

# Comparing face-to-face & online recruitment approaches

Evidence from two probability-  
based panels in the UK

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# Background



# 1



# Context

- Continued pressure for faster & cheaper surveys
- Declining response rates & increasing costs of F2F interviewing
- Concerns over quality of non-probability web panels
- Set up of probability based web-panels:
  - NatCen Panel: 2015/16 – F2F recruitment
  - Kantar Public Voice Panel: 2019/20 – mixed P2W/F2F recruitment
- Impact COVID-19: F2F recruitment no longer possible



# Panel & fieldwork design summary

	<b>NatCen Panel</b>	<b>Public Voice</b>
<b>Recruitment survey mode</b>	BSA19: F2F BSA20: P2W (/tel)	Mixed F2F & P2W (/paper)
<b>Target population</b>	GB adults: 18+	UK adults: 16+
<b>Panel wave mode</b>	Sequential web/ telephone	Sequential web/ telephone
<b>Panel wave fieldwork dates</b>	14 <sup>th</sup> Jan – 7 <sup>th</sup> Feb '21	Mar-Apr '20
<b>Panel wave contact approach</b>	Mixed letters, emails, SMS invitations & reminders	Mixed letters, emails, SMS invitations & reminders
<b>Panel wave incentive</b>	BSA19: £10 (30 mins) BSA20: £5 (15 mins)	£10 (20 mins)

# Response rates

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# 2



# Response rates: step-by-step

	NatCen Panel		Public Voice	
	F2F	P2W	F2F	P2W
<b>Eligible issued adults*</b>	<b>100%</b> N=7,956	<b>100%</b> N=38,701	<b>100%</b> N=4,554	<b>100%</b> N=31,903
<b>Participated in recruitment survey</b>	<b>41%</b> N=3,224	<b>10%</b> N=3,964	<b>36%</b> N=1,630	<b>7%</b> N=2,304
<b>Joined panel</b>	<b>65%</b> N=2,104	<b>78%</b> N=3,085	<b>81%</b> N=1,323	<b>84%</b> N=1,943
<b>Participated in panel survey</b>	<b>56%</b> N=1,181	<b>83%</b> N=2,556	<b>45%</b> N=600	<b>69%</b> N=1,335

\*Assuming 8% deadwood & 1.9 eligible adults per household for P2W



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\*Assuming 8% deadwood & 1.9 eligible adults per household for P2W



# Response rates: cumulative

	NatCen Panel		Public Voice	
	F2F	P2W	F2F	P2W
<b>Eligible issued adults*</b>	<b>100%</b> N=7,956	<b>100%</b> N=38,701	<b>100%</b> N=4,554	<b>100%</b> N=31,903
<b>Participated in recruitment survey</b>	<b>41%</b> N=3,224	<b>10%</b> N=3,964	<b>36%</b> N=1,630	<b>7%</b> N=2,304
<b>Joined panel</b>	<b>26%</b> N=2,104	<b>8%</b> N=3,085	<b>29%</b> N=1,323	<b>6%</b> N=1,943
<b>Participated in panel survey</b>	<b>15%</b> N=1,181	<b>7%</b> N=2,556	<b>13%</b> N=600	<b>4%</b> N=1,335

\*Assuming 8% deadwood & 1.9 eligible adults per household for P2W



# Response rates: Summary

- Overall, F2F recruitment results in higher response rates
  - Plus, more non-response occurs *after* participation in the recruitment survey
- But, P2W is cheaper
  - Initial recruitment costs are lower
  - Higher panel survey response rate
  - Lower panel survey tel. costs

