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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



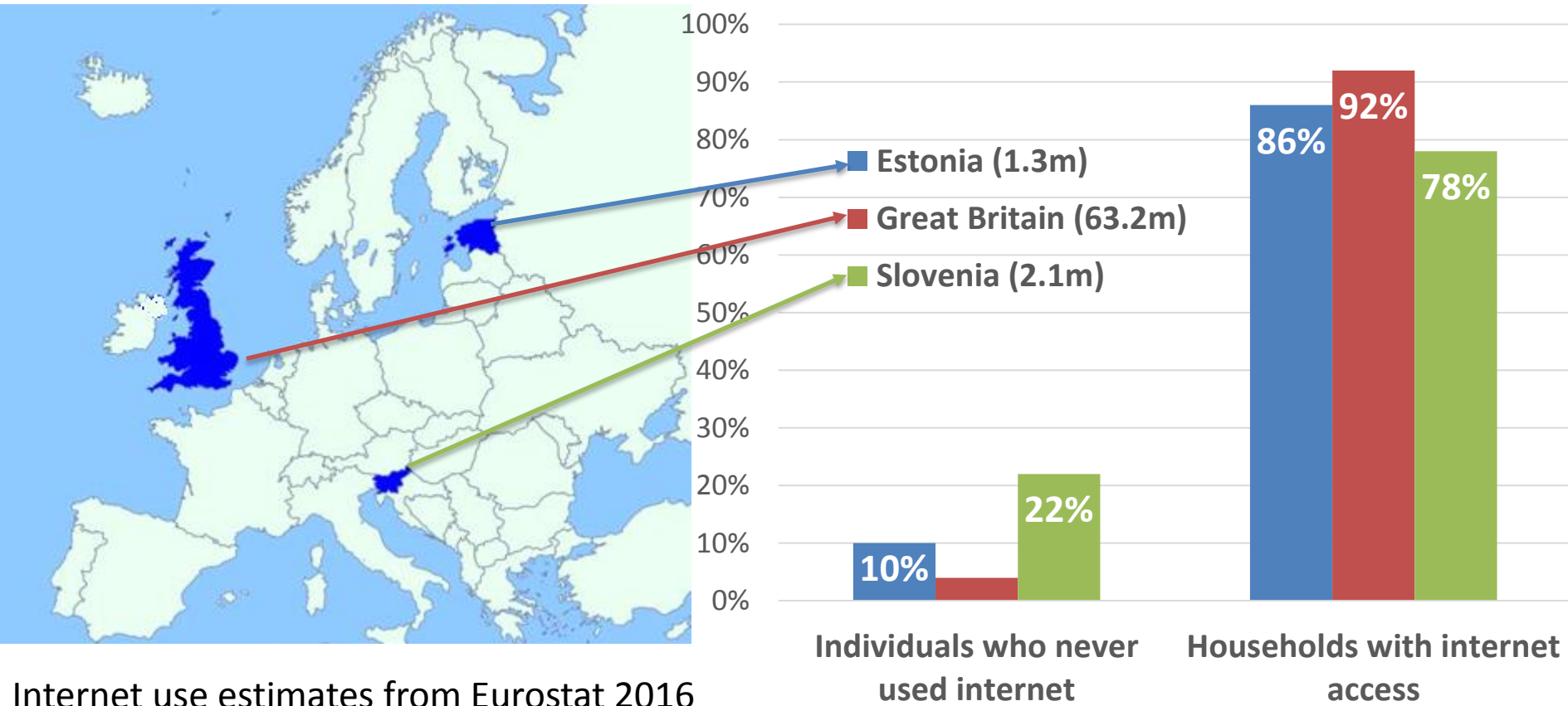
Country selection criteria

- 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
Sampling frame	Population register	Sample of addresses	Population register
ESS Round 7 (2014) Response Rate (RR1)	60%	44%	52%
Language	Estonian Russian	English	Slovene
ESS8 Fieldwork	Statistical Office	Large non-profit organisation	University survey lab
CRONOS Management	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

ELIGIBLE PARTICIPANTS

Gross ESS8
Sample (18+,
estimated)

