



KANTAR

**TELE r-ATA
mixed-mode interviews
execution in Poland**

**WHO online master training workshop for
measuring access to assistive technology**

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Background

- **REASONS for TELE-rATA**

- budget constraints
- COVID-19 restrictions

- **POLAND:**

- Population ca 38 mln
- 16 provinces called voivodships
- average household size is 2.6 people
- sample size: N= 6834
- quite homogeneous population in terms of culture, nationality and language
- 95% households owns the mobile phone
- 93% of population (individuals) owns the mobile phone



CATI technique

Computer Assisted Telephone Interview

- **CATI = interview via good old fashioned phone call**
- **UNIVERSAL APPLICATION:**
 - highly computerized and automated process
 - advanced programming allows for **performing surveys with intricate** questionnaires*
- **SPEED:**
 - quick execution of interviews, even for studies of large sample sizes or complicated questionnaire
- **PRECISION AND CONTROL:**
 - precise, online, constant supervision,
 - immediate electronic recording of collected data allowing for quick reaction to changes and optimisation of the sample



- automated, random respondent selection

- registering and realization of interviews conducted at a previously agreed upon time

- follow-up call after a specified period of time in case of a busy signal, voice mail activation, or no answer

- audio recording all interviews

- possibility of post-interview recontact with respondent via established channel

Sample

Is CATI enough for rATA survey project?

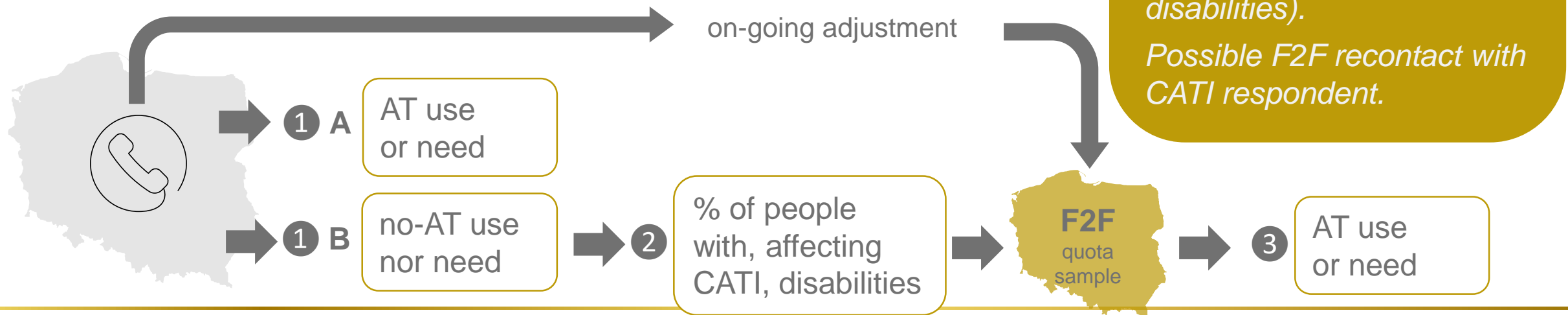
- sample: nationwide, representative sample of individuals, random sampling method applied, mix of phones providers
- universe: all Poles aged 0+, in case of children below 15 years old the information provided by the parents
- response rate: 30% (typical for nationwide studies in Poland)
- **Project implementation method:** We call all prefixes of public telephone networks registered in UKE at random. In this way we achieve a sample representative for all operators. We collect complete demographic data about all people participating in the study (gender, age, voivodship, location size class). In combination with the data from the Central Statistical Office of Poland, we achieve a **representative demographic sample**.
- **Missing important part of population: people with hearing impairment, speech or communication disorders, cognitive disorders, memory impairment**
- **SOLUTION** → the **f2f booster** consisting of people having disabilities hindering the telephone interviewing
- the size of boosted sample will be established during the main CATI survey on representative nationwide sample, in which the **additional question** to the respondents will be asked on the presence in their households the family members with disabilities (especially hear, speech or memory impairment) or knowledge of such person living in one-person houshold

Agile approach to the survey scheme

Sample size: approximately 800 interviews daily

Types of CATI interviews in ATA Study:

- ① A Respondent with disability (AT use or need 15% sample)
→ c.a. 20 mins interview
- B Respondent without disability (no AT use nor need 85% sample)
→ c.a. 8 mins interview
- ② Household information – presence of the people disabled (AT users or in need) and the characteristic of disabilities → c.a. 5 mins interview



Risks & limitations

RISK / LIMITATION	SOLUTION
people having disabilities hindering the telephone interviewing excluded from survey	booster
5% of HH (7% of individuals) not owning the telephone excluded from survey	smaller percentage in reality, unusual situation, f2f not free of such limitations
need to read out loud the questions and the answers to respondent, long and boring interview	great experience in the matter, clear information on interview length
impossible to show graphic materials	special training for interviewers on enumerating the products, clear products category division, two level products categorization* (f.e. any kind of wheelchair → what kind?)
impossible to take photos during the interview	real limitation, possible only for f2f interviews from booster
impossible for two people taking part in the interview at once (f.e. proxy and person partially capable of answering)	proxy's answers are binding anyway, if respondent is available nearby, might be consulted on relevant questions (f.e. satisfaction section)



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Q&A

Thank you!

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