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## **Non-Technical Summary**

To make sure that a survey sample is representative, it is important that as many as possible of the people selected to take part participate. For a longitudinal survey, where people are interviewed repeatedly, it is important that as many as possible of the people interviewed on one occasion are interviewed again on the next occasion.

The longer an interview is, the more likely it is to seem burdensome to the person being interviewed. And the more burdensome it seems, the less likely it is that the person will be willing to be interviewed again the next time. Thus, it could be that if a survey uses a longer interview questionnaire, a smaller proportion of the people interviewed will be willing to be interviewed again on the next occasion.

This study examines whether or not a longer interview affects the proportion of people willing to take part again subsequently. Comparing two versions of survey interview, which took an average of 26 minutes and 31 minutes respectively, no differences were found in the proportions of interviewees who were subsequently willing to complete an additional questionnaire or take part in further interviews.

The conclusion is that for interviews of this sort, modest increases in interview length may not be one of the most important factors determining whether people would be willing to be interviewed again another time.

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## **Abstract**

Researchers often assume that respondent burden influences survey participation propensity and that interview length is a good indicator of burden. However, there is little evidence of the effect of interview length on subsequent participation propensity, particularly for face-to-face surveys. In a randomised experiment, respondents experienced interviews of different lengths at wave 1 of a panel survey. Subsequently, they were asked to complete a self-completion questionnaire and to take part in further waves of the survey. Response rates to these subsequent tasks are compared between those administered the shorter and longer versions of the wave 1 interview. No evidence is found that wave 1 interview length affects subsequent participation propensity.

Key words: interview length, longitudinal survey, response rates

JEL classifications: C81, C83

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# Longer Interviews May Not Affect Subsequent Survey Participation Propensity

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## 1. Introduction

Survey designers must decide how much content should be included in a questionnaire. There is often pressure to add additional questions, as this can widen the analytical potential of a survey data set for a relatively modest cost. But additional questions can also have negative implications. The longer time that it consequently takes a respondent to complete the interview or questionnaire may impose greater cognitive burden, greater discomfort or greater disruption to their other activities. These features are characterised by survey researchers as components of *respondent burden* (Bradburn, 1978; Sharp and Frankel, 1983), a phenomenon that may affect the quality of answers given to survey questions, particularly later in an interview (Galesic, 2006; Holbrook et al, 2003; Krosnick, 1999; Roberts et al, 2010) and may affect the propensity of the respondent to be willing to undertake subsequent additional survey tasks. The latter consideration is particularly pertinent in the case of longitudinal surveys, where value comes from having the same respondents participate repeatedly. To help survey designers make decisions about instrument length, this study presents evidence of the effect of additional content on respondent propensity to agree to participate in subsequent survey tasks. Data come from a large-scale randomised experiment with a nationally-representative sample in which respondents experienced interview instruments of different lengths at wave 1 of a panel survey. Estimates are presented of the effect of interview length on completion rates to a self-completion questionnaire administered immediately after the interview and to requests for subsequent interviews at one-year intervals.

## 2. Background

The concept of questionnaire/ interview length potentially encapsulates a number of different features and has been interpreted in different ways by different researchers.

In the context of studying the effect of questionnaire length on participation propensity in mail surveys, researchers have tended to focus on the number of questionnaire pages or, less frequently, the number of items (Dillman et al, 2008; Yammarino et al, 1991). This approach makes sense, as in the mail survey context the entire questionnaire is visible to the sample member before he or she decides whether or not to complete it. It is likely that a sample member will form an idea of the amount of effort required to complete the questionnaire based on a cursory impression of the number of pages and questions. Longer questionnaires have generally been found to reduce response rates on mail surveys (Dillman et al, 2007; Heberlein and Baumgartner, 1978; Yammarino, Skinner and Childers, 1991), though Champion and Sear (1969) found that, holding the number of items constant, a 3-page questionnaire obtained a lower response rate than either 6-page or 9-page versions.

