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UNECE Expert Meeting on Statistical Data Collection – Rethinking Data Collection

THE MOBILE RESPONSE AS DETERMINANT FACTOR IN MIXED-DEVICE CAWI: THE CASE OF AN ISTAT SURVEY ON STUDENTS

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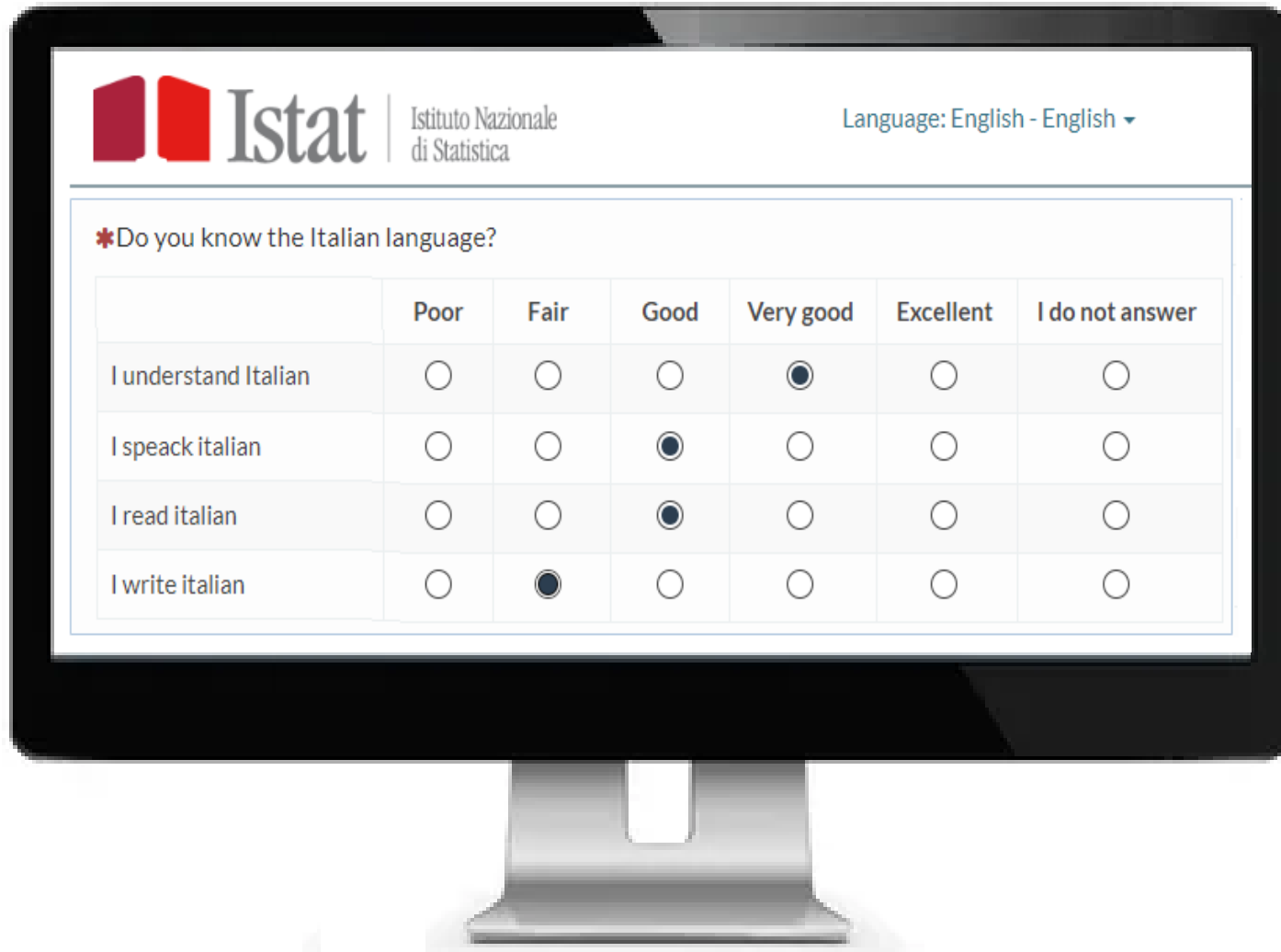Istat | Demographic Statistics and Population Census Directorate

