

# SSI WP2.1

# Results Recruitment Survey Norway

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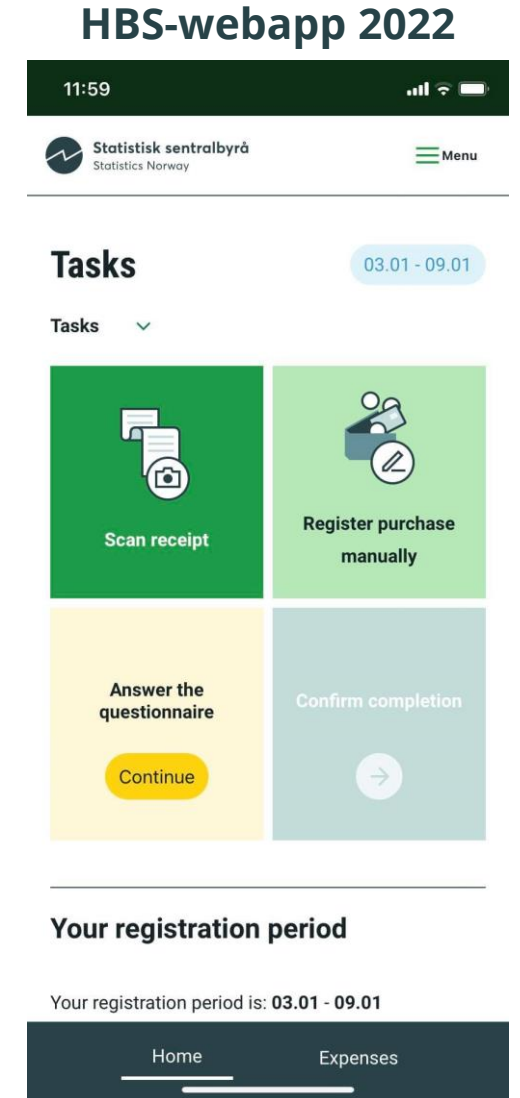


**Statistisk sentralbyrå**  
Statistics Norway

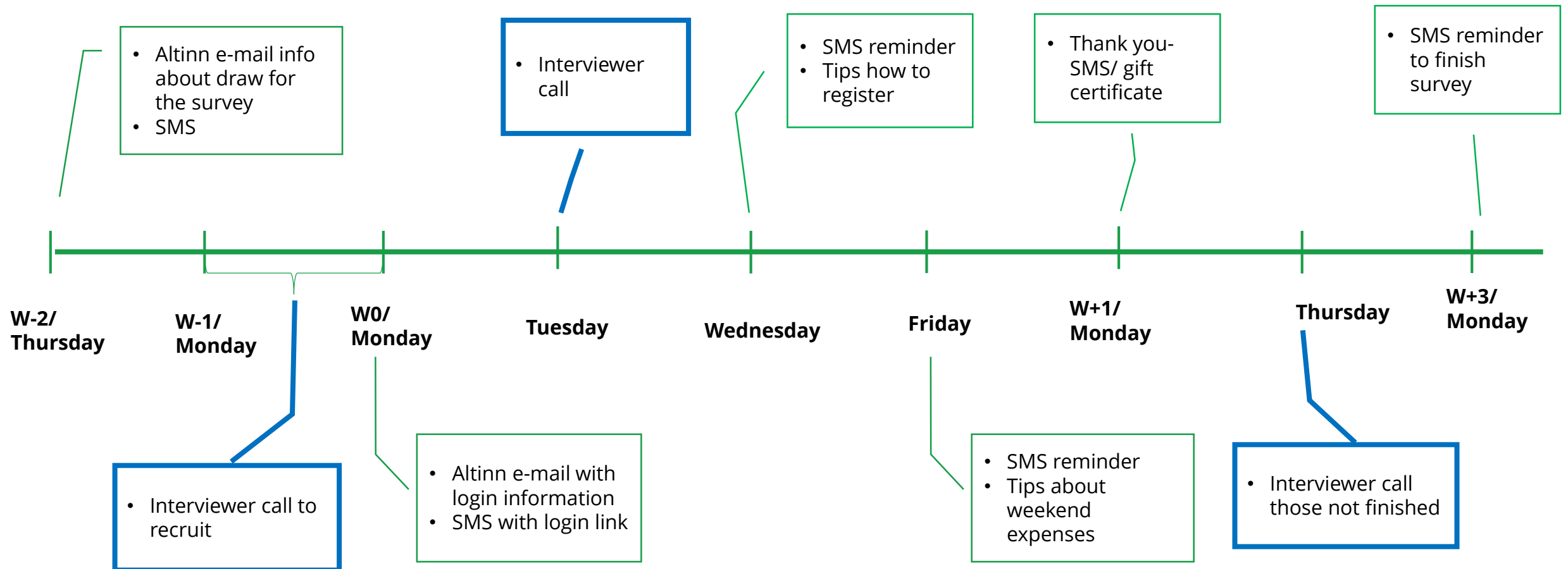
# Design based on the Household Budget Survey

