



Leibniz-Institut  
für Sozialwissenschaften

# GESIS Panel Wave Report

Wave aa

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## Part I: About the GESIS Panel

### 1. General Overview

The GESIS Panel provides a probability-based Omnibus Access Panel infrastructure located at GESIS Leibniz Institute for the Social Sciences in Mannheim, Germany. The project offers the social science community a unique opportunity to collect survey data from a representative sample of the German population free of charge.

The sample encompasses the German speaking population aged between 18 and 70 years (at the time of recruitment) and permanently residing in Germany. Fully operational from the beginning of 2014 the GESIS Panel encompasses about 4800 panelists.

The omnibus survey waves take place on a bi-monthly basis, each taking about 20 minutes and split up into two self-administered survey modes (online, offline). 62% of the panelists participate online (Web-based surveys), 38% of the panelists attend the surveys by mail.

Each survey wave consists of two major parts: About fifteen minutes of survey time is reserved for the studies submitted by access panel passengers. Fielded panel passenger studies have undergone a peer-review process. The second part of each survey wave (about five minutes of interviewing time) is reserved for longitudinal core study topics developed by GESIS.

One aim of the GESIS Panel Longitudinal Core Study is to measure frequently demanded characteristics beyond demographics, such as personality and human values, political behavior and orientations, well-being and quality-of-life, environmental attitudes and behavior, and information/communication technology usage. Moreover, a second aim of the GESIS Panel Longitudinal Core Study is to assess and to control for data quality (i.e., different sources of survey error) by measuring concepts such as survey participation evaluations, survey mode habits and preferences, and by including selected items from other benchmark surveys (e.g., German micro-census, ESS, ALLBUS, ISSP).

### 2. Data Collection Waves

#### 2.1 Data Collection

The data collection process employs two self-administered survey modes (online, offline). Data collection and panel maintenance is administered and organized by the GESIS Panel Team. From 2014 onwards, the GESIS Panel runs questionnaires submitted by the research community that underwent a review process.

Panel members were recruited in 2013 in face-to-face interviews followed by a self-administered welcome survey. The mode was chosen by the participants. All participants of the welcome survey are considered members of the panel and invited to the bimonthly regular waves. Please refer to the methods report of the recruitment process.

From 2014 onwards all participants are invited by mail and receive an unconditional incentive of 5 Euros. For the online mode, all GESIS Panel questionnaires are implemented into a Questback panel installation. In addition to the mail invitation, online participants receive an invitation and two reminders by email. The online data collection process is conducted by the GESIS Panel team. The online field phase lasts about eight weeks.

Offline data are collected by the mail service provider SSM. They send out all paper questionnaires one day before the start of the online field phase. No reminders are sent out in the offline mode. In-coming paper questionnaires are processed by SSM until one day before the start of the next wave's field phase. The data is entered manually and all questionnaires are archived electronically.

## 2.2 Waves

The GESIS Panel omnibus survey waves take place on a bi-monthly basis, each encompassing about 20 minutes starting with wave aa in August 2013. The regular field phase lasts until the beginning of the next wave for both modes. Each wave includes a number of studies.

Table 1 presents an overview of all waves fielded by the GESIS Panel so far with central characteristics. The first column indicates the name of the wave. Waves and studies are named after the GESIS Panel naming convention (see Codebook). Waves are signified by two letters, the first signifying the year and the second the wave in the year, both letters having the potential range from a to z. To give an example, wave aa is the first wave (starting in mid-August) in the first year of the GESIS Panel 2013 and wave ba is the first wave in the second year of the GESIS Panel that went into the field Mid February 2014.

The second column indicates the studies that were fielded in the respective wave. The last columns provide information on the field period as well as the number of invited panelists as well as the number of those that participated for online and offline mode separately.

The first three waves in 2013 (waves aa, ab, ac) were part of the recruitment phase and therefore only include a subsample of panelists. The first wave of the GESIS Panel with the full sample is wave ba in February 2014.

Table 1 Overview of GESIS Panel field periods

Wave	Studies	Field period		Invited		Participation	
		Online	Offline	Online	Offline	Online	Offline
Wave aa	aa, ab, zq	21.08.2013- 20.09.2013	21.08.2013- 14.10.2013	793	301	670	204

## 3. Access to Data and Documentation

The scientific use file of the GESIS Panel is accessible for scientific purposes only via the GESIS Data Archive in Cologne. Along with the dataset all documents are stored centrally in the data catalogue. The documentation comprises the wave reports, the questionnaires and a codebook that documents all variables in the dataset.

Every two months an updated version of the master dataset is released that includes new data from the last wave as well as revisions from previous waves. Data will be accessible about three months after the end of the field period.

We provide two versions of this master data set: a scientific use file accessible for research purposes (GESIS Panel – reduced version: ZA5665) and a secure scientific use file that is only available for on-site use at the Secure Data Center in Cologne (GESIS Panel – full version: ZA5664). To access the scientific use file, users have to register with the data catalogue of the

Data Archive (<https://dbk.gesis.org/dbksearch/>) and apply for access to the GESIS Panel dataset. Researchers then need to sign a user contract. Upon approval of the data use request, the data archive will provide researchers with access to the current scientific use file via secure ftp download.

Due to privacy protection rules some variables are not included in the scientific use file but are only included in the secure scientific use file that can only be accessed on-site via the [Secure Data Center](#) at the GESIS data archive in Cologne. Please refer to the conditions of the Secure Data Center for more information on this opportunity to use the GESIS Panel data.

## 4. Bibliographic Citation and Notification of Publications

### 4.1 Bibliographic Citation

Each new release, with its own DOI, is marked as a new version. Although each release may include changes to older waves, replicability is guaranteed since every variable remains in the dataset and new versions are not replaced but added as new variables. We ask users to always pay attention that they use the correct DOI of the dataset they used for publications.

Researchers are required to cite the dataset they use in publications as follows with the correct ZA and Version number and DOI. Please use the following citations for the data with the doi: 10.4232/1.11877 and doi: 10.4232/1.11878.