**Sample profile**



**3**

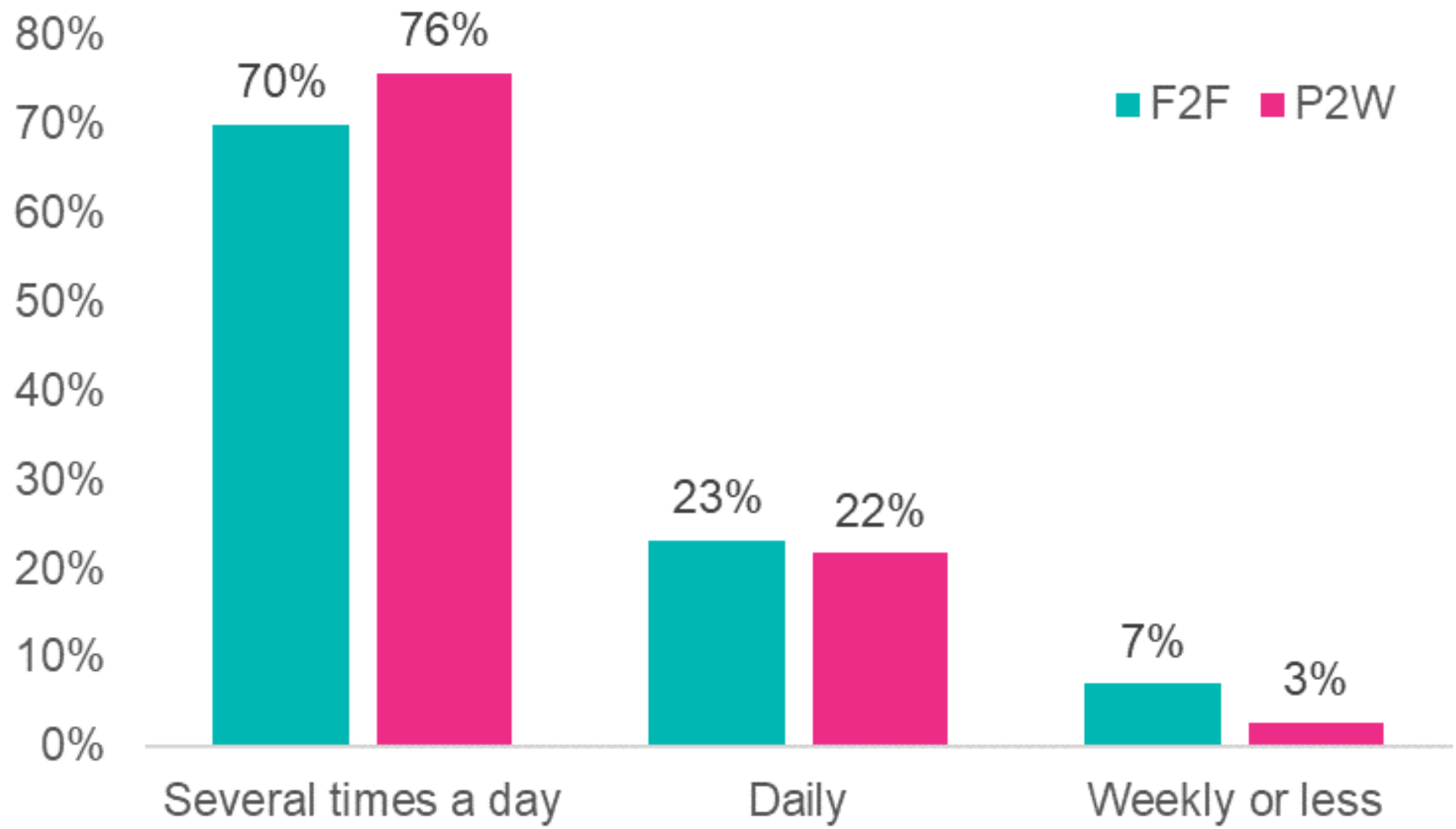


# Analysis

- Compare ‘unweighted’ (selection weights only) estimates across demographic variables collected in panel survey wave
- Lots of smaller differences, but three clear patterns:
  - P2W recruits more likely to use the internet regularly
  - P2W recruits ‘better off’
  - P2W recruits more politically engaged (& ‘liberal’?)

