

REPRESENTATIVENESS IN CONSUMER CONFIDENCE SURVEY

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Consumer confidence survey (previously Consumer survey) made by Statistics Finland from 1987 has had some changes in history, but it has always been made by telephone interviews. From the beginning of the May 2019 Consumer confidence survey will be mixed mode survey combining telephone (CATI) and web interview (CAWI). Therefore Statistics Finland is interested in how this latest change will affect to representativeness of the Consumer confidence survey data.

R-indicator (representativeness indicator) will be the main instrument for tracking the changes in the representativeness. R-indicator uses auxiliary data from the sample to make a better judgement of non-representativeness than just checking the changes in response rate. In the Consumer confidence survey there are some auxiliary variables that can be used and whose distribution is well known in whole population. Auxiliary variables that are available for us are person's age, gender, area of residence, native language and level of education. R-indicator uses logistic regression model for estimating the needed parameters and in our case only age and level of education are significant explanatory variables. With these auxiliary variables we can estimate the changes in representativeness in the survey.

The web interview form has been used to gather information for the study from the beginning of the March. The last release from the pure telephone interview data will be 26th of April. So the first release with mixed mode data will be 27th of May. Also from May onwards the size of the sample will be reduced from 2350 to 2200, because oldest age group (75-84) will be left out. This age group was added to the survey in 2012.

References

Schouten, B., Cobben, F. & Bethlehem, J. (2009), "Indicators for the representativeness of survey response", *Survey Methodology*, 35 (1), 101 – 113.

Consumer survey: https://www.stat.fi/til/kbar/index_en.html