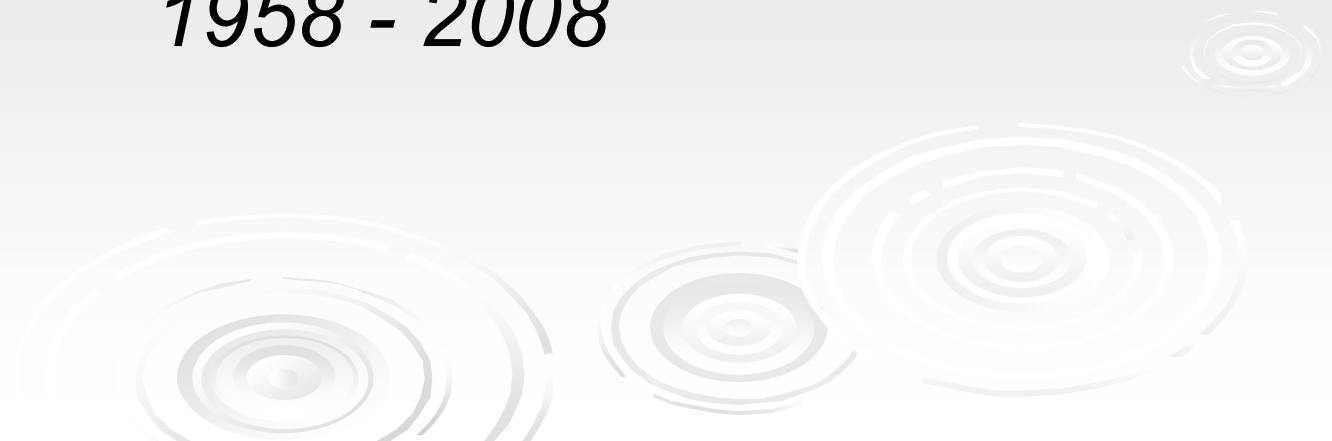


# The Survey Research Center



*50 Years of High Quality Survey Research*  
*1958 - 2008*



# Cell Phone Sample in an RDD Study

Presented by Robert H. Lee  
Survey Research Center  
The University of California at Berkeley

Presented at:  
International Field Director's & Technology Conference  
May 19, 2008  
New Orleans, LA

The logo for the Survey Research Center (SRC) at the University of California, Berkeley. It features the letters "SRC" in a bold, blue, sans-serif font, with a soft blue glow effect behind the letters.

*Survey Research Center*  
UNIVERSITY OF CALIFORNIA, BERKELEY



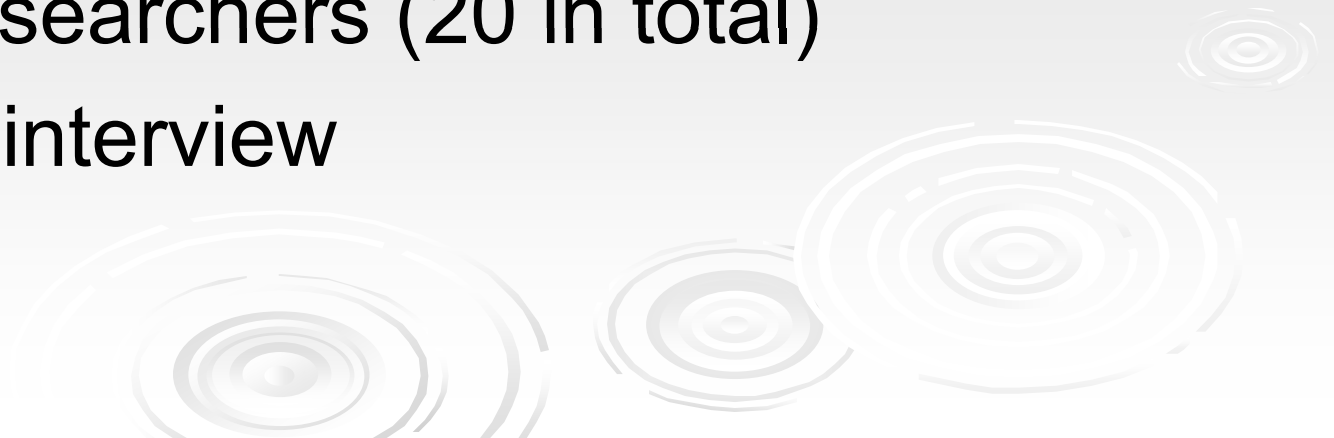
# Research Questions Posed

- How well would a cell phone sample perform compared to a traditional RDD landline sample?
- In what ways, if any, are there differences in calling outcomes between these two types of samples?



