

Implementing cawi into the data collection process



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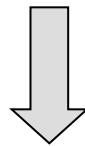
1. History
2. Sampling
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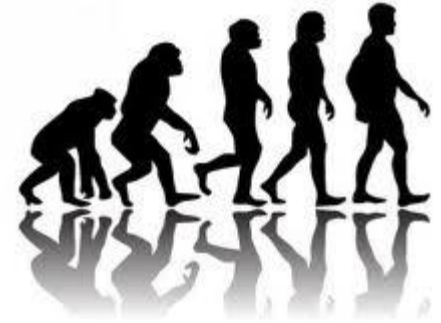
Why

- Meet customers' demands;
- Meet respondents' expectations;
- Budget cuts. It's all about the money;
- Increase response rates, reach more groups.



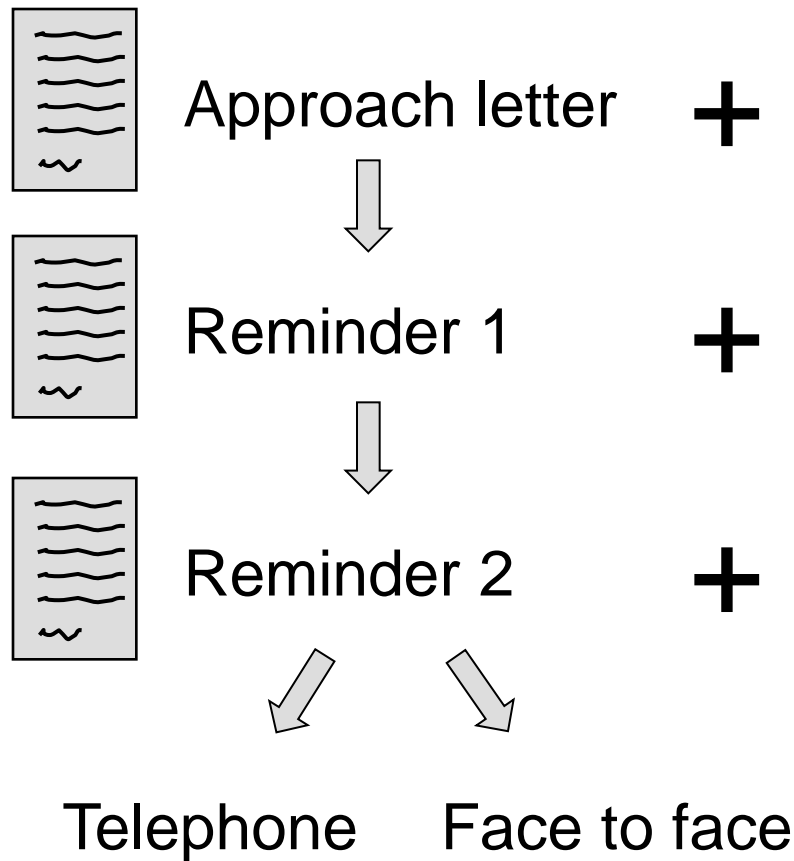
