

# Effect of Caller ID in Wisconsin BRFSS

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# Caller ID display change – BRFSS 2007

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- August 1, 2007 – changed our Caller ID text



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# Caller ID: What do we know?

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- What displays?
- How does it affect us?



# Caller ID: Its effect on CATI research

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Caller ID subscription is 

- 82% use it to “identify the phone numbers of annoying callers”
- 64% use it to screen calls “always” or “most of the time”



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# Caller ID: Its effect on CATI research

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Call screening is 

- Only 35% are “almost certain” or “very likely” to answer when an unrecognized number appears
- Dropped 20% from 1995-2000
- Small difference between Caller ID subscribers’ and non-subscribers’ reported refusal rates for surveys



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# Why is this so important?

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# Non-contact contributors

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- Caller ID
- Voice mail, answering machines
- Privacy managers
- Cell phone only populations, pagers
- Non-voice applications for telephone lines
- New area codes increase fraction of unassigned phone numbers
- 7-10% of US population always unavailable – sickness, incapacity, unusual work schedules



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# BRFSS Wisconsin

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- Ongoing study coordinated by the CDC and Wisconsin DHFS
- RDD study of Wisconsin residents
- UWSC achieves ~500 completes per month
- Methodology:
  - Between 15-25 call attempts per case
  - Answering machine protocol: 3/4/5<sup>th</sup> call
  - No adv. Letter or pre- or post-incentives
  - Call back to convert initial refusals



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# Change in Caller ID for BRFSS 2007

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## Implemented change on Aug 1, 2007

- Jun-Jul 2007 (no outgoing Caller ID text)
- Aug-Sep 2007 (outgoing Caller ID text)
- Caller ID displayed “UNIV OF WISCONS”
- Calls placed per month:
  - June: 24,112
  - July: 27,193
  - August: 26,872
  - September: 23,264



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# Key variables

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- Response rates
- Number of calls to first contact
- Percent of non-contact
- Number of calls to complete a case
- Number of calls to first refusal

