

NORSTAT

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Catibus test in Lithuania

Comparison to F2F Omnibus

March 2009



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 - 2) Scale question
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I. Introduction



A. Preface (1)

- Fixed line penetration in Scandinavia is very high (in 80%-95% households), so while conducting Catibus (CATI representative survey) in those countries it is methodologically sufficient to call fixed line users alone. Thus the same sampling rules are used as in F2F surveys, quotas and weights are based on the national distribution. The idea behind is „the fixed line users = the total population“, and the CATI survey is considered as the national representative.
- Talking about Baltic countries, the fixed line penetration is lower compared to Scandinavia, especially in Lithuania (in 35-40% households). Again, taking into account that penetration of mobiles in all countries is close to 90% one can exclude the remaining categories of people (those who have no phone at all and those who have only a land line connection) and to call only mobile users when carrying out CATI representative survey.



A. Preface (2)

- F2F Omnibus, as well as ad-hoc representative surveys are traditional ways to carry out national representative surveys in Lithuania. There could be several reasons for that, but the question of representativeness (or non-representativeness) of CATI surveys is the most important. Low fixed line penetration and high costs of using mobile phone (especially without RDD application) add complexity to this issue.
- Norstat believes it is possible to minimize these doubts and limitations using correct sampling as well as RDD procedure. In such case the alternative for F2F Omnibus - B2C Catibus - could be competitive in the market.



A. Preface (3)

- So as to make it as cost-effective as possible and to control representativeness, Norstat chooses the combination of 2 samples (fixed and mobile). This idea is based on 3 key points:
 - (1) Availability of the population data for each sub-sample respondent profile.
Such data (profile of fixed line user and mobile user) was not available in Lithuanian Statistics Bureau. That's why we used the average data of 2 F2F Omnibuses of 2 different MR companies in Lithuania. This enabled us to secure correct sampling of each sub-sample.
 - (2) Availability of the data (phone numbers) of fixed line users.
This enabled us to secure correct sampling of households with fixed line connection.
 - (3) Availability of RDD.
RDD algorithm enabled us to control conditional probabilities of phone number generation for both sub-samples.



B. Survey purpose and tasks

- The main purpose of this survey was to test the Catibus sampling comparing Catibus results to those of Omnibus
- The composite tasks included:
 - (1) The comparison of socio-demographic characteristics of the Catibus respondents:
 - to National distribution (data of the Statistical Bureau)
 - to those of the Omnibus respondents
 - (2) Catibus results comparison to Omnibus results by different types of questions:
 - “Yes/no” question
 - Scale question
 - Open-ended question
 - (3) Catibus results comparison to Omnibus results by different socio-demographic characteristics (gender, age, education, occupation, income, nationality, the size of the settlement and district)



C. Preconditions for comparison

- About the same time
 - 5-12 March (Catibus)
 - 5-8 March (Omnibus)
- The same questionnaire
- Omnibus data file availability (thanks to Vilmorus!)
- The same TG -Lithuanian inhabitants age from 18 to 74
- About the same sample size
 - N=1000 (Catibus)
 - N=909 (Omnibus)



D. Norstat Catibus (1)

- Method
 - Representative survey of Lithuanian inhabitants, aged from 18 to 74
 - Personal interview by telephone (CATI)
- Sampling
 - Quota sample
 - The sample is composed of 2 sub-samples (based on the assesment of the distribution of the general population between types of telephone connection):
 - 34% landline telephone users
 - 66% mobile telephone users, who do not have ladline phone
 - The joint distribution of 3 socio-demographic quotas (gender, age and district) is applied within each sub-sample
 - RDD algorithm enables to control the conditional probabilities of phone number generation for both sub-samples
 - Each sub-sample has a different respondent profile (interlocked quota of gender & age and soft quota for district) corresponding to the population groups
 - Data is weighted by age/ gender and district (corresponding to the Statistics Lithuania).



D. Norstat Catibus (2)

- Procedure of interviewing
 - Catibus survey is combined of 2 different sub-surveys based on 2 sub-samples:
 - (1) Landline sub-survey: "the youngest man" sampling rule is applied to the respondent selection in the household
 - (2) Mobile sub-survey: the additional filter question is asked in the very beginning of the interview: *"Do you have a fixed line telephone (at home)?"* (if the answer is "yes", the interview is terminated)
 - Each Catibus interview starts with the filter questions for district, gender and age of the respondents
- Survey
 - N=1000 (N=340 fixed line and N=660 mobiles)
 - Time: 5-12 March, 2009
 - Carried out by AB "Norstat" (www.norstat.lt)



E. Vilmorus Omnibus

- Method
 - Representative survey of Lithuanian inhabitants, aged 18+
 - Face-to-face interview at the respondent's place (PAPI)
- Sampling
 - Multi-stage probability sample
 - Each member of the population has an equal chance of being selected
 - Data is weighted by age/ gender and district (corresponding to the Statistics Lithuania).
- Survey
 - N=1000 18+
 - Time: 5-8 March, 2009
 - The survey took place in 20 towns and 63 villages: in Vilnius, Kaunas, Klaipėda, Šiauliai, Panevėžys, Marijampolė, Druskininkai, Visaginas; Alytus, Šakiai, Plungė, Pakruojas, Šilutė, Kėdainiai, Utena, Tauragė, Rokiškis, Šalčininkai and Švenčionys districts
 - Carried out by UAB "Vilmorus" (www.vilmorus.lt)



