DST - SURVEY

Data-collecting

DANMARKS
STATISTIK

Modes

- Web
- Cati
- Capi
- Papi
- Combinations

office for data collection

- We are 9 persons:
  - 1 Teamleader
  - 2 Supervisor for in-house interviewers
  - 3 Supervisor for out-house interviewers
  - ½ Pc-manager
  - 2½ Nursing respondents and doing administrative tasks

The Main Tasks

- Hire and Fire Interviewers
- Training
- Roster/allocation for the interviewers
- Distribution
- Supervision
- Dst's face to interviewers
- Dst's face to respondents
- Administration
- Packing and
- Sending
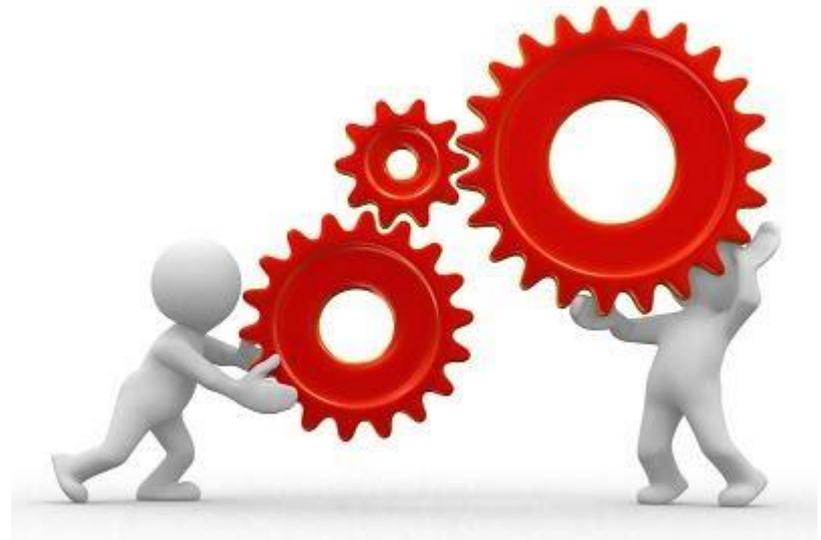
Interviewers - inhouse

- 50-70 interviewers
- Students
- Hired for 8 workdays a month
- Working in cati-central
- Normally 17 – 21
- Upfont Education 15 hour
- Intro to specific survey 1 hour

Interviewers - outhouse

- 300 interviewer
- Age 62
- Associated to the corps
- Selected and hired to a specific survey
- Part time
- Working in and from their own home
- Upfront Education 7 hour
- Intro to specific survey (selfstudy1-2 hour)

Hire and Fire Interviewers in

- Request for job on the webside
- Jobinterview one by one
- Training session (14 people)
- Interviewprogram
- Practise
- What to do and how to manage an interview
- Planday

Hire and Fire Interviewers out

- Job Advertisement in the newspapir in special area
- Jobinterview four by four
- Training session (10-20 people)
- Interviewprogram
- Practise
- How to tranfer the interviews (off-line)
- What to do and how to manage an interview
- Plan the job
- retention rate

Supervision

- Check out the interviewers fieldwork

- Follow up the fieldwork

- Help the interviewers

- new telephonenumbers

- new adresses

Listen to interviewer:

Bad experiences

Bad performens

Difficulties

Retention rate

- Importance of retention rate (good survey and a very good survey)

- How to approached the address (dresscode, special areas etc.)

- Become an „expert" with practice. **Exercise** the adressing of the most common concerns to be better prepared.

- **Listen carefully to concerns** and try to find the right response.

