



EXPERIENCES ON WEB-BASED SURVEY ON MONITORING OUTDOOR RECREATION PARTICIPATION

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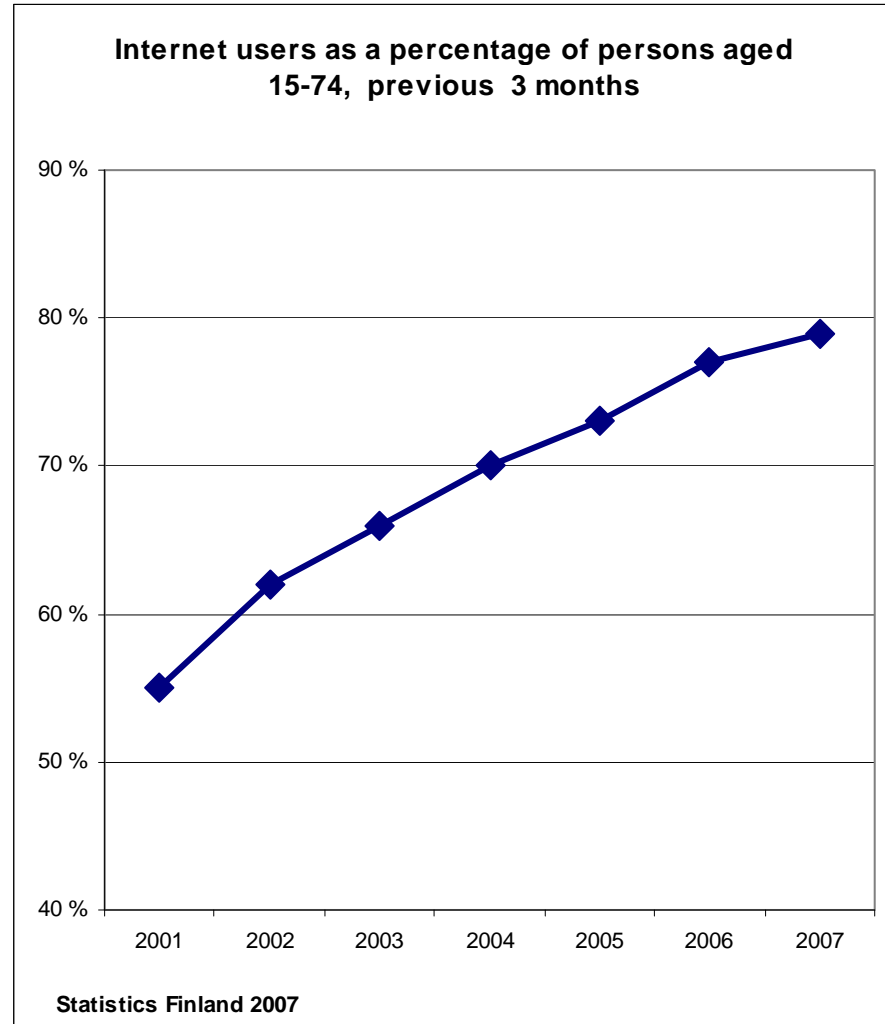
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Internet Use

~70% of households (age group 16-74) has connection to internet

~80% of 15-74 year old population uses internet



Methodologies used in national recreation

surveys (Sievänen et al. 2008, Forest Recreation Monitoring –a European Perspective)

Countries	Techniques
Austria	Face to face interview
Denmark	Postal
Finland	Telephone and postal
France 1	Face to face interview
France 2,	Telephone
Germany 1	Telephone
Germany 2	Telephone
Hungary	Face to face interview
Ireland	Postal
The Netherlands	Telephone and postal
Norway	Postal
Slovakia	Postal
Switzerland	Telephone
UK	Face to face interview

