



Utrecht University

Summer Course Survey Research: Advanced Survey Design

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Push-to-web surveys

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What is a push-to-web survey?

Idea is to get a survey response online

Offline sampling frames are used

- Mail (address-based)
- Text message (less common)

Respondents receive message to complete survey online

- QR codes
- Login codes

Respondents are 'pushed' online by offering

- Incentives (unconditional, cash!)
- Reminders (in different modes)

examples: 1. web+mail vs face-to-face

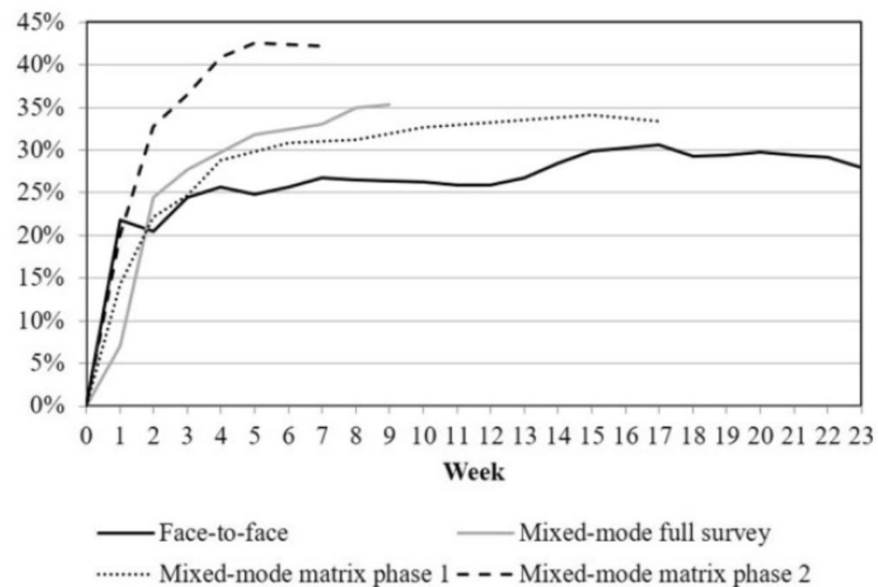
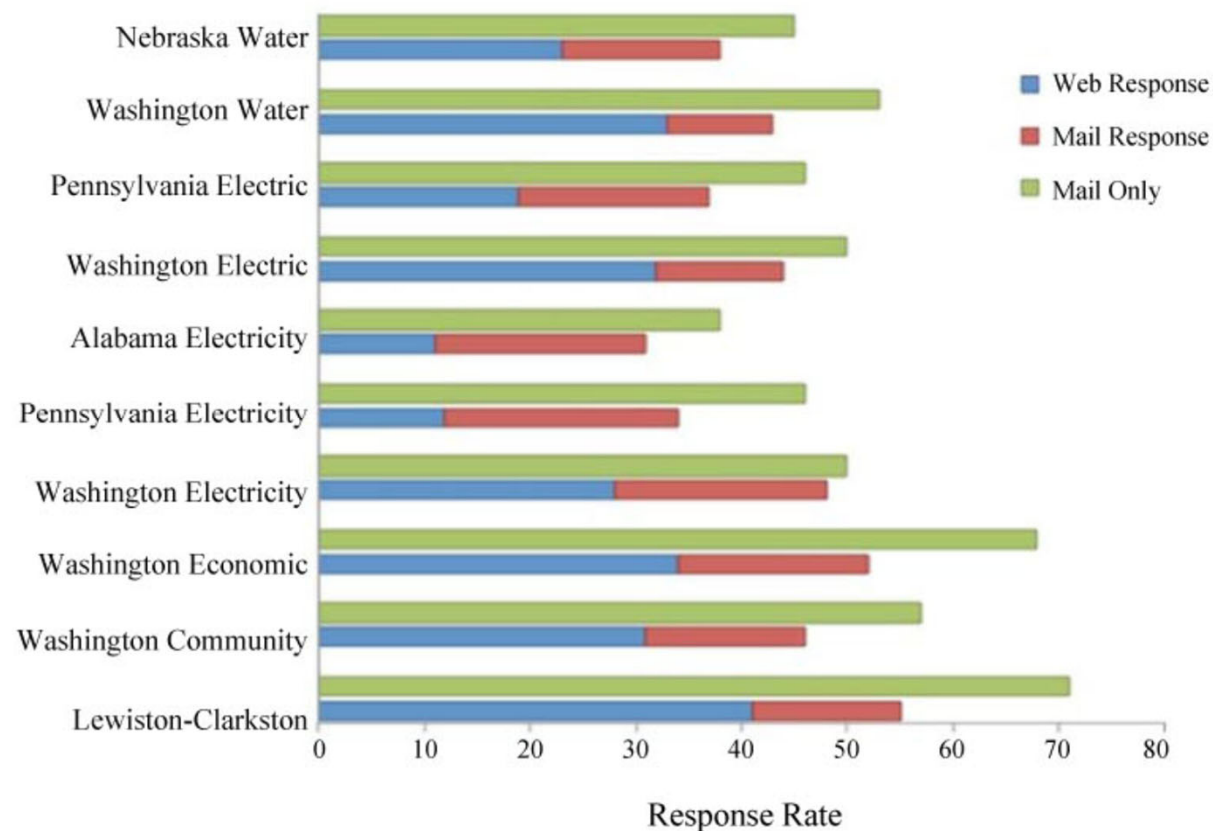


