

Experiments on the data collection process

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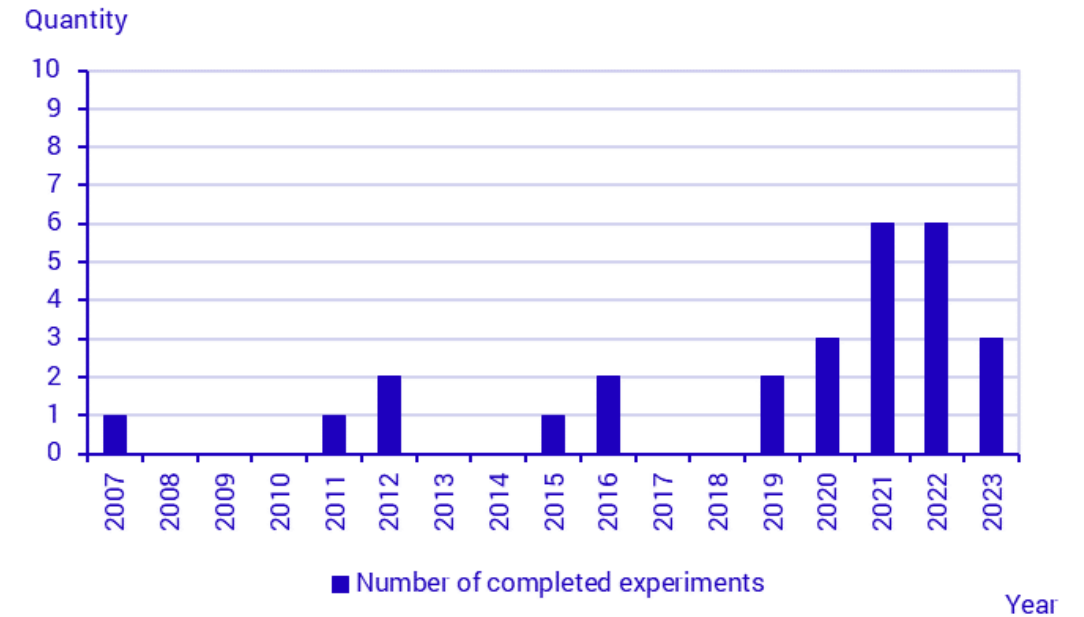
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Introduction

- Decreasing response rates
- Conducting experiments



Experiments

- Shortened questionnaires
- Web-oriented contact approach
- Five send outs

Experiments - shortened questionnaires

- Health survey

Population: individuals in Sweden aged 16-84

- Study interest

Population: high school students

	Health survey	Study interest
Original questionnaire		
Number of questions	103	30
Number of pages	13	10
Shortened questionnaire		
Number of questions	20	9
Number of pages	4	2

Experiments - shortened questionnaires

Result:

Significantly higher response rates in the experimental groups in both surveys.

	Health survey	Study interest
Original questionnaire	28,8 ± 0,7	38,8 ± 1,7
Shortened questionnaire	33,1 ± 2,3	44,4 ± 2,7

Experiments - web-oriented contact approach

	Web intensive (WI)	Extra web intensive (EWI)	Super extra web intensive (SEWI)	Digital super extra web intensive (DSEWI)
Send out 1	Invitation with login to the web survey	Invitation with login to the web survey	Invitation with login to the web survey	Invitation with login to the web survey
Send out 2	Reminder including a paper questionnaire	Reminder	Reminder including information that you can contact Statistics Sweden to receive a paper questionnaire	Reminder including information that you can contact Statistics Sweden to receive a paper questionnaire
Send out 3	Reminder	Reminder including a paper questionnaire	Reminder including information that you can contact Statistics Sweden to receive a paper questionnaire	Reminder including information that you can contact Statistics Sweden to receive a paper questionnaire
Send out 4	Reminder including a paper questionnaire	Reminder	Reminder including information that you can contact Statistics Sweden to receive a paper questionnaire	Reminder including information that you can contact Statistics Sweden to receive a paper questionnaire



Experiments - web-oriented contact approach

Result:

WI got the highest response rate, 44.3%.

The response rates in the three more web-oriented strategies were 42.7% (EWI), 38.9%(SEWI) and 40.5% (DSEWI).