German:

GESIS (2013): GESIS Panel - full version. GESIS Datenarchiv, Köln. ZA5664 Datenfile Version 1.0.0, doi:10.4232/1.11877

GESIS (2013): GESIS Panel - reduced version. GESIS Datenarchiv, Köln. ZA5665 Datenfile Version 1.0.0, doi:10.4232/1.11878

English:

GESIS (2013): GESIS Panel - full version. GESIS Data Archive, Cologne. ZA5664 Datafile Version 1.0.0, doi:10.4232/1.11877

GESIS (2013): GESIS Panel - reduced version. GESIS Data Archive, Cologne. ZA5665 Datafile Version 1.0.0, doi:10.4232/1.11878

### 4.2 Notification of Publication

To get an overview over the actual usage of our data, we would appreciate short notification in case of publications using GESIS Panel data to [info@gesis-panel.de](mailto:info@gesis-panel.de). Please notify bibliographic information of your publication and the DOI of the data set used. In accordance with our user contract we ask researchers to provide us with an electronic or paper copy of their publications. Publications that use GESIS Panel data are included in the official GESIS Panel bibliography on our homepage.

## 5. GESIS Panel Team

### 5.1 Core Team Members

The GESIS Panel team members are Prof. Dr. Michael Bosnjak (Team Leader) and Dr. Wolfgang Bandilla (Overall Project Management), Angela Tanner (Project Marketing and Survey Project Management), Carina Cornesse (until March 2014), Tanja Dannwolf, Ines Schaurer and Bella Struminskaya (Survey Project Management), Tobias Enderle and Kai Weyandt (Survey Statistics and Data Quality Management), Jessica Trixa (until December 2013, Data Archiving), Gabriele Wahlig (Panel Management), and Kai Böge and Benjamin Zapilko (Software Adjustment and Maintenance).

### 5.2 Quality Assurance Board Members

The members of the GESIS Panel Scientific Quality Assurance Board are Jun.-Prof. Dr. Annelies Blom (University of Mannheim), Alan Bryman (University of Leicester), Prof. Dr. Mick Couper (University of Michigan), Prof. Dr. Marcel Das (CentERdata and Tilburg University), Prof. Dr. Don Dillman (Washington State University), Prof. Dr. Marek Fuchs (Technical University Darmstadt), Prof. Dr. Jon Krosnick (Stanford University), Prof. Dr. Peter Lynn (University of Essex), and Ass.-Prof. Dr. Vera Toepoel (Utrecht University).

## 6. Acknowledgements

The GESIS Panel is financed by the German Federal Ministry of Education and Research.

The GESIS Panel thanks the researchers submitting proposals to and fielding studies in the GESIS Panel. We are grateful to the anonymous reviewers that provided valuable feedback to the submitted studies.

## Part II: Wave aa (August/September 2013)

### 1. Wave Preparation

#### 1.1 Responsible GESIS Panel Team Members

Survey project management: Tanja Dannwolf & Carina Cornesse

Data management: Tobias Enderle

Data archiving: Kai Weyandt

Panel management: Gabi Wahlig

#### 1.2 Methodological Considerations

Wave aa is the first wave of the GESIS panel that went into the field during the recruitment process. The recruitment process started in June 2013 with face to face interviews and the welcome survey (for more details please refer to the respective method reports). GESIS Panel conducted three waves that only included subsample of panelists in order to not lose participants over the rather long recruitment process (see Figure 1).

Therefore, only a subsample of the final panel was invited to participate in wave aa that were considered active members of the GESIS Panel at the time of invitation, e.g. had participated in the welcome survey.

In contrast to late waves, the field phase of wave aa differs between the online and offline mode. The online survey was closed on 21<sup>st</sup> September whereas paper questionnaires were collected until 15 October.

Respondents received a conditional post-paid incentive of 5 Euros. They were asked to provide their bank account to receive the incentives via a half yearly automatic bank transfer.



