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Reasons for unit and partial nonresponse in Web Surveys

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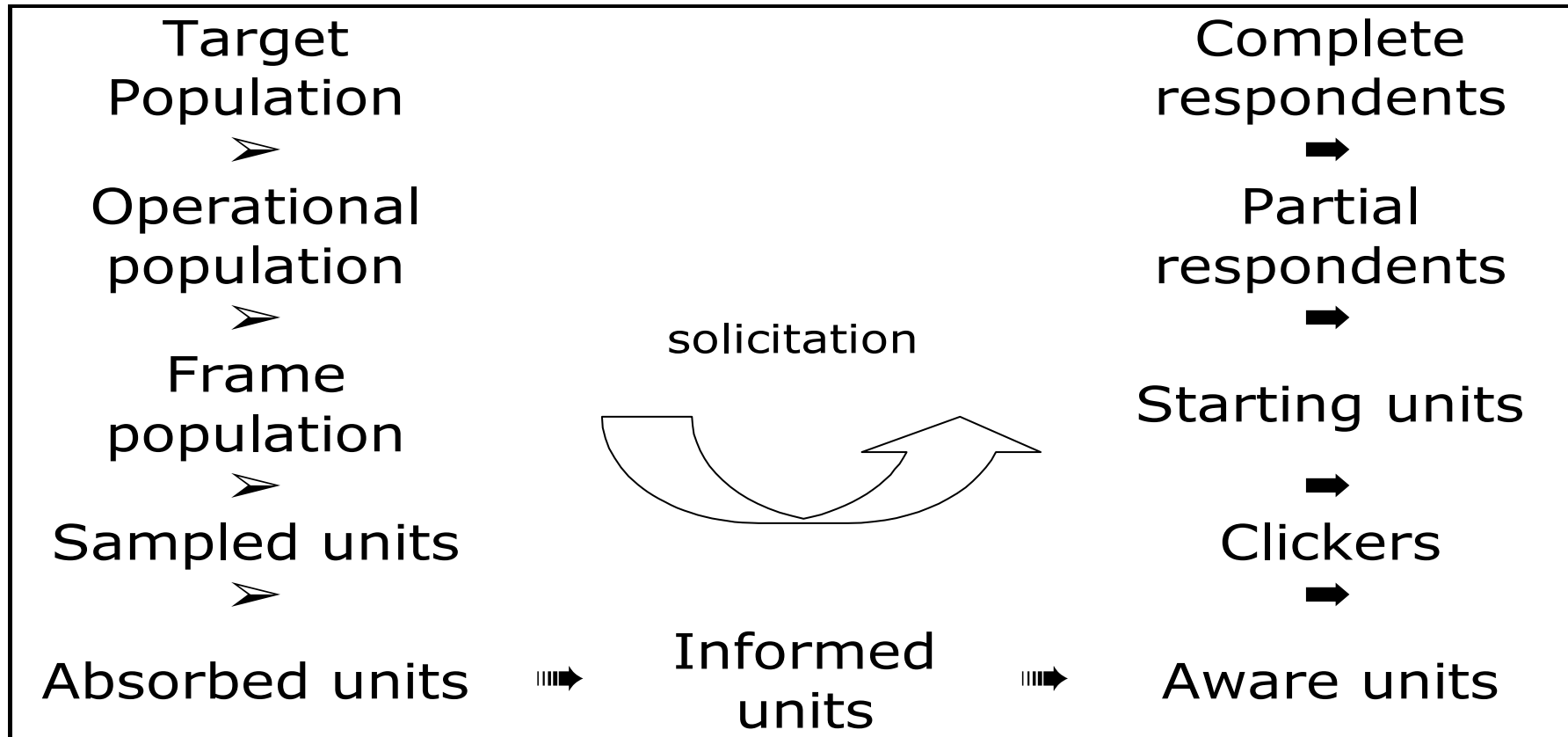
Outline

- Survey research in Slovenia
- Nonresponse process
- Participation in Web surveys
- Description of the study
- Findings

