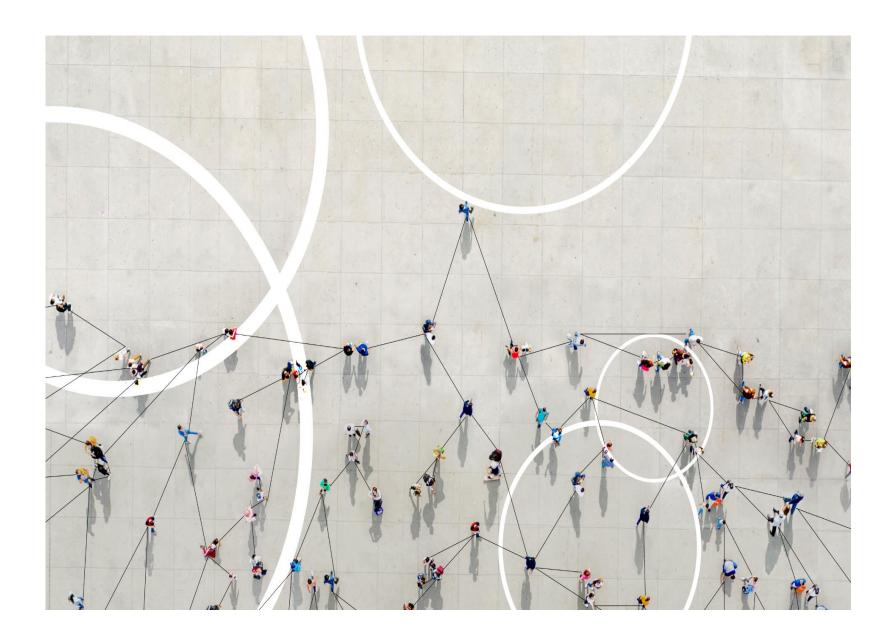
Transitioning into the new world of face to face data collection

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# **KANTAR** PUBLIC

## **NatCen** Social Research

#### **Operational Challenges**

+ •

Trying to restore interviewer capacity at the same time as demand for interviewer resource has increased

... but with an uncertain future

#### **Operational Challenges**



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#### Interviewer Resources

- 35% reduction in interviewer field force Mar20-Sept21
- Return to pre-pandemic face to face sample sizes from Sept 21

+

- Growth in face to face data collection
- Recruitment conditions remain challenging
- Capacity is increasing 1200+ interviewers recruited & trained
- Increased investment in recruitment, training and development
- Optimising existing resources
- Mix of casual and contracted field force

### External Environment



- Cloud of Covid-19
- Cost of living crisis
- Fuel costs
- Respondent engagement / behaviour impact on response
- Change in government & legislation, costs i.e. NMW, Inflation
- Resulting in increased effort and cost

# Value of face to face data collection – future demand

- Pandemic has highlighted the value of face to face fieldwork
  - Representation
  - Quality data
  - Complex, long, multi element surveys
  - Sensitive topics
  - Engaging multi household members
  - Response rates



# What might face to face interviewers be working on + in the future?

- Mixed-mode surveys
  - Hardest to reach
  - Disengaged
  - Digitally excluded
  - Under-represented

- Uni-mode CAPI
  surveys
  - Sensitive topics
  - Long/complex
    - surveys

• Something else?

# Future of Face to Face Data Collection

- Level of uncertainty volume and mode
- Increased sequential mixed mode
- Targeting harder to reach groups
- Targeting less engaged respondents
- Lower response rates and strike rates looking for more difficult participants, more effort to achieve the same (or less) to pre pandemic
- Increasing cost of face to face data collection

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## The Changing Role of an Interviewer

- Highly skilled role need resilience
- Less clustered sample more travel
- Lower strike rates less satisfying role?
- Less interviewing?
- Less tangible pay?
- Set fair & achievable targets check reality in line with assumptions
- Acknowledge and pay for specialist face to face skills
- Enhanced pay and support packages to reduce churn

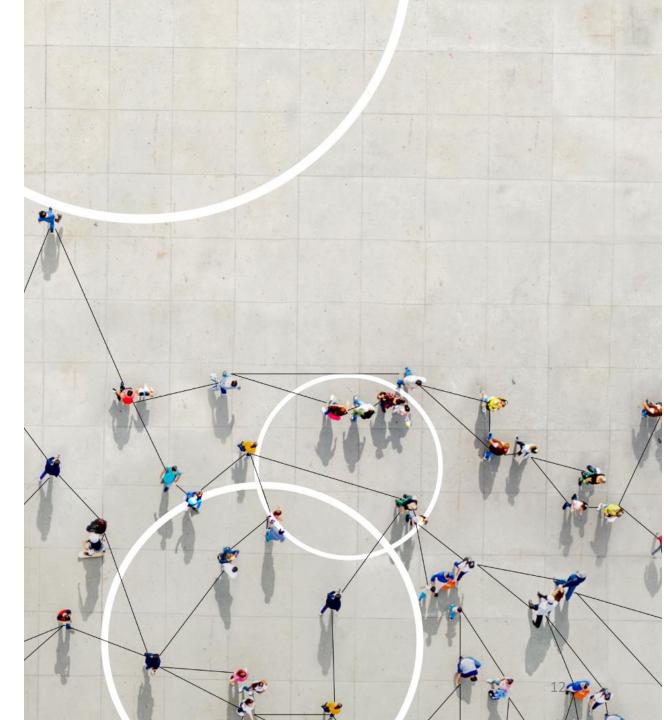


### Are we looking for a new type of interviewer?



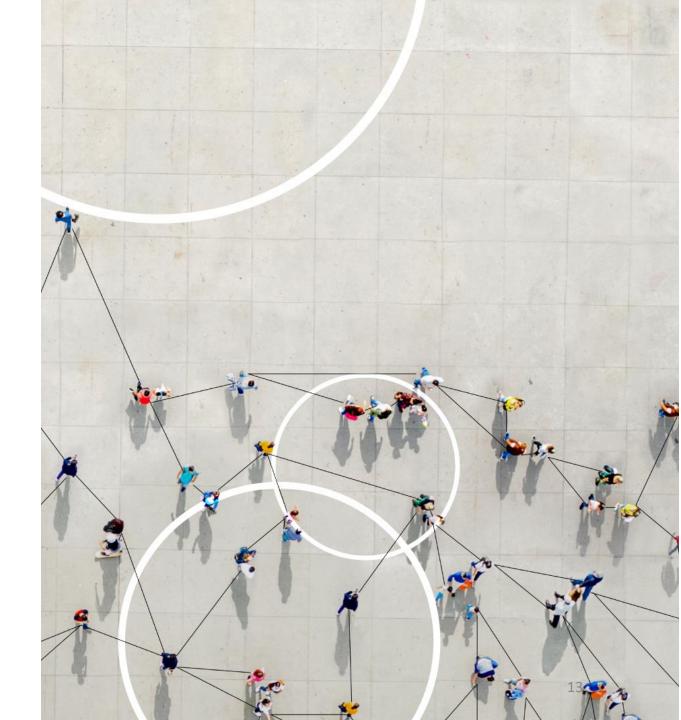
# Exciting but challenging future

- Still navigating the impact of the pandemic
- Managing the effort & cost of maintaining a skilled face to face panel
- The need to continue delivering in an unpredictable world
- New opportunities
- Innovation to manage time and cost
- Mixed-mode: matching method to information need, including in-home



### What do we need for Future Success

- Early input into research design
- Flexibility
- Budgets
- Change
- Collaboration
- Support with engaging respondents & interviewers
- Raise profile



## **Thank You**

