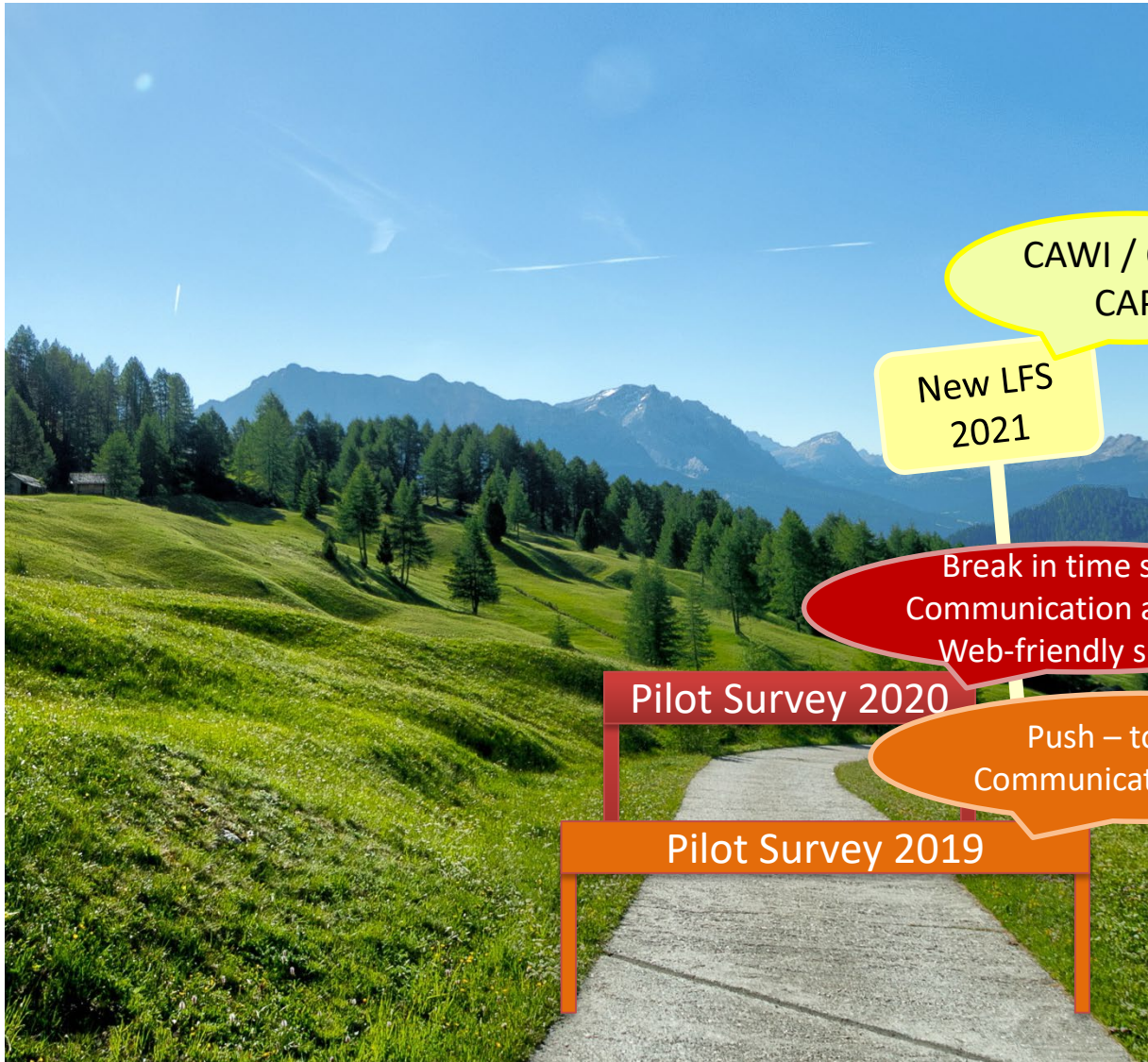


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UNECE, Geneva
14 – 16 October 2019

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

The Austrian LFS under construction...