## GESIS Panel recruitment phase

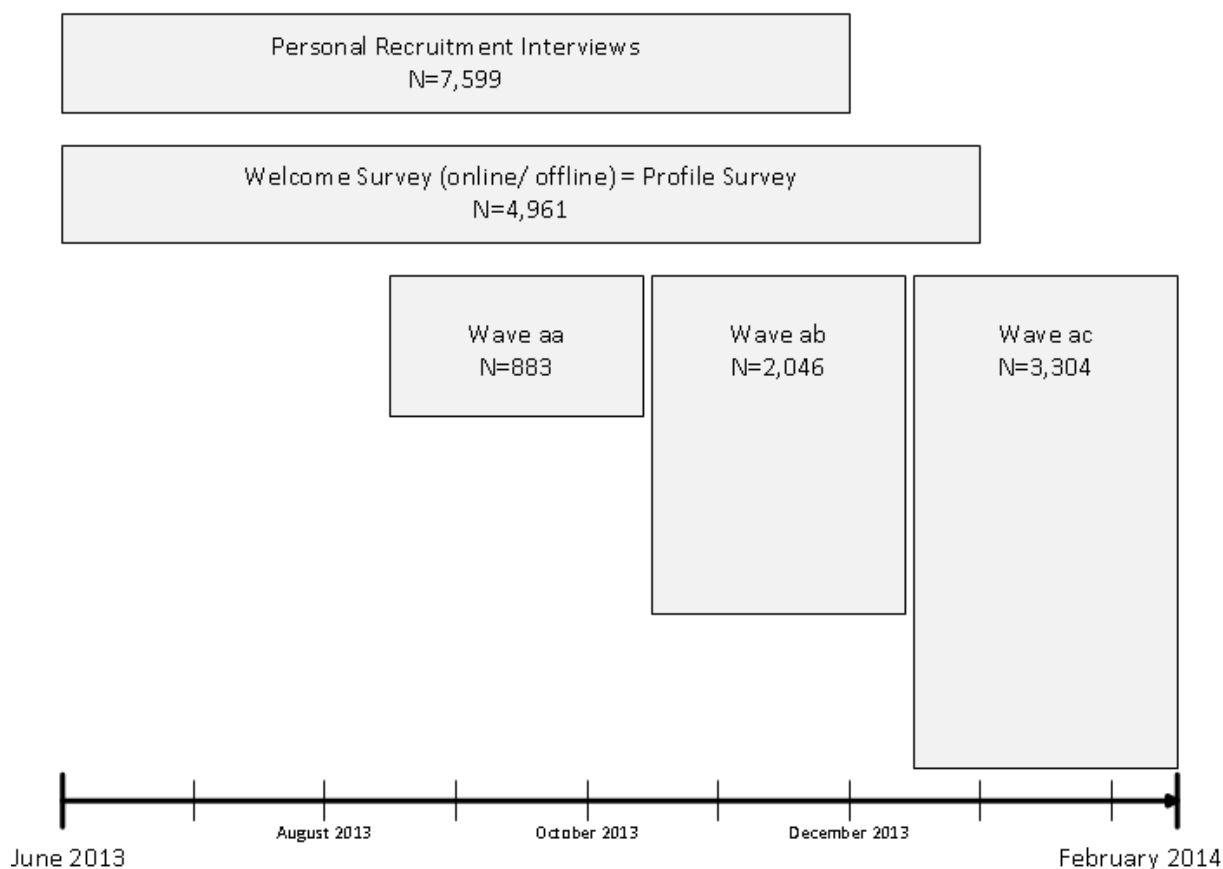


Figure 1 Recruitment Process of the GESIS Panel

### 1.3 Studies

Three studies were part of wave aa. The first one is the cross-sectional study aa on Life styles by Gunnar Otte et al.. The second study fielded in wave aa is the first part of the longitudinal module "Political perception and democracy" by Tanja Dannwolf, Michael Herrmann and Klaus Pforr, which will also be part of panel waves ab and ac. Lastly, wave aa contains study zq on survey evaluation, which is a GESIS Panel core study and is part of every panel wave.

Table 2 Overview of GESIS Panel studies

Study	Waves	Authors	Title
aa	aa	Gunnar Otte, Jörg Rössel, Sebastian Weingartner, Carina Cornesse	Life Styles
ab	aa,ab,ac	Tanja Dannwolf, Michael Herrmann, Klaus Pforr	Political Perception & Democracy
zq	core study	Bella Struminskaya, Michael Bosnjak, Lars Kaczmirek	Survey evaluation

### 1.4 Questionnaire Composition

In general, the order of the items in the questionnaire can be inferred from the numbering of the variables (see variable naming convention in the Codebook).

The wave aa questionnaire begins with ten questions from study aa and continues with 29 questions from study ab that are followed by two questions from study aa. The questionnaire closes with nine questions on respondents' evaluation of the questionnaire (core study zq). The questionnaire did not contain any filters or experiments.

The online and offline questionnaire only differ with respect to two questions from the core study on survey evaluation. Only online respondents were asked about the electronic device they used to fill in the questionnaire (variables aazq014 and aazq015). Only offline respondents were asked on which date they filled in the questionnaire (variables aazq017 and aazq018).

The online and offline questionnaire as well as the codebook can be accessed via the study entry in the Data archive.

## 2. Fielding and Outcome Rates

### 2.1 Fielding Phase

Invitations to wave aa were sent out on 21 August 2013 per mail with the paper questionnaire and on 22 August 2013 per email with a link to the online questionnaire. 1094 active members of the GESIS Panel were invited, 793 online and 301 via mail.

The respondents invited by mail did not receive any reminders. The online participants who have not participated in the survey received two reminders on 29 August and on 8 September 2013. The text of the invitation (letter and email) and the reminders (only email) can be found in the appendix.

Figure 2 shows the cumulative participation over the field period and the daily return of online and paper questionnaires. A detailed table can be found in the appendix.

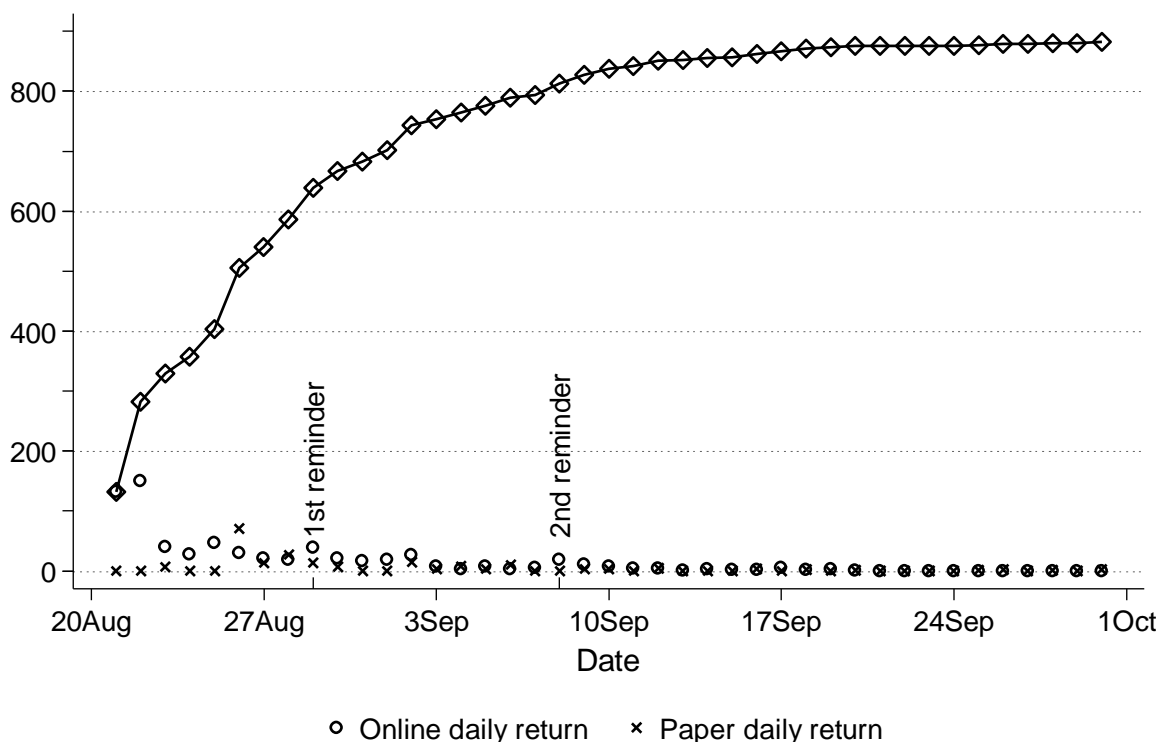


Figure 2 Wave aa field phase

## 2.2 Outcome Rates

Response rates calculations for self-administered online and offline surveys within the GESIS Panel are based on Callegaro and DiSogra (2008), Callegaro (forthcoming) and Final Disposition Codes for Mail Surveys (American Association for Public Opinion Research, 2011). For detailed information on coding of outcomes for the Wave aa, refer to Table 7 in the Appendix.

