



Research to Understand Non Response Bias

Non Response Bias

- One of the first research initiatives funded by the Council for Research Excellence
- Why is this important?
- Increased difficulty in obtaining cooperation for research
 - As response rates decline, there is a need to know differences between responders and non responders



Causes for non response

- Peoples attitudes and willingness to participate in research changed
- The television landscape has grown more complex making the measurement task more difficult



Declining Response Rate

- Prior to this study little was known about those who refused to participate
- Do declining response rates translate into non response bias?
- More important than the actual response rates is knowing more about those households and persons who accept and those who refuse



Nielsen Samples

- Metered sample
 - Recruited in person
 - Refusing initially designated household is replaced with an alternate
 - Same neighborhood
 - Same child and over the air status
 - Able to compare characteristics and viewing of basics and alternates



Diary Sample

- Diary sample homes are recruited by phone
- No attempt made to match refusing households with an alternate household
- Includes homes that accept, those that initially refuse, no diary returned, diary returned but data not usable, post office returns.
- No way to compare viewing or characteristics of those who refuse



CRE Non Response Bias Study

Planning and design 2006-2007

Data collection 2007 to 2008

Post survey processing and analysis
completed January 2010

Team of academics

Worked with NRB Committee on design
and implementation issues

Conducted independent analysis of
non response bias in the viewing
estimates



NRB Committee

- Ensure the questionnaire was designed to get the right information
- Agreed on what comparisons were needed and planned the sample size to be large enough to read differences between responders and non responders



Main Questions to be answered

- Do cooperators differ in their TV viewing from refusers?
- Do any differences lead to non response bias in TV viewing estimates?
- Are there differences between cooperators and refusers on TV viewing correlates
- Can differences on TV viewing correlates be used to reduce non response bias in Nielsen viewing estimates



Non Response Bias Study

- A state of the art implementation of a study on non response bias
- Cost approximately \$3 million dollars
 - Could not have been conducted without the creation and funding of the Council for Research Excellence
- Happy to share the findings and have this forum to discuss the issue of non response bias in media and market research measurement



Academic Team

- Professor Peter Miller, Northwestern
- Professor Frauke Kreuter, University Maryland
- Professor Bob Groves, University of Michigan
- Ashley Bower, graduate student University of Michigan
- Carolina Casas-Cordero, University of Maryland



NRB Committee

- Bill Case
- Susan Cuccinello
- David Gunzerath
- Norm Hecht
- George Ivie
- Beth Rockwood
- Henry Devault (retired member)
- Jonathan Sims (retired member)
- Richard Zackon, facilitator

