

Web-interviewing for the Danish EU-SILC

October
2014

- our experiences



STATISTICS
DENMARK



Prerequisites for the use of CAWI

Statistics Denmark use registers to provide the majority of data on

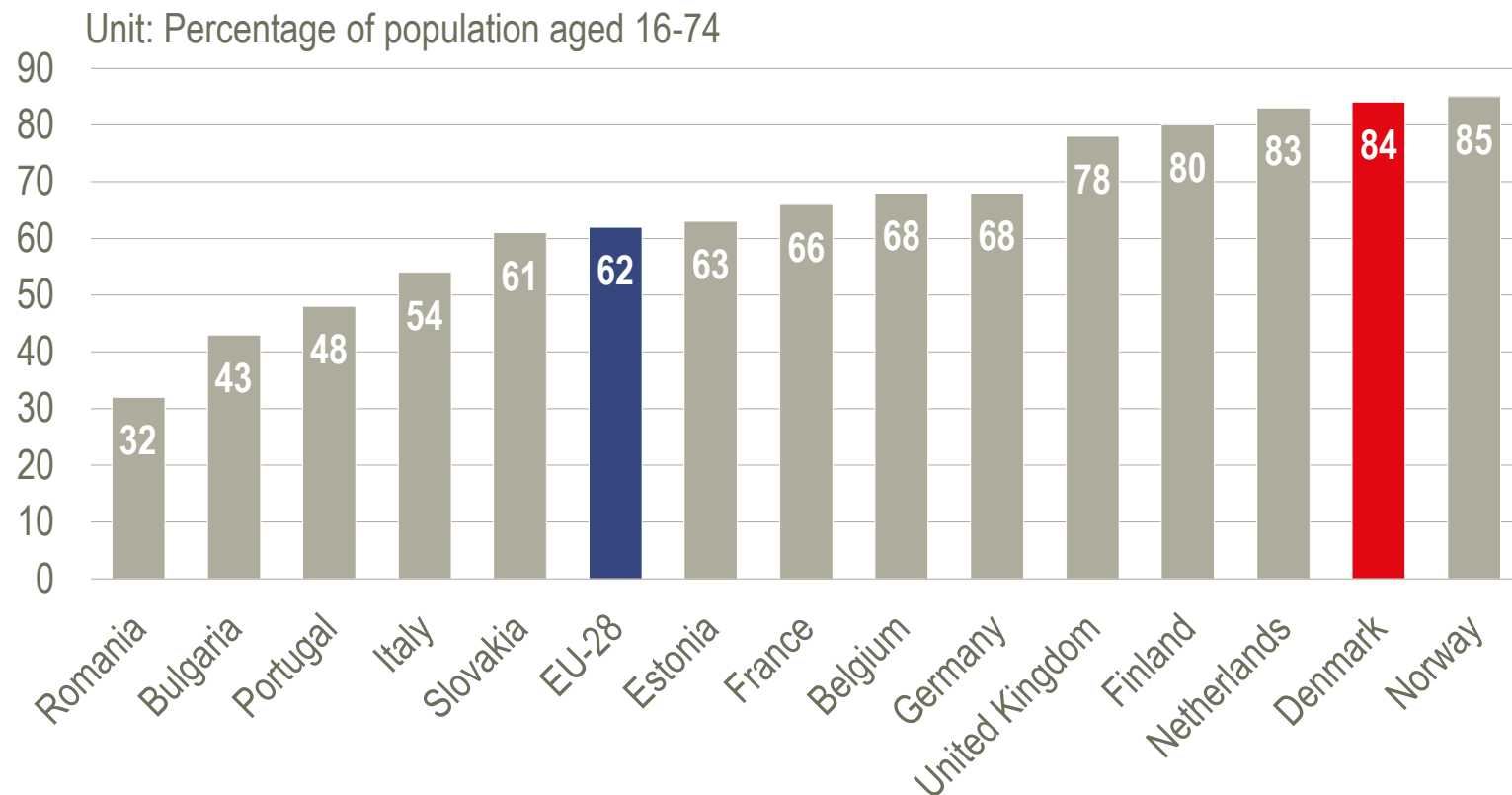
- Demographics
- Incomes and taxes
- Education
- Housing

Denmark use the selected respondent model - Only one person is to be interviewed pr. household



Daily use of the internet – 2013

Daily use of the internet – Selected countries





Response rates

To ensure comparability over time, response rates in the following does not include non-response due to:

