



®

Investigaciones
Sociales Aplicadas S.C.

BUSINESS CURRICULUM

www.isa.org.mx

Last Updated: January, 2008



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Our logo: The arrow crossing the apple

Our motto: Accuracy and fortitude

Guillermo Tell. Legendary Swiss hero who symbolizes the struggle for political freedom and individual. The historical existence Tell is discussed. According to popular legend, was a farmer from Brürglen, in the canton of Uri, who at the beginning of the XIV challenged the authority Austrian, being forced to shoot an apple placed on the head of his son. He was arrested for endangering the life of the ruler, who then saved way to prison, after escape and finally kill him in an ambush. These events encouraged the population to rise up against the Austrian government to achieve its independence.

Based on: *The New Encyclopaedia Britannica*, Micropaedia, Vol. 11, p. 618. 15th. Edition, 1994.

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Investigaciones Sociales Aplicadas S.C.

Investigaciones Sociales Aplicadas, S.C. (ISA) is a Mexican company formally constituted in February 1997, whose goal is the development of social research and special studies for the quantitative measurement of public opinion. Its origins go back to the ***Gabinete de Estudios de Opinión, S.C. (GEO)***, founded in April 1990.

This business plan has promoted the formation of a culture of public opinion in Mexico, by providing reliable and timely information to those who make decisions as to the general public, being one of the leading companies in the field of demoscópica research in Mexico.

Since 1997 operates under its current name, as constituting civil society specializing in quantitative studies of public opinion, with human and material resources for the design, development, operation, processing and analysis of information product sample surveys, both through personal and telephone interviews.

For the development of its activities since its inception has established a strategic alliance with *GEA Grupo de Economistas y Asociados*, a consultant with which he operated a regular schedule of a syndicated research that is oriented to the analysis of scenarios for political and electoral governance of the Nation, based on a series of periodic national opinion polls citizen, and ad hoc studies for the evaluation of public policies, knowledge of the image of institutions, electoral preferences measurement and analysis of social problems, among other topics.

VISION

Being a leader in the field of public opinion research, which enjoys prestige based on the quality and accuracy of its data and the clarity and fortitude to communicate their results.

MISSION

To provide our public and private users clear, timely and accurate information that enables them to decision-making based on sound and reliable data, product measurement exercises conducted in a professional manner, to address topics of interest with objectivity and integrity.

NUESTROS VALORES

The denomination ISA is today synonymous of accuracy and integrity in the field of professional services in public opinion research in Mexico.

Public surveys carried out by **ISA** respond to universal criteria of professionalism and quality, while respecting national and international standards guaranteeing the rights of the reporters and the public provision of basic indicators on the characteristics of the studies.

In this sense, his directive has signed codes of ethics and comply with the rules established for the professional work in the field of public opinion research at the international level, as part of **AAPOR-WAPOR**.

The values that govern the research for private purposes, in addition to those above, the unrestricted respect for the confidentiality of the information provided and the exclusivity of the results obtained.



NUESTROS SERVICIOS

ISA is a full-service company of quantitative public opinion research, which conducts studies for the general public and *ad hoc* studies, designed specifically to meet the needs of our customers and users.

There are two lines of business: public opinion polls for purposes of disclosure, and consulting projects specializing in public opinion, for private customers.

The public opinion polls for the purpose of disclosure is governed by the principles and professional ethics and norms to being forced, including clear and complete dissemination of the basic information about the technical characteristics of the studies; invariably, these projects are subject to rigorous quality control processes in order to guarantee contracting, specialized users and the general public.

The work of a private consultant specializing we do begins with a diagnosis to identify and clarify the requirements of our customers and with the definition of the mechanisms and procedures for obtaining the information we need to generate. Based on this diagnosis, our managers will be responsible for putting forward proposals viable and reliable to meet the concerns of our customers.



➤ **The surveys that *ISA* conduct primarily serve the following topics:**

- Studies on Governance.
- Evaluation of public policy.
- Assessment of institutional image.
- Studies on preferences and electoral climate.
- Assessment image of parties and candidates.
- Surveys exit and quick counts.
- Studies of demand in specific markets.
- Profiles of audience and media consumption habits.
- Studies on political culture and citizenship practices.
- Studies on values, attitudes and social practices.



ISA account for the realization of their projects with the resources required to conduct demoscopic research throughout the national territory. The main services offered are:

φ **Design Research:**

Samples design.
Questionnaires design.

