

knowledge

quantitative research

By incorporating qualitative & quantitative fieldwork Acumen has built up an extensive range of experience across a wide variety of sectors. Our clients benefit from our knowledge and diversity, and we are able to provide field based insight into the key issues of our projects to ensure the success of the research.

Acumen Fieldwork has completed numerous quantitative projects for a variety of clients since they were established in 2005. We pride ourselves on offering our clients an efficient and smooth service, using our national network of trained supervisors and interviewers to help us ensure achievement and the quotas required on every project.

We believe in being on brief, on budget and on time, every time!

Research services:

- Exit Interviews
- Online Panels
- In House CATI Unit
- Hall Tests
- Mystery Shopping
- Postal Surveys
- Face to Face Recruitment / Interviewing
- Telephone Recruitment / Interviewing
- Face to Face Panels
- Door to Door
- On Street Interviews
- In Store Interviews

Market sectors covered to date:

- Toiletries / Beauty products
- NHS
- Trades Industry / DIY
- Travel / Tourism
- Education / Training
- Drinks
- Government / Local Authority
- FMCG
- Fashion / Clothing
- Transport
- Housing / Local Community
- Automotive
- Environmental
- Medical
- Pharmaceutical
- Public Services / Utilities
- Telecommunications

Quality

Acumen is serious about quality. Our quality control processes ensures our fieldwork is always of a high standard. Our excellent project management means we aim to identify a problem before it is a problem, and keep our clients informed at every stage of a project. Acumen adheres to MRS quality guidelines and is an MRS company partner.

