

Methodology Approach

Quality Warranty

In all Qmetrics studies, quality-warranty instruments are used in the different phases. These are typically:

1- Questionnaire design

- ✓ A specific software is adopted for this purpose;
- ✓ Review of the consistency between the question and the response categories;
- ✓ Review of the logical sequence of the responses;
- ✓ Review of the filters;
- ✓ Carrying out of a pilot survey, in order to:
 - Check the selection process of potential interviewees;
 - Measure the questionnaire duration
 - Check the interviewee attitude regarding the subject;
 - Check the interviewee attitude regarding the questionnaire;
 - Evaluation of the questionnaire;
 - Demonstrate the understanding of the questions and the facility of the responses;
 - Check the consistency of the questions and filters sequence;
 - Check the data registration and validation process.

2- Interviewer selection

- ✓ Selection of interviewers that meet the study requirements;
- ✓ The samples and the various target populations will be distributed by the interviewers, preventing that any interviewer predominantly work in specific groups;
- ✓ Elaboration of an interviewer manual and providing training for all interviewers that allows to confirm the complete understanding of the given instructions.

3- Fieldwork

- ✓ Development of control statistics that indicate the interviewer error rates, of non-response, of production, and identification of problems that may arise in control;
- ✓ Control of the questionnaire contents: filters and consistency;
- ✓ Approval of the interviewee selection process;
- ✓ Rejection of incomplete interviews (with a non-response ratio higher than 10% of the questions);
- ✓ Control of all contacts made by the interviewer for attracting people interested in participating in the study. The interviewers will provide a documentation of those contacts, both the contacts of those that have participated and those who did not participate;
- ✓ Use of the CATI (Computer Assisted Telephone Interviewing) system in the telephone interviews;
- ✓ 10% of the interviewees will be asked again;

4- Data registration and estimation of results

- ✓ A specific software is adopted for this purpose;
- ✓ Supervision of about 10% of the work of each interviewer;
- ✓ After data registration, the data will be checked in order to avoid incorrect codification and inconsistent or incompatible responses;
- ✓ Filters control through programming;
- ✓ Previous tests in all estimation programs and confirmation of the produced results.

5- Report writing

- ✓ Review of the Reports by at least two different persons: the expert in charge of the study and the Director of the study;
- ✓ Consistency check of all results in more than one report or in more than one data support;

Additionally, the data registration is done in accordance with the national legislation on data protection and international ethical standards on market research (namely those of the ESOMAR - European Society for Opinion and Marketing Research Association).

Thus, no registered data with the interviewee name is given to the Customer, unless explicit consent of the interviewee and strictly for the study purposes.

For more information, please contact us.