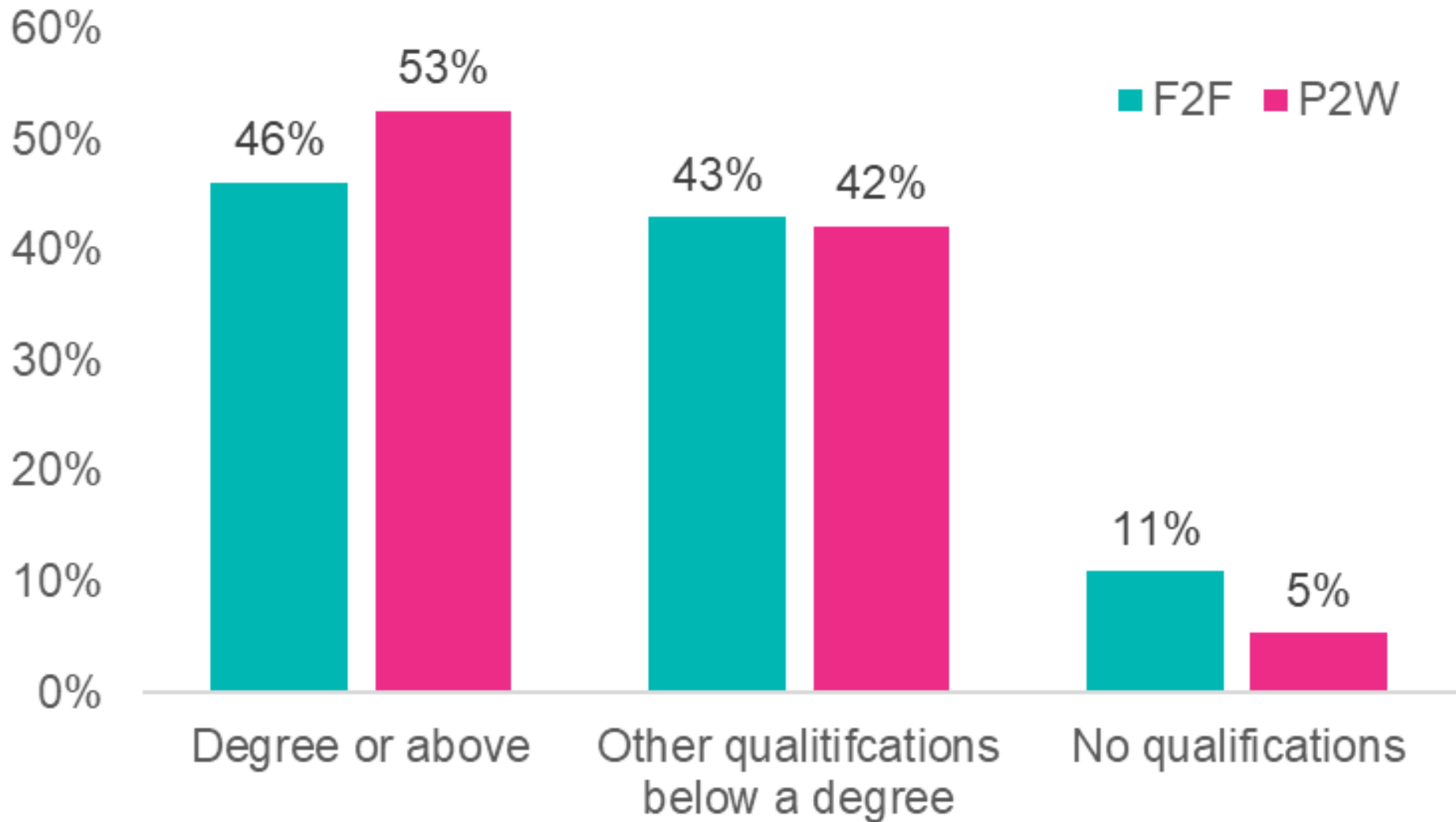


# Internet use



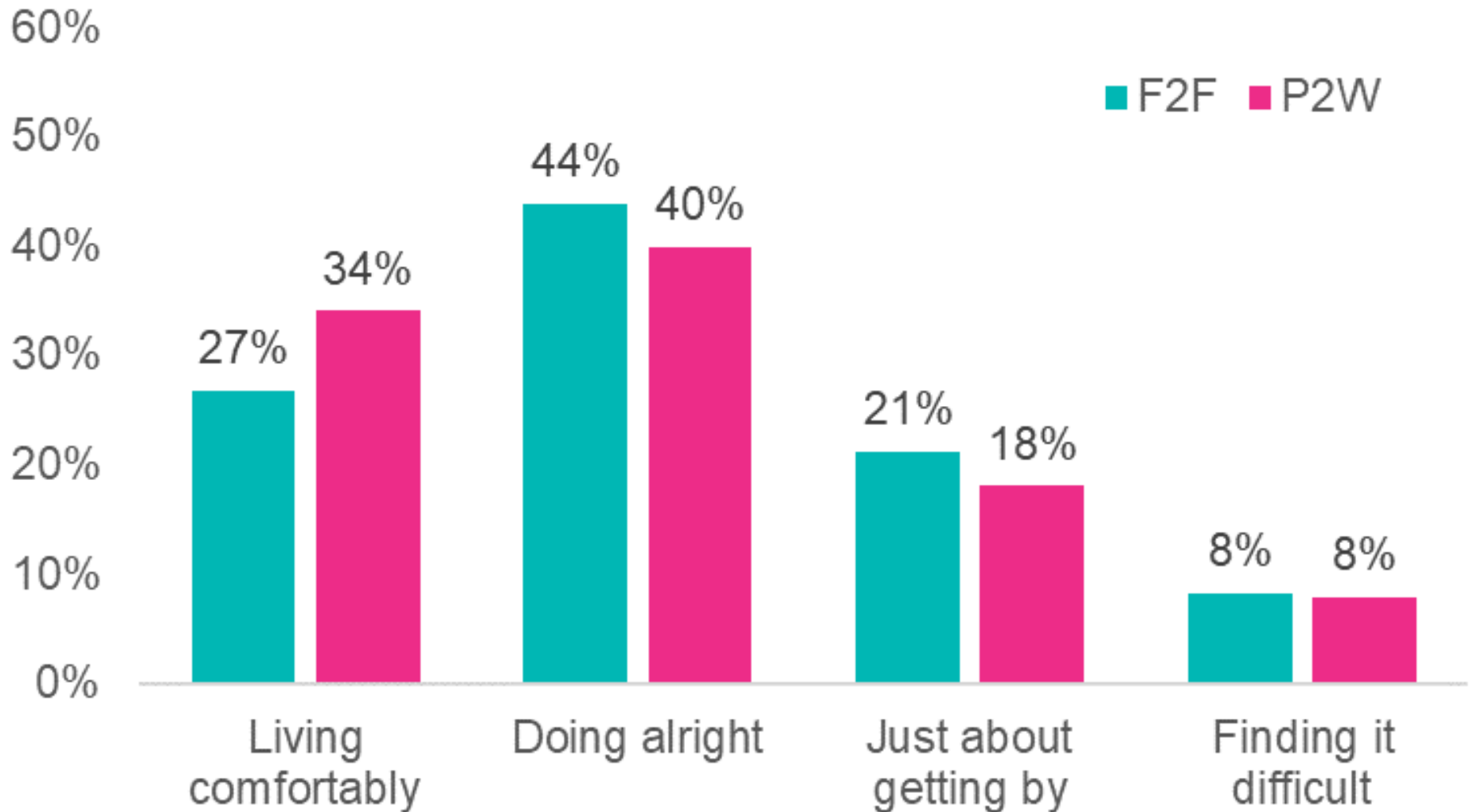


# Highest qualification