Figure 3. Response rate (AAPOR RR6) by week of fieldwork and survey mode. Response rates are estimated by each week of fieldwork and are based on final disposition codes.

Taken from: Wolf, C., Christmann, P., Gummer, T., Schnaudt, C., & Verhoeven, S. (2021). Conducting general social surveys as self-administered mixed-mode surveys. *Public Opinion Quarterly*, 85(2), 623-648.

Example 2: web+mail vs. mail



Taken from: Dillman, D. A. (2017). The promise and challenge of pushing respondents to the web in mixed-mode surveys. *Survey Methodology*, 43(1), 3-31.

Issues in push-to-web surveys

1. Availability of sampling frames
 - Mail is preferred invitation mode
 - Text-message?
2. Selection of within-household respondents
3. What combination of modes to use
 - Reminders, incentives, when and how?
4. Response rates, response bias

Problem 1: sampling frames (europea)

Country	Population register accessible for surveys?	Other sampling frames used by survey programmes
Austria	Yes, Zentrales Melderegister	Address list of the Austrian Postal Services
Belgium	Yes, Rijksregister/ Registre national	Orgassim
Denmark	Yes, CPR	Offentlig Information System (OIS)
Estonia	Yes, Eesti rahvastikuregister	Census, National address register
Finland	Yes, Population Information System	
Germany	Yes (on municipality level), Einwohner-meldeamtregister	Census, GIS areas
Hungary	Yes, Népszégnyilvántartó	Census register of dwellings, Area/Settlement
Iceland	Yes, Þjóðskrá	
Italy	Yes (on municipal level), Anagrafe	Household register
Latvia	Yes	Register of Residential Addresses (Office for Citizenship and Migration Affairs), Census, Demographic Statistics Data Processing System
Lithuania	Yes	National address register, Area
Luxembourg	Yes	National Health Insurance database, Administrative and postal address registers.
Malta	Yes	Census-based register, Electoral register, Household register
Netherlands	Yes, Basis Registratie Personen	Postal address register (Cendris Postafgiftenbestand)
Norway	Yes	
Poland	Yes, Pesel	Census areas, OBS statistical sampling frame for social surveys
Slovenia	Yes, Slovenian Central Population Register	
Spain	Yes, Municipal Population Register	Census
Sweden	Yes, Navet/Total Population Register	
Switzerland	Yes	Stichprobenrahmen für Personen- und Haushaltserhebungen
Bulgaria	Not accessible	Census 2011-based register of dwellings
Cyprus	Not accessible	Census-based register, List of addresses from the Electricity Authority of Cyprus (EAC)
Czechia	Not accessible	Census-based register, Czech Statistical Office register of residential addresses, RSO register of Enumeration Districts and Buildings
Greece	Not accessible	Census register of dwellings, Geographical Database
Romania	Not accessible	Census, Multifunctional Sample of Territorial Areas (EMZOT)
Slovakia	Not accessible	Address register, Census register of dwellings, Cadastre register, Telephone register, Geographical database
Croatia	No register	Census-based register, Electoral register, Health register
France	No register	Census, Register of the National Health Insurance, NSEE register of dwellings, Tax register
Ireland	No register	GeoDirectory address registry, Census
Montenegro	No register	Census
North Macedonia	No register	Census
Portugal	No register	Dwelling register, Electricity company (EDP) client frame
Serbia	No register	Census
United Kingdom	No register	Postcode Address File
Albania	Register existing, no information about accessibility	Census
Turkey	Register existing, no information about accessibility	National address register of TurkStat

