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Build Your Own Panel: NatCen's random- probability web-CATI survey

Paul Bradshaw, SRA Event, 14 September 2017



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The Economist

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Soft options and hard choices

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THE SCOTSMAN
SCOTLAND'S NATIONAL NEWSPAPER

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EU referendum and Brexit

UK politics becoming mired in 'culture wars', study suggests

EU referendum polling suggests new rifts that bypass class and political leanings may leave the UK more divided than before

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Sturgeon's independence case in TATTERS as Scots DON'T want SEPARATE Brexit deal - survey

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Politics

Scotland's view on Brexit 'is the same as rest of UK'

DAILY Mirror

56% of voters 'have no voice'

MORE than half the British public do not feel any of the political parties represent their views.

The damning survey on the eve of the general election found 56% of people - mostly traditional Labour voters - feel modern party politics deprived of a voice.





Why develop a new panel approach?

- Continued pressure from funders for faster & cheaper surveys
- ‘Gold-standard’ approaches of F2F interviewing can be too slow or expensive for certain types of projects
- But there are questions over quality of current alternatives
- Aims to provide a high-quality alternative to non-probability surveys when robust data is important, but face-to-face fieldwork is too slow or expensive



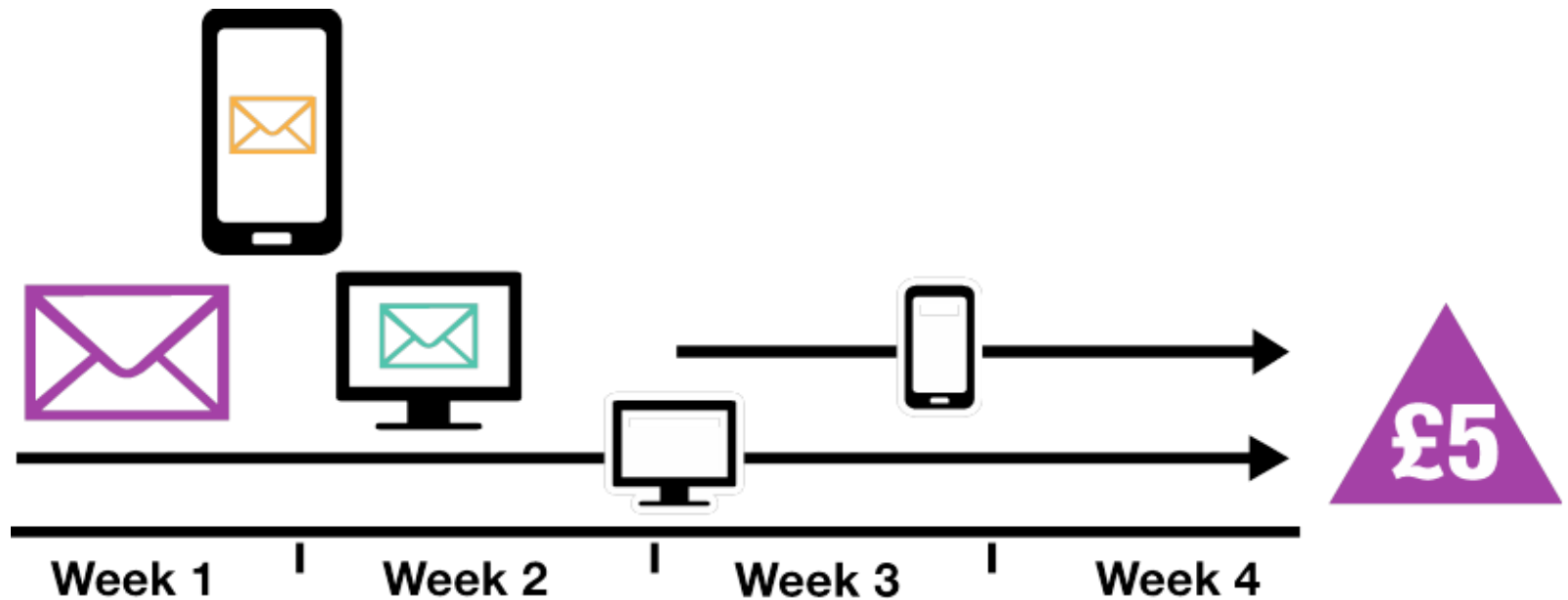
How does it work? (1)



