

FACILITIES AT ENVIRONICS

Environics Research Group Limited maintains a 40-line central location telephone bank at its Charles Street office in downtown Toronto. All telephone interviewing is conducted from this facility.

Interviews are monitored at all times by Environics' supervisors. All the information that is collected is checked, verified, cleaned, keypunched and coded in-house. Special computer routines are used for coding and analyzing open-ended responses.

Environics is particularly proud of its record of commitment to providing state-of-the-art computer technology for interviewing, data processing and analysis. Environics has purchased and installed two Data General MV2000 minicomputers running the DASH integrated package, which includes data entry, computer assisted telephone interviewing (CATI), coding, tabulation and reporting. The DASH system, designed and sold by Micro Ways of Mississauga, is the most widely accepted system of its type in the Canadian market research industry. The DASH system provides faster turnaround and more accurate data recording than traditional research techniques, particularly when a complex instrument with many skips and subgroups is used.

As well, Environics maintains 14 IBM-compatible microcomputers. Three of these microcomputers are specially equipped to analyze data using the Statistical Package for the Social Science (SPSS) and the Survey System. SPSS offers a wide variety of univariate and multivariate statistical routines, while the Survey System provides banner format crosstabular analyses.