

National reports

GGP Council of Partners

9 June 2021



Fieldwork report

Prepared by the Central Hub for the Council of
Partners meeting, 9 June 2021

Presented by Arieke Rijken

Contents

1. Design: survey mode, sampling frame, contact, incentives
2. Outcomes: response rates, break offs (CAWI)
3. Insights



Design: survey mode & sampling frame

Country/territory	Mode	Sampling	Population
Belarus, Kazakhstan, Moldova	CAPI only	Areal, household and building sampling frames	18-79
Denmark, Estonia (pilot), Finland, Netherlands, Norway, Hong Kong* (pilot)	CAWI only	Individual sampling frames Household sampling frame (HK)	18-49 (DK) 18-54 (NO, FI) 18-59 (EE, HK)
Czechia, Uruguay	CAWI and CAPI	Household sampling frame	18-79
Sweden, Germany	CAWI and PAPI	Individual (SE) and Household (DE) sampling frame	18-59 (SE) 18-49 (DE)
France (pilot)	CAWI and CATI	Individual sampling frame	18-79

Design : fieldwork details

Outcomes: Response Rates

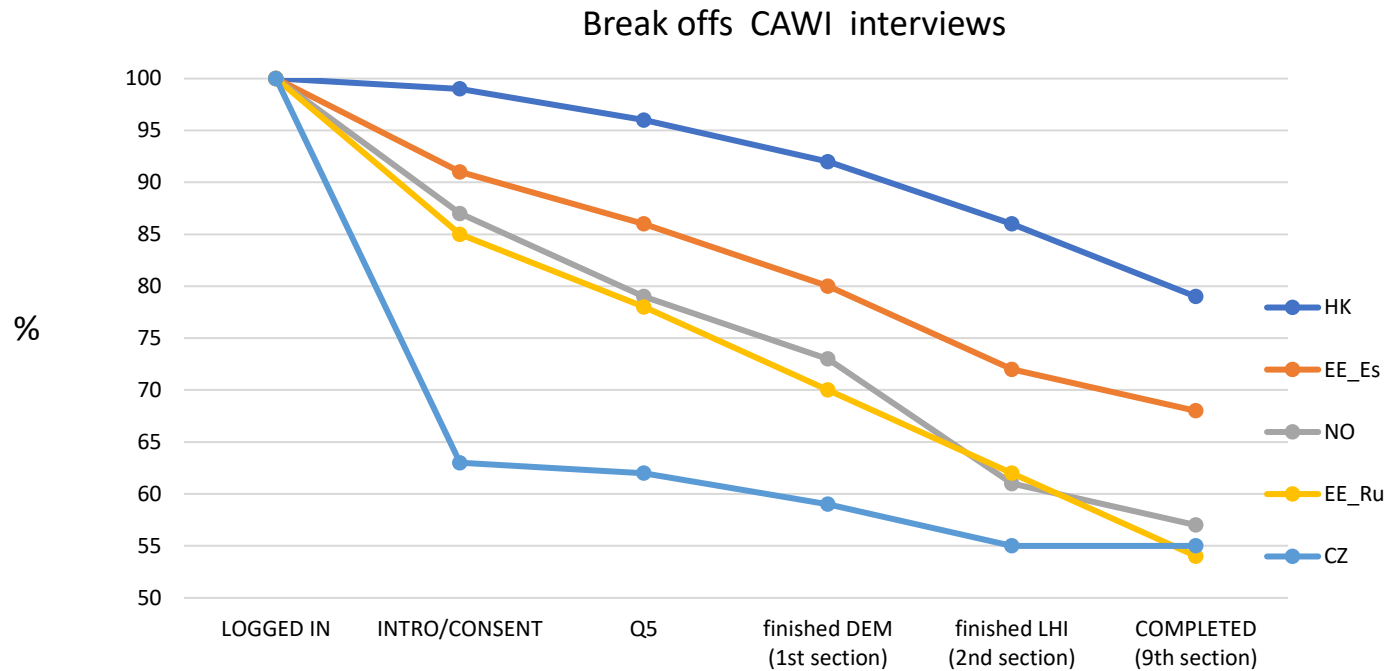
Country/territory + survey agency	Contacting respondent	Reminders #	Incentives	RR Complete
Norway Statistics Norway	Government inbox (e-mail and SMS) Easy login: ID in link	4	Conditional lottery: 65x €100	30%
Denmark Statistics Denmark	Government inbox (e-mail, SMS, app) separate code	2	Conditional lottery: 2x €300 & 2x €700	17%
Czechia SC&C	Knocking on doors, Birthday method	NA	€20 conditional incentive	?
Estonia Kantar Emor	E-mail Easy login: ID in link	3 (2 sent)	Conditional, experiment with 3 conditions (access to magazines; lottery with €50 price+ charity + lottery with €50 price)	17%
Hong Kong SAR In-house (uni)	Postal letter to household, birthday method	3 (2 sent)	Experiment: 10 conditions (unconditional + conditional)	Top group: 40%

