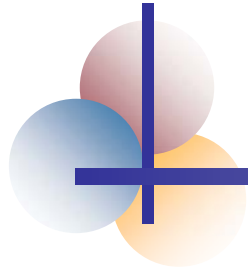


# Mareco Index Bosnia

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CATI

Computer Assisted Telephone Interviewing



# Introduction

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## *International membership*

- Gallup International
- Taylor Nelson Sofres - TNS Group
- WAPOR (World Association of Public Opinion)
- ESOMAR (European Society for Opinion and Marketing Research)

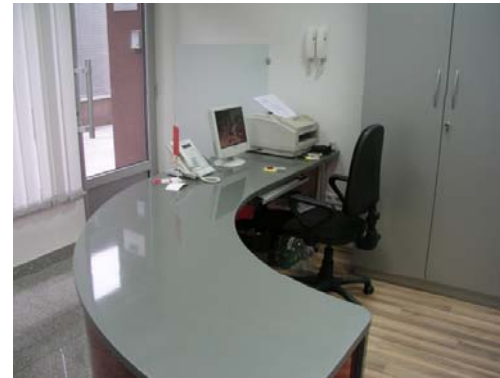
## □ CATI Department

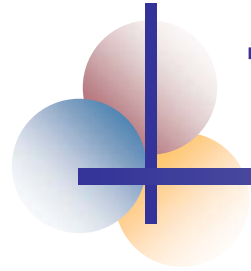
### ✓ Offers:

- possibility of continuous daily monitoring research themes (market, public opinion, media ...);
- representative sample by population, gender, nationality, education, working status;
- insight in all sphere of social life;
- participation of more clients in one research;
- Real-time supervision...and much more!

# Technical capabilities

- Great, new, modern equipped CATI center





# Technical capabilities

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- High end hardware
  - ✓ 13 CATI working stations
  - ✓ All-time video control
  - ✓ All-time audio control
  
- High standards specialized software
  - ✓ Web supported CATI software
  - ✓ Many possibilities
  - ✓ Possibility to combine CATI, CAPI, CAWI research



# Staff capabilities

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- Highly qualified staff
  - ✓ 2 senior staff members
  - ✓ 20 junior staff members
  
- All research conducted by MIB are made in new, modern and technically equipped CATI office, where from MIB can give its clients fast and inexpensive information taken from citizens; interviewed in whole Bosnia and Herzegovina.
  
- Staff covers all phases of research from:
  - ✓ Consulting
  - ✓ Sample design
  - ✓ Telephone interviewing
  - ✓ Execution of reports
  - ✓ Presentation of results.