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Finding the Best Fit: A Comparison of CAWI Testing to CATI-Trended Data for General Population Research in Germany, Italy, Denmark, Sweden and Iceland

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Methods

Test Instrument: Gallup World Poll

- Annual study utilizing a measurement tool with standard questions asked in up to 160 countries
- Broad range of topics including well-being, economics, infrastructure and social and cultural issues
- Nationwide, representative sample

Study Methods: CATI and CAWI

- 2015 data collection
- Dual-frame sample design for CATI
- Probability Panel and recontacts for CAWI
- General population aged 15 and older
- 18-minute CATI interview in English
- 3 forms of CAWI
 - DK/Refused Presented, Additional instructions, Only answer options



Purpose

Planning for future methods and modes of data collection

We don't collect data now the same way we did 70 years ago, and we won't be collecting it in the same way 70 years from now.

We know there are some data changes when we move long, complex, topically diverse tracking studies from face-to-face to phone. What happens when we move from phone to web?

- What items are most sensitive to change?
- How do these items fluctuate within modes (mobile vs. landline and among different CAWI forms)?
- How can we mitigate the impact for sensitive items?
- Can we combine data from different modes into a World Poll release file?

Respondent Study Results

Total Sample

	Denmark	Sweden	Italy	Germany	Iceland
CATI Total	1,005	1,000	1,000	1,000	596
CATI Landline	497	400	472	246	348
CATI Mobile	503	600	526	759	247
CAWI Total	601	618	883	827	595
CAWI DK/Refuse	200	206	295	276	202
CAWI No DK/Refuse	200	208	294	276	197
CAWI Instruction	201	204	294	275	196

Overall Results: Demographics

Initial topline review of demographic items. With all data weighted to national targets (regardless of mode)

No Difference

- No difference in FT employed for employer
- No difference in gender
- No difference in married people

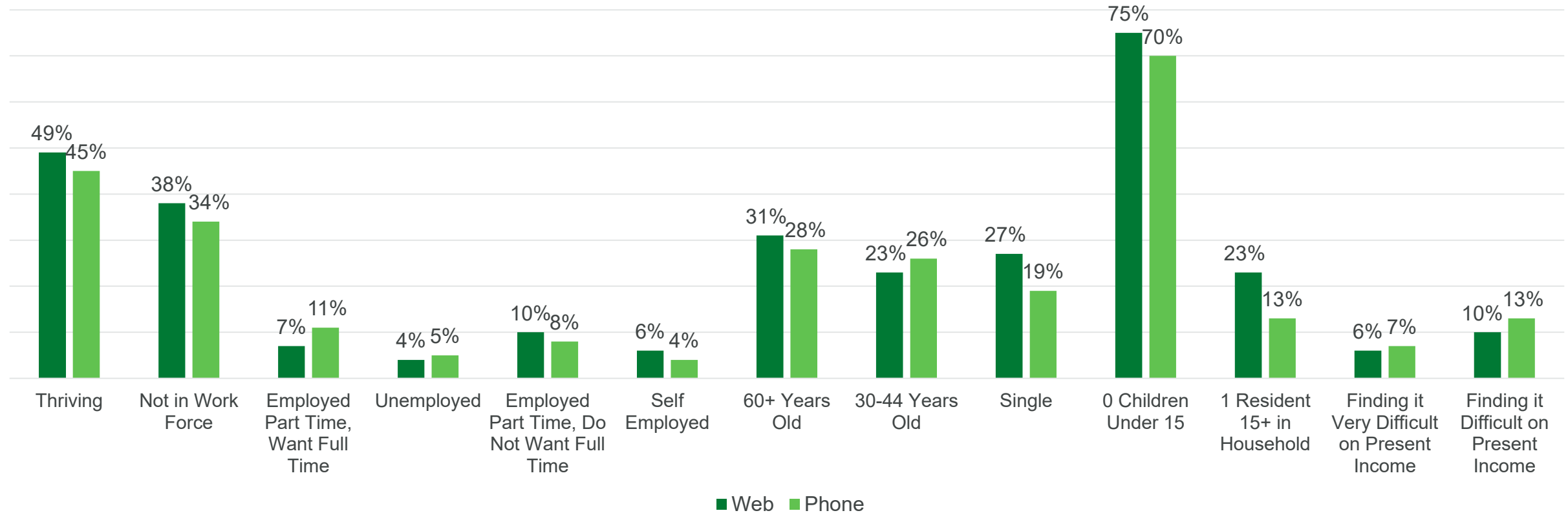
Difference

- Thriving higher for phone than web
- Self employed, part time employed and not in the workforce higher among phone; Part timer wanting full time higher on web
- One person households higher on phone
- Higher proportion of 30-44 year olds and lower 60+ on web vs. phone; average age lower on web
- Single people higher on phone than web
- No children households higher on phone
- Finding it difficult and very difficult to get by on present income higher on web
- Suburb of a large city higher on the phone

