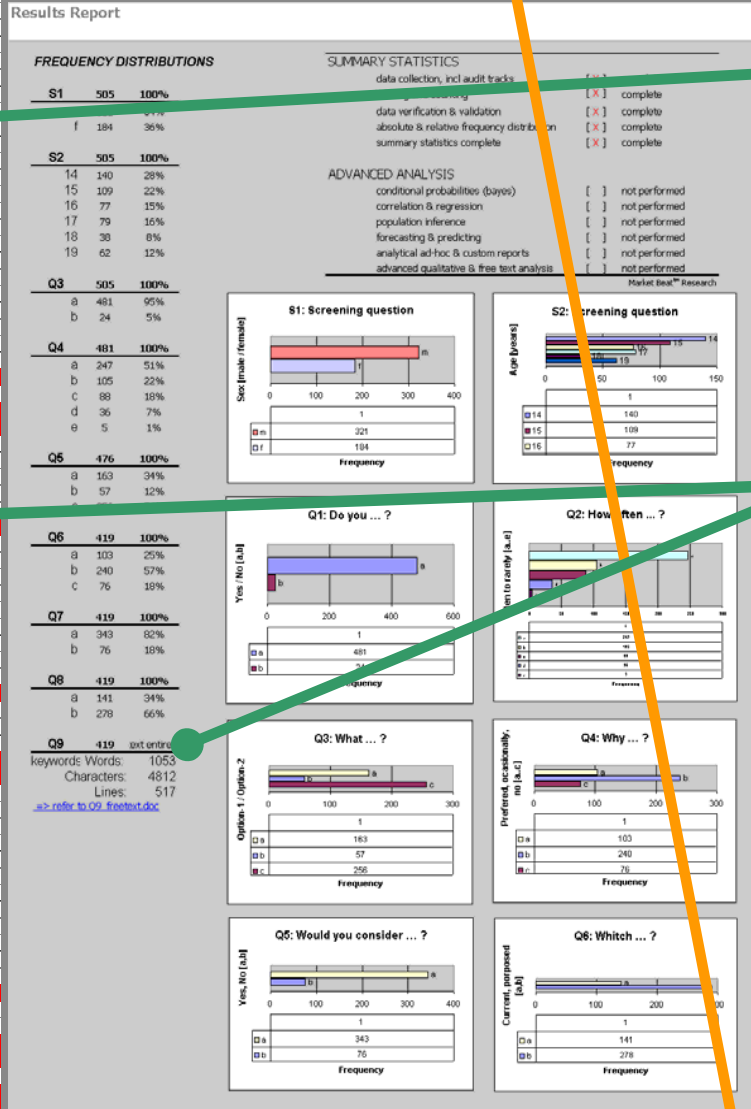


Field Report (raw data)

