

Call When They're Home: Reaching the Under-Reporting Populations in the Illinois BRFSS

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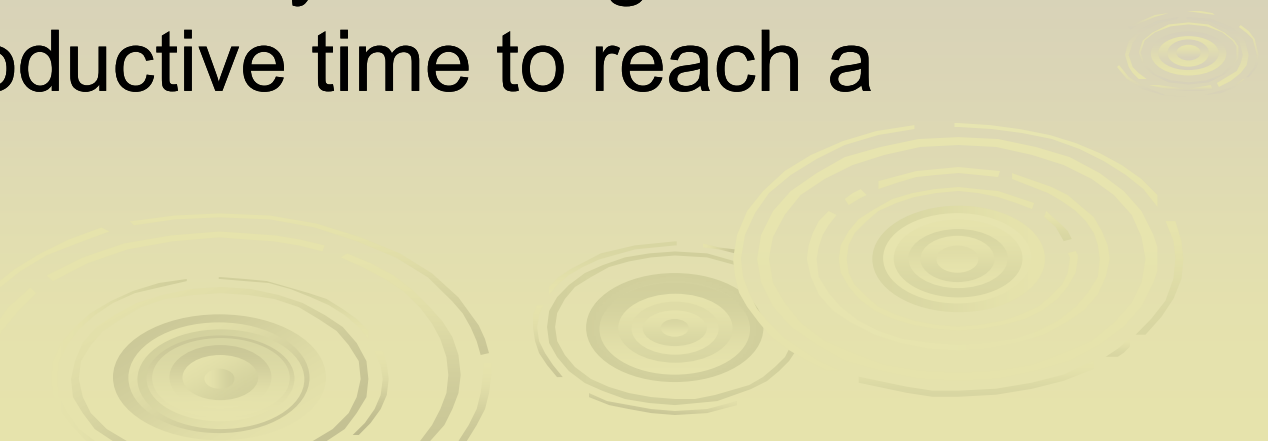


May 20, 2008

Representation in Telephone Surveys

- Previous methodological research (Groves, et. al., 1992; Williams, et. al., 1994; Bethell, 2004); Keeter, et. al., 2000; Sicherer, 2004) has indicated that some groups are often underrepresented in telephone surveys.
- These groups include:
 - Younger respondents
 - African-American males
 - Respondents having a lower socioeconomic status


Impact of Calling Patterns on the Underrepresentation of These Respondents

- Calling patterns are typically designed to concentrate more calls during the weekday evenings, more so than during the weekday or weekend time periods.
 - Indeed, the weekday evening hours are the most productive time to reach a household.
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What Happens If the Respondent Maintains Nontraditional Hours?

- If the respondents who are underrepresented maintain a nontraditional schedule, is the under-representation of these groups resulting from the generic calling rules?
- In particular, are the calling rules more appropriate for respondents who maintain traditional 9-5 weekday schedules?
- What happens if a respondent has a nontraditional schedule?


