Make it easy to refuse

Bo Bilde and Marie Fuglsang
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Oh no, not another questionnaire!
Ongoing dilemma

High response rate

Burden to respondents
Use of refusal link in invitations

What is it like to be a citizen in Denmark?

December 2024

Dear [Name],

Every year, Statistics Denmark examines people’s experiences of being part of Danish society. There are lots of attitudes and opinions – we want to hear yours.
The survey takes approx. 30-90 minutes to complete and is available in Danish, English, Arabic, Turkish, Somali, Urdu and Farsi (Persian).
As a thank you for taking the time to complete the survey, you will be automatically entered into a prize draw:
- 1 prize worth DKK 10,000
- 3 prizes worth DKK 5,000 each
- 5 prizes worth DKK 1,000 each
- See free.

Start survey «uns url»

Or go to www.dst.dk/dtsurvey and enter the response code "ikode"
The survey is being carried out by Statistics Denmark for the Ministry of Immigration and Integration which can use these yearly surveys to track changes over time.
Statistics Denmark will treat all responses as confidential. We will share the results in a manner that prevents anyone seeing what individuals have said, and the data will be used for statistical and research purposes only.
Participation is voluntary. If you do not want to take part, please use this link: refusal link.
If you have any questions, please write to info@dstsurvey.dk or call 7777 7708 (7 days a week between 9:00 and 16:00). Please state your response code when contacting us.

Kind regards,

Marie Fuglsang
Office Manager, DST Survey

Kind regards,

Henrik Nygaard
Head of Analytics, UIM

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When you enter the refusal link

I wish to fill out the questionnaire

I refuse to fill out the questionnaire
Reasons for refusal

- I don’t feel the survey is relevant to me.
- I find the subject of the survey too sensitive for me.
- I am unable to respond due to illness/health issues.
- I am unable to respond due to language difficulties.
- I receive too many inquiries.
- I do not have time.
- Other reasons. Please write.
Results

- The numbers of respondents who use the refusal link varies from survey to survey.
- Highest among company surveys – approximately 25 percent of the companies invited use the refusal link.
- Surveys for individuals – between 2 to 6 percent of the invitees use the refusal link.
- Primary reasons to refuse:
  - Lack of time (between 21 to 32 pct.)
  - To many inquiries (between 21 to 26 pct.)
  - Other reasons (between 24 to 28 pct.)
- A minor percentage turn back to the questionnaire and answers it. 😊
Our aim

- To lift the perceived burden from potential respondents
- To focus reminders on the potential respondents by excluding refusals early
- To prevent strain on the organizations’ reputation in the general society
- To learn from the refusers through insight in what causes refusal

Thoughts
- We only get insight from the respondents who actually uses the link
- The most angry invitees do not even open the letter
Contact information

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