EXPLAINING INTERVIEWER EFFECTS ON SURVEY UNIT NONRESPONSE: A CROSS-SURVEY ANALYSIS

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MOTIVATION/AIM
Previous research on interviewer effects on survey unit nonresponse show a great variability across surveys in findings, survey characteristics, and explanatory variables available for analyses. This calls for a more orchestrated effort in explaining interviewer effects on survey unit nonresponse.

RESEARCH QUESTION
Are there similarities in the factors explaining interviewer effects on unit nonresponse across surveys?

DATA & METHOD

Across the four surveys, we estimate the same models, in which we examine the same interviewer characteristics and control for the same sample composition characteristics.

Most of their socio-demographic characteristics

• We use 4 face-to-face surveys, all conducted in approximately the same time period in Germany by TNS Infratest Sozialforschung.

• Across the four surveys, we estimate the same models, in which we examine the same interviewer characteristics and control for the same sample composition characteristics.

RESULTS

<table>
<thead>
<tr>
<th>Study information</th>
<th>Fieldwork period</th>
<th>Sampling frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>PIAAC</td>
<td>August 2012 - March 2013</td>
<td>Local community registers of individuals</td>
</tr>
<tr>
<td>GIP 2012</td>
<td>May 2012 - August 2012</td>
<td>Database of areas, listing of households in areas</td>
</tr>
<tr>
<td>SHARE</td>
<td>February - September 2013</td>
<td>Local community registers of individuals</td>
</tr>
<tr>
<td>GIP 2014</td>
<td>April 2014 - August 2014</td>
<td>Database of areas, listing of households in areas</td>
</tr>
</tbody>
</table>

The interviewers employed in the four surveys are rather similar with regard to:

• Most of their socio-demographic characteristics
• Work experience
• Working hours
• Behavior and reporting about deviations from standardized interviewing techniques
• How they achieve response
• Reasons for working as an interviewer

We identified a high variability of interviewer characteristics that explain interviewer effects on survey unit nonresponse across the surveys.

CONCLUSION

• We can not find common interviewer characteristics explaining interviewer variance on unit nonresponse across surveys.
• Differences between the four surveys – such as topic, definition of the sample, target population, sponsor, research team, or survey specific interviewer training – could explain the high variability of explanatory factors of interviewer effects on survey unit nonresponse.