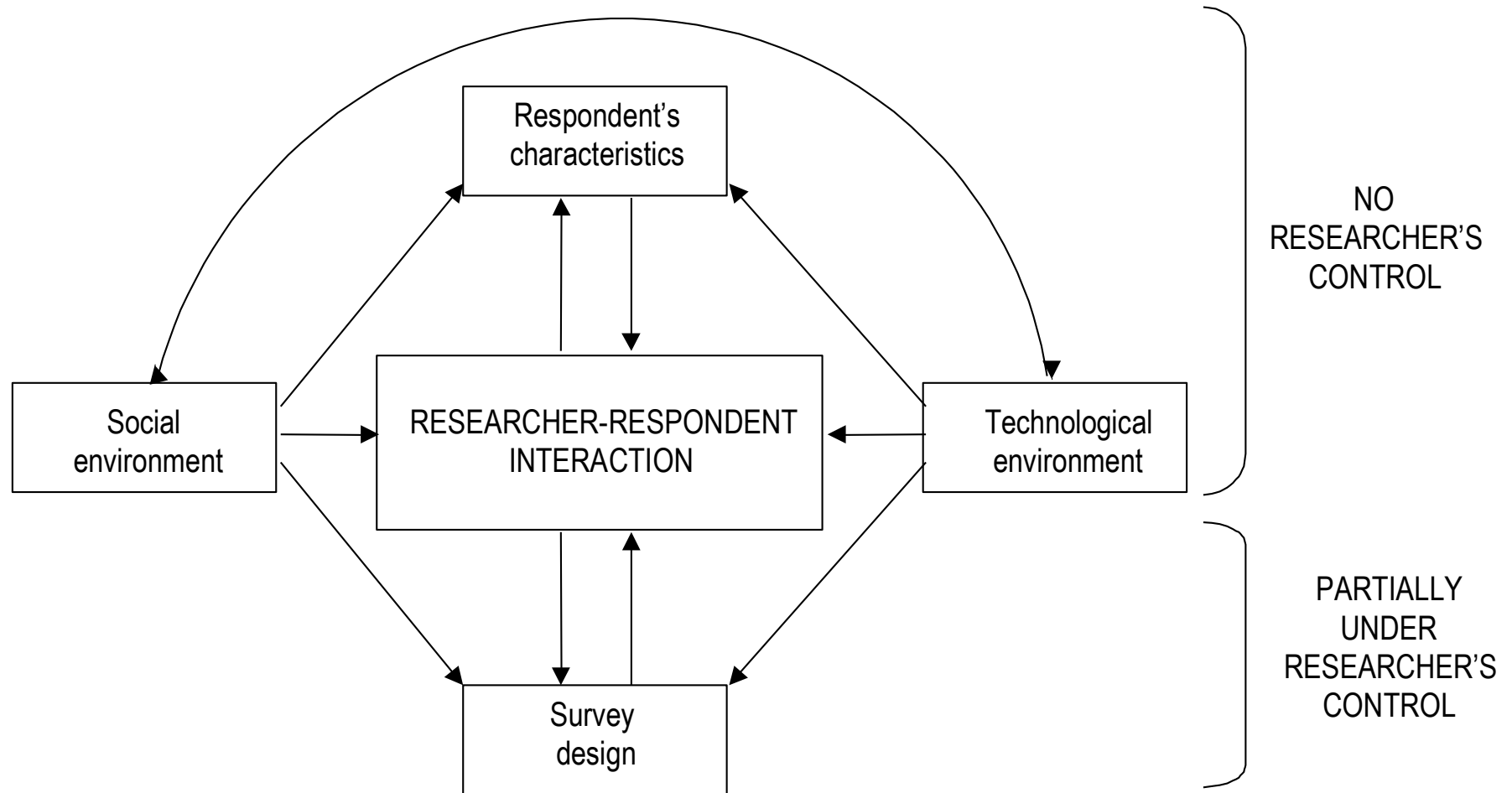
Trends in Survey Industry

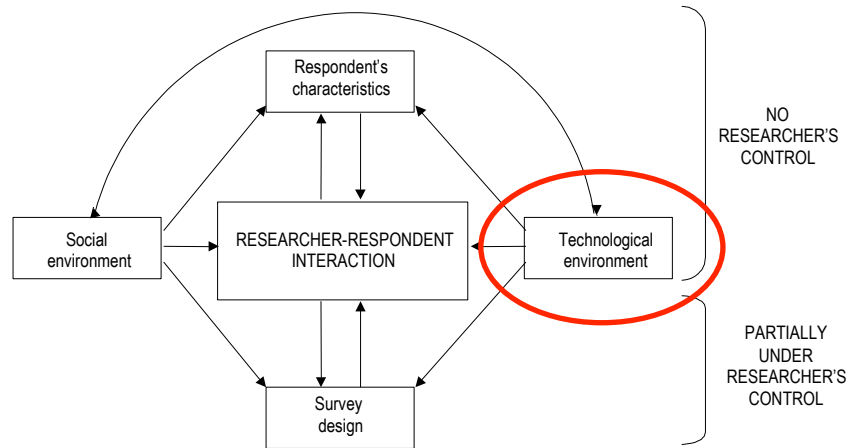
- Move towards self-administered modes
- Dominance of the Web among self-administered modes
- Responses rates are critical and still dropping (within all survey modes)

Nonresponse process in Web surveys is extremely structured



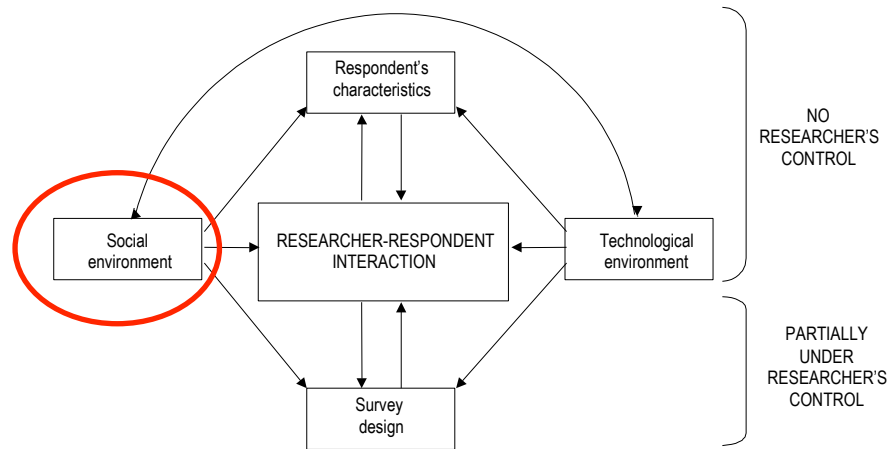
Participation in Web surveys





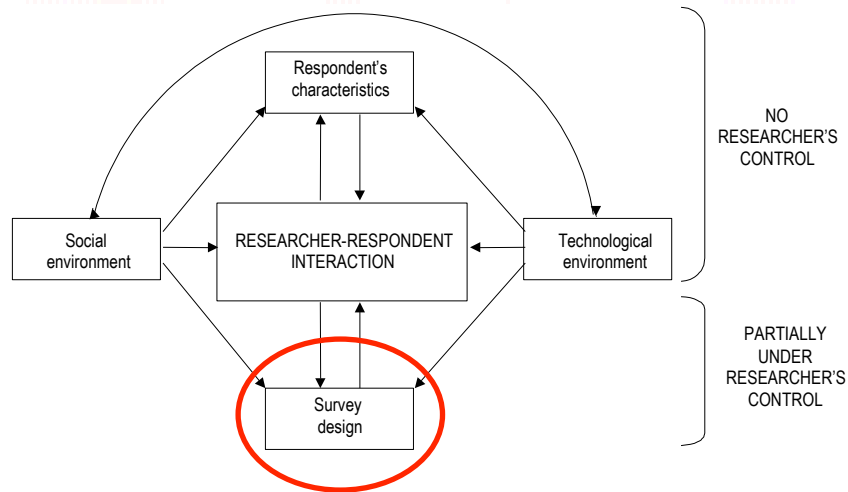
Technological environment

- Internet penetration (Slovenia: 30% of general population during the RIS'2001 survey)
- General telecommunications and ICT infrastructure (quality of Internet networks, costs of internet access)
- Legal regulations on solicitation (SPAM), incentives, privacy...



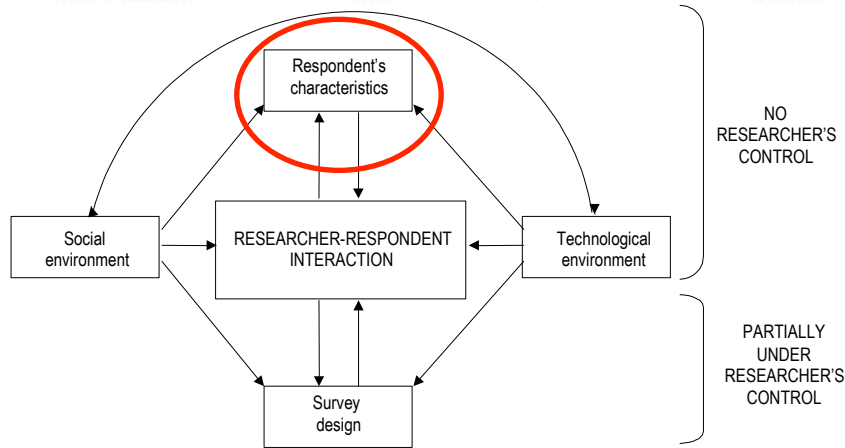
Social environment

- **General survey climate:** perception of direct marketing, legitimacy of surveys and their sponsors, data protection scandals... (Groves and Couper, 1989)
- **Attitude toward spamming**



Survey design

- Invitation to a Web Survey
- Follow-ups
- Incentives
- Research organization
- Length of data collection period
- Questionnaire design



Respondents characteristics

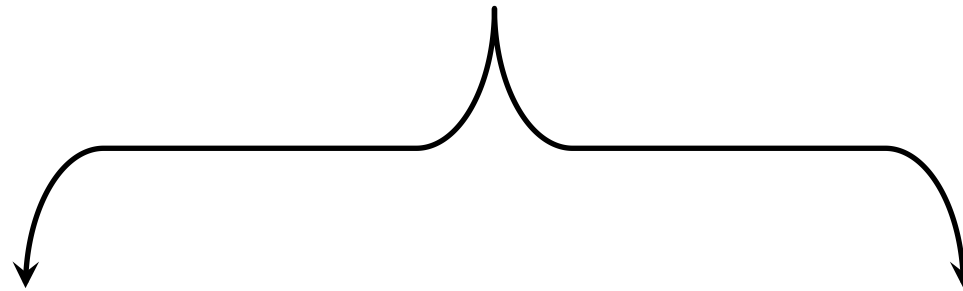
- Social-demographic characteristics
- Survey experience
- Interest in survey topic
- Attitudes and other psychological predispositions

The survey

- Web survey: July – Oktober 2001
- Target population: 550,000 Internet users
- 14.012 respondents (at least partial)
- Banner advertising
 - ✓ 3 Web Advertising networks + 50 individual sites Web sites → altogether **300 largest Web Sites**
 - ✓ More than 10 mio. impressions of banner-ads
 - ✓ More than 100,000 clicks
- E-mail invitations (20,000)

