

5.0 Coding

Telephone Surveys

Open-ended items are coded by Environics' full-time coding supervisor and his staff, under the direction of the Principal Investigator. Response categories for open-ended questions are developed in consultation with the client.

Postal Surveys

Coding for postal surveys is conducted as above.

Executive Interviews

Coding may or may not be utilized for qualitative research, depending on the questionnaire design and respondents responses.

Focus Groups

Coding is not utilized for focus group discussions unless quantitative questionnaires are provided at the beginning of the discussion which is often the situation.

6.0 Data Analysis

Quantitative data are analyzed using Environics' in-house computer system.

Telephone Surveys

A full set of banners is provided, using up to 20 socio-economic and demographic variables. Data are produced in machine readable format if requested by the client and a codebook is provided.

Environics' analysts are fully capable of creating new variables which are either collapsed single variables or a logical construction or combination of two or more variables. We have considerable experience in the use of multivariate analyses which locate important connections among variables and help explain the meaning behind findings.

Postal Surveys

Data analysis is conducted as above.

Executive Interviews

Data analysis is not computerized for qualitative research.