



## METHODS



Perfectly programmed surveys at any location

## INNOFACT Face-to-Face Surveys with Tablets

In addition to the classic face-to-face interviews using paper & pencil, **INNOFACT** also offers personal interviews with tablets.

Easier project management, faster delivery of results, enabling more complex study designs, better response and data quality, the ability to display product images, advertisements or TV spots and a modern appearance of the interviewers are just some of the advantages of this survey method.

Clients from various industries have been relying on the proven **INNOFACT face-to-face surveys with tablets** for years. In this way, they secure decisive advantages in highly competitive markets.

## METHODS

Face to Face  
with Tablets



## Classical fieldwork at the highest level

In these innovative face-to-face surveys, **INNOFACT** presents the questionnaire in a programmed version on tablets. It is also possible to display media content or let the respondents enter the answers themselves.

The interviews at **INNOFACT** are conducted by experienced interviewers who are individually trained for the specific project. This guarantees high quality and absolute comparability of the interviews even across several locations.

The interviews on the tablets can be conducted using mobile data or offline.

- Increasing the response quality, e.g. by rotating the response options (counteracts sequence effects).
- Avoid errors when entering paper questionnaires into the evaluation software.
- Increased willingness to participate through the use of modern survey tools.
- Realization of implicit surveys within the framework of a face-to-face survey (e.g. control and recording of response time, rapid display of logos, items, etc.).
- Problem-free integration of visuals.

## Advantages of tablet pc surveys

- Survey data is recorded immediately and is available in real time for evaluation and quality control.
- Simple control of possible quota specifications and filter questions during the survey.
- Details such as interview length and time are automatically tracked.
- Changes to the questionnaire can be made until shortly before the field start or, if necessary, during the current survey (with online connection).
- Easier handling for interviewers (handling and dispatch of paper questionnaires is no longer necessary).



Foto: Fotolia.de