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EUDO Launch Conference, December 3-4 2009

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Strategies for Overcoming Low Response Rates in Public Opinion Research in Europe

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EUDO Observatory on Public Opinion, Political Elites and the Media: its goals

- **Need to better understand public opinion and its linkage with political elites (at all levels) and the media in Europe**
- **Digitalization of modern society -> impact on traditional survey methods**
- **Designing of novel ways of data gathering, new type of data**
- **Pilot projects and experiments**
- **In 2009: EP election year -> particularly intensive efforts of the Observatory -> particularly interesting EP elections!**

27 Leading parties of government

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9 left/centre-left

AT	SPOE
BG	BSP
ES	PSOE
CY	AKEL
HU	MSZP
P	PS
SL	SD
SV	SMER
UK	Labour

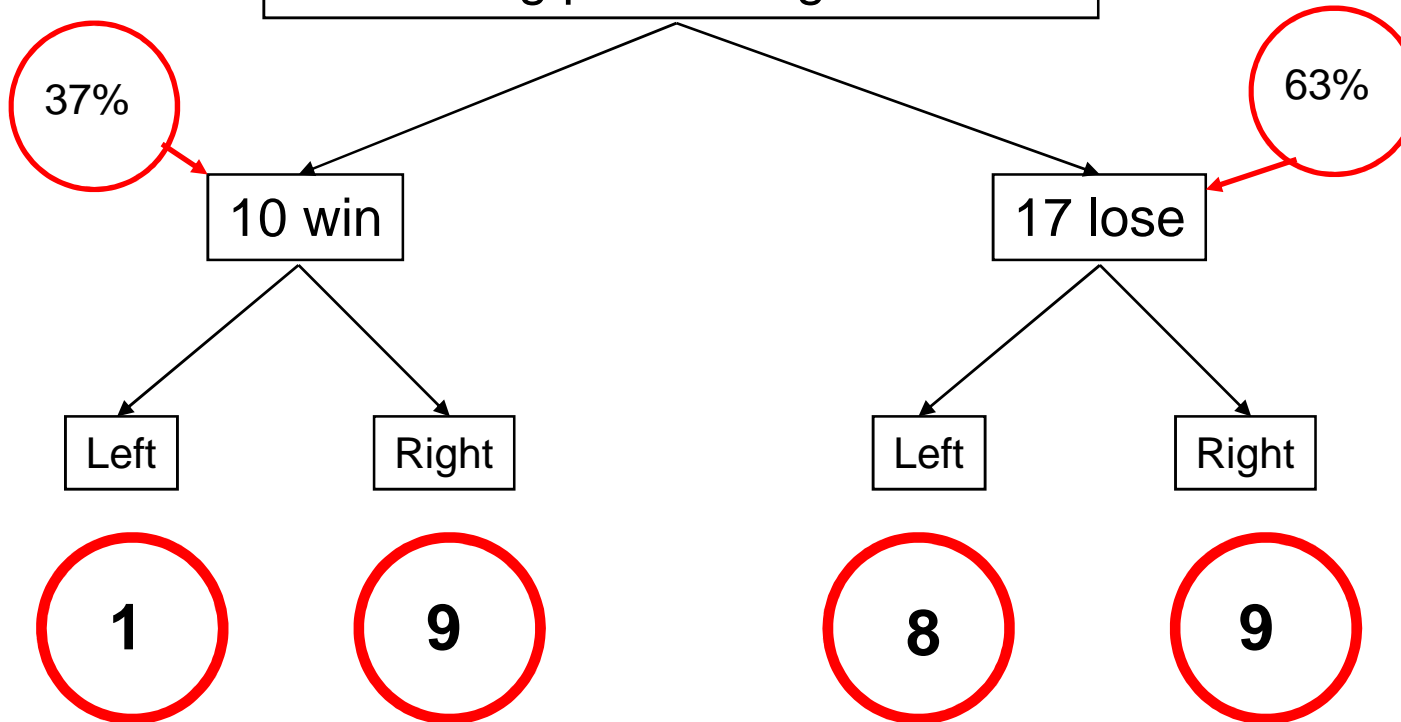
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18 right/centre-right

B	CD&V	LV	JL-TP
CZ	ODS	LI	TSLKD
D	CDU	LUX	CSV
DK	Venstre	MA	PN
EE	ER	NL	CDA
IRL	FF	PL	PO
GR	ND	RO	PDL&SOC
F	UMP	FI	KESK
I	Pdl	S	MS

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27 Leading parties of government



L-R	Losers	Winners	N
Left	88.9	11.1	9
Right	50.0	50.0	18
Total	37.0	63.0	27



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EUDO and the European Parliament Elections of 2009

PIREDEU project

(Providing an Infrastructure for Research on Electoral Democracy in the EU)

- **Funded by the EU's DG Research under their FP7 programme and by the British ESRC**
- **Actually five linked projects coordinated from the EUI under the auspices of EUDO**



