
# Best Practices for Newsmaker Surveys

Researchscape International 1/1/18 Jeffrey Henning

Surveys are a proven and effective method of generating publicity for organizations. For many businesses, in fact, surveys can lead to coverage that would not be available for their product or corporate news. Incremental updates to products, staff changes, new offices – while important to the organization – generate little publicity. Stories that can place the organization in the larger context of sweeping changes, backed up by recent data, resonate more with journalists.

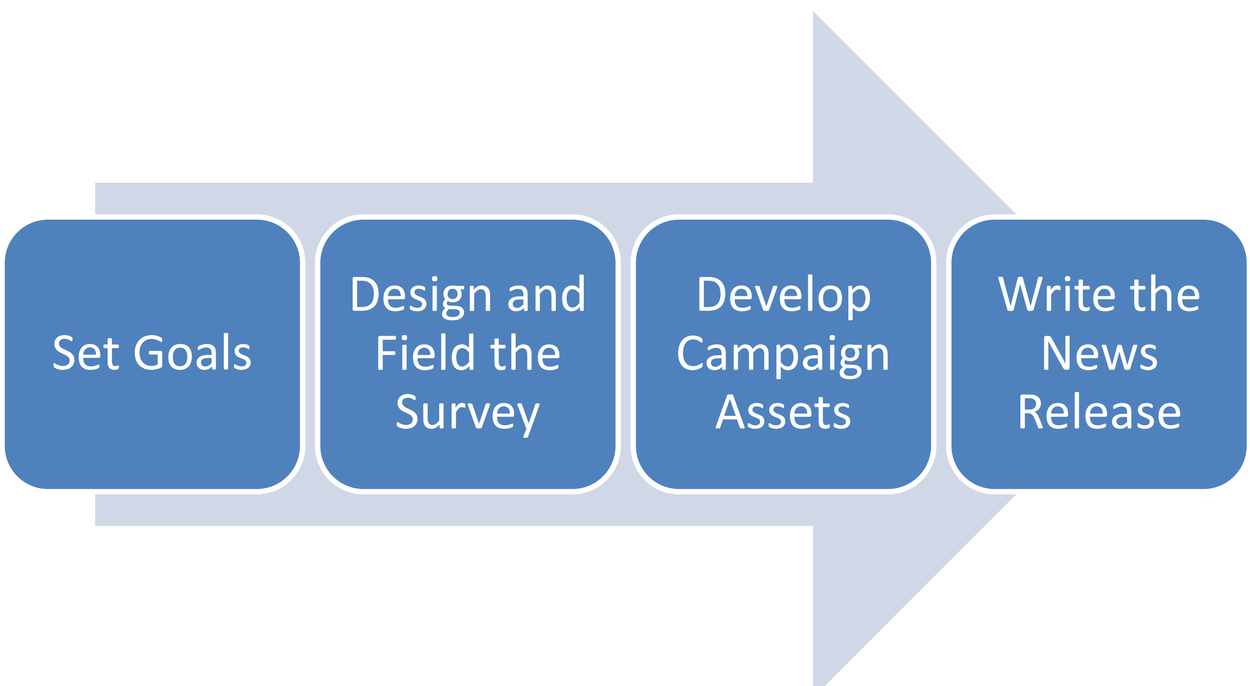
Too often publicity strategies that incorporate surveys suffer from errors and omissions that reduce the likelihood of wide media coverage. Yet implementing best practices for newsmaker surveys is not particularly expensive.

Researchscape interviewed reporters about their attitudes towards newsmaker surveys and conducted a content analysis of over 1,150 survey news releases published in 2017. This research identified common mistakes that can be readily anticipated and addressed in order to maximum the return on investment from your own surveys.

Based on this research, our 4-step process for writing effective survey news releases includes:

1. Set Goals
2. Design and Field the Survey
3. Develop Campaign Assets
4. Write the News Release

## Process for Effective Survey News Releases



## 1. SET GOALS

Setting a goal focuses your efforts and saves time and budget that might have gone to extraneous details.

Common goals for newsmaker surveys might serve either the long term or short term.

1) **Long Term**
   a) **Build brand awareness** – Bankrate, a consumer financial services company, publishes monthly surveys such as its Financial Security Index in order to promote its brand.
   b) **Demonstrate thought leadership** – The Market Research Institute International, a nonprofit providing online continuing-education courses, used a career-satisfaction survey of 129 researchers in three countries to highlight attitudes towards growth opportunities and learning preferences.
   c) **Improve search engine ranking of your site for key terms** – HealthPocket, a health plan comparison website, used a survey to improve its ranking for the keyword "physician search".
   d) **Develop content for a content marketing strategy** – Evergage has published four annual studies on marketing personalization, in order to generate content for blog posts, ebooks, and webinars.
   e) **Generate leads** – In 2015, Data Intensity surveyed 200 business decision makers about their interest in data analytics in the cloud. This research continues to fuel lead-generation efforts by the company today.
2) **Short Term**
   a) **Leverage a holiday or event for coverage** – For instance, Offers.com did a survey about Mother's Day gifts, AutoPartsWarehouse.com did a survey on consumer attitudes towards electric cars for Earth Day, and Student Loan Hero researched the tax impact on student loans for the U.S. income tax deadline. As the last example shows, almost anything can be tied to an event.
   b) **Provide support for a product launch** – For instance, when the startup Seed launched an app for freelancers, microbusinesses, and other small businesses, it shared a survey of small business owners that revealed that 32% aren't separating their personal and business banking. This led to coverage in *Business News Daily*, *Bank Innovation*, and other publications.
   c) **Build interest in a conference presentation** – NCR published the results of its traveler experience survey to drive traffic to its booth at the Passenger Terminal Expo.

