

gesis

Leibniz-Institut  
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## GESIS Panel Wave Report

Wave ab

*Bella Struminskaya, Tanja Dannwolf, Tobias  
Enderle*

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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
aa	aa, ab, zq	21.08.2013- 20.09.2013	21.08.2013- 14.10.2013	793	301	670	204
ab	ab, ac, ad, zq	16.10.2013- 10.12.2013	16.10.2013- 10.12.2013	1712	877	1462	584

## 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 Publications

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 ab (October/November 2013)

### 1. Wave Preparation

#### 1.1 Responsible GESIS Panel Team Members

Survey project management: Bella Struminskaya & Tanja Dannwolf

Data management: Tobias Enderle

Data archiving: Kai Weyandt

Panel management: Gabi Wahlig

#### 1.2 Methodological Considerations

Wave ab is the second wave of the GESIS panel that went into the field during the recruitment phase. 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).

Respondents received a conditional post-paid incentive of 5 Euros that was paid out by bank transfer.

### GESIS Panel recruitment phase

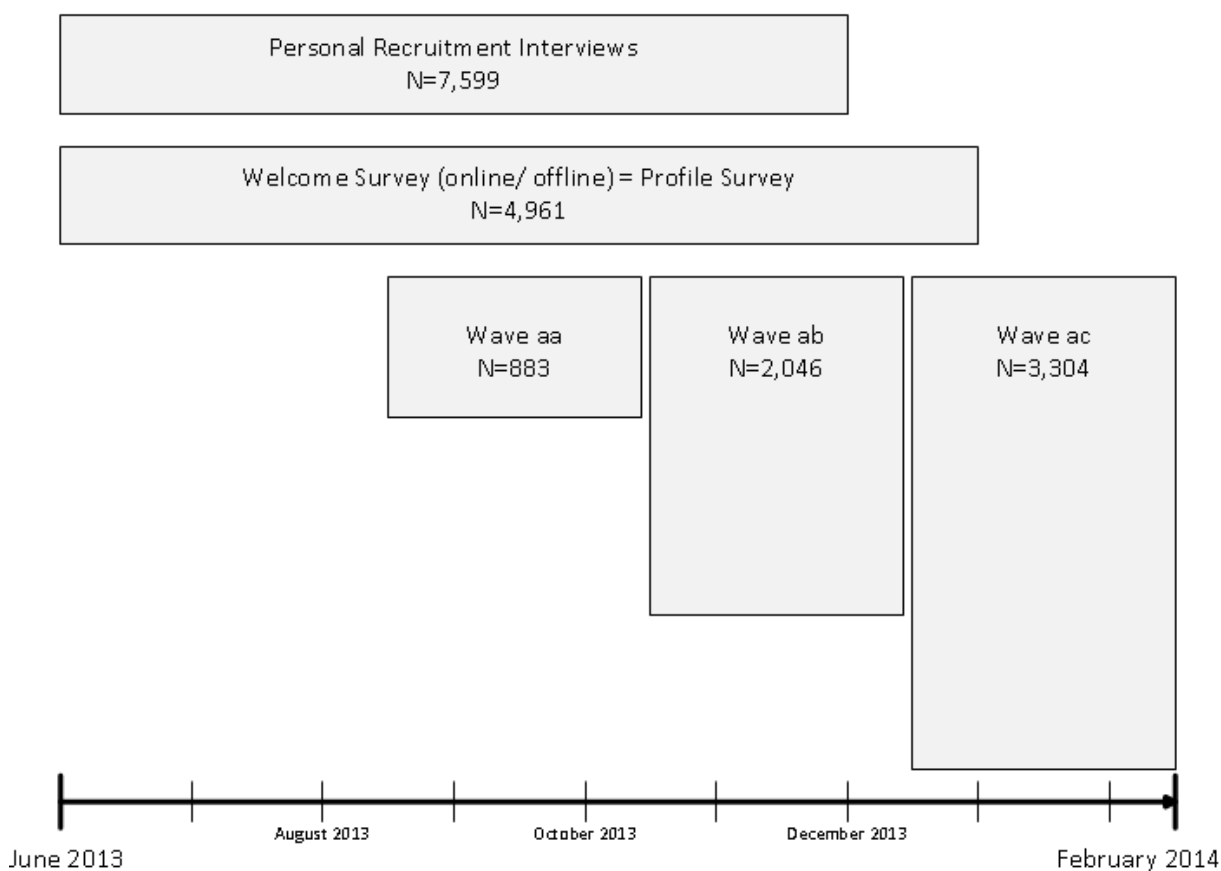


Figure 1 Recruitment Process of the GESIS Panel



### 1.3 Studies

Four studies were part of wave ab (Table 2). The first one is the cross-sectional study ac on time perception by Michael Bosnjak, Daniel Danner and Lisa Treiber. The second study fielded in wave ab is the second part of the longitudinal module „Political perception and democracy” by Tanja Dannwolf, Michael Herrmann and Klaus Pfarr. This study also was part of the waves aa and ac. The third study (study ad) is a cross-sectional study on economic crisis by Tanja Dannwolf and Gema M. García Albacete. Lastly, wave ab contains the study zq on survey evaluation, which is a GESIS Panel core study and is part of every panel wave. Additionally, the wave ab included one “transitional” item, which was included with the goal to ease the start of the survey and the transition to the matrix questions of the study ac.

