

Case Study Examples: Youth Audiences



Case Study



Government of **Western Australia**
Department of **Health**

Tobacco Control Branch, Department of Health, Tobacco Compliance Survey 2011, 2013, 2015, 2017

Background: Reducing the impact of tobacco use on the wider community has been identified as a national and state public health priority. Restricting the sale and supply of tobacco products to minors, through the use of legislation, is an important strategy in reducing the number of young people who smoke and therefore future rates of tobacco-related disease. The WA Department of Health's Tobacco Control Branch is responsible for the state-wide restricting of youths' access to cigarettes, through enforcement of the Tobacco Products Control Act 2006. The objective of the Tobacco Compliance Survey is to determine the availability of cigarettes from retail outlets to persons under 18 years of age in the Perth metropolitan area. Specifically, it provides an indication of the compliance of Perth retailers with the Tobacco Products Control Act 2006. Painted Dog was commissioned to facilitate the survey every two years from 2011 to 2017.

Key Aims: To determine the availability of cigarettes from retail outlets to persons under 18 years of age in the Perth metropolitan area.

Research Approach: In each wave of the research: Eight suitable 15 and 16 year olds (4 females, 4 males) are recruited and trained to act as Controlled Purchase Officers (CPOs). The role of the CPO is to visit their allocated retail outlets and ask for a packet of cigarettes. After each visit, they complete a survey. In total, at least 1000 purchase attempts are made across more than 500 stores in the Perth metro area.

Key Project Outcomes: All results are used to help policy and legislative development.

Case Study



RAC, Child Youth Membership Research, 2013

Background: RAC introduced a new Child Youth Membership (CYM) program for children aged 0-17 years old, with two core objectives – road safety education and brand engagement.

Key Aims: The key strategic objective was to develop a Program that makes a positive impact on Road Safety awareness with children and youth while increasing the RAC member base. RAC undertook a pilot study in November in order to provide an opportunity for feedback prior to launch and to ensure long-term success. Measuring success of the pilot study, involved: Evaluating the membership sign-up method; Determining the most effective channels for sign-up – RAC community education (school) incursion visits, non-community education schools, eNews, and RAC membership; Determining the reactions to the RAC Community Education visits; Evaluating the attitudes towards RAC Wheels membership offering; Gathering feedback and reactions on the RAC Wheels online game; Gathering reactions to the online and potential offline parent resources.

Research Approach: Qualitative and quantitative information was used to gather feedback. The qualitative approach involved conducting n=16 household in-depth interviews with Year 1s and their parents. Of these, n=5 were via community education, n=9 were via non-community education, n=2 via eNews. Mini groups (n=2) were also conducted with teachers at schools. The quantitative approach involved online feedback from Year 1s who played the RAC Wheels game. Year 1s (n=29) answered the question “Do you like RAC Wheels?”, and n=87 responses were received for the question “Which 3 things do you like?”

Key Project Outcomes: Determined that schools are the most effective and appropriate channel for delivering RAC Wheels; Ascertained that approaching the schools earlier on in the school year is key to ensuring school incursions are booked in; Confirmed that RAC incursions are preferred over teachers delivering the lessons; Determined that the RAC incursions Could be further enhanced with the use of more interactive plan, activities and questioning; Ascertained that more hype is needed at the school to attract more parents’ attention; Determined that game improvements are required to encourage long term engagement of children; Determined key factors need to be instigated to drive sign-ups around the membership offering.

Case Study



Government of **Western Australia**
Department for **Communities**

BUILDING STRONG, VIBRANT COMMUNITIES

Department For Communities, Young Carer Pilot Project Evaluation - 2012

Background: Young carers are a complex and 'hidden' group who are difficult to reach and face particular and unique challenges. Research has shown that around 23% of young people aged 15 to 25, who are not carers, remain in education. These figures drop to just four per cent in the case of 15 to 25 year olds who are carers (Bring It! Young Carers Forum 2008 Final Report, Carers Australia, June 2009). This trend highlights the need for the school environment to be sufficiently informed and flexible so as to respond to the unique needs of young carers and enable them to remain in formal education for as long as possible.

The Department for Communities (Communities) provided funding of \$200,000 to Carers WA to deliver the Young Carer Project (the Project) which commenced 1 July 2010 and would have ceased on 30 June 2012. Further funding has since been provided for the organisation to continue the project until 30 June 2013.

Painted Dog conducted an evaluation of the pilot Young Carer Project to help identify its effectiveness and inform subsequent decisions relating to the Project. Painted Dog was awarded this project via a tender process that included the key research companies in WA.

Key Aims: The key aims of the evaluation were to report on the Project's success in meeting the following outcomes: Increased awareness amongst school staff (teachers, principals, chaplains, school psychologists) and other recognised allied bodies (as determined by the parties) of the challenges for young carers and what can be done to provide additional support at school. Additional support for young carers in the school environment both from Carers WA staff, school staff, peers and external agencies. Increased young carers' awareness of and links to support services and other young carers.

