

## Online Surveys

In this day and age, there are extensive opportunities for collecting large amounts of data from existing and potential customers and supporters by running online surveys.

One of the primary drivers behind the formation of ASDF Research was to provide a professional, high quality research service to organisations who wish to run quick online surveys on limited budgets.

### Things to consider

There are a number of things to consider when running an online survey:

	Considerations	How can we help?
<b>Questionnaire design</b>	<p>Are people going to interpret the questions consistently, and give you the answers you are looking for?</p> <p>Is the survey too long?</p> <p>How can you make the survey more relevant?</p>	<p>We work with you to identify the best way to collect the data you need. We specialise in tailoring question wording to mode (online, telephone etc) and formulating useful and consistently decipherable questions. We can even undertake cognitive testing of questions to ensure the responses will be reliable. Furthermore, we have developed a variety of tools to help you reduce the length of surveys.</p>
<b>Recruitment</b>	<p>How will you promote the survey?</p> <p>Who is your target market?</p>	<p>We can help you identify your target market and put together a communication plan to best reach them with invitations to participate. We can also recommend strategies to optimise the number of responses you receive.</p>
<b>Appearance and structure</b>	<p>The appearance of the survey can impact significantly on the respondent's satisfaction with the survey experience, and in turn the responses they provide.</p>	<p>With many years of survey programming under our belt, we can put together a great looking survey that conforms to your style guides, whilst also looking appealing to the respondent.</p>
<b>How much information to collect</b>	<p>Are you collecting too much information? Australian Privacy Principle 3.1 states that <i>if an APP entity is an agency, the entity must not collect personal information unless the information is reasonably necessary for, or directly related to, one or more of the entity's functions or activities.</i></p>	<p>We can assist you with determining what information will fall under 'reasonably necessary'.</p>
<b>Data storage</b>	<p>If you are planning to use an online survey provider, you need to consider where the data is stored. Australian Privacy Principle 8 outlines a number of considerations with regards to <i>cross-border disclosure of personal information</i> which may put your organisation at risk if the data server is overseas.</p>	<p>All survey data collected through our online survey package (Limesurvey) sits on our secure server in Australia, therefore you don't have to worry about this.</p>

ASDF Research can help you with any part of the online survey process. For a no obligation chat about your needs and how we can help, please contact Christy Arnott: [christy@asdfresearch.com.au](mailto:christy@asdfresearch.com.au).