



DAY OF THE WEEK AND TIME FOR SURVEY DISPATCH

- EFFECTS ON PARTICIPATION RATES

Introduction

- Time of survey dispatch is one factor that could affect participation rates
 - Reach participants at convenient time
- Relatively easy for survey researchers to control
 - We don't when the respondent sees the invitation
- Mixed results in previous studies
 - Find effects: Wolff & Göritz 2022, Lewis & Hess 2017, Zheng 2011, Faught et al. 2004
 - No effects: Howard et al. 2023, Lindgren et al. 2020 (long term), Sauermann & Roach 2013, Shinn et al. 2007

Present study

- Results from two experiments
 - Varied day and time of survey dispatch
 - Respondents randomized to one of 28 possible combinations of day and time to receive a survey
 - Monday-Sunday
 - 8, 12, 16 and 20
 - Reminder sent out same day and time combination
- Administrated in the Swedish Citizen Panel (SCP)
 - Non-commercial online panel at the University of Gothenburg
 - Respondents recruited both through probability and non-probability methods
 - No incentives



**The Swedish
Citizen Panel**



	Experiment 1 - spring 2021	Experiment 2 - fall 2022
<i>Gender</i>		
Female	40%	42%
Male	60%	58%
<i>Age</i>		
16-29 years	4%	5%
30-64 years	68%	68%
65+ years	28%	27%
<i>Education</i>		
Low/medium	32%	40%
High	68%	60%
<i>Background</i>		
Born/parents born outside of Sweden	19%	20%
Born in Sweden	81%	80%
N	49 395	67 762

Analyses

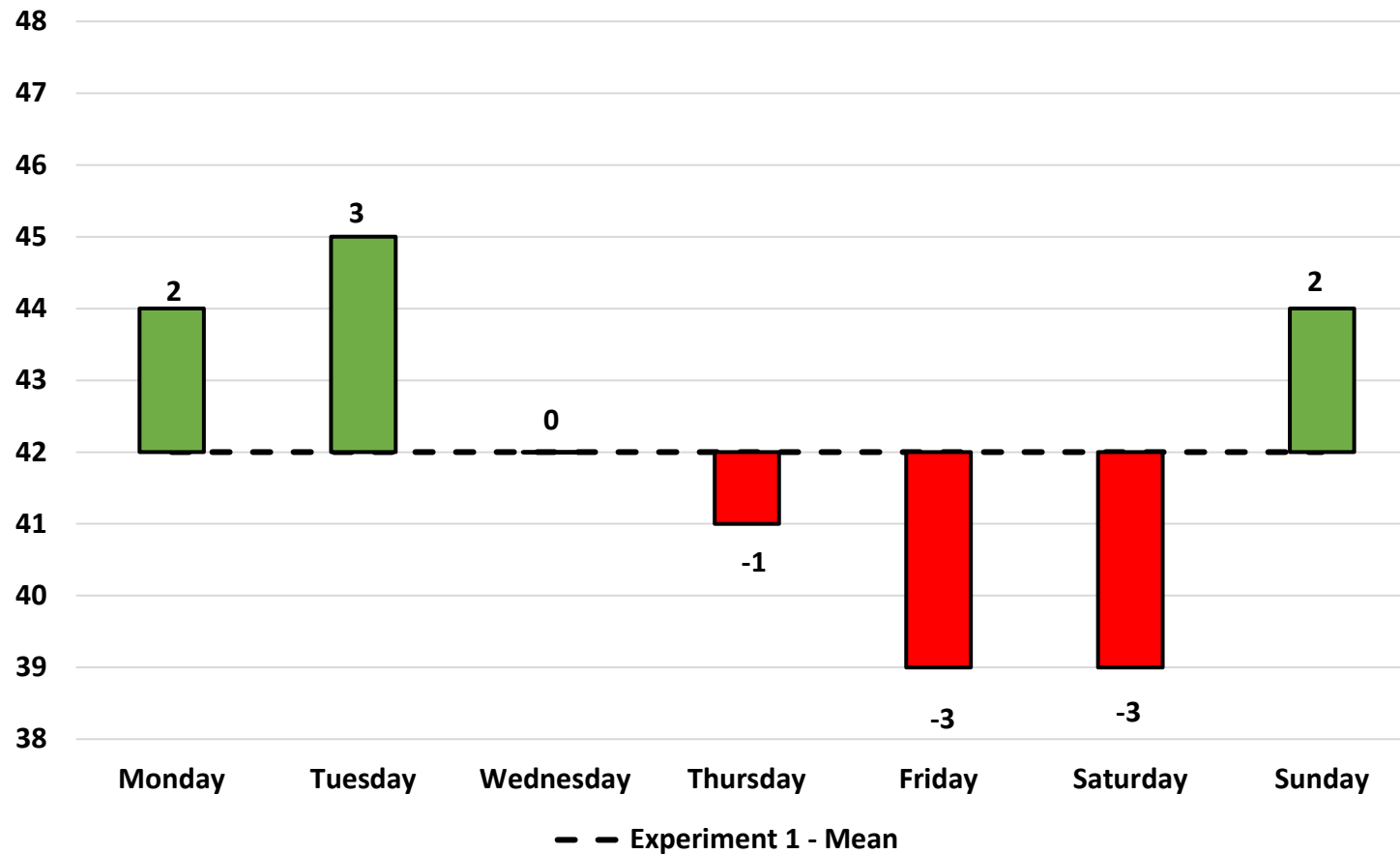
- Analyze participation rates after 24 hours and 14 days (one reminder)
 - Day
 - Time
 - Combination of day and time
- Group differences
 - Young respondent with low/medium education compared to the rest of the sample



