumer), it is a good idea to consider the following:

1. The responsible institute's reputation, experience, resources
2. Client
For whom is the survey being carried out? Does the client want to use the survey internally or for publication?
3. Description of sample:
Which target group was approached?
How is the sample distributed geographically?
How is the sample formed: By chance or through quota selection? On what basis?
How large was the sample and the resulting margin of deviation (accuracy of results)?
Especially for complex topics: How high was the number of refusals or interview terminations?
4. Was data weighted? If yes: how, according to which features?
5. Research Methodology
Was data collected from personal, telephone or written interviews?
Where did the interview take place (at home, in a test studio)?



6. Fieldwork

Over what period of time were interviews carried out?

Were there any events during this period which may have influenced the results?

Upon which days/at which time of the day were interviews carried out?

How many interviewers were used?

7. Exact Questioning

How exactly was the question worded?

Were possible alternative answers given or not (closed – open questions)?

Were aids used (i.e. sample cards)?

In which order were questions asked?

8. Comparative data, Benchmarking

Results can only be properly evaluated when compared with something else (time or competition comparison).

In order to ascertain whether 46% awareness is good or bad, we need to identify how the competition is doing (the market leader or the three most important companies or the sector average).

Alternatively, it is also possible to regard the development of results on a time scale.