



Future challenges (1)

Data collection through the internet

- · Will be a part of the future
- · Can increase the response rate (mix-mode)
- · Can reduce effect from interviewers
- · Will facilitate "soft error-checking"
- Will make pre-fill with earlier reportings possible
- Possible way to reduce, in a soft way, non-response
 "Don't know" not visible when first answering the question, but allowed in a follow-up question
- · Will reduce response burdens

One joint entry

- · A catchy name ("Your Answer") and easy to find
- Help support and FAQ





Future challenges (2)

What is needed?

- First of all web-reporting is a design challenge IT has to support this
- Step-wise build up soft editing with the paper questionnaire as the starting point
- · Resources this is not a small task
- New competences
 - Designers with focus on the respondents' tasks
 - IT persons with focus on user-friendliness
- An implementation plan
- It's a never-ending task: enterprises and households will always ask for reduced response burden



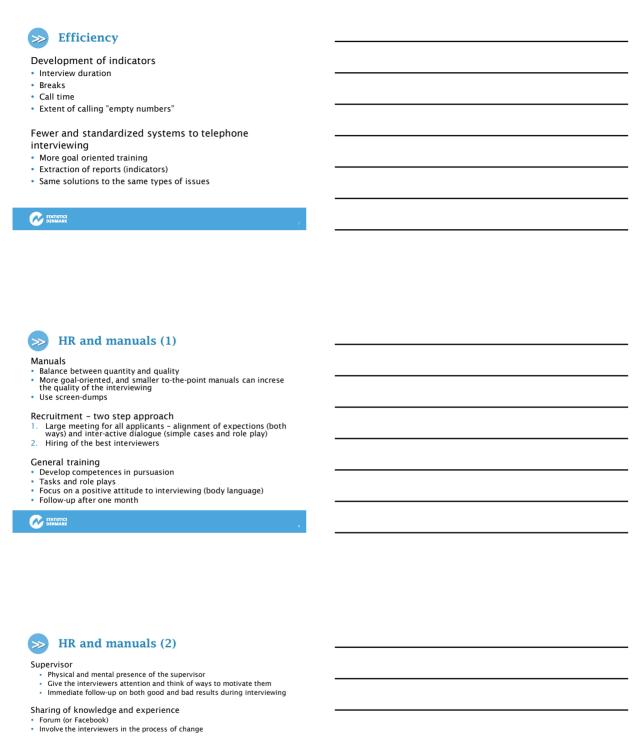


>>> Quality - actions to increase quality (1)	
Generally The most important explanation to quality problems is high response burden	
 A plan for evaluation and redesign of permanent surveys Involve experiences from quality surveillance 	
Focus on user-friendliness	
 Index for quality Test of different solutions 	
 Pilot team for testing of questionnaires 	
New internal competences Use experienced interviewers	
Reports to subject matter units and management	
• Letters	
 Direct and positive wording No use of "not" - example: crime vs. safety 	
Testing of letters – try different versions	
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>> Quality - actions to increase quality (2)	
Paper questionnaires	
• Design	
More user-friendly design	
Easy understandable language The standard language	
 Friendly for the eye – special software package "Eye-tracking" Use of simple colours and symbols to increase response rate for all questions 	
 Focus on the Interview Person's tasks (overview) 	
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Quality - actions to increase quality (3)	
Telephone interview	
Development of indicators	
 Non-response (unit non-response: refusals etc.) The "don't know" share and the "item non-response" share 	
Deviation from register information (variables)	
Indicators in repeated surveys	
Share of out-liers for burden questions and difficult questions – for example Share of out-liers for burden questions and difficult questions – for example Share of out-liers for burden questions and difficult questions – for example	
courses and working hours in the LFS, or family travels in the Travel survey	



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Extraction of reports from the system
 Updated reports during the work sessions
 After finishing the whole survey
 Weighted index or individual lists for each indicator





Working environment

 Use the possibilities, given the existing framework, to reward interviewers – for example the number of allocated shifts

· Rules for use of mobile phones and internet

· Using headsets will increase the focus on the interview

HR

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