

Workshop on Statistical Data Collection

Geneve, 14-16 October

The point of view of respondents about data collection modes

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1. Lesson learned from Mixed Mode surveys with CAWI
2. An highlight on respondents' behavior
3. Why is CAWI not enough?
4. Some insights

Challenges in data collection

Nonresponse is increasing over the time
Need of reducing burden



Mixed mode
Improvement of questionnaire design

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Surveys adopting CAWI mode in a Mixed mode strategy

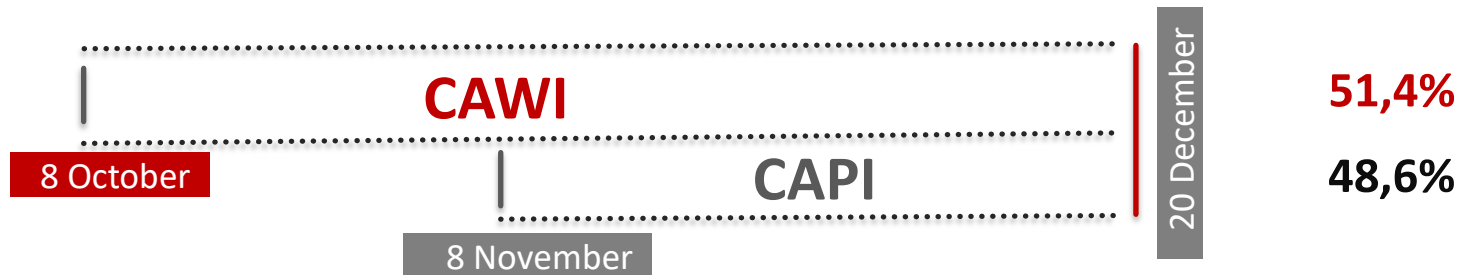
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Photo by [Magda Ehlers](#) from [Pexels](#)

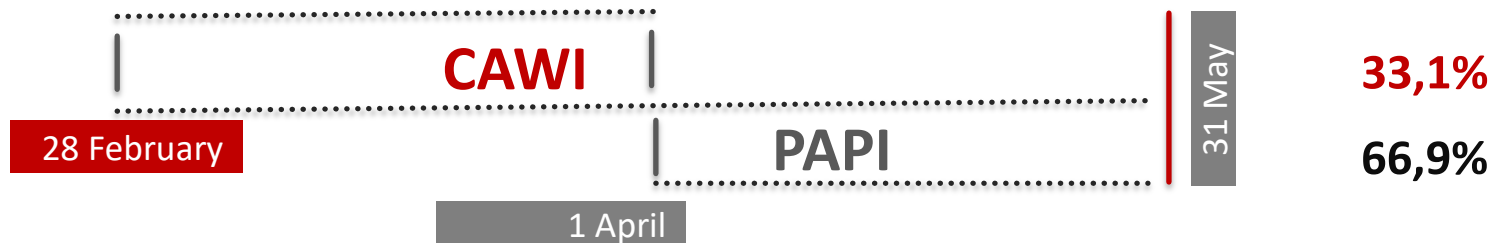
Mixed modes surveys with CAWI

2018

Census of Italian population



Aspects of Daily Life (ADL) Survey



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Propensity for web: which factors are important?

Census of Italian population



Propensity varies with some characteristics of the reference person

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Propensity for web: which factors are important?

Census of Italian population



age

CAWI

43,3	less than 25 years	56,7
55,1	25-54 years	44,9
53,3	55-64 years	46,7
48,0	64-74 years	52,0
45,1	75 years and over	54,9

CAPI

Propensity varies with some characteristics of the reference person

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Propensity for web: which factors are important?

Census of Italian population



education



CAWI

40,2	Primary	59,8
43,4	Lower Secondary	56,6
59,4	Upper Secondary	40,6
68,8	Tertiary Education	31,2

CAPI

Propensity varies with some characteristics of the reference person

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Propensity for web: which factors are important?

Census of Italian population



citizenship



52,4

Italian

47,6

28,1

Not Italian

71,9

CAWI

CAPI

Propensity varies with some characteristics of the reference person

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Propensity for web: which factors are important?

Census of Italian population



citizenship



CAWI

52,4	Italian	47,6
28,1	Not Italian	71,9
geografical area		
59,2	North	40,8
54,7	Centre	45,3
39,6	South	60,4

CAPI

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Propensity for web: which factors are important?

Aspects of Daily Life (ADL) Survey



technical equipment



CAWI

42,5	PC ownership	57,5
18,5	no PC ownership	81,5
40,2	broadband internet	59,8
21,7	no broadband internet	78,3

CAPI

Propensity varies with some characteristics of the reference person

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Propensity for web: which factors are important?

