Redesigning the Dutch Holiday Survey into a smartphone friendly version

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Content

- Background of the Dutch Holiday Survey
- Why was a redesign necessary?
- What was changed? What were the challenges?
- Some preliminary results

A collaboration of several departments: data collection, statistical department, methodology, Blaise, communication.

Special thanks to:
Joey Cilissen, Mark Durlinger, Ralph van Geenen, Jelmer de Groot, Wim Heijboer, Maaike Kompier, Robby Martens, Vivian Meertens and Mattijn Morren
Background Dutch Holiday Survey 1/3

Respondent task:

1. List all sorts of trips and vacations of the previous quarter:
   - Holidays
   - Business trips
   - Family visits
   - Other trips

   *(Actually every time they spend a night away from home, except frequent friend/family visits.)*

2. For a selection of the trips (max 19):
   - Destination
   - Duration
   - Type of holiday
   - Travel companions
   - Mode of transport
   - Accommodation
   - Expenses
Background Dutch Holiday Survey 2/3

Since 2021 executed by Statistics Netherlands
At first a sequential list:

- No overview

- Repeating sequences; by means of introductions trying to give the respondent an overview

+ Could be filled in on Smartphone

→ Overall questionable response quality 😞
In 2022 redesign to create more overview for respondent → Master-Detail design

First: general questions for all trips (Destination, Duration, Type of holiday)

Then: additional detail questions for selection of trips (Travel companions, Mode of transport, Accommodation, Expense)

- Not possible to fill in on smartphone
Why a(nother) redesign?

More and more respondents use smartphones to complete our questionnaires.

In 2021 for DHS 27.3% of persons that logged in was via smartphone.

→ This portion was missed in 2022 and 2023.
The redesign in 2023

1. Remove smartphone block
   *Signal functional issues, discuss with Blaise programmers to solve issues*

2. Make all screens functional / user friendly
   *Discuss each screen with multidisciplinary team to discuss issues and solutions*

3. Make a new questionnaire design and programme new questionnaire

4. Test new questionnaire in usability test

5. Adapt questionnaire again

6. Fieldwork
   *15 March 2024 advance letters were sent*

7. Monitor and evaluate
The first issue after removing the smartphone (SF) block were some buttons.

In de SF layout they were not defined and did not work

→ you got stuck in the questionnaire.
What was changed - challenges

Another issue was the matrix:

- Would be possible to present a potentially long list on a SF screen?

- How to present it respondent friendly on a SF screen?
Onderzoek Vakanties en Reizen

Dit waren alle vragen voor deze reis. Druk nu op 'Akkoord' om terug naar het overzicht te gaan.

Vorige  
Akkoord

Button was not defined in SF layout

NEW

Button defined

No changes
Onderzoek Vakanties en Reizen

Nieuwe reizen

U heeft aangegeven dat u tussen 1 januari en 31 maart 2024 op vakantie of op reis bent geweest, waarbij u de kosten en tijd daarvoor bent verrekend. Voeg hier alle reizen toe die eindigden in die periode.

Tel alle reizen mee, ook als u maar 1 nacht niet thuis was.

Reizen toevoegen

Vorige Volgende
Buttons too big, and not defined.
No layout for matrix.

Textual changes
New buttons (same as SF).

Layout for matrix
New buttons
Textual changes
Some results
# Some results

<table>
<thead>
<tr>
<th></th>
<th>Response</th>
<th>Reminders</th>
<th>% Response via smartphone</th>
<th>Drop outs smartphone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>End result</strong></td>
<td>2021</td>
<td>36,7%</td>
<td>2</td>
<td>27,3%</td>
</tr>
<tr>
<td><strong>End result</strong></td>
<td>2022</td>
<td>35,1%</td>
<td>3</td>
<td>10,7%</td>
</tr>
<tr>
<td><strong>End result</strong></td>
<td>2023</td>
<td>34,7%</td>
<td>3</td>
<td>9,6%</td>
</tr>
<tr>
<td><strong>Preliminary</strong></td>
<td>2024</td>
<td>29,5%</td>
<td>1</td>
<td>25,7%</td>
</tr>
</tbody>
</table>

* Percentage of all persons that logged in on the questionnaire

** Percentage of all persons that logged in via smartphone
Conclusion

- For a complete redesign it is best to start designing from scratch opposed to making changes to an existing questionnaire.
- Still, in a relatively short period we made many big changes to the questionnaire.
- Thanks to the multidisciplinary team, with dedicated colleagues this was possible.
- We are very proud of the result. We have not only made a smartphone friendly questionnaire, but we also improved it as a whole.

Future:

- In the future we need to do a thorough research into the data quality to get a more complete picture of the improvements. Not only looking at the response figures.
Thank you!
125 years
Statistics
Netherlands