

Bias in Surveys

Marketing

The systematic errors that survive a large sample.

Sources of bias and their remedies.

Sources

Non-response — who declined differs

Social desirability — flattering answers

Acquiescence — agreeing with any statement

Order effects — earlier items shape later

Recall error — misremembered behaviour

Remedies

Compare respondents to the population

Ask about behaviour, not intention

Balance positive and negative wording

Rotate item order between respondents

Use observed data where it exists

Non-response bias is the most damaging and the least visible: the people who never answered leave no trace in the data.