Respondents in Web survey

14.012 respondents



9.673 (70%)

solicited with

Banner Advertising

4.199 (30%)

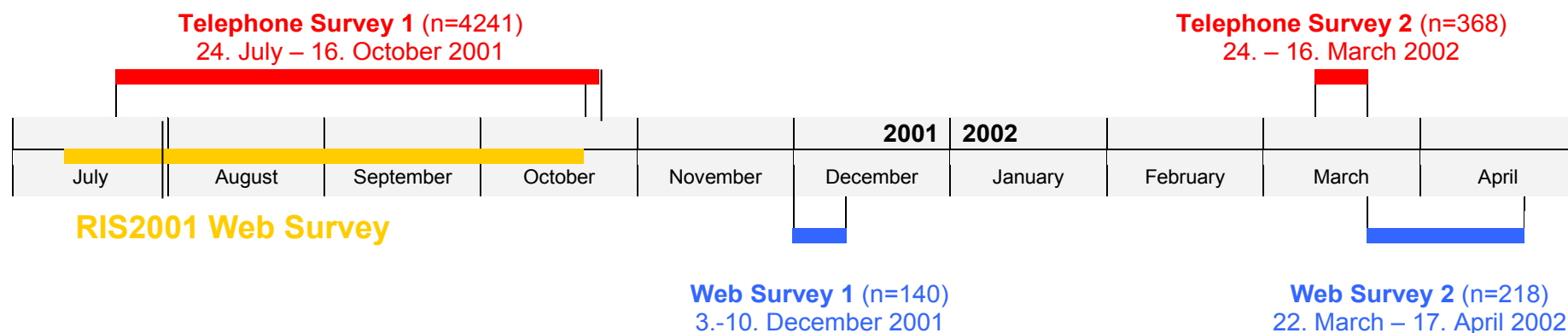
solicited with

e-Mail invitation