Design : fieldwork details

Outcomes: Response Rates

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Norway Statistics Norway	'Government inbox' (e-mail, SMS) Easy login: ID in link	4	Conditional lottery: 65x €100	30%
Denmark Statistics Denmark	'Government inbox' (e-mail, SMS, app) Landing page link + ID	2	Conditional lottery: 2x €300 & 2x €700	17%
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Estonia Kantar Emor	E-mail Easy login: ID in link	3	Conditional, experiment with 3 conditions (access to magazines; lottery with €50 price+ charity + lottery with €50 price)	17%
Hong Kong SAR In-house (uni)	Postal letter to household, birthday method (self) QRcode to landing page + ID	3 (2 sent)	Experiment: 10 conditions (unconditional + conditional) <i>Incentive €5/€10</i>	Top group: 40%

Outcomes: break offs CAWI



Insights

- Lesson from 3 country pilot (2018) + HK experiment: combi of unconditional + conditional incentive is best → CAWI survey is not that cheap!
- Duration of questionnaire not the biggest problem in CAWI (except if it scares respondents off so they don't even start)
- Motivating respondents is bigger worry, i.e. getting them to
 - Login
 - Proceed after intro text (consent)
 - Finish Section 1 (DEM) and 2 (LHI)

To think about



- Invitation letter and motivation
- Ease of clicking/ logging in
- Layout display (device)
- ‘Webfatigue’ due to pandemic?
- Offering alternative mode?
- Respondent selection in case of household sample

Thank you



 @GGPdata

 @GGP_i

 ggp@nidi.nl

Hong Kong Generations and Gender Survey (HK-GGS)

GGP Council of Partners Meeting, June 9, 2021

Stuart Gietel-Basten & Christian Joy Pattawi Cruz



Background

Chinese and English

Extensive beta-testing

Illegal to send cash and
purchasing office; supermarket
vouchers; registered post



G G S . H K

The Generations and Gender Survey



G G S . H K

The Generations and Gender Survey



7 901 invites

Hong Kong GGS: the survey of families

GG.S.HK

開始問卷 (中文)

Start the survey (English)



GG.S.HK
The Generations and Gender Survey

(English version below)

您的意見很重要！感謝您參與是次研究！

致香港居民：

您的住址已被選中參與由香港科技大學老齡科學研究中心主任貝斯圖教授主理、有關《香港世代與性別調查》(HK-GGS) 的先導研究。此研究已獲科大Human Ethics Research Committee核准。研究社會變化的研究人員將對是次研究所收集的資料進行分析，而您提供的重要資料將有助改善課程和公共政策。是次先導研究的詳情，請參閱本網頁或瀏覽 科大老齡科學研究中心網站。您的參與將幫助我們創造歷史！



Live pilot!

Ten experimental groups

Conditional/unconditional/mixed

HKCSD ineligibility: 19.7%

Just sent 2nd reminder; 5w remaining

Uncond.	Cond	RR
50	100	40.2
100		33.9
50	50	32.3
150		32.3
50		23.6
	150	23.0
	100	15.2
	50	12.9
Lottery		11.7
None		6.9

Next steps

Finish pilot; check data etc

Roll pilot into first wave

Autumn (?)