Illinois BRFSS Record of Calls Data

- Telephone interviewing conducted 2007
 - 5,227 Illinois BRFSS Respondents
 - Random-digit-dialed telephone survey
 - One adult randomly selected within the household for interview
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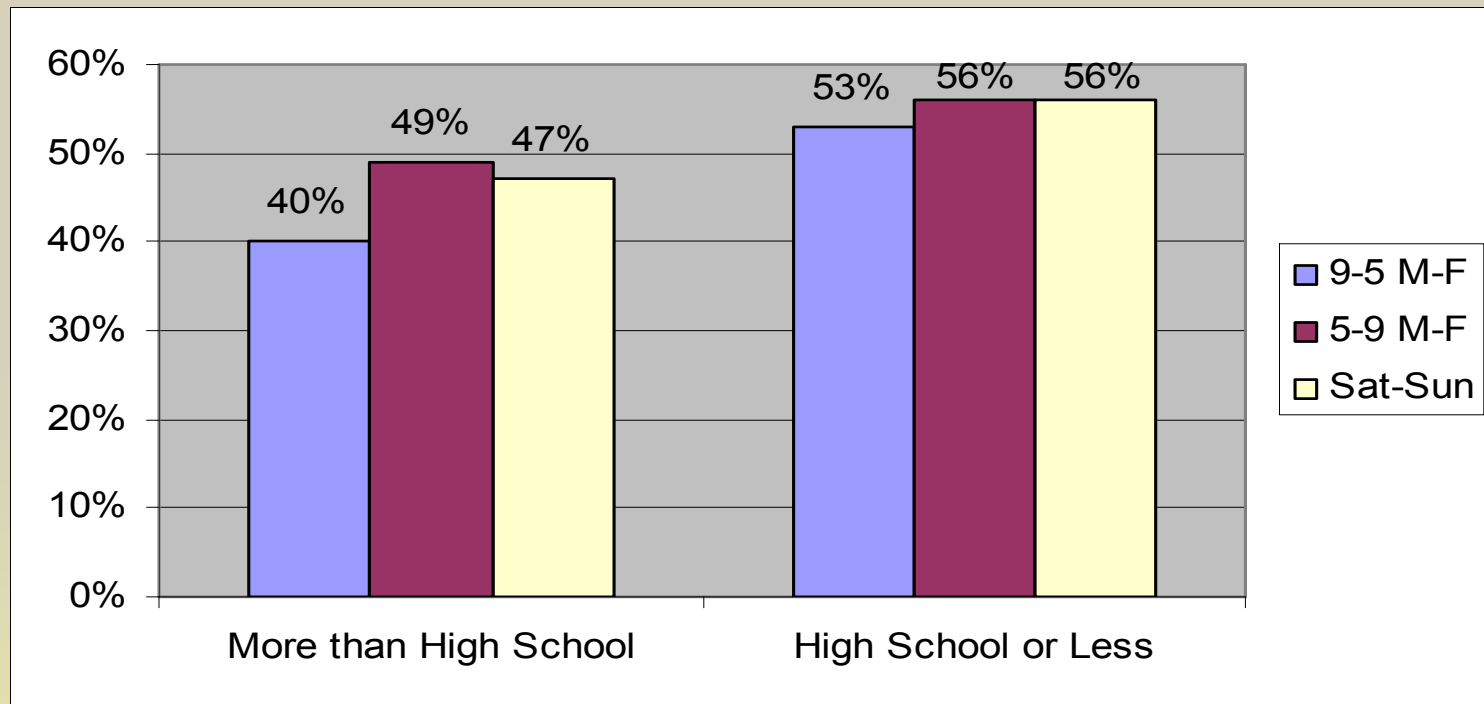
BRFSS: Groups Typically Underrepresented in the Telephone Data Collection

- BRFSS (September 2007) identified underrepresented groups:
 - Less educated, high school or less
 - Households having an income of \$50,000 or more
 - Younger respondents, under age 30
 - Men
 - Never married