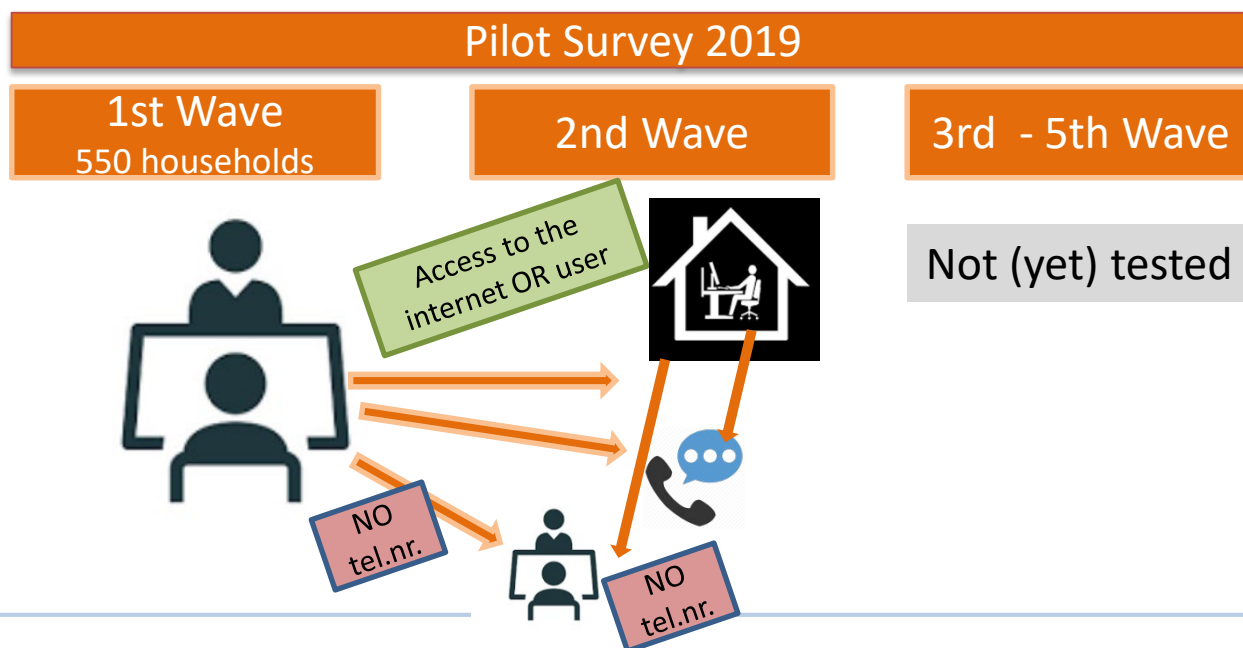
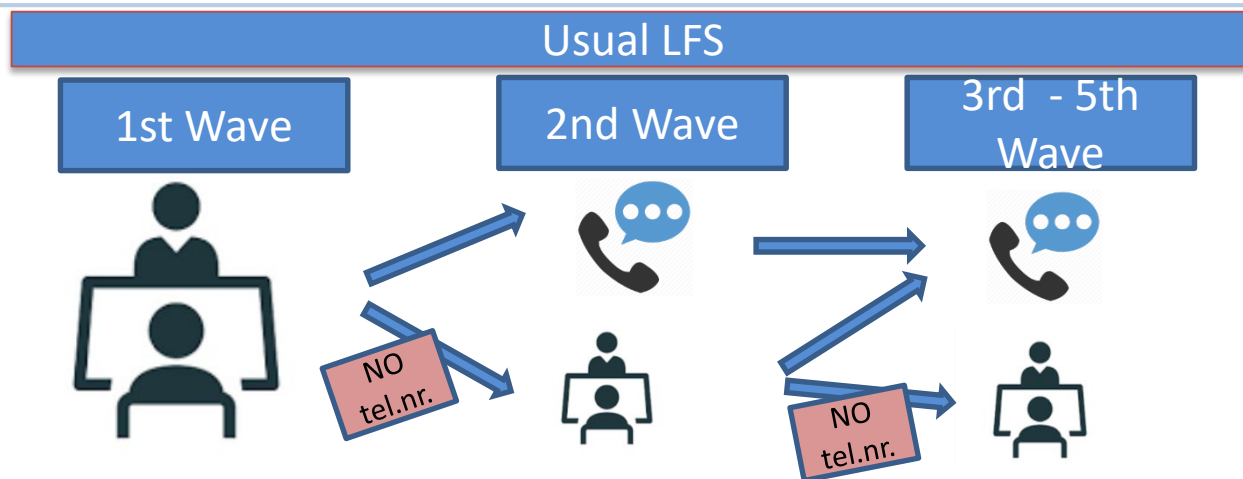
- Push as many households as possible to CAWI
- Test the „new“ communication-strategy
- Test the workflow introducing CAWI for the first time

