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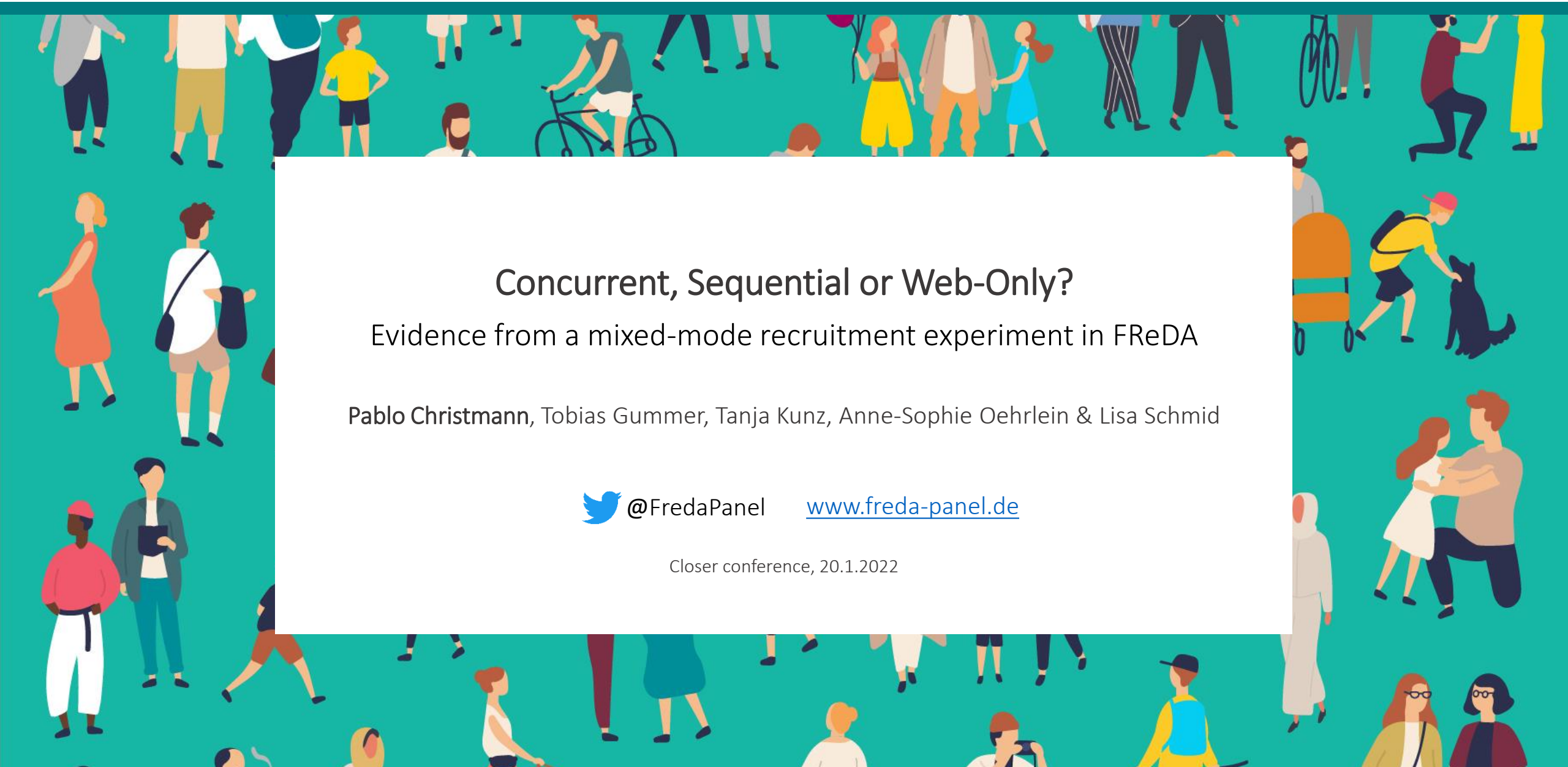

Concurrent, Sequential or Web-Only?

Evidence from a mixed-mode recruitment experiment in FReDA

Pablo Christmann, Tobias Gummer, Tanja Kunz, Anne-Sophie Oehrlein & Lisa Schmid

@FredaPanel www.freda-panel.de

Closer conference, 20.1.2022

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3. Response, panel consent, share of paper
4. Non-response
5. Outcomes for substantive answers
6. Sample composition
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1.

FReDA – Briefly explained

FAMILY RESEARCH AND DEMOGRAPHIC ANALYSIS

- **FReDA-GGS:** Probability based survey of 18- to 49-year-olds (20,000 – 22,000 panelists)
- **FReDA-pairfam:** Continuation of pairfam study (additional 4,500-5,000 panelists)
- **Multi-actor-design:** 7,000-9,000 additional partner interviews per wave
- **Bi-annual repeated surveys**
- **Cross-nationally comparable through the GGS**
- **Core themes:** family, partnerships, fertility, parenthood
- **Interdisciplinary access:** Sociology, Social psychology, Demography, Economics, Political science
- **Partner:**

Federal Institute for Population Research

gesis Leibniz Institute for the Social Sciences

University of Cologne

FReDA CONTENT

Family planning and fertility
Wish to have children, pregnancies, infertility, contraception

Couples' relationships und partnerships
Biographical information on previous partnerships and marriages, relationship duration, cohabitation, relationship satisfaction, separations and divorces