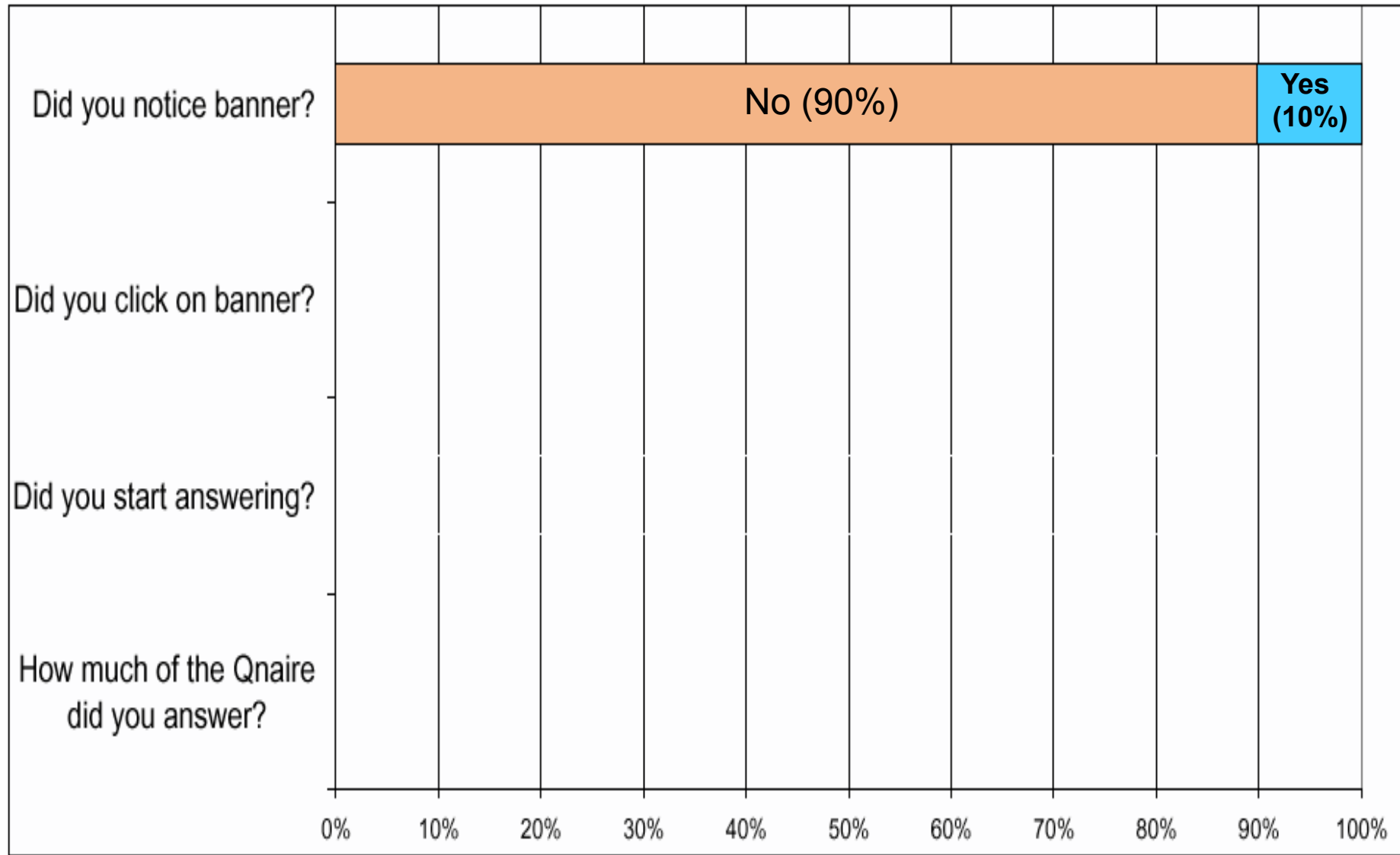
140 can't categorize

Evaluation surveys

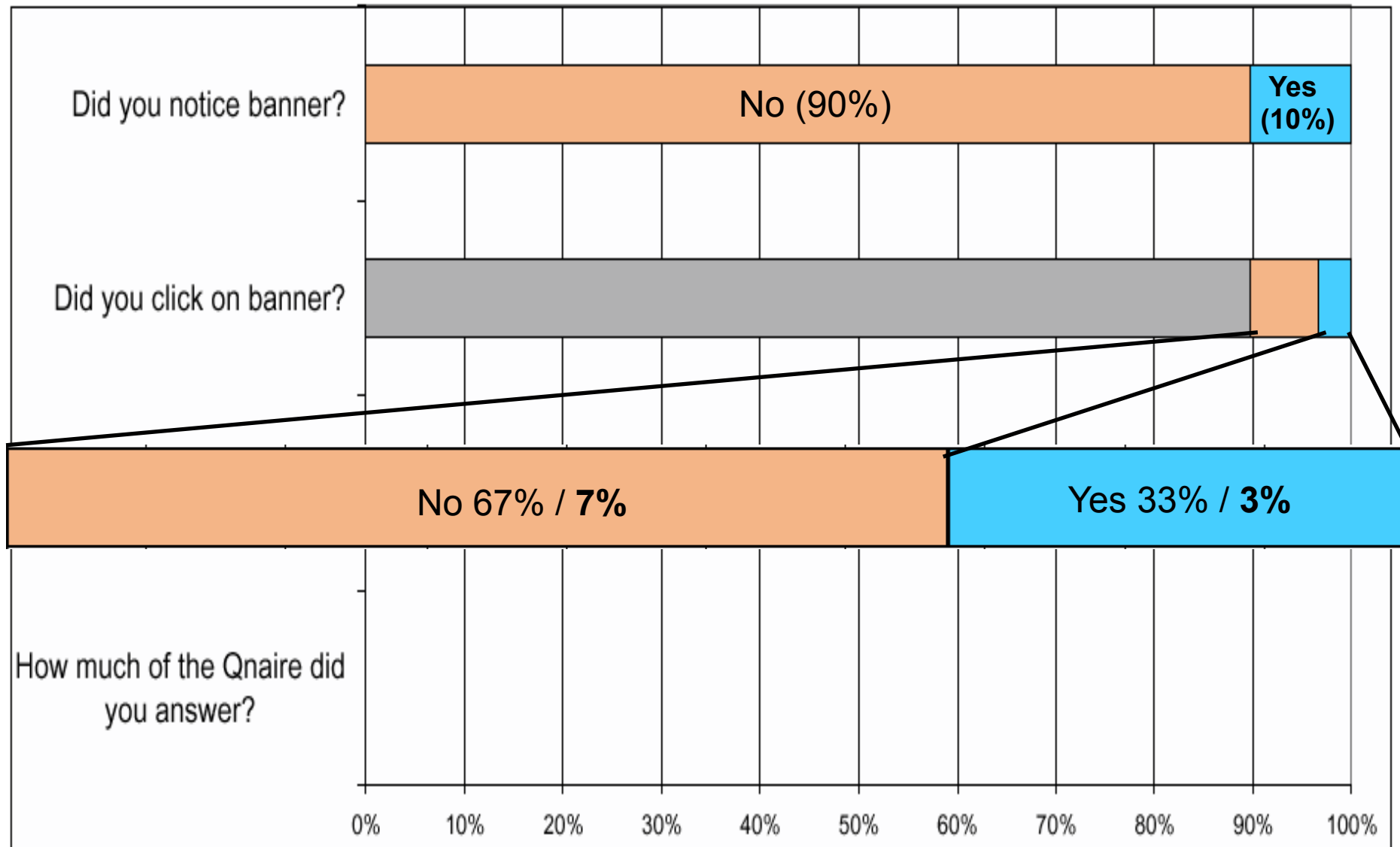
2 telephone surveys and 2 web surveys



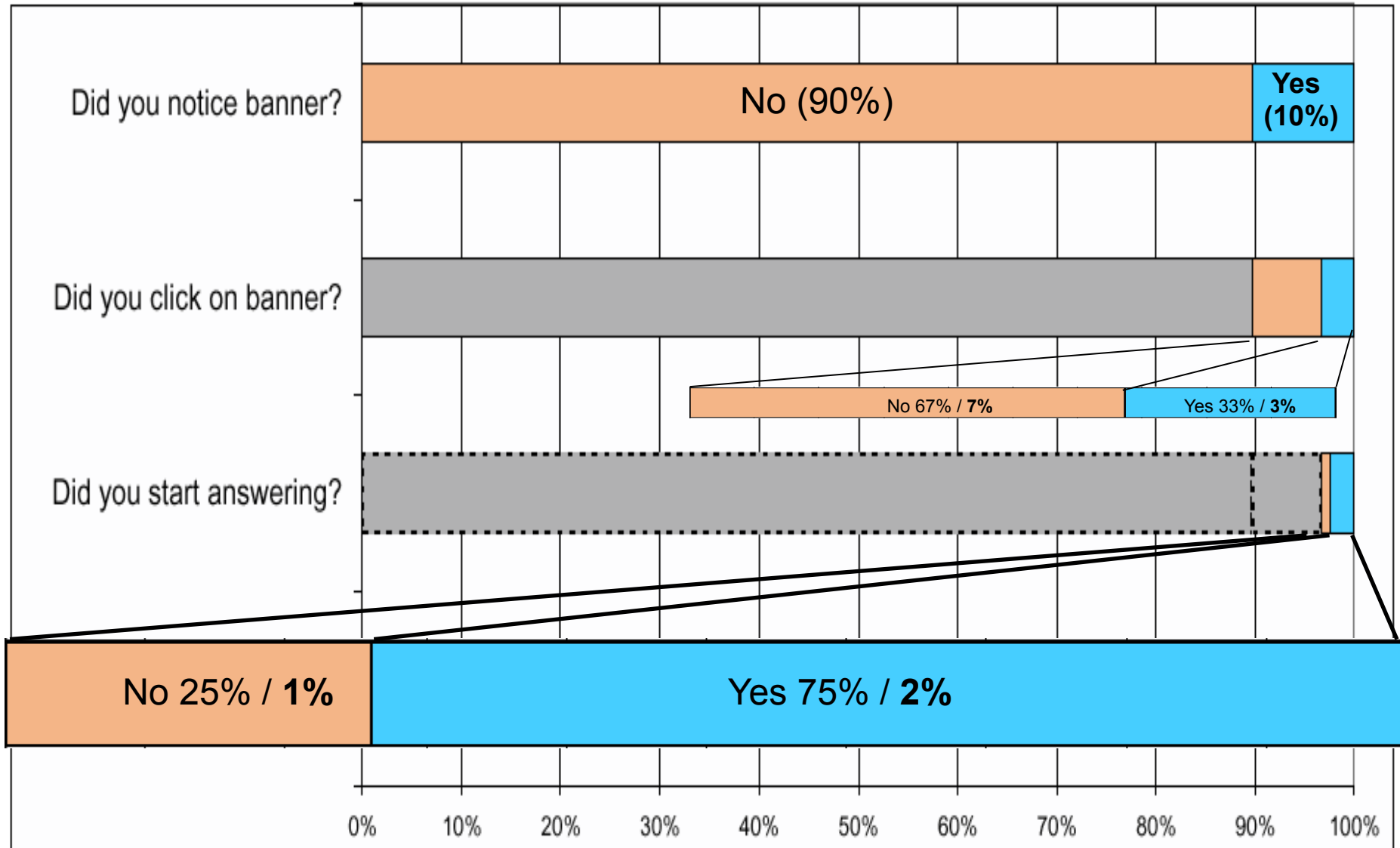