Recruitment: N=2 000	Login:	
	LOW TRUST SMS with Weblink	HIGH TRUST Altinn national platform
WITH telephone interviewers	500	500
WITHOUT Telephone interviewers	500	500

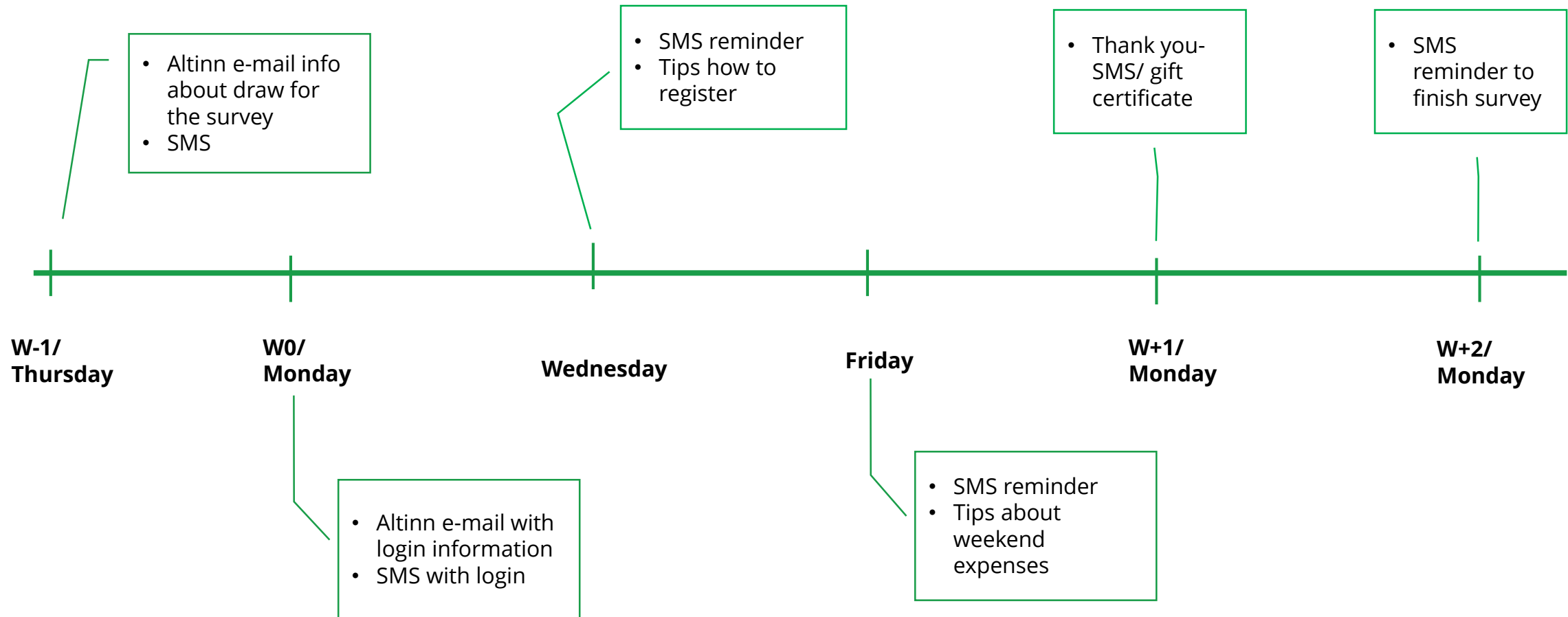
Data collection period: Week 14-20, 2024



