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The Use of SMS Pre-Notices for CATI Interviews and Their Impact on Response Rates and Non-Respondents by Age and Gender

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Methods

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

Sweden

- 2015 data collection
- Dual-frame sample design
 - Comprehensive Listed Directories
- General population aged 15 and older
- 18-minute interview in English (ranged from 20–22 in Swedish)



Respondent Study Results

Total Sample

- 10,796 numbers were used from the sample
 - 5,288 Landline numbers
 - 5,508 Mobile numbers
- 1,000 completed interviews
 - 495 Landline completes
 - 505 Mobile completes
- Overall response rate: **10%**
- Overall contact rate: **58%**
- Overall cooperation rate **27%**
- Overall refusal rate: **67%**

Pre-Notice Usage

- 1,945 mobile numbers received pre-notice via SMS
- 3,563 mobile numbers did not receive pre-notices; all 5,288 landlines did not receive pre-notices

Pre-Notices Effect

Pre-Notice vs. No Pre-Notice Samples

	Sweden Pre-Notice	Sweden No Pre-Notice
Numbers Used	1,945	8,851
Completed Interview	219	781
Response Rate	12%	9%
Contact Rate	52%	60%
Cooperation Rate	33%	26%
Refusal Rate	64%	67%

	Landline	Mobile	Mobile No Pre-Notice	Sweden Pre-Notice
Numbers Used	5,288	5,508	3,563	1,945
Completed Interview	495	505	286	219
Response Rate	10%	9%	8%	12%
Contact Rate	66%	51%	51%	52%
Cooperation Rate	26%	29%	28%	33%
Refusal Rate	68%	66%	67%	64%

Non-Respondent Study Results

Total Sample

- 10,796 numbers were used from the sample
 - 5,288 Landline numbers
 - 5,508 Mobile numbers
- 1,000 Completed interviews and 9,796 non-completes
 - 495 Landline completes (9% without pre-notice; 0% pre-notices)
 - 505 Mobile completes (8% without pre-notice, 11% with pre-notices)

Pre-Notice Usage

- 1,945 mobile numbers received pre-notice via SMS
- 219 (11%) completed with 1,726 not completing

Who doesn't complete the survey?

Non-Response

- There are many reasons a potential respondent does not participate in a study:

Time

Length

Perceived
Relevance/
Interest

To foil our
perfect sampling
attempts!

Response by Age

Mobile Only (Comparison of Mobile Pre-Notice to Mobile Non-Pre-Notice)

