Doina Olaru, Fakhra Jabeen and Brett Smith, Business School, UWA

“What if the probabilistic-based sampling does not always lead to a representative sample? How do we deal with low respondent engagement or hypothetical choices that are perceived as being socially desirable? These questions are relevant regardless of the way primary data collection is conducted.

A statistically sound sampling strategy still relies on individuals volunteering their participation. Even with extrinsic rewards there is no guarantee the respondent will contribute an honest effort. This paper reports on the data collection for a study investigating the acceptance of electric vehicles (EV) in Australia. Complementing the Western Australian Electric Vehicle Trial (http://www.therevproject.com/waevtrial/), this research focused on household preferences and attitudes towards EV. This represented the last stage of a data collection with four surveys (firstly delivered to participants of the trial and later aimed at the broader community).

An initial sample showed high interest in EV and environmentally friendly technologies, and over-represented households with higher education and socio-economic status. To compensate for the bias, a second sample was collected from an online panel (PureProfile). Whilst neither of the two samples were representative for the population, the results from the pooled data are deemed more appropriate for understanding drivers of EV uptake in Western Australia and informing policy making accordingly.”

Research Seminar
Combining Samples to Offset Nonresponse and Respondent Biases

Date: Friday 7 November 2014
Time: 1:00-2:00pm with Sandwich Reception
Venue: BUSN 142 Sir Rod Eddington Case Study Room
RSVP: Siew.Wade@uwa.edu.au by 4/11/2014
For more information: Gillian.Yeo@uwa.edu.au on 6488 1875