# Contact plan -with telephone interviewers



# Contact plan - without telephone interviewers



# Response rate

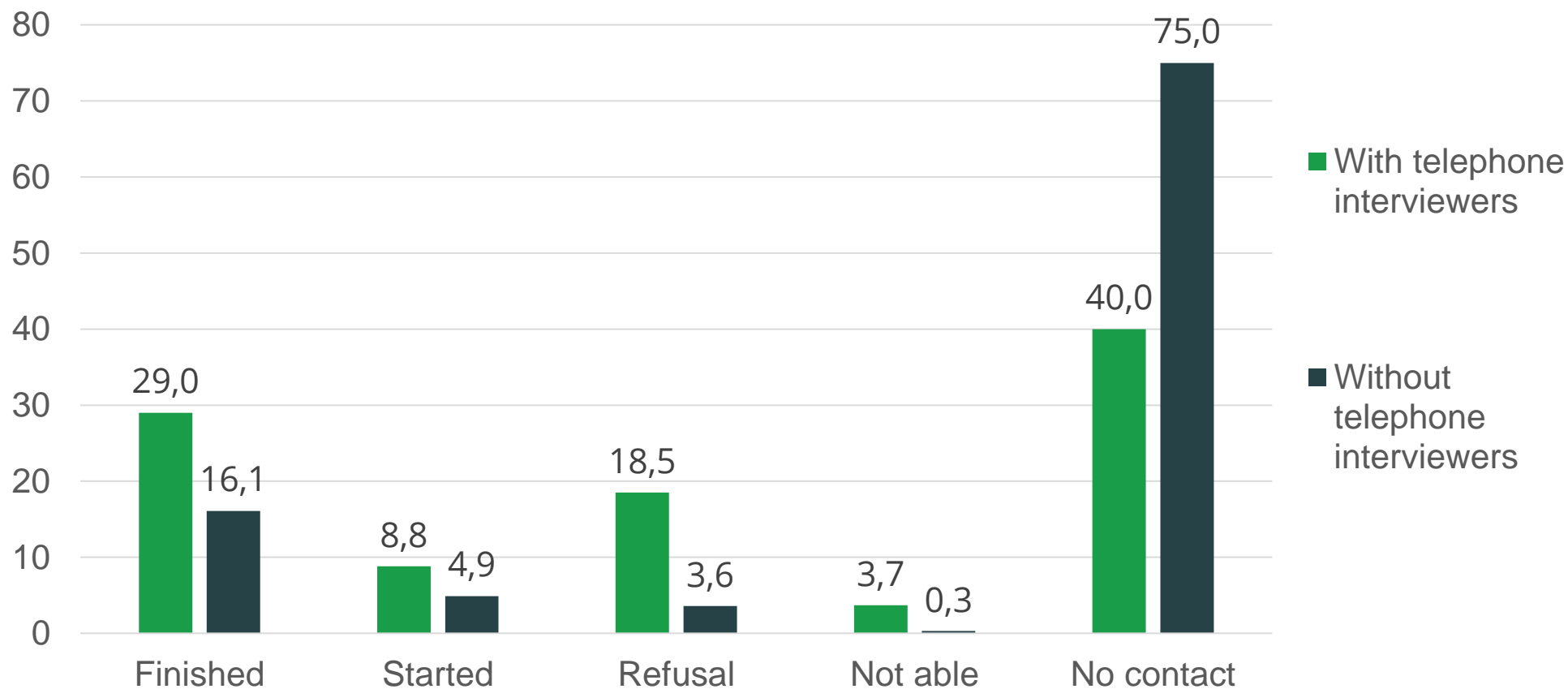
	SMS with Weblink	Altinn National platform
<b>WITH telephone interviewers</b>	<b>29,4 %</b>	<b>28,6 %</b>
<b>WITHOUT telephone interviewers</b>	<b>18,2 %</b>	<b>14,0 %</b>

