

Setting up an online probability-based panel in Chile

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Motivation

Why setting up an online probability-based panel in Chile?

Chile has a strong reliance on F2F surveys.

- Benefits

High-quality data.

- Problems

1. Longer questionnaires → more time on the field (higher costs).
2. Coverage biases → population changes faster than sampling frames (e.g. migration)
3. Nonresponse biases → problems of access to apartment buildings
4. Interviewer effects → “sensitive topics”
5. Not possible to field when important events disrupt the regular functioning of major cities → social crisis.

Motivation

18 October 2019 - Social crisis in Chile

Massive protests against inequalities of all sorts and a widespread perception of a lack of fairness.

General support and quick expansion of the protests.

An explosive escalation of violence ensued, leading to chaos on the streets of Santiago and major cities across the country for several weeks.

More info: González and Le Foulon (2020). “The 2019–2020 Chilean protests: A first look at their causes and participants” *International Journal of Sociology*

Impossible to field F2F surveys when the information to understand the ongoing events was critical!



Initial plan

Presented at the RISCAPE workshop “Mapping the global on-line probability based panel landscape” that took place in Amsterdam 11-12 December 2019.

5-year project

- One big recruitment stage in year 1 (piggy-backing approach, F2F interviews). 2500 households initially. Recruit all household members older than 15 years old ($N \approx 4000$ or 6000).
- 4 mixed-mode waves per year (incentives for responding each survey), 1000 individuals per wave.
- Telephone interviews for off-liners. It introduces selection and mode effects. Nevertheless, research shows that they are not large and depend on topic at hand in Chile (González et al. 2019).
- One refreshment sample per year (500 households, F2F interviews). Oversampling hard-to-reach groups.

But then...



COVID-19 in Chile

First positive case in March 3rd.

School closures and stay-at-home orders since mid-March.

Dynamic lockdowns applied at the municipality (comuna) level. Some municipalities had one of the longest lockdowns in the world! (> 150 days).

Chile has already exceeded 400,000 COVID-19 cases. #6 in the world with most COVID-19 cases per million population, only behind Qatar, Bahrain, French Guyana, Aruba and Panama.

Again, impossible to field F2F surveys when the information to understand the ongoing events was critical!

New plan

No F2F surveys during the pandemic.
Limited budget.

5-year project

~~- One big recruitment stage in year 1 (piggy-backing approach, F2F interviews). 2500 households initially. Recruit all household members older than 15 years old (N ≈ 4000 or 6000).~~

- Three recruitment stages in year 1 (piggy-backing approach, CATI).

Stage 1 (August): 1600 individuals.

Stage 2 (October): 2000 individuals.

Stage 3 (January): 2000 individuals.

~~- 4 online waves per year (incentives for responding each survey). 2 waves in 2020 (October and November). 4 waves since 2021. 1000 individuals per wave.~~

~~- One refreshment sample per year (500 households, F2F interviews). Oversampling hard-to-reach groups.~~

- Currently evaluating a refreshment sample on CATI.

- Telephone interviews for off-liners. It introduces selection and mode effects. Nevertheless, research shows that they are not large and depend on topic at hand in Chile (González et al. 2019).

Recruiting stage

Cell RDD coverage: 94 percent of adult population.

Response rate to the CATI recruitment survey (AAPOR): 11.1 percent (= 1,604/14,439)

Agreement to join the panel among recruitment respondents: 71.3 percent (= 1,144/1,604)

→ higher than Pew's American Trends panel using dual-frame RDD (50 percent)

Who wants to participate?

	Census	F2F	CATI	Recruited Web only	Recruited Mixed mode
Sex					
Men	48,3	39,17	44,39	44,33	44,14
Women	51,7	60,83	55,61	55,67	55,86
Age brackets					
18-34	35,47	27,67	34,66	44,21	37,94
35-54	36,08	32,29	40,52	40,35	39,95
55+.	28,45	40,04	24,81	15,44	22,12
Education					
Primary education or less	23,09	25,62	19,70	12,98	18,36
Secondary education	45,95	44,59	34,73	34,27	34,18
Vocational training	9,29	14,26	15,02	16,84	15,47
Tertiary education	19,68	13,11	27,62	32,63	28,93
Posgraduate degree	1,99	2,42	2,93	3,27	3,06

* Unweighted figures.

Census: Population Census (2017)

F2F: CEP survey (December 2019)

CATI: Recruiting stage (August 2020)

Who wants to participate?

VARIABLES	Coef.	SE	OR	seEform
Sex	0.048	(0.114)	1.049	(0.120)
18-34				
35-54	-0.322**	(0.136)	0.725**	(0.099)
55+.	-0.444***	(0.161)	0.641***	(0.103)
Primary education or less				
Secondary education	-0.020	(0.160)	0.981	(0.157)
Vocational training	0.055	(0.211)	1.056	(0.223)
Tertiary education	0.068	(0.196)	1.070	(0.210)
Postgraduate degree	0.099	(0.382)	1.105	(0.422)
Political Ideology	0.246**	(0.124)	1.278**	(0.159)
Employed	-0.121	(0.131)	0.886	(0.116)
Low SES				
Medium SES	0.120	(0.144)	1.127	(0.162)
High SES	0.129	(0.203)	1.138	(0.231)
Never uses Internet				
Uses Internet 1-6 days a week	0.508**	(0.253)	1.662**	(0.421)
Uses Internet daily	0.801***	(0.204)	2.227***	(0.453)
Constant	0.259	(0.262)	1.295	(0.339)

What next?



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Wave-level response rates!

Two waves coming in October and November

Keep recruiting

Two stages of recruiting are coming (October and January) → 4000 recruited individuals approx.

Experiments

Mode effects → within-individual contrast of political attitudes and behaviors (CATI and web)

On conditional incentives → research shows that unconditional incentives are most effective, however, they do not seem attractive in developing countries.

Thank you!

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