Day effects

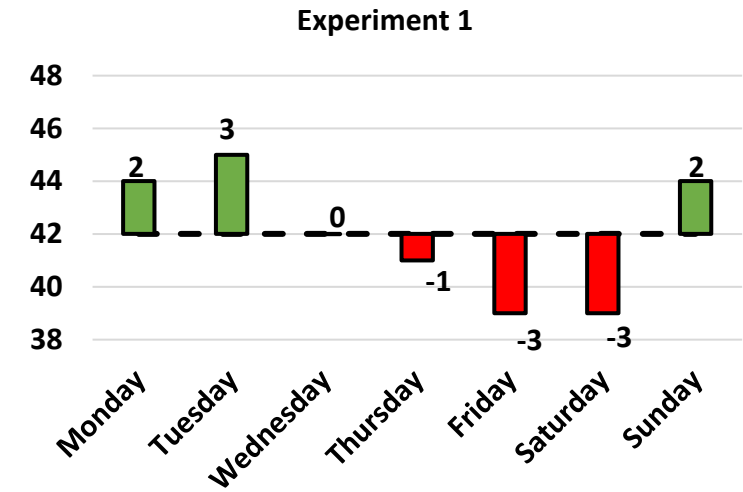
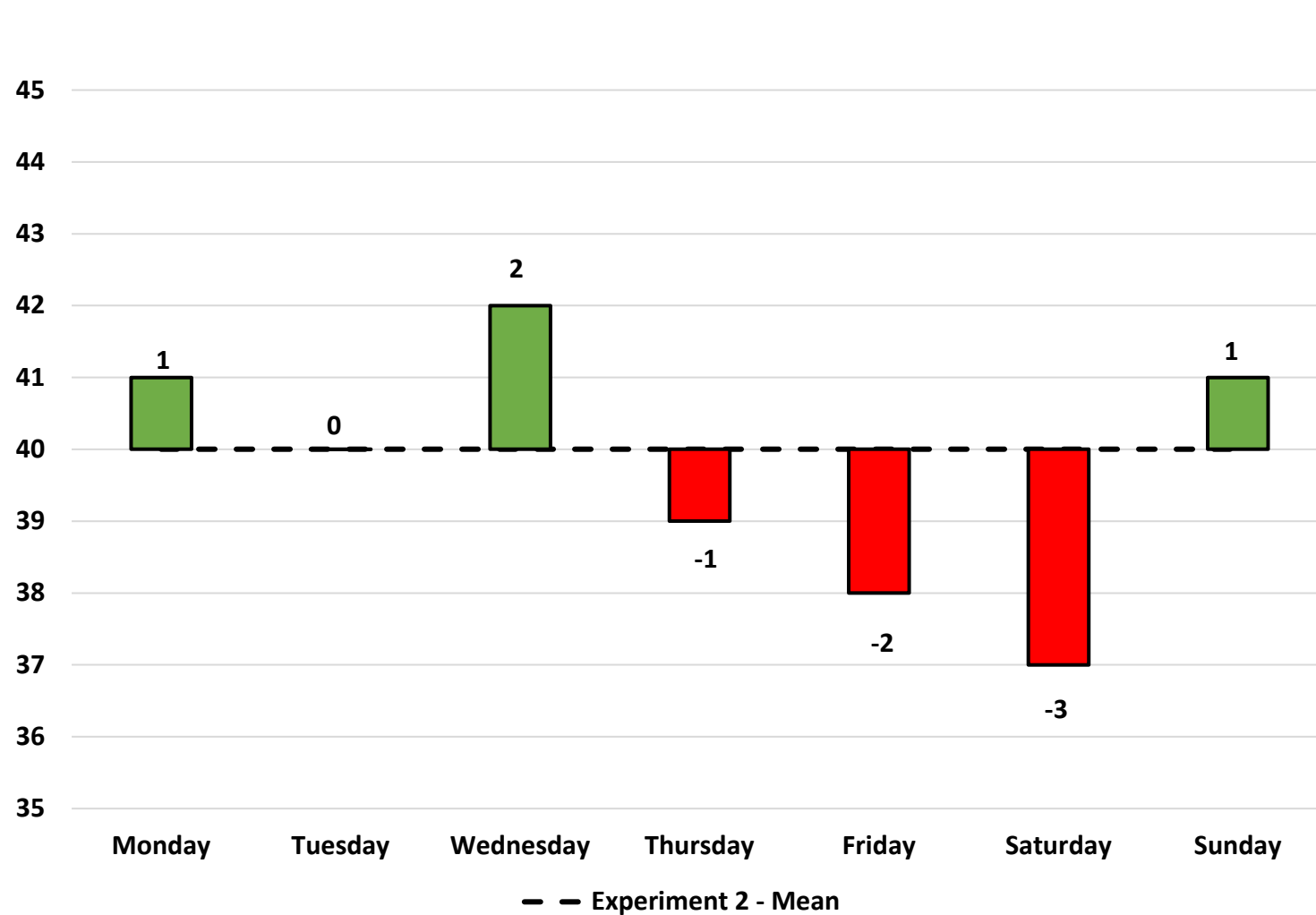