Table 2 Overview of GESIS Panel studies

Study	Waves	Authors	Title
ac	ab	Michael Bosnjak, Daniel Danner, Lisa Treiber	Time perception
ab	aa, ab, ac	Tanja Dannwolf, Michael Herrmann, Klaus Pfarr	Political perception & democracy
ad	ab	Dannwolf, Gema M. García Albacete	
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 ab questionnaire begins with one 'transitional' item (having control of own life), which is followed by two questions from study ab. The questionnaire continues with 11 questions from study ab that are followed by 17 questions from study ad and two questions from the study ac. Note that the study ac was split in two parts. The questionnaire closes with 9 questions on respondents' evaluation of the questionnaire (core study zq). The questionnaire did not contain any filters or experiments.

The online and offline questionnaires only differ with respect to two questions from the core study on survey evaluation. Online respondents were asked about the electronic device they used to fill in the questionnaire (variables abzq014a and abzq015a). Offline respondents were asked on which date they filled in the questionnaire (variables abzq017a and abzq018a).

The online and the 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 ab were sent out on 15 October 2013 per mail and on 16 October 2013 per email. The respondents invited by mail did not receive any reminders. The online participants who have not participated in the survey received two reminders on 24 October and on 31 October 2013. The field phase ended on December 10. 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. Detailed information can be found in the Appendix (Table 4).

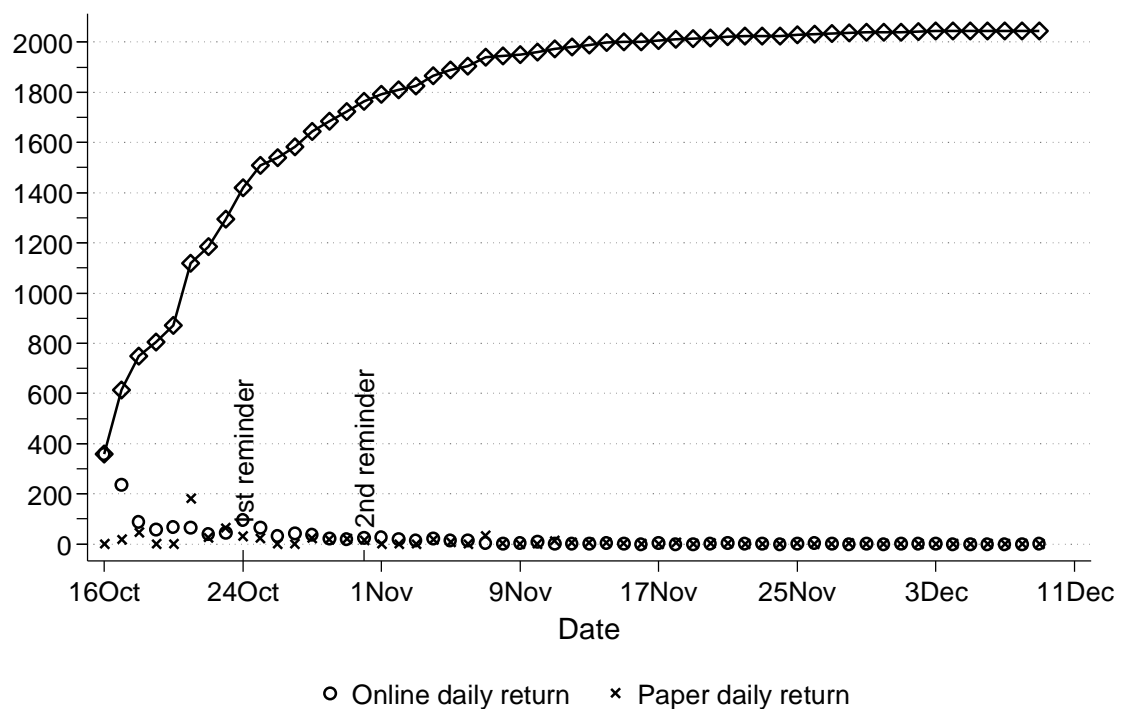


Figure 2 Wave ab field phase

### 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 ab, refer to Table 5 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.

