

# ***Perceptions of survey participation***

To respond or not to respond?  
Perceptions of survey industry  
and the calculus of survey  
participation in Brazil and Mexico



# ***What is the problem?***

- Non-cooperation
- Unit non-response
  - Refusal, non-contacts, other
  - vs. item non-response (dk/ns)
- Savvies in the place of respondents
- Non-response error
- Risk of misestimation

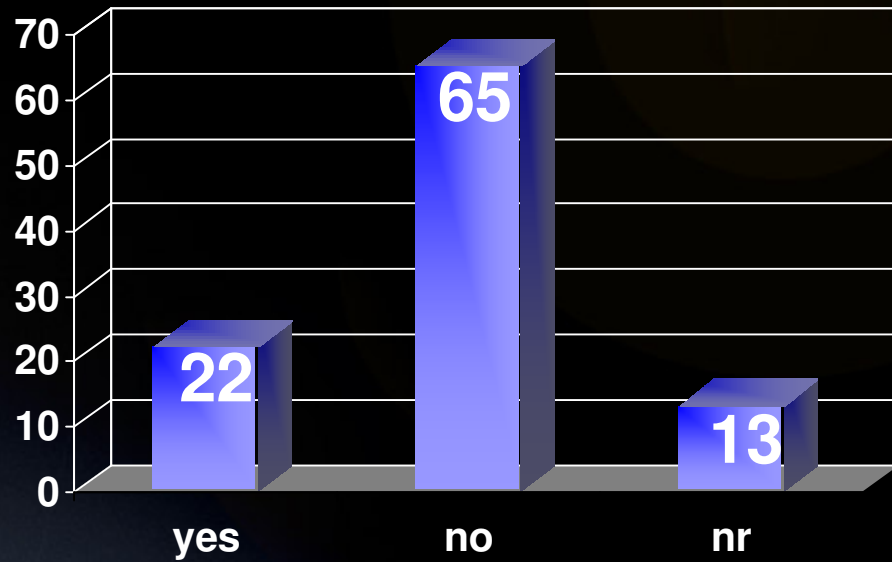
# ***Our design***

- Within-survey data
- Interviewer estimates
- CMOR agenda
- Empirical assumption: 3 groups
  - ✓ 'Savvies' - professional respondents
  - ✓ Potential non-respondents
  - ✓ 'normal' (cooperation-prone) respondents

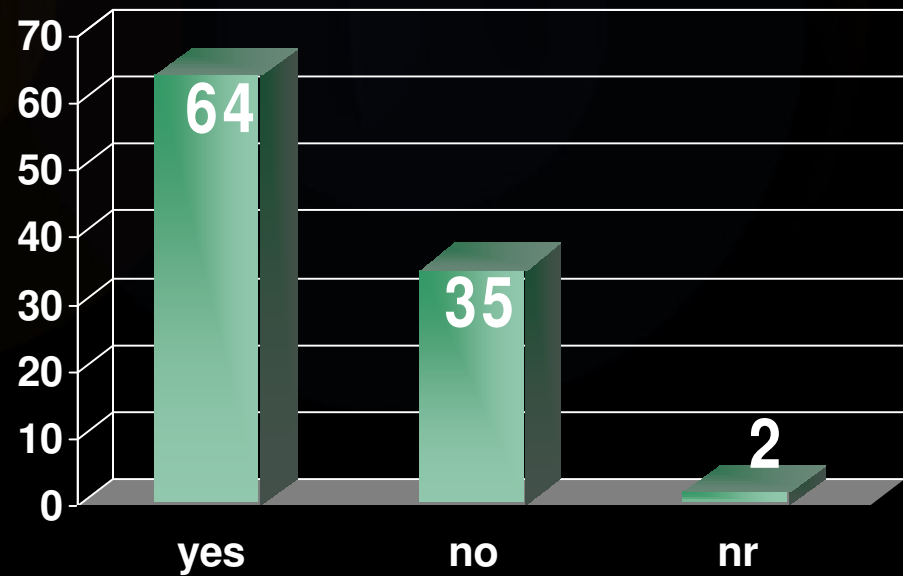
# ***Research agenda***

- (1) Perceptions of survey industry and participation records in Brazil and Mexico
- (2) 'Causes' for cooperation variability  
multivariate tests to predict savvies and potential non-respondents
- (3) 'Consequences' for cooperation variability
  - Item non-response
  - Non-differentiation in scales
  - Survey estimates among groups

