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## **ELIPSS, a French Internet probability-based panel: developments & challenges**

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# ELIPSS

## a French Internet probability-based panel: **developments & challenges**

Set up in 2012, the **ELIPSS** panel (*Étude Longitudinale par Internet Pour les Sciences Sociales*) is an online survey infrastructure. It allows researchers to collect data leveraging a probability-based panel. The data collected is made available for further re-use.

### ELIPSS at a glance

#### The panel

- Probability-based Internet panel recruited through random sampling by the French National Institute of Statistics and Economic Studies
- France residents (French-speaking) aged over 18 at the time of recruitment
- More than 2,000 panelists as of July 2025

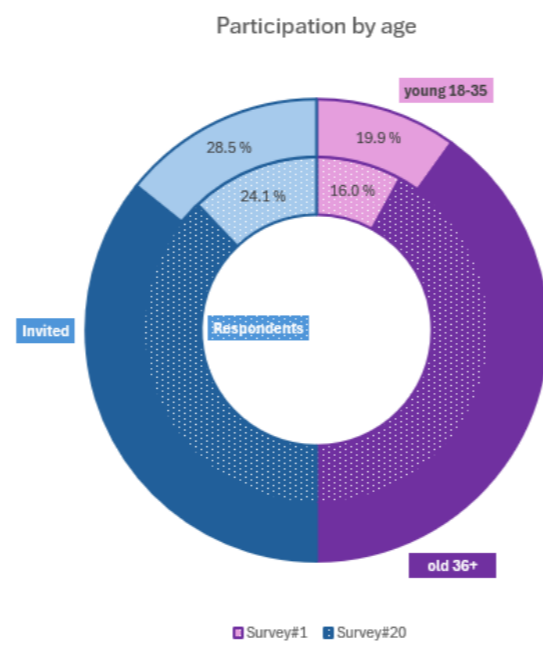
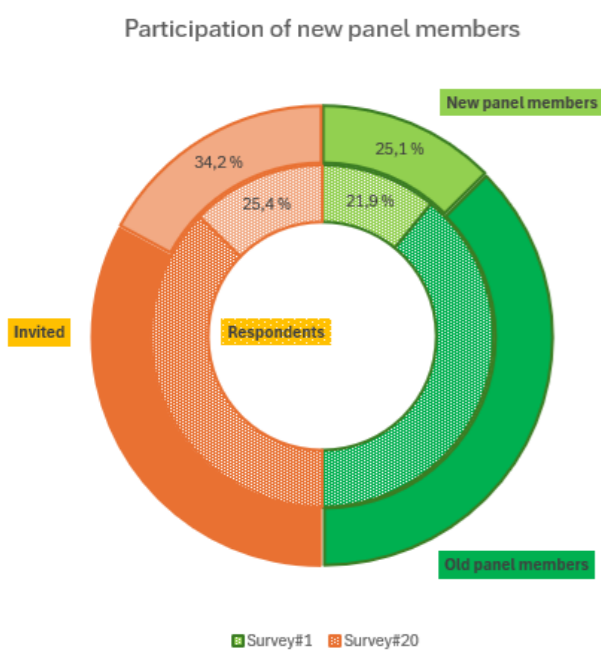
#### The surveys

- Cross-sectional or longitudinal projects in the humanities and social sciences without thematic restrictions
- Monthly survey, 10 waves per year
  - 9 waves designed by research teams
  - 1 wave for the **ELIPSS** core questionnaire composed by a sociodemographic and a general attitude module
- 20 minutes duration per wave

#### The service

- Questionnaire design  
*design - programming - testing*
- Fieldwork  
*data collection - survey follow-up and reminders (email, phone, mail)*
- Post-production  
*data cleaning - data matching - data weighting - fair documentation & dissemination*

### Understanding attrition



Panel attrition is explained by two factors: the year of recruitment and age.

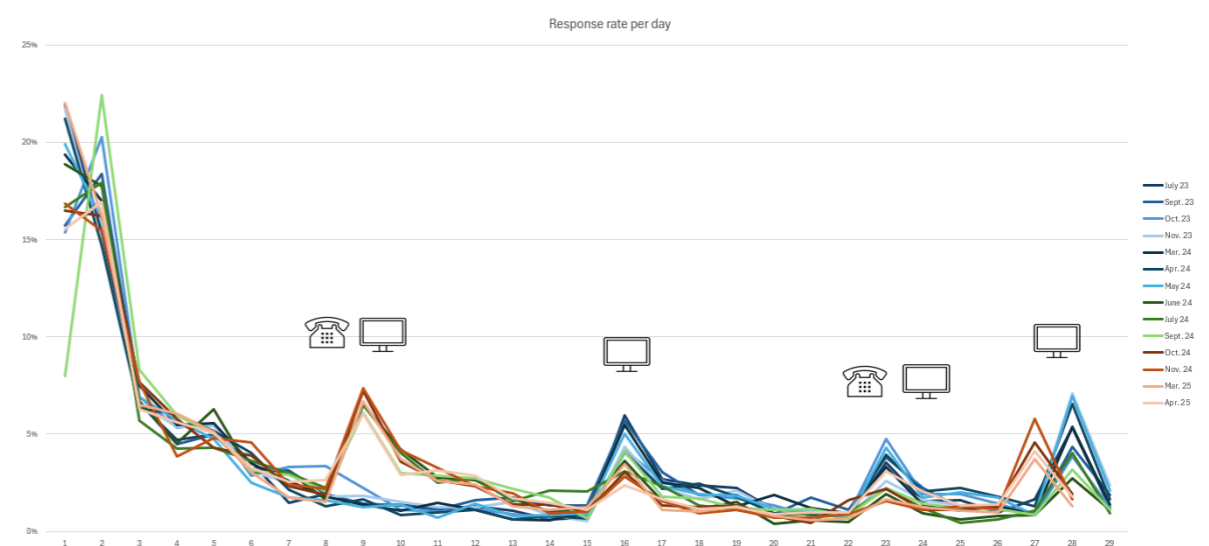
- People recruited in 2023 leave the panel much more quickly. This can be explained by the professionalization of the oldest panelists (some have been with the panel for more than 10 years!), and perhaps by the mode of recruitment in 2023 (no face-to-face, only phone).
- Younger panelists are also less involved in the panel. This is correlated with the last recruitment (2023), for which an oversampling of younger panelists was performed.