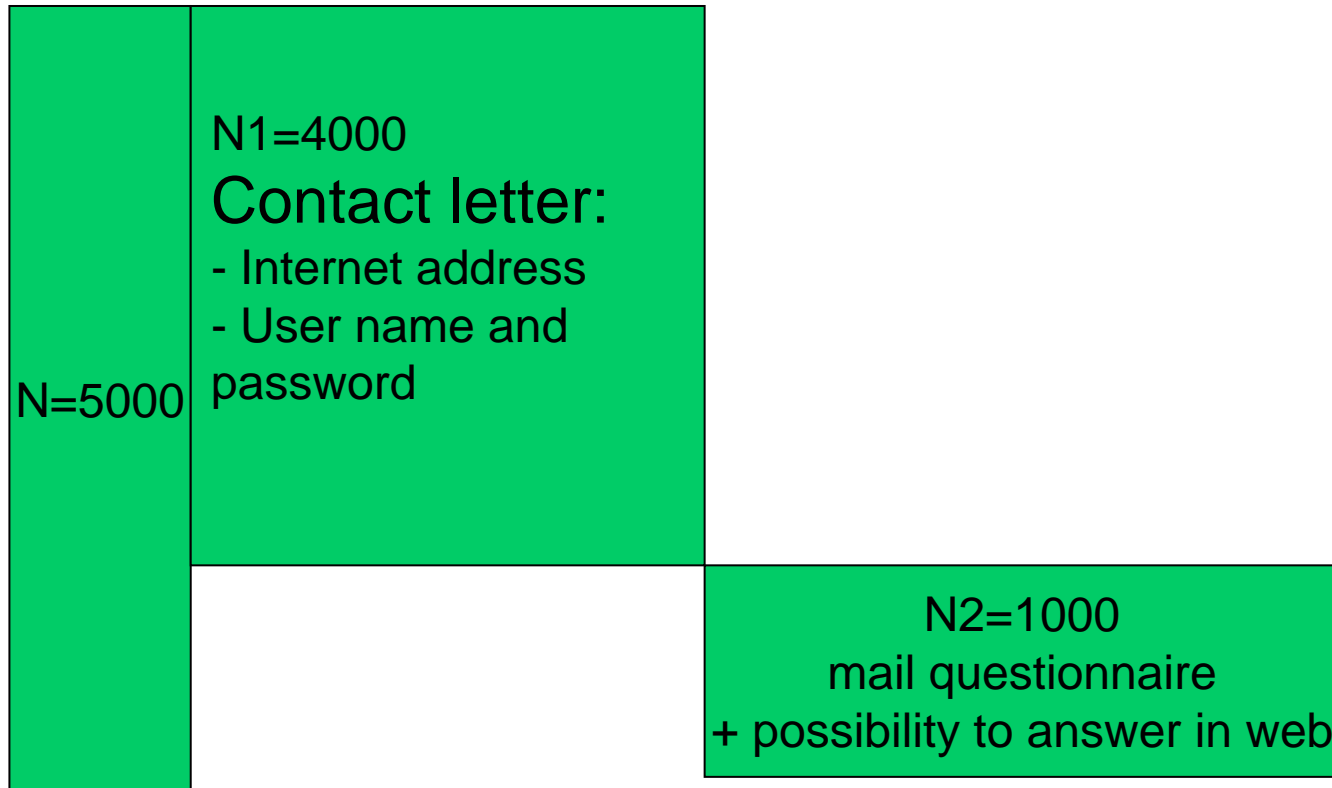
Research questions

- 1) Comparison of respondents preferences between web and mail survey
- 2) How representative sample we can get by using web-survey?
 - non-respondents among the older age group
- 3) Does web-mode bias the participation figures?
 - are active internet users either less or more active in outdoor recreation than general population.

