

MULTIMODE DATA COLLECTION IN HOUSEHOLD SURVEYS AT STATISTICS PORTUGAL

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Current multimode data collection for household surveys at Statistics Portugal

CATI + CAPI	CAWI + CATI	CAWI + CATI + CAPI
<ul style="list-style-type: none">- Labour Force Survey- Survey on Outgoing Migratory Movements- Survey on Income and Living Conditions	<ul style="list-style-type: none">- Adult Education Survey- Survey on Energy Consumption in Households- Household Finance and Consumption Survey	<ul style="list-style-type: none">- ICT usage in households and by individuals- National Health Survey- Survey on the Living Conditions, Origins and Trajectories of the Resident Population- Survey on Gender-Based Violence

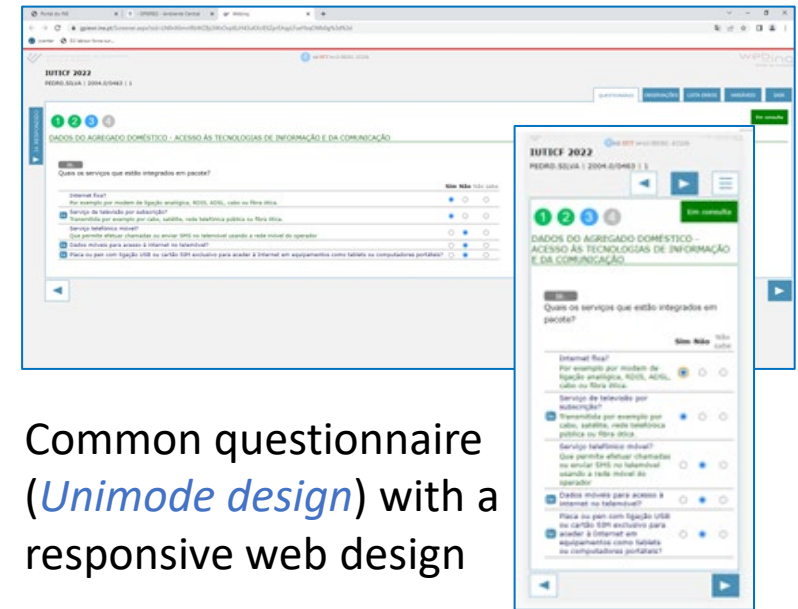
Transition from:

Mode changes only from wave to wave

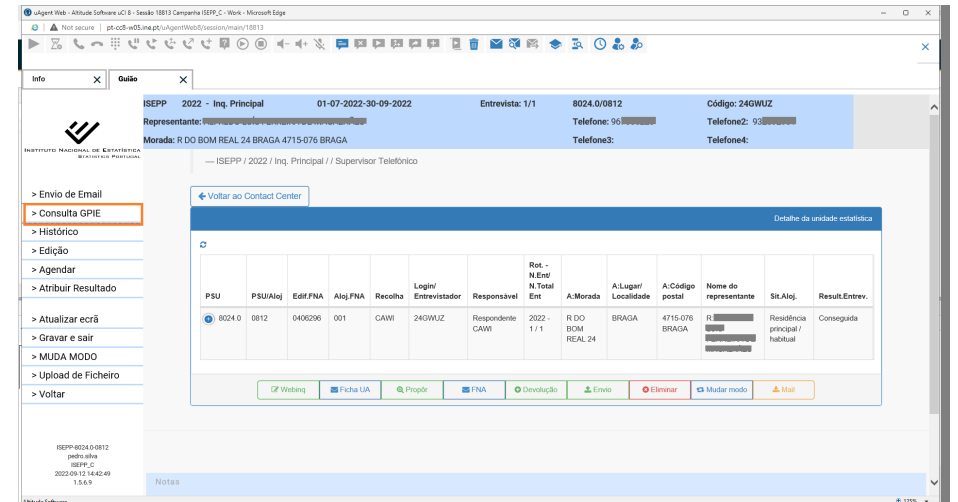


Much more flexible paradigm with the possibility of a specific household changing mode multiple times during the fieldwork period (both as a result of data collection management options and respondent requests)

