

IMAS International Poland

**Researchers create long questionnaires,
but respondents expect that
telephone opinion polls
will last only a few minutes.**

Wrocław, Poland, February 2009



The results come from ad hoc survey carried out by IMAS International Poland. The interviews were conducted using the telephone interview method (CATI) in February 2009 on a representative group of Poles aged 18 and over (sample before weighting n=1000). Quota random sampling for the research.

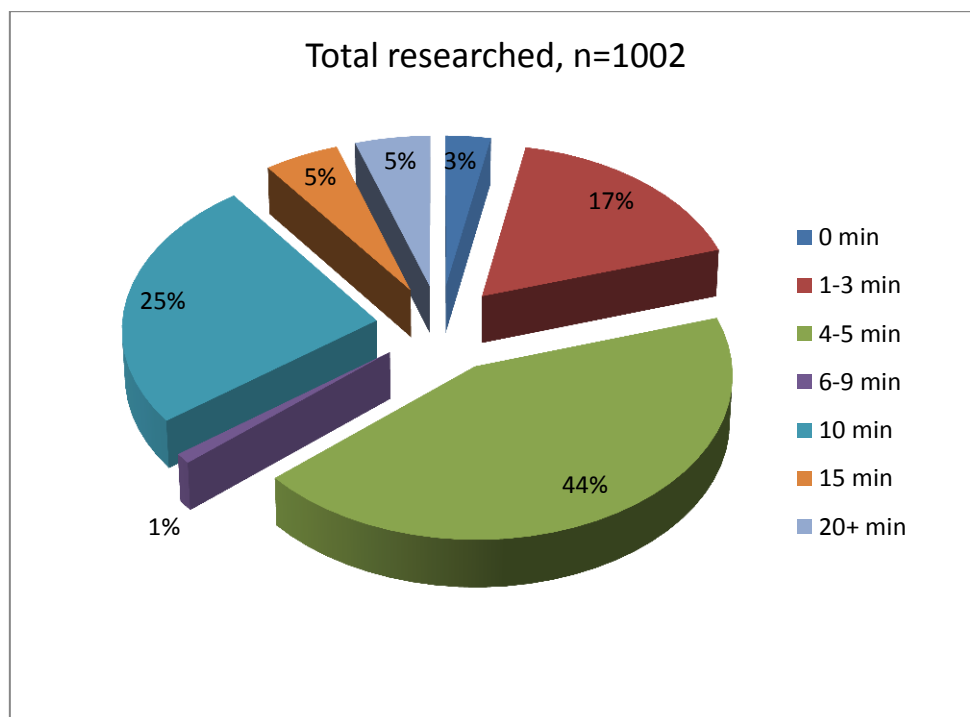
The opinion poll carried out among adult Poles shows that the majority of those agreeing to the telephone interview would like it to last no longer than a few minutes. An analysis on the average length of time a CATI interview carried out by IMAS International in 2008 shows that the interviews really last, on average, significantly longer – 17 minutes.

To such a long interview, according to the declarations, only one in twenty respondents would agree (5%), not much more than the percentage of those who would most willingly not answer any questions at all (3%). Altogether, 60% would agree to an interview of up to 5 minutes. According to 26%, the interview could last up to 10 minutes. The average acceptable length of the interview is less than 8 minutes (7.7 minutes)

DIAGRAM 1

The mean length of the telephone interview to which the respondent would agree.

“What is the maximum length that the interview could be?”



Older people are a little more open to longer interviews. Respondents of 55 years and over most often declare their acceptance to the longest interviews. Also, more people declaring their acceptance to longer interviews are in the villages and smaller towns, but the differences are not very big.

TABLE 1
The mean length of the telephone interview to which the respondent would agree.
“What is the maximum length that the interview could be?”

	0 min	1-3 min	4-5 min	6-9 min	10 min	15 min	20+ min	average
Poles age18+ total	3%	17%	43%	1%	25%	5%	5%	7,7
age 18-34 yrs	0%	21%	44%	2%	27%	4%	2%	6,7
age 35-54 yrs	4%	18%	44%	1%	23%	5%	5%	7,7
age 55 +	5%	12%	41%	1%	25%	7%	9%	8,8
Village	3%	15%	41%	1%	27%	6%	6%	8,2
Town up to 50,000	2%	20%	39%	0%	28%	4%	7%	8,2
Town up to 50,000-199,000	2%	21%	48%	2%	17%	5%	5%	7,6
Town 200 ,000+	4%	15%	49%	2%	23%	6%	1%	6,4

About IMAS International Poland

Our company has been operating on the Polish market since 1994, in the top twenty research companies in the country. We carry out market and social research both in Poland and abroad – in Europe, Asia, America and Africa. Our clients – producers, retailers, research institutes, media, public institutes and non-governmental organizations appreciate our professionalism, effectiveness and tailoring offers to their possibilities and requirements. We offer a full range of methods and techniques and carry out research face to face, CATI, CAPI, CAWI, both qualitatively and quantitatively. More information can be found at www.imas.pl

If quoting the results of research, please give the full name of the company and the methodology. Contact: Damian Michalski, damian.michalski@imas.pl, tel. +48 71 77 10 808.