



A more digitalized contact strategy

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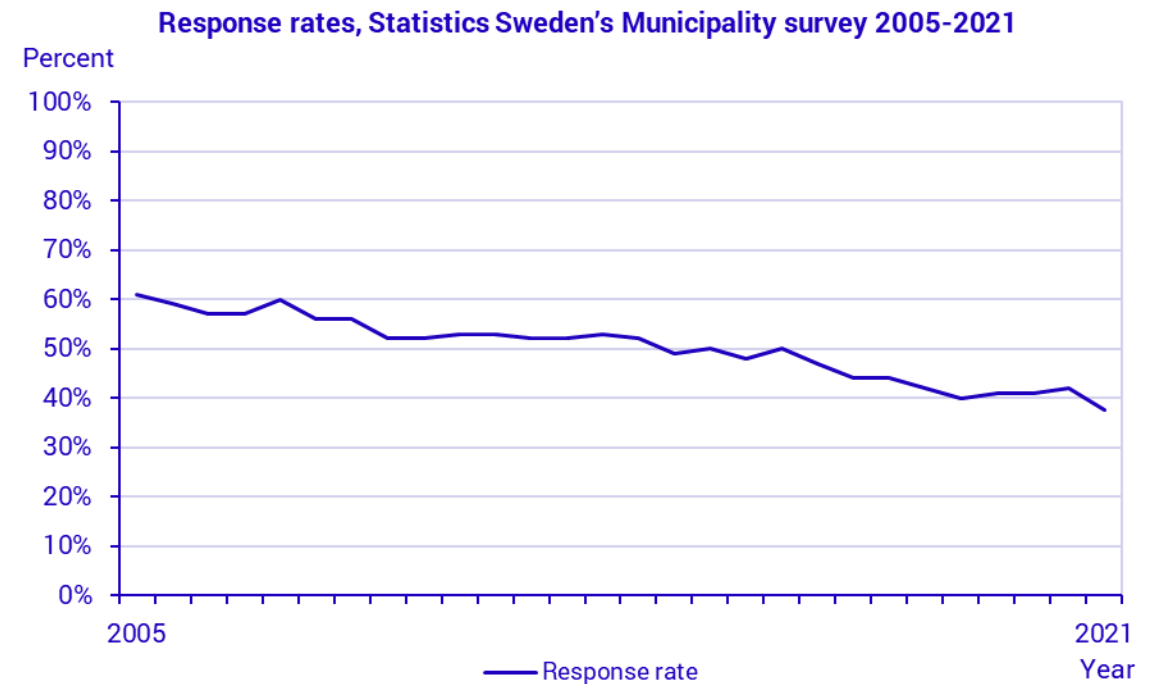
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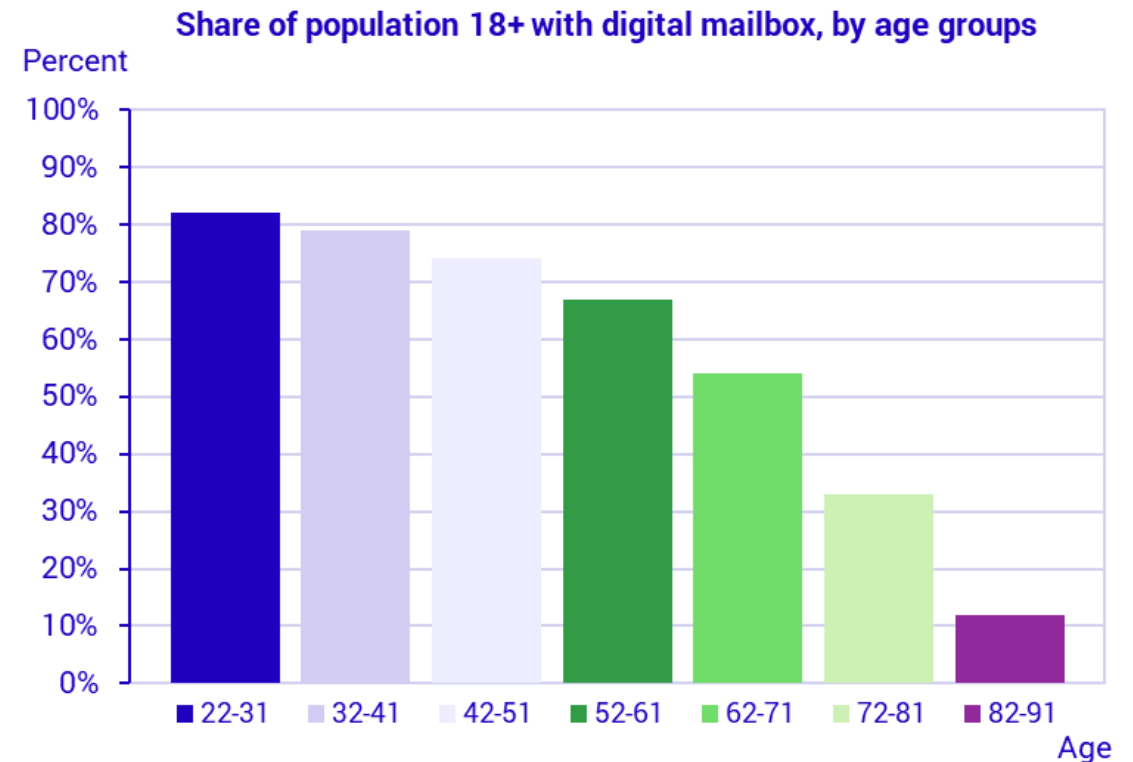
Background

