



Leibniz-Institut
für Sozialwissenschaften

GESIS Panel Wave Report

Wave bd

Angela Tanner, Bella Struminskaya, Tobias Enderle
28 November 2014

Content

Part I: About the GESIS Panel.....	4
1. General Overview	4
2. Data Collection Waves.....	4
2.1 Data Collection.....	4
2.2 Waves	5
3. Access to Data and Documentation	6
4. Bibliographic Citation and Notification of Publications.....	6
4.1 Bibliographic Citation.....	6
4.2 Notification of Publications	7
5. GESIS Panel Team.....	7
5.1 Core Team Members.....	7
5.2 Quality Assurance Board Members	7
6. Acknowledgements.....	7
Part II: Wave bd (August/ September 2014).....	8
1. Wave Preparation.....	8
1.1 Responsible GESIS Panel Team Members.....	8
1.2 Methodological Considerations	8
1.3 Studies.....	8
1.4 Questionnaire Composition	9
2. Fielding and Outcome Rates.....	9
2.1 Fielding Phase.....	9
2.2 Outcome Rates	10
3. Post-Processing.....	12
3.1 Data Cleaning and Quality Control.....	12
3.2 Handling of Ambiguous Cases in the Paper Questionnaire	12
3.3 Paradata	13
3.4 Disclosure of Variables	13
3.5 Miscellaneous	13
Appendix	15
I. Field Phase	15
II. Outcome and Response Metrics.....	16
III. Documents.....	20
a. Invitation Letter for Offline Participants sent by Mail.....	20

b.	Invitation Letter for Online Participants sent by Mail	22
c.	Invitation E-Mail	24
d.	First E-Mail Reminder	25
e.	Second E-Mail Reminder	26

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 bi-monthly 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
bb	zc, aj, ak, al, ai, zq	16.04.2014 – 17.06.2014	16.04.2014 – 17.06.2014	3027	1839	2732	1480
bc	zd, aj, am, an, zq	18.06.2014 – 12.08.2014	18.06.2014 – 12.08.2014	3016	1823	2694	1411
bd	ze, ao, ap, an, zq	13.08.2014 – 14.10.2014	13.08.2014 – 14.10.2014	2871	1641	2642	1393

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: 10.4232/1.12115 and doi: 10.4232/1.12116.

German:

GESIS (2014): GESIS Panel Erweiterte Edition. GESIS Datenarchiv, Köln. ZA5664 Datenfile Version 5.0.0, doi: 10.4232/1.12115

GESIS (2014): GESIS Panel Standard Edition. GESIS Datenarchiv, Köln. ZA5665 Datenfile Version 5.0.0, doi: 10.4232/1.12116

English:

GESIS (2014): GESIS Panel extended edition. GESIS Data Archive, Cologne. ZA5664 Datafile Version 5.0.0, doi: 10.4232/1.12115

GESIS (2014): GESIS Panel standard edition. GESIS Data Archive, Cologne. ZA5665 Datafile Version 5.0.0, doi: 10.4232/1.12116

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), 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 bd (August/ September 2014)

1. Wave Preparation

1.1 Responsible GESIS Panel Team Members

Survey project management:	Angela Tanner & Bella Struminskaya
Data management:	Tobias Enderle
Data archiving:	Kai Weyandt
Panel management:	Gabi Wahlig

1.2 Methodological Considerations

Wave bd is the fourth regular panel wave of the GESIS Panel after the recruitment process was finished. Overall, 4512 active panelists were invited to participate in the Wave bd.

All participants were invited by mail and received an unconditional incentive of 5 Euros. Online participants received an email invitation in addition.

