

# Innovation in Opinion Polling; Testing Three Modes and the Feasibility of Hybrid Polling: The Case of Finland, 2024

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WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

# Objectives of the Study

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- Test the Coverage and Results of Three Modes
  - CAPI
  - CATI
  - CAWI
- Field Partner with All Three Modes in Operation
  - Taloustutkimus Oy – Finland

# A Case Study in Finland – Favorable Polling Environment

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- Happiest Country in the World
- 2nd Least Corrupt Country in the World (Denmark is #1)
- Freedom House 2023 Score of 100 (Sweden 99, Norway 98, Denmark 97, USA and South Korea 83)

# Three Modes for Data Collection – CAPI

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The CAPI interviews were carried out by Taloustutkimus as part of their Omnibus fieldwork. Omnibus is a multi-client survey that is conducted four to six times a year.

In recent years, Omnibus has been done using multiple channels, face-to-face and panel interviews. This time, only the face-to-face part was carried out, with 500 interviews in total.

While HH selection was at random, respondents were selected to fill quotas based on the normal Omnibus criteria of gender, age, region and municipality size.

# Three Modes for Data Collection – CATI

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Taloustutkimus also conducted a survey of CATI interviews using two combined weekly Telebus rounds of 500 persons 18+.

TO's Telebus survey is conducted regularly throughout the year.

Respondents are randomly sampled from the Dun & Bradstreet register. The sample is representative of the Finnish population, with the limitation that the respondents must have their own personal phone subscription.

A segment of the population who have a phone number owned by their employer or, for example, a parent, are not available for selection for the Telebus.

# Three Modes for Data Collection – CAWI

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The CAWI portion of the study was carried out using the Taloustutkimus online panel. The panel consists of about 37,000 Finns who have agreed to participate in Taloustutkimus' online surveys.

The panel members are recruited in a way that ensures the highest possible quality and representativeness of the responses. All offline recruitment is done through postal, phone, or face-to-face surveys that represent the Finnish population (excluding the island of Åland).

Online recruitment, on the other hand, is done through various and diverse electronic channels (advertising on social media, email campaigns, announcements on online media, student organization cooperation, etc.). Special attention is paid to hard-to-reach target groups, such as less educated young people.

The participants are rewarded for their participation, but usually only with general raffles. This is to avoid professional answering and/or click-farming.

# Field Pace and Delivery

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Modes	Sample Sizes	Field Team	Field Days	Price Index
CAPI	516	21	16	3.31
CATI	1,007	46	6	2.21
CAWI	1,015	NA	10	1.00

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# Quality Metrics

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■ Metrics	CAPI	CATI	CAWI
■ Item Non-Response	5.0%	3.4%	1.1%
■ Interview Length	4.9	7.6	4.6

(Minutes)



# Quality Metrics

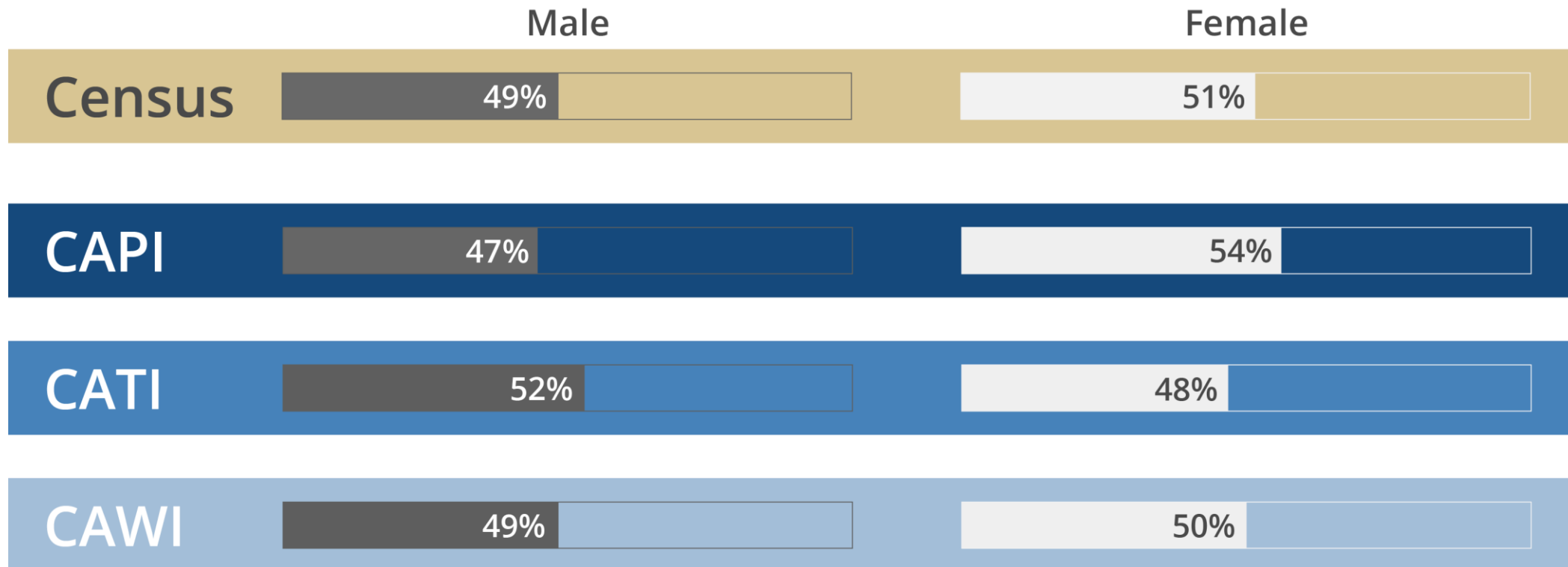
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Modes	Item NR	Interview Length (Minutes)
CAPI	5.0%	4.9
CATI	3.4%	7.6
CAWI	1.1%	4.6