The completion rate (COMR) is the proportion of those who completed or partially completed the survey over eligible panel members who were invited to the survey. All active panel members are eligible for the wave. Active panel members are those who do not sign off from the panel. The eligibility for the wave surveys is defined as the returned welcome questionnaire: all invited panelists who returned the welcome questionnaire, were invited to the wave. The completion rate is computed separately for two modes and as an overall rate with counting the response to the mode the respondent was originally invited to.

$$\text{Completion Rate COMR} = \frac{\text{Interview+Partial}}{\text{Interview+Partial+Refusal+Noncontact+Other}}$$

$$\text{Overall COMR} = (784+66)/(784+66+37+8+199) = 77.70\%$$

$$\text{COMR Online} = (616+40)/(616+40+23+5+113) = 82.72\%$$

$$\text{COMR Offline} = (168+26)/(168+26+14+3+90) = 64.45\%$$

Absorption rate indicates the quality of address lists of active panel members. This estimate is a proportion of noncontacts among the active panelists.

$$\text{Absorption Rate} = \frac{\text{Invitations sent} - \text{bouncer/retouren}}{\text{Invitations sent}}$$

$$\text{Overall Absorption Rate} = (1094-8)/1094 = 99.27\%$$

$$\text{Absorption Rate Online} = (793-5)/793 = 99.37\%$$

$$\text{Absorption Rate Offline} = (301-3)/301 = 99.00\%$$

Cumulative response rate (COMR) is obtained by multiplication of the recruitment rate, profile rate, and the completion rate for each wave. It is advisable to report this indicator when using the data from a single wave. The detailed information about the calculation of the recruitment rate and the profile rate is provided in the Appendix.

$$\text{Cumulative Response Rate 1 (CUMR1)} = \text{RECR} \times \text{PROR} \times \text{COMR}$$

$$\text{Overall CUMR1 Wave aa} = 0.2898 \times 0.7942 \times 0.7770 = 17.89\%$$

CUMR1 Wave aa Online<sup>1</sup>=0.2898×0.7878×0.8272=18.89%

CUMR1 Wave aa Offline=0.2898×0.8161×0.6445=15.07%

The break-off rate is a proportion of those who answered less than 50% of the substantial questions over those who started the interview (answered at least one question).

$$\text{Break-off rate} = \frac{\text{Break-off}}{\text{Interview} + \text{Partial} + \text{Break-off}} = 26 / (784 + 66 + 26) = 2.97\%$$

$$\text{Break-off rate Online} = 16 / (616 + 40 + 16) = 2.38\%$$

$$\text{Break-off rate Offline} = 10 / (168 + 26 + 10) = 4.90\%$$

### 3. Post-Processing

#### 3.1 Data Cleaning and Quality Control

Variable aazp002a indicates the mode in which the respondent answered the questionnaire. In general, paper questionnaires offer less guidance to respondents on how to answer a question than online questionnaires. This might even cause questions to be answered in an unintended manner and render the offline and online data incomparable. All responses marked as unclear by the field institute entering the data are thoroughly checked by the survey management of GESIS Panel. Any peculiarities are described and discussed in section 3.2.

Sometimes a question is collected with more than one variable. An example in wave aa is the vote choice where respondents can provide their party choice or chose a "don't know" or "not applicable" option. For technical reasons the answer to this question is collected in two distinct variables. In such cases the GESIS Panel may generate a new variable that combines the information from more than one variable. Such cases are described in section 3.5.

The longitudinal character of the panel requires special attention to data protection measures. Some variables might therefore require special security levels. These variables are discussed and listed in section 3.6.

#### 3.2 Handling of Ambiguous Cases in the Paper Questionnaire

The paper questionnaires are entered manually by a field institute. Any problems and unclear responses are marked by the person entering the data and clarified afterwards by the responsible survey manager. This is done by reverting to the scanned paper questionnaires of the respondent.

The first group contains cases in which the person entering the data was uncertain of how to interpret the information provided by the respondent in the questionnaire. If one of two choices was clearly rendered invalid by the respondent, the data manager entered a valid

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<sup>1</sup> For calculations of the cumulative response rates by online and offline mode the recruitment rate is assumed to be equal for online and offline panelists as it cannot be split into modes since no information on Internet usage is available for non-respondents to the recruitment interview.

response after consulting a second person. These cases are not considered as unclear responses and are not specially marked in the dataset.

Unclear responses in wave aa where no clear decision could be made can be grouped into three categories that are discussed in turn:

- a. A question was misunderstood and the problem is so severe that online and offline data cannot be analyzed together. These cases remain coded as unclear (-111 in the dataset) and are shortly discussed.
- b. A question was filled in in a way that does not allow to infer the correct answer, e.g. when two radio buttons were marked on a scale. These cases remain coded as unclear (-111 in the dataset).
- c. A question was answered in a way that allows to infer an answer that seems preferable. In such cases the variable was left as unclear but a new variable was generated. The new variable has the same first 7 digits but has a new letter as the last digit. These cases are listed in Table 5 section 3.4.

*a) Questions that are not comparable between offline and online mode*

Politische Mediennutzung (aaab063a, aaab064a)

Question 11 in the offline questionnaire (Figure 3, PGID 704 Online) was intended as a single choice question and programmed as such in questback.

**(11) Woher bekommen Sie aktuell die meisten Informationen über die Politik und die Parteien?**

- Fernsehen
- Zeitung
- Radio
- Internet
- Persönliche Gespräche
- Andere Quelle, und zwar: \_\_\_\_\_

Ich informiere mich aktuell nicht.

Figure 3 Question Political Media Usage (aaab063a, aaab064a)

The question was treated as a multiple choice question by most respondents in the paper questionnaire. 132 of 207 respondents in the offline mode provided answers that were inconsistent with the single choice question format (Table 3). These answers are coded as -111. Variable aaab064a contains the information from the text field after other sources. This variable is coded as -111 if aaab063a was not answered in a correct manner as a follow up mistake. As a result, variables aaab063a and aaab064a should be interpreted with caution.

Table 3 Political Media Usage (aab063a)

Politische Mediennutzung	Teilnahmemodus, final				Total	
	Online		Offline		No.	%
	No.	%	No.	%	No.	%
Ambiguous answer	0	0.0	131	64.2	131	14.8
Item nonresponse	0	0.0	2	1.0	2	0.2
Not reached	7	1.0	0	0.0	7	0.8
Fernsehen	249	36.7	40	19.6	289	32.7
Zeitung	115	16.9	9	4.4	124	14.0
Radio	107	15.8	14	6.9	121	13.7
Internet	149	21.9	3	1.5	152	17.2
Persönliche Gespräche	25	3.7	3	1.5	28	3.2
Andere Quelle	11	1.6	0	0.0	11	1.2
Ich informiere mich aktuell nicht.	16	2.4	2	1.0	18	2.0
<b>Total</b>	<b>679</b>	<b>100.0</b>	<b>204</b>	<b>100.0</b>	<b>883</b>	<b>100.0</b>

BTW Stärkste Partei Wunsch (aab140a, aab141a)

Question 34 in the paper questionnaire (Figure 4, PGID 720 online questionnaire) was intended as a single choice question and programmed as such in questback.