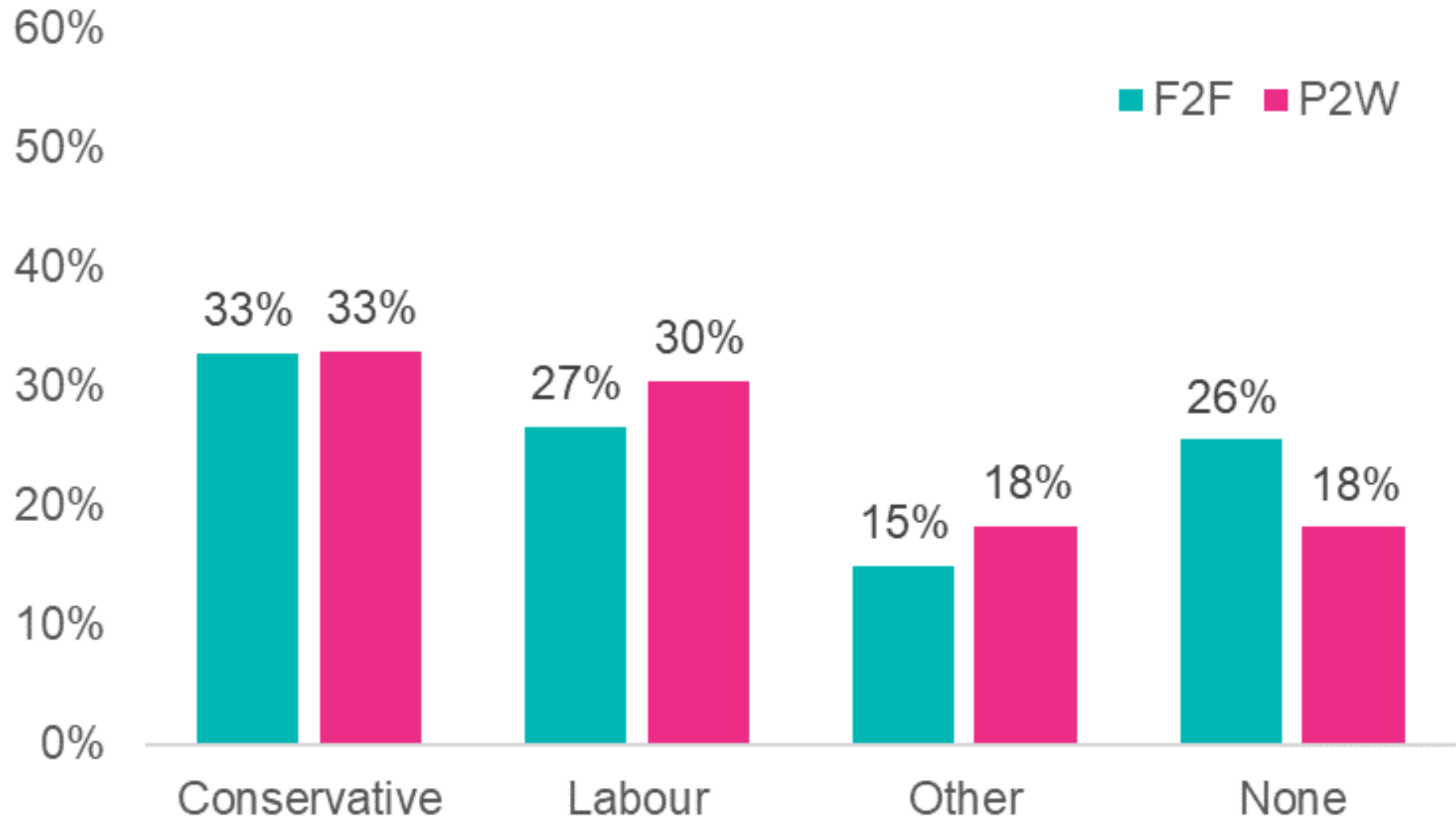
# How managing financially







# Political Party ID



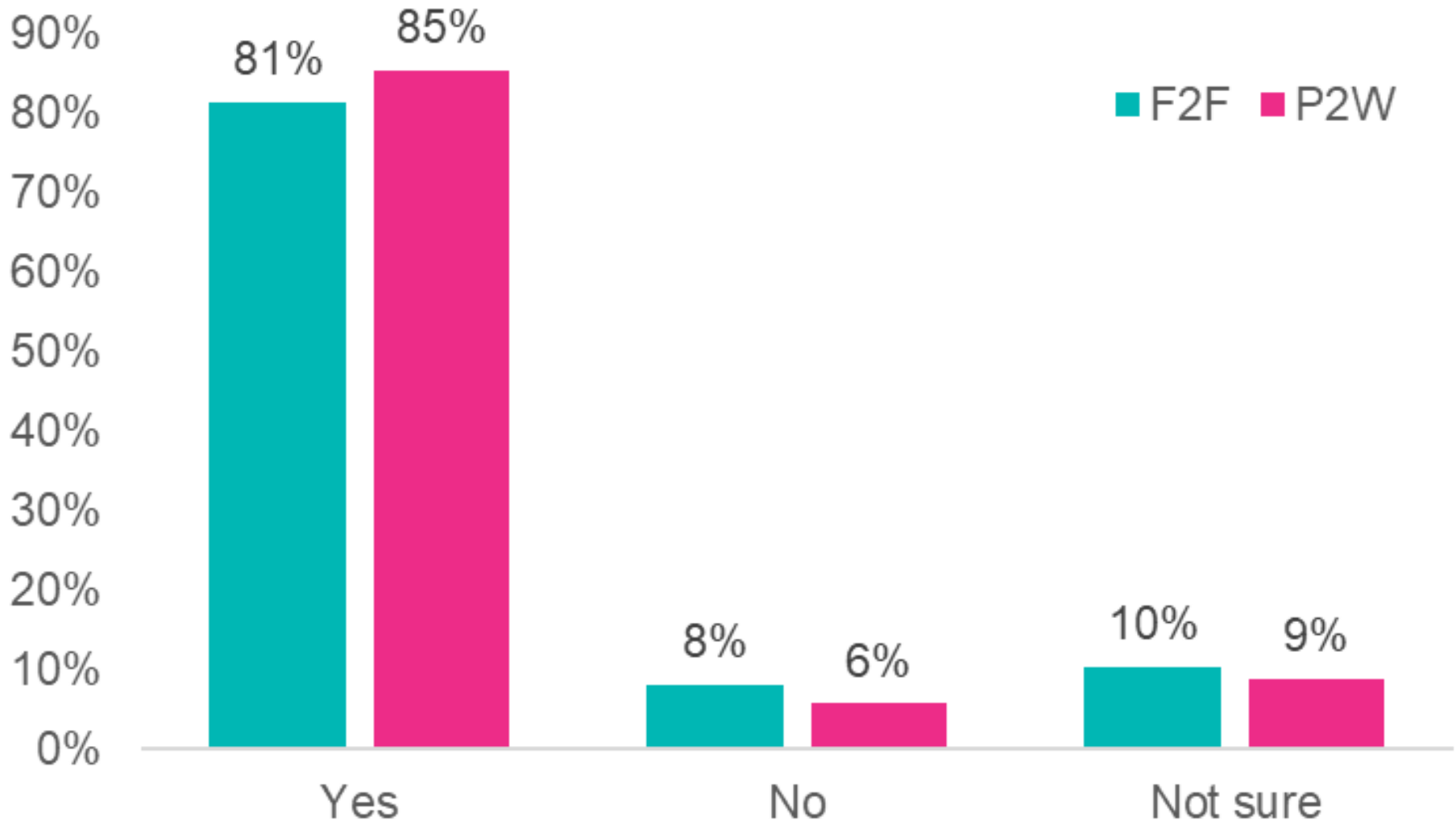


# Impact of non-response weights?

- These differences remain once non-response weights are applied (even if weaker)
- Standard weighting design aims to model non-response
  - Where non-response occurs at recruitment survey, limited effectiveness



