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

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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)**
1. Introduction
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 estimates from Eurostat 2016

- Estonia (1.3m) - 86% Internet use
- Great Britain (63.2m) - 92% Internet use
- Slovenia (2.1m) - 78% Internet use

Individuals who never used internet:
- 10%

Households with internet access:
- 22%

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### CRONOS Countries

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

<table>
<thead>
<tr>
<th>PANEL PHASE</th>
<th>Estonia</th>
<th>GB</th>
<th>Slovenia</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligible Participants</td>
<td>2,998</td>
<td>4,655</td>
<td>2,323</td>
<td>9,976</td>
</tr>
<tr>
<td>Gross ESS8 Sample* (18+, estimated)</td>
<td>1,948</td>
<td>1,783</td>
<td>1,255</td>
<td>4,986</td>
</tr>
<tr>
<td>Completed Recruitment Interview</td>
<td>1,149</td>
<td>1,206</td>
<td>808</td>
<td>3,163</td>
</tr>
<tr>
<td>Initial agreement to join panel</td>
<td>928</td>
<td>1,203</td>
<td>791</td>
<td>2,912</td>
</tr>
<tr>
<td>Panellists invited to Wave 1</td>
<td>31%</td>
<td>26%</td>
<td>34%</td>
<td>29%</td>
</tr>
</tbody>
</table>

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

Percentage of all eligible ESS8 respondents

<table>
<thead>
<tr>
<th></th>
<th>Initial agreement</th>
<th></th>
<th>Total</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>Hesitant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Estonia</td>
<td>49%</td>
<td>10%</td>
<td>59%</td>
<td>1149</td>
</tr>
<tr>
<td>GB</td>
<td>62%</td>
<td>6%</td>
<td>68%</td>
<td>1206</td>
</tr>
<tr>
<td>Slovenia</td>
<td>56%</td>
<td>8%</td>
<td>64%</td>
<td>808</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th></th>
<th>Invited</th>
<th>Completed*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>Estonia</td>
<td>843</td>
<td>596</td>
</tr>
<tr>
<td>GB</td>
<td>1206</td>
<td>461</td>
</tr>
<tr>
<td>Slovenia</td>
<td>732</td>
<td>546</td>
</tr>
</tbody>
</table>

*As of 16.03.2017. Survey still in field. Panellists provided a tablet will participate until late March 2017.
Wave 1

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

<table>
<thead>
<tr>
<th></th>
<th>Sample N</th>
<th>Invited Feb 2017* N</th>
<th>Completed so far N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estonia</td>
<td>928</td>
<td>883</td>
<td>615</td>
<td>70%</td>
</tr>
<tr>
<td>GB</td>
<td>1203</td>
<td>1082</td>
<td>532</td>
<td>49%</td>
</tr>
<tr>
<td>Slovenia</td>
<td>791</td>
<td>735</td>
<td>450</td>
<td>61%</td>
</tr>
</tbody>
</table>

* 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