

CEP Well-Being Seminar Series

Current Developments in the Measurement of Happiness

Phone or E-Mail? The Effects of Mode of Administration on Happiness Reports

Professor Paul Dolan (LSE)

Wednesday 18 January 2012

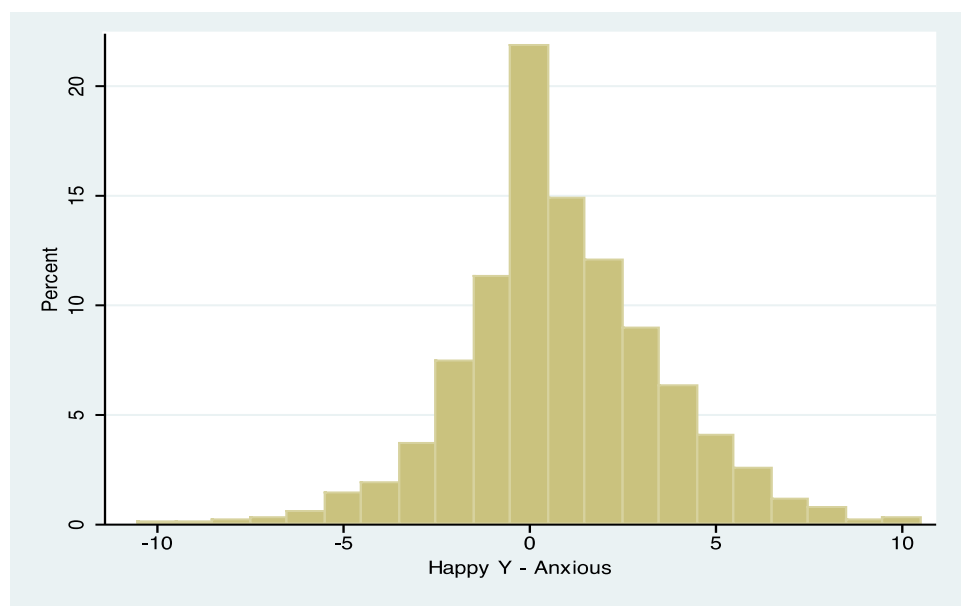
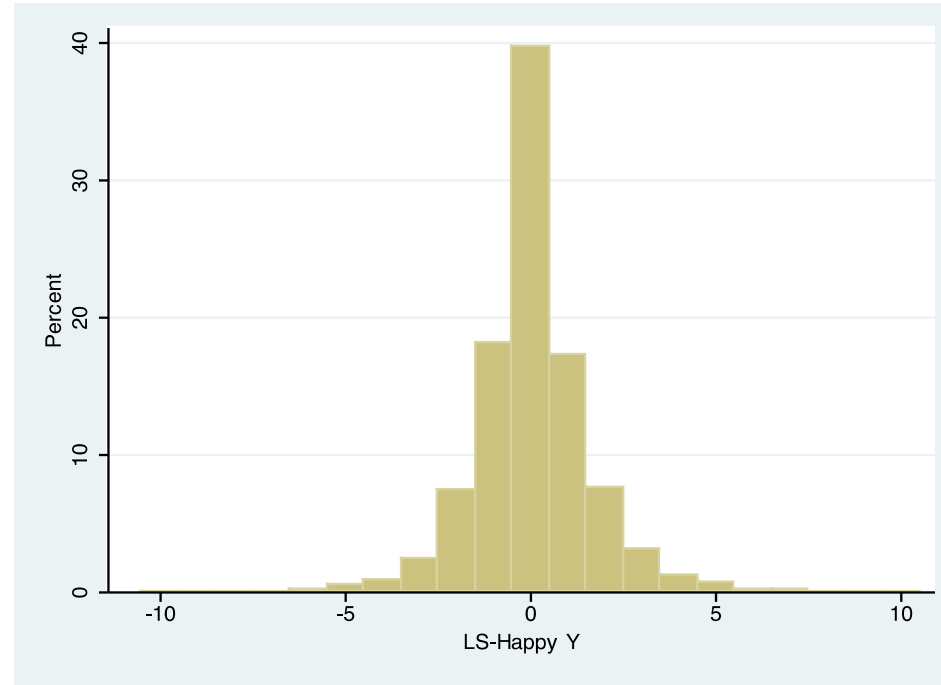
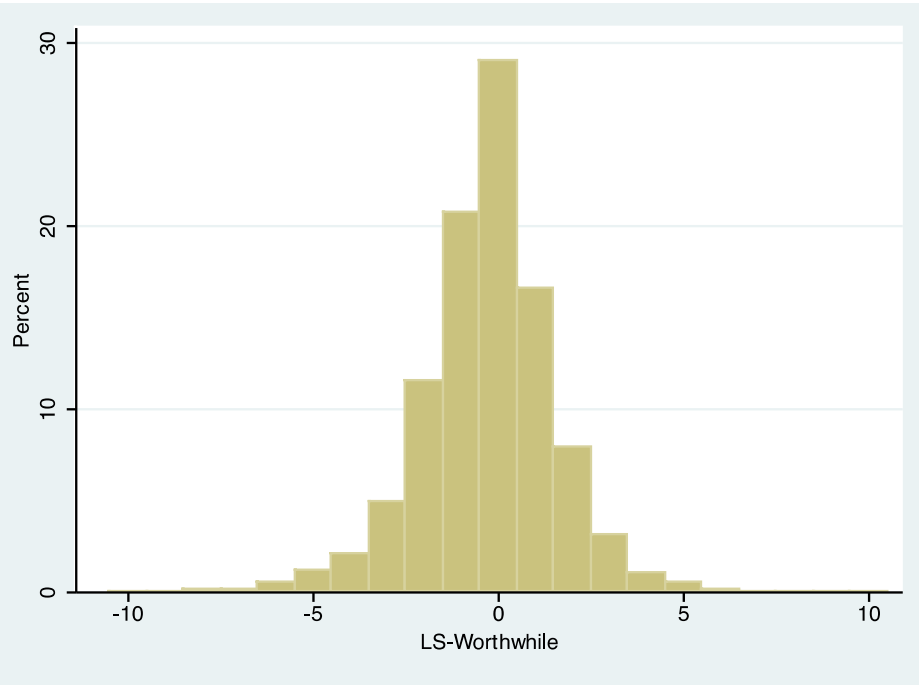
Observations

