



The Future of Telephone Research

Overview

- Is Telephone Research Still Worth It?
- Changes in Demographics and the Future of Landlines
- Trends in Disposition and the Implication for Cell Phones
- The Telephone as a Data Gathering Device

Is Telephone Surveying Still Worth It?

Why Telephone

- “There is no such thing as a probability sample anymore” (Andrew Gelman and all who profit from making such a statement)
- The Response
 - The *sampling* IS probabilistic
 - Non-response is VERY high: but to what degree is it *systematic*?
 - Research (Keeter, Groves, Dutwin, others), finds relatively very little systemization in outcome measures; more in demographics, but that is correctable.

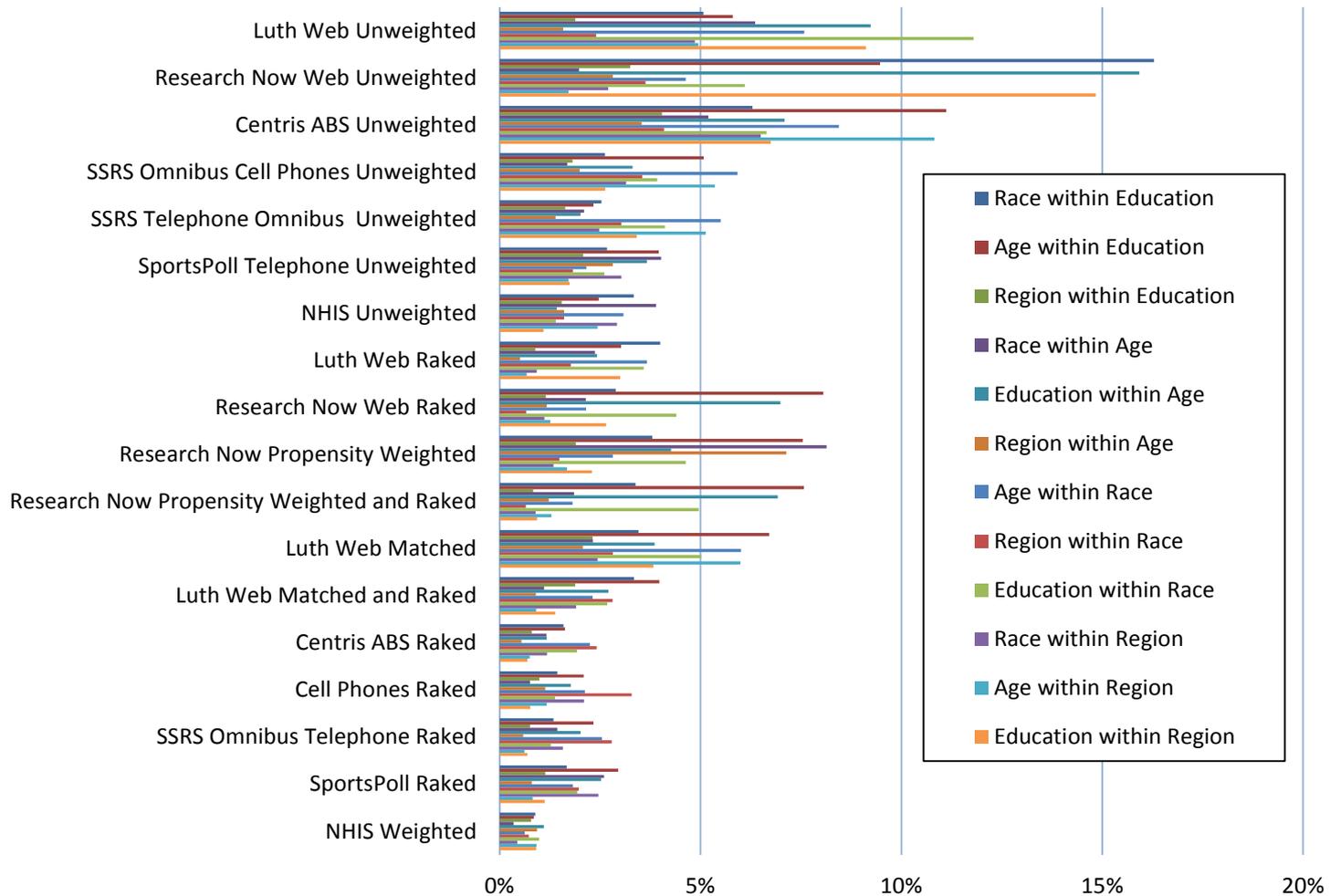
Oh Come On Now, Non-Probability is Just as Good!

