

Gauging The Impact of Growing Nonresponse on Estimates From a National RDD Telephone Survey

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Overview of Study Design

	<u>Standard</u>	<u>Rigorous</u>
<i>General Approach</i>	Conduct 5-day, N=1,000 survey using regular PRC/PSRAI methodology.	Highest response rate possible retaining most key elements from 1997 Rigorous survey; keep content and other elements of design same as Standard survey
	<u>extended-Standard</u> After standard field period ends, continue working standard sample in parallel with rigorous study	

Overview of Study Design

Standard

Rigorous

Field Period June 4 – 8, 2003 June 4 – October 30, 2003

Sample Size 1,000 1,089

Respondent selection method Youngest male/oldest female Same as 1997; modified random by age within household

Language English only English & Spanish

Sample List assisted, in banks with 3 or more listings

Overview of Study Design

Standard

Rigorous

Advance Letters

None

All receive letter; half get \$2 incentive

Non-contact letters

None

\$2 to households where no contact has been made; 114 letters mailed on July 24.

Messages on answering machines

None

Late in the field period, leave a message on answering machines describing the study and providing a callback number.

Overview of Study Design

Standard

Rigorous

Refusal conversions

Standard practice (1 during 5-day field period; more during extended period)

2-3 where ethically feasible

Refusal conversion letters

Send letter matched households in both samples starting June 1. No incentive included. One mailing to 27 Spanish refusals on July 31.

Final Response Rates

	<u>Standard</u>		<u>Rigorous</u>	
	<u>1997</u>	<u>2003</u>	<u>1997</u>	<u>2003</u>
	%	%	%	%
<i>Response Rate 3</i>		25		50
<i>Coop. Rate 3</i>		34		58
<i>Contact Rate 2</i>		79		91

Final Response Rates

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	<u>1997</u>	<u>2003</u>	<u>1997</u>	<u>2003</u>
	%	%	%	%
<i>Response Rate 3</i>	36	25	61	50
<i>Coop. Rate 3</i>	43	34	72	58
<i>Contact Rate 2</i>	90	79	94	91

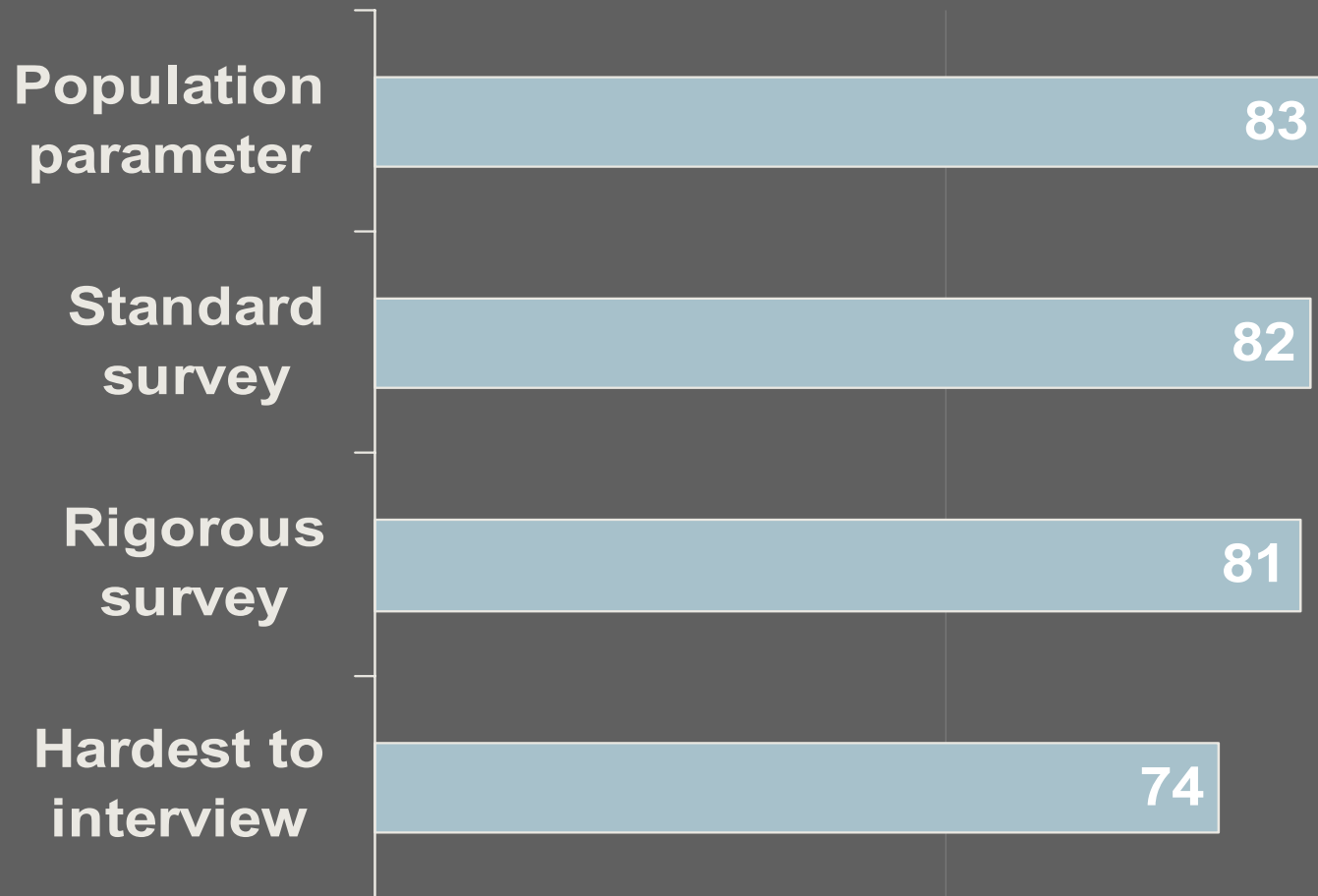
Response Rate Trend

	<u>1997</u>	<u>2003</u>	<u>2007</u>
	%	%	%
<i>Response Rate 3</i>	36	25	22
<i>Coop. Rate 3</i>	43	34	29
<i>Contact Rate 2</i>	90	79	79

