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## Design and recruitment of a probability based CROss-National Online Survey (CRONOS) panel

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This project has received funding from the *European Union's Horizon 2020* research and innovation programme under grant agreement No 654221.



## CRONOS Core Team

- **Central International Team**
  - City, University of London (ESS HQ)
  - Norwegian Center for Research Data (ESS NSD)
  - University of Ljubljana (ESS UL)
  - Universitat Pompeu Fabra (ESS UPF)
- **National Coordinator Teams**
  - UK – NatCen Social Research
  - Slovenia – University of Ljubljana
  - Estonia – University of Tartu





## Other CRONOS parties

- **CRONOS Advisory Board**
  - Michael Bosnjak (formerly GESIS Panel)
  - Mario Callegaro (Google)
  - Anne Cornilleau (ELIPSS Panel)
  - Salima Douhou (ESS, formerly LISS Panel)
  - Vasja Vehovar (University of Ljubljana)
- **Other SERISS partners**
  - GESIS (ESS)
  - European Values Study (EVS)
  - Munich Center for the Economics of Aging (MEA) (SHARE)
  - CentERdata (SHARE)
- **Questback GmbH (survey service provider)**





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# 1. Introduction



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## Online panels

- Opportunities
  - Cost-efficient
  - Timely/regular/flexible data collection
  - Analytical: more data from same respondent
- Challenges
  - Sampling and representativeness
  - Low recruitment and participation rates
  - Panel attrition
  - Cross-national set up





## Obtaining a probability sample

- Use existing surveys with probability samples
  - Relatively new for online panels
  - Cost reduction
  - Added burden on interviewers, respondents and fieldwork
- Allow those without internet to participate
  - Provide internet-enabled tablets
  - Recruitment questions to identify need
  - Arrange later delivery appointment and training
  - Instructions for persons delivering tablets



## Setting up a cross-national online panel

- Recruit from existing cross-national survey with 'input-harmonisation' approach
  - ESS Round 8 (2016/17)
- Harmonise recruitment and panel maintenance strategies
  - Involve countries: meetings, draft sharing
- Centralised panel management and administration
  - Ethical issues



## Country selection criteria

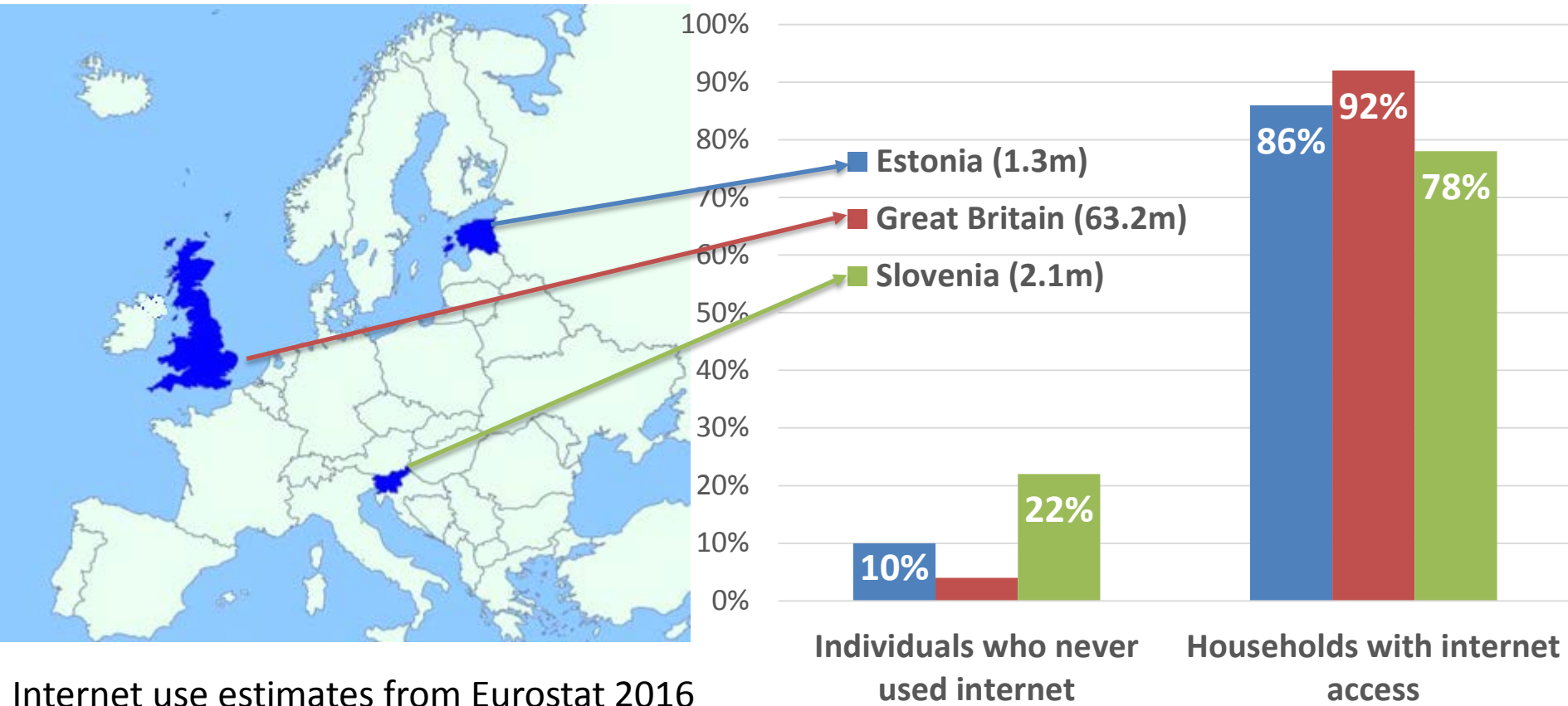
- Sufficient number of participants
- Sufficient country variation in terms of:
  - Response rate
  - Internet penetration
  - Type of survey organisation
  - Language
- Timely start of ESS Round 8 fieldwork