Source: SSI Household Survey, 2024



# Response rate and non-response

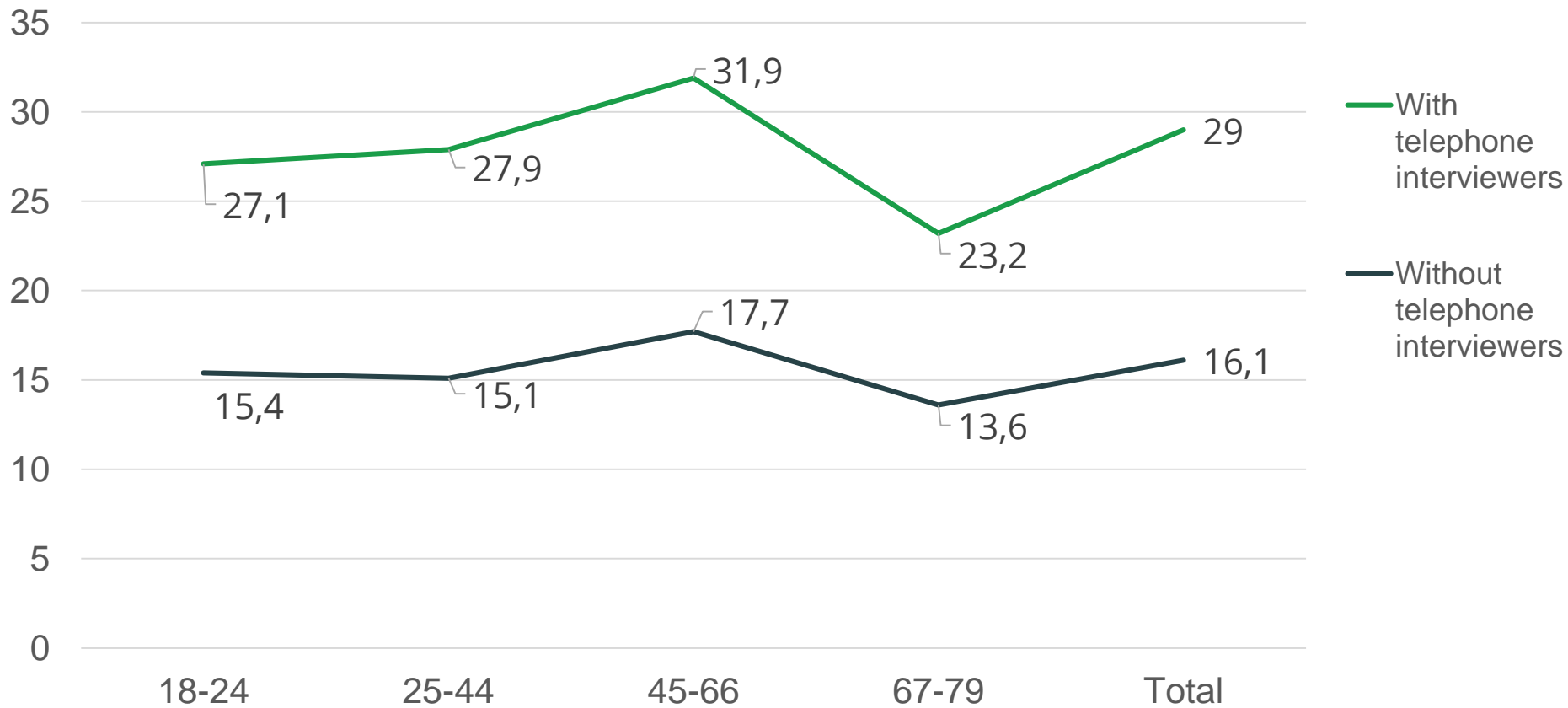
## With vs. without telephone interviewers



