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A New Questionnaire on the Mobility of Retirees: Results from a Mixed-mode Pretest

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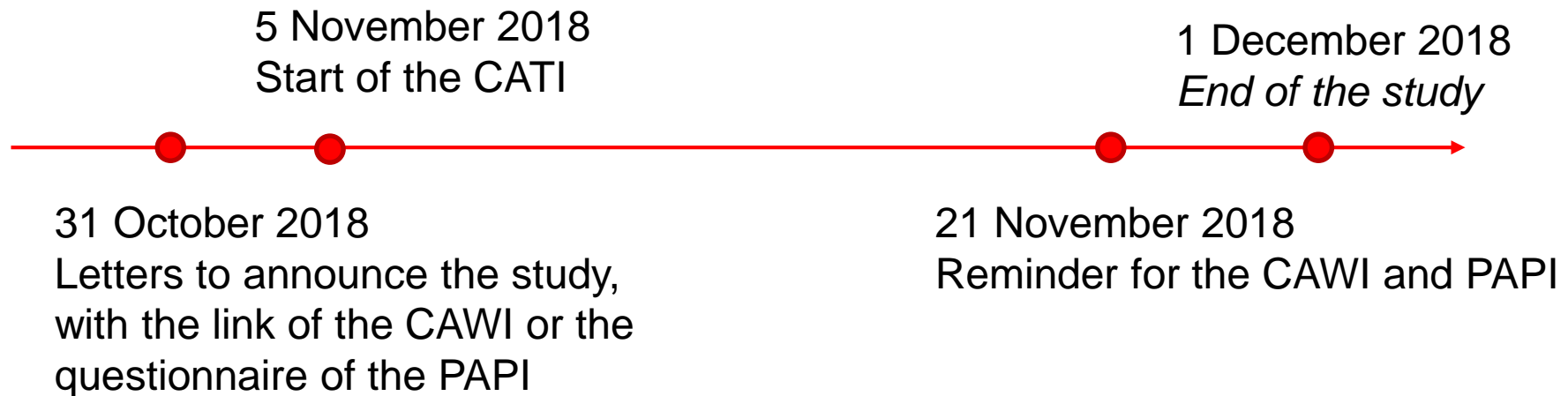
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Methodology

Mixed-mode

- a small survey with resident retirees in the French part of Switzerland (**retraite, MOBilité transnationale et QUALité de vie MOBIQUAL**)
<https://www.leenaards.ch/prix/retraite-mobilite-transnationale-qualite-de-vie/>
- the survey had three modes and people were randomly selected to answer either with auto-administrated questionnaires (PAPI), online (CAWI) or by phone (CATI)
- 362 respondents between 63 and 97 years old
- very short questionnaire (test for a larger study), 10-15 minutes independently of the mode
- closed-ended questions with a few options of open-ended answers

Timing and incentives of the study



Half of the CAWI and PAPI received an unconditional incentive of 10 CHF (about 9 EUR) directly in the envelope.

People could change the assigned mode asking for a pencil-and-paper version.

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132 PAPI (36.5%)
120 CAWI (33.1%)
110 CATI (30.4%)

Response rates received from the survey institute

	CAWI / PAPI				CATI (250)	
	With 10.-francs (275)		Without 10.-francs (275)			
	N	%	N	%	N	%
Refusal	12	4.4	1	0.4	87	34.8
Invalid address	4	1.5	0	0.0	15	6.0
Non-response	96	34.9	174	63.3	29	11.6
Died	8	2.9	3	1.1	0	0.0
Language problems	0	0.0	0	0.0	9	3.6
Response	155	56.4	97	35.3	110	44.0

Results

Profile of people according to the mode

	CATI	CAWI	PAPI
Age	75.4	72.3	74.4
Completely retired	89%	80%	86%
Tertiary education	21%	20%	5%
Swiss since birth	84%	78%	73%
Health issues	44%	45%	49%

> No difference according to the gender of the respondent

Topics covered by the survey

- information about a wide range of quality of life dimensions:
 - work and childcare activities
 - family
 - short and long visits to foreign countries
 - transportation
 - the use of new technologies
 - subjective health and administration
 - social capital

Particularly sensitive question:

-frequency people go abroad to buy products that they cannot find or that would be too expensive in Switzerland

Why this sensitivity

- 44% of Swiss households go abroad at least once a week to buy foreign products (GFK).
- Main destinations: Italy, France and Germany
- Possible reasons: lower prices, good exchange rates, more variety, TVA reimbursement, longer shopping hours



Even if convenient, Swiss Supermarkets/shops are complaining. Often, the media identify those that go abroad for their shopping as Swiss traitors that harm the local economy.

Results

Answer to sensitive question according to the mode

I go abroad at least for some hours to buy products that...

	CATI	CAWI	PAPI
I cannot find in CH	32%	48%	27%
No answer	6%	3%	10%

Results

Answer to sensitive question according to the mode

— I go abroad at least for some hours to buy products that...

	CATI	CAWI	PAPI
are too expensive in CH	37%	47%	33%
No answer	6%	3%	10%

Results

Frequencies of going abroad to buy products that are too expensive in CH

	CATI	CAWI	PAPI
Never	57%	50%	58%
Less than once a year	7%	10%	6%
Once a year	7%	8%	7%
Several times during the year	23%	29%	20%
No answer	6%	3%	10%

Conclusions

- CATI and PAPI very similar, no interviewer effect for these sensitive questions
- Higher positive responses for the CAWI
- We cannot exclude that people might feel more comfortable to declare sensitive issues online than in a written form or by phone
- It is also true that people who answer online are younger and more mobile

Remarks about the use of CATI for the elderly

- > A question about the nationality of previous partners was also judged too sensitive/intrusive in the CATI because respondents were often on loudspeaker with their current partner present in the room
- > Some people could not hear well, 15 minutes were OK, but we could not have a longer questionnaire for the CATI

What we will do next

- > Longer questionnaire (100 questions, about 45 minutes)
- > Sample of 12'000 contacts, 55+
- > No direct monetary incentive, but a lottery
- > All linguistic regions of Switzerland and more migrants
- > We have decided to use a mixed-mode CAWI-PAPI

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Thank you for your attention!