Day: participation rates after 24 hours – experiment 1

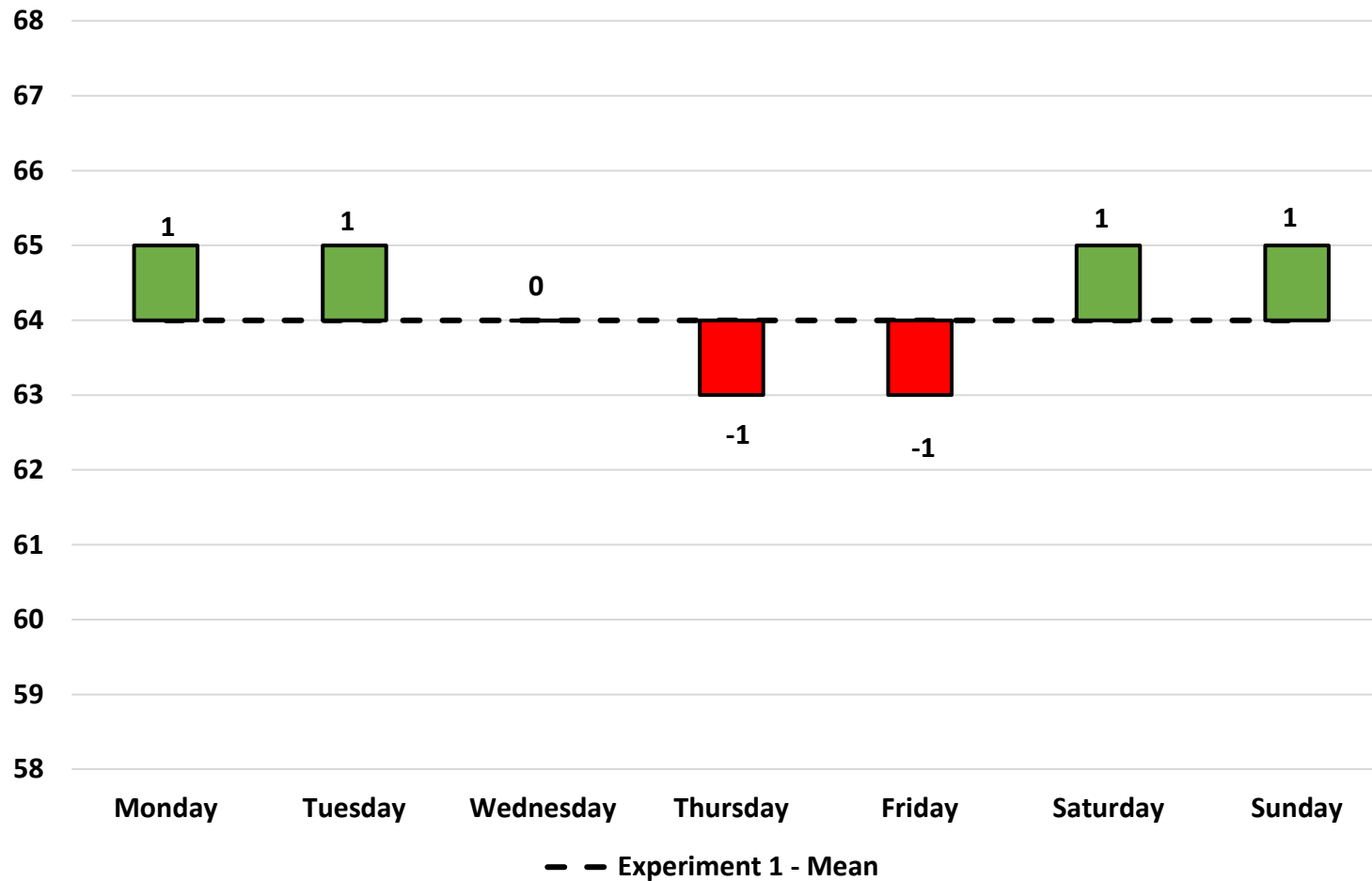