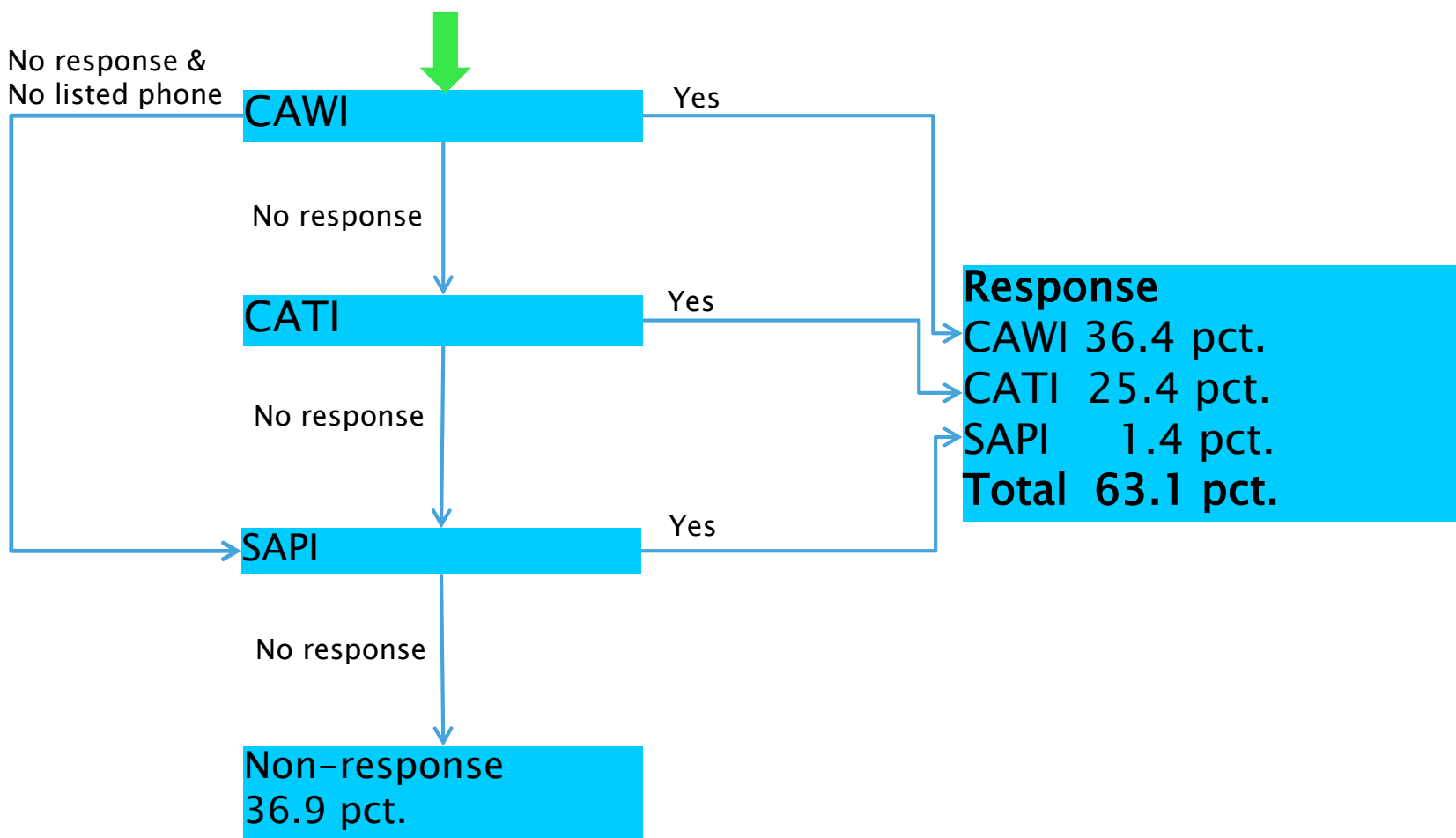
- Non-response from previous samples
- Supplement 'CAWI-only' samples in the 2012 & 2013 panel
- Research protected (Danish law), dead & Emigrated respondents.
- Thus they do not match the overall response rates of the QR

SILC-year	Web	Wave				Total
		1	2	3	4	
2011	No	52,2	82,0	79,1	76,6	68,2
2012	Yes	53,7	83,6	82,8	79,3	69,2
2013*	Yes	47,5	81,5	80,7	75,0	63,1
2014	Yes		Not available yet			~71,8

*Technical problems on the first day of CAWI and a larger wave 1, lowered the response rates in 2013.