City	Mode of Interview		TOTAL
	Online	Telephone	
London	7,482 (12Aug-30Sep)	2,001 (8Aug-22Aug)	9,483
Paris	7,659 (16Aug-12Sep)	2,002 (8Aug-29Aug)	9,661
Berlin	4,965 (17Aug-30Sep)	2,033 (9Aug-29Aug)	6,998
TOTAL	20,106	6,036	26,142

SWB Averages

	UK	FRANCE	GERMANY	ALL SAMPLE
LS	6.51	6.67	6.68	6.62
Worthwhile	6.87	6.7	7.23	6.9
Happiness	6.45	6.72	6.5	6.56
Anxious	5.84	5.68	5.81	5.75
Worried	5.66	-	-	5.66

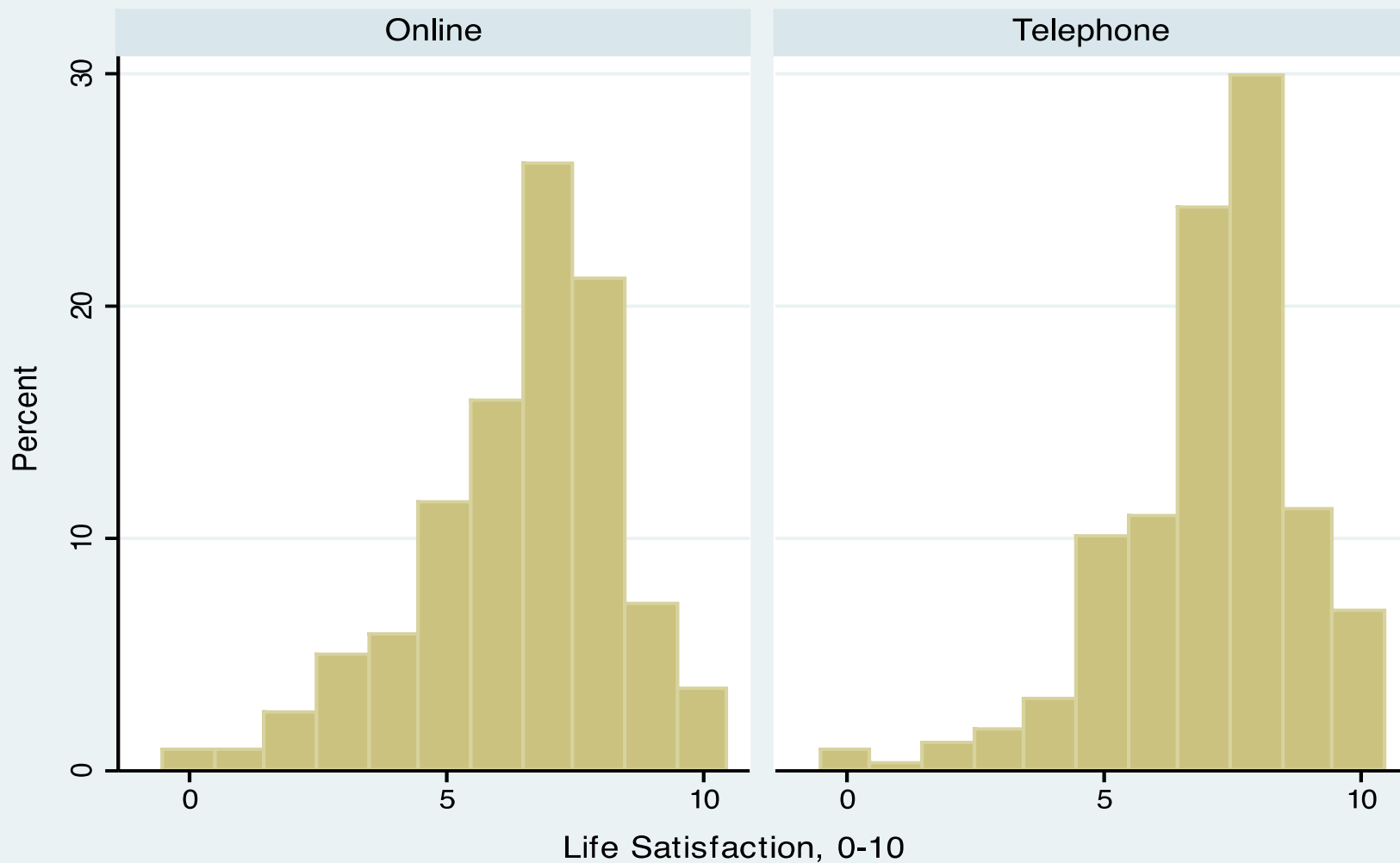
Difference in Measures – All Sample



SWB Measures by Mode of Interview

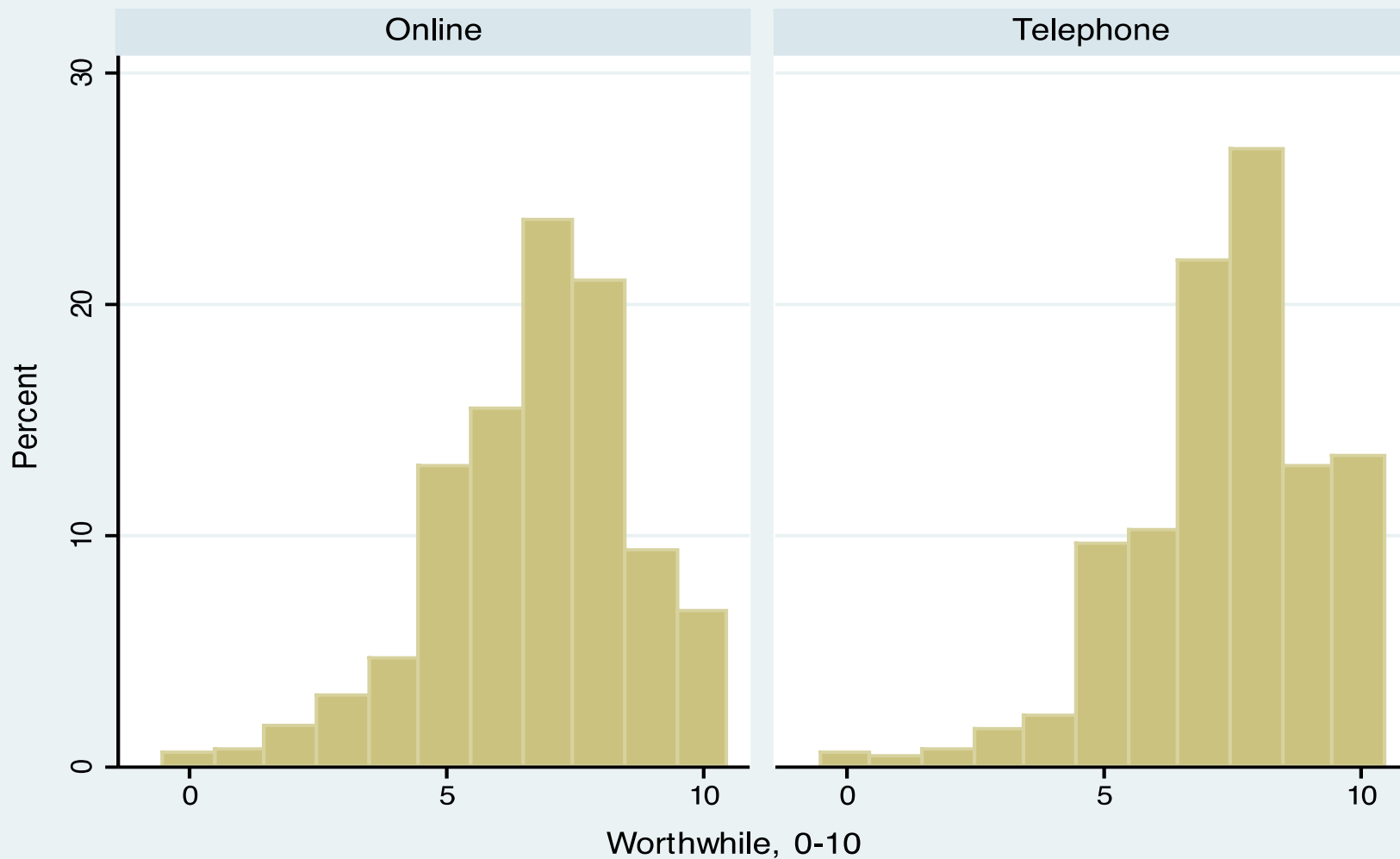
	LS	Worthwhile	Happy Yesterday	Anxious	Worried (UK only)
<i>Online</i>					
Mean	6.46	6.75	6.44	5.61	5.58
(S.D.)	(1.95)	(1.93)	(2.06)	(2.53)	(2.69)
<i>Telephone</i>					
Mean	7.12	7.41	6.97	6.23	5.95
(S.D.)	(1.79)	(1.83)	(2.11)	(2.9)	(2.96)

