SONORO project: the sampling and recruitment process to build a community

Curacao is not the Netherlands

Studies by local researchers

Focus of sonoro project

the effect of **health literacy** on health behaviors:
- **Eating and exercise behavior** (overweight and obesity)
- **Use of stimulants** (alcohol, drugs, smoking)
- **Sexual behavior** (condom use, std's, family planning, teen pregnancy)
- **Traffic behavior** (seat belt use, child safety seats, drinking and driving, speeding)

and the effect of **financial literacy** on financial behaviors:
- **Earn money** (share with family, working in the informal sector, pulling benefit, crime)
- **Borrow money** (for home, education, car, party sweet 16, holy communion, etc., diversity of loan systems: banks (high interest rates), loan sharks, borrow money from friends, family, colleagues)
- **Save money** (retirement planning, saving for children)

Draw a probability sample

No postal codes
No perfect address registry
Some streets have other or no names
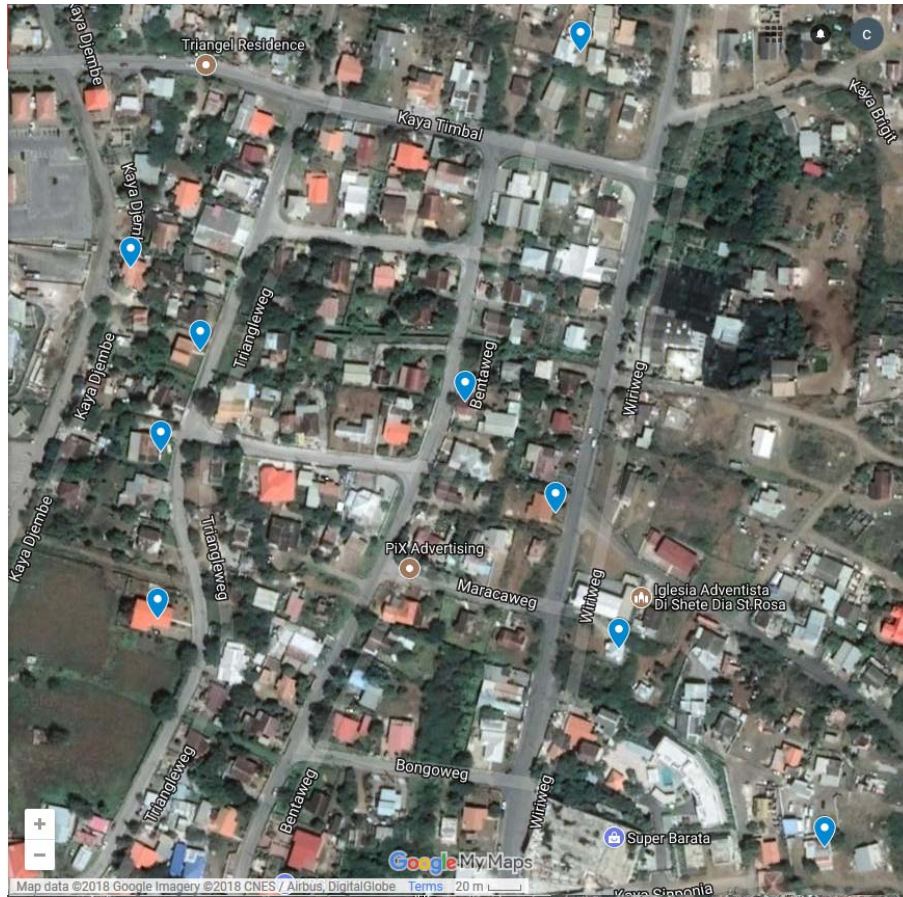House numbers often are not registered

CBS Curacao is building a better database
the ownership of the data cannot be transfered

Random walks??
Counting and listing??

Many obstacles

OpenAddresses
(https://openaddresses.io)
a collection of over 540 million addresses around the world

79000 geographic coordinates of Curacao (latitude and longitude)
Provided by Public Works Curacao

Random 3500 coordinates (4.4%) of all address coordinates in a digital map with satelite view (google my maps)
Add neighborhood code and 53 geozones similar as used by CBS Curacao (Census data 2011)

Design of the fieldwork

CentERdata developed a case control management system (with digital map)

Interviewers with tablet go to a point on the map and contact the dweller

A recruitment questionnaire is conducted; at the end the participation question

Interviewers get a special training (with certificate):
- knowledge of the interview in Papiamentu, Dutch, English and Spanish
- role-play
- social communication
- technical aspects of the case control management system

Teams of two interviewers for practical reasons.

Our estimation:

40% response for the recruitment interview

of which 50% intends to participate in sonoro community

15 visits per team per day of 6.5 hours. 6 days a week

Four teams: fieldwork ready in about three months

Struggling with the interviewers. Interviewers quitted for different reasons.

It was very hard to find new people with the required skills

Then it was a long summer holiday and interviewing was discontinued.

In autumn we went along and after nine months throughput time

30% of the addresses had been visited.

In this way it would cost another 21 months to visit the whole sample.

SONORO
research community for the social sciences

Measures:

Different and higher payment for the interviewers

More explanation about the chosen method of sampling

More explanation about the method of panel recruitment

Better support by the management

Warning in time to those interviewers which fail to observe their obligations

Continuation in recruiting and training new interviewers

We lengthened the fieldwork period till December 1, 2019.

NWO
Nederlandse Organisatie voor Wetenschappelijk Onderzoek

rijksuniversiteit groningen

CBHRI
Curaçao Biomedical & Health Research Institute

CentERdata
Institute for data collection and research

From April 2018 till July 2019 the interviewers visited 65% of the addresses, spread over the whole island (47 from 53 geozones)

Table 1: Status of the contacts for the recruitment interview

N=1553	Percentage of sample minus unusable addresses*
completed interview	62%
nobody home	27%
new appointment	2%
refusal	9%

*unusable addresses are non-residential buildings 17.5% and
0.7% longtime illness, language problems or absent during research)

Table 2: participation in SONORO Community

N=953	Percentage of completed interviews
yes, want to participate	48%
want to think about it	22%
absolutely not	30%

Table 3: e-mail address or phone numbers in the
household s that intend to participate (absolute)

intend to participate	No phone-number	Yes phone-number	Total
No email	**18**	171*	189
Yes email	105	162	267
	123	333	457

*29 only landline ;   142 mobile phone

Table 4: Outcome of a logistic regression analysis for the chance to participate or not

variables	exp(B)	Wald
interest in news**	1,621	6,817
voluntary work**	2,557	11,999
interest in politics	1,245	1,261
desktop with internet	,797	0,740
laptop with internet	1,116	0,163
tablet with internet	,797	0,617
smartphone with internet**	2,077	7,326
kids under 18 in the household**	1,663	4,036
voted at last elections*	1,782	6,315
net household income	1,109	2,726
worksituation		3,318
worksituation(1) part-time	0,774	0,462
worksituation(2) pension	1,299	0,598
worksituation(3)else	0,734	0,780
schooling*	1,313	3,884
Chi-quadrat (df=14)	84,486	

So far:

Geographic coordinates of addresses are a good alternative for incomplete
registry of addresses as source for a probability sample of households

Good case control management system is needed with digital map

Training for the interviewers:
Clear explanation about the usefulness and necessity of the use
of geographic coordinates
Technical skills

Time-consuming

Thank you for your attention