Step 1 – Recruitment through BSA/SSA fieldwork



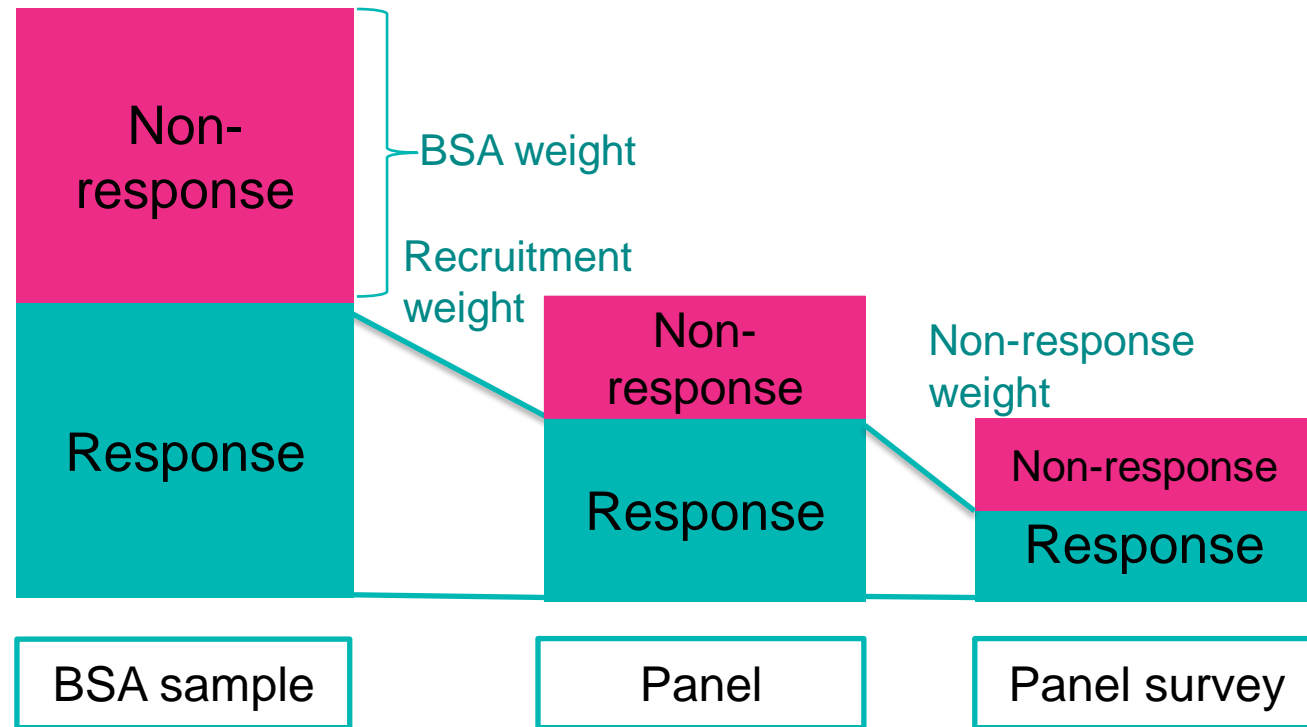
How does it work? (2)



Step 2 – Sequential mixed-mode fieldwork



How does it work? (3)



- Sex
- Age
- Education level
- Interest in politics
- Ethnicity
- GOR
- Household income
- Political identification
- Household type
- Internet access
- Class



Participation rates

NatCen Panel March 2017	Stage Total	Cumulative
Eligible base sample	14,897	14,897
Completed BSA	49%	49%
Agreed to join panel	58%	28%
Invited to latest wave	91%	26%
Completed latest wave	60%	15%



Is it representative?

	Election result	YouGov (BES)	BSA estimate	Panel estimate (EU survey)
Conservative	38%	35%	40%	38%
Labour	31%	34%	34%	33%
UK Independence Party (UKIP)	13%	10%	9%	10%
Liberal Democrat	8%	10%	7%	8%
Green Party	4%	4%	4%	6%
Other	6%	7%	6%	6%



A global network?





Summary

- It works! (practically and theorectially)
- It has been good for NatCen research culture
- Best seen as complementary rather than replacement for face to face surveys. Are we mining the rich data we have?
- More methods work needed – on sampling but increasingly measurement
- Scope to work internationally

Questions?



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