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.
Improving survey response by developing an effective contact and cooperation strategy

Yvette Kezilas, Conor Kelly & Leyton Wood

With support from the Project Team:
Annelie de Villiers
Bryony Cresswell
Katherine Birrer
Three approaches proposed to support the ABS’ contact and cooperation strategy:

1. Tailored approaches
2. Survey incentives
3. Household induction
1. Tailored approaches

Common Barriers
- Literacy/language
- Fear/lack of trust
- Shared accommodation/sharehouses
- Online challenges
  - Access/ability
  - Mobile only access
- Self-deselection/relevance
- Mail/address issues

Best practice engagement strategies
- Simple language
- Translation/audio services
- Clear survey scope
- Offer mixed-modes
- Mobile accessibility
- Incentives
1. Tailored approaches

Design principles:
- Clear and transparent call to action
- Simple language
- Clear survey scope
- Easy to follow instructions
- Offering multiple modes
Literature suggests financial incentives have a positive effect on survey response.

Most research has looked at incentives for voluntary surveys.

Cognitive testing conducted to explore attitudes towards incentives for compulsory ABS surveys.
2. Survey incentives

- Incentives not expected for compulsory surveys (if less than 30 mins)
- Incentives expected only when respondent burden is high (1hr+)

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3. Household survey induction model

**Current state**
- Household selected
- Survey-specific information provided
- Contact details registered
- Survey completed

**Future state?**
- Household selected
- Survey-agnostic information provided
- Contact details registered
- Survey-specific information & Survey completed
Participants were comfortable not being told upfront what the survey is specifically about

...BUT

...Participants were *not* comfortable with being told the time commitment for the survey only once they had entered the webform
Thank you for your time

Questions?

Keep in touch:

data.collection.design.centre.wdb@abs.gov.au