Integrated survey management system

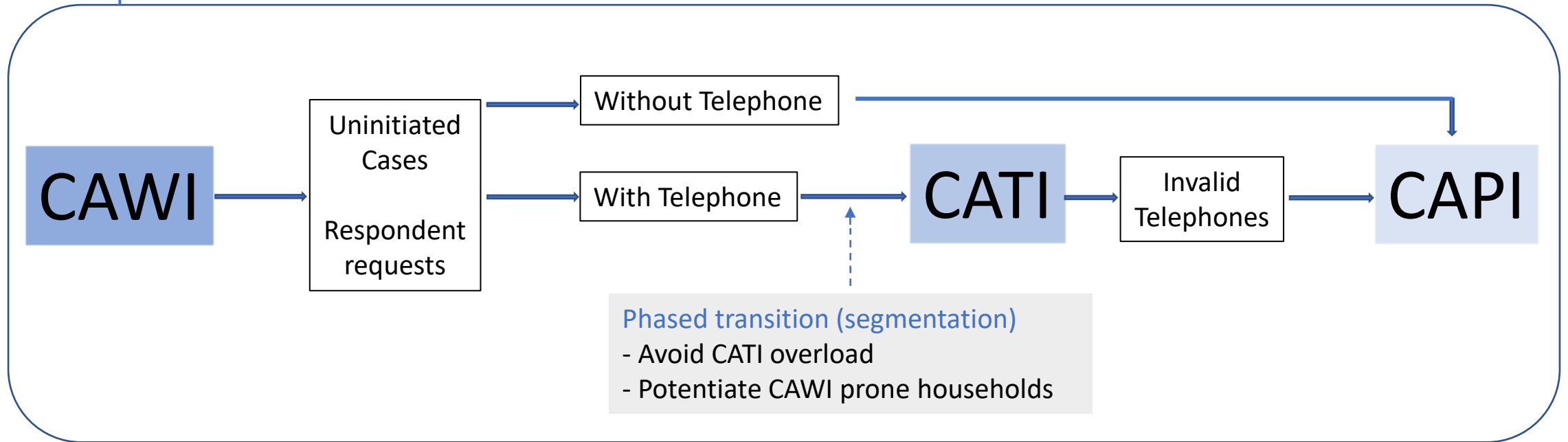


Common questionnaire (*Unimode design*) with a responsive web design



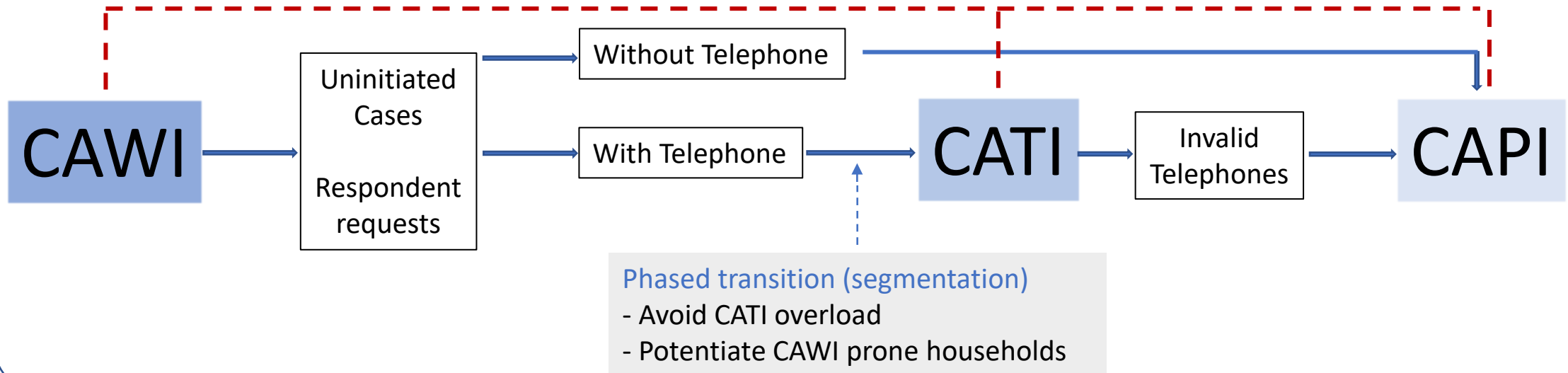
ICT SURVEY MODE ORGANIZATION OVERVIEW

Sequential mode transition scheme



ICT SURVEY MODE ORGANIZATION OVERVIEW

Sequential mode transition scheme



Flexible change between modes (except to CAPI)

