

Chapter 3

The Problem of Nonresponse

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SUGGESTIONS FOR FURTHER READING

General nonresponse

Dillman, D.A., Eltinge, J.L., Groves, R.M. & Little, R.J.A. (2002). Survey nonresponse in design, data collection, and analysis. In R.M. Groves, D.A. Dillman, J.L. Eltinge & R.J.A. Little (Eds.), *Survey nonresponse*. New York: Wiley

Groves, R.M. & Couper, M.P. (1998). *Nonresponse in household interview surveys*. New York: John Wiley.

Interviewers and fieldwork strategies

Morton-Williams, J. (1993). Interviewer approaches. Aldershot: Dartmouth.

Campanelli, P., Sturgis, P. & Purdon, S. (1997). *Can you hear me knocking: an investigation into the impact of interviewers on survey response rates*. London: National Centre for Social Research.

Kulka, R.A. & Weeks, M.F. (1988). Toward the development of optimal calling protocols for telephone surveys: A conditional probabilities approach. *Journal of Official Statistics*, 4, 319-332.

Bennett, D.J. & Steel, D. (2000). An evaluation of a large-scale CATI household survey using random digit dialling. *Australian and New Zealand Journal of Statistics*, 42, 255-270.

Incentives

Singer, E. (2002). The use of incentives to reduce nonresponse in household surveys. In R.M. Groves, D.A. Dillman, J.L. Eltinge & R.J.A. Little (Eds.), *Survey nonresponse*. New York: Wiley.

Minimising nonresponse on postal surveys and web surveys

Dillman, D.A. (2000). *Mail and internet surveys: The tailored design method (2nd ed.)*. New York: Wiley.

Survey outcomes and response rates

AAPOR response rate definitions (see web resources).

Lynn, P. J., Nicolaas, G., Beerten, R., Laiho, J., & Martin, J. (2006). *Recommended standard final outcome categories and standard definitions of response rate for social surveys (2nd edition)*. Colchester, UK: ISER, University of Essex (www.iser.essex.ac.uk).

Lynn, P. (2005) *Outcome categories and definitions of response rates for panel surveys and other surveys involving multiple data collection events from the same units*. Colchester, UK: ISER, University of Essex. (www.iser.essex.ac.uk).

Weighting

Lynn, P. (2004). Weighting. In K. Kempf-Leonard (Ed.), *Encyclopedia of social measurement*. London: Academic Press.

Särndal, C.E. & Lundström, S. (2005). *Estimation in surveys with nonresponse*. Chichester, UK: Wiley.

INTERNET RESOURCES

American Association of Public Opinion Research: <http://www.aapor.org/>. The section on *Resources for Researchers* contains a pdf titled standard definition, which gives a thorough description of response rate definitions for different survey methods. It also contains a response rate calculator using these definitions. For response rate definitions in web and Internet surveys, see also EFAMRO & ESOMAR.

EFAMRO is an international federation of market research agencies: <http://www.efamro.com/>. Its website contains a list of *Quality Standards* for Internet research, including how to present (non)response information.

The web site of ESOMAR, <http://www.esomar.org/> contains professional standards and codes and guidelines for surveys and on internet research including (non) response categories

The website of the Journal of Official Statistics, <http://www.jos.nu/>. Contains many articles on nonresponse. In 1999 a special issue on household survey nonresponse was published. All articles can be viewed and printed free of charge.

The website of the Institute for Social and Economic Research, <http://www.iser.essex.ac.uk/> contains several working papers on non-response and related topics.