If assumptions from pilot correct, nearly have enough money

Ageing [SHARE] survey planned



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TALLINNA ÜLIKOOL

EESTI PERE- JA SÜNDIMUS-
UURING 2021-2027

Tallinn University
Institute for
Population Studies

Tiina Tambaum

Estonia



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UURING 2021-2027

Web based questionnaire

April 7 – June 9, 2021 (9 weeks)

Individual sampling frame:

the population at ages 18–59 (age, sex,
language)

Sample 4 000 + 8 000 = 12 000

Two batches: 4000 sent on April 7
 8000 sent on May 6

3 groups of incentives

Incentives

- 1** Unconditional: access to 12 magazines for 2 months for up to 5 persons (only one magazine in Russian) (The cost 4,08 eur per R)
- 2** Conditional: lottery, 55*50 eur value shopping card to be used for products of personal choice offered by Selver Kitchen, shopping malls Selver, shopping centre Kaubamaja, beauty shop or shoe store.
- 3** Conditional + unconditional:
Lottery (see above; 32*50 eur)
+ joint donation 500 euros to the NGO who is dealing with mental health issues (Peaasi) and 800 euros to the NGO Children and Youth Crisis Program

Media campaign

5.04.21 – Local newspaper in Tallinn „Pealinn“ (est) – article

5.04.21 – Daily newspaper „Postimees“ (est) – article

6.04.21 – Radio Kuku (est) – „Saade“ – interview – Allan Puur

6.04.21 – Radio 4 (rus) – interview – Luule Sakkeus

7.04.21 – Estonian Radio Vikerraadio (est) – „Huvitaja“ – interview – Luule Sakkeus

8.04.21 – Estonian Television ETV+ (rus) – Кофе+ – interview – Luule Sakkeus

12.04.21 – Daily newspaper Eesti Päevaleht (est) – interview – Luule Sakkeus

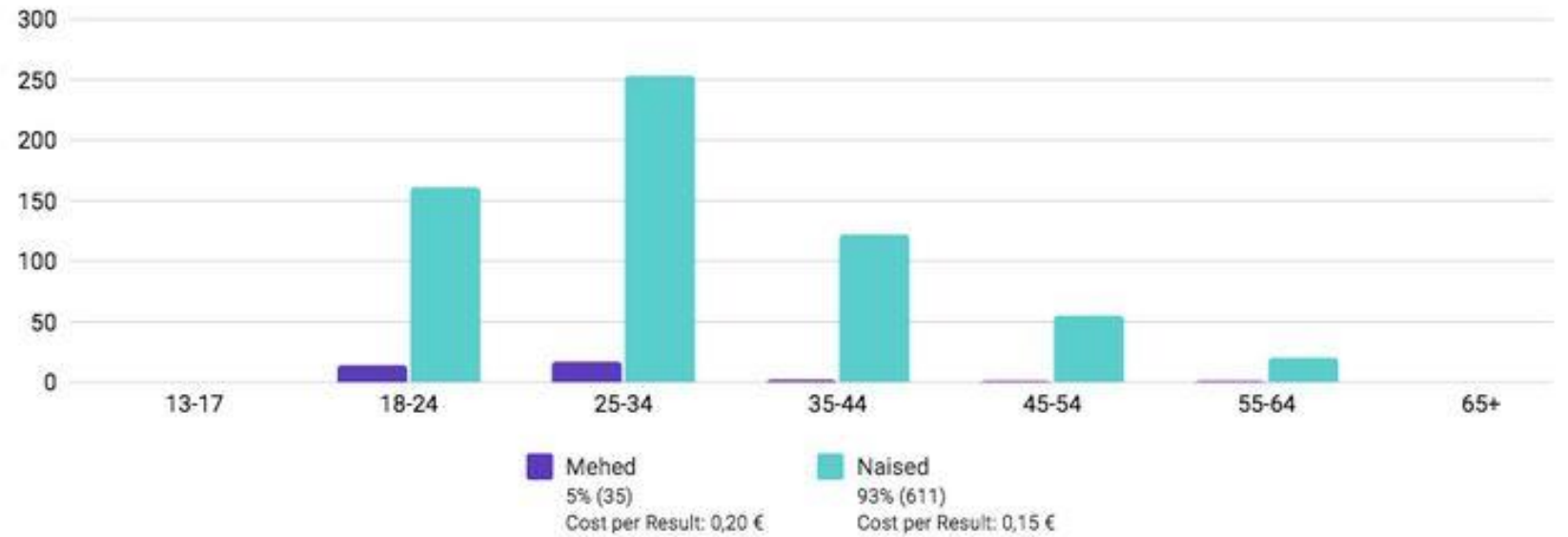
16.04.21 – Radio 4 (est) – interview – Luule Sakkeus