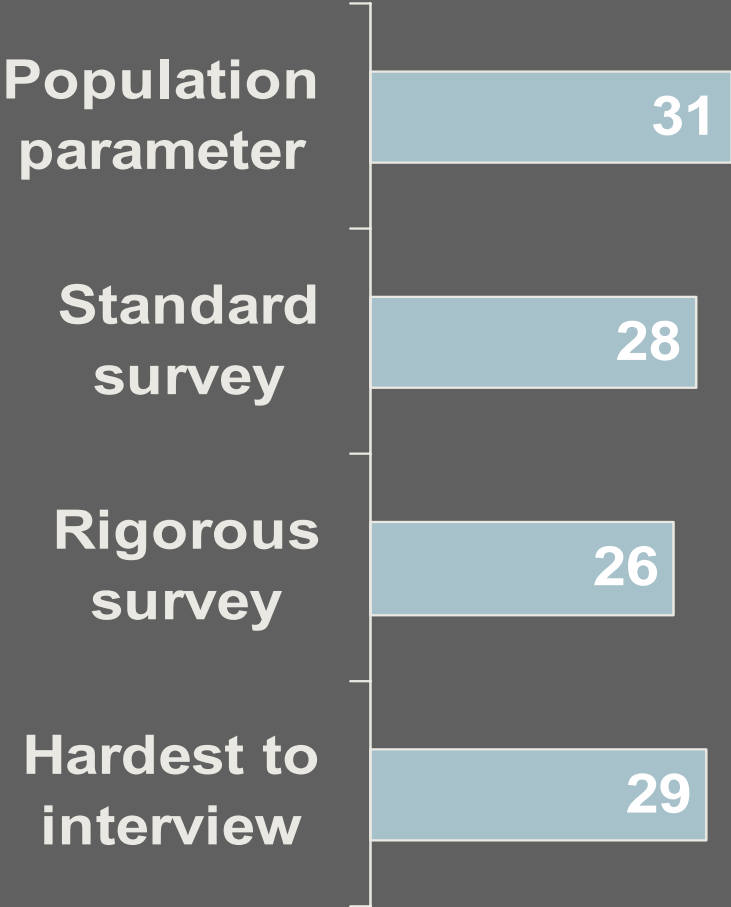
Comparison Groups

- ⇒ Standard sample
- ⇒ Rigorous sample
- ⇒ “Hardest to reach” -- refused at least twice or required at least 21 calls to complete (N=494)
- ⇒ Break-offs: N=282 who terminated (115 eventually completed survey)