- No reasonable survey scientist can make this claim, given the weight of comparative research of probability and non-probability surveys finds minimal bias in the probabilistic data and considerable bias in the non-probabilistic data.

A Recent Test of Quality: Low Response Rate Probability versus non-Probability

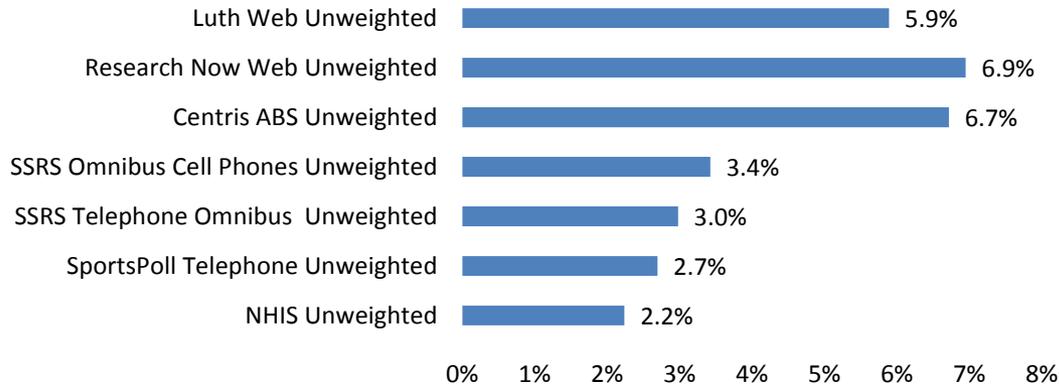
Data Dutwin and Buskirk 2015

