

ILLUME



BATTLING THE RACE TO THE BOTTOM: PUTTING BEST PRACTICE ABOVE COST IN GENERAL POPULATION SURVEYS

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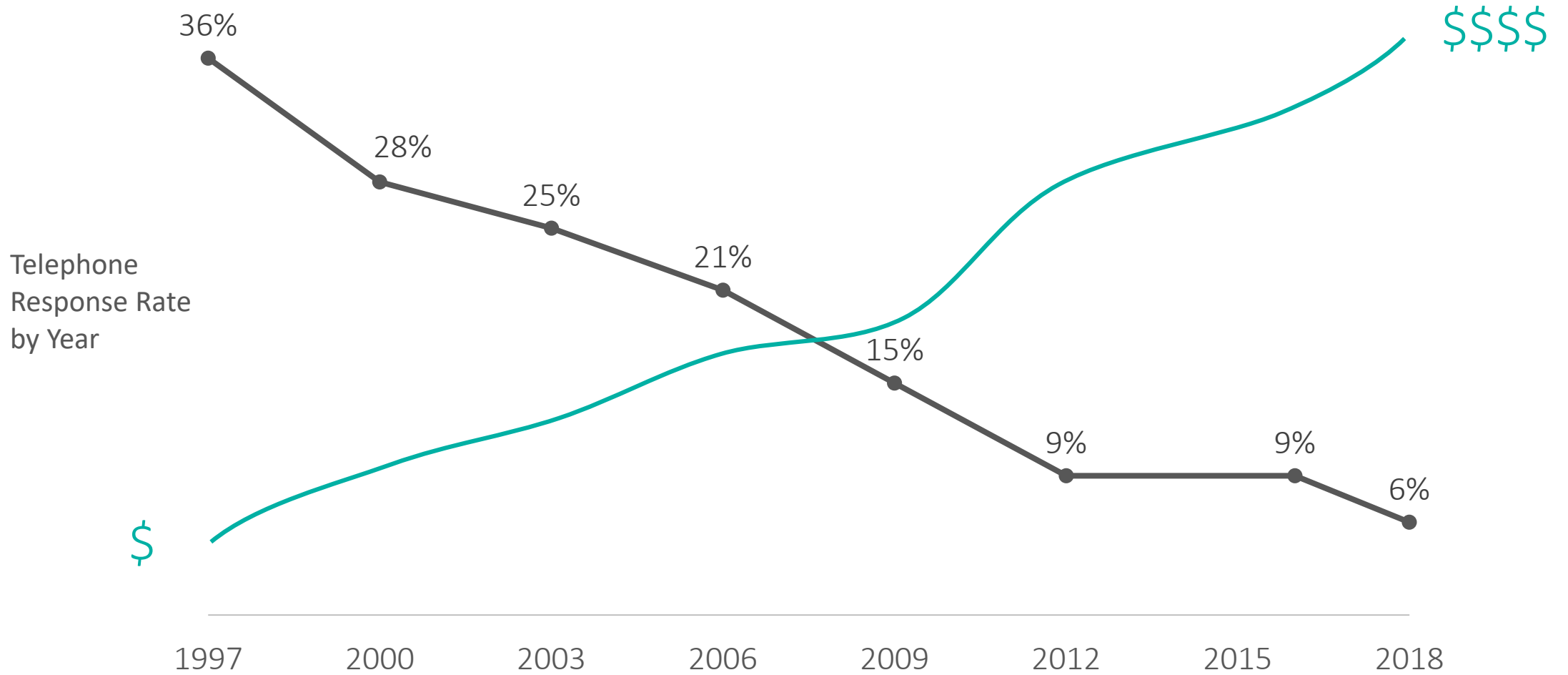
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A SURVEY NERD'S CROSSROADS



