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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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

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Thriving</th>
<th>Not in Force</th>
<th>Employed Part Time, Want Full Time</th>
<th>Employed Part Time, Do Not Want Full Time</th>
<th>Self Employed</th>
<th>60+ Years Old</th>
<th>30-44 Years Old</th>
<th>Single</th>
<th>0 Children Under 15</th>
<th>1 Resident 15+ in Household</th>
<th>Finding it Very Difficult on Present Income</th>
<th>Finding it Difficult on Present Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web</td>
<td>49%</td>
<td>38%</td>
<td>7%</td>
<td>11%</td>
<td>6%</td>
<td>31%</td>
<td>23%</td>
<td>27%</td>
<td>75%</td>
<td>23%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Phone</td>
<td>45%</td>
<td>34%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>28%</td>
<td>26%</td>
<td>19%</td>
<td>70%</td>
<td>13%</td>
<td>7%</td>
<td>13%</td>
</tr>
</tbody>
</table>

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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.

- Have Health Problems: 26% (Web), 21% (Phone)
- Count On to Help: 93% (Web), 84% (Phone)
- Feel Well-Rested: 86% (Web), 86% (Phone)
- Treated With Respect: 66% (Web), 65% (Phone)
- Smile or Laugh: 62% (Web), 72% (Phone)
- Learn Something: 80% (Web), 80% (Phone)
- Experienced Enjoyment Yesterday: 43% (Web), 35% (Phone)
- Experienced Physical Pain Yesterday: 25% (Web), 21% (Phone)
- Experience Worry Yesterday: 15% (Web), 12% (Phone)
- Experience Sadness Yesterday: 28% (Web), 21% (Phone)
- Experience Anger Yesterday: 25% (Web), 25% (Phone)
- Religion Important: 78% (Web), 81% (Phone)
- Women Treated With Respect: 50% (Web), 57% (Phone)
- Satisfied with Efforts to Preserve the Environment: 78% (Web), 85% (Phone)
- Satisfied with Freedom in Your Life: 81% (Web), 77% (Phone)
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.

<table>
<thead>
<tr>
<th>Standard of Living Getting Better</th>
<th>Phone</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>46%*</td>
<td>32%</td>
</tr>
<tr>
<td>Germany</td>
<td>37%</td>
<td>40%</td>
</tr>
<tr>
<td>Italy</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Sweden</td>
<td>61%*</td>
<td>35%</td>
</tr>
<tr>
<td>Denmark</td>
<td>56%*</td>
<td>29%</td>
</tr>
<tr>
<td>Iceland</td>
<td>55%*</td>
<td>34%</td>
</tr>
</tbody>
</table>

* 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

<table>
<thead>
<tr>
<th></th>
<th>Thriving</th>
<th>Struggling</th>
<th>Suffering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landline</td>
<td>52%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Cell Phone</td>
<td>42%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Form 1</td>
<td>45%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Form 2</td>
<td>54%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Form 3</td>
<td>46%</td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>
Differences by Mode and Form

Employment

- Landline: 44% Employed FT, 6% Self Employed, 31% Employed PT, 5% Unemployed, 4% Underemployed, 4% Out of Workforce
- Cell Phone: 33% Employed FT, 8% Self Employed, 40% Employed PT, 9% Unemployed, 6% Underemployed, 4% Out of Workforce
- Form 1: 38% Employed FT, 9% Self Employed, 37% Employed PT, 6% Unemployed, 4% Underemployed, 6% Out of Workforce
- Form 2: 34% Employed FT, 10% Self Employed, 39% Employed PT, 6% Unemployed, 3% Underemployed, 8% Out of Workforce
- Form 3: 32% Employed FT, 13% Self Employed, 38% Employed PT, 4% Unemployed, 4% Underemployed, 9% Out of Workforce
Differences by Mode and Form

Standard of Living

- **Landline**
  - Getting Better: 33%
  - The Same: 26%
  - Getting Worse: 1%

- **Cell Phone**
  - Getting Better: 52%
  - The Same: 22%
  - Getting Worse: 1%

- **Form 1**
  - Getting Better: 55%
  - The Same: 14%
  - Getting Worse: 1%

- **Form 2**
  - Getting Better: 39%
  - The Same: 22%
  - Getting Worse: 4%

- **Form 3**
  - Getting Better: 56%
  - The Same: 15%
  - Getting Worse: 4%
Differences by Mode and Form

- **Satisfied With Roads and Highways**
  - Landline: 68%
  - Cell Phone: 72%
  - Form 1: 66%
  - Form 2: 68%
  - Form 3: 62%

- **Good Time for Local Job Market**
  - Landline: 40%
  - Cell Phone: 41%
  - Form 1: 30%
  - Form 2: 47%
  - Form 3: 45%

- **Good Place for Racial/Ethnic Minorities**
  - Landline: 75%
  - Cell Phone: 79%
  - Form 1: 76%
  - Form 2: 74%

- **Good Place for Gay or Lesbian People**
  - Landline: 73%
  - Cell Phone: 77%
  - Form 1: 80%
  - Form 2: 77%

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Differences by Mode and Form

- Satisfied With Roads and Highways
  - Landline: 68%
  - Cell Phone: 72%
  - Form 1: 66%
  - Form 2: 68%
  - Form 3: 62%

- Good Time for Local Job Market
  - Landline: 40%
  - Cell Phone: 41%
  - Form 1: 30%
  - Form 2: 47%
  - Form 3: 45%

- Good Place for Racial/Ethnic Minorities
  - Landline: 75%
  - Cell Phone: 79%
  - Form 1: 76%
  - Form 2: 74%
  - Form 3: 76%

- Good Place for Gay or Lesbian People
  - Landline: 73%
  - Cell Phone: 77%
  - Form 1: 77%
  - Form 2: 80%
  - Form 3: 77%
Differences by Mode and Form

Volunteered Time

- Landline: 23%
- Cell Phone: 20%
- Form 1: 20%
- Form 2: 20%
- Form 3: 22%

Helped a Stranger

- Landline: 49%
- Cell Phone: 56%
- Form 1: 41%
- Form 2: 42%
- Form 3: 46%

Voiced Opinion to Official

- Landline: 49%
- Cell Phone: 56%
- Form 1: 41%
- Form 2: 42%
- Form 3: 46%

Confidence in Local Police

- Landline: 81%
- Cell Phone: 80%
- Form 1: 73%
- Form 2: 79%
- Form 3: 72%
Discussion

The CATI to CAWI Impact on Items
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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