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CATI-survey related to the travel habits of the Austrians

Methods and challenges

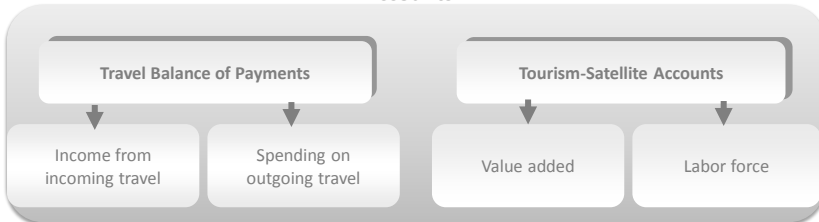
Tourism & Travel Statistics (Statistics Austria)



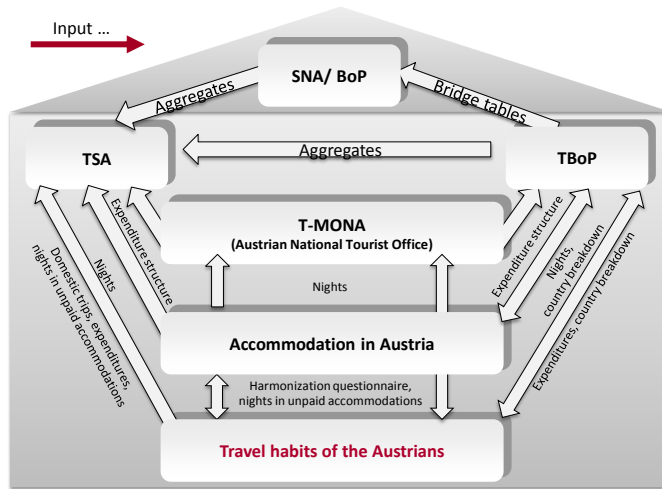
Primary Statistics



Accounts



Integrated system



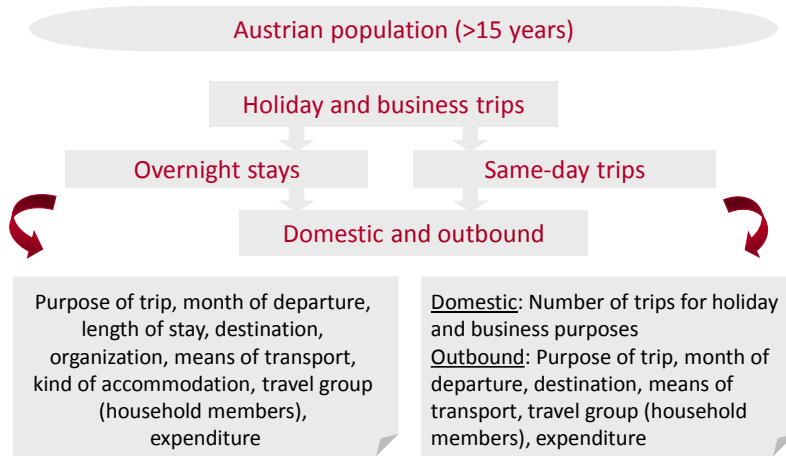
Overview



- CATI surveys methodology
 - Coverage,
 - Survey design
 - Quality assurance
- Challenges
 - Overview
 - Non-response
- Results 1969-2014
- Conclusions



Coverage (1)



Coverage (2)