- Individual cases
- Programmed blocks (e.g., Long inactivity of W started/requests; Invalid telephone numbers)

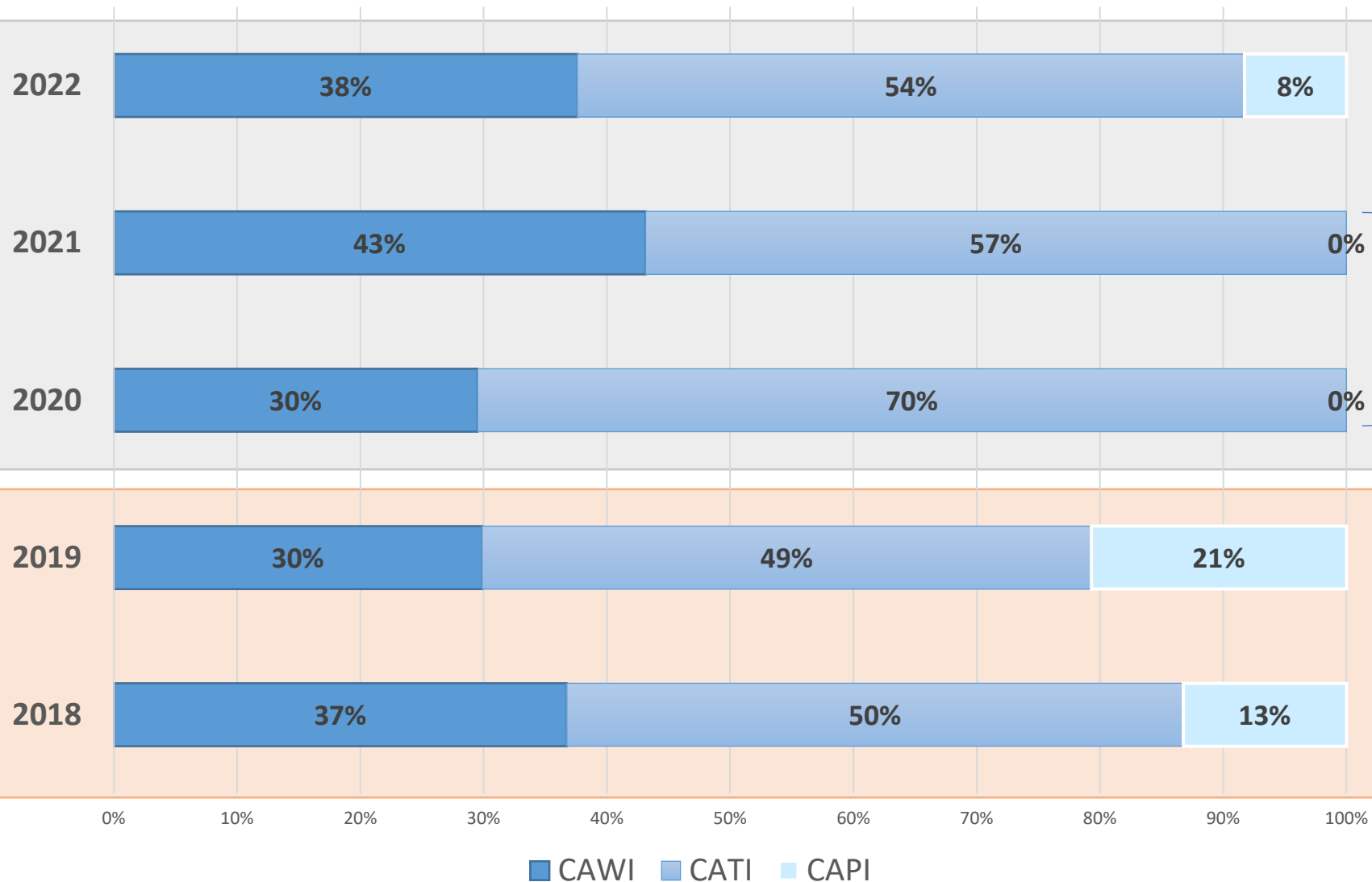
Possible CATI completion of started CAWI interviews, otherwise mode changes requires (re)starting answer in the new mode