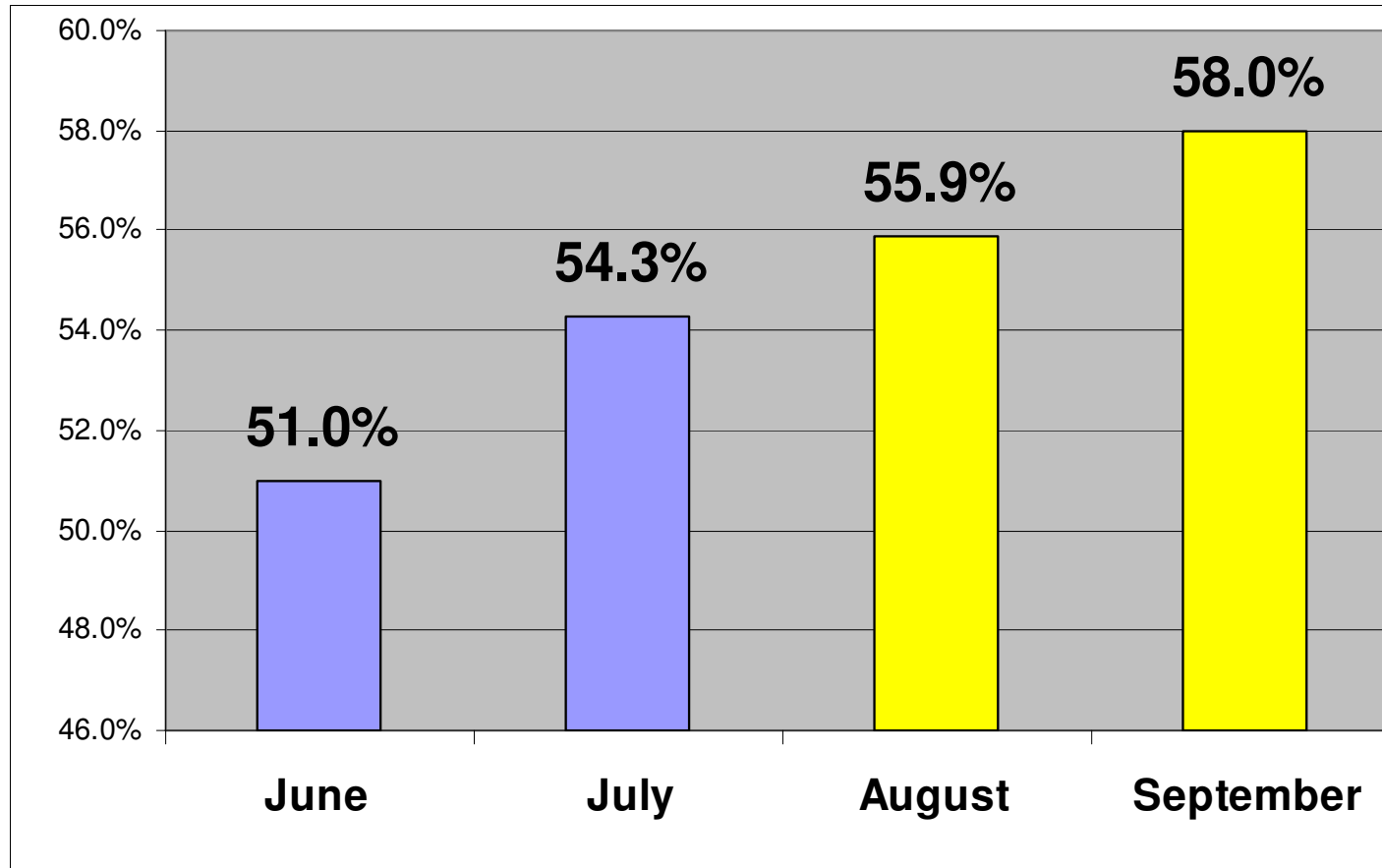


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# Response rates for BRFSS 2007



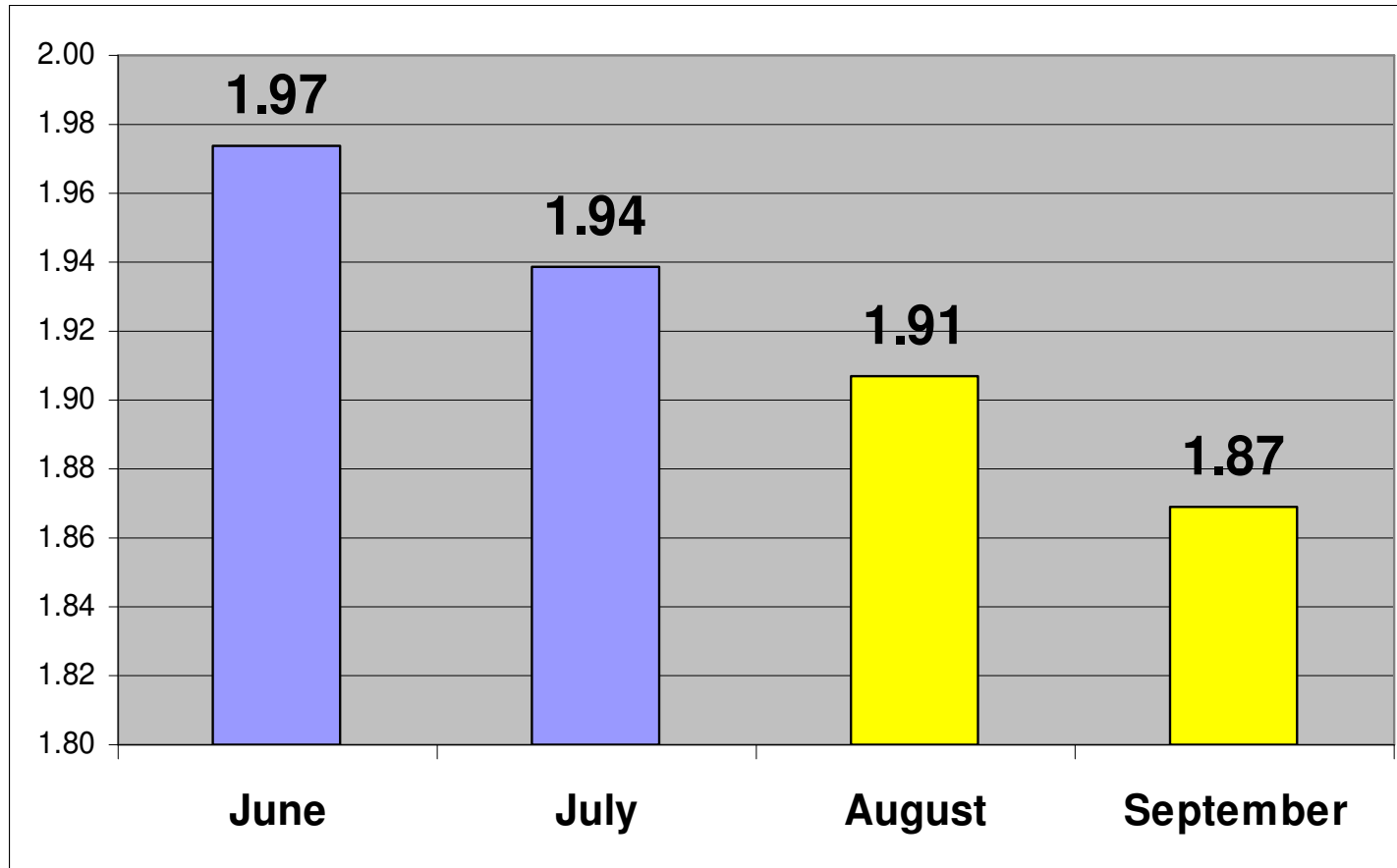
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# Average # of calls to first contact (5 calls)