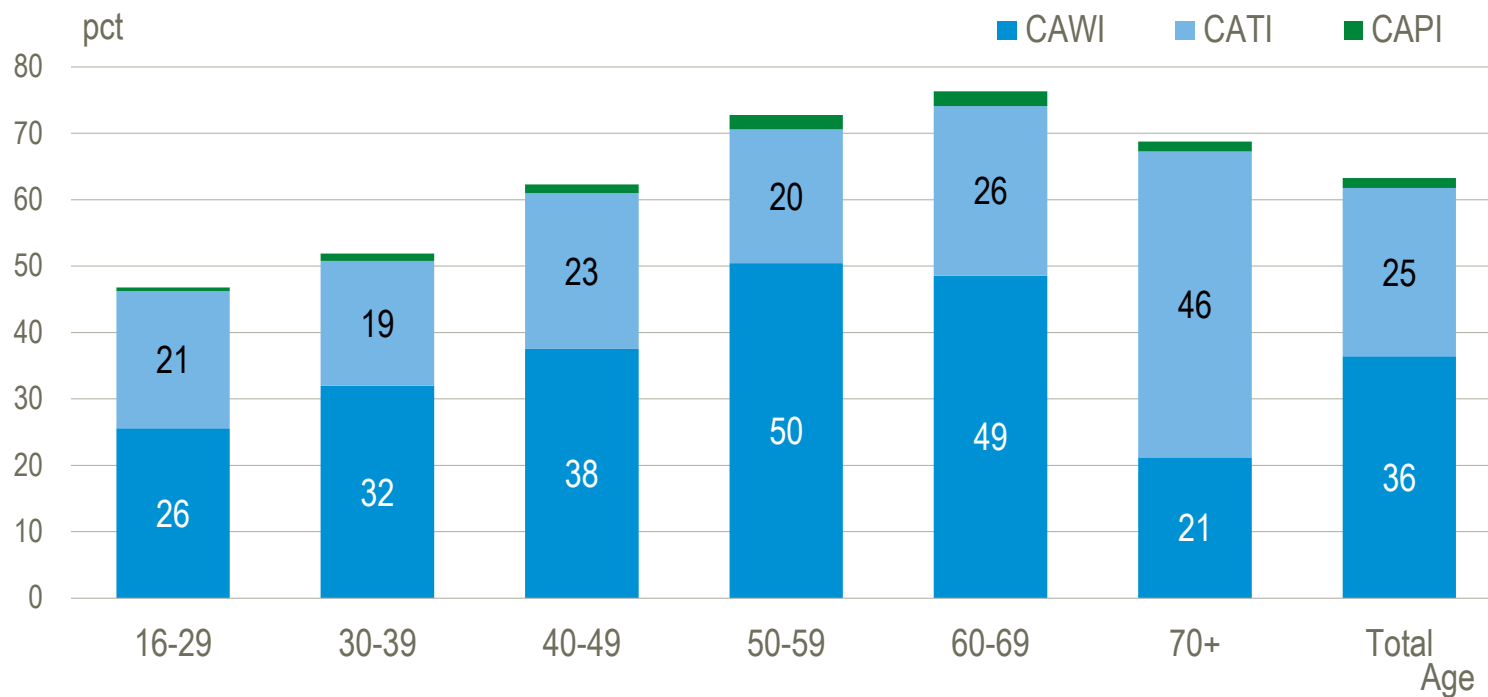
The interview process 2013





Response rates 2013 - Age

Response rates SILC 2013 for age groups

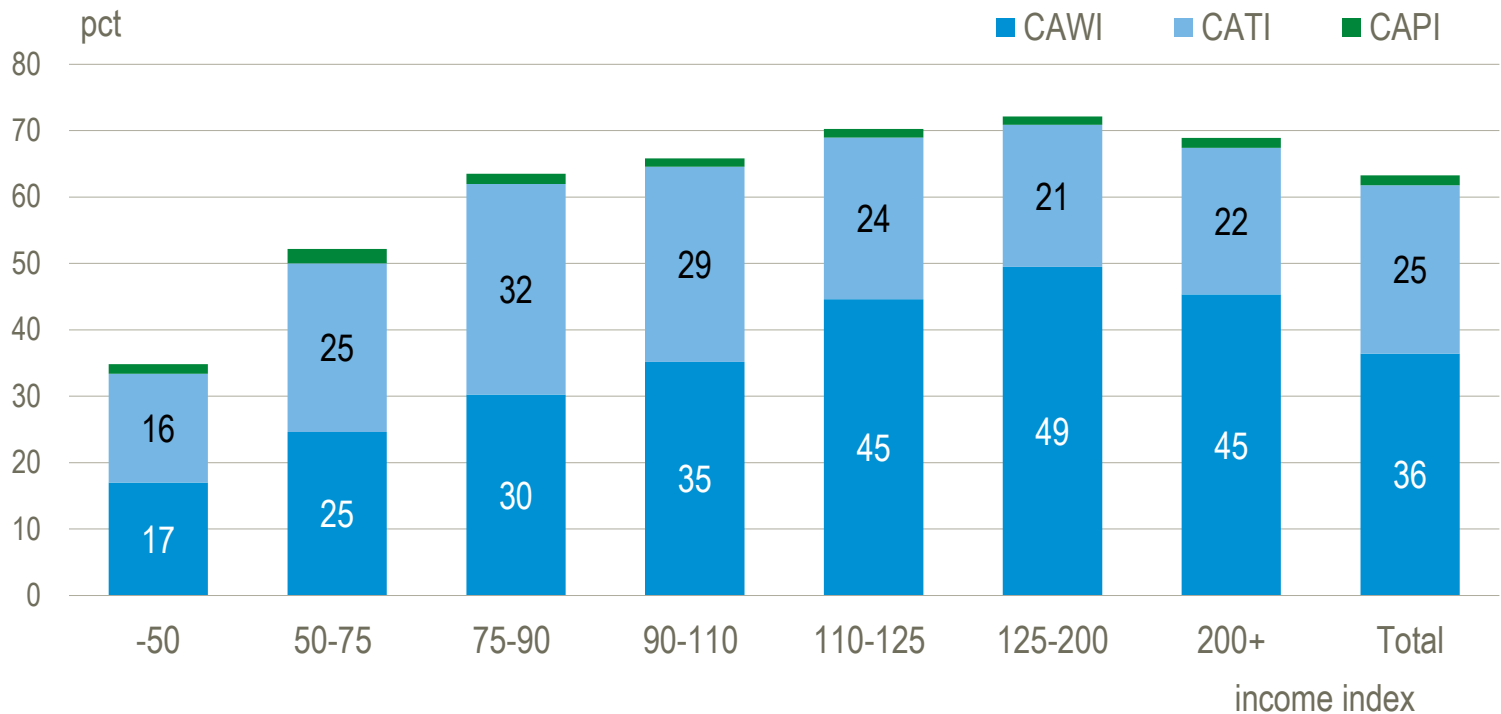




Response rates 2013 – Age adjusted incomes

Response rates – SILC 2013

Equivalised income index (Median for age group=100)





Effect on Responses – 2013 SILC

Measuring the effect of the background variables

- Interview mode (Web/other)
- Gender (Male, Female)
- Age (16–29, 30–59, 60+)
- Income (*log of equivalised income*)
- Panel (2013–panel / previous panels)

On the SILC – indicators

- PW010: Overall life satisfaction (6–10 regarded as being satisfied in the following)
- HS120: Ability to make ends meet (Some difficulty – very easily set to being able to make ends meet)
- HS040: Capacity to afford one week annual holiday
- HS060: Capacity to face unexpected financial expenses

With Proc Logistic – SAS



Effect on Responses – 2013 SILC

Summary of logistic regressions results

Indicator	Mode	Gender	Age		Income	Panel
			Age 16-29 (60+)	Age 30-59 (60+)		
Predictor (Base)	Web (other)	Female (male)	Age 16-29 (60+)	Age 30-59 (60+)	Log (<i>equiv. disposable Inc.</i>)	2013 panel (Other)
Satisfied with life	+++		----	----	+++	
Ability to make ends meet		-	---	----	++++	
Afford unexpected expenditure			----	----	++++	+
Afford one week vacation		--	--	----	++++	

Symbol	Significant at X level	
	>0.2	+ Positive effect
+ -	0.05 - 0.2	- Negative effect
++ --	0.01-0.05	
+++ ---	0.0001-0.01	
++++ ----	< 0.0001	



Further questions

What is the cause of the effect of web-interviewing on life satisfaction?

- The presence of an interviewer in other modes?
- Respondents on web more eager to participate in our survey?
- On the web, the respondent have chosen the time of day for the interview?

We don't know.

If responses differ on web and telephone interviews, which are more accurate?

In general be cautious with continuous (I.E income) variables in any partial self administered interview mode including CAWI.



The most important pros and cons of web interviews

Pros

- Much lower interview costs
- Respondent can participate in his/her own time
- In theory higher response rates – due to an extra mode of data collection

Cons

- No interviewer to correct misunderstandings
- Having to prepare and process an extra mode of data collection
- Start up costs – development