

IAB-Colloquium

zur Arbeitsmarkt- und Berufsforschung

Analysing the Process Leading to Cooperation or Refusal Using Call Record Data: A Multilevel Multinomial Modelling Approach

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In recent years, survey agencies have started to collect detailed call record data, including information on the timing and outcome of each interviewer call to a household. In interview-based household surveys, effective interviewer calling behaviours are critical in achieving cooperation and reducing the likelihood of refusal. This paper aims to analyze interviewer call record data to inform the process leading to cooperation or refusal in face-to-face surveys. Of particular interest are the influences on the outcome of a call of interactions between the interviewer and householder and of time-varying characteristics of the call. A multilevel multinomial logistic regression approach is used in which the different possible outcomes at each call are modelled jointly.

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