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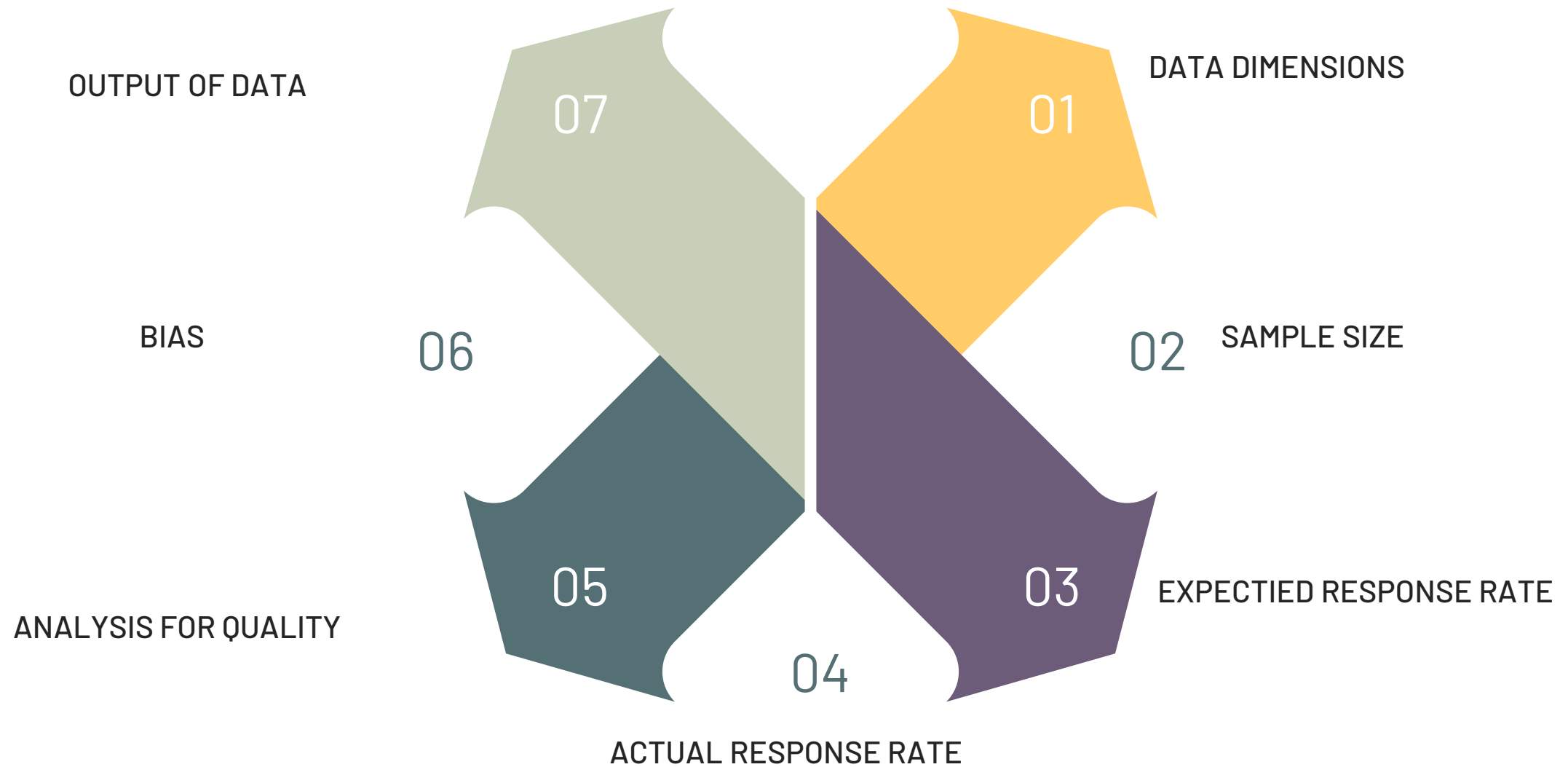
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Adapting Collection Strategies for Optimal Results

Rome 2022



TYPICAL SURVEY PROCESS





ACTIONS TO REDUCED RESPONSE RATES

INCREASE SAMPLE TO
REDUCE CV



MORE UNITS ARE COLLECTED

INCREASE BIAS



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REDUCE SAMPLE SIZE



INCREASE RESPONSE
RATE

REDUCE BIAS



STAY WITHIN SAME BUDGET



UTILIZE MULTI-MODE
COLLECTION STRATEGY

VARIOUS METHODOLOGY CAN BE USED BUT CAN THEY WORK IN THE FIELD?



