
Developments in interviewing at Statistics Netherlands: The challenges for personal interviewing in a targeted approach

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Abstract

Developments in interviewing at Statistics Netherlands: 2. The challenges for personal interviewing in a targeted approach

Statistics Netherlands incorporates a range of modes in its data collection. It employs a sequential mixed-mode strategy for most of its social surveys, commencing with CAWI for all sampled individuals, followed by CATI and CAPI for those who do not respond. The use of CATI and CAPI ensures that all target groups are sufficiently included in the statistics. In the CAPI mode, a targeted approach is employed to include non-respondent groups that exhibit lower response rates in CAWI. This approach (called the target group approach) entails a number of challenges for CAPI.

The targeted approach has led to a concentration of CAPI interview addresses in urban areas and a reduction in rural addresses. This automatically leads to a greater distribution of respondents in rural areas, making the distances for the interviewers relatively large. Consequently, travel costs in rural areas have soared. Additionally, persuading individuals for an interview requires greater effort due to the targeted approach for non-respondent groups. The number of non-contacts requires a high degree of persistence from the interviewers. This can also lead to a reduction in job satisfaction.

The questionnaires are drawn up in Dutch. In the CAPI target groups, the number of non-Dutch speaking respondents is relatively high and increasing year on year. We currently don't have a way to cater to this development.

Based on the experiences gained over several years, we are now looking for appropriate measures to address the challenges described above. We are thinking of combining and merging the CATI and CAPI modes. By enabling CAPI interviewers in rural areas to conduct CATI interviews also, we aim to maintain a national presence of CAPI interviewers and reduce travel costs. Furthermore we are introducing multilingual questionnaires, both at CAWI and CAPI and making adjustments in the approach strategy such as clustering addresses and limiting the number of visits to respondents in the event of no contact.