



ISRA Omnibus Study

Your cost-effective path to an insightful 2025 start.

Methodological Considerations



Q4 2024



CAWI,
self-completed,
via online panel



Representative
sample for urban area
based on quotas for:
gender, age & regions



Adult consumers, urban
(either total or 50k+),
depending on included
beneficiaries

Q1 2025



Eyes on the prize, our focus is data quality!

Data quality is mainly achieved by 2 strategies: **USER FRIENDLY** interface & **RIGOROUS CONTROL**.

- Tailoring the link in a **simple & interactive** way by keeping respondents **focused & involved**.
- **Piloting** the survey is an important step towards success. We always start by **soft-launching** the study (among a couple dozens respondents), in order to make sure that all questions are accurately understood. This also enables us to make adjustments and increase the overall value of the instrument.
- **Constant quotas monitoring** during data collection for demographic segments & other sample structure attributes (depending on project particularities);
- Our quality checks include, but are not limited to: data **outliers**, **trap** questions, **honeypot** questions.
- Validate the **logic** of the answers in questionnaire **flow**, data **correlations**, and **patterned responses**
- Verify the respondents with **length of interview** significantly lower than the average;
- Check for the quality and **relevance of spontaneous answers** - numeric or string;



10% off

We are always glad to partner up with new clients
and to offer continuous support.

Early enrollment during Q4 2024 & Q1 2025 in
ISRA Omnibus Study is rewarded with 10% discount.

Please contact us for more details:

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The offer is valid until February 8, 2025 - once per year, Q4 2024 and Q1 2025, for each company (research buyer) that attended the ESOMAR Connect event in Bucharest, November 7, 2024.