



I Quantitative Research

Quantitative research involves obtaining a representative sample and generalising it to society as a whole (i.e. 15% of this target group like the advert for product X). Such projects tend to use (partly) standardised questionnaires, in which not only the dimensions of questions, but also the exact order, wording and often possible answers are already given.

Ad-hoc Research

(lat. "for this purpose")

For special motives or a specific problem, a separate survey is carried out. This is a one-off poll, which is time-referenced and delivers snap-shot results.



Tracking and Monitoring Studies

At regular time intervals, the same questions are asked within the same survey design to exactly the same people (panel study), or other, yet similar individuals (tracking study). The aim here is to establish any changes which take place over time. Concerning long-term studies, this can be at intervals of three, five or more years.

Typical examples are time series to gauge brand awareness or customer satisfaction.

Regarding this method, it is of utmost importance to take note of any possible seasonal influences – cough mixtures are better known in winter than in summer! When it comes to interpreting the results, “disruptive factors” during the survey period should also be observed, such as the company's own or rival advertising campaigns.

We carry out both adhoc surveys and more regular time series tests (Tracking / Monitoring studies).

With regard to repetitive studies, we are happy to assume time comparison tasks or the development and analysis of corresponding data banks.



1. Face-to-face Interviews

These interviews are carried out in the homes of interviewees (or indeed their workplace, holiday destination, etc.). The questions are read word for word from a paper questionnaire, with the answers registered through crossing, circling or noting the appropriate option.

Advantages: Longer, more complex interviews are possible, visual aids can be used, the direct interaction enables better responses to the interviewee (i.e. in order to ensure understanding), additional observation is possible.

Disadvantages: This method incurs relatively high costs.
The advantages concerning the lack of direct monitoring and influences on a personal level can be minimised through training, strict follow-up controls and a well-mixed, consolidated and regularly used interviewer network.



What is CAPI?

CAPI – Computer Assisted Personal Interviewing involves an interviewer working with a laptop or notebook in place of a paper questionnaire, and the answers are entered directly into the computer (through the keyboard or by crossing on the screen with an electronic pen). The data is then transferred over the telephone network to the institute computer system. In addition to the advantages offered by CATI, this method allows the interviewees to be shown things on the screen (i.e. commercials).

Our network of interviewers comprises 250 well-trained, experienced individuals from a range of age and occupational groups throughout Switzerland. The interviewers are contracted regularly, and in addition to regular general training sessions, also receive specific instructions for each project.

All of this enables the reliable, quick and cost-effective execution of national studies.

For special topics or target groups, we have a team of specially trained and experienced top interviewers.

We currently have **15 laptops** for CAPI Computer Assisted Personal Interviewing, and we are now undergoing a period of network expansion.

In order to ensure high quality standards, we carry out strict telephone checks of 15-25% of all interviews (exact percentage depends on the specific survey).



2. Telephone interviews

Contact is made with survey participants via telephone.

What is CATI?

With this method, the telephone interviews are usually carried out as 'CATI – Computer Assisted Telephone Interviewing'. In other words, the interviewer reads the questions from the screen and records the answers directly on the computer. The system then presents the next question in the survey.

Advantages: Interview conducting is easier (no special answer compilation is necessary - direct analysis is possible), a particularly exact representative sample can be obtained (quota control, calendar management), the execution of interviews is automatic (the program establishes the correct filters, rotates answers and issues immediate warnings concerning unclear or unreliable answers, etc.).

In addition to this, telephone interviews can achieve excellent regional distribution, along with optimal utilisation of the sample through repeat phone calls, especially concerning target groups such as managers or doctors.

Disadvantages: This method requires a limited survey length and a simple structure. This use of visual material is not possible.

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As a result of the methodical and technical advantages offered by this method, we offer CATI (Computer Assisted Telephone Interviewing) as our standard service.

Our CATI Studio in Schwerzenbach boasts 150 specially trained staff members, who not only conduct surveys throughout Switzerland, but also in other countries. Our multilingual team also contains a range of specialists for specific projects such as opinion leader surveys or business-to-business interviews.

For those interested in technology: Our 30 CATI stations use ODIN software, which is developed by our Dutch partner, NIPO.

Our supervisors are always present to ensure the highest levels of quality in data collection (through strict controls and training).

Join our long list of clients and come and see for yourself!



3. Written surveys, Online polls

In this method, communication between the institute and the information supplier is achieved solely through a paper questionnaire, which is sent by post, distributed (i.e. in a POS), or made available electronically (online survey).

This type of survey requires careful planning and selective implementation - it is effective for interesting, short and simple questions, and must include suitable measures to ensure an increased response rate.

When interpreting results, we must remember that the sample may have particular characteristics. For instance, it should be taken for granted that even concerning the most carefully planned and closely monitored online sample, an 80-year-old participant will display considerably different traits to someone from the same age group who does not take part.



Advantages: Participants have the opportunity to consider their answers more, a large number of surveys can be carried out on a relatively modest budget. Online surveys also enable the use of visual materials (short films, pictures, etc.).

Disadvantages: The particular survey situation often results in low participant numbers, a distorted or uninterpretable sample (are answers only from the fans or deeply dissatisfied?), the survey situation (who participated) and the order in which questions are answered (no spontaneous questions possible) cannot be controlled. Types of questions are also limited (short, easy questions, no extra information).

We carry out written and online surveys whilst giving special consideration to the methodical problems in this area. Our work includes the methodical conception of the project, logistic and technical elements (printing/dispatch and response collection/programming and online connection), response controls and analysis.