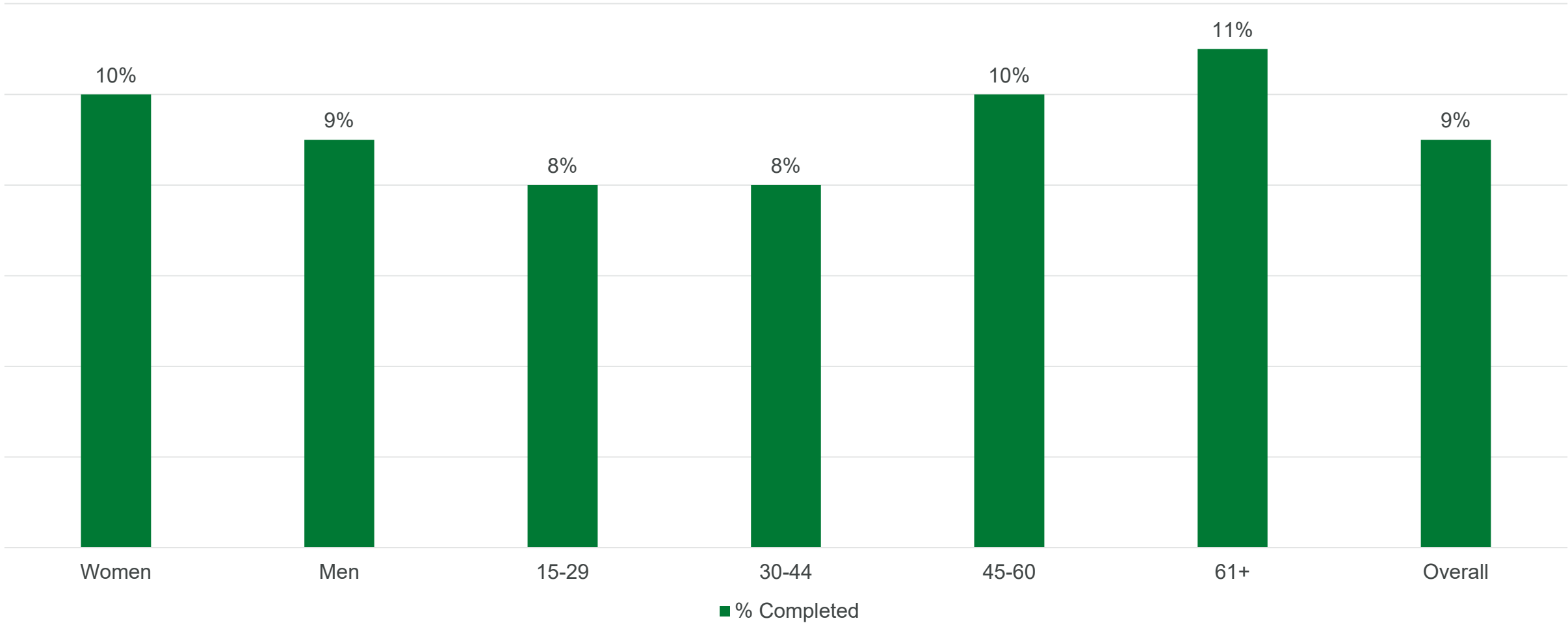
	60+ Pre-Notice	60+ No Pre-Notice	30-59 Pre-Notice	30-59 No Pre-Notice	15-29 Pre-Notice	15-29 No Pre-Notice
Numbers Used	329	632	969	1,713	647	1,218
Completed Interview	45	67	107	132	67	87
Response Rate	14%	11%	11%	8%	11%	7%
Contact Rate	61%	62%	48%	47%	53%	50%
Cooperation Rate	32%	28%	35%	31%	30%	22%
Refusal Rate	64%	67%	62%	64%	66%	69%

Respondent by Gender

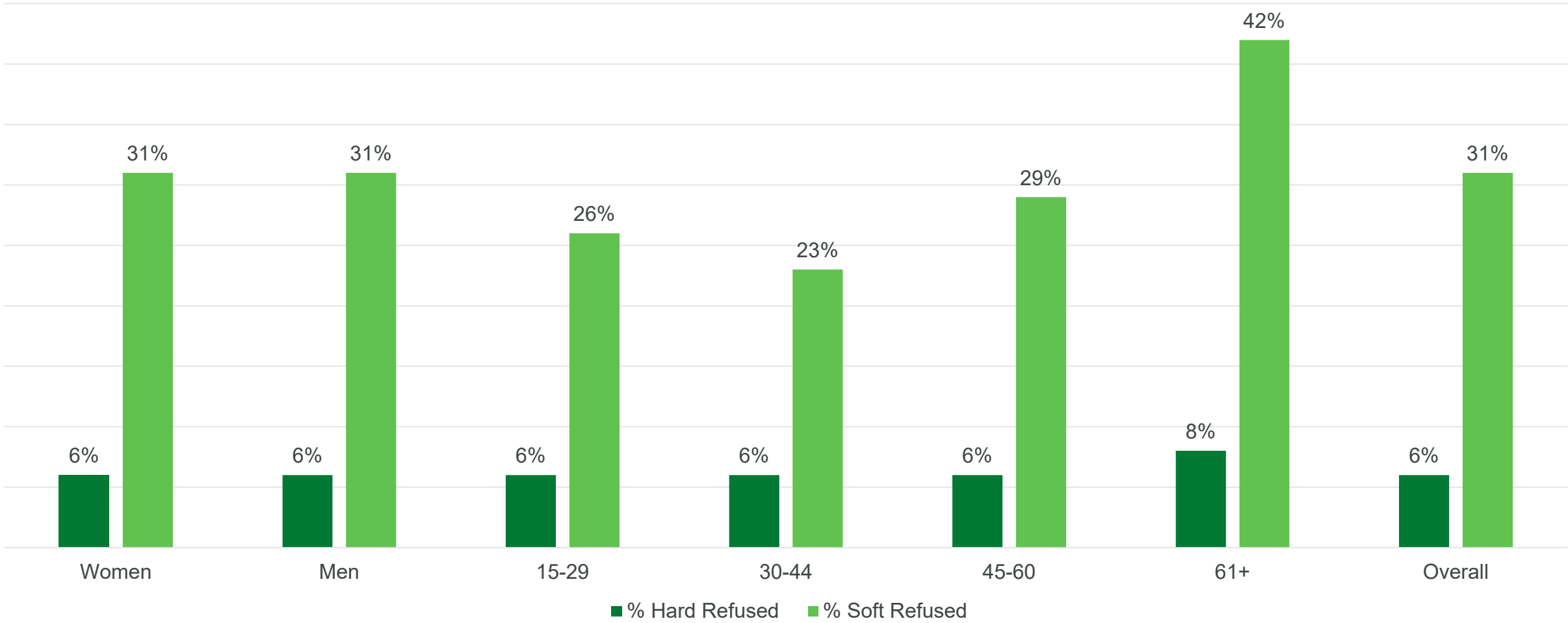
Mobile Only (Comparison of Mobile Pre-Notice to Mobile Non-Pre-Notice)

