Introducing a Push-to-Web Initiative for the Austrian Labour Force Survey: Who Can Be Reached and the Effects of Different Communication Strategies

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Abstract

Given the changing nature of data collection, public expectations to be able to do surveys online as well as decreasing response rates Statistic Austria is implementing computer assisted web interviewing (CAWI). This pilot tests the introduction of CAWI for the Austrian Labour Force Survey (LFS) and provides useful insights for National Statistical Offices (NSO): Implementing a push-to-web initiative, we explore which social demographic (household) characteristics are related to CAWI completion and how NSO may find the best fitting mode (CAWI / computer assisted personal interviewing - CAPI / computer assisted telephone interviewing - CATI) for their participants. Further, as respondent communications play a critical role in multimode data collection, particularly where the approach is online first, we explore the effects of different reminders. Comparing e-Mail invitations e-mail reminders, reminder calls, reminder short messages send as well as reminder postcards, we identify the best communication for increasing the timeliness of responses as well as response rates. In sum, analysing survey and para-data of the first two waves of data collection and enhancing those quantitative results with qualitative insights from debriefing interviews the talk will reflect the following questions:

- How many household can be reached via CAWI (mixed mode response rates including CAWI with comparisons to the current Austrian LFS which offers CAPI and CATI)?

- Which characteristics on the household- and personal level are related to CAWI completion?

- What are the main reasons for completing the CAWI questionnaire?

- How does communication via e-mail effect response rates and timeliness of responses?

- Which mode of reminder – sms / call / postcard – should be choosen or does it even need a second reminder?

- Which sequential communication strategy is the best to foster timeliness of responses and to increase CAWI response rates?