Distribution of SWB Measures- All Sample



Graphs by survey method= Telephone

Distribution of SWB Measures- All Sample



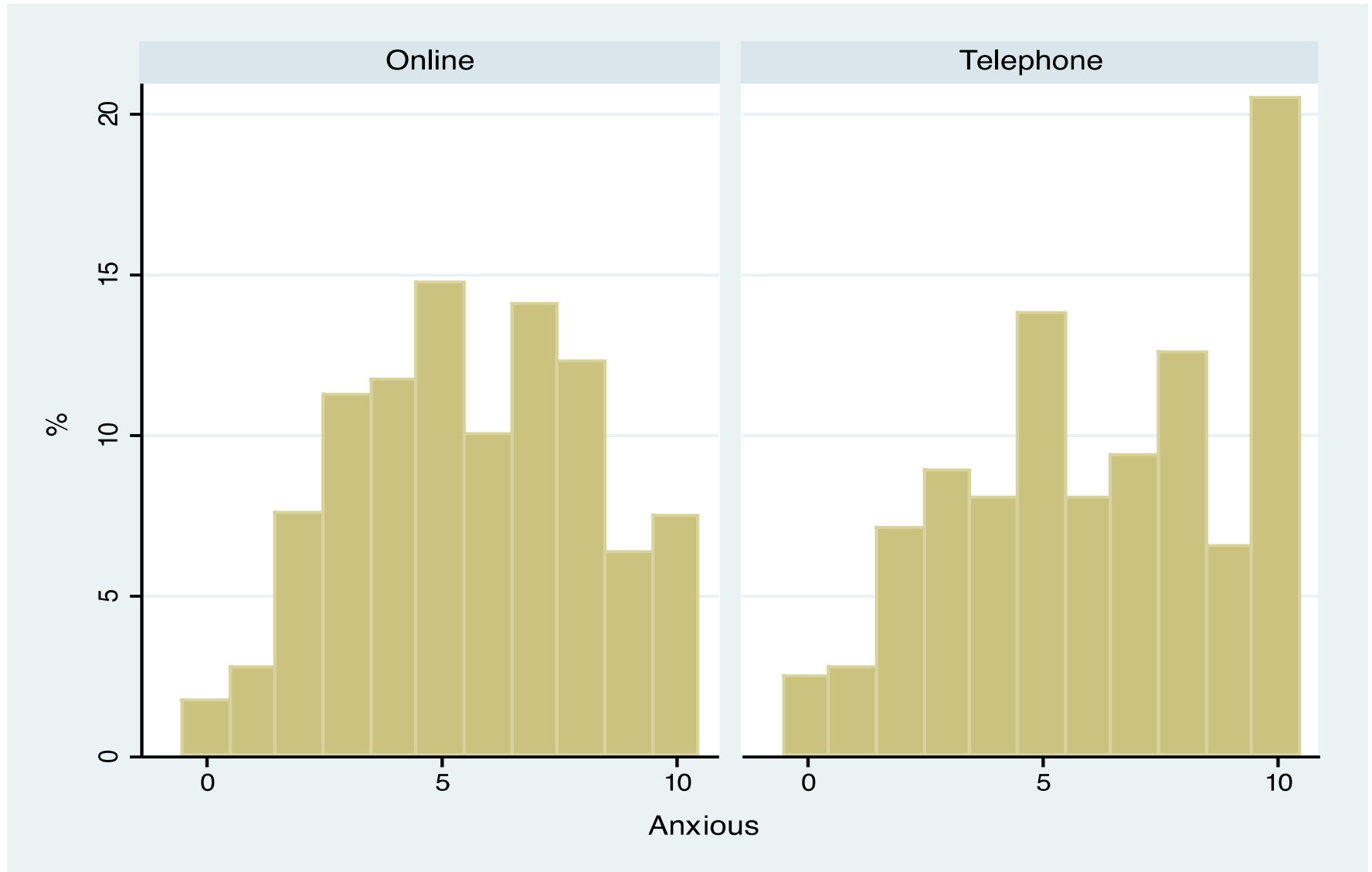
Graphs by survey method= Telephone

Distribution of SWB Measures- All Sample

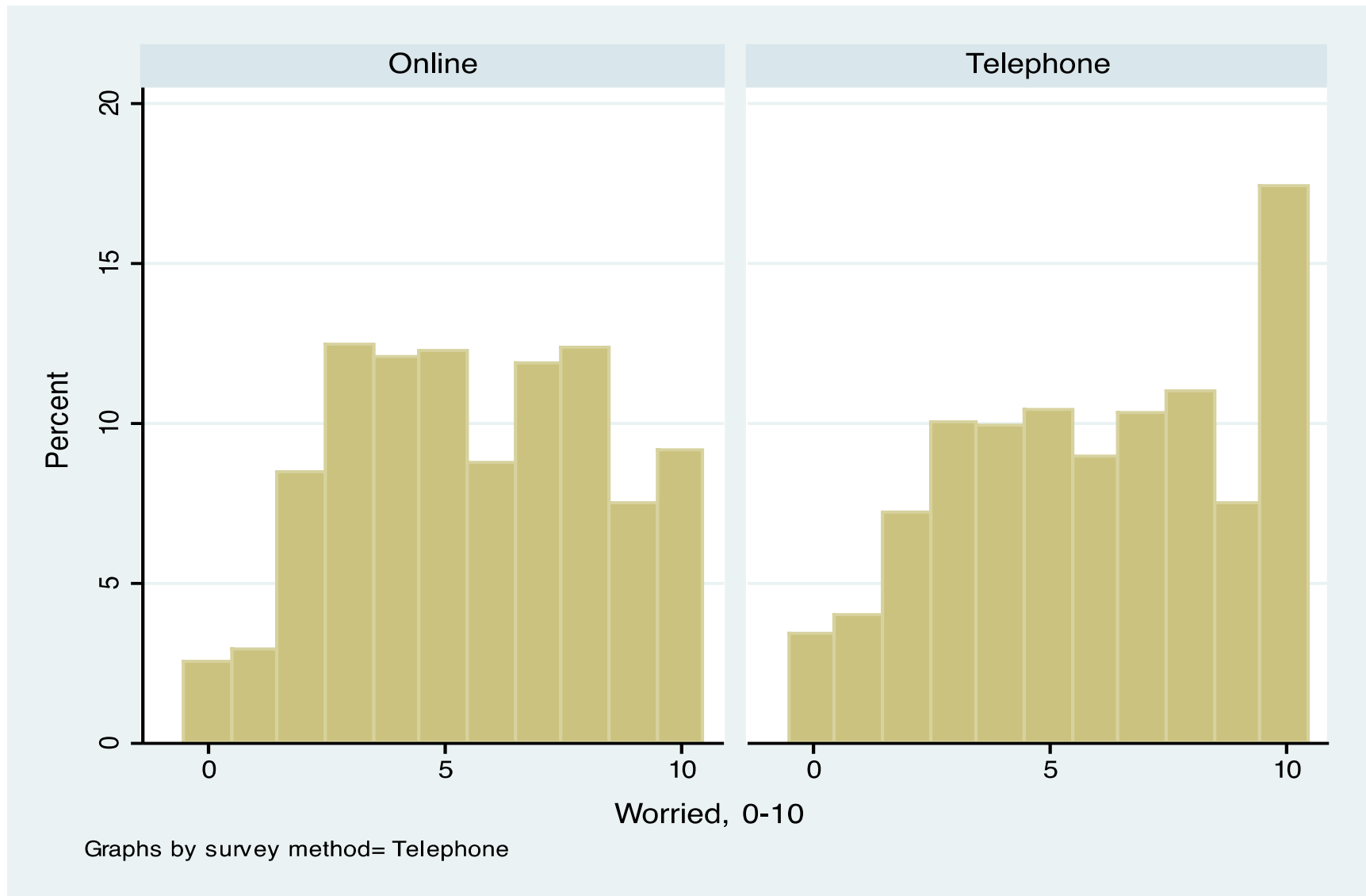


Graphs by survey method= Telephone

Distribution of SWB Measures- All Sample



Worried - UK Only



Other measures (0-10 Scale)

	Satisfaction With Health	Trust	National Pride	Risk Aversion
Online	6.24	5.42	6.73	5.19
Telephone	7.02	5.66	6.80	5.44

'Who Wants to be a Millionaire'

	Win £1m	Leave with Nothing
Online	6.93	5.10
Telephone	6.72	5.13

Health behaviours

PHYSICAL ACTIVITY

	Never/Less Often	1-3 a Month	Weekly
Online	33.5	13.9	52.6
Telephone	20.9	9.3	69.8

DRINKING

	0 Glasses	1-3 Glasses	4+ Glasses
Online	63.5	29	7.5
Telephone	62.4	31	6.7