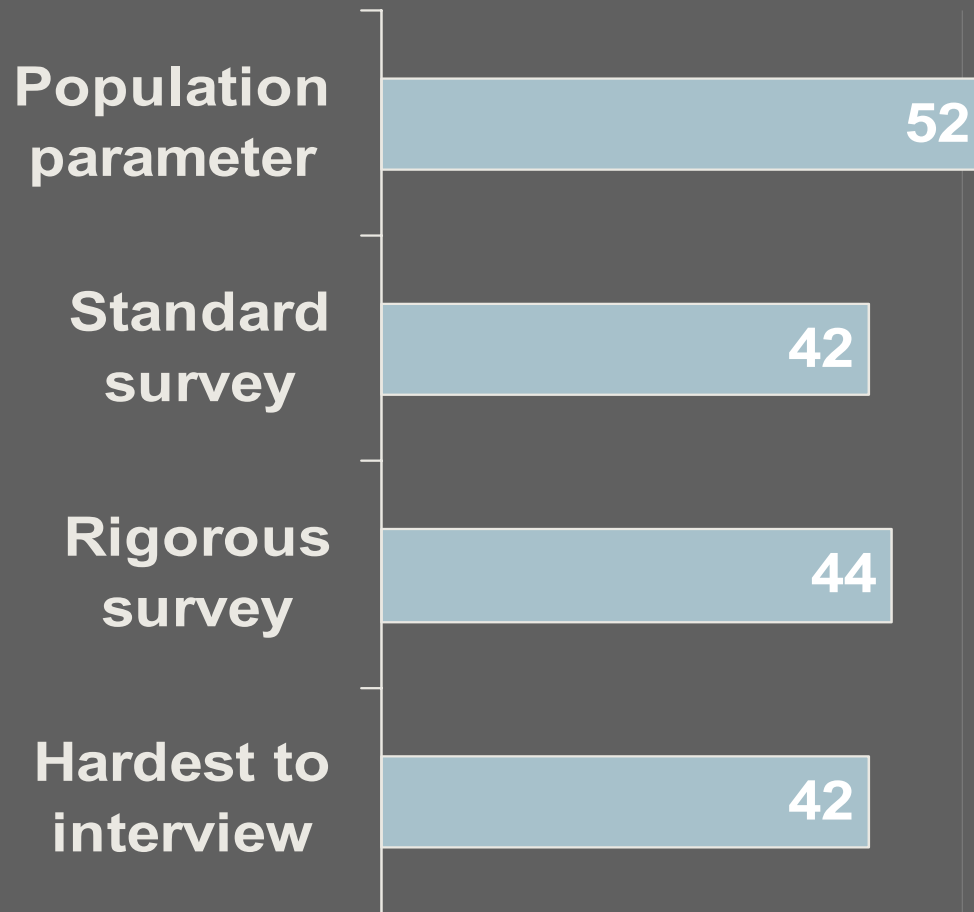
Race: Percent White



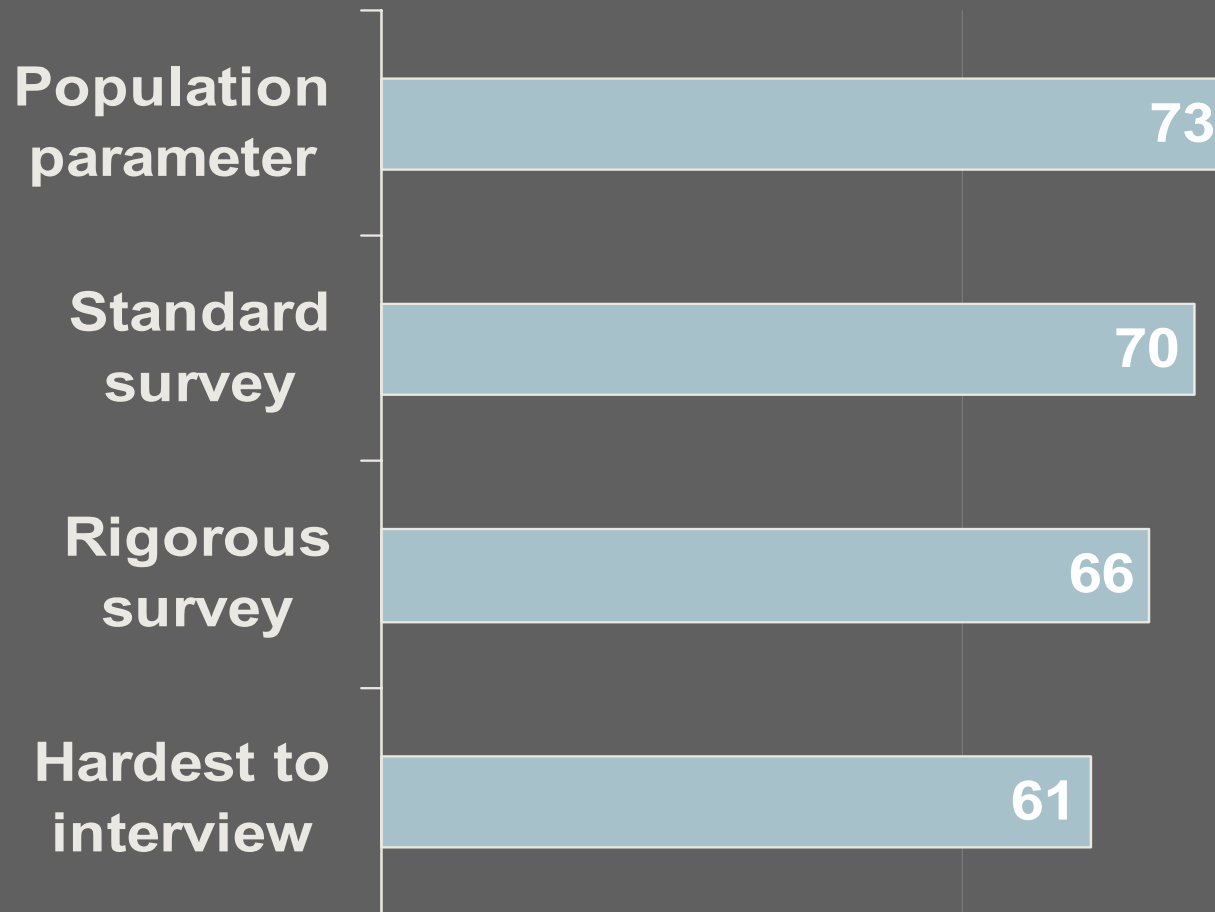
Age: Percent 18-34



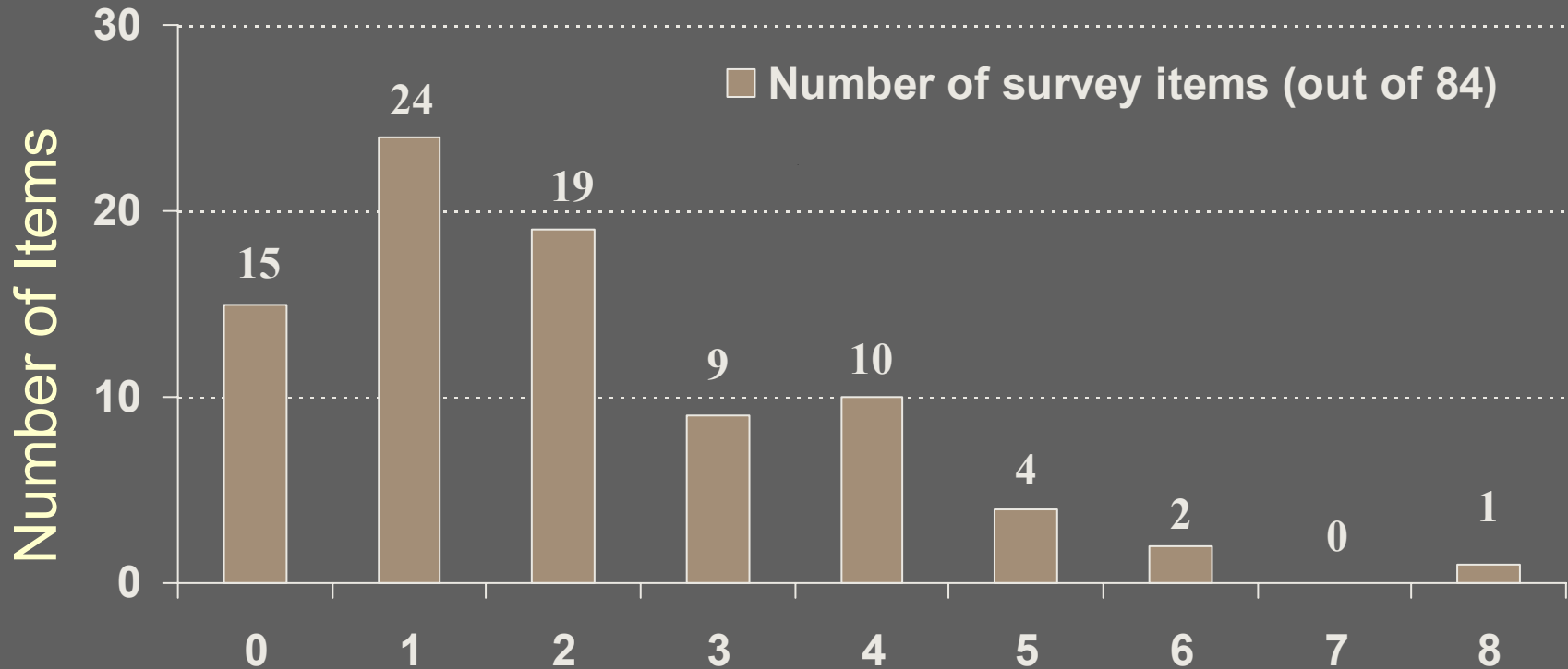
Education: Percent High School or Less



Housing: Percent Homeowner