Be flexible

History



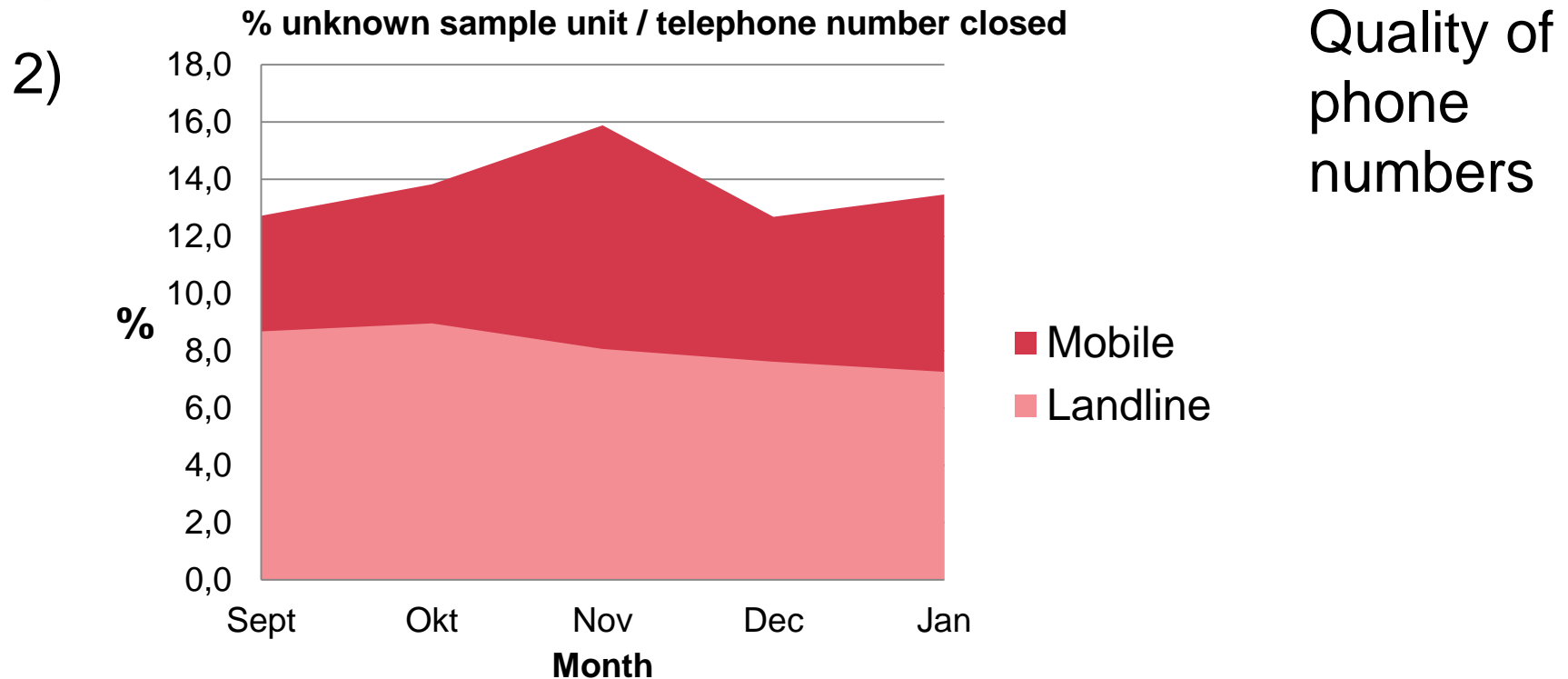
- 2005: start web data collection research;
- 2005 – 2007: experiments
 - ✓ ICT-survey
 - ✓ Crime and victimization survey
 - ✓ Survey measuring Underground Economy;
- 2008 – now: surveys
 - ✓ Dutch Housing and Living survey
 - ✓ Crime and victimization survey
 - ✓ National Mobility survey
 - ✓ Health Survey
 - ✓ Labour Force Survey;

Approach strategy (1)