Mode for completed ICT survey responses (2018-2022)

Only one possible mode at a time

*Pandemic...
(No CAPI)*

Allowing for independent CAWI answers for CATI/CAPI assigned HH



COMMUNICATION WITH RESPONDENTS

MULTIMODE CONTACT STRATEGY FOR THE ICT SURVEY

- Initial letter/email segmentation

New wave households (extra paragraph about survey)

With previous CAWI response (simpler, referring to previous answer)

Without previous CAWI response (CAWI promotion)

- Leaflet
(focused on CAWI)



- Reminders: Email, SMS and postal



- Helpdesk (email and telephone)

Sometimes different reminders focusing change on subject line (online answer; starting interviewer contacts; term 'Final notice')

- CAWI promotion telephone campaign (2018/2019)

Experimental test in 2021, tailoring/targeting initial letter/email by emphasising “Last interview”, with no impact.

Initial communications focus on CAWI response without mentioning other modes.

After mass transitions to CATI/CAPI communications also focus on those modes.

COMMUNICATION WITH RESPONDENTS

EXAMPLES OF EXPERIMENTAL TESTS IN THE ICT SURVEY

Duplicate vs. New reminder/simplified

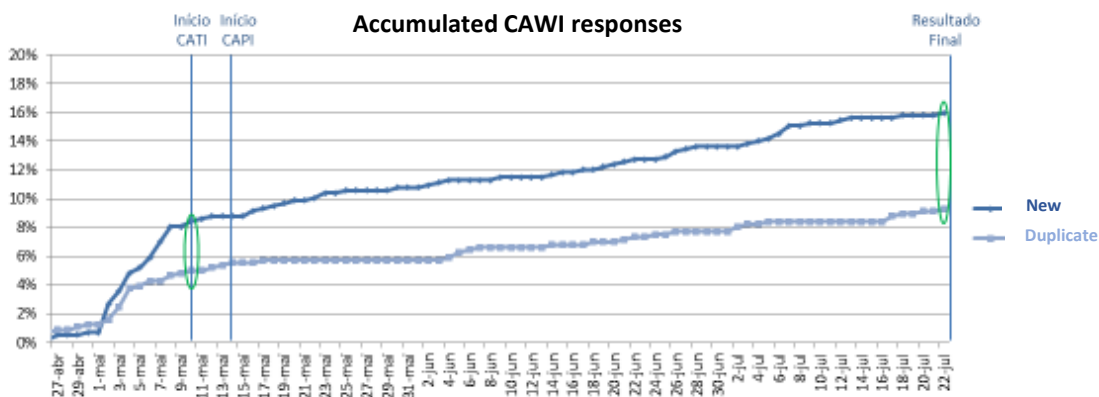
Duplicate (n=558)



New (n=557)