II. Results



A. Socio-demographic characteristics comparison

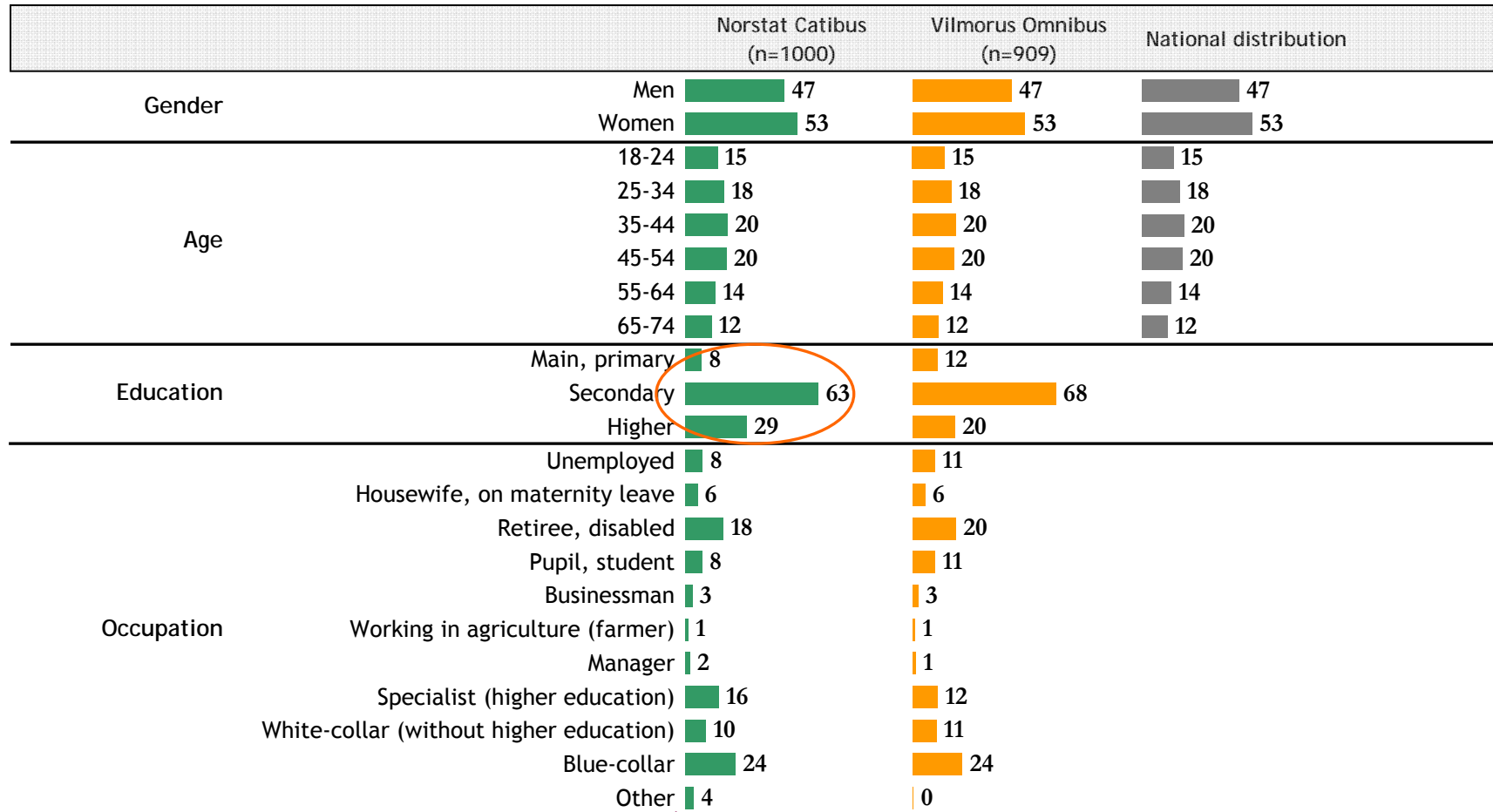
I. Conclusion

The conclusion could be drawn that Catibus respondents in comparison with Omnibus respondents are more townspeople, slightly richer and better educated.

This difference is mainly conditioned by the method itself (CATI) - there is up to 10% of the population in Lithuania who have no access to any phone. On the other hand, the method enables us to reach somewhat higher (richer and more educated) layers of society.

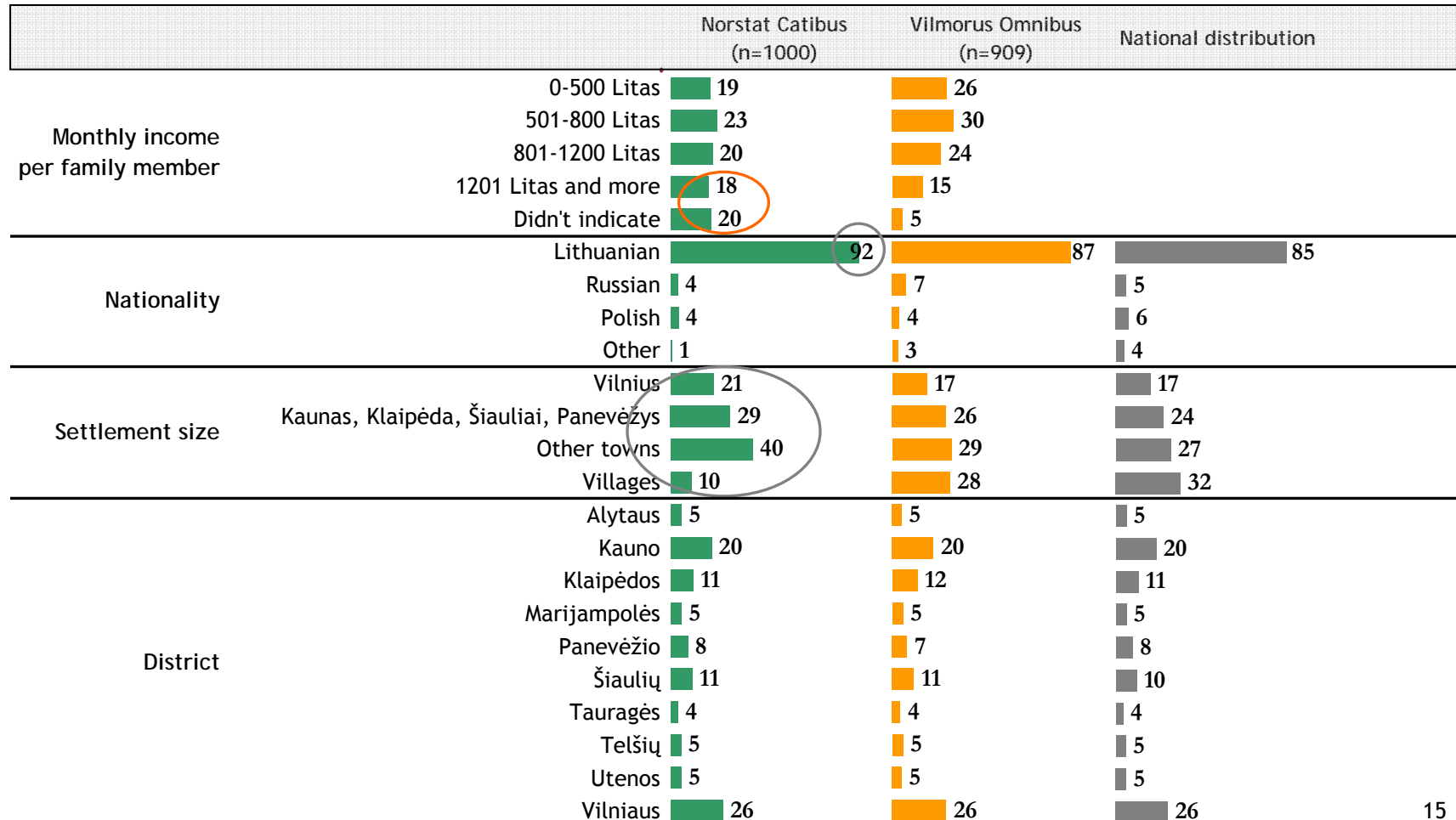


Gender, age, education and occupation





Income, nationality, settlement size and region





Summary of socio-demographic characteristics comparison

- Compared to National distribution
 - **Age, gender, region** are OK
 - **Size of the settlement:** more townspeople, fewer inhabitants of the countryside (-10% of Lithuanian population is unreachable by any phone; most of them live in the countryside)
 - **Nationality:** more Lithuanians (Catibus is carried out only in Lithuanian)

- Compared to Omnibus distribution
 - **Education:** more people with higher education, fewer with lower education (after this test we decided to put one more quota in the sample - education)
 - **Income:** slightly "richer" respondents whose higher average of monthly income per family member - bigger part of those with the highest income; on the other hand, bigger part of those who have not revealed their income at all (we believe this could be improved by using income intervals)



B. Comparison by the types of question

- (1) “Yes/no” question
- (2) Scale question
- (3) Open-ended question



B. (1) "YES-NO" question

"Do you support Lithuania's membership in EU?"

I. Conclusion

There are no statistically significant differences between Catibus and Omnibus total results when we consider those respondents who answered "yes" or "no". But in Catibus there are fewer uncertain ("NA") respondents compared to Omnibus (opinions are more polarized).

II. Conclusion

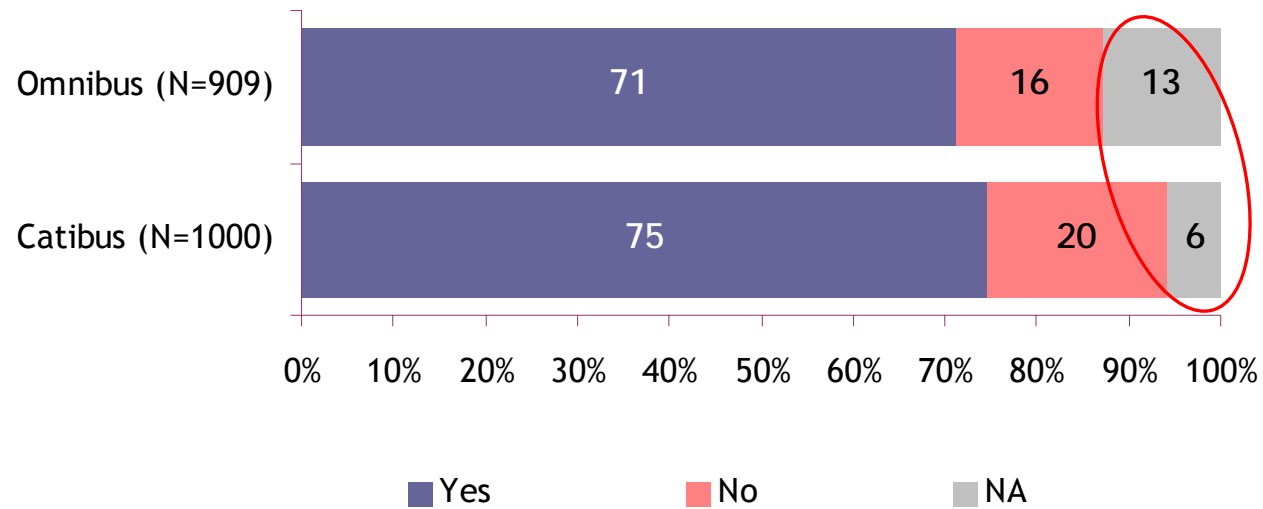
Some existing differences between Catibus and Omnibus results by socio-demographic characteristics could be explained by low basis (small sample size) in these socio-demographic groups.