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

$$\text{Overall COMR} = (1899 + 100) / (1899 + 100 + 60 + 7 + 523) = 77.21\%$$

$$\text{COMR Online} = (1367 + 60) / (1367 + 60 + 37 + 6 + 242) = 83.35\%$$

$$\text{COMR Offline} = (532 + 40) / (532 + 40 + 23 + 1 + 281) = 65.22\%$$

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

$$\text{Absorption Rate} = \frac{\text{Invitations sent} - \text{undeliverable invitations}}{\text{Invitations sent}}$$

$$\text{Overall Absorption Rate} = (2589 - 7) / 2589 = 99.73\%$$

$$\text{Absorption Rate Online} = (1712 - 6) / 1712 = 99.65\%$$

$$\text{Absorption Rate Offline} = (877 - 1) / 877 = 99.89\%$$

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.

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

$$\text{Overall CUMR1 Wave ab} = 0.2898 \times 0.7942 \times 0.7721 = 17.77\%$$

$$\text{CUMR1 Wave ab Online}^1 = 0.2898 \times 0.7878 \times 0.8335 = 19.03\%$$

$$\text{CUMR1 Wave ab Offline} = 0.2898 \times 0.8067 \times 0.6522 = 15.25\%$$

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).

$$\text{Break-off rate} = \frac{\text{Break-off}}{\text{Interview} + \text{Partial} + \text{Break-off}} = 34 / (1899 + 100 + 34) = 1.67\%$$

$$\text{Break-off rate Online} = 22 / (1367 + 60 + 22) = 1.52\%$$

$$\text{Break-off rate Offline} = 12 / (532 + 40 + 12) = 2.05\%$$

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1 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.

### 3. Post-Processing

#### 3.1 Data Cleaning and Quality Control

Variable abza002a 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 ab 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 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 ab where no clear decision could be made can be grouped into two categories that are discussed in turn:

- a. A question was filled in in a way that does not allow to infer the correct answer. A typical example is when a respondent crossed two answer options and it is not clear which one was the final choice, i.e. two answer options marked on a single-choice scale. These cases remain coded as unclear (-111 in the dataset).
- b. 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 variables are listed in section 3.3.

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

Table 3 lists the variables that were generated in the process of data cleaning. The decisions made with respect to variables abab013b, abab015b, and abab023b are described shortly.

Table 3 Overview of generated variables in wave ab

Variabe	Variable Label	Reason
abab013b	Wahlentscheidung Erststmmme BTW 2013, Recall	Corrections based on a screening of the original responses: When a respondent selected a party this took priority over the option "don't know".
abab015b	Wahlentscheidung Zweitstmmme BTW 2013, Recall	Corrections based on a screening of the original responses: When a respondent selected a party this took priority over the option "don't know".
abab023b	Links-Rechts-Einstufung: Die Linke	Corrections based on a screening of the original responses
abzq016b	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 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.

### 3.5 Derived Variables

The wave does not contain any derived variables.

### 3.6 Disclosure of Variables

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

## Appendix

### I. Field Phase

Table 4 Field Period

Date	Event	Online		Offline		Total	
		No.	%	No.	%	No.	%
16Oct2013		359	24.6	0	0	395	17.6
17Oct2013		236	16.1	18	3.1	254	12.4
18Oct2013		89	6.1	46	7.9	135	6.6
19Oct2013		57	3.9	0	0	57	2.8
20Oct2013		67	4.6	0	0	67	3.3
21Oct2013		65	4.4	182	31.2	247	12.1
22Oct2013		41	2.8	26	4.5	67	3.3
23Oct2013		44	3.0	65	11.1	109	5.3
24Oct2013	1 <sup>st</sup> online reminder	95	6.5	30	5.1	125	6.1
25Oct2013		65	4.4	23	3.9	88	4.3
26Oct2013		32	2.2	0	0	32	1.6
27Oct2013		43	2.9	0	0	43	2.1
28Oct2013		37	2.5	24	4.1	61	3.0
29Oct2013		21	1.4	19	3.3	40	2.0
30Oct2013		20	1.4	20	3.4	40	2.0
31Oct2013	2 <sup>nd</sup> online reminder	24	1.6	15	2.6	39	1.9
01Nov2013		28	1.9	0	0	28	1.4
02Nov2013		19	1.3	0	0	15	0.7
03Nov2013		15	1.0	0	0	15	0.7
04Nov2013		23	1.6	19	3.3	42	2.1
05Nov2013		14	1.0	7	1.2	21	1.0
06Nov2013		15	1.0	0	0	15	0.7
07Nov2013		4	0.3	33	5.7	37	1.8
08Nov2013		2	0.1	3	0.5	5	0.2
09Nov2013		4	0.3	0	0	4	0.2
10Nov2013		10	0.7	0	0	10	0.5
11Nov2013		1	0.1	14	2.4	15	0.7
12Nov2013		2	0.1	5	0.9	7	0.3
13Nov2013		2	0.1	6	1.0	8	0.4
14Nov2013		3	0.2	6	1.0	8	0.4
15Nov2013		2	0.1	2	0.3	4	0.2
17Nov2013		4	0.3	0	0.0	4	0.2
18Nov2013		0	0.0	6	1.0	6	0.3
19Nov2013		0	0.0	1	0.2	1	0.0
20Nov2013		1	0.1	3	0.5	4	0.2
21Nov2013		3	0.2	2	0.3	5	0.2
22Nov2013		1	0.1	0	0.0	1	0.0
23Nov2013		1	0.1	0	0.0	1	0.0
25Nov2013		2	0.1	3	0.5	5	0.2
26Nov2013		3	0.2	0	0.0	3	0.1