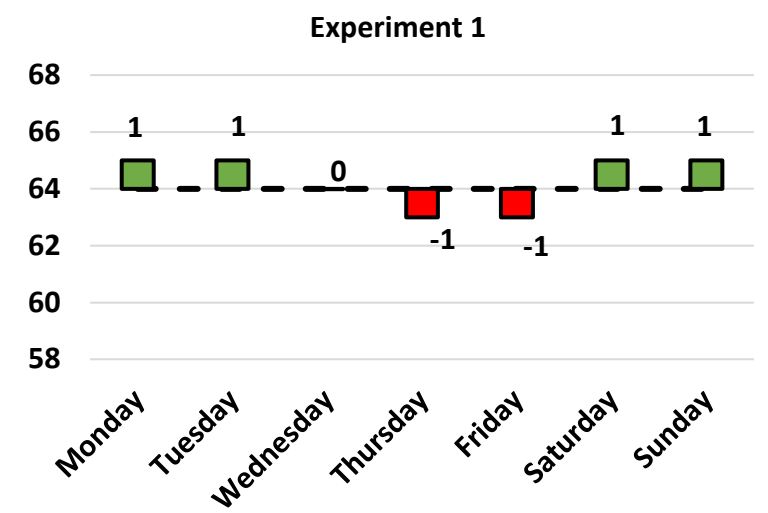
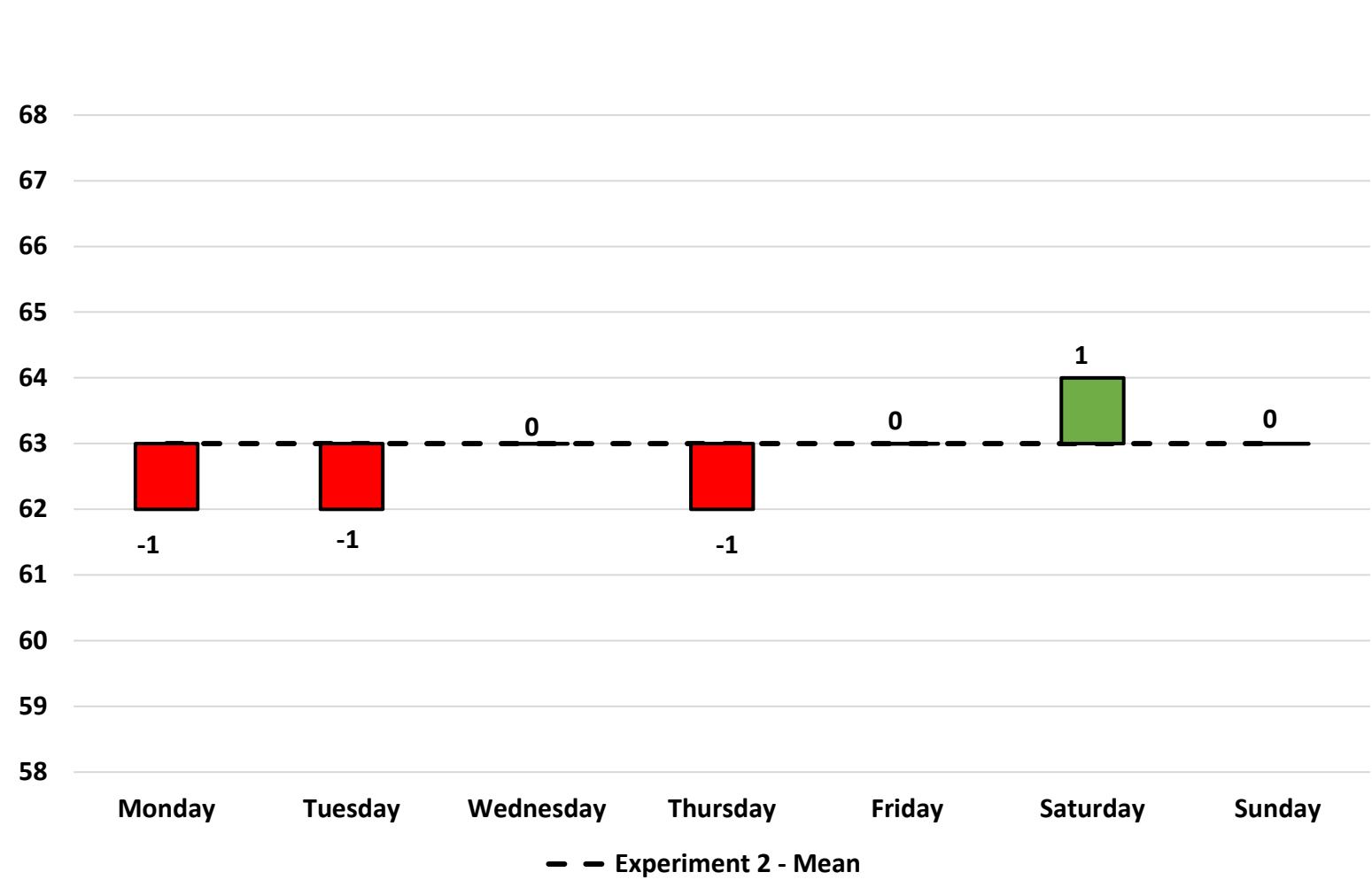
Day: participation rates after 24 hours – experiment 2



