



Italian experiences in changing survey modes

Silvano Vitaletti, Cristina Freguja, Maria Clelia Romano
ISTAT

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The Italian EU-SILC sample design

26.000 households with individual interviews for members 16 years old and more

Two stage sample

first stage units: municipalities

second stage units: households sampled from registry lists

No substitution

Rotational design adopted

Moving from PAPI TO CAPI

Since 2004 to 2010:

- **PAPI** data collection
- **municipalities' interviewers** network

Since 2011:

- survey turned to **CAPI** technique
- fieldwork entrusted to a **private company with its interviewers network**

Main aims:

- production process **dematerialization**
- **data quality improvement** by means of
 - electronic questionnaire
 - a specialised interviewers network, with an ad hoc training
 - daily monitoring of the fieldwork
- shorter **data treatment time**
- increased **timeliness** in data releasing



The CAPI questionnaire

It preserves PAPI questionnaire structure, but allows a more efficient interviews' management:

- routing and questions wording customization
- help on line
- several data inconsistencies solved during data collection (about 160 soft checks and 20 hard checks)
- semi-automated coding using internal navigators (occupation and economic activity classification, etc...)
- preloaded data to be confirmed (only for some basic questions)

A very **time consuming test phase**:

- routing effectiveness
- edit activation
- wording
- layout
- help on line



The fieldwork issue

Advantages related to the use of a private interviewers network (compared to the PAPI)

- less interviewers, more skilled
- training managed directly by ISTAT researchers



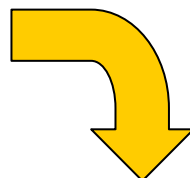
But ...

- not entirely satisfactory **territorial coverage** (hard to reach areas, areas where the interviewers recruitment was unsuccessful)
- **high turnover** and **fieldwork lengthening**

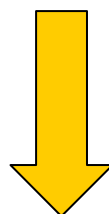
Which new strategy?

Such problems and ...

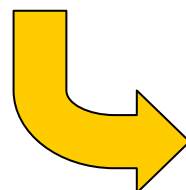
- **costs still too high**



- **internal discussion on new strategies for data collection**



Mixed mode: CAPI/CATI?



A new test is needed



The aims of the CATI pilot survey



Overall sustainability of the Eusilc interview by CATI

Sustainability for some particular household types

Essential requirement:

Administrative data availability



Questionnaire shortening

The CATI pilot survey



A sample of 6,000 households with a telephone number

Half from the municipalities' registry lists

- One-member households
- Two member households with a 65 years old head of the household

Half from the 4° rotational group of the last SILC survey

- Households with a maximum of two earners inside

The sample was composed by blocks of four households, with three substitute households for each base household

1500 households in the final sample

The fieldwork was carried out since February to March 2013

About 20 telephone interviewers were involved in the pilot survey

The CATI opportunities

Many **advantages**:

- cost reduction
- no problems in territorial coverage
- faster fieldwork
- more effective fieldwork monitoring
- fewer problems related to the «intrusion» into the interviewees' home



BUT ALSO...



Some limits

- poor availability of the telephone numbers in the registers (35-40% for households sampled from the registry lists; about twice for those already interviewed)
- difficulty in managing a long and complex interview (46' on average) by phone
- more proxy interviews expected

The CATI questionnaire

Redesigning the questionnaire to make it more suitable for the new technique



Reduction of the number of the questions

deletion of questions about pensions and other types of social transfers (unemployment, family allowances), by means of administrative data

In order to reduce the response burden the questionnaire has to be **more fluent**

Non-participant observation

Pilot CATI survey: first results

Fieldwork quality indicators and the feedback from the interviewers show that **telephone interview WORKS**, even if the non response rate is higher than in the CAPI survey

Famiglie* per esito dell'intervista

ESITO	CATI			CAPI**		
	W1	WS	TOT	W1	WS	TOT
Complete	48.7	56.4	53.2	64.9	85.6	80.0
Interruzioni definitive	5.0	2.6	3.6	0.3	0.4	0.4
Rifiuti	31.9	24.9	27.8	22.3	10.9	13.9
Nome/indirizzo/telefono sconosciuto	12.0	12.4	12.2	4.1	1.0	1.9
Fuori target	0.3	0.2	0.2	7.9	2.1	3.6
Altri motivi di caduta	2.1	3.5	2.9	0.4	0.1	0.2
Numero famiglie	702	985	1,687	4,385	12,029	16,414

W1: -16,2% WS: -29,2%

*famiglie alle quali è stata inviata la lettera di presentazione dell'indagine e delle quali si è avuto esito

**solo tipologie familiari rilevate anche con il CATI

Some remarks

CAPI technique is not always affordable:

Too hard to reach a widespread territorial coverage with a private network of interviewers

The fieldwork requires too much time

CATI technique cannot completely substitute the CAPI one:

Poor availability of telephone numbers

Lower response rate

WHICH SOLUTION?

A mixed mode CAPI/CATI, to fully exploit advantages deriving from both techniques and, at the same time, to cut off the costs

Which mixed mode for SILC survey?



CAPI in the 1^a wave e CATI in the following waves?

Just like in the LFS: by the first face to face interview the trust of household (and its phone number) is achieved; for the next interviews is possible to use the less expensive technique

Actually, the results of CATI pilot survey brought to a **more challenging choice**....

Which choice?

The use of the CATI technique also for the first wave interviews

- CATI when a telephone number is available, CAPI in other cases
- But also a switch strategy to recover CATI non respondents, during the CAPI phase



Almost concurrent modes: CATI and CAPI overlapped for two months and the CAPI fieldwork lengthened for one month to allow the recovering of CATI non respondents.

Overall fieldwork time expected: 3 months



Next steps for the first Capi/Cati SILC survey

Release of the **public tender notice** for the fieldwork management: October 2014

Fieldwork: spring 2015

