

Mixed-mode surveys (phone and online), results from pilot studies in the Finnish Consumer Survey

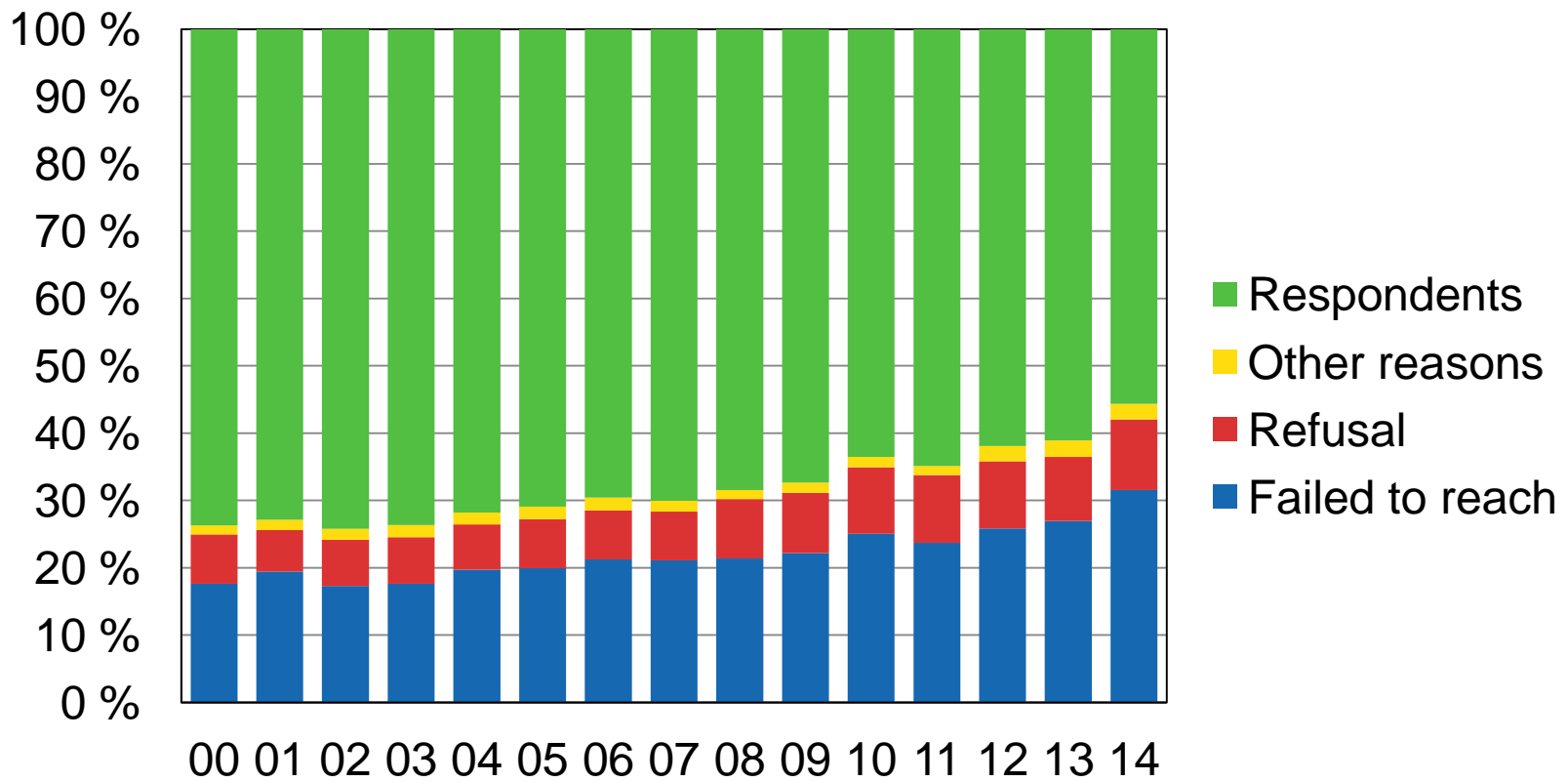
EU Workshop on Recent Developments in Business and Consumer Surveys

