

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



Field force
resources

The diagram consists of three identical, horizontally aligned boxes. Each box is composed of two overlapping rounded rectangles. The front rectangle is light gray with a thin dark blue border. The back rectangle is a solid dark blue color. The text is centered within the light gray area.

External
environment

Future
demand

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?

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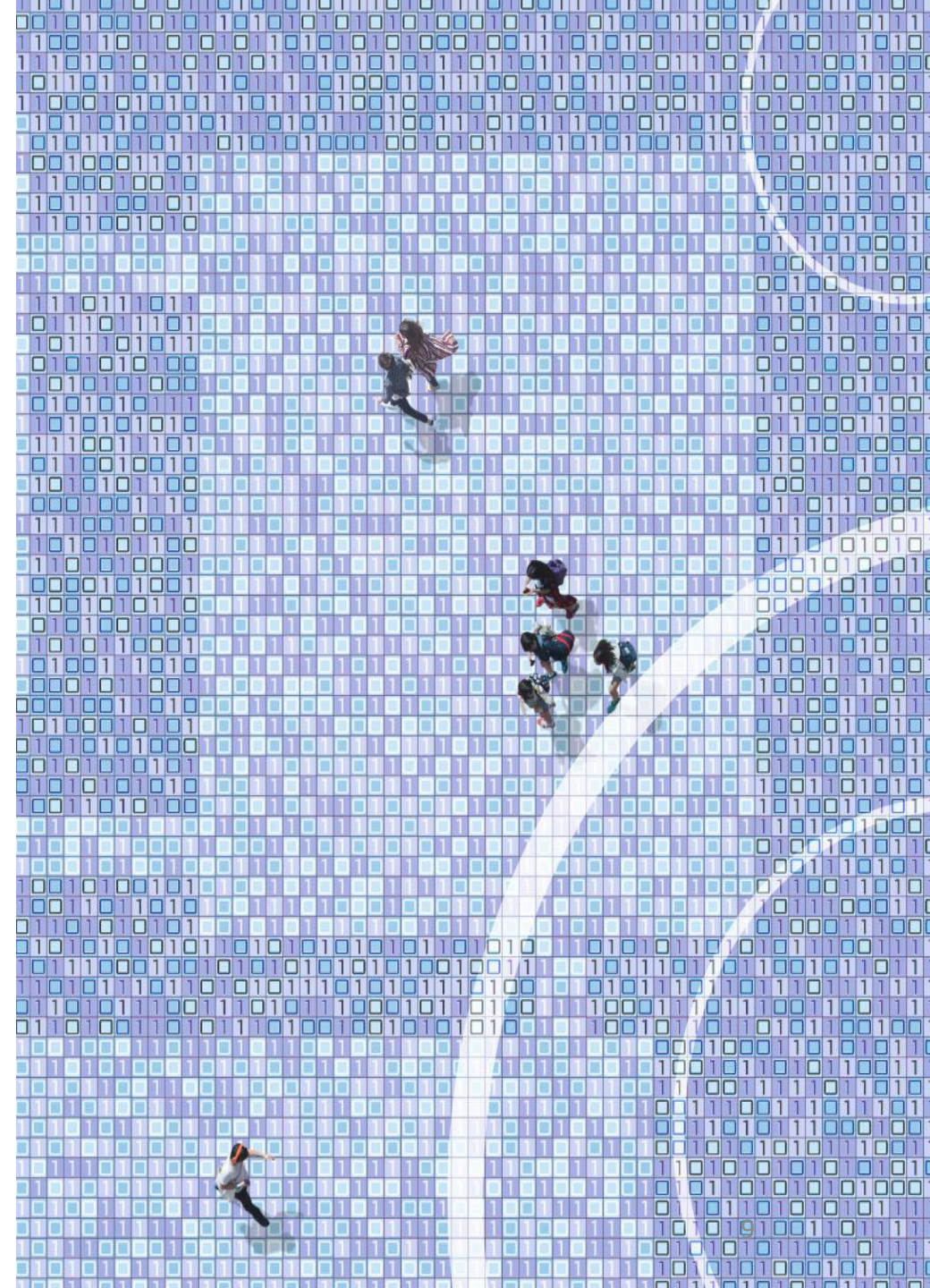
- Mixed-mode surveys
 - Hardest to reach
 - Disengaged
 - Digitally excluded
 - Under-represented

