B1.2 (GLES) Long- and Short-term Panel Studies

Goals

The GLES panel studies analyse stability and change in political attitudes, electoral behaviour and individual decision-making. Main research goals are:

- Analysing electoral change at the individual level between elections and during electoral campaigns.
- Studying longitudinal stability in public opinion and citizen competence.
- Assessing the influence of long-term predispositions and short-term evaluations on voting behaviour and decision-making.
- Studying campaign-effects on information processing and political preferences.
- Detecting and quantifying causal effects.

All data are available via GESIS: www.gesis.org/gles

Methods & Design

Pre- and Post-Election Long-term Panel

- Repeated three-wave panel design
- Survey modes
  - CAPI in election years (60 min.)
  - Sequential mixed-mode (CAI/mail/online) in off-election year waves (10 min.)
- Sample population: cross-section respondents willing to be re-interviewed
- See GLES-Technical Report 2014/15 for further information

Short-term Campaign Panel

- 12-week online panel study over the course of the federal election campaign
- Subsample of Online-Access-Panel
- Six pre-election waves, one post-election
- Innovative repertoire of questions, rotating modules for different subjects considering recent events and developments in German politics
- 2013: initially 5256 respondents; 4423 respondents completed ≥ 4 waves; 3487 respondents completed all waves

Research Design

Long-term Panel Design

- 2002
- 2005
- 2009
- 2013
- 2017

Short-term Panel Design

Selected Research Findings

Electoral Change 2005-2013

<table>
<thead>
<tr>
<th>Pattern of change</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consistent non-voter</td>
<td>1</td>
</tr>
<tr>
<td>Consistent voter (always same party)</td>
<td>37</td>
</tr>
<tr>
<td>No party change, temporal non-voter</td>
<td>10</td>
</tr>
<tr>
<td>One party change (within camps)</td>
<td>30</td>
</tr>
<tr>
<td>One party change (across camps)</td>
<td>6</td>
</tr>
<tr>
<td>Party change and temporal non-voter</td>
<td>5</td>
</tr>
<tr>
<td>Two party changes</td>
<td>10</td>
</tr>
</tbody>
</table>

Short-term Panel

Studying Individual Decision-Making Processes

Attitude Stability 2009-2013

Party Identification: 39
Ideology: 38
Immigration: 32
Nuclear Energy: 31
Economic Intervention: 17

Self-Reported Reasons for Vote Intention 2009

Selected Publications

Books:

Journal Articles:
- Steinbrecher, Markus, and Harald Schoen (2013): Not all campaign panels are created equal: Exploring the number and timing of panel waves affecting findings concerning the time of vote decision, Electoral Studies, issue 4, 892-899.

Book Chapters: