



# Face to face fieldwork services

Specialized for central location, tracking or more nationally representative coverage

## Central location tests

The requirements of central location projects are to be set-up and conducted promptly, hence local expertise is used to achieve this. In major cities, we have developed and maintain relations with specialized fieldwork teams capable of conducting central locations rapidly and cost effectively.

Managers set-up teams for:

- pre recruitment and/or intercept
- face to face interviewing using pen and paper
- side by side interviewing leaving respondent to self complete when familiar with procedure or for simple screen interviewing using a PC program

Controls are conducted both:

- on site by field managers
- by telephone i.e. to check quotas

## Showcase: Central location fragrance testing

### Background

To compare/benchmark fragrance products regularly in various European cities: London, Paris and alternatively Hamburg or Stuttgart. Fieldwork was planned for every Wednesday and delivered Thursday of the same week (24 hours after). Extra benchmarks were sometimes conducted in Milan, Barcelona, Lisbon and Vienna

### Sampling and methodology

Central location; quota based upon women (most cases); sample of 100 respondents; questionnaire addressing product preference, communication points, likes and dislikes.

### Project duration

2 days preparation, 1 day fielding and 1 day keypunching and consistency checking.

#### Quality

On site by supervisor, managers and clients; eventual calls regarding filters and quotas

## Tracking surveys

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1WRField sets-up dedicated teams for consumer, business, pharmaceutical or retail projects.

Fieldworkers/interviewers are recruited and selected upon their:

- education
- ability to work regular part-time shifts, exclusively for 1WR in marketing research fields
- skills for the project i.e. presentation, computer literate and/or motorized

Fieldworkers are managed either:

- locally for face to face interviews or store visits
- remotely by telephone through an international team composed of local mother tongue interviewers

Controls are conducted locally either by:

- door or store visits of an independent team, generally from the qualitative team
- telephone

## Showcase: Retail monitoring

### Background

This showcase is about scheduled fieldwork of retailers of a specific niche market 3 times a year in Greece: Athens, Thessalonica, Patras, Crete Island, and Rhodes Island. Specific parts of the project are retained to protect confidentiality. .

### Sampling and methodology

Initial wave sought co-operative retailers. Scepticism was dominant, and hence further fieldworkers were allocated with client approval.

### Project duration

10 weeks for wave 1 and 4 weeks fielding for extra waves.

### Quality

Conducted by telephone.

## Nationally representative surveys

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National field work projects have been conducted in emerging markets where research is not regular business practice. Recruiting and training of team is conducted beforehand.

In developed countries, we use select existing local field services and concentrate on project co-ordination.

Co-ordination sets-up or selects teams either for:

- door to door interviewing
- retail visits

Controls are conducted both:

- on site by independent team, generally the qualitative team
- telephone for instance to check quotas

### Showcase: National U&A fieldwork in an emerging market

#### Background

Fieldwork to assess oral care in main cities of Algeria: Algiers, Setif, Tizi Ouzou, Oran, Tlemcen, Blida, Béjaïa. Specific parts of the project are retained to protect confidentiality. .

#### Sampling and methodology

Set-up of teams in each city; training and following up; random selection of 600 households; door to door.

Key punching was done locally to gain time.

#### Project duration's

5 weeks.

#### Quality

Separate team conducted door to door visits.

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