WHAT WE'RE FACING



HOW WE'VE DEALT SO FAR

Reduce Certainty

95/5

90/10

Change mode



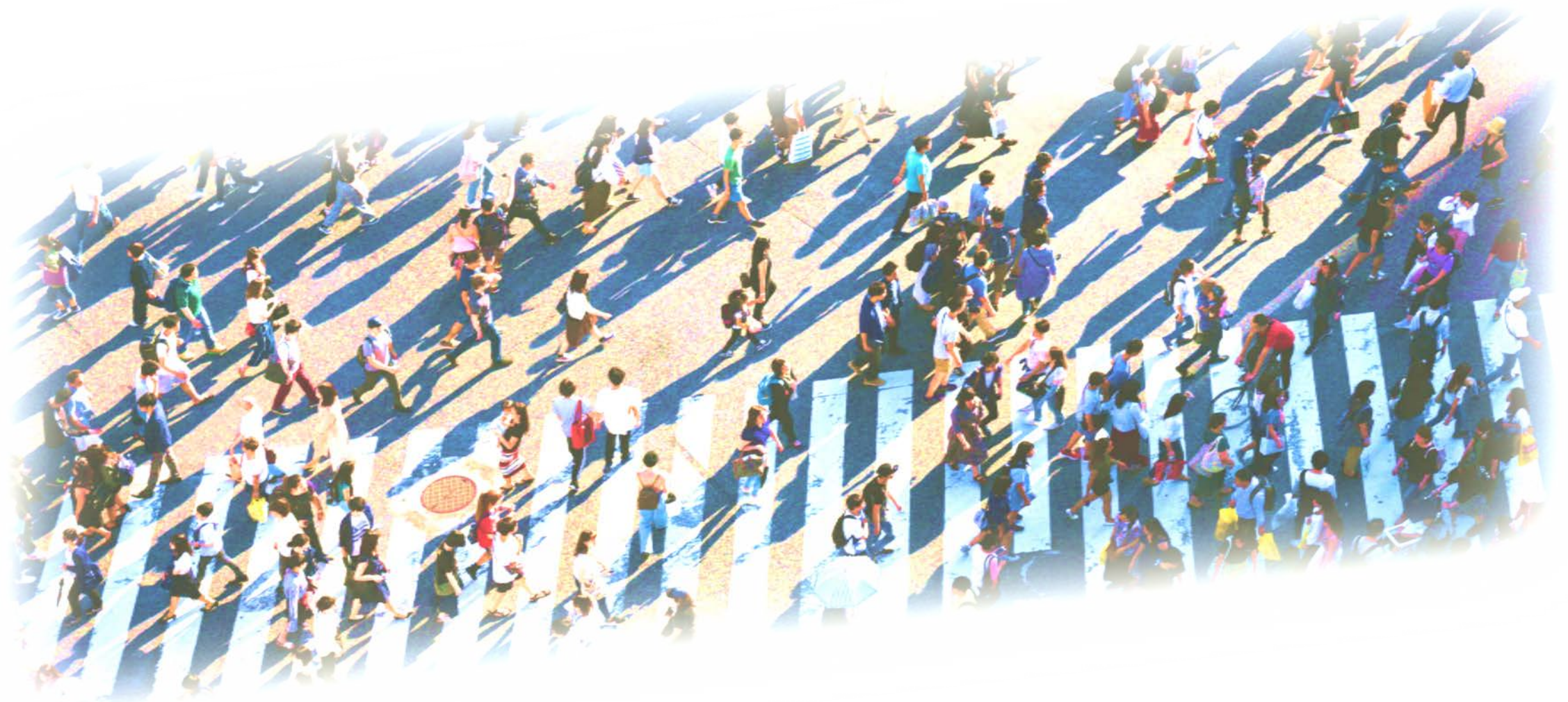
OUR POPULATION



COVERAGE



SAMPLING



NON-RESPONSE



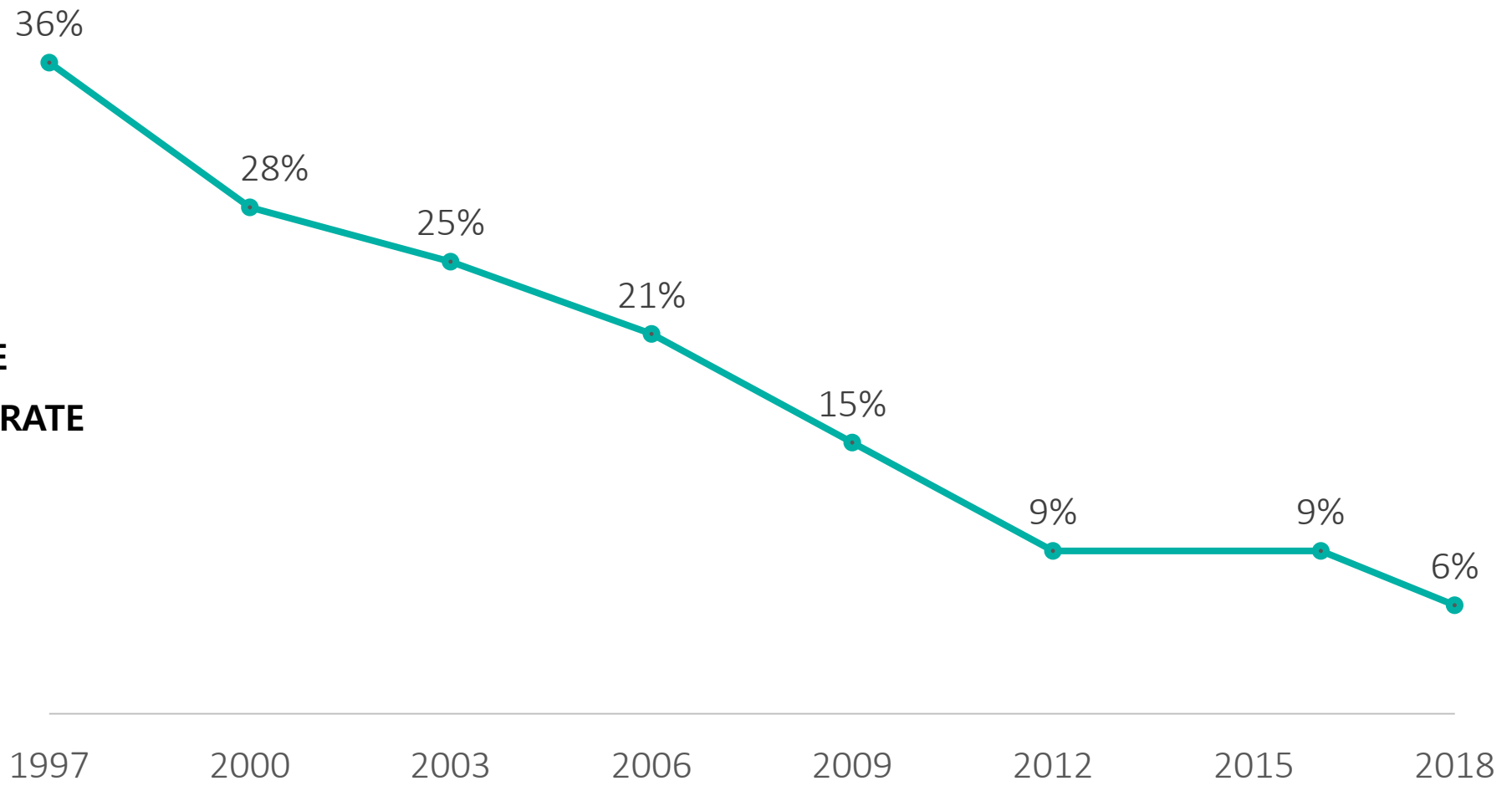
MEASUREMENT



NON-RESPONSE

MEASUREMENT

**TELEPHONE
RESPONSE RATE
BY YEAR**





RESPONSE RATES

≠



NONRESPONSE BIAS

“[T]here is little empirical support for the notion that low response rate surveys de facto produce estimates with high nonresponse bias... As nonresponse rates increase, however, effective surveys require the designer to anticipate nonresponse and actively seek auxiliary data that can be used to reduce the effect of the covariance of response propensities and the survey variables.” (Groves 2006)





