



Field and Tabulation Services

Although there is significant interest in new data collection technologies, over 90% of data collection in South Africa is still conducted using traditional face-to-face and telephone interviewing. Ask Afrika still investing heavily in these methods as they often provide the only means to reach a representative sample of South Africans.

Area stratified probability sampling is still the golden standard to achieve a high quality representative sample of South Africans. Our preferred approach is to focus on sampling at an enumerator area level as it can be shown that drawing samples at smaller units results in higher precision levels.

From a telephone sampling perspective we have pioneered the use of random digit dialling methods to achieve representative sample of various target markets. In addition to probability sampling methods we also offer a full range on non-probability sampling methods that our field teams have expertise in executing.

Ask Afrika offer a full range of data collection expertise across the continent.

Africa

Our unique way of managing data collection is now available throughout the African continent. We have collected data from the mountainous Lesotho to the war torn South Sudan to the populous giant Nigeria and therefore understand the logistical and cultural factors that need to be managed to produce high quality data in this largely under-research countries.

Face-to-face interviewing

Currently Ask Afrika's capacity stands at over 500 interviewers in all parts of South Africa trained to administer personal interviews on tablets and laptops in all vernacular languages.

In addition to probability surveys the field team has extensive experience in the following methodologies: quota sampling, central location testing, focus group recruitment, intercept interviewing, product and diary placement and pick up, mystery and video mystery shopping.

Data scanning

To circumvent human data capturing errors, Ask Afrika makes use of a high speed optical scanning solution to capture paper questionnaires, diaries or forms.

This solution limits the risk of error by enabling paper based interviews to be scanned directly into a database via high speed scanners. The system automatically processes the data via Optical Character Recognition software which is then verified against the paper records by our verification team.

CATI

Our centralised call centre, established in 1998 was one of the first of its kind in South Africa and continues to be a leader in high quality computer aided telephone interviewing. With all interviews recorded you have the assurance that your customers are treated with the utmost respect and that interviews are conducted to the highest scientific standards.



Tabulation

Our team of experienced statisticians will script the surveys in one of our digital platforms ensuring that all the necessary routing, randomisation of questions and coding is done to your specific requirements.

The data is extracted on a regular basis and statistical and logical checks performed to ensure that highest quality of data is delivered. Data can be made available in a variety of formats from SPSS to binary ASCII. Should it be required charting in PowerPoint or in E-Tabs is also available.

Localisation of content

For our foreign clients our Client Services team can advise on the best data collection and sampling methodology for your survey.

They will also assist with the localisation of the questionnaire and alert you to any local customs and traditions that might have relevance for your research.

Benefits

- High quality bespoke data collection
- Fast turnaround time
- Localisation of surveys for foreign clients
- Cost effective
- Continent wide.

This product will appeal to:

- International research companies looking for a high quality field partner
- Research departments with a strong research team looking to for a credible data collection partner

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