

# Relationship VS. Transactional Surveys

	RELATIONSHIP SURVEYS	TRANSACTIONAL SURVEYS
<b>Primary Objective</b>	Strategic	Tactical
<b>Timing</b>	Once a Year	Ongoing
<b>Length</b>	10-15 Minutes	Under 5 Minutes
<b>Volume of Responses</b>	Large	Smaller
<b>Honoraria</b>	Sometimes	Never
<b># of Touchpoints Covered</b>	All	Usually one
<b>Competitor Questions</b>	Often	Never
<b>Follow Up</b>	Rarely	Yes
<b>Org. Access to Results</b>	Limited	Extensive