

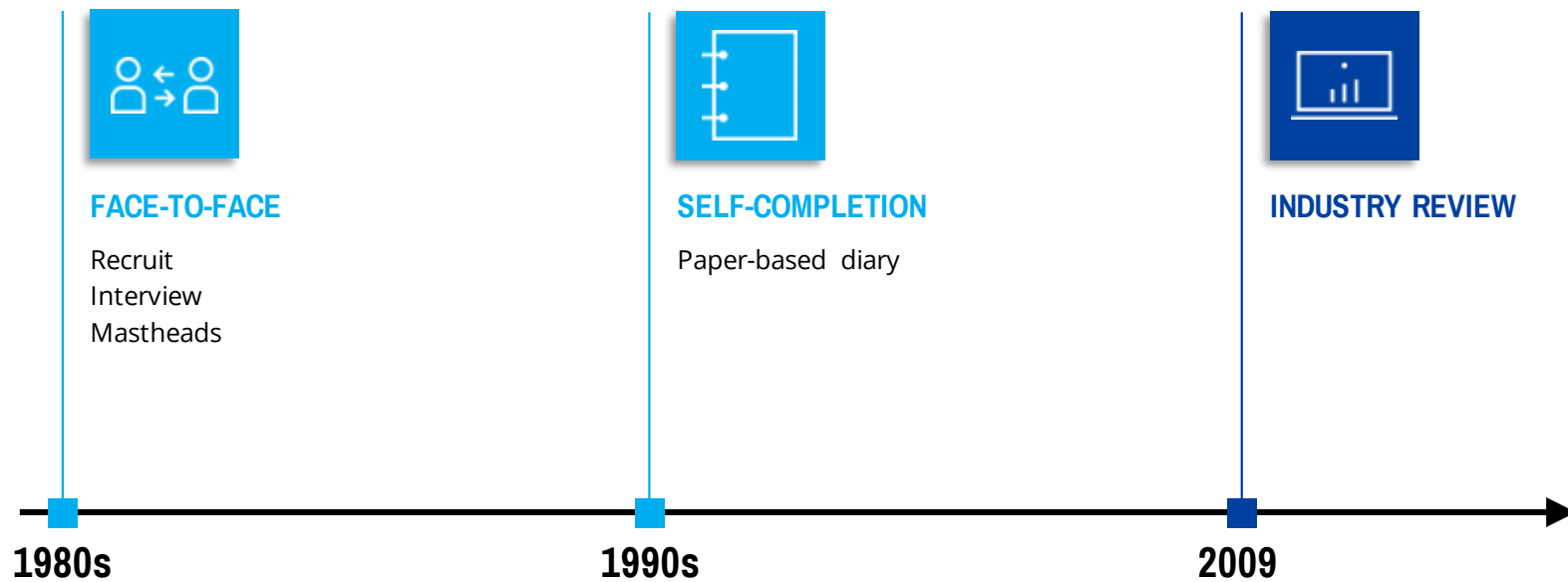


# NEW ZEALAND PRINT MEASUREMENT

## THE 3 LESSONS OF EVOLVING A CURRENCY

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August, 2019







**LESSON ONE:  
RESPONDENT  
EXPERIENCE FIRST**





## TRANSLATED SURVEY

Bad experience  
Low completion rates



## REDESIGNED SURVEY

Visually appealing  
Easier to follow





URGENT NOTICE OF THE NATIONAL STRIKE  
WORKERS TO REMAIN THE ROAD FOR  
REPAIRS TO THE ROAD AT 1.00 PM  
ON 10/10/10  
TO REMAIN ON THE ROAD  
TRAFFIC CONTROL WILL BE IN PLACE  
AT THE SITE

Shops Open

Large Sign

Email

Blue sign with wheelchair symbol

Blue sign with wheelchair symbol


Red sign with white text: \$3 Per Hour

Blue sign with white text: P

# THE SURVEY

magazines

**K2a. On average, out of every four issues published of the following titles how many do you read or look into for one minute or more?**  
*Please select one answer for each title.*

	 Weekly
Four	<input type="radio"/>
Three	<input type="radio"/>
Two	<input type="radio"/>
One	<input type="radio"/>
Less than one - I don't normally read this publication	<input type="radio"/>

<< >>

# RESPONDENT FEEDBACK

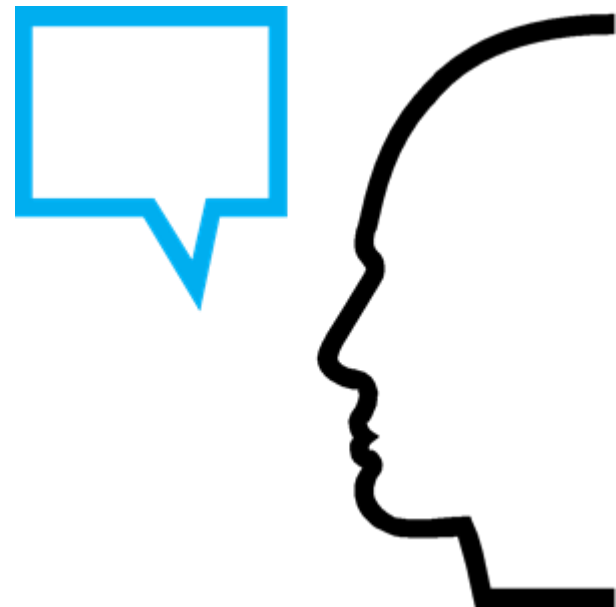
"Good survey. Easy to follow and complete"

"It was awesome"

"I enjoyed this – good, appropriate reward too – Thank you"

"This was one of the best surveys I've ever done as the questions were clear and precise"

"Interesting survey as media trends change"







**LESSON TWO:  
ENHANCE  
ONLINE SAMPLE  
WITH PHONE  
RECRUITMENT**





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**ONLINE SURVEY  
LINK FIRST**



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**FOLLOW-UP  
WITH PHONE  
RECRUITMENT**



**QUOTAS  
MET**



## LESSON THREE: ACCOUNT FOR BIASES





**RESPONDENT  
EXPERIENCE FIRST**



**ENHANCE ONLINE  
SAMPLE WITH PHONE  
RECRUITMENT**



**ACCOUNT FOR  
BIASES**



## **ESTABLISH A NEW MIX**

Bring together the best of all sample groups  
to best represent the population in the most cost-efficient manner



TM