

Changing landscapes in survey design

Increasing responding in the 21st
Century



AES Conference, September 2016

ARTDCONSULTANTS

Agenda

1. Current methods and context
2. Our approach
3. Our results
4. Implications
5. Discussion and questions

Current methods and context

Distributing invitations

- Mail, email

Reminders

- Mail, email, phone call, SMS

Completing a questionnaire

- Online
- Paper
- Mobile
- CATI/ phone

Our approach

Scale?

Large Australian survey (N~2,500)

Who?

Family members

Subject?

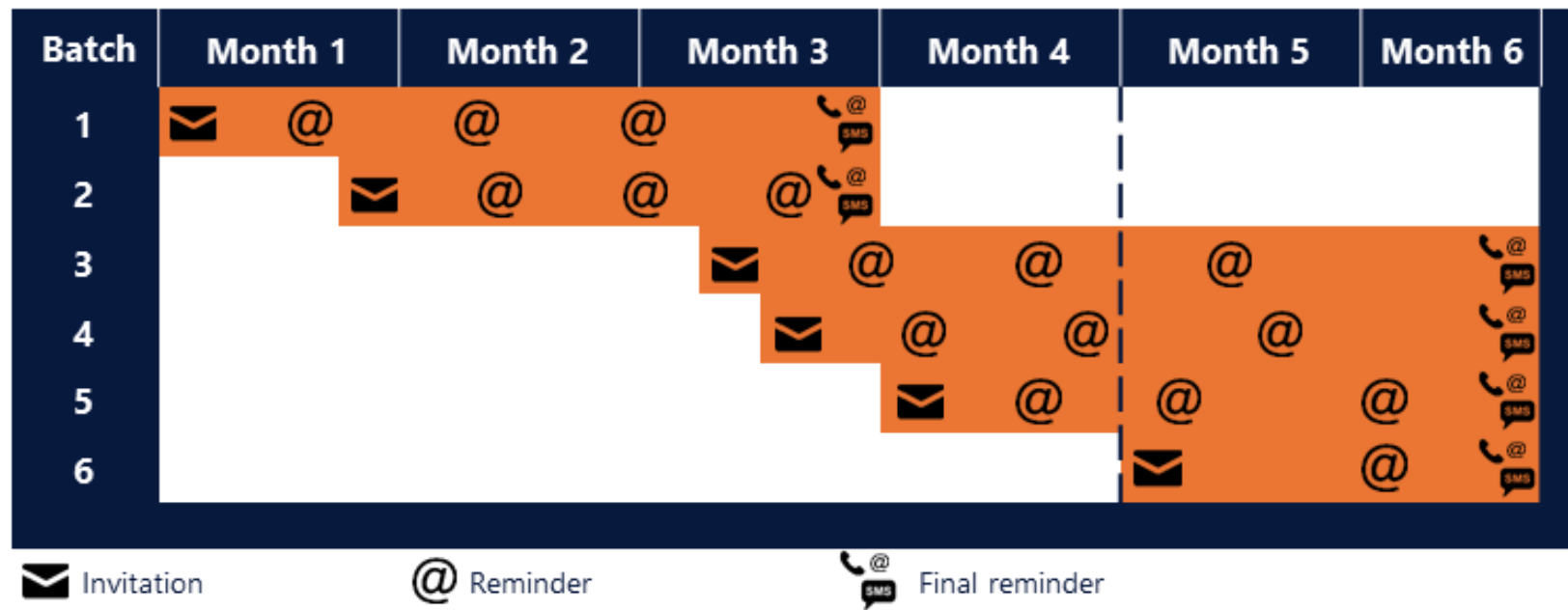
Mental health and wellbeing

How?

Online*

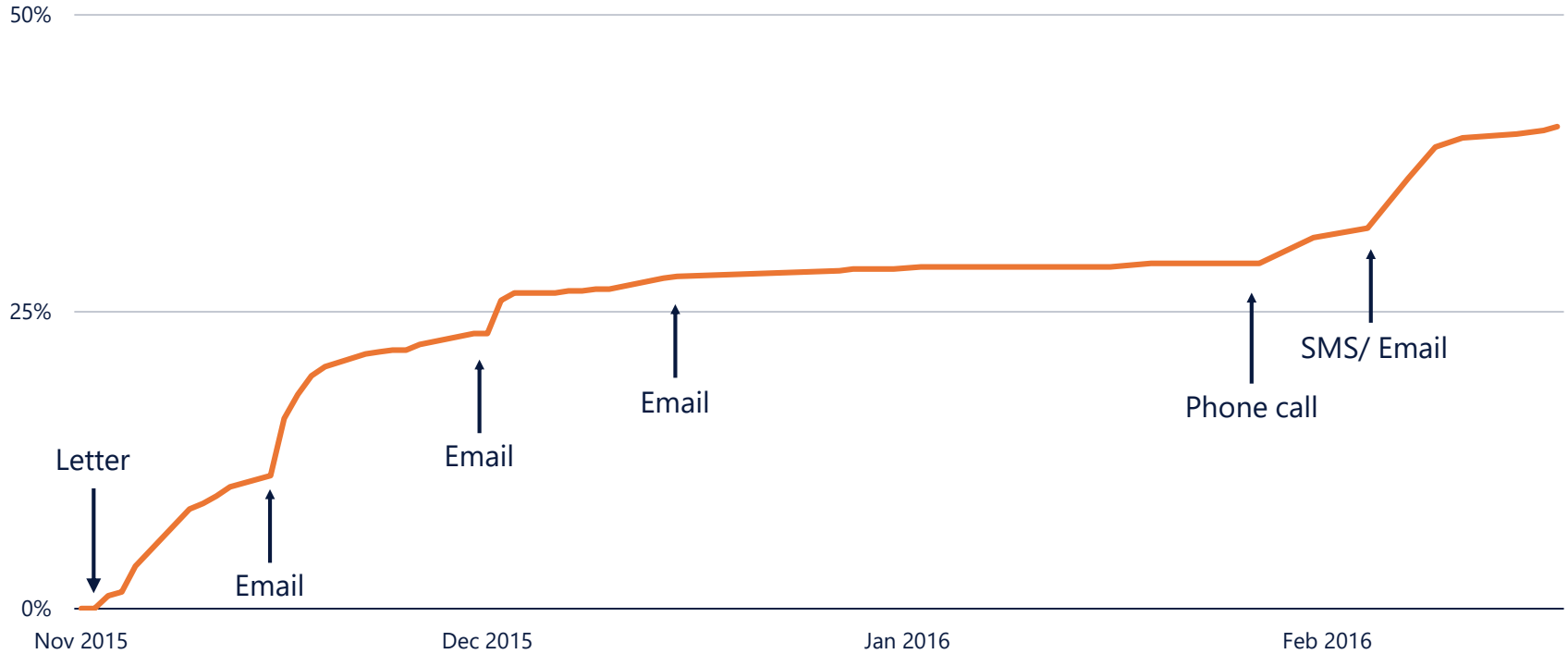
* Not all survey tools are created equal!

Our approach



Our results

Survey response rate



Implications

- Reminder strategy
 - Tailored
 - Maximise within reason
- Further research
- Is this a stable methodology?

Discussion and questions

- Surveys on Facebook?
- Mail invitations better than email?

Contact



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