Questionnaire testing in an austere economic climate

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Overview

• Does pre-testing reduce survey costs
  *Where? How? To what extent?*

• Effectiveness of pre-testing
  *Technique? Style? The future?*

• Balance between effective pre-testing, quality & cost
  *Where do we draw the line?*
Reducing survey costs

- Respondent contact
  - Response chasing
  - Call handling
- Reduction in imputation & validation
- Preparation time before analysis
Effectiveness of pre-testing techniques

- Effectiveness of different approaches to pre-testing surveys
- Level of agreement across pre-testing techniques
- Impact of different pre-testing methods on survey cost
- Impact of pre-testing on the respondent
Effective pre-testing, quality & cost

• Balance between effective pre-testing, quality & cost
  
  *Where do we draw the line?*

• Developing new techniques & skills for the future

  *What will pre-testing look like in the future?*
Discussion

• How do we ensure that qualitative testing is sustainable through difficult economic times?
• How do we develop a fast, efficient and cost effective approach to questionnaire testing?
• How do we demonstrate such an approach to colleagues who may not appreciate the value of qualitative research?
• Balance between effective pre-testing, quality & cost - *Where do we draw the line*?