Source: SSI Household Survey, 2024

# Response rate, by age

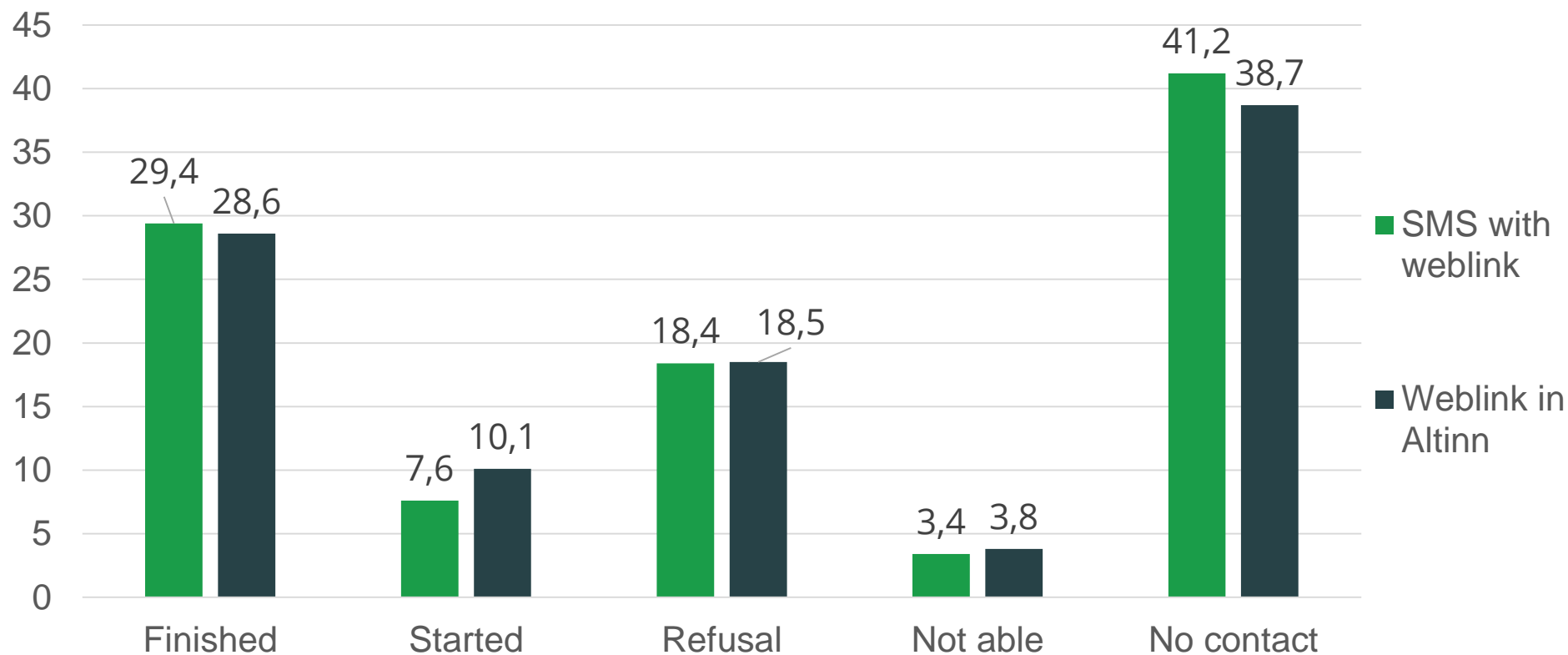
## With vs. without telephone interviewers



