



Leibniz-Institut
für Sozialwissenschaften

GESIS Panel Technical Report

Welcome survey (Wave a12)

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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
ac	ab, ae, af, zq	11.12.2013- 19.02.2014	11.12.2013- 19.02.2014	2765	1562	2278	1003

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 masterdataset: 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. 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: Welcome questionnaire (wave a12)

1. Wave Preparation

1.1 Responsible GESIS Panel Team Members

Survey project management: Ines Schaurer & Bella Struminskaya

Data management: Tobias Enderle

Data archiving: Kai Weyandt

Panel management: Gabi Wahlig

1.2 Methodological Considerations

The welcome survey is one part of the recruitment process for the GESIS Panel. It is the first self-administered survey for all respondents who gave their consent for subsequent panel participation in the face-to-face recruitment interview. The welcome questionnaire serves as a profile survey according to the definition of Callegaro & DiSogra (2008) in the sense that only respondents who finished this initial survey became active panel members of the GESIS Panel (online: finishing online survey, offline: sent back questionnaire with at least one answered question).

Figure 1 gives a schematic overview of the recruitment process for the GESIS Panel. Overall 6,210 respondents were invited to the welcome survey (online: 3,997, offline: 2,213), 4,952 respondents finished the welcome survey (online: 3,239, offline: 1,713).

As we already collected basic demographic information in the recruitment interview, we did not include this kind of questions in the welcome questionnaire. Besides being the initial profile survey it had to fulfill several further objectives: first of all it was seen as a training survey for the respondents. The aim was that the respondents familiarize themselves with the questionnaire design and the overall procedure of the invitation and participation, as well as with several types of questions. We included the most commonly used question types: single choice questions, multiple choice questions, questions with answer scales, as well as open-ended questions. Overall, the welcome survey aimed to be easy and enjoyable for the respondents.

