Developments in interviewing at Statistics Netherlands

The challenges for personal interviewing in a targeted approach

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Content

➢ Brief description of the data collection strategy including the ‘Targeted approach’
➢ The challenges we face
➢ Possible solutions

Key question:

*how reduce the cost of the CAPI mode while maintaining the current quality?*
Data collection strategy: Mixed-mode

- One-mode questionnaire design
- Mixed-mode strategy for most of its social surveys:
  1. CAWI for all sampled individuals,
  2. 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.
CAPI strategy: Targeted approach

... to obtain data from groups that did not respond via CAWI/CATI

Challenges for CAPI: Increasing costs – Increasing effort
- more travel time; higher travel costs
- increasing non-contacts
- decrease in job satisfaction (interviewer)
The journey of discovery

Starting point: the strategy remains.

But, how to deal with the challenges?

Some possible solution (directions):
- Merging and combining CAPI – CATI
- Multi mode
- Multi lingual questionnaire
- Adjustments in the approach strategy e.g. clustering addresses
- ...

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