



How do household panel members react to multiple requests for different types of additional data over time?

Jasmine Mitchell & Annette Jäckle

CIPHER 2025
28/02/2025



Background



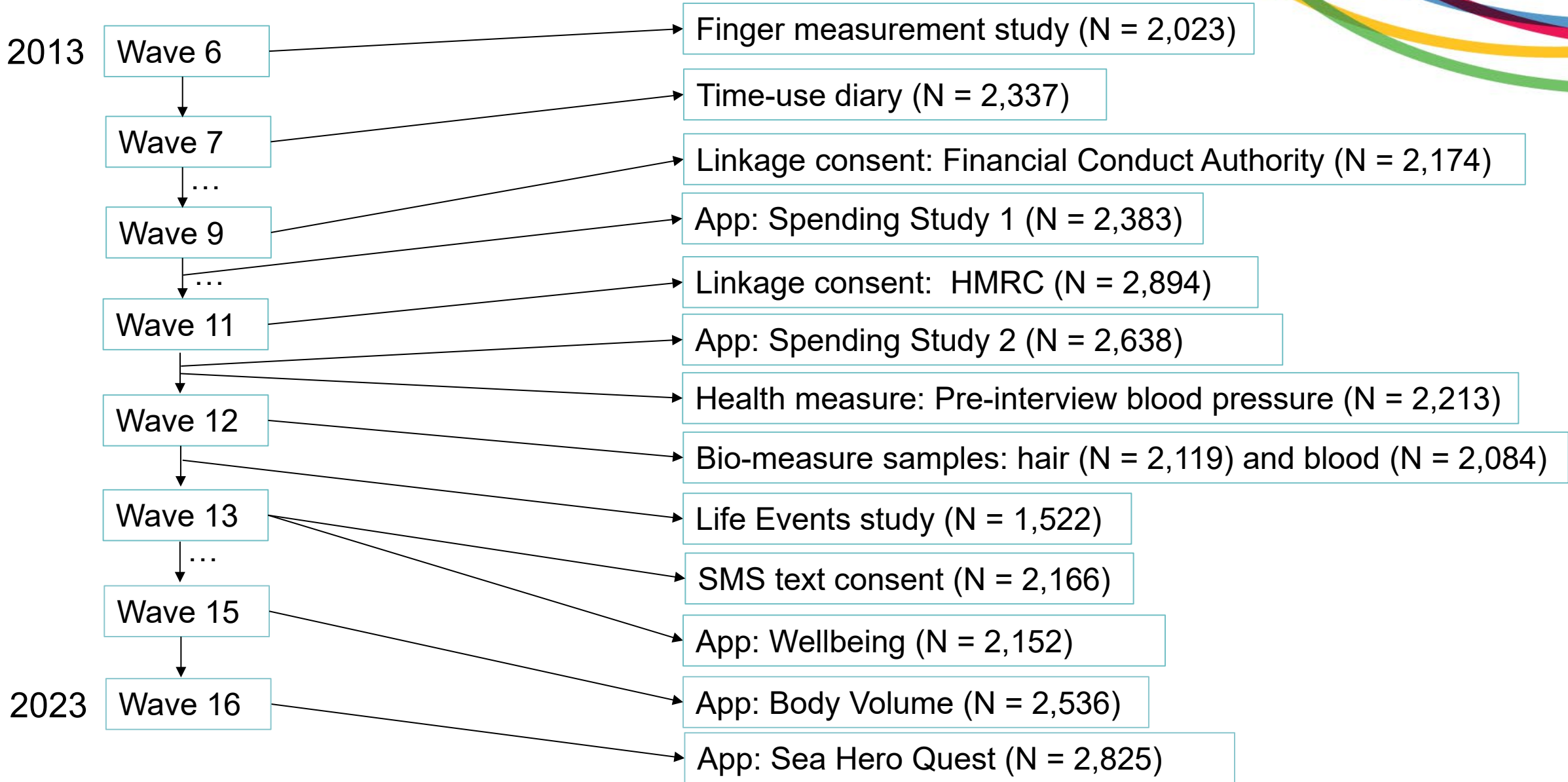
- Individuals are increasingly being asked to do more than just answer questions in surveys.
 - How best to gather data on different concepts using different methods, in a way that sample members will cooperate?
 - No research investigating the cumulative effects of additional tasks in a panel survey.
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Understanding Society