Day: participation rates after 14 days – experiment 1

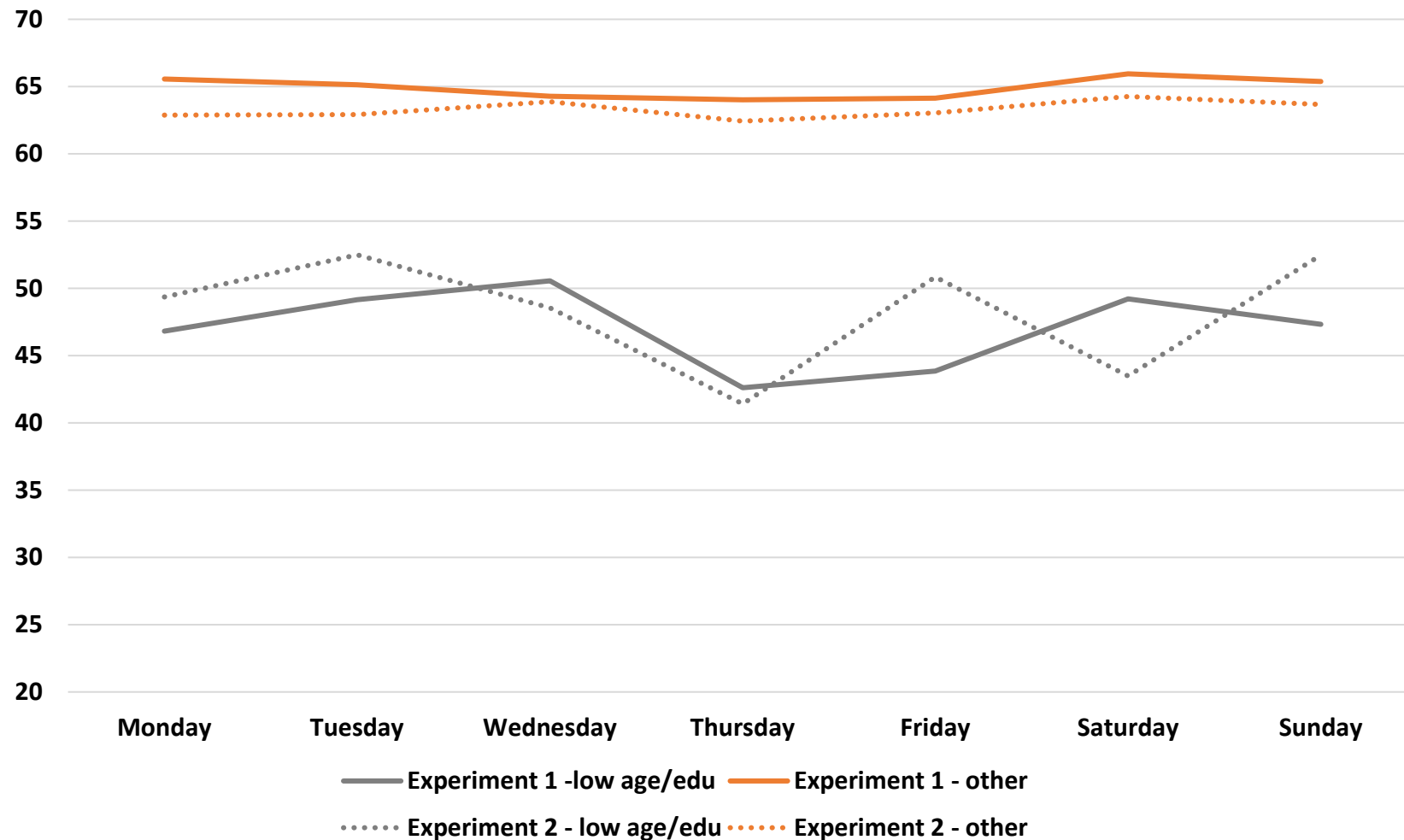


Day: participation rates after 14 days – experiment 2



Day: participation rates after 14 days

- Young respondents with low education compared to the rest of the sample



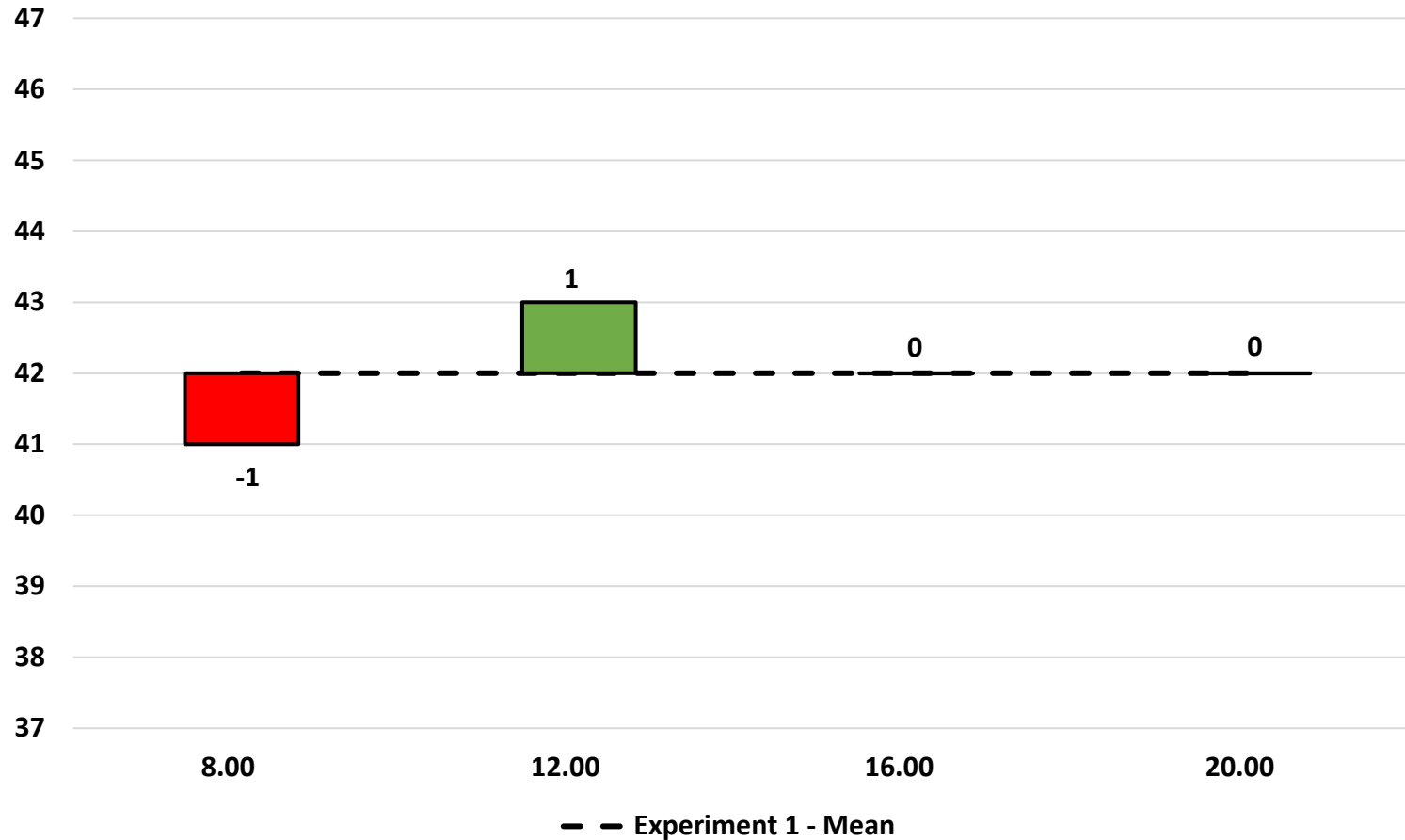
Day: Summary

- Similar findings in experiment 1 and experiment 2
- Thursday-Saturday initial worst
 - Evens out after 14 days
- No better day to invite young respondents with low education