RESPONSE RATES

≠ always

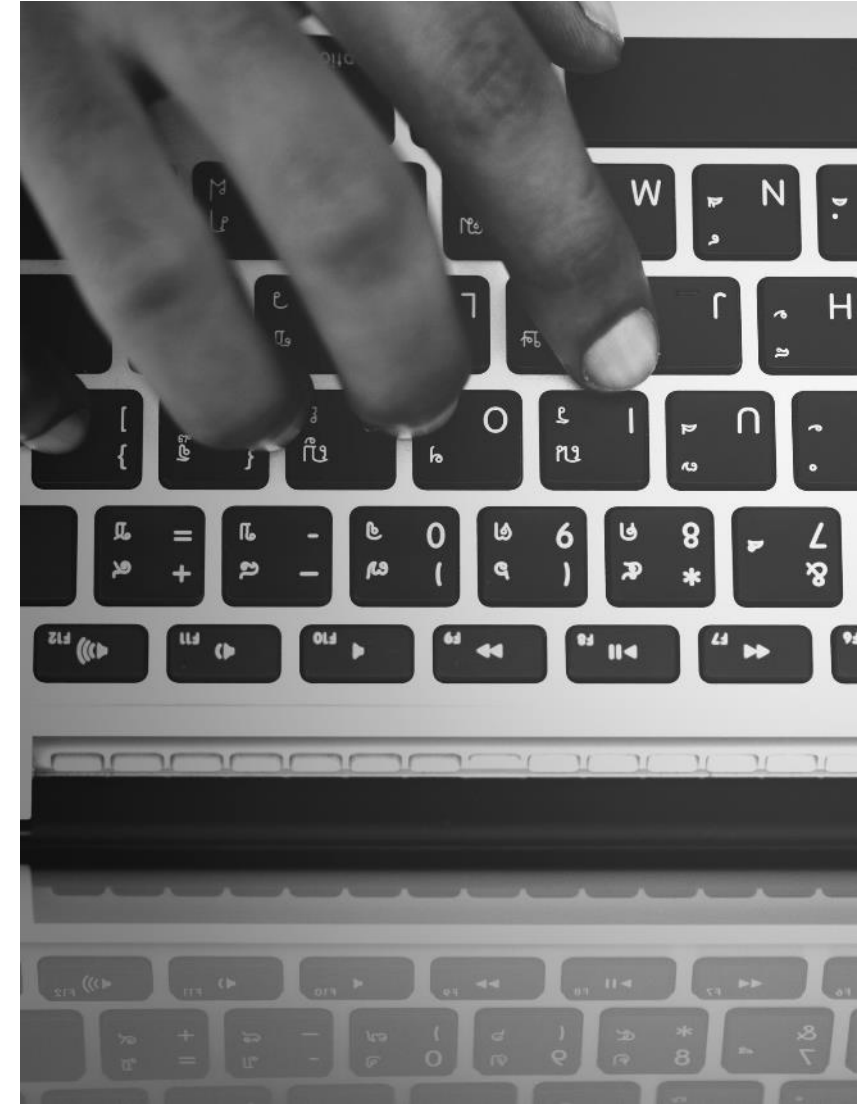


NONRESPONSE BIAS

“there are understandable efforts to say that low response rates do not necessarily have adverse effects on data [, clearly] there are also examples where low response rates have major effects on results.” (Fowler 2016)



MODES



MODE DIFFERENCES

| | TELEPHONE SURVEY (OUTBOUND) | TELEPHONE SURVEY (INBOUND) | WEB SURVEY |
|--------------------------------|-----------------------------|----------------------------|------------|
| ANALYSIS | | | |
| % Homeowners | 60% | 50% | 70% |
| Median Age | 47 | 60 | 50 |
| % with College Degree or Above | 57% | 16% | 61% |
| % with Income of \$50,000+ | 61% | 31% | 69% |
| % Aware of Mass Save | 58% | 49% | 70% |
| Sample Size | 220 | 76 | 311 |