→ Paradata

→ Surveydata

→ Interviews – Debriefing Calls

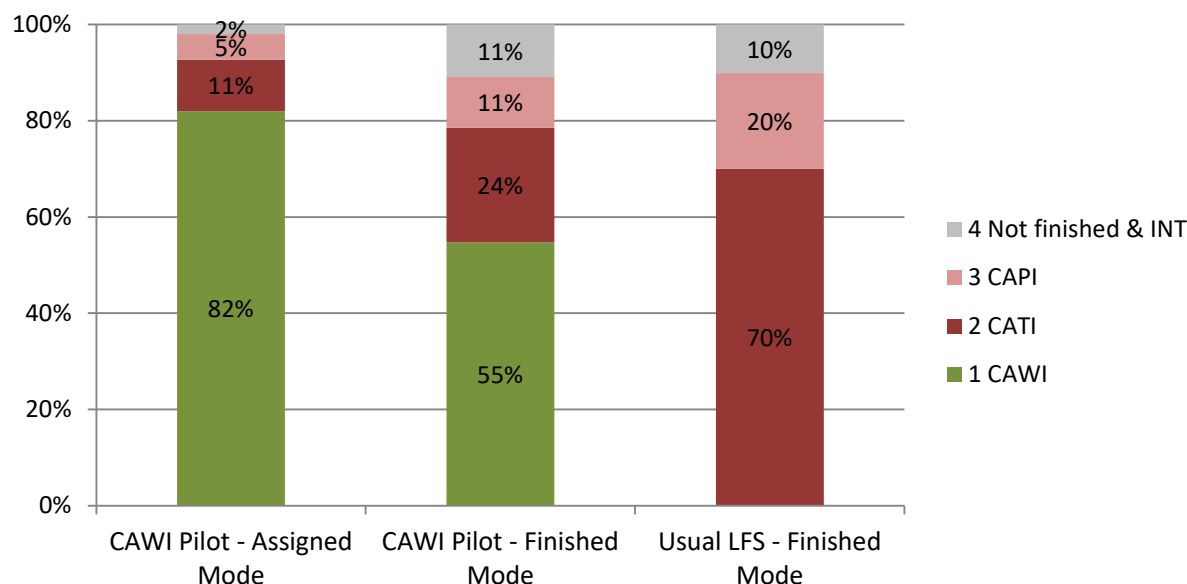
How it is done before vs. Pilot2019



**I. HOW MANY HOUSEHOLD CAN BE
REACHED VIA CAWI?**

I. How many household can be reached via CAWI?

- CAPI first wave – 550 Households
- Second wave – 451 (82%) Households assigned to CAWI