**(34) Was wäre Ihnen persönlich am liebsten: Welche Partei soll die meisten Stimmen erhalten?**

Bitte geben Sie die Partei an, von der Sie sich wünschen, dass sie bei der nächsten Bundestagswahl die meisten Stimmen erhält.

- CDU/CSU
- SPD
- FDP
- Die Linke
- Bündnis 90/Die Grünen
- Piratenpartei
- Alternative für Deutschland
- NPD
- Andere Partei, und zwar: \_\_\_\_\_

Figure 4 Strongest Party Federal Elections Wish (aab140a, aab141a)

The question was treated as a multiple choice question by some respondents in the paper questionnaire. 20 of 207 respondents in the offline mode provided answers that were inconsistent with the single choice question format (Table 4). These answers are coded as -111. Variable aab141a contains the information from the text field following other parties. This variable is coded as -111 if aab140a was not answered in a correct manner as a follow up mistake. This has to be considered when analyzing the answers to this question.

Table 4 Distribution Strongest Party Federal Elections Wish Over Mode (aaab140a)

BTW Stärkste Partei Wunsch	Online		Offline		Total	
	No.	%	No.	%	No.	%
Ambiguous answer	0	0.0	20	9.8	20	2.3
Item nonresponse	35	5.2	3	1.5	38	4.3
Not reached	9	1.3	0	0.0	9	1.0
CDU/CSU	295	43.4	92	45.1	387	43.8
SPD	168	24.7	42	20.6	210	23.8
FDP	14	2.1	4	2.0	18	2.0
Die Linke	28	4.1	8	3.9	36	4.1
Grüne	80	11.8	15	7.4	95	10.8
Piratenpartei	18	2.7	4	2.0	22	2.5
AfD	14	2.1	5	2.5	19	2.2
NPD	3	0.4	0	0.0	3	0.3
Andere Partei	15	2.2	11	5.4	26	2.9
<b>Total</b>	<b>679</b>	<b>100.0</b>	<b>204</b>	<b>100.0</b>	<b>883</b>	<b>100.0</b>

*b) Unclear responses without corrections*

Single incidences of unclear responses occur in several questions throughout the survey. A typical example is when a respondent marked two answer options and it is not clear which one was the final choice. These remain marked as -111.

*c) A new variable was generated with corrections*

Table 5 lists the variables that were generated in the process of data cleaning. In these cases unclear cases that were originally coded as -111 were coded with a meaningful answer based on a screening of the scans of the paper questionnaire. The reasoning underlying the decisions is described shortly.

### 3.3 Variables that are generated in the process of data cleaning

Table 5 lists all variables that were generated in the process of data cleaning. These includes corrected variables as described in the last section as well as variables generated to ensure adherence to data protection guidelines.

Table 5 Overview of generated variables in wave aa

Variable	Variable label	Correction
aaab065b	Beteiligungabsicht BTW 2013	Corrections based on a screening of the original responses: Not eligible to vote took priority when more than one response was given.
aaab066b	Wahlabsicht Erststimme	Corrections based on a screening of the original responses: When a respondent selected a party this took priority over the option "don't know".
aaab067b	Wahlabsicht Erststimme: Kandidat einer anderen Partei	Corrections based on a screening of the original responses: When a respondent selected a party this took priority over the option "don't know".
aaab068b	Wahlabsicht Zweitstimme	Corrections based on a screening of the original responses
aaab069b	Wahlabsicht Zweitstimme: Andere Partei	Corrections based on a screening of the original responses When a respondent selected a party this took priority over the option "don't know".
aaaz016b	Anmerkungen, dichotom	Data protection: The text responses are not published but only a variable indicating whether the respondent left comments on the survey.

### 3.4 Derived Variables

The questions on the intended vote choice was collected in two variables for the first and second vote respectively, with a list of parties and a half open category that allowed respondents to indicate another party. In addition, one variable that included the not applicable categories applied to both votes. For each of the votes, one variable was generated. The answers to the open category were coded according to the coding scheme of the German longitudinal election study (GLES, ZA5700, version 1.2).

Variable aaab066c indicates the vote intention for the first vote and variable aaab068c that for the second vote.

### 3.5 Paradata

In general, paradata can be easily identified in the dataset by the third and fourth digit in the variable name zr. In general, more paradata are available in the online mode.

For the online mode, time stamps signify the time when a respondent pressed the forward button of a page.



### 3.6 Disclosure of Variables

Due to the low number of cases and the implied knowledge about the time of recruitment, the whole wave aa is only published in the secure scientific use file (ZA5664, GESIS Panel – full version) and can therefore only be accessed via the Secure Data Center at GESIS Data Archive in Cologne.

## Appendix

### I. Field Phase

Table 6 Field Period

Date	Event	Online		Paper		Total	
		No.	%	No.	%	No.	%
unknown		0	0.0	1	0.5	1	0.1
21Aug2013		132	19.4	0	0.0	132	14.9
22Aug2013		150	22.1	0	0.0	150	17.0
23Aug2013		40	5.9	7	3.4	47	5.3
24Aug2013		28	4.1	0	0.0	28	3.2
25Aug2013		47	6.9	0	0.0	47	5.3
26Aug2013		30	4.4	72	35.1	102	11.5
27Aug2013		21	3.1	14	6.8	35	4.0
28Aug2013		19	2.8	27	13.2	46	5.2
29Aug2013	1 <sup>st</sup> online reminder	39	5.7	14	6.8	53	6.0
30Aug2013		21	3.1	7	3.4	28	3.2
31Aug2013		16	2.4	0	0.0	16	1.8
01Sep2013		19	2.8	0	0.0	19	2.1
02Sep2013		26	3.8	15	7.3	41	4.6
03Sep2013		8	1.2	3	1.5	11	1.2
04Sep2013		3	0.4	8	3.9	11	1.2
05Sep2013		8	1.2	3	1.5	11	1.2
06Sep2013		3	0.4	10	4.9	13	1.5
07Sep2013		5	0.7	0	0.0	5	0.6
08Sep2013	2 <sup>nd</sup> online reminder	19	2.8	0	0.0	19	2.1
09Sep2013		11	1.6	4	2.0	15	1.7
10Sep2013		7	1.0	3	1.5	10	1.1
11Sep2013		4	0.6	0	0.0	4	0.5
12Sep2013		4	0.6	5	2.4	9	1.0
13Sep2013		1	0.1	0	0.0	1	0.1
14Sep2013		3	0.4	0	0.0	3	0.3
15Sep2013		2	0.3	0	0.0	2	0.2
16Sep2013		2	0.3	3	1.5	5	0.6
17Sep2013		5	0.7	0	0.0	5	0.6
18Sep2013		2	0.3	2	1.0	4	0.5
19Sep2013		3	0.4	0	0.0	3	0.3
20Sep2013		1	0.1	1	0.5	2	0.2
25Sep2013		0	0.0	1	0.5	1	0.1
26Sep2013		0	0.0	2	1.0	2	0.2
28Sep2013		0	0.0	1	0.5	1	0.1
30Sep2013		0	0.0	2	1.0	2	0.2
<b>Total</b>		<b>679</b>	<b>100.0</b>	<b>205</b>	<b>100.0</b>	<b>884</b>	<b>100.0</b>