- 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



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

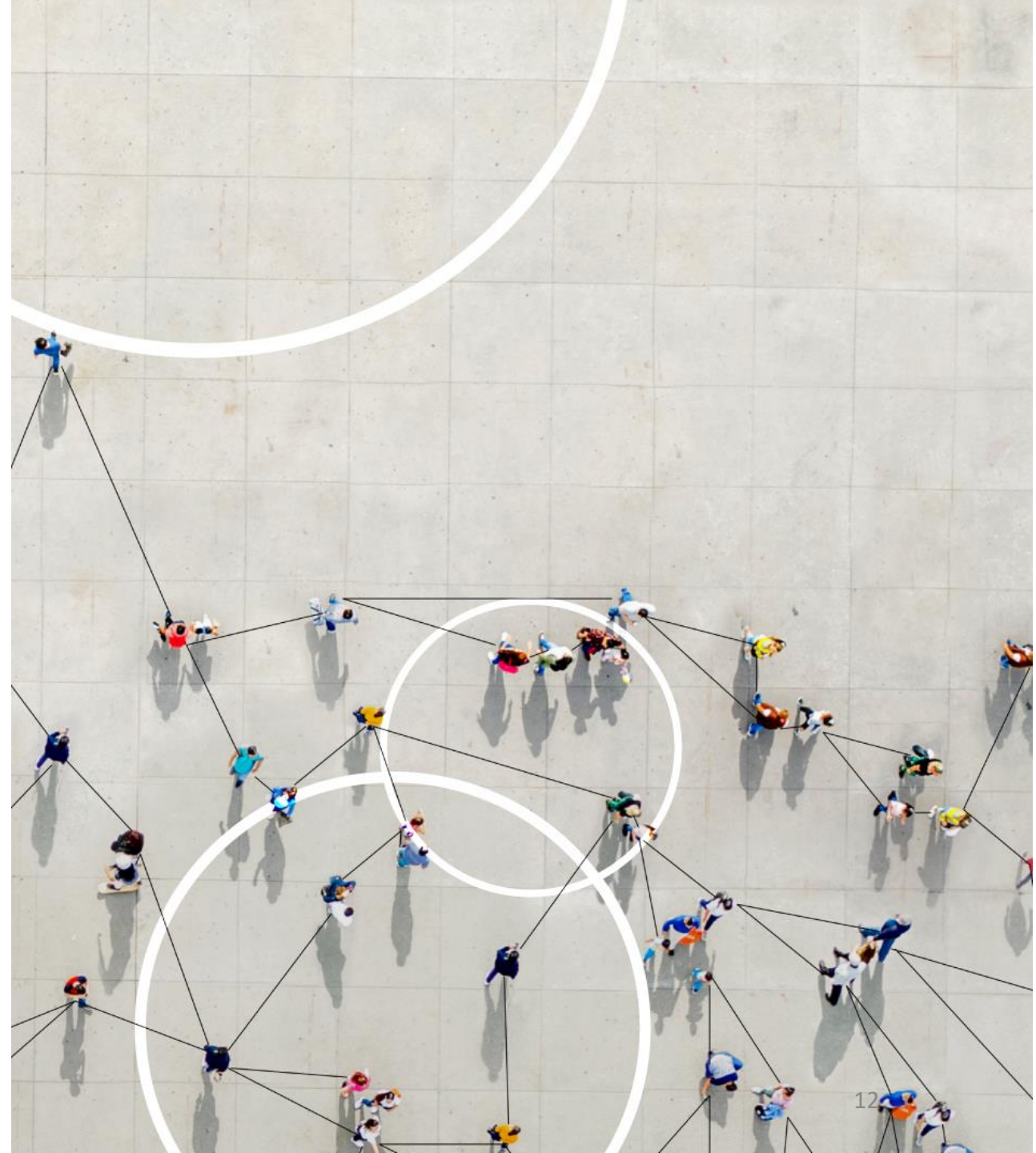


Are we looking
for a new type
of interviewer?



