GGS Panel Maintenance Guidelines

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Aim

• Advise and suggest possible standardized solutions
• Guide of best practices and a reference point

• Two main issues:
  – Attrition prevention
  – Tracing
Attrition

- What is attrition?
  - Continuous erosion of the sample due to nonresponse.
- specific to panel surveys
  - time dependent event
- cumulative with time
- types
  - random (MCAR) – neglectable
  - non-random – potential Bias
- What are the considerations?
  - Possibility of not being able to establish a contact

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Attrition prevention

- Collecting contact information
- Keeping in touch with respondents
Collecting contact information

- up-to-date contact information
  - essential for re-establishment of contact
- at the end of successful interview
- collected information
  - home details
  - work details
  - potential proxies
    - next of keen (parents)
    - friends neighbors
Keeping in touch

• ... maintaining the panel
• 2 goals
  – securing that the contact attempt is successful – contact rate
    • providing updated contact details
  – securing that the interview solicitation is successful – cooperation rate
    • keeping the respondents highly motivated and informed in the inter-wave period

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Updated contact information

• Mailed contact forms
  – postcards
  – wish cards

• Web pages with on-line forms
  – possibly also providing
    • additional information on survey
    • FAQ
    • discussion forums
Motivation

- “Thank You” letter
- Satisfaction survey
  - Keeps panel members in a role of respondents
  - Gives an opportunity to reflect on interviewer conduct
- First results brochure
Unsuccessful maintenance

• What can we do about it?

• Attempt to trace the most current contact details of “lost” panel member
  – using various approaches
Tracing

- Easy tracing
  - phone directories
  - other specialized directories

- Difficult tracing
  - more difficult to access directories
  - web directories (vas amount of information)
  - printed directories
  - operators
  - municipal offices
  - respondent’s proxies
  - maps
  - field tracing

- Special tracing
  - CAI environments
  - use of registers

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Concluding remarks

• more on-hand experience available
  – large longitudinal surveys

• Acknowledgements
  – Statistics Canada
  – Hungarian GGP
  – Japanese GGP
Thank you for your attention!