- Introduction of CAWI reduced CATI rates from 70 % to 24%

II. WHICH CHARACTERISTICS ON THE HOUSEHOLD- AND PERSONAL LEVEL ARE RELATED TO CAWI COMPLETION?

II. Which characteristics are related to CAWI completion?

- The pilot shows that CAWI completion is mostly dependent on
 - if the household has access to the internet
 - or if the contact person was willing to provide the email address
- Internet literacy and use of a specific device (laptop / desktop / smartphone) are less important
- Socio-demographic characteristics of the contact persons are more important compared to characteristics of the household (aggregated on household-level)

II. Which characteristics are related to CAWI completion?

Do not measure a bunch of additional items to identify CAWI willing households!

Solely ask if an

internet access is available

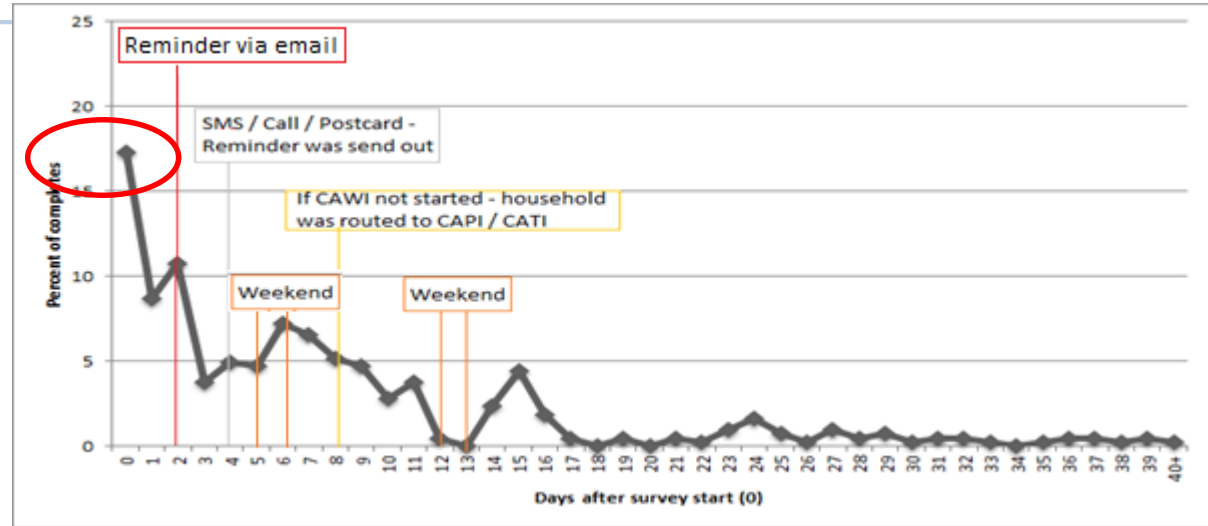
and if this is the case

push those household **to CAWI**

still using a **sequential multi-mode-design**

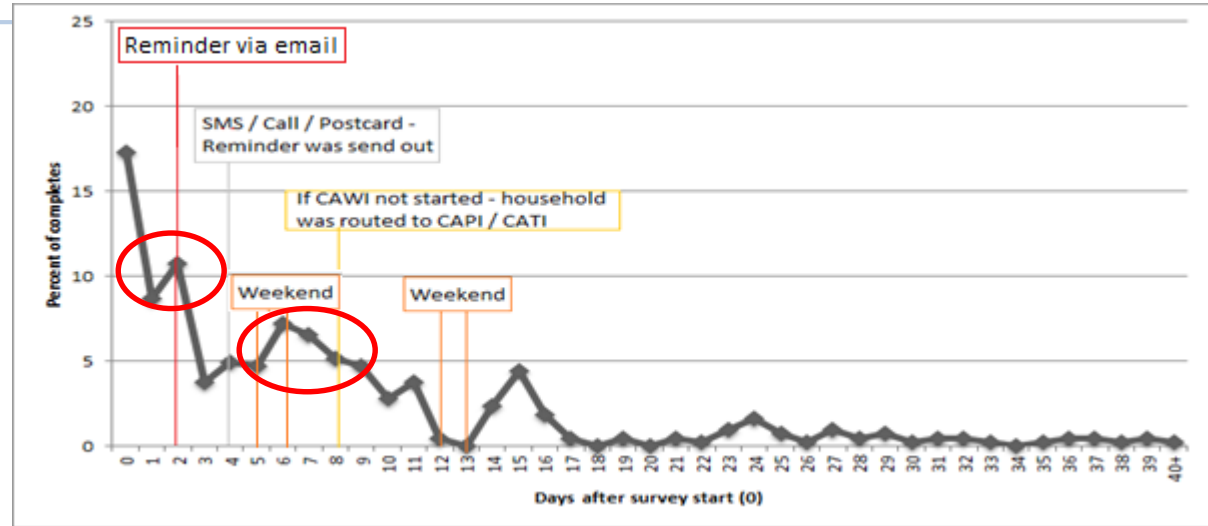
**III. WHICH SEQUENTIAL
COMMUNICATION STRATEGY IS THE
BEST TO FOSTER TIMELINESS OF