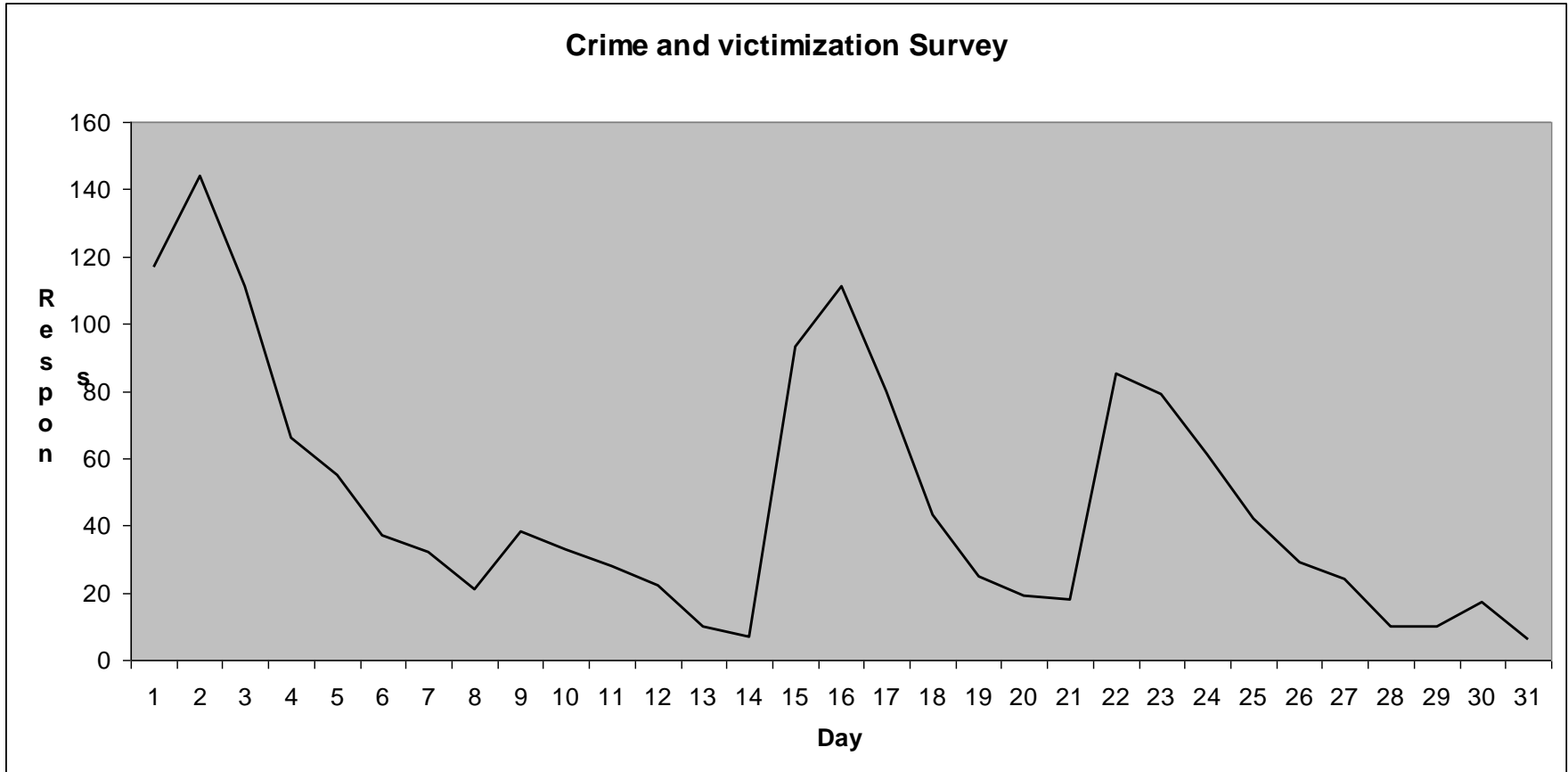


Approach strategy (2)