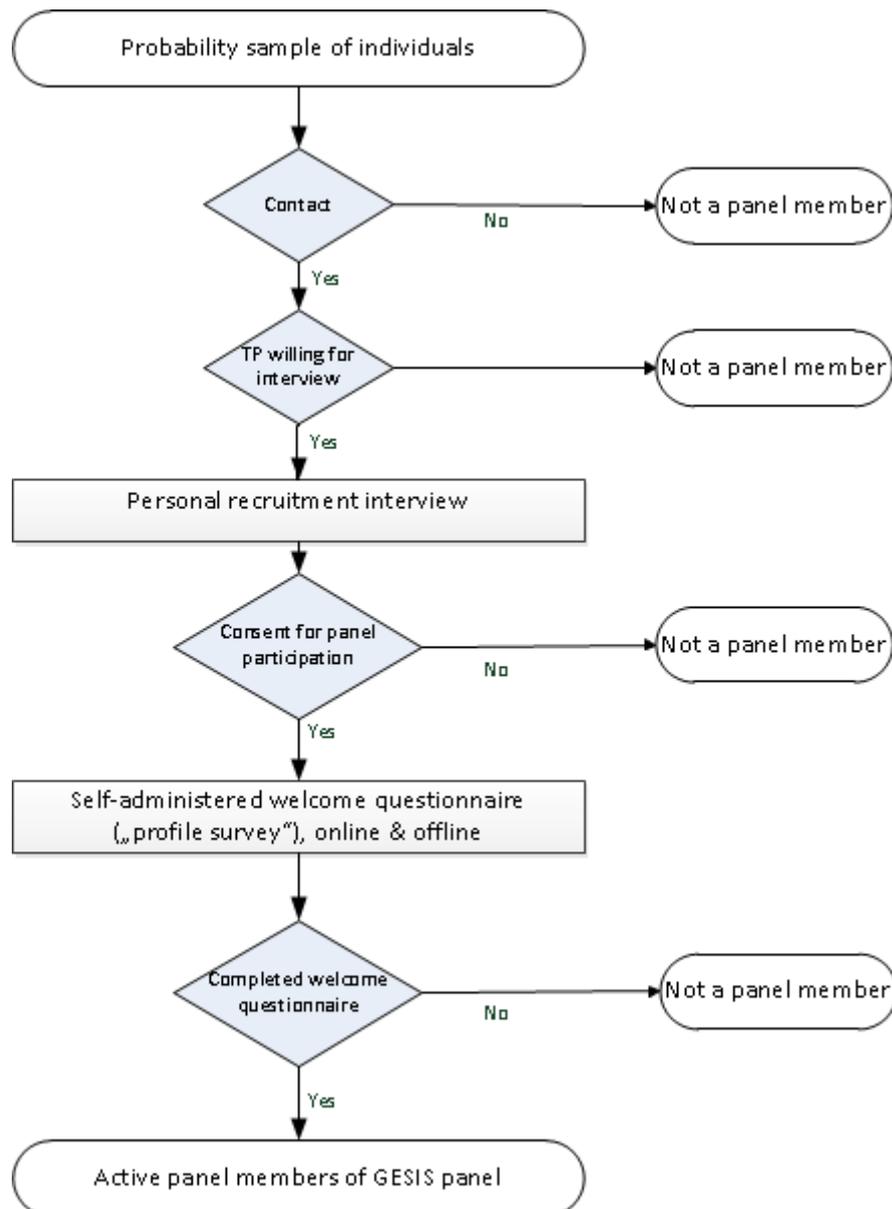


Figure 1: Schematic overview of the recruitment process of the GESIS Panel

The final mode of invitation for the active panel members was determined after the welcome survey. Most panelists stayed in the mode they chose in the recruitment interview. Some respondents (N=87) who originally decided to participate online had to be switched to the offline mode as we had no valid email address for them and the invitation to the waves could not be delivered. Furthermore, offline respondents had the possibility to participate online in the welcome survey as well. If they provided a valid email address at the end of the welcome survey, they were switched to the online mode (N=37).

1.3 Questionnaire Composition

The questionnaire of the multi-topic welcome survey starts with a set of questions about media usage, followed by questions about the most important issues in Germany, and a set of questions about socio-political orientation and political attitudes. Afterwards some factual

questions are asked about the state and the region the respondent is living in. Those questions are followed by several questions on the aspects of the quality of life in the neighborhood. The questionnaire continues with questions about leisure time activities, attitudes towards different aspects of work and employment and relevance of different life domains.

The questionnaire closes with nine questions on respondents' evaluation of the questionnaire (core study about survey quality).

The questionnaire did not contain any experiments.

The online and offline questionnaire differ with respect to one question about the membership in other online panels, which was only asked in the online mode. In this case a filter was implemented. Those respondents who are members of another panel or panels are asked about the number of other panels they participate in. For administrative purposes, at the very end of the online questionnaire respondents were asked to provide their email address.

Another difference is a filter after the question about the most important issue in Germany (a12c004a) implemented in the online mode. Those respondents who had no opinion ("kann ich nicht sagen") or were not able to choose one of the mentioned issues ("keines dieser Themen"), did not receive the next question about the second important issue (a12c005a).

The online and offline questionnaires further differ with respect to two questions from the core study. Online respondents were asked about the electronic device they used to fill in the questionnaire (variables a12q014 and a12q015).

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

The field phase for the welcome survey was spread over seven months to match the field phase of the recruitment interview. Table 2 provides an overview of the field time and key numbers for the welcome survey.

Table 2 Overview of GESIS Panel welcome survey field period

	Field period		Invited		Participation	
	Online	Offline	Online	Offline	Online	Offline
Welcome survey (a12)	26.06.2013- 31.01.2014	26.06.2013- 31.01.2014	3,997	2,213	3,239	1,713

The recruitment process was carried out in 13 tranches. Respondents were invited some weeks after they had provided their consent for subsequent panel participation in the recruitment interview. The respondents of the first tranche were invited to the welcome survey on 25. June 2013, the last invitation for the respondents of tranche 13 was sent out on 10. December 2013. Invitations for the tranches in-between were sent out every second week. Table 3 gives an overview of the dates and of the number of invited panel members over the 13 tranches.