In general, the differences in the results according to socio-demographic characteristics are not statistically significant (within the statistical error range), i.e. we could presume that the method itself doesn't influence "yes/no" question results.



Comparison of the total

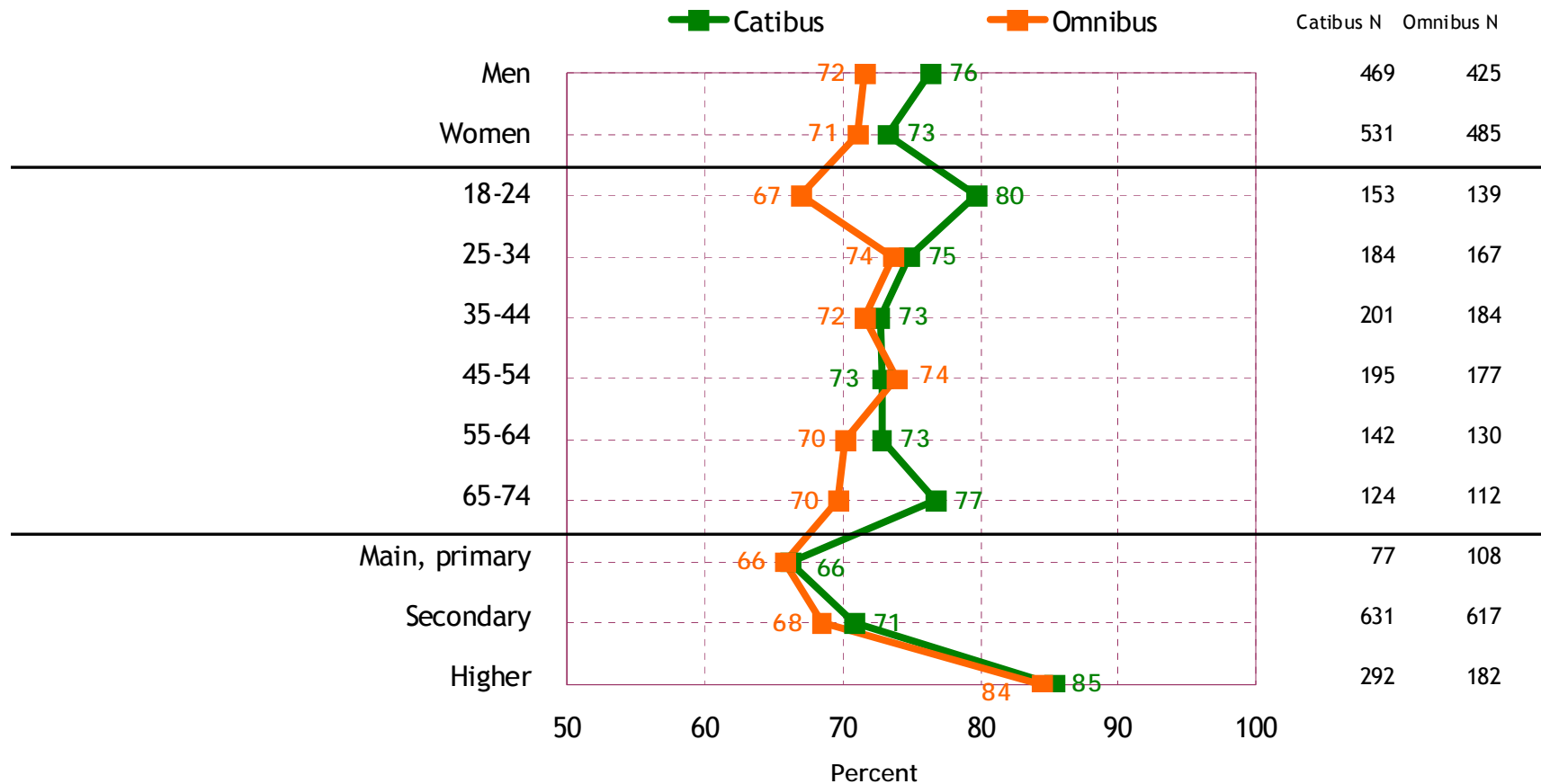
Do you support Lithuania's membership in EU?





Comparison by gender, age and education

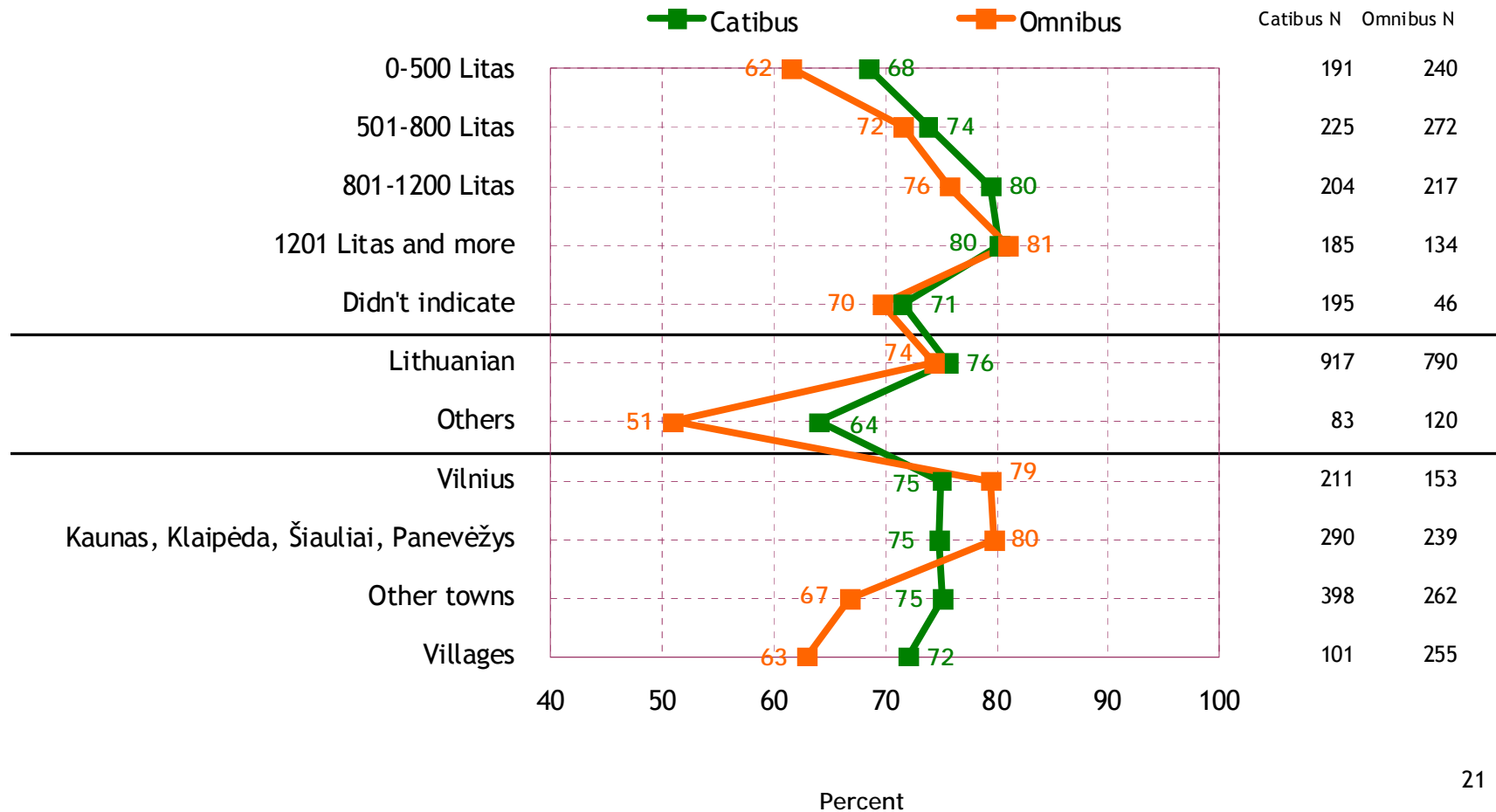
Do you support Lithuania's membership in EU? ("Yes", %)