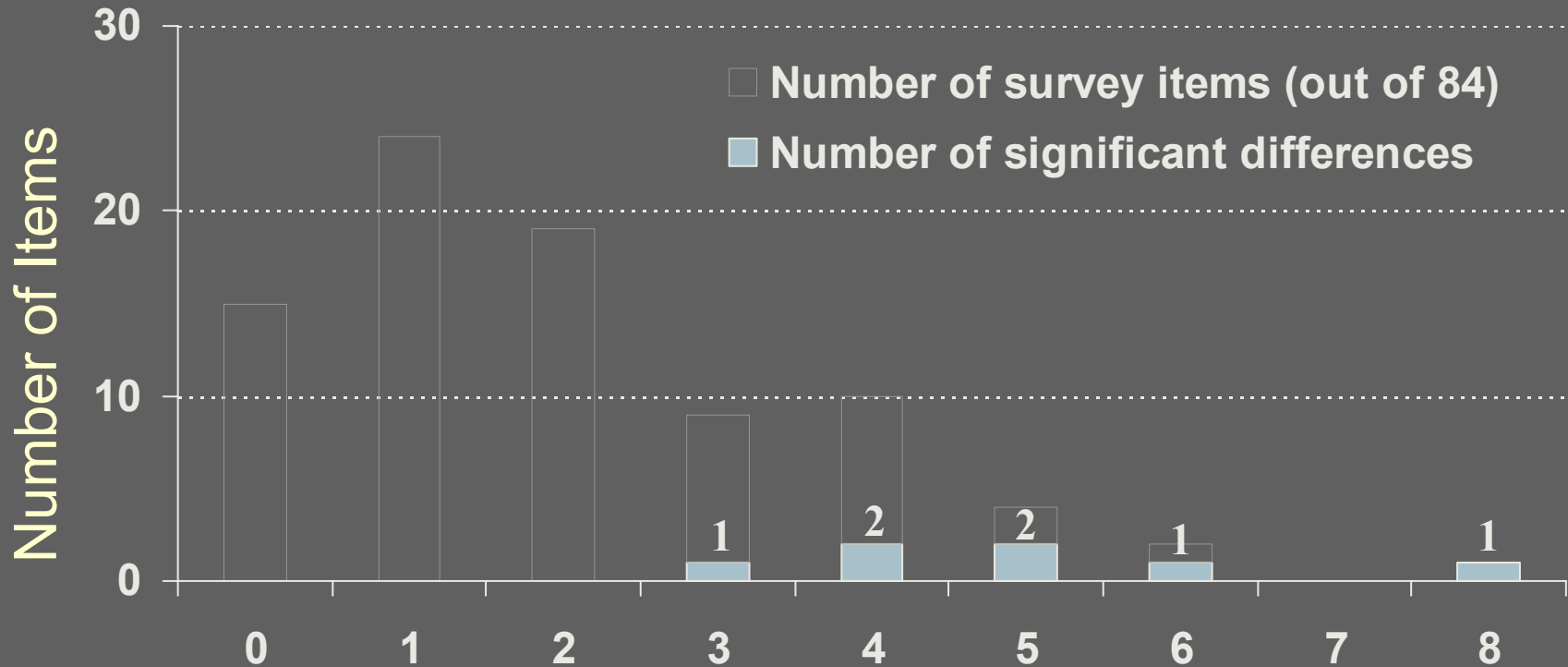


Differences Between Standard and Rigorous Samples



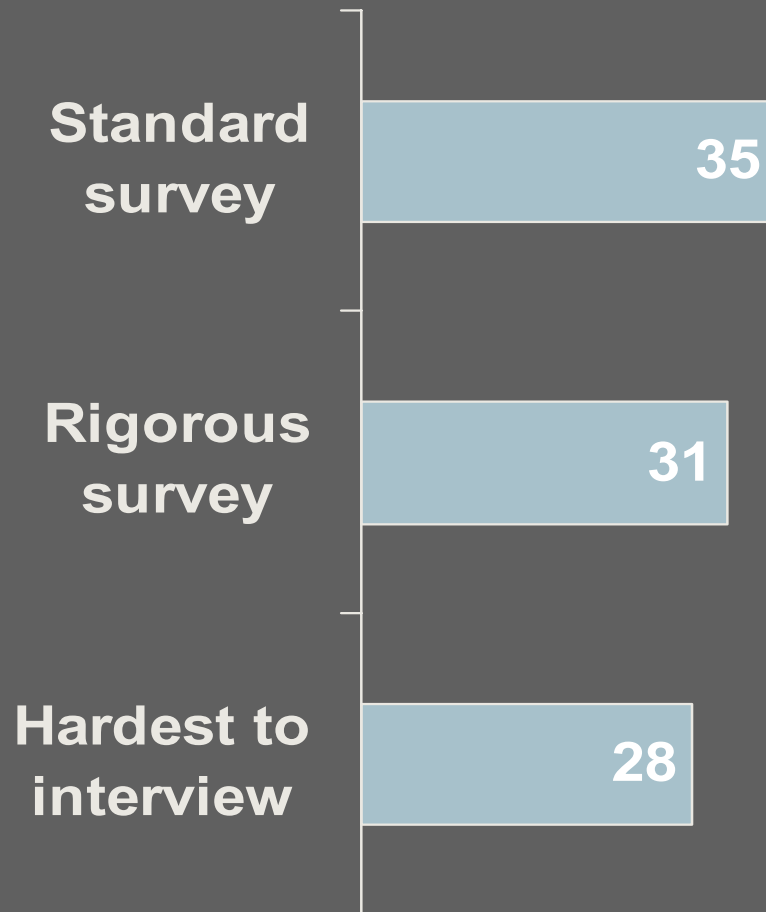
Size of difference between standard and rigorous samples (main category of interest)