Employment situation, income, wealth
For anchor and partner, ISCO, working time arrangements, household net income

Division of housework and childcare
Division of work among partners, satisfaction, members of the household, support services

Parenthood and parent-child relationships
Information about children, relationship to children, support services

FReDA CONTENT

Relationships between generations

Health, well-being and personality

Opinions and values

…. Open modules from the research community

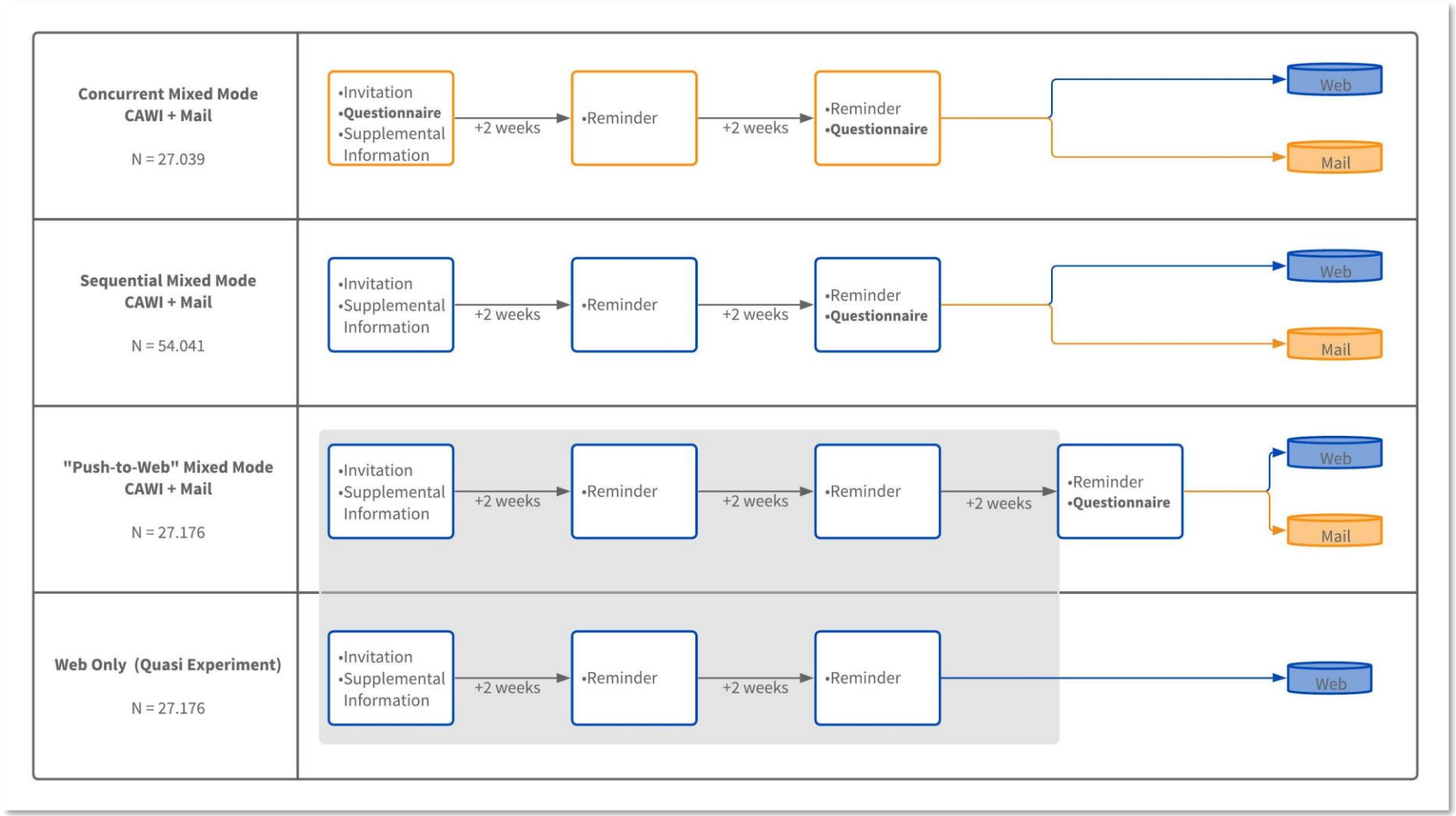
2. Design of recruitment experiment

PUSH-TO-WEB

Survey modes and the search for the optimal mode choice strategy

- **Originally, the recruitment survey was supposed to be CAPI survey and then Covid-19 happened… (see Gummer et al. 2020)**
- **Instead: self-administered mixed-mode survey (see Wolf et al. 2021)**
  - Approx. 10 min long, dedicated recruitment survey
  - 5€ unconditional prepaid incentive sent with the invitation letter
  - CAWI (online questionnaire, optimized for mobile devices) und PAPI (paper-based questionnaire sent by mail)
  - Probability based register sample with N=108,256 addresses
  - FW-Dates: 7.4.2021 – 29.06.2021, field institute: infas Institut für angewandte Sozialwissenschaft GmbH
  - AAPOR response rate 6: 38,3%
- **Implementation of a randomized experiment on mode choice strategy**