1.3 Studies

Wave bd consisted of five studies (see Table 2). The first study fielded in Wave bd is the GESIS Panel Longitudinal Core Study Module on personality and personal values by Constanze Beierlein, Beatrice Rammstedt, Eldad Davidov and Shalom Schwartz. The second study is a cross-sectional study on beauty-related actions by Ulrich Rosar and Johannes Krause. Study three is a study by Brigitte Geissel and Sergiu Gherghina investigating conceptions of democracy. This study is followed by the longitudinal study on leisure travel and subjective well-being by Angela Tanner, which was also party of Wave bc and concludes with the implementation in the upcoming Wave be. Wave bd 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 bd

Study	Waves	Authors	Title
ze	core study	Constanze Beierlein, Beatrice Rammstedt, Eldad Davidov, Shalom Schwartz	GESIS Panel Longitudinal Core Study Module – Personality and Personal Values
ao	bd	Ulrich Rosar, Johannes Krause	Social and individual predictors of Doing Beauty
ap	bd	Brigitte Geissel, Sergiu Gherghina	Citizens' Conception of Democracy and their Political Participation in Germany
an	bc, bd, be	Angela Tanner	Leisure Travel and Subjective Well-being
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 bd questionnaire begins with four questions on personality and personal values (study ze) and continues with 20 questions from study an on beauty-related behavior that are followed by six questions from the study ap and 19 questions from the study an. The questionnaire closes with nine questions on respondents' evaluation of the questionnaire (core study zq).

The questionnaire contains two filter questions in the study an: The first filter applies if respondents did not travel in summer 2014 for private reasons and filters respondents over the subsequent eight questions. The second filter applies for respondents indicating not intending to go on a vacation during the rest of the year 2014 and respondents who do not know yet if they are going on a vacation in 2014. These groups are filtered over the next five questions and continue with a question about the reasons for not going on vacation. Furthermore, the online and offline questionnaires 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 bdzq014a and bdzq015a). Offline respondents were asked on which date they filled in the questionnaire (variables bdzq017 and bdzq018).

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 August 2014 for all respondents (online and offline). The invitation letter included a 5-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 13 August 2014. The fieldwork for the wave bd ended on October 14, 2014.

Overall, 4512 active members of the GESIS Panel were invited, 1641 in the offline mode and 2871 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 21 August 2014 and on 29 August 2014. The text of the invitation letters (online and offline) and the reminders (only email) can be found in the appendix.

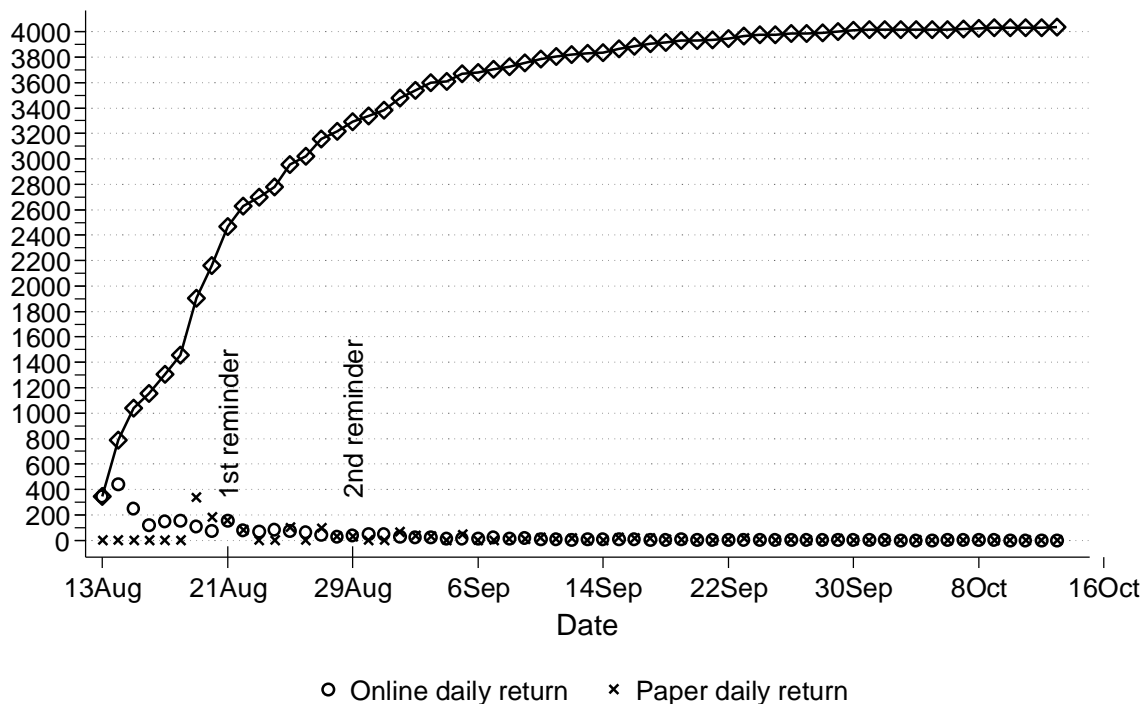


Figure 1 Wave bd field phase

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).