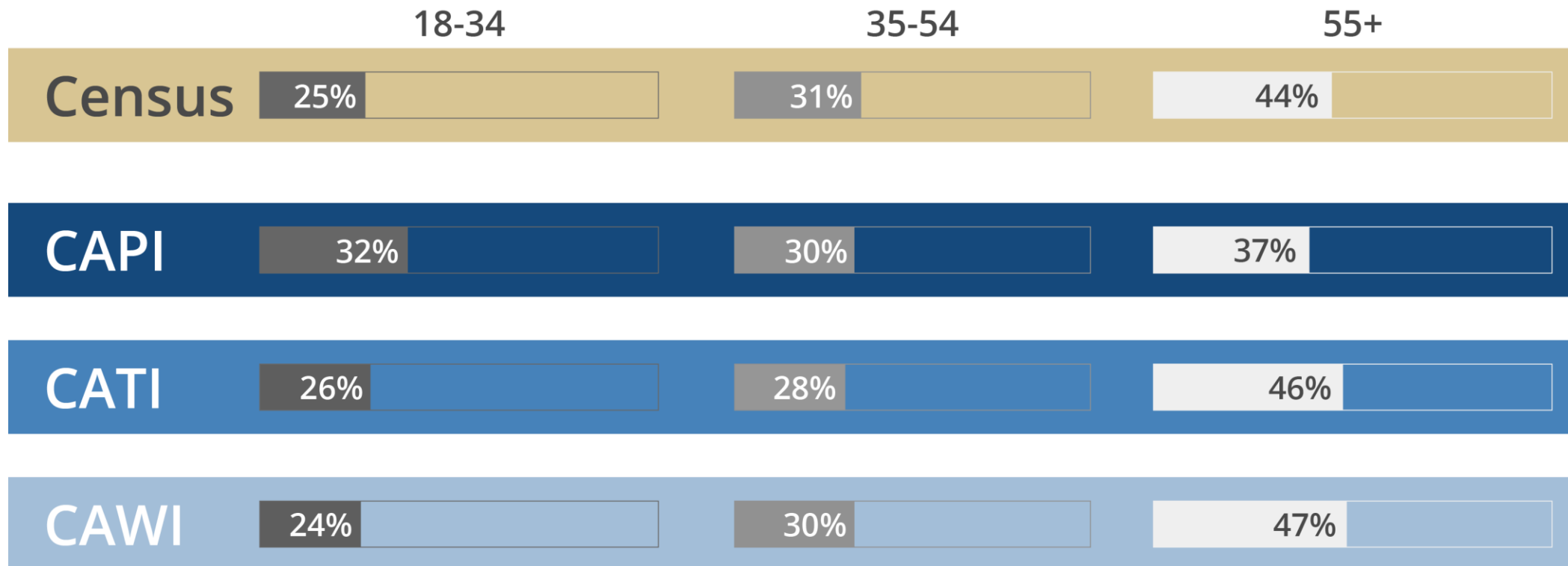
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# Demographics by Mode: Gender (Unweighted)