RESEARCH DESIGN



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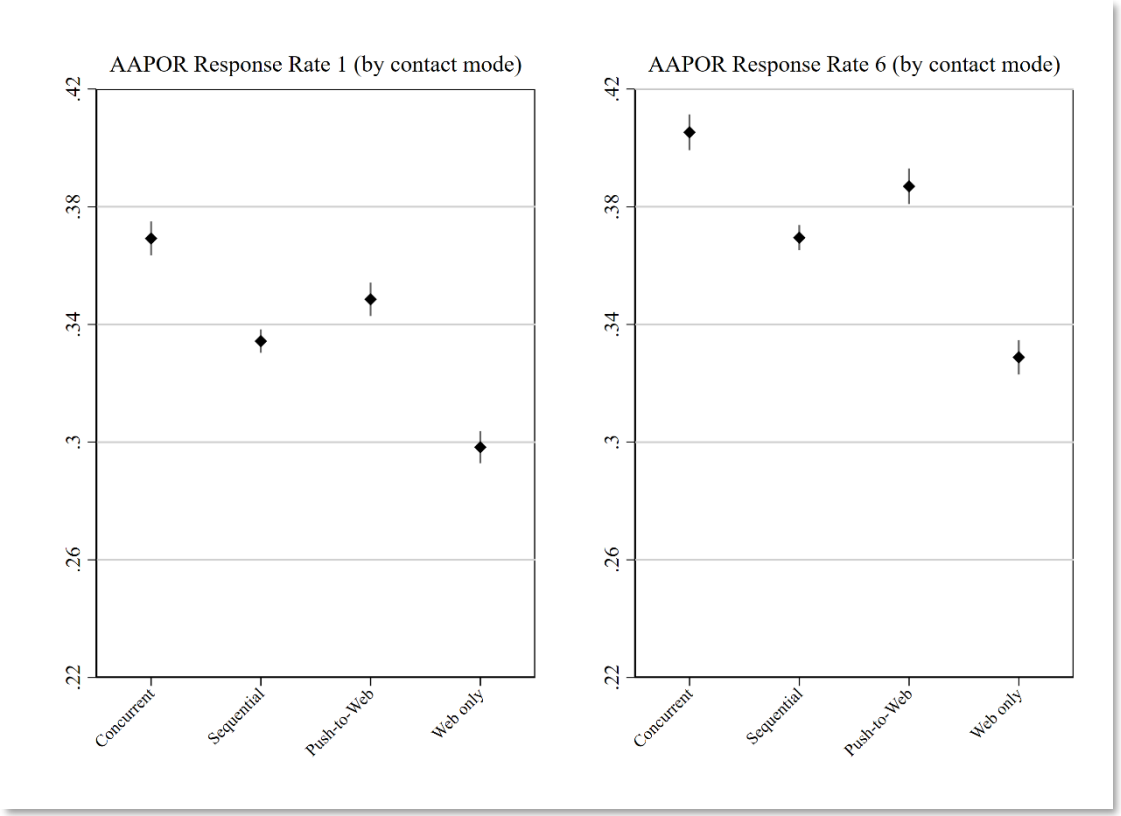
3.