In other survey modes, the sample member is unable to form their own impression of the amount of effort required to participate, but instead relies on information communicated by the researcher. The communication may be in written form (a prenotification letter, or invitation to participate in a web survey) or verbal via an interviewer. Studies of the effect of length on participation propensity have therefore tended to focus on the statement made by the researcher/ interviewer about the anticipated time required to participate (e.g. Collins et al, 1988; Crawford et al, 2001; Galesic and Bosnjak, 2009; Groves et al, 1999). It has been found that increasing the time that respondents are told the survey will take reduces response rates both in web surveys (Crawford, Couper, and Lamias, 2001; Galesic and Bosnjak, 2009; Marcus et al., 2007) and in telephone surveys (Collins et al, 1988; Roberts et al, 2011). Groves et al (1999) report a similar finding for face-to-face surveys, though this is based on a laboratory study with low external validity.

Information possessed by a sample member prior to starting the interview/ questionnaire is the only aspect of length that can affect an initial decision to participate. But this information is not necessarily a good predictor of the actual time that participation will require. Even if the researcher in good faith communicates an accurate mean interview length, the time that the interview will take for any individual respondent can vary substantially from the mean due to variation in circumstances, cognitive ability, response styles and so on. The actual completion time, rather than the anticipated time, is likely to influence propensity to continue responding, and to respond to additional requests. This is pertinent in the web survey context, where the study of breakoffs has paid attention to the role of elapsed time (Galesic 2006; Haraldsen, 2002; Peytchev, 2009). In interviewer-administered modes, breakoff is far less common and sample members who commence an interview usually complete it, regardless of the correspondence between anticipated and actual completion time. Furthermore, it has been argued that the respondent's perception of completion time may be more important than actual completion time (Bradburn, 1978; Holbrook et al, 2003) and that tolerance of longer interviews may be mode-dependent: Holbrook et al (2003) found that telephone respondents were more likely than face-to-face respondents to express dissatisfaction with the length of interview, even though their interviews were in fact shorter.

In the context of a longitudinal survey, or any other survey in which additional participation requests are made after the initial interview, there is scope for completion time to influence the respondent's disposition to future requests. There have been just two prior experimental studies of this issue on interviewer-administered surveys. With face-to-face interviewing, Sharp and Frankel (1983) found no significant difference in wave 2 response rates between respondents administered a 25-minute interview and those administered a 75-minute interview at wave 1. With telephone interviewing, Fricker et al (2012) found a lower wave 3 attrition rate amongst respondents administered a 21-minute wave 2 interview than amongst those administered a 29-minute interview. Almost two decades

ago Bogen (1996) concluded that there is very little evidence of the effect of different length instruments on subsequent survey participation. That state of affairs has hardly altered.

Other studies have looked at the effect of variation in administration time of a single instrument. For example, Branden et al (1995) found that a longer interview was associated with less attrition in a telephone survey and concluded that this was likely due to greater salience of the questionnaire content. But this addresses a different issue, the variation between respondents in the experience of the same instrument.

McCarthy, Beckler, and Qualey (2006) examined a different aspect of prior participation experience, namely the effect on subsequent participation of the number of previous survey requests received. They found larger numbers of requests associated with greater participation propensity, but their study was not based on an experimental design, so the association may not be causal.

### **3. Data**

Data are from an experiment mounted on the UK Household Longitudinal Study Innovation Panel (UKHLS-IP). The UKHLS-IP is set up for the purpose of methodological development and testing (Uhrig, 2011), primarily to service the main UKHLS, an academically-led study designed to provide a multi-disciplinary research resource (Buck & McFall, 2012; Hobcraft & Sacker, 2012). The UKHLS involves annual interviews with around 70,000 adult sample members and all other adult members of their current household, while the UKHLS-IP is based on a much smaller sample – around 2,500 adults at wave 1 – but follows broadly the same design as the main survey.