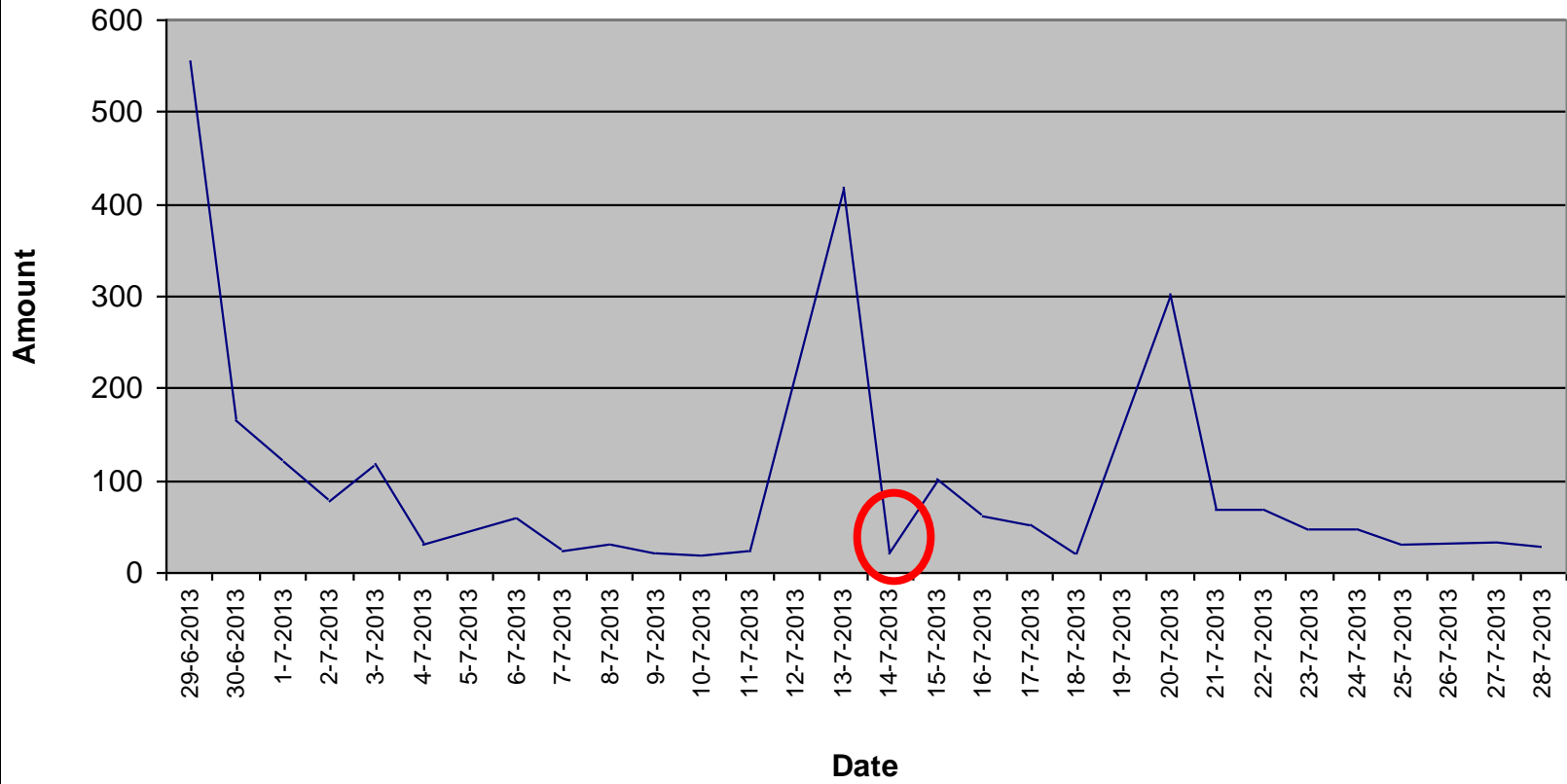
- 1)  > 3 in the age of 15 years or more to capi
- Dad Mom Tim Grace