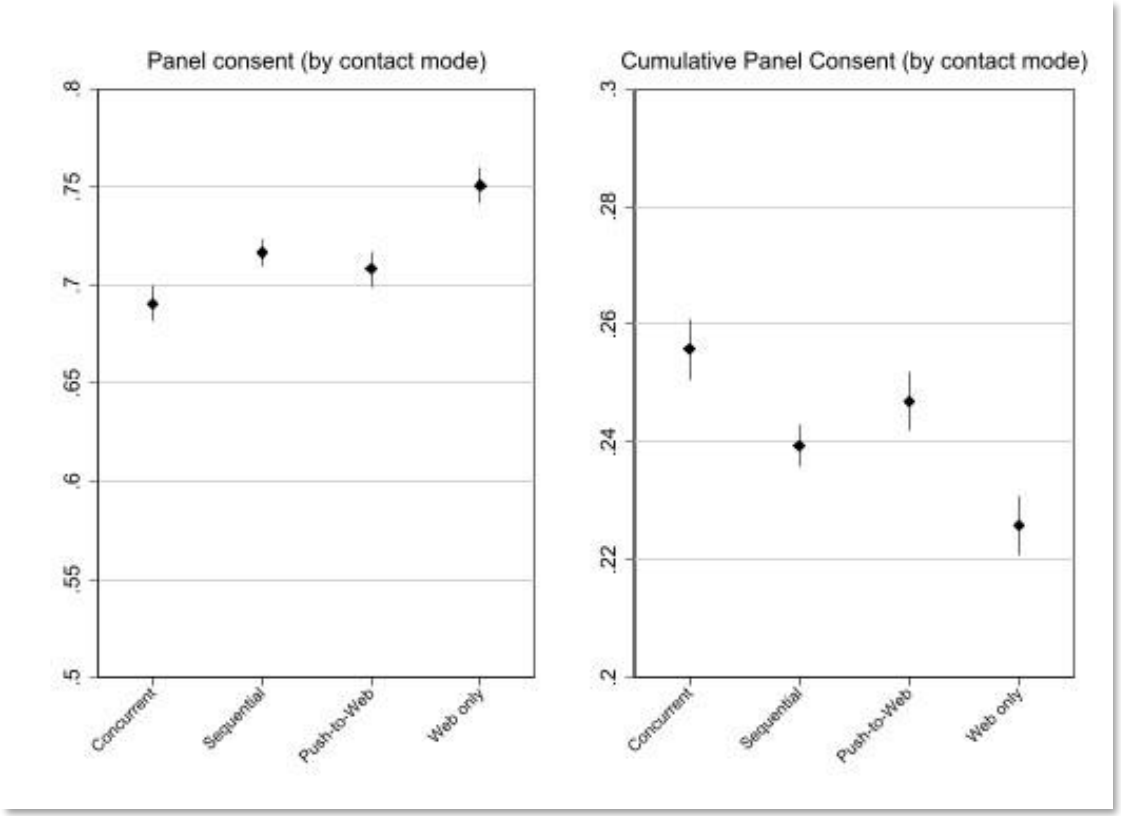
Response, panel consent, share of paper

RESPONSE RATE



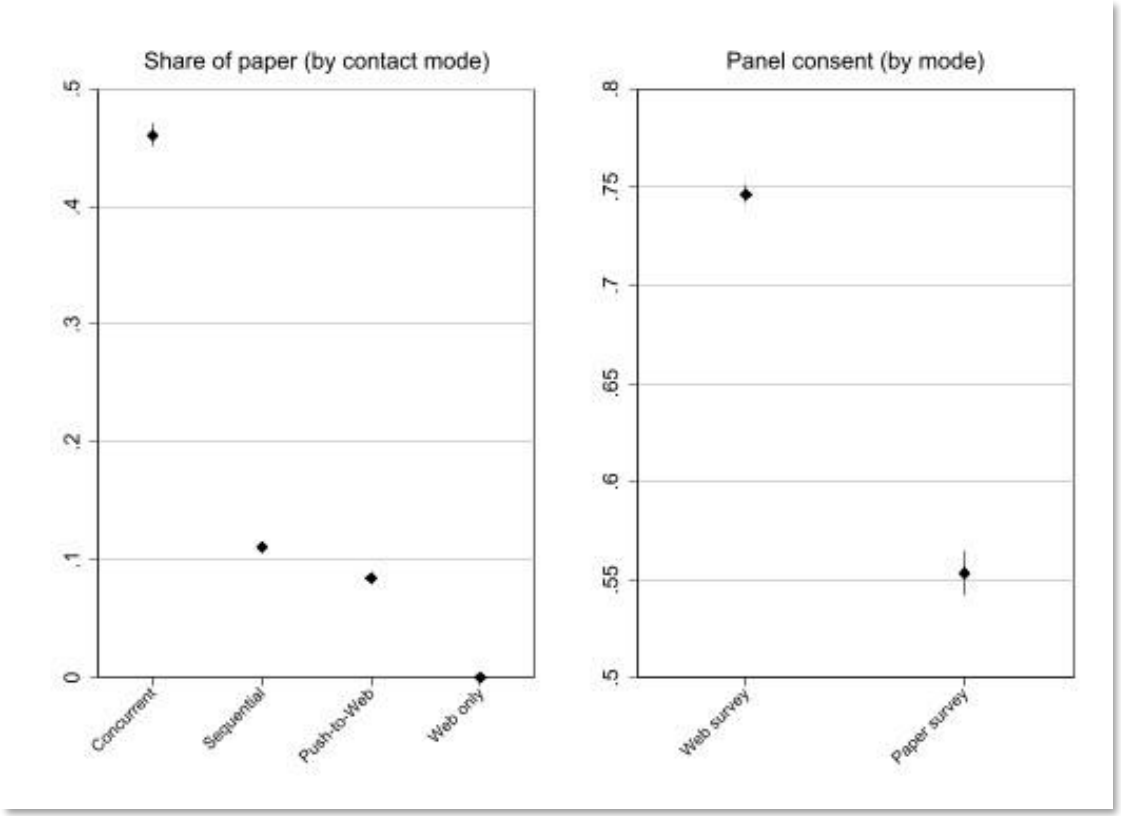
- Concurrent contact design yields better results than the sequential design
- Effect of additional reminder in the “strong” push-to-web group is neglectable
- Single mode web survey still yields a response rate >=30%