The UKHLS-IP has a clustered, stratified, probability sampling design (Lynn 2009). In summary, 120 postcode sectors were selected with probability proportional to size from a

list of all sectors in Great Britain<sup>1</sup>, stratified by geographic region, socio-economic classification and population density. In each sector, an equal-probability sample of 23 residential addresses was selected. Each address was visited by an interviewer whose task was to identify all resident persons, all of whom became UKHLS-IP sample members. At wave 1 of the survey, all sample members aged 16 or over were eligible for an individual interview.

The experiment that forms the basis of the study reported here was incorporated into wave 1 of the UKHLS-IP, for which data collection took place in January-April 2008. Sample members were randomly assigned to two equal-sized groups, each of which were administered one of two versions of the individual interview, referred to hereafter as the “short interview” and the “long interview”. The short interview consisted of 26 modules of questions, administered face-to-face by a trained survey interviewer in the respondent’s home, using a CAPI instrument programmed in Blaise. Topics included demographics, family background, education, health and disability, employment and labour market activity, job satisfaction, ethnicity, national identity, religion and income. The long interview consisted of exactly the same instrument, but with two additions. First, a module on partnership history was extended to include a complete lifetime fertility history. Second, an additional module of questions on attitudes to environmental issues was added.

Interview completion times were obtained from electronic time stamps incorporated into the CAPI script. Time was recorded at the start of the interview, at the start and end of each of the 27 modules of questions that constituted the interview, and at the end of the interview. In the analysis, total interview completion time is derived as the difference between the time at the end of the interview and the time at the start<sup>2</sup>, while completion

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<sup>1</sup> Excluding that part of Scotland that lies north of the Caledonian Canal, a remote area that accounts for approximately 0.1% of the population of Great Britain.

<sup>2</sup> Amongst the 2,399 respondents, there were 6 for whom time stamp data was unavailable and 1 for whom the time stamp values were implausible. Analysis of interview completion time is restricted to the remaining 2,392

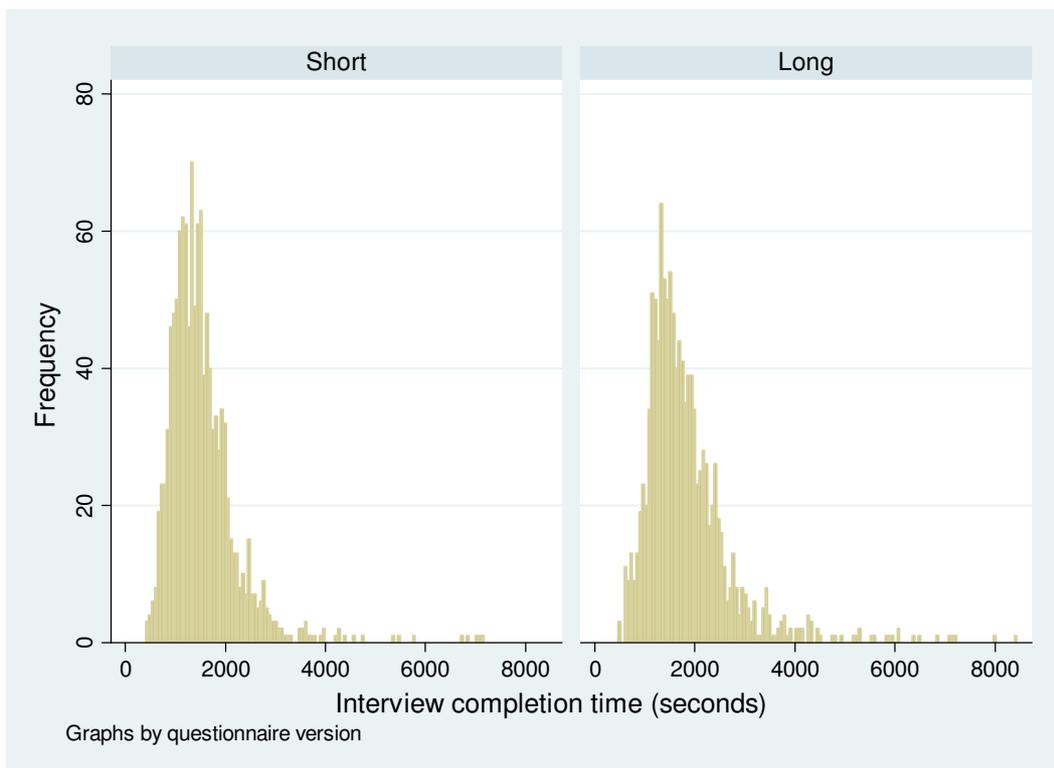
time for a specific module is analogously derived as the difference between the times at the end and start of that module.

