

LORE methodological note

2014:5

The effect of reminders – second case

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ABSTRACT

This methodological note examines the effect of reminders on participation rates. Results show that more reminders increase participation rates which is in line with earlier results.

Data and results

It was shown in methodological note 2014:3 that more reminders produce higher participation rates, but with diminishing returns with each extra reminder. To further establish the relation, a similar experiment was carried out between the March 6 and April 7, 2014, embedded in the eighth wave of the Citizen Panel. Group sample sizes and final participation rates can be seen in table 1 below.

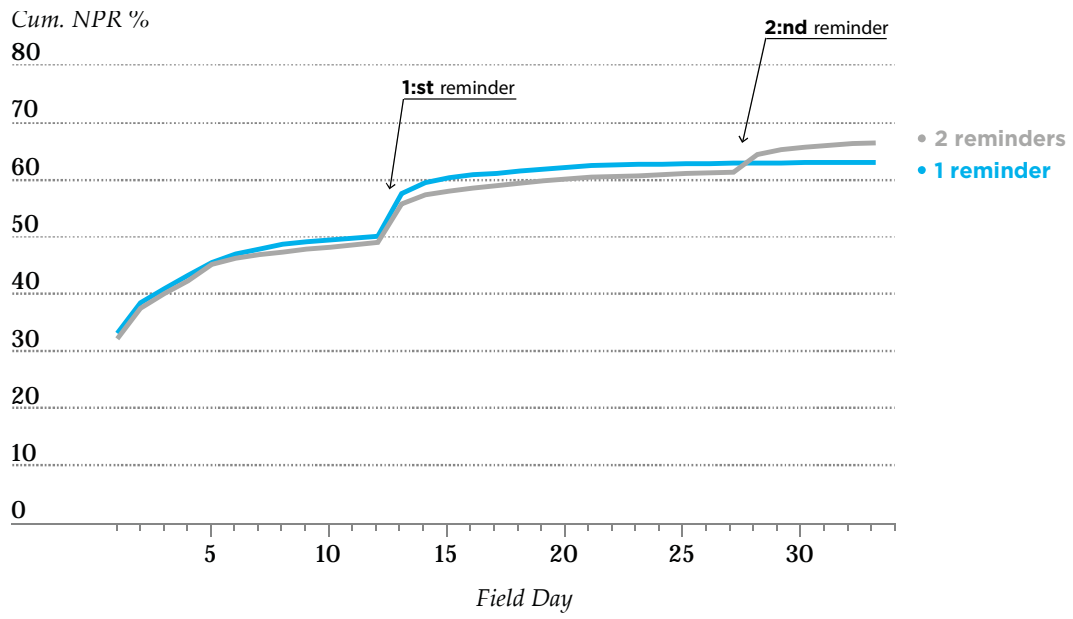
Table 1. Sample sizes

Experiment group	GSS	NSS	Participation rate (NPR)
One reminder	3,501	3,323	65
Two reminders	3,000	2,842	69

Comments: The participation rate is calculated as the number of eligible responses (here <50% item nonresponse) divided by the sample size (which does not include e-mail bounces; net sample size, NSS). The table also includes GSS which includes bounces.

Figure 1 shows the cumulative participation rate. By and large, the result is no different from earlier studies. In this case, the participation rate was 4 percentage points higher in the two-reminder group than the one-reminder group, a significant effect ($t(6,163) = -3.01, p = .003$). This can be compared to a 6 percentage point increase found in methodological note 2014:3. Note that the result holds even though the reminder timing differs. In this study, the first reminder was not sent until after two weeks from initial contact, as compared to about a week in the 2014:3 study. Further, the second reminder was not sent until another two weeks after the first reminder, compared to one week in the previous study.

Figure 1. Participation rate by field day



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