PANEL CONSENT



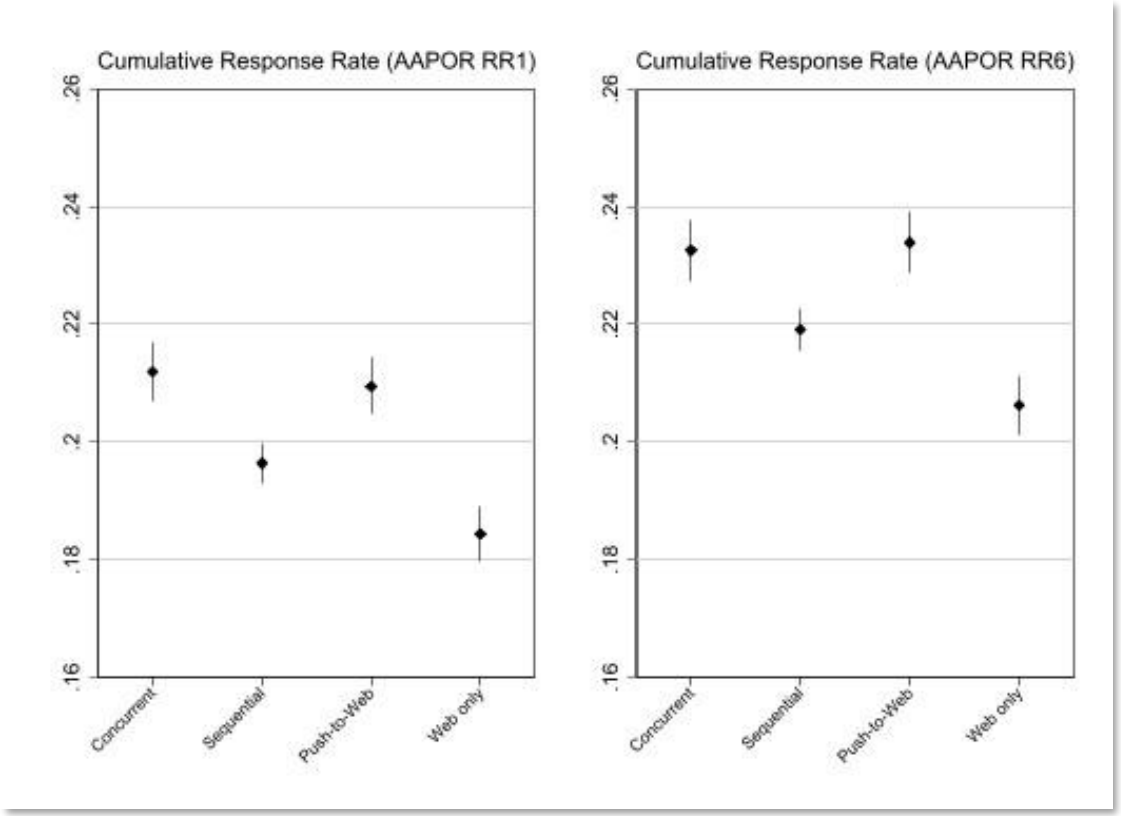
- … but consent rate is highest in single mode web survey and lowest in concurrent mode
- … still concurrent design outperforms other designs when considering the cumulative panel consent rate (AAPOR RR6*CR)
- differences between mode choices are reduced

SHARE OF PAPER



- share of paper is much higher in the concurrent contact design
- consent rate much higher in web interviews
- the majority of web-respondents took part in the survey with mobile devices:
  - 51.7% via smartphone,
  - 8.6% via tablet,
  - 24.6% via notebook,
  - 14.9% via desktop computer

CUMULATIVE RESPONSE RATE (AFTER WAVE 2)

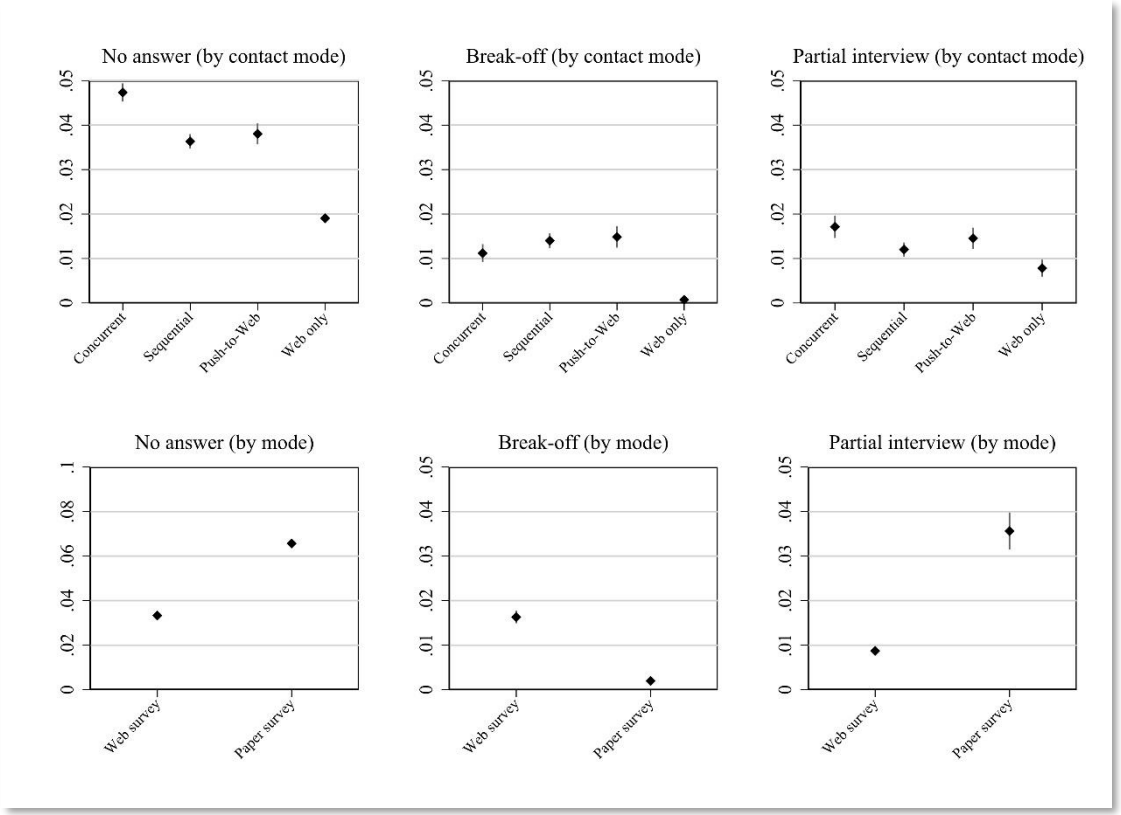


- differences between mode choices are even further reduced when considering the cumulative response rates after the first reinterview

4.