Mean Bias of Interactive Marginals by Sample/Weighting Type

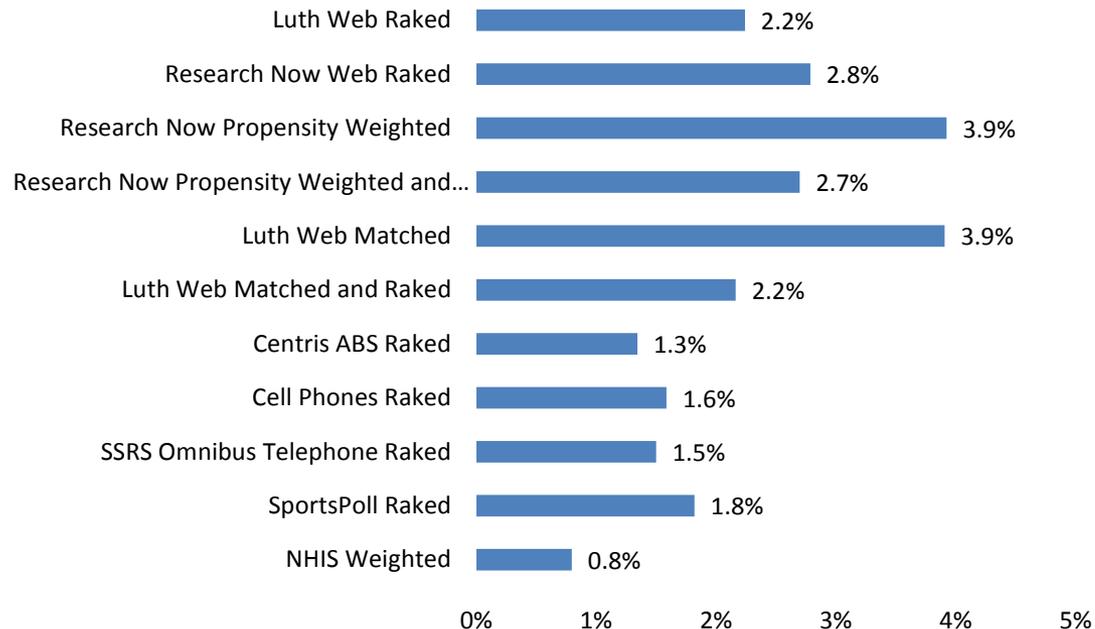


Data Dutwin and Buskirk 2015

Mean Bias of Interactive Marginals by Unweighted Samples



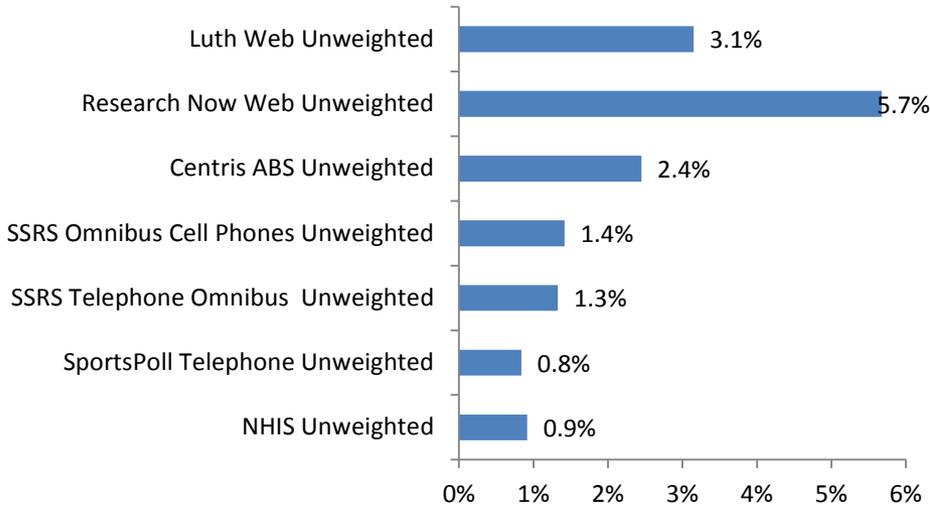
Mean Bias of Nested Demographics by Weighted/Matched Samples



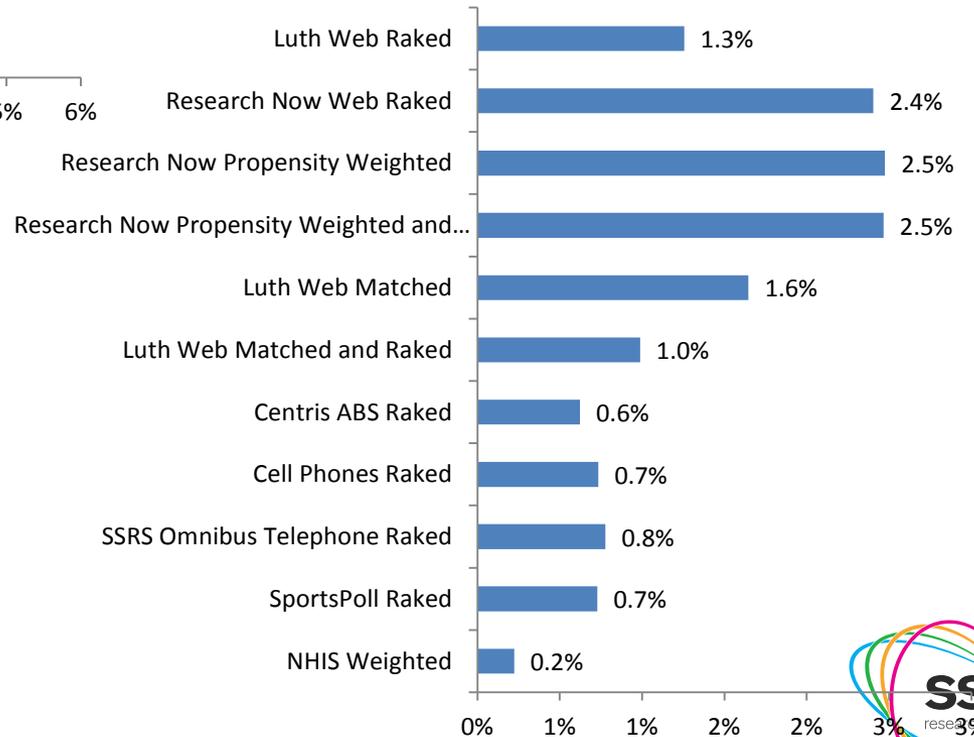
Unequal Weighting Effects:
Phone: 1.21
Web Rake: 2.83
Web Propensity: 6.35
Web Propensity and Rake: 5.43

