



RELIABLE DATA FOR DECISIONS THAT MATTER

Rating Group is a Ukrainian research agency that is trusted by international organizations, governments, and business since 2008

www.ratinggroup.ua

RELIABLE RESEARCH PARTNER

We conduct sociological research in Ukraine and abroad with high standards and help international organizations, NGOs, government institutions, and businesses understand the society better.

The company is a member of the world's leading professional associations ISSP, ESOMAR, WAPOR, ISA, and SAU.

2008

founding year

200 000+

interviews per year

300+

interviewers in Ukraine

OUR OWN RESEARCH INFRASTRUCTURE

- own Rating Call Center
- Rating Online digital survey platform
- Rating Lab social research laboratory
- innovative methods of data collection and original metrics
- full quality control on all stages of research



RAPID DELIVERY. RELIABLE DATA

We combine **fast delivery** and **representativeness**.

High standards of data collection allow our clients to make **accurate, grounded, and timely decisions**.

EVERY CLIENT WILL FIND THEIR OWN TYPE OF RESEARCH.

CAPI collective insight sessions
key informants interview CATI longitude SBC
rapid assessment metrics midline KAP
FGD MHPSS monitoring & evaluation
segmentation ^{endline} tracking CAWI dynamic
baseline **public opinion survey**
perception survey IDI mixed methods

WE'VE GOT IT COVERED.

adaptation development of recruit content

translation preparation of transcripts

QA data analysis data processing

data coding statistical weights calculation

induction of qualitative data extracts **visualization**

data cross-validation questionnaire programming

sample design

HOW WE COLLECT DATA: INSTRUMENTS



Telephone survey (CATI)

Surveys conducted by our own call center with up to 1,000 interviews per day. Find out the audience's views in the shortest possible time.



Face-to-face surveys (CAPI)

Face-to-face surveys using tablets. A classic sociological method offering reliability and confidentiality.



Online survey (CAWI)

Respondents receive an online questionnaire and fill it out themselves. Honest answers and fast data collection.



Focus group discussions

Structured group discussion (8-12 participants) with a moderator. An effective method when you need to analyze a range of opinions.



In-depth interviews

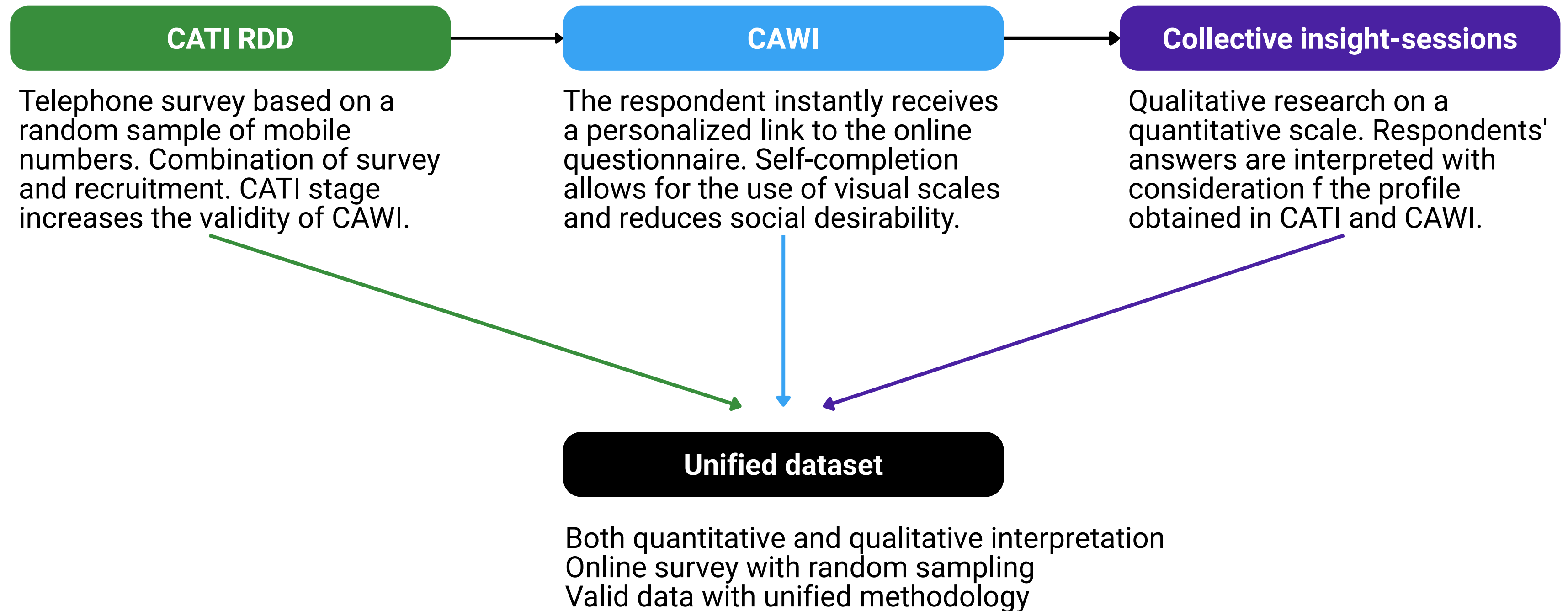
A detailed, extensive conversation with an interviewer. This method is used when you need to deeply understand a person's views and experiences.



Mixed methods

Combine different tools to collect the most informative research data.

UNIFIED DIGITAL ARCHITECTURE OF COMBINED RESEARCH





3

R

Data collection principles

Random sampling

Representative data

Respondent-friendly

YOU RECEIVE

Reliable data

representative data & quality control

Representative audience data

we select respondents from a specific audience with statistical representativeness of the data

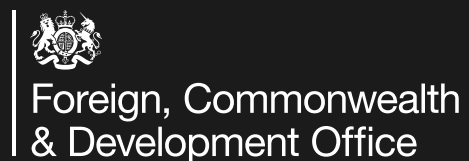
Interpretation & insights

what the numbers mean, where the key differences between groups are

Report & visualization

ready for presentations, reporting, and planning

WE ARE TRUSTED BY



Voluntās



dixi

BALTIC SURVEYS
The Gallup Organization



Yale



100+ government & international partners



LET'S DISCUSS YOUR RESEARCH REQUEST



www.ratinggroup.ua