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The Austrian LFS under construction...

- CAWI / CATI / CAPI
- New LFS 2021
- Break in time series
- Communication adapted
- Web-friendly survey
- Push – to – CAWI
- Communication strategy
Aim of the Pilot 2019

- Push as many households as possible to CAWI
- Test the „new“ communication-strategy
- Test the workflow introducing CAWI for the first time

→ Paradata

→ Surveydata

→ Interviews – Debriefing Calls
How it is done before vs. Pilot2019

**Usual LFS**

1st Wave

2nd Wave

3rd - 5th Wave

**Pilot Survey 2019**

1st Wave
550 households

2nd Wave

3rd - 5th Wave

Access to the internet OR user

Not (yet) tested

NO tel.nr.
I. HOW MANY HOUSEHOLD CAN BE REACHED VIA CAWI?
I. How many household can be reached via CAWI?

- CAPI first wave – 550 Households
- Second wave – 451 (82%) Households assigned to CAWI

- Introduction of CAWI reduced CATI rates from 70 % to 24%
II. WHICH CHARACTERISTICS ON THE HOUSEHOLD- AND PERSONAL LEVEL ARE RELATED TO CAWI COMPLETION?
II. Which characteristics are related to CAWI completion?

• The pilot shows that CAWI completion is mostly dependent on
  - if the household has access to the internet
  - or if the contact person was willing to provide the email address

• Internet literacy and use of a specific device (laptop / desktop / smartphone) are less important

• Socio-demographic characteristics of the contact persons are more important compared to characteristics of the household (aggregated on household-level)
II. Which characteristics are related to CAWI completion?

Do not measure a bunch of additional items to identify CAWI willing households!

Solely ask if an internet access is available and if this is the case push those household to CAWI still using a sequential multi-mode-design
III. WHICH SEQUENTIAL COMMUNICATION STRATEGY IS THE BEST TO FOSTER TIMELINESS OF RESPONSES AND TO INCREASE CAWI RESPONSE RATES?
III. Which sequential communication strategy is the best?

- Invitation letter:
  - Send the letter 4 days before (this may be specific for the Austrian Post office).
  - Program a message informing users when the survey starts – in the case they login too early.

- Invitation letter via letter post and email:
  - Especially at day 0 the highest response rates per day could be reached.
  - CAWI has the potential to achieve timely responses.
  - Always combine the invitation via letter post with one send via email!
III. Which sequential communication strategy is the best?

- **Email reminder:**
  - Already one day after start of the survey the response rate decreased.
  - Sent the reminder early enough - Two days after survey start

- **SMS/postcard/call/no-reminder:**
  - After the first reminder email the response rates again decreased.
  - A (second) reminder is essential – send it before the first weekend
  - Change of reminder mode (letter post, email).

- **End of CAWI survey:**
  - Due to time constraints 9 days should be enough.
COMMUNICATION STRATEGY OF THE CAWI PILOT
IV. How does communication via e-mail effect response rates and timeliness of responses?

• Around 56% (N = 252) of the contact persons provided an email address.
  - Copy of the invitation & two days later a reminder via email
  - All included the login credentials (user name and password) & direct, click-able link to access the survey

• Email communication makes a huge difference!
V. Which reminder is the best?

451 households (HH) assigned to CAWI

Email of the contact person available

No email available

Second reminder

No Reminder

Postcard

Call

sms

First reminder

No Reminder

Postcard

Call

sms

Number of households per reminder group

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CAWI completion rate

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</table>
V. Which reminder is the best?

- Sending a SMS is the cheapest and best reminder
- SMS is a very timely mode - it can be planned more precisely during field work
- Surprisingly the difference between sending a reminder postcard and not reminding (a second time) is very small in numbers.
  - This could be explained by the fact that the postcards were sent out three (T +3) days after the survey start, usually they would need between one (T +4) and two (T +5) days to arrive at the households address. ➞ T+5 was a Saturday!!
- The effects of reminders are similar for households without an email address although on a lower level of effectiveness due to the missing email augmentation and reminder.
GENERAL RECOMMENDATIONS – INTRODUCING CAWI FOR THE LFS
General Recommendations – Introducing CAWI for the LFS

• Send the invitation letter via letter post. The invitation letter should arrive shortly before the survey starts but not afterwards
• Send a copy of the invitation letter as email at the day the survey starts (email augmentation)
• Send the first reminder shortly after the start
• A second reminder is essential – change the mode of reminder. Send the second reminder so that it is received shortly before the weekend
• Do not send each reminder on the same day / time. Consider also a mixture of non- and working days.
• Always remember to try hard to get an email address
• Do not forget to include the login details with invitations and reminders
Questions? Remarks?

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First Wave
CAPI
(550 households)

Start
October 2018

Start
January 2019

T -11 days
/ T -18 days

T -11 days
/ T -18 days

451 households assigned to CAWI

Postal invitation letter for CAWI

Email of the contact person available

Copy of the postal invitation via email

First reminder via email

Second reminder

Start
January 2019

First reminder

Second reminder

CAWI – end of survey

Registered letter -> routed to CAPI / CATI

T +4 days

T +9 days

No email available

Start – T0 7/14.01.2019

Start – T0 7/14.01.2019

Registered letter –> routed to CAPI / CATI

No email available

T +2 days