Facebook ad April 14–29

Age and Gender Distribution

Kõik

Tulemused



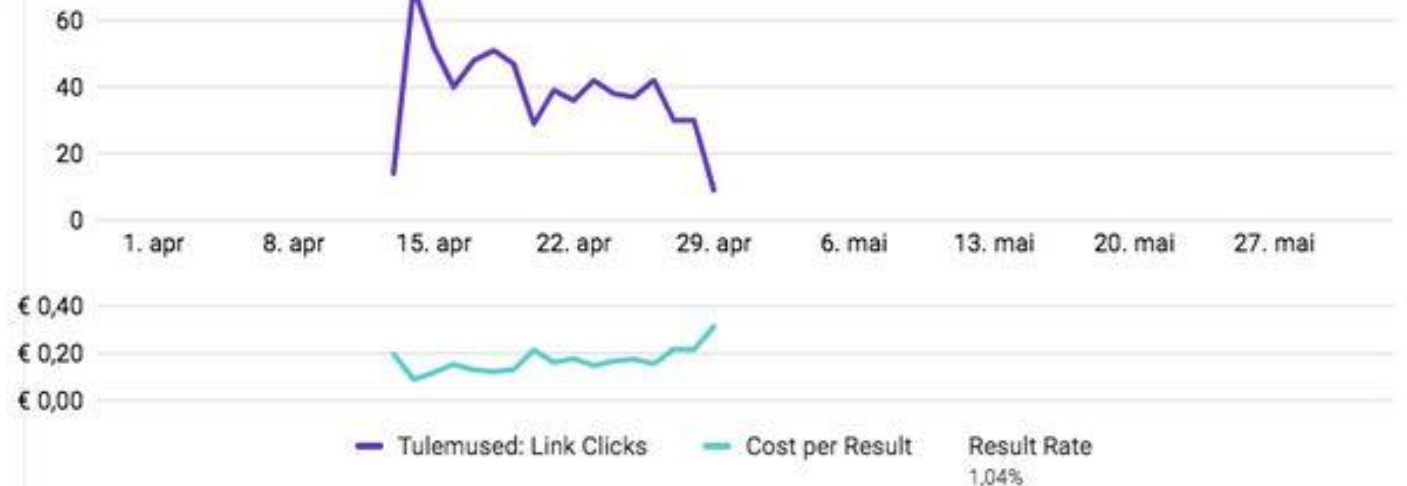
654
Results: Link Clicks

23 757
People Reached

99,92 €
Kulutatud summa

Kohandatud

Tulemused: Link Clicks over Cost per Result





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EESTI PERE- JA SÜNDIMUS-
UURING 2021-2027

Reminders

First batch: 3 reminders by e-mail: same days; same text

Second batch:

