What is Responsive Design?

- Pre-identify a set of design features potentially affecting costs and errors of survey estimates
- Identify a set of indicators of the cost and error properties of those features and monitor those indicators in initial phases of data collection
- Alter the features of the survey in subsequent phases based on cost–error trade-off decision rules
- Combine data from the separate design phases into a single estimator

(Groves and Heeringa, 2006)