Estonia 2,998

GB 4,655

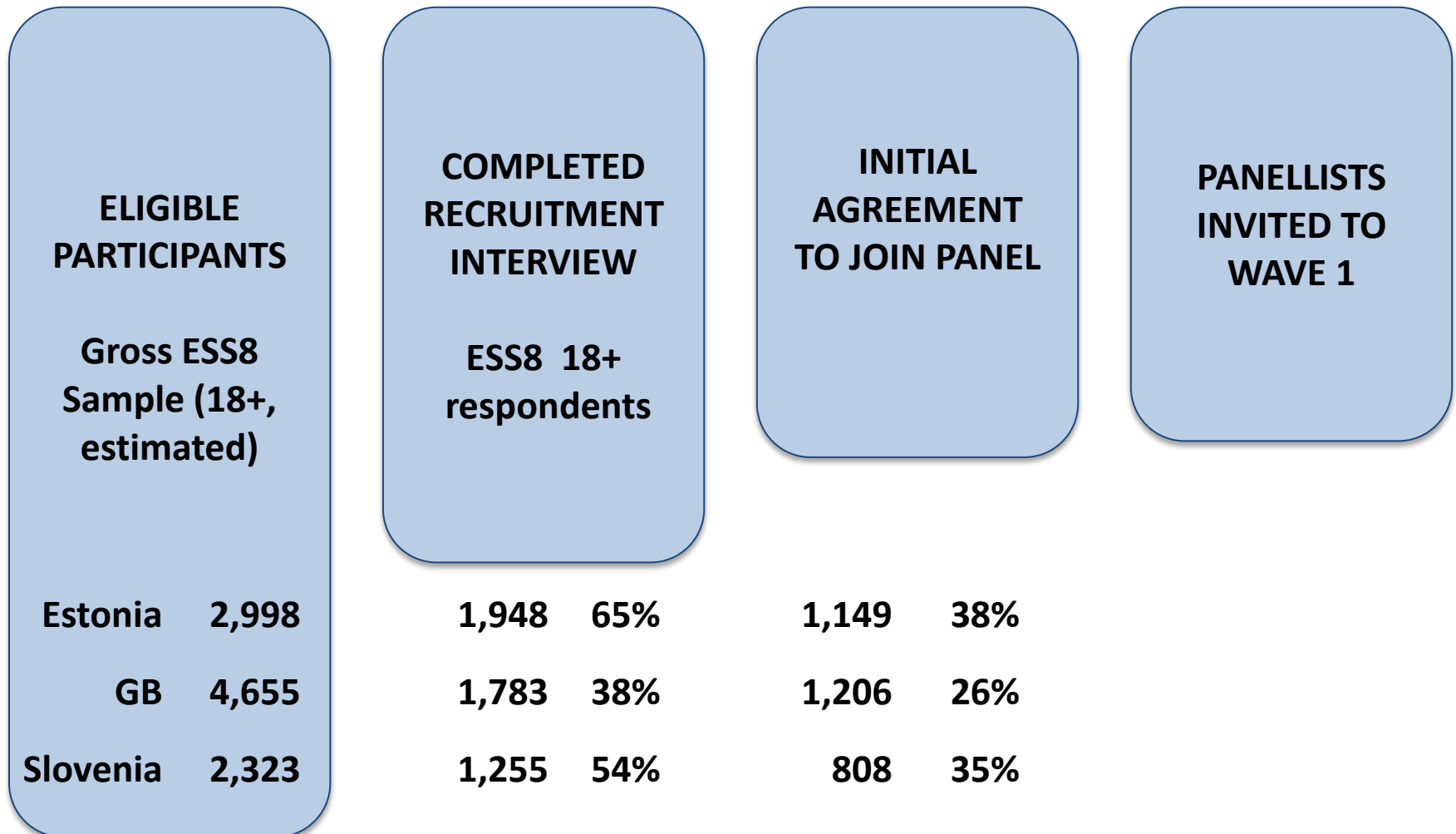
Slovenia 2,323

COMPLETED RECRUITMENT INTERVIEW

ESS8 18+
respondents

INITIAL AGREEMENT TO JOIN PANEL

Panel recruitment stages



Recruitment

Percentage of all eligible ESS8 respondents

	Initial agreement		
	Yes	Hesitant	N
Estonia	49%	10%	1149
GB	62%	6%	1206
Slovenia	56%	8%	808



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.