Experiment design

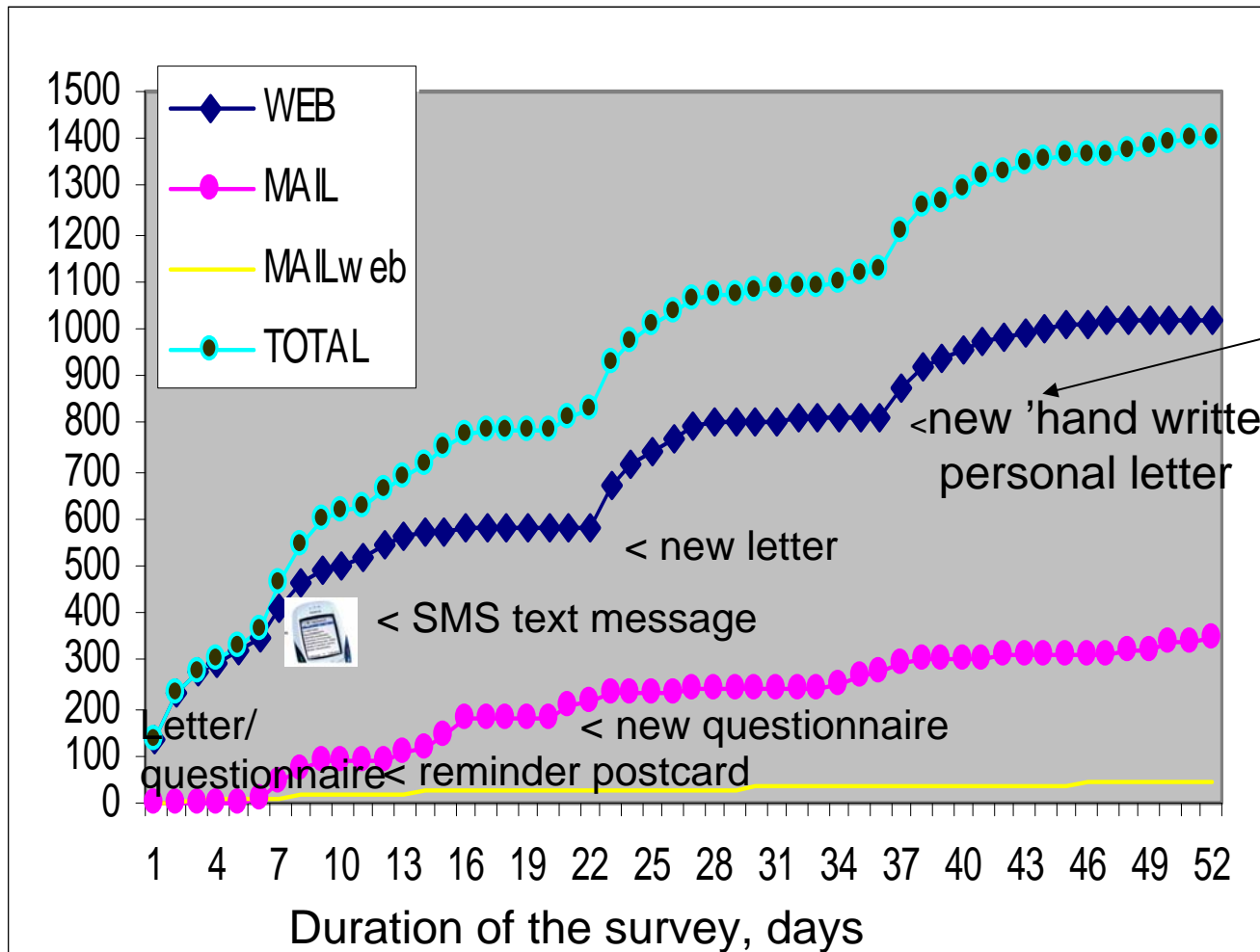
WEB-SURVEY

POST-WEB -SURVEY



Survey process: CONTACTS

Respondents



Tilastokeskus

METLA

Hyvä henkilökohtainen asiakas

Läheistyn Teitiä vielä Ulkoilatu tutkimus 2008 -kyselyllä.

Ennen ole saanut kyselyynne niin paljon vastauksia kuin olemme, vaikka tutkintomme aihepiiri on monille mielenkiintoista. Kysymykset on toki paljon, mutta osa kysymyksistä ei koske kaikkia vastaajia.

Vastauksien internetissä käy helposti, mutta jos...

web = internet survey **mail** = mail survey **mailweb** = mail survey, possibility to answer by web

Source: Statistics Finland

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Answering


- Length of the questionnaire
 - WEB ~140 questions
 - POST-WEB ~90 questions
- WEB
 - Average time used for answering 43 minutes
 - Percentage of dropped out respondents 11%
- Reasons for non-response
 - Lack of time, Not interested, Do not have internet connection, Difficulties in “login”, Do not usually answer the surveys, etc.

Ulkoilututkimus - VARMUUSKOPIO

Tervetuloa vastaamaan kyselyyn!

Vastatkaa kysymyksiin valitsemalla hiirellä kysymyksestä riippuen yksi tai useampia vaihtoehtoja tai kirjoittamalla vastaukset avoimiin kohtiin.

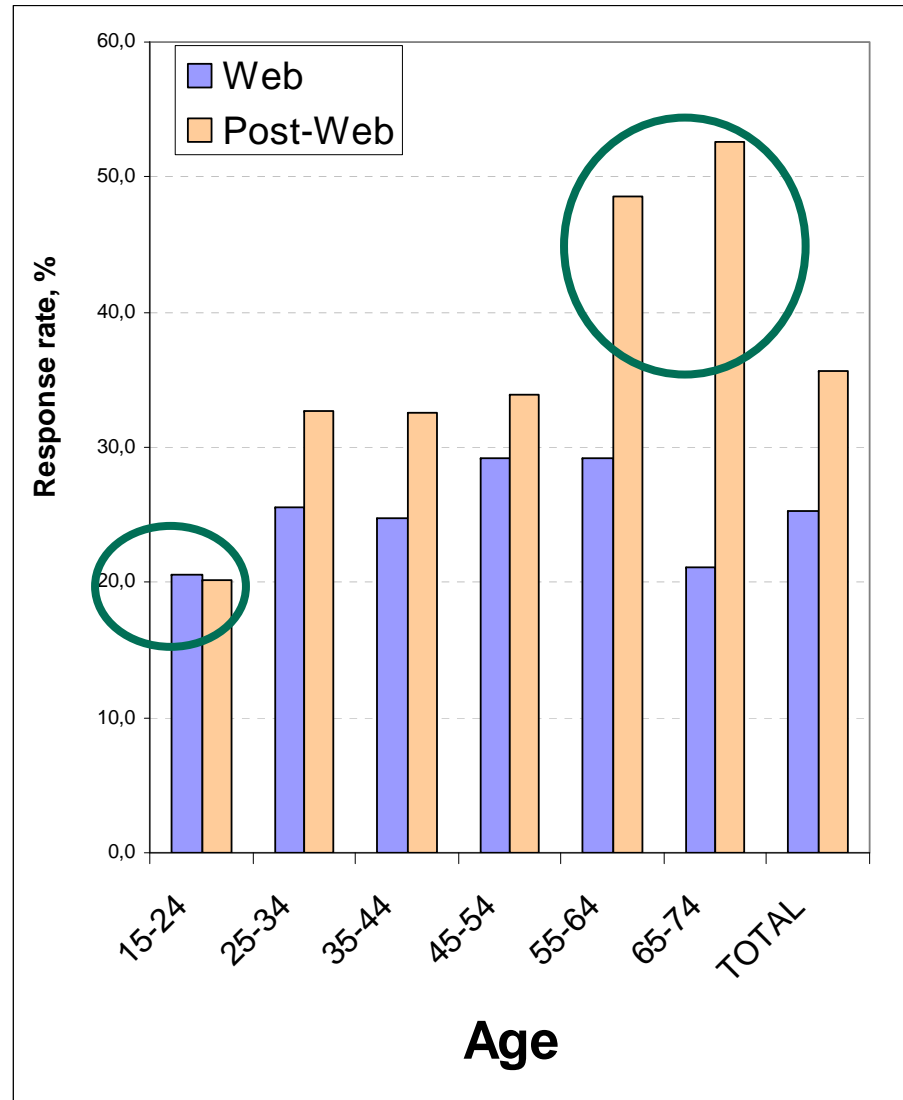
Vastaussivujen alalaidassa olevaa "Jatka" -painiketta klikkaamalla pääsette eteenpäin. Seuraavalle sivulle siirtyminen voi joskus kestää hetkisen. Älkää käyttäkö internet-selaimen edellinen/seuraava -painikkeita.