RESPONSES AND TO INCREASE CAWI
RESPONSE RATES?**

III. Which sequential communication strategy is the best?



- Invitation letter:
 - Send the letter 4 days before (this may be specific for the Austrian Post office).
 - Program a message informing users when the survey starts – in the case they login too early
- Invitation letter via letter post and email:
 - Especially at day 0 the highest response rates per day could be reached.
 - CAWI has the potential to achieve timely responses.
 - Always combine the invitation via letter post with one send via email!

III. Which sequential communication strategy is the best?



- Email reminder:

- Already one day after start of the survey the response rate decreased.
- Sent the reminder early enough - Two days after survey start

- SMS/postcard/call/no-reminder:

- After the first reminder email the response rates again decreased.
- A (second) reminder is essential – send it before the first weekend
- Change of reminder mode (letter post, email).

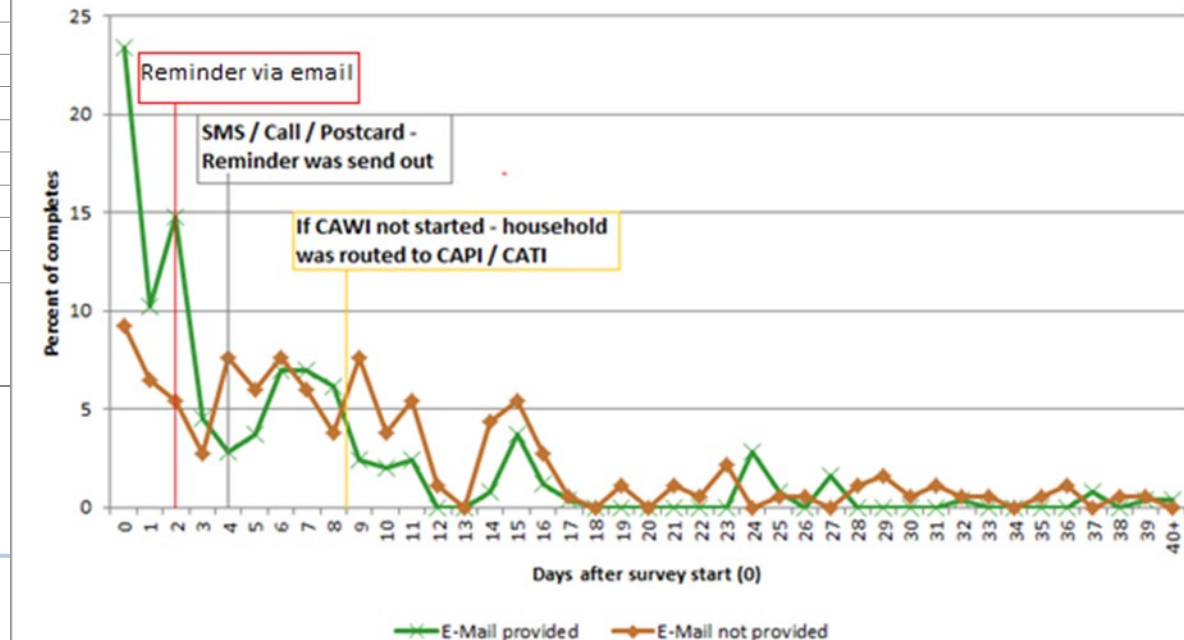
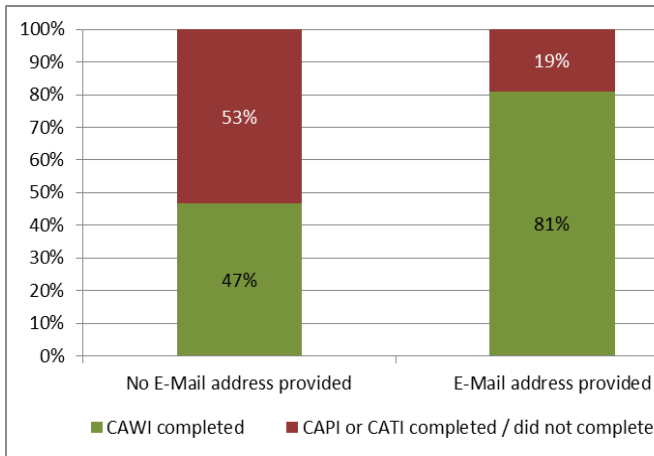
- End of CAWI survey:

- Due to time constraints 9 days should be enough.

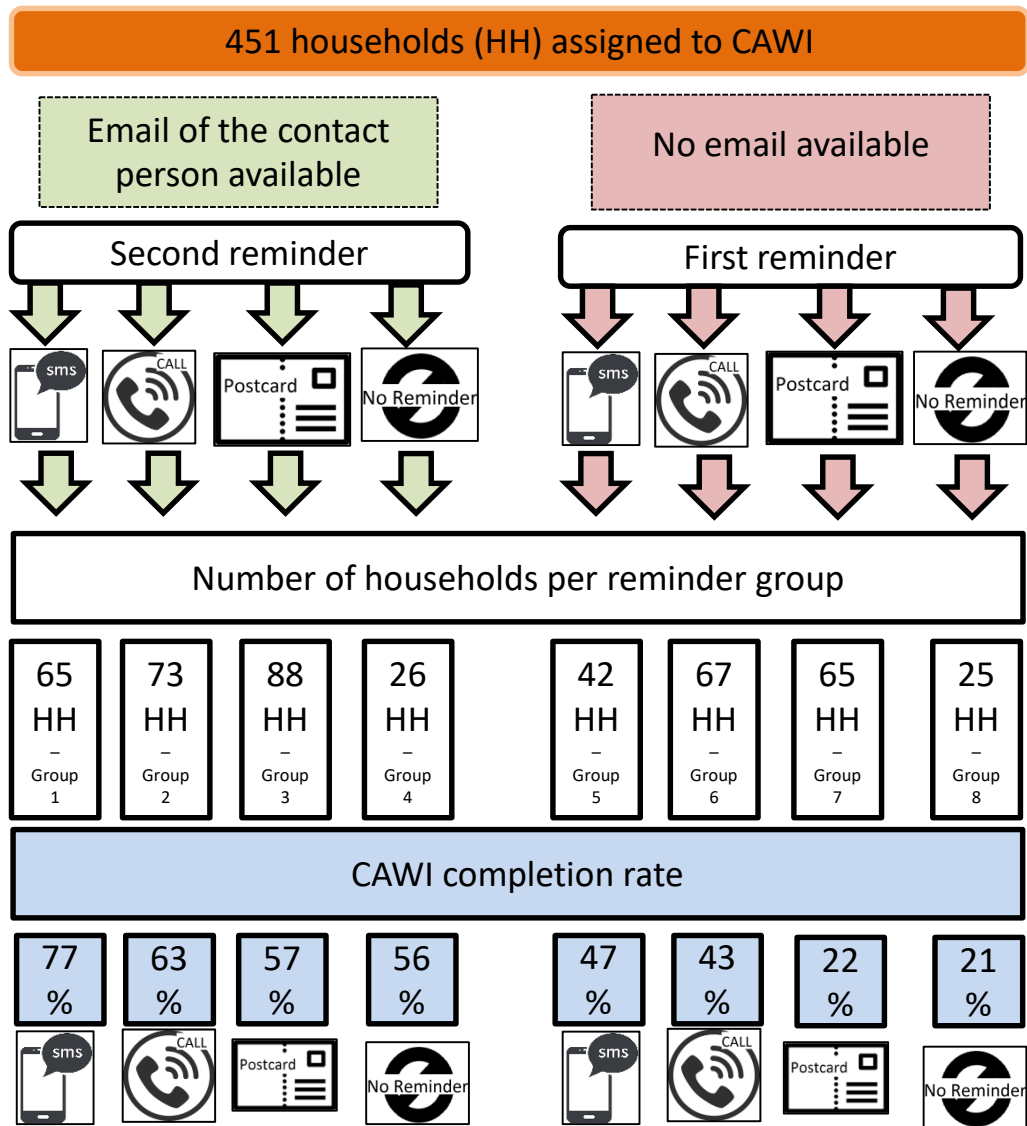
COMMUNICATION STRATEGY OF THE CAWI PILOT

