

# GESIS Panel Wave Report

Wave ba

*Ines Schaurer, Angela Tanner, Carina Cornesse,  
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 over 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 submitted studies. Fielded external 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 the EFS Panel installation by Questback. 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 a mail provider 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
ba	zb, ag, ah, ai, zq	27.02.2014 – 15.04.2014	27.02.2014 – 15.04.2014	3041	1847	2781	1523

## 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 edition 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 editions of this masterdataset: a scientific use file accessible for research purposes (GESIS Panel standard edition: ZA5665) and a secure scientific use file that is only available for on-site use at the Secure Data Center in Cologne (GESIS Panel extended edition: 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 edition. Although each release may include changes to older waves, replicability is guaranteed since every variable remains in the dataset and new editions 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: 10.4232/1.11946 and doi: 10.4232/1.11947.

German:

GESIS (2014): GESIS Panel Erweiterte Edition. GESIS Datenarchiv, Köln. ZA5664 Datenfile Version 2.0.0, doi: 10.4232/1.11946

GESIS (2014): GESIS Panel Standard Edition. GESIS Datenarchiv, Köln. ZA5665 Datenfile Version 2.0.0, doi: 10.4232/1.11947

English:

GESIS (2014): GESIS Panel extended edition. GESIS Data Archive, Cologne. ZA5664 Datafile Version 2.0.0, doi: 10.4232/1.11946

GESIS (2014): GESIS Panel standard edition. GESIS Data Archive, Cologne. ZA5665 Datafile Version 2.0.0, doi: 10.4232/1.11947

### 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), 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 ba (February/ March 2014)

### 1. Wave Preparation

#### 1.1 Responsible GESIS Panel Team Members

Survey project management: Ines Schaurer, Angela Tanner & Carina Cornesse

Data management: Tobias Enderle

Data archiving: Kai Weyandt

Panel management: Gabi Wahlig

#### 1.2 Methodological Considerations

Wave ba is the first regular panel wave of the GESIS Panel after the recruitment process was finished. The whole sample of 4.888 active panelists was invited.

Starting with wave ba all participants are invited by mail and receive an unconditional incentive of 5 Euros.

#### 1.3 Studies

Five studies were part of wave ba (see Table 2). The first study fielded in wave ba is the GESIS Panel Longitudinal Core Study Module on Subjective Wellbeing by Joseph Sirgy, Carina Cornesse, and Michael Bosnjak. The second study is the cross-sectional study on Environmental Spatial Strategies by Stefan Münzer. Study three by Jon Krosnick, Henning Silber, Tobias Stark, Annelies Blom, and Michael Bosnjak is an experimental study and part of an international study on "Cross-National Replication of Question Design Experiments". It is followed by additional survey evaluation questions by Jon Krosnick. It closes with study zq on survey evaluation, which is a GESIS Panel Longitudinal Core Study and is part of every panel wave.

Table 2 Overview of GESIS Panel studies in wave ba

Study	Waves	Authors	Title
zb	ba	Joseph Sirgy, Carina Cornesse & Michael Bosnjak	GESIS Panel Longitudinal Core Study Module – Subjective Well-Being
ag	ba	Stefan Münzer	Environmental Spatial Strategies
ah	ba	Jon Krosnick, Henning Silber, Tobias Stark, Annelies Blom & Michael Bosnjak	Cross-National Replication of Question Design Experiments
ai	ba	Jon Krosnick	Survey Evaluation
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).

Wave ba questionnaire begins with fifteen questions on subjective well-being (study zb) and continues with 7 questions from study ag on environmental spatial strategies that are followed by 20 questions from study ah, and six questions of study ai. The questionnaire closes with nine questions on respondents' evaluation of the questionnaire (core study zq). The questionnaire did not contain any filters. However, it includes 16 independently randomized experiments (for further details see study descriptions for study ah).

Online and offline questionnaire differ with respect to the experimental variation of the study ah. In the offline questionnaire study ah consists of 16 independently randomized experiments. The offline questionnaire is limited on four versions, which are randomly assigned to 25% of the respondents each.