Research Approach: The evaluation adopted a hybrid approach with methodologies tailored to the needs of each target segment. The evaluation also involved the analysis and overlaying of objective data collected from agencies involved in delivering the Project. The qualitative phase involved significant use of role playing and projective techniques to elicit underlying views on the sensitive topic of young carers.

Key Project Outcomes: The research resulted in a comprehensive 155-page evaluation of the pilot Young Carer Project identifying effectiveness, areas for improvement and directions for subsequent funding decisions.

Case Study



RAC, Generation Research, 2013

Background: RAC Roadside Assistance is an enviable brand. It's top of mind awareness is consistently strong, and it dominates market share. Further, RAC RSA has a very positive image across all generations, including among non-members. However, RAC RSA could be much stronger among the younger generations. Research suggests that RAC RSA's weaker position among the younger generations is due to a number of reasons, and evidence suggests that Gen Y and Gen X are growing and are important segments to RAC RSA's future. However, RAC RSA has recognised that it has limited knowledge about these generations. Thus RAC RSA commissioned Painted Dog to better understand Gen Y and Gen X so that it can provide greater value and more relevant products which will attract and grow the membership base among these segments.

Key Aims: To uncover opportunities for strengthening the appeal of RAC RSA's brand, product and value proposition among Generation Y and Generation X in order to increase acquisition and retention among these generations and profitably grow the membership base, and to determine whether it is worth investing time and money into attaining Gen Y or whether to let it fall out organically.

Research Approach: A total of eight focus groups and five in-depth interviews were conducted yielding a total sample size of 61 participants. The main emphasis was on non-members, split by gender and lifecycle/generation where possible. This was to help elicit differences in the reasons for not having RSA as well as the emotions and attitudes towards RSA.

Key Project Outcomes: Members and non-members think highly of RAC RSA – the company and its staff seem reliable, warm and friendly. Even lapsed members felt positive, apart from a couple of gripes to do with waiting time. Non-members would only call upon RAC RSA if they had no other choice available and were desperate.

Our Approach to Working with Young People





Our Approach to Working with Young People

Any research study we undertake with youth audiences is guided by a number of key principles and considerations, drawn from our extensive experience in the social marketing and health promotion sectors.

Our guiding principles, and according implications for our approach to engagement are detailed below.

Participation should be by choice, fun, challenging and enjoyable

Throughout our research we often offer participants a choice of activities and techniques so that we are exploring their views by doing the things each young person likes to do.

Age can play a large role

For instance, 14-15 year olds will be very different to 16-17 year olds – the latter are in senior school and reaching adult age, which means driving age and potentially attending TAFE or university, or entering the workforce. Thus the influencers on these various ages may be very different.

Young people find it easier to participate with the support of someone who they know and trust

Where possible, during qualitative research we match interviewer with interviewee type (e.g. female interviewer with female participant) so that trust and rapport develops easier and more naturally. We can also arrange for affinity groups (i.e. allowing a pair of friends to attend together).

Young people generally are not used to speaking up for themselves

We use unstructured discussion guides and spend considerable time establishing rapport, doing things they like to do and respecting what the participants say and do. This is particularly relevant for child and early teen audiences.

Our Approach to Working with Young People (cont'd)



Young people need to feel that they are not threatened or being judged by the researcher

We often suggest a mix of activities and techniques so that we are able to establish rapport and make participants feel comfortable participating and opening up.

Behavioural action is often the result of many different cognitive and emotional triggers

We'll suggest a mix of activities and qualitative techniques so that we are able to delve deeply and gain a rich understanding of the factors that influence and motivate desirable behaviours.

Special regard to the interests and needs of minority groups

We aim to structure samples to ensure we capture the views of Aboriginal and Torres Strait Islanders as well as young people who are disadvantaged, and ensure the sample sizes are sufficient.

Views and emotions towards generally vary by gender, age and family environment.

We often split our samples to ensure we have similar people together – and structured to ensure we are able to delve into specific segments.

Case Study Examples: Social & Health Related



Case Study



CATHOLIC EDUCATION
WESTERN AUSTRALIA

Catholic Education WA, Faith Formation Research - 2016

Background: Catholic Education Western Australia (CEWA) commissioned Painted Dog Research to conduct a study designed to understand how faith formation of staff in Catholic education institutions in Western Australia can be nurtured. The information gathered in the project will be used to develop programs and targeted initiatives that will increase engagement with faith experiences for staff in Catholic Education WA.

Key Aims: The overall strategic aim of the research project was to understand how faith formation of staff in Catholic Education can be nurtured.

The informational objectives were to: Understand how staff regard faith formation, especially the Catholic faith; identify the faith formation journey; especially for Catholics; understand the different faith needs of staff depending on roles and circumstances; explore the journey that staff have taken in developing their faith and identify areas on that journey where their faith could have further matured; examine the key factors that enhance or challenge Catholic faith; and extract common faith journey aspects that can be incorporated into future faith formation programs.

