Comparing Locating Strategies and Effectiveness across Sample Types in Dual-Frame Surveys

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Telephone Surveys in 2015

- The Problem:
  - Increasing number of cell-only households
- The Solution:
  - Dual-frame (landline/cell) samples
- The Effect:
  - Decreased contact rate
  - Decreased cooperation rate
  - Increased interviewer hours
  - Increased costs

Telephone Surveys in 2015

- The effect on longitudinal/follow-back surveys?
  - Will cell cases…
    - require more/less locating?
    - require different/same locating techniques?
    - require greater effort to re-contact?
    - re-contact at the same rate?

- Answers key to effective survey planning
  - Effects on staffing
  - Effects on costs

2011-2012 National Survey of Children's Health (NSCH)

- Survey Sponsors and Administrators

- Uses the State and Local Area Integrated Telephone Survey (SLAITS) Mechanism

- February 2011 – June 2012

- Data Captured
  - 98,000 interviews with parents of children under 18
  - Dual-frame: about 30% cell phone sample
  - Locating information collected

Follow-back Surveys

- NSCH completes as sample frame
  - Identify hard-to-reach or rare populations
  - Follow-back with previously cooperative respondents
  - Utilize locating information provided in parent survey

- Two follow-back surveys to the 2011-12 NSCH:
  - National Survey of Children in Nonparental Care (NSCNC)
  - National Survey of the Diagnosis and Treatment of ADHD and Tourette Syndrome (NS-DATA)

NSCNC

- 2,882 cases from NSCH identified as eligible for NSCNC based on:

  - Children reported as not living with either a biological or adoptive parent, or children reported as living in foster care, at time of NSCH interview

- Sample mix: 29% cell; 71% landline

- Field period

  - April 2013 through August 2013
  - 11 months to 26 months after NSCH contact

NS-DATA

- 6,102 cases from NSCH identified as eligible for NS-DATA based on:

  - Children reported as ever having been diagnosed with ADHD and/or Tourette syndrome

- Sample mix: 35% cell; 65% landline

- Field period

  - January 2014 through July 2014
  - 19 months to 35 months after NSCH contact

Locating

- Locating goals:
  - Locate original cooperative respondent, assuming that sampled child is still in household;
  - Locate child in new location if original R is no longer living with the child

- Methods
  - Case management system outside of CATI
  - Locators trained identically for landline and cell cases
  - Identification of cases requiring locating, followed by a three-tiered locating approach…

Locating Methods

Identification: Identify cases requiring locating efforts one month into data collection

Tier 1: Dial any alternate telephone numbers associated with the case

Tier 2: Internet Searches/Reverse Telephone Number Searches

Tier 3: Locating vendor searching

Locating Outcomes

- Locating success evaluated by sample type using the following four performance metrics:

| 1. Sent to locating | 2. Respondent located | 3. Screener completed | 4. Interview completed |

Locating Outcomes

	Landline		Cell		Total
	n	%	n	%	
Sample lines	6,011	67%	2,973	33%	8,984
1. Sent to Locating	2,775	46%	1,328	45%	4,103
2. R Located	1,748	**63%**	771	**58%**	2,519
3. Screener Completed	865	**49%**	322	**42%**	1,187
4. Interview Completed	658	**38%**	261	**34%**	919

Cost Implications

Average Number of Call Attempts Made, by Sample Type

	Landline	Cell	*Cell Multiplier*
Cases <u>not</u> sent to locating	**8.4**	**9.3**	*1.11*
Cases sent to locating	**16.2**	**19.2**	*1.19*
All cases	**12**	**13.7**	*1.14*

Cost Implications

**Interviewer Hours Required per Complete,
by Follow-back Survey**

	Landline	**Cell**	***Cell Multiplier***
NSCNC	1.67	1.94	*1.16*
NSDATA	2.08	2.3	*1.11*

Conclusion

- Limitations
    - Different respondent populations across surveys
    - Different lengths of time between NSCH survey and follow-back contact

- Consider sample-specific training based on sample type.
    - Will cell and landline cases continue to behave differently, or would sample-specific training mitigate these differences?

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Thank You!

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