SAMPLE	SCREENING	QUESTIONNAIRE							AUDIT TRACKS							
		S1 [0,7M/0,3F]	S2 [14-19]	Q1 [a-b]	Q2 [a-e]	Q3 [a-c]	Q4 [a-c]	Q5 [a-b]		Q6 [a-b]	Q7 [text]					
198	f	17	a	a	a	b	a	a	better	1	RID_023	LOCATION_1	WP023_002	230104	09:48	OFL
368	m	14	a	a	c	b	a	a	just like it	1	RID_028	LOCATION_1	WP028_003	230104	09:49	OFL
282	m	14	a	c	a	b	b	a	contains more	1	RID_024	LOCATION_1	WP024_005	230104	09:50	OFL
199	m	16	a	a	a	b	b	a	easy	2	RID_023	LOCATION_1	WP023_002	230104	09:52	OFL
369	m	16	a	a	a	a	a	a	looks doggy	2	RID_028	LOCATION_1	WP028_003	230104	09:55	OFL
200	m	14	a	a	c	a	a	b	looks better	3	RID_023	LOCATION_1	WP023_002	230104	09:56	OFL
283	m	15	a	c	b	a	a	a	don't care	2	RID_024	LOCATION_1	WP024_006	230104	09:58	OFL
201	f	14	a	b	a	b	a	b	it has a pop-up	4	RID_023	LOCATION_1	WP023_002	230104	10:00	OFL
148	m	14	a	b	a	b	a	b	it's nice	1	RID_017	LOCATION_1	WP017_006	230104	10:01	OFL
370	m	14	a	a	c	b	a	a	simple	3	RID_028	LOCATION_1	WP028_003	230104	10:01	OFL
284	m	14	a	c	a	a	b	a	rice	3	RID_024	LOCATION_1	WP024_007	230104	10:03	OFL
202	m	15	a	c	c	b	a	b	looks cooler	5	RID_023	LOCATION_1	WP023_003	230104	10:04	OFL
371	m	15	a	a	a	b	b	a	looks better	4	RID_028	LOCATION_1	WP028_003	230104	10:07	OFL
203	m	14	a	a	a	b	a	b	looks better	6	RID_023	LOCATION_1	WP023_003	230104	10:08	OFL
285	f	15	b							T	RID_024	LOCATION_1	WP024_007	230104	10:10	OFL
149	m	14	a	c	c	a	a	b	all night	2	RID_017	LOCATION_1	WP017_007	230104	10:12	OFL
204	m	14	a	b	c	c	b									
372	m	16	a	a	a	b	a									
205	m	14	a	a	c	b	a									
286	f	17	a	b	c	b	a									
373	m	16	a	a	a	b	a									
1	m	15	a	a	c	a	b									
150	m	14	a	c	a	b	a									
206	m	14	a	c	c	b	a									
374	m	14	a	a	c	b	a									
287	m	14	a	a	c	b	a									
375	m	14	a	c	a	c	b									
207	m	14	a	c	c	b	a									
376	m	16	a	c	a	a	b									
208	m	15	a	a	c	a	b									
288	m	15	a	a	c	b	a									
377	m	18	a	a	a	a	a									
209	m	15	a	b	c	b	a									
151	m	15	a	c	a	b	b									
289	f	15	a	a	c	b	a									
2	m	14	a	d	c	b	a									
378	m	19	a	a	c	a	b									
210	f	14	a	a	c	c	b									
211	f	15	a	a	c	a	a									
290	m	18	a	a	b											
379	f	17	a	c	c	b	a									
3	m	15	a	a	b											
291	f	19	a	a	b											
212	m	15	a	d	c	b	b									
380	f	15	a	a	c	b	a									
4	m	16	a	a	c	b	b									
213	m	15	a	a	c	b	a									
152	m	18	a	d	a											
292	m	15	a	a	b											
381	m	16	a	a	c	b	a									
214	f	14	a	d	c	b	a									
215	f	15	a	a	c	b	a									
382	m	15	a	a	a	c	b									
153	f	17	a	b	c	b	a									
293	m	16	a	c	c	b	a									
383	f	14	a	a	c	b	a									
216	f	15	a	a	c	b	a									
154	f	15	a	a	c	b	a									
217	f	15	a	a	b											
384	f	14	a	c	a	a	a									
294	f	17	a	a	a	a	a									
218	m	16	a	c	a	a	a									
5	m	15	a	a	c	a	a									
385	f	14	a	c	b											
219	f	17	a	a	a	b	a									
295	f	14	a	a	a	b	a									
386	f	14	a	a	c	a	a									
155	m	18	a	b	c	a	b									
220	f	15	a	a	a	a	a									
387	m	15	a	a	a	a	a									
221	f	16	a	b	a	a	a									
6	f	17	a	b	c	b	a									
296	f	14	a	a	b											
388	m	15	a	a	a	a	a									
222	f	15	a	c	c	b	a									
156	m	17	a	a	c	a	b									
389	f	19	b													
297	f	14	a	a	c	a	a									
223	f	15	a	c	c	b	a									
390	f	19	b													
298	f	14	a	b	b											
157	f	14	a	a	a	a	a									
391	m	14	a	d	b											
299	f	17	a	b	b											
7	m	14	a	a	c	b	a	b	pop-top	7	RID_009	LOCATION_1	WP009_021	230104	11:39	OFL



This side of the data report holds the collected responses from the field. In this example, one row represents one interview with two screening questions and seven recorded answers. There are 517 recorded responses, of which 420 were counted as complete. The balance of 97 represents terminated interviews (by design) and incomplete data collection.

All responses are instantly tabulated and counted by the system as raw data arrives from the field. Interviewer-terminated responses are marked with a "T" and a red bar. Incomplete responses are marked with "NC" and a grey bar. While these records are not counted for analysis they are still reported for audit purpose. As a sample is complete the system runs the statistics and generates and reports on overall progress of the survey. Frequent reporting means more control and better efficiency in the field.