Mean interview completion time was 20% longer ( $P < 0.0005$ ) with the long interview (31 minutes 03 seconds) than with the short interview (25 minutes 50 seconds), though there was considerable variation between respondents in interview length, partly reflecting the heavily-routed nature of the questionnaire (Figure 1). The additional interview time for the fertility and partnership history module was greater for women than for men (Table 1), resulting in a significant difference between men and women in the time taken to complete the long interview version of that section (mean 2 minutes 45 seconds for men, 3 minutes 09 seconds for women,  $P = 0.03$ ). There was no difference between men and women in the mean completion time for the environmental attitudes module (mean 2 minutes 04 seconds for men, 2 minutes 10 seconds for women,  $P = 0.18$ ). On average, women took 1 minute 25 seconds longer than men to complete the short interview ( $P = 0.04$ ), but women took 3 minutes 12 seconds longer than men to complete the long interview ( $P < 0.0005$ ).

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respondents. Edit checks for internal consistency and external validity were applied and resulted in total interview time being edited in 193 cases. These included 96 cases for whom total interview time was missing and was replaced by the sum of the times for the 27 modules. For the other 97 cases, total interview time was implausibly long (over 2 hours). For 48 of these cases, total interview time was replaced by the sum of the times for the 27 modules. For the other 49, this would still have resulted in an implausibly long interview time. Inspection revealed that these were all cases with excessively long times for one or more of the last three modules. These modules asked, respectively, consent to linkage of administrative data to the survey responses, respondent's contact details, and contact details for stable contacts. For these 49 cases, the total interview time was reduced by the difference between the recorded time for these three modules and the mean time amongst other respondents for these three modules.

**Figure 1: Distribution of interview length, for short and long interview treatment groups**



**Table 1: Completion Time for the Fertility History and Environmental Attitudes Modules; Means and Standard Deviations by Treatment Group and Gender**

minutes:seconds	Long Interview			Short Interview		
	Men	Women	Total	Men	Women	Total
Fertility and partnership history – Mean	2:45	3:09	2:58	0:57	0:53	0:55
(Standard deviation)	(2:34)	(3:42)	(3:15)	(0:35)	(0:37)	(0:36)
Environmental attitudes – Mean	2:04	2:10	2:07	-	-	-
(Standard deviation)	(1:08)	(1:34)	(1:23)	-	-	-
<i>n</i>	544	645	1189	534	669	1203

Once an interview was completed, the interviewer requested the respondent to additionally complete a 22-item paper self-completion questionnaire with questions on the quantity and quality of sleep, mental health, neighbourhood attachment, life satisfaction, attitudes to risk, and friendship networks. The questionnaire was a 12-page booklet with instructions on the cover page, nine pages of questions, and two blank pages. Where possible, the respondent handed the completed questionnaire back to the interviewer before he or she left the house (often, respondents would complete the questionnaire while the interviewer was interviewing another household member); in other cases, the questionnaire was collected on a later visit or mailed back to the survey organisation.

Wave 1 respondents were subsequently re-approached and asked to take part in further interviews at approximately 1-year intervals. Wave 2 took place between April and June 2009, wave 3 between April and June 2010, wave 4 between March and May 2011 and wave 5 between March and July 2012.