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 bd, 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.

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

$$\text{Overall COMR} = (3943 + 69) / (3943 + 69 + 48 + 25 + 427) = 88.92\%$$

$$\text{COMR Online} = (2601 + 22) / (2601 + 22 + 37 + 0 + 211) = 91.36\%$$

$$\text{COMR Offline} = (1342 + 47) / (1342 + 47 + 11 + 25 + 216) = 84.64\%$$

The absorption rate indicates the quality of address lists of active panel members. This estimate is a proportion of noncontacts among the active panelists¹.

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

$$\text{Overall Absorption Rate} = (4512 - 25) / 4512 = 99.45\%$$

$$\text{Absorption Rate Online} = (2871 - 0) / 2871 = 100.00\%$$

$$\text{Absorption Rate Offline} = (1641 - 25) / 1641 = 98.48\%$$

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.

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

$$\text{Overall CUMR1 Wave bd} = 0.2898 \times 0.7942 \times 0.8892 = 20.47\%$$

$$\text{CUMR1 Wave bd Online}^2 = 0.2898 \times 0.7878 \times 0.9136 = 20.86\%$$

$$\text{CUMR1 Wave bd Offline} = 0.2898 \times 0.8067 \times 0.8464 = 19.79\%$$

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).

$$\text{Break-off rate} = \frac{\text{Break-off}}{\text{Interview} + \text{Partial} + \text{Break-off}} = 13 / (3943 + 69 + 13) = 0.32\%$$

$$\text{Break-off rate Online} = 10 / (2601 + 22 + 10) = 0.38\%$$

$$\text{Break-off rate Offline} = 3 / (1342 + 47 + 3) = 0.22\%$$

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 bb that was the second 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

¹ 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.

² 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.

recruitment phase, 50 panel members have signed off from the panel, which is also reflected in the attrition rate below.

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

$$= (4938 - 4512) / 4938 = 8.63\%$$

3. Post-Processing

3.1 Data Cleaning and Quality Control

Variable bdza002a indicates the mode in which a 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 bd is the duration of a past vacation where respondents can indicate the number of days or chose a "don't know" 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.

Table 3 lists the variables that were generated in the process of data cleaning.

Table 3 Overview of generated variables in wave bd

Variable	Variable Label	Reason
bdzq016b	Anmerkungen, dichotom	Data protection: The text responses are not published but only a variable indicating whether the respondent left comments on the survey.
bdan131b	Reiseziel Urlaubsreise Sommer 2014 - offen	Data protection: The text responses have been partly anonymized due to privacy reasons.
bdan180b	Reiseziel nächste Urlaubsreise - offen	Data protection: The text responses have been partly anonymized due to privacy reasons.
bdan189b	Keine Urlaubsreise: Anderer Grund - offen	Data protection: The text responses have been partly anonymized due to privacy reasons.

3.3 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 bdzr001a to bdzr054a) 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 (bdzp207a) 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.

In the Wave bd, several client side based paradata are collected in page-based string variables (bdzs001a to bdzs054a). 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.

3.4 Disclosure of Variables

All answers to open questions are not included in the standard edition. They will be made available in the extended edition once they were checked for personal information. Currently this pertains to the questions asking about the last travel destination (variable bdan131b) and the upcoming travel destination (variable bdan180b) as well as the open answer for the reason of not traveling (variable bdan189b).

The text responses on the questionnaire in variable bdzq016a are not published but only a variable indicating whether the respondent left comments on the survey (bdzq016b).

3.5 Miscellaneous

Study an in wave bd contains two filter question (question 34, variable bdan126a) asking for past holiday trips in summer 2014. Respondents that answered that they did not travel for vacation in summer 2014 were instructed to skip the following eight questions. Similarly, respondents that have not made any future holiday plans for 2014 were asked in question 43 (variable bdan170a) to skip the next five question. Despite these instructions, some offline

respondents continued to answer the questions they were supposed to skip. Similarly answers may have been saved in the online questionnaire when respondents went back to the filter question and changed their answers. The dataset documents the answers as recorded. Therefore, users should carefully check the consistency of answers when analyzing this data.