## Goals for Effective Survey News Releases

| Long-Term Goals | Short-Term Goals |
| --- | --- |
| • Build brand awareness<br>• Demonstrate thought leadership<br>• Improve search engine ranking of your site for key terms<br>• Develop content for a content marketing strategy<br>• Generate leads | • Leverage a holiday or event for coverage<br>• Provide support for a product launch<br>• Build interest in a conference presentation |

## 2. DESIGN AND FIELD THE SURVEY

Writing a questionnaire for a newsmaker survey is different than designing a customer satisfaction or general market research survey. Such general surveys are often academic, clinical, even boring: in contrast, with a newsmaker survey you are looking for punch and attitude. For instance, in a survey about the challenges of home selling, Opendoor found that 27% of home owners would rather get a colonoscopy than sell a home, preferring a literal pain in the ass to a figurative pain in the ass!

With your goals in mind, your team should brainstorm the possible headlines that you would love to see, if the results warrant.

Where academic discipline *is* important is when it comes to question wording. Many common problems can lead to inaccurate survey results and will reduce your credibility with reporters, including asking leading questions or encouraging acquiescence bias. Good question wording is as much art as science; for instance, one tiny survey (18 words!) reviewed by Researchscape suffered from five different problems that would affect results. Once your questionnaire is drafted, make sure a professional market researcher reviews it for errors and rewrites it where necessary before you collect responses.

### One Questionnaire, Multiple Releases

A well-designed questionnaire can provide material for two or three news releases. For instance, a monthly Bankrate.com survey provides an update on financial security, using a battery of standard questions, but also includes some topical questions, which are often reported in a separate news release.

On average, a survey news release reports the findings from five questions (not including panel demographic questions). Not that you need as many as five questions: 15% of 2013 news releases reported on a single question! A 15- to 20-question survey can easily be leveraged to provide content for three or four news releases.

One way to get more content out of a question is to discuss statistically significant differences by subgroup. For instance, Bankrate.com reported key differences by age, educational background, household income, and even political party, as appropriate. Many online panels have fielded detailed demographic questions to panelists already, enabling you to break out results by age, ethnicity, gender, region, household income, marital status, and employment status, without needing to ask those questions in your own survey.

For instance, Intermedia shared its study on ransomware, point out differences by type of company:

Managed Service Providers are more concerned than others about ransomware attacks this year: 23% of MSPs are extremely concerned, compared to 10% of IT consultants and 0% of VARs.

| | Which of the following best describes your company? | | | | |
|---|---|---|---|---|---|
| | Total | Managed Service Provider | Value-added Reseller | IT Consultant | Other |
| | (%) | (%) | (%) | (%) | (%) |
| **Total** | 100 | 24 | 5 | 67 | 4 |
| **Not at all concerned** | 5 | 9 | 7 | ⇓ 3 | 17 |
| **Slightly concerned** | 24 | 20 | 21 | 27 | 8 |
| **Moderately concerned** | 33 | 29 | 29 | 34 | 42 |
| **Very concerned** | 24 | 20 | 43 | 25 | 17 |
| **Extremely concerned** | 13 | ⇑ 23 | 0 | ⇓ 10 | 17 |

*⇑ indicates cells that are significantly greater than all other cells in this row at a 95% confidence level.*

*⇓ indicates cells that are significantly less than all other cells in this row at a 95% confidence level.*

Bankrate.com illustrates another best practice for leveraging questionnaires: repeating them periodically, which offers trend information and other news angles. Reporters like them too. “I prefer surveys that compare results to earlier periods because they are more than a snapshot in time,” said journalist Michael Fitzgerald, who frequently writes about innovation. “They are also conducted with a little more objectivity: you can say what you want to say with certain questions but now you have to at least be consistent.”

## One Questionnaire, Many Purposes

Marketing budgets are often tight and must be stretched to accomplish different goals. While most newsmaker surveys are conducted solely for purposes of generating content and publicity, that does not have to be the case.

- One Researchscape client was using a newsmaker survey to promote a product launch but had lingering questions about pricing and messaging. Survey respondents were given a price test and were asked which message resonated the most.
- Another Researchscape client needed to understand how their installed base differed from the wider market and fielded some questions for internal use.
- Many clients conducting expensive B2B research want to understand brand awareness, attitudes, and usage of their brand and its direct competitors.

In each of these cases, these other questions were omitted from the PR campaign and were not reported as part of the results.