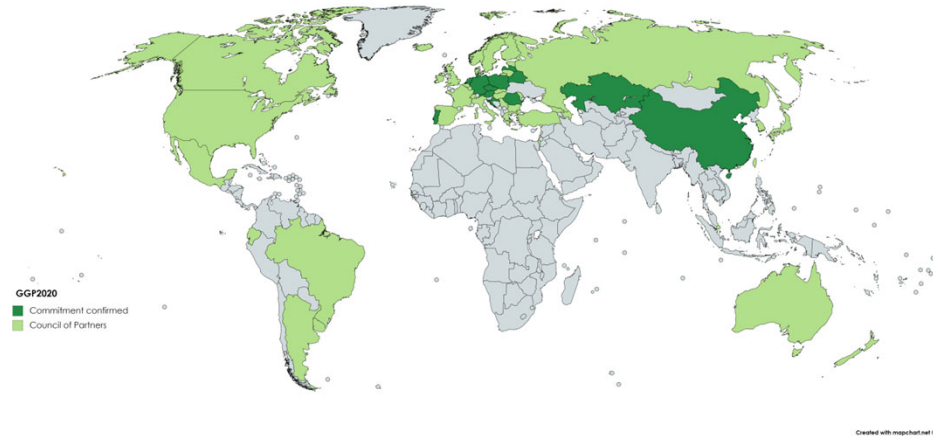
Problem 1: sampling frames

Country	Population register/ other frame
Austria	Yes, Zentrales Melderegister
Belgium	Yes, Rijksregister/ Registre national
Denmark	Yes, CPR
Finland	Yes, Population Information System
Germany	Yes (on municipality level), Einwohner-meldeamtregister
Hungary	Yes, Népszámlálási nyilvántartó
Italy	Yes (on municipal level), Anagrafe
Netherlands	Yes, Basis Registratie Personen
Norway	Yes
Poland	Yes, Pesel
Spain	Yes, Municipal Population Register
Sweden	Yes, Navet/Total Population Register
Switzerland	Yes
Bulgaria	Census register of dwellings, Geographical Database
Greece	Census, Multifunctional Sample of Territorial Areas (EMZOT)
Romania	Address register, Census register of dwellings, Cadastre register, Telephone register, Geographical database
Slovakia	Census-based register, Electoral register, Health register
Croatia	Census, Register of the National Health Insurance, NSEE register of dwellings, Tax register
France	GeoDirectory address registry, Census
Ireland	Dwelling register, Electricity company (EDP) client frame
Portugal	Census
Serbia	Postcode Address File
United Kingdom	No register

One example in more depth (other problems)

Generations and Gender Survey (GGS)

- Cross-national
- Face-to-Face
- 3 waves






Can survey move to a push-to-web design
For more see Lugtig et al (2021)

Main Push-to-web experiment

- Face-to-face only
 - At least 3 attempts
 - 5 euro unconditional incentive
- Push-to web
 - 5 euro unconditional incentive
 - 2 reminders
 - **F2f-follow** up after 1 month
 - Unsuitable for mail...