## CRONOS countries

### Internet use



Internet use estimates from Eurostat 2016





## CRONOS Countries

	Estonia	Great Britain	Slovenia
<b>Sampling frame</b>	Population register	Sample of addresses	Population register
<b>ESS Round 7 (2014) Response Rate (RR1)</b>	60%	44%	52%
<b>Language</b>	Estonian Russian	English	Slovene
<b>ESS8 Fieldwork</b>	Statistical Office	Large non-profit organisation	University survey lab
<b>CRONOS Management</b>	University research team	Large non-profit organisation	University survey lab





## 2. Design & recruitment



## Panel offer

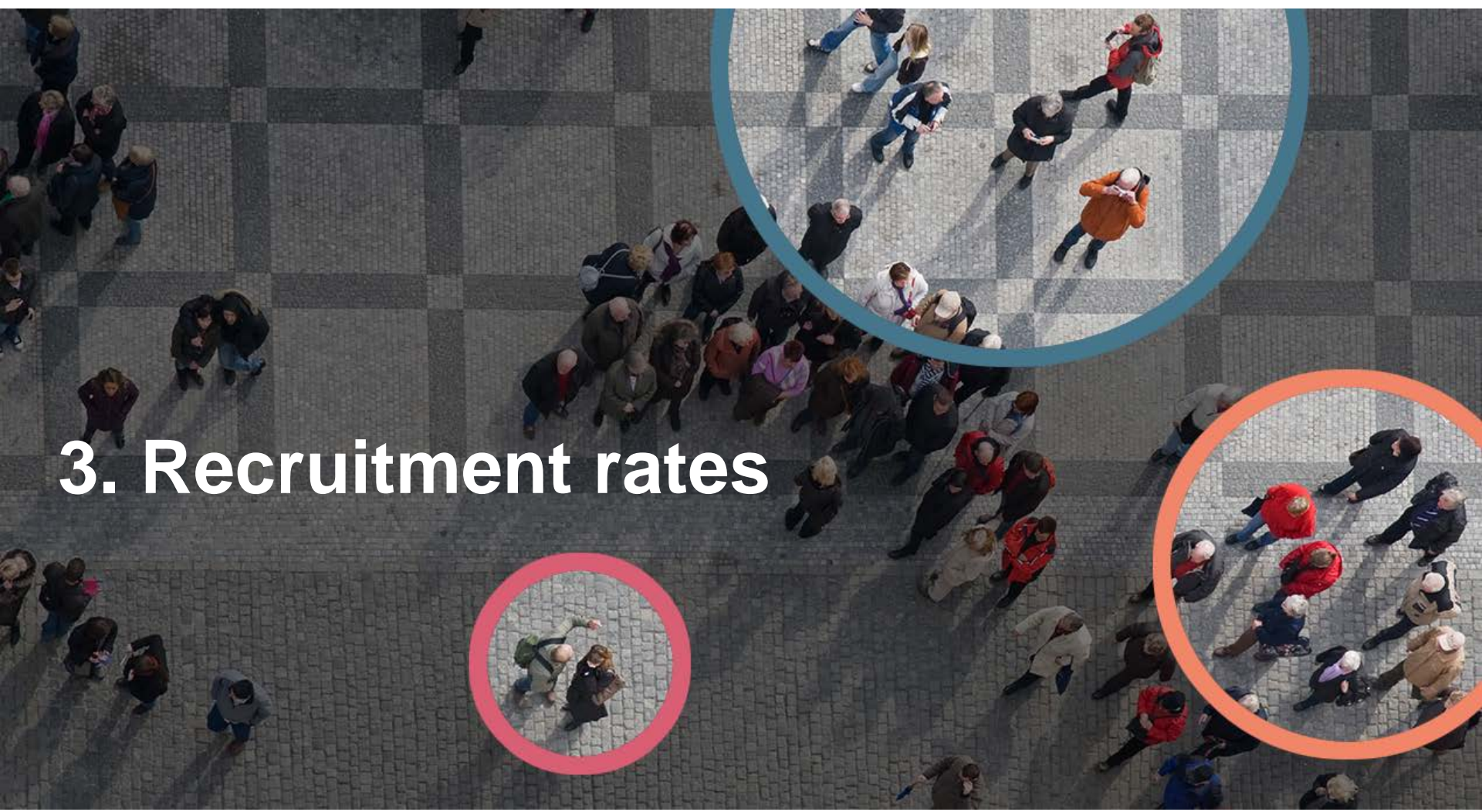
- At the end of hour-long ESS Round 8 interview
- Six 20-minutes surveys over 12 months
- If no internet access: Internet-enabled tablet
- Unconditional incentive
  - £5/€5 per survey invitation