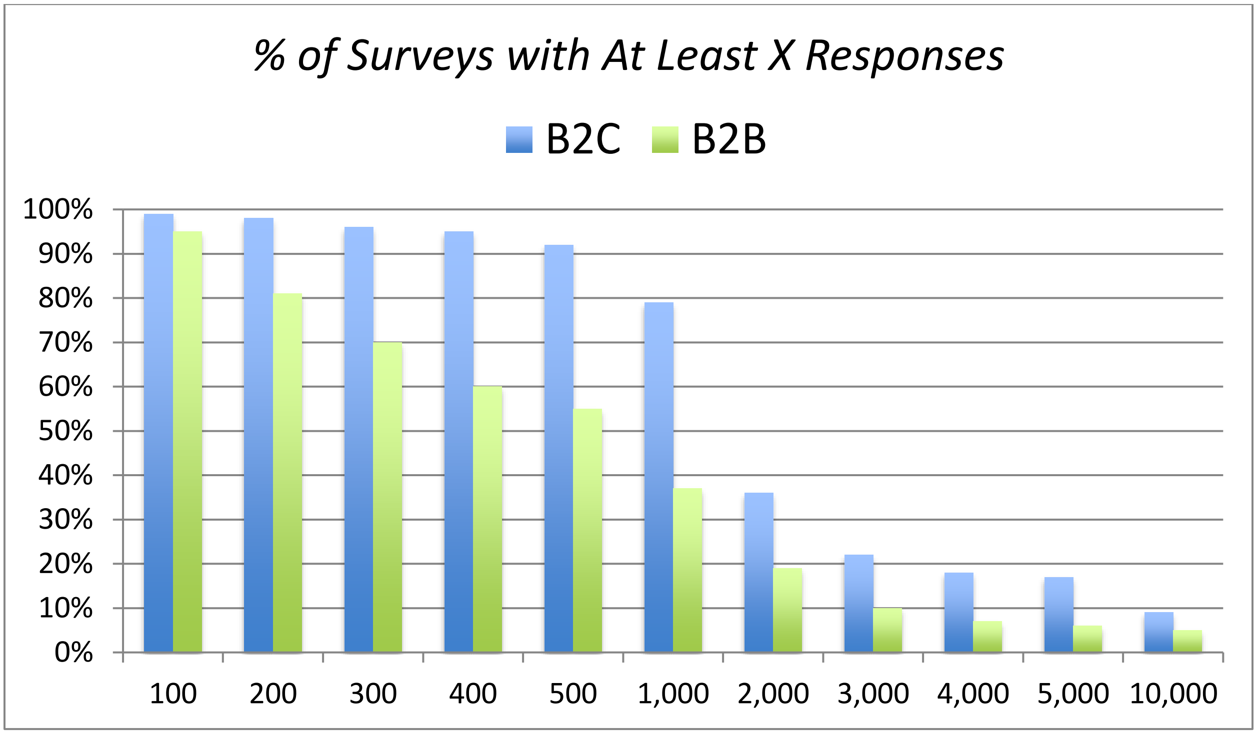
## Sample Size

The typical survey reported in the 2017 corpus of news releases has 1,000 respondents (mode), with 98% having 100 or more responses, 76% having 500 or more responses, 60% having 1,000 or more responses, and 29% having 2,000 or more responses.

The more responses, the greater the credibility with reporters. For instance, Kate Sullivan, editor with the UK publication *Tech Radar*, commented on a survey saying, “The research only took in the opinions of 641 people so it’s not exactly something we’re going to submit to the *Encyclopaedia Britannica*.” The good news is she wrote about the survey – the bad news is she questioned its quality. For most reporters, consumer surveys with 1,000 responses cross a threshold that adds to their credibility.

B2B (business-to-business) surveys do typically have much lower sample sizes than surveys of consumers, voters, or employees in general. The median size of a B2B survey is 506 respondents vs. 1,137 respondents for a B2C survey; the most common size of a B2B survey is 300 respondents vs. 1,000 respondents for B2C. (The corpus was 56% B2C surveys, 44% B2B.)

## SAMPLE SIZE OF 2017 NEWS RELEASES




*Sample Size: 957 news releases*

Large response sizes are often necessary when behaviors to be observed are small: for instance, out of 2,037 U.S. adults surveyed on behalf of the Network Branded Prepaid Card Association (NBPCA), just 91 respondents (6%) used prepaid debit cards for everyday transactions. Another reason for large sample sizes is for meaningful comparisons between subgroups. If you want to compare users of five different products, you want to make sure you have sufficient users of each product to make comparisons. Or if you want to report tailored results by state, as a number of major brands have done with their surveys, you want to make sure that you have hundreds of responses in each state that you are reporting on. For instance, Bridgestone surveyed 200+ respondents in each of 20 major metropolitan areas (for a total sample of 4,044), leading to tailored coverage contrasting each city's rate of recycling to the overall average.

Oddly enough, 18% of news releases about surveys failed to disclose the sample size, one of the most basic elements that should be disclosed. Another 2% of releases spoke in generalities such as "100+ responses", "nearly 80 respondents"; this can portray the research as amateurish.

## Sampling and Mode

> "The challenge with online surveys is they are not as randomized as a well-done telephone survey. But—you can get a wider audience online than you can in a sociology survey with 19-year olds who need 20 bucks."
>
> ***— Michael Fitzgerald, journalist***

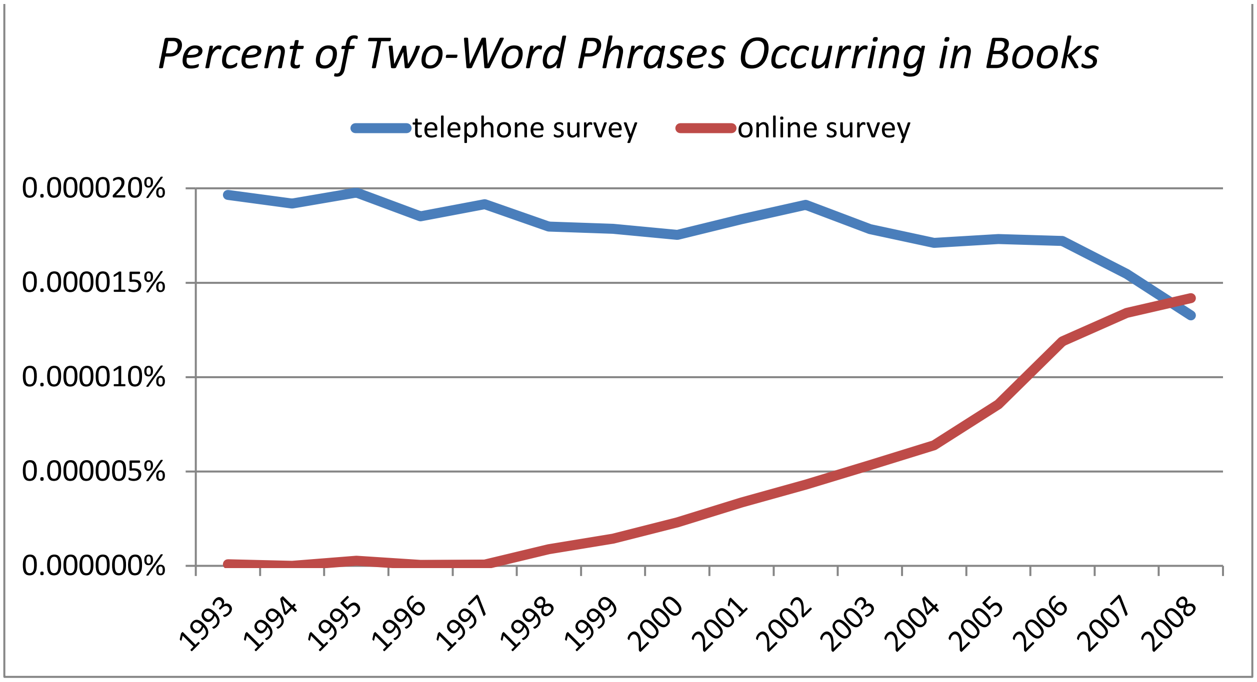
For representative results, better to have a well-design sampling strategy than thousands of responses. Unfortunately, this is a distinction that most reporters ignore and that many researchers, in the interest of minimizing costs, obscure.