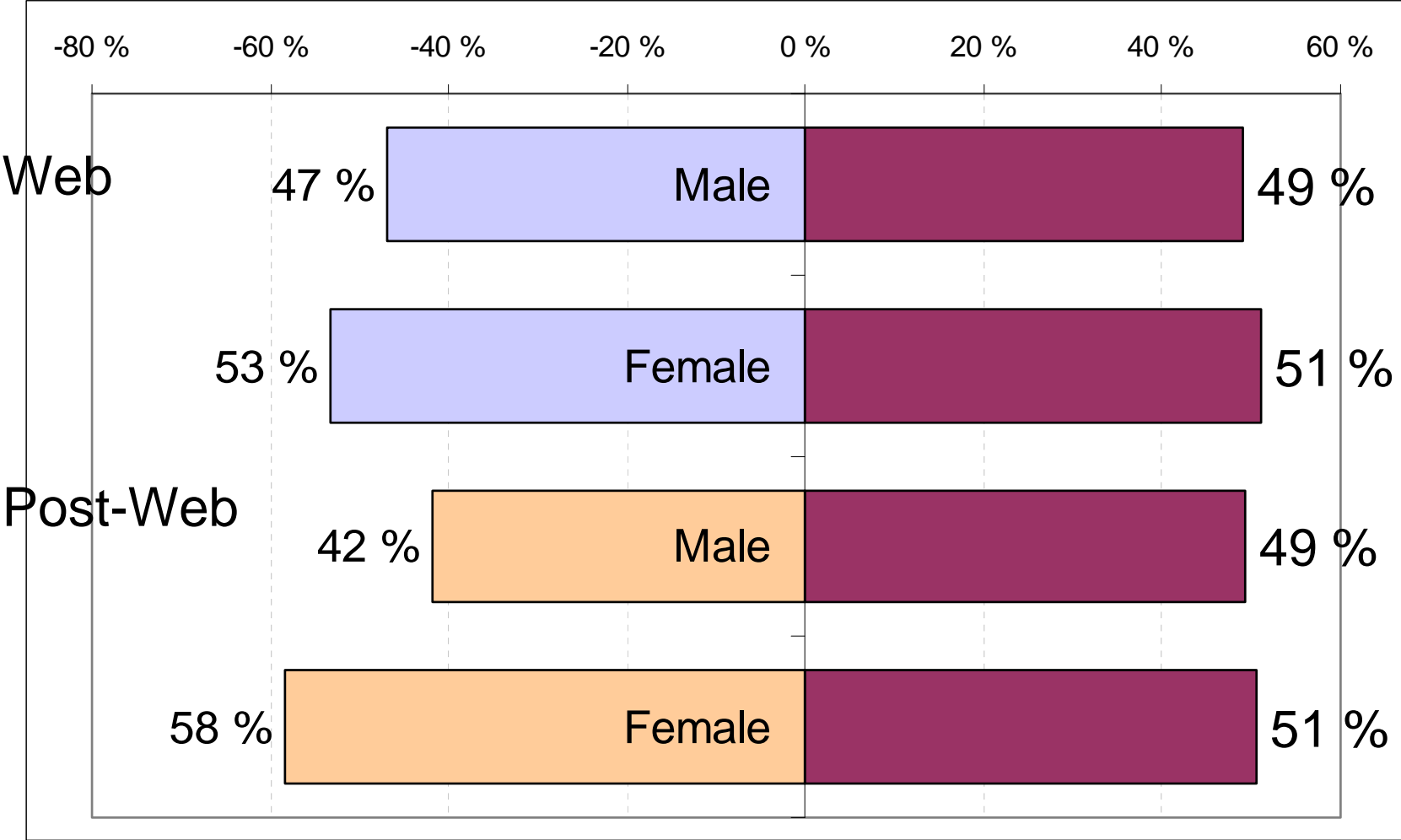
Jatkan myöhemmin Jatka >

Response rate by AGE

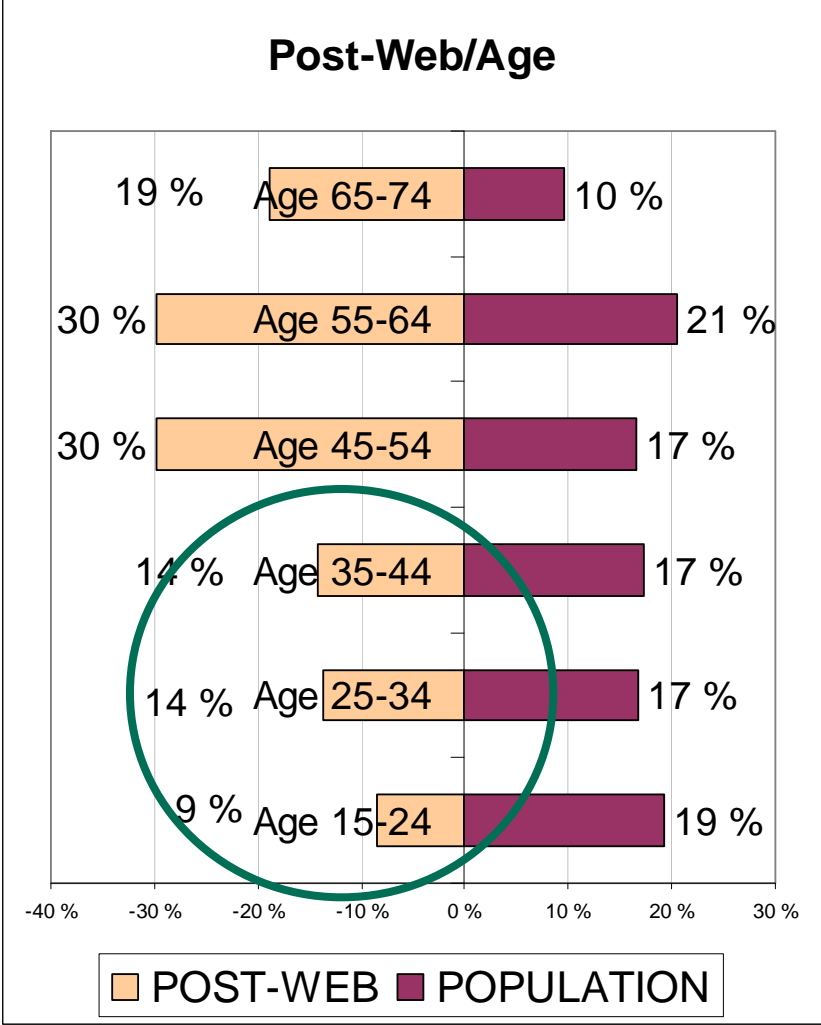
