



Background to Capibus

Ipsos MORI's weekly face-to-face omnibus, *Capibus*, is well-established; it was launched in 1992 and was the **first omnibus** of its kind to use 'computer assisted personal interviewing' (CAPI) to administer the questionnaire. This new approach instantly improved the quality and accuracy of the information collected and has become a quality standard in the omnibus industry worldwide.

Capibus is run every week with fieldwork lasting one week in total. The length of time allocated to complete Ipsos MORI's omnibus, combined with the *Capibus* interviewing style of completing the survey **in home** instead of the on the doorstep, or in a hall, ensures that interviewers spend time with the respondents, building a rapport. This in turn engages respondents and fundamentally improves the quality of responses.

The key advantages that *Capibus* has over other face-to-face omnibus surveys are available in Britain is the high quality sample design which incorporates a range of variables to ensure a robust, representative and consistent sample is achieved on a weekly basis. Factored in to the design is the larger number of sampling points to underpin coverage, the week's fieldwork allocated to the interviewing period and the interviewing style. Our demographics are also designed to enhance any research required by both our public and private sector clients - to do this we are pleased to be able to offer a comprehensive list of more than 30 demographics free of charge.

Capibus therefore provides you with **considerable flexibility** and means that we have no problem whatsoever in running tracker questions when required nor ad hoc needs as and when they may potentially arise.

The Sample

Capibus uses a unique and rigorous sampling method - a controlled form of random location sampling (known as 'random locale', a dual stage sampling design). Ipsos MORI uses a control method applied to field region and sub-region over a robust number of sample points (typically 155-180) to ensure we get a good geographical spread. We then set our interviewer quotas for sex, age, working status and tenure to ensure our sample is nationally representative - we use the CACI ACORN geo-demographic system in the selection process.

The use of ACORN ensures all types of area are fully represented and that selection of respondents is largely taken out of the hands of the interviewers, helping to eliminate any possible bias in the sample caused by interviewing people all with the same background.

On Ipsos MORI Face-to-Face Omnibus the interviewer is required to achieve interviews with respondents from a small set of homogenous streets, selected with probability proportional to population after stratification by ACORN characteristics and region





Because the sampling process is repeated every week, the Capibus sample is matched wave on wave, making it ideal for taking successive measurements on the same issue so there should be no concerns about running questions over a number of weeks.

Ipsos MORI's reputation has largely been built on our high-profile political and other opinion research over several decades. We have a strong image among the public, the media and other key opinion formers for conducting rigorous, independent research to high standards. As a result, we do believe that the Ipsos MORI name adds value to the research projects we conduct and assists significantly in maximising response rates and in the publication and dissemination of findings.

Quality Plan

There are dozens of quality issues which make the difference between robust and unreliable data. These will have a direct impact on your ability to make the right decisions with confidence and to maximise the value of the resources you invest in the research you have in mind.

Ipsos MORI can guarantee securing robust data because we have to undergo stringent independent audits of our quality systems. As a result, we have a proven record on **quality and industry leadership** in this area. Our clients tell us that this is what sets us apart from other agencies and this is upheld by our record in terms of independent assessments.

MRS Company Partnership - In 2005 we were the first market research company to sign our organisation up to the rigours of the Market Research Society (MRS) Code. With the increasing importance of self-regulation, we wanted to be at the forefront of supporting the ethics and quality of our industry by applying the industry's professional Code to our entire organisation including all our interviewers. Previous to this, the Code applied solely to individuals who are members.

There are now over 350 MRS company partners who have followed our lead.

In 1996, MORI became **one of just two** companies to achieve accreditation under MRQSA (Market Research Quality Standards Association). This sets out minimum standards for each stage of a market research project and is designed to enable accredited companies to provide a superior service to their clients. We have passed a series of inspections since then with flying colours.

We are also a member of the Market Research Society and ESOMAR (the European Society for Opinion and Marketing Research), and as such, adhere to their Codes of Conduct.

Ipsos MORI was the **first company in the world** to gain ISO 20252:2006 accreditation - the international market research specific standard that supersedes BS 7911 / MRQSA and incorporates IQCS (Interviewer Quality Control Scheme); it covers the five stages of a Market Research project.

ISO 27001:2005 - International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos MORI was the **first research company in the UK** to be awarded this in August 2008.