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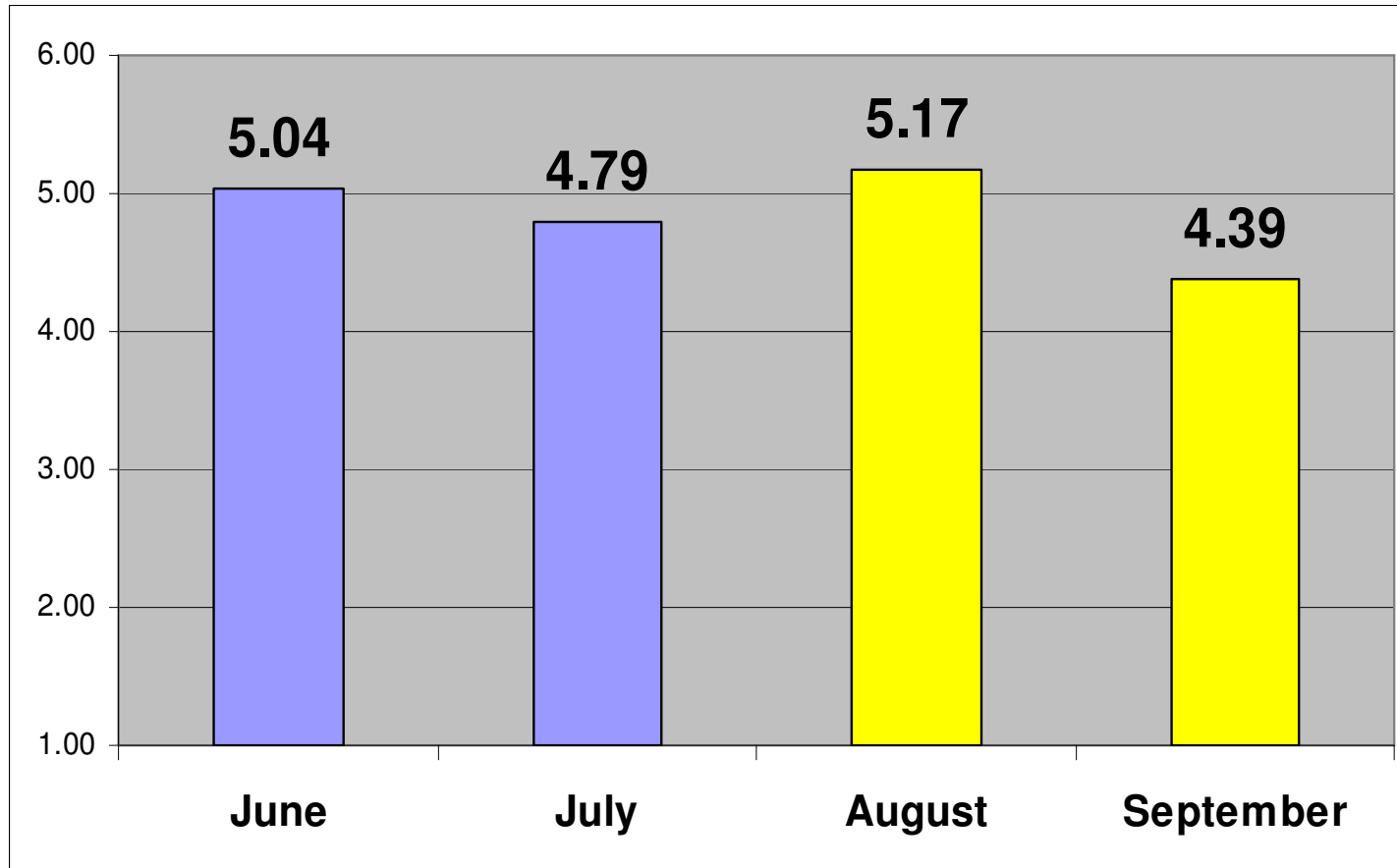