Non-response

UNIT & ITEM NON-RESPONSE

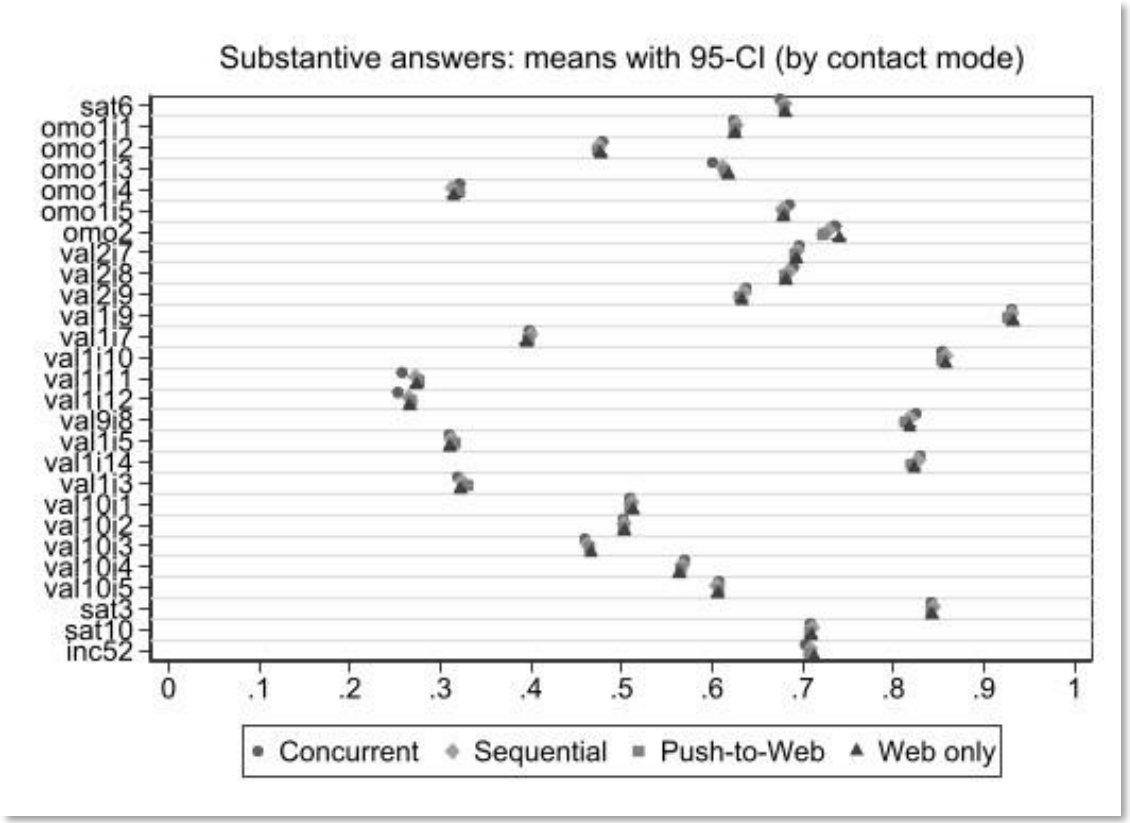


- Share of NA well within tolerable limits for all mode choices
- Break-off rate slightly lower in concurrent mode then in sequential modes
- Partial interview rate slightly higher in concurrent mode then in sequential mode
- …this is because people don’t sent back a paper survey they did not really answer

5.