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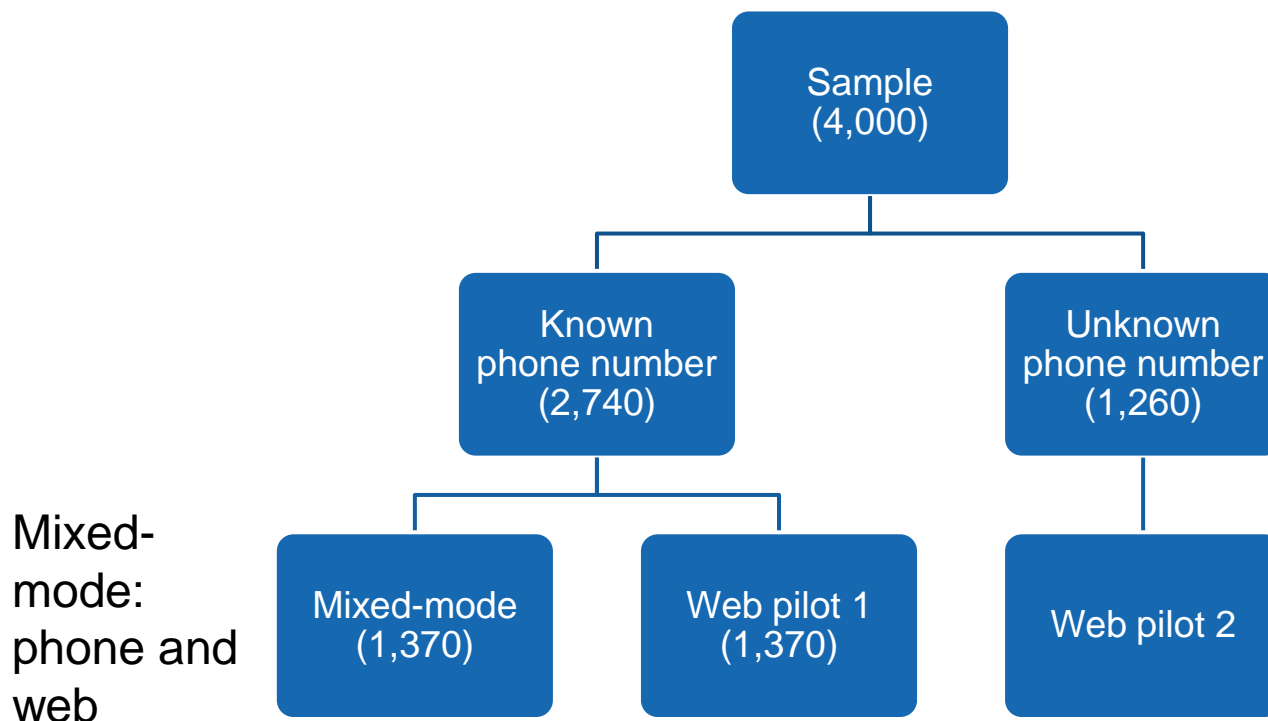
Brussels 13 November 2014



