

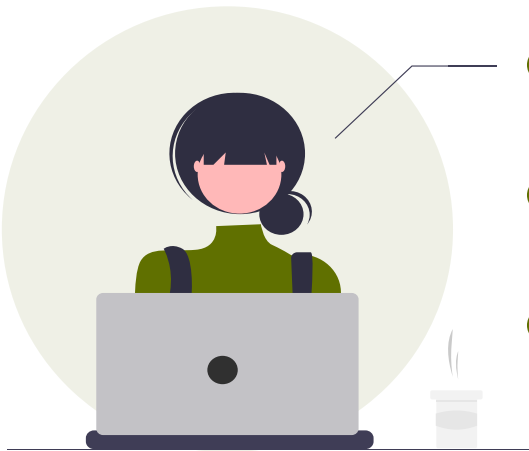
WHAT MAKES YOUTH RESPOND TO YOUR SURVEY ?

Recruiting and retaining young people aged 15 to 29 in longitudinal studies is challenging. Contact details change, interest fades, and availability shifts.

Before launching our six-year longitudinal study, we teamed up with 800 young people across Canada to test what works when it comes to engaging youth in research.

THEORETICAL FRAMEWORK: FOGG BEHAVIOR MODEL

This study was guided by the Fogg Behavior Model (FBM) which states that behavior occurs when motivation, ability and a trigger are present simultaneously.




- ✓ **Motivation**
Receiving meaningful value for participation
- ✓ **Ability**
Ease of completing the survey
- ✓ **Trigger**
Prompted by a clear, timely invitation

Behavior (Participating in a research study)

KEY LESSONS FROM THE PILOT STUDY


From email strategies to incentive models, these findings reveal what works when designing research that’s youth-centered, accessible, and built for long-term engagement.



01

Branding and Timing Impact Response Rates


Branded emails were preferred, and surveys sent in June and July had better response rates than those sent near holidays.



02

Youth-Informed Surveys Boost Completion


A 65-question survey saw a 97% completion rate, with most finishing in under 15 minutes. Co-designing with youth improved clarity and reduced survey fatigue.



03

Guaranteed Incentives Work Best

A \$10 e-transfer yielded the highest response rate at 17%, supporting the wage-payment model. Draws and non-cash rewards were less effective.



04

LinkedIn Supports Long-Term Engagement

About half of participants shared LinkedIn profiles when offered guaranteed incentives, showing its potential for long-term engagement in employment research.