



I-view

the market and social
research data collection experts

MARKET AND SOCIAL RESEARCH

I-view is Australia's premium data collection and dissemination agency, with over 30 years experience in market and social research, data processing and other allied services. Our reputation for integrity, reliability and quality make us the supplier of choice for researchers, government agencies and the private sector.

Partner with I-view and complete projects on time, within budget and to specification. We are committed to excellence through professional client servicing, the application of innovation and technology, together with superior project management systems.

Dedicated, experienced 'hands on' project managers have access to the entire national resource base of I-view. Our project managers are open, enthusiastic and approach each task with a commitment to the desired project outcomes, always keeping the best interests of our client, staff, and respondents in mind.



SERVICES INCLUDE:

- Project design and operational consulting
- Telephone services
 - CATI (inbound, LOTE, auto-dialling, monitoring facilities)
- Face-to-face interviewing including in home, mall intercept, centralised testing, CAPI and executive interviewing
- Data collection via web or e-mail
- Audits and observational studies, including mystery shopping
- Recruitment for qualitative or quantitative research
- Online Panel (MyView)
- Online Omnibus
- Coding and key entry
- Mail management / letter-shop services
- Data delivery in a range of electronic formats, report ready tables and charts
- Statistical analysis and modelling
- Data mining, database creation and maintenance



Assistance with Project Design

- Developing the research plan for collecting information
- Selection of the appropriate methodology
- Defining the sampling unit, protocol and sample size. Sample sources selected are dependent on the particular needs of the survey
- Preparing the questionnaire to yield the specified data in the most cost-effective manner. Developing the introduction, question sequencing and required data and range checks prior to administering in field
- Project needs analysis, including software, hardware and support
- Application development and testing
- Supply and management of incoming 1800 call facility to handle respondent queries.

CATI Computer Assisted Telephone Interviewing

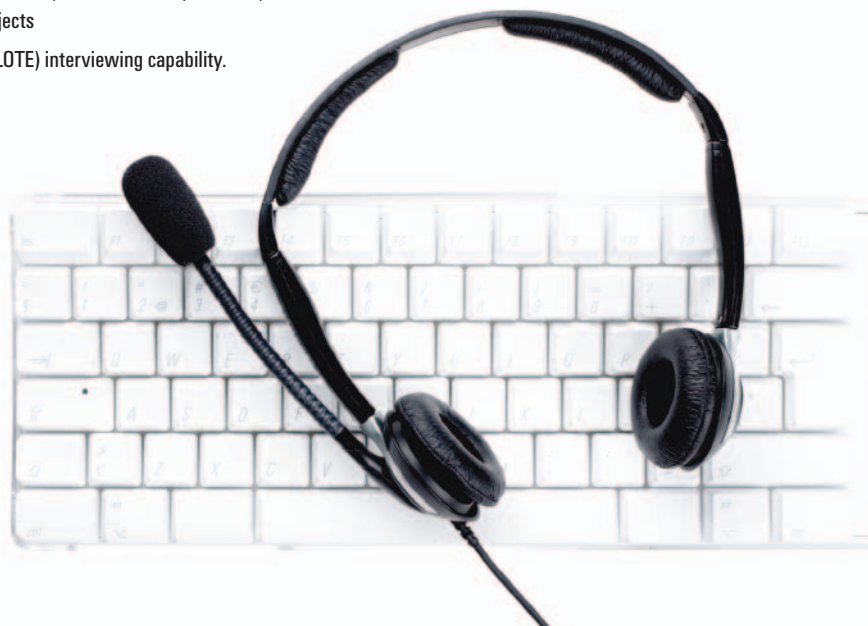
Telephone Interviewing Team

I-view conducts over 300,000 hours of telephone interviewing every year across Australia and Internationally, with 150 CATI stations in Melbourne, Sydney and Brisbane and our large resource pool of over 450 trained interviewers and 30 telephone supervisors.

I-view believes that a thorough briefing for all interviewers and supervisors working on a project is fundamental to its success. A significant proportion of training time is spent on response maximisation techniques, so interviewers gain confidence, spontaneity and can build rapport with respondents. Interviewers are trained to respond with knowledge and conviction regarding the individual survey purpose, with assurance and sensitivity to the needs of the respondent group.

I-view processes include:

- Computer controlled sequencing within the questionnaire script
- Range and logic checks are incorporated within the software
- Four stage CATI programme checking procedures, to ensure absolute programme integrity
- Business and residential telephone sampling capability, using residential & business listings or Random Digit Dialling methodologies
- Computer controlled call scheduling, designed to maximise sample yield in the most efficient manner
- Tailoring of call scheduling algorithms and flexible approach to field team rostering to meet project needs
- Audio and visual monitoring of interviews, using comfortable purpose-built listening facilities, or by remote
- Call and incidence data, frequency counts, and responses to open-ended questions available throughout the project, and regular progress reporting tailored to project information requirements
- Inbound, outbound and international calling capacity
- Specialist teams for recruitment for qualitative research, and business-to-business, government/social research, financial, health sector and technical projects
- Languages other than English (LOTE) interviewing capability.