SMOKING

	0 Cig	1-10 Cig	11+ Cig
Online	73.2	13.1	13.8
Telephone	74.5	14.8	10.7

EQ-5D

		Online	Telephone
WALKING	No Problems	83.2	85.2
	Some Problems	16.6	14.6
SELF CARE	No Problems	97.3	97.6
	Some Problems	2.5	2.3
PERFORM ACTIVITIES	No Problems	86.1	87.6
	Some Problems	13.3	11.7
PAIN/DISCOMFORT	No Problems	54.2	58.7
	Some Problems	42.5	38
ANXIETY/DEPRESSION	No Problems	60.4	66.1
	Some Problems	35.3	30.5

Variability in SWB Across Time of Interview

		Lowest	Highest	Difference
LS	Online	19:00-20:00	9:00-10:00	0.185
	Telephone	14:00-15:00	12:00-13:00	0.306
Worthwhile	Online	13:00-14:00	17:00-18:00	0.154
	Telephone	20:00-21:00	10:00-11:00	0.305
Happiness	Online	13:00-14:00	12:00-13:00	0.220
	Telephone	20:00-21:00	10:00-11:00	0.587
Anxious	Online	15:00-16:00	10:00-11:00	0.267
	Telephone	17:00-18:00	16:00-17:00	0.606