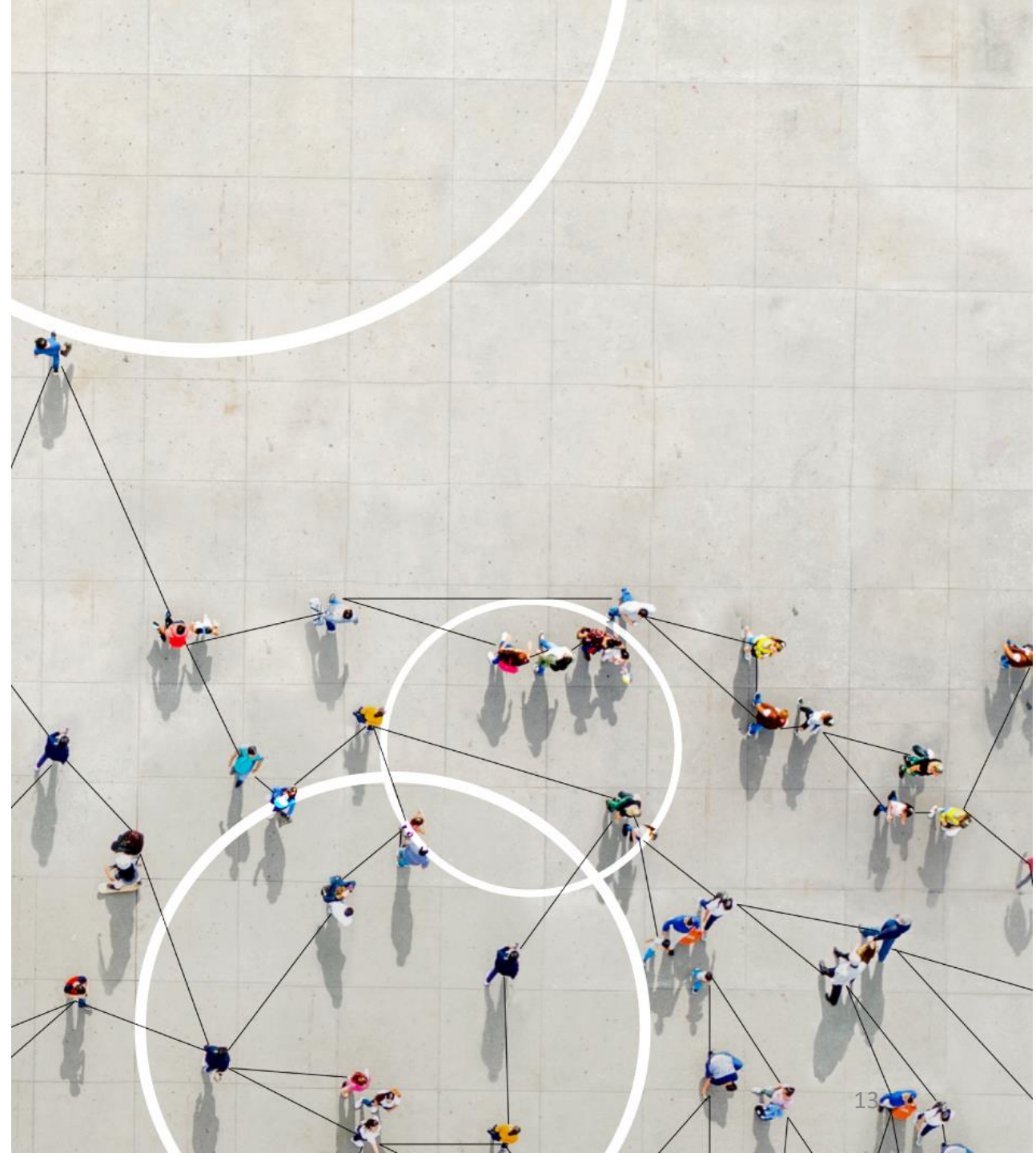
Exciting but challenging future

- 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