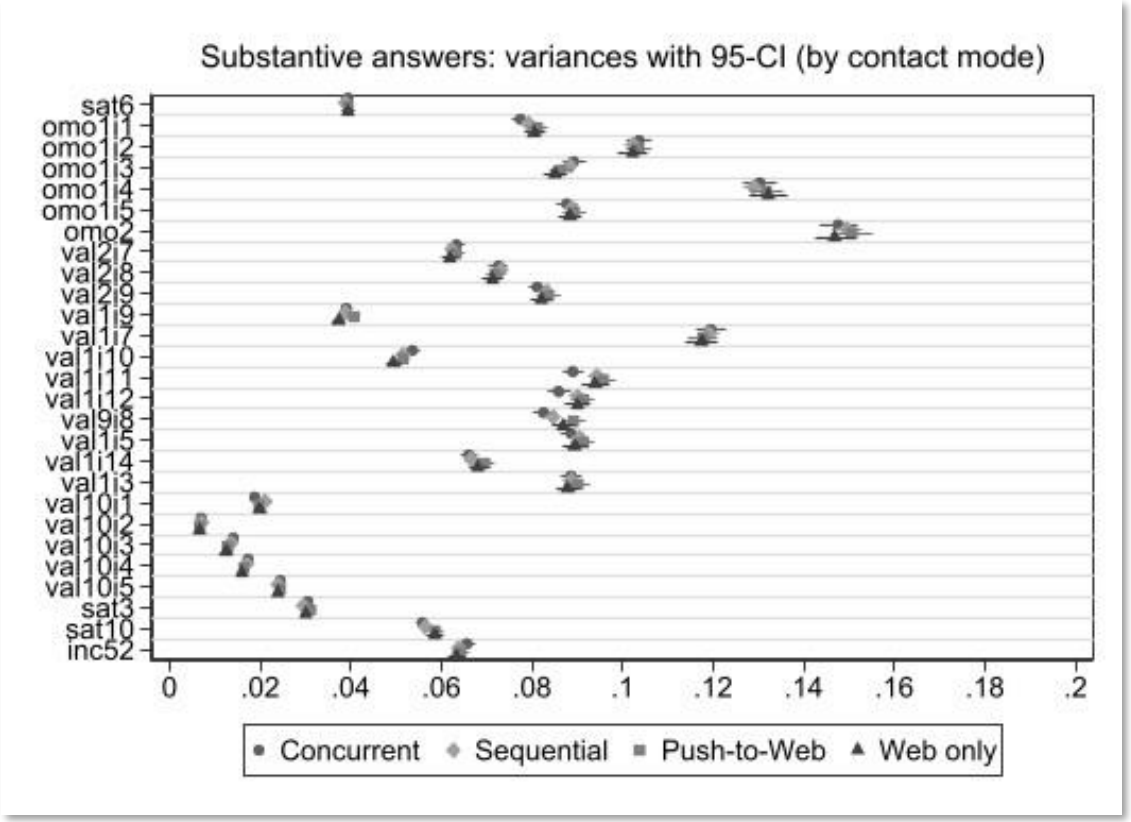
Outcomes for substantive answers

OUTCOMES FOR SUBSTANTIVE ANSWERS



- All ordinal rating scales of the questionnaire (N=27), variables have been rescaled to values between 0-1
- No matter the mode choice strategy, we get the same answers on average

OUTCOMES FOR SUBSTANTIVE ANSWERS



- All ordinal rating scales of the questionnaire (N=27), variables have been rescaled to values between 0-1
- No matter the mode choice strategy, we get similar variances

6.

Sample composition

AGE

Age	Population	Concurrent		Sequential		Push-to-Web		Web Only	
18-20	4.9	4.6	(-0,3)	5.1	(+0,2)	4.9	(+0,0)	5.0	(+0,1)
20-25	14.0	14.3	(+0,3)	13.6	(-0,4)	13.9	(-0,1)	14.2	(+0,2)
25-30	15.0	14.6	(-0,4)	14.7	(-0,3)	15.0	(+0,0)	15.1	(+0,0)
30-35	17.8	18.2	(+0,4)	17.8	(+0,0)	17.7	(-0,1)	17.7	(-0,1)
35-40	16.2	17.9	(+1,7)	17.6	(+1,4)	18.2	(+2,0)	18.3	(+2,1)
40-45	15.8	15.9	(+0,1)	16.2	(+0,4)	16.2	(+0,4)	16.0	(+0,2)
45-50	16.2	14.5	(-1,7)	15.1	(-1,1)	14.2	(-2,0)	13.7	(-2,5)

- Population reference based on data from the German Mikrozensus 2020
- The web mode underrepresents the 45-50yrs a little bit stronger than the other modes

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SEX

Sex	Population	Concurrent		Sequential		Push-to-Web		Web Only	
Female	49,0	54,5	(+5,5)	55,2	(+6,2)	54,3	(+5,2)	53,96	(+4,9)
Male	51,0	45,2	(-5,8)	44,5	(-6,5)	45,4	(-5,5)	45,77	(-5,2)
Non-binary	0,0	0,3	(+0,3)	0,3	(+0,3)	0,3	(+0,3)	0,28	(+0,3)

EDUCATION

Education	Population	Concurrent		Sequential		Push-to-Web		Web Only	
ISCED 1-2	17,46	5,36	(-12,1)	5,17	(-12,3)	5,41	(-12,1)	5,08	(-12,4)
ISCED 3-4	53,61	44,72	(-8,9)	45,42	(-8,2)	44,83	(-8,8)	45,74	(-7,9)
ISCED 5-8	28,73	41,99	(+13,3)	40,08	(+11,4)	41,22	(+12,5)	43,12	(+14,4)
Unknown or in education	0,20	7,92	(+7,7)	9,33	(+9,1)	8,54	(+8,3)	6,07	(+5,9)

- The web mode overrepresents the highly educated a little bit more than the other modes

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MARITAL STATUS

Marital Status	Population	Concurrent	Sequential	Push-to-Web	Web Only
Single	52,9	51,1 (-1,8)	51,6 (-1,3)	51,2 (-1,7)	51,45 (-1,5)
Married / life-partnership	40,67	43,32 (+2,7)	42,67 (+2,0)	43,22 (+2,6)	43,02 (+2,4)
Separated	1,9	1,5 (-0,4)	1,5 (-0,5)	1,5 (-0,4)	1,46 (-0,5)
Divorced / dissolution of life-partnership	4,18	3,78 (-0,4)	3,99 (-0,2)	3,86 (-0,3)	3,89 (-0,3)
Widowed	0,3	0,3 (±0,0)	0,3 (-0,1)	0,2 (-0,1)	0,18 (-0,1)