Furthermore the online and offline questionnaire 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 bazq014 and bazq015). Offline respondents were asked on which date they filled in the questionnaire (variables bazq017 and bazq018).

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

## 2. Fielding and Outcome Rates

### 2.1 Fielding Phase

The invitation was sent out by mail on 19 February 2014 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. Online respondents additionally received an invitation by email on 21 February 2014.

End of the field time was 14 April 2014.

Overall, 4888 active members of the GESIS Panel were invited, 1847 in the offline mode and 3041 in the online mode.

The respondents invited by mail did not receive any reminders. The online participants who have not participated in the survey received two reminders on 27 February 2014 and on 6 March 2014. The text of the invitation letters (online and offline) and the reminders (only email) can be found in the appendix.

Figure 1 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 (see Table 4).

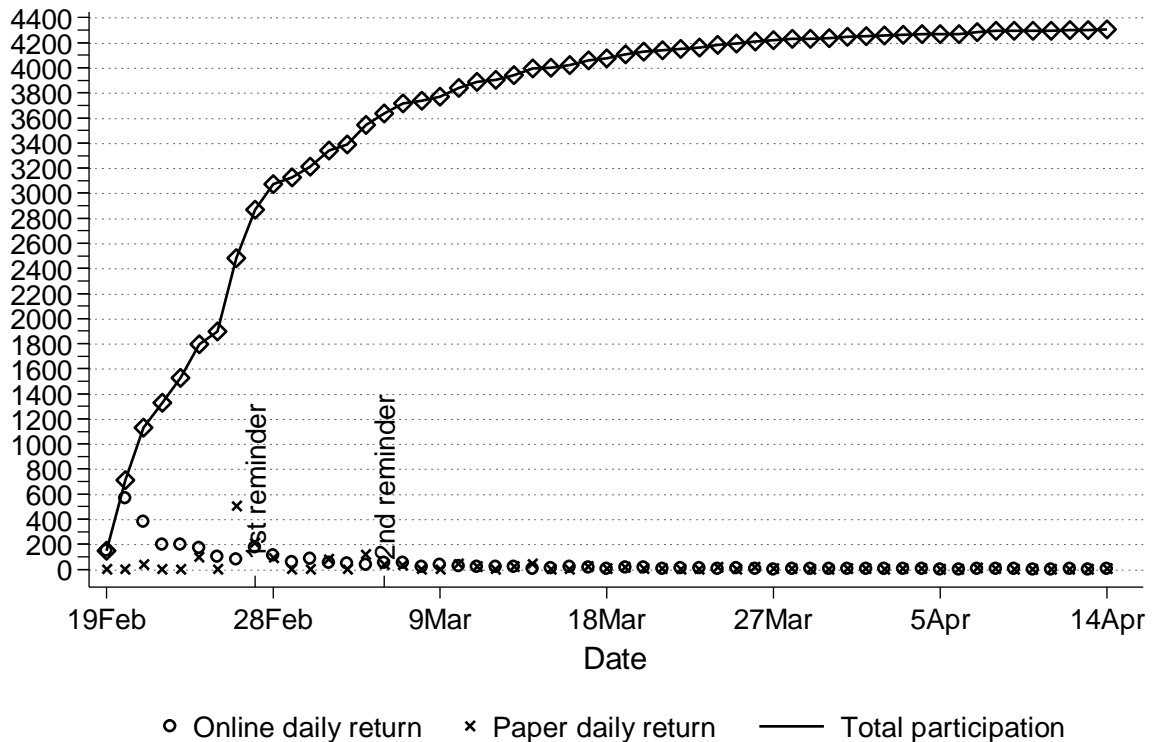


Figure 1 Wave ba field phase

## 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 ba, 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 and did not sign off from the panel afterwards, 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.

