

# Practitioners' Perspectives

Sample Representativeness Workshop

Resources for the Future

October 2, 2006

<b>PI</b>	<b>Survey Study (type)</b>	<b>Sponsor</b>	<b>Status (expected completion date)</b>
Dickie, Gerking (DG)	Environmental Risk to Children's Health (CV)	EPA, ORD/NCER	Complete
Viscusi, Huber, Bell (VHB)	Assessing the Value of Improvements to Lakes and Rivers (CE, Ref)	EPA, OW	Complete
Cameron, Gerdes, Lee (CGL)	Popular Support for Climate Change Policy (CE, CV)	NSF	Complete
M. Evans, Smith, Poulos (ESP)	Environmental Vulnerability (Pilot) (CV)	EPA, ORD/NCER	All but write-up complete (11/06)
Krupnick, Banzhaf, D. Evans, Burtraw (KBEB)	Adirondacks (CV)	EPA CAMD	Complete
Johnston, Besedin (JB)	Ecological Benefits of Aquatic Living Resources (CE)	EPA, ORD/NCER	Survey Design (9/08)
Besedin, Johnston (BJ)	§316(B) Entrainment (CE)	EPA OW/EAD	Awaiting OMB Review (NA)
Lew, Rowe, Layton (LRL)	Steller Sea Lion (CE)	NOAA Fisheries	Pretest Complete (11/07)
Boyle, Paterson (BP)	Visibility in National Parks (CE)	NPS	Survey Design (NA)
Chapman, Bishop et al. (CBcr)	HI Coral Reef Valuation Study (CE)	NOAA, NOS	Awaiting OMB Review (2007)
Chapman, Bishop, Tourangeau, Bisack (CBrw)	North Atlantic Right Whale Study (CE)	NOAA, NFSC	Awaiting OMB Review (2008)

PI	Sample population	Mode	Frame	Cases fielded; completion %
Dickie, Gerking (DG)	Non-AA parents w/ kids, Hattiesburg, MS; U.S. Households	Central facility on computer; Internet	RDD;  RDD Panel (KN)	RRD: 6723 post- screen; 9.4% Panel: 63%
Viscusi et al. (VHB)	Adults (>18), U.S.	Internet	RDD Panel (KN)	5655; 75%
Cameron et al. (CGL)	Households, U.S.	Mail; Internet	Direct mail database; Convenience sample	8576; 19%
M. Evans, Smith, Poulos (ESP)	Adults	Internet	RDD Panel (KN)	2670; 79%
Krupnick et al. (KBEB)	Adults, NYS	Internet; Internet; Mail	RDD Panel (KN); former panel (KN); RDD (KN)	Panel: 1284; 74% Former: 2120; 14% Mail: 2372; 24%
Johnston et al. (JSSB)	Households with DVD player, RI (most likely)	Phone/Mail	RDD	1500+; NA
Besedin, Johnston (BJ)	Households, U.S.	Internet; Phone; Phone (non-response)	RDD Panel (KN); former panel (KN); RDD	3900; NA 600 for non-response study
Lew et al. (LRL)	Adults, U.S.	Phone/Mail	Purchase sample (Sampling Int'l)	4000 expected, 34- 70% in pre-test (424)
Boyle, Paterson (BP)	Households, U.S.	Phone/Mail	RDD	NA, NA
Chapman, Bishop (CBcr)	Households, U.S.	Internet	RDD Panel (KN);	Pre-test: 312; 69% Final: 1500 completes expected
Chapman et al. (CBrw)	Households, U.S.	TBD (Internet or Mail)	RDD (KN or Survey Sampling Inc.)	1200-1500

# Ex-Ante Strategies

- Initial and follow-up contacts (Total Design Method)
- Over-sampling under-represented groups
- Incentives
- Signaling of importance
  - Priority mailing
  - Individualizing
- Identification of survey sponsor
- Non-response conversion (reminder calls)
- Data collection on non-responders

# Ex-Post Strategies

- Comparison of sample stats with population stats; unweighted and weighted estimates of WTP
- Comparison of characteristics and WTP across modes
  - Boyle calibration equation approach
- Comparison of attitudinal and demographic characteristics of responders:
  - and non-responders
  - or responders to a follow-up survey of non-responders or different survey
- Heckman selection/correction (for non-observables)
  - Cameron use of geo-data
- Comparison of WTP and other responses based on various measures of “engagement”
- Test for conditioning using time on panel/experience
- Survey former panel members

# Ex Post Strategy Issues

- Are demographics, knowledge or performance better/worse from KN than from other modes?  
Conflicting evidence from DG vs. VHB
- Does engagement matter? Inconsistent evidence from DG, VHB, KBEB
- Are non-responders different from responders?  
Yes; consistent evidence from VHB, KBEB, CGL.  
But small effect and Heckman correction not important.
- Are frame/mode effects important?
- Does weighting matter? Not much

# Research Needs

- Analysis of effort and by mode (DG)
- Is KN panelist more ideal? (VHB)
  - Distortion Indicator
- Disentangle mode and frame effects (KBEB)
- Selection effects of panel stages and of other modes (various)
- Heckman correction for CE (various)
- Incentives and response rates