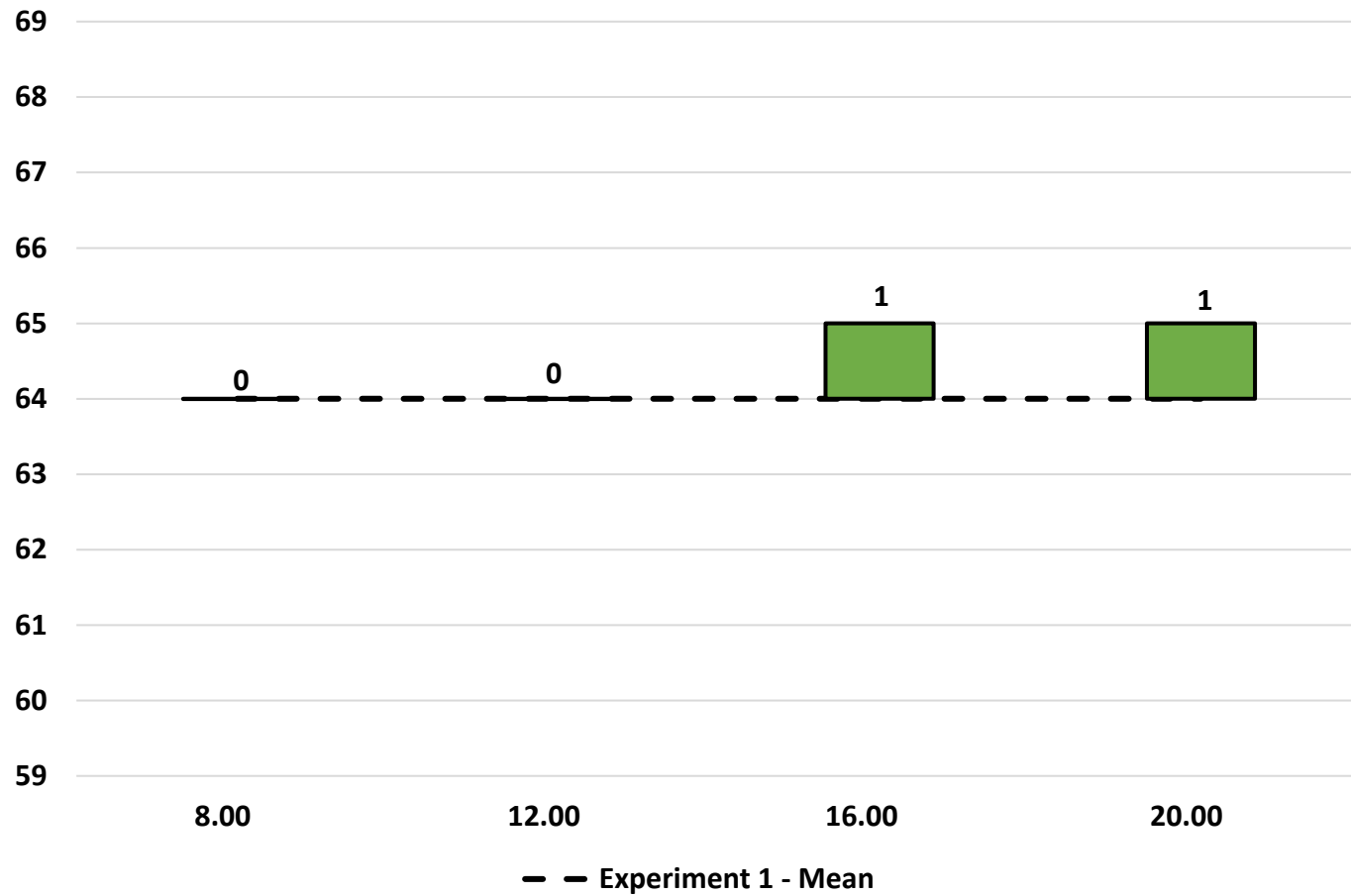


Time effects

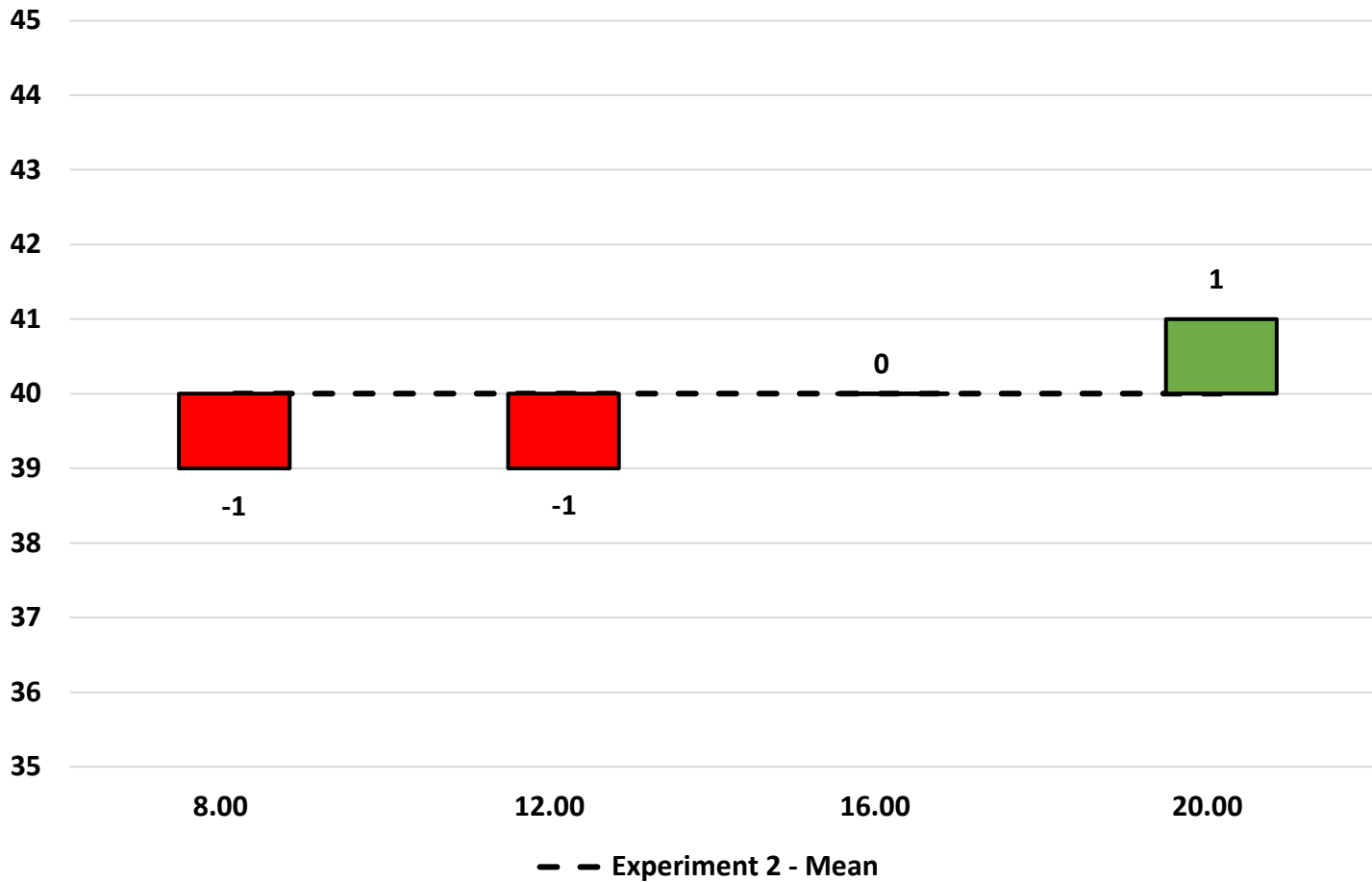
Time: participation rates after 24 hours – experiment 1



