

For many decades, there has been a decline in the percentage of people worldwide who decide to respond positively to a request to participate in the survey. Since the willingness to participate in a survey is often connected with the characteristics that the survey is intended to measure, the increasing proportion of refusals poses a threat to the ability to draw conclusions from surveys. This is an important risk because surveys are used for a wide range of scientific, political and economic purposes.

So far studies on how to increase the proportion of poll participants have often led to uncertain or contradictory results. This may be due to the fact that they were based on analysis either of individual surveys, or of a small number of them, or the collection of results published by other researchers. Therefore, the proposed project aims primarily at creating a database that would contain information on all large, non-commercial, international survey projects. On the basis of the information gathered in this database, conclusions will be drawn using statistical procedures, which will have a much more solid basis.

The database created will contain detailed information on how the surveys were carried out and on the quality of their results. Simply increasing the number of people willing to participate may be counterproductive, for example where the use of cash incentives for respondents will further increase the over-representation of people with low and moderate income in the respondent's group. At the same time, people who are too intensively persuaded to take part in research may give worse quality answers, so that only the interviewer will leave them alone. Therefore, both the composition of the surveyed person group and the quality of their responses will be assessed in the proposed study.

The results of the proposed research may lead to a number of solid guidelines for the polling institutions, thanks to which they will be able to significantly improve their research quality.