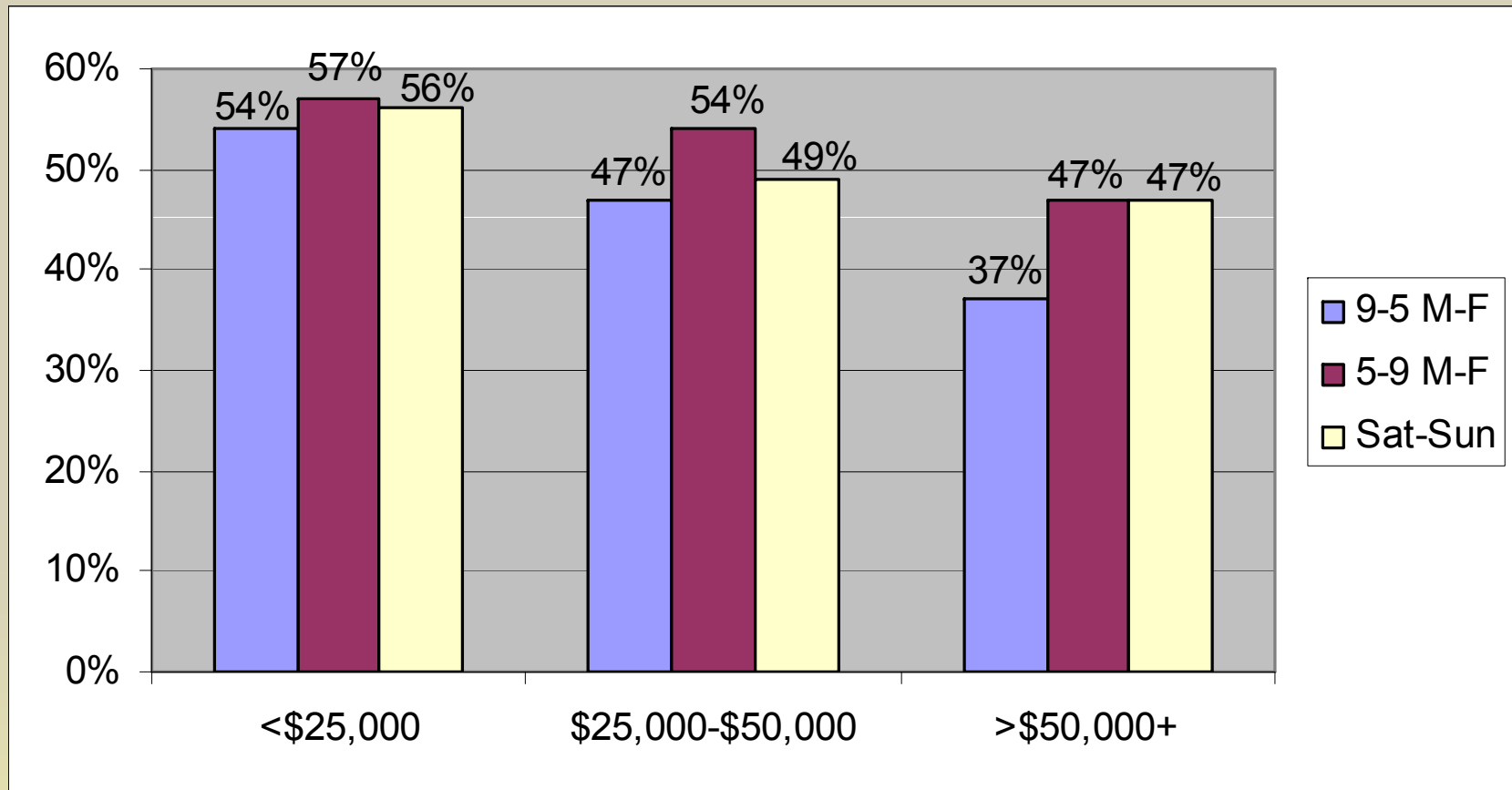
Nontraditional Work Hours

- Some jobs call for work hours that result in an employee not being home most evenings, but home earlier in the day.
 - If someone begins their workday later in the day, when is the most effective time to reach them?
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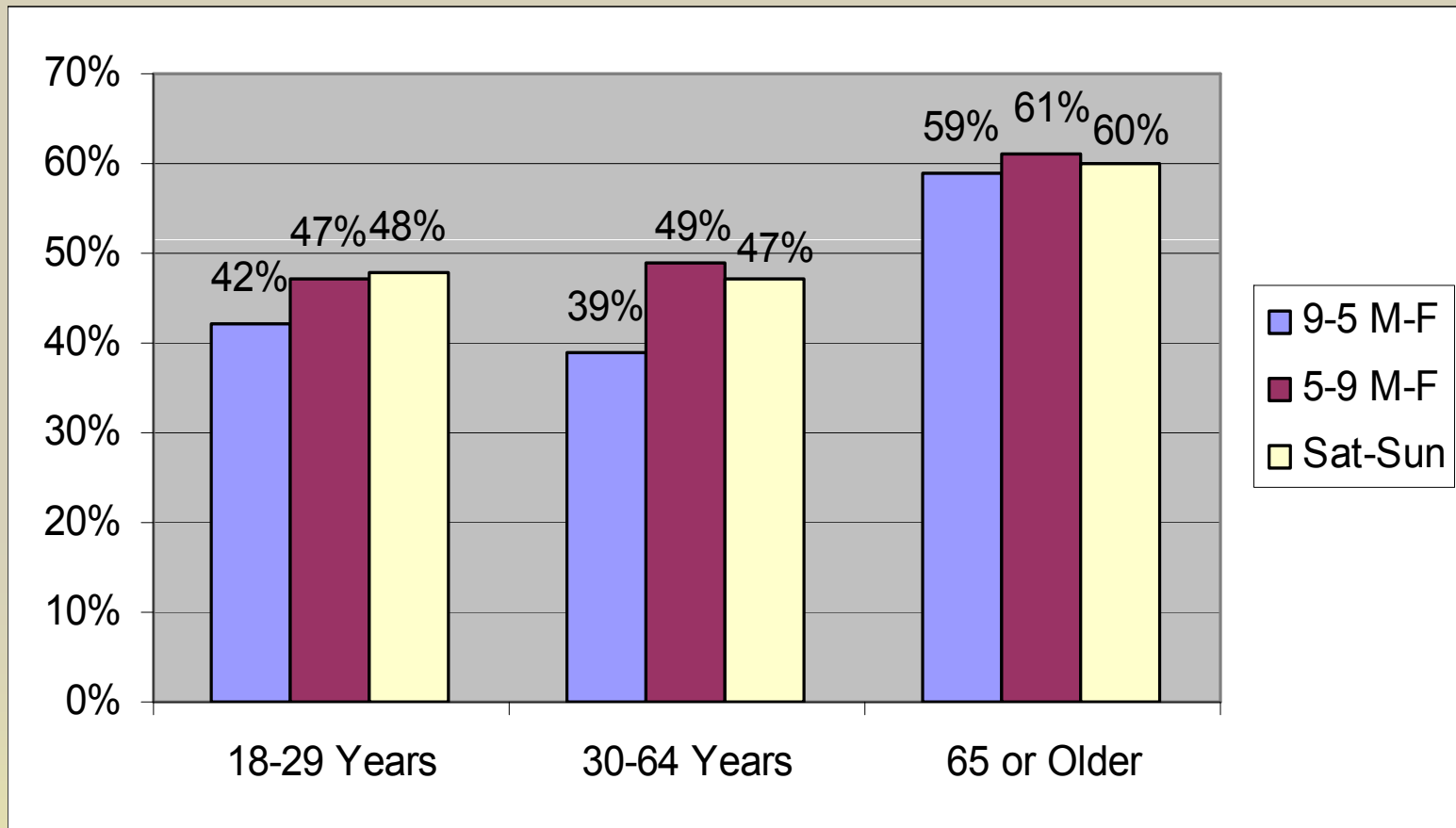
Contact Rates: Highest Level of Education by Time of Day