# *(1) Previous participation*

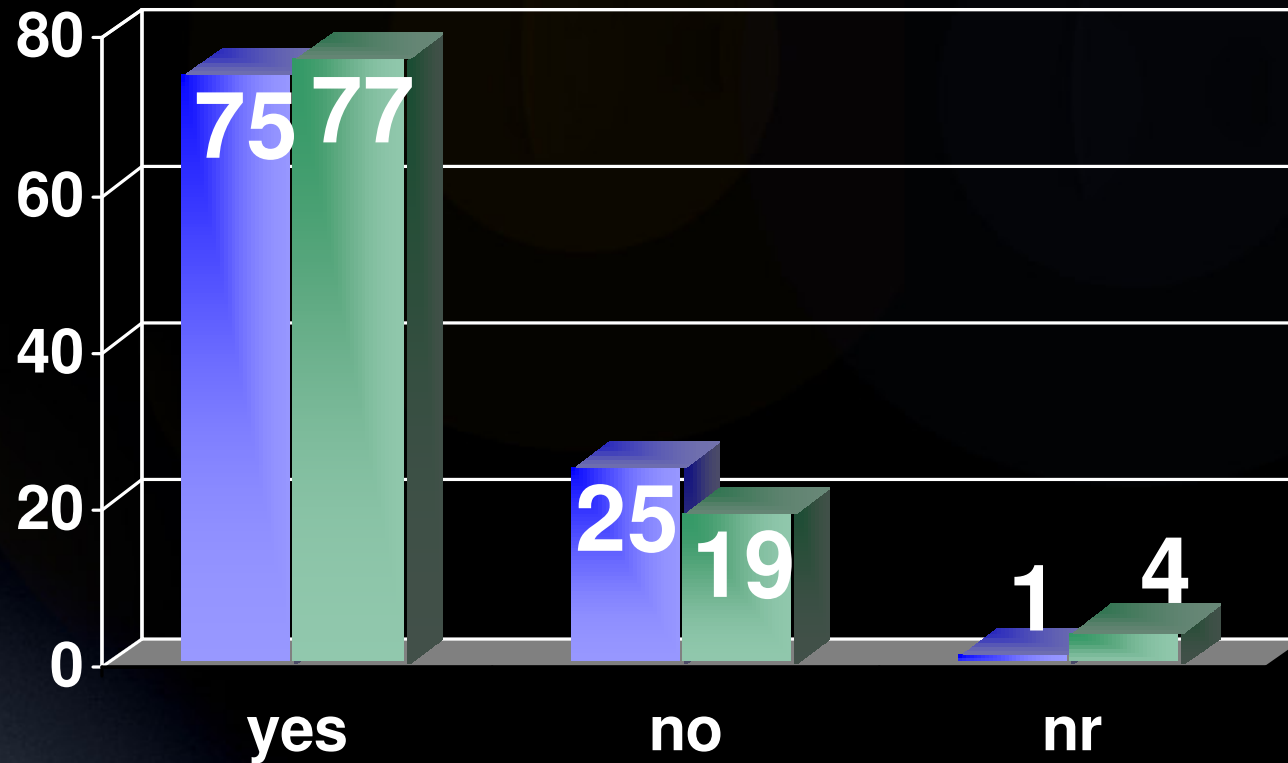


■ Brazil



■ Mexico

# ***(1) Future participation***



■ Brazil ■ Mexico

# **(1) Reasons to participate**

	Brazil	Mexico
Survey issues (what the study is about)	85.7%	69.6%
Interviewer approach & style	85.5%	74.5%
Interview length	83.3%	68.2%
Method of collection (How to answer)	74.7%	64.7%
Receive the survey results	74.0%	52.8%
Disclosure of the study sponsor	68.2%	59.8%
Research agency is well-known	61.0%	61.8%
Offer of any incentives (gift, money)	57.5%	39.9%

% = some + a lot of influence

# **(1) Reasons not to participate**



	Brazil 09/03	Brazil 12/03
<b>Lack of time</b>	<b>35%</b>	<b>36%</b>
<b>Too tiresome</b>	<b>33%</b>	<b>26%</b>
Don't believe in surveys	9%	10%
Don't get anything in exchange	8%	15%
No influence in my life	13%	9%
Other	2%	2%
Dk/ns	1%	1%

% of total responses (multiple)  
within potential non-respondents

# **(1) Opinion about research industry**

Brazil Mexico

<b>(OPI1) Surveys are an opportunity to express my opinions/ideas</b>	<b>4.47</b>	<b>3.72</b>
(OPI2) Surveys do not reflect what the public actually think	2.61	2.97
(OPI3) Surveys help in improving products and services offered to the population	4.33	3.57
<b>(OPI4) Surveys represent an invasion to privacy</b>	<b>2.23</b>	<b>2.69</b>
(OPI5) Answering surveys questions is an interesting experience	4.31	3.73