Differences Between Standard and Rigorous Samples



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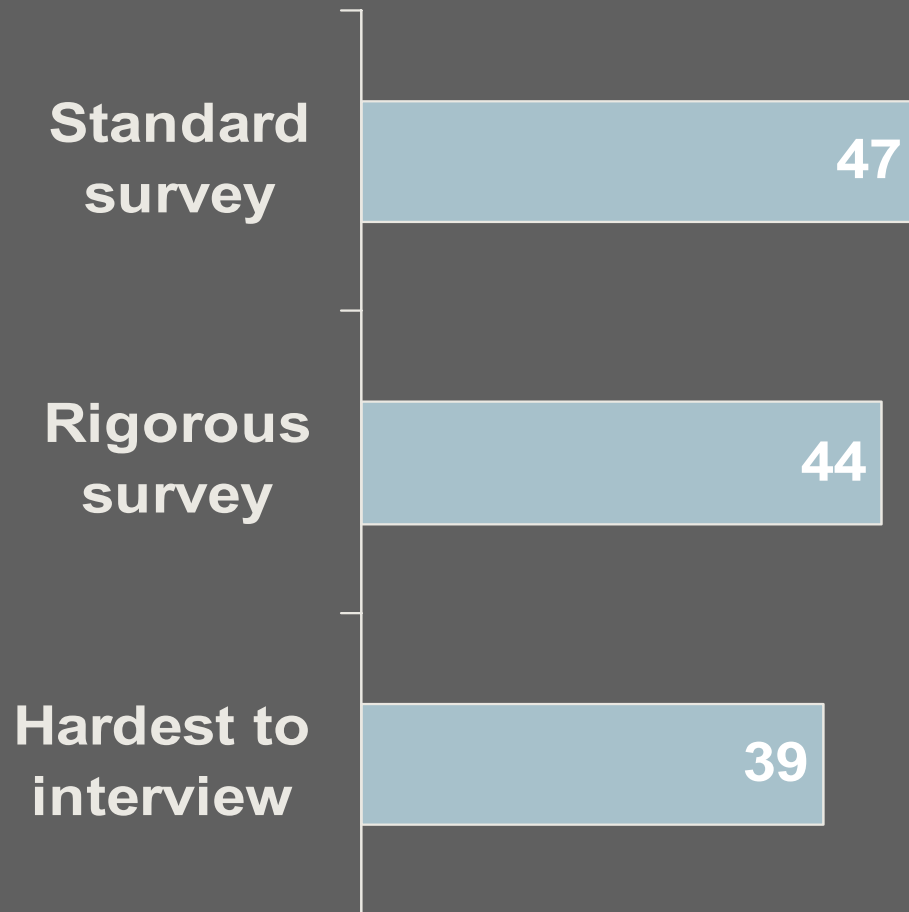
Most people can be trusted



No Significant Difference

- ⇒ Many people to turn to for help
- ⇒ Neighborhood not safe
- ⇒ Been a victim of property crime
- ⇒ Been mugged or assaulted
- ⇒ Worry about computers invading privacy

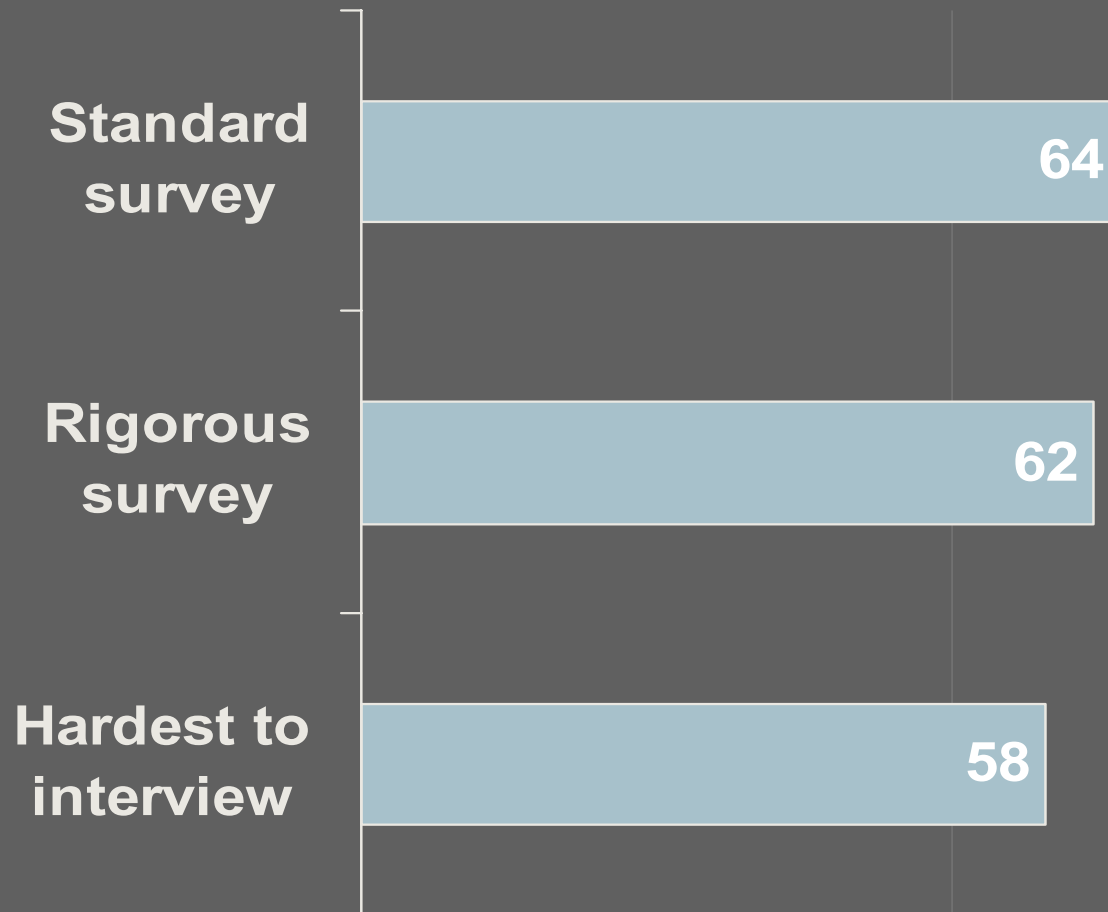
Voted Republican in 2002 House race



No Significant Difference

- ⇒ Government is wasteful & inefficient
- ⇒ Poor people have it easy
- ⇒ Business makes unfair profit
- ⇒ Elected leaders care about me
- ⇒ We should accept homosexuality
- ⇒ Ban dangerous books from schools
- ⇒ Protect gun owner's rights
- ⇒ U.S. should be single world leader

