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A TAILORED APPROACH STRATEGY FOR YOUNG MOROCCANS AND TURKS FOR THE DUTCH FAMILY AND FERTILITY SURVEY

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ABSTRACT

Statistics Netherlands frequently conducts the Dutch Family and Fertility Survey (FFS) to publish socio-demographic figures on, among other things, relationships, family structure, child birth and birth control. During the development process of the FFS 2003 it was recognised that additional attention should be paid to young ethnic respondents, because this is a difficult-to-reach group due to low response rates. Since this group has a significant influence on demography, it was decided that an additional FFS for young Moroccans and Turks should be conducted in 2004. This additional survey has two purposes, firstly publishing demographic figures about young Moroccans and Turks, and secondly developing a tailored approach strategy for this difficult-to-reach group. To this end research into the best way to survey this group was done. Eventually a tailored questionnaire, advance letter, interviewer training, and interviewing mode were developed and pre-tested. Two factors of this tailored approach strategy were tested on response rates and main parameter estimates in an experiment embedded in the sample of the FFS. The first tested factor was a promised incentive versus no incentive. The second factor was data collection mode CASI versus CAPI[2]. In this paper we will discuss the development of the tailored approach strategy, the pre-test, the sample design of the FFS, the embedded experiment and its results.

KEYWORDS: CASI; Embedded Experiment; Incentives; Non-Response.

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[2] CASI: Computer Assisted Self Interview; CAPI: Computer Assisted Personal Interview