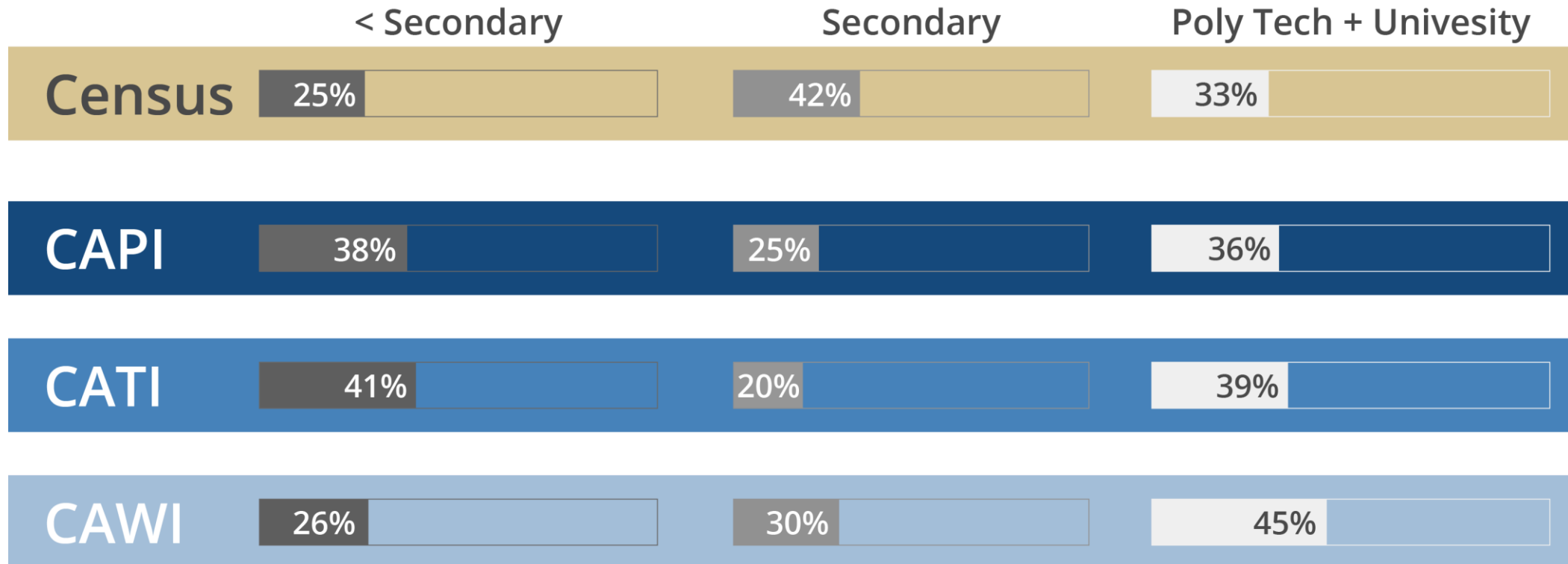
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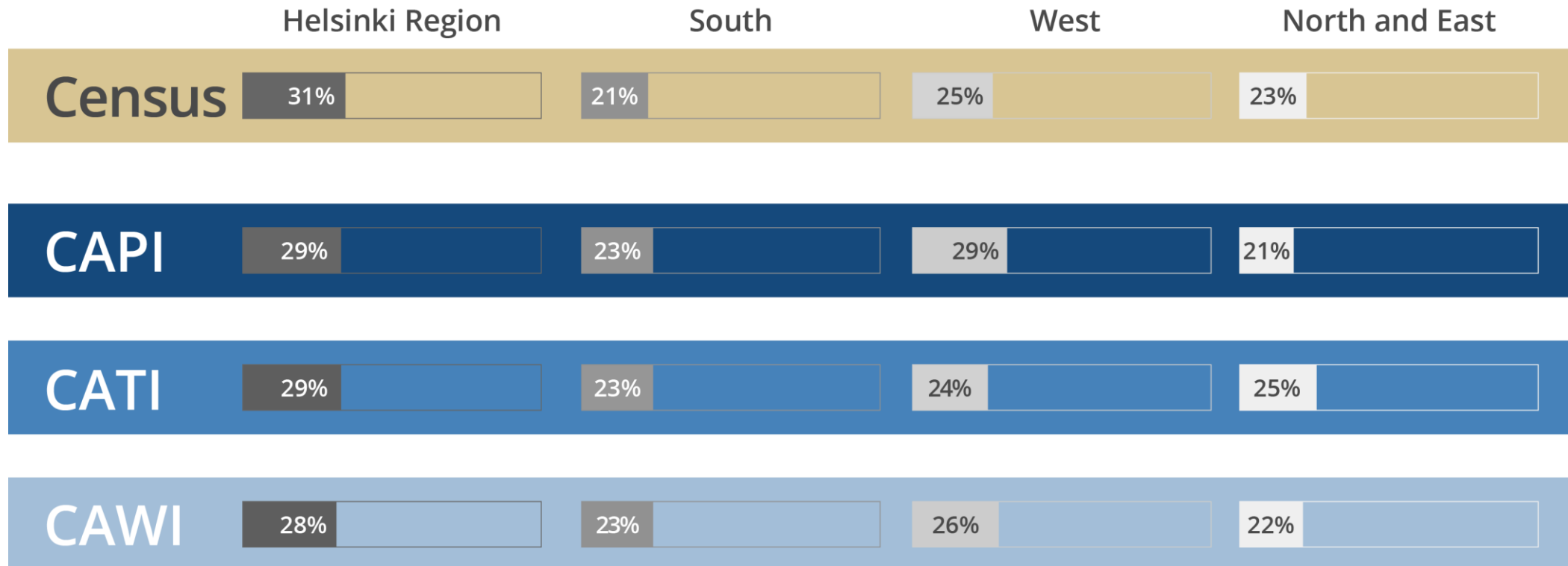
# Demographics by Mode: Age Group (Unweighted)