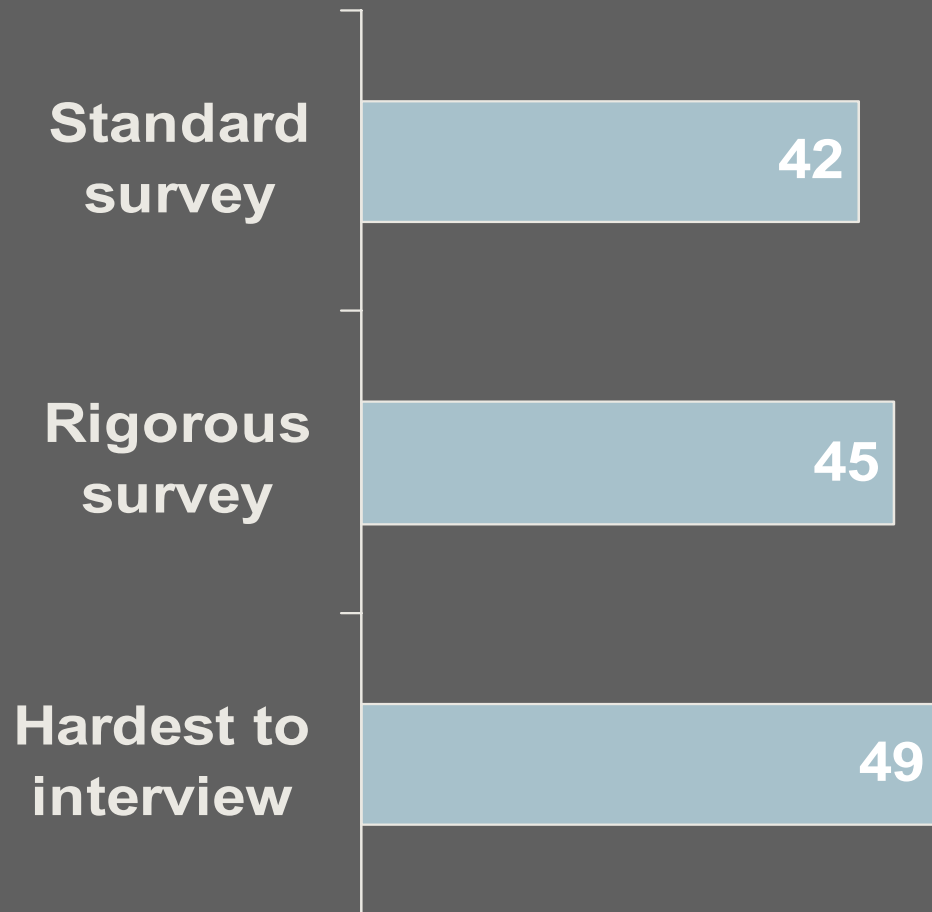
African-Americans mostly responsible for their own condition



No Significant Difference

- ⇒ Immigrants are a burden on the U.S.
- ⇒ Islam encourages violence
- ⇒ Most Muslims are anti-American

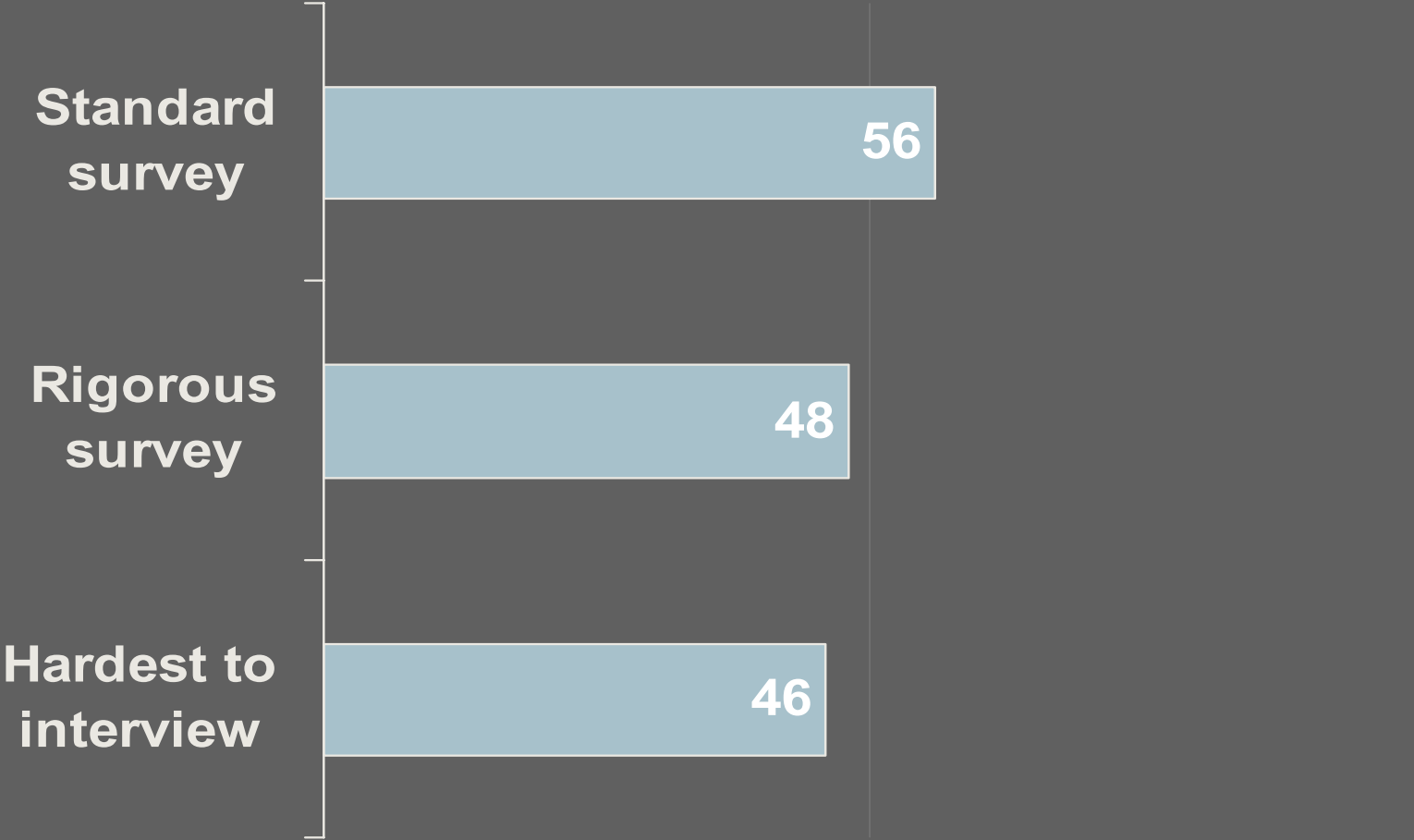
Lifestyle: Go out in evening 3 or more days per week



