

The Factorial survey is an uprising method in the social sciences to measure and increase respondents' answers on sensitive topics. It is an experimental method in which respondents evaluate hypothetical descriptions of objects or situations (vignettes), where attributes (dimensions) are systematically varied. The aim is to quantify relative importance of those dimensions.

Most research in this area concentrates on population surveys. There is few research on possibilities to use factorial surveys in establishment surveys. Besides involvement, there are establishment level specific reasons for nonresponse: e.g. confidentiality and authorization to answer a question. So far it remains unclear whether it is possible to use this game like method on establishment representatives.

Data basis for this presentation is the implementation of a factorial survey experiment within the BIBB-qualification panel, a yearly panel study of German establishments on vocational education and training. In its 2014 wave we asked 2300 establishments - via computer-assisted-self-interview (CASI) technique - to take part in the factorial survey experiment, concerning their hiring practices of migrants. The establishments were given hypothetical applications of possible candidates for apprenticeships and were asked whether they would invite this candidate to the next recruitment step or not.

In the presentation we investigate (1) the factorial survey approach in the BIBB-qualification panel and (2) analysis possibilities on the establishment and the vignette level. (3) To identify characteristics leading to nonresponse in the factorial survey experiment we provide a detailed response behavior analysis. We evaluate different establishment characteristics, such as participation in vocational training (involvement), interview characteristics such as duration of interview, nonresponse on sensitive other items (overall response behavior), role of respondent in the establishment (authorization) and proxies like branch and establishment size (confidentiality).