The feasibility of a cross-national probability-based web panel for measurement of social stratification: Representativeness and attrition in CRONOS

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Social stratification studies have rarely been based on data from web surveys or web panels because of methodological challengers. Usually web surveys tend to underrepresent groups with lower social status and lower educational level because of differences in internet access and diverse levels of online skills. The evidence from longitudinal studies in other survey modes show higher panel attrition among the lower-educated, while other studies find an inverted U-shape response.

The aim of the presentation is to analyse the representativeness and attrition of the international CRONOS web panel in terms of social-stratification. We are also interested in possible reasons of differences.

METHOD

We measure social-stratification with self-evaluated social status, education and income variables. Attrition is analysed in two types: complete and partial attriters. The CRONOS web panel was collected in the United Kingdom, Slovenia and Estonia within ESS leaded SERISS project to investigate the feasibility of conducting a cross-national probability-based web panels.

The combination of CRONOS and ESS Round 8 data along with information about the survey design allows us to investigate the role of various methodological, individual and household-level characteristics related to socioeconomic status attrition. The combination of ESS8 and CRONOS data also enables us to find the impact of these factors on quality of different waves.

Results show that attrition over waves is higher in lower-educated groups in all three countries, whereas attrition by occupational strata and household income levels have more mixed results.