Diminishing response rates of the Consumer Survey in Finland

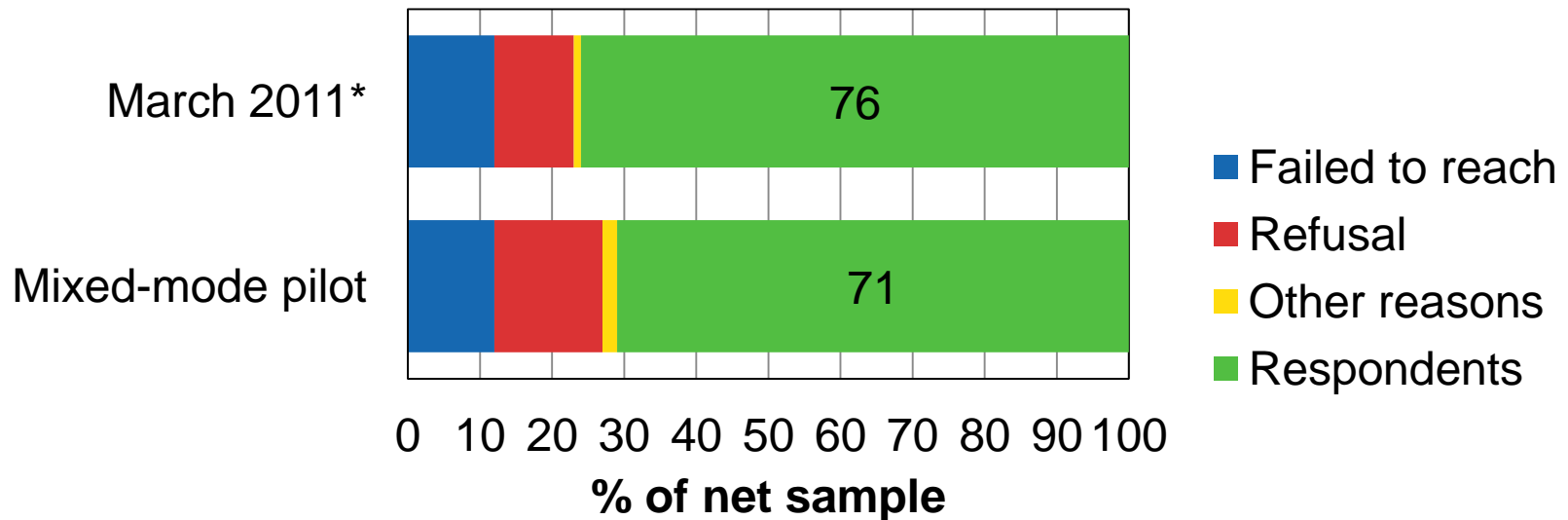


Pilot surveys between 2 and 21 March 2011



The web questionnaire was available over the whole data collection period. The phone interviews were started on 8 March 2011.

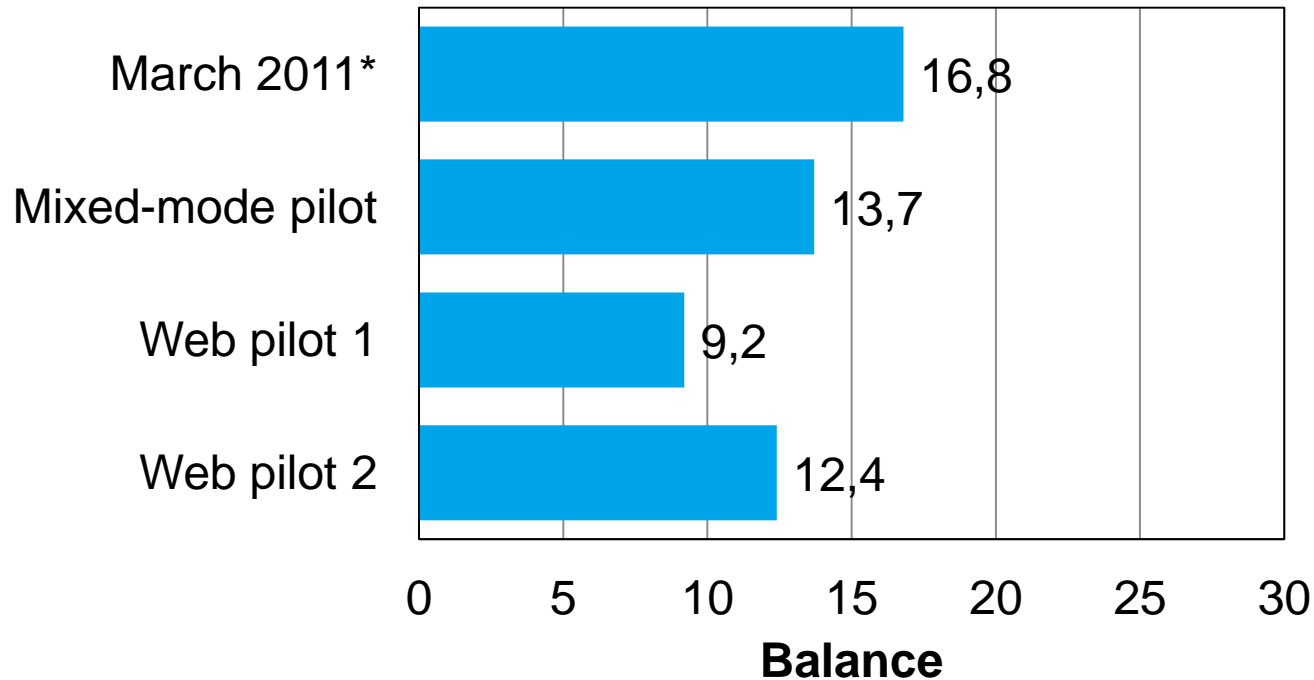
Pilot surveys between 2 and 21 March 2011