3 Country specific experiments

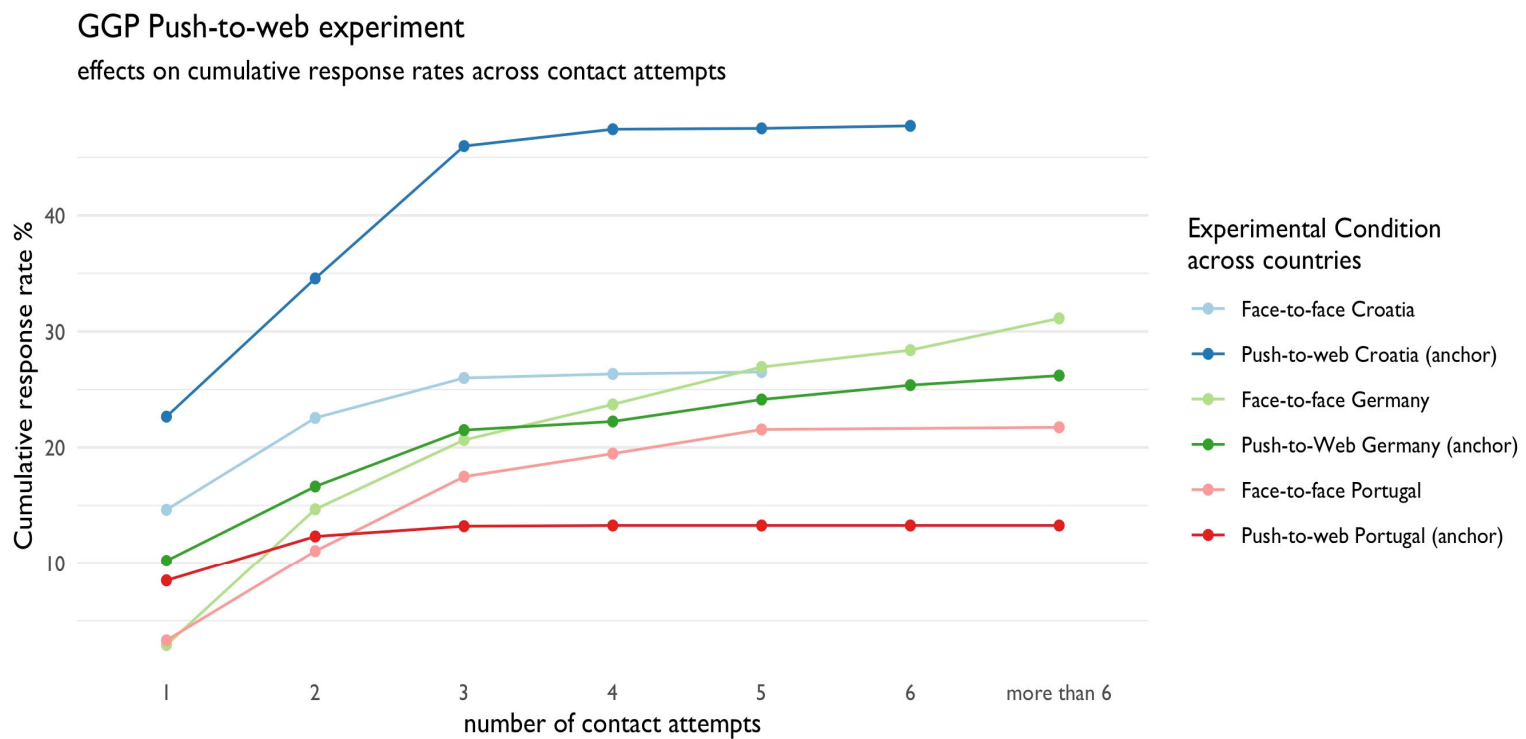
	Germany 	Croatia 	Portugal 
Internet access	High	Medium	Medium
Sampling frame	People in 36 communities in Bavaria	Election register	Random route
Experiment with	Incentives	Spacing of reminders	Within household selection

Strong differences in overall RR!

