

# Make it easy to refuse

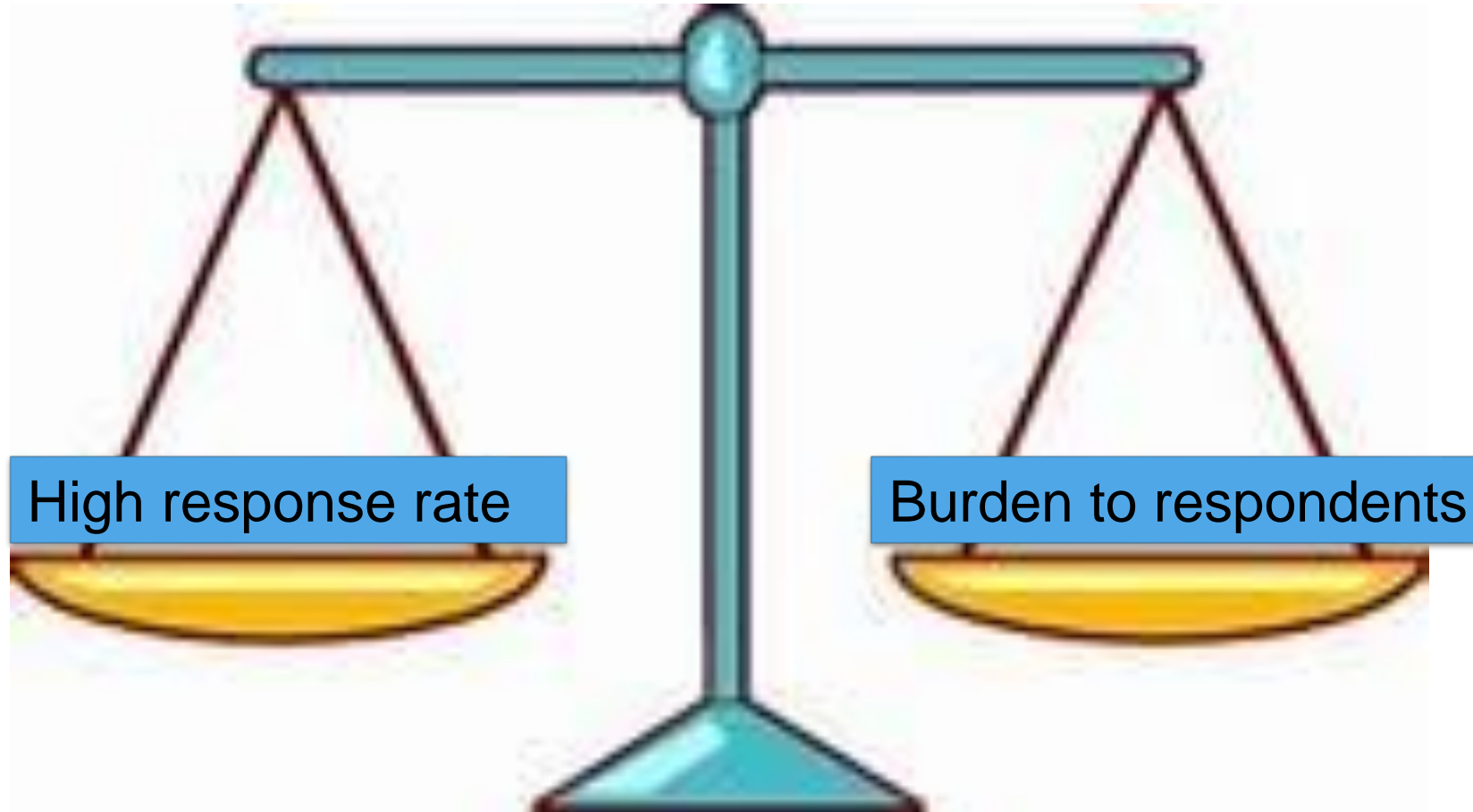
Bo Bilde and Marie Fuglsang  
May 2024





**Oh no, not another questionnaire!**



# Ongoing dilemma



# Use of refusal link in invitations



January 2024

## What is it like to be a citizen in Denmark?

Dear «navn»

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. 10 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 and 5 prizes worth DKK 1,000 each, tax-free.**

[Start survey «uns\\_url»](#)

Or go to [www.dst.dk/ditsvar](http://www.dst.dk/ditsvar) and enter the response code «kode»

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](mailto: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.