Statistically Significant Demographic Differences

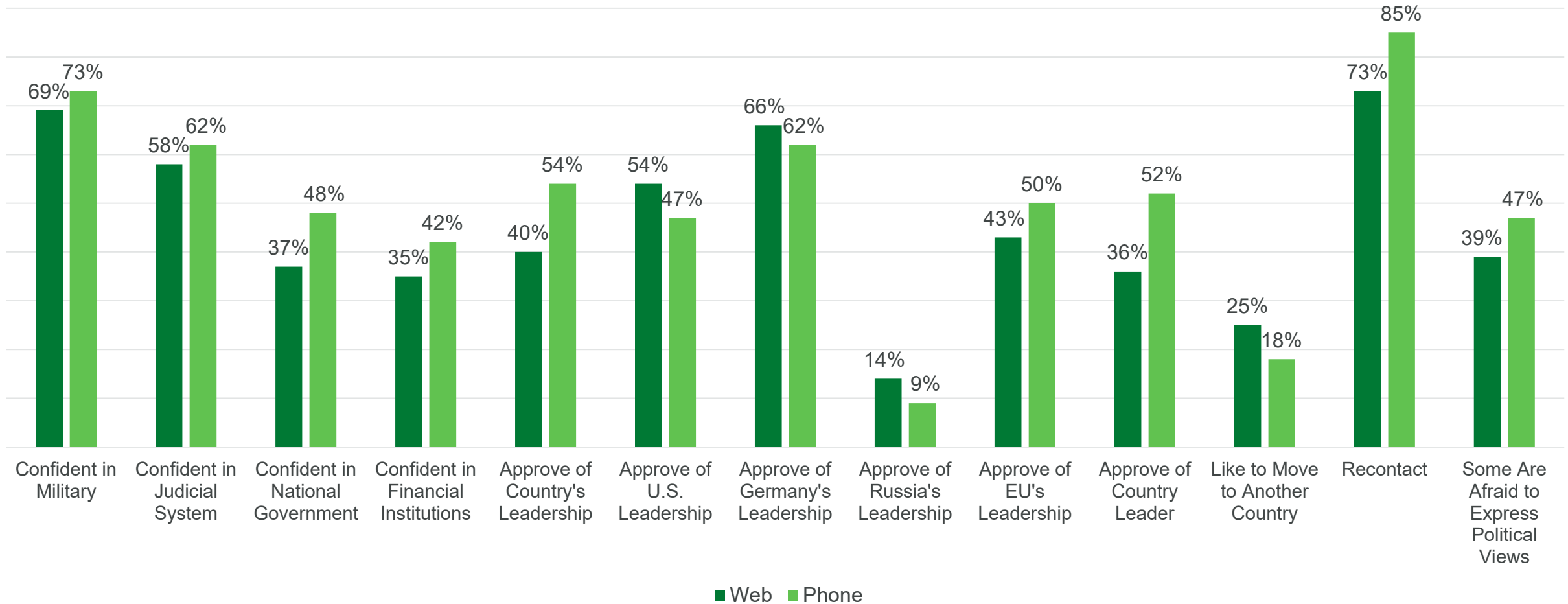
Phone has higher single, living alone, no children in households, out of the workforce and thriving

- Mean Age Phone: 47.8
- Mean Age Web: 47.1



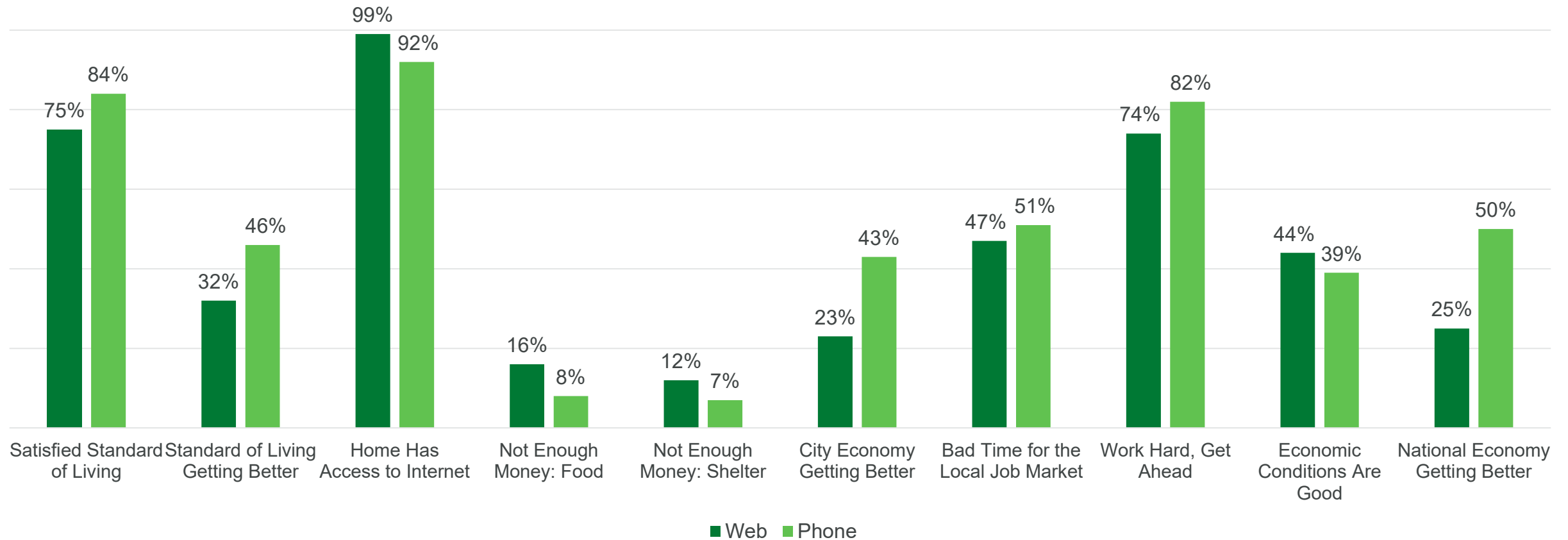
Government/Leadership Differences:

More domestic approval/confidence generally expressed on phone, less on international approval