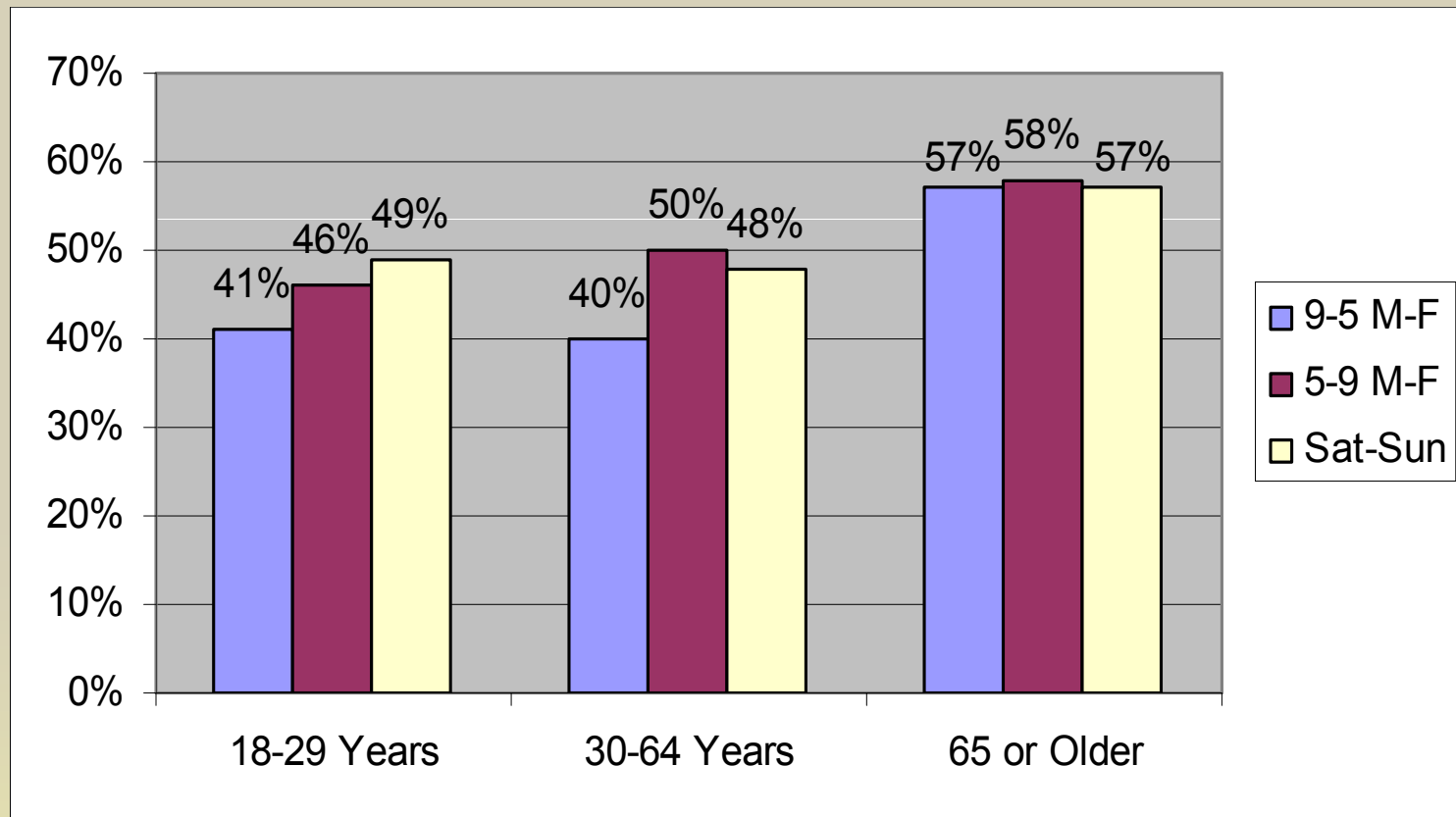
Contact Rates: Income Group By Time of Day



