

Video 4 of 21: Phone numbers from panel or previously collected surveys

Sampling



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Considerations about properties of panel or previously selected survey

- Using an existing panel or baseline surveys as a follow-up for a phone survey presents disadvantages and advantages
- All coverage, sampling and nonresponse properties of the sample from the pre-established panel or baseline survey carry over the phone survey
- Similar coverage error from phone surveys, but can be increased due to respondents not providing phone contact information in the panel or baseline survey
- It can also suffer from further nonresponse in follow-up survey
 - However, pre-existing relationship with respondents can increase response rate
- Sample size limited to the size of the panel or baseline survey
- Rich auxiliary data from all panel/baseline survey respondents
- Considerations about survey objectives and level of observation

Sampling and weighting implications (I)

- Auxiliary information available for all panel/baseline respondents, which can be used for
 - Sampling
 - Stratification
 - Over-sampling sub-groups of interest (e.g., respondents of certain age or ethnicity groups)
 - Data monitoring
 - Monitoring response rates across different sub-groups
 - Weighting
 - Coverage and nonresponse adjustment
 - Calibration

Sampling and weighting implications (I)

- Sampling considerations:
 - Consider selecting all panel/baseline for follow-up survey to maximize sample size
 - If sub-sampling is needed, consider using auxiliary information to optimize sample selection (stratification, over- and under-sampling, etc)
 - Also consider the sample design used in the panel or baseline recruitment
- Weighting considerations:
 - Sample design features (stratification, clustering and selection probabilities) still apply to follow-up phone survey
 - Make sure to make as much use as possible of auxiliary information available for all panel/baseline respondents

END OF VIDEO 4