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Analysis of Ordinal Survey Responses with “Don’t Know”

Ordinal responses are frequently involved in social and health survey researches to evaluate performance, attitude, severity of diseases, etc... It is also a common practice to list “Don’t Know” as an option in the responses, especially for questions with sensitive nature. In this talk, we first briefly introduce approaches dealing with regular ordinal data, then explore methods for analyzing ordinal responses with “Don’t Know” as part of the response. Consistency and efficiency are compared among alternative estimators and results from a limited simulation study will be discussed.