Comparison by income, nationality and size of settlement

Do you support Lithuania's membership in EU? ("Yes", %)





B. (2) Scale question

”Do you rely on these Lithuanian institutions?”

I. Conclusion

Basically, there are no statistically significant differences in the total results (comparing Top-2 boxes and Bottom-2 boxes). The minor differences disappear comparing the averages - the average of rating of the Catibus is almost identical with that of the Omnibus.

II. Conclusion

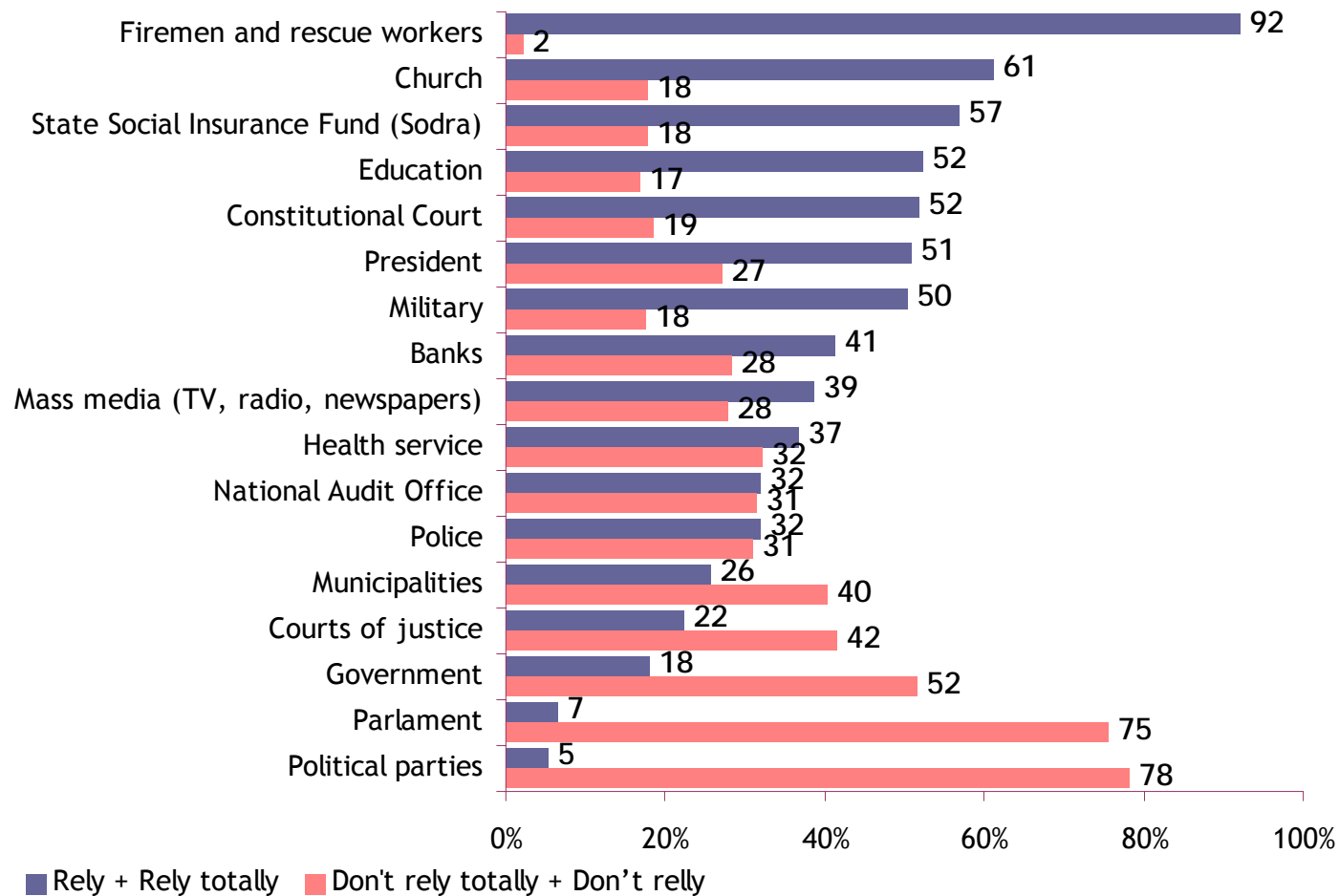
The respondents interviewed by phone (Catibus) seem to be more categorical in their opinions when rating something (the same polarization monitored in the ”yes/no” question analysis). The proportion of either totally positive answers and especially of totally negative answers is bigger in the Catibus compared to it in the Omnibus. And consequently, the share of neutral answers (”neither yes, nor no”) is larger in the Omnibus than in the Catibus.



Catibus total results

Do you rely on these Lithuanian institutions?