Telephone evaluation



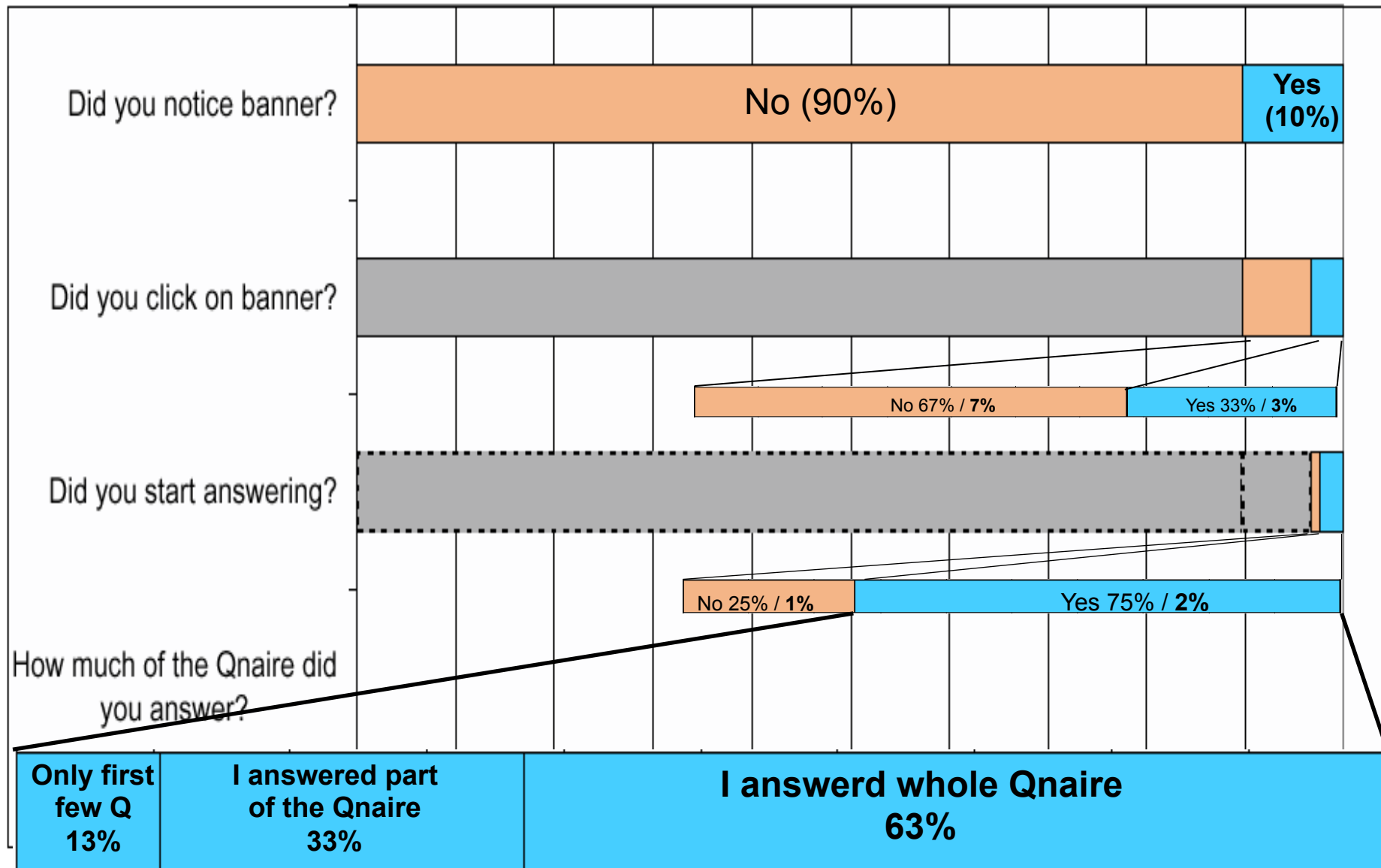
Telephone evaluation (n=5016)



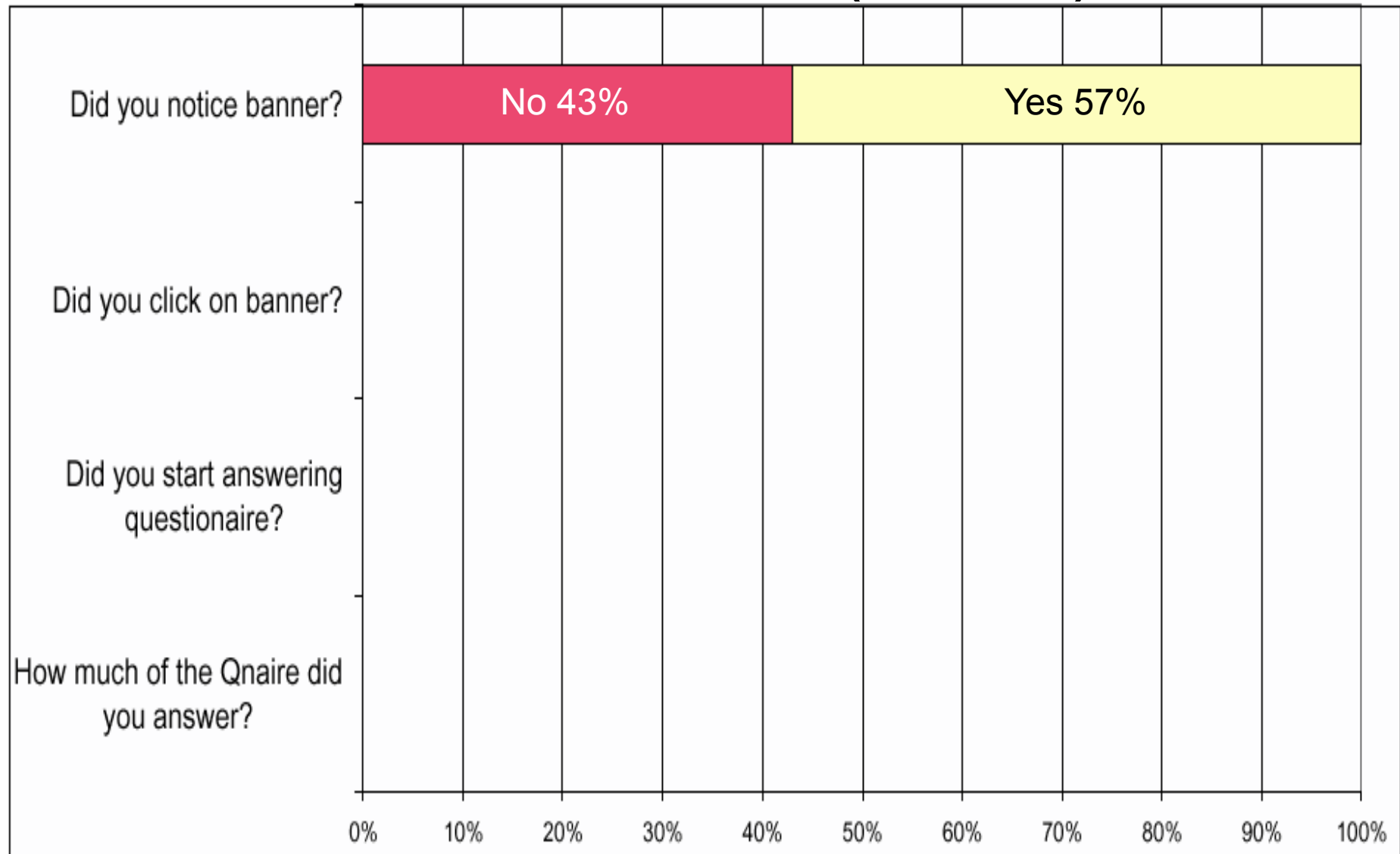
Telephone evaluation (n=5016)



