

Sample Representativeness: Implications for Administering and Testing Stated Preference Surveys

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Why this Workshop?

- We all want credible, low-cost cost-benefit analyses
- SP surveys are needed for estimating many types of benefits

BUT:

- “Difficult” review process by OMB

CAUSES

- OMB Guidance lacks clear rules (except 80% threshold).
- Lack of clarity of relationship between sample representativeness/non-response bias and non-response rates
- Lack of consensus on appropriate protocols to increase and test for representativeness/bias

Goals for the workshop

- **Improve** clarity about relationship between non-response bias and non-response rates
- **Move towards** consensus on appropriate protocols to reduce and test for bias
- **Begin to develop research agenda**

Trade-offs in Allocating Survey Budget

- Survey quality
- Sample size
- Sample representativeness
 - Is WTP affected?

“Agencies must design surveys to achieve the highest practical rates of response, commensurate with the importance of the survey’s use, respondent burden and data collection costs to insure that the results are representative of the target population so that they can be used with confidence to inform decisions.” (OMB Guidance, 9/06)

Plan of the Day

- Government Views
- The Experts
- The Practitioners
- Research Agenda
- Towards Consensus Protocols