

10 years of communication experiments at Statistics Netherlands

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Abstract

Within Statistics Netherlands, web data collection is being used more frequently to replace traditional interviewer modes. After a series of experiments and parallel data collection with other modes as CAPI and CATI, the CAWI-only approach became common practice. For the LFS, web data collection was implemented in 2012. This CAWI-only approach brings challenges when it comes to quantity and quality of collected data. Increasing demand for self-completion surveys means we cannot rely on skilled interviewers to secure response rates. Reaching out to our potential respondents can only be done by traditional mail. In a serial mixed-mode or a non-CAPI/CATI design, letters are the only way of communicating and thus are of great importance. Where CAWI as a data collection method was extensively tested before it was implemented, there was barely any attention for the advance letter design. This paper describes how advance letters of Statistics Netherlands were composed in the first place, the design and view on advance letters and on the testing process over the past years. Up to now, we are still improving both our materials and testing methods in order to be as efficient as possible when it comes to communication.