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EUDO and the European Parliament Elections of 2009 (II)

- **A voters study (interviews with 1,000 randomly chosen citizens in each of 27 countries) -> University of Amsterdam**
- **A candidates study (interviews with 20 percent of all candidates in all 27 countries) -> WZB- Berlin**
- **A party manifestos study (compendium of manifesto promises by all parties EU-wide -> University of Mannheim**
- **A media study (content analysis of news outlets in 27 countries)-> Universities of Amsterdam and Exeter**
- **A contextual data study (collecting all relevant electoral and institutional data EU-wide -> Warsaw School of Social Psychology**



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EUDO and the European Parliament Elections of 2009 (III)

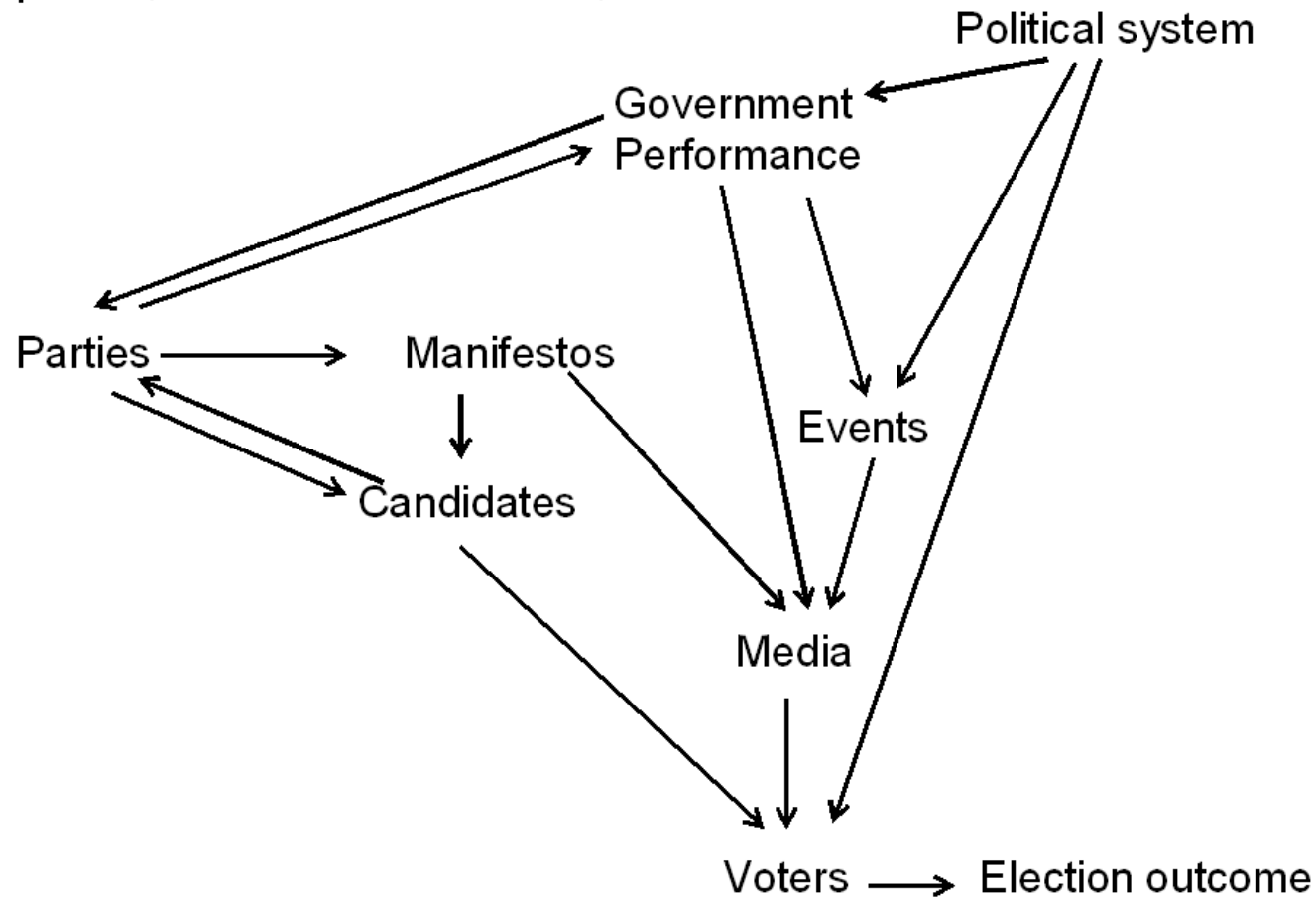
EU-Profiler project

(voting advice application fielded in 30 countries)