Contact Rates: Age by Time of Day



Contact Rates for Men: Age by Time of Day

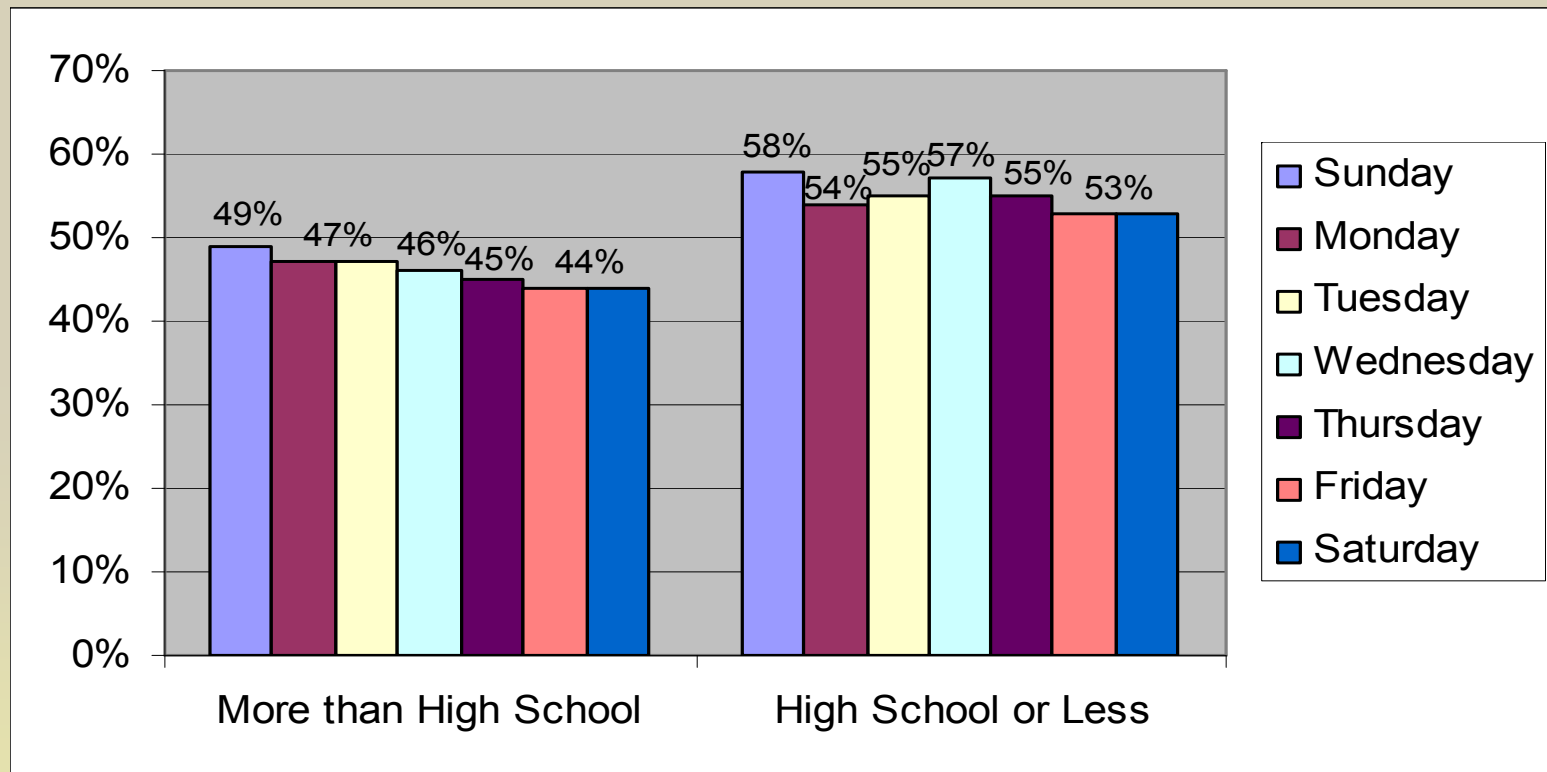


Nontraditional Work Week

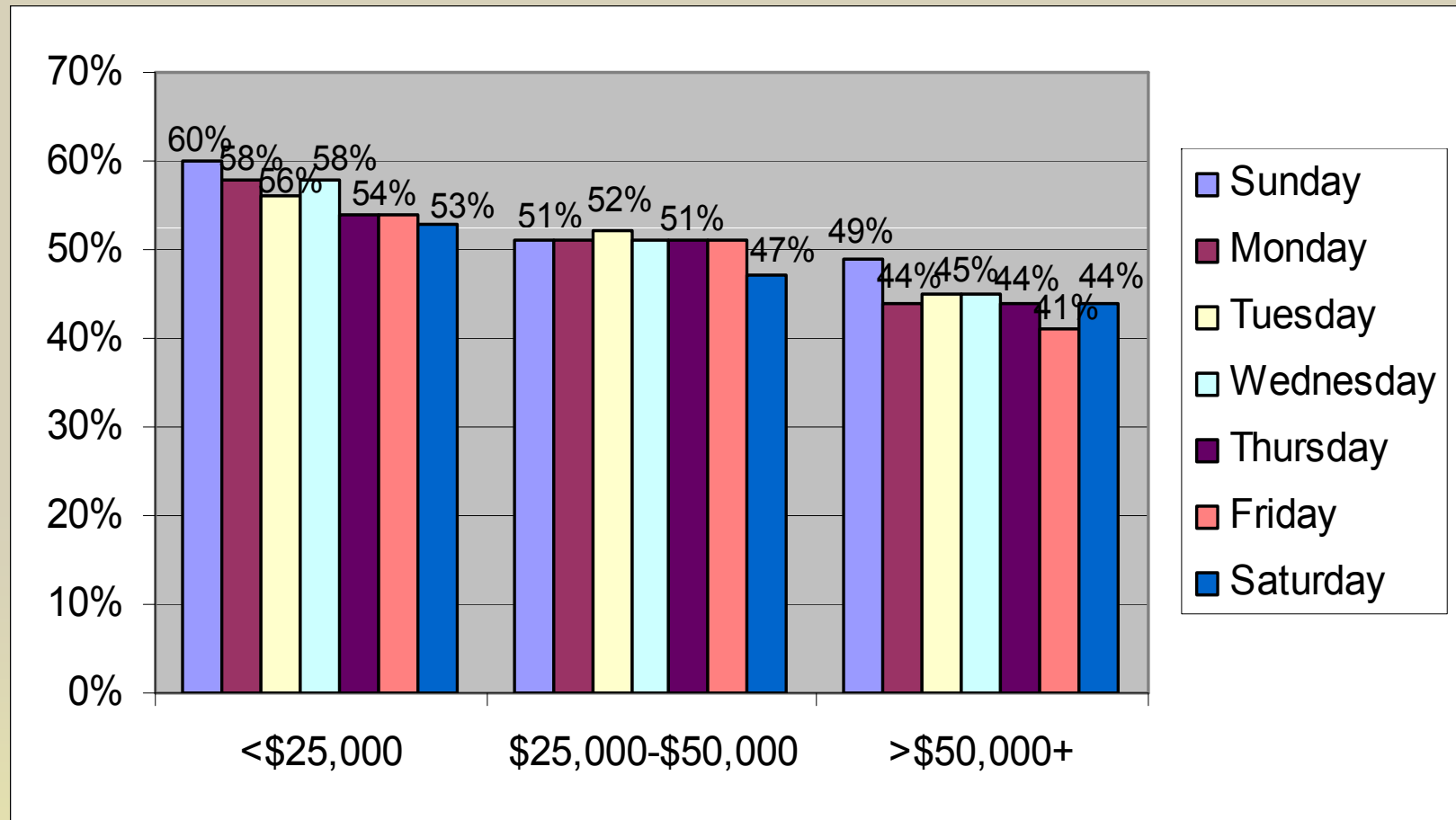
- Days off not always the most common
Saturday-Sunday Weekend
- What does that mean re: effectiveness of
calling these respondents on different
days of the week?