Aspects of Daily Life (ADL) Survey



digital skills



CAWI

44,6	PC usage (last 3 m)	56,0
23,9	no PC usage (last 3 m)	76,1
39,6	Internet (last 3 m)	60,4
24,6	no internet (last 3 m)	75,4

PAPI

Propensity varies with some characteristics of the reference person

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The respondent's point of view

How can we improve further our survey designs, taking into account respondents' heterogeneity?

What factors underlie respondents' behavior?

What are respondents' preferences?



A new set of questions

At the end of the each questionnaire, respondents are asked a set of questions on:

Who filled in the questionnaire

How much was difficult the questionnaire completion and why

Why they didn't respond in CAWI mode (where available)

Personal contacts (phone numbers and email)

Willingness to be interviewed through a different mode

Willingness to be contacted again for further investigations

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Propensity to modes: why not CAWI?

Census of Italian population

CAPI respondents

Why didn't you fill in the questionnaire online?	%
I didn't know it was possible	6,8
I forgot it/ I didn't have time	17,0
I found it difficult	11,4
I don't have internet access	25,1
I prefer a direct interview	36,0
Other	3,6



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Propensity to modes: why not CAWI?

Census of Italian population

CAPI respondents

Why didn't you fill in the questionnaire online?	%		What can we do?
I didn't know it was possible	6,8		Improve strategies of contact and reminders
I forgot it/ I didn't have time	17,0		
I found it difficult	11,4		Improve language, usability, instructions for filling in, etc.
I don't have internet access	Around 250 000 households		An additional mode is necessary
I prefer a direct interview	36,0		
Other	3,6		

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Propensity to modes: why not CAWI?

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CAPI respondents

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Who prefers a direct interview?

Census of Italian population

CAPI respondents who prefer the direct interview

Educational level	Primary	35,3
	Lower Secondary	37,1
	Upper Secondary	36,1
	Tertiary Education	34,2

Citizenship	Italian	36,3
	Not italian	32,5

Geographical area	North	30,9
	Centre	36,1
	South	40,4
Age	Young people (25-34)	33,8
	Older people (74 +)	34,5

Even people with high propensity for web prefers a direct interview

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Propensity for web: high digitalized people

Aspects of Daily Life (ADL) Survey



digital skills



CAWI

47,4

PC Usage: everyday

52,6

42,1

Internet usage: everyday

57,9

PAPI

Even the majority of digitalized people are caught by CAPI

Cawi is not enough, but

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Propensity to modes: Yes, we want CAWI

Statistics on Income and Living Conditions

A concurrent mixed-mode strategy

CATI

CAPI

1-2-3-4 wave

% of people available to fill in the same questionnaire online

Mode	Wave 1	Wave 2-3-4	Total
CAPI	16,3	18,8	17,9
CATI	15,0	23,2	21,9
<i>Total</i>	<i>16,0</i>	<i>21,1</i>	<i>19,6</i>

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Propensity to modes: Yes, we want CAWI

Statistics on Income and Living Conditions

19,6% of respondents (4156 households) are available to **complete online** the questionnaire

% of people available to fill in the same questionnaire online			
Mode	Wave 1	Wave 2-3-4	Total
CAPI	16,3	18,8	17,9
CATI	15,0	23,2	21,9
<i>Total</i>	<i>16,0</i>	<i>21,1</i>	<i>19,6</i>

Propensity to modes: Yes, we want CAWI

Statistics on Income and Living Conditions

19,6% of respondents (4156 households) are available to **complete online** the questionnaire

CAWI would be welcome especially for re-interviews (1 family out of 5)

% of people available to fill in the same questionnaire online			
Mode	Wave 1	Wave 2-3-4	Total
CAPI	16,3	18,8	17,9
CATI	15,0	23,2	21,9
<i>Total</i>	<i>16,0</i>	<i>21,1</i>	<i>19,6</i>

Could be CAWI the key to reach households not caught by CATI and CAPI?

Some insights

Internet penetration has risen steadily in the last years

Cawi surely helps in reducing costs and improving coverage

When Cawi is not offered, one out five declares he would use it

Cawi is a needful mode in surveys

We cannot deny

Almost **1/3** of census CAPI respondents declare they prefer getting in touch with an interviewer

Even within digitalized people the majority don't use the web to participate


Some insights

We need to keep in mind heterogeneous behaviors of people with similar attitudes and characteristics

Propensity to participate in a survey is a key factor in the analysis of respondents' behavior

It seems as if CAWI mode caught people more likely to participate in survey in general

The interviewer' motivational work remains a key factor affecting less motivated respondents' participation



Thank you for listening

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