# Demographics by Mode: Education (Unweighted)



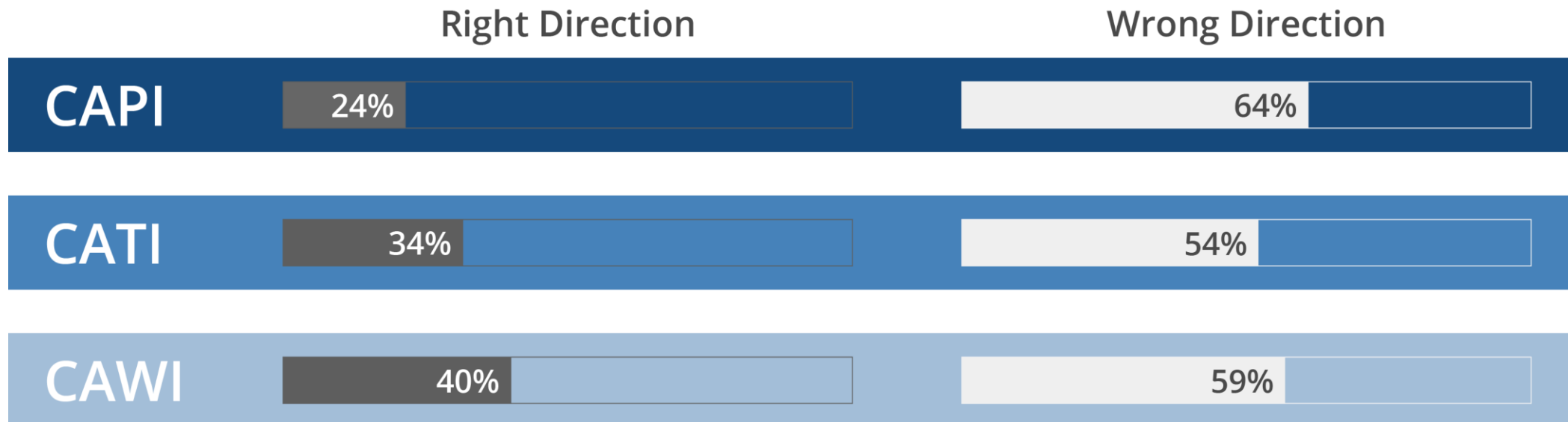
# Demographics by Mode: Region (Unweighted)



# Key Findings by Mode (Weighted)

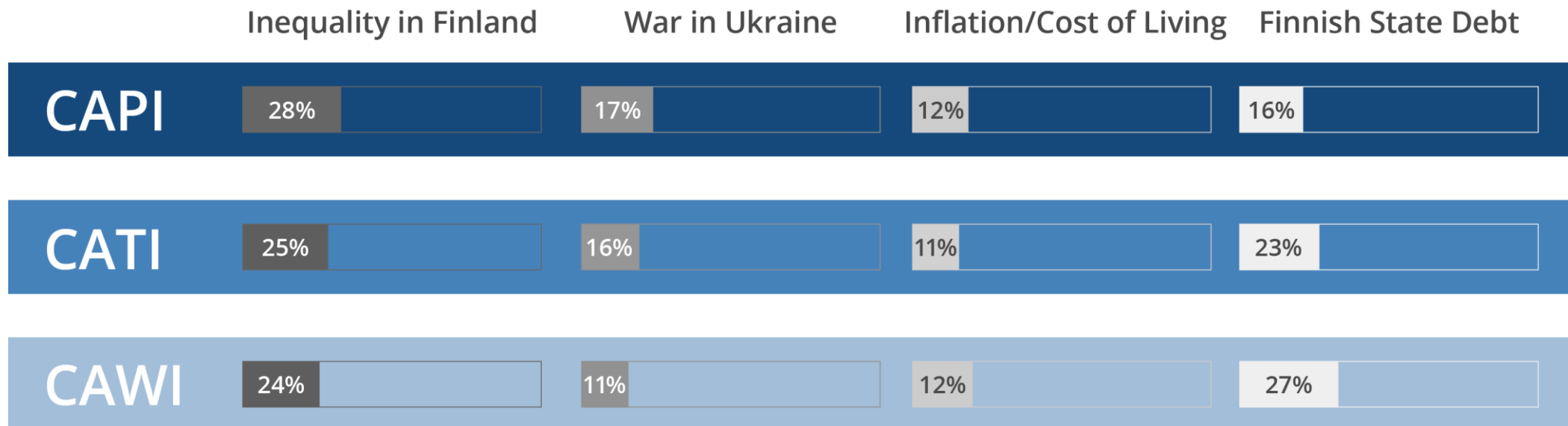
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Q1: Overall, would you say that Finland is going in the right direction or the wrong direction?



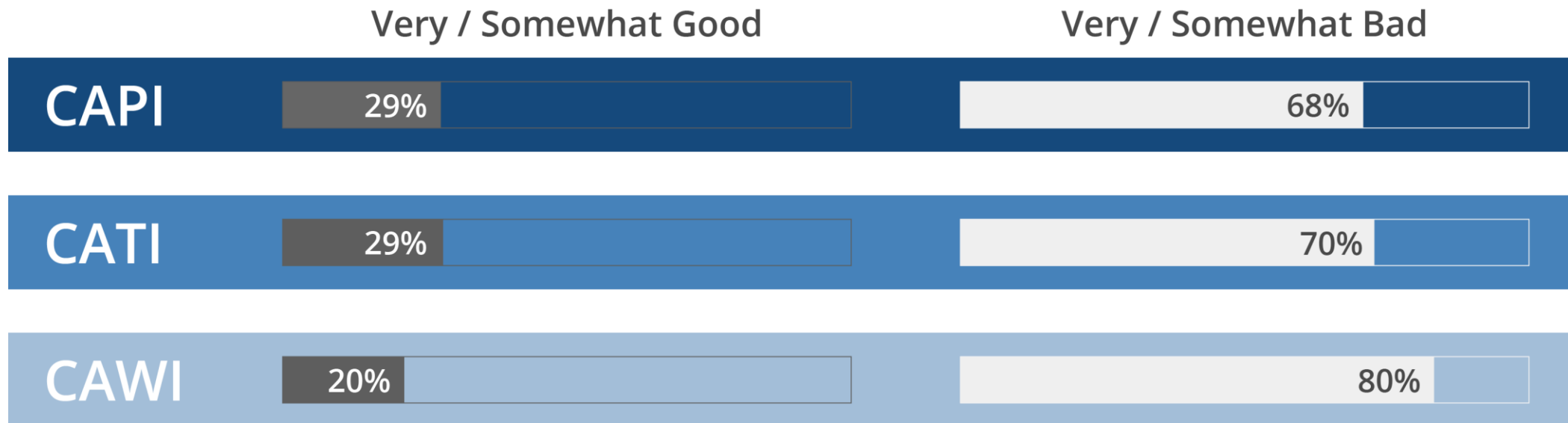
# Key Findings by Mode (Weighted)