Research Approach: In order to address the complex subject, a four-stage research approach was developed by Painted Dog:

1. Stage One – Desk research
2. Stage Two – Online survey with n=3,931 Catholic Education WA staff
3. Stage Three – One-on-one interviews with n=16 Catholic Education WA staff to delve into their personal faith journey
4. Stage Four - Analysis and reporting

Key Project Outcomes: Established seven key segments among Catholic Education WA staff and profiled them based on their faith journeys and demographics; determined the drivers and motivations for faith formation among staff; determined the barriers to faith formation among staff; identified different needs and requirements of staff in order to better nurture their own faith formation; determined key factors that enhance faith formation among staff; and provided Catholic Education WA with recommendations for supporting enhancing the faith formation of staff.

Case Study



Family and Domestic Violence Research (2014)

Background: Anglicare WA is a not for profit community service organisation who support people, families and their communities to cope with the challenges of life by building their resilience and capacity. They assist people with relationship issues, financial problems, and housing difficulties. Ultimately, they want their clients to thrive in today's society.

Anglicare WA wished to undertake research into community attitudes and perceptions of family and domestic violence to identify the opportunities for Anglicare WA to position themselves as leaders in providing services to those affected by family and domestic violence. Anglicare WA seeks to influence policy makers and are widely respected for their expertise, leadership and capacity to drive positive and lasting change. Results will be used by Anglicare to help drive service delivery, communications and potential policy improvement.

Key Aims: The strategic objectives of this research were to:

- Ascertain the level of understanding of what the community believe constitutes family and domestic violence – physical, verbal, emotional, etc;
- Understand the perception of what the causes, provocations or precursors of family and domestic violence are;
- Measure the tolerance towards different types of family and domestic violence within the community;
- Assess past experiences, as victim, perpetrator or witness to family and domestic violence;
- Determine the impacts of family and domestic violence on individuals, their families and broader circles of contact; and
- Measure the awareness of family and domestic violence information and services available to the community, including the most preferred channels for accessing such information or services.

Research Approach: Given the sensitive nature of this research a random telephone recruit to online survey was implemented.

Number of completed responses:

- Perth Metro n=500
- Kimberley n=104
- Pilbara n=100
- South West n=111
- Great Southern n=103

Fieldwork completed over 3 weeks. Average 32 minutes duration

Key Project Outcomes: Community attitudes and perceptions of family and domestic violence were revealed including past experiences as witnesses, perpetrators and / or victims. A segmentation exercise was able to be created and presented which highlighted six key segments which differentiated themselves in regards to any family or domestic violence situation they have themselves experienced in their lifetime.

Case Study



Road Safety Commission Alcohol Interlocks Campaign Evaluation (2016)

Background: On the 24th of October 2016, Western Australia introduced an Alcohol Interlock Scheme, which applies to high-end and repeat drink drivers.

The aim of the Alcohol Interlock Scheme is to improve road safety. High-end and repeat drink drivers will have to install an alcohol interlock to their vehicle(s) at their own cost. This technology prevents them from starting the engine when their blood alcohol concentration is higher than the prescribed 0.02% level.

The Road Safety Commission (RSC) ran a community education campaign on the legislation change with the purpose to make people aware of Alcohol Interlocks and the date that the legislation comes into effect.

Painted Dog was commissioned to assess the effectiveness of the campaign in terms of prompted awareness, understanding of key messages as well as the impact on knowledge, attitudes and behaviours of the target audience.

Key Aims: The strategic aim of this research was to evaluate the Alcohol Interlocks Campaign and inform the RSC about its effectiveness. To achieve that, unprompted and prompted campaign awareness was measured, campaign's impact on knowledge, attitudes and behaviours was determined and the extent to which key messages were conveyed and understood was measured.

Research Approach: An online survey with n=473 West Australian drivers aged 17+ was conducted. A 30 second TVC, three digital ads, one radio ad and two vignettes were tested in the survey. Soft quotas were applied to age and gender to ensure the sample is representative of the total population.

Key Project Outcomes:

- Provided the RSC with a campaign awareness and recognition level for Metro, Regional and Remote WA
- Measured the efficiency and effectiveness of the campaign in terms of campaign diagnostics and impact on shifting attitudes and behaviours

Case Study



Australian Taxation Office (ATO): Employer Obligations (2016)

Background: Changes in technology have seen associated shifts in employment models, both in Australia and worldwide. The ATO wished to understand the implications these new models have on employers meeting their obligations (e.g. PAYG withholdings, superannuation, fringe benefit tax where applicable) and in making employment-related decisions.

Key Aims: The overall strategic aim was to assist the ATO in understanding the current employment environment and models within Australia, with a focus on the risks and opportunities of emerging models and their associated employer obligations.