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

- Around 56% (N = 252) of the contact persons provided an email address.
 - Copy of the invitation & two days later a reminder via email
 - All included the login credentials (user name and password) & direct, click-able link to access the survey
- Email communication makes a huge difference!



V. Which reminder is the best?



V. Which reminder is the best?

- Sending a SMS is the cheapest and best reminder
- SMS is a very timely mode - it can be planned more precisely during field work
- Surprisingly the difference between sending a reminder postcard and not reminding (a second time) is very small in numbers.
 - This could be explained by the fact that the postcards were sent out three ($T + 3$) days after the survey start, usually they would need between one ($T + 4$) and two ($T + 5$) days to arrive at the households address. → $T + 5$ was a Saturday!!
- The effects of reminders are similar for households without an email address although on a lower level of effectiveness due to the missing email augmentation and reminder.

GENERAL RECOMMENDATIONS – INTRODUCING CAWI FOR THE LFS

General Recommendations – Introducing CAWI for the LFS

- Send the invitation letter via letter post. The invitation letter should arrive shortly before the survey starts but not afterwards
- Send a copy of the invitation letter as email at the day the survey starts (email augmentation)
- Send the first reminder shortly after the start
- A second reminder is essential – change the mode of reminder. Send the second reminder so that it is received shortly before the weekend
- Do not send each reminder on the same day / time. Consider also a mixture of non- and working days.
- Always remember to try hard to get an email address
- Do not forget to include the login details with invitations and reminders

Questions? Remarks?

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Start
October 2018


First Wave
CAPI
(550 households)

Start
January 2019

CAWI Pilot - Second Wave

451 households assigned to
CAWI


T -11 days
/
T -18 days

Postal invitation letter for CAWI 

Email of the contact
person available

No email
available

Start – T0
7/14.01.2019





Copy of the postal
invitation via email 

T +2 days




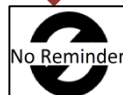
First reminder via email 

T +4 days

Second reminder

Four reminder options for households with email:    

First reminder

Four reminder options for households without email:    

T +9 days
www.statistik.at

CAWI – end of survey

Registered letter → routed to CAPI / CATI 