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Title: The Effects of Pre-notification and Incentive on Panel Attrition

Date: Undated

Dataset(s): 1991 Pilot Study

Abstract

Beebe reports the results of a study investigating the effects of various strategies designed to reduce panel attrition rates in the 1991 Pilot Study. Beebe finds that attrition is not significantly decreased when respondents are prenotified by letter. Prenotification, however, does seem to minimize the attrition of less politically knowledgeable respondents. On the other hand, including an incentive -- either a dollar bill or a pen -- with the prenotification letter decreases attrition considerably. In particular, the inclusion of an incentive minimizes the attrition of the elderly, females, and lower SES respondents. Finally, while both experimental incentives reduce non-response rates, Beebe finds that the pen seems to curtail attrition most effectively.