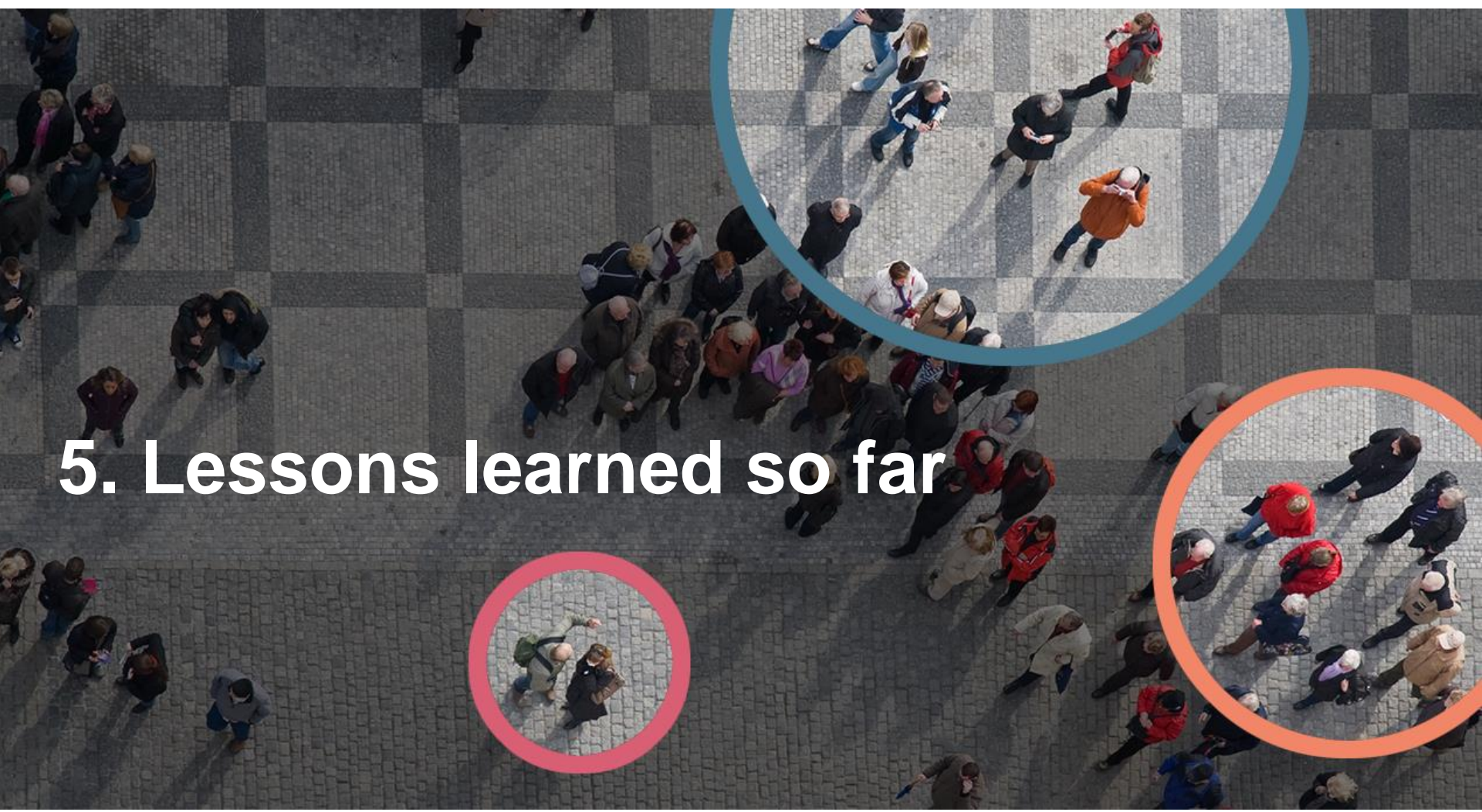


Wave 1

- Sent out on 27 (Estonia & UK)/28 (Slovenia) February 2017
- Still in field, numbers are preliminary as of 16.03.2017

	Sample	Invited Feb 2017*	Completed so far	
	N	N	N	%
Estonia	928	883	613	69%
GB	1203	1082	528	49%
Slovenia	791	735	448	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.



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
- Actual survey participation varies across countries
- Those without internet more difficult to recruit



