



Photo: Tourism Tasmania
and Chris Cretar.

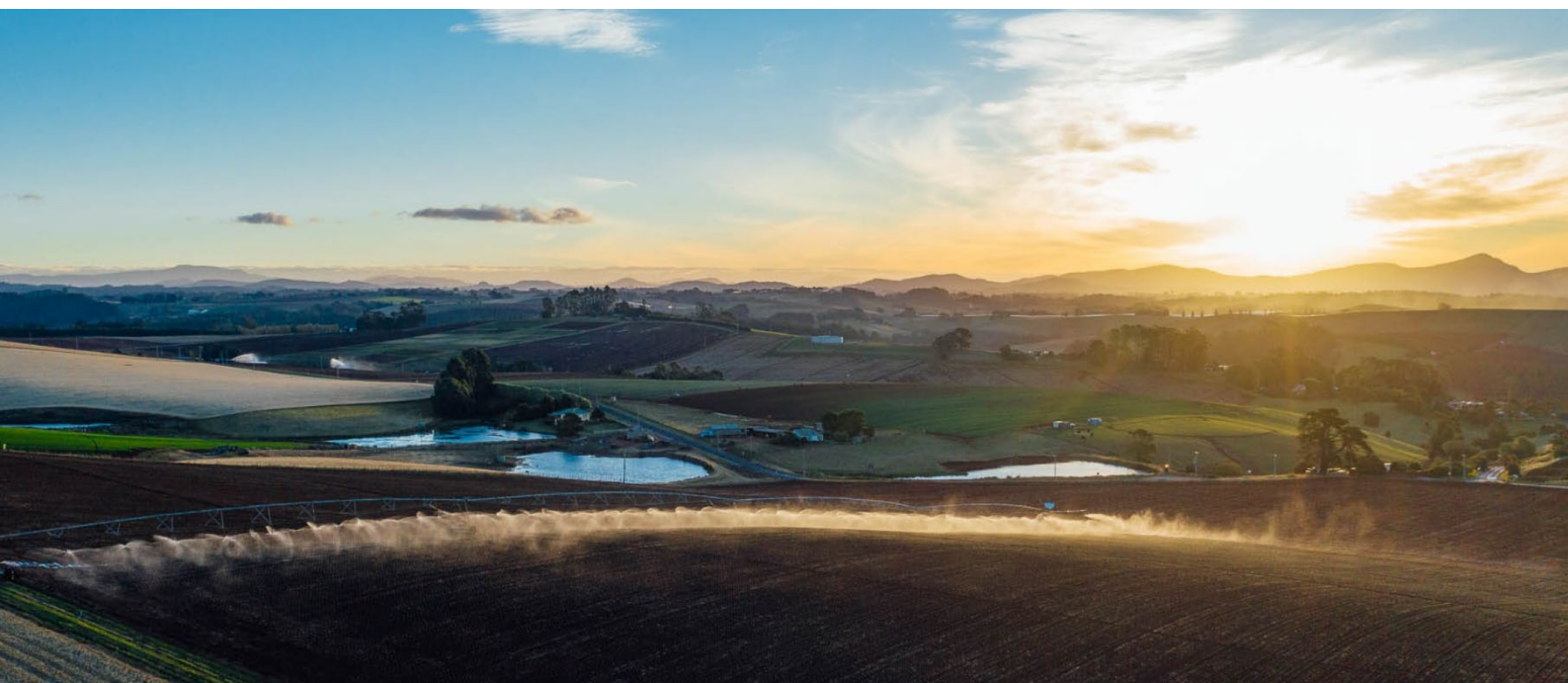
The Tasmania Project Place and Wellbeing Survey

Technical Report

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UNIVERSITY of
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— Institute for Social Change



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Introduction

A technical report describes the process of conducting a survey by providing all relevant survey and questionnaire design and data collection details. This technical report covers the methodological aspects of The Tasmania Project Survey 7 (TTP7, 'Place and Wellbeing'), conducted between 16 June and 5 July 2022.

In addition to describing the sample, recruitment, data collection characteristics, and weighting, this report provides additional insight into the survey recruitment process since the beginning of The Tasmania Project.

The Tasmania Project research

The Tasmania Project (TTP) uses surveys and interviews to understand how Tasmanian residents are faring and what they need and want in the long term, and to make that information quickly available to those making decisions now and for the future. It was established by the Institute for Social Change

(ISC) at the University of Tasmania (UTAS) to give Tasmanians a voice and to gather important information that can support good decisions made by and for the community.