Q2: In your opinion, which ONE of the following is the most important issue currently facing Finland? (Showing the top four mentions by mode)



# Key Findings by Mode (Weighted)

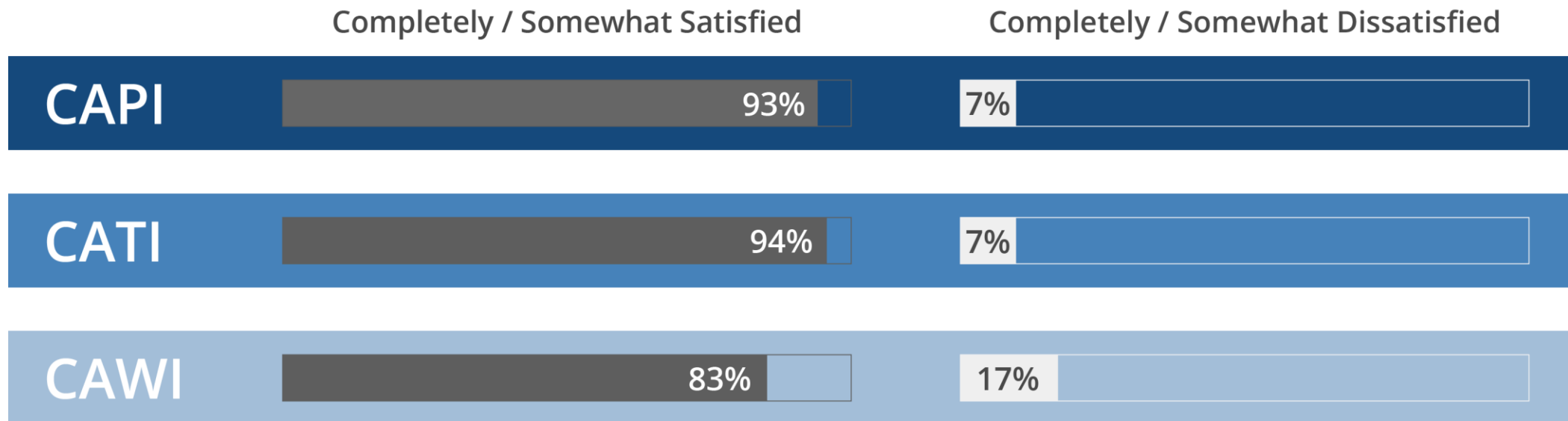
Q3: How would you describe the current economic situation in our country today? Would you say it is very good, somewhat good, somewhat bad, or very bad?





# Key Findings by Mode (Weighted)

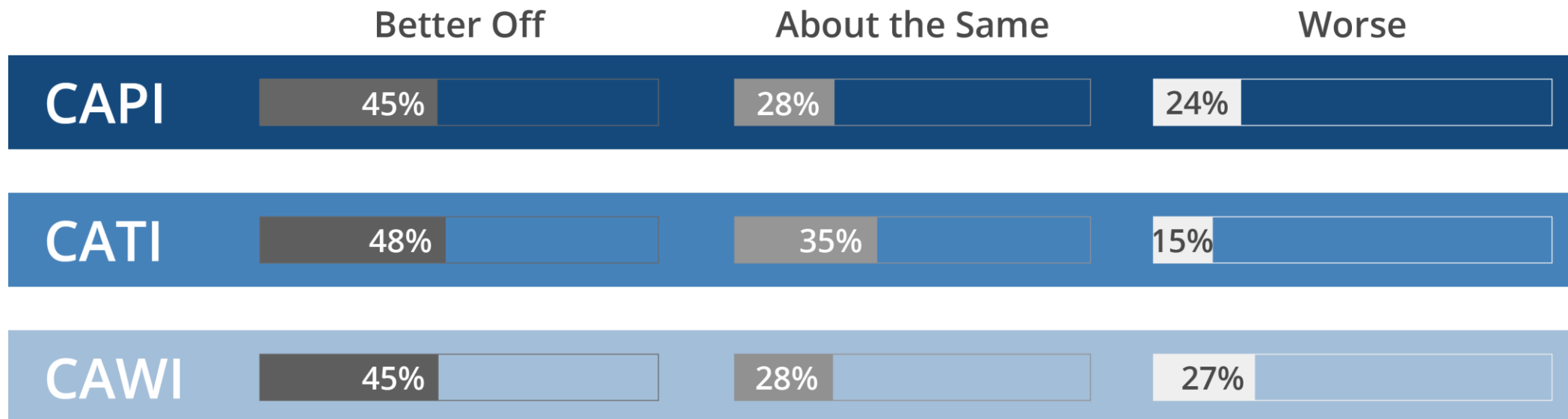
Q4b. (IF Q4ab=1, "has a paid job")\* How satisfied or dissatisfied are you with your job? Would you say you are completely satisfied, somewhat satisfied, somewhat dissatisfied, or completely dissatisfied with your job?