- Try to **establish a connection** with the respondent, be truly interested in the situation of this particular person.
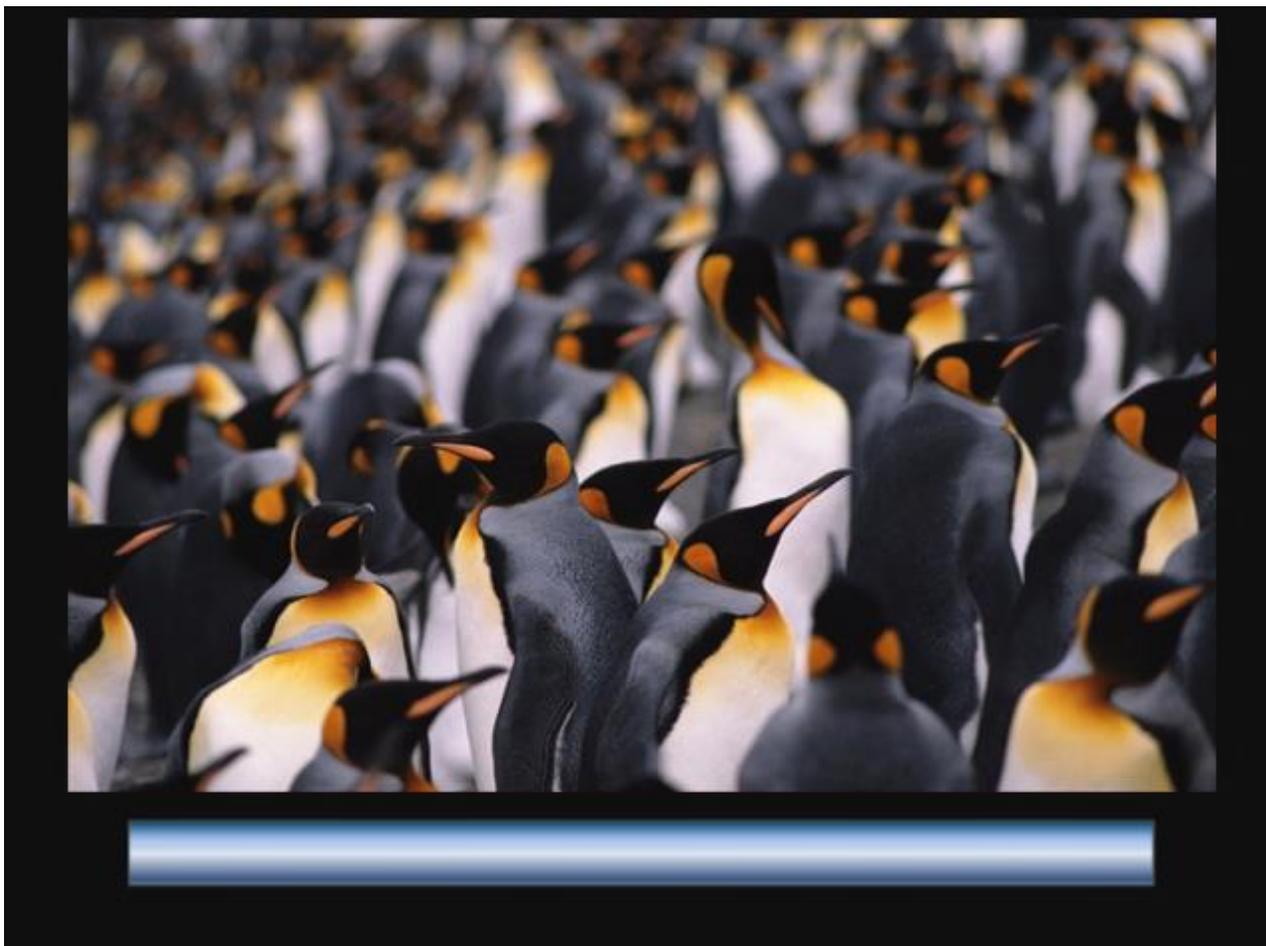
Retention rate 40

