

## **Word Bias in Expenditure Surveys**

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*This paper analyzes the impact of different wording on expenditure questions used in survey research. The problem with current wording is that even though there was evidence showing bias that arises from the wording of a question, as well as supporting proof to show that such bias has a measurable economic impact such as the data collected from consumer expenditure surveys, there hasn't been further studies to actually test the response bias that words generate in a questionnaire. Most survey research is directed towards the structure of the design, and little is being done to further analyze the impact of words on answers.*

*This study analyzed two sets of expenditure data and found that on average, individual respondents reported expenditures higher than respondents asked to report on their travel group. The ratio of difference varied between a 2:1 to almost 4:1 higher.*