Probability sampling of telephone and cellphone numbers produces the highest quality and most representative results. Unfortunately, telephone surveys cost up to three times as much as nationally representative online surveys – cell phone numbers must be dialed manually (automatic dialing is legal for landlines but illegal for cell phones) and an hour worth of calls are required for every completed interview.

Unlike telephone surveys, online surveys vary widely in representativeness, from opt-in web polls that are only representative of those who voted, to sophisticated online surveys designed to be representative of the U.S. population in general. Different algorithmic techniques are used to improve the representativeness of online surveys, including web-site intercept surveying, sample matching, and statistical weighting.

Larger news organizations have statistics departments that will evaluate surveys before reporting on them and will help reporters put online surveys in context. In fact, many media companies themselves now conduct online surveys and publish the results. Looking at books published from 1993 through 2008, references to "online surveys" have grown to surpass those of "telephone surveys". (More recent data is not available.)

## The Rise of Online Surveys




*Source: Google Books (2008 last year available)*

While online surveys have grown in popularity, some reporters are still skeptical of such research. The following types of online surveys are less likely to be written about:

- **Those conducted using the sponsoring organization's web site**. "Forget it! It may be statistically representative of their customers, but it may not even be that," said business and technology journalist Erik Sherman. "I don't trust opt-in surveys."
- **Those done by the organization itself rather than with a third-party research firm**. "I don't automatically assume anything from Harris, for example, is okay, but I am more likely to give them the benefit of the doubt," said Sherman. "I know if they start messing up that it will damage their professional reputation."
- **Those with raw, unmodeled results**. While journalists willingly acknowledge that they are not experts when it comes to statistical modeling, they look for methodologies that improve the representativeness of the collected data.

Each of the above concerns about online surveys can and should be addressed. Reporters frequently write about those online surveys that demonstrate research best practices. "I want to know that the research was done professionally. It may be the only practical way," said Sherman. "If the results are interesting, I will put in the caveats."

Given the affordability, convenience and widespread acceptance of online surveys, 87% of surveys published in news releases are for online surveys. (For the third of news releases that specified the mode.)

Quota sampling is one practice that improves the representativeness of online surveys, by dividing the population into buckets (called *cells*) by age, gender, region, and other demographic variables and then recruiting respondents to fill each bucket. For instance, since 17% of the U.S. population is Hispanic, a survey might try to recruit 17% of its participants from the Hispanic community. And so on for each demographic. Only 6% of 2017 surveys used quota sampling.

A more sophisticated approach is to use sample matching or selection-bias modeling, which conceives of the population as ever more specific buckets. Instead of recruiting Hispanics overall, there will be different buckets for Hispanics by gender, age, region, and other variables. Toluna, a Researchscape partner, is a leading practitioner of this approach.

Once the survey results are in, weighting can be applied to treat responses from some respondents as worth more than responses from other respondents in order to be even more representative of the overall population. For instance, for a survey interviewing 100 Americans ages 18 to 64 with 60 females and 40 males responding, the proper proportions for that age range should be 50/50. To correct for this, a survey researcher would weight each female's answers to be worth 0.83 of a response and each male's answers to be worth 1.25 responses. Now the survey results should, in theory, better reflect the target population. Of surveys published in 2017 news releases, only 6% were weighted, down from 10% in 2016. The majority of weighted surveys were weighted by age and gender; four out of ten were weighted by region.

## Responding to Early Returns

The first 75 responses to a survey are highly predictive of the final results of a survey: final statistics rarely change materially (more than plus or minus 10 points) from these initial findings.

Reviewing these results provides an opportunity to retire questions that aren't supporting the desired headlines and to add new questions suggested by the preliminary findings. While new questions will have a smaller sample size than others, this is no different than what happens for questions that are part of skip patterns for respondents to which they do not apply.

The ability to respond and adapt to early returns provides an opportunity to maximize the ROI for a newsmaker survey.

## 3. DEVELOP CAMPAIGN ASSETS

Most survey news releases simply include a summary of key findings of the survey, without accompaniment. Modest additional effort can create news releases more likely to be picked up.

In 2017, the quality of news releases about surveys declined, with more releases than ever failing to answer the most basic questions that journalists and bloggers have:

- Only 82% reported sample size, down from 90% in 2016.
- Only 51% reported fielding dates, down from 71% in 2016/
- Finally, only 35% reported the mode of data collection, down from 60% in 2016.

### Optimizing Releases for Reporters

"Surveys are great for me for a blog post or for shorter, more compact, newsy things," said Fitzgerald. "Ideally, I want a survey that has the appearance of independence, but they are usually company surveys. I don't have the time to go through the questions to see if they are balanced or asking questions the way an independent researcher would ask them. I want transparency, some sense of its statistical value, what the sample size is, whether it is a one-off or something comparing to earlier periods. I'm looking for timeliness, something that supports my beat, that I can use as a standalone item or that opens a question for a feature. I don't have the time to do too much work—the publicist should highlight the data and put it into context."

