



MBR RESEARCH METHODOLOGY

Market Beat Research offers four flexible methodologies for our primary market research service;

Research Methodologies

- ✓ CAPI / face-to-face
- ✓ Online / self-completion panel
- ✓ Depth interviews / Focus groups
- ✓ Observation & Inspection

Which methodology is most effective for your research project?

The research methodology is simply the method chosen to acquire the data in the field; in the most efficient way, with the specified quality and within the time and budget available.

The choice of the research methodology will not only impact on the research outcome, but also on the execution time and cost. The appropriate methodology optimises all parameters relative to your business requirements.

Please [contact](#) Market Beat Research to discuss your specific requirements and identify the best research methodology for your project.



CAPI / Face-to-Face Methodology

This methodology provides convenient access to about 70% of the active consumer population in Australia. With CAPI, clients have tight control over the research execution, including the questions, exact sampling frame/target, survey locations and time.

Our trained field team conducts short face-to-face interviews, intercepting the target directly at the point-of-sales [POS] or point-of-promotion [POP].

With CAPI, our researchers use wireless Tablet PCs and PDAs in combination with online questionnaires. Real-time data validation, in-field quota management and bias control reduce the sampling error and the acquisition time. GPS based audit trails and interviewer authentication ensure our clients get the highest quality information at competitive prices.

CAPI - POS intercept:

- Intercept audience directly at POP/POS (out-of-home)
- Sample size less than 600 responses
- Straightforward questions, interview time less than 4 minutes
- Tight control over survey process, incl. database & audit trails

The typical turnaround time of a CAPI survey is about one week from brief to report.



Online / Self-completion Panel

This methodology provides convenient access to a broad cross section of the Australian online population. The permission database includes about 500,000 online buyers from which we select your specified target for the survey. The addressed panellists will receive an online questionnaire that they complete from the comfort of their home or office within the allowed response window. Panellists get rewarded for completing the online interview, independent of their response. Strict statistical sampling controls and registered panel members ensure clients get the highest quality information at competitive prices.

Online / Self-completion:

- Reach audience at home or office
- Sample size greater than 600 responses
- Longer or more complicated questions, interview time up to 30 minutes
- Access to broad cross section of online population in Australia

The typical turnaround time of an online survey is about two weeks from brief to report.



Depth interviews / Focus groups

This methodology provides the highest level of control over the research execution. It involves mostly qualitative (text-based) research and is typically used in two situations; as a pre-survey to focus a subsequent quantitative study on a particular research objective, or as a post-survey to explore the results of a prior study in more depth.

Rather than using face-to-face interviews or online questionnaires a moderator leads a discussion in a small group scenario. The situation, group composition and size is specified in the brief, along with the research area to be explored or the hypotheses to be discerned.

Clients may bring their own moderator or use MBR facilities, including video-taping, qualitative analysis and online reporting to meet their business requirements.

Depth interviews / Focus groups:

- The research objective needs focus or prior findings need more depth
- Sample size is small, typically 20-50 responses
- Explorative questions may be required (qualitative research)
- Complete control over the research process and target audience

The typical turnaround time of a focus group or depth study is up to one month from brief to report.



Observation & Inspection Methodology

This methodology is best suited for situations where the target is to be unaware of the survey being conducted. Consumer behaviour studies often seek to observe the target in their natural environment, without interference. Mystery shoppers, silent passengers and dummy applications for services are popular examples. For privacy reasons, no individuals will be recorded, only time, location, situation and the observation. Inspection is similar to observation. However, the focus is on objects (facilities and processes) rather than subjects (people). Examples include inspecting store premises, advertising locations, customer services procedures, etc.

Both methods use our CAPI equipment in the field. The reports include qualitative and quantitative elements to ensure our clients get the highest quality information at competitive prices.

Observation & Inspection:

- ☑ Observe target in natural environment without interfering
- ☑ Sample size may be small to large, e.g. 100..1000 observations.
- ☑ Behaviour reports combine quantitative and qualitative elements
- ☑ Tight control over location, time and situation

The typical turnaround time of an observation study is about one month from brief to report.