All respondents, N=1000

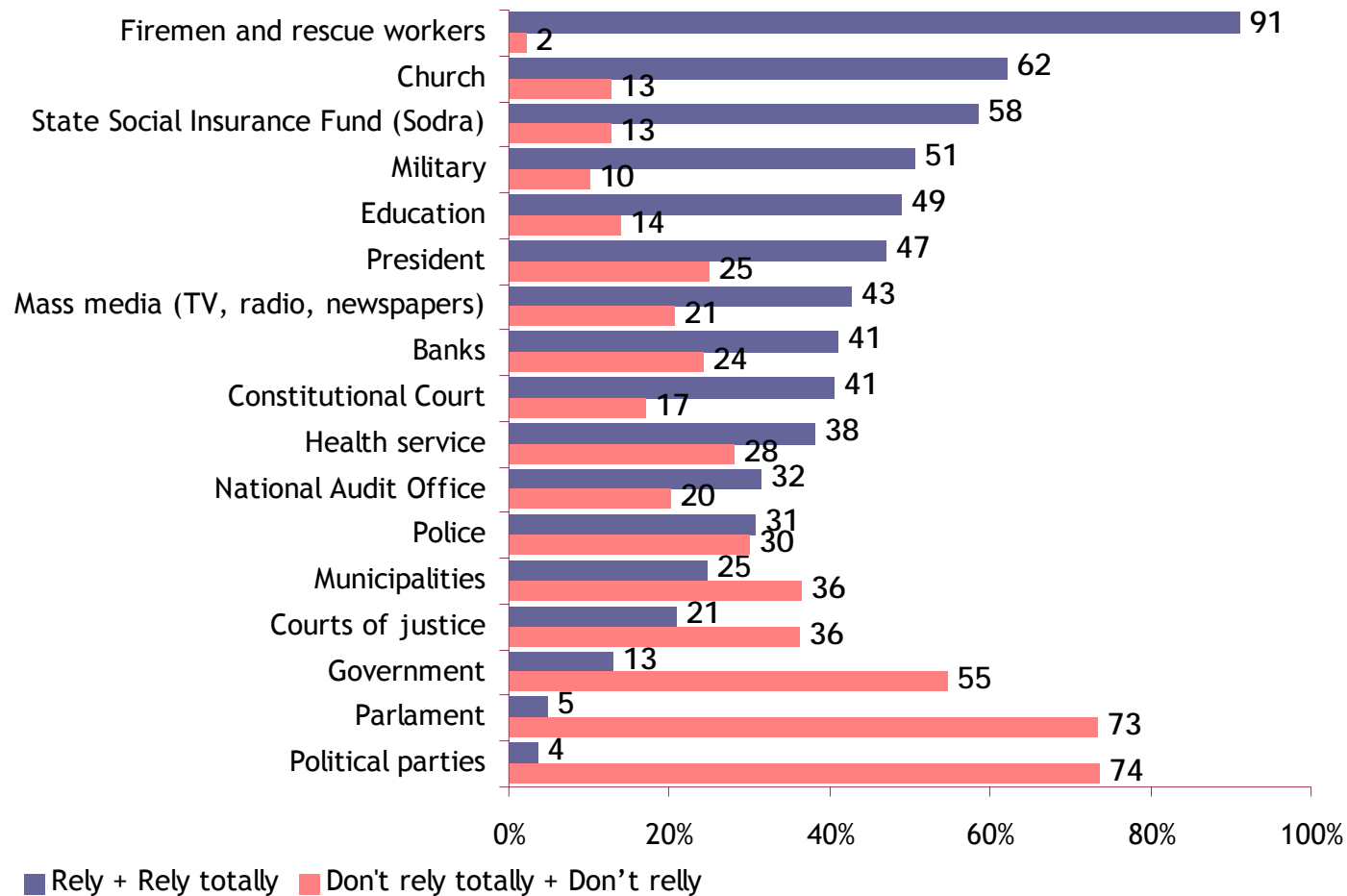




Omnibus total results

Do you rely on these Lithuanian institutions?

All respondents, N=909

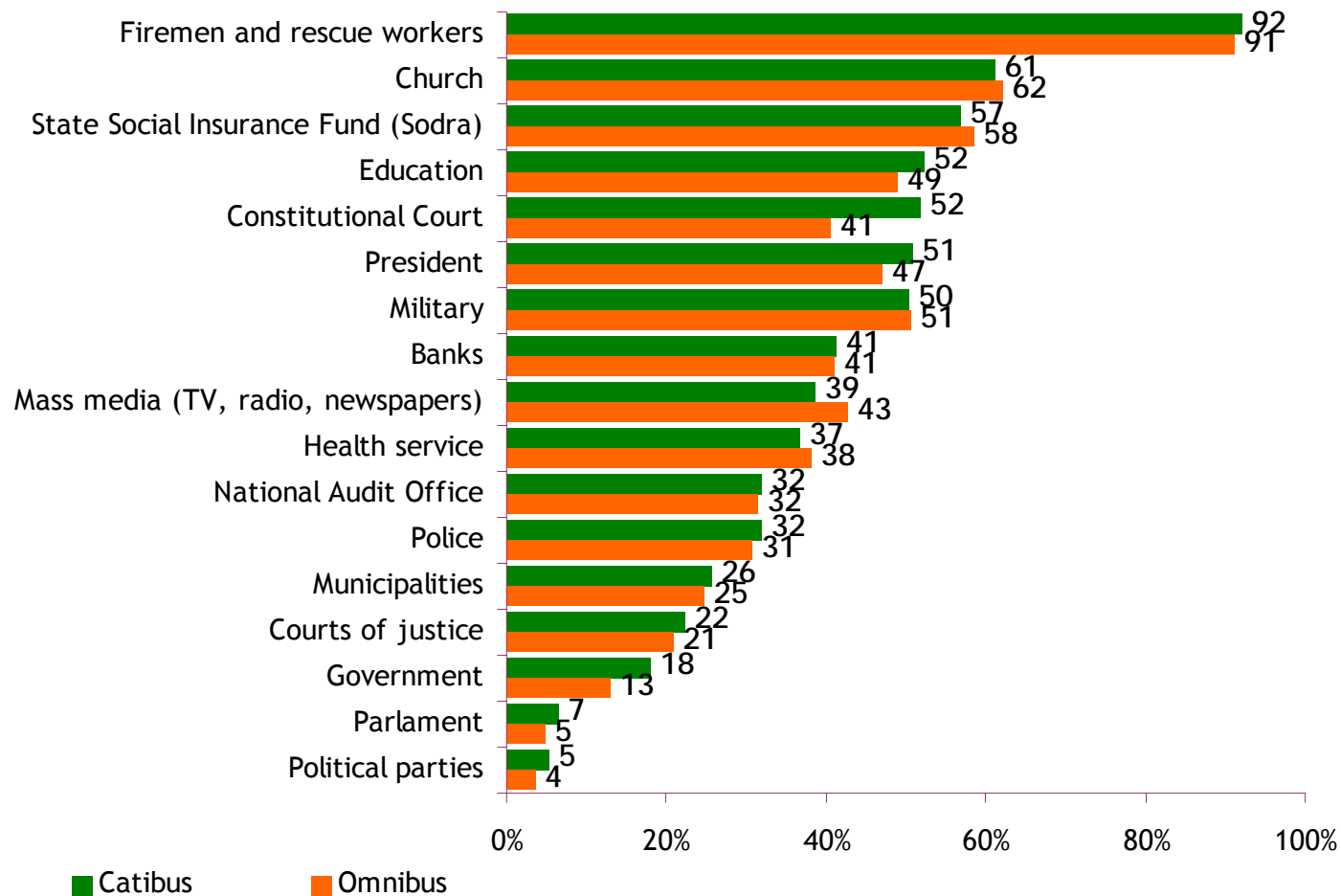




Comparison of positive answers

Do you rely on these Lithuanian institutions? (TOP2 box "Rely totally + Rely", %)

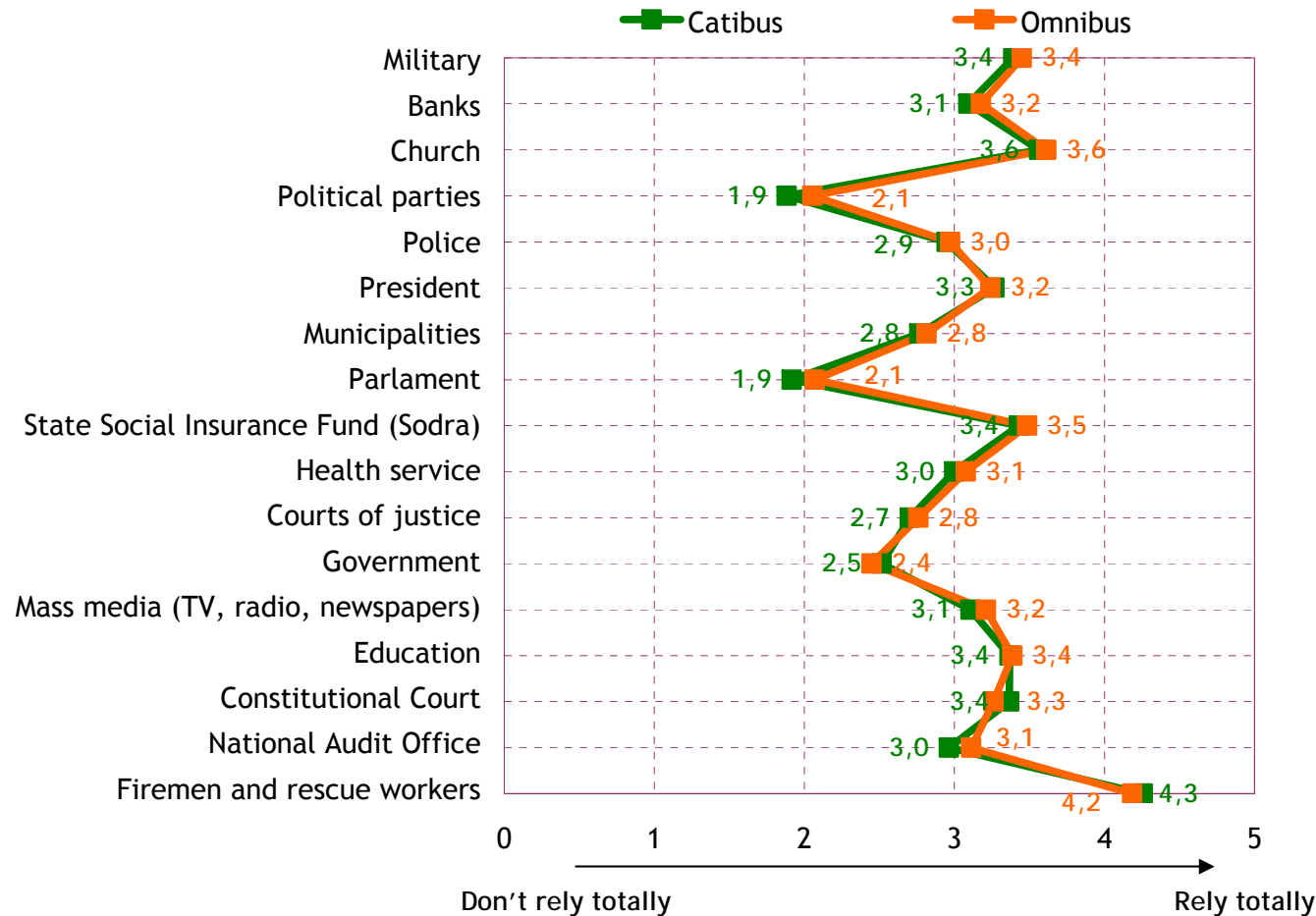
All respondents, N=1000 Catibus and N=909 Omnibus