# CV-19 Vaccine willingness (weighted)



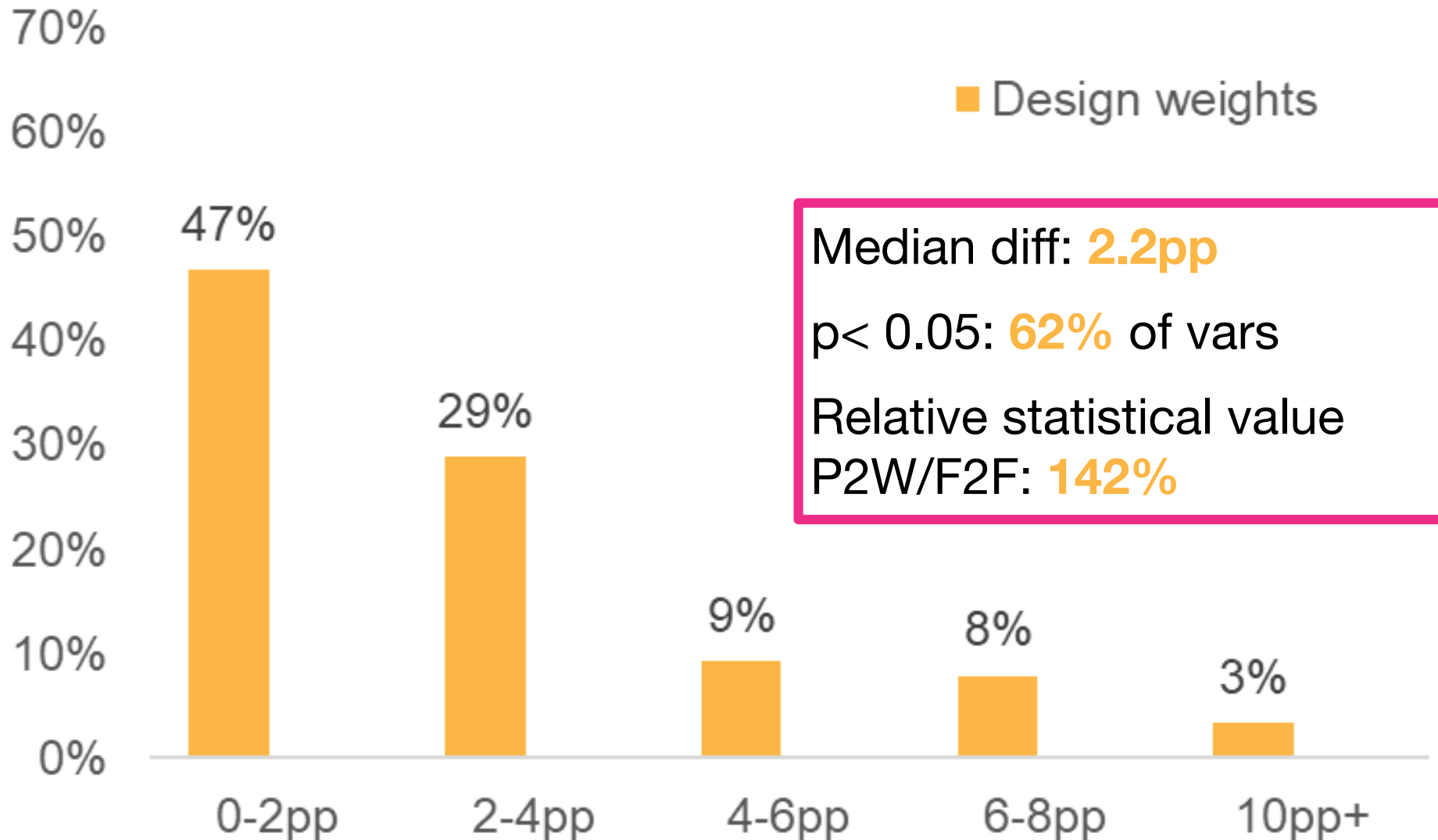


# Combining F2F & P2W samples

- Kantar experience similar differences in unweighted sample profile
- Main role of F2F is to help adjust P2W sample
  - P2W sample weighted to match calibrated F2F sample across demographic, behavioural and attitudinal dimensions in a 'base weight'
  - Reduces differences between recruitment survey samples, but also reduces statistical power