3 reminders by e-mail: different days; same text

2*300 persons approached by the telephone: May 14, 17, 18 and May 26, 27, 28

1/3 est M 1/3 rus M 1/3 rus F

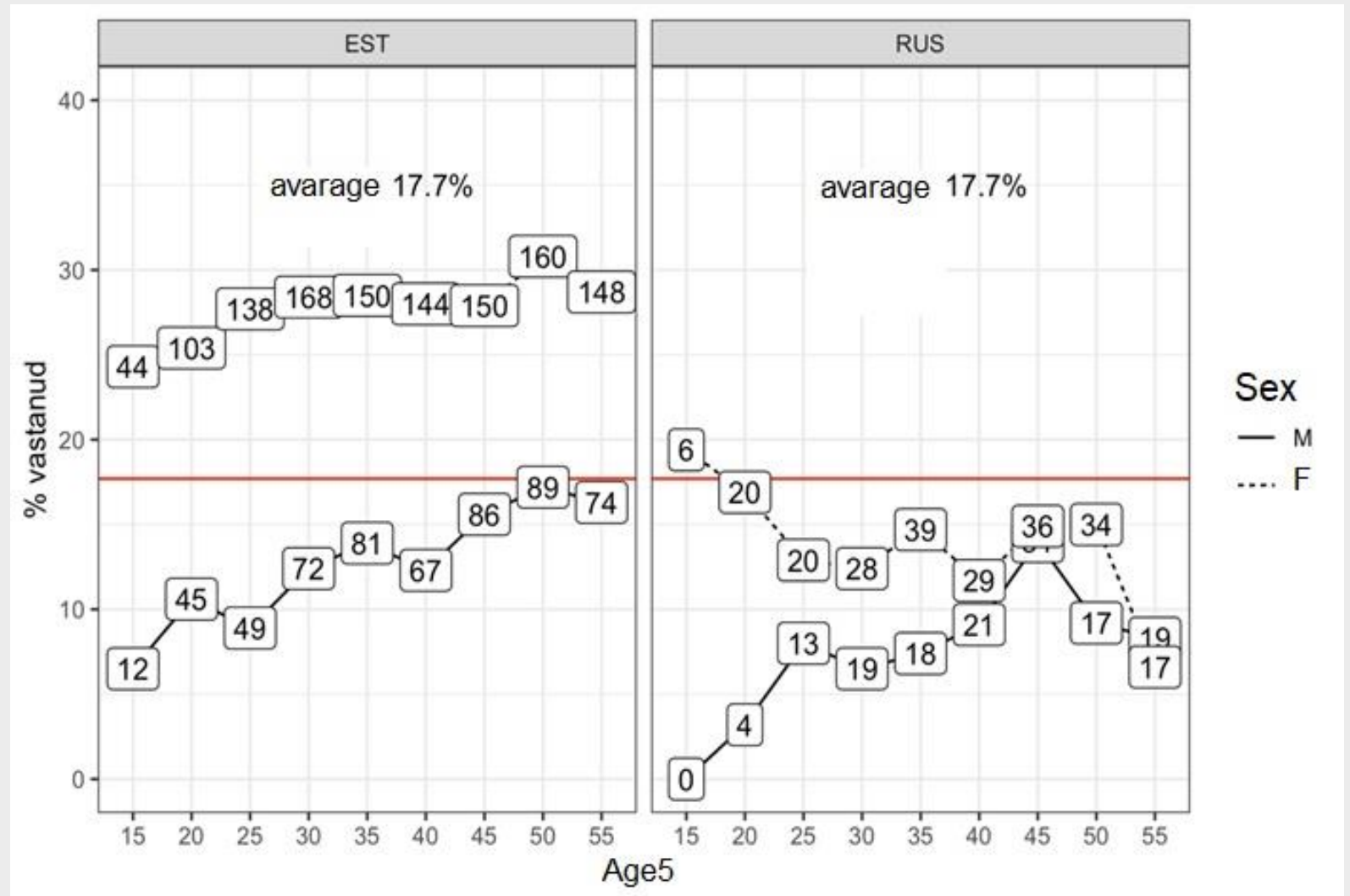
Success rate 10%

All (the last week):

4. reminder by e-mail: short text, focus on the date of incentive, different wording to M and F