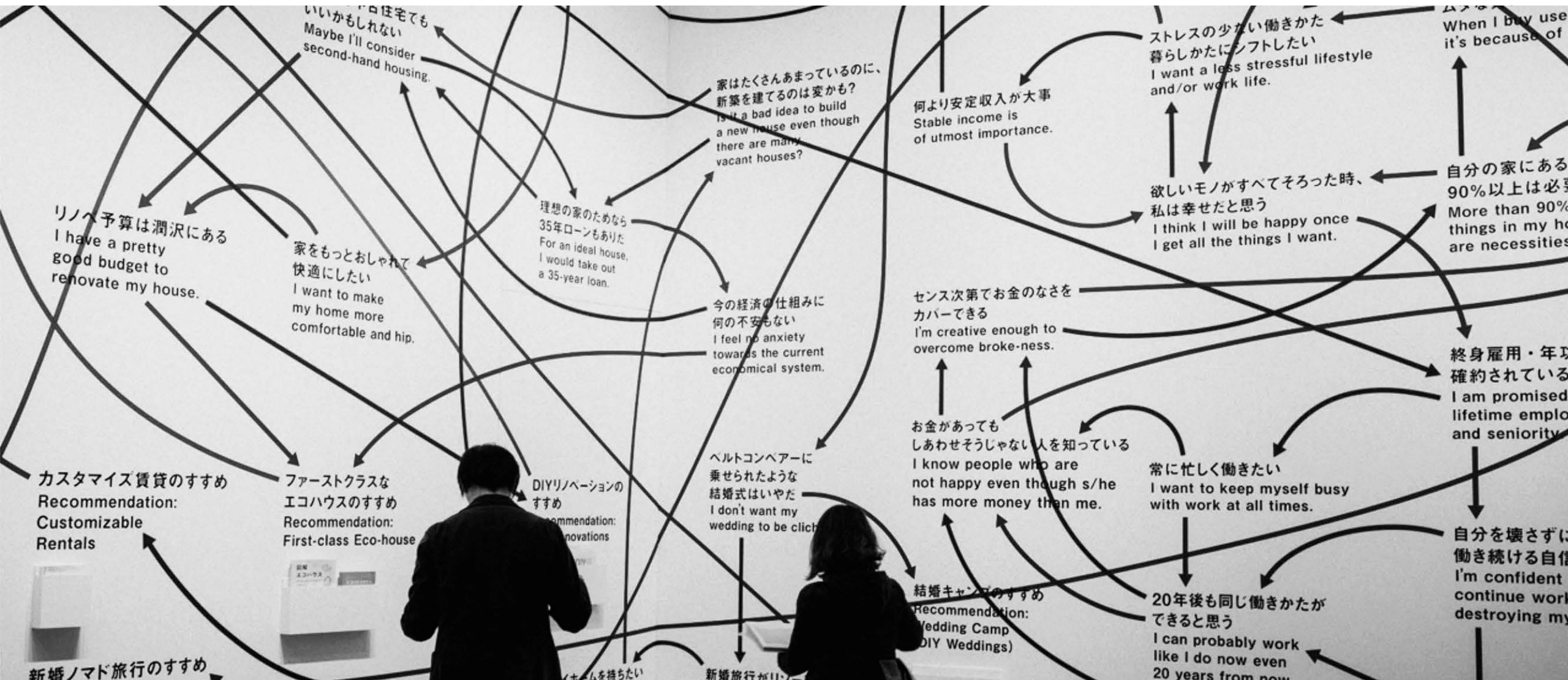
Source: Steiner, Ellen. 2017 Massachusetts Statewide Marketing Campaign Post Campaign Report. March 14, 2017.