40%
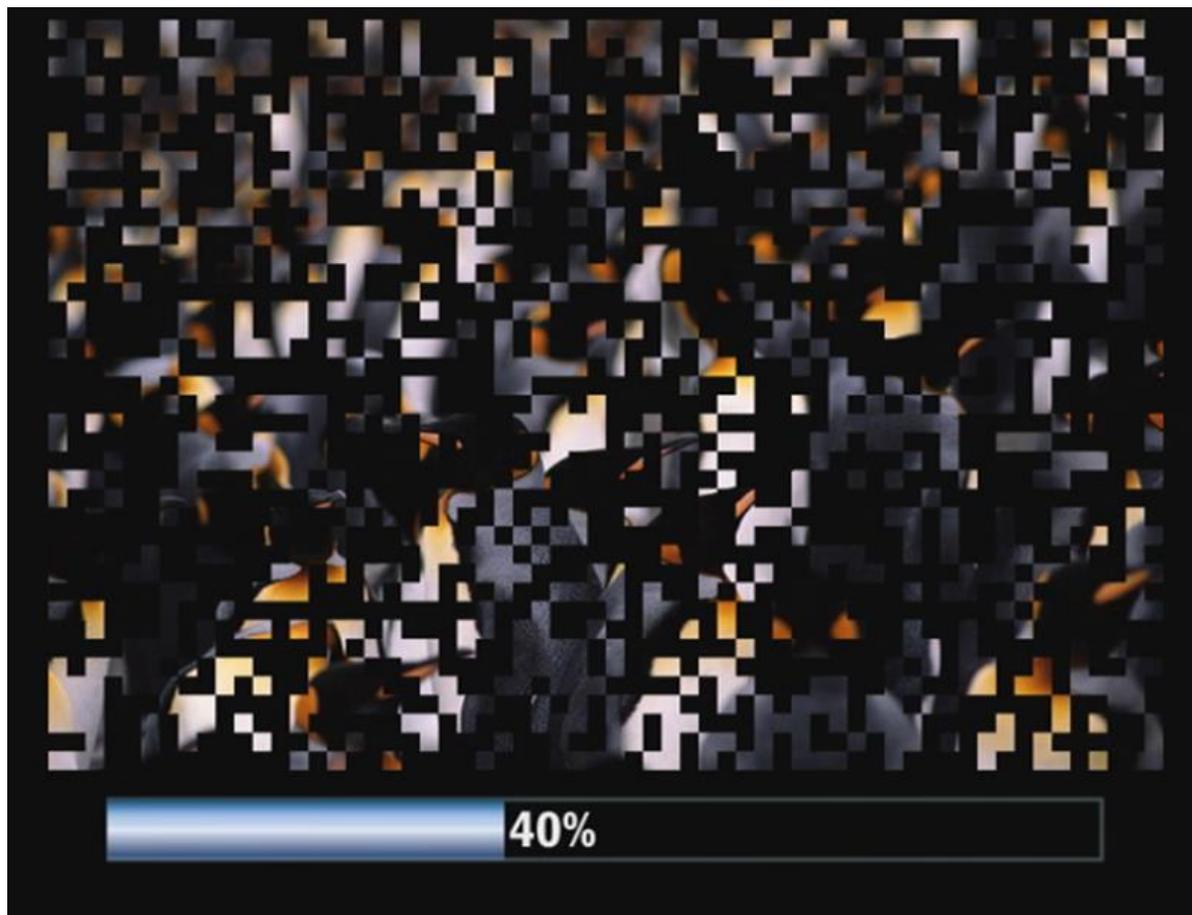
Retention rate 60

Retention rate 80

Retention rate 100

Be prepared

- Be well-known in the survey
- Send an advanced letter
- Learn the area and the citizens
- Be casual dressed
- Drive and park as locals
- Plan your day to be streamline (if more than 1 survey)

Questions

concerns

Concern

SHARE
Survey of Health, Ageing
and Retirement in Europe

Situation 6:

[Refresher] „I am really sceptical about surveys and not interested in the topic at all. Please don't come back. Good bye."

DANMARKS
STATISTIK

concern

SHARE
Survey of Health, Ageing
and Retirement in Europe

Situation 3:

[Refresher] „I don´t trust those survey agencies. I am not sure what they will do with my data, maybe they sell it to marketing companies."

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Concerns

Responses to specific Concerns (1/3)

Time	• Find a time that works best for the respondent. • Offer a **new appointment**.
Burden	• Offer to **split the interview** in 2 sessions if necessary. • Try to get started to **see how it works**.
Confidentiality	• Inform the respondent about the survey agency you work for and how his/her **data will be protected**. • Emphasize **importance of participation** of all selected households for quality of study.
Personal, Sensitive Questions	• Assure respondent that everyone´s answers are equally **respected & important** for study. • **Professional attitude**: Be comfortable asking these questions. Emphasize confidentiality.

see also „Interviewer Manual" pages 141 ff

Concerns

Responses to specific Concerns (2/3)

Purpose	• Use background information about SHARE. Explain **why** this survey is conducted, **what** information is collected and **how** it will be used.
Government	• **Don´t get into a discussion**, let respondent express his/her opinions. • Explain that you **work for a survey agency** and that this project is important for unterstanding & improving conditions for people over 50.
Why me?	• Explain that their address has been **selected randomly** through a scientific process.
Voluntariness	• Emphasizes that **accuracy of survey** depends on their participation. Every selected household stands for many others in this country. • Try to find out more about other concerns respondent might have.

see also „Interviewer Manual" pages 141 ff

concerns

Difficult questions

- Could be:
- Alcohol
- Drugs
- Economy/income
- Pension
- Sex
- Mentally

alcohol

- In the last week (7 days) – how many unit of alcohol:
- Beer a 33 cl   _____
- Wine a 12 cl   _____
- Liqueur   8 cl   _____
- Strong L 4 cl   _____

- In total   ==========

economy

- Yearly income before tax
- Yearly income after tax
- Monthly
- Weekly

If we can't get answer, we try with estimates:

More than 1000   - yes go up

no go down

Economy

- Specific questions:

- Do you during the last year failed to buy medicin (doctor) because of the economy
- Eat 3 meals a day
- To buy glasses
- Visit a dentist