## II. Outcome and Response Metrics

Response rates calculations for the recruitment interview for the GESIS Panel are based on Final Disposition Codes for In-Person Household Surveys (American Association for Public Opinion Research, 2011). The response metrics for self-administered online and offline surveys, including the welcome survey, are based on Callegaro and DiSogra (2008), Callegaro (forthcoming) and Final Disposition Codes for Mail Surveys (American Association for Public Opinion Research, 2011).

The Recruitment Rate (RECR) is a proportion of respondents who provided initial consent over all eligible respondents. We provide two recruitment rates, a maximum and a minimum recruitment rate, which correspond conceptually to AAPOR1 and AAPOR5 response rates. The minimum recruitment rate (RECR1) estimates all cases of unknown eligibility (e) as eligible, the maximum recruitment rate (RECR5) estimates all cases of unknown eligibility as non-eligible. For detailed information on coding of outcomes for the CAPI interview, refer to Table 9 in the Appendix and to the *TNS Recruitment Report*.

Recruitment rate RECR

$$\text{Overall RECR} = \frac{\text{Initial Consent}}{\text{Initial Consent} + \text{Refusal} + \text{Noncontact} + \text{Other} + e(\text{Unknown Household} + \text{Unknown Other})}$$

$$\text{RECR1 (with } e=1) = 28.98\%$$

$$\text{RECR5 (with } e=0) = 31.56\%$$

The profile rate (PROR) is a proportion of respondents who completed or partially completed the welcome questionnaire over all respondents who were sent an invitation to the welcome questionnaire. Complete response is defined as 80% and more answered substantial questions. Partial response is defined as 50-80% answered substantial questions. Substantial questions are questions starting from the first question to up to the survey evaluation items (denoted as zq in codebooks).

The profile rate is calculated separately for online and mail modes. If the respondent switched the mode, and completed/broke-off the questionnaire, his or her response is counted in the mode the respondent completed the survey. In case of the mode switch, respondents' invitation mode is replaced by the actual participation mode. Non-responding cases are counted to the mode in which they were sent the invitation to the Welcome survey.

$$\text{Profile rate PROR} = \frac{\text{Profile survey complete} + \text{Profile survey Partial}}{\text{Profile survey complete} + \text{partial} + \text{Refusal} + \text{Noncontact} + \text{Other}}$$

$$\text{Overall PROR} = 4932/6210 = 79.42\%$$

$$\text{PROR Online} = 3233/4104 = 78.78\%$$

$$\text{PROR Offline} = 1699/2106 = 80.67\%$$

$$\text{Response Rate for the Welcome survey} = \text{RECR1} \times \text{PROR} = 23.02\%$$

$$\text{Response Rate for the Welcome survey Online} = \text{RECR1} \times \text{PROR} = 22.83\%$$

$$\text{Response Rate for the Welcome survey Offline} = \text{RECR1} \times \text{PROR} = 23.38\%$$

Absorption rate indicates the quality of address lists of active panel members. This estimate is a proportion of noncontacts among the active panelists.

$$\text{Absorption Rate}^2 = \frac{\text{Invitations sent} - \text{retouren}}{\text{Invitations sent}} = (6210 - 27) / 6210 = 99.57\%$$

The break-off rate is a proportion of those who answered less than 50% of the substantial questions over those who started the interview (answered at least one question).

$$\text{Break-off rate} = \frac{\text{Break-off}}{\text{Interview} + \text{Partial} + \text{Break-off}} = 20 / (4875 + 57 + 20) = 4.04\%$$

$$\text{Break-off rate Online} = 6 / (3223 + 10 + 6) = 0.19\%$$

$$\text{Break-off rate Offline} = 14 / (1652 + 47 + 14) = 0.82\%$$

---

<sup>2</sup> Since both online and offline respondents were invited per post, the absorption rate is calculated without a distinction by mode.

Table 7 Outcome Codes

CAPI Recruitment	Overall	Online	Offline
Initial Consent	6210	n/a	n/a
Cases directly and actively refusing	10498	n/a	n/a
Noncontacts	1864	n/a	n/a
Other eligible noninterview cases	1104	n/a	n/a
Unknown if housing unit	247	n/a	n/a
Unknown eligibility other	1502	n/a	n/a
Profile (Welcome) Survey	Overall	Online	Offline
Profile survey Invited	6210	3997	2213
Invited including mode switch	6210	4104	2106
Profile survey Complete	4875	3223	1652
Profile survey Partial	57	10	47
Refusal to complete profile survey	50	28	22
Break-off (among refusal)	20	6	14
Profile survey noncontact (bouncer/retour)	27	13	14
Profile survey other	1201	830	371
Single wave surveys	Overall	Online	Offline
Wave aa Invited	1094	793	301
Wave aa Complete	784	616	168
Wave aa Partial	66	40	26
Wave aa Refusal	37	23	14
Break-off (among refusal)	26	16	10
Wave aa Noncontact (bouncer/retour)	8	5	3
Wave aa Other	199	109	90

Note: Complete response is defined as 80% and more of answered substantial questions. Partial response is defined as 50-80% of answered substantial questions. Break-off is defined as providing an answer to at least one substantial question and to less than 50% substantial questions. Refusal includes active (explicit) refusal and implicit refusal (leaving the questionnaire unanswered). Substantial questions are questions starting from the first question to up to the survey evaluation items (denoted as zq in codebooks).