## **4. Results**

Table 2 presents completion rates for each of the five subsequent survey requests that were made of the wave 1 respondents. No significant difference is observed in any of the completion rates between sample members administered the short interview at wave 1 and those administered the long interview. In all cases the rates are remarkably similar. The same is true when the analysis is restricted to women, for whom the difference in wave 1 interview length was greater (Table 3).

**Table 2: Outcome Rates for Subsequent Survey Requests; Full Sample**

Outcome	Treatment		<i>P</i>
	Short wave 1 interview	Long wave 1 interview	
Self-completion questionnaire	90.0% ( <i>n</i> =1,205)	89.7% ( <i>n</i> =1,194)	<i>0.78</i>
Wave 2 interview	70.1% ( <i>n</i> =1,201)	70.5% ( <i>n</i> =1,187)	<i>0.83</i>
Wave 3 interview	63.0% ( <i>n</i> =1,190)	64.5% ( <i>n</i> =1,157)	<i>0.46</i>
Wave 4 interview	57.8% ( <i>n</i> =1,182)	57.0% ( <i>n</i> =1,147)	<i>0.71</i>
Wave 5 interview	49.9% ( <i>n</i> =1,171)	49.0% ( <i>n</i> =1,141)	<i>0.67</i>

Each outcome rate is conditional on participation at wave 1. Additionally, for the wave 2 to 5 interview rates, sample members known to have died prior to that wave, and therefore ineligible to be interviewed, have been excluded from the base. *P*-values are based on independent chi-square tests for each of the five survey requests.

**Table 3: Outcome Rates for Subsequent Survey Requests; Women**

Outcome	Treatment		<i>P</i>
	Short wave 1 interview	Long wave 1 interview	
Self-completion questionnaire	90.8% ( <i>n</i> =671)	90.6% ( <i>n</i> =648)	<i>0.91</i>
Wave 2 interview	70.6% ( <i>n</i> =670)	70.5% ( <i>n</i> =647)	<i>0.96</i>
Wave 3 interview	63.2% ( <i>n</i> =663)	65.9% ( <i>n</i> =633)	<i>0.31</i>
Wave 4 interview	57.9% ( <i>n</i> =658)	57.7% ( <i>n</i> =627)	<i>0.95</i>
Wave 5 interview	50.0% ( <i>n</i> =654)	49.0% ( <i>n</i> =624)	<i>0.73</i>

See note to Table 2.

## 5. Discussion

This study has found no effect of wave 1 interview length on subsequent participation propensity. This finding holds both for a request immediately following the interview (to complete a self-completion questionnaire) and for later requests to take part in interviews similar to the first interview. The difference in length of the wave 1 interview was modest, with the longer version being just over five minutes longer - a 20% increase in completion time. However, a difference of this magnitude represents a realistic decision that a survey designer may face. It is not unusual for survey designers to have to balance the analytical advantages of adding a few extra minutes of questioning against the perceived disadvantages of increasing the respondent burden by making the interview longer. The evidence presented here suggests that the disadvantage in terms of subsequent participation propensity may be negligible or non-existent. This conclusion should be of particular interest to longitudinal survey managers. It is possible that an effect on subsequent participation might be observed with a larger difference in completion time, or with a different baseline completion time (though see Sharp and Frankel, 1983). As suggested by Hansen (2007), further experimental research could usefully shed light on this.

To put the findings of this study in context, however, it should be noted that increased respondent burden may have other effects. While being willing to continue responding, the quality of provided responses could suffer when burden is increased (Holbrook et al, 2003; Sharp and Frankel, 1983). Furthermore, we have no evidence on the relationship between interview completion time and perceived burden. It is plausible that the association is weak, with perceived burden being influenced at least as much by other factors such as interest in the survey topic(s) and likeableness of the interviewer. In the case of this experiment, the additional questions in the long interview may have had a different level of salience to respondents, on average, than the questions in the rest of the interview.

Aside from potentially affecting respondent burden, increasing the interview completion time affects survey costs. Interviewers must be paid for longer hours and a greater volume of data must be processed and managed. These factors should all be considered when deciding whether additional interview content is a good idea.

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