

# SAMPLING FOR TELEPHONE SURVEYS AND THE 'MOBILE PHONE ONLY' POPULATION

## BACKGROUND & OBJECTIVES

One of the emerging issues facing telephone survey researchers is the increasing proportion of the population residing in 'mobile phone only' households. Residents of these households (currently estimated at between 10% and 13% of adults) are not contactable via traditional telephone interviewing methods which only sample households with a landline telephone connection. The non-coverage of mobile phone only households in landline sample frames is a source of potential bias for telephone surveys and, as such, warrants further investigation.

The impact of this non-coverage bias has not been fully explored in the Australian context and methodological responses to this situation have been slow to be taken up.

The objectives of this conference are to:

- Document the current situation in Australia with respect to mobile phone only households
- Present available Australian data about mobile phone only households
- Describe the situation overseas (particularly in the US) and the methodological responses to surveying 'mobile phone only' households
- Explore telephone-based sampling options that might be suited to Australia (in particular dual-frame telephone surveys)
- Explore address-based sampling options as an alternative to Random Digit Dialing (RDD) sampling frames
- Begin to map a way forward so that Australian survey practitioners and users are better able to ensure a representative coverage of the population.

Desired outcomes include:

- The establishment of a Working Group to help advance and survey practice in this area, including taking on an advocacy role.
- Attract funding to undertake further research.

## WHO SHOULD ATTEND?

This Summit will appeal to survey practitioners, survey research users and policy makers across the sectors (public, private, not-for-profit and academic) with an interest in survey methodology and in ensuring that telephone survey estimates are as representative as possible.

## **DRAFT PROGRAM FOR WORKSHOP**

<b>Day 1 – 22 March</b>	<b>Activity</b>	<b>Speaker</b>
9:30am	Coffee	
10:00am	Introduction and Welcome - Why are we here?	Darren Pennay, The Social Research Centre
10:15am	Session 1 – A brief history and summary of current approaches to RDD telephone surveys in Australia	Graham Challice, The Social Research Centre
10:45am	The Integrated Public Number Database (IPND)	Michael Ryan, Manager Future Networks and Services, Regulatory Operations, Telstra
11:15am	Morning Tea	
11:30am	Is the exclusion of mobile phones from telephone surveys a problem - the US experience	Paul Lavrakas, Independent Consultant. Chair of the 2003 and 2005 Cell Phone Summits for the American Association of Public Opinion Research
12.30pm	Lunch	
1:30pm	Results from an analysis of Roy Morgan Single Source data to explore differences in Body Mass Index and smoking status by type of telephone connection	Mark Cooper-Stanbury (Australian Institute of Health and Welfare)
	Sampling and coverage issues using telephone surveys	Anne W Taylor, University of Adelaide
	The experiences of the Australian Communications and Media Authority in undertaking surveys including mobile phone only households	Dean Martin and Wendy Quinn, Australian Communications and Media Authority
	Profiling the 'mobile phone only' population. Results from a dual-frame telephone survey	Darren Pennay, The Social Research Centre
3:15pm	Afternoon tea	
3:30pm	An overview of the practical / methodological issues to consider when mounting telephone surveys which include mobile phone samples <ul style="list-style-type: none"> <li>- Dual-frame surveys</li> <li>- Screening for mobile phone only households</li> <li>- Survey administration</li> <li>- Data quality</li> <li>- Weighting</li> <li>- Response rates etc.</li> </ul>	Paul Lavrakas, Independent Consultant. Chair of the 2003 and 2005 Cell Phone Summits for the American Association of Public Opinion Research
5:00pm	Close	
	Drinks and / or dinner at own cost to be arranged subject to interest	

<b>Day 2 – 23 March</b>	<b>Activity</b>	<b>Speaker</b>
9:00am	Coffee	
9:20am	Introduction for Day 2 – Address-based sampling	Darren Pennay
9:30am	Electoral Roll Matching to generate a sample frame for telephone surveying	Mark Cooper-Stanbury (Australian Institute of Health and Welfare)
	The Geo-coded National Address File (G-NAF) as an alternative sampling frame for survey research	Richard Lindsay, CEO, Public Sector Mapping Authority - Distribution
	Cross matching the Integrated Public Number Database and the Geo-coded National Address File (G-NAF) to explore the feasibility of appending an accurate geographic marker to a mobile phone number	John Henstridge, Data Analysis Australia
10:30am	Morning Tea	
10:45am	How did the US research community respond to the increase in mobile phone only households	Paul Lavrakas
11:45am	How can the Australian survey research community respond?	Forum Chaired by Mark Western
12:30pm	Next steps. Summary and close	Mark Western