Innovation Panel

- Household Panel (N=1,500 households)
Probability sample in Great Britain
 - Refreshment samples
Waves 4, 7, 10, 11, 14
 - All adults aged 16+ interviewed annually
Since 2009
 - Mixed mode
Web, CAPI, CATI
 - Used for experimental methods testing
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In the *Understanding Society* Innovation Panel...



Research questions

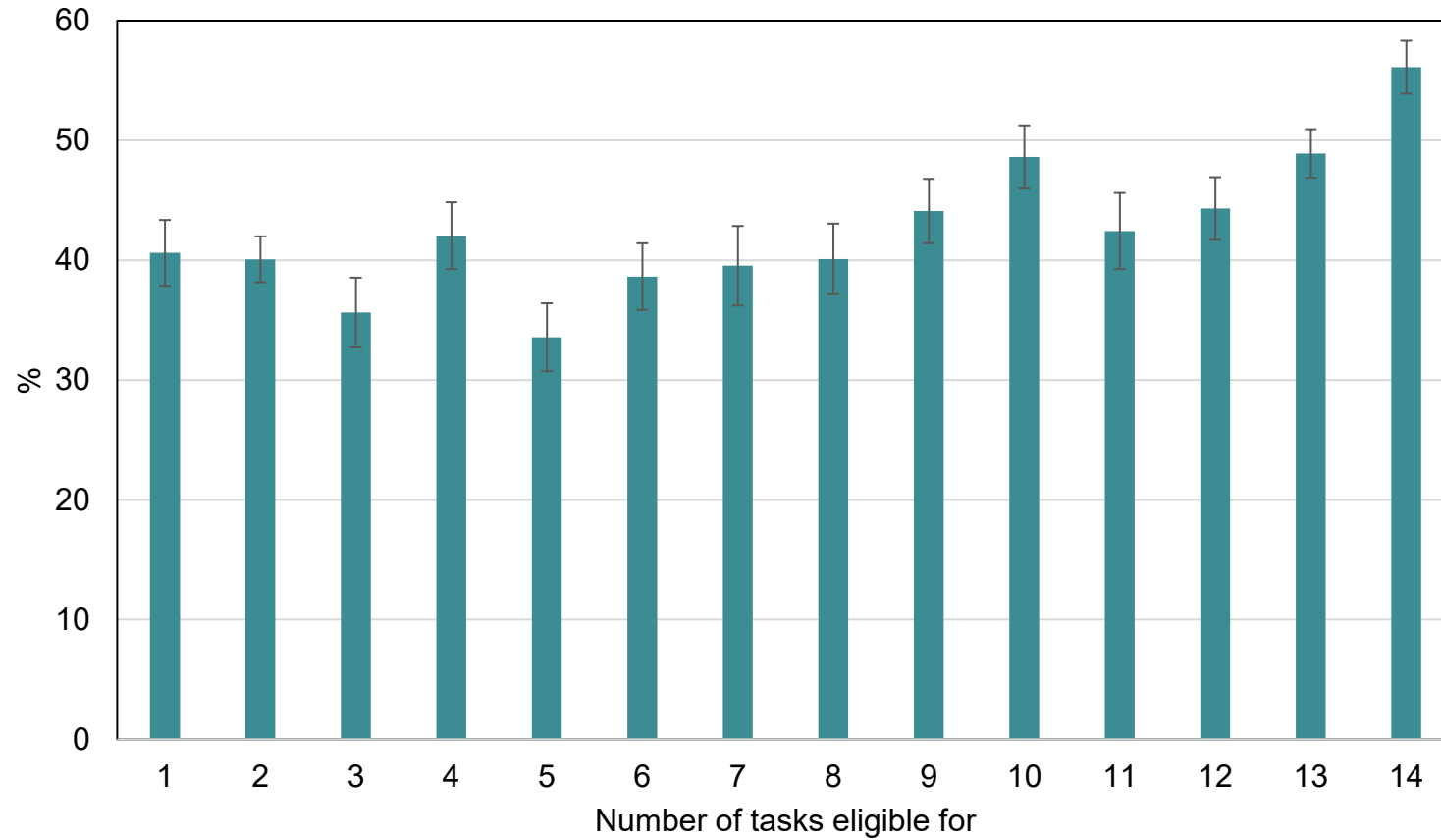



- 1) What are the patterns of participation across additional data collection tasks?
 - 2) Do respondents become less likely to participate in additional tasks the more they are asked to do?
 - 3) Do respondents become less likely to participate in the annual interview the more additional tasks they are asked to participate in?
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Respondents tend to participate in just under half the tasks they are invited to.



Mean rate of participation in additional tasks





2) Do respondents become less likely to participate in additional tasks the more they are asked to do? (IP6 – IP16)

- Problem:
 - Selection bias - Individuals invited to more tasks are those who
 - Have participated in more annual interviews
 - Have not dropped out
 - Are more cooperative (?)
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2) Do respondents become less likely to participate in additional tasks the more they are asked to do?

Pr(participate in task)	Unweighted	Weighted	Fixed-effects	Item NR indicator	Instrumental regression
	β	β	β	β	β
Number of tasks invited to prior	-0.001	-0.001	0.010**	-0.001	-0.040***
Item non-response	-	-	-	-.0.763***	-
Control for mode in interview	No	No	No	Yes	No
Controls for task experiments	Yes	Yes	No	Yes	Yes
Control for sample origin	Yes	Yes	No	Yes	No
N	31,728	29,949	27,758	29,949	31,728

Note. *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

Linear probability models (clustered SEs)

Instrumental model used sample origin as an instrument.

Refreshment samples

Original and wave 4

2013