	Germany		Croatia		Portugal	
	F2F	P2W	F2F	P2W	F2F	P2W
Response rate(%)	31	26	27	48	22	13
Sample size (n)	685	1.365	600	1.450	1.700	2.304

* Includes only comparable conditions across countries (P2W anchor)

Results: Push-to-web a partial success

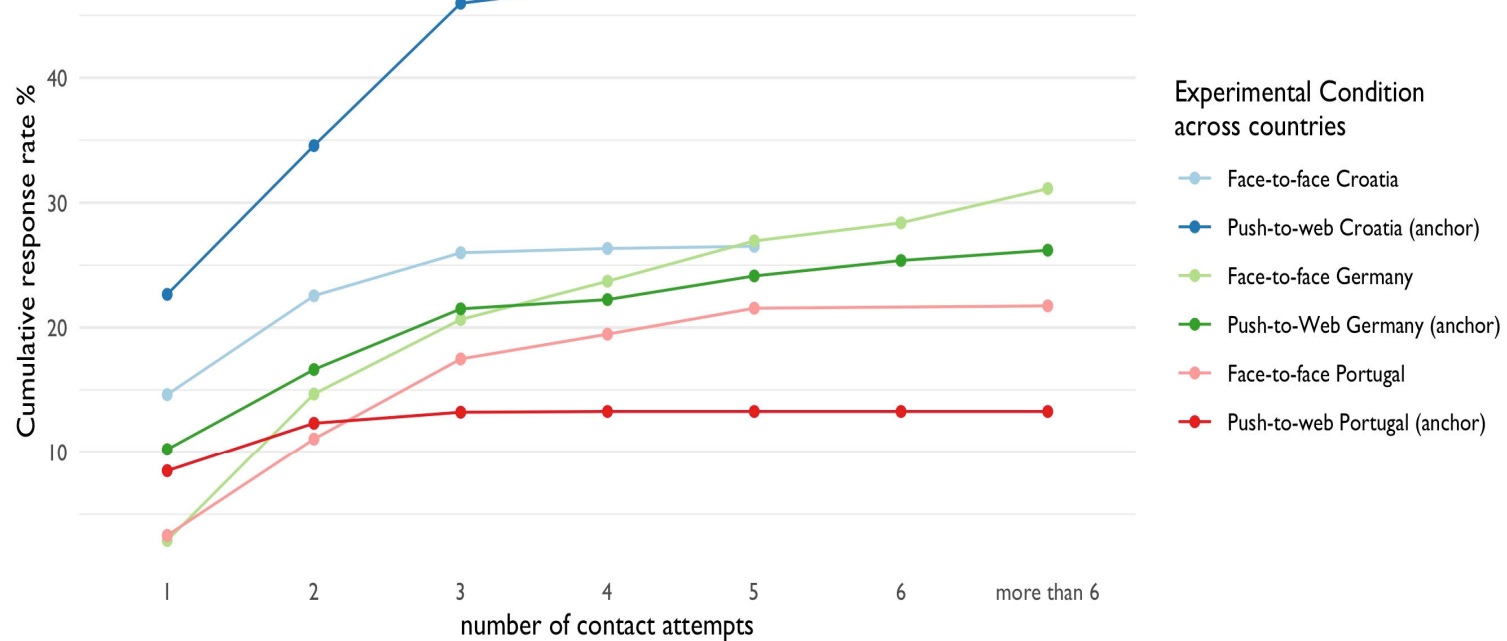


Costs

Based on actual costs	Croatia	Germany	Portugal
Face-to-face only	78	100	185
Push-to-web anchor: web-phase	23	58	30
Push-to-web anchor: face-to-face phase	69	884	993
Push to web anchor: Total	25	194	60
Projected costs by agencies for next iteration			
Face-to-face only	21	146	91
Push-to-web anchor: web-phase	8	29	41
Push-to-web anchor: face-to-face phase	281	308	3287
Push to web anchor: Total	19	75	85

