

TOP 5 THINGS TO CONSIDER FOR YOUR PR SURVEYS

PR surveys are a great way to secure broadcast or media exposure for a brand or entity, including non-profit organizations. Done well, these surveys can add depth and insight to a story and boost your chances of securing great coverage.

To get the most out of your PR surveys, here are 5 things to consider:

1 Clearly define the audience(s)

Before getting to work on a PR survey questionnaire, the target audience(s) must be clearly defined: who does your brand want to reach out to, and which type of media outlets will be targeted – online news, TV, radio, a mix of all? Be specific on who you're seeking responses from for your survey – think about age, gender, life stage, lifestyle interests, locations, etc. This is not dissimilar to the approach used for defining a target market for products and/or services. When thinking of media targets, keep in mind how you'll deliver the results – will it be a press release, a designed report, motion graphics, or will it be a mix of media? Consider how the stats will be shared and be ready to provide any follow-up detail to media, if requested.



2 Nail the news hook first

The most important part of developing a PR survey rests in the core creative idea. To help ensure the best pick-up by media, the research needs a strong news hook that's objective and credible. This could be a topical issue which you want to gauge a target audience's opinion about, a problem which demands a call to action from your customers, or a new angle that hasn't been covered before. Of course, how the results will come out isn't predictable, so think through what other useful news hooks could evolve from the survey's results.



3 Think in headlines



When thinking about the survey's questions, think of every question in terms of the headline that you would like to achieve from it without leading respondents. For a strong, punchy stat, use a single-select multiple-choice question, keeping it simple, clear, and direct. Generally, avoid open-ended questions, unless you're seeking a short personal anecdote from respondents. Multi-select questions – those in which a respondent can choose more than one response in a single question – work well for comparing a list of ideas against each other. In line with MRS guidelines, leading questions, where the respondent is encouraged to answer in a certain way, should never be used because such questions wreck the credibility of the entire survey.

4 Don't go big if it's not necessary



When it comes to sample size, the ideal number of respondents depends on the segment of the population being surveyed and the scope of the project. For general population surveys, a sample of at least 2,000 is always recommended to make the data credible and reliable. A larger sample size is unlikely to impact the coverage gained, unless it is a more in-depth study. For a niche demographic, 1,000, 500 or even fewer may suffice – as long as the sample used is relative to the size of the demographic within the total population.

5 Get the most out of your data



A well-designed PR survey is likely to result in a wealth of interesting data. While it can be tempting to include all of this within a press release or other assets, it's much more effective to use only the most relevant, newsworthy, and shareworthy stats to level up your message and overall storytelling. Consider how the data can be repurposed for different media channels, such as creating eye-catching infographics for social media, blog posts or even a white paper.

To get started on your next PR survey, contact us.