Appendix

I. Field Phase

Table 4 Field Period

Date	Event	Online		Offline		Total	
		No.	%	No.	%	No.	%
13Aug2014		346	13.1	0	0.0	346	8.6
14Aug2014		443	16.8	0	0.0	443	11.0
15Aug2014		249	9.4	0	0.0	249	6.2
16Aug2014		119	4.5	0	0.0	119	2.9
17Aug2014		148	5.6	0	0.0	148	3.7
18Aug2014		152	5.8	0	0.0	152	3.8
19Aug2014		107	4.0	340	24.4	447	11.1
20Aug2014		73	2.8	182	13.1	255	6.3
21Aug2014	1 st online reminder	152	5.8	155	11.1	307	7.6
22Aug2014		80	3.0	84	6.0	164	4.1
23Aug2014		67	2.5	0	0.0	67	1.7
24Aug2014		82	3.1	0	0.0	82	2.0
25Aug2014		74	2.8	103	7.4	177	4.4
26Aug2014		65	2.5	1	0.1	66	1.6
27Aug2014		43	1.6	94	6.7	137	3.4
28Aug2014		27	1.0	33	2.4	60	1.5
29Aug2014	2 nd online reminder	38	1.4	33	2.4	71	1.8
30Aug2014		47	1.8	0	0.0	47	1.2
31Aug2014		48	1.8	0	0.0	48	1.2
01Sep2014		30	1.1	64	4.6	94	2.3
02Sep2014		22	0.8	38	2.7	60	1.5
03Sep2014		25	0.9	33	2.4	58	1.4
04Sep2014		13	0.5	0	0.0	13	0.3
05Sep2014		13	0.5	47	3.4	60	1.5
06Sep2014		11	0.4	1	0.1	12	0.3
07Sep2014		21	0.8	0	0.0	21	0.5
08Sep2014		13	0.5	11	0.8	24	0.6
09Sep2014		19	0.7	9	0.6	28	0.7
10Sep2014		7	0.3	22	1.6	29	0.7
11Sep2014		7	0.3	12	0.9	19	0.5
12Sep2014		2	0.1	17	1.2	19	0.5
13Sep2014		9	0.3	0	0.0	9	0.2
14Sep2014		6	0.2	0	0.0	6	0.1
15Sep2014		8	0.3	19	1.4	27	0.7
16Sep2014		9	0.3	15	1.1	24	0.6
17Sep2014		3	0.1	15	1.1	18	0.4
18Sep2014		3	0.1	7	0.5	10	0.2
19Sep2014		9	0.3	5	0.4	14	0.3
20Sep2014		2	0.1	0	0.0	2	0.0
21Sep2014		4	0.2	0	0.0	4	0.1
22Sep2014		5	0.2	6	0.4	11	0.3
23Sep2014		4	0.2	14	1.0	18	0.4
24Sep2014		4	0.2	5	0.4	9	0.2

Date	Event	Online No.	%	Offline No.	%	Total No.	%
25Sep2014		1	0.0	0	0.0	1	0.0
26Sep2014		4	0.2	6	0.4	10	0.2
27Sep2014		1	0.0	0	0.0	1	0.0
28Sep2014		5	0.2	0	0.0	5	0.1
29Sep2014		3	0.1	9	0.6	12	0.3
30Sep2014		4	0.2	3	0.2	7	0.2
01Oct2014		5	0.2	0	0.0	5	0.1
02Oct2014		2	0.1	0	0.0	2	0.0
06Oct2014		2	0.1	0	0.0	2	0.0
07Oct2014		1	0.0	1	0.1	2	0.0
08Oct2014		4	0.2	4	0.3	8	0.2
09Oct2014		1	0.0	3	0.2	4	0.1
13Oct2014		0	0.0	2	0.1	2	0.0
Total		2642	100.0	1393	100.0	4035	100.0

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.

$$\text{Absorption Rate}^3 = \frac{\text{Invitations sent} - \text{undeliverable invitations}}{\text{Invitations sent}} = (6210 - 27)/6210 = 99.57\%$$

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).