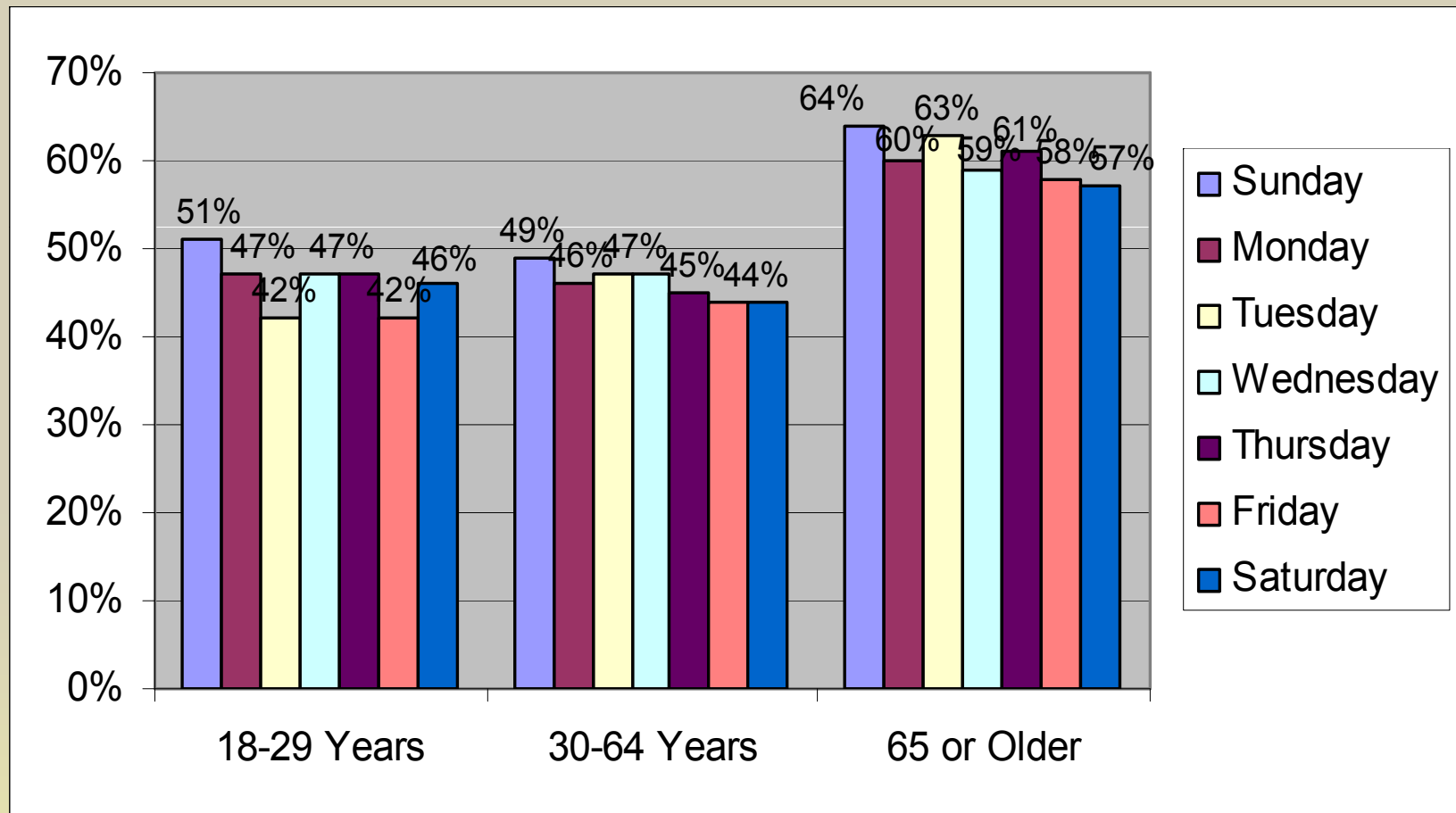
Contact Rates: Highest Level of Education by Day of Week



