



Multi-Mode Methodology

Research is not a one size fits all solution. Finding the best research method or solution for each project is the art of research. Although some studies are best served by a singular research method, other studies benefit from a Multi-Mode Methodology. At **Survey Technology & Research (STR)** our preferred methodology is the one that meets our clients' research objectives.

As respondents get harder to reach, communication technology and habits change, sample frame coverage decreases and research budgets are tightened, researchers continue to explore cost effective methods to maximize results. A Multi-Mode Methodology is a practical and cost effective means of reaching respondents, increasing sample coverage and providing flexibility to respondents.

Advantages

- ◆ Improved Response Rates
- ◆ Maximized Sample Coverage
- ◆ One integrated Data file
- ◆ Expertly Managed Sample
- ◆ Improved Respondent Experience
- ◆ Cost Effective Data Delivery

Our experienced project managers, programmers and executive interviewers as well as our cutting edge technology provide our clients with an effortless data collection experience. STR partners with our clients to provide optimal data collection solutions while working within client's research budgets.

For more information regarding Multi-Mode Methodology or any of our capabilities contact Meg Ryan at mryan@strcenter.com or 484.240.4824.

Reach The Right People...