392	m	17	a	b	c	a	a	a	smooth	T	25	RID_028	LOCATION_1	WP028_005	230104	11:40	OFL
300	f	14	a	a	b						19	RID_024	LOCATION_1	WP024_009	230104	11:45	OFL
393	f	17	a	b	a	a	a	a	easier to save away		26	RID_028	LOCATION_1	WP028_005	230104	11:45	OFL
79	f	17	a	c	b	a	b	a	don't care		79	RID_009	LOCATION_7	WP009_041	240104	12:02	ONL
113	f	16	a	a	c	a	a	b	doesn't leak easily		13	RID_014	LOCATION_5	WP014_015	240104	12:04	ONL
354	m	19	a	c	c	b	a	b	easy to use		73	RID_024	LOCATION_5	WP024_033	240104	12:07	ONL
498	m	19	a	a	b												
80	f	14	a	c	c	c	a	a									
114	m	16	a	d	a	a	a	a									
499	m	16	a	a	b												
355	m	19	a	a	a	c	b	a									
81	m	15	a	a	c	a	b	a									
115	m	18	a	a	a	b	b	a									
82	f	14	a	b	a	b	a	a									
356	m	18	a	a	c	b	a	a									
500	m	15	a	b	a	c	a	a									
83	f	14	a	b	c	b	a	a									
116	m	15	a	a	b												
357	m	19	a	a	a	b	a	a									
501	m	16	a	b	b												
84	m	16	a	d	a	c	a	a									
117	m	14	a	d	c	a	a	a									
118	m	17	a	a	a	a	a	a									
85	f	15	a	b	c	b	a	a									
119	f	14	a	a	c	c	a	a									
86	f	14	a	c	c	b	a	a									
120	m	16	a	a	c	a	a	a									
87	f	14	a	a	a	b	b	a									
88	m	19	a	d	c	b	a	a									
121	m	16	a	d	c	b	a	a									
89	f	17	a	b	c	b	a	a									
122	m	14	a	d	c	a	a	a									
90	m	15	a	d	a	b	a	a									
123	m	14	a	b	c	c	a	a									
91	m	16	a	b	c	a	b	a									
124	m	15	a	c	a	b	a	a									
92	m	18	a	c	c	b	a	a									
125	m	17	a	c	c	b	a	a									
93	f	14	a	b	c	a	a	a									
94	m	16	a	c	c	b	a	a									
126	m	19	a	d	c	a	b	a									
95	m	14	a	a	c	b	a	a									
127	f	14	a	c	a	c	a	a									
96	f	14	a	d	a	b	a	a									
128	m	15	a	a	c	a	a	a									
97	f	15	b														
98	m	17	a	b	c	b	a	a									
99	f	14	a	c	c	b	a	a									
100	m	16	a	a	c	b	a	a									
502	m	15	a	a	a	b	a	a									
129	f	15	a	a	c	a	a	a									
358	f	17	a	e													
135	m	16	a	a	a	a	a	a									
362	f	17	a	c	c	a	a	a									
136	m	19	a	a	a	b	a	a									
510	m	19	a	c	a	c	b	a									
137	f	17	a	a	c	a	b	a									
511	m	19	a	a	a	c	b	a									
363	f	16	a	c	c	b	a	a									
138	f	16	a	c	c	c	b	a									
512	m	19	a	a	a	a	b	a									
513	m	19	a	c	a	b	a	a									
364																	
139	m	16	a	a	a	a	a	a									
514	m	19	a	a	c	a	a	a									
140	f	18	a	a	c	c	a	a									
365	f	16	a	a	b												
515	m	19	a	a	a	b	a	a									
141	m	19	a	a	c	a	b	a									
516	m	19	b														
517	m	17	b														
142	f	16	a	a	b												
366																	
143	m	19	a	b	c	a	b	a									
144	f	17	a	b	c	a	b	a									
367	m	14	a	a	c	c	a	a									
145	f	15	a	c	c	c	b	a									
146	f	16	a	c	c	a	a	a									
147	m	17	a	c	c	a	b	a									
517	505	505	505	481	476	419	419	419									

Validation & Audit

LOCATION_1

Job Ref No <client.job.ref.no>
 Base Location 2107 Avalon Beach
 Assigned RID_009, 017, 023, 024, 028
 GPS_WP WP[RID]_000 to WP[RID]_062
 GPS MBR-1.1 E 345037, N 6276762
 SAMPLING PLAN sampling_plan_2b.mtr
 EQUIPMENT 3-Umts, GPS(AMG/WGS84), Laptop collection points with HQ-printed visuals (A5)