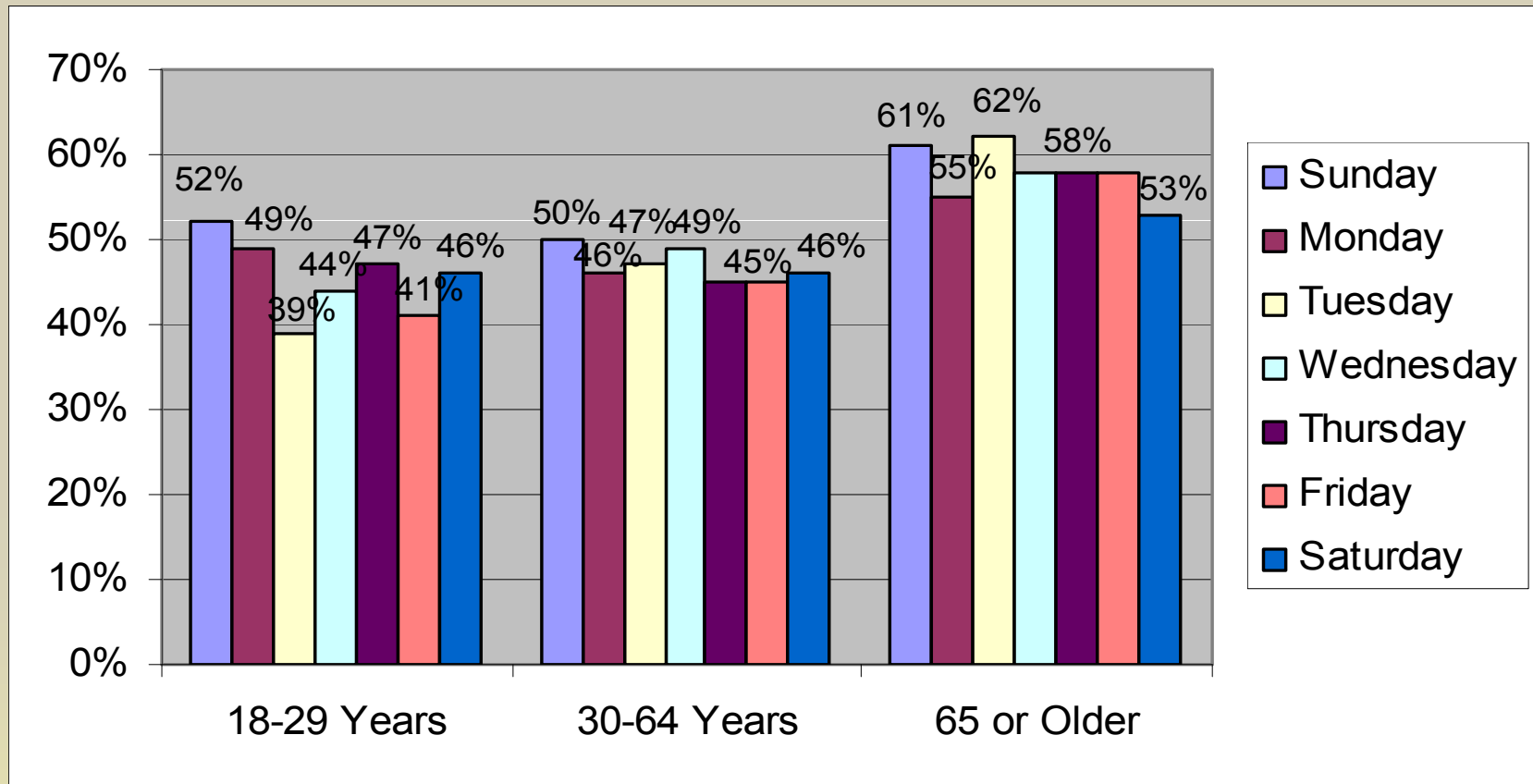
Contact Rates: Income by Day of Week



Contact Rates: Age by Day of Week



Contact Rates for Men: Age by Day of Week



Implications

- If a random-digit-dialed telephone survey is to strive to include all segments of the population, perhaps the last calls should be concentrated during nontraditional days/hours. It is already known that the respondent hasn't been reached using the typical calling pattern.
- Perhaps these pending telephone numbers are rich in respondents with a nontraditional schedule who might be reached with a couple strategically scheduled calls.

Next Step: Split-Sample Experiment

- Group 1: Two weekday calls at beginning and end of calling sequence
- Group 2: Current calling rules