WHAT TO DO

1. Select a survey methodology that will best represent the population of interest
2. Introduce the research through advanced notifications and messages
3. Send incentives
4. Keep the survey short

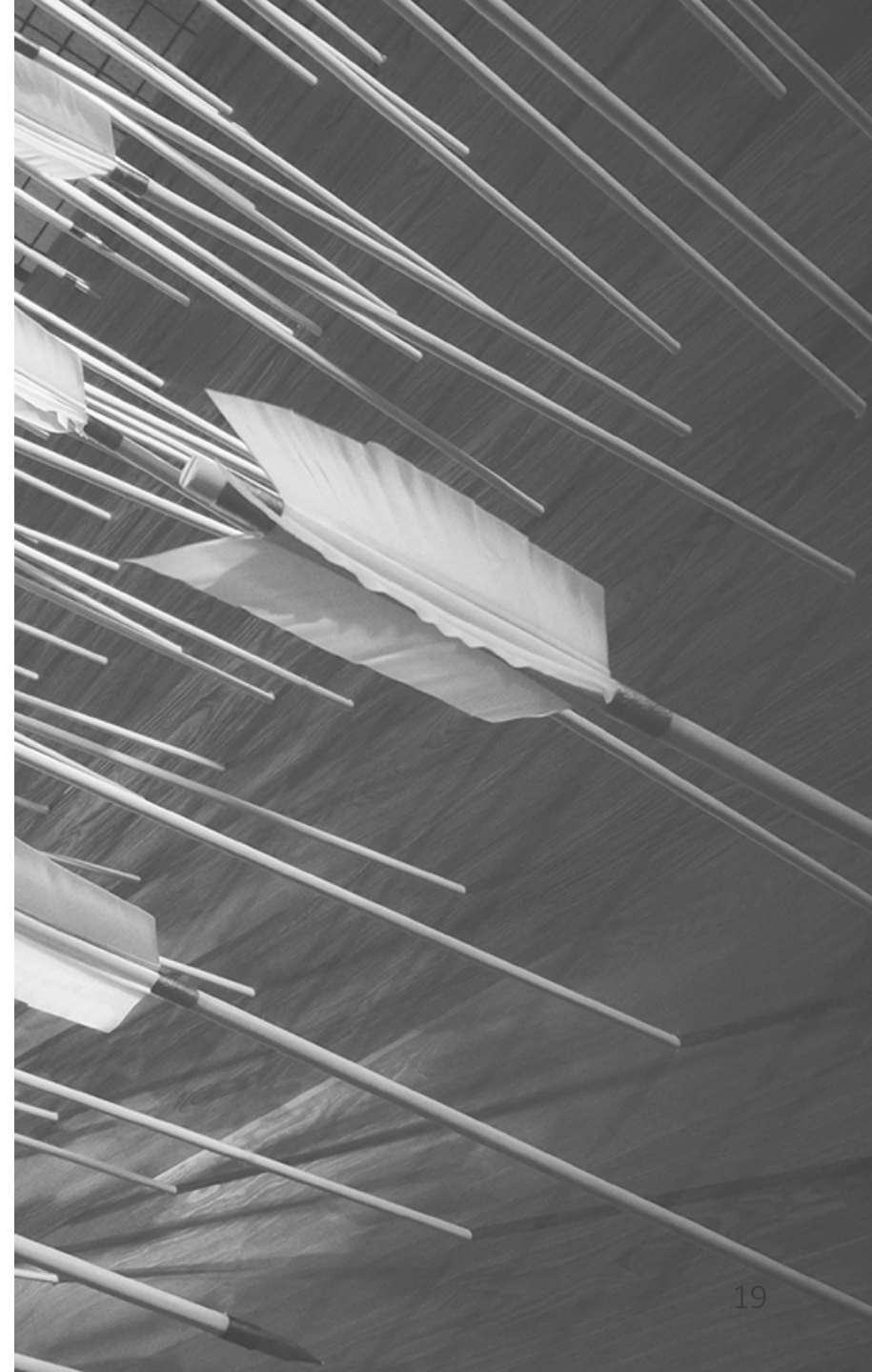


ADDRESSING MEASUREMENT BIAS

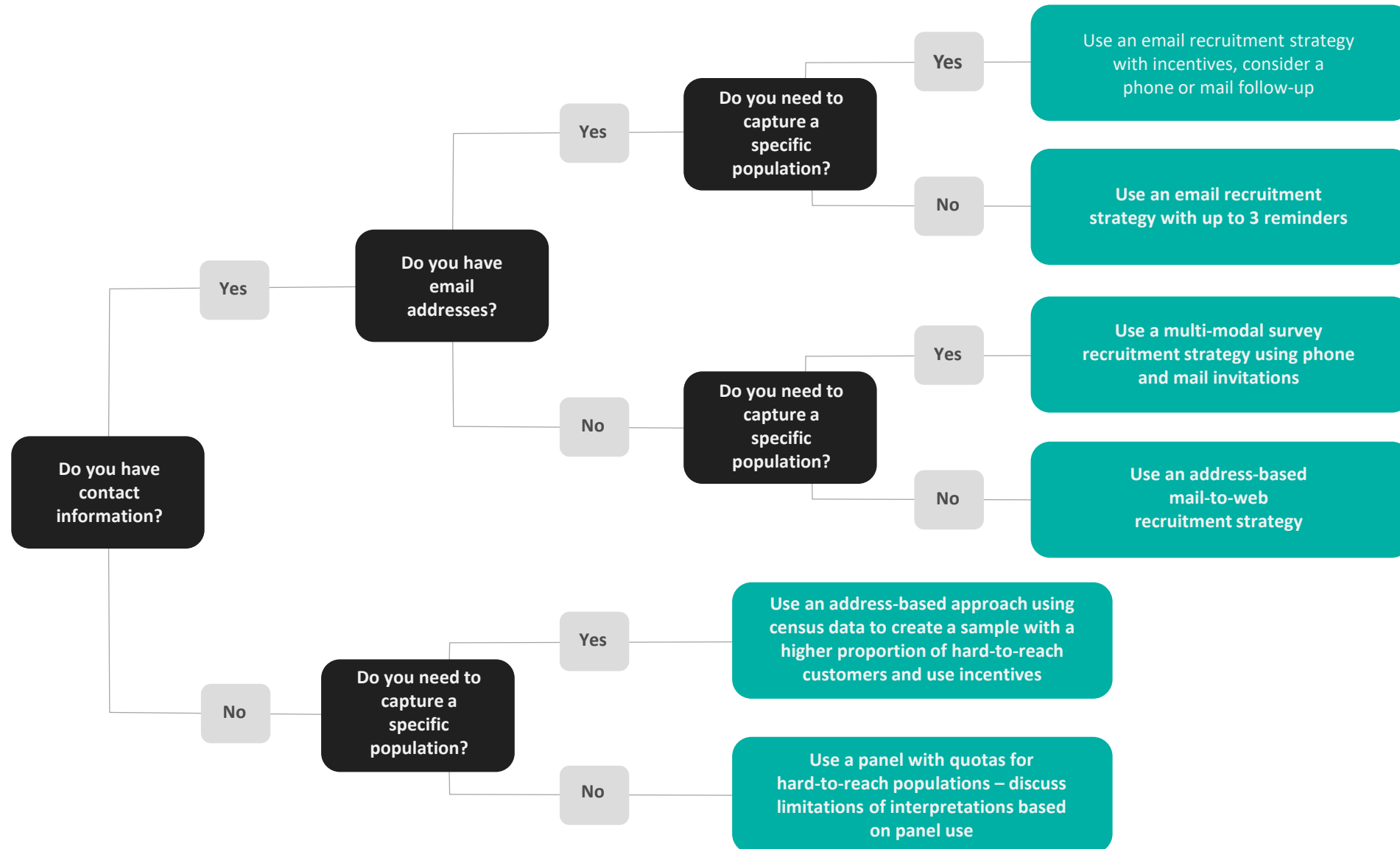


WHAT NOT TO DO

1. Overly complex or technical language (assuming knowledge)
2. Asking two things at once (double-barreled questions)
3. Assuming a response (asking leading questions)
4. Providing incomplete options (non-mutually exclusive or exhaustive response options)
5. Length of the survey
6. Inconsistent rating scales throughout the survey



WHAT YOU CAN DO WHEN SCOPING A SURVEY



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