



# Fieldwork Solutions

Face-to-face interviews remain an essential part of the research toolkit. Amárach's fieldwork solutions extend beyond the traditional clipboard in the street. Our national team of field researchers covers Ireland in person and by telephone through our call centre, taking the pain out of data collection for you. Let our ISO quality services solve your research needs.

**amárach**   
research

# Case Study: Fieldwork

## An Garda Síochána

### Customer Requirement:

to gather public attitudes relating to awareness and effectiveness of Garda communications, perceptions of crime, satisfaction with Garda contact, views of the organisation and improvements.

### Research Methodology:

a nationally representative face to face survey of members of the public, conducted monthly across pre-defined sampling points nationally

### Organisation Impact:

this is a mechanism to benchmark and assess progress against objectives set out for the organisation and inform future targets set both by the organisation and external oversight bodies such as the Policing Authority

## Amárach's Fieldwork Solutions:

- Telephone and face to face interviewing, in home and on street using mobile GPS enabled tablets
- Exit surveys and footfall counts, such as stores, shopping centres, banks, stations, forecourts
- Events & stadium surveys, on site
- Hall tests, accompanied shops, observations & ethnography, in-home product placement & testing
- Focus group and in-depth recruitment and moderation
- B2B interviewing, including recruitment, appointment setting and facilitation

Clients for our fieldwork research solutions have included:



Read our  
**'Seven Reasons to use Amárach':**  
<https://amarach.com/>

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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