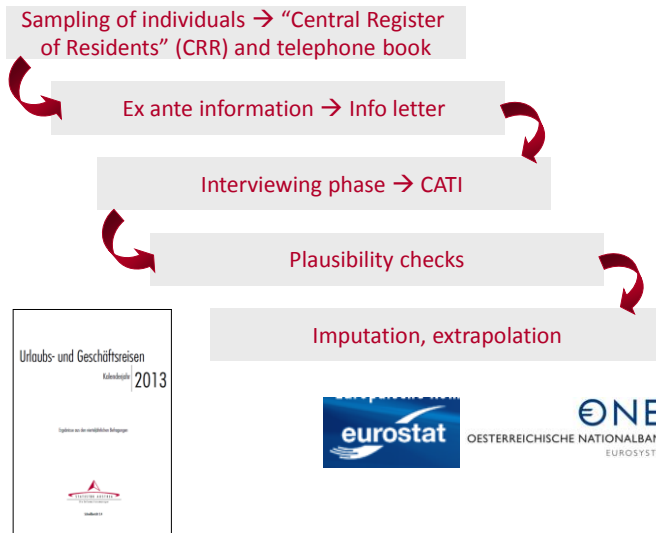
Advantages

- „Visiting friends and relatives“ (VFR) and trips to owned dwellings are covered
- Same-day tourism and business tourism is covered
- Sample of individuals is amenable for extrapolations
- Highly informative information that is open to all kinds of analyses (e.g. profile of the trips and tourists)

Preconditions

- Full register of residents
- Telephone book
- Budget to cover the field work
- Legal basis

Survey design



Quality assurance (2)



DATA COLLECTION

- Info letter & respondent service
- Pre-tests (e.g. expenditure questions based on all household-members)
- Comprehensive interviewer guide with examples
- No incentives for agents (i.e. paid per hour)
- Inform agents about quality checks
- Interviews during the morning and (mainly) afternoon (4-8 pm)
- Agent training (incl. retraining)
- Supervision & immediate interaction
- Reporting system on agent level (e.g. duration of interview, duration of questions, number of non-respondents)
- Integrated plausibility checks (CATI)
- Access to micro data files

Quality assurance (3)



DATA PROCESSING

- Closed questions only
- Additional plausibility checks (e.g. expenditure minimums)
- Imputation of missing and implausible values (e.g. expenditure)
- Extrapolation

Quality assurance (4)



RESULTS

- Macro-plausibility check (i.e. with other data)
- Accept limits of sample (i.e. sample error)
- Avoid pseudo-accuracy (i.e. figures in 1000)

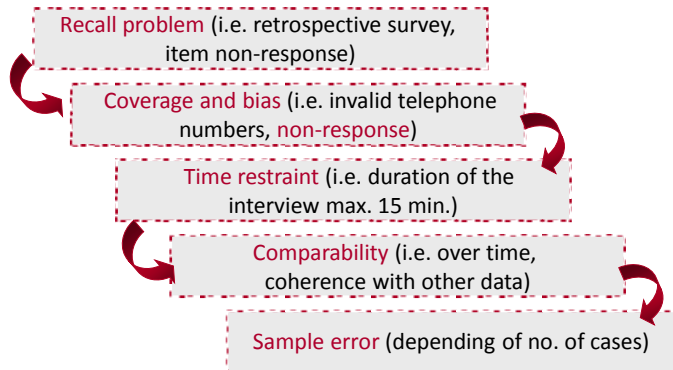
To prevent misinterpretations and improve confidence in figures

➔ document and try to quantify problems!

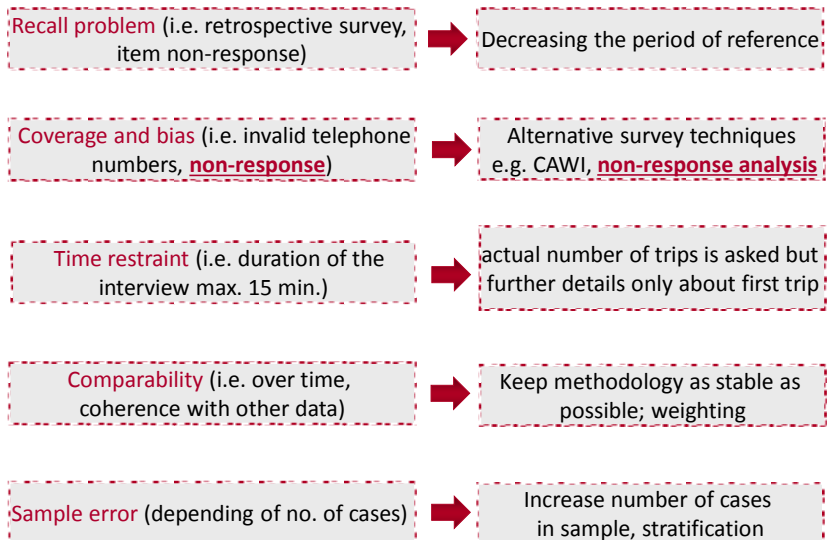
Documentation of the Austrian sample survey (in German):