Some assets to help busy reporters:

- **Exhibits** – Only 11% of 2017 releases (up from 8% of 2016 releases) included charts and graphs, either as attachments embedded in a multimedia news release or as links from the release (as distinct from "infographics"). Those that did include exhibits often had low quality graphs unlikely to be used by reporters. Charts with simple, professional formatting can easily be embedded into a story; garish, branded charts in unusual color schemes are less likely to be used. Surprisingly, quite a few exhibits fail to include the sponsoring organization's name.
- **Topline Results** – Only occasionally offered, these documents include the question wording and the answers selected for each question for the overall sample. Some include demographic breakouts by question; some don't. "I want to see what the questions are and what order they are asked in. This is a classic source of bias, unintentional or intentional," said Sherman.
- **Methodology FAQ** – While most releases include a paragraph about the survey methodology, in the interests of space such statements are often short and don't answer

> all the questions reporters are trained to ask. “Too many releases don’t include a methodology section,” said Sherman, “or what they do include you could write on the back of a matchbook and write it around the logo! Think about the questions that a journalist would ask and answer them. If there are weaknesses in the methodology, then just be ready to admit it.” Concurred Fitzgerald: “I like to see in a press release language that is carefully couched that uses shades of gray. I will give a little more credibility to someone who acknowledges in some form that they are not making sweeping claims about their study. Sweeping claims just raise red flags. Pew Research tries to be very careful and point towards what they think the data indicates, saying ‘We think you can apply it more broadly to represent some aspect of society.’”

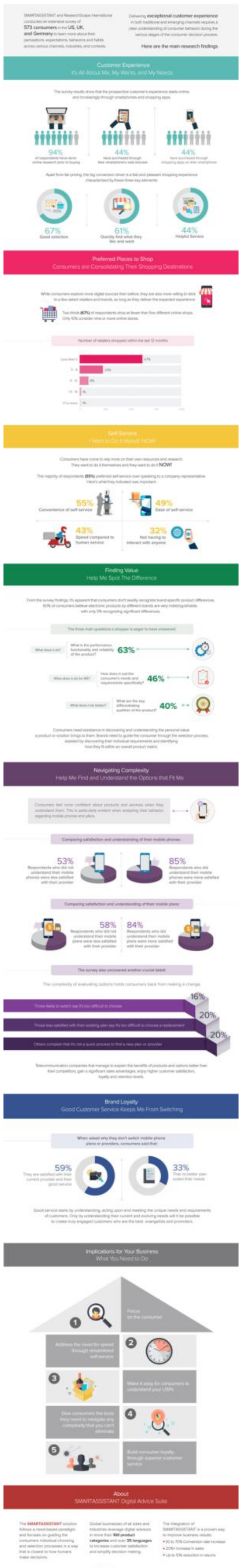
The American Association of Public Opinion Researchers and the Poynter Institute train reporters to ask the following questions about survey research results.

1. Who paid for the poll and why was it done?
2. Who did the poll?
3. How was the poll conducted?
4. How many people were interviewed and what’s the margin of sampling error?
5. How were those people chosen? (Probability or nonprobability sample? Random sampling? Non-random method?)
6. What area or what group were people chosen from? (That is, what was the population being represented?)
7. When were the interviews conducted?
8. How were the interviews conducted?
9. What questions were asked? Were they clearly worded, balanced and unbiased?
10. What order were the questions asked in? Could an earlier question influence the answer of a later question that is central to your story or the conclusions drawn?
11. Are the results based on the answers of all the people interviewed, or only a subset? If a subset, how many?
12. Were the data weighted, and if so, to what?

Although less often cited, the National Council of Public Polls (NCPP) has published its own list of questions for journalists to ask about surveys. This list serves as a useful FAQ for reporters on why the questions are important: 20 Questions A Journalist Should Ask About Poll Results.

> “What’s the sample size? What was the response rate? What were the questions? What order were they asked in? Are you introducing bias? I am capable of asking any and all of these questions. It depends on the survey.”

*– Erik Sherman, business and technology journalist*

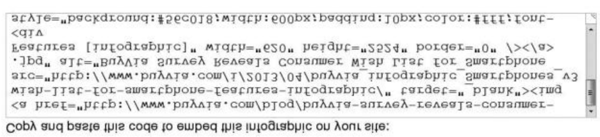


## Optimizing Releases for Bloggers

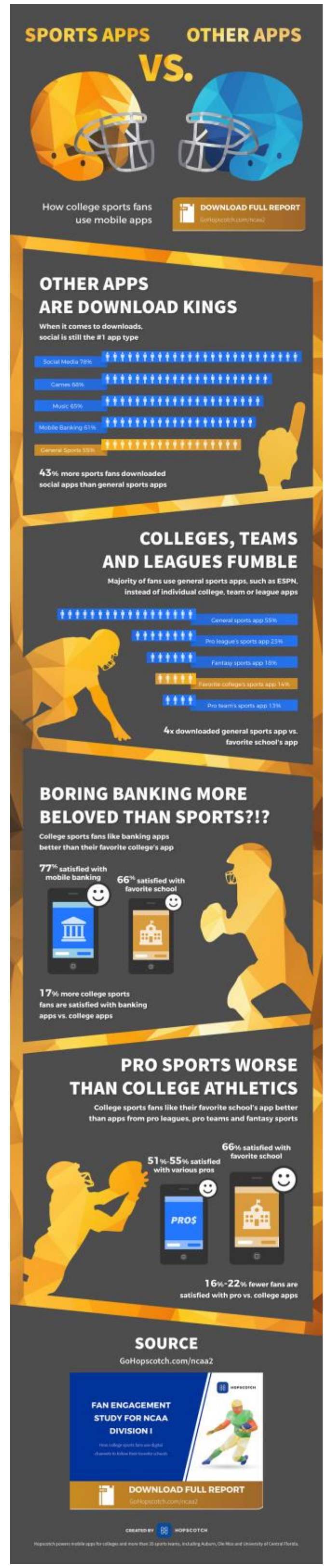
Bloggers, in general, are even more pressed for time than reporters and are more likely to cut corners when reporting on your news release. All the resources you provide for reporters will assist bloggers, but they are more likely to use infographics than reporters are. Infographics – in the popular sense of multiple charts and graphs artfully combined into a single long image file – are a recent trend: only 14% of 2017 survey news releases included infographics or links to infographics (down from 19% in 2016).