φ **Collect Information:**

Polls by personal interviews in homes or institutions to open population.
Polls by personal interviews in homes or institutions to specific populations.
Polls by computer assisted telephone interviews (CATI) to open population.
Polls by computer assisted telephone interviews (CATI) to specific populations.

These operations may have international, national coverage, regional, state or local.



φ **Information processing:**

Consolidation of questionnaires.

Capture and data processing.

Databases revision.

Statistical analysis of data.

φ **Analysis models:**

ISA has the knowledge and experience to the development of information analysis product surveys from the basic analysis, translated into accessible graphics that reveal the key findings, to sophisticated techniques of statistical analysis.

In the particular field of study election, *ISA* has developed models themselves, beyond the observed distribution of preferences among citizens, enabling the detection of likely voters, expected levels of participation and formulas to calculate the distribution of legislative positions since aggregate data.



STRATEGIC ALLIANCE

One of the key challenges for any project in this business is to achieve an effective closed its offer, in order to give its users high-quality products supported by a specialist at the same time to provide services with the breadth of coverage that demand the market.

Faced with this, **ISA** has decided to adopt a general policy aimed at a clear definition of our service offerings: quantitative studies of public opinion. As a company generating original information, it has established strategic alliances with several companies to provide the inputs and knowledge required for the analysis consultancy specializing in complementary fields.

In particular, **ISA** has been associated since 1997 with **GEA Grupo de Economistas y Asociados**, a company specializing in consulting founded in 1990. Among the projects that have been associated stresses the analysis program scenarios governance and electoral preferences in Mexico, which is being developed as a project syndicated since 1998; evaluation of public policies and programmes; studies on governance and public opinion State-level studies on electoral preferences; surveys for privatization projects, evaluation of investment and determination of the impact of social programs; image studies on public bodies, social and private institutions, among others.



MAIN CLIENTS

The activities to which it has approached the business project for more than a decade of existence are: evaluation of public policies, measuring attitudes and social problems, electoral studies, the measurement of the corporate image and profiles of hearing media.

ISA has given service to many different levels: international, federal and local government agencies, electoral institutions, and private consulting firms, educational institutions, mass media.

Among its major customers there are (in red, clients in 2005-2007):

- ❑ **Electoral agencies**
 - ✓ Instituto Federal Electoral *
 - ✓ Instituto Electoral del Distrito Federal

* In alliance with *GEA Grupo de Economistas y Asociados*



Federal Executive

- ✓ **Presidencia de la República ***
- ✓ **Secretaría de Gobernación ***
- ✓ **Secretaría de Seguridad Pública ***
- ✓ **Secretaría de Educación Pública ***
- ✓ **Secretaría del Trabajo y Previsión Social ***
- ✓ **Secretaría de la Contraloría y Desarrollo Administrativo ***
- ✓ **Secretaría de Comunicaciones y Transportes ***
- ✓ **Secretaría de Relaciones Exteriores**
- ✓ **Secretaría de Desarrollo Social**
- ✓ **Secretaría de Energía ***

Federal Legislative

- ✓ **Cámara de Diputados del Congreso de la Unión**
- ✓ **Asamblea Legislativa del Distrito Federal ***

* In alliance with *GEA Grupo de Economistas y Asociados*



❑ **Private companies and agencies**

- ✓ Servicio de Información Agroalimentaria y Pesquera *
- ✓ Sistema para el Desarrollo Integral de la Familia de Tamaulipas *
- ✓ Apoyos y Servicios a la Comercialización Agropecuaria *
- ✓ Fideicomisos Instituidos en Relación con la Agricultura *
- ✓ Instituto de Seguridad y Servicios Sociales de los Trabajadores del Estado *
- ✓ Consejo Nacional de Vivienda
- ✓ AGROASEMEX, SA *
- ✓ DICONSA, SA de CV *
- ✓ Procuraduría Federal del Consumidor
- ✓ Ferrocarriles Nacionales de México *
- ✓ Comisión Federal de Electricidad *
- ✓ Instituto del Fondo Nacional de la Vivienda para los Trabajadores *

❑ **Internacional agencies**

- ✓ UNICEF
- ✓ Word Bank *

* In alliance with *GEA Grupo de Economistas y Asociados*



☐ **States governments**

- ✓ Gobierno del Estado de Tabasco *
- ✓ Gobierno del Estado de Yucatán *
- ✓ Gobierno del Distrito Federal *
- ✓ Gobierno del Estado de Veracruz *
- ✓ Gobierno del Estado de Hidalgo *
- ✓ Gobierno del Estado de Nuevo León