Comparison of the total

Do you rely on these Lithuanian institutions? (AVG)
All respondents, N=1000 Catibus and N=909 Omnibus

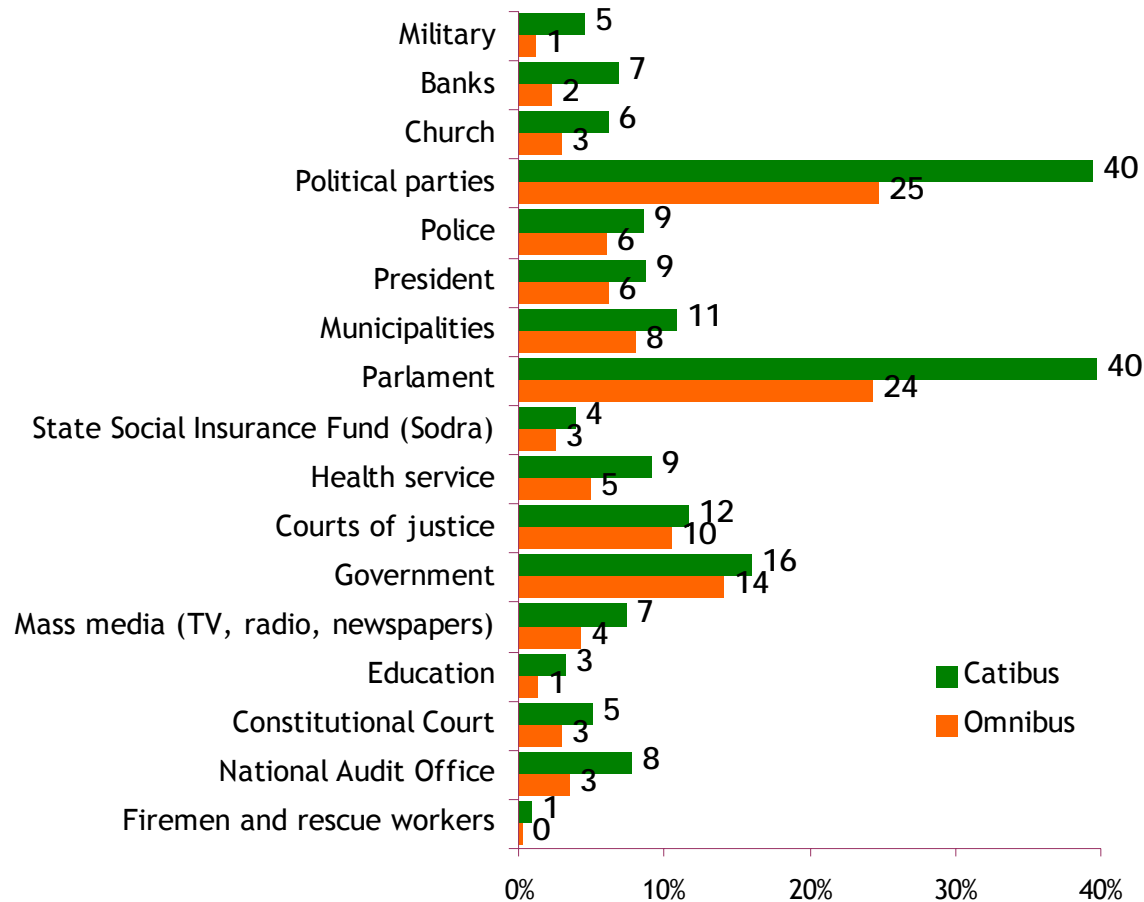




Comparison of totally negative answers

Do you rely on these Lithuanian institutions? (*"Don't rely totally", %*)

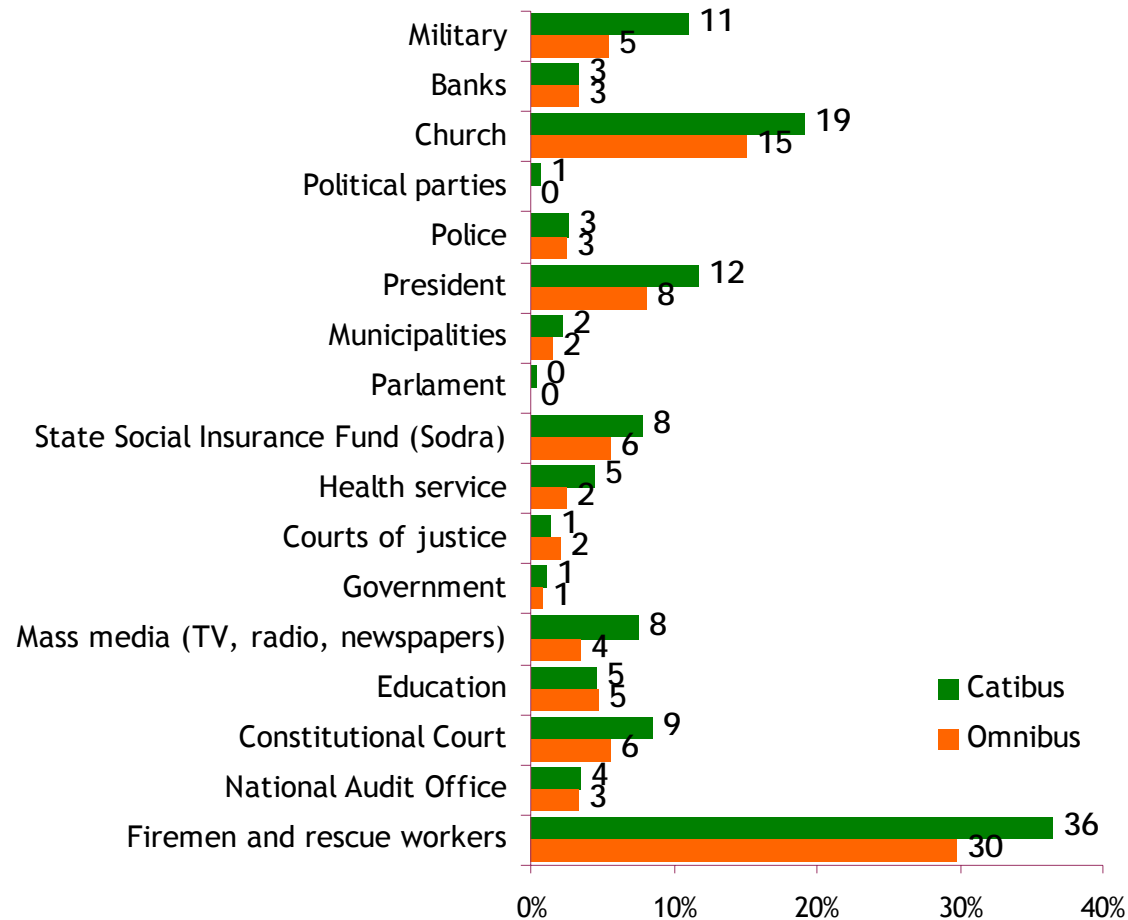
All respondents, N=1000 Catibus and N=909 Omnibus