Table 3 Overview of the invitation process for the welcome survey and number of invited respondents per tranche

Tranche	Date of invitation	Number of invited respondents
1	25 June 2013	194
2	08 July 2013	583
3	22 July 2013	555
4	06 August 2013	482
5	15 August 2013	570
6	03 September 2013	467
7	17 September 2013	306
8	01 October 2013	427
9	15 October 2013	686
10	29 October 2013	631
11	12 November 2013	524
12	26 November 2013	281
13	10 December 2013	504
	Overall	6,210

The invitation was sent out by mail for all respondents (online and offline). The invitation letter included a five Euro bill as an unconditional incentive. The letter for the offline respondents additionally included the paper questionnaire. On the questionnaire the invited panel members found the link to the online survey and the log-in information to access it. That means offline panel members had the chance of switching the participation mode. 109 of the offline respondents made use of this option.

Online respondents got an invitation letter that included the link to the survey and a log-in code only.

Both groups received a postal reminder one week after the invitation letter. As the reminder was sent out independently of actual participation it was framed as a thank you and reminder letter.

A second reminder was sent out via email for those respondents of the online group who had not finished the survey about two weeks after the first invitation and had a valid email address.

The texts of the invitation and the first and second (only email) reminder can be found in the appendix.

2.2 Outcome Rates

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 noneligible. 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

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

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

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

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 up to the survey evaluation items.

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. Nonresponding 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.

$$\text{Absorption Rate}^1 = \frac{\text{Invitations sent} - \text{undeliverable invitations}}{\text{Invitations sent}} = (6210 - 27) / 6210 = 99.57\%$$

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).

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

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

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

1 Since both online and offline respondents were invited per post, the absorption rate is calculated without a distinction by mode.

3. Post-Processing

3.1 Data Cleaning and Quality Control

Variable a12a002a 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.

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 0.

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 valid 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.

In general, unclear responses 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. This is not the case in the welcome survey

a) Questions that are hardly comparable between offline and online mode

Important issues in Germany (a12c004a, a12c005a)

Question 4 and question 5 in the offline questionnaire (Figure 2, PGID online 3143746 and 3143747) was intended as a single choice question and programmed as such in the online version. Even though there was an explicit instruction to quote only one answer, several respondents marked more than one issue. For this reason, 69 answers in the first question and 24 answers in the second one stay as ambiguous answers (-111). When analyzing the two

items, this fact should be considered. Furthermore, the fact that in the online mode there was a filter should be considered when comparing the answers of online and offline respondents.

(4) Welches dieser Themen ist für Deutschland zurzeit am WICHTIGSTEN?

Bitte kreuzen Sie nur eine Antwort an.

- Gesundheitswesen
- Bildung
- Kriminalität
- Umwelt
- Zu- und Einwanderung
- Wirtschaft
- Terrorismus
- Armut

- Keines dieser Themen*
- Kann ich nicht sagen*

(5) Und welches ist am ZWEITWICHTIGSTEN?

Bitte kreuzen Sie nur eine Antwort an.

- Gesundheitswesen
- Bildung
- Kriminalität
- Umwelt
- Zu- und Einwanderung
- Wirtschaft
- Terrorismus
- Armut

- Keines dieser Themen*
- Kann ich nicht sagen*

Figure 2 Important issues in Germany (a12c004a, a12c005a)

3.3 Variables that are generated in the process of data cleaning

Table 4 lists the variables that were generated in the process of data cleaning.

Table 4 Overview of generated variables in the welcome survey

Variable	Variable Label	Reason
aaza016b	Anmerkungen, dichotom	Data protection: The text responses are not published but only a variable indicating whether the respondent left comments on the survey.
a12c022b	Region (Indikator dichotom)	Data protection: The text responses are not published but only a variable indicating whether the respondent named a region or not.
a12a003b	Teilnahme im Sinne der Studie, dichotom	Variable that indicates if a respondent has participated on the welcome survey and is defined as an active panel member (a12a003b=1). In the online mode this is the case if the respondent has finished the online questionnaire. In the offline mode if they have sent back a questionnaire with at least one answered question.

