



Gallup Panel – Answers to Commonly Asked Questions

1. When was the panel first recruited?

Panel recruitment began in 2004.

2. How many active members does the panel have?

We currently have 110,000 active panelists. This number can vary on a monthly basis, but we try to maintain at least 100,000 active members at any given time.

3. Please describe the recruitment procedures, including sample frame(s) and mode(s). (i.e. RDD, ABS, mixed-frame/mode, etc.).

We recruit from RDD (dual frame landline/cell) and address-based samples (ABS).

4. What is a typical response rate at recruitment?

This varies by recruitment mode, the targeted demographics (for example if we have an ABS oversample of a hard to reach demographic group), and the specific timing of the recruit (for example, an RDD recruit in 2006 has a different response rate than an RDD recruit in 2021). However, the typical recruitment rate is approximately 10% (AAPOR3).

5. Does the panel recruit households or does it recruit individuals within household?

We originally recruited all members of the household, including children age 13 – 17. Since approximately 2012, we have only recruited one adult per household, and we no longer recruit or maintain children in the panel. We are currently conducting limited recruiting (experimental) that includes inviting all members of the household.

6. Does the panel cover non-English speakers? If yes, please describe.

Yes, we include English and Spanish speakers.

7. Is there a validation process to confirm new panel members? If yes, please describe.

Only respondents invited to join through a request from a telephone interviewer or a request through the mail can join. If joining through mail, they must use their unique ID to sign up for the panel, and this ID can only be used one time. The use of RDD and ABS frames and the need to be randomly selected to join prevents professional surveys takers or “bots” from joining the panel.

8. Does the panel calculate selection probabilities? If yes, please briefly describe.

Yes, we calculate selection probabilities which take into account probability of selection at the recruitment phase and the individual study they are selected to complete.

9. Does the panel cover the offline population? If yes, please describe.

The Gallup Panel is a multi-mode panel. We can survey via web, mail, phone and SMS. Individuals who do not have Internet access can be invited to participate via mail (preferred because of potential measurement mode effects) or phone. This is different from some panels that offer Internet access to the offline population. Once Internet is provided to an individual, they become an Internet user and no longer represent the offline population. This is especially important if a study topic is potentially correlated with internet use (for example, access to online resources for health and wellness, employment or education).

10. Does the panel monitor and calculate attrition rates? If yes, please share brief details about panel attrition rates or any groups that have higher than average attrition rates.

Yes, we monitor panel attrition and know at any given time who is in the panel and who has left the panel. We can calculate overall yearly attrition rates, and we know this rate by demographic group. Certain demographic groups do tend to have higher attrition rates – specifically people under the age of 30, people with high school education or less, people who are Black or Hispanic, Spanish speakers, and people who have been in the panel for less than 6 months.

11. Does the panel use any special strategies to minimize attrition?

Incentives for participation are our primary means of engagement, including differential incentives for individuals with demos that we know tend to have lower than average participation rates. We have tried a number of strategies over the years and continue to use them in various ways, including panel member newsletters, panel member website, small token gifts, and letters and phone calls to encourage continued participation (and to update contact info if necessary).

12. Do panel members receive monetary incentives? If yes, please describe.

Yes, panel members receive monetary incentives for completing most surveys (but not all). The average incentive is around \$5, but this amount can vary depending on whether the survey is offering differential incentives for certain demographic groups. Longer surveys may also offer more than the average while a very short survey may only offer \$1- \$2.

Our incentives for web surveys are paid through our incentive partner, Rybbon. Panelists receive an email immediately after completing their survey. It contains their link to Rybbon, where they can go and select their reward. The choices vary by incentive amount (more options for larger incentives) and they include donations to charity. Our most commonly claimed incentives are Target, Amazon and charitable donation.

13. Do panel members receive any other rewards or panel member benefits? If yes, please describe.

No, not currently. In the past we occasionally sent small token gifts, such as notepads or birthday cards.

14. Please describe any refreshment sampling strategies. Does the panel recruit general population samples or are samples more targeted to certain demographics?

Panel refreshment is conducted throughout the year. We have a monthly refreshment recruit conducted via RDD and an additional recruitment effort that takes place using mail sends with an ABS frame. This is typically conducted 3 – 4 times per year. The RDD sample is a general pop US adult sample. The ABS recruit typically targets specific groups. For example, one recruit may target

households with an adult under the age of 30, while another mail recruitment effort may target households predicted to have an adult who is Hispanic.

15. Does the panel conduct a census of panel members when fielding a survey, or does the panel more commonly sub-sample panel members? If a sample of panel members is drawn, please describe methods used. (e.g., random selection, stratified, quotas, PPS based on base weight, selection of a single household member).

We use a variety of methods, depending on the objective of the project and target population. The most common is to draw a stratified sample from within the panel sample, which accounts for differential nonresponse by demographic group. We do have some panelists with more than one adult member per household. Depending on topic and concern for correlated responses within household, we may restrict to selecting one adult per household (the more typical approach). We do have some studies (typically Gallup sponsored/funded) that Census the entire panel.

16. When fielding a study using the panel, what range of response rates can typically be expected (knowing response rates can vary considerably by study design)? What response rate would be expected for a survey of adults age 18+, 15-minute survey, in the field for one week, with typical incentive?

The typical response rate for a survey of 18+, in the field for one week, 15 minute survey, is approximately 40%, although this can vary by topic, number of reminders, and how the study was sampled. (a SRS tends to net a much higher response rate than a stratified sample that accounts for differential non-response).

17. Briefly describe demographic or psychographic data maintained on panel members.

All panel members MUST provide age, gender, education, race, ethnicity and zipcode (used to code other geographic variables, such as Census Region). We also ask for other demos such as marital status, religious preference, employment status, occupation, veteran status, home ownership, income, political party, children in household, sexual orientation, registered to vote, volunteer activity, age and gender of other household members.

18. Does the panel ever combine probability and non-probability samples? If yes, please briefly describe how and when this strategy is used.

We do occasionally combine with non-probability samples when it is otherwise not possible to achieve required sample sizes of low-incidence group using only probability-based sample. The use of non-prob sample is always disclosed to clients and in reporting.

19. Please describe any weighting procedures that are commonly used (i.e. base weights/selection weights, non-response adjustments, post-stratification, etc).

Gallup Panel weighting starts with the panel base weight as the initial weight. Base weights take into account the probability of selection into the panel for all stages of selection. Most studies also include post-stratification weights to correct for non-response. Post-stratification weights typically include a raking adjustment for age, gender, education, ethnicity, and region. Samples of targeted subpopulations with unknown population parameters typically do not use post-stratification weights. Researchers handle each study on a case-by-case basis.