

JPSM/MPSM

Survey Methodology Seminar Series

When Do We Lose Our Survey Respondents? Modelling Non-Response Step By Step from a New Sampling Frame

GEORG LUTZ

Presenter

Associate Professor at the University of Lausanne
Visiting Professor in the Department of Political Science at the University of
Michigan.

Monday, April 15, 2013
12:10-1:00pm

Speaker will be at the University of Michigan
Video Room 368 - ISR South Basement
Room 2208 LeFrak Hall– Maryland

Abstract

Non-response studies suffer – almost by definition – that we have only limited information on non-respondents and we often don't even know very well how many there are. A new sampling frame, established by the Federal Statistical Office in Switzerland based on registers of the local resident population allows gaining new insights into non-response. This sampling frame was established some years ago and is almost 100% accurate. It includes various socio-demographic characteristics for each individual on the entire population in Switzerland. The sampling frame is made available for a selected number of academic surveys and allows in a new way exploring step by step how many individuals from the initial sample we lose at the different survey stages. Sampling data from the 2011 Swiss election study, which is a 35 minute post-election CATI survey, shows that the social bias related to the lack of a telephone numbers tends to be greater than the social bias related to refusal among those that could be contacted. In a parallel experimental online survey, using the same sampling frame and questionnaire, it was possible to reduce the social bias at least for some groups and with providing an unconditional incentive even get a higher response rate than with the CATI survey.

The Survey Methodology Program hosts this series of brown bag seminars on survey methods. The purpose is to have informal presentation and discussion of topics in survey methodology. They are open to anyone interested. If you would like more information, or if you have suggestions for methodological topics you would like to see presented, please contact: Jodi Holbrook at 647-3592