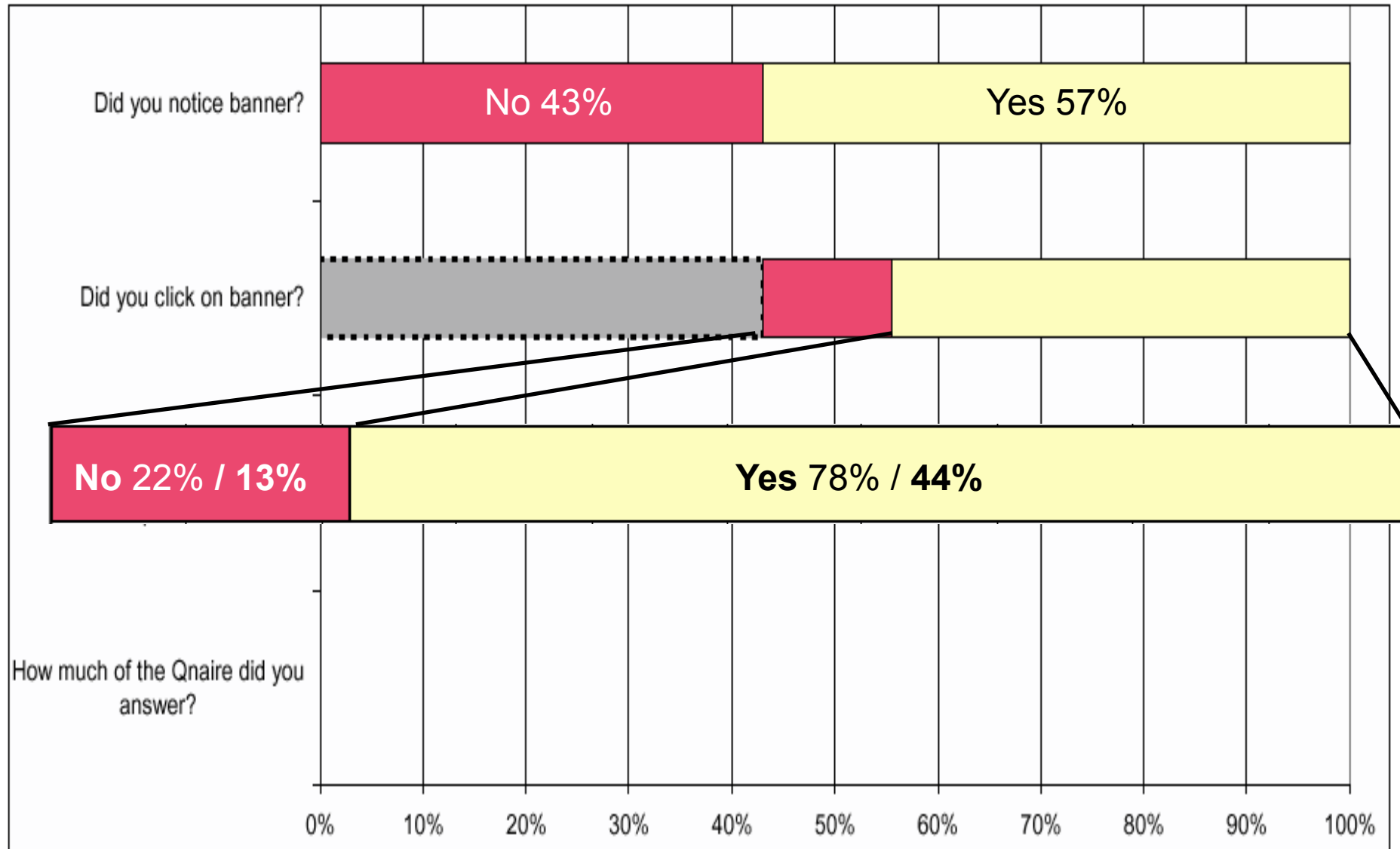
Telephone evaluation (n=5016)



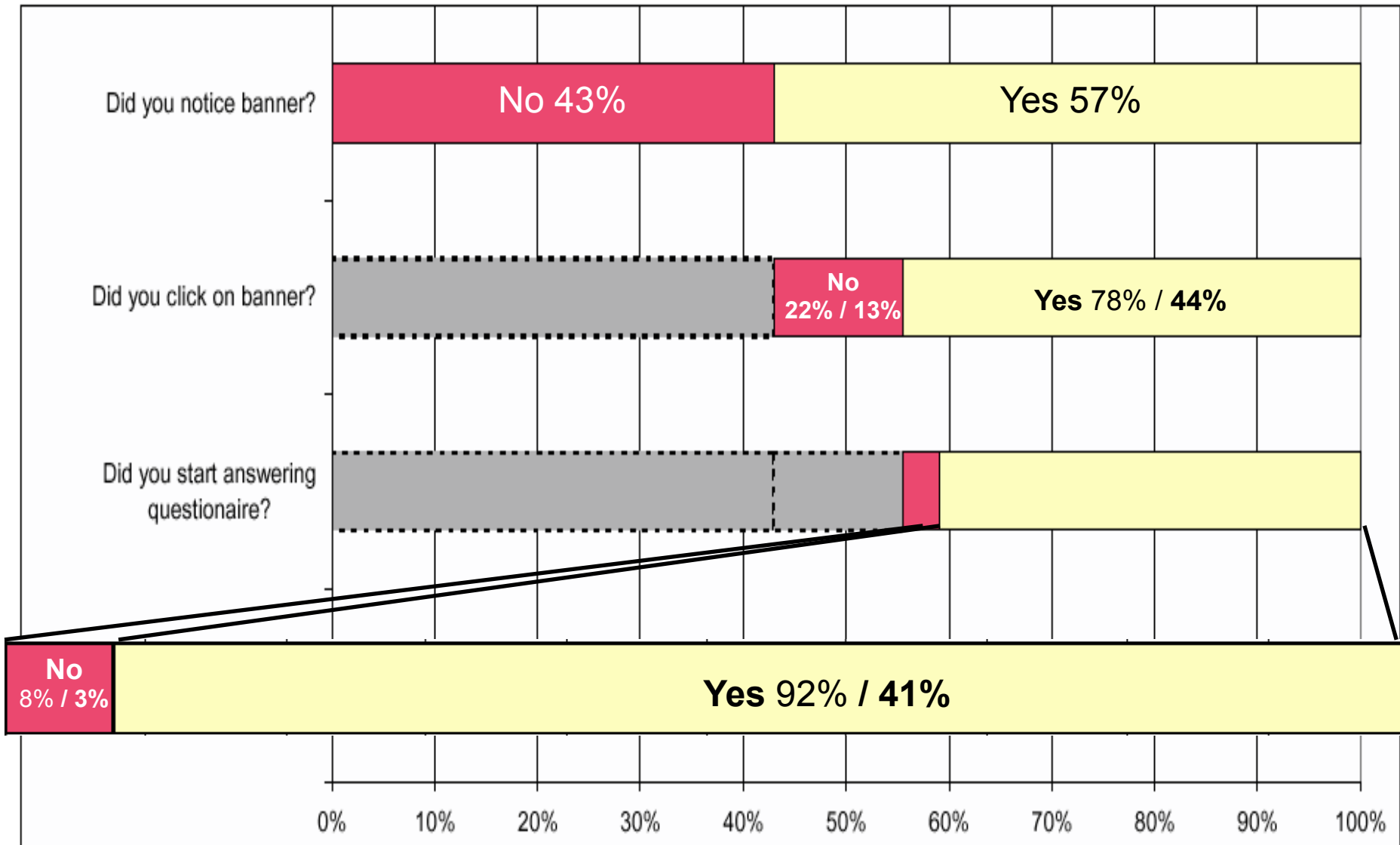
Web evaluation (n=349)



