

QUALITY CONTROL AT ENVIRONICS

1.0 Introduction

Environics Research Group Limited is committed to quality control in all phases of research from questionnaire design to preparation and reporting of findings. As members of CAMRO, the Canadian Association of Market Research Organizations, we are guided in our research by the philosophy, objectives and standards established by this industry association of Canada's leading market and social survey research houses. Many of our staff are also members of PMRS, the Professional Marketing Research Society.

The following discusses quality control as it pertains to quantitative research (telephone and postal surveys) and qualitative research (executive interviews and focus groups).

2.0 Questionnaire Design and Pre-test

Questionnaires and interview and focus groups discussion guidelines are designed by senior Environics researchers in close consultation with the client.

Particular attention is paid to designing questionnaires or discussion guidelines which fulfil the information requirements of the client and supply the information according to specifically relevant demographic and socio-economic variables.

If appropriate, questionnaires and discussion guidelines are designed in both French and English.

Telephone Survey Pre-Tests

Telephone questionnaires are pre-tested on samples of 25 eligible respondents, in order to examine the reliability and validity of the items, specifically ensuring:

- o the proper information is being obtained from each question;
- o the questions are appropriate for the method of data collection;
- o the wording of the questions is clear and unambiguous;
- o the ordering of the questions is correct;