Fieldwork & Tabulation Company

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Fieldwork companies deal with data collection only; this can be done using interviewers (e.g. on-street interviewing or in-store interviewing) or interviewers who work within a telephone unit.
The tabulation element is the next stage of the project. After the data has been collected it needs to be verified, checked, processed and tabulated (producing computer tables showing the data generated by the survey) so that it can be analysed by the researcher.
Some companies offer both elements whilst others specialise in either discipline. If you choose this option then obviously you will need to undertake the other parts of the project yourself (the project design, the management, analysis, interpretation and reporting) or you could commission the help of a freelancer.Â Â Â Â
These types of organisations should also be members of the MRS. In addition, you should also make sure that any interviewers used are IQCS registered (ensures certain standards of quality).

If you are looking for a supplier to help with your market research projectÂ have a look at our directory of research companies, it can be found be clicking here: research directoryDJS Research Ltd: Market Research UKÂ Â

Other DJS Sites: Customer Satisfaction Survey ::Â Business to Business Market ResearchÂ :: International Market Research :: Marketing Research CompanyÂ :: Industrial Market ResearchÂ :: Branding ResearchÂ :: Qualitative ResearchÂ :: Online Market ResearchÂ :: Market Research ManchesterÂ :: Market Research Agencies