### Understanding participation rates

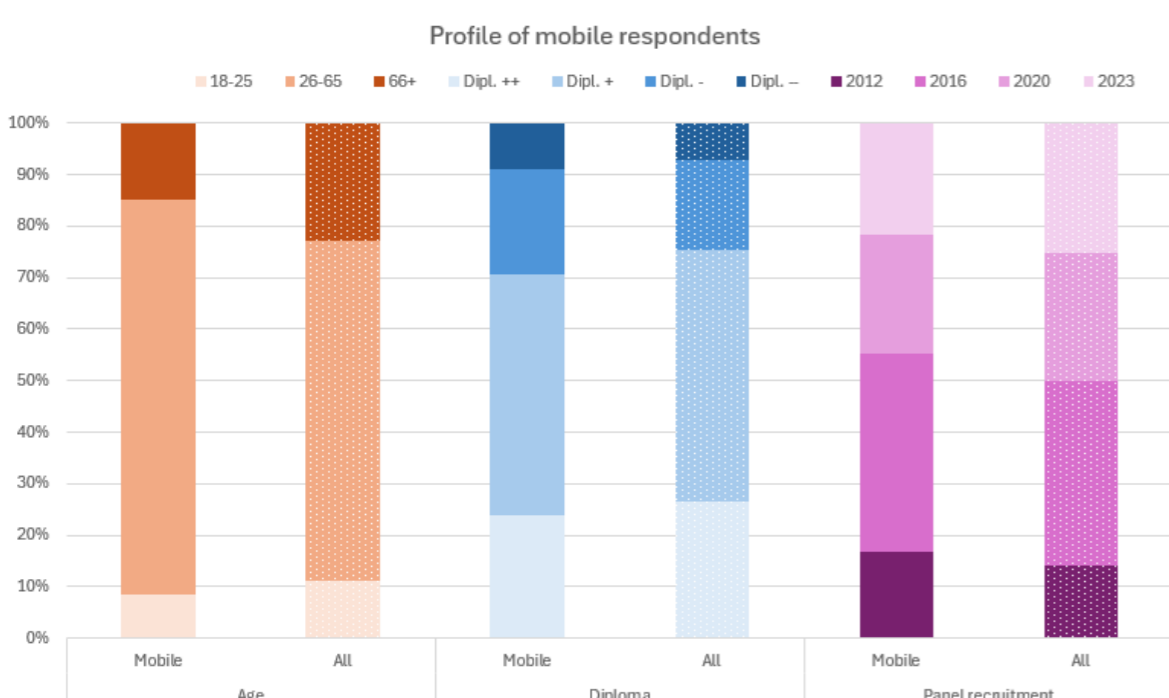
Maintaining a high survey participation rate (more than 80%) requires several panel management strategies, including sending email reminders to non-respondents and making personalised telephone calls.

Although adding an extra email reminder to the process does not increase the final response rate, it does help to achieve a high response rate more quickly.

However, reducing the survey field length from 29 to 28 days does not decrease the response rate.



### Understanding devices used



Mobile phone use is steadily increasing: more than half of respondents now complete surveys using a smartphone.

3 factors explain this phenomenon:

- Age: younger respondents (18-25 years old) and older respondents (66 years old and over) complete surveys less frequently using smartphones than those aged 26-65.
- Education: people with lower levels of education respond more frequently with a smartphone.
- Seniority in the panel: those recruited in 2012 and 2016 use smartphones more frequently to respond, perhaps as a result of the previous system, where panelists were provided with a tablet to complete surveys.

### The **ELIPSS** team is constantly engaged in reflecting upon and questioning

- Representativeness and selection biases: recruitment strategy, impact of attrition, under-representation of certain populations (such as the youngest or the non-educated), inclusion or not of the non-connected.  
→ There will be new recruitment in 2025. What method will be used?

- **Data quality**: satisfying, panel conditioning, inconsistency of responses over time  
→ Is a rotating panel with a limited duration of time on the panel being considered?

- **Panel strategy**: incentive effects, impact of the follow-up protocol (particularly telephone calls)  
→ What solutions can be implemented to limit attrition as much as possible?