\*CAPI (n=245); CATI (n=493); CAWI (n=550)

# Key Findings by Mode (Weighted)

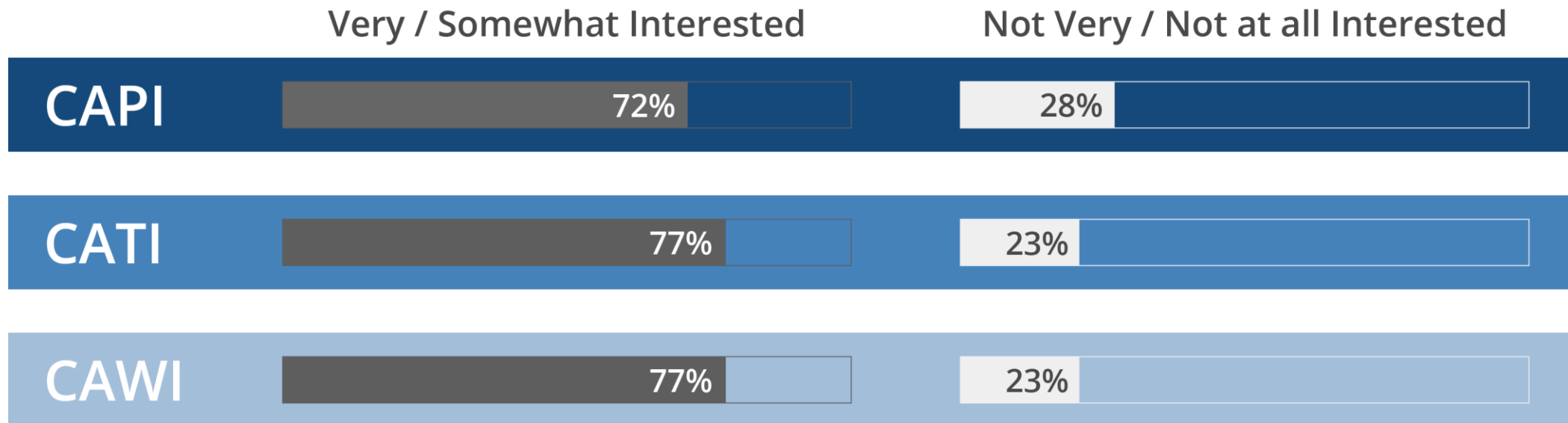
Q5. Comparing your standard of living with your parents' standard of living when they were about your age, would you say that you are better off, worse off or about the same?



# Key Findings by Mode (Weighted)

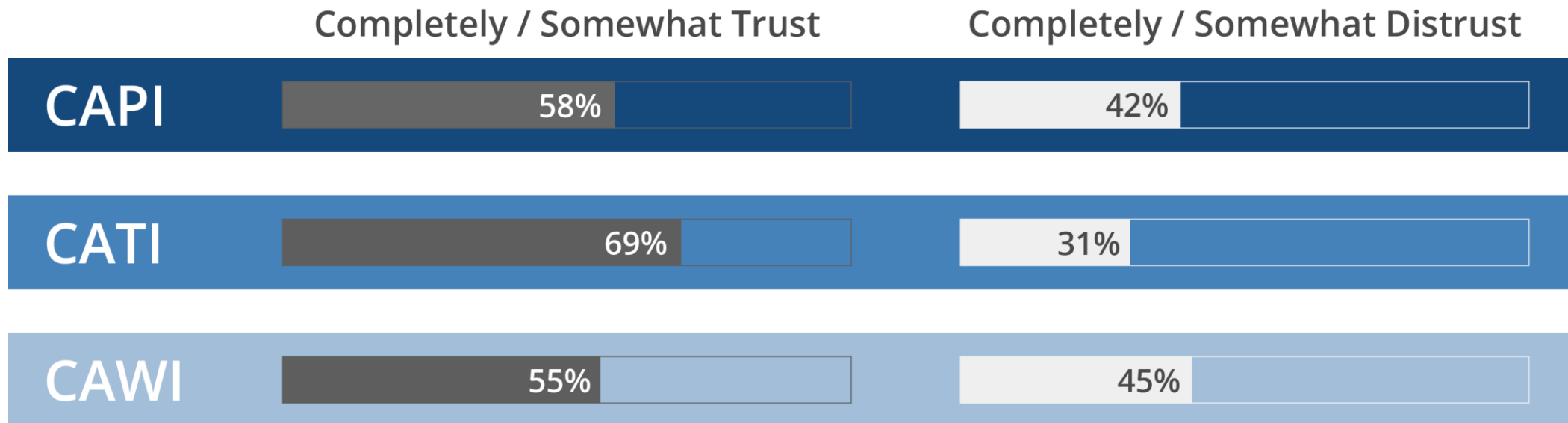
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Q7. How interested would you say you are in politics? Are you...