Response rate

June 3, 2021



Response rate

June 3, 2021

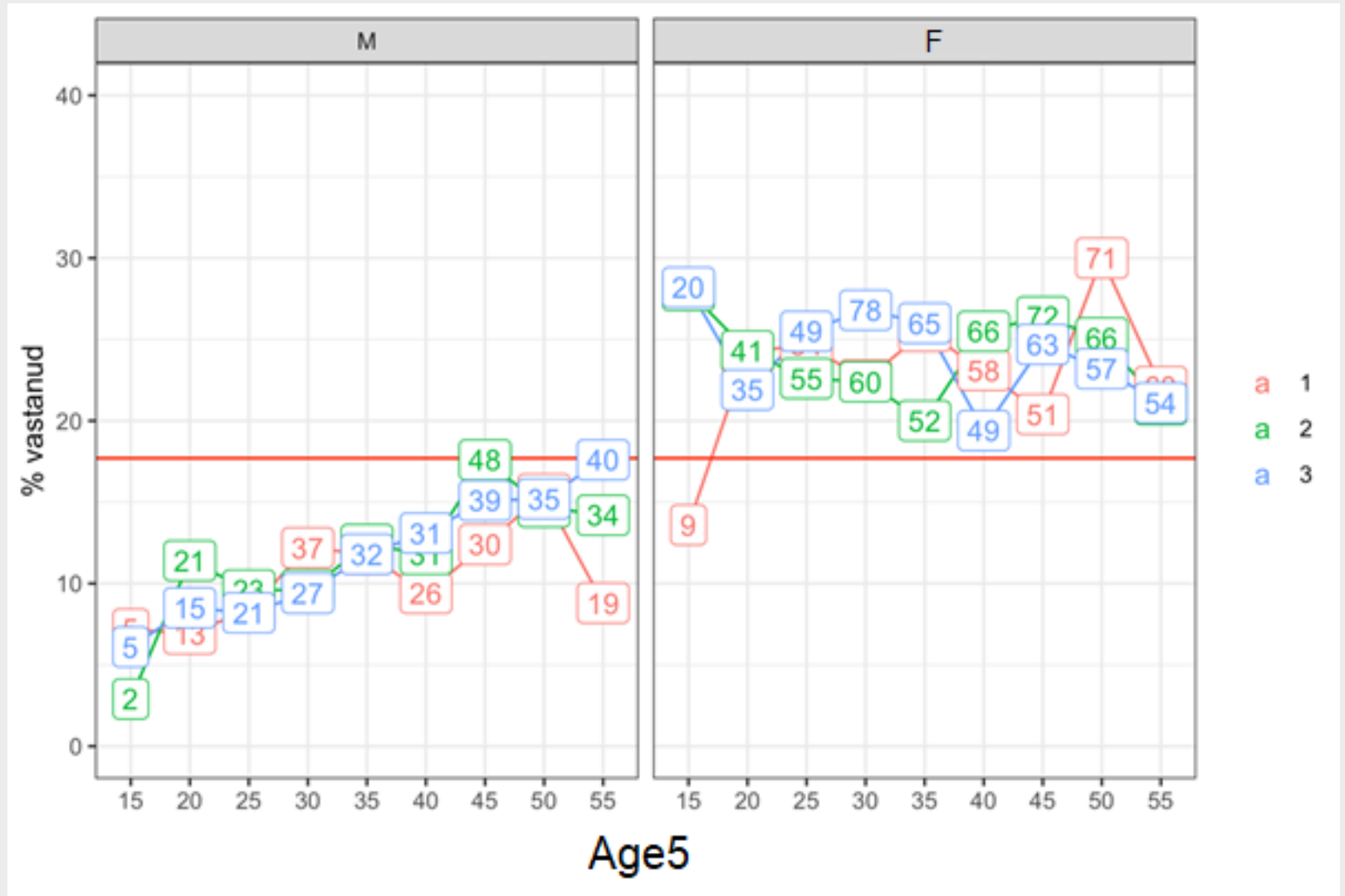
Two batches:

4 000 sent on April 7
response rate **21%**

8 000 sent on May 6
response rate **15,7%** (June 3)

Response rate by incentive groups

June 3, 2021





[AVALEHT](#) [EPSU KOGUMIKUD](#) [NEWSLETTER](#) [UUDISED](#) [KÜSITLUSINSTRUMENTAARIUMID](#) [TEADUSTÖÖ ANDMEKESKUS](#) [PUBLIKATSIOONID](#)

[TEENUSED](#) [KAJASTUS MEEDIAS](#) [KONTAKT](#) [RAHASTAJAD](#) [GGP CONSORTIUM BOARD](#) [UURINGU 1. LAINE](#)



Eesti pere- ja sündimusuuring (EPSU)

on sündmuslooline paneeluuring, millega kogutakse andmeid 18–59aastaste eestimaalaste pereplaneerimise, perekonna, töö- ja igapäevaelu kohta.