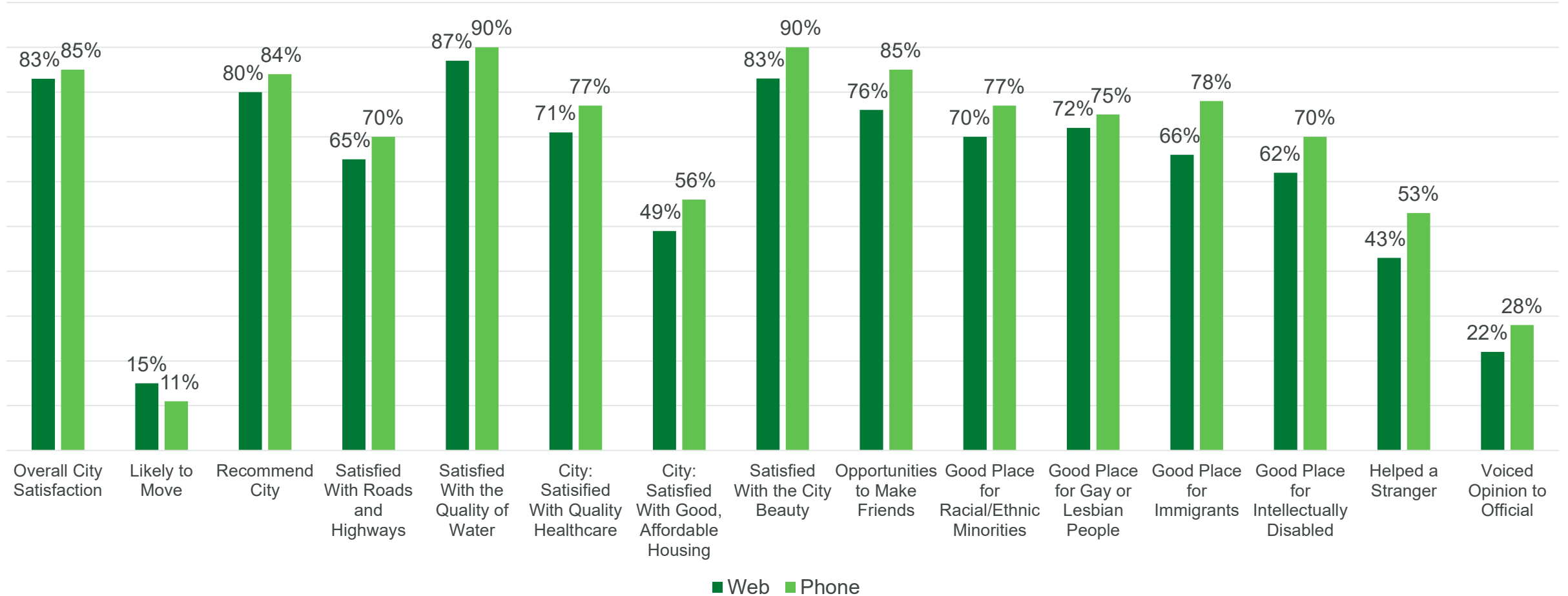
Economy and Standard of Living:

Higher standard of living and more optimism about the future of the economy among phone completes



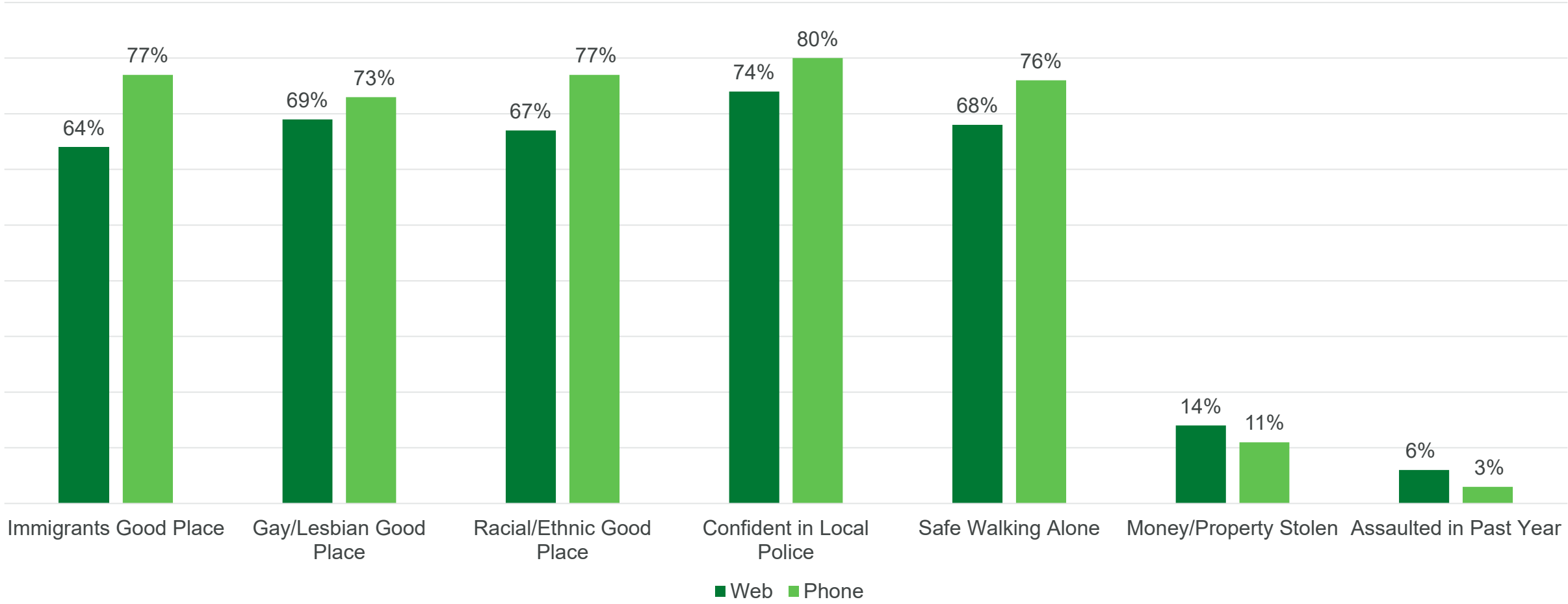
City and Community:

More positive community sentiment and involvement was expressed on the phone



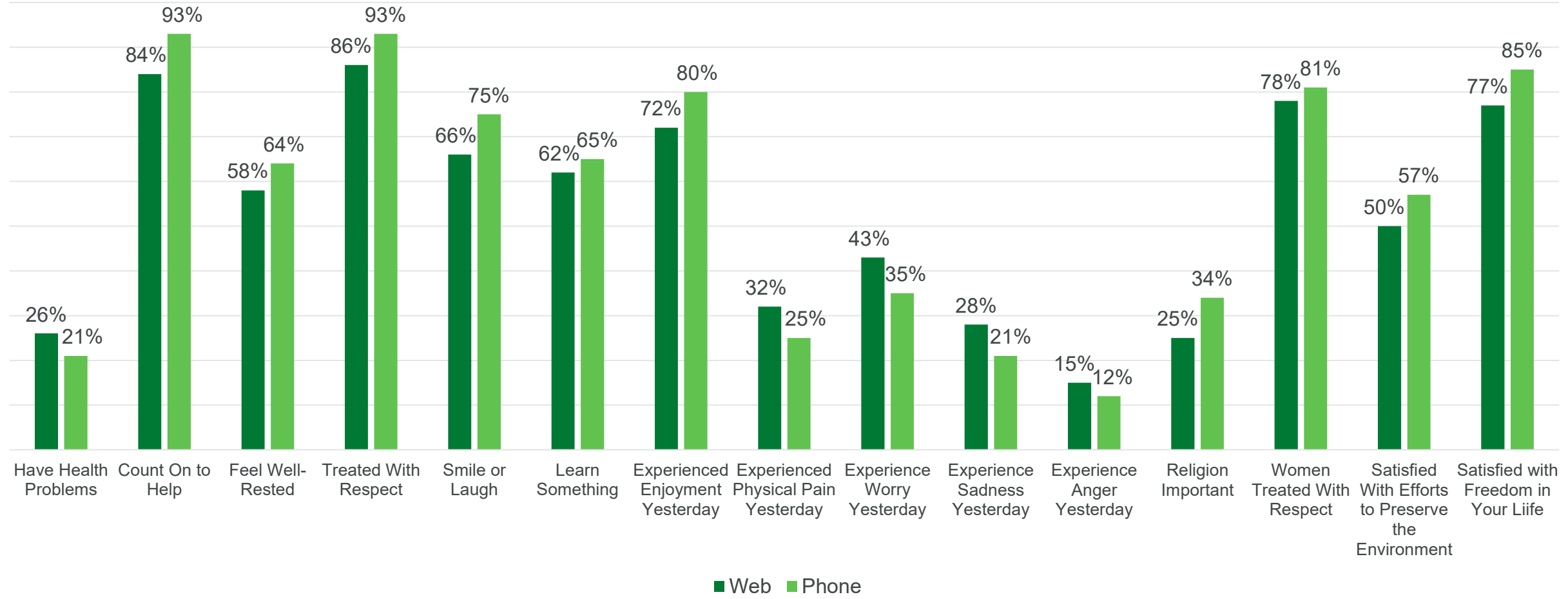
Safety and Minorities:

Crimes were reported more via web, along with lower community ratings for minority groups



Well-Being:

Respondents were more positive and less negative on phone for nearly all aspects



Respondent Study Results

Many items show differences for multiple, but not all, countries, illustrating some potential cultural effects in the use of phone vs. web.

Standard of Living Getting Better		
	Phone	Web
Overall	46%*	32%
Germany	37%	40%
Italy	25%	25%
Sweden	61%*	35%
Denmark	56%*	29%
Iceland	55%*	34%

- Indicates significant differences

CAWI Forms

Three rotating forms of World Poll

Form 1:

- **Showed** “Don’t Know” and “Refused” as options for every question.
- **Instructions:** While you can always refuse to respond or indicate that you don't know an answer, I encourage you to always give your best guess or your closest leaning to help us gain the most from your responses.

Form 2:

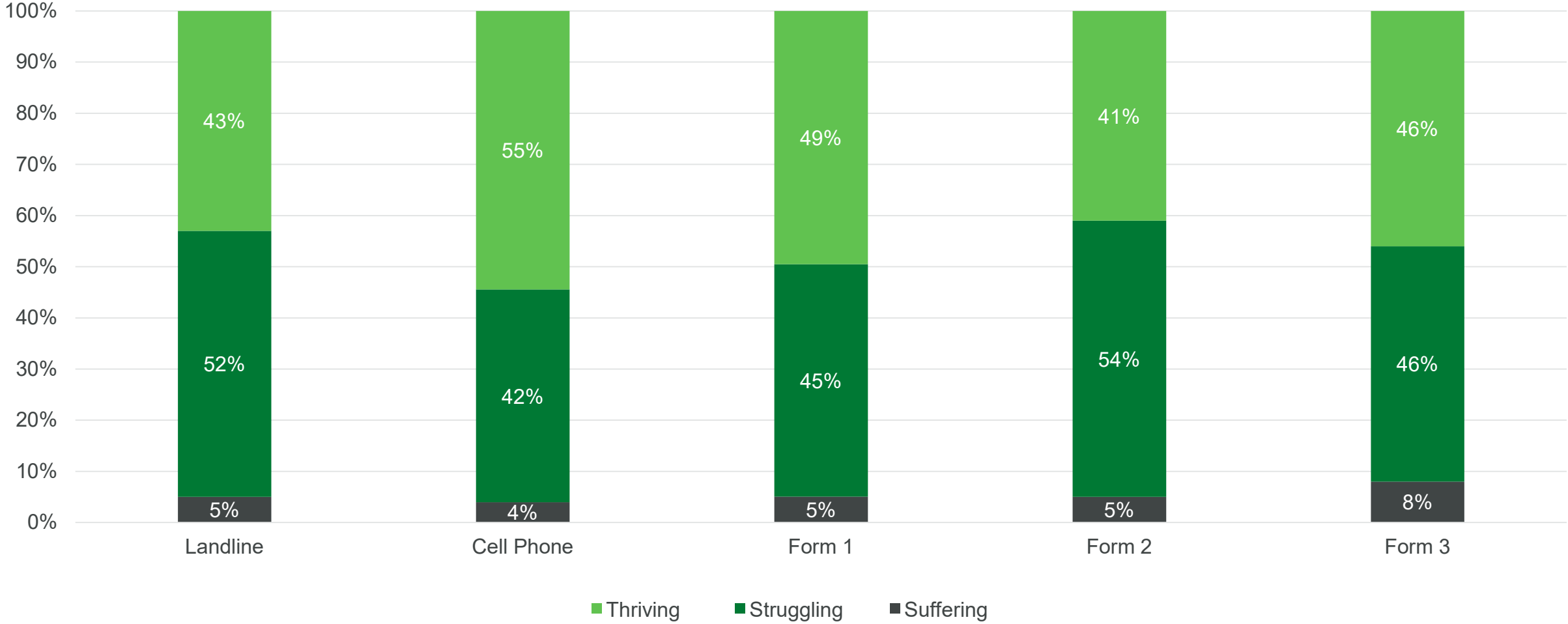
- **Did Not Show** “Don’t Know” and “Refused.”
- **Instructions:** If you do not know the answer to a question, you may leave the answer blank and continue to the next question. I encourage you to always give your best guess or your closest leaning to help us gain the most from your responses.

Form 3:

- **Did Not Show** “Don’t Know” and “Refused” but added interviewer instructions to the respondent in the employment, education, etc.