LOCATION_2

Job Ref No <client.job.ref.no>
 Base Location 2100 Warringah Mall
 Assigned RID_009, 017, 023, 024, 028
 GPS_WP WP[RID]_000 to WP[RID]_062
 GPS MBR-1.1 E 339275, N 6262074
 SAMPLING PLAN sampling_plan_2b.mtr
 EQUIPMENT 3-Umts, GPS(AMG/WGS84), Laptop collection points with HQ-printed visuals (A5)

LOCATION_3

Job Ref No <client.job.ref.no>
 Base Location 2095 Manly Shops
 Assigned RID_009, 017, 023, 024, 028
 GPS_WP WP[RID]_000 to WP[RID]_062
 GPS MBR-1.1 E 341487, N 6259970
 SAMPLING PLAN sampling_plan_2b.mtr
 EQUIPMENT 3-Umts, GPS(AMG/WGS84), Laptop collection points with HQ-printed visuals (A5)

LOCATION_4

Job Ref No <client.job.ref.no>
 Base Location 2070 Lindfield Station
 Assigned RID_023
 GPS_WP WP[RID]_000 to WP[RID]_062
 GPS MBR-1.1 E 330253, N 6261072
 SAMPLING PLAN sampling_plan_2b.mtr
 EQUIPMENT 3-Umts, GPS(AMG/WGS84), Laptop collection points with HQ-printed visuals (A5)

LOCATION_5

Job Ref No <client.job.ref.no>
 Base Location 2000 Central Station (BDO)
 Assigned RID_014, 024, 031
 GPS_WP WP[RID]_000 to WP[RID]_062
 GPS MBR-1.1 E 333727, N6249996
 SAMPLING PLAN sampling_plan_2b.mtr
 EQUIPMENT 3-Umts, GPS(AMG/WGS84), Tablet-PCs with web-form & digital creatives, no sound.

LOCATION_6

Job Ref No <client.job.ref.no>
 Base Location 2000 Town Hall (BDO)
 Assigned RID_014, 024, 031
 GPS_WP WP[RID]_000 to WP[RID]_062
 GPS MBR-1.1 E 334095, N 6250218
 SAMPLING PLAN sampling_plan_2b.mtr
 EQUIPMENT 3-Umts, GPS(AMG/WGS84), Tablet-PCs with web-form & digital creatives, no sound.

LOCATION_7

Job Ref No <client.job.ref.no>
 Base Location 2154 Castle Hill Towers
 Assigned RID_009
 GPS_WP WP[RID]_000 to WP[RID]_062
 GPS MBR-1.1 E 315117, N 6265750
 SAMPLING PLAN sampling_plan_2b.mtr
 EQUIPMENT 3-Umts, GPS(AMG/WGS84), Tablet-PCs with web-form & digital creatives, no sound.

LOCATION_8

Job Ref No <client.job.ref.no>
 Base Location 2067 Chatswood Chase
 Assigned RID_023
 GPS_WP WP[RID]_000 to WP[RID]_062
 GPS MBR-1.1 E 331959, N 6259962
 SAMPLING PLAN sampling_plan_2b.mtr
 EQUIPMENT 3-Umts, GPS(AMG/WGS84), Tablet-PCs with web-form & digital creatives, no sound.

Response Audit

GPS / Time Stamps

DATA VALIDATION

Field Report <client.job.ref> GRP1

AUDIT TRACKS

Field Report <client.job.ref> GRP2

This side of the report holds the audit-track information as reported from the collection devices in the field. For each collected response (interview, observation, etc) the system records the date & time and exact GPS location, along with the researcher's identification and status information.

The data validation and audit report provides a transparent and current picture of the progress of the survey in the field.

Real-time data validation prompts the researcher instantly if the collected responses are incomplete or develop a bias away from the brief, so he/she can address the problem while still in the field.

For audit purpose all recorded data is reported to the client, including breaks and location changes of each researcher at any time during the survey.

TOTAL	85 INTERVIEWS TERMINATED
TOTAL	12 RESPONSES INCOMPLETE
TOTAL	97 RESPONSES NOT COUNTED
TOTAL	517 RESPONSES COLLECTED
TOTAL	420 VALID RESPONSES COUNTED