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

$$\text{Overall COMR} = (4221 + 58) / (4221 + 58 + 55 + 16 + 538) = 87.54\%$$

$$\text{COMR Online} = (2743 + 15) / (2743 + 15 + 35 + 1 + 247) = 90.69\%$$

$$\text{COMR Offline} = (1478 + 43) / (1478 + 43 + 20 + 15 + 291) = 82.35\%$$

The absorption rate indicates the quality of address lists of active panel members. This estimate is a proportion of noncontacts among the active panelists<sup>1</sup>.

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

$$\text{Overall Absorption Rate} = (4888 - 16) / 4888 = 99.67\%$$

$$\text{Absorption Rate Online} = (3041 - 1) / 3041 = 99.97\%$$

$$\text{Absorption Rate Offline} = (1847 - 15) / 1847 = 99.19\%$$

The 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.

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

$$\text{Overall CUMR1 Wave ba} = 0.2898 \times 0.7942 \times 0.8754 = 20.15\%$$

$$\text{CUMR1 Wave ba Online}^2 = 0.2898 \times 0.7878 \times 0.9069 = 20.70\%$$

$$\text{CUMR1 Wave ba Offline} = 0.2898 \times 0.8067 \times 0.8235 = 19.25\%$$

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).

$$\text{Break-off rate} = \frac{\text{Break-off}}{\text{Interview} + \text{Partial} + \text{Break-off}} = 14 / (4221 + 58 + 14) = 0.33\%$$

$$\text{Break-off rate Online} = 12 / (2743 + 15 + 12) = 0.43\%$$

$$\text{Break-off rate Offline} = 2 / (1478 + 43 + 2) = 0.13\%$$

Attrition rate in this wave report is defined as the proportion of the panel members who drop out between the welcome survey that was the first self-administered survey of the GESIS Panel and the Wave ba that was the first wave after the completion of the recruitment process. According to the definition of the active panel (returned the welcome questionnaire), the active panel after the welcome questionnaire was 4938 panel members. During the recruitment phase, 50 panel members have signed off from the panel, which is reflected in the attrition rate below.

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<sup>1</sup> Starting with wave ba, online and offline panel members receive postal invitations with enclosed incentives. In addition to the postal invitation, online participants receive email invitations. For the calculation of absorption rates, only those online participants are coded as not reached, whose postal invitations and email invitations could not be delivered. Online participants whose postal invitations could not be delivered but who received email invitations are treated as persons who could be contacted. Online participants whose postal invitations could be delivered but email invitations could not be delivered are also considered as cases which could be contacted.

<sup>2</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 nonrespondents to the recruitment interview

$$\text{Attrition rate} = \frac{\text{Overall active panel@Welcome survey} - \text{Overall active panel@Wave ba}}{\text{Overall active panel@Welcome survey}}$$

$$= (4938 - 4888) / 4938 = 1.01\%$$

### 3. Post-Processing

#### 3.1 Data Cleaning and Quality Control

Variable bazp002a 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.

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 3.5.

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

Overall, wave ba does not include any variables that are problematic in comparison from online to offline mode due to unintended response behavior.

#### 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.

Table 3 Overview of generated variables in wave ba

Variable	Variable Label	Reason
bazq016b	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, relative time stamps (variables bazr001a to bazr092a) for each page are available. These time variables report the time difference in seconds between pressing the forward button of the respective page and the absolute time stamp. The absolute time stamp variable (bazp207a ) signifies the time in seconds which is past since 1.1.1970 when loading the first page of the survey.

The connected page id is mentioned in the label. The page id for each question can be found in the codebook or on the screenshots of the online questionnaire. For technical details about the logic of the provided time stamp variables please see the EFS manual.

Starting with wave ba, several client side based paradata are collected in page-based string variables (bazs001a to bazs092a). The connected page id is mentioned in the label. The page id for each question can be found in the codebook or on the screenshots of the online questionnaire. For detailed information please see the separate paradata documentation.

### 3.5 Disclosure of Variables

The open question bazb028a and bazb032a containing the information about other reference persons 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.