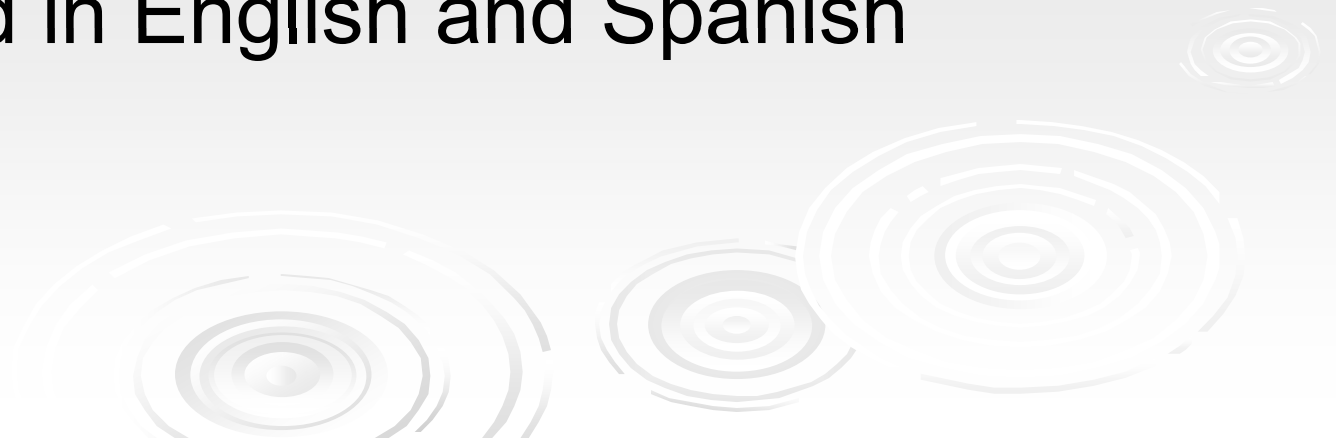
# Methodology

- RDD survey of Californians
- Omnibus study (Golden Bear Omnibus)
- Goal of 1,200 completed interviews
- Randomly selected adult (18 yrs +)
- 10 question modules (plus demos)
- Multiple researchers (20 in total)
- 37 minute interview



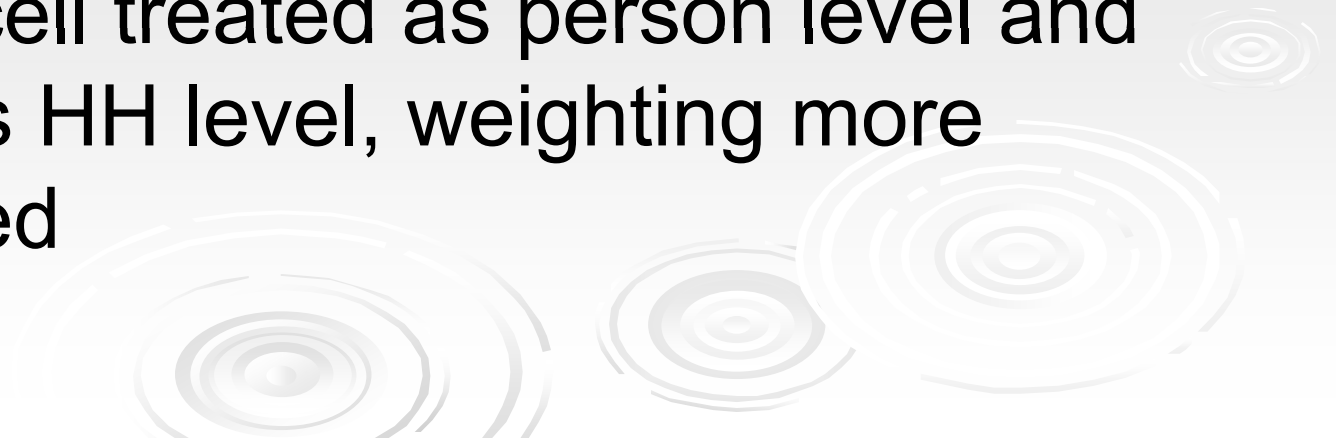
# Methodology (con't)