Mobile devices as a resource for web surveys

Case study

- Survey on behaviors, attitudes and plans of people aged between 11 and 18
- Self-completed web questionnaire
- LimeSurvey for designing a responsive questionnaire
- A link to the login page in advanced letters and reminders
- 100,000 survey units

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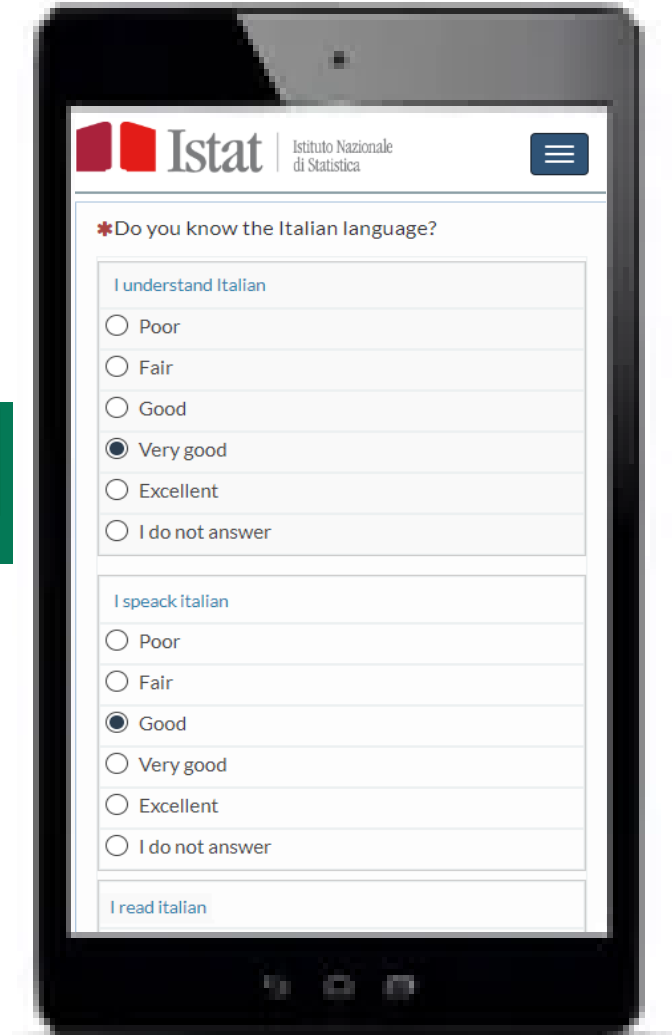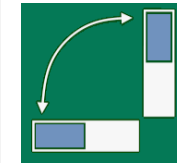# Designing a responsive web questionnaire

Devices used by respondents

40,700 completed questionnaires

Desktop

20,772 questionnaires (51.0%)

