

# HARD TO REACH AUDIENCES

Do you need to understand the views of Members of Parliament?

Does your target market comprise individuals earning more than £100,000 per year?

Do you wish to take into account the opinions of people living in inner cities?

RSM is expert at researching hard-to-reach-audiences.

From C-suite business leaders and opinion formers to high net worth consumers and urban city dwellers, we specialise in researching the audiences that other agencies cannot always reach.



RSM

# Audiences

RSM is expert at researching and recruiting hard to reach audiences.

For more than twenty years we have been talking to business leaders, opinion formers and many types of hard to reach consumers about a wide range of issues.

## *Business Leaders*

- C-suite, including CEOs and CFOs of major multi-national organisations;
- Board level in all types of company;
- Management in specialist and over-researched sectors, such as IT and pharmaceutical;
- UK and global business leaders.

## *Hard to reach Consumers*

- High net worth consumers (£100,000/annum income and above);
- Consumers of specific products – from Porsches to Baby Sleeping Bags;
- Specific members of the community, such as ethnic communities and newly arrived migrants;
- Urban city dwellers.

## *Opinion Formers*

- MPs, peers and legislators around the world;
- Government officials, including regulators and civil servants;
- Local government representatives and officials;
- All types of media - local, national and international;
- City brokers, analysts, and other members of the financial community;
- Academics, think tanks, lobby groups, trade unions;
- UK, Europe, MEAF, Asia Pacific and North America.

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# Methods

We employ a number of methods to research hard to reach audiences:

## *CATI*

- Using our highly skilled interviewing team at our 70-line in-house CATI facility at London Bridge;
- Highly experienced at achieving appointments with the most senior of business leaders and other opinion formers;
- Targeted sampling of consumers;
- UK and truly global coverage – we have interviewed opinion formers and senior business leaders from Azerbaijan to Zimbabwe.

## *SMARTPHONE*

- Specialist graduate-level telephone depth interviewing team;
- Superb verbatim responses to elicit fullest insight;
- Allows respondents to tell us what they really think about your product, brand, marcoms, or company – in their own words;
- On-line prompt material often used to stimulate further discussion;
- UK and truly global coverage with consumers, businesses, opinion formers.

## *Urban interviewing*

- Street intercept and door knocking interviews;
- In all inner city environments;
- Enables access to city solus mobile users.

## *Web*

- Panel broker service – to ensure access to the most representative panel for your specific audience;
- Fully integrated web and CATI approach (where appropriate) to maximise responses from hard to reach audiences.

## *Groups and depths*

- In-house moderators, recruitment, and executive depth interviews.

## *Recruitment*

- Dedicated and expert team for recruiting all types of hard to reach audiences;
- Advice on how best to motivate hard to reach audiences to participate, including recommendations on rationale and incentives.

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## How do we do it?

We employ a number of methods to research hard to reach audiences:

- To successfully interview hard to reach audiences there are a number of important factors which must be addressed correctly but by far the most important is the quality of the individual interviewer.
- We have developed a number of excellent interviewer teams for researching different hard to reach audience.
- Senior business and opinion former audiences require a clear rationale for participation, they need to feel the study is designed to allow them to provide detailed responses to appropriate 'bigger picture' issues, and they need to know that the person they are speaking to is intelligent and responsive.  
Accordingly we:
  - Always provide a motivating rationale for participation;
  - Employ exceptional, thoughtful interviewers who are experienced at pursuing issues as they arise in discussion;
  - Design studies so that they include interesting, challenging open ended questions with the opportunity for full responses to issues;
  - Are flexible on appointment times, including out of office hours;
  - Usually provide a brief respondent report, highlighting the non-proprietary issues to emerge from the study.
- Urban interviewing with hard to reach consumer audiences requires a robust approach from an interviewing team which is confident in central city environments. Our experienced team has successfully undertaken a range of projects in such locations. Where appropriate we are able to provide interviewing in languages other than English.
- High net worth audiences require a clear rationale for participation, an approach which is accommodating of their busy schedules, and a style which is sensitive to their privacy. Our experienced team is expert at reassuring such respondents.

## Clients and Case Studies

We have a twenty year track record of interviewing hard to reach audiences. Clients include BT, UK Trade and Investment department (UKTI), Porsche, Alcatel/Lucent, Surrey County Council, and Southwark Borough Council.

### *BT*

RSM undertakes BT's corporate reputation research in UK and global markets, and has been doing so for more than 15 years. On an annual basis we speak to more than 750 opinion formers, including MPs, regulators, EU directorates, communications media, financial and industry analysts, and academics across the UK, Europe, Asia Pacific and North America.

### *UK Trade and Investment*

RSM conducts international research for a UK Government department, UK Trade and Investment (UKTI), to monitor the UK's reputation as a place to do business in three key emerging markets – India, China, and the USA. More than 750 telephone interviews are conducted with senior business leaders and opinion formers. The research assists in refining UKTI's communications by recommending effective messages and channels for different audiences.

### *Gerard Investment Management*

RSM completed three waves of telephone interviews for Gerard Investment Management to understand the views and behaviours of high-income (£100,000 per annum plus), high liquidity (£80,000 plus) individuals regarding investment management services.

### *Southwark Borough Council*

RSM has completed three annual waves of a large scale quantitative study tracking perceptions of crime and cultural issues amongst Southwark Borough Council residents and businesses. The study comprises approximately 2,000 interviews, and includes face-to-face interviews in some of Europe's largest inner city housing estates.

### Contacts

To discuss your research requirements contact:

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We look forward to discussing your research needs

