



Include the whole survey process

- Customers (private and internal) needs → Design
- Optimize and select samples
- Questionnaire design and test
- Setup in Blaise to web and telephone interview
- Mixmode: first web cawi– then telephone cati
- Organising the data collection
- Hiring and payment
- Calibration for non-response
- Data delivery and documentation
- Tables and reports



Terms

- 20% internal and 80% external
- The 80% external are on market conditions
- 4 internal persons survey: Travel, consumer expectations, SILC, use of IT,
- Participation is voluntary in all surveys
- 90% persons surveys and 10% business surveys
- Access to register: persons and companies
- Registers are updated and cover the whole population
- Know everything about the household and history
- Registers include income, education...
- 50-60 surveys every year and 150.000 contacts

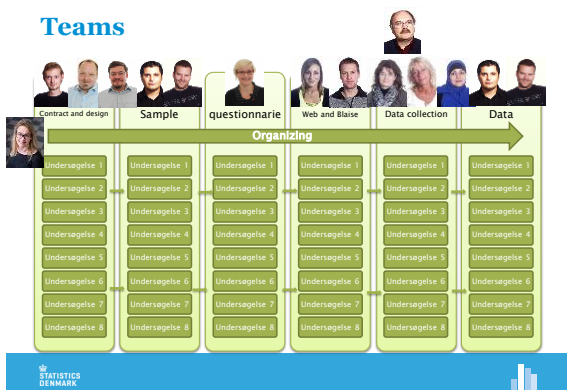


Organizing

- 100% proces orientated
- Teams with experts
- Standardized solutions: SAS EQ, Oracle and Blaise
- Every one in side a team can take over
- Quality in every step and focus on costs
- Not great manuals, but concrete solutions
- The interviewer learns what is possible in the interview situation
- Web questionnaires are kept simple and user-friendly



Teams



Data collection

- Located in Statistics Denmark
- Every day, all year round
- One interview leader and 5-40 interviewers
- The Interview leaders and interviewers know several surveys
- Interviewers first temporarily employed and then permanent employed
- Every survey is time estimated – how many interviewers in how many weeks. We offer out – they offer in



Results

- 60-65 % response in persons surveys
- 30-50% in business surveys
- External 2 million euros income
- Good user ratings
- New solutions, e.g. access to web surveys
- Meets a need for quality surveys
- Give access to registers
