

Judging the quality of survey estimates has become more difficult. Recent research has demonstrated that the response rate is not a good indicator for when nonresponse bias is likely to occur. Nonresponse bias is a function of both the response rate and the survey values of responders and nonresponders. In establishment surveys, the size of the organization is also an important factor. Small establishments have less potential to create bias when unobserved. Evaluations of potential biases should examine both predictors of response and predictors of the survey variables. This would include examining the relationship between paradata and the observed survey data. It is also useful to carefully examine the relationship between the paradata and response probabilities. Such an analysis might usefully inform survey design if actions can be identified that simultaneously work on both dimensions of the problem -- that is, actions which increase response propensities and bring in a different kind of respondent. This presentation will look at analyses of several surveys that examine both dimensions of the problem.