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# Calls to complete a case (15 calls)

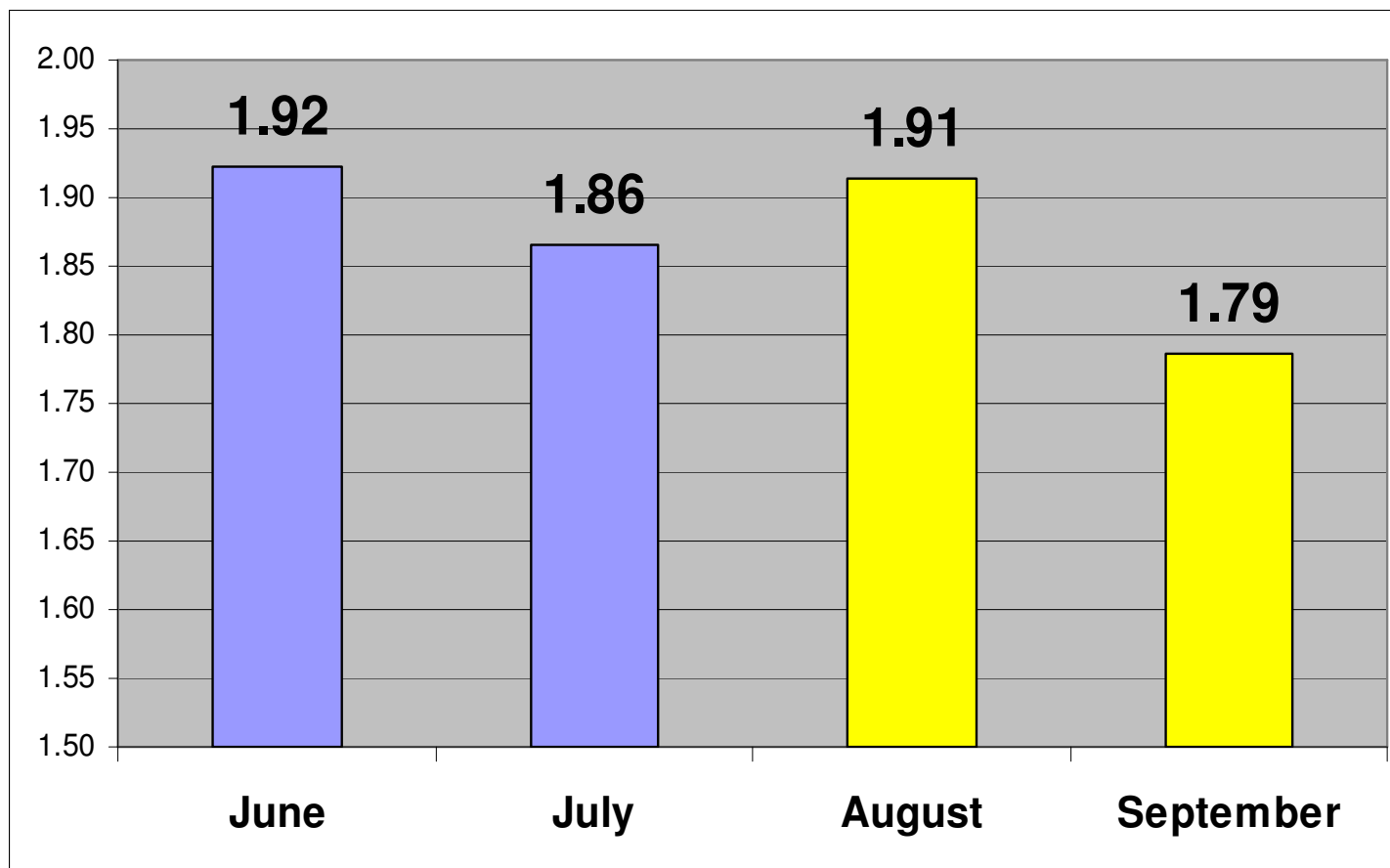


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# Calls until refusal as first contact (5 calls)