- HH enumeration (landlines only)
- Random R selection (landlines only)
- 9 call maximum to retire no answers
- Day, night and weekend calls before retire
- Refusal conversion attempted (landlines)
- Conducted in English and Spanish



# Methodology – Cell phones

- No HH enumeration
- No random R selection
- Appropriate safety cautions
- Offered \$5 gift card to help pay for time
- No refusal conversions attempted
- Because cell treated as person level and landline as HH level, weighting more complicated



# Samples

- Landline: List-assisted and purged “CSS” from Genesys
- Cell phone – from Genesys
- Landline reps of roughly equal size (300)
- Cell was a single replicate of 1,000



# Expectations for Cell Phone Sample

- Lower contact rates
- Lower cooperation rates
- Greater resistance to length of interview



# Basic Overall Outcomes

- 1,186 completed interviews
- Average interview length 37 minutes
- 38 landline replicates used
- 10,641 landline numbers attempted
- *1.26% of all calls yielded an interview*
- *94,214 calls made (79 calls to get each int'w)*
- 1,000 cell phone numbers used
- Response rate =

Yes



# Productivity Outcomes

- Outcome per 100 sample points
- Compared landline vs cell productivity
- Cell performed better than expected
- Performance in 3<sup>rd</sup> quartile



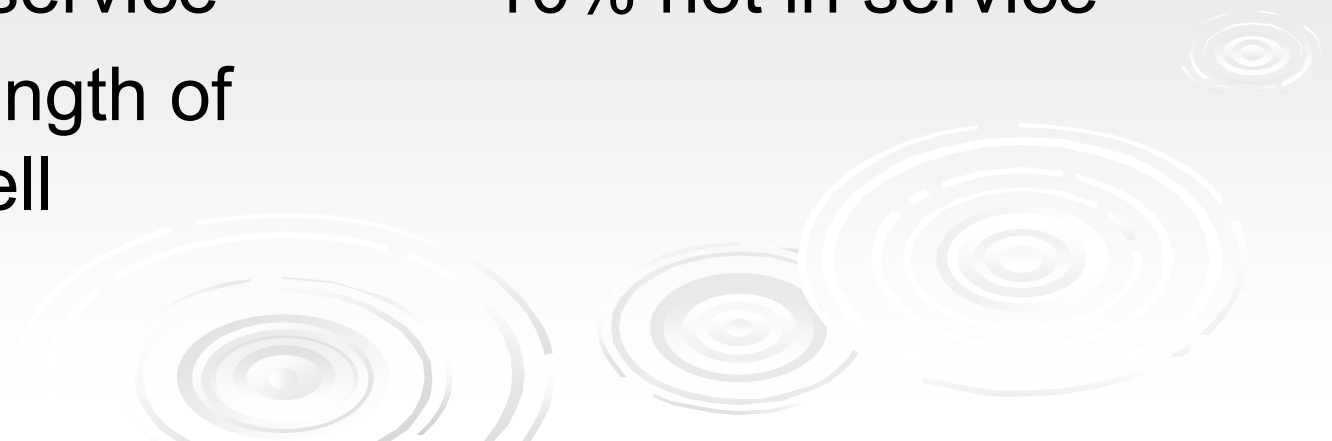
# Productivity

## Cell

- Contact rate 30.3%
- Higher contact rate by time of day EXCEPT 7-8pm and 8-9pm
- 42% of calls reach answering machine
- 15% not in service
- Tolerated length of interview well

## Landline

- Contact rate 26.1%
- Contact rate lower by time of day EXCEPT prime calling times
- 28% of calls reach answering machine
- 10% not in service



# Productivity

## Cell

- 8.5 int'ws per 100
- Response rate 15.1%
- Non-response 84.9%
- 6.5 calls to complete
- All 3<sup>rd</sup> quartile
- Performance not great, but better than expected

## Landline

- 14.5 to 5.9 per 100
- 24.6% to 9.8%
- Non-response 82.2%
- 6.2 calls to complete



# Conclusions

- Cell phone samples necessary in RDD
- Not the least productive sample segments
- Just as willing to do longer interview
- Accommodations necessary



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