Mobile	Male Pre-Notice Mobile Only	Male No Pre-Notice Mobile Only	Female Pre-Notice Mobile Only	Female No Pre-Notice Mobile Only
Numbers Used	911	1,656	1,034	1,907
Completed Interview	91	136	128	150
Response Rate	10%	8%	13%	8%
Contact Rate	51%	52%	52%	50%
Cooperation Rate	31%	27%	34%	28%
Refusal Rate	66%	67%	62%	66%

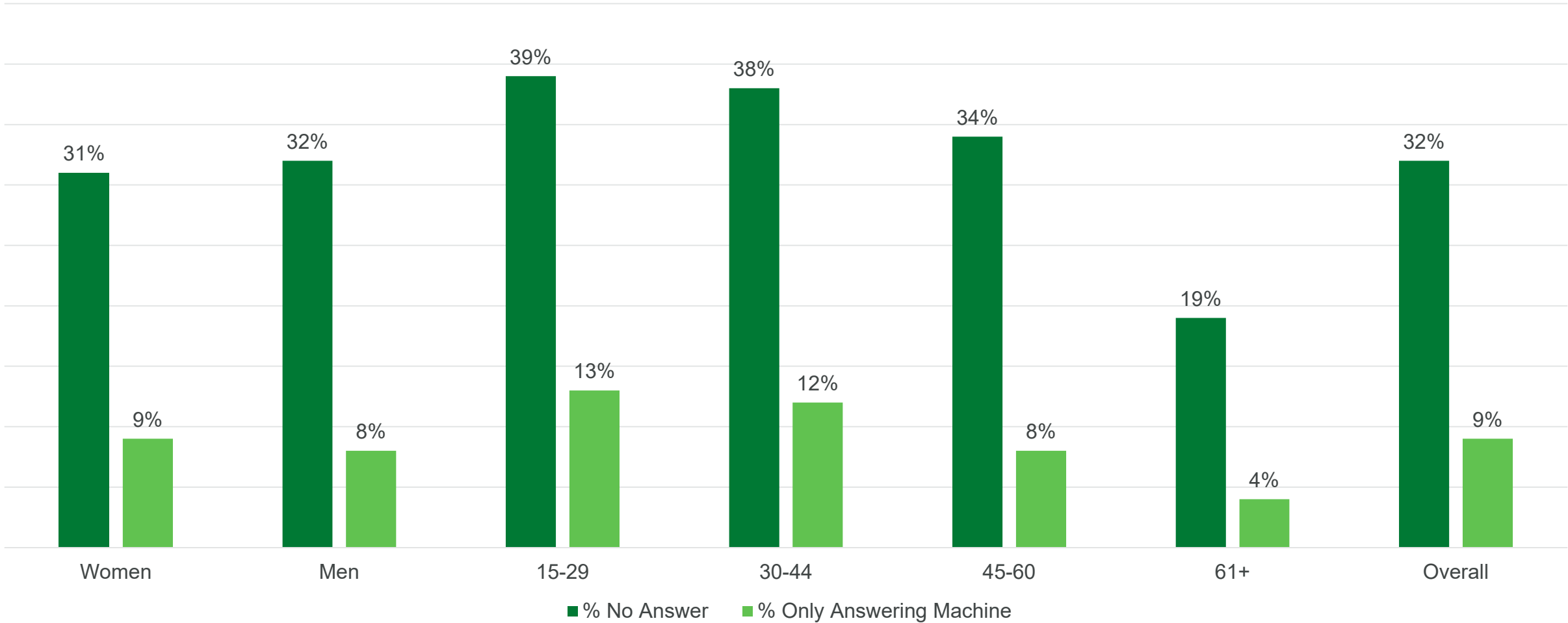
Who Is Participating?