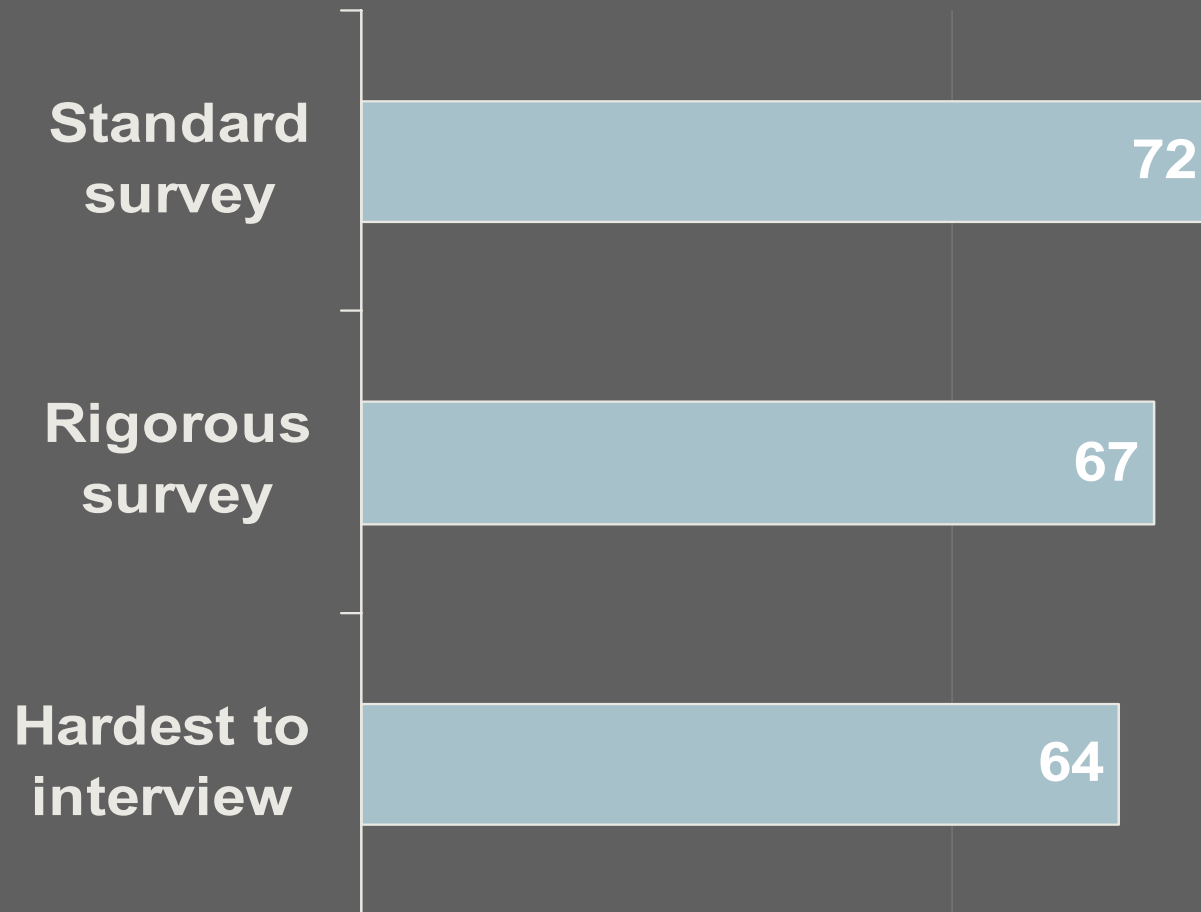
Lifestyle: No Significant Difference

- ⇒ Exercised yesterday
- ⇒ Attend church weekly
- ⇒ Goes online
- ⇒ Watches reality TV shows
- ⇒ In excellent or good health
- ⇒ Ever smoked marijuana
- ⇒ Not enough money for food or health care

