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*Experiences with a Mixed Method of Data-Collection*

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Abstract for research session

ISSP General Meeting 2011 , Puerto Vallarta, Mexico

# WEB-ENQUETE AS COLLECTION METHOD FOR ISSP-SURVEY IN DENMARK

*EXPERIENCES WITH A MIXED METHOD OF DATA-COLLECTION*

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## Abstract

The Danish ISSP program has in the 2010 survey on environment tried out a new mix of methods for data collection – web-enquete and postal enquete. The reason behind trying out a mixed method of data collection is the falling response rates for postal enquetes, that almost all surveys, including ISSP, has experienced in Denmark over the past two decades. In collaboration with Ramboll Management and their survey department there was developed a data collection method that in principle would not deviate much from the ISSP guidelines. The sample is a simple random selection of Danes with is matched with addresses for more than 90 pct of the respondents. The contact to respondents is through postal mail. People below the age of 60 receive an invite to participate in the survey on the internet, by giving them a link to the web-enquete. People above the age of 60 receive a normal postal enquete. Furthermore all respondents are given the possibility to answer the survey through postal enquete. This presentation will evaluate on our experiences with web enquete on measures such as response rate and representativity on demographic measures. These metadata from the web enquete will be compared with the postal enquete as well as earlier Danish ISSP surveys which will enable a small scale evaluation of web enquete as a new method for collection.