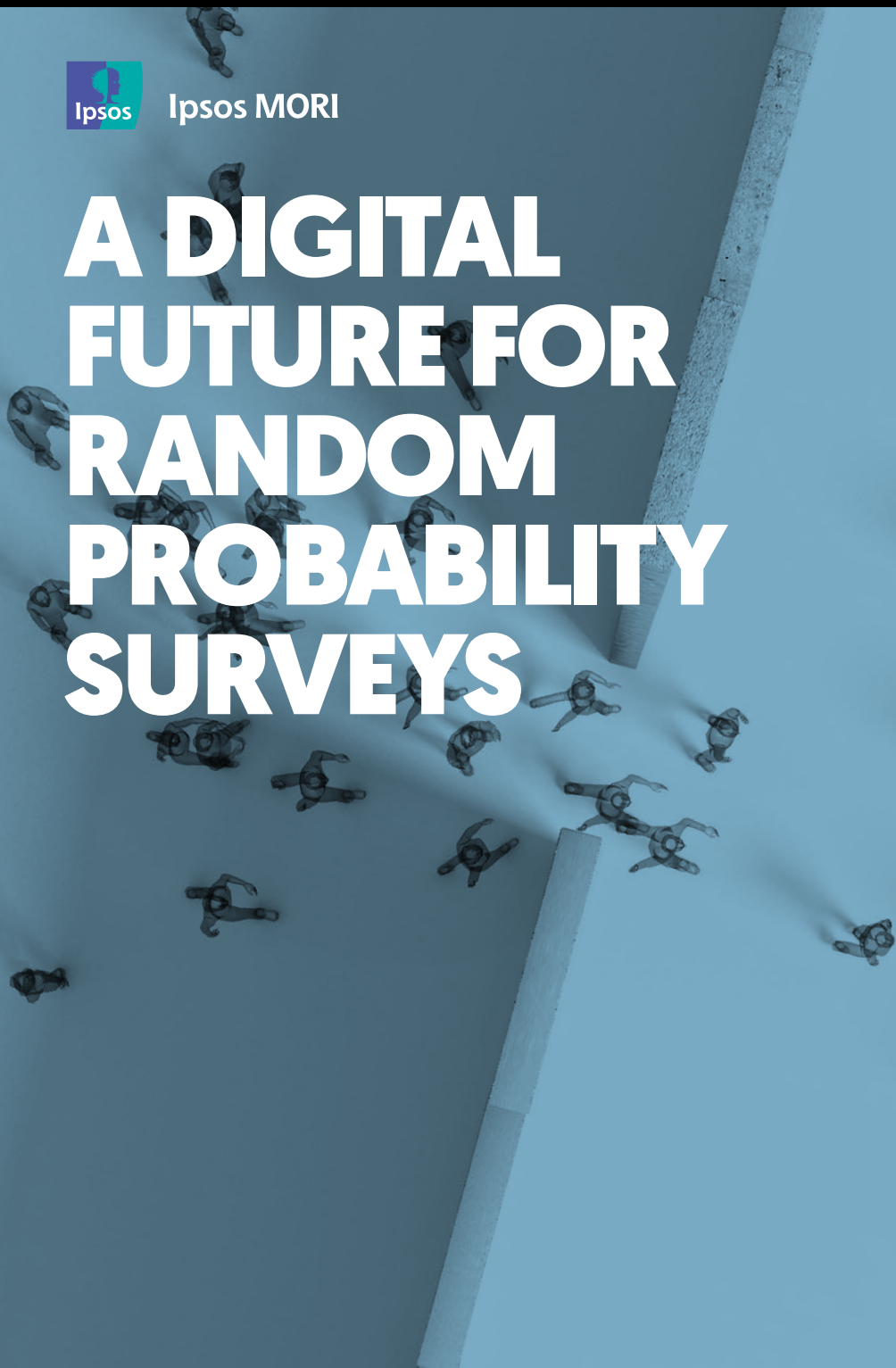




Ipsos MORI

# A DIGITAL FUTURE FOR RANDOM PROBABILITY SURVEYS



# WHAT IS PUSH-TO-WEB?

A big challenge for our clients is how to embrace web data collection while adhering to the quality standards associated with random probability sampling. Email addresses are often not available for random probability samples which means that offline methods must be used to encourage sampled populations to go online. Furthermore, to ensure the coverage of offline populations and to reduce the risk of non-response bias, those who do not complete a web questionnaire are offered the option of using offline methods to complete the questionnaire (e.g. postal, telephone, face-to-face).

## PUSH-TO-WEB, WEB-PUSH, WEB-FIRST?

A survey that uses offline contact methods to encourage sampled populations to go online and to complete a web questionnaire is called a push-to-web survey. It is also sometimes called a web-push or a web-first survey.

# HOW TO ENCOURAGE PEOPLE TO GO ONLINE WHEN USING POSTAL CONTACT?

Typically, postal contact is used to invite the sampled population to complete a web questionnaire. This involves a crucial step from reading the letter to going online which, if not handled correctly, can suppress online response rates. Ipsos MORI has developed a framework for understanding this process from the perspective of the recipient and it focuses on survey design features that can be manipulated to boost online response.

1 Motivated to open the mailing ....	2 Motivated to read the mailing ....	3 Motivated to take part in survey ...	4 Motivated to go online ....	5 Motivated to complete questionnaire
Personalisation	Personalisation	Clarity about the purpose of the mailing	Clear instructions for logging into the questionnaire	Landing page looks authentic with clear instructions
Type of mailing; e.g. envelope with letter, postcard	Easy to read; e.g. length, font, vocabulary	Clarity about the survey request	Minimal effort needed to enter login details	Design for mobile; e.g. short, reduce clutter and text
Appearance of mailing before opening; e.g. logo	Appearance; e.g. important, professional	Use persuasive reasons for taking part	Multiple access methods; e.g. any internet-enabled device	Avoid question types that are prone to break-offs
<b>6 Use multiple mailings:</b> <ul style="list-style-type: none"> <li>• An optimum number of mailings</li> <li>• An optimum length of time between mailings</li> <li>• A diverse and yet coherent package of multiple mailings, including alternative mode offer</li> </ul>				Reduce cognitive burden

# **WANT TO KNOW MORE?**

**Get in touch!**

**Sam Clemens**  
**Director of the Probability Surveys Unit**  
**Ipsos MORI**  
**0207 347 3357**  
**[Sam.Clemens@ipsos.com](mailto:Sam.Clemens@ipsos.com)**

**Patten Smith**  
**Director of Research Methods**  
**Ipsos MORI**  
**0207 347 3934**  
**[Patten.Smith@ipsos.com](mailto:Patten.Smith@ipsos.com)**

**GAME CHANGERS**