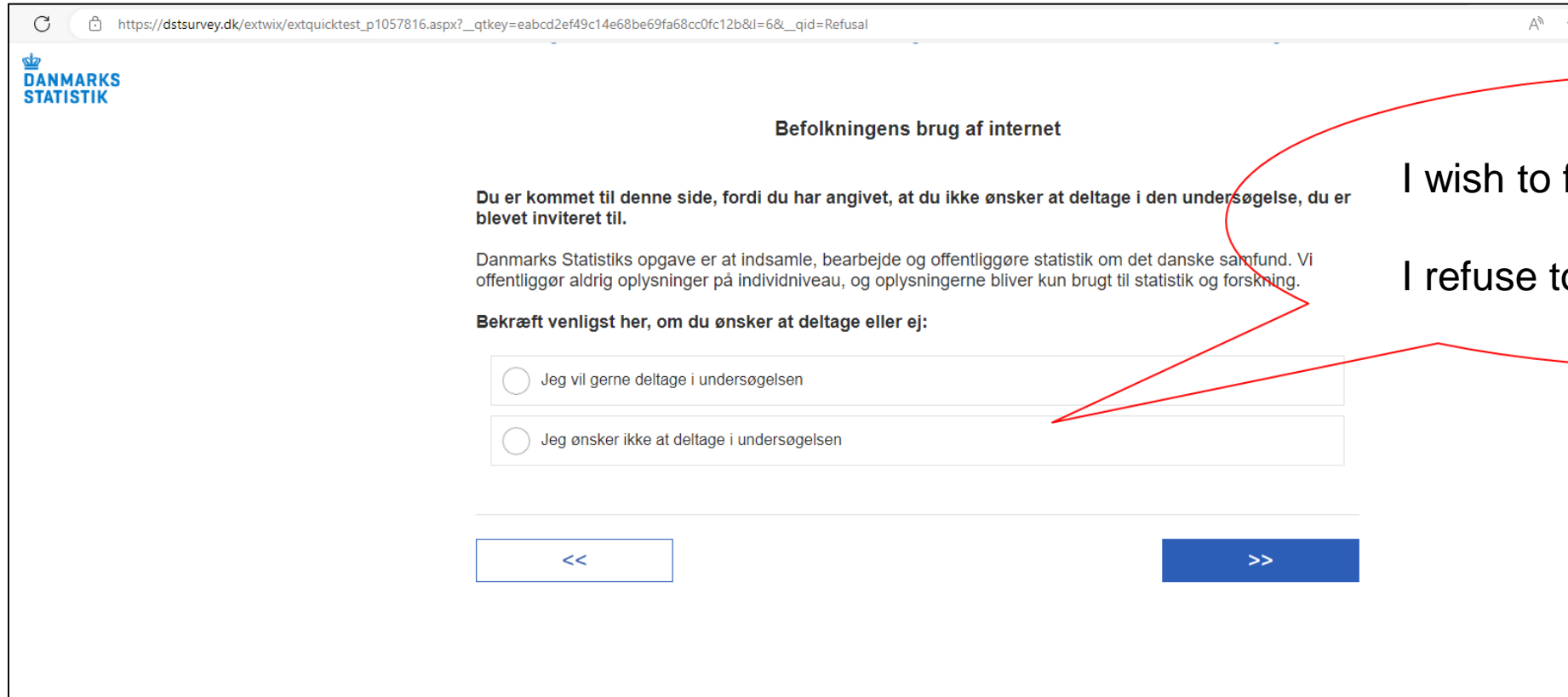
Kind regards,  
Marie Fuglsang  
Office Manager, DST Survey

Kind regards,  
Henrik Kyvsgaard  
Head of Analytics, UIM

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# When you enter the refusal link



https://dstsurvey.dk/extwix/extquicktest\_p1057816.aspx?\_qtkey=eabcd2ef49c14e68be69fa68cc0fc12b&l=6&\_\_qid=Refusal

**DANMARKS  
STATISTIK**

### Befolkningens brug af internet

Du er kommet til denne side, fordi du har angivet, at du ikke ønsker at deltage i den undersøgelse, du er blevet inviteret til.

Danmarks Statistiks opgave er at indsamle, bearbejde og offentliggøre statistik om det danske samfund. Vi offentliggør aldrig oplysninger på individniveau, og oplysningerne bliver kun brugt til statistik og forskning.

**Bekræft venligst her, om du ønsker at deltage eller ej:**

Jeg vil gerne deltage i undersøgelsen

Jeg ønsker ikke at deltage i undersøgelsen

<< >>

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

Marie Fuglsang  
Head of DST Survey  
DST Survey  
[mfu@dst.dk](mailto:mfu@dst.dk)  
Mobile phone: +45 2035 3925



Bo Bilde  
Special Advisor and Team Lead  
DST Survey  
[bbi@dst.dk](mailto:bbi@dst.dk)  
Mobile phone: +45 9137 6426

