



# REACHING RESPONDENTS

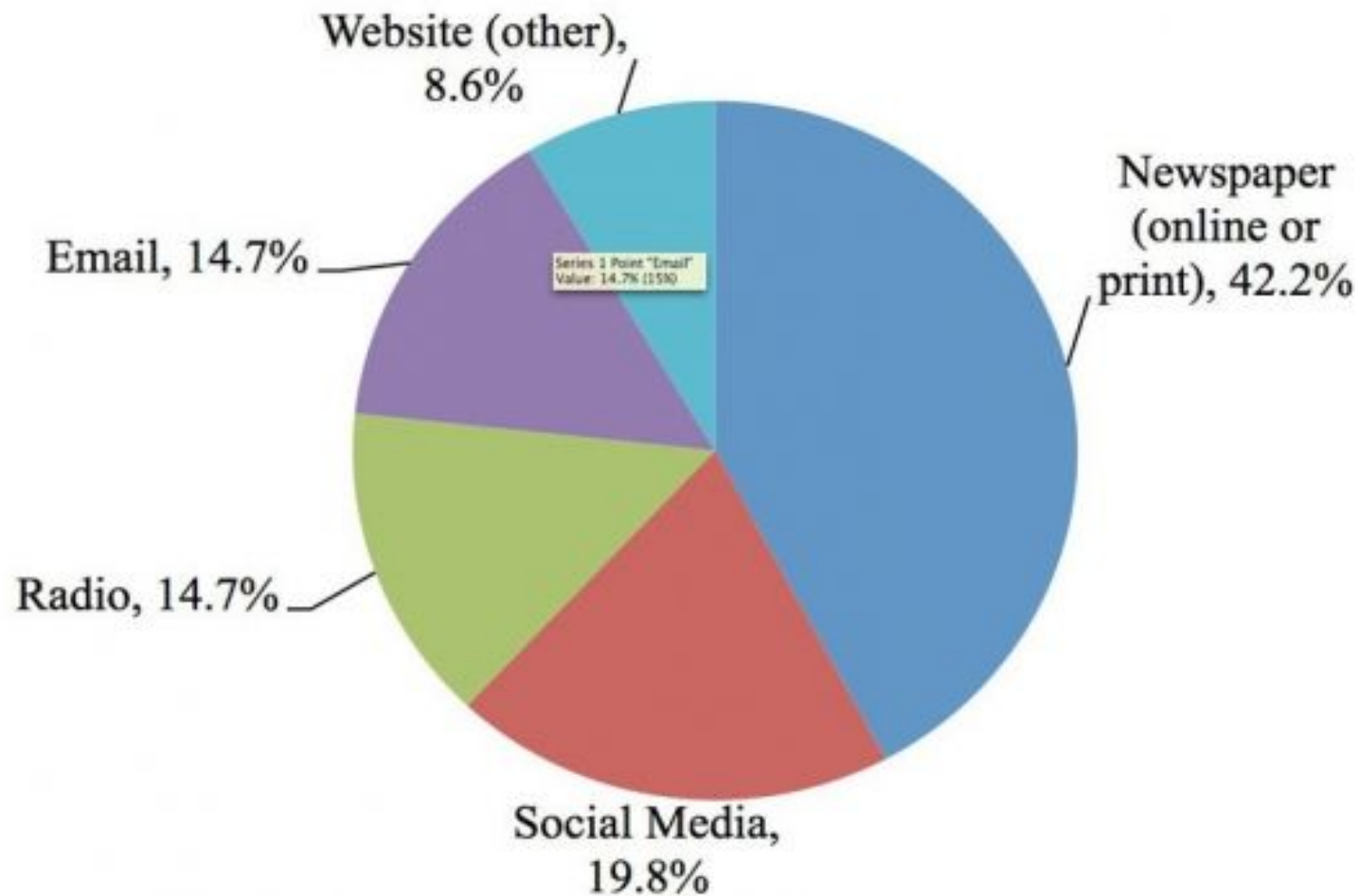
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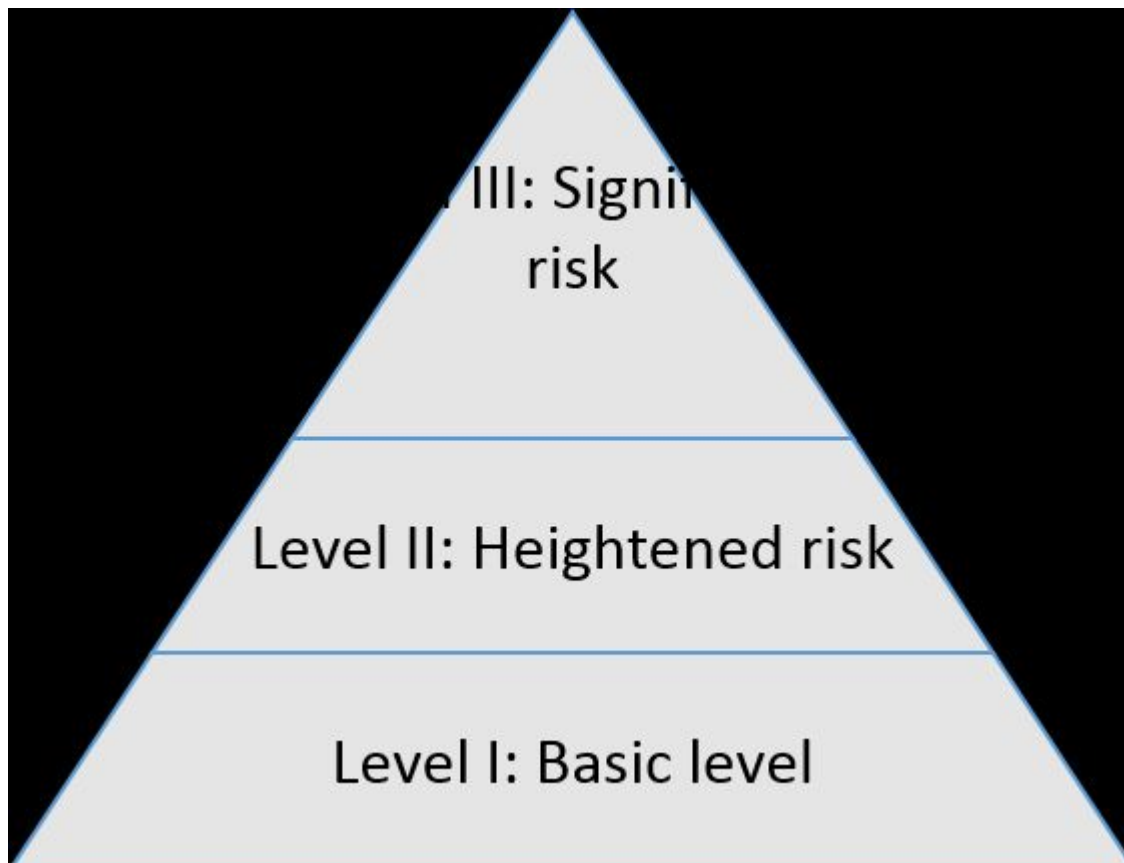
**You need fresh respondents to provide unique, unbiased insights. Today's technology randomizes and automates the sampling process to ensure you reach new physicians to give answers. This means you need a high-tech solution that is easy for respondents to use. The right kind of sampling technology optimizes survey requests to ensure respondents aren't getting surveys they aren't eligible to answer. Good tech vendors will also make sure their sampling algorithms ensure that respondents aren't repeatedly canvassed.**

