



Our Story.
Our Future.

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.

'Our Story. Our Future.' was created by proud Wiradjuri, Wotjobaluk, Yuin and Gumbaynggirr artist **Luke Penrith** and Maluuilgal people, Badu Island artist **Naseli Tamwoy**.

Improving survey response by developing an effective contact and cooperation strategy

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Australian Bureau of Statistics
Informing Australia's important decisions



Improving our contact and cooperation strategy

Three approaches proposed to support the ABS' contact and cooperation strategy:



1. Tailored approaches



2. Survey incentives



3. Household induction

1. Tailored approaches

Indigenous
Population

Aged
Pensioners
(65+)

Migrant
Population

Rural
Areas

Northern
Territory

Low SES







Other
Pensioners
(eg disability,
carers)

Young
People

Common Barriers

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

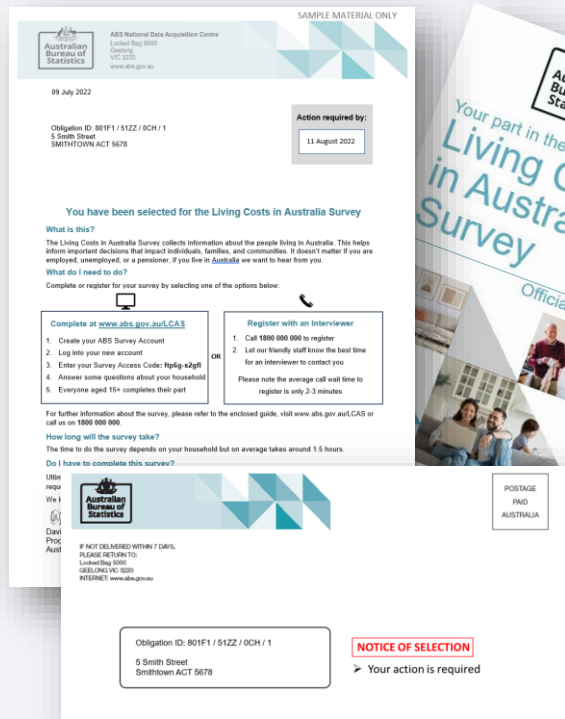
Best practice engagement strategies

- Simple language 
- Translation/audio
services 
- Clear survey scope 
- Offer mixed-modes 
- Mobile accessibility 
- Incentives 

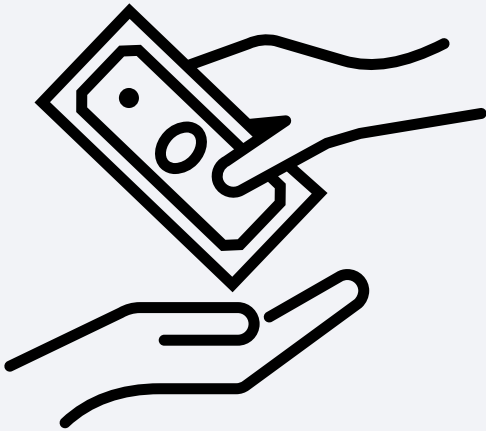
1. Tailored approaches

Design principles:

- Clear and transparent call to action
- Simple language
- Clear survey scope
- Easy to follow instructions
- Offering multiple modes



2. Survey incentives



- ▶ 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

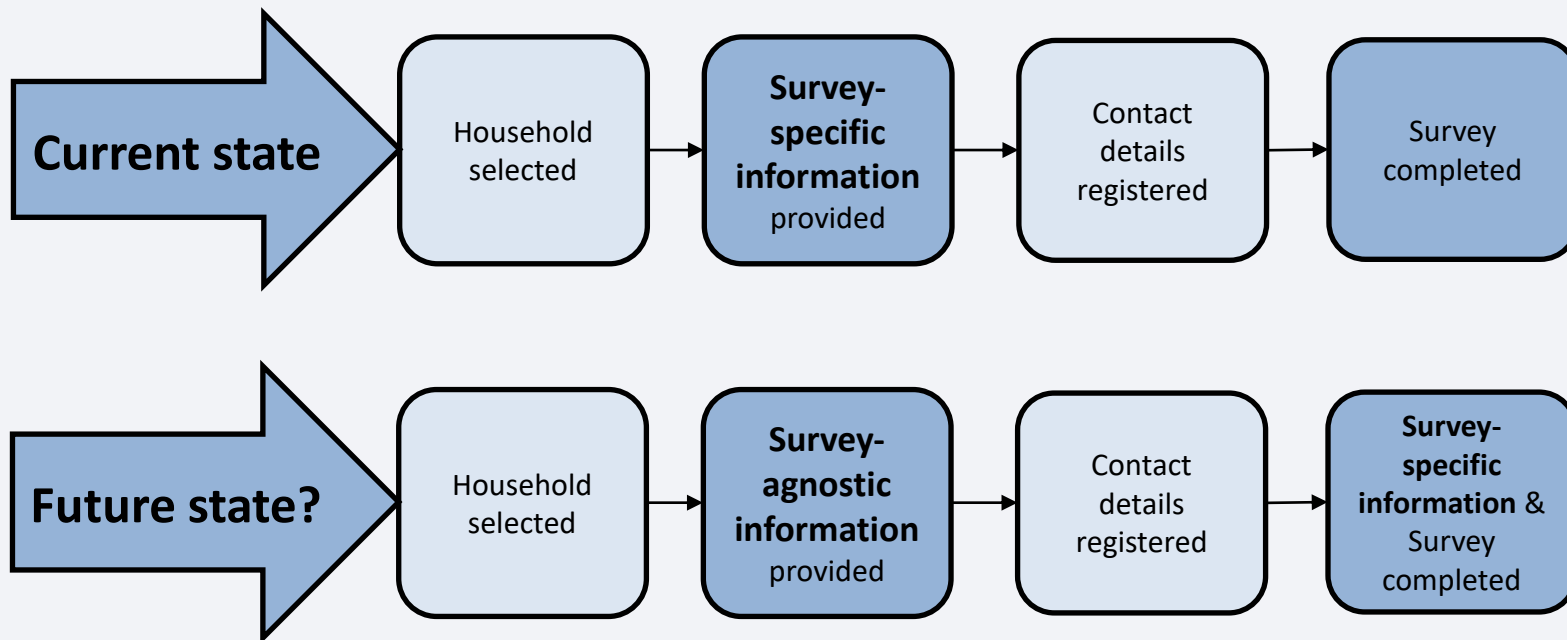


Incentives not expected for compulsory surveys
(if less than 30 mins)

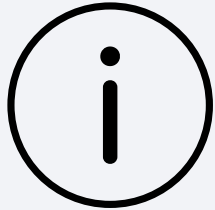


Incentives expected only when respondent
burden is high (1hr+)

3. Household survey induction model



3. Household survey induction model



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:
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