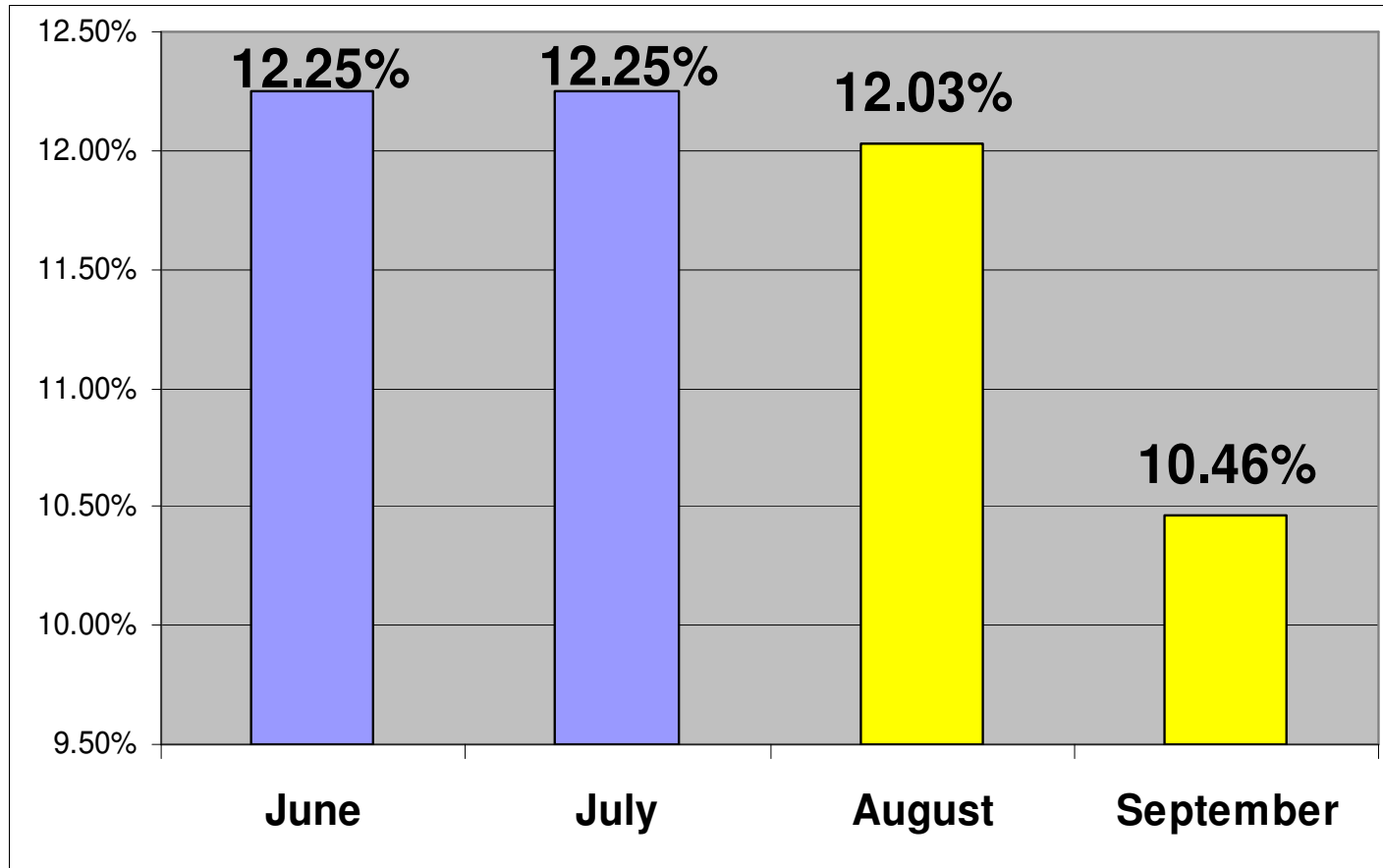


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# Percent of non-contacts



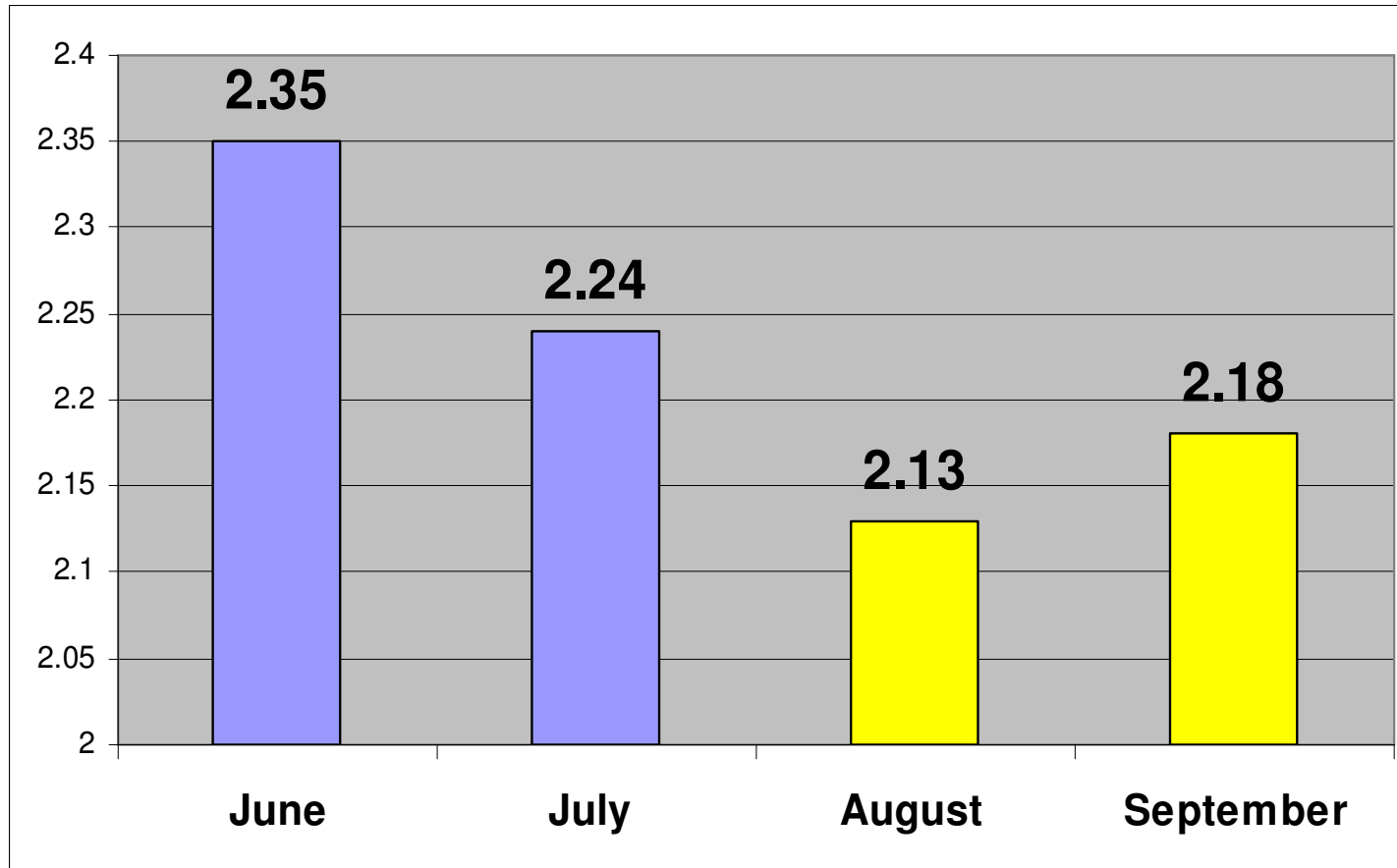
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# Production hours per complete

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# Summary

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- Did changing to “UNIV OF WISCONS” on our Caller ID tag help?



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# Thank You!

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