

F2RA™ Survey Methodology

- Extensive, consultation with our client to determine intentions, information requirements and intended use of data and analysis. ***Ensures purpose and usage of survey is understood.***
- Glevum Senior Research Scientist (PhD in Survey Methodology) leads effort to design and approve each research instrument and sampling plan. ***Ensures higher standards than those provided by vendors alone.***
- Extensive qualitative research is undertaken to ensure that all questions are operationally focused and culturally appropriate. ***Ensures the right culturally appropriate questions will be asked and understood.***
- Additional input provided by highly experienced and carefully selected field research partners and vendors with years of in-country experience. ***Exploits proven expertise and additional local knowledge.***
- All collected data is independently reviewed for anomalies, falsification and other errors in fielding. ***Ensures research integrity.***
- Methods report, sample plan, instrument and source data provided to client only. ***Protects client and identity of interviewers/respondents***