

Representativeness indicators for measuring and enhancing the composition of survey response

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Survey organisations have to make a steadily growing effort to achieve high response rates in household surveys. For this reason the question how to allocate fieldwork resources efficiently becomes more and more important. From the literature it is known that a focus on the response rate alone is not sufficient. The composition of the response to a survey is equally well important. Good indicators to measure, monitor and control the representativeness of response are, however, lacking.

The project RISQ (Representativity Indicators for Survey Quality) is a joint effort of the NSI's of Norway, The Netherlands and Slovenia, and the universities of Leuven and Southampton to come to quality indicators for survey response. These indicators may be used as tools to compare the response composition of surveys in time and of different data collection strategies. They may also serve as tools for the construction of data collection strategies that balance response rates given auxiliary information that is available beforehand and given paradata that becomes available during fieldwork.

In the presentation we will discuss indicators for the quality of survey response and their properties. Furthermore, we will illustrate their use by an application of the indicators to several data sets from the participating countries.