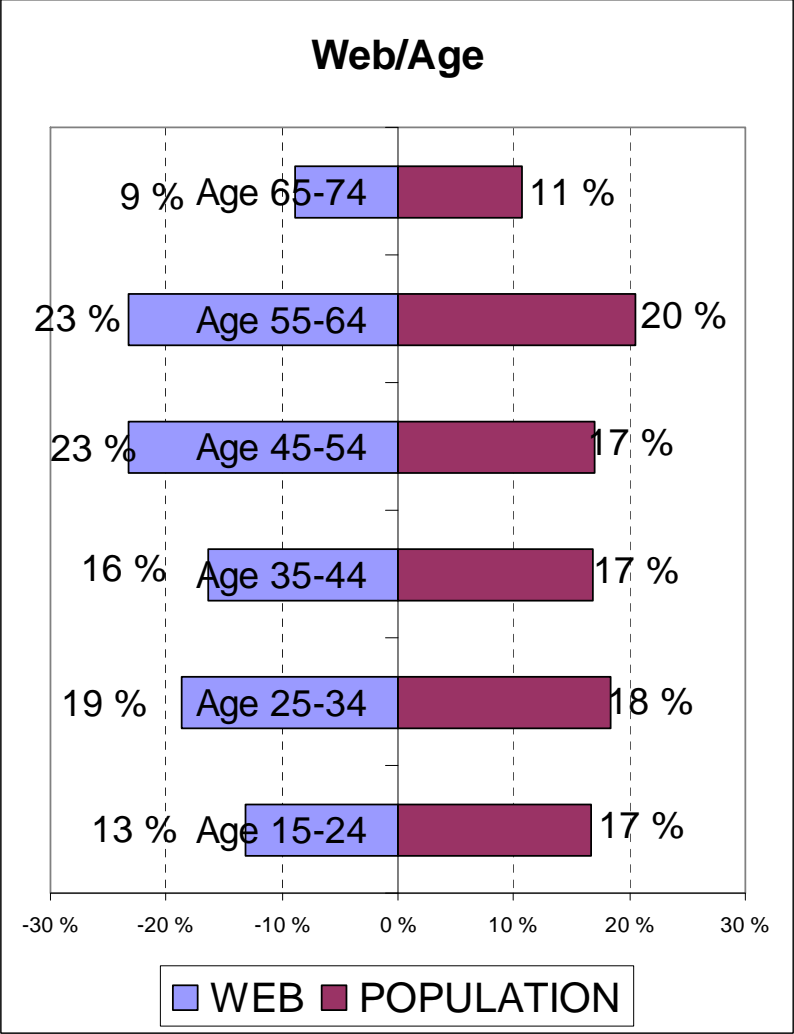
- TOTAL N=1415
 - Web **25,5%**
 - P+PW **39,6%**
 - Post 35.4%
 - Web 4.2%
 - Altogether **28,3%**



