



**125 years**

Statistics

Netherlands

## **Developments in interviewing at Statistics Netherlands**

### *The challenges for personal interviewing in a targeted approach*

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Jack Mommers  
*Head of Fieldwork (CAPI)*  
Statistics Netherlands

# 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

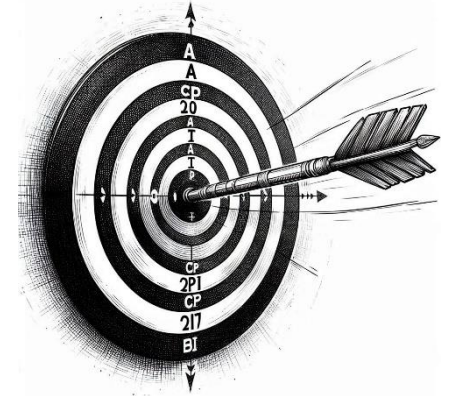
- One-mode questionnaire design
- mixed-mode strategy for most of its social surveys:
  1. **CAWI** for all sampled individuals,
  2. **CATI** and **CAPI** for those who do not respond.



- 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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