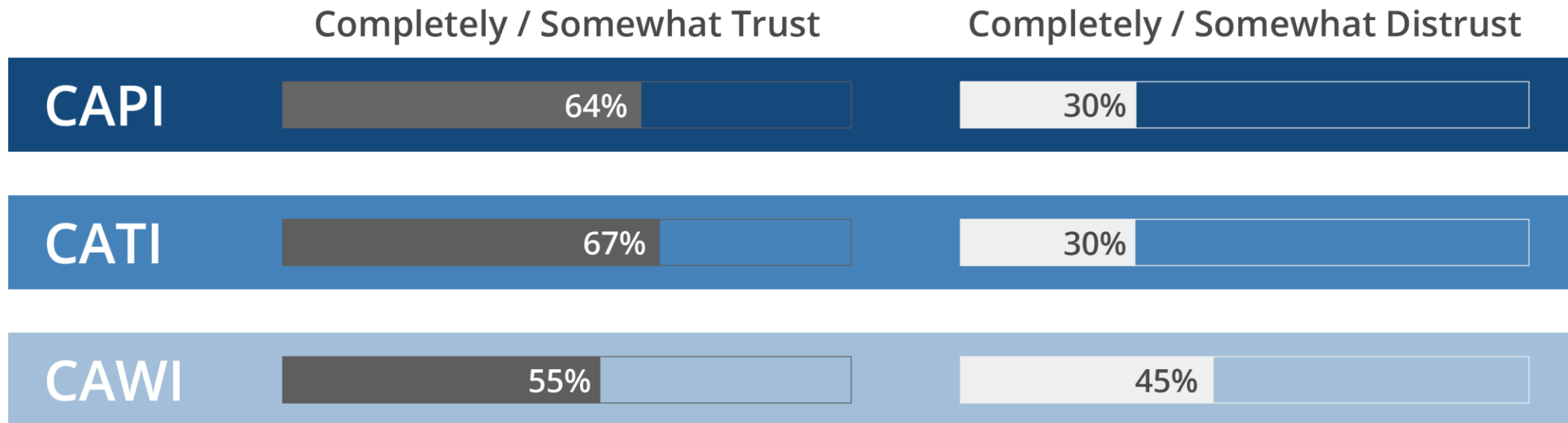
# Key Findings by Mode (Weighted)

Q8a. Would you say that you completely trust, somewhat trust, somewhat distrust, or completely distrust the following institutions....? Finnish Parliament



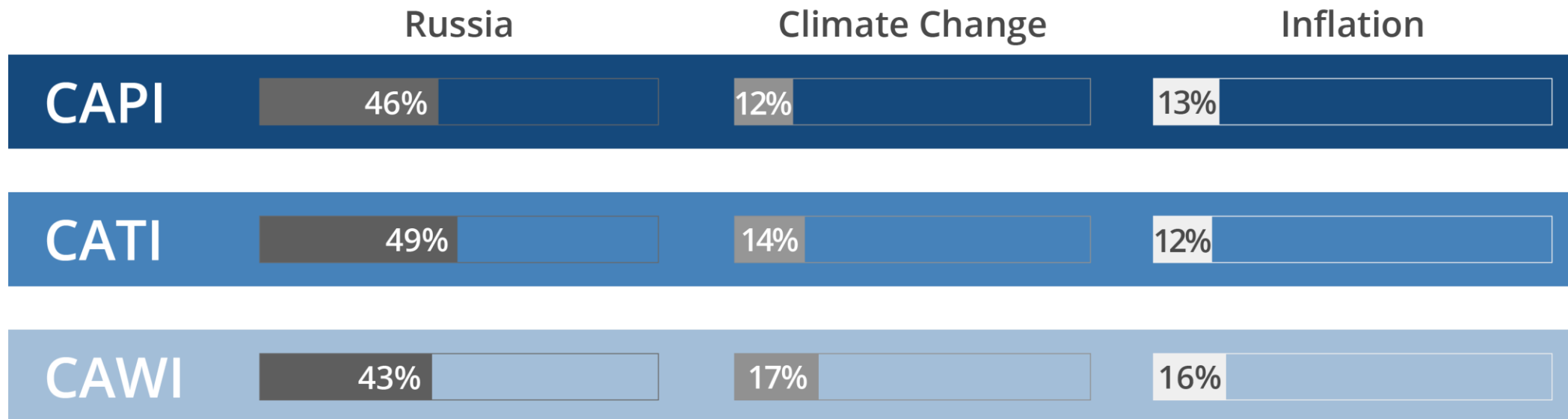
# Key Findings by Mode (Weighted)

Q8b. Would you say that you completely trust, somewhat trust, somewhat distrust, or completely distrust the following institutions....? The European Union