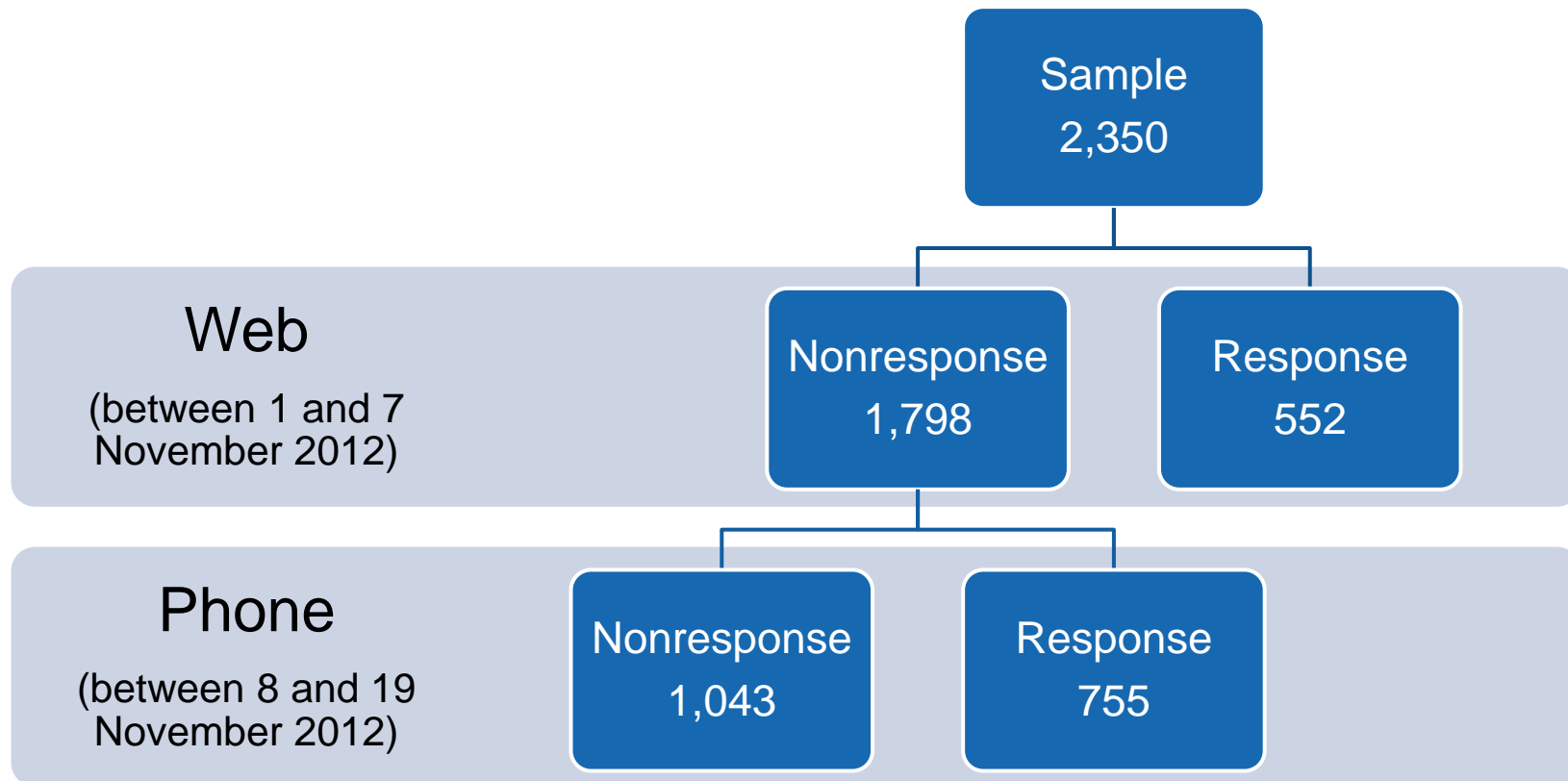
* Consumer Survey results for March 2011 are based on a group of sample persons (1,506), for whom the phone number was known after the automatic search for phone numbers. The total monthly sample size for the Consumer Survey was 2,200 persons.

