

## **EXPERIENCE ON MULTIMODE DATA COLLECTION IN THE NSI SPAIN. CHALLENGES AND OPPORTUNITIES**

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### *Abstract*

The continuous evolution of society, together with the constant technological changes and the necessary optimization of costs, allow to conclude that the right approach to household surveys must consider a multimode data collection, prioritizing the most inexpensive modes.

This paper shows the evolution of multimode data collection in recent years at INE Spain. Due to cost issues, we start with the CAWI mode, having greatly increased its response rates through telephone incentivization. Then, without closing the CAWI mode, the CATI mode is opened, having a contact telephone number for most households. Finally, a residual data collection is carried out by CAPI, previously guaranteeing that the units have been sufficiently worked in the other two modes. All of this requires a sufficiently flexible data collection tool.

In this paper, the example of a survey is developed in which in the last decade there has been a shift from a fully CAPI collection to one in which the units collected by CAPI represent only the 16% of the effective sample.