



THE BENEFITS OF SURVEYING MORE THAN A RANDOM SAMPLE

We encourage employers to consider surveying more than a random sample of employees for a number of reasons:

- Surveying more than just a random sample of staff sends the message, “We want to hear from everyone”. No one will feel that they weren’t selected to participate because the organisation didn’t value their opinion.
- The process of identifying the random sample is truly random. We cannot guarantee that a representative number of employees from each demographic within your population will be selected. Entire work teams could be excluded from the survey process, which will result in less robust survey feedback to review.
- Organisations are required to achieve a minimum survey completion rate of 40% *of the random sample*. Surveying beyond the random sample ensures that you will reach this threshold. For example, if you have 1500 employees and survey all of them, and 500 complete the survey, for the purposes of the competition you will have achieved a 100% response rate.

The fee to include more than a random sample of staff in the online survey process is £1.35 per survey sent beyond the random sample. Please contact surveypro@workforcerg.com to request this optional service.