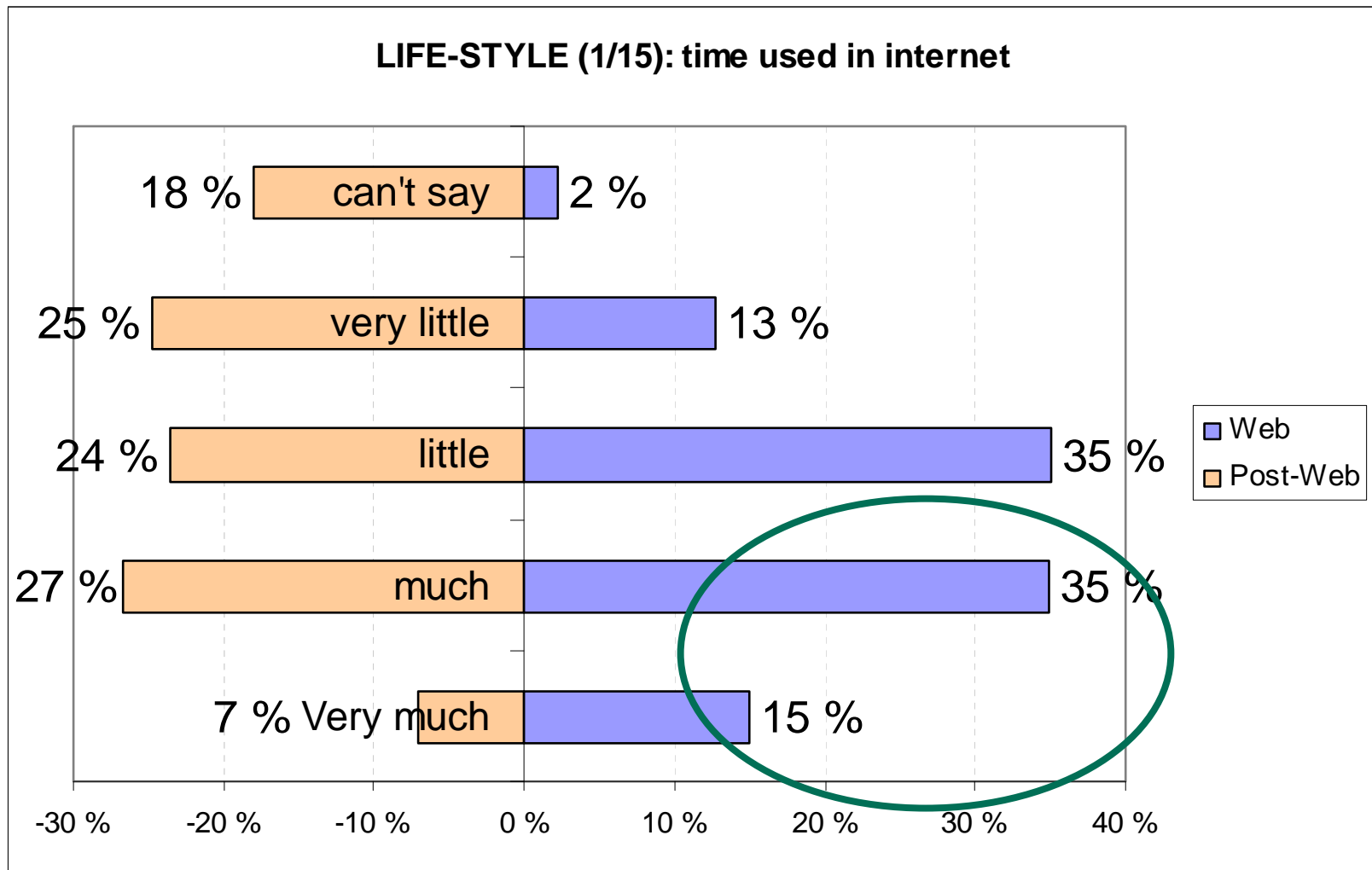
Respondents – population: GENDER



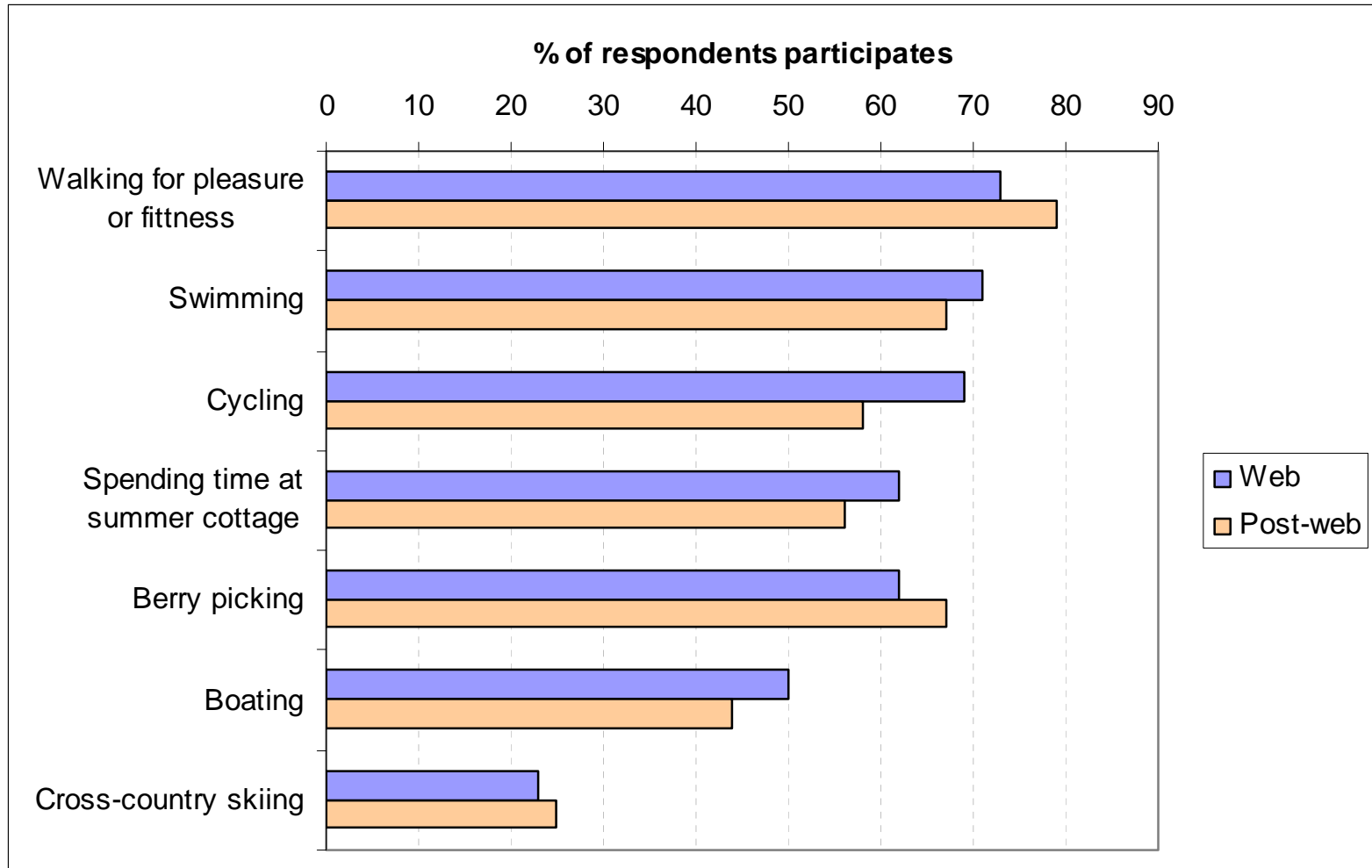
Respondents – population: AGE



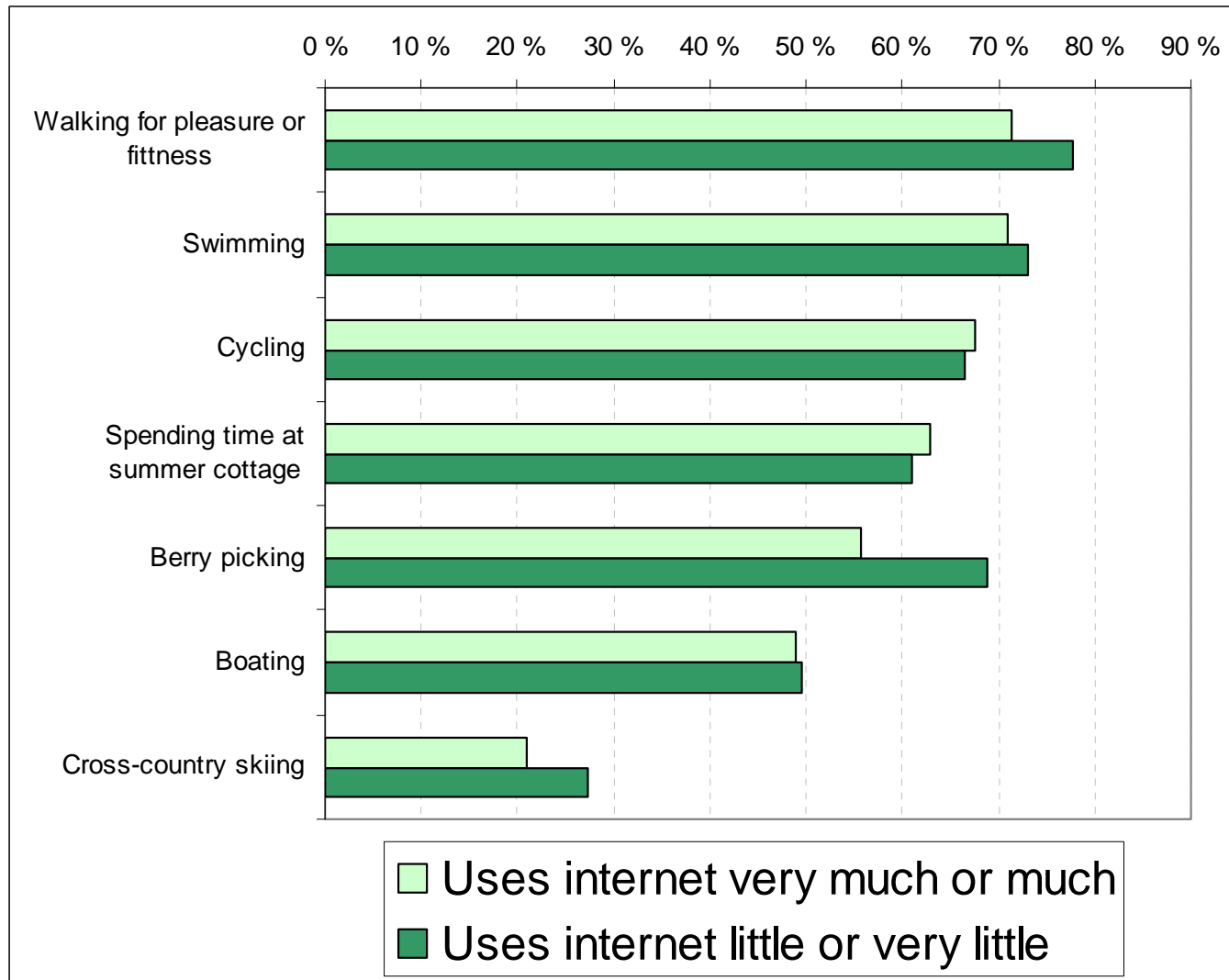
Web – Post-Web: USE OF INTERNET



Web – Post-web: Participation in outdoor recreation activities



Participation in activities – use of internet



Benefits and weaknesses of two data collection modes

WEB +