Meie eesmärk on paremini mõista näiteks seda, mis mõjutab inimeste otsust lapsi saada või kuidas paarid jagavad omavahel koduseid kohustusi. Tulemusi kasutatakse poliitikakujundajatele soovitude andmiseks, näiteks töö- ja pereelu tasakaalu toetamiseks või soolise võrdõiguslikkuse tagamiseks.

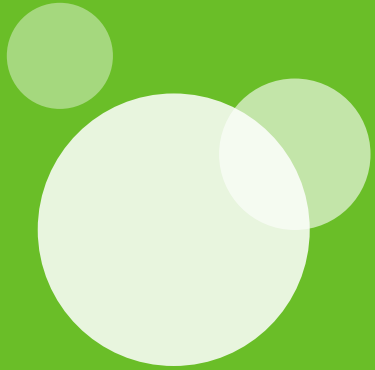
EPSU on osa rahvusvahelisest taristuprogrammist GGP2020 (Generations and Gender Programme 2020). Rahvusvahelist projekti juhib Hollandi



Generations and Gender Survey

- **20 000** of households visited
- **Over 10 000** persons interviewed
- **10 000** interview hours
- **500** questions on demographic changes
- **200** days for data collection
- **150** field operators





GGG Finland

Current stage and future plans

Sample

- ***Sample: 20 600 individuals aged 18–54 living permanently in Finland***
 - Oversampling Swedish speaking Finnis: approx. 20 % in sample (5,3 % in population)
 - Random sample, but sample stratified by region for Swedish speaking population
 - Possibility to target groups with low-response rates when sending reminders

Fielding

- **Survey: CAWI, fielding September–October 2021**
 - Fieldwork agency: Taloustutkimus Oy (fielding e.g. SHARE Finland)
 - *Invitation & first reminder*: Postal invitation letter with QR code/link to survey, followed by one postal reminder
 - *Second reminder*: phone call, where an experienced interviewer highlights the importance of the GGS. Phone call is followed by an email/SMS with link to survey
 - 3 further rounds of email/SMS reminders
 - For those with no valid phone number: second reminder by post
 - ***So far, no incentives***

Specifics

- **Finland includes some country specific items**
 - Additional questions about spoken language and mother tongue (as part of the demographics module)
 - Uncertainty module (+ potentially Miller)
- **Link GGS-data data to administrative records (Statistics Finland)**
 - Combines answers with register data from 2000-2026
 - Provides researchers information on longer trajectories, e.g. past and future episodes of unemployment, (possible) changes in partner status