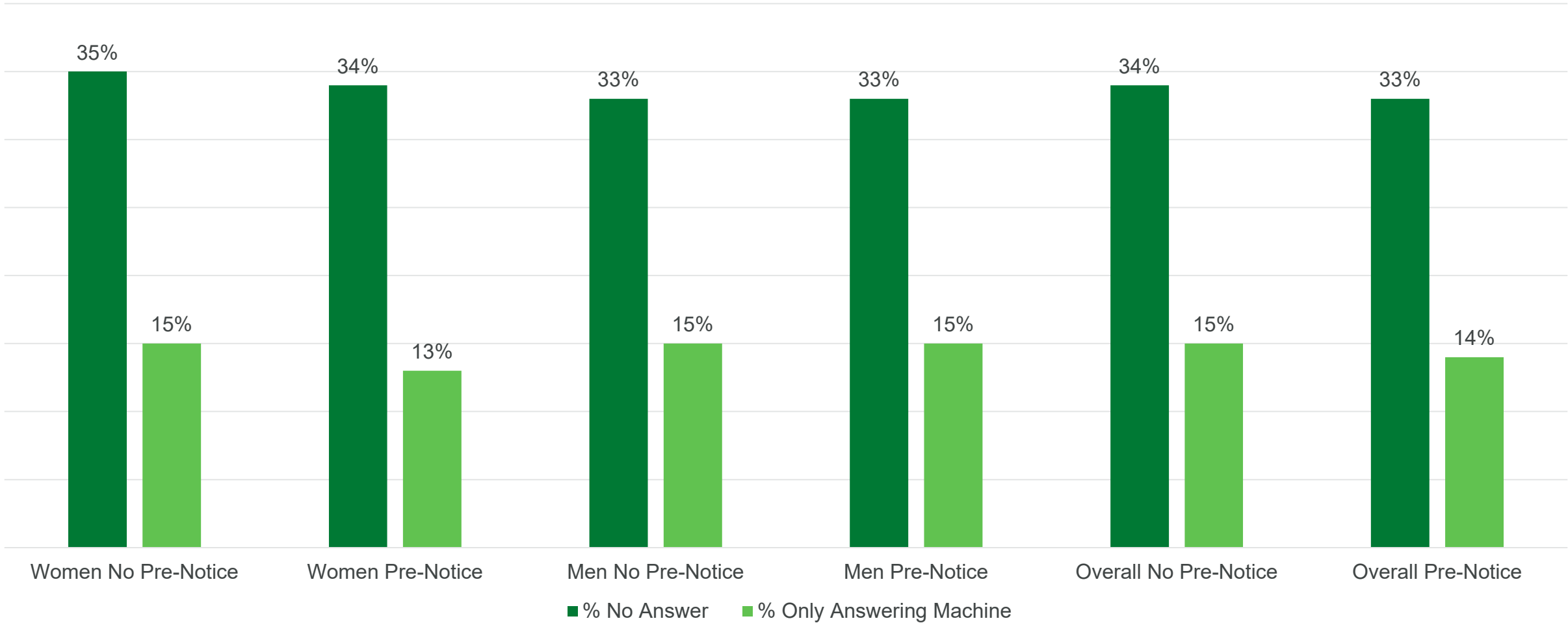
Who Is Actively Refusing?