Wave 6

Finger measurement study (N = 2,023)

Wave 7

Wave 7

Time-use diary (N = 2,337)

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Wave 9

Linkage consent: Financial Conduct Authority (N = 2,174)

Wave 10

App: Spending Study 1 (N = 2,383)

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Wave 11

Wave 11

Linkage consent: HMRC (N = 2,894)

App: Spending Study 2 (N = 2,638)

Wave 12

Health measure: Pre-interview blood pressure (N = 2,213)

Bio-measure samples: hair (N = 2,119) and blood (N = 2,084)

Wave 13

Life Events study (N = 1,522)

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Wave 15

Wave 14

SMS text consent (N = 2,166)

App: Wellbeing (N = 2,152)

2023

Wave 16

App: Body Volume (N = 2,536)

App: Sea Hero Quest (N = 2,825)



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3) Do respondents become less likely to participate in the annual interview the more additional tasks they are asked to participate in? (IP1 – IP16)

Pr(participate in annual interview)	Unweighted	Weighted	Fixed-effects	Instrumental regression
	β	β	β	β
Number of tasks invited to prior	0.086***	0.069***	0.015***	-0.005*
Control for interview year	Yes	Yes	Yes	Yes
Controls for interview experiments	Yes	Yes	Yes	Yes
Control for sample origin	Yes	Yes	No	No
N	61,178	44,534	41,154	61,178

Note. *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

Linear probability models (clustered SEs)

Instrumental model used sample origin as an instrument.

Conclusions



- Raw data found mixed results when analysing participation in a task or annual interview and the number of tasks previously invited to.
 - Taking into account the churn in the sample, the probability of participating in a task or annual interview decreases with each additional task previously invited to.
 - Repeatedly inviting individuals to participate in additional tasks may be detrimental to survey panels.
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Thank you!

Jasmine Mitchell

jasmine.mitchell@Essex.ac.uk
