



Analysis of Late Responders to Probability-Based Web Panel Recruitment and Panel Surveys

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Probability-based, nationally representative online panel of adult population recruited via mail using address-based sample (ABS) frame

Includes:

- Households found to have no Internet access
KN provides them a laptop computer with free monthly ISP
- Cell phone only households
- Spanish-language households

Extensive profile data maintained on member demographics, attitudes, opinions, behaviors, etc.

Samples from the panel are assigned to client studies using e-mail invitations and a link to the online survey questionnaire

Problem Statements

Measure demographic characteristics of the general public as predictors of being late responders to panel recruitment efforts

Measure demographic characteristics of panel members as predictors of being late responders to taking online surveys

Panel Recruitment Stage

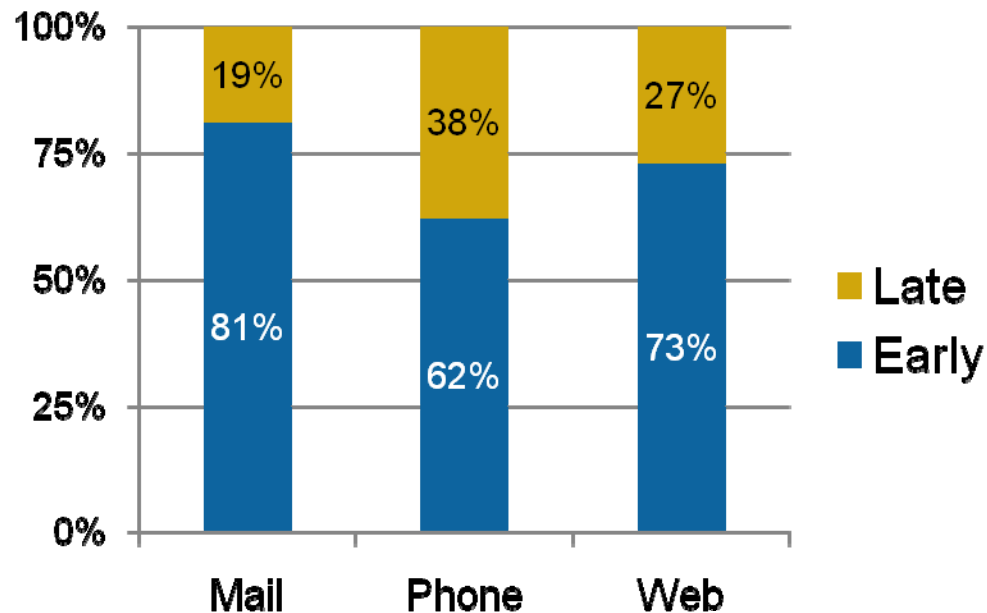
3 modes of data collection: mail, phone, web

“Early” is just before effects from a mailed Non-Response letter

“Late” responders by mode are defined as:

Mail mode: recruited 27 days or more after initial mailing

Phone/web modes: recruited 25 days or more after initial mailing



Probability of being late respondent during recruitment

	Independent variables	Odds ratios
	18-24 vs. 55+ year olds	1.07
	25-34 vs. 55+ year olds	1.36
More likely late	35-54 vs. 55+ year olds	1.60**
	Male vs. female	1.21
	African-American vs. White	1.51*
	Hispanic vs. White	1.65**
	2+Race vs. White	0.82
	Other ethnicity vs. White	1.49
Less likely late	2-person HH vs. 1-person HH	0.66*
	3+ person HH vs. 1-person HH	0.70*
	Internet HH vs. Non-internet HH	1.15

Red font: Significant odds ratios (* <.05, ** <.01, *** <.001). Dependent variable is coded as 0=early and 1=late. The model is controlling for the following variables: region, cell phone HH, recruitment mode, phone match.

Panel Survey Taking

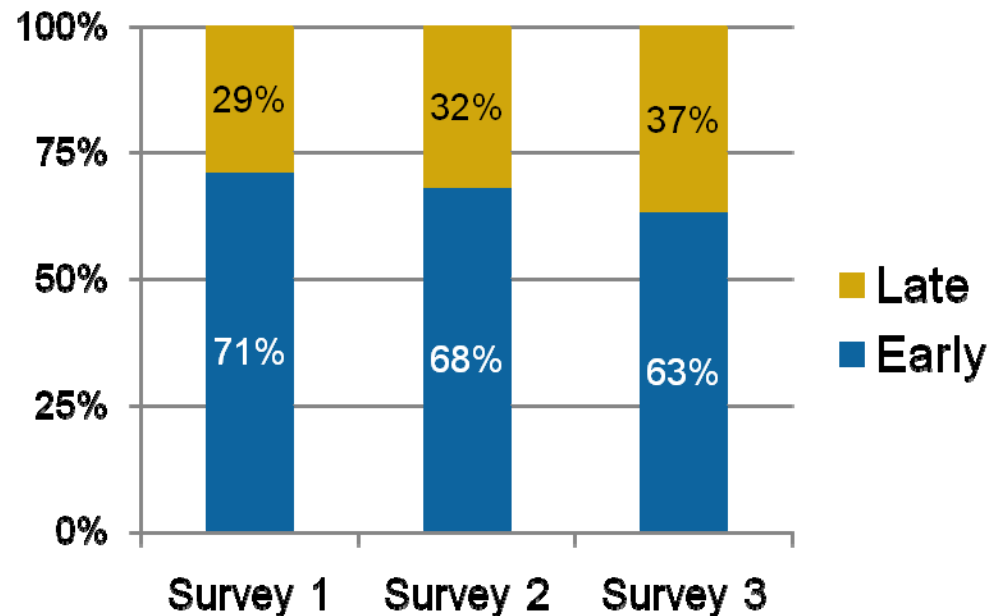
Data from three general population survey samples

Field period per survey: 10-14 days

Definition of “Early” and “Late” responders:

Early: completed in first 3 days (before standard email reminder sent)

Late: completed after 3 days



Probability of being late respondent when taking panel surveys

	Independent variables	Odds ratios
More likely late	18-24 vs. 55+ year olds	1.42**
	25-34 vs. 55+ year olds	1.41***
	35-54 vs. 55+ year olds	1.32***
	Male vs. female	1.06
More likely late	African-American vs. White	1.32**
	Hispanics vs. White	1.25*
	2+Race vs. White	1.07
	Other ethnicity vs. White	0.91
	2-person HH vs. 1-person HH	1.13
Less likely late	3+ person HH vs. 1-person HH	1.32**
	Internet HH vs. Non-internet HH	0.82**

Red font: Significant odds ratios (* <.05, ** <.01, *** <.001). Dependent variable is coded as 0=early and 1=late. The model is controlling for cell phone HH variable.

Summary and Conclusion

- Persons 35-54, Hispanic and African American are more likely to be late responders at recruitment and also for survey taking where it extends to all below age 55
- Larger households (3+) are less likely to be late at recruitment, but more likely to be late responders when taking surveys
- Non-Internet households do not differ from Internet households at recruitment , but are more likely late responders taking surveys

Panel recruitment and online survey efforts should employ effective strategies to encourage early response among minorities and persons under 55 to minimize possible response bias—especially when a short fielding period is required

Thank you for attending!

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