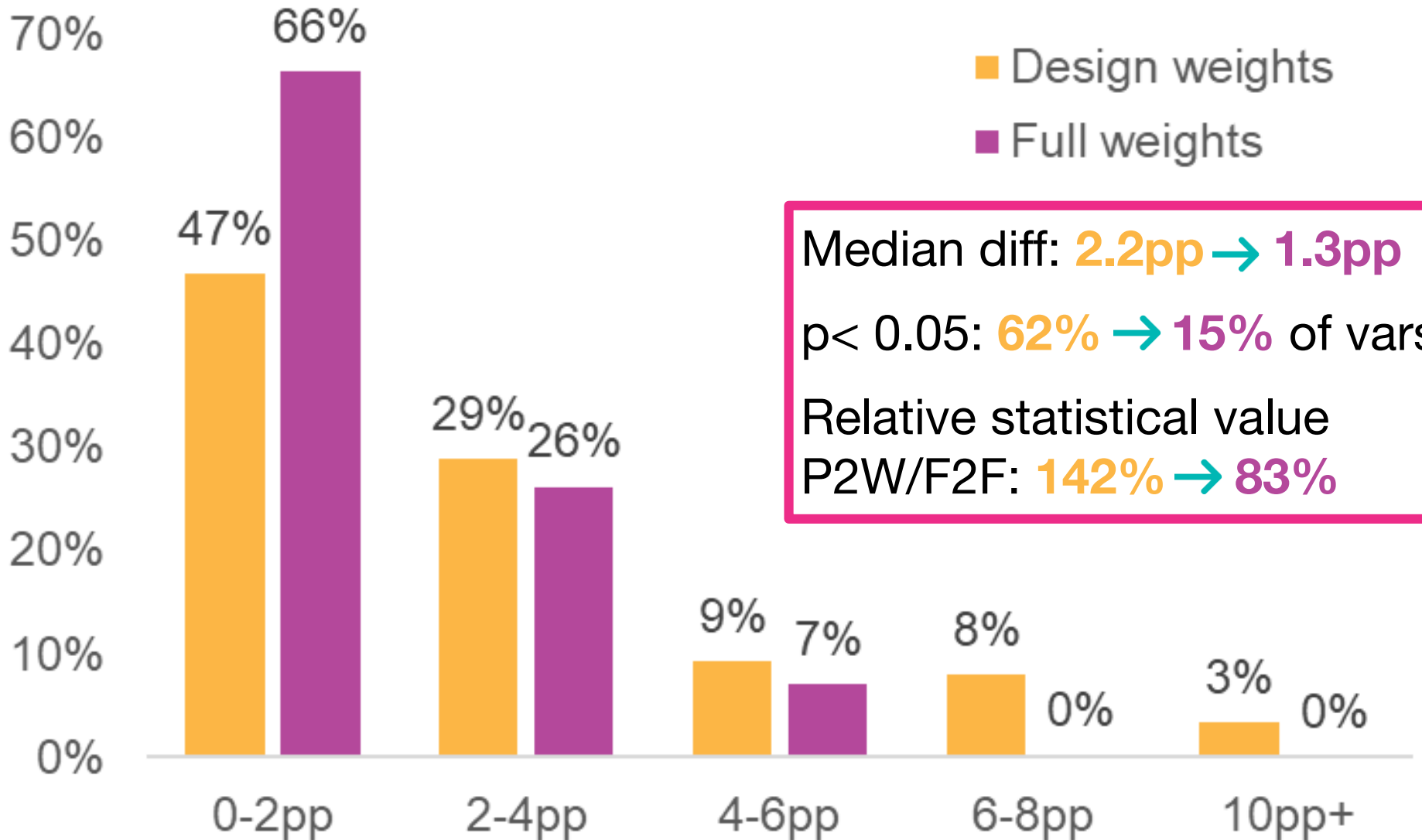


# P2W vs F2F point estimates





# P2W vs F2F point estimates



# Conclusions



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# Conclusions

- P2W recruitment occupies a different cost/quality position
  - Always pressure for lower-cost options
  - May be more appropriate for certain studies
- P2W may become more viable if sample quality can be improved
- For now:
  - Kantar continuing to weight P2W to F2F in a 'base weight'
  - NatCen continuing to use mostly F2F sample but 'refreshing' with 18-24 y/os from P2W



# Thanks!

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