Research Approach: A multi-stage approach was undertaken, involving both primary and secondary research. The secondary research comprised an 'Intelligence Scan' of over sixty secondary information resources.

Primary research for this project included a phone survey that engaged with n=501 business and organisational managers and a total of n=75 interviews conducted with key business decision makers. These interviews were divided into n=25 face-to-face interviews that lasted an hour and were conducted across Australia, and n=50 30 minute phone interviews.

Key Outcomes: The main findings of this project:

- Helped understand forms of employment, business models and employment environments in Australia;
- Assisted in identifying the factors (e.g. technology, industry trends, resource availability, red tape, extrinsic and intrinsic influences) impacting employer decisions when hiring new staff, including the influence of emerging employment models;
- Examined how employers view the ATO's tools and support employers with their obligations; and
- Provided recommendations around how the uncovered understanding can be used to shape the ATO's broader communication strategies and interventions around employer obligation risks.

Our Experience Informing Govt Programs and Policy



Experience Informing Govt. Programs or Services

Painted Dog Research has extensive experience conducting studies in the public sector, with many directly related to programme or service delivery. Some examples of these projects are shown below.



CCIWA, Customer Experience Tracker
City of Melville, Community Wellbeing Survey
Construction Training Fund, Pre-Apprenticeship Training Research
Department of Aboriginal Affairs, External Stakeholders Annual Performance Measurement Research
Department of Aboriginal Affairs, Internal Stakeholders Annual Performance Measurement Research
Dept. of Agriculture & Food, Primary Producers KPI Survey
Dept. of Fire & Emergency Services, Stakeholder Research
Department of Sport and Recreation, Activesmart Program Evaluation
Dept. of Transport, Messages on Hold
Dept. of Transport, DoT DVS Customer Perceptions Research
GESB, Annual Customer Satisfaction 2014
GESB, Employer Satisfaction 2014

Landgate, Customer Experience Tracking
Landgate, WALIS KPI
Main Roads WA, Stakeholder Satisfaction
Perth Market Authority, The Great Green Grocer
Public Transport Authority, PSM
Public Transport Authority, Transwa PSM
Public Transport Authority, Perth City Link
Public Transport Authority, Forrestfield Airport Link
Public Transport Authority, Perth Busport
RiskCover, CEO & Other Agencies Customer Satisfaction
RiskCover, Injured Workers Customer Satisfaction
Road Safety Commission, Stars on Cars Evaluation
Road Safety Commission, Alcohol Interlocks Campaign Evaluation
Shire of Irwin, Mid West Coastal Nodes Visitor Survey
Water Corporation, Service Channels Research
Water Corporation, Rollable Residential Segmentation
Water Corporation, Tap in Projects

Case Study



Department of
Sport and Recreation

Department of Sport & Recreation, 'ActiveSmart' Program Evaluation 2010-2012

Background: Painted Dog conducted the evaluation of the 'ActiveSmart' program from mid-2010 through to its completion in 2012. This project was awarded to Painted Dog via a tender process that included the key research companies in WA and entailed research with program participants within the Geraldton-Greenough area. The program evaluation included phase one formative research prior to the program delivery (n=700) and post-program research to evaluate the program's impact and effectiveness of the initiative in increasing physical activity over the 12 months (n=301). This research included the use of quantitative data collection and BACI analysis, as well as a qualitative research component to understand the program and produce a video for the Department. The findings of the program evaluation were used to shape the future delivery of the program into other regions of WA.

Key Aims: The overall strategic objective was to provide the DSR with quality insights that will inform the design of the ActiveSmart initiative in Geraldton-Greenough, monitor the impact of the initiative and guide continuous improvement of the initiative for future implementation.

Research Approach: The research involved pre and post surveys. Pre survey letters were distributed to 2,200 households within the Geraldton-Greenough area. n=600 individuals completed a 7 day physical activity diary, and received a 'motivational reminder call', followed by a 12min telephone survey based on information provided in the activity diary. The post survey involved a letter invitation distributed to the n=600 pre-survey sample approximately 12 months after the pre-survey. n=150 programme participants and n=150 non-participants responded to the survey.

Key Project Outcomes: The research identified the needs of the Geraldton-Greenough community for information and services to be provided as part of the ActiveSmart service. Measured the impacts of ActiveSmart on physical levels and participation rates in the target areas. Furthermore, the research assessed the successes and deficiencies of the program so that it can be strengthened further.

Case Study



Tap In Project: The Future Water State (2016/17 - current)

Background: Water Corporation is Western Australia's principal supplier of water, wastewater and drainage services, servicing over 900,000 Residential Households and thousands of Non-Residential customers such as businesses, farms and vacant land.

To assist in its strategic planning for providing sustainable water management solutions in WA, Water Corporation is undertaking an extensive engagement program which will help identify what is important to its customers and what product or service changes they desire from Water Corporation going forward. The aim is to create the ideal future for water in WA.

