

**FIGURE 8.1**

Some factors affecting nonresponse.

numbers for some of the addresses; these, if accurate, could be used for following up with nonrespondents. A sampling frame for a business survey may contain contact information for persons within the businesses who typically fill out the surveys. Having detailed, accurate information about units in the frame may make it easier to contact and obtain responses from sampled units.

- *Sampling design.* Surveys of businesses or farms are often stratified by a number of variables related to responses of interest, including size. Sampling the strata containing large businesses at a higher rate than strata containing small businesses may reduce the variance of estimates of quantities such as total payroll (see Example 3.8). If large businesses are more likely to respond to the initial survey invitation (for example, if they have designated employees who fill out surveys), the disproportional allocation may also increase the response rate. The sample has fewer initial nonrespondents than a proportionally allocated sample would have, and consequently each can be targeted with more nonresponse follow-up efforts.

For surveys that are repeated annually, choice of a cross-sectional design (in which a new sample is drawn each year) or a longitudinal or panel design (in which at least some of the units in the year-1 sample are kept for the year-2 sample) can affect response rates. Once a household is recruited to be in a panel survey such as the U.S. Current Population Survey, which measures characteristics related to employment, it stays in