3.4 Disclosure of Variables

Due to data protection reasons the answers to the open question about the region where the respondent lives in is not available. The data set contains a variable that indicates whether the respondent gave a valid answer or not (a12c022b).

3.5 Paradata

In the welcome survey, paradata can be easily identified in the dataset by the fourth digit "p" in the variable name (e.g. a12p201a). 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 (e.g. a12p901a).

For the offline mode, the only available paradata information is a rating of the condition of the questionnaire made by the data typist (a12p602a).

Appendix

I. Outcome and Response Metrics

Table 5: Outcome statistics for recruitment and the profile survey

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

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.

Table 6: Final Disposition Codes for self-administered surveys of the GESIS Panel

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.

II. Documents
a. Invitation Letter sent by Mail for offline respondents



GesellschaftsMonitor
gesis



gesis
Leibniz-Institut
für Sozialwissenschaften

GESIS · Postfach 10 28 36 · 68028 Mannheim

[Redacted]

GESIS GesellschaftsMonitor
Postfach 10 28 36
68028 Mannheim
Telefon 0621 – 1246 – 564
Telefax 0621 – 1246 – 577
www.gesellschaftsmonitor.de

Mannheim, 25. Juni 2013

Einladung zu einer wissenschaftlichen Befragung

Sehr geehrter Herr [Redacted]

herzlichen Dank, dass Sie sich im Gespräch mit unserem Interviewer von TNS Infratest vor kurzem dazu bereit erklärt haben, an Umfragen des GESIS GesellschaftsMonitors teilzunehmen. Diese Befragungen finden im Rahmen eines wissenschaftlichen Forschungsprojektes von GESIS – Leibniz-Institut für Sozialwissenschaften statt. Mit Ihrer Teilnahme leisten Sie einen wichtigen Beitrag für die Wissenschaft und tragen maßgeblich zum Erfolg einer deutschlandweiten Studie bei.

Wir möchten Sie heute gerne einladen, an unserer Willkommensbefragung teilzunehmen. Bitte füllen Sie dazu den beiliegenden Fragebogen aus. Die Beantwortung der Fragen wird etwa 10-15 Minuten in Anspruch nehmen. Den ausgefüllten Fragebogen können Sie uns in dem beiliegenden frankierten Rückumschlag zusenden.

Noch einfacher ist es, wenn Sie über das Internet an der Befragung teilnehmen. Rufen Sie hierzu bitte mit Ihrem Internet-Browser die folgende Adresse auf:

<http://www.gesellschaftsmonitor.de>

Bitte geben Sie dort folgende Zugangsdaten ein, um die Befragung zu starten: [Redacted]

Es erfolgt dabei keine Weitergabe von Daten, die Ihre Person erkennen lassen. Niemand kann aus den Ergebnissen erkennen, von welcher Person die Angaben gemacht worden sind. Informationen zum Datenschutz finden Sie auf der Rückseite dieses Schreibens.

Für Ihr Interesse und Ihre Unterstützung möchten wir uns gerne mit 5 Euro bei Ihnen bedanken (anbei).

Unsere Telefon-Hotline für Rückfragen erreichen Sie unter 0621 – 1246 – 564 aus dem dt. Fest- und Mobilfunknetz zu den üblichen Bürozeiten. Die Kolleginnen und Kollegen freuen sich über das Interesse und beantworten gerne alle Fragen.

Mit freundlichen Grüßen

[Redacted]

Prof. Michael Bosnjak und das gesamte Projektteam

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Präsident und Vorstand
Prof. Dr. York Sure-Vetter
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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, genügt eine E-Mail oder ein Anruf.

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

b. Invitation Letter sent by Mail for online respondents



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Mannheim, 25. Juni 2013

Einladung zu einer wissenschaftlichen Befragung

Sehr geehrte Frau 

vielen Dank, dass Sie sich im Gespräch mit unserem Interviewer von TNS Infratest vor kurzem dazu bereit erklärt haben, an Umfragen des GESIS GesellschaftsMonitors teilzunehmen. Diese Befragungen finden im Rahmen eines wissenschaftlichen Forschungsprojektes von GESIS – Leibniz-Institut für Sozialwissenschaften statt. Mit Ihrer Teilnahme leisten Sie einen wichtigen Beitrag für die Wissenschaft und tragen maßgeblich zum Erfolg einer deutschlandweiten Studie bei.