Since April 2020, there have been 14 The Tasmania Project surveys, conducted in different COVID and post-COVID recovery stages, including lockdown, three easing stages, borders closed, borders opening, COVID safe, borders reopening stages, and 'COVID normal'. Besides the seven general surveys, the ISC conducted seven other surveys focused on narrower and targeted topics as part of The Tasmania Project, including on food, housing, creative and cultural industries, borders and community health, wellbeing, work, and young people's voices.

The latest TTP 'Place and Wellbeing' Survey described in this report continued the scope of The Tasmania Project by both exploring new relevant topics, such as who lives in Tasmania and why Tasmanian residents migrated to the state, as well as seeking a better understanding of the most important dimensions of life in the

Tasmanian context already studied in previous TTP research, such as health and education aspects of wellbeing.

The insights from TTP surveys (as well as from qualitative interviews) have been summarised in more than 50 reports that have informed the decisions of a number of government agencies in response to the pandemic.

This is a technical report for the TTP7 survey and the following reports based on the survey data collected in June/July 2022:

- *Relationship to Tasmania (a full report)*
- *Who lives in Tasmania? (an infographic)*

The Tasmania Project Place and Wellbeing Survey methodology

Topics

In the TTP7 Survey, we asked Tasmanians about their attitudes, opinions, and behaviours related to different aspects of their lives, including living in a place like Tasmania and aspects of their wellbeing. Research teams from the School of Social Sciences (UTAS) also contributed their own survey questions.

The survey questionnaire included the following sections and topics:

- Relationship to Tasmania: *where they were born, where they lived and for how long, why they moved to Tasmania, about their plans to move from Tasmania and motivations for leaving or staying;*
- Wellbeing: *importance of different health and education dimensions and their effect on wellbeing, satisfaction with different aspects of life;*



The screenshot shows a mobile app interface for the University of Tasmania Place and Wellbeing survey. At the top, the status bar shows the time 12:29 and signal strength. The app header features the University of Tasmania logo and name. Below this is a banner image of a lighthouse on a grassy hill with the text 'Place and Wellbeing survey now open' and 'THE TASMANIA PROJECT'. The main content area says 'Thank you for your interest in the Place and Wellbeing Survey!' and 'Survey respondents must be 18 years or older and live in Tasmania.' There are two questions with radio button options for 'Yes' and 'No': 'Do you currently live in Tasmania?' and 'Are you 18 years of age or older?'. A red arrow button is at the bottom right.

- Antarctica: *knowledge and attitudinal questions about Antarctica and its connection to Tasmania, importance of Antarctica for Tasmania's economy;*
- Book culture: *type of novels people buy, and where they buy them from;*
- An updated socio-demographic section;
- Barriers and challenges to participation in TTP surveys.

Population and sample

Population. The population is defined as adult Tasmanian residents. Only those who were 18 years of age or older and lived in Tasmania at the time of data collection could participate in The Tasmania Project surveys.

Sample. The Tasmania Project uses a volunteer sample of adult Tasmanian residents. Over time, almost 4,400 Tasmanians have registered their interest to participate in TTP surveys and provided their email address; for the latest survey, we identified 3,831 valid email addresses which belong to respondents from the so-called "panel sample". In the Place and Wellbeing Survey, 992 participants (or 76.4%) were from "the panel sample". The other 23.6% of the final sample (or 306 respondents) were not invited directly via email by the ISC research team but rather through alternative internet channels. That cross-sectional sample is also known as the "social media sample". Both samples were combined into the final TTP7 survey sample (n=1,298).

Response. Of 3,831 members of "the panel sample" with a valid email address, 992 completed or partially completed the TTP7 questionnaire. That corresponds to a sample

yield of 25.9%. However, as we do not have information on how many adult Tasmanians saw an invitation to participate in the TTP7 survey online, sample yield cannot be calculated for the "social media sample". Of 1,298 respondents from the final sample, 1,260 completed the full questionnaire and 38 partially completed the questionnaire (i.e. responded to 50% or more questions that they were asked).

Data collection characteristics

Survey mode. The online mode has been used in all TTP surveys for data collection. The questionnaire was programmed in Qualtrics which was also used as a data collection tool (for invitations, reminders, monitoring, etc.).

