

Info Sapiens

safe research during quarantine



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Telephone interviews (CATI)



*Cost from UAH 38 400 incl. VAT for 400 interviews with a 5% margin of error
Every month Info Sapiens conducts about 10,000 telephone interviews.*

Method's advantages

- Getting results in 3-5 days
- All interviewers work remotely in a virtual studio, which provides random number generation, real-time control and recording of all interviews
- Ability to conduct polls in particular regions and cities with a population of 100,000+
- Compared to *personal interviews*: real time control and absence of a possibility of falsification; higher reach of wealthy and active population strata; lower cost and shorter terms

Method's disadvantages

- Not recommended for interviews longer than 35 minutes
- No possibility to demonstrate visual materials



95% of the population uses mobile communications. Usage of statistical weighing allows the CATI data to correspond to the data collected by personal interviews.

Omnibus



The cost of 1 question - from UAH 4635 incl. VAT

Every month Info Sapiens conducts a nationally representative Omnibus with a sample of 1,000 respondents through interviews conducted at home of a respondent. In April, the Omnibus will be conducted via telephone interview with calls to mobile numbers

Method's advantages

- Tracking of dynamics
- Absence of defining poll topic that eliminates bias or 'leaning' towards interested respondents
- Low cost with a small number of questions: the price is set in proportion to the number of questions
- Socio-demographic data is added for free

Method's disadvantages

- Duration
- Dependence on the set schedule (see the schedule at sapiens.com.ua/ua/omnibus)



Online Focus Group Discussions (FGDs)



Cost from UAH 25 440 incl. VAT for one FGD, but the more FGDs, the lower the cost of each one is. Every month Info Sapiens conducts about 40 FGDs

Method's advantages

Method's disadvantages

- Reliable method for quality research of all population groups, including difficult-to-reach groups (by consumption profile, lifestyle, occupational profile, etc.)
- Can be carried out both in big cities and in villages; the method is well suited for testing audiovisual products, IT tests
- There is a technical possibility to ensure non-included monitoring for a Client, simultaneous translation
- *Compared to offline FGD*: people from different cities and countries can be gathered, it's easier to recruit busy people or people who can't visit the group for any reason; it is easier for respondents to express themselves (reduced risk of disapproval by a group); lower influence of a leader, who is willing to answer more than others - easier for the moderator to work with hyperactive respondents
- Not suitable for sensitive questions that respondents do not agree to discuss in a group discussion - in such cases, we recommend in-depth interviews
- *Compared to offline FGD*: it is more difficult for the moderator to keep track of non-verbal communication and there is a possibility of less involvement in the discussion, but our experienced professionals will handle these challenges; less spontaneous and more thoughtful answers are possible



Group dynamic:
It can be both a negative and a positive factor

Online polls



*Cost from UAH 30 000 incl. VAT for 400 interviews with a margin of error of 5%
Every month Info Sapiens conducts about 5,000 online interviews.*

Method's advantages

- Getting results in 2-3 days
- Reliable method for interviewing urban population under 55, also a good method for testing audiovisual products
- The panel used by Info Sapiens has 34,000 participants, randomly recruited offline (mostly) or via Google
- The lowest cost among all methods
- Ability to conduct research according to the bases (both emails and mobile phones - through messengers) of a Client

Method's disadvantages

- Lower reach of socially passive and uneducated population strata



Data processing and programming of questionnaires for Client`s own poll



Cost of programming the questionnaire and preparing the data set from UAH 14 incl. VAT for 1 questionnaire

We provide such services:

- Creation or revision of Client`s questionnaire
- Programming of Client`s questionnaire and preparation of links for Client`s mailing (the mailing can also be done by Info Sapiens specialists to email or messengers)
- Preparation of a dataset and tables for Client (additional types of analysis can be carried out: regression, segmentation, factor analysis, conjoint, Gabor Granger analysis, etc.)
- Preparation of analytical reports