Face-to-face follow-ups very expensive

Cos

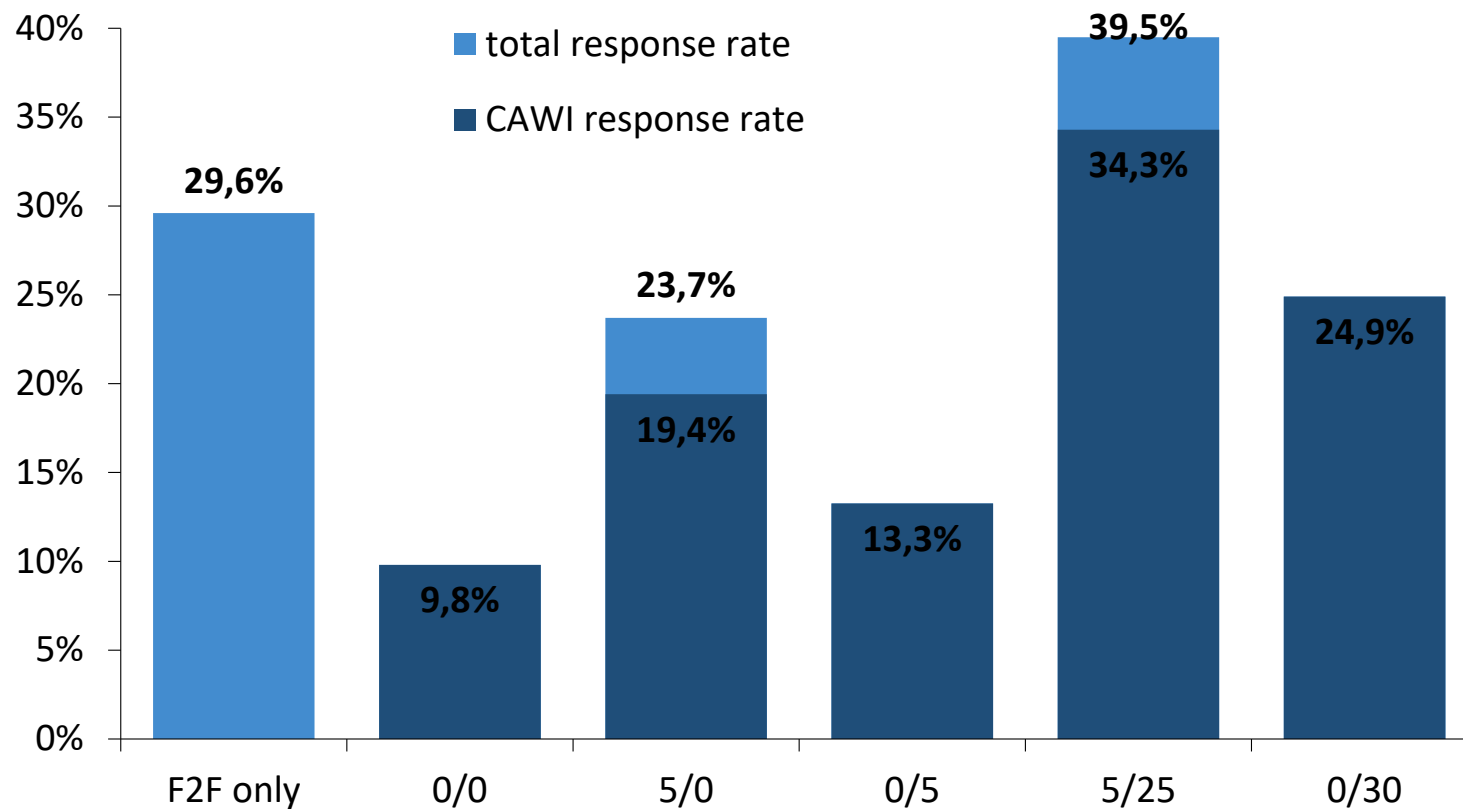