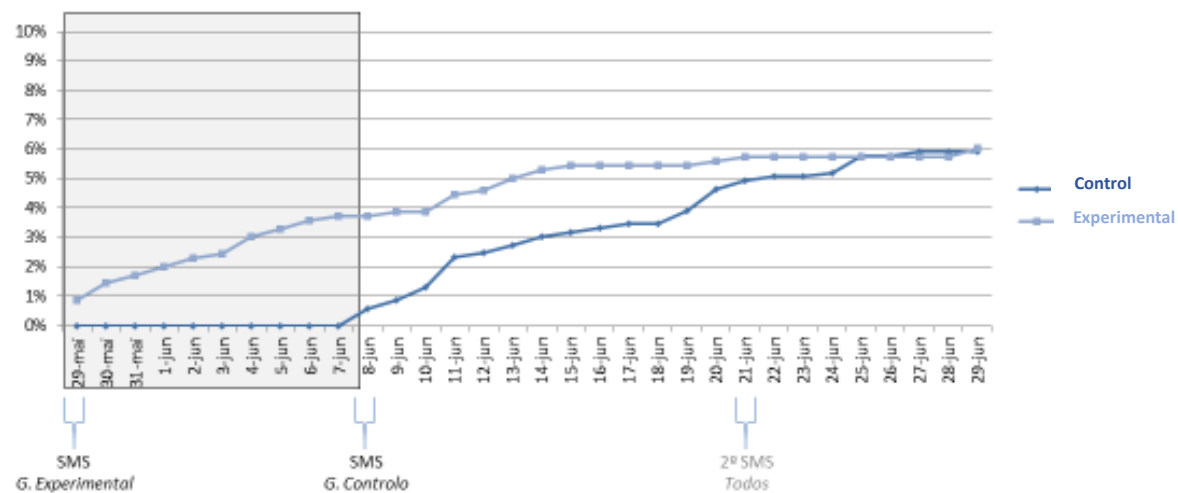


Accumulated CAWI responses



SMS CAWI reminder

Accumulated CAWI responses



Expected pattern but residual numbers...

Between-wave engagement

Feedback / Thank you email test (2020)

Experimental group (3 slight variations)

$n=2040$

Control group (no email)

$n=1368$

Initial random distribution controlling for region, wave, previous wave results and telephone

No apparent impact on results...: completed interviews, CAWI initial phase (timeliness), overall CAWI or results of the following years (2021, 2022)

Review content and/or timing?

The image displays three versions of a thank you email from the Instituto Nacional de Estatística (INE) in Portugal. Each version is addressed to 'Cara/o Cidadã/o' and expresses gratitude for their participation in the IUTICF 2019 survey. The emails include a signature of Paulo Saraiva dos Santos, Director of the Department of Collection and Management of Data, and a 3x3 grid of statistics. The statistics are identical in all three versions, indicating that the experimental variations were in the layout and content of the email, not the data presented.

Statistic	Value
dos agregados familiares tem acesso à Internet em casa	80,9%
dos utilizadores de Internet participa em redes sociais	4/5
dos lares faz o a Internet acesso através de banda larga	78,0%
dos utilizadores referem acessos em mobilidade (por via de acesso de trabalho, em deslocamentos pendulares)	84,1%
a percentagem dos residentes que referiram ter realizado comércio eletrónico	38,7%
a percentagem da população residente dos 16 aos 74 anos utilizou a Internet nos últimos 12 meses	76,2%

COMMUNICATION WITH RESPONDENTS

MULTIMODE CONTACT STRATEGY FOR THE ICT SURVEY

Focusing on multimode management outlook:

- **Segmentation** (Content and timing/amount of reminders)
- Push to web, including the concept of **dynamic/trending norms** (Sparkman & Walton, 2017; Mortensen et al. 2017)
- **Pre-CATI reminder:**
 - Email:** Includes close deadline for mode change and suggestions of interviewer contact avoidance by answering online
 - SMS:** either focused on W or T, serves double purpose by identifying invalid numbers before transitions
- **Letter requesting alternative contacts for invalid phone numbers** includes web credentials and CAWI assignment

FUTURE CHALLENGES...

- Dealing with mode transitions within shorter fieldwork periods... (e.g., LFS)
- Evaluate different approaches for sample mode allocation after CAWI (sequential CATI-CAPI vs. a priori PSU selection for CATI/CAPI).
- In case of mode change, update of household contact information requires optimization.
- Deepen the use of available paradata, including on the history of previous mode transitions and completed interviews for specific case management or pattern identification for block management (e.g. limiting/pushing a specific mode).
- Evaluate experiences on blocking or not CAWI access when a different mode (CATI/CAPI) is assigned
- Challenges regarding calendar overlap for several surveys with the same management team and also same interviewers participating both in CAPI and CATI.
- Contributing to efforts directed at questionnaire simplification use of alternative data sources.



Expert Meeting on Statistical Data Collection
26-28 October, Rome



INSTITUTO NACIONAL DE ESTATÍSTICA
STATISTICS PORTUGAL

THANK YOU!

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