Source: SSI Household Survey, 2024

# Response rate and non-response, by type of login

## With telephone interviewers

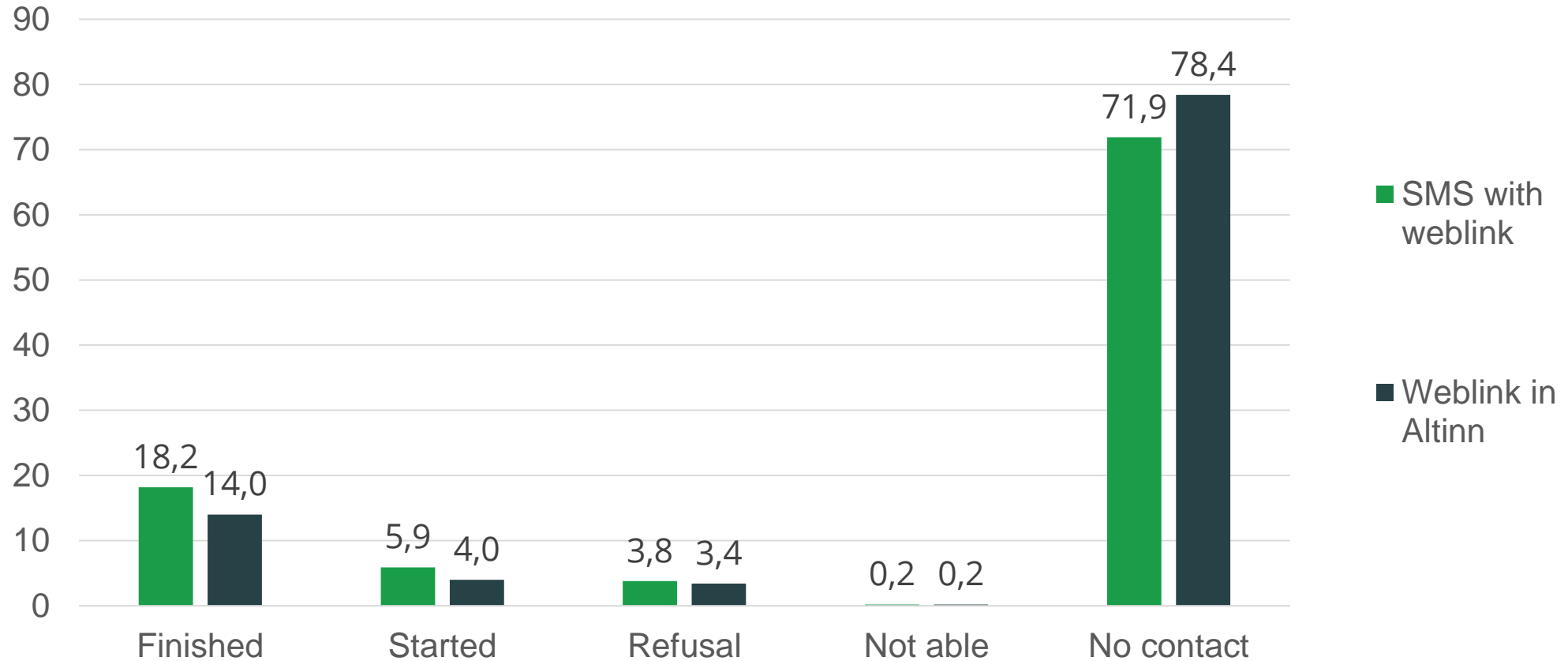


Source: SSI Household Survey, 2024



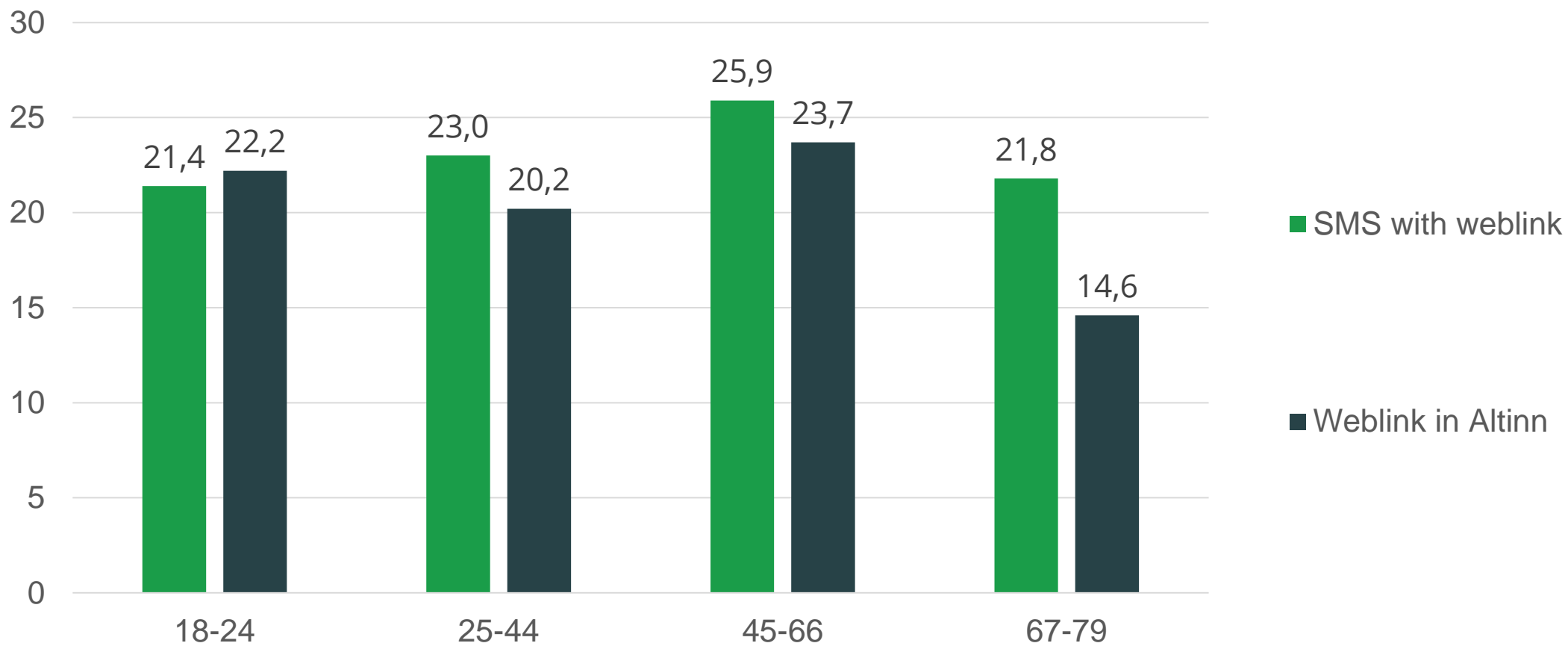
# Response rate and non-response, by type of login