News releases that claim to have "infographics" have illustrations that range from the simple (a single graph) to PDFs. A true infographic is in a web-ready graphic format such as .PNG, .JPG or .GIF and incorporates multiple data points.

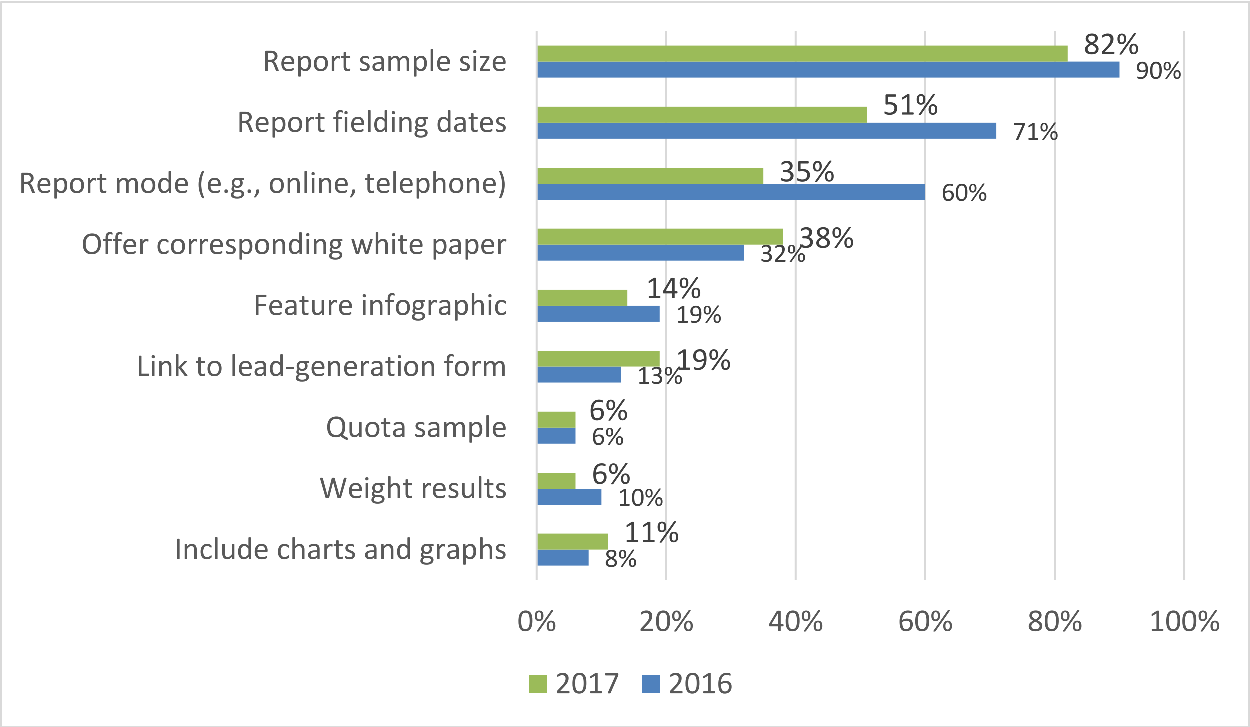
Some news releases even feature embed codes so that bloggers can simply copy and paste a snippet of HTML to incorporate an infographic into their story. For instance, a BuyVia survey on the Apple Watch that was picked up by Business Insider and syndicated on CNN included this:




Bloggers, far more than reporters, are used to linking to other sites. Many news releases with surveys don't offer any pages to link to. Publish a page to your blog or just your site summarizing the survey, preferably in a different format than the news release itself. (So that a blogger, copying your release and making minor edits, doesn't have to reveal his or her wholesale borrowing of your wording.)