# Recruitment procedure

- Plan: central + local input
  - Standardised recruitment interview
  - Produce protocols
- Train: local (according to protocols)
  - Interviewer briefings
  - Feedback workshops
- Implement: local
  - Additional questions with invitation to join the online panel at the end of the ESS Round 8 interview
- Monitor: local and central

# 3. Recruitment rates



# Panel recruitment stages



**Preliminary data. Not for citation.**

Estonia	2,998	1,948	65%	1,149	38%	928	31%
GB	4,655	1,783	38%	1,206	26%	1,203	26%
Slovenia	2,323	1,255	54%	808	35%	791	34%
<b>Total</b>	<b>9,976</b>	<b>4,986</b>	<b>50%</b>	<b>3,163</b>	<b>32%</b>	<b>2,912</b>	<b>29%</b>

\*Ineligibles are not excluded. GB fieldwork still in progress as of 01.03.2017.

# Recruitment

Percentage of all eligible ESS8 respondents

	Initial agreement		<b>Total</b>	N
	Yes	Hesitant		
Estonia	49%	10%	<b>59%</b>	1149
GB	62%	6%	<b>68%</b>	1206
Slovenia	56%	8%	<b>64%</b>	808

**Preliminary data. Not for citation.**



# 4. Participation rates





## Welcome survey

- Goal – engage panellists recruited at earlier stage of recruitment
- 10 minutes
- First batch sent out in December 2016
- Not all panellists invited, number of reminders varies between batches

# Welcome survey

	Invited	Completed*	
	N	N	%
Estonia	843	596	71%
GB	1206	461	38%
Slovenia	732	546	75%

\*As of 16.03.2017. Survey still in field. Panellists provided a tablet will participate until late March 2017.

**Preliminary data. Not for citation.**

# Wave 1

- Sent out on 27 (Estonia & UK)/28 (Slovenia) February 2017
- Still in field, numbers are preliminary as of 17.03.2017

	Sample	Invited Feb 2017*	Completed so far	
	N	N	N	%
Estonia	928	883	615	70%
GB	1203	1082	532	49%
Slovenia	791	735	450	61%

\* Panellists provided with a tablet in all countries as well as panellists who did not provided an email address in the UK will be invited to Wave 1 in late March 2017.

**Preliminary data. Not for citation.**



5. Lessons learned so far



## Cross-national set up

- High levels of input harmonisation entail high levels of central and local resources
- Cross-national challenges
  - Harmonisation (e.g. fieldwork dates, consent procedures, delivery of incentive)
  - Establishing communication strategies across different types (and size) of survey organisation
- Consent for cross-border transfer of personal information to NSD and Questback



## Recruitment and participation rates

- Initial agreement rates are relatively high
- Recruitment rates comparable to custom-made recruitment
- Actual survey participation varies across countries
- Those without internet more difficult to recruit



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# THANKS

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