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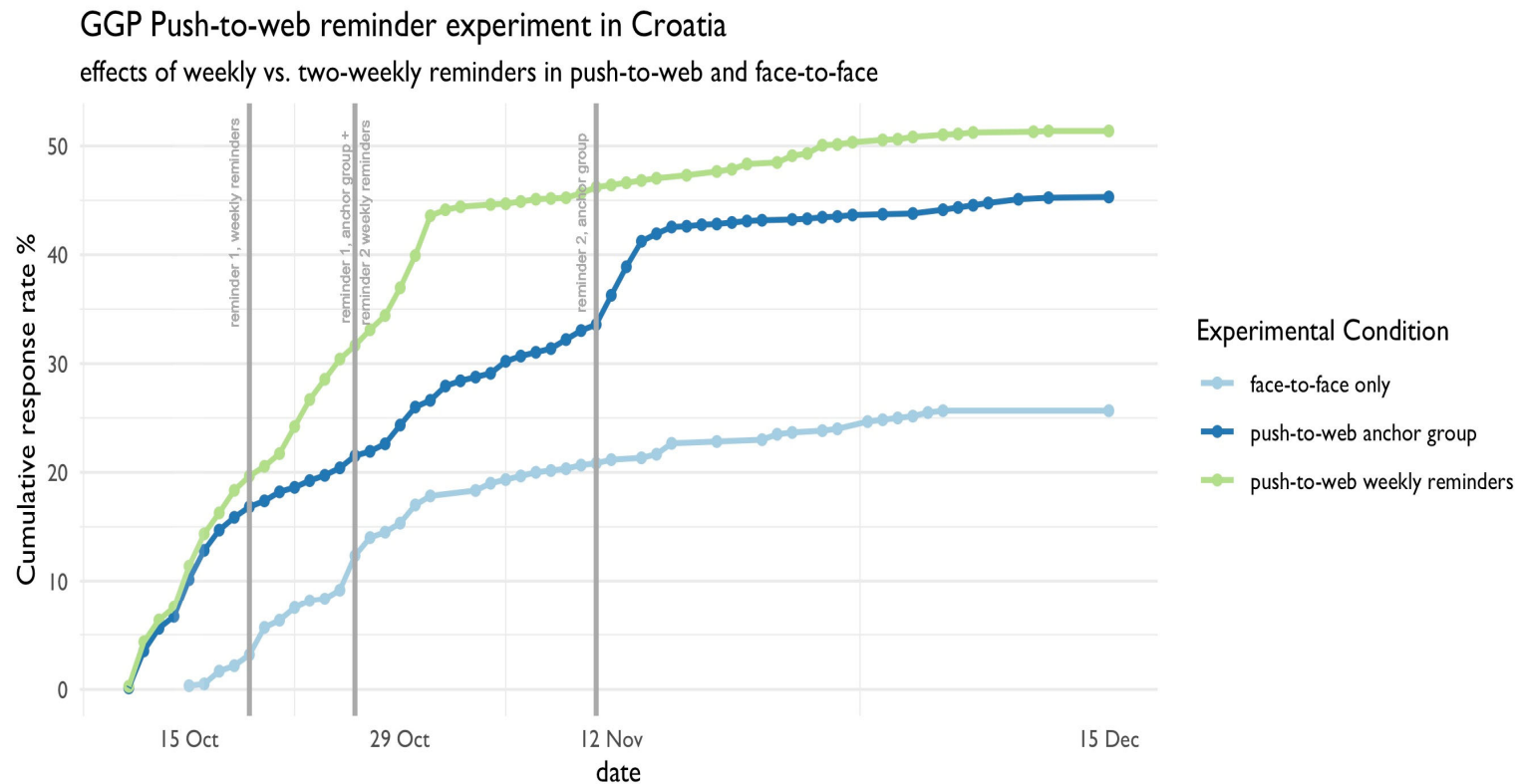
Representatives is similar