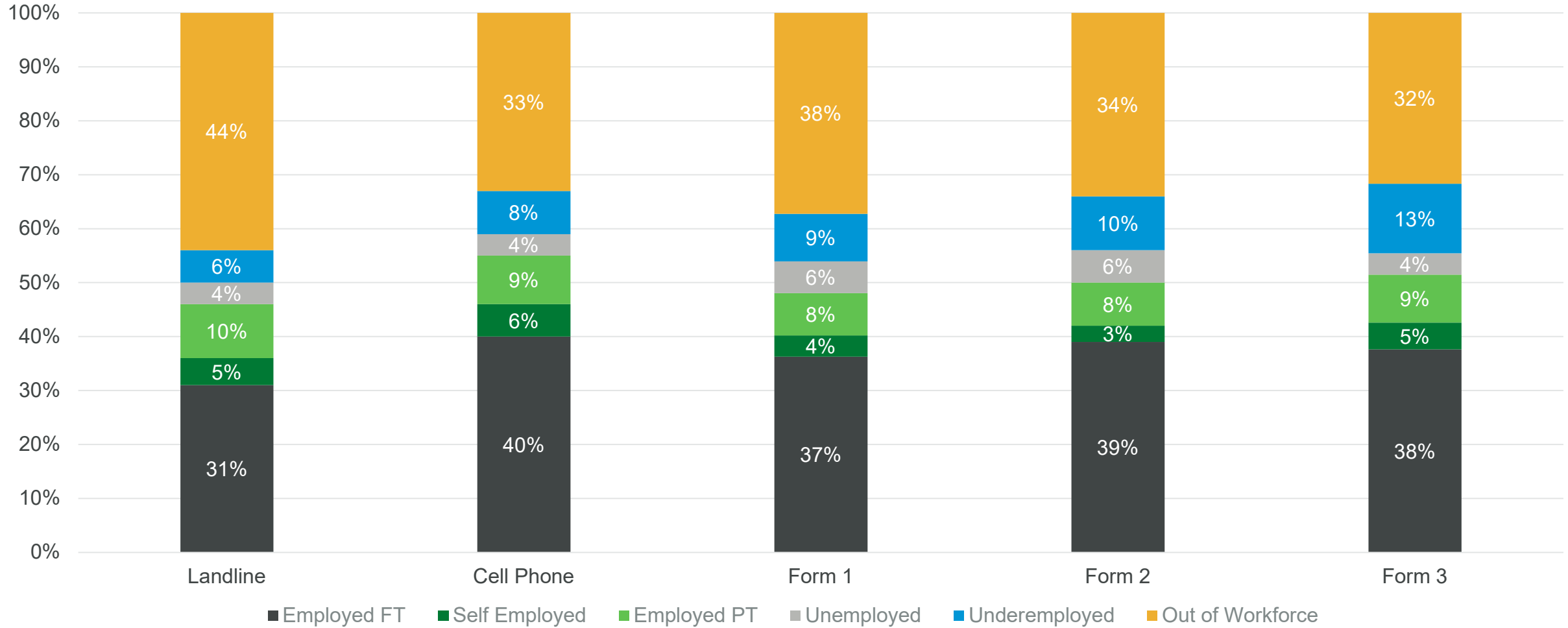
Differences by Mode and Form

Life Evaluation



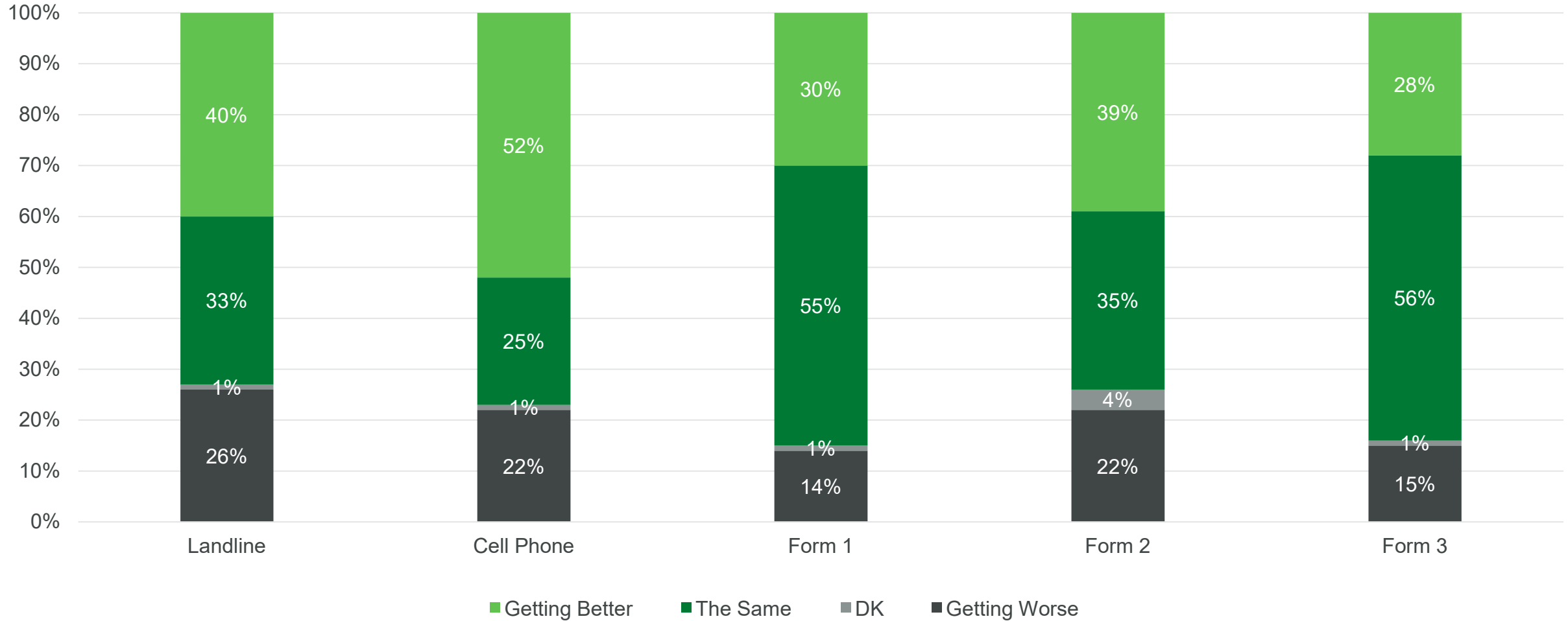
Differences by Mode and Form

Employment



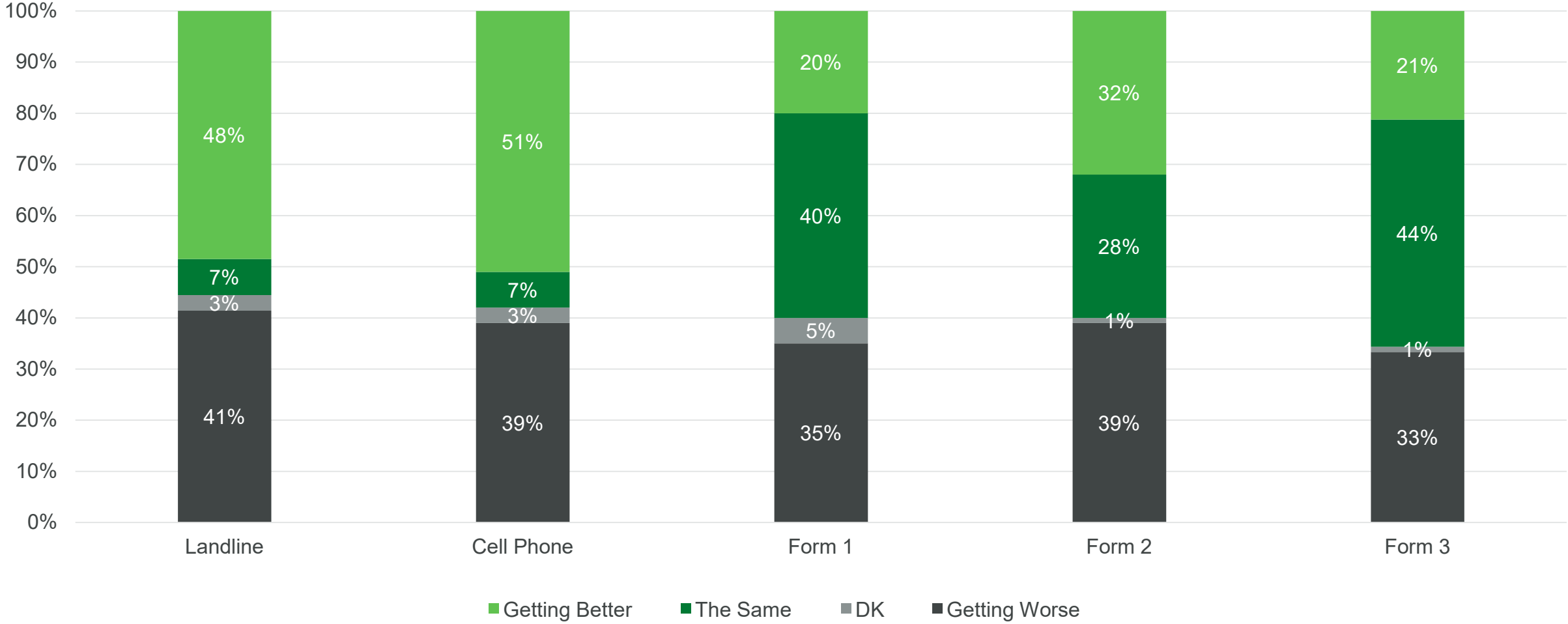
Differences by Mode and Form

Standard of Living

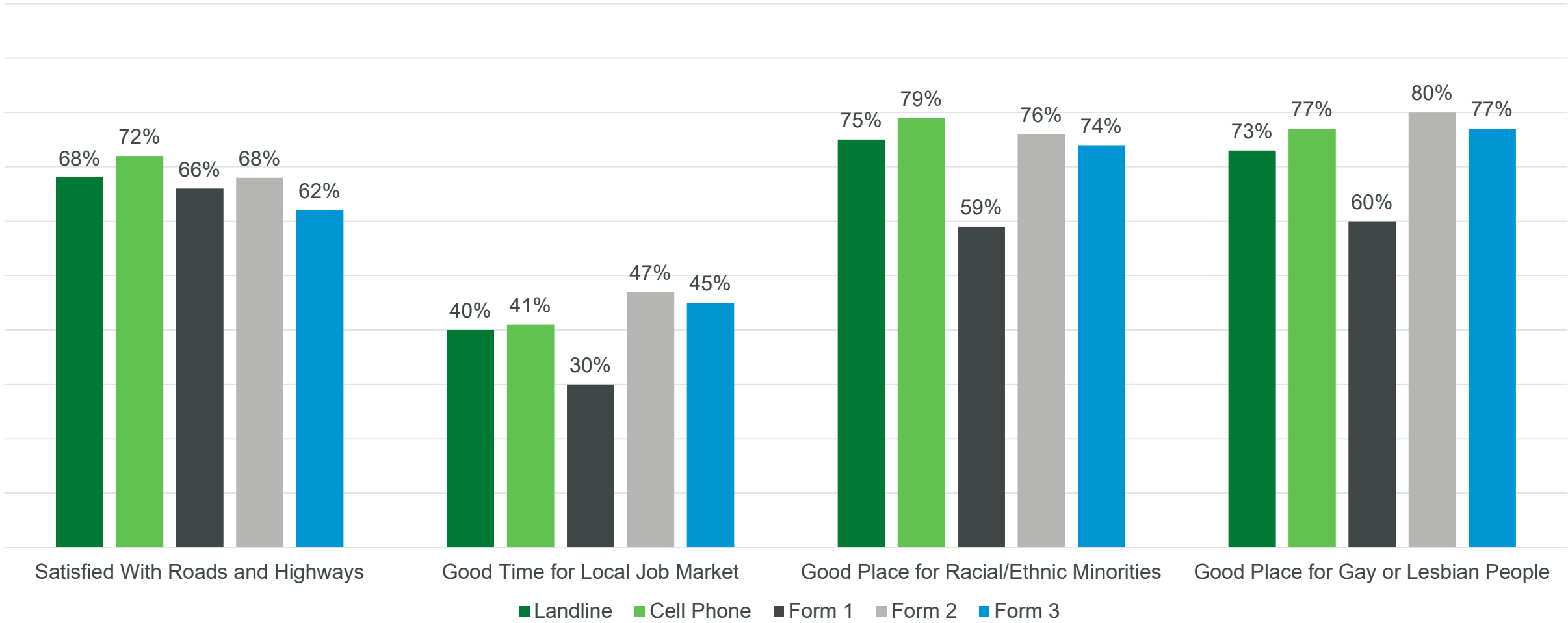


Differences by Mode and Form

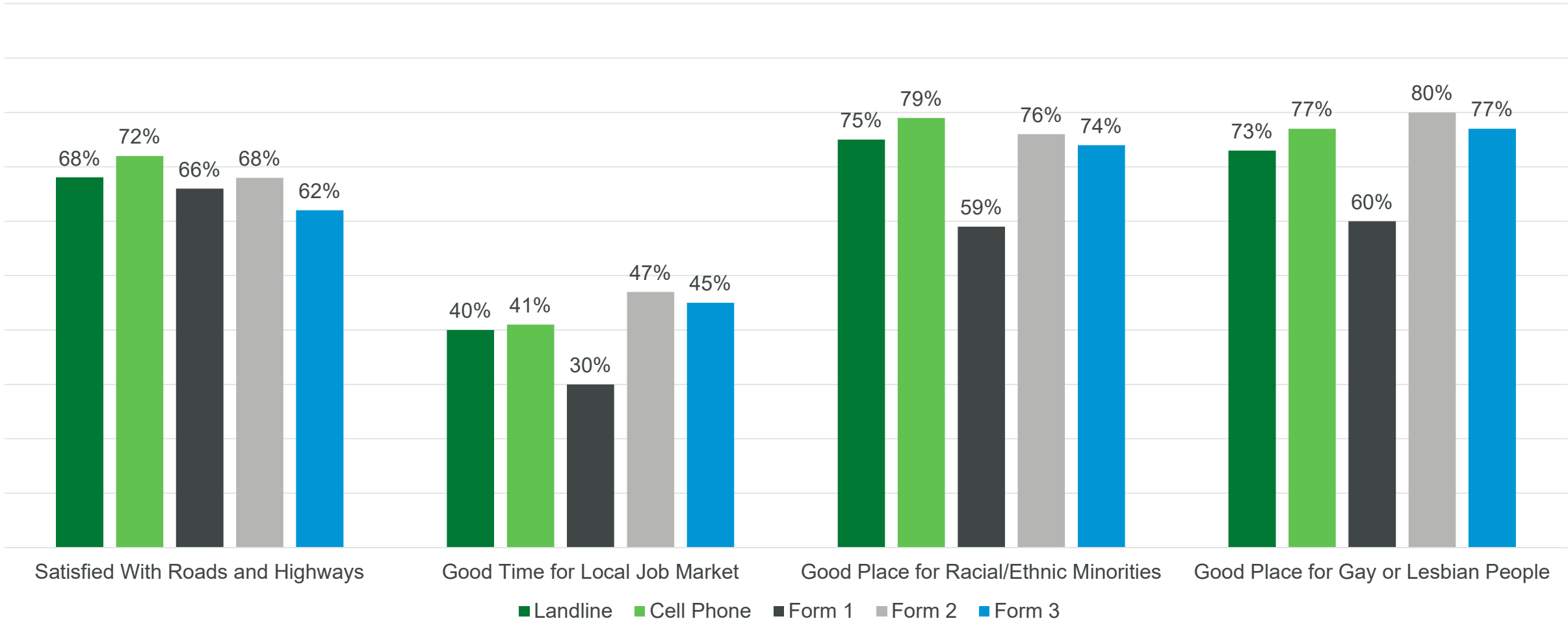
National Economy



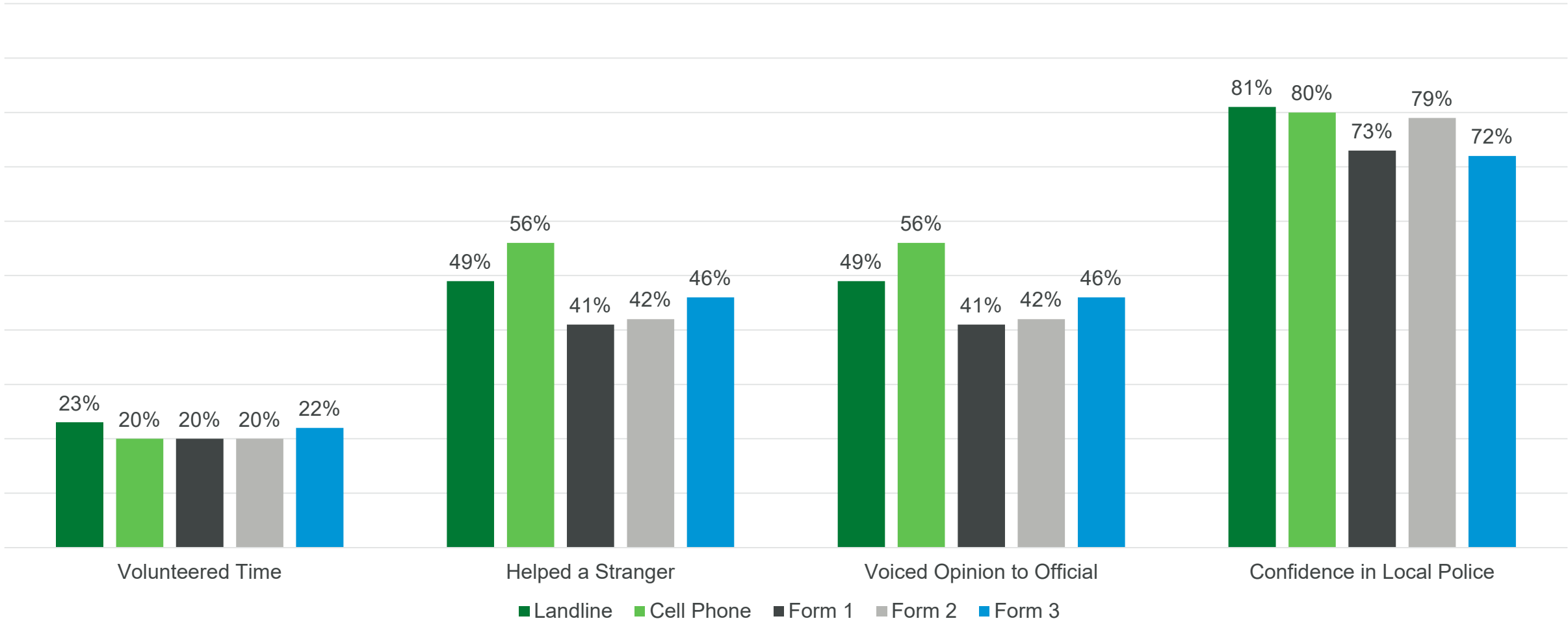
Differences by Mode and Form



Differences by Mode and Form



Differences by Mode and Form



CATI to CAWI

Methods:

- Response Rates
- Representativeness
- Cost
- Efficiency

Data Consistency:

- Social Desirability
- Presenting DK/Refused for some, not all items
- Programming “interviewer” prompts

Next Steps

- Long term tracking studies will need to adapt modes without losing their historic trends
- Differences in opinion related data can be impacted by social desirability, but can largely be managed demographically.
- Freedom of choice within the survey does change response trends. Increased directions can help maintain trends.
- Many of the differences are not large and not all items are “equally” different across different countries/cultures.
- Mixed mode options provide a sustainable transition path

Questions?

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