Pilot surveys between 2 and 21 March 2011

Consumer confidence indicator (CCI)

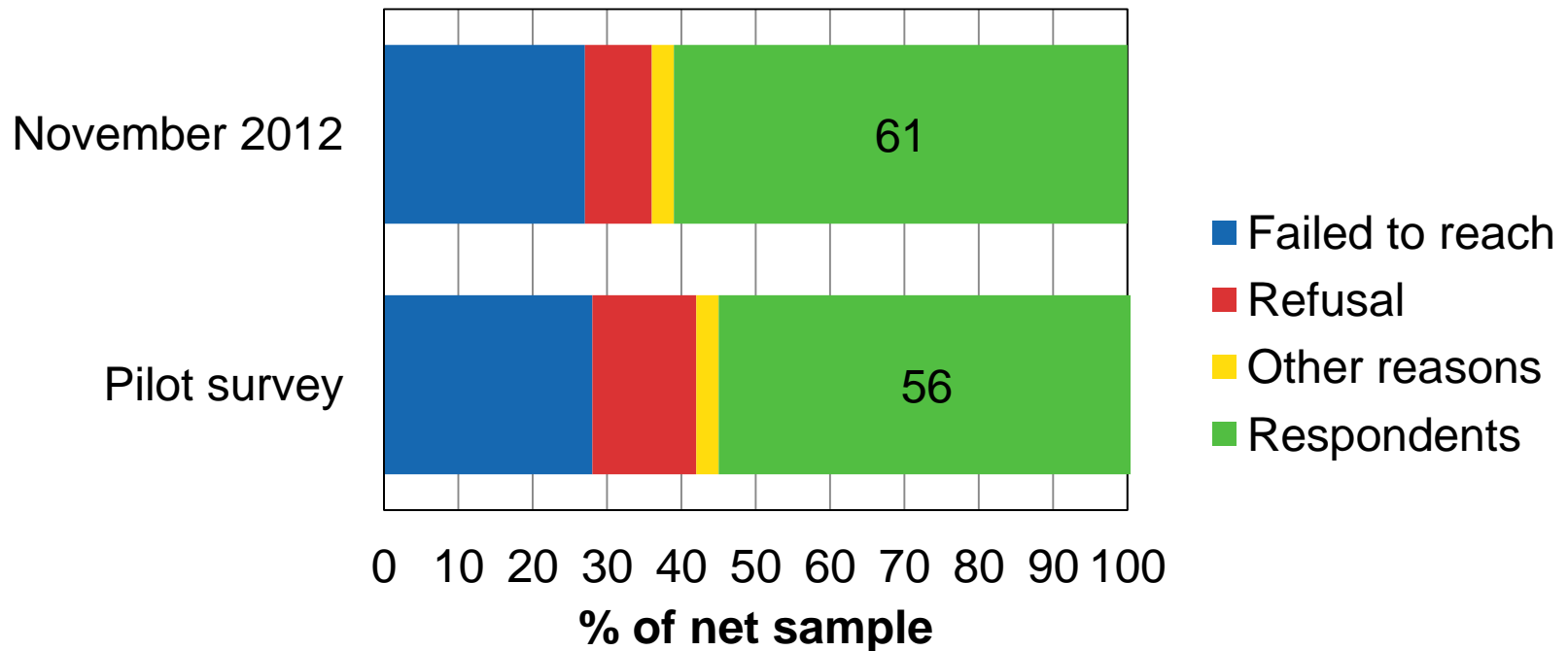


Mixed-mode pilot survey November 2012