## Without telephone interviewers



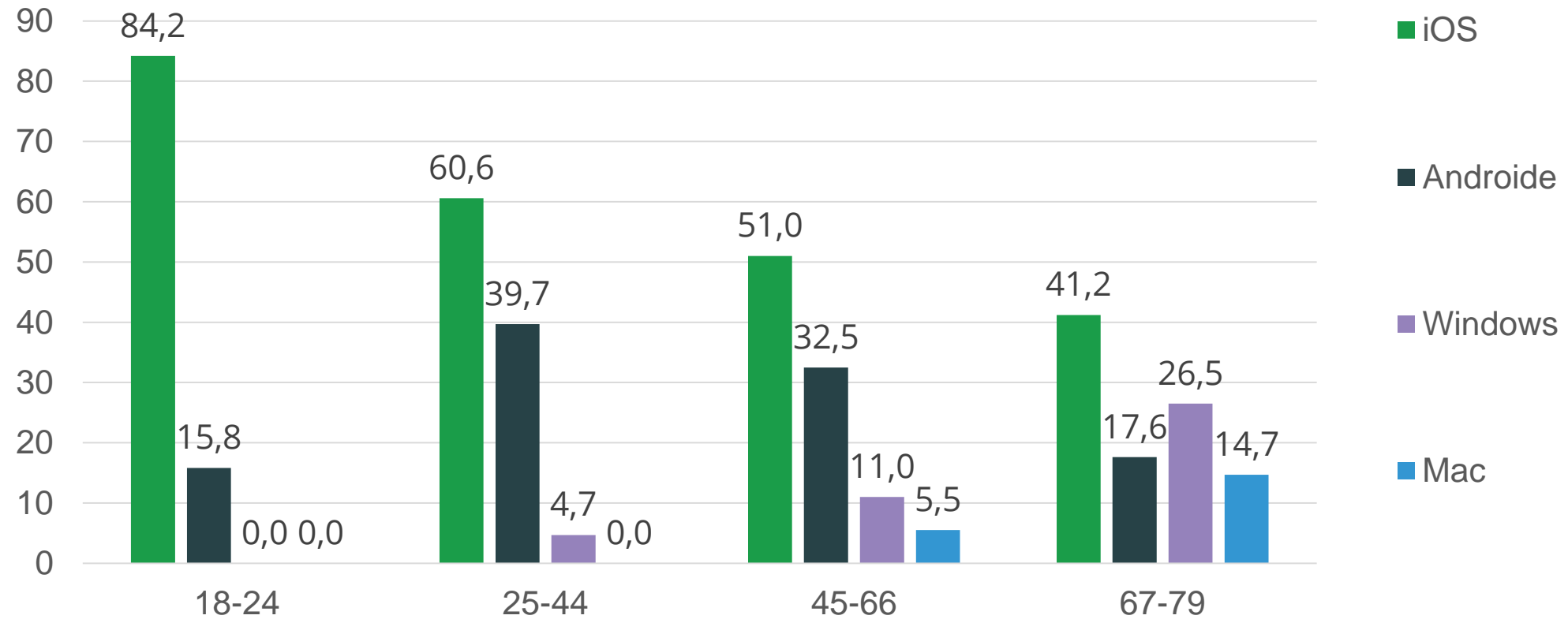
Source: SSI Household Survey, 2024

# Response rate, by age and type of login



Source: SSI Household Survey, 2024

# Type of device used for registration, by age



Source: SSI Household Survey, 2024

# Summary

- Interviewers are important to secure response rate
- Weblink in SMS gives best response rate for almost all age groups
- Smartphone or tablet is the preferred device for all age groups
- PC/laptop is used by a significant proportion in the oldest age group



# Post evaluation

## 1) PostQ survey to participants

- User-friendliness
- Information
- Scanning vs. manual registration Accuracy
- Privacy

## 2) 10-15 follow-up interviews (qual)

- User-friendliness
- Accuracy
- Trust



# Thank you!