The text responses on the questionnaire in variable bazq016a are not published but only a variable indicating whether the respondent left comments on the survey (bazq016b).

### 3.6 Miscellaneous

The question text of question bazb001a contains a redundant word: Wie glücklich waren Sie *im im* bisherigen Verlauf Ihres Lebens?

## Appendix

### I. Field Phase

Table 4 Field Period

Date	Event	Online		Offline		Total	
		No.	%	No.	%	No.	%
19Feb2014		148	5.3	0	0.0	148	3.4
20Feb2014		564	20.3	0	0.0	564	13.1
21Feb2014		378	13.6	40	2.6	418	9.7
22Feb2014		199	7.2	0	0.0	199	4.6
23Feb2014		198	7.1	2	0.1	200	4.6
24Feb2014		168	6.0	100	6.6	268	6.2
25Feb2014		100	3.6	0	0.0	100	2.3
26Feb2014		80	2.9	506	33.2	586	13.6
27Feb2014	1st online reminder	176	6.3	208	13.7	384	8.9
28Feb2014		113	4.1	92	6.0	205	4.8
01Mar2014		55	2.0	0	0.0	55	1.3
02Mar2014		83	3.0	0	0.0	83	1.9
03Mar2014		50	1.8	83	5.4	133	3.1
04Mar2014		46	1.7	0	0.0	46	1.1
05Mar2014		35	1.3	118	7.7	153	3.6
06Mar2014	2nd online reminder	53	1.9	41	2.7	94	2.2
07Mar2014		49	1.8	32	2.1	81	1.9
08Mar2014		22	0.8	0	0.0	22	0.5
09Mar2014		33	1.2	0	0.0	33	0.8
10Mar2014		26	0.9	43	2.8	69	1.6
11Mar2014		21	0.8	24	1.6	45	1.0
12Mar2014		18	0.6	0	0.0	18	0.4
13Mar2014		18	0.6	21	1.4	39	0.9
14Mar2014		6	0.2	45	3.0	51	1.2
15Mar2014		8	0.3	0	0.0	8	0.2
16Mar2014		19	0.7	0	0.0	19	0.4
17Mar2014		15	0.5	25	1.6	40	0.9
18Mar2014		5	0.2	7	0.5	12	0.3
19Mar2014		16	0.6	16	1.1	32	0.7
20Mar2014		13	0.5	9	0.6	22	0.5
21Mar2014		5	0.2	9	0.6	14	0.3
22Mar2014		11	0.4	0	0.0	11	0.3
23Mar2014		8	0.3	0	0.0	8	0.2
24Mar2014		4	0.1	17	1.1	21	0.5
25Mar2014		8	0.3	3	0.2	11	0.3
26Mar2014		4	0.1	16	1.1	20	0.5
27Mar2014		0	0.0	7	0.5	7	0.2
28Mar2014		2	0.1	8	0.5	10	0.2
29Mar2014		3	0.1	0	0.0	3	0.1

Date	Event	Online No.	%	Offline No.	%	Total No.	%
30Mar2014		4	0.1	0	0.0	4	0.1
31Mar2014		3	0.1	6	0.4	9	0.2
01Apr2014		1	0.0	5	0.3	6	0.1
02Apr2014		4	0.1	1	0.1	5	0.1
03Apr2014		1	0.0	4	0.3	5	0.1
04Apr2014		2	0.1	6	0.4	8	0.2
06Apr2014		0	0.0	2	0.1	2	0.0
07Apr2014		2	0.1	14	0.9	16	0.4
08Apr2014		1	0.0	5	0.3	6	0.1
09Apr2014		1	0.0	2	0.1	3	0.1
11Apr2014		0	0.0	1	0.1	1	0.0
12Apr2014		1	0.0	0	0.0	1	0.0
14Apr2014		1	0.0	5	0.3	6	0.1
Total		2781	100.0	1523	100.0	4304	100.0

