

GfK Quantitative Research Department CAPI (Computer Assisted Personal Interview) IN HOME



GfK Now, besides our central location methodology, we are also doing **CAPI IN-HOME** interviews **all around the country**.

GfK Each area is well equipped with new, professional laptops and specialized interviewers that are **professionally trained** for doing CAPI in the respondents' home .



ADVANTAGES:

GfK The respondents perceived it as safe and trustful. No barriers like trusting the interviewer are present. Also the respondent feels better in its own home, he/she can be himself in the environment that he/she knows best.

GfK Time efficient: we can **save time** (up to 20%) and skip some of the steps like data introduction, so we can **deliver** the final **data faster**.

GfK The software also allows a very precise control of all interviews by automatically memorizing various details (eg: questionnaire length).

GfK It opens a wide area of possibilities: we can include in our script pictures, commercials, small videos that can be evaluated by the respondent.