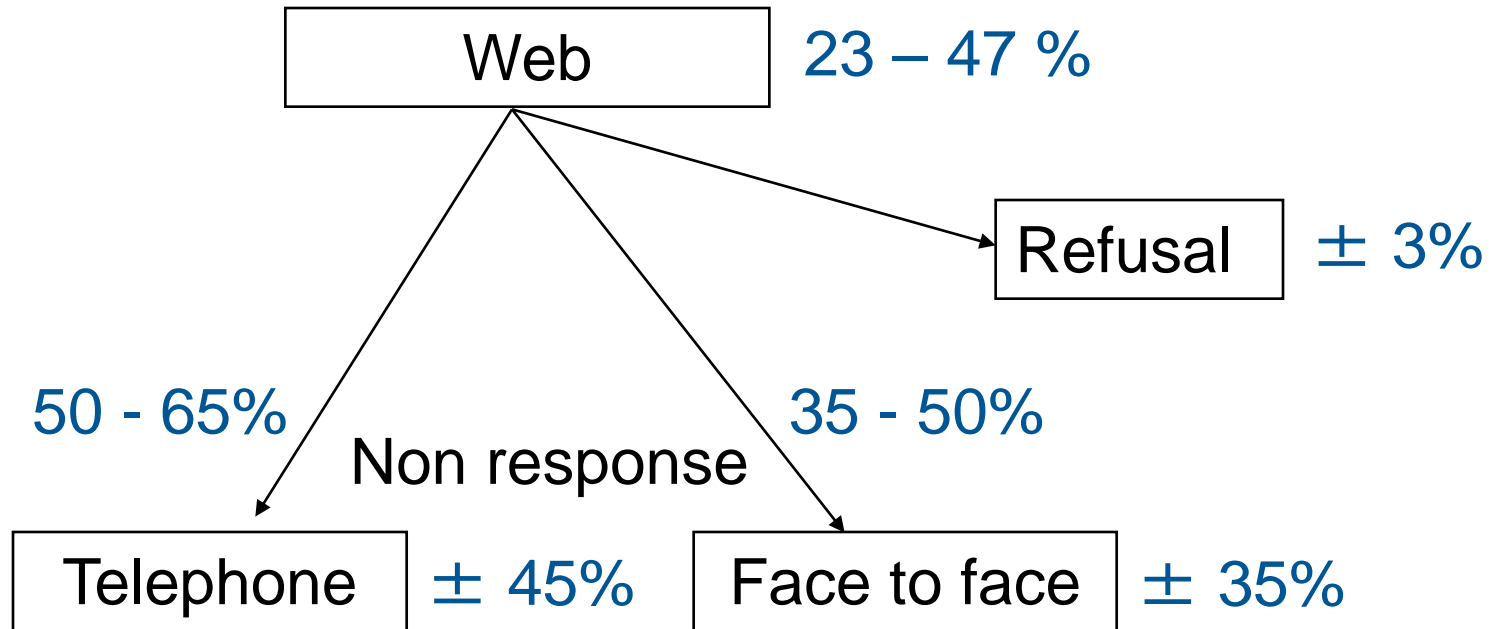
Distribution of responses in time



Response LFS cawi per day July



Response rates



Response results (1)

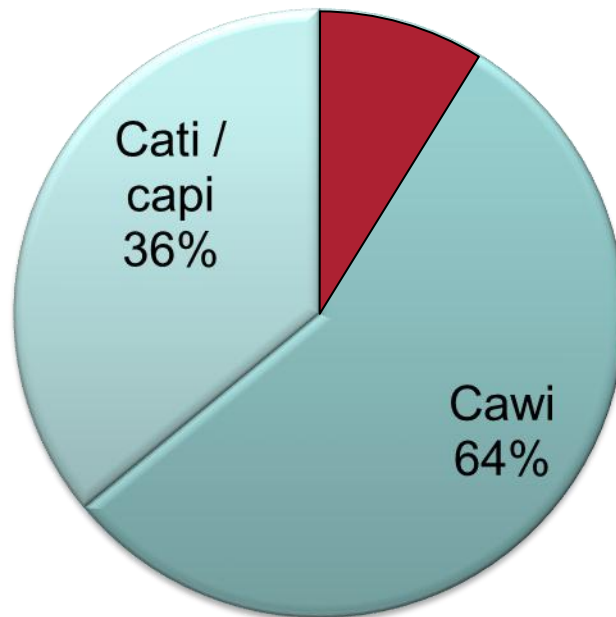
LFS	: 23 – 27 %
Mobility Survey	: 18 – 22 %
Housing Survey	: 25 – 28 % → 37 % incentive
Crime Survey	: 47 % cawi and paper questionnaire
Health Survey	: 35 – 40 %
Survey on Social Coherence	: 40 – 47 % → incentive