Key Aims: The main aim of this project is to identify the needs, expectations and ideal future of Water Corporation's customers in order to design product and service improvements and guide the corporation's strategic direction.

Research Approach: This project is being conducted using a multi-stage human centred design approach.

Internal scoping workshops are being used to ensure there is internal stakeholder engagement and 'buy-in' to the project. Customers across WA are being engaged in ideation groups to understand what they see as being important when it comes to issues of water management. This involves n=37 groups covering metro and regional areas as well as residential and non-residential customers. Prior to this, n=75 'watch and listen' and immersion interviews were conducted in people's homes and businesses throughout WA.

The findings from these groups will be used to shape the aspirational world for WA's use and management of water, embed this vision through the design of new products and services concepts that will then be again tested among Water Corporation customers via more ideation sessions and a large scale survey. Findings from the survey will be fed back to the Water Corporation to redefine the challenge and prioritise product and service development ahead of final sense-checking and potential product / service rollout.

Key Project Outcomes: This project is currently underway, but the outcomes which are being delivered are:

- A description of the current view and aspirational view for Water in WA
- A description of the elements which matter most to consumers
- A strategic plan, for up to the next 30 years for WA's water management that is backed by the public
- A range of product and services that have been conceptualised, tested and launched with the end-customer as the focus.

Case Study



Department of
Transport

Driver and Vehicle Services Consumer Perceptions, 2013 and 2015

Background: Painted Dog Research was commissioned in 2013 to undertake a large, state-wide study for Driver and Vehicle services (DVS) to understand customers' satisfaction with the level of service they experience when interacting with the DVS and its service delivery partners. After completing the benchmark study in 2013, Painted Dog was again commissioned to conduct the research in 2015.

Key Aims: The overall aims of this project were to quantify the expectations of DVS Customers in regards to service delivery and establish a set of benchmark key performance indicators for future comparison; and to understand Customers use across DVS' Customer Channels in order to deliver quality service and optimise use of lower cost Channels.

Research Approach: Because of the diverse nature of the services provided by DVS via a range of service delivery channels, a mixed methodology was required, comprising face-to-face interviews at DVS centres and vehicle examination centres; online surveys covering Perth and regional areas; and telephone surveys covering regional WA. A very large, merged data set of more than n=2,800 interviews across all methodologies was obtained each year.

Key Project Outcomes: A number of key strategic insights were discovered that have assisted DVS in marketing their roles and responsibilities beyond simple 'transactional' driver and vehicle licencing and registration services; as well as improving the front-end of the customer service experience (i.e. prior to receiving personal assistance from staff).

Case Study



Pre-Apprenticeship Training Research 2015

Background: The Constructing Training Fund (CTF) wished to understand if a lack of enrolment in pre-apprenticeship programs was an issue for the construction industry and what impact this may have on the future of the program including funding, training and promotion strategies.

Key Aims: The aim of the research was to investigate the need for pre-apprenticeship training in the construction industry and determine whether that need is being met.

Research Approach: The research included both qualitative and quantitative components in order to provide The Fund with insights.

Quantitative: a mix of online, hard-copy and telephone surveys were used to maximise participation, among four key segments of employers, registered training organisations, apprentices and pre-apprentices. A total of n=793 respondents participated in the survey.

Qualitative: n=9 in-depth interviews with senior industry representatives covered member associations, unions, school VET coordinators, registered training organisations and group training organisations.

Key Project Outcomes: The outcomes:

- Determined perceptions surrounding the sufficient supply of suitable apprentices in the construction industry.
- Determined attitudes and perceptions towards pre-apprenticeship training programs.
- Determined whether pre-apprenticeship programs are considered valuable / important by industry.
- Ascertained whether current pre-apprenticeship training programs are meeting industry needs.
- Identified suggestions for improvements (including training gaps) to the current pre-apprenticeship training program to ensure they are relevant and meeting industry needs.
- Exploring whether there are any differences in the views held by various stakeholder groups involved in the research (i.e. employers, training providers, students and apprentices).
- Findings were used to inform the number of pre-apprenticeship course places provided by industry.

Our Qualitative Capability





Some Qualitative Methods We Often Use

Focus Groups

Usually conducted with 'like-minded' individuals. Useful for sharing ideas and expressing opinions with others.



Group Discussions

Often used to bring together larger groups of participants at one time.



Online Forums

Allows moderation of discussions without participants needing to be in the same location.



Individual Interviews

Allows for private views and opinions to be shared, especially when sensitive topics are being discussed.



Participation / Observations

Observational research allows the researcher to see the behaviours and interactions first hand in its pure form.



Qualitative Research Experience

All of our consultants are exposed to both quantitative and qualitative research projects. Over the years we've gained considerable experience in using high level qualitative techniques and have literally conducted many hundreds of in-depth and usability-depth Interviews and hundreds of focus groups!