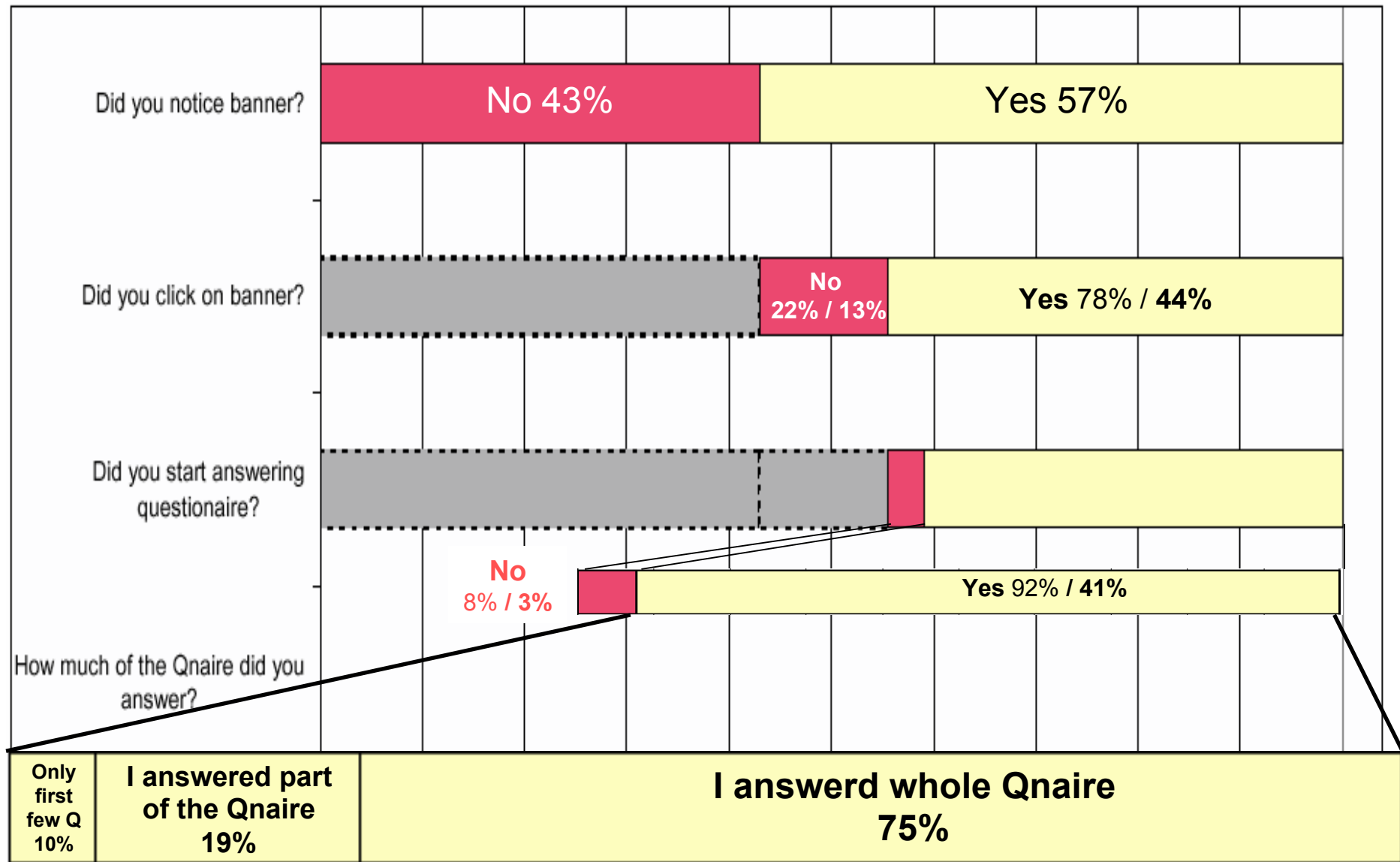
Web evaluation (n=349)



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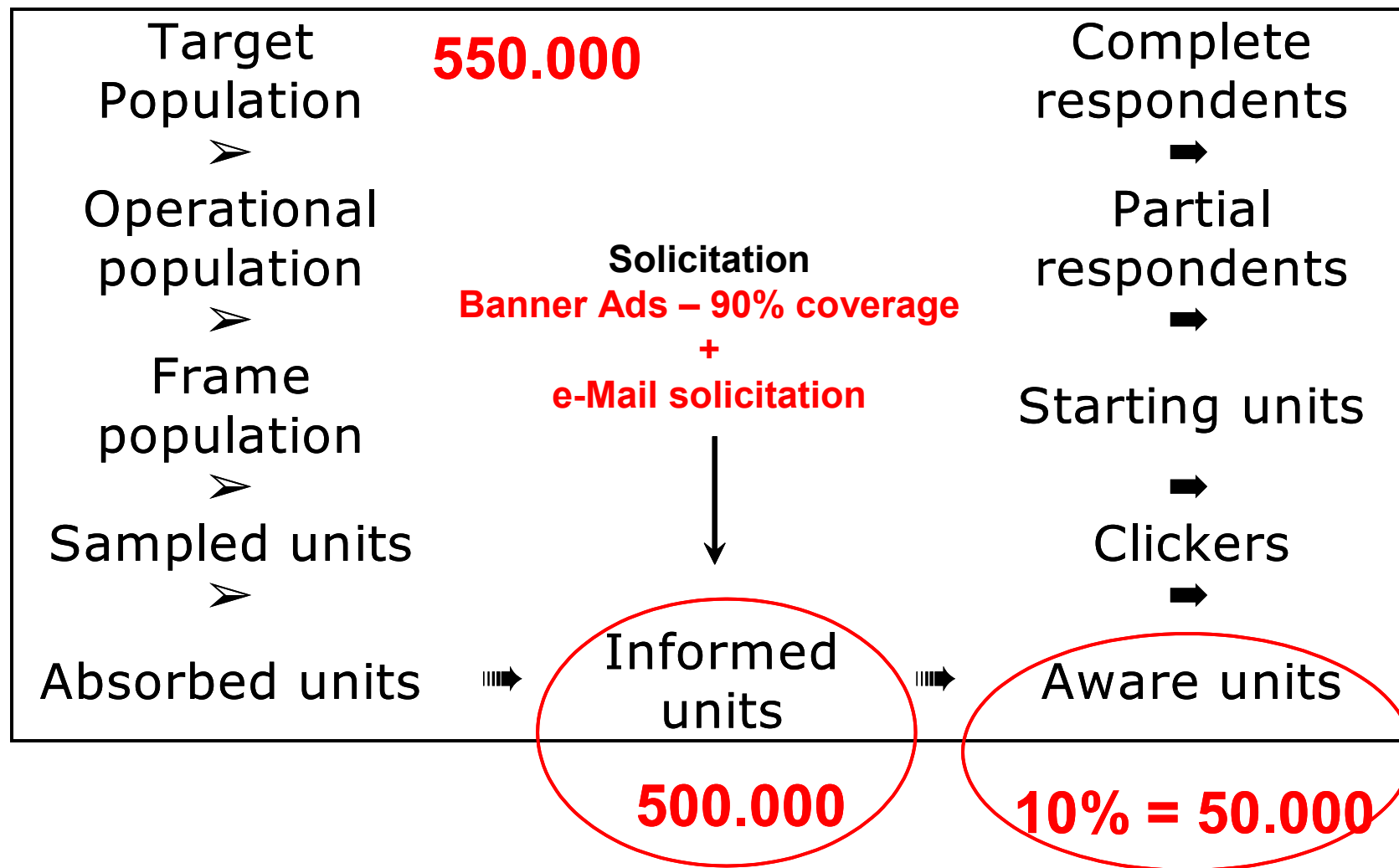
Web evaluation (n=349)



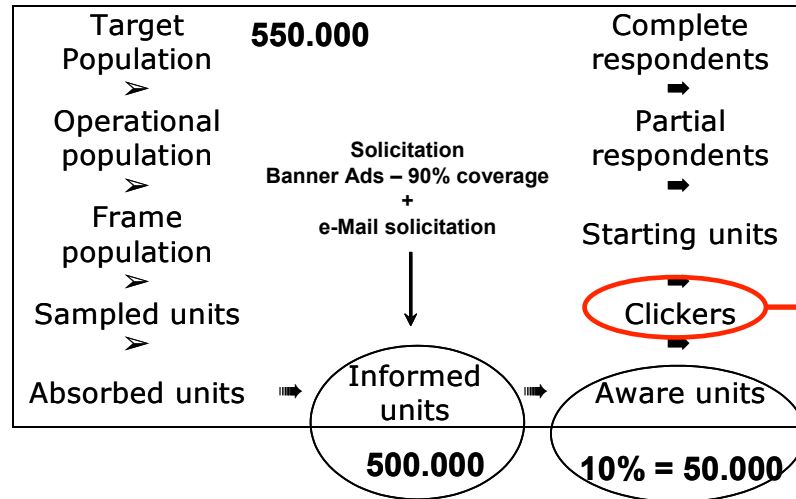
Reported Q-naire Flow

%	Telephone	Web
Notice Banner	10	57
Click	33 / 3	78 / 44
Start answering	75 / 2	92 / 41
Finish	63	75

Nonresponse proces



Why you didn't click?