Date	Event	Online		Offline		Total	
		No.	%	No.	%	No.	%
27Nov2013		2	0.1	0	.00	2	0.1
28Nov2013		0	0.0	2	0.3	2	0.1
29Nov2013		1	0.1	1	0.2	2	0.1
01Dec2013		1	0.1	0	0.0	1	0.0
02Dec2013		2	0.1	1	0.2	3	0.1
03Dec2013		1	0.1	1	0.2	2	0.1
09Dec2013		1	0.1	0	0.0	1	0.0
Total		1462	100	583	100	2045	100

## 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 5 in the Appendix and to the *TNS Recruitment Report*.

Recruitment rate RECR

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

RECR1 (with e=1)=28.98%

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.

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

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).

$$\text{Break-off rate} = \frac{\text{Break-off}}{\text{Interview} + \text{Partial} + \text{Break-off}} = 20/(4875 + 57 + 20) = 0.40\%$$

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

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

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



Table 5 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 non-interview 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 ab Invited	2589	1712	877
Wave ab Complete	1899	1367	532
Wave ab Partial	100	60	40
Wave ab Refusal	60	37	23
Break-off (among refusal)	34	22	12
Wave ab Noncontact (bouncer/retour)	7	6	1
Wave ab Other	523	242	281

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 6 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



**GesellschaftsMonitor**



**gesis**

Leibniz-Institut  
für Sozialwissenschaften

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

Frau  
[REDACTED]

GESIS GesellschaftsMonitor  
Postfach 10 28 36  
68028 Mannheim  
Telefon 0621 – 1246 – 564  
Telefax 0621 – 1246 – 577  
[www.gesis-gesellschaftsmonitor.de](http://www.gesis-gesellschaftsmonitor.de)

Mannheim, 14. Oktober 2013

**Einladung zu unserer Oktober-/November-Umfrage**

Sehr geehrte Frau [REDACTED]

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 **Oktober-/November-Umfrage** teilzunehmen. Die Beantwortung der Fragen wird etwa 20 Minuten in Anspruch nehmen. Bitte schicken Sie uns den ausgefüllten Fragebogen wieder mit dem beiliegenden frankierten Rückumschlag zu.

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, werden die 5 Euro auf Ihrem bei uns angelegten Guthabenkonto gutgeschrieben.** Sie können telefonisch jederzeit unser Auszahlungsf formular 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.

In keinem Fall werden Daten weitergegeben, die Ihre Person erkennen lassen. Weitere Informationen zum Datenschutz finden Sie auf der Rückseite dieses Briefs.

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  
[REDACTED]

Prof. Michael Bosnjak und das gesamte Projektteam

GESIS e.V.  
Register of Associations Local Court Mannheim  
Index number VR 1449  
Tax Nr. 38145/01607  
VAT-Id. Nr. DE814839735

BW-Bank Stuttgart  
BIN 600 501 01  
Account-Nr. 749 650 43 33  
BIC/SWIFT-Code SOLADEST  
IBAN DE31 6005 0101 7496 5043 33

GESIS e.V. is Member of the Leibniz-Gemeinschaft  
President and Executive Board  
Prof. Dr. York Sure-Vetter  
Postfach 12 21 55  
68072 Mannheim



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### **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 Oktober-/November-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 Guthabenkonto gutschreiben.

Mit Ihren Zugangsdaten können Sie sich in unserem Portal auf [www.gesis-gesellschaftsmonitor.de](http://www.gesis-gesellschaftsmonitor.de) anmelden. Dort können Sie

- die aktuelle Umfrage aufrufen,
- den Stand Ihres Guthabenkontos 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 Oktober-/November-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 Guthabenkonto gutschreiben.

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- die aktuelle Umfrage finden,
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- 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:

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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 Oktober-/November-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