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Does nonresponse in business surveys matter?

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Nonresponse rates are rising in social surveys in many countries, but not necessarily in business surveys. Bethlehem (1988) and Särndal and Lundström (2005) have provided expressions for nonresponse bias. I shall discuss their interpretation in the context of business surveys. One underlying question that I'll attempt to answer is this: can we live with nonresponse levels larger than say 50%? This is not only an issue of nonresponse bias; official statistics is a matter of trust and high nonresponse rates are often viewed with grave misgivings. So if we believe that the nonresponse bias is low in one survey despite a high nonresponse rate, how can we communicate the (lack of) uncertainty? I shall discuss communication of advanced statistical methods and uncertainty of statistics, with focus on nonresponse rates and bias.