Response results LFS

	Sample month						
	Estim	Aug	Sep	Okt	Nov	Dec	Jan
Respons %							
cawi	26,6	25,7	25,6	26,8	26,7	23,3	26,6
cati	41,1	42,2	43,3	44,2	43,5	45,5	
capi	38,3	40,4	37,2	39,1	39,5		
Recruitment							
cawi	59,6	61,4	61,9	58,8	59,9	60,7	60,0
cati	93,3	93,2	92,7	93,2	93,9	91,7	
capi	88,2	86,5	88,4	86,4	88,9		

Response results (2)

Total response



LFS (Fixed amounts)

- Responses lost
- Extra bad due to multiple waves

Planning issue (1)

Cawi



Cati

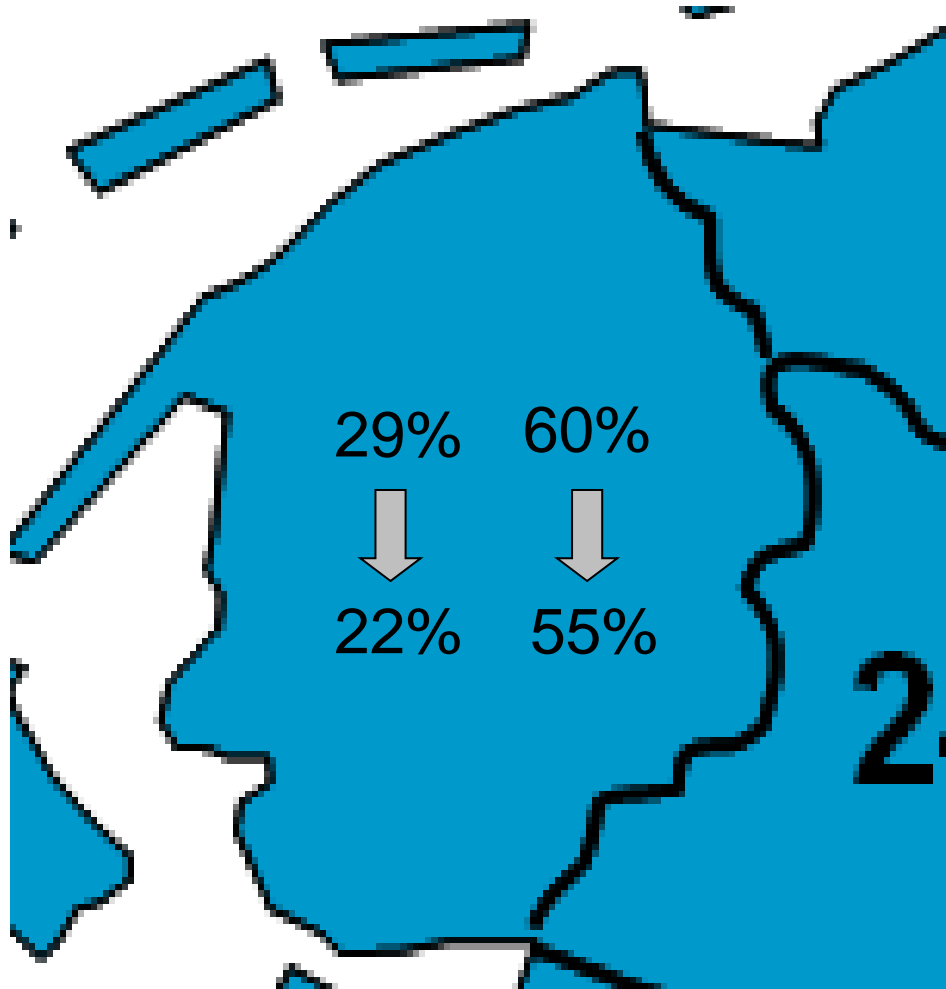
Capi



Mode	Target	Realization	Target new
	%		
Cawi	33	25	
Cati	45		54
Capi	35		45
Total	55		55

- Regional targets
- Area targets
- Group targets

Planning issue (2)



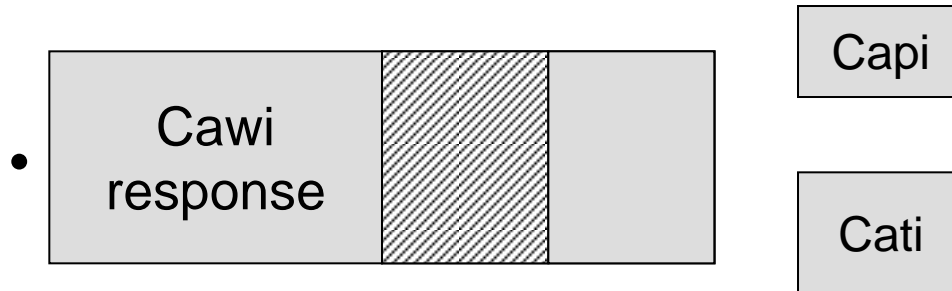
13 regions

- More capacity needed
- Fixed / flexible contracts
- Several surveys
- Replanning