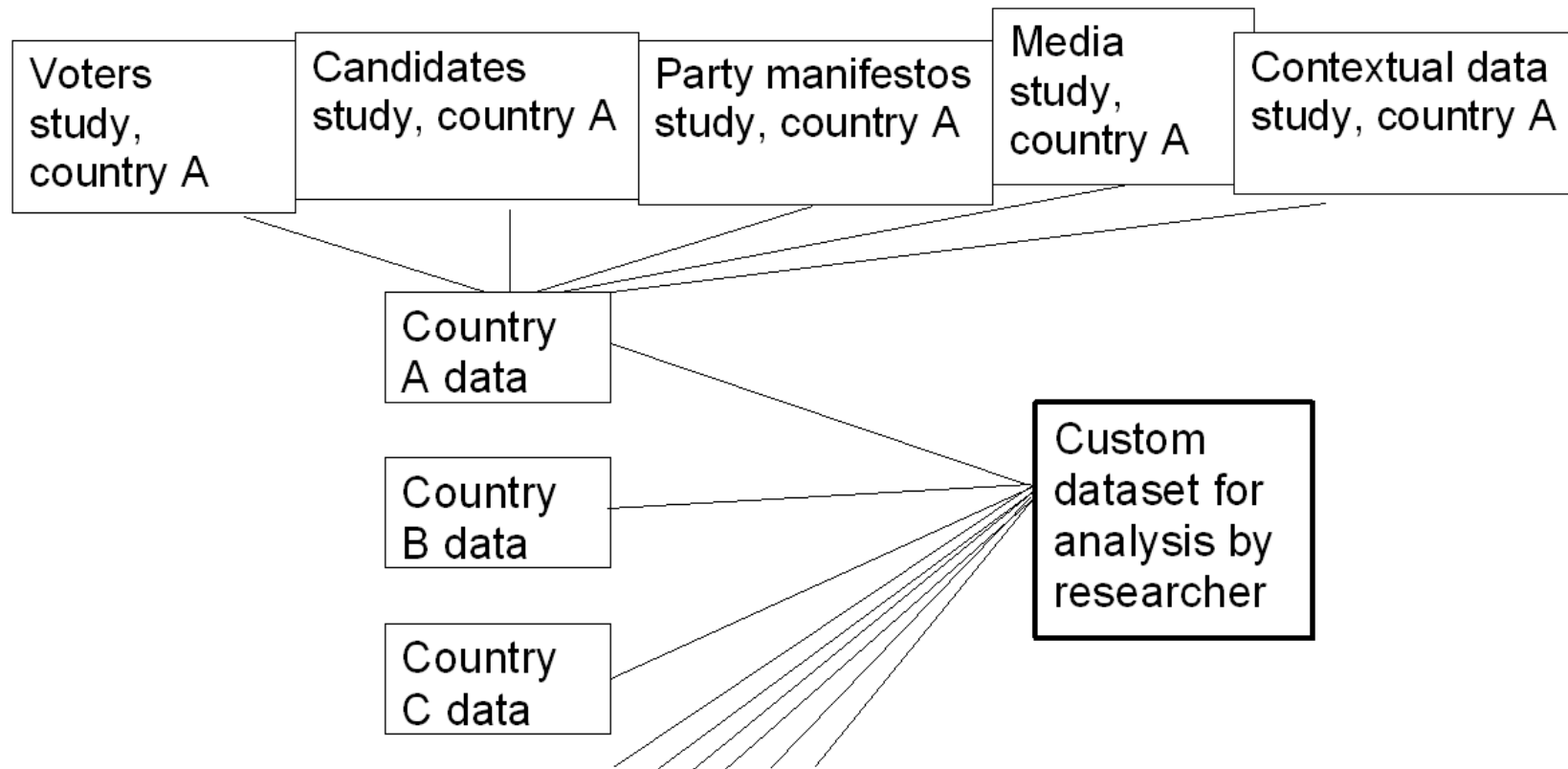
Funded by the EUI/RSCAS, the NCCR Zurich, Kieskompas and by subscription of news organizations (winner of the World e-Democracy Forum Award) provided a public service and at the same time collected:

- Data on party positions and programmes throughout Europe**
- Data on party support by voters as this evolved over the course of the election campaign**

Taken together, these data will allow us to place voters within their various contexts and investigate influences that they feel as a result of activities of parties, candidates and media, somewhat as follows...



Innovations in EES 2009 – prelinked data



Simplified view of data organization in the PIREDEU research infrastructure



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Linking the EU-Profiler with PIREDEU: a marriage made in heaven?

- PIREDEU has rather few issue questions, the EU-Profiler has many. The EU-Profiler has no way to know how representative its respondents are of the population as a whole. PIREDEU can tell them this.
- More importantly, the partnership serves as a preliminary test of the possibility that a VAA might serve as the main vehicle for collecting information about voters while a survey with a minimum of questions could serve as the vehicle for calibrating the sample generated by the VAA.
- The next step in this research will be a VAA fielded next year in the United Kingdom at the time of their national election, which will be linked to a random sample conducted simultaneously. There we will apply the lessons learned from linking PIREDEU with the EU-Profiler.



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Thank you for your attention!

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