## II. Outcome and Response Metrics

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 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 ba Invited	4888	3041	1847
Wave ba Complete	4221	2743	1478
Wave ba Partial	58	15	43
Wave ba Refusal	55	35	20
Break-off (among refusal)	14	12	2
Wave ba Noncontact (bouncer/retour)	16	1	15
Wave ba Other	538	247	291

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 for Offline Participants sent by Mail



GESIS • Postfach 10 28 36 • 68028 Mannheim

Herrn  
Max Mustermann  
Musterstr. 9  
99999 Musterstadt



Leibniz-Institut  
für Sozialwissenschaften

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, 18. Februar 2014

**Einladung zu unserer Februar-/März-Umfrage**

Sehr geehrter Herr Mustermann,

herzlichen Dank für Ihre Teilnahme am GESIS GesellschaftsMonitor. Heute möchten wir Sie gerne einladen, an unserer aktuellen Februar-/März-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.

**Mit der neuen Befragung kommt es zu einer wichtigen Änderung bei der Auszahlung Ihres Dankeschöns. Auf vielfachen Wunsch haben wir uns entschieden, Ihnen das Dankeschön von 5 Euro pro Umfrage ab sofort wieder mit dem Fragebogen zuzuschicken. Diesem Schreiben liegen deshalb bereits 5 Euro bei.**

Falls Sie durch die bisherige Teilnahme an unseren Umfragen bereits Guthaben angesammelt haben sollten, senden wir Ihnen dieses Ende März mit einem separaten Schreiben per Post zu. Damit wird Ihr Guthabenkonto aufgelöst und es werden alle eventuell hinterlegten Bankdaten bei uns im System gelöscht.

Wir wünschen Ihnen viel Spaß beim Ausfüllen der Umfrage! 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

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



## **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 Lul  
E-Mail: [datenschutz@gesis.org](mailto:datenschutz@gesis.org)

b. Invitation Letter for Online Participants sent by Mail

(Version 1 – respondents which already participated in at least one former wave)





Leibniz-Institut  
für Sozialwissenschaften

GESIS • Postfach 10 28 36 • 68028 Mannheim

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Sehr geehrter Herr Mustermann,

herzlichen Dank für Ihre Teilnahme am GESIS GesellschaftsMonitor.  
Heute möchten wir Sie gerne einladen, an unserer aktuellen Februar-/März-Umfrage teilzunehmen.

**Wie wir Ihnen in unserer E-Mail vom 3.2.2014 angekündigt haben, erhalten Sie von nun an Ihr Dankeschön von 5 Euro für jede Umfrage vorab per Post. Diesem Schreiben liegen deshalb bereits 5 Euro bei.**

Den Link zur aktuellen Umfrage erhalten Sie in den nächsten Tagen wie gewohnt per E-Mail. Sie können die Umfrage aber auch manuell starten, indem Sie sich auf unserer Homepage **[www.gesis-gesellschaftsmonitor.de](http://www.gesis-gesellschaftsmonitor.de)** mit Ihren persönlichen Zugangsdaten anmelden.

Wir wünschen Ihnen viel Spaß beim Ausfüllen der Umfrage. Die Beantwortung der Fragen wird etwa 20 Minuten in Anspruch nehmen.

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

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President and Executive Board  
Prof. Dr. York Sure-Vetter  
Postfach 12 21 55  
68072 Mannheim



Invitation Letter for Online Participants sent by Mail  
(Version 2 – first time respondents)



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für Sozialwissenschaften

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c. First E-Mail Reminder

Sehr geehrte/r Frau/ Herr Umfrageteilnehmer/in,

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 Februar-/März-Umfrage 2014 teilnehmen:

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

Als Dankeschön für Ihre Teilnahme haben wir Ihnen bereits 5 Euro per Post zugeschickt.

Wir wünschen Ihnen viel Spaß beim Ausfüllen der Umfrage. Die Beantwortung der Fragen wird etwa 20 Minuten in Anspruch nehmen.

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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 Umfrageteilnehmer/in,

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