I-view

CAPI Computer Assisted Personal Interviewing

Personal Interviewing Team

Our personal interviewing team comprises over 300 trained interviewers. We have national coverage, including all state capitals and most major regional centres, to remote areas. This operational structure is led by a team of field management specialists.

I-view offers a range of face to face services including door to door, shopping centre, central location intercept, mystery shopping, audits, observational studies and centralised testing capabilities.

I-view has CAPI [Computer Assisted Personal Interviewing] capability with Smartphone hand held data entry devices used to collect data or wireless Lap tops. Using online or offline software, the need for post-interview data entry is removed. Complex routing, rotations and quota counts are computer controlled ensuring 100% accuracy in data.

Advantages of CAPI

- "real time" data
- quality validation (GPS, Time, Interviewer ID)
- voice recording for comments
- interactive visual and audio displays and prompt material for the respondent
- higher engagement and improved response rates



I-view processes include:

- Project documentation, including field team and programmer instructions, specific call regime protocols, and problem escalation procedures
- Sample management practices, including appointment follow up, refusal rate management and call result management
- Survey initiation, including exhaustive testing of the CAPI programme and call result functions
- Observation and validation of interviewing beyond our ISO20252 standards
- Output checking against specifications prior to final data delivery
- Validation of coding
- Maintaining respondent and data confidentiality
- Project review, debriefing and internal feedback procedures
- Professionally briefed in-house by qualified fieldwork managers
- Sampling is monitored and validated
- In field observation of interviewers
- Stimulus materials prepared and checked for consistency



I-view

ONLINE

Interactive Interviewing Services

I-view offers online web capability with trained, full time staff providing programming and sample management. Web based surveys offer greater flexibility to create simple or complex surveys with skip patterns, randomisations, grid-style rating questions, and conjoint-analysis such as discrete choice and paired-choice designs. I-view offers Interactive interviewing methodologies where respondents are invited (linked) to go to a specific URL address hosted by I-view to complete the survey.

Respondents sampled from:

- **Customer List Supplied** - e-mail addresses from client list
- **Random Sampling** - purchasing e-mail list sample
- **MyView Panel members** - pre-stratified and compliant respondents, using a double opt-in recruitment process, ISO 26362 accredited panels
- **Recruitment from web page** - targeted website Intercepts.

Hybrid designs can be used to complement online research:

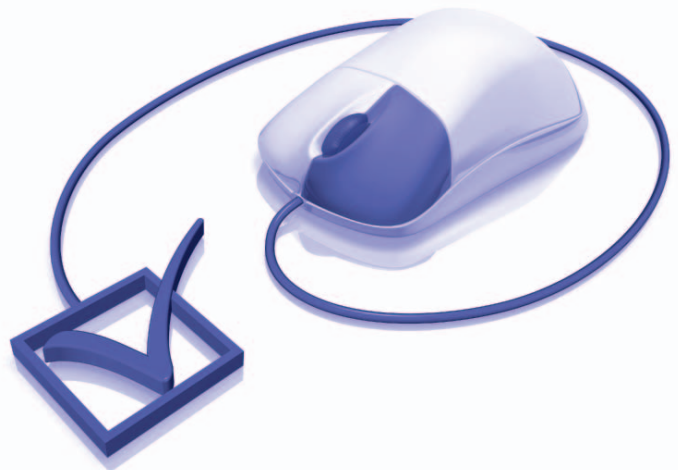
- Phone recruit to collect e-mail address to send invitation to online survey
- Face to Face recruit to collect e-mail address to send invitation to online survey
- E-mail invitation to qualify and recruit respondents to participate in face to face, telephone or qualitative research
- Postal invitation to URL to complete survey online.

Benefits of online data collection

- Faster results
- Reduced cost
- Multimedia capabilities
- Advertising testing online
- Realistic, virtual environments
- Animation
- Global consistency
- Obtaining large sample sizes relatively inexpensively
- New measures that enhance understanding of consumers, such as response times for decision-making
- High-speed access makes it possible for respondents to download larger files more quickly
- Advanced questionnaire design.

The availability of high-speed access makes the Internet a more flexible, sophisticated data collection tool.