Response rate	Croatia				Germany		
	Face-to-face only	Push-to-web anchor	Push-to-web Weekly reminders		Face-to-face only	Push-to-web anchor	Push-to-web 5/25
Gender							
- Males	20.9	39.1	48.7		33.1	34.4	51.4
- Females	30.8	52.4	54.0		33.3	33.5	52.1
Age							
- Young	25.4	49.8	55.2		35.0	33.7	59.0
- Middle	23.9	43.0	47.7		34.5	34.8	48.8
- Old	27.8	44.4	51.7		34.2	33.5	47.4
Nationality							
- German	-	-	-		37.2	35.5	55.0
- Non-German	-	-	-		23.8	25.7	35.5
Urbanicity							
- Urban	-	-	-		31.0	35.6	52.0
- Rural	-	-	-		37.5	32.4	51.6
R-indicator	.92	.87	.93		.85	.93	.82
R-indicator just web-phase	-	.88	.92		-	.92	.82

Response Rates (Germany) and incentives



Weekly reminders (Croatia) work!



Within HH selection in Portugal

Eligible: age 18-49, next birthday.

1. Face-to-face

- Interviewer does eligibility
- Does interview straight away, or returns

2. Push-to-web: incentive to respondent

- Interviewer does eligibility
- Leaves envelope
- Does not mention the 5 euros

3. Push-to-web: incentive to contact

- Interviewer does eligibility
- Leaves envelope
- mentions there is 5 euros inside

Effect on selection of right respondent?

Within hh selection problematic

	Face-to-face only	Push-to-web anchor group	Push to web incentive to contact
Outcome of fieldwork			
- Noncontacts at household level	- 62.0%	- 56.7%	- 56.5%
- refusal at household level	- 6.1%	- 4.4%	- 4.9%
- Screening: whole household Ineligible	- 12.7%	- 18.0%	- 15.5%
- Screening: eligible individual in household	- 19.2% (n=485)	- 20.9% (n=820)	- 23.1% (n=720)
- Eligibility screening wrong	- 0.5%	- 4.0%	- 1.9%
- Correct respondent according to household grid	- 64.1%	- 65.6%	- 62.5%
• in households with 1 eligible individual	• 75.3%	• 90.2%	• 87.1%
• in households with >1 eligible individual	• 55.5%	• 47.3%	• 45.5%
- wrong respondent according to household grid	- 35.4%	30.4%	- 35.6%

Implications for push-to-web

- Push-to-web can achieve better response rates than face-to-face
 - In multiple countries
 - Little difference in bias
 - Problem of dropout (see pre-recorded talk)
 - ... **when individual sample frame is available**
 - ... **and it is straightfoward *how* to design P2w**
- Issues
 - Costs for f2f followups
 - Reminders?
 - Within HH selection

Recommended reading

- Dillman, D. A. (2017). The promise and challenge of pushing respondents to the web in mixed-mode surveys. *Survey Methodology*, 43(1), 3-31.
- Lugtig, P., Toepoel, V., Emery, T., Cabaço, S. L. F., Bujard, M., Naderi, R., ... & Lück, D. (2022). Can we Successfully Move a Cross-national Survey online? Results from a Large Three-country Experiment in the Gender and Generations Programme survey. *SocArXiv*. February, 13.
- Lynn, P. (2020). Evaluating push-to-web methodology for mixed-mode surveys using address-based samples. In *Survey Research Methods* (Vol. 14, No. 1, pp. 19-30).
- Wolf, C., Christmann, P., Gummer, T., Schnaudt, C., & Verhoeven, S. (2021). Conducting general social surveys as self-administered mixed-mode surveys. *Public Opinion Quarterly*, 85(2), 623-648.
- Zhang, S., West, B. T., Wagner, J., Couper, M. P., Gatward, R., & Axinn, W. G. (2023). Visible Cash, a Second Incentive, and Priority Mail? An Experimental Evaluation of Mailing Strategies for a Screening Questionnaire in a National Push-To-Web/Mail Survey. *Journal of Survey Statistics and Methodology*, smac041.