

NEWSLETTER

ISSUE 9 /APRIL 2024

INSIGHTS FROM THE GUIDE PILOT SURVEY: LESSONS LEARNED IN FRANCE

As part of the preparations for the full-scale [GUIDE](#) survey, a pilot survey was conducted in France and four other countries (Croatia, Finland, Ireland and Slovenia). The study was funded as part of the Horizon 2020 [COORDINATE](#) project. [The French National Institute of Demography \(INED\)](#) led and supervised the survey, while the fieldwork was carried out by the KANTAR agency. The study comprised approximately 750 interviews with parents and children and took place between 30 March and 23 May 2023.



SELECTION OF THE SAMPLE

The target sample included 8 years-old children and their parents or caregivers as well as parents/caregivers of newborns. Two main sampling methods were used: 1) recruitment in public places such as schools or kindergartens and 2) snowballing. One of the main sampling criteria was to consider the regional diversity of France and to include both urban and rural populations in the survey.

FIELDWORK AND METHODOLOGY

The interviewer training was the first step in the implementation of the French GUIDE pilot survey. The training took place in March 2023 and 51 interviewers participated. The interviews were conducted face-to-face, i.e. in CAPI (Computer Assisted Personal Interview) mode. The survey participants received a flyer prepared by the INED team containing all the basic information about the objectives and protocol of the survey.

RESULTS AND EXPERIENCES

The fieldwork started a few days after the training sessions and lasted 54 days. Overall, the survey was conducted successfully and no significant problems were encountered. The overwhelming majority of children and adults surveyed answered the questions within the allotted time frame (60 minutes for parents and 30 minutes for children). The feedback from respondents indicates that the questions in the questionnaire are largely suitable for conducting full-scale GUIDE surveys. In addition, the quality and reliability of the survey was underpinned by the back-check procedure carried out by the Kantar agency.



PRINCIPAL TAKEAWAYS

Although the pilot survey was successfully conducted, it was also an opportunity for the French GUIDE team to learn some lessons to be considered when preparing the GUIDE full-scale surveys in 2027 and 2029:

- 1) **The recruitment method is important – if possible, recruitment in public places should be avoided;**
- 2) **Pre-announcements promote respondent confidence and increase response rate;**
- 3) **Consider video interviews (CAVI) for future GUIDE surveys;**
- 4) **Some questions on meaning and purpose seem to be too complicated for 8-year-old children;**
- 5) **The translation process of the questionnaires needs to be more emphasized.**