Smartphone

17,661 questionnaires (43.4%)
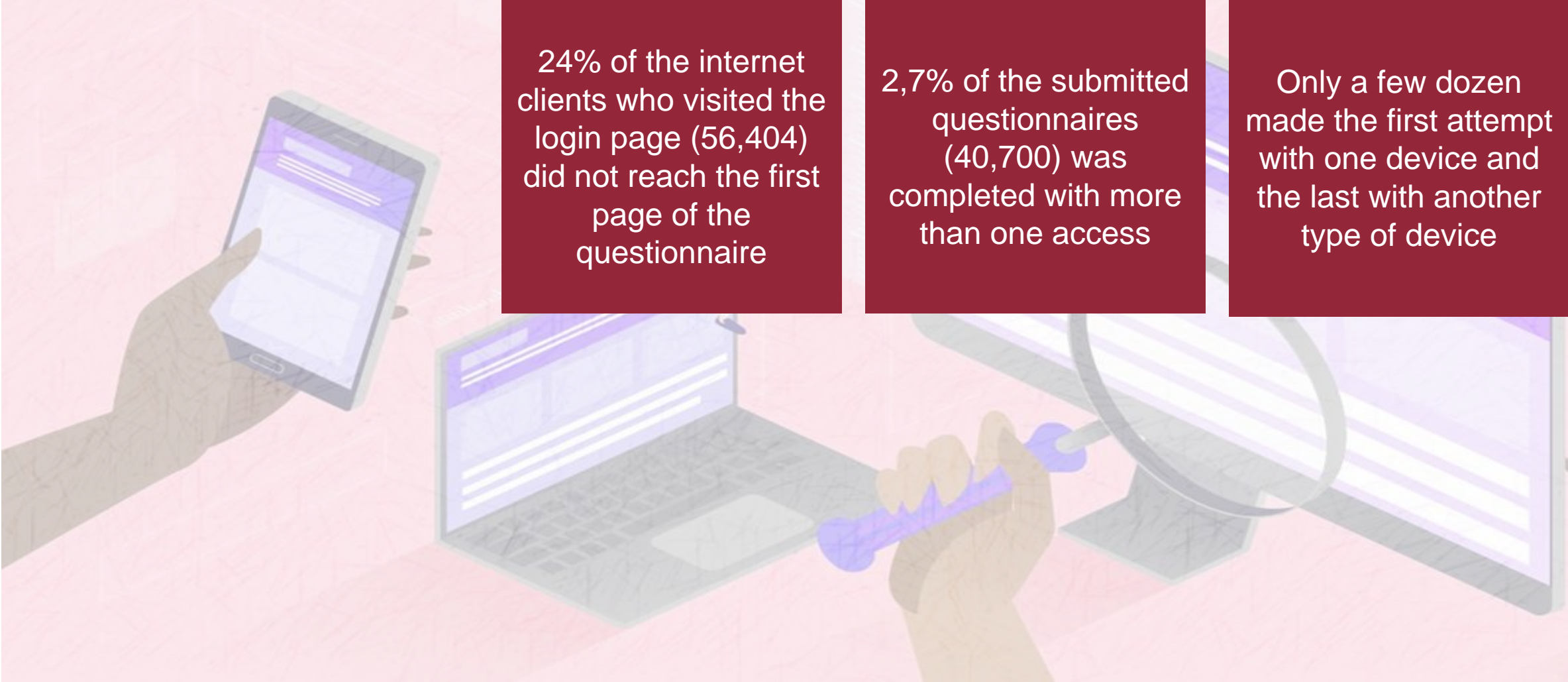
Tablet

2,267questionnaires (5.6%)

913 partially compiled questionnaires

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Failures to log in, multiple accesses and multiple devices

24% of the internet clients who visited the login page (56,404) did not reach the first page of the questionnaire

2,7% of the submitted questionnaires (40,700) was completed with more than one access

Only a few dozen made the first attempt with one device and the last with another type of device

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Questionnaires' break off

	Completed and not completed	Not completed
Device		
Desktop or laptop	21,072	**1.4%**
Smartphone or tablet	20,541	**3.0%**
Citizenship		
Italian citizens	29,979	**1.5%**
Foreigner citizens	11,634	**3.9%**
Order of school		
Secondary lower school	15,110	**2.6%**
Secondary upper school (general)	14,580	**1.5%**
Secondary upper school (vocational)	11,923	**2.6%**
Total	**41,613**	**2.2%**

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Data quality check: the impact of data correction

	All questions	Only grid questions
Device		
Computer(desktop/laptop)	1.6%	2.1%
Mobile(smartphone/tablet)	2.1%	2.7%
Citizenship		
Italian citizens	1.1%	1.1%
Foreigner citizens	3.8%	5.7%
Order of school		
Secondary lower school	2.1%	3.1%
Secondary upper school (general)	1.2%	1.4%
Secondary upper school (vocational)	2.3%	2.8%
Total	**1.8%**	**2.4%**

The upcoming edition of the survey

Improvements

- o Simplified login credentials
- o QR code in advanced letters and reminders
- o Questionnaire in 8 other languages
- o Close monitoring of the device used

SCAN ME

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Thank you!

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