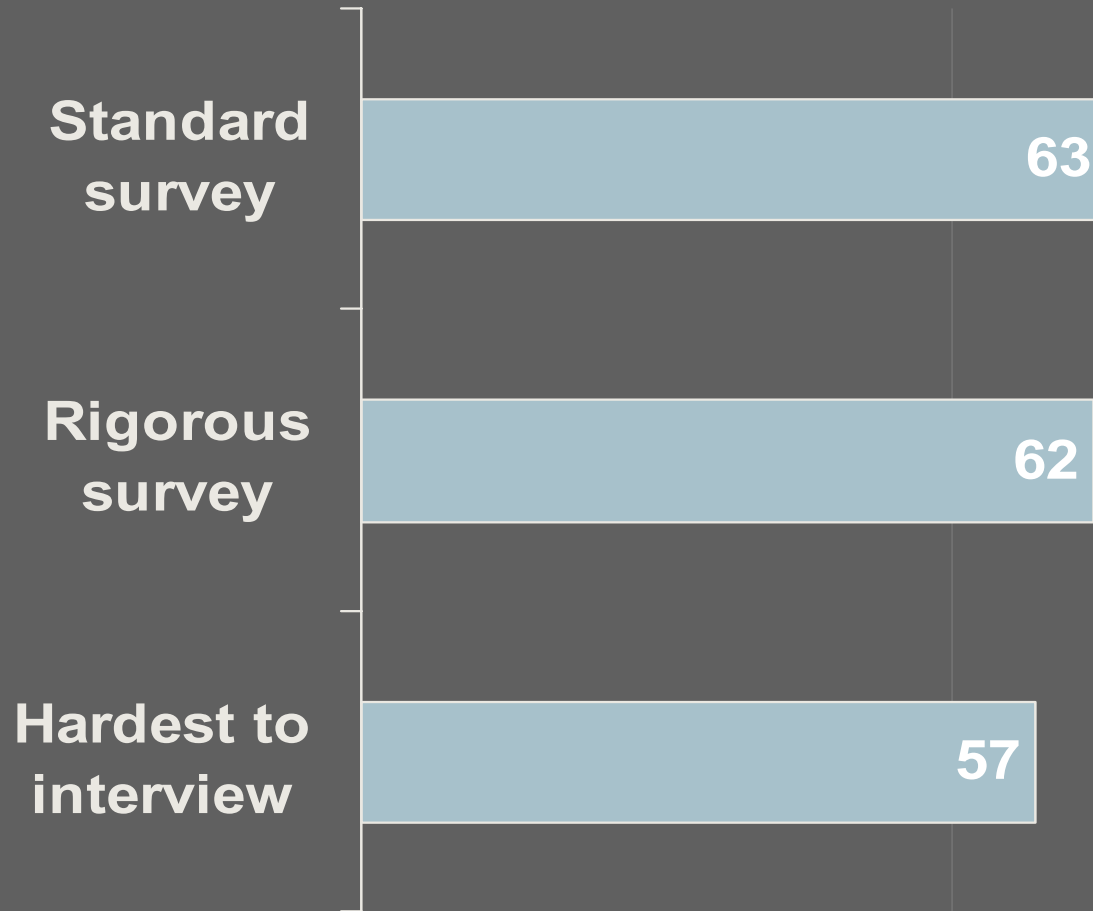
Voted in 2002 Congressional Elections



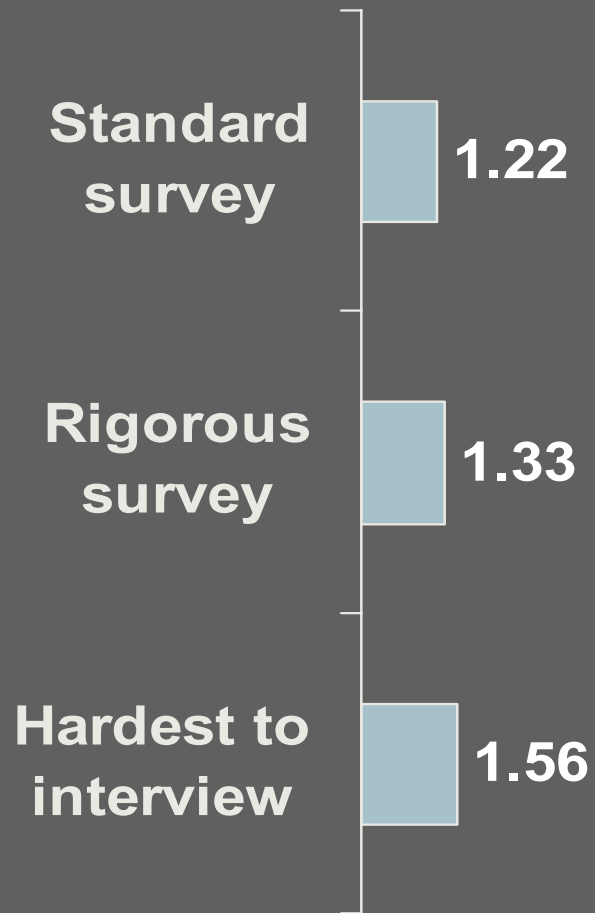
Registered to vote



Knew GOP had majority in U.S. Senate



Mean number of “don’t know” responses to 19 attitude questions



No Significant Difference

- ⇒ “Always” or “nearly always” vote
- ⇒ Read newspaper yesterday
- ⇒ Watched TV news yesterday
- ⇒ Listened to radio news yesterday
- ⇒ Regular viewer of “O’Reilly Factor”

Analysis of Breakoffs

- ⇒ About 10% of PRC respondents terminate in a typical survey and are never recaptured
- ⇒ In this study, 282 terminated (115 eventually completed survey)
- ⇒ Examined 15 demographic and attitude questions placed early in survey
- ⇒ Higher DK responses

Differences Between Completed Interviews and Breakoffs (excluding “DK” responses)

	<u>Complete</u>	<u>Partial</u>
<i>Demographics</i>	%	%
Age 65+	18	25
High school grad or less	41	61
<i>Attitudes</i>		
Most people can be trusted	37	27
Islam not violent	59	46
<i>Knowledge</i>		
GOP has majority in Senate	65	55
<i>Sample size</i>	(1,741-2,328)	(125-282)

No significant difference

- ⇒ Government is wasteful & inefficient
- ⇒ Poor people have it easy
- ⇒ Business makes unfair profit
- ⇒ Elected leaders care about me
- ⇒ We should accept homosexuality
- ⇒ Ban dangerous books from schools
- ⇒ Protect gun owner's rights
- ⇒ U.S. should be single world leader
- ⇒ Immigrants are a burden on the U.S.
- ⇒ African-Americans mostly responsible for own condition

Conclusions

- ⇒ Little evidence of bias within range of response rates compared here
- ⇒ Political engagement overstated
- ⇒ Decline in contact and cooperation occurred despite much greater level of field house effort
- ⇒ Findings consistent with other research, but based on a single experiment