
Mixing data collection modes to achieve response rates above 70% - Results of a mixed-mode experiment at the Hungarian Central Statistical Office

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Abstract

It is widely accepted that mixing data collection modes is an effective way to reduce survey nonresponse. Due to declining response rates (RRs), the Hungarian Central Statistical Office designed a field experiment in which a probability sample, selected from the Hungarian registry of addresses, was randomly divided into three groups with different sequential mix-mode data collection protocols. CAWI was the first mode in each group; in Group A it was followed by CATI, then CAPI, in Group B the order of interviewer-administered modes was reversed, whereas in Group C only a single CAPI mode followed. Nonrespondents from all groups were re-invited for a final CAWI phase. The aim was to reveal how the order of data collection modes may affect the RR, respondents' characteristics and response quality. Additionally, it was also examined to what extent nonrespondents can be converted by reintroducing a post-fieldwork CAWI option. Different sequences led to notable differences in settlement type and income. Other results were generally not significant. In the final phase, when CAWI was reintroduced, 25% of all previous nonrespondents were successfully converted. It contributed greatly to achieving a high overall RR of 72.37%. Group-specific results of the experiment will also be presented and discussed.