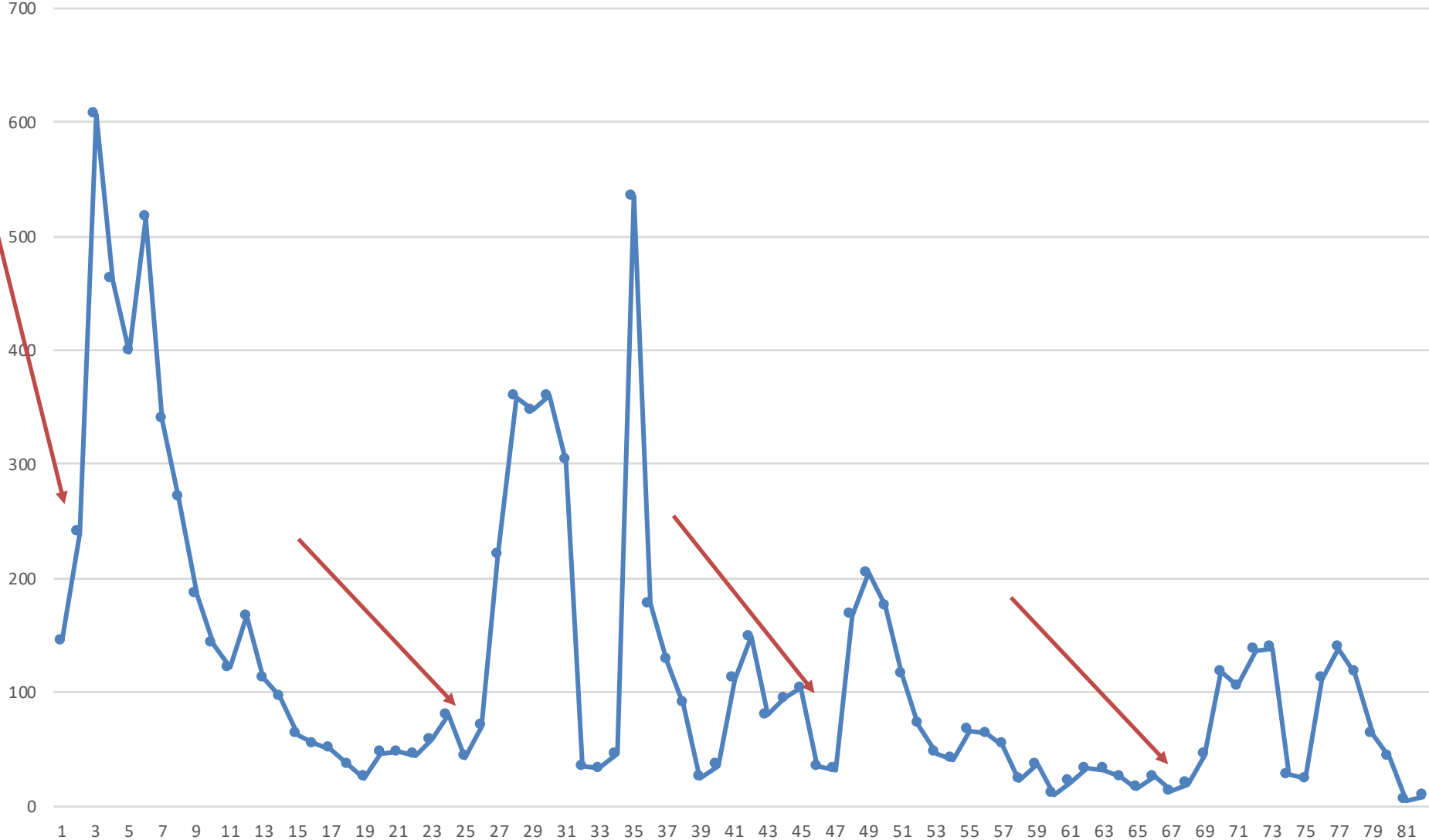
GGs Sweden: Fieldwork 2021

Gunnar Andersson with Johan Dahlberg and Gerda Neyer

Sweden's 2021 GGS

- Web-postal survey with registerdata linkages
 - Some shortening of and additions to the standard GGS
 - SRRD 2021: 07 (www.suda.su.se)
 - Fieldwork with Statistics Sweden
-
- Main sample: 30,000 individuals living in Sweden and aged 18-59
-
- Extra immigrant-GGS sample: 20,000 individuals born in Poland, former Yugoslavia, Iran, Iraq, Syria

Data collection: mid-March to mid-June 2021



Sweden's 2021 GGS

- Not at all very smashy response rates: <30%
- Even less for the foreign-born
- Remedies: incentives?
- Data to be delivered by SCB after a Swedish summer break



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GGP 2020 in France

18th GGP Council Meeting, June 9th 2021

Country Report

Milan Bouchet Valat

Arianna Caporali

Laurent Toulemon (Ined)

Several large, white, curved shapes are positioned at the bottom of the page, resembling stylized waves or abstract architectural elements.

Progress and plans

- Funding from a grant for Large Research Infrastructures
 - Pilot and two waves are (almost surely) funded
- Additional funding asked within the Taiwan-France project
- A test is foreseen in Autumn 2021
 - CAWI and/or CATI
 - Impact of incentives
 - Response rates, drop-offs, questionnaire in French
- French GGS in 2023-2026-2029
 - 18-79 year old, at least 10,000 respondents in wave 1
 - Coupled with the Family and Employers survey

The 2021 French GGS pilot (Oct-Dec)

- Standard questionnaire translated into French
- Country specific questions
- Nine scenarios, based on individual tax list (names, tel., e-mails)
 - Four scenarios starting with CATI (250), four with CAWI (300)
 - One base scenario with CAWI only (1000 persons)
 - Pre- and post-questionnaire incentives (5-0 €, 0-15 €, 5+10 €)
 - Mode switch in case of non response