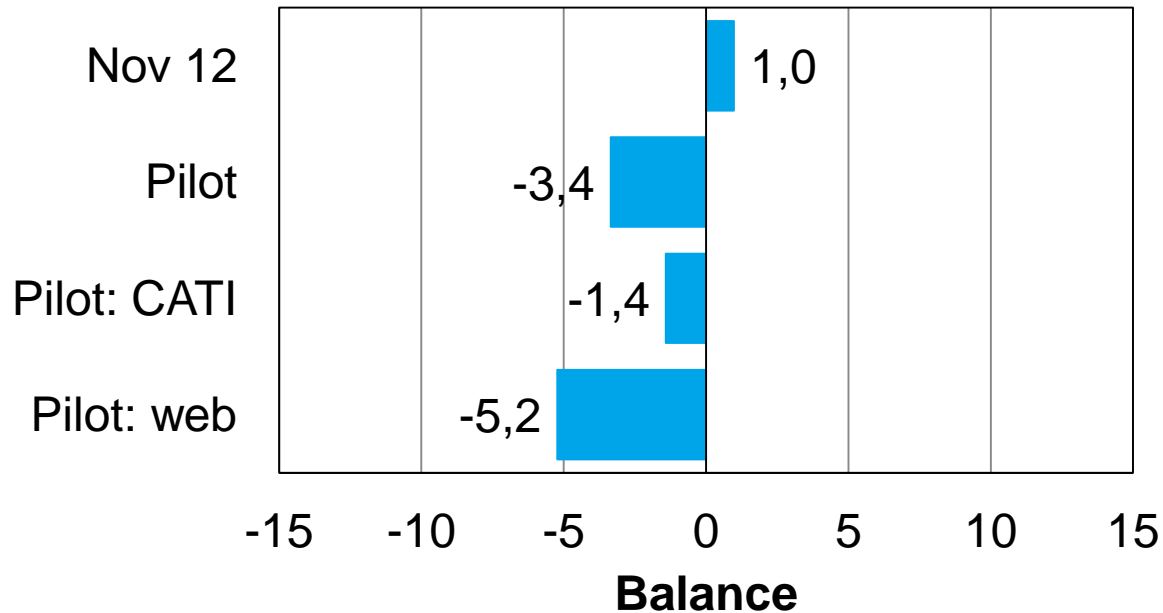
The total number of respondents in the Consumer Survey of November 2012 was 1,428, equaling a response rate of 61%.

