



SURVEY FUTURES

SURVEY DATA COLLECTION
METHODS COLLABORATION

Research Strand 2: The role of face-to-face interviewers post-pandemic

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 **Ipsos**

 **KANTAR**
PUBLIC

The problem

- Shrinking research budgets
- Declining response rates
- Increasing use of mixed modes
- Interviewer role is changing and becoming more challenging
 - Face-to-face still needed to draw in harder-to-reach and less engaged respondents
 - Face-to-face still needed for surveys that collect sensitive information and cover difficult topics
 - Face-to-face still needed for surveys that are long, include complex measurements, request consents for data linkage, etc
- Labour market more competitive – harder to recruit and retain survey interviewers

Research aims

1. Improve our understanding of the ways in which the role of the face-to-face fieldworker is changing in response to societal, commercial, technological and methodological trends;
2. Identify the key skills and attributes needed by the face-to-face fieldworker today and how this is likely to change in the future;
3. Identify the implications for sourcing and retaining skilled face-to-face fieldworkers.

Consultation with stakeholders

- Scoping exercise
 - ONS, NatCen, Ipsos and Kantar Public
 - Other smaller/specialised survey data providers with a face-to-face field force
- Confidential group interviews with each organisation
- 2 round table discussions with all organisations

Proposed outputs

- 4 specifications of the face-to-face interviewer role – 2 versions for role now and 2 for future role
- A paper discussing implications for the sourcing and retention of face-to-face interviewers, and recommendations on next steps.
- Online cross-community event (including survey commissioners) to share and discuss the findings and recommendations.

Your thoughts

- Comments/thoughts on research questions
- Comments/thoughts on research outputs
- Any questions?