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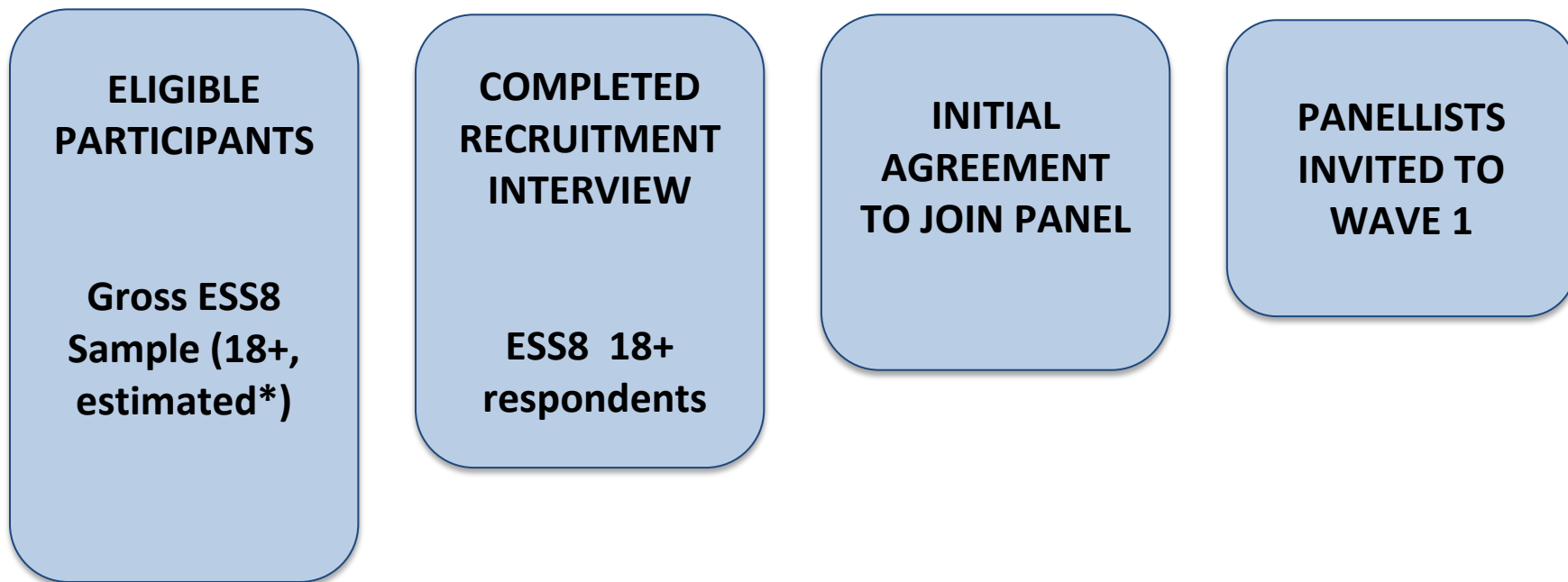


THANKS



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Panel recruitment stages



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%
Total	9,976	4,986	50%	3,163	32%	2,912	29%

*Ineligible respondents not yet excluded from denominator in outcome rate calculations



Incentives

INCENTIVES	Amount	Frequency	Type of incentive	Delivery
Estonia	€10	Every other wave	Supermarket voucher	E-mail invitation
Slovenia	€10	Every other wave	Supermarket voucher	Postal pre-notification
UK - planned	£5	Every wave	Amazon voucher	E-mail invitation
UK – Group 1	£5	Every wave	Love2shop voucher	Postal pre-notification
UK – Group 2	£30	One: with first wave	Love2shop voucher	Postal pre-notification



Panel basic demographics

	Estonia			Great Britain			Slovenia		
	Pop.	ESS 18+	CRONOS	Pop.	ESS 18+	CRONOS	Pop.	ESS 18+	CRONOS
Gender									
Female	54%	+6	+1	51%	+4	+3	51%	+3	+2
Age									
18-30	20%	-3	+6	22%	-9	-5	17%	+1	+6
31-40	17%	-1	+2	16%	0	+3	18%	-3	+1
41-50	16%	-1	+3	18%	-1	0	18%	-3	+2
51-60	17%	+1	-1	16%	1	0	18%	+1	+1
61-70	14%	+1	-1	14%	+4	+3	15%	+3	-4
71+	16%	+3	-9	14%	+5	-3	15%	0	-8

Pop. (18+) data from Statistics Estonia (2016), UK ONS (2015), Slovenian Statistical Office (2016)
 ESS data from ESS Round 7 (2012)

Panel basic demographics

	Estonia			Great Britain			Slovenia		
	CRONOS	ESS 18+	Pop.	CRONOS	ESS 18+	Pop.	CRONOS	ESS 18+	Pop.
Gender									
Female	55%	60%	54%	54%	55%	51%	53%	54%	51%
Age									
18-30	26%	17%	20%	17%	13%	22%	23%	18%	17%
31-40	19%	16%	17%	19%	16%	16%	19%	15%	18%
41-50	19%	15%	16%	18%	17%	18%	20%	15%	18%
51-60	16%	18%	17%	16%	17%	16%	19%	19%	18%
61-70	13%	15%	14%	17%	18%	14%	11%	18%	15%
71+	7%	19%	16%	11%	19%	14%	7%	15%	15%

Pop. (18+) data from Statistics Estonia (2016), UK ONS (2015), Slovenian Statistical Office (2016)
 ESS data from ESS Round 7 (2012)



Tablets

Estonia: 46 panellists (5%)

GB: 82 panellists (7%)

Slovenia: 52 panellists (7%)

- Set-up by NCs
- Delivery and training by briefed interviews