Table 8 AAPOR Code scheme

Returned questionnaire	1.0
Complete	1.1
Partial or break-off with sufficient information	1.2
Eligible, Non-Interview	2.0
Refusal and Breakoff	2.10
Refusal	2.11
Other person refusal	2.111
Known respondent-level refusal	2.112
Explicit refusal	2.1121
Explicit refusal with incentive	2.11211
Explicit refusal no incentive	2.11212
Implicit refusal	2.1122
Logged on to survey, did not complete any items	2.11221
Blank questionnaire mailed back, "implicit refusal"	2.113
Blank questionnaire with incentive returned	2.1131
Blank questionnaire with no incentive returned	2.1132
Break-off: questionnaire too incomplete to process/Break-off or partial with insufficient information	2.12
Non-contact	2.20
Notification that respondent was unavailable during field period	2.26
Completed questionnaire but not returned during field period	2.27
Other	2.30
Death (including Post: "Deceased")	2.31
Physically or mentally unable/incompetent	2.32
Language	2.33
Respondent language problem	2.332
Miscellaneous	2.36
Unknown eligibility, non-interview	3.0
Not mailed / No invitation sent	3.11
Nothing ever returned	3.19
Post: No Mail Receptacle	3.253
Unknown whereabouts, mailing returned undelivered	3.30
Invitation returned undelivered (Email Bouncer)	3.30
Email Bouncer: Delivery problem	3.3113
Email Bouncer: Mailbox unknown	3.3114
Email Bouncer: Postbox full	3.3115
Email Bouncer: Spam-Filter	3.3116
Post: Undeliverable as addressed	3.31
Post: Attempted - Addressee not known at place of address	3.311
Postal box full	3.3112
Post: Moved, left no address	3.32
Returned with forwarding information	3.40
Other	3.90

Note: estimate of eligible cases from the cases with unknown eligibility (e) is set to 1 for the calculation of response rates, yielding no ineligible cases since the eligibility was determined during the recruitment interview.

### III. Documents

#### a. Invitation Letter sent by Mail



**GESIS** • Postfach 10 28 36 • 68028 Mannheim



Leibniz-Institut  
für Sozialwissenschaften

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[www.gesis-gesellschaftsmonitor.de](http://www.gesis-gesellschaftsmonitor.de)

Mannheim, 20. August 2013

**Einladung zu unserer August-/September-Umfrage**

Sehr geehrte

herzlichen Dank für Ihre Teilnahme am GESIS GesellschaftsMonitor. Wie bereits angekündigt führen wir alle zwei Monate eine Umfrage durch.

Heute möchten wir Sie gerne einladen, an unserer aktuellen August-/September-Umfrage teilzunehmen. Die Beantwortung der Fragen wird etwa 20 Minuten in Anspruch nehmen. Bitte schicken Sie uns den beantworteten Fragebogen wieder mit dem beiliegenden frankierten Rückumschlag zu.

In keinem Fall werden Daten weitergegeben, die Ihre Person erkennen lassen. Niemand kann aus den Auswertungen der Daten Rückschlüsse darauf ziehen, von welcher Person die Angaben gemacht worden sind. Informationen zum Datenschutz finden Sie auf der Rückseite dieses Briefs.

Wir wünschen Ihnen viel Spaß beim Ausfüllen der Umfrage und möchten uns wieder mit 5 Euro für Ihre Teilnahme bedanken. Nachdem wir den beantworteten Fragebogen erhalten haben, schreiben wir Ihnen 5 Euro auf Ihrem Teilnehmerkonto gut. Sie können telefonisch jederzeit unser Auszahlungsformular anfordern, das wir Ihnen dann umgehend zusenden. Wenn Sie uns das Formular – natürlich kostenfrei – zurückgeschickt haben, werden wir Ihr Guthaben zum Jahreswechsel und danach halbjährlich überweisen.

Bei Rückfragen erreichen Sie uns telefonisch zu den üblichen Bürozeiten unter 0621-1246564 oder per E-Mail an [info@gesis-gesellschaftsmonitor.de](mailto:info@gesis-gesellschaftsmonitor.de). Wir freuen uns über Ihr Interesse und beantworten gerne alle Fragen.

Mit freundlichen Grüßen

signature deleted

Prof. Michael Bosnjak und das gesamte Projektteam

GESIS e.V.  
Vereinsregister Amtsgericht Mannheim  
Registernummer VR 1449  
Steuer-Nr. 38145/01807  
USt-Id.Nr. DE814839735

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GESIS e.V. ist Mitglied der Leibniz-Gemeinschaft  
Präsident und Vorstand  
Prof. Dr. York Sure-Vetter  
Postfach 12 21 55  
68072 Mannheim



2898

### **Erklärung zum Datenschutz und zur absoluten Vertraulichkeit Ihrer Angaben bei dem GESIS GesellschaftsMonitor**

GESIS - Leibniz-Institut für Sozialwissenschaften arbeitet nach den Vorschriften des Bundesdatenschutzgesetzes (BDSG) und allen anderen anwendbaren datenschutzrechtlichen Bestimmungen.

Das gilt auch für die Wiederholungsbefragungen beim GESIS GesellschaftsMonitor, wo es wichtig ist, mehrere Befragungen mit derselben Person durchzuführen und die statistische Auswertung so vorzunehmen, dass die Angaben aus mehreren Befragungen durch eine Code-Nummer miteinander verknüpft werden. Auch hier gilt:

#### **Es gibt keine Weitergabe von Daten, die Ihre Person erkennen lassen.**

Die Ergebnisse werden – genauso wie bei Einmalbefragungen – ausschließlich **in anonymisierter Form** dargestellt. Das bedeutet: Niemand kann aus den Ergebnissen erkennen, von welcher Person die Angaben gemacht worden sind.

Die Teilnahme am GESIS GesellschaftsMonitor ist freiwillig. Erhaltene Aufwandsentschädigungen sind keine Bezahlung, sondern ein Dankeschön für die gegebene Unterstützung der wissenschaftlichen Forschung. Sie gehen damit keine Verpflichtung für weitere Befragungen ein. Die Beendigung bzw. das Abbrechen der Teilnahme ist jederzeit möglich und mit keinen Nachteilen verbunden. Um nicht mehr teilzunehmen, bedarf es keiner Kündigung.