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

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

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

3 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 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 bd Invited	4512	2871	1641
Wave bd Complete	3943	2601	1342
Wave bd Partial	69	22	47
Wave bd Refusal	48	37	11
Break-off (among refusal)	13	10	3
Wave bd Noncontact (bouncer/retour)	25	0	25
Wave bd Other	427	211	216

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
[REDACTED]
Musterstr. 2
00000 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

Mannheim, 12. August 2014

Einladung zu unserer August-/September-Umfrage

Sehr geehrter [REDACTED],

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

Wir wünschen Ihnen viel Spaß beim Ausfüllen der Umfrage. Als Dankeschön für Ihre Teilnahme haben wir Ihnen in diesem Schreiben wieder 5 Euro beigelegt.

Hat sich Ihre Adresse geändert oder ziehen Sie in Kürze um? Bei Adressänderungen oder sonstigen Rückfragen erreichen Sie uns telefonisch zu den üblichen Bürozeiten unter 0621-1246564 oder per E-Mail an 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

P.S.: Informationen zum Datenschutz finden Sie auf der Rückseite dieses Briefes.

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 SOLADEST600
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 Eul
E-Mail: datenschutz@gesis.org

b. Invitation Letter for Online Participants sent by Mail





Leibniz-Institut
für Sozialwissenschaften

GESIS · Postfach 10 28 36 · 68028 Mannheim

Herrn
[REDACTED]
Musterstr. 3
00000 Musterstadt

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

Mannheim, 12. August 2014

Einladung zu unserer August-/September-Umfrage

Sehr geehrter Herr [REDACTED],

herzlichen Dank für Ihre Teilnahme am GESIS GesellschaftsMonitor. Heute möchten wir Sie gerne einladen, an unserer aktuellen August-/September-Umfrage teilzunehmen. Die Beantwortung der Fragen wird etwa 20 Minuten in Anspruch nehmen.

Wir wünschen Ihnen viel Spaß beim Ausfüllen der Umfrage. Als Dankeschön für Ihre Teilnahme haben wir Ihnen in diesem Schreiben wieder 5 Euro beigelegt.

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 mit Ihren persönlichen Zugangsdaten anmelden.

Hat sich Ihre Adresse geändert oder ziehen Sie in Kürze um? Sie können Ihre Adresse online in Ihrem persönlichen Mitgliedsbereich ändern. Bei Adressänderungen oder sonstigen Rückfragen können Sie uns auch telefonisch zu den üblichen Bürozeiten unter 0621-1246564 oder per E-Mail an info@gesis-gesellschaftsmonitor.de kontaktieren. Wir freuen uns über Ihr Interesse und beantworten gerne alle Fragen.

Mit freundlichen Grüßen

[REDACTED]

Prof. Michael Bosnjak und das gesamte Projektteam

P.S.: Informationen zum Datenschutz finden Sie auf der Rückseite dieses Briefes.

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 SOLADEST600
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 Eul
E-Mail: datenschutz@gesis.org

c. Invitation E-Mail

Ihre neue August-/September-Umfrage 2014

Sehr geehrte Frau ...,

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

Heute möchten wir Sie gerne einladen, an unserer aktuellen Befragung teilzunehmen. Über diesen Link kommen Sie direkt zu unserer August-/September-Umfrage 2014:

<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.

Bei Rückfragen erreichen Sie uns telefonisch zu den üblichen Bürozeiten unter 0621-1246564 oder per E-Mail an 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

d. First E-Mail Reminder

Erinnerung: Ihre neue August-/September-Umfrage 2014

Sehr geehrter Herr ...,

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

Bei Rückfragen erreichen Sie uns telefonisch zu den üblichen Bürozeiten unter 0621-1246564 oder per E-Mail an 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

e. Second E-Mail Reminder

Erinnerung: Ihre neue August-/September-Umfrage 2014

Sehr geehrter Herr ...,

wir haben Sie kürzlich zur Teilnahme an einer neuen Befragung eingeladen und würden uns sehr freuen, wenn auch Sie teilnehmen. Über den folgenden Link können Sie direkt an der August-/September-Umfrage 2014 teilnehmen:

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

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

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

Mit herzlichen Grüßen aus Mannheim,

Ihr GESIS GesellschaftsMonitor Team