3% = 15.000

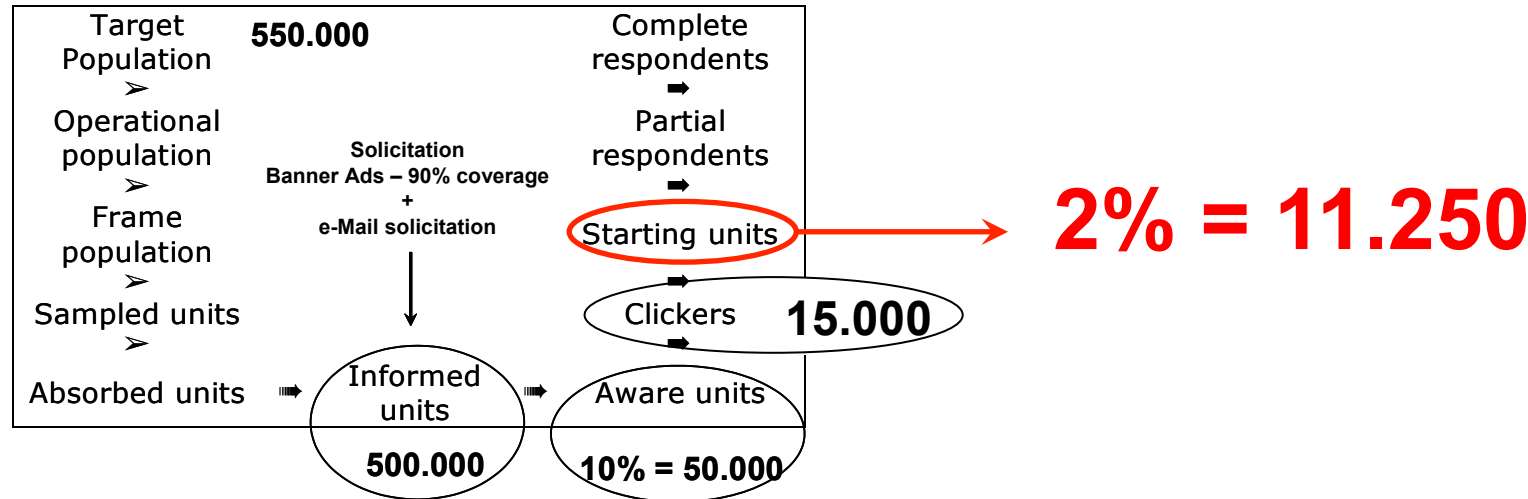
Telephone

- 1) Lack of interest
- 2) I don't click on banners
- 3) I didn't have time
- 4) Don't know
- 5) Affraid of Viruses

Web

- 1) I didn't have time
- 2) Lack of interest
- 3) Don't know
- 4) I don't click on banners

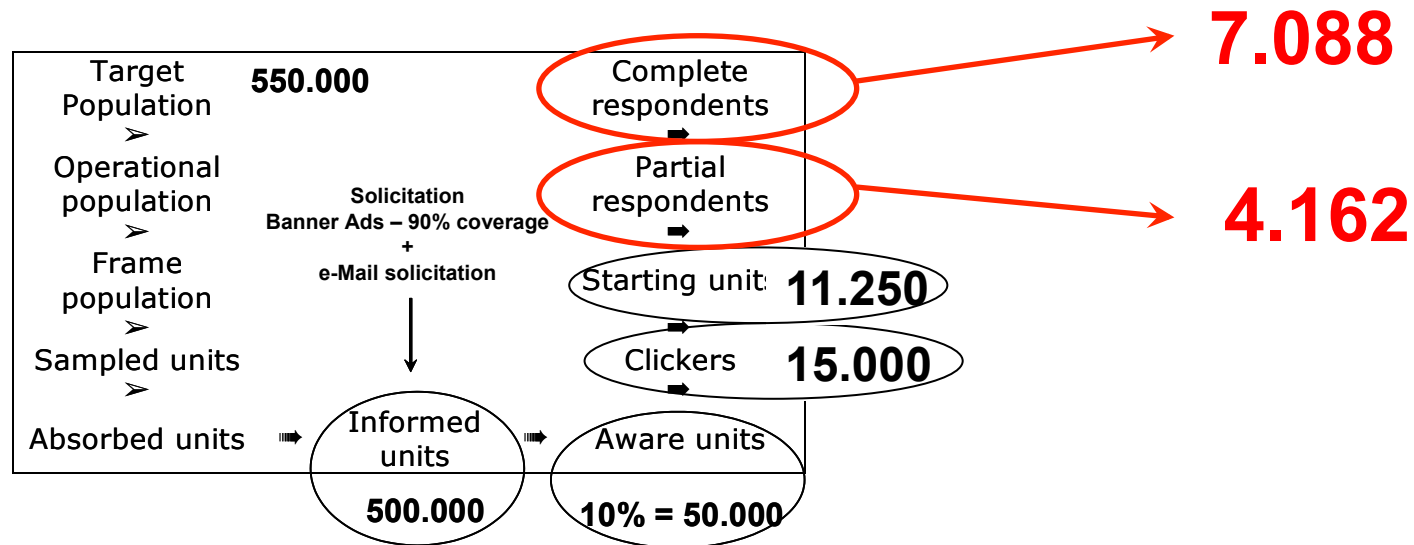
Why you didn't start answering?



Telephone

- 1) Lack of interest
- 2) I didn't have time
- 3) Don't know
- 4) Computer problems

Why didn't you finish?



Telephone

- 1) I didn't have time
- 2) Too long questionnaire
- 3) Lack of interest
- 4) Computer problems
- 5) Don't know

Socio-demographic factors

		Did you notice banner? (% Yes)	
		Telephone	Web
Gender	male	12	67
	female	8	40
Age	under 25	9	57
	25 - 34	14	68
	35 - 44	10	54
	45 and more	8	26
Frequency of internet use	more than once a week	14	61
	weekly or less	5	28
Familiarity the project RIS	not familiar at all	4	24
	barley familiar	25	60
	I am aware of the project	52	95

Influence on nonresponse process

	Familiarity with project RIS	Age	Gender	Frequency of Internet use
Awareness	x	x	x	x
Click	x	x	x	x
Start	x	x		x

x $p < 0.001$ x $p < 0.05$ x $p < 0.1$

Conclusions

- Initial stages
 1. Interest and motivation most critical
 2. Survey brand extremely important
 3. Demographic factors also very important
- Later stages
 1. Questionnaire characteristics
 2. Lack of time or lack of interest
 3. Demographic factors are less important
 4. Variety of computer problems

Conclusions

- Technological changes are occurring extremely fast
- Those, who are implementing Web Surveys are forced to use mixed-mode at the solicitation as well as at the responding stage \Rightarrow that leads to even higher complexity of nonresponse studying

Conclusions

- Very complex nonresponse process
- Respondents are overfilled with surveys and telemarketing (lack of time and interest)
- Reputation of survey organization is very important on all levels



WebSM – Web Survey Methodology

<http://www.websm.org/>

RIS – Research on Internet in Slovenia

<http://www.ris.org/>

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