Nach der Teilnahme an einer Befragung werden die Antworten in einer Datenbank gespeichert und zwar getrennt von den personenbezogenen Daten. Die Ergebnisse der Studie werden dann zu Forschungszwecken beispielsweise in Tabellen und Grafiken zusammengefasst. Das heißt, niemand erfährt, welche Antworten Sie persönlich gegeben haben.

Da es sich beim GESIS GesellschaftsMonitor um mehrere Befragungen handelt (Wiederholungsbefragungen), werden Befragungen durch eine Code-Nummer miteinander verknüpft. Ergebnisse werden nur in anonymisierter Form dargestellt. Niemand kann aus den Ergebnissen erkennen, von welcher Person die Angaben gemacht worden sind.

Für die Einhaltung der Datenschutzbestimmungen ist verantwortlich:  
GESIS - Leibniz-Institut für Sozialwissenschaften  
Quadrat B2, 1  
68159 Mannheim

Institutsleitung (Präsident): Prof. Dr. York Sure

Betrieblicher Datenschutzbeauftragter: Harald Eul  
E-Mail: [datenschutz@gesis.org](mailto:datenschutz@gesis.org)



## b. E-Mailed Invitation

Sehr geehrte/r Frau/Herr ...,

herzlichen Dank für Ihre Teilnahme am GESIS GesellschaftsMonitor. Wie bereits angekündigt führen wir alle zwei Monate eine Umfrage durch.

Heute möchten wir Sie gerne einladen, an unserer aktuellen Befragung teilzunehmen. Über diesen Link kommen Sie direkt zu unserer August-/September-Umfrage:

<https://www.gesis-gesellschaftsmonitor.de/CODE>

Wir wünschen Ihnen viel Spaß beim Ausfüllen der Umfrage. Die Beantwortung der Fragen wird etwa 20 Minuten in Anspruch nehmen. Wir möchten uns wieder mit 5 Euro für Ihre Teilnahme bedanken, die wir auf Ihrem Teilnehmerkonto gutschreiben.

In unserer vorangegangenen E-Mail finden Sie Ihre Zugangsdaten zu unserem Portal. Wenn Sie sich auf [www.gesis-gesellschaftsmonitor.de](http://www.gesis-gesellschaftsmonitor.de) anmelden, können Sie

- die aktuelle Umfrage aufrufen,
- den Guthabenstand Ihres Teilnehmerkontos einsehen und
- Ihr Guthaben auszahlen lassen.

Bei Rückfragen erreichen Sie uns telefonisch zu den üblichen Bürozeiten unter 0621-1246564 oder per E-Mail an [info@gesis-gesellschaftsmonitor.de](mailto:info@gesis-gesellschaftsmonitor.de). Wir freuen uns über Ihr Interesse und beantworten gerne alle Fragen.

Mit herzlichen Grüßen aus Mannheim,

Ihr GESIS GesellschaftsMonitor Team

Hinweis zum Datenschutz:

In keinem Fall werden Daten weitergegeben, die Ihre Person erkennen lassen. Niemand kann aus den Auswertungen der Daten Rückschlüsse darauf ziehen, von welcher Person die Angaben gemacht worden sind. Weitere Informationen zum Datenschutz finden Sie hier:

[https://www.gesis-gesellschaftsmonitor.de/privacy\\_policy.php](https://www.gesis-gesellschaftsmonitor.de/privacy_policy.php)

### c. First E-Mail Reminder

Sehr geehrte/r Frau/Herr ...,

wir haben Sie kürzlich zur Teilnahme an einer neuen Befragung eingeladen und würden uns sehr freuen, wenn auch Sie teilnehmen. Über den folgenden Link können Sie direkt an der August-/September-Umfrage teilnehmen:

<https://www.gesis-gesellschaftsmonitor.de/CODE>

Wir wünschen Ihnen viel Spaß beim Ausfüllen der Umfrage. Die Beantwortung der Fragen wird etwa 20 Minuten in Anspruch nehmen. Wir möchten uns wieder mit 5 Euro für Ihre Teilnahme bedanken, die wir auf Ihrem Teilnehmerkonto gutschreiben.

In unserer E-Mail vom 19.08. finden Sie Ihre Zugangsdaten zu unserem Portal. Wenn Sie sich auf [www.gesis-gesellschaftsmonitor.de](http://www.gesis-gesellschaftsmonitor.de) anmelden, können Sie

- die aktuelle Umfrage finden,
- den Guthabenstand Ihres Teilnehmerkontos einsehen und
- Ihr Guthaben auszahlen lassen.

Bei Rückfragen erreichen Sie uns telefonisch zu den üblichen Bürozeiten unter 0621-1246564 oder per E-Mail an [info@gesis-gesellschaftsmonitor.de](mailto:info@gesis-gesellschaftsmonitor.de). Wir freuen uns über Ihr Interesse und beantworten gerne alle Fragen.

Mit herzlichen Grüßen aus Mannheim,

Ihr GESIS GesellschaftsMonitor Team

Hinweis zum Datenschutz:

In keinem Fall werden Daten weitergegeben, die Ihre Person erkennen lassen. Niemand kann aus den Auswertungen der Daten Rückschlüsse darauf ziehen, von welcher Person die Angaben gemacht worden sind. Weitere Informationen zum Datenschutz finden Sie hier:

[https://www.gesis-gesellschaftsmonitor.de/privacy\\_policy.php](https://www.gesis-gesellschaftsmonitor.de/privacy_policy.php)

d. Second E-Mail Reminder

Sehr geehrte/r Frau/Herr ...,

wir haben Sie kürzlich zu unserer neuen Befragung eingeladen. Wir würden uns sehr freuen, wenn auch Sie teilnehmen. Hier gelangen Sie direkt zu unserer August-/September-Umfrage:

<https://www.gesis-gesellschaftsmonitor.de/CODE>

Wir möchten uns wieder mit 5 Euro für Ihre Teilnahme bedanken, die wir auf Ihrem Guthabenkonto gutschreiben.

Bei Rückfragen erreichen Sie uns telefonisch zu den üblichen Bürozeiten unter 0621-1246564 oder per E-Mail an [info@gesis-gesellschaftsmonitor.de](mailto:info@gesis-gesellschaftsmonitor.de). Wir freuen uns über Ihr Interesse und beantworten gerne alle Fragen.

Mit herzlichen Grüßen aus Mannheim,

Ihr GESIS GesellschaftsMonitor Team