Time: participation rates after 14 days – experiment 1

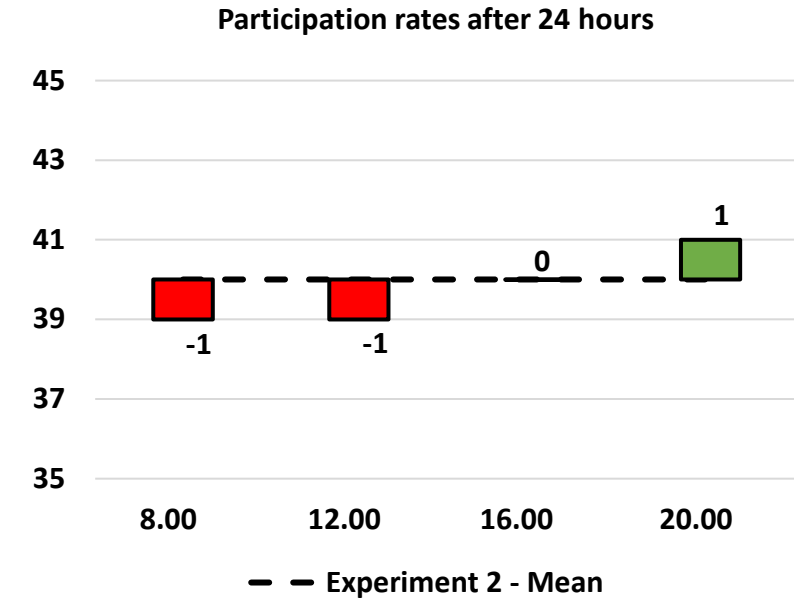
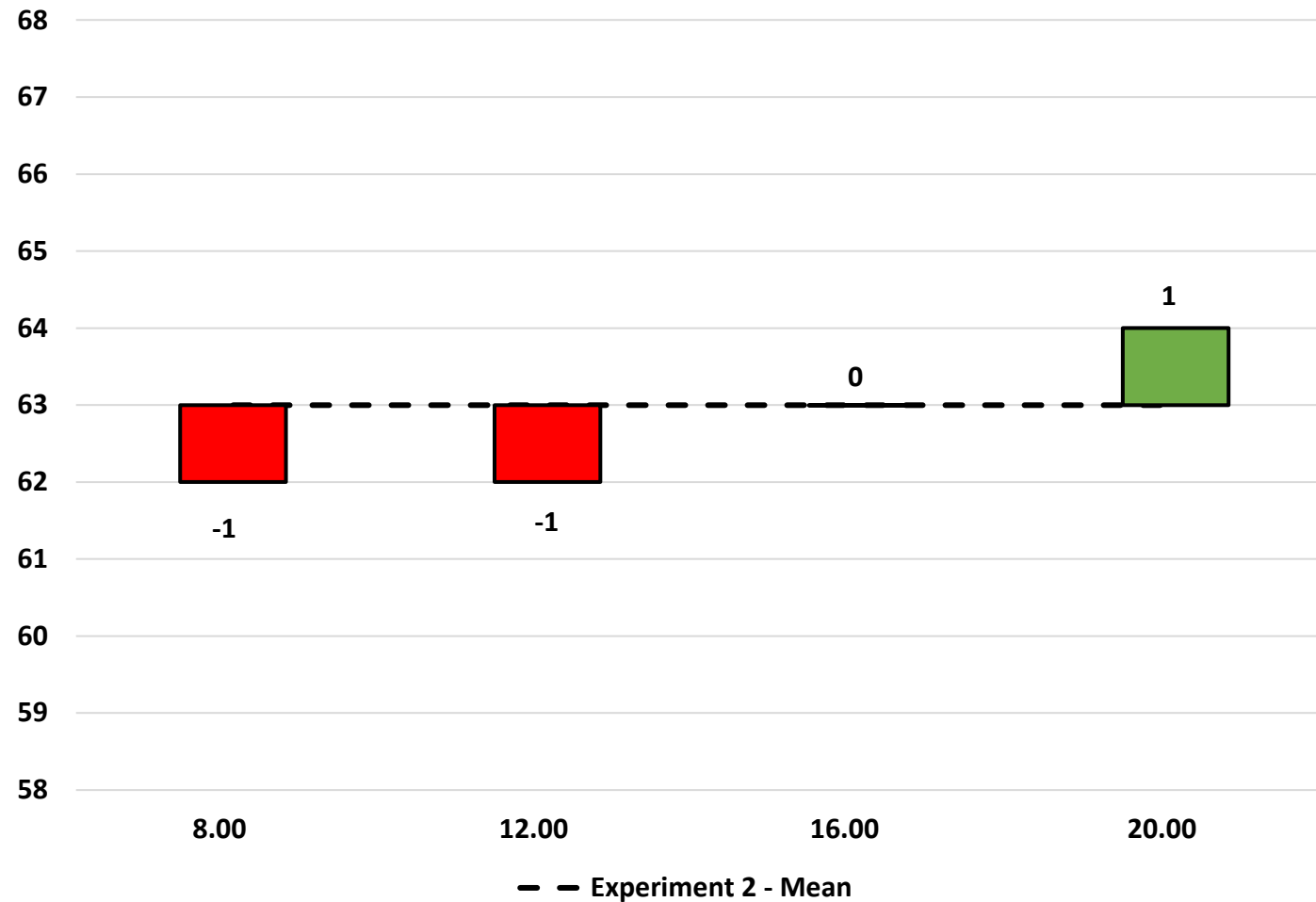