- User-friendly (skipping etc.)
- Data available immediately
- Cost effective after initial costs

WEB –

- Small response rate, %
- High number of drop outs

POST-WEB +

- Highest response rate
- Equity
 - Available for all
 - Possibility to choose the survey mode

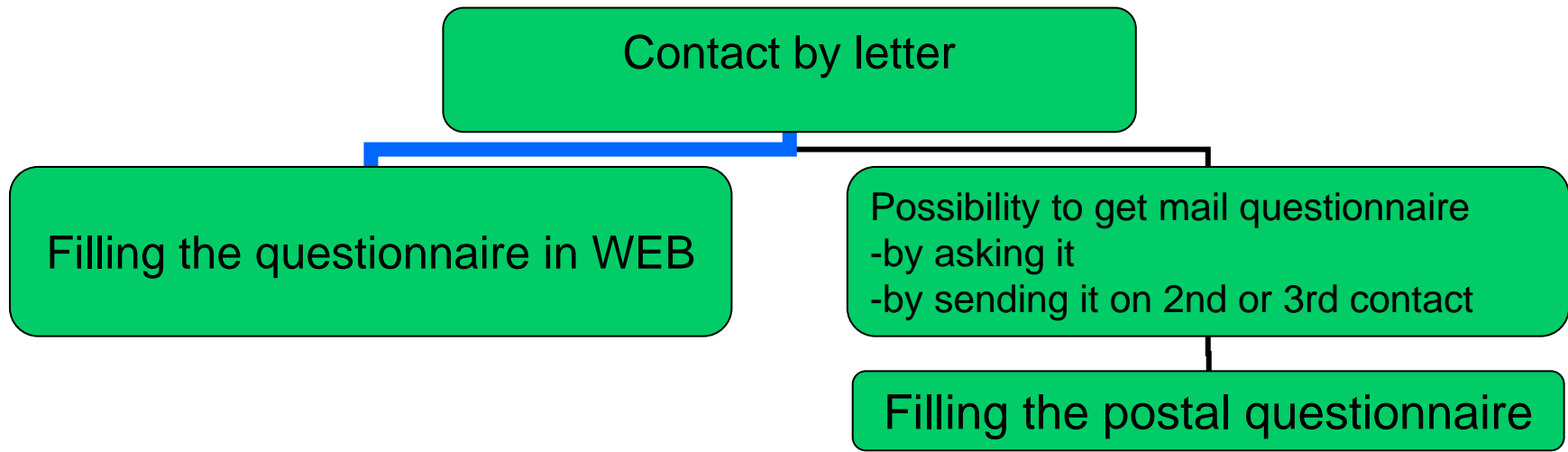
POST-WEB –

- Double work – double costs
- Small number of web-answers
- Limited length
- Data recording errors

Conclusions:

- Web data represents fairly well all age groups
 - Sample weights: gender, age, area, language etc.
- Proportion of younger respondents is small in both data-sets, but especially low in post-web –data
- Small differences in participation in activities
 - between different survey modes
 - among different internet user groups

Modified data collection



THANK YOU !

