



Why Responsive Survey Design?

**Reduce Costs &
Increase Operational
Efficiency!**



**Increase Response
Rates and Data
Quality!**

**Make Data
Driven
Decisions!**



DATA



KNOWLEDGE



ACTION

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)

PRACTICAL TRAINING IN

**RESPONSIVE
SURVEY
DESIGN**

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