Comparison of totally positive answers

Do you rely on these Lithuanian institutions? ("Rely totally", %)
All respondents, N=1000 Catibus and N=909 Omnibus

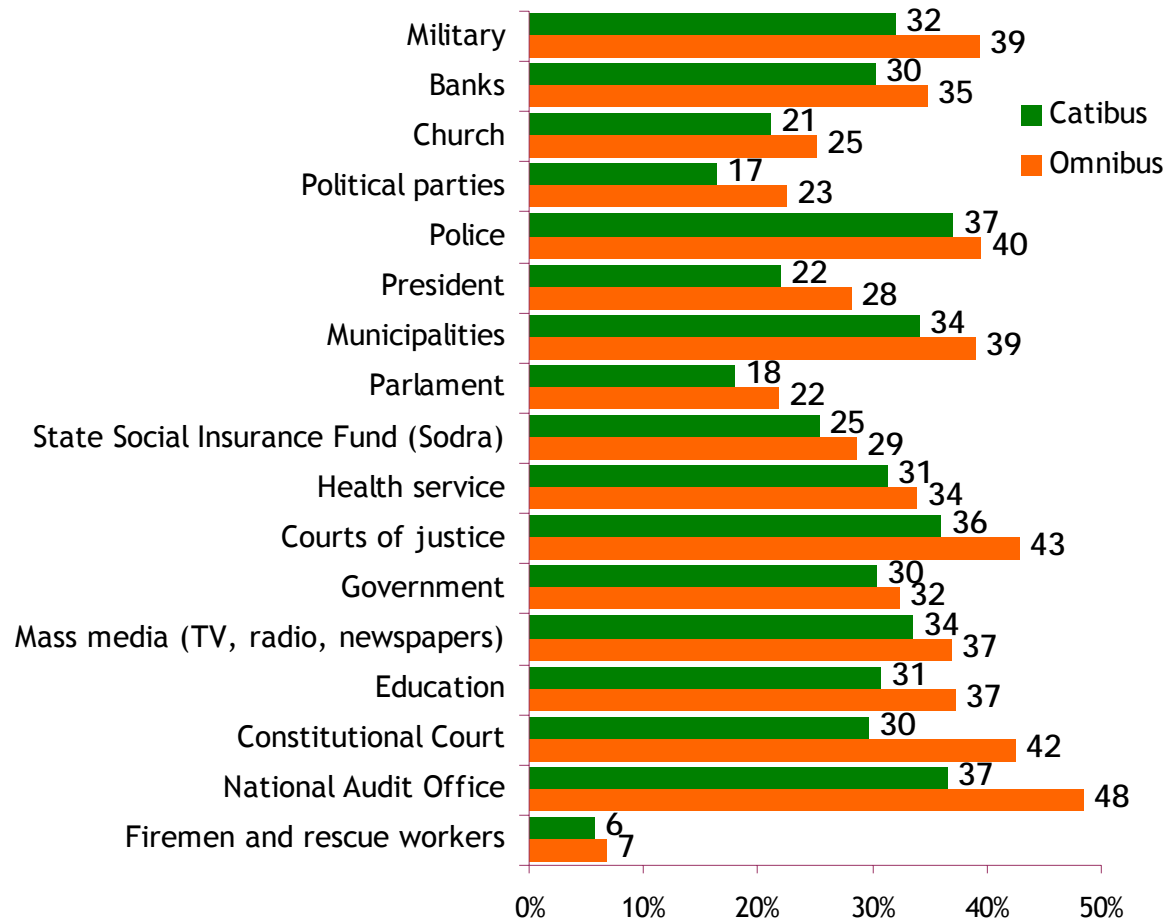




Comparison of neutral answers

Do you rely on these Lithuanian institutions? ("Neither yes, nor no", %)

All respondents, N=1000 Catibus and N=909 Omnibus





B. (4) Open-ended question

”Which Lithuanian public figures represent your interests best?”

I. Conclusion

The list of mentioned names to the open-ended question is of the same length comparing the results of Catibus and Omnibus.

II. Conclusion

The distribution of unaided answers in the Catibus is also similar to this in Omnibus - the leaders’s (the names mentioned most frequently) shares and the TOP-10 are pretty much the same in both cases.

III. Conclusion

The average of the answers per one respondent (taking into account only those who mentioned at least one name) is similar - 1,3 in the Catibus compared to 1,4 in the Omnibus.

IV. Conclusion

But...the share of those who couldn’t mention any name (“NA”) is much bigger in the Catibus compared to the Omnibus. We believe that this difference could be minimised by putting more stress on probing in the Catibus.

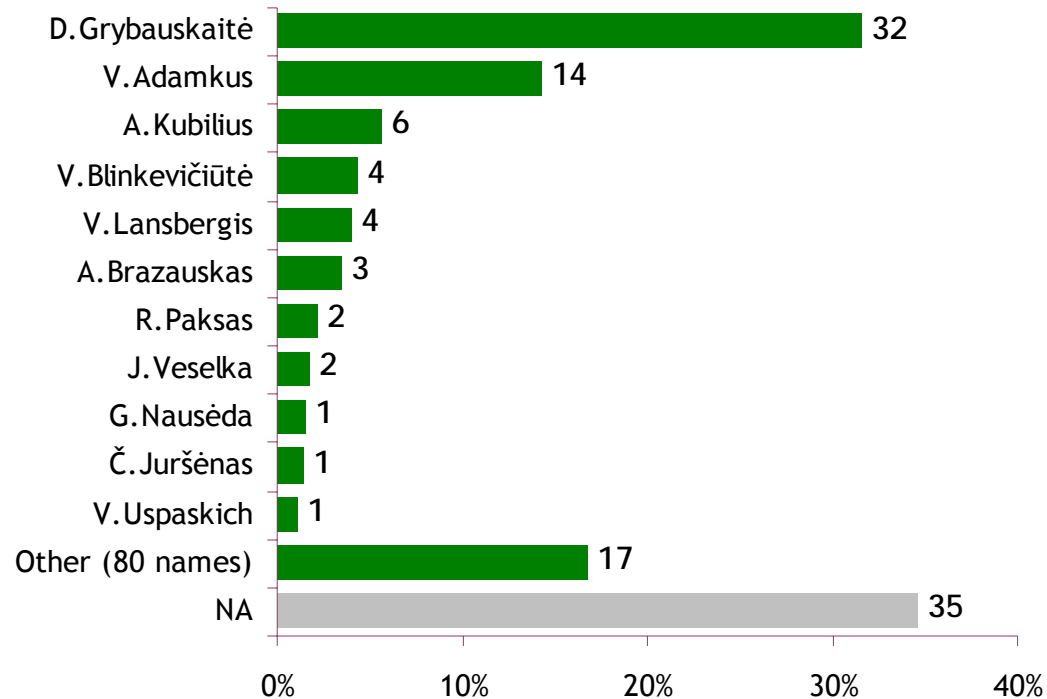


Catibus total results

Which Lithuanian public figures represent your interests best?
(unaided answers, multiple selections, %)

