

Journey map

Social survey respondents

Puna Raraunga | Data Sourcing Programme

This is based on 11 social survey respondents’ experience participating in a Stats NZ social survey.

	Pre-notification letter	Find information Pre-survey	Arrange a survey time	Doing the Survey	Survey completed / Follow up
DOING	<div>Received letter in mail</div> <ul style="list-style-type: none"><li>open and read</li><li>ignore</li></ul>	<ul style="list-style-type: none"><li>Googled Stats NZ</li><li>Call community contacts</li><li>Read pre-notification letter</li><li>Researched the survey</li><li>Collect required details</li><li>Coordinate with household</li></ul>	<ul style="list-style-type: none"><li>Call Stats NZ to arrange time</li><li>Arrange time with Stats NZ Field Staff</li><li>Put date onto calendar</li></ul>	<ul style="list-style-type: none"><li>Interact with field staff member</li><li>Gathering records to answer questions</li><li>Responded to survey questions</li><li>Coordinating with household members</li></ul>	<div>Nothing identified.</div>
THINKING	<div>“</div> <div>Initially felt uncomfortable that someone might come around to the house without me knowing exactly when.</div> <div>Surprised for 2 reasons - wasn't expecting and didn't understand how surveys work.</div> <div>Interviewer would turn up within next 2 weeks randomly.</div> <div>I think surprises can catch us off-guard .</div>	<div>Took a while, uncomfortable. Annoyed about it - person in the house they didn't know.</div> <div>Just something I have to do so just started working on it.</div> <div>Okay, it has 5 parts - you know what you're getting into.</div>	<div>Why can't we do it online?</div> <div>Forgot about letter for couple of weeks.</div> <div>Option to call was much better than having people come randomly when he is busy.</div>	<div>'How do you feel?'</div> That's the sort of thing that needs to be done online, by yourself. <div>I freaked out and had a panic attack when i saw that I had missed the survey person. who was visiting other houses in the street that morning.</div> <div>Some of us still prefer to read it in our language, it's just because of the essence. English language is very succinct but you could miss the meaning entirely.</div> <div>The design forces you, doesn't give options - you give an answer that's almost expected.</div> <div>Someone sitting in front of you asking questions is a bit of a scary thought.</div> <div>I freaked out and had a panic attack when I saw that I had missed the survey person. who was visiting other houses in the street that morning.</div> <div>Survey took longer than expected.</div>	<div>I said to myself, 'I've won the Stats NZ lottery' as a way to make myself feel more comfortable. Also I help to shape future decision-making.</div> <div>Follow up stats could make it feel real - I had a thought afterwards where I wonder 'was that real?'</div> <div>Govt is appreciating me, cared for and valued (which is the surprise).</div> <div>People can take a lot of information from you and details can be used against you.</div> <div>”</div>
TOUCHPOINTS					<div>Nothing identified.</div>
FEELING	<div>+ Frustrated • Sad • Chilled out</div> <div>-</div>	<div>Frustrated • Sad</div>	<div>Neutral</div>	<div>Frustrated • Sad • Chilled out</div>	<div>Very happy • Surprised</div>
PAIN POINTS	<ul style="list-style-type: none"><li>Feel uncomfortable due to the uncertainty.</li><li>Not comfortable with prospect of a stranger being in their house.</li></ul>	<ul style="list-style-type: none"><li>Uncertainty around what to expect for the survey.</li><li>Not comfortable with a stranger being in their house.</li><li>Sufficient information not provided pre survey.</li><li>Don't know how long the survey process will take.</li><li>Not aware of what stats would do with the info.</li></ul>	<ul style="list-style-type: none"><li>Stats NZ Call Centre unavailable outside of work hours.</li><li>Respondent forgot about pre-notification letter.</li><li>No option to complete online.</li></ul>	<ul style="list-style-type: none"><li>Unavailability during times that suit my lifestyle.</li><li>Survey design limits self-identification options.</li><li>Uncomfortable with answering questions face to face.</li><li>No alternate language options.</li><li>No option to complete online.</li><li>Needing to re-confirm details.</li><li>Not comfortable with a stranger being in their house.</li><li>Difficulty arranging multiple people in a household to be available at once.</li><li>Interviewer turned up unexpectedly (not the arranged time).</li><li>The survey took longer than expected to complete.</li></ul>	<ul style="list-style-type: none"><li>Inconsistent follow-up approach.</li><li>Little to no follow-up.</li><li>Uncertainty around why Stats NZ collect the data.</li></ul>
OPPORTUNITIES	<div>☆ Further awareness prior to the survey being circulated, gives respondents a greater heads-up that a survey is going to be distributed.</div>	<div>☆ Information provided by Stats NZ at this step would alleviate the need for respondents to do their own research.</div> <div>☆ More information provided by Stats in the pre-notification pack about the survey would relieve some uncertainty.</div>	<div>☆ More info from Stats on what the data is used for would encourage participation.</div>		<div>☆ Information around what Stats NZ do with the data, post survey, would provide assurance.</div> <div>☆ Stats should provide options for other languages.</div>