The online survey programme can measure respondent's engagement with the survey. We can do real time cleaning of respondents who skim, offer illogical or inconsistent answers or do not complete questions correctly.





see the view

I-view

OMNIBUS

Sharing the cost, keeping the price low

A truly independent national online panel omnibus providing a statistically credible, cost effective solution to our client's market or social research data needs.

SERVICES INCLUDE:

- Assistance with question design and construction
- Logical question placements
- Report Ready Tables and Graphs in Excel, Acrobat and Word
- Variety of data file formats available
- Substantial number of Demographic questions included as a standard in all outputs
- ABS weighting for population estimates
- Fast turn around for results.

Sample Distribution

Sample	Number	Survey	Population
Distribution	Ints	%	Est. %
Melbourne	181	18.1%	18.1%
Rest of Victoria	67	6.7%	6.7%
Sydney	207	20.7%	20.7%
Rest of NSW	123	12.3%	12.3%
Brisbane	88	8.8%	8.8%
Rest of Queensland	110	11%	11%
Adelaide	55	5.5%	5.5%
Rest of South Australia	20	2%	2%
Perth	73	7.3%	7.3%
Rest of Western Australia	26	2.6%	2.6%
Hobart	10	1%	1%
Rest of Tasmania	14	1.4%	1.4%
Canberra and ACT	16	1.6%	1.6%
Northern Territory	10	1%	1%
TOTAL	1000	100.0%	100.0%

Omnibus fees are charged on a per-question basis.

Fees start at \$875 (ex. GST) for a basic yes/no type of question administered to the full sample of n=1,000.

The fee may be increased for:

- complex questions
- images, sound or movie files if included
- open-ended questions or "other specify" options

The fee may be discounted if:

- there are more than four questions
- if questions are included for multiple months
- if a smaller sample size is required (e.g. just one state location or age group)





I-view

QUALITATIVE RECRUITMENT

Tired of seeing the same people?
Want to see fresh respondents?
Then speak to I-view about your next Qualitative study.

I-view's reputation has been built on high volume, complex quantitative studies. These studies are often premised by qualitative research. I-view offers our clients price competitive qualitative recruitment, and in-depth interviewing services to enable clients' one supplier for the entire study's data collection process. You'll work with the same Account Manager every step of the way.

Our in house qualitative recruitment services include screening for eligible participants for focus groups who will actually turn up, in-depth interviews, ethnographic research, workshops, product clinics and on line discussions and groups.

I-view offers fresh and flexible qualitative recruitment services with ISO 20252 recruitment trained interviewers across both telephone and face to face methodologies, and directly via e-mail with our on line panelists. Depending upon your needs and your budget, we have specialist recruiters who are comfortable making cold calls to randomly selected RDD sample, business lists, or client sample. I-view specializes in recruitment from client supplied lists ensuring sample maximization techniques are used to minimize sample loss, particularly where available sample may be limited. Further, we have our On Line panel of 150,000+ active members from which we can recruit for Qualitative research. We can guarantee that you will not see the same face at any of your groups within a six month period.

I-view has undertaken hundreds of qualitative studies across Australia for both the private and public sector.

I-VIEW PROCESSES INCLUDE:

- Computer controlled sequencing within the recruitment questionnaire script including quota control and screening for eligibility
- Collection of screening data from all respondents contacted in a data file at completion of recruitment
- Sampling from Client List, E-mail lists, Business and residential telephone Lists, Random Digit Dialling or our MyView On-Line Panel Members.
- Regular progress reporting tailored to project information requirements
- Languages other than English (LOTE) interviewing capability
- Written invitation and directions sent to recruits prior to the group session
- Confirmation via email or phone of attendees 24 hours prior
- Appointment scheduling and In-depth interviewing capabilities



We've built our offering around what our clients demand.
Try us out on your next Qualitative study.



QUALITY ASSURANCE

QA Statement

I-view Pty Ltd was a founding member of the Interviewer Quality Control Australia (IQCA) scheme and was one of the first companies to become IQCA accredited across all areas of activity. The IQCA scheme has been replaced by ISO 20252 for Market Research which incorporates the principles of the AS4752 standard and IQCA.

I-view has accreditation to ISO 20252 for Market Research, and has a long history of applying the highest levels of quality standards. I-view's online panel, MyView is accredited to ISO 26362 (the International Quality Standard for Online Access Panels) by NCSI. I-view is one of the first companies in Australia to achieve this accreditation. I-view supports the Your Views Count initiative, designed to support both the general public and the research industry in making sure that the public is fully informed about the importance of participating in research, and is able to differentiate between genuine research and telemarketing.



Market &
Social
Research
ISO 20252



CERTIFIED
MARKET & SOCIAL
RESEARCH ACCESS PANEL

ISO 26362

CONTACT US

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