

# Changing landscapes in survey design

Increasing responding in the 21<sup>st</sup> Century



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**ARTD**CONSULTANTS

# 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 survey

- Electronic, paper, phone

Dillman

# Our approach

Scale?

Large Australian survey (n~3,000)

Who?

Family members

Subject?

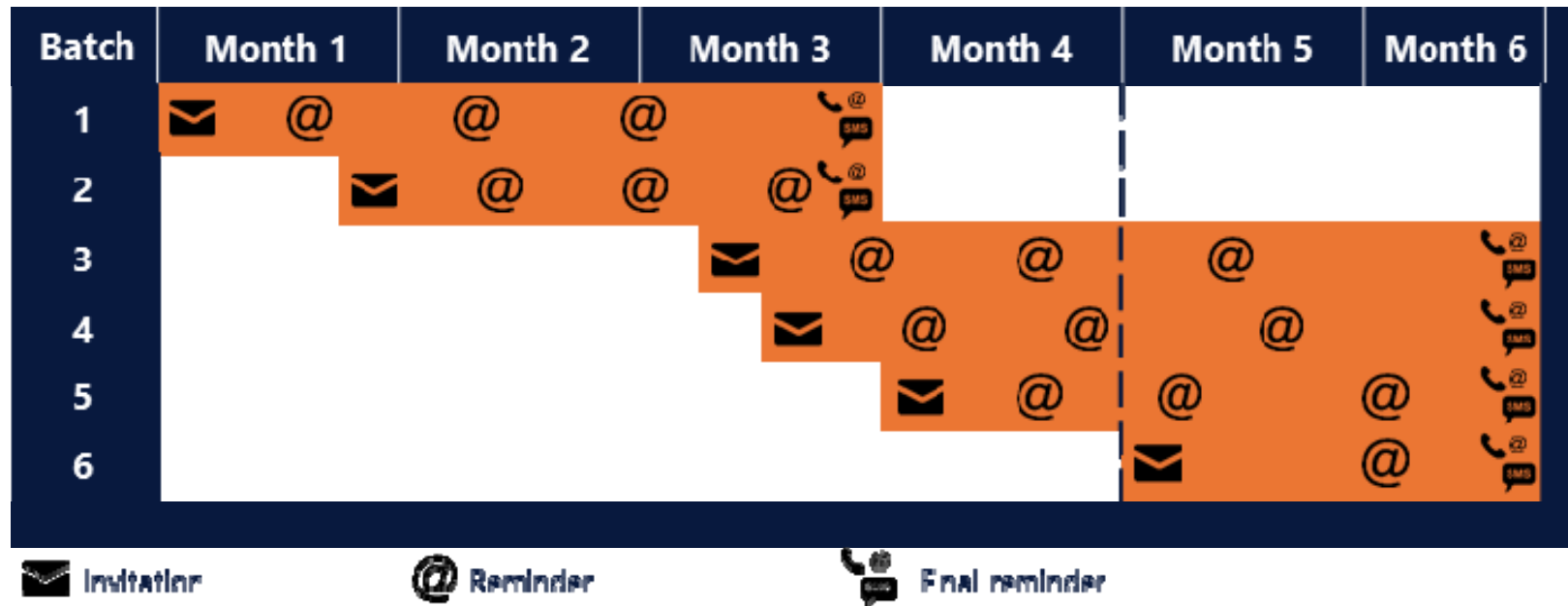
Mental health and wellbeing

How?

Online\*

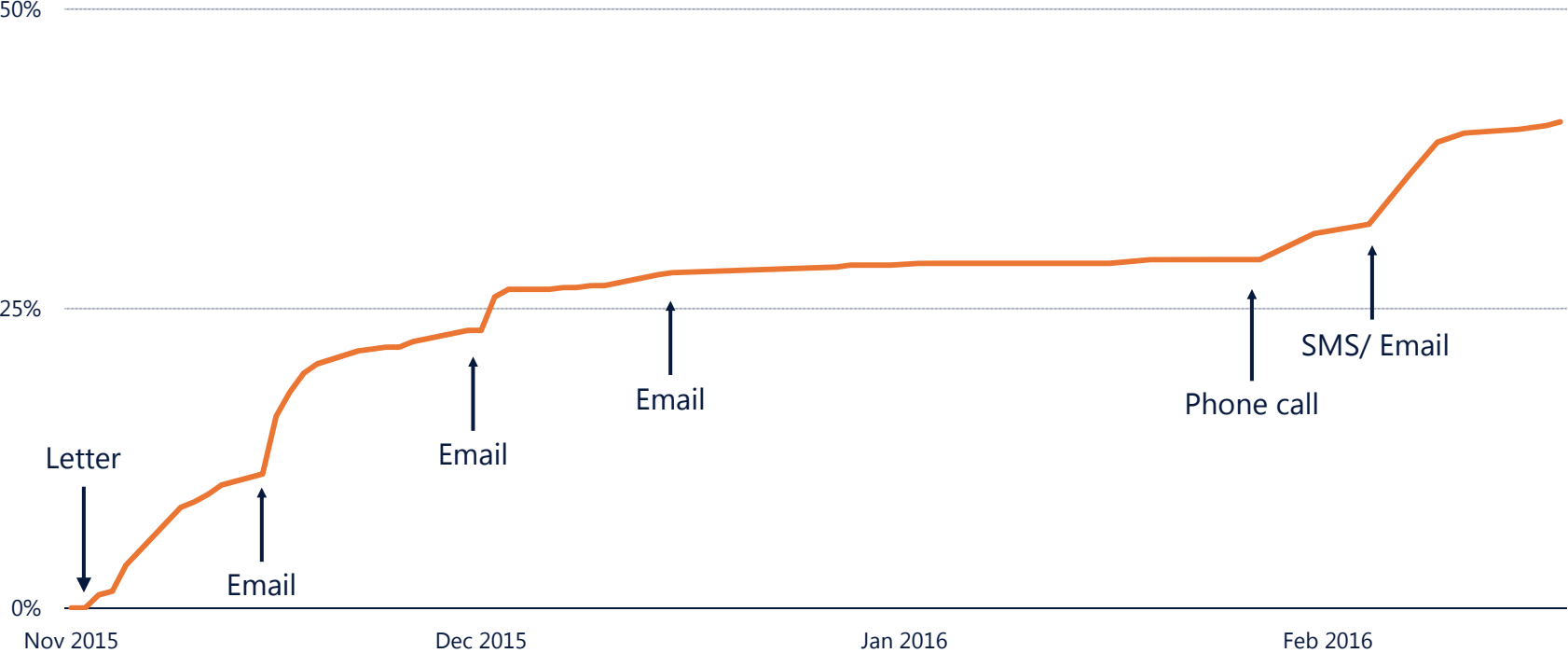
\* Not all survey tools are created equal!

# 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?
- Surveys are now easy to build?



# Contact



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