



SURVEY SAMPLER™ ©

www.surveysampler.co.za

Give your business the competitive edge and improve your surveys the affordable way with **Survey Sampler™ ©**

Overview:

Gathering information about consumers' needs and preferences forms the foundation of any consumer centric industry. This highlights the importance of relevant, consistent and comparable information solutions, essential to all market research studies. **Survey Sampler™ ©** is the first of its kind, enabling management of your sampling process **anytime, anywhere**.

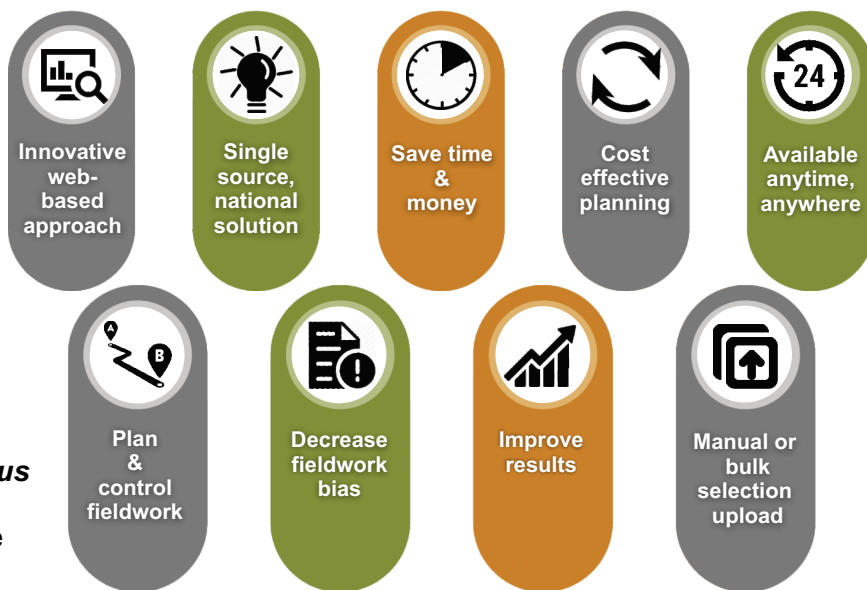


Key Benefits:

A market research survey can help you understand several aspects of your target market, thus allowing you to improve the quality of your decisions.

With **GEOTERRA**IMAGE's unique datasets and expert knowledge, we provide the market research industry with national, up-to-date, industry specific insights and solutions.

Our unique, **16+ million classified building structures** from the **Building Census** dataset forms the foundation of the web platform. This ensures a precise and accurate selection of sampling points.



Unique Features:

- Provides flexibility and support for **any random sample design**.
- Access to the **most up-to-date sampling frame**.
- Supports a **variety of selectable geographical administrative spatial boundaries**.
- Offers a **user-friendly environment**.
- **Upload pre-selected** administrative boundary areas.
- Select from pre-defined **residential dwelling types**.
- **Non-residential unit types** are also available for selection, e.g. Commercial, Schools, Hospitals etc.
- Specify the number of **sampling units (points) and / or oversampling units (points)**.
- **Download** selected points with **GPS Coordinates and Land Use** type as a csv file.
- Automatically generated maps (**for each sample site**) can be downloaded as .pdf or jpeg