**Figure 1. Survey Respondents' Current Source of Information**

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# Statistics Canada's pyramid of communication requirements with survey respondents



# TELEPHONE INTERVIEW



Telephone conversation between a representative of the research organization, the interviewer, and a respondent or interviewee.

- Social element is present, but to lower extent than with personal interviews
- Obtaining a sampling frame, reaching respondents, and getting them to respond is becoming much more difficult
- Limited ability to handle anything complex
- Becoming less cost efficient





# Reaching Respondents



- The Pros and Cons of:
  - Mail Questionnaires- Easy to distribute; Low response rate
  - Telephone Surveys- Feedback immediate, personal, skilled phone interviews can get high response rate; Hard to get hold of phone numbers; skeptical public– “Trying to sell me something?”
  - Personal Interviews- Can generate a wealth of detailed information; Expensive, smaller response pool, much advance work
  - Omnibus or “Piggyback” Surveys- can buy a few questions that will be part of a national survey. Plus is cost. Minus is may only get a small snapshot of public opinion with one/two questions
  - Web and E-mail Surveys- Benefits are that large samples can be generated in a short amount of time, economical, data can be analyzed continually. Negatives are: No control over sample size or the selection of respondents. Attract respondents with: banner ads, e-mail, phone, postcard invitations, and offering gift coupons and other incentives to respondents

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## Surveys Face Growing Difficulty Reaching, Persuading Potential Respondents

	1997	2000	2003	2006	2009	2012
	%	%	%	%	%	%
<b>Contact rate</b> (percent of households in which an adult was reached)	90	77	79	73	72	62
<b>Cooperation rate</b> (percent of households contacted that yielded an interview)	43	40	34	31	21	14
<b>Response rate</b> (percent of households sampled that yielded an interview)	36	28	25	21	15	9

PEW RESEARCH CENTER 2012 Methodology Study. Rates computed according to American Association for Public Opinion Research (AAPOR) standard definitions for CON2, COOP3 and RR3. Rates are typical for surveys conducted in each year.

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95 per cent of respondents  
said staff were respectful  
(up 13 per cent since 2010)  
and there were high scores for  
helpfulness, adequate variety  
of service providers and  
improved communication.

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Employees PR services do not attach much importance to education. Only 12% of respondents consider the high level of PR education the basis of professional success. This indicator shows that the problem of vocational education is not yet understood by the market. Many of the current PR professionals have non-core education. Most people are either journalists or psychologists, so they do not consider education necessary. But we should not forget that everything is in the hands of the respondents.



THANK YOU  
FOR PAYING YOUR ATTENTION!