

# **EU-Project FamWork**

## **“Family Life and Professional Work: Conflict and Synergy“**

A joint project of the Universities of  
Munich (D), Fribourg (CH), Graz (A), Nijmegen (NL), Porto (P), Mons (B) and Palermo (I)

### **Technical Report FamWork-04-A/03**

**„Recruitment strategies and procedure for the FamWork survey in Graz“**

**Harald Lothaller, Sonja Jagoditsch & Gerold Mikula**

---

University of Graz  
Department of Psychology – Division of Social Psychology

Universitaetsplatz 2/III  
A-8010 Graz/Austria

<http://psyserver.kfunigraz.ac.at/sozial/index.htm>





## **Recruitment strategies and procedures**

This report describes the strategies and procedures of recruitment of participants for the FamWork survey in Graz. It was originally written by the working group 3 as information for the other working groups subsequent to the Palermo-meeting in October 2003. The aim was to ensure recruitment of comparable samples in all countries and to provide useful practical advice for recruitment activities. The present version has been marginally revised.

The working group 3 had nearly completed the questionnaire survey in autumn 2003. The majority of the other working groups were just at the beginning of the recruitment for the questionnaire survey because they started this activity with a delay of a few months due to questionnaire translation.

This report contains a short description of the recruitment strategies and the actual procedures of delivering the questionnaires in Graz. The sample descriptions provide information about educational level, current occupation, and individual net income per month of major parts of the Graz-sample. The full sample was not available at that time. The sample size is stated.

An info-sheet is attached at the end of the report. It was used in Graz for different recruitment activities. More information about it is given below.



### Recruitment strategy

The recruitment had started in the middle of April 2003. Since then, we continuously recruited participants with a decrease during summer holidays. Last recruiting activities were done in December 2003 and the questionnaire survey was completed at the end of 2003.

For the recruitment of participants we used the following strategies:

- snowball-principle/mouth propaganda: most effective; using A5-copies of the info-sheet "FamWork.pdf" (in German, see below) given to participants and other possible multipliers for relaying
- via media: two times in local newspaper, one time in local weekly journal, two times in local radios
- via internet and email: snowball principle-emailing, calls and reports on different homepages – among others <http://steiermark.orf.at> (news-site of the Austrian broadcasting station), <http://www.kinderleben.at> (family/children-related website of the Styrian government), and own homepage <http://www.famwork.at.tf> (with information concerning the project and the survey)
- via public kindergartens: giving a "letter to parents" to every child in 50 kindergartens in Graz with short information about the survey and a call for participation
- via pediatricians: using the info-sheet as a full-colour A4-poster
- via child minders: a "letter to parents" (according to the kindergarten-"letter to parents") was sent attached to a letter of a child minder-organization to more than 300 parents

### Procedure

Parents find out about the project via different recruitment strategies and call or send an email to the FamWork-team.

In the telephone call or in the email-answer, the parents get a few information about the project and how the survey is planned. It is checked whether the couple fits the sample criteria and a date for delivering the questionnaires is arranged.

All questionnaires are delivered by one of the two research associates. No other persons are involved to ensure a very similar procedure for all participants. Parents are visited at arranged dates. Since both partners should be present, most of the questionnaires were



delivered at the couples' home in later afternoon or evening. The attendant research associate tells them a little about the project background and the survey. The couple gets some advice how to deal with the questionnaires, i.e. how to fill in the questionnaire and what should be heeded. Participants are then asked to contact the FamWork-team when the questionnaires are completed or when they have any doubts while filling-in. The way of transferring the allowance, that participants will get afterwards, is fixed afterwards. At the end of the meeting, they are asked for mouth propaganda and it is announced that a feedback will be prepared to inform interested participants about the survey results.

Participants are asked to fulfil the questionnaires within two weeks. About 50% came back within this time; the bulk of questionnaires came back within 5 weeks. When parents call after completing the questionnaires, another date is arranged for picking-up the questionnaires, this time not necessarily with both of them present. When the arrangement of a date appears to be very difficult, the questionnaires could also be returned via postal mail, but this happened less than 15 times. When picking-up, participants are asked how they feel about completing the questionnaire, about any problems they had, and most of them are told about the planned palm-survey to find out about their willingness to participate.

In Graz, conventional telephones in the offices and also mobile phones – with the same number and only different prefix – are used. The phone numbers are published for recruiting interested parents and given to the participants for any problems while filling-in, for return-date arrangements, and also for the ongoing palm-survey.