Wir möchten Sie heute gerne einladen, an unserer Willkommensbefragung teilzunehmen. Rufen Sie hierzu bitte mit Ihrem Internet-Browser die folgende Adresse auf:

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Bitte geben Sie dort folgende Zugangsdaten ein, um die Befragung zu starten: 

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Mit freundlichen Grüßen



Prof. Michael Bosnjak und das gesamte Projektteam

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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, genügt eine E-Mail oder ein Anruf.

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
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Institutsleitung (Präsident): Prof. Dr. York Sure

Betrieblicher Datenschutzbeauftragter: Harald Eul
E-Mail: datenschutz@gesis.org

c. First Reminder by Mail for offline respondents



GesellschaftsMonitor



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[Redacted]

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Telefax 0621 – 1246 – 577
www.gesellschaftsmonitor.de

Mannheim, 2. Juli 2013

Vielen Dank für Ihre Unterstützung!

Sehr geehrter Herr [Redacted]

vor einigen Tagen haben wir Ihnen eine Einladung zu unserer Willkommensbefragung zugeschickt und möchten uns hiermit herzlich für Ihre Unterstützung an unserem wissenschaftlichen Forschungsprojekt bedanken. Ihre Angaben helfen, für die Forschung wichtige Erkenntnisse über den Alltag und das Leben in Deutschland zu gewinnen. Damit die Ergebnisse für Deutschland aussagekräftig sind, ist es entscheidend, dass alle ausgewählten Personen teilnehmen.

Sollten Sie weitere Fragen haben, freuen wir uns über Ihre E-Mail (info@gesellschaftsmonitor.de) oder Ihren Anruf (Tel.: 0621 – 1246 564, erreichbar zu den üblichen Bürozeiten).

Mit freundlichen Grüßen

[Redacted]

Prof. Michael Bosnjak und das gesamte Projektteam

Sollten Sie noch keine Gelegenheit gehabt haben an der Befragung teilzunehmen:

Bitte nehmen Sie sich 10-15 Minuten Zeit, um den Ihnen schon zugeschickten Fragebogen zu beantworten und in dem von uns bereits frankierten Umschlag zurückzusenden.

Noch einfacher ist es, wenn Sie über das Internet an der Befragung teilnehmen. Rufen Sie hierzu bitte mit Ihrem Internet-Browser die folgende Adresse auf:

<http://www.gesellschaftsmonitor.de>

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d. First Reminder by Mail for online respondents




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██████████

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Mannheim, 2. Juli 2013

Vielen Dank für Ihre Unterstützung!

Sehr geehrte Frau ██████████

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Mit freundlichen Grüßen

██████████

Prof. Michael Bosnjak und das gesamte Projektteam

Sollten Sie noch keine Gelegenheit gehabt haben an der Befragung teilzunehmen:

Bitte nehmen Sie sich 10-15 Minuten Zeit, um unsere Willkommensbefragung auszufüllen. Rufen Sie hierzu bitte mit Ihrem Internet-Browser die folgende Adresse auf:

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68028 Mannheim



e. E-Mail Reminder for online respondents

Sehr geehrte/r Frau/Herr,

vor einigen Wochen haben wir Ihnen eine Einladung zu unserer Online-Willkommensbefragung des GESIS GesellschaftsMonitors zugeschickt.

Sollten Sie noch keine Gelegenheit gehabt haben an der Umfrage teilzunehmen, finden Sie unsere Online-Willkommensbefragung auf der Homepage (www.gesellschaftsmonitor.de).

Bitte klicken Sie auf "Online-Willkommensbefragung jetzt starten" und geben Sie folgende Zugangsdaten ein, xxxx

um die Willkommensbefragung zu starten:

Mit freundlichen Grüßen

Prof. Michael Bosnjak und das gesamte Projektteam

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