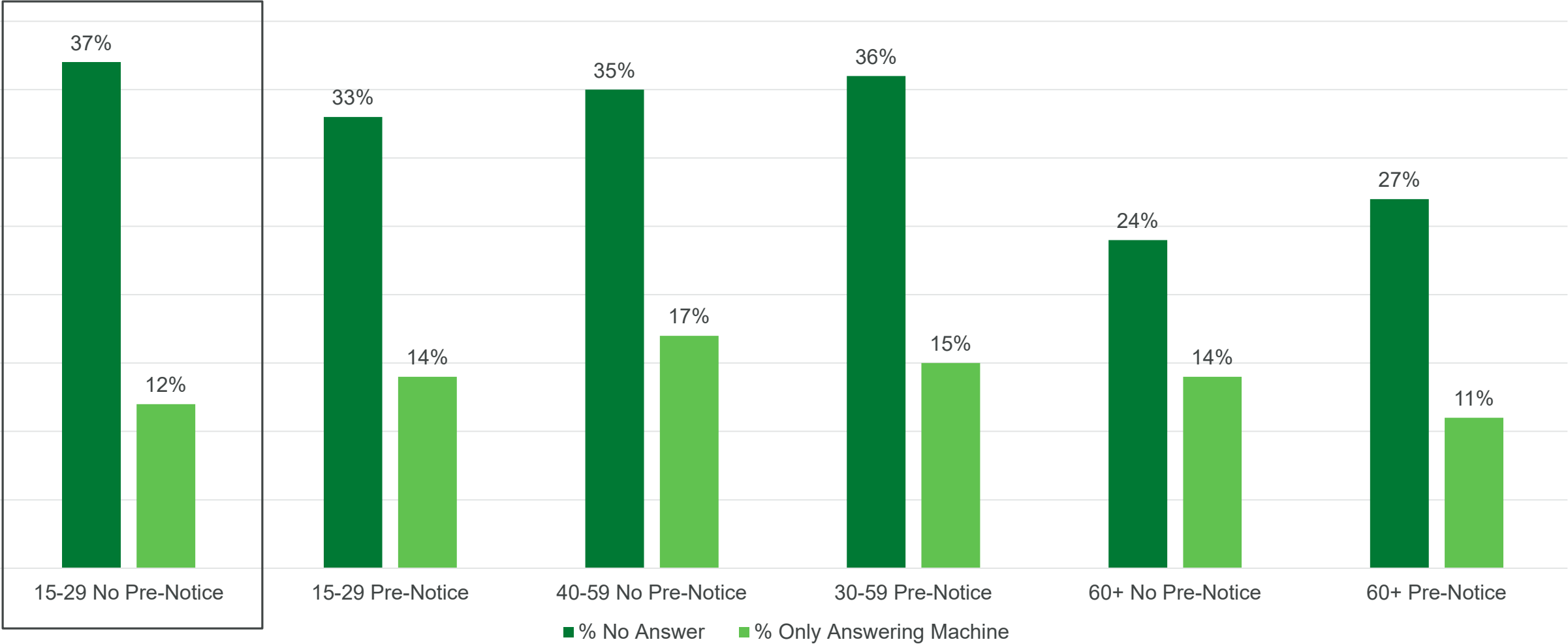
Who Is Passively Refusing?



Passive Refusal Among the Mobile Sample by Receipt of Pre-Notice



Passive Refusal Among the Mobile Sample by Receipt of Pre-Notice



Pre-Notice Impact

- Increase in response rate
- Increase in cooperation rate
- Small decrease in refusal rate
- Passive refusal is higher among younger populations while active refusal is higher in the 61+ population
- Passive refusal did make a small increase among young people
- Passive refusal did not impact other demographics as much as expected

Questions?

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