Data Dutwin and Buskirk 2015

Standard Deviation of the Biases in Unweighted Samples



Standard Deviation of the Biases in Weighted Samples



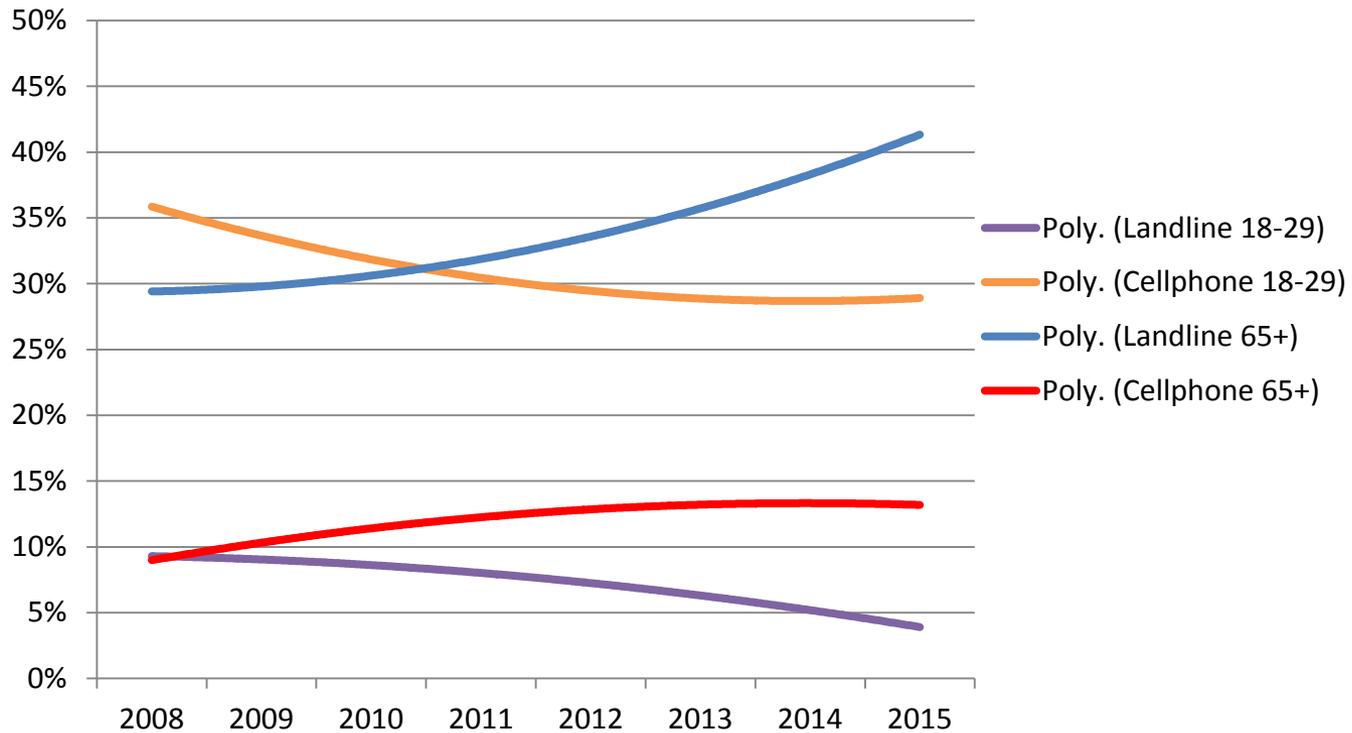
Unequal Weighting Effects:
 Phone: 1.21
 Web Rake: 2.83
 Web Propensity: 6.35
 Web Propensity and Rake: 5.43
 Web Matched: 1.18



Changes in Demographics

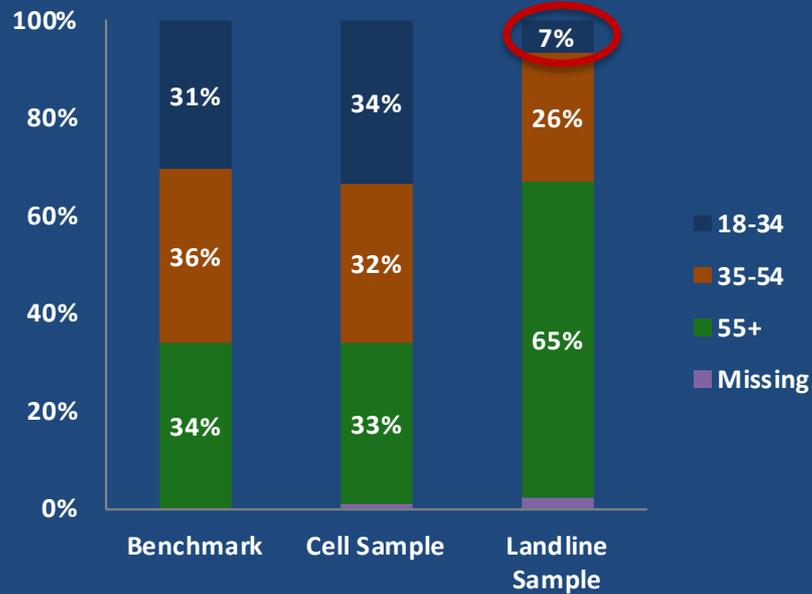
Changes in Telephone Survey Demographics

Trends in Respondent Age, 2008-2015

