GESIS Archive Study ID: ZA5908
Flash Eurobarometer 395
March-April 2014

European Youth 2014

Conducted by TNS Political & Social at the request of the European Parliament, Public Opinion Monitoring Unit. Survey co-ordinated by the European Commission, Directorate-General for Communication (COMM A1 ´Strategy, Corporate Communication Actions and Eurobarometer´ Unit).

Archive dataset version 1.0.0 (2014-07-10)

Archive information and errata:

- No case identification was coded in the original dataset (caseid=0). A SERIAL CASE ID (serialid) has been appointed by the archive maintaining the original case order.
- Separate technical specifications have not been made available. Telephone survey (CATI) conducted between 13 March and 2 April 2014, among 13,437 young Europeans aged 16 to 30 in the 28 Member States of the European Union. The methodology used was that of the Flash Eurobarometer surveys.

Proposed dataset citation:

European Commission:
Flash Eurobarometer 395: European Youth 2014, March-April 2014.
TNS Political & Social [Producer];
GESIS Data Archive: ZA5908, dataset version 1.0.0. (2014),
doi:10.4232/1.11995.

Request for bibliographic references:

Your feedback on any publication using Eurobarometer data will be very much appreciated. Please send us bibliographic information on all types of publication: books, articles, reports, conference papers, student thesis or dissertations etc. and include information on the data set(s) which were used.

http://www.gesis.org/eurobarometer-data-service/overview/publications/research-bibliography/

GESIS – Leibniz Institute for the Social Sciences
Data Archive for the Social Sciences (DAS)

Cologne, 2014-07-14

http://www.gesis.org/eurobarometer/

EB Flash: Weighting for Youth Surveys

Review of weights applied

Initially, the decision to weight youth surveys was to use the same targets used by Gallup under the previous contract, but using updated information. The key factor in this is that Gallup used EB Standard samples as the source for the targets for interlocking age, gender and region and TNS adopted this method only to ensure consistency. The single amendment that was implemented was to include working status and education as additional RIMs in the weighting. This was done in order to correct for potential response bias and improve the quality of the data.

During 2014, a review of weighting on youth surveys showed potential for improvement. Countries with relatively small sample sizes in the EB standard source data had the potential to vary from official estimates when looking at small subsets of the population (e.g. Women age 15-24). This is because the estimates are based on a survey sample. Whilst the survey sample used is a high quality, random probability approach, these small subsets of the population have small sample sizes in the data and therefore a greater potential for variance in estimates. This can distort gender within age profile in some countries. This is not an error in the process but demonstrates the risk in using the EB Standard as the source of targets. Mostly the impact of this is small; however, it can, in a few cases, have a marked skew at this low level (for example Luxembourg in F375).

As a result of this review we investigated alternative sources for youth survey weighting and recommended all future youth survey weighting to use official statistics for the standard variables of age, gender and region. The official statistics used are sourced from Eurostat and remove the potential for skew in these low level demographics, as well as ensuring consistency between youth survey figures and official Eurostat figures.

The new approach was tested on previous youth waves to observe any differences between the previous weighting approach and the new recommended approach. From this it was seen that the impact of the new approach did not affect the findings. The observed differences were mainly +/-1% or +/-2% points, which falls within sampling error at 95% confidence. Even the largest change seen (4%) for Q 5A (NL) is within sampling error at the total country level. Since the data is not analysed at a lower level for the published reports, the changes due to the new weighting do not affect the findings. The new approach, does, however ensure that the demographic profile of the weighted sample is more closely matched to official data and should create more accurate estimates of measures.

Based on this review it is our recommendation that the data for F408 and all future youth surveys should use the new approach, using the most up to date Eurostat figures at the time of fieldwork.

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