Dropout in general population web surveys and its effect on data quality: a comparison between smartphone, tablet and desktop users.
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Abstract

It frequently occurs that surveys are only partly completed, which could negatively influence the representativeness of the data. In this study, we analysed several general population surveys of Statistics Netherlands to determine where in the questionnaire respondents dropout. Furthermore we explored several causes of dropouts, like the type of device used (i.e. smartphones, tablets and desktops), completion time, type of questions asked and several background characteristics of the respondents. Our preliminary findings show that smartphone users dropped out earlier and more often than desktop users. Several suggestions will be given on how to reduce dropouts.