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STRATEGY OF MULTI-MODE

GOAL: HIGHER
RESPONSE RATE
WITH A BETTER
REPRESENTATION



3-CATI FOLLOW UPS

4-CAPI FOLLOW UPS

1-USING INVITATION
TO AN ELECTRONIC
QUESTIONNAIRE

2-FOLLOW UP BY USING
REMINDER
LETTERS/SMS/EMAILS





STRATEGY OF MULTI-MODE WITH ADAPTIVE DESIGN

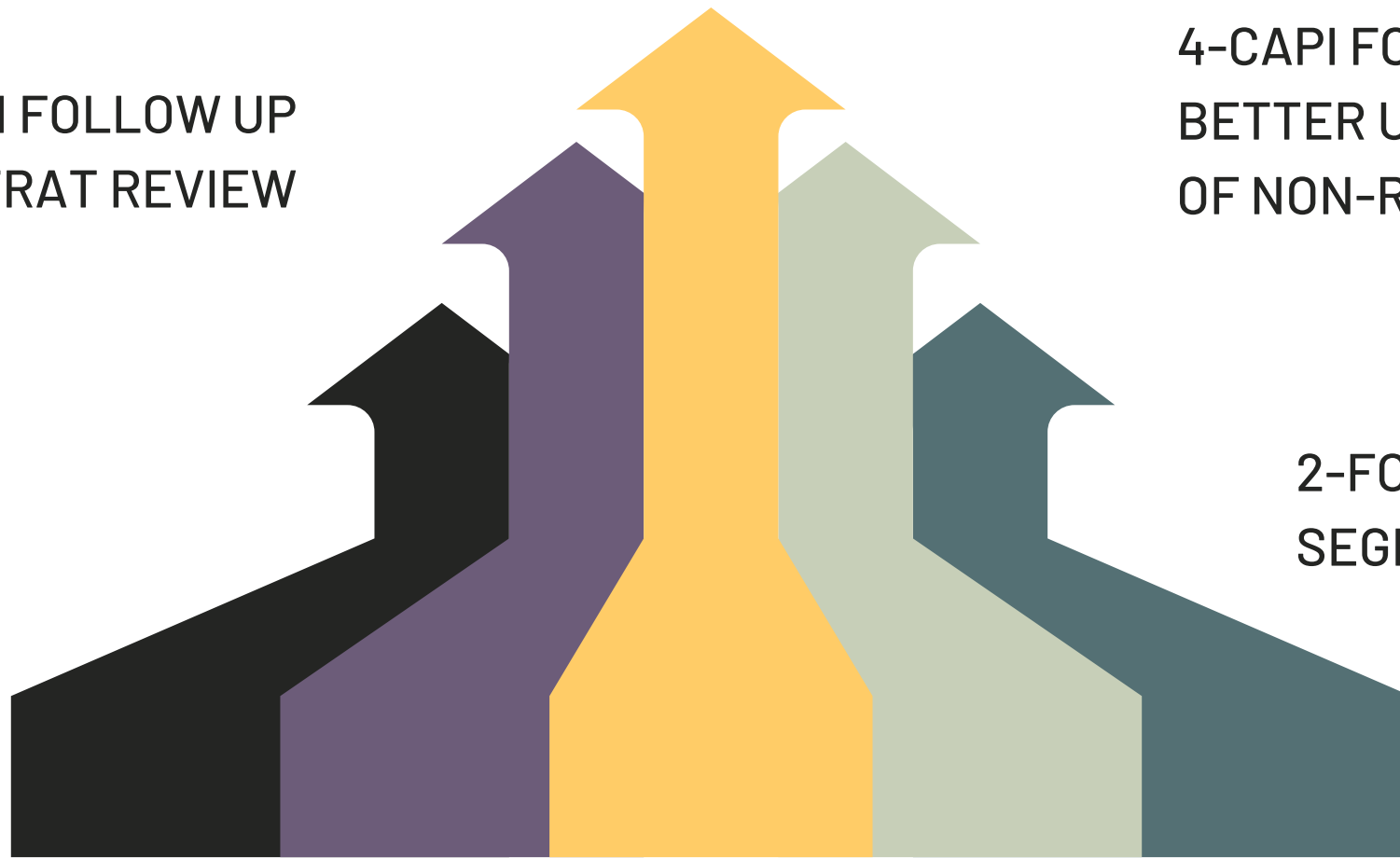
OUTCOME: EVOLVE
WITH THE
RESPONDENTS

3-CATI FOLLOW UP
WITH STRAT REVIEW

4-CAPI FOLLOW UP WITH
BETTER UNDERSTANDING
OF NON-RESPONSE UNITS

1-PERSONALIZED
INVITATION BY
SEGMENTATION

2-FOLLOW UP BY
SEGMENTATION



OUTCOME



REPRESENTIVITY



QUALITY



REDUCED BIAS



COST CONTROLLED



REDUCED BURDEN





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THANK
YOU!

merci

Grazie

QUESTIONS?

COMMENTS?