

3.1.2. Format of surveys and research

The launching of surveys question to the sample participants is more and more computer based, or telephone based. For details, basic literature on survey implementation is available. If the employers' organisation has decided to execute the survey by itself. Software is available to launch simple fast surveys.

The format of the outcomes of research and surveys will differ according to the target public and its use.

For communications on facts and figures with the press and the wider public, survey reports should be short, simple, and eye catching. And if possible accompanied by the message which are being transmitted.

For policy input, to underpin the employers request, the reports and data should be more lengthy, credibility and reliability are important factors, if employers' organisations want to use their data to underscore their proposals.