Mean values in a 5-point agreement scale

## ***(2) Causes of non cooperation***

**Prob(Participation) =  $f$  (Perception of Survey Industry) + (Socio-Demographics) + (Social Attitudes)**

Obs: in following slides are 'final' multinomial logistic regression models, only significant variables at the .05 level. Values represent the odds change (Exp(B)) to classify a respondent in 'savvy' / 'potential non-respondent' group in relation to the reference group ('normal cooperation-prone respondents').

## **(2) Predicting 'savvy' respondents**

Study 1



Religious  
attendance +20%

Study 2



Income  
+14%

Study 3



Age -3%  
Female +90%

Study 5



Income +23%  
Education +55%  
Don't work +43%  
Respect privacy  
(med → lo) -28%

Trust +19%  
Newspaper  
(sometimes →  
never) -43%  
Newspaper (often →  
sometimes) -45%

## **(2) Predicting potential non-respondents - Brazil**

Study 1



Income +1%  
Age +3%  
Safe from violence  
(fut.) -56%  
Express opinions  
(med → lo) 21.3x  
(hi → med) 3.9x  
Better products  
(hi → med) 2.8x  
Respect privacy  
(med → lo) 3.1x

Study 2



Income +17%  
Express opinions  
(med → lo) 13.1x  
(hi → med) 3.6x  
Respect privacy  
(med → lo) 3.7x

Study 3



Age +3%  
Large (5m+) →  
medium city -59%  
Newspaper (sometimes  
→ never) -49%  
Newspaper (often →  
sometimes) -56%  
Express opinions  
(hi → med) 2.6x  
Better products  
(med → lo) 1.9x  
Respect privacy  
(med → lo) 2.8x  
(hi → med) 2.5x

## **(2) Predicting potential non-respondents - Mexico**

Study 4



Rural → urban

+65%

Education -22%

Optimism

(Eco past) -49%

Optimism

(pers. fut) -41%

Express opinion

(lo → hi) -26%

Better products

(lo → hi) -21%

Respect privacy

(lo → hi) -17%

Study 5



Age +2%

Female +59%

Express opinion

(med → lo) 2x

(hi → med) 95%

## ***(2) Data discussion***

- About our model:  $\text{Prob}(\text{Participation}) = f(\text{Perception of Survey Industry}) + (\text{Socio-Demographics}) + (\text{Social Attitudes})$
- Limited replication of causes, yet elements to conclude multi-causality and the strength of perceptions of survey participation

# **(3) Response 'quality'**

- Item non-response (dk/ns)
  - Difference among groups
  - Perception of survey



- Non-differentiation  
in scales

Bad	Average	Good	Excelent
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

## (3) Response estimates

	Mean 'savvy'	Mean 'Normal'	Mean 'Noresp'
“Probability to use the internet in next 12 months” 1 - not at all likely; 5 - very likely	2.48** <b>Higher</b>	2.27**	1.95**
“Desirability of new computer” 1 - very desirable, 2 - somewhat desirable, 3 - nothing desirable	NA	1.17**	1.90** <b>Lower</b>
“Probability of buying a DVD player in next 12 months” 1 - definitely won't, 4 - definitely will	NA	2.00†	1.78† <b>Lower</b>
Trust in institutions; Optimism	<b>Higher</b>	-	<b>Lower</b>

†p<0.1 \*\*p<0.01

# ***How to motivate respondents?***

- (1) Respondents that have participated in surveys and do not wish to participate in the future;
- (2) People that have never participated and do not wish to do so;
- (3) People who have never participated in a survey, but may wish to do so when the proper occasion presents itself to them.
- Make salient the subject of the survey (best with appeal)
- Interviewer approach and style ('tailoring')
- Interview length
- Importance their opinion have to us and that we respect their privacy

# ***Concluding remarks***

- Multi-causality in accordance to theorizing
- Opinions seem to shape behavior
- Difference in results and response quality

***THANK YOU !!!***

Leonardo Athias

[leonardo@marketanalysis.com.br](mailto:leonardo@marketanalysis.com.br)

Fabián Echegaray

[fabian@marketanalysis.com.br](mailto:fabian@marketanalysis.com.br)

Francisco Abundis

[fabundis@parametria.com.mx](mailto:fabundis@parametria.com.mx)