- Decreasing response rates
- Digitalized society



Digital mailboxes

- Authority-joint infrastructure for secure digital mail
- Mail from the authorities on your cellphone or computer instead of postal mail
- 68 percent of the adult population in Sweden



Our aims

- i) reduce the cost of data collection
- ii) reduce the impact on the environment
- iii) increase the response rates in our surveys
- iv) fulfill expectations from respondents regarding a modern data collection

Conducted experiments - National health survey 2021

Response rate, percent

Age group	Contact strategy			
	Two paper quest. No digital send-outs	One paper quest. No digital send-outs	No paper quest. No digital send-outs	No paper quest. Digital send-outs
16-29			26,0 ± 2,8	26,6 ± 2,9
30-44			31,2 ± 2,6	34,0 ± 2,6
45-64			43,2 ± 2,5	44,9 ± 2,5
65-84			53,6 ± 3,0	52,9 ± 2,9
Total			38,9 ± 1,4	40,5 ± 1,4
n=			5000	5000

- Indication on a small positive effect using digital send-outs
- Small differences between age groups

Conducted experiments - National health survey 2021

Response rate, percent

Age group	Contact strategy			
	Two paper quest. No digital send-outs	One paper quest. No digital send-outs	No paper quest. No digital send-outs	No paper quest. Digital send-outs
16-29	27,9 ± 1,1	28,2 ± 2,9	26,0 ± 2,8	26,6 ± 2,9
30-44	31,4 ± 1,0	31,6 ± 2,6	31,2 ± 2,6	34,0 ± 2,6
45-64	47,4 ± 0,9	46,6 ± 2,5	43,2 ± 2,5	44,9 ± 2,5
65-84	67,9 ± 1,0	62,4 ± 2,9	53,6 ± 3,0	52,9 ± 2,9
Total	44,3 ± 0,5	42,7 ± 1,4	38,9 ± 1,4	40,5 ± 1,4
n=	35 000	5000	5000	5000

- Indication on a small positive effect using digital send-outs
- Small differences between age groups
- For age groups up to 64, it seems possible to decrease the number of paper questionnaires
- 65+ needs paper questionnaires

Conducted experiments - Municipality survey 2021

Response rate, percent

Age group	Contact strategy	
	2 paper quest. No digital send-out	1 paper quest. Digital send-outs
16-29	15,4 ± 3,4	17,5 ± 2,9
30-49	27,4 ± 3,0	25,1 ± 2,3
50-64	39,8 ± 3,9	40,9 ± 3,1
65-	55,8 ± 3,6	47,9 ± 2,9
Total	35,6 ± 1,8	33,4 ± 1,4
n=	3258	5000

- Slightly lower response rate on total
- Positive result for 16-64 years old



Previous contact strategy

1. Letter with an invitation to the web survey
2. Reminder, including a paper questionnaire
3. Reminder pushing for the web survey
4. Reminder, including a paper questionnaire

All send-outs by postal mail

New contact strategy (18-64 years)

1. Letter with an invitation to the web survey
2. Reminder pushing to the web survey
3. Reminder, including a paper questionnaire
4. Reminder pushing to the web survey

Digital send-outs to persons with digital mailbox



Conclusion

- New standard contact strategy
- Implementation of digital invitations
 - i) reduce the cost of data collection ✓
 - ii) reduce the impact on the environment ✓
 - iii) increase the response rates in our surveys ?
 - iv) fulfill expectations from respondents regarding a modern data collection ?

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