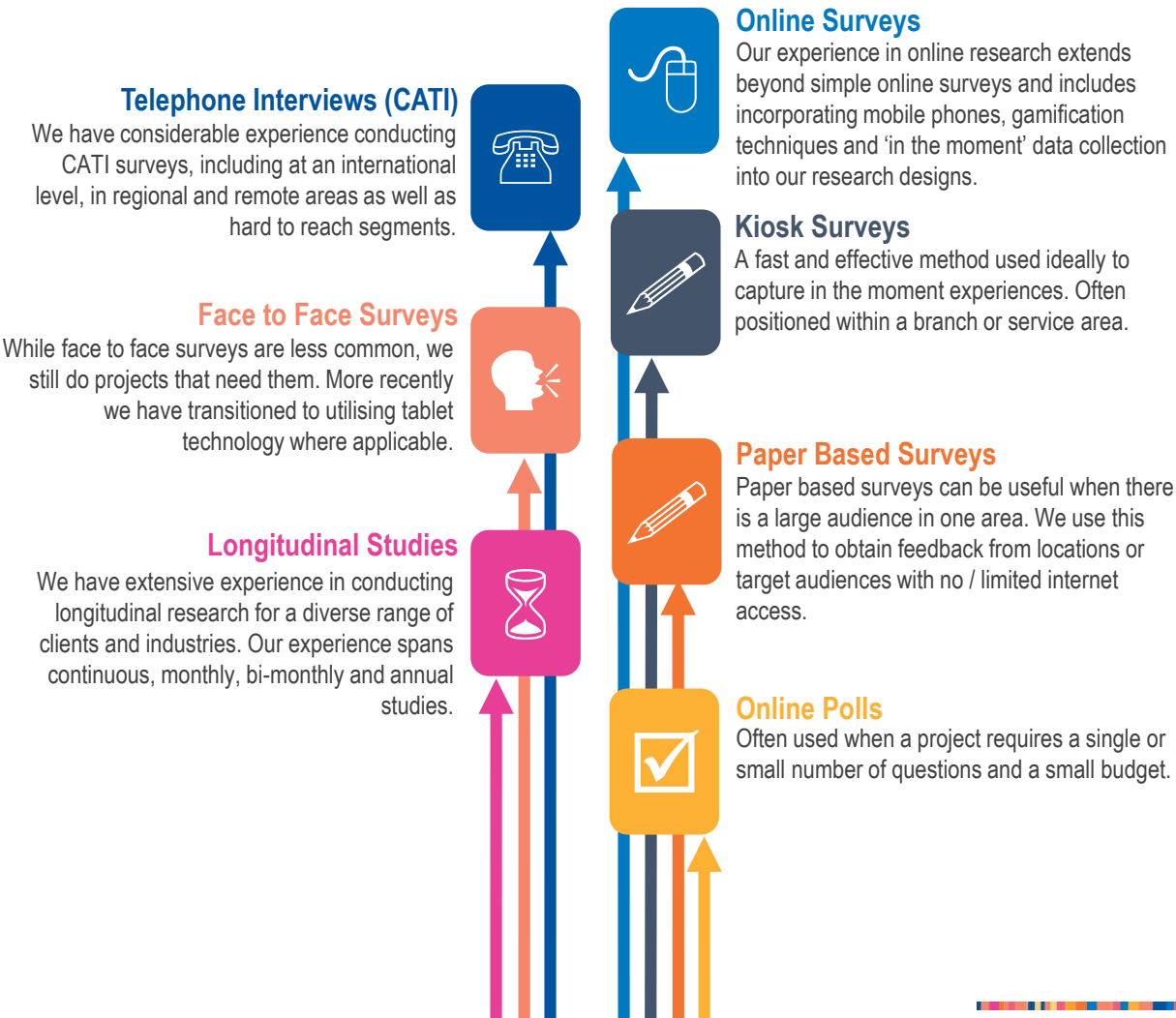
Below we provide some recent examples of qualitative projects we have completed since 2014:

Austral Bricks, New Product Development Research
Catholic Education Office, Faith Engagement
Curtin University, Curtin UP Research
Dept. of Fire & Emergency Services, Website Branding & Design Research
Dept. of Human Services, Usability Testing Framework
Dept. of Transport, Website Usability Testing
Dept. of Transport, Interactive Voice Response Testing
GESB, Retirement Research
Independent Living Centre WA, Market Sizing Research
Landgate, Segmentation
Lend Lease, Parkland Villas Retirement Village Research
Lend Lease, Alkimos Beach
Metropolitan Redevelopment Authority, Elizabeth Quay Research
Paraplegic Benefit Fund, Brand Health Exploratory Research
Peet, Built Form Research
Perth Children's Hospital, Visual Identity Research
Pew Charitable Trust, Kimberley Campaign
Public Transport Authority, Forrestfield-Airport Link
Public Transport Authority, Passenger Information Display Screen options for the New Perth Busport.
RAC, Project OH
RAC, CYM Pilot
RAC, Brand Concept Testing
RAC, App Research
RAC, Insurance Customer Journey Mapping
RAC, Membership Recognition
RAC, Project HEM
Rare, Silverchain TVC Creative Testing
Road Safety Commission, Stars on Cars Evaluation
Rottneest Island Authority, Boating Visitors
Rottneest Island Authority, Brand Health
RWWA, Brand Evolution
Seven West Media, WA Readership Evolution
Silver Chain, SCUBA App Testing
Synergy, My Account Toolbox Testing
Synergy, New Public Website Usability Testing
Thermomix, Brand Health
University of Western Australia, Health Intervention Materials Evaluation
WACA, Brand Evolution
Water Corporation, Website Design Concept Testing
Water Corporation, Workshop (SiteCore) Attendance
Water Corporation, Builders & Developers Research
The West Australian, Seven Days and West Weekend Advertising Sales
WorkCover, Stakeholder Communications Research

Our Quantitative Capability



A Small Sample of our Quantitative Methods



Experience using different survey methods

Painted Dog Research has collected quantitative data through a wide range of channels including computer-assisted telephone interviews (CATI), online surveys, face-to-face intercept interviewing, large-scale self completion surveys, mixed methodology projects and also community polls.

Telephone Experience

Painted Dog Research has considerable experience conducting CATI surveys, including at a national level and in regional and remote areas. Looking only at projects completed in 2015-16, this experience includes:

City of Melville, Community Wellbeing Survey
Curtin University, MBA Predictive Analytics
Dept. of Transport, DVS Customer Perceptions Research
ICWA RiskCover, CEO Customer Satisfaction
ICWA RiskCover, Injured Workers Customer Satisfaction
LandCorp, Post-Purchase Customer Satisfaction
LandCorp, Broome North Residents Research
LandCorp, Karratha Baynton West
LandCorp, Stakeholder Research
Landgate, Business Segmentation
Mirvac, Mulataga Karratha Research
Mirvac, Baldivis Research
Mirvac, Bullsbrook Research
Mosaic Community Care, Client Satisfaction Research
RiskCover, Customer Sat - CEOs & Other Agencies
RiskCover, Customer Satisfaction - Injured Workers
Salaries & Allowance Tribunal, CEO Remuneration
St John of God Accord, Client Satisfaction Survey
Water Corporation, Business Segmentation



Online Experience

Painted Dog's experience in online research extends beyond simple online surveys and includes incorporating mobile phones and gamification techniques in the digital research designs. Examples of some recent online surveys conducting 2015-16 are outlined below:

Acumen, Two Rocks Research
Adventure World, Non-Customer Research
Anglicare, Housing & Homelessness Perceptions
APG Homes, Customer Experience Research Program
Australian Institute of Fitness, Course Market Sizing
Bedshed, Brand Health Research
Catholic Education Office, Faith Engagement Research
Cedar Woods, Northern Estate Name Testing
City of Canning, Community Consultation Research
City of Canning, 3 Ward Community Feedback Research
Crust Gourmet Pizza, Brand Health
Curtin University, Brand and Advertising Tracking
Dept. of Agriculture & Food, KPI Primary Producers Survey
Dept. of Agriculture & Food, Logo Testing
Dept. of Fire & Emergency Services, Stakeholder Survey
Dept. of Health, Influenza Vaccination Campaign Evaluation
Dept. of Housing, Affordable Sales Research
Dept. of Training & Workforce Development, SME Workshop Planning
Dept. of Training & Workforce Development, Muresk Institute benchmark and Campaign Evaluation
Dept. of Transport, DVS Customer Perceptions Research
GESB, Annual Customer Satisfaction
GESB, Employer Customer Satisfaction
Harry Perkins Institute of Medical Research, Brand Health
HBF, Advertising Tracking
HBF, R4R event Research
HBF, Health Strategy Measurement Wave 4
ICWA RiskCover, CEO & Other Agencies Satisfaction
Independent Living Centre WA, ILC Consumer Research
Lotterywest, Mobile Site Research
Landgate, Brand Health Research
Main Roads WA, Customer Profiling
Main Roads WA, Stakeholder Satisfaction
Main Roads WA, Website Research



Mindarie Marina Resort, Function Centre Research
Mirvac, Mulataga Karratha Research
Melville Cares, Brand Health Research
Road Safety Commission, Digital Research
Road Safety Commission, Legislation Campaign Evaluation
Road Safety Commission, Drink Drive Ad-Pretest
Rottneest Island Authority, Brand Health Research
Rottneest Island Authority, Boating Visitor Survey
Peet, Pre-Campaign Awareness Omnibus
Perth Zoo, Annual Visitor Survey
Plunkett, Brand Health Update
Public Transport Authority, Perth City Link Research
Public Transport Authority, Perth Busport Research
Public Transport Authority, Forreestfield-Airport Link Community and Stakeholder Research
Public Transport Authority, Stay Off the Tracks Campaign Evaluation
Public Transport Authority, Perth Stadium Behaviour Change Research
RAC, Roadside Assistance Tracker
RAC, Stakeholder Advocacy Research
RAC, Corporate Brand Tracker
RAC, Insurance Brand Tracker
Rio Tinto, Brand Health Research
Salaries & Allowances Tribunal, CEO Remuneration & Elected Members Allowances Survey
Water Corporation, Service Channels Research
Water Corporation, Rollable Residential Segmentation