☐ **Educational institutions**

- ✓ Universidad Nacional Autónoma de México
- ✓ Universidad Autónoma Metropolitana
- ✓ Instituto de Administración Pública del Estado de Hidalgo
- ✓ Facultad Latinoamericana de Ciencias Sociales
- ✓ Instituto Tecnológico de Estudios Superiores de Monterrey
- ✓ Asociación Nacional de Universidades e Instituciones de Educación Superior

* In alliance with *GEA Grupo de Economistas y Asociados*



□ **Political parties**

- ✓ Partido Acción Nacional *
- ✓ Partido de la Revolución Democrática *
- ✓ Alternativa Socialdemócrata y Campesina *
- ✓ Partido Revolucionario Institucional *
- ✓ Partido del Centro Democrático *
- ✓ Democracia Social Partido Político Nacional *
- ✓ Convergencia por la Democracia *

□ **Private consultants**

- ✓ **GEA Grupo de Economistas y Asociados (México)**
- ✓ CIDECE Centro de Investigación y Documentación sobre Problemas de la Economía, el Empleo y las Cualificaciones Profesionales (España)
- ✓ Voter / Consumer Research (Estados Unidos)

* In alliance with *GEA Grupo de Economistas y Asociados*



❑ **Private institutions**

- ✓ Banco Nacional de México *
- ✓ Asociación de Bancos de México, AC *
- ✓ Teléfonos de México *
- ✓ Elek Moreno Valle y Asociados *
- ✓ Fundación Televisa *
- ✓ Consejo Mexicano de Hombres de Negocios *
- ✓ Asociación Mexicana de Administradoras de Fondos para el Retiro *

❑ **Civic associations**

- ✓ Colegio de Notarios del Distrito Federal *
- ✓ Centro de Transporte Sustentable de México, AC
- ✓ Confederación Nacional de Organizaciones Populares *
- ✓ Unión Nacional de Trabajadores *

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☐ **Media**

- ✓ **CNI (Corporación de Noticias e Información)** *
- ✓ Periódico *El Economista*
- ✓ *Nexos*. Sociedad, Ciencia y Literatura

* In alliance with *GEA Grupo de Economistas y Asociados*



PUBLIC POLLS.

Since 1998 sessions with sponsors so discreetly spread the results of a series of national surveys of governance and electoral preferences being made to the draft analysis scenarios with **GEA Grupo de Economistas y Asociados**. The principal results of these studies have been published regularly in various media, which has highlighted: **CNI Noticias** 2002 2005; **Fórmula de la Tarde** and **La Crónica de Hoy** from the same year to date, which joined **Reuters** in 2006. In addition, data on electoral preferences product of these studies have been included in compilations electronic surveys, as the site <http://www.opinamexico.org>.

This, on the understanding that, conscious of the need to promote a culture of the citizen survey, ISA has prompted the public disclosure of information product sample surveys. Among the major media which has spread from their studies to commence its activities include:

- ☆ Suplemento "Política" de **El Nacional**.
Surveys on political culture in the Federal District (1990-1993).
- ☆ Suplemento "Dominical" de **El Nacional**.
Polls in various states on social attitudes and practices (1991).
- ☆ Revista **Intermedios**.
Surveys media consumption in Mexico City (1991).



- ☆ ***El Nacional, Diario 29 y El Nacional de Nuevo León.***
Pre-election surveys in various federal entities (1991-1993).
Surveys on topics of general interest in Mexico City (1991-1992).
- ☆ ***Semanario etcétera.***
National surveys on electoral preferences (1994-1995).
- ☆ ***Periódico El Economista.***
Surveys on electoral preferences in the Federal District (1997).
Polls about Federal District Government evaluation (1997-1998).
- ☆ ***Semanario etcétera y revista Nexos.***
Polls on metropolitan attitudes and sexual practices (1995 y 2001).
- ☆ ***Revista Arcana.***
National telephone survey on social attitudes (2001).
- ☆ ***Revista encuesta.***
Telephone surveys and studies on sexuality (2003-2005).
- ☆ ***CNI Noticias*** (Canal 40), in alliance with ***GEA.***
Weekly telephone surveys on topics of general interest (2002-2005).
Pre-electoral polls and exit polls (2003).



HUMAN RESOURCES.