### Preliminary sample description

(with the current data of 174 couples)

<b><u>Educational level</u></b>	Overall	Women	Men
Primary school	2,9%	2,9%	2,9%
Secondary school	7,2%	12,6%	1,7%
General qualification for university entrance	20,5%	17,8%	23,1%
University degree	48,4%	49,4%	47,4%
Apprenticeship	12,4%	11,5%	13,3%
Master craftsmans degree	1,7%	0,6%	2,9%
Other non-academical degree (not contained in questionnaire master-version)	3,5%	4,0%	2,9%
Conflicting dual entry	3,5%	1,1%	5,8%



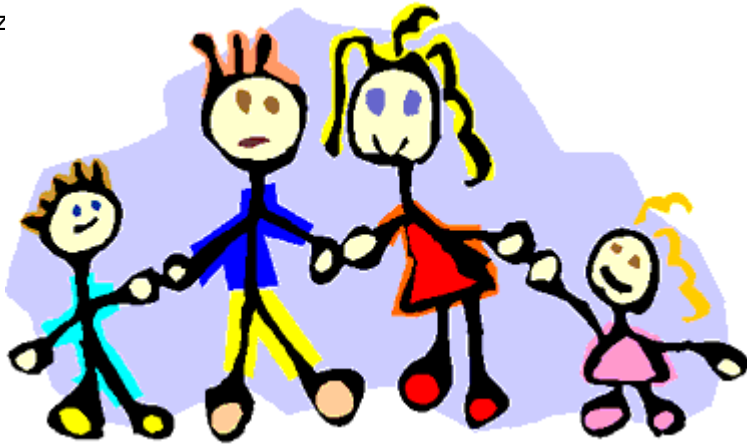
<b>Current occupation</b>	Overall	Women	Men
Self-employed entrepreneur	8,7%	7,5%	9,8%
Free profession	3,5%	4,0%	2,9%
Executive employee	16,2%	8,7%	23,7%
Employee	56,6%	68,2%	45,1%
Craftman	4,0%	0,6%	7,5%
Semi-skilled worker	1,4%	1,7%	1,2%
Apprentice	0,3%	0,6%	0%
Other	5,2%	6,4%	4,0%
Dual entry	4,0%	2,3%	5,8%

<b>Own monthly net income</b>	Overall	Women	Men
<500€	1,7%	2,9%	,6%
500-750€	9,3%	14,1%	4,6%
750-1000€	12,5%	21,8%	3,4%
1000-1250€	12,8%	19,4%	6,3%
1250-1500€	18,9%	22,4%	15,5%
1500-2000€	21,5%	15,9%	27,0%
2000-2500€	12,8%	2,4%	23,0%
2500-3000€	4,1%	,6%	7,5%
3000-3500€	2,9%	,6%	5,2%
3500-4000€	1,7%	0%	3,4%
>4000€	1,7%	0%	3,4%

Given (a) the differences in the earnings between the countries and (b) the limited comparability of occupational categories, we suggest to use the educational level as the primary criterion to match the national samples.

**Attachment**

The info-sheet “FamWork.pdf”, presented on the next page, was used in recruitment activities in Graz.



## Lassen sich Familie und Beruf vereinbaren?

**Für eine internationale wissenschaftliche Studie suchen wir  
Paare mit kleinen Kindern im Großraum Graz.**

Teilnehmende Paare füllen einen Fragebogen zu den Themen Beruf, Kindererziehung und Familienleben aus. Dies dauert etwa eine Stunde und kann selbständig zu Hause gemacht werden.

- Durch Ihre Teilnahme werden wichtige Daten zum Thema Familie und Beruf gewonnen.
- Paare, die an unserer Studie bereits teilgenommen haben, fanden das Ausfüllen des Fragebogens sehr interessant. Es hat sie angeregt über sich und ihre Situation nachzudenken.
- Für das Mitwirken an der Studie erhält jedes Paar eine kleine finanzielle Entschädigung in der Höhe von € 20,-.

### Gesucht werden Paare...

...in denen beide Partner bereit sind an der Studie teilzunehmen,

...die in einem gemeinsamen Haushalt leben,

...in denen jeder Partner zumindest 15 Stunden pro Woche berufstätig ist,

...die zumindest ein Kind im Alter zwischen 1 und 5 Jahren haben und

...die keine Kinder über 12 Jahren haben, die im elterlichen Haushalt wohnen.

Wenn Sie an der Studie teilnehmen möchten und alle genannten Punkte auf Sie zutreffen, melden Sie sich bitte telefonisch oder per Email bei uns.

Mag. Harald Lothaller

0316/380-8509

0650/3808509

harald.lothaller@uni-graz.at

Sonja Jagoditsch

0316/380-8512 (vormittags)

0650/3808512

sonja.jagoditsch@stud.uni-graz.at

Informationen finden Sie auch online unter: [www.famwork.at.tf](http://www.famwork.at.tf)