Face-to-Face / Intercept Interview

While face to face surveys are less common than they used to be, we still do projects that need them. More recently we have transitioned from using hard copy questionnaires to utilising tablet technology. Below we list recent examples of face-to-face projects we have completed:

Central Park, Park User Research
City of Canning, Community Consultation
City of Canning, 3 Ward Community Feedback Research
Creative ADM / Colliers International, Shopping Centre Research
Department of Transport, DoT DVS Customer Perceptions
Landgate, Squiz Online Personas
Metropolitan Redevelopment Authority, Perth Cultural Centre LED Screen Evaluation
Perth Market Authority, Green Grocer Campaign Research
Perth Zoo, Annual Visitor Survey
Public Transport Authority, Passenger Satisfaction Monitor
Public Transport Authority, Transwa Passenger Satisfaction Monitor
Public Transport Authority, Forrestfield-Airport Link Community and Stakeholder Research
Public Transport Authority, Stay off the Tracks Campaign Evaluation

Mixed Methodologies

Painted Dog has undertaken over 120 projects involving mixed methodologies - that is qual and quant studies. Just some examples of mixed method research studies we've done since 2015 include:

City of Canning, Community Consultation
City of Canning, 3 Ward Community Feedback Research
Dept. of Transport, DoT DVS Customer Perceptions
ICWA RiskCover, CEO & Other Agencies Customer Satisfaction Research
Landcorp, Post Purchase Customer Satisfaction
Landcorp, Broome North Residents Research
Landcorp, Karratha Baynton West
Landcorp, Stakeholder Research
Mirvac, Mulataga Karratha Research
Perth Zoo, Annual Visitor Survey
Public Transport Authority, Forrestfield-Airport Link Community and Stakeholder Research
RiskCover – CEO & Other Agencies Customer Satisfaction
Salaries & Allowances Tribunal – CEO Remuneration & Elected Member Allowances Survey
Thermomix, Brand Health





Quantitative Analysis Techniques and Tools

Painted Dog has the in-house resources to conduct a suite of higher-level statistical analyses that cut through the data to provide rich insights and action-oriented recommendations.

Painted Dog's analytical approach towards quantitative projects is to provide insight, not unnecessary reams of data - this includes advanced techniques to understand consumer preferences and choices. Some of these techniques are listed below.

Predictive Modelling

Classification and regression trees (CART)

Archetypal Analysis

Decision Trees and Random Forests

Cronbach Alpha

Tolerance/VIF

Factor Analysis

Multiple Linear / Logistic Regression

Structural Equation Modelling

Cluster Analysis

Discriminant Analysis

Multidimensional Scaling / Correspondence Analysis

Conjoint Analysis

CHAID Analysis

Geographic Mapping

Transitioning of Tracking Research

Often a key concern for a client is 'loss' of knowledge or the 'smooth' transitioning of a tracker from one provider to another. Since establishing Painted Dog in late 2007, we have successfully transitioned many long running studies from previous providers including Synovate / Ipsos, TNS, Research Solutions and Patterson Market Research to name a few.

Projects Successfully Transitioned

Should DLGSCI wish to transition the next Community Perceptions Survey, we are able to offer our experience to ensure a smooth long-term project transition. Some examples of projects we have transitioned from previous incumbents include:

Rottneest Island Authority, Visitor Survey (Savant 2014)
Rottneest Island Authority, Boating Visitor Survey (TNS 2014)
Perth Zoo, Annual Visitor Survey (Ipsos / Synovate 2013)
BikeWest Cycling Monitor, (ARRB 2011)
HBF, Tracking Studies (Synovate 2011)
Chamber of Commerce & Industry, WA Member Survey (Synovate 2011)
GESB, Member Service Research (TNS 2010)
Austroads, USI (Colmar Brunton 2010)
Main Roads WA, Stakeholder Satisfaction (MarketIntel 2010)
RAC, Tracking Studies (Synovate 2009)
Transperth, Passenger Service Monitor (TNS 2009)
Heart Foundation, Smarter Than Smoking (TNS 2007)
HBF, I-Generation Survey (Colmar Brunton 2008)
HBF, Wellness Survey (Colmar Brunton 2009)
City of Stirling, Mystery Shopping (CBSA 2010)
Main Roads WA, Annual Community Perceptions Survey (Research Solutions 2012)



Hunt Smarter.