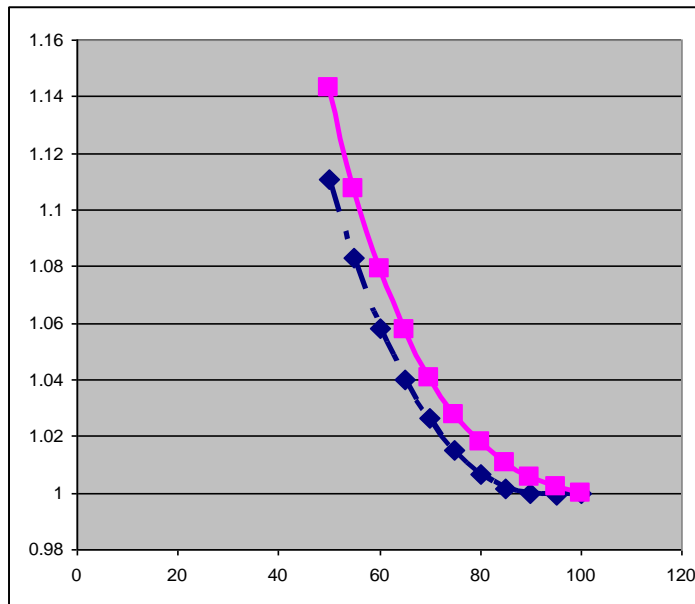


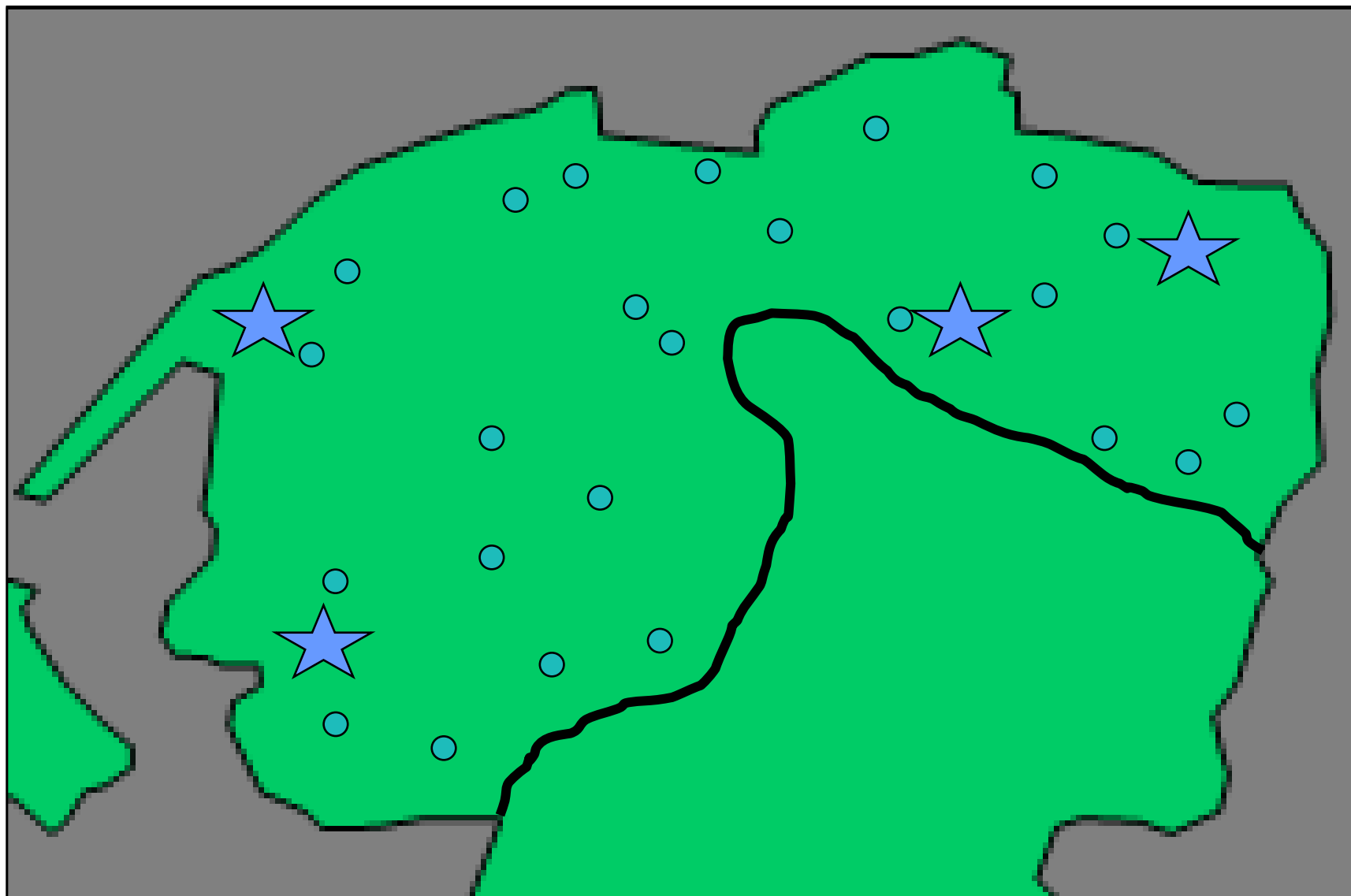
Fixed amounts

Fixed amounts



Increase of variance





Administration System

- Build for capi and panel surveys
- Adapted paper and cawi
- Number of sequential actions
- Interfaces, communication with environment → outsourcing
- Large sample sizes → restrictions
- Production database and database for analysis.

Future challenges

- Cawi recruitment response
- Further cost reductions
- Specialized approach strategies
- Standardization versus custom-made
- Response predictions
- Tablets / smart phones



Recommendations



RECOMMENDED



Consider “Why / What?” extensively



Consider use of cawi in follow ups carefully



Consider use of incentives



Don't forget: interviewers are valuable



Hardware! Always online!



Sometimes sacrifices have to be made