Time: participation rates after 24 hours – experiment 2



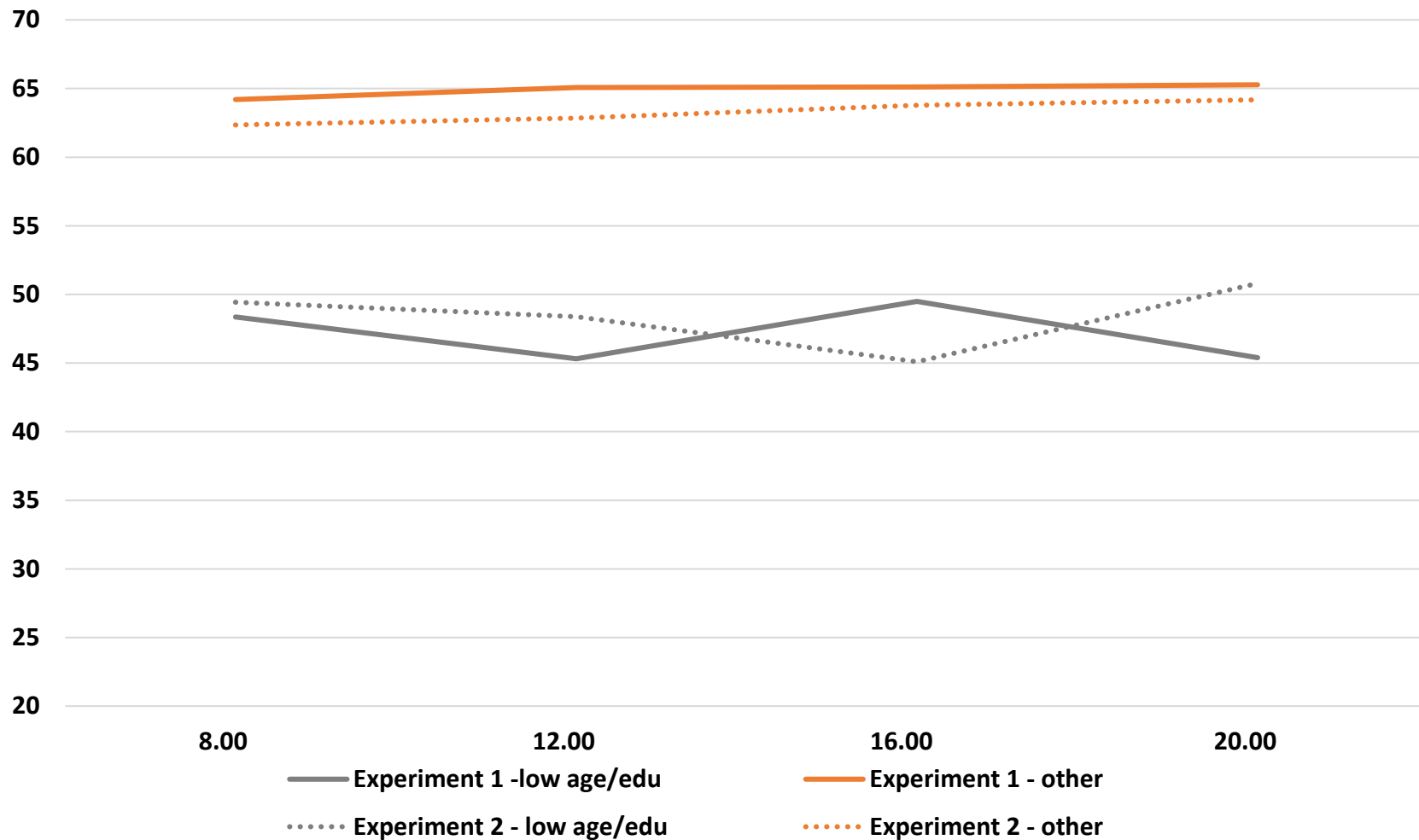


Time: participation rates after 14 days – experiment 2



Time: participation rates after 14 days

- Young respondents with low education compared to the rest of the sample



Time: summary

- Do not find similar results between experiment 1 and experiment 2
- No significant effect on time in experiment 1
- In experiment 2 lower participation rates at 8 and 12
- No better time to invite young respondents with low education



Combination of day and time effects

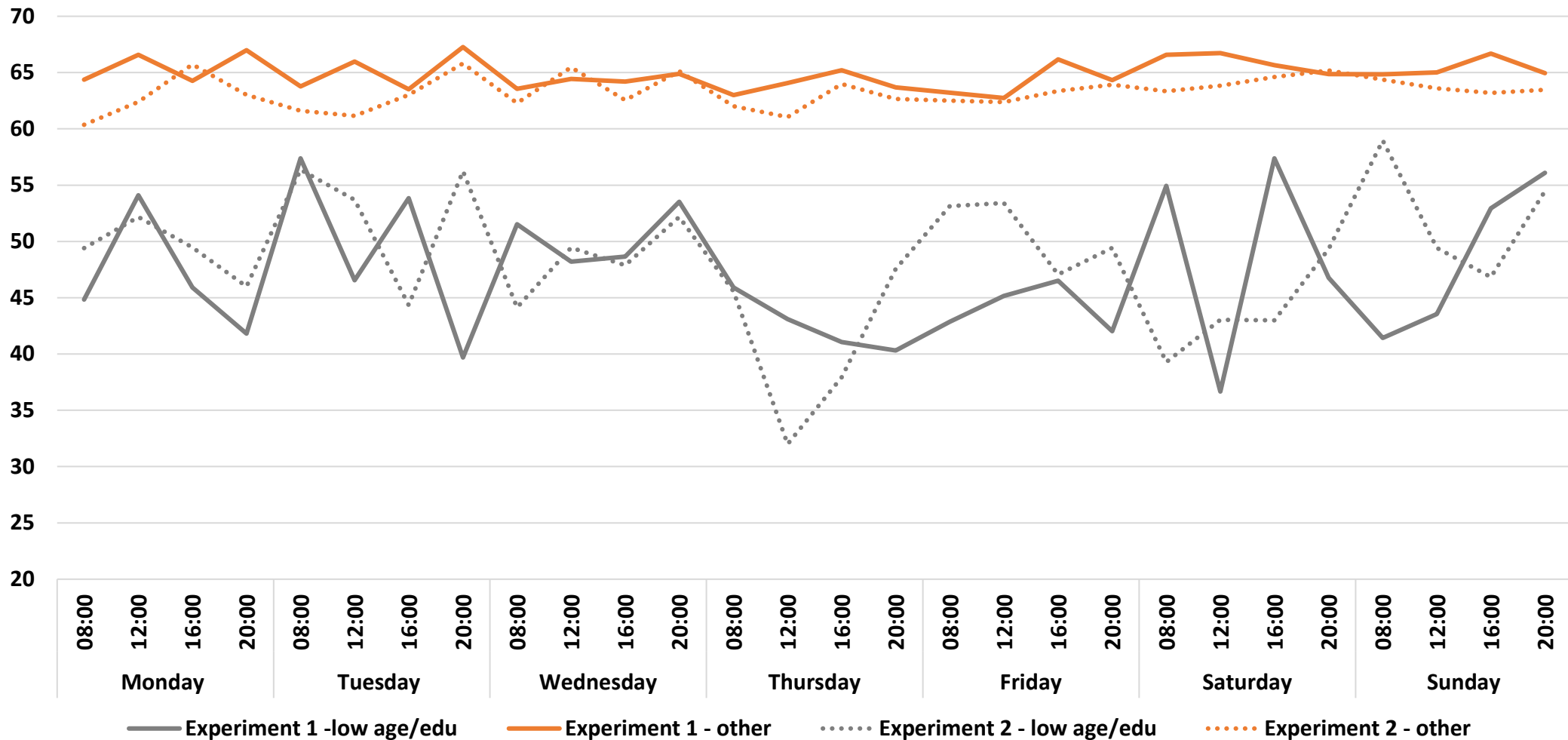
Day and time

- Participation rates after 24 hours
 - Experiment 1
 - Monday evening and Tuesday morning higher participation rates
 - Friday afternoon – Saturday evening lower participation rates
 - Experiment 2
 - Friday morning – Saturday afternoon lower participation rates
- No significant effects on participation rates after 14 days



Day and time: participation rates after 14 days

- Young respondents with low education compared to the rest of the sample



Summary

- Day of the week of survey dispatch had an initial effect, but not after 14 days
 - Results replicated in experiment 2
- Time of survey dispatch show no significant effect in experiment 1, but in experiment 2
 - Afternoon and evening times generate higher response rates
- Combination of day and time have no long term effect
- No clear recommendations for when to contact young respondents with low education
 - Some day/time combination seem to generate the highest and lowest participation rates

Further aspects for us to investigate

- *Data quality*
- *Differences between probability and non-probability recruited respondents*
- *Effects of time in panel*



Thank you for listening!

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