HOUSEHOLD SIZE

Household Size	Population	Concurrent	Sequential	Push-to-Web	Web Only
One-person household	20,8	14,5 (-6,4)	14,4 (-6,4)	15,1 (-5,8)	15,32 (-5,5)
Two-person households	23,2	26,8 (+3,6)	26,3 (+3,1)	25,6 (+2,4)	25,7 (+2,5)
Three-person households	22,3	23,2 (+0,9)	23,5 (+1,2)	24,1 (+1,8)	23,72 (+1,4)
Four-person households	23,8	25,3 (+1,4)	25,7 (+1,9)	25,0 (+1,2)	24,77 (+0,9)
Households with 5 and more persons	9,8	10,3 (+0,4)	10,1 (+0,3)	10,3 (+0,5)	10,53 (+0,7)

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EMPLOYMENT STATUS

Employment Status	Population	Concurrent		Sequential		Push-to-Web		Web Only	
In employment	79,4	76,7	(-2,7)	76,6	(-2,9)	76,2	(-3,2)	76,3	(-3,1)
Out of employment	16,9	20,9	(+4,1)	20,9	(+4,0)	21,2	(+4,3)	21,3	(+4,4)
Unemployed	3,7	2,4	(-1,3)	2,5	(-1,1)	2,6	(-1,1)	2,4	(-1,3)

HOUSEHOLD INCOME

Household Income	Population	Concurrent		Sequential		Push-to-Web		Web Only	
< 1,000 EUR	7.38	7,1	(-0,3)	7,1	(-0,3)	7,3	(+0,0)	6,81	(-0,6)
1,000-2,000 EUR	16.65	14,3	(-2,3)	14,3	(-2,3)	14,3	(-2,4)	13,71	(-2,9)
2,000-3,000 EUR	21.74	19,6	(-2,2)	19,1	(-2,7)	20,6	(-1,2)	20,37	(-1,4)
3,000-4,000 EUR	20.38	21,7	(+1,3)	21,9	(+1,5)	21,3	(+0,9)	21,50	(+1,1)
4,000-4,500 EUR	8.54	10,4	(+1,8)	10,5	(+2,0)	11,2	(+2,6)	11,52	(+3,0)
> 4,500 EUR	25.31	27,0	(+1,6)	27,1	(+1,8)	25,4	(+0,1)	26,09	(+0,8)

- The web mode overrepresents the high-income group a little bit more than the other modes
- … and underrepresents the low inc. group a bit more

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NATIONALITY

Nationality	Population	Concurrent		Sequential		Push-to-Web		Web Only	
Germany	81,1	92,3	(+11,2)	92,9	(+11,8)	92,4	(+11,3)	92,73	(+11,7)
Turkey	2,4	0,6	(-1,8)	0,8	(-1,7)	0,6	(-1,8)	0,60	(-1,8)
Syria	1,5	0,6	(-0,9)	0,4	(-1,1)	0,7	(-0,8)	0,60	(-0,9)
Poland	1,3	0,4	(-0,9)	0,6	(-0,7)	0,5	(-0,8)	0,49	(-0,8)
Italy	1,1	0,5	(-0,7)	0,6	(-0,6)	0,4	(-0,8)	0,38	(-0,8)
Rumania	1,0	0,4	(-0,6)	0,3	(-0,7)	0,3	(-0,8)	0,23	(-0,8)
Croatia	0,7	0,3	(-0,5)	0,3	(-0,5)	0,3	(-0,4)	0,25	(-0,5)
Other Country	10,8	4,9	(-5,9)	4,1	(-6,6)	4,8	(-6,0)	4,72	(-6,0)

URBANITY

Inhabitants at place of residence	Population	Concurrent		Sequential		Push-to-Web		Web Only	
Under 2,000	4,7	4,5	(-0,2)	4,4	(-0,3)	4,2	(-0,5)	4,2	(-0,5)
2,000-5,000	7,7	9,2	(+1,5)	9,6	(+1,9)	9,5	(+1,8)	9,6	(+1,9)
5,000-20,000	24,8	26,3	(+1,5)	26,6	(+1,8)	25,6	(+0,8)	25,7	(+0,8)
20,000-50,000	17,8	15,7	(-2,2)	15,7	(-2,1)	15,6	(-2,3)	15,4	(-2,5)
50,000-100,000	8,8	7,7	(-1,1)	7,3	(-1,5)	7,8	(-1,0)	7,8	(-1,0)
100,000-500,000	16,6	16,9	(+0,4)	16,9	(+0,3)	17,2	(+0,7)	17,3	(+0,7)
Over 500,000	19,6	19,7	(+0,2)	19,6	(+0,0)	20,1	(+0,6)	20,0	(+0,5)

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7. Discussion

DISCUSSION

- **Concurrent design performed best with respect to RR, but advantage is reduced when considering the panel consent rate or the cumulative response rate as well**
- **It is feasible to build a register-based panel in self-administered-modes**
- **Single mode web-surveys look like a viable alternative for our age group (<50yrs)**
  - more research is necessary: for this we will continue our web-only experiment until the end of the third wave (W1b)
- **The second FReDA wave (W1a) has been successfully completed**
  - About 22.000 completed re-interviews (RR6=85%), tailored contact design, questionnaire length ~= 20-25min
  - 7,131 completed partner interviews (consent=53%, RR6=79%), length ~= 20min

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Thank you!

Dr. Pablo Christmann

Project Coordinator FReDA
GESIS - Leibniz Institute for the Social Sciences
P.O.Box 122155
68072 Mannheim
Phone: +49(621)-1246-411
Mail: pablo.christmann@gesis.org

www.freda-panel.de

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