	WI	EWI	SEWI	DSEWI
Total	44,3 ± 0,5	42,7 ± 1,4	38,9 ± 1,4	40,5 ± 1,4



Experiments – five send outs

- Children’s use of media

Population: parents to children aged 5-8 years

- Assistant nurses’ work environment

Population: assistant nurses

	Children’s use of media	Assistant nurses’ work environment
Send out 1	Invitation with login to the web survey	Invitation with login to the web survey
Send out 2	Reminder	Reminder
Send out 3	Reminder including a paper questionnaire	Reminder including a paper questionnaire
Send out 4	Reminder	Reminder
Send out 5	Reminder including a paper questionnaire	Reminder



Experiments – five send outs

Result:

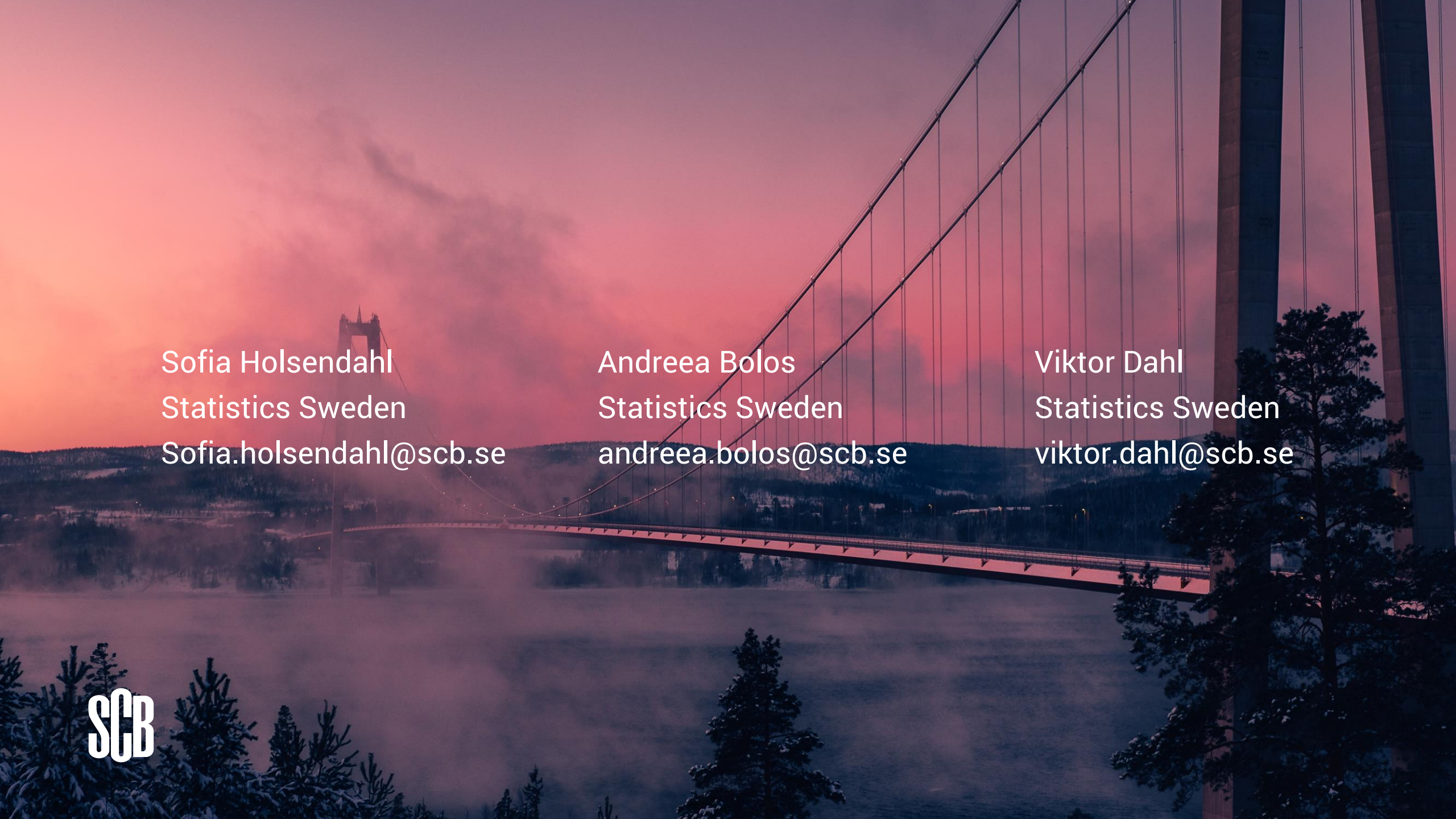
The response rates in the media survey differed by 3.8% and by 1.3% in the work environment survey.

	Children's use of media	Assistant nurses' work environment
After four send outs	23,7	24,8
After five send outs	27,5	26,1

Conclusions and further work

- Carrying out experiments gives us a better awareness of how the response rate can be affected:
 - a shorter questionnaire had a positive effect on the response rate
 - no option to answer a paper questionnaire affects the response rate negatively
 - use of people's digital mailboxes had a positive effect on the response rate
 - an extra send out may give a slightly higher response rate
- More experiments to be analyzed or carried out in 2024:
 - shortened information letter in the first send out
 - no paper questionnaire offered for people aged 18-64
 - experiment with reward in terms of gift cards





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