http://www.statistik.at/web_de/dokumentationen/Tourismus/index.html

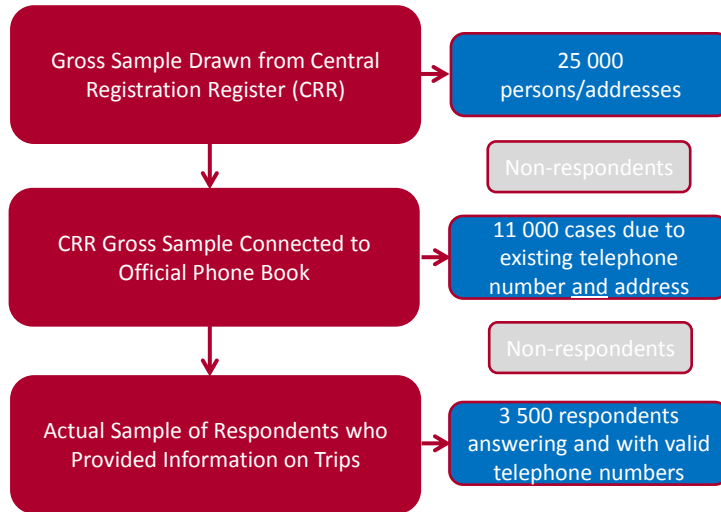
Challenges - overview



Challenges – feasible solutions



Non-response analysis (1)



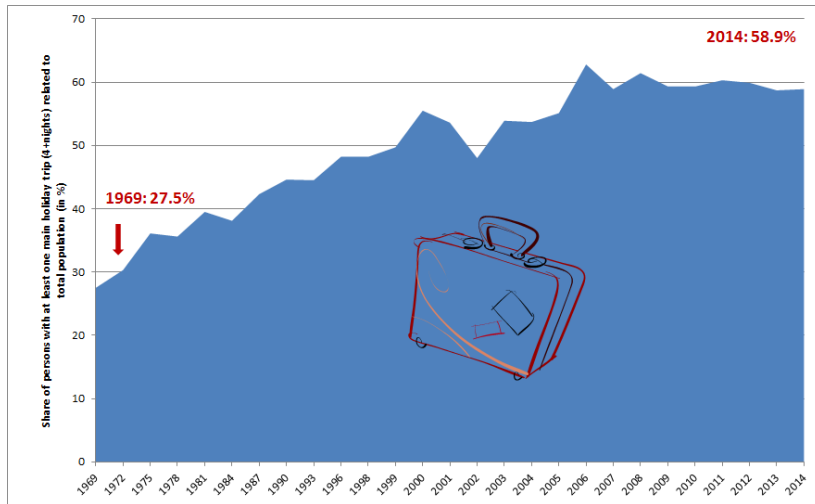
Non-response analysis (2)



Main objectives

- Analysis of the demographic structure of non-respondents compared to the respondents (e.g. income, labour status)
- Analysis of the demographic structure of the non-respondents due to missing telephone numbers (e.g. are people with higher income still in the official phone book?)
- Analysing the demographic differences between those who are drawn from the CRR compared to those who have a valid number in the official telephone book

Main holiday trips ¹⁾ - travel intensity 1969-2014



1) With at least 4 overnight stays.

Conclusions



- Quality assurance of CATI interviews binds a lot of technical and human resources
- Variety of challenges has to be solved
- CATI surveys facing increasing quality constraints
- Invalid and missing telephone numbers
- Alternative survey techniques have to be considered
- Data analysis (e.g. non-response) supports decisions for further improving measures

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http://www.statistik.at/web_en/statistics/tourism/travel_habits/index.html

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