The Australian Bureau of Statistics acknowledges the Traditional Owners and Custodians of Country throughout Australia and recognises their continuing connection to land, waters and community. We pay our respects to their cultures and Elders, both past, present and emerging.
Designing respondent communications for enterprise surveys
Trials and tales from Australia

Spurti D’souza, Caitlin Huppert, Jodie Kline
Behavioural insights and human-centred design techniques were used to develop and evaluate:
Authoritative messaging in survey invitation materials

Control: Legal authority statement placed lower
Treatment: Legal authority statement placed higher

Control: ‘Please complete your...’
Treatment: ‘Notice of Selection’

Control: ‘Complete your survey online’
Treatment: ‘Complete your obligation online’

Control: ‘If you’d like to speak with us or need help participating in the survey, please call ...’
Treatment: ‘Contact us if this business is unable to meet its reporting obligations. To speak to our team, please call ...’

No statistically significant differences
Reminder card

A proactive reminder tool

Simple instruction for using the card

Clear and specific respondent-intentions

\[ n_{\text{control group}} = 1,562 \]
\[ n_{\text{treatment group}} = 500 \]

+ 4.71 percentage points in response rate at business-as-usual due date

+ 7.58 percentage points of treatment group had true self-initiated response
Late Reminder SMS

Control = 5% response rate
Treatment = 13% response rate
Statistically significant difference
‘We missed you’ emails

Plain English

Firm call to action

Two clear options

Simple legal authority statement, in an FAQ format.
Thank you for your time and for supporting Australian businesses

We sincerely thank you for taking the time to complete the [ ] for the quarter ending [ ]

We understand that it is a difficult time for many Australian businesses, and we value your participation in this important survey. Your response plays a vital role in making important government and policy decisions that can benefit your business and community in the future.

Through the [ ], the Australian Bureau of Statistics (ABS) collects information essential to producing statistics on Australia’s income, employment, labour costs and other expenses. These statistics help us to better understand the health of the Australian economy.

The statistics published from our surveys are available to access free of charge on the ABS website at [www.abs.gov.au]. You can find the statistics relating to the [ ] for the quarter ending [ ] under "Business Indicators". This is updated quarterly.

If you have any questions relating to the [ ] in general or for the next quarter ending [ ], please call us on 1800 [ ].

Thank you for your contribution.

[ ]

Australian Bureau of Statistics
Keep in touch
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