

72% pass rate for SAMRA fieldworker accreditation

SAMRA has reported that of the 845 fieldworkers/interviewers who wrote the accreditation test in May and June 2006, 72% have been awarded a one-year SAMRA fieldworker membership, and 10% a six-month membership. The written tests examined industry related skills and knowledge in order to obtain membership in the fieldworker category and thus be issued with an official SAMRA identification badge.

These ID badges will assist interviewers in gaining access to properties and securing interviews.

SAMRA believes that the marketing research industry needs to be constantly mindful of the importance of fieldworkers/interviewers, as they form the platform on which the marketing research offering is based, and since 2005, SAMRA has been working towards accreditation for fieldworkers/interviewers.

SAMRA plans to provide regular opportunities for taking tests, and is currently investigating the development of various levels of complexity, and an electronic test administration process that will improve relevance and convenience.

The overall results achieved were as follows:

Mark achieved	% interviewers	Membership result
75% and higher	72.31%	1 year SAMRA fieldworker membership
70% - 74%	10.06%	6 months SAMRA fieldworker membership
69% and lower	17.63%	No SAMRA fieldworker membership at this time

Fieldworkers/interviewers who achieved less than 70% will be required to take the test again once they have been retrained.

In thanking all of the organisations that supported this initiative, SAMRA Fieldworkers forum chair, Lucy Plaskitt, says, "These organisations have made a significant contribution to the quality of marketing research interviewing by acknowledging the competence of interviewers in the field and making it easier for them to secure interviews."

The tests were conducted at sites in Johannesburg, Bloemfontein, Durban, Port Elizabeth, Cape Town, Pretoria and East London.

For more information about the SAMRA Fieldworkers Forum, or about the testing process, visit www.samra.co.za.