The organizational structure of **ISA** is directly linked to the specialized nature of its activities. It has a small body that is directly responsible for the design work, preparation and analysis of information product studies public opinion and that leads and monitors the functioning of the groups for the lifting operation and data processing.

Its management structure now includes an Executive Presidency, the General Direction, an Operation Direction and an Analysis Direction, as well as an Administrative Coordination, with the supporting schedules required for the smooth operation of the business, with experience in conducting studies quantity in the field of public opinion, by providing the necessary equipment for quality control in the uprising and information processing product surveys.



QUALITY CONTROL.

He has been a tradition in our company to project design and analysis of results is the sole responsibility of senior management to ensure the required quality, providing the experience for over a decade in the design, development and analysis for each project.

For quality control of the operation of the company, we have tables for monitoring in the field and telephone interviews, selected and trained by the company itself. Monitoring of telephone interviews are conducted on a floor and through direct intervention in real time.

In addition, the management of the company conducts a systematic assessment continues and the performance of all personnel associated with the operation of the company.



MATERIAL RESORCES.

ISA has facilities specially upgraded for the conduct of its work. Its headquarters are located in Mexico City, where he has two work areas: the area executive and operational (field and computer-telephone). Currently, ISA has the following assets:

- For the managerial and administrative staff there is a network of computation that integrates personal computers, fax modems, laser printers and colour copiers, scanners and other peripherals required for the company's activities and communication with our users, telephone lines as well as independents. For carrying out the work within the company, in addition to basic packages, provides specialized package for the processing of statistical information, in addition to programs for graficado and design presentations
- The area for telephone surveys, with a computer system comprising a server with a Pentium III processor, 256 MB RAM, 18GB hard drive and a mirror of 10GB, which is installed a specialized program for conducting interviews This computer assisted telephone server with peripherals required for communication with the directors and network with users of our services and serves 24 terminals intelligent, each with a memory of 64MB RAM and 4.2GB hard drives, in addition to connectivity . For the operation of the call center, there are 24 telephone lines integrated into groups of numbers 01-800, dedicated exclusively to conducting telephone interviews, in addition to the stations for monitoring and oversight.



PROMOTING THE CULTURE

Since its funding, **ISA** promotes the formation of a culture of public opinion in Mexico, by disseminating results of regular surveys through media, which allows you to locate publicly as a leader in the field of public opinion research of Mexico, thereby fulfilling his vision.

As a mechanism to make publicly available their products, has sponsored the conclusion of cooperation agreements with other national and international agencies, among them one marked by **GEO** with the **Roper Center for Public Opinion Research**, which included the deposit for consultation Banks information product of public polls conducted by this company researcher. In addition, results of these studies were included in **Polling the Nations 1986-1994**, CD-Rom produced by ORS Publishing.

ISA is one of the companies that provided data for the book **Mexico: Dictionary of Public Opinion**, published by the National Autonomous University of Mexico, Editorial Grijalbo and DOPSA in late 2000. This company was one of several funding of the study **Regulación de encuestas electorales en México**, conducted by the Instituto de Investigaciones Jurídicas de la Universidad Nacional Autónoma de México for the Asociación Mexicana de Agencias de Investigación de Mercado y Opinión Pública (**AMAI**) and the Consejo de Investigadores de la Opinión Pública (**CI**), published recently.



Today, **ISA** has a site (<http://www.isa.org.mx>), where in addition to the outreach activities of the company to service its customers and stakeholders, will be placed for public access key results from studies that have been disseminated by various means.

As a complementary action and updating of a practice that began more than a decade ago, now plans to deposit and made available to researchers and students databases studies made public by **GEA-ISA**, through an agreement signed with the Facultad Latinoamericana de Ciencias Sociales (**FLACSO**), Sede México.

Similarly, **ISA** is one of the companies that contributed to the integration of information on surveys during the 2006 federal election on the site <http://www.opinamexico.org> under the responsibility of the Asociación Mexicana de Agencias de Investigación de Mercado y Opinión Pública (**AMAI**) and the Consejo de Investigadores de la Opinión Pública (**CI**).

Since 2003, **ISA** participates in the annual survey of industry market research and public opinion in Mexico that performs the **AMAI**, currently the only company not associated with this organization participating in the exercise. According to the results of the 2006 Annual Survey, **ISA** took place in the twenty classification as billing among the firms participating in the study and seventeenth place in the classification according billing quantitative studies.



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