## Properties of Survey News Releases



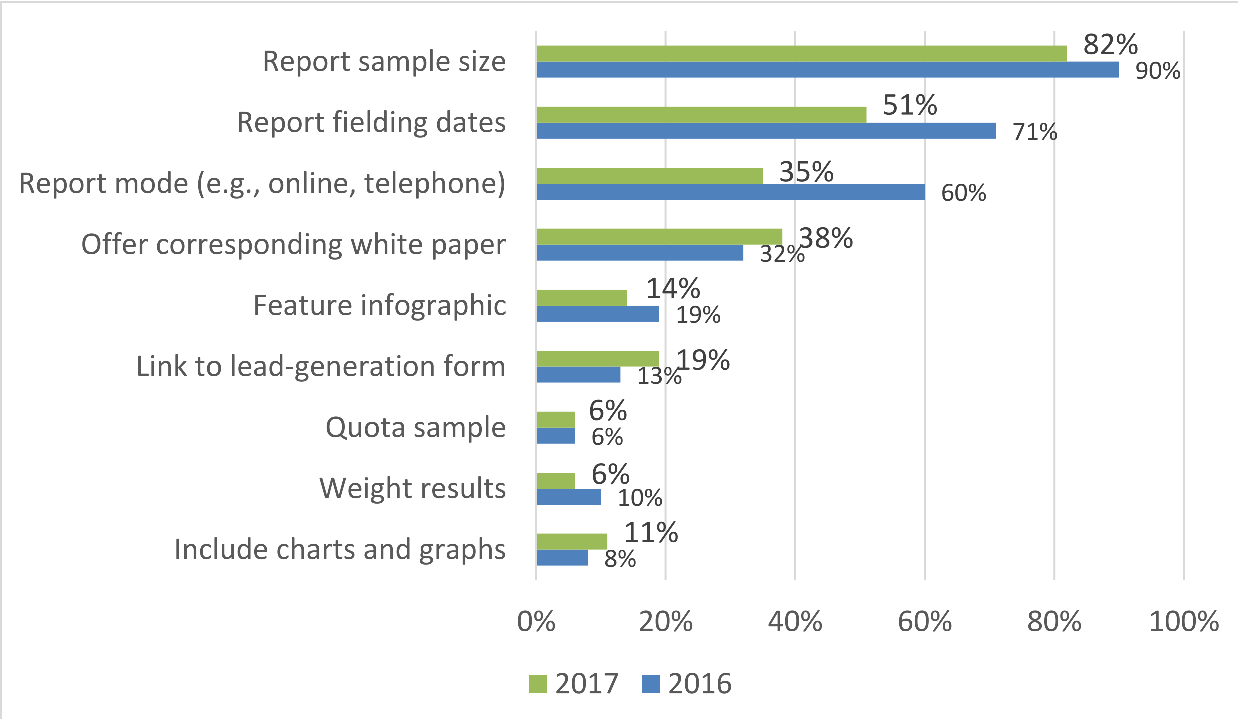

*Sample Size: 2017 n = 1,169 news releases; 2016 n = 103*

## Optimizing Releases for Prospects

Ultimately publicity is about generating business for organizations, yet most press releases aren't optimized for this. Only 19% of 2016 survey releases linked to a lead-generation form (up from 7% in 2013) to capture a prospect's contact information in exchange for a white paper with more detail about the survey, despite the fact that 38% of survey news releases offer a corresponding white paper (up from 19% in 2013).

While creating a white paper sounds daunting, and some are rich, professionally written and well-designed ebooks, many white papers are simply PowerPoint presentations of the survey results, with an introductory slide, one slide per question and a methodology slide. A quick "white paper" of this format is better than not offering a white paper at all and is probably more likely to be read in its entirety than a traditional narrative format anyway.

## Properties of Survey News Releases



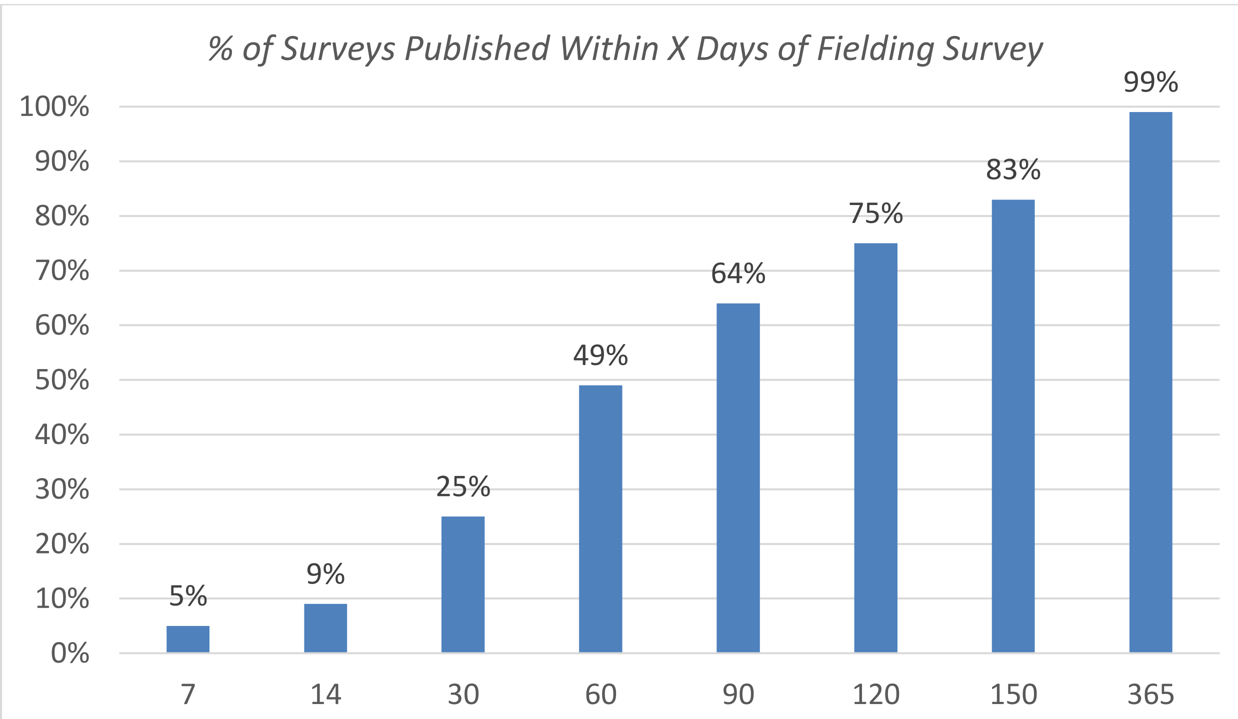

*Sample Size: 2017 n = 1,169 news releases; 2016 n = 103*

## 4. WRITE THE NEWS RELEASE

Finally, with the campaign assets in place, it is time to write the actual news release or series of releases and schedule them for distribution.

How timely is the typical news release? Only 5% were published within a week of closing fielding of the survey, while a quarter (25%) were published in 30 days. Altogether, nearly half of these news releases were published within two months (60 days) of the survey completing fielding. The median length of time was 62 days.

Timeliness of 2017 Survey News Releases




*Source: Researchscape, n = 957 news releases*

These should follow typical best practices for such releases (see, for instance, the PRWeb paper, Writing Great Online News Releases).

However, survey news releases have their own unique needs, in part due to the statistical material they present. Sherman said, "Pitching bogus or misleading stats is bad. Due diligence, even of what clients tell you, is ultimately smart." Here are some common mistakes made when reporting survey results:

- **Overgeneralizing**. Claiming "X% of Americans love widgets" is an exaggeration of how representative most online surveys are: better to write "X% of U.S. adults surveyed love widgets." Projecting incidence rates to the overall population is best done by telephone surveys.