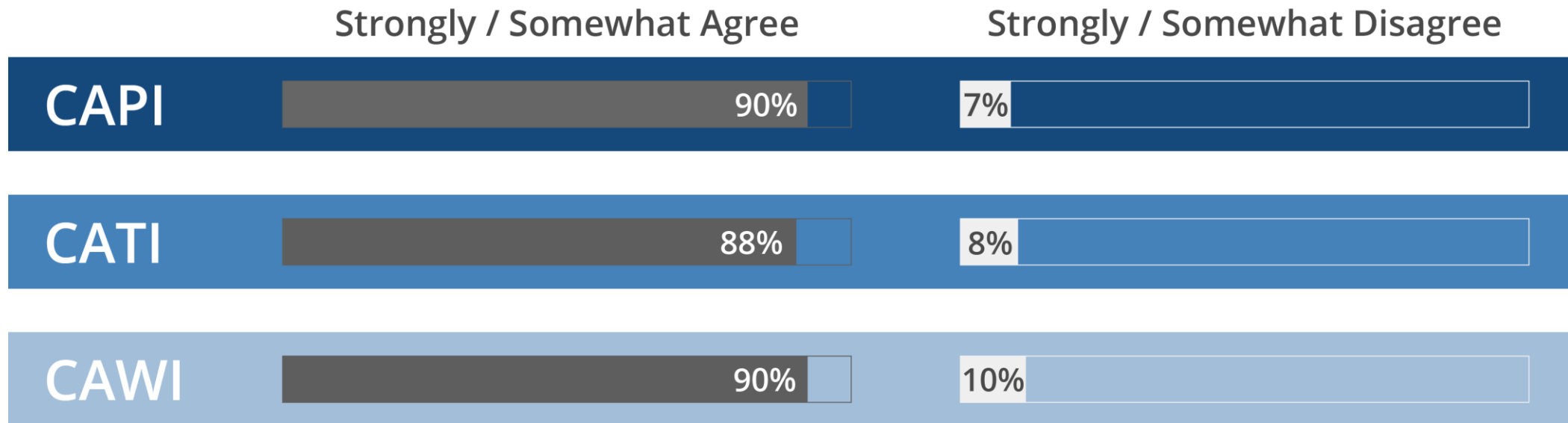
# Key Findings by Mode (Weighted)

Q9. In your opinion, which ONE of the following is the biggest threat to our country today? (Showing the top four mentions by mode.)



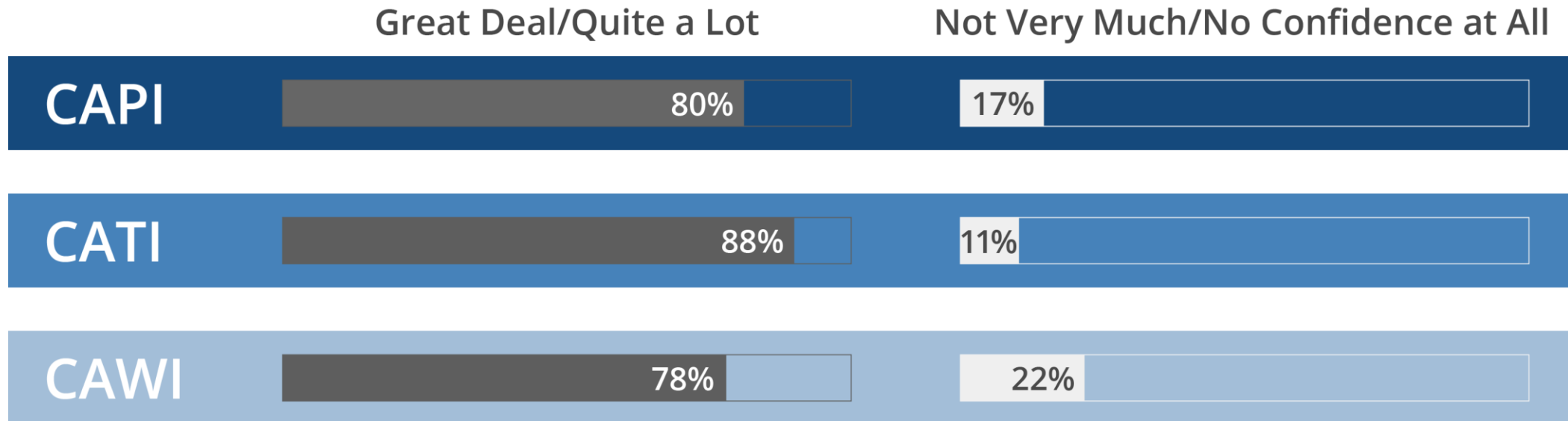
# Key Findings by Mode (Weighted)

Q10. Please tell us to what extent you strongly agree, agree somewhat, disagree somewhat or strongly disagree with this statement. "By standing against Russia's invasion of Ukraine, the EU is defending European values"



# Key Findings by Mode (Weighted)

Q12a. For each of the following organizations, please tell me if you have a great deal of confidence, quite a lot of confidence, not very much confidence or no confidence at all? NATO





# Looking Ahead, We Will...

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- Build a hybrid design ...
- Gaps in each Mode

**Thank you for your time and attention.  
Please forward any comments or questions to**

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