Mixed-mode pilot survey November 2012



Mixed-mode pilot survey November 2012

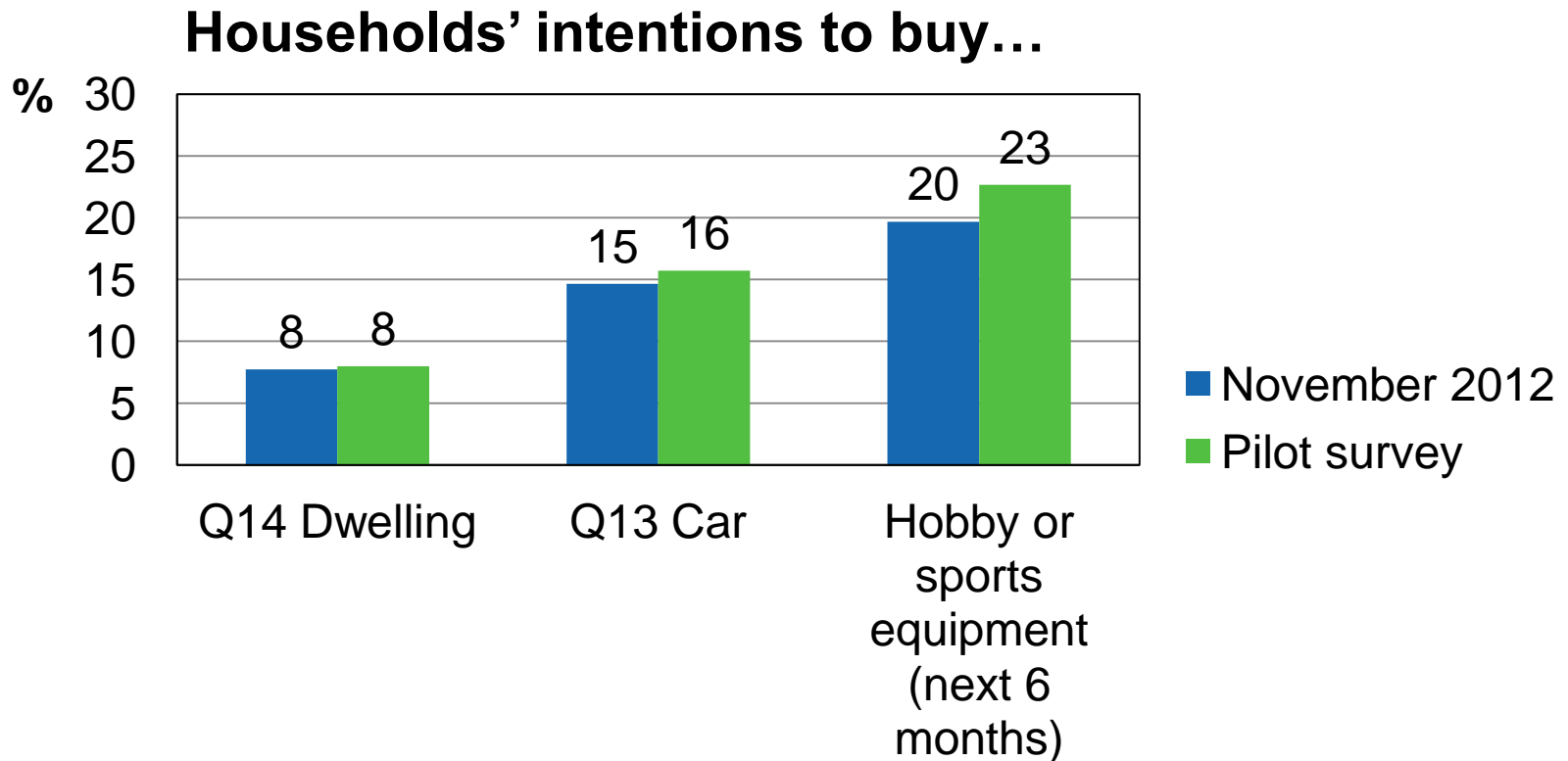
Consumer confidence indicator (CCI)



Mixed-mode pilot survey November 2012, balances

	Q2 Own economy	Q4 Finland's economy	Q11 Savings	Q7 Unemployment	CCI
Nov 12	4.6	-10.1	43.9	-34.5	1.0
Pilot	1.5	-15.3	36.9	-36.5	-3.4
Pilot: CATI	4.4	-13.5	39.9	-36.5	-1.4
Pilot: web	-1.5	-17.0	33.6	-35.9	-5.2

Mixed-mode pilot survey November 2012



Main findings

- Response rate for the mixed-mode survey was lower than for the regular survey both in 2011 and in 2012.
- Mixed-mode method had a significant negative effect on the value of CCI.
- In general mixed-mode method resulted in
 - more negative answers to questions measuring opinions and
 - similar or even more positive answers to questions measuring purchase intentions.
- Clearly more of 'don't know' answers on web than on phone.

More findings

- Data processing system (incl. weighting) more complicated for mixed-mode
- Survey costs remain roughly at the same level:
 - interviewer costs down
 - researcher and material costs up

Thank you!