All respondents, N=1000

The list of names, mentioned by more than 1% of the respondents



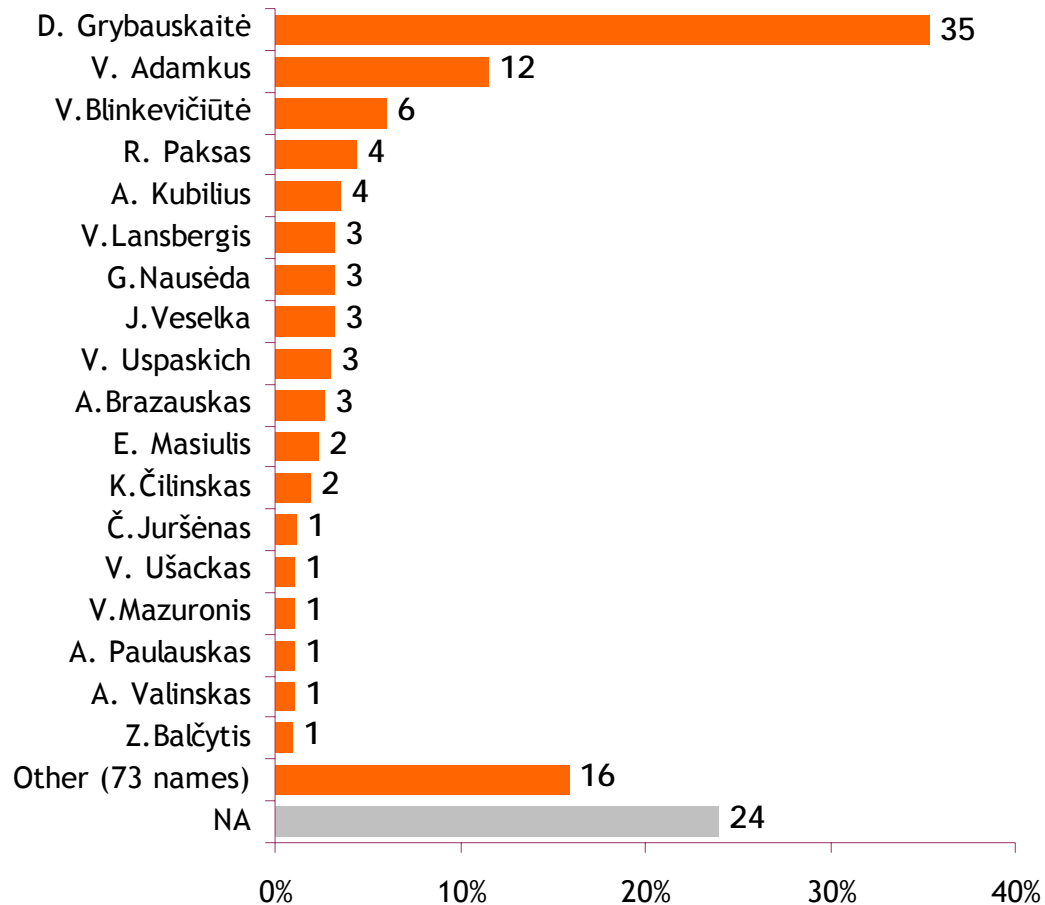


Omnibus total results

Which Lithuanian public figures represent your interests best?
(unaided answers, multiple selections, %)

All respondents, N=909

The list of names, mentioned by more than 1% of the respondents

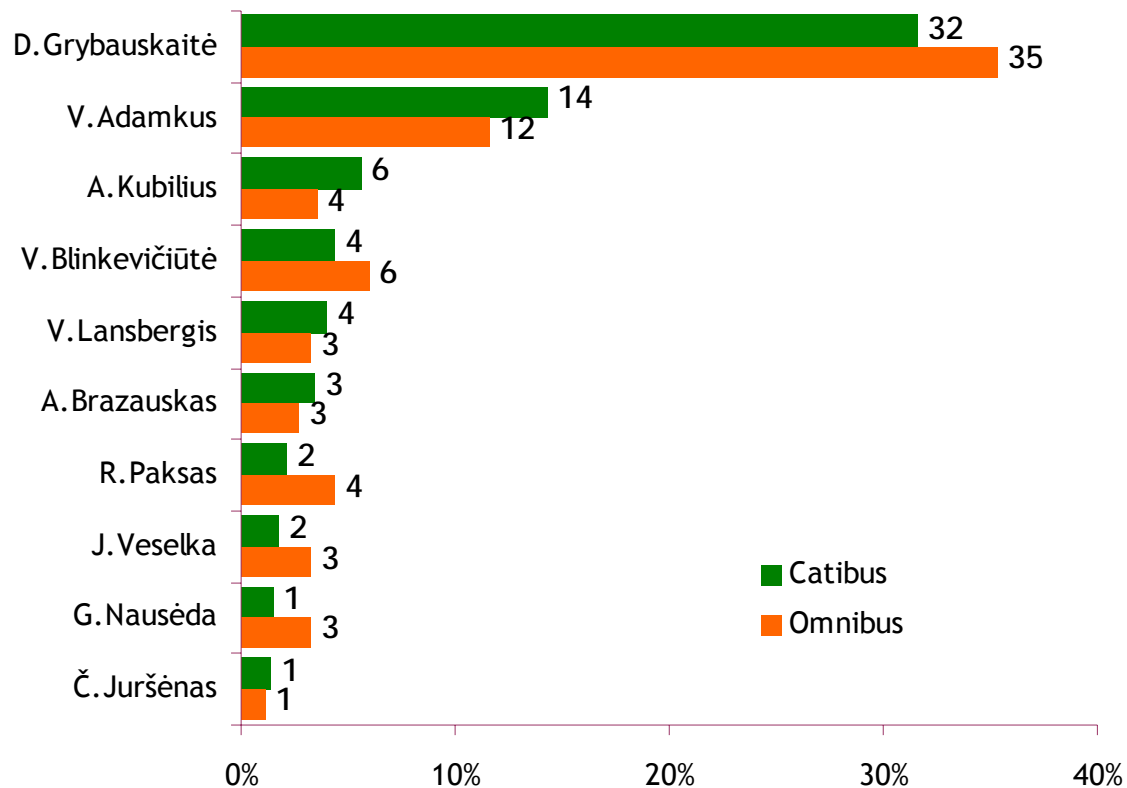




Comparison of TOP-10 names (by Catibus)

Which Lithuanian public figures do represent your interests the best?
(unaided answers, multiple selections, %)

All respondents, N=1000 Catibus and N=909 Omnibus

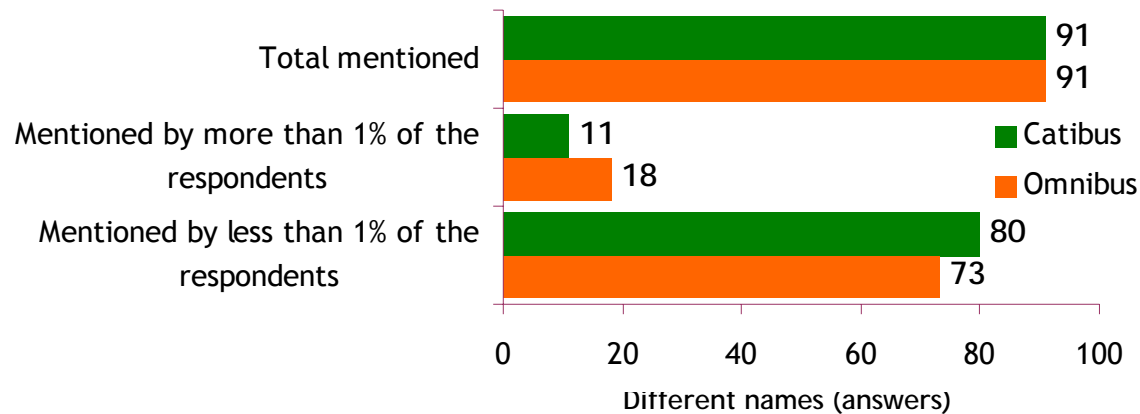




Comparison of open-ended question parameters

Which Lithuanian public figures do represent your interests the best?
(unaided answers, multiple selections)

All respondents, N=1000 Catibus and N=909 Omnibus



- Amount of the same mentioned names - 48 out of 91 (53% of both Catibus and Omnibus)
- Avg of the amount of names, mentioned by 1 respondent - 1,3 Catibus and 1,4 Omnibus

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