

December 2012



DIRECT  
DATA  
ANALYSIS  
LTD

## SURVEY AND RESEARCH SERVICES



We are registered with the Information Commissioner's Office. Data Protection Registration Number: Z3022378

Professional and Affordable. | Direct Data Analysis Ltd

## Our Survey and Research Services

At Direct Data Analysis, we provide the full package for all your customer survey and market research needs, and offer several methods to choose from when undertaking your survey.

We undertake the appropriate research, and design the questionnaire in line with your requirements. We then issue the survey and manage it's data collection. Once the collection process is completed, we analyse the data and provide you with a concise report detailing the survey responses.

We can manage each of these processes in isolation, should you wish to undertake any of the tasks yourself.

### Survey design and research

Successful surveys result from planning, following careful examination of the issue(s) that provided the motivation to undertake the survey in the first place.



### At Direct Data Analysis, we work with you to:

- **Identify your research objectives** - What you want to learn? What problems need to be addressed? How will the information be used?
- **Research the issue (where required)** - Do you want customers opinions of your product, and then compare this with opinions of the product available to the general market?
- **Establish your survey sample** - Who will you interview & how many?
- **Choose your methodology** - How will you undertake the survey (post, email, etc.)?
- **Produce your questionnaire** - What questions need to be asked? What information needs to be obtained to address your research aims?
- **Pilot the questionnaire** - Test the questionnaire prior to issue and amend where required.

## Survey management and data collection

Having produced and tested the questionnaire, the next stage is to distribute it and collect the data.



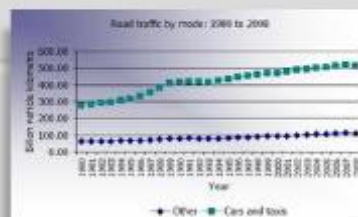
You have completed this survey!  
Thank you for taking the time to answer this survey!

## We can manage this process by:

- **Issuing the questionnaire** via the agreed methodology (postal, email, web, telephone, and spreadsheet).
- **Monitoring quality control procedures**, agreed previously with you. Monitor who is to be interviewed, issue reminders to secure a completed questionnaire, monitor quality control to reduce data errors.
- **Manage collection of completed data.** This process can be automated, or in respect of paper-based surveys, we can arrange pre-paid envelopes or designated questionnaire collection points.

## Data analysis

At this point, the questionnaire completion deadline has been met and we have all the response data. We now conduct analysis on the data in order to provide you with a meaningful report.



## As part of our commitment to produce high quality, tailored analysis, we:

- **Undertake data cleaning** prior to beginning analysis.
- **Use a range of data analysis packages** - SPSS, Access, and Excel.
- **Produce graphs, charts, and tables**, tailored to the complexity of the survey and intended readership of your report.

### Report production

We produce a range of reports. The complexity and detail needed to support the report conclusions, along with the intended audience, will dictate its format.



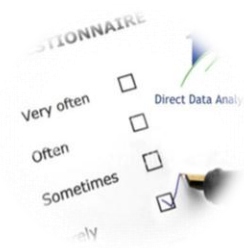
## Our typical report will include:

- **Introduction to the survey** - Executive summary, contents page, background to the data and any research undertaken.
- **Data analysis and results** - Results from the analysis (including charts/graphs) for each area of interest, along with an explanation as to why this is noteworthy.
- **Conclusion** - A summary of the data analysis and results, with an overall conclusion.
- **Appendix** - Usually a copy of the survey questions and any other relevant supporting documents. If research has been undertaken and discussed in the report, a bibliography will also be included.

We can also prepare a powerpoint presentation of the results should this be required.

## Types of survey

At Direct Data Analysis, we offer several methods to choose from when undertaking your survey.



### **Paper-based survey:**

**With a paper-based survey, questionnaires are printed and provided for respondents to complete themselves.**

Questionnaires can be posted, handed to persons at specific locations (e.g. a railway station for a rail users survey, a factory for an employee survey), or left at given locations (e.g. a hotel bedroom for a guest satisfaction survey).

We can provide a range of options for return of completed questionnaires, such as pre-paid envelopes, or sealed envelopes for return to a given location.



### **Email survey:**

**This type of survey is efficient, and low in cost to undertake.**

We produce a self-administered questionnaire which you can either email to your respondents, or provide us with an email list and we will undertake the work on your behalf.

Respondents complete the questionnaire online and then email the completed questionnaire back to ourselves.



## **Web survey:**

**A web survey is ideal if you wish to invite participants from a wide audience to undertake a survey.**

For this type of survey, we produce an online questionnaire and provide you with a website address for users to visit and undertake the survey. You then promote the survey by providing details of the survey and web address via your website, newsletter, product literature, etc.

Data from completed surveys is automatically sent to ourselves for analysis.



## **Telephone survey:**

**Telephone interviewing has become an extremely popular method of collecting survey data.**

The interviewer has to ask the questions to each individual and then record the responses. In order to reduce time and costs to our clients, we provide interviewers with an electronic data collection tool, where they can record client's responses directly into a database.

The downside to this type of survey is that it can be time-consuming to undertake.



### **Face-to-face survey:**

**This type of survey method is well established and has been used for many years. It is adaptable to a wide variety of research situations, and is ideal for exploration of in-depth issues.**

Face-to-face interviews have the advantage that the interviewer is better placed to find the target population to be interviewed. It is ideal for interviews taking place in the home, street, supermarket, etc.

The downside is that this type of survey is time-consuming and expensive to undertake.

**Contact Direct Data Analysis for a free quotation to undertake your next survey or research project.**

Website: [www.direct-data-analysis.co.uk](http://www.direct-data-analysis.co.uk)

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