

The European Social Survey in Latvia: Insights from Face-to-Face to Self-Completion Survey Mode Comparison

In 2018, Latvia resumed its participation in the European Social Survey, an academic cross-national survey measuring attitudes, beliefs and behaviour patterns. The standard mode of data collection is based on face-to-face interviews at respondents' homes and it was used in Round 9 (2018 – 2020). However, for Round 10, a self-completion approach was specifically designed for use in countries that were particularly severely hit by the pandemic and unable to employ data collection by interviewers via home visits including Latvia. This contribution compares the performance of the national Latvian team and partner survey agencies involved in organizing and carrying out the ESS fieldwork in both rounds (9 and 10), focusing on the composition of the achieved net sample, response rates, population coverage, inconsistencies in answers to survey questions and item non-response. As the ESS is looking forward to adopting the self-completion approach starting from Round 13 in 2027, reflections on the ways to optimize the quality of the ESS data collection in Latvia are presented.

Keywords: European Social Survey, face-to-face, self-completion, response rate, survey questionnaire