- **Being overly precise**. Even the most representative survey results are only accurate within a range of sampling error (e.g., plus or minus 3% at 95% confidence for a probability survey of 1,000): so the reported 50% might be anywhere from 47% to 53% in the overall population, and sampling theory says that there is a 1-in-20 chance that it's any number at all. Reporting the results of your online survey to one or two decimal places simply comes across as amateurish: don't write "15.67% of respondents prefer strawberry" but round to a whole number instead.
- **Claiming a margin of sampling error**. More news releases than not include references to the margin of sampling error, yet this only applies for probability samples (typically telephone surveys). The American Association of Public Opinion Research says this claim is misleading for online panel surveys. Instead, report a credibility interval.
- **Reporting on questions with too few respondents**. Sometimes the questionnaire, which had a great set of questions for respondents who answered other questions in a certain way, simply doesn't collect enough results for that section to be useful. For instance, one survey discussed the centenarians who use online dating; when you did the math on the percent of centenarians who use the Internet, it was clear this was referring to a single respondent!
- **Failing to disclose the basics**. In our review, we found 28% of the 2017 releases analyzed didn't even disclose the number of people surveyed – as basic a requirement as you could have. Fully 35% failed to specify the mode of the survey (e.g., whether it was online, over the telephone, or in person); 49% failed to disclose the dates when responses were collected. Altogether, 71% of news releases failed to specify at least one of these three basic requirements. Answer these common questions in the release to spare the busy blogger or reporter the need to contact you.

Finally, here are some general mistakes that are especially applicable to survey news releases:

- **Not linking to resources**. For resources that you won't be distributing with the release (it often costs more to embed graphics and PDFs for distribution by a wire service), provide links in the release to exhibits, an infographic, the white paper, the methodological FAQ, and the web page you want bloggers to link to in their story.
- **Scheduling**. Quite a few survey releases tied to specific holidays or events

  are published just a day or two prior to the event, providing too little time for reporters to find them, research them, and write about them.
- **Missing the point**. It's easy to get caught up in the details and forget to state the meaning and impact of the survey results—the 'why' the survey was conducted.

Your survey is ready to be published!  You are well on your way to improving the amount of coverage you receive.

## Checklist for Effective Survey News Releases

| Design and Field the Survey | Develop Campaign Assets | Write the News Release |
|---|---|---|
| • Select a narrow goal<br>• Brainstorm story ideas<br>• Write questionnaire to support story ideas<br>• Have professional researcher review questionnaire<br>• Hire telephone research firm or program online survey<br>• Use quota sampling to improve representativeness<br>• Pause for preliminary results and last-minute edits | • Create summary of topline results<br>• Prepare 2 to 4 charts and graphs<br>• Develop infographic<br>• Write FAQ for methodology<br>• Create resource section of website for this survey<br>• Write white paper<br>• Create download form | • Draft the release according to standard best practices<br>• Avoid survey gotchas:<br>• Don't overgeneralize<br>• Don't be overly precise<br>• Claim sampling error only for telephone surveys<br>• Don't report on questions with too few responses<br>• Include survey details |

## NEED HELP?

Survey news releases make special demands on PR staff outside of ordinary releases. Researchscape International is here to help, whether you need us to do an entire survey project for you or just give you some assistance:

- **Questionnaire design** – We can write the questionnaire or just review the questionnaire before you field it, ensuring that it follows industry best practices on research.
- **Survey panel** – We have a panel of U.S. consumers aged 18 and up available for affordable newsmaker surveys. We also conduct telephone surveys for those news releases where precise incidence data is essential.
- **Written reports** – We will write a 40- to 80-page formal report documenting topline results along with the most newsworthy crosstabulations by demographics, attitudes, and usage.
- **Campaign assets** – We can develop campaign assets including an executive summary, the white paper, and exhibits.
- **News release support** – We will review a news release for accuracy prior to distribution, and – after distribution – we will answer the methodological questions that journalists ask your team about a particular news release.

Researchscape International has documented hundreds of newsmaker surveys and Researchscape staff have been conducting telephone surveys since 1988 and online surveys since 1996.

For more on our services, visit http://www.researchscape.com/newsmaker-surveys.

## METHODOLOGY

We downloaded 1,522 news releases from Business Wire, PR Newswire and PR Web that mentioned “survey” and discussed a survey sponsored or executed by the organization: 250 from March 18 to May 3, 2013; 103 from October 26 to November 18, 2016; 1,169 from January 16 to November 30, 2017. We excluded those that referred to third-party surveys.

The results are representative of releases conducted over that time, given possible rater reliability error from miscoding the attributes of the releases. The results may not be typical of releases for all attributes.

## ABOUT THE AUTHOR

Jeffrey Henning, PRC, is the president of Researchscape International, a research agency specializing in PR surveys. Researchscape has conducted newsmaker surveys for Actian, Confluent, Data Artisans, Data Intensity, Evergage, Healbe, Hopscotch, iBoss, Intermedia, Klarna, Merck, Mission Control Marketing, Nextiva, OFX, Seed, Skyword, Smart Assistant, Talend, TriCore, and many others.

Jeffrey is currently volunteering as the president of the Market Research Institute International, a non-profit providing continuing education to the research industry. In that role, he is overseeing a complete redesign of *The Principles of Market Research* course, which provides an academic foundation to researchers across hundreds of agencies and panel suppliers.

Jeffrey is a member of the Insights Association and the American Association of Public Opinion Researchers. In 2012, he was the inaugural winner of the MRA's Impact award, which "recognizes an industry professional, team or organization that has demonstrated tremendous vision, leadership, and innovation, within the past year, that has led to advances in the marketing research profession."

Before founding Researchscape in 2012, Jeffrey co-founded Perseus Development Corporation in 1993, which introduced the first web-survey software, and Vovici in 2006, which pioneered the enterprise-feedback management category. A 31-year veteran of the research industry, he began his career as an industry analyst for Giga Information Group (now part of Forrester).

Follow him on Twitter: @jhenning.