Data collection period. The TTP7 data collection started on 16 June 2022 (see Figure 1 for the timeline). The invitation to participate in the survey was first published on social media (Twitter, Facebook, Instagram). On 21 June 2022, the panel sample was sent an email invitation with a link to the questionnaire. Reminders were sent/posted on 22 July 2022 (FB), 27 July 2022 (panel) and 28 July (Twitter, FB). The survey was closed on 5 July 2022, after a total of almost 3 weeks of data collection.

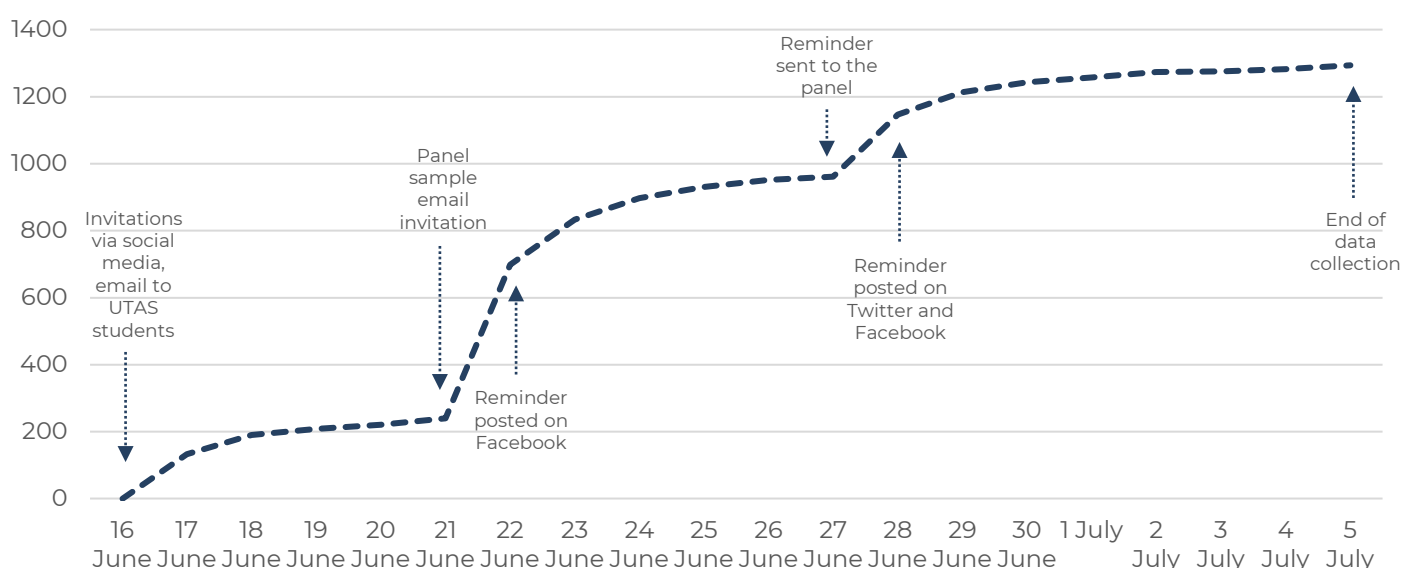


Figure 1: Completed questionnaires by data collection date and invitation/reminder events (cumulative)

Recruitment channels. The “panel sample” has been gradually recruited since the start of The Tasmania Project, i.e. since April 2020. The study has been advertised across social media (including Instagram, Twitter, Facebook), and on the University and the ISC websites. At the start of the project, various other media, such as three major newspapers, digital media, commercial radio stations and television, were also used to recruit survey participants. Prior to TTP7 data collection, the “panel” sample consisted of 3,831 adult Tasmanians who had provided their email address (which was valid/active, i.e. did not bounce). This was the first time that the panel sample was invited to participate directly via Qualtrics.

To recruit new respondents who had not pre-registered their interest to participate in TTP research, the survey was advertised across social media. The University of Tasmania marketing team also shared a link to the questionnaire with current domestic students.

Response maximisation. To collect survey data from a large sample, as well as to include a wide range of Tasmanian population subgroups, we used a range of different channels, including mailing lists and social media. Also, the panel sample was sent an email reminder on 27 June 2022, and we published reminder posts on Twitter and Facebook.

Questionnaire completion time. The median completion time was almost 19 minutes for those respondents who completed the full questionnaire. Respondents from the panel sample needed about 2 minutes more than respondents from the social media sample to complete the questionnaire.

Weighting

In all TTP samples, Tasmanian respondents were more likely to be female, 55 years of age or older, more educated, and from Hobart area. For the sample to better reflect the Tasmanian

adult population and to improve sample validity, the TTP7 data were weighted (adjusted post-survey) using representative benchmarks for Tasmania (from the Australian Census).

We used raking, also known as iterative proportional fitting, as a form of calibration. We balanced the sample based on carefully selected weighting covariates and consistent with the previous TTP weighting schemes. In the end, data were weighted by sex (male, female), age group (6 categories), education (degree, diploma/certificate, high school), and Statistical Area 4 (Hobart, Launceston and North East, South East, West and North West). See Table 1 for changes in the distributions of weighting covariates after weighting.

Variable	Unweighed		Weighted	
	n	%	n	%
Gender				
Female	873	68.7	625	48.3
Male	385	30.3	645	49.9
Non-binary sex	12	0.9	24	1.8
Age				
18-24 years	96	7.6	123	9.5
25-34 years	106	8.3	223	17.3
35-44 years	150	11.8	192	14.8
45-54 years	228	18.0	200	15.4
55-64 years	297	23.4	216	16.7
65+ years	393	30.9	339	26.2
Education				
Bachelor's degree or more	819	64.6	253	19.6
(Advanced) diploma, Cert 1-4	282	22.2	398	30.8
High School	167	13.2	641	49.6
Region (SA4)				
Hobart	637	51.1	565	44.3
Launceston and North East	247	19.8	350	27.4
South East	139	11.1	98	7.7
West and North West	224	18.0	264	20.6

Table 1: Socio-demographic characteristics of the sample (pre- and post-calibration, n=1,298)

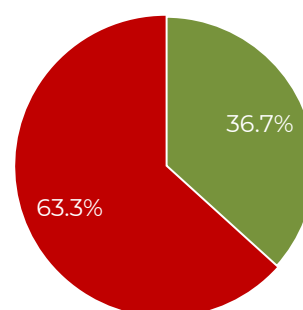
Recruitment in The Tasmania Project: an analysis

To optimise our future recruitment to The Tasmania Project surveys, we reviewed and analysed all past recruitment to our TTP studies. It has included advertising across social media, major newspapers, digital media, commercial radio stations and television, as well as using the University and the ISC websites to invite participants to register and join the panel. For more information, please see 'Recruitment channels' section in Methods.

To collect contact information from our research participants, two main approaches have been used:

- potential participants have been asked to fill out an expression of interest (EOI) form at <https://www.utas.edu.au/community-and-partners/the-tasmania-project>;
- survey participants have been asked to provide their email address at the end of TTP survey questionnaires (i.e., 'end of survey recruitment').

The results presented in Figure 2 show that, of all 4,338 unique email addresses, 36.7% were provided via the EOI form on the ISC website, and 63.3% of them were provided at the end of TTP questionnaires (to date, 14 TTP surveys have been conducted).



■ EOI form ■ End of survey recruited

Figure 2: Total recruited by approach (n=4,338)

The results presented in Figure 3 show how the TTP mailing list/panel grew in size over time. The majority of all panellists were recruited in the first 8 months (about 4 in 5) when TTP survey data collection was more frequent.

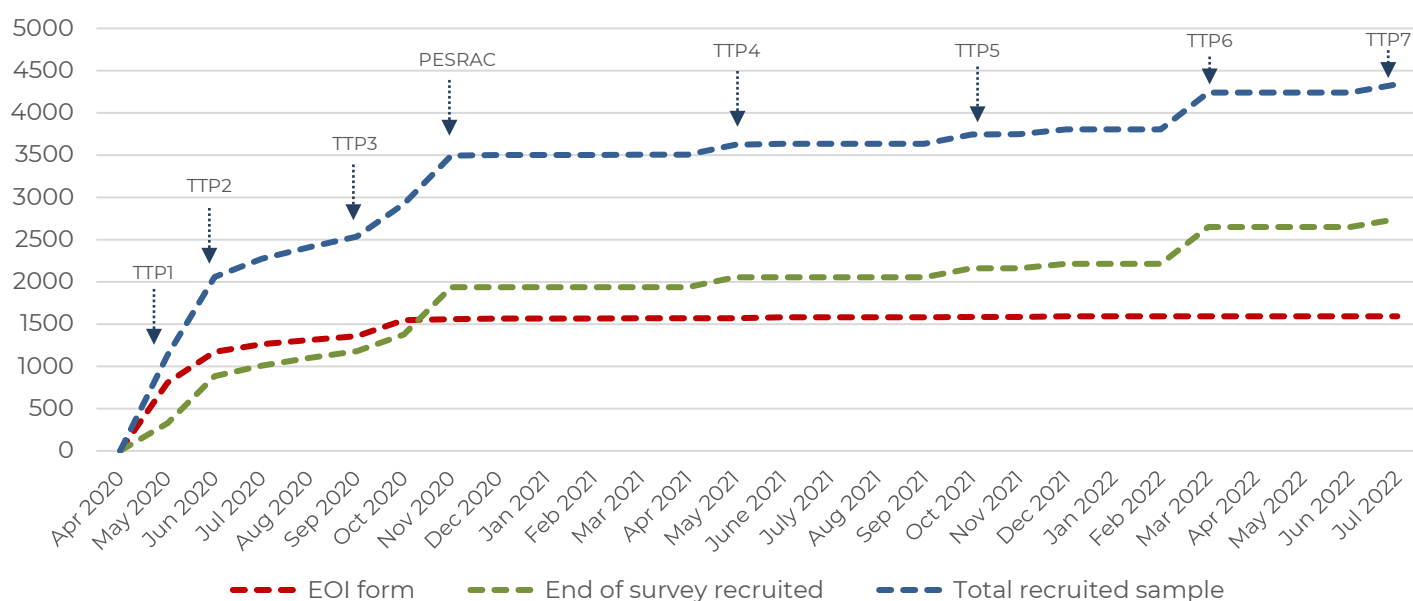


Figure 3: Recruited The Tasmania Project sample over time, by recruitment approach (cumulative, n=4,338)

Also, a great majority of the panellists recruited via the EOI form registered their interest to participate in TTP research in the first few months after the start of the pandemic (about 4 in 5 by the end of July 2020). The end of survey recruitment was more gradual – about 70% panellists joined the panel in 2020, about 10% in 2021, and about 20% in 2022. Please note that a notable proportion of the panel provided their email address both via the EOI form and at the end TTP questionnaires; in that case, the first recruitment event was recorded for analytical purposes.

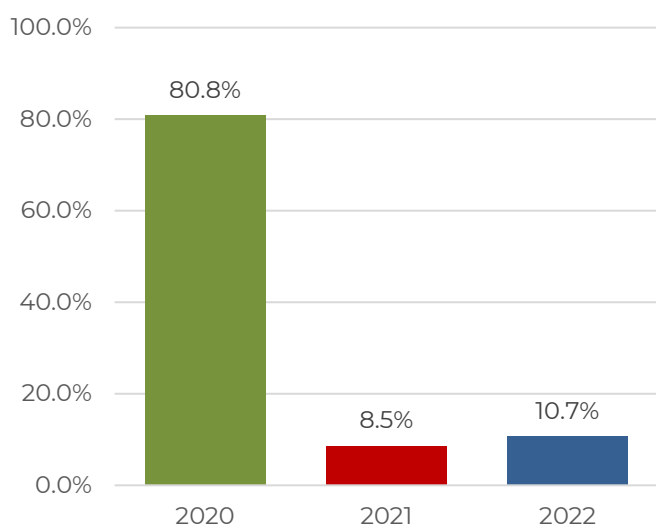


Figure 4: Panellist who started responding to TTP7 questionnaire by year of recruitment to TTP7 panel (n=1,162)

In the latest The Tasmania Project survey (TTP7), the majority of panellists who started filling out the questionnaire (of which about 88% completed the questionnaire) were recruited in 2020, i.e. more than 80%. This indicates that TTP panel sample consists of very committed respondents, some of whom participate in TTP research more than 2 years after the start of the project. The results have also shown that the panellists recruited via the EOI form were more likely to participate in future TTP surveys than those who participated in a TTP survey and provided their email address at the end of the questionnaire.

This analysis reviewed all provided email addresses including those that are no longer valid (they “bounced”), potentially misspelled/with typos, or any email addresses that were removed from the mailing list over time for other reasons (e.g., because panellists opted-out of receiving email survey invitations). Prior to the next The Tasmania Project survey (TTP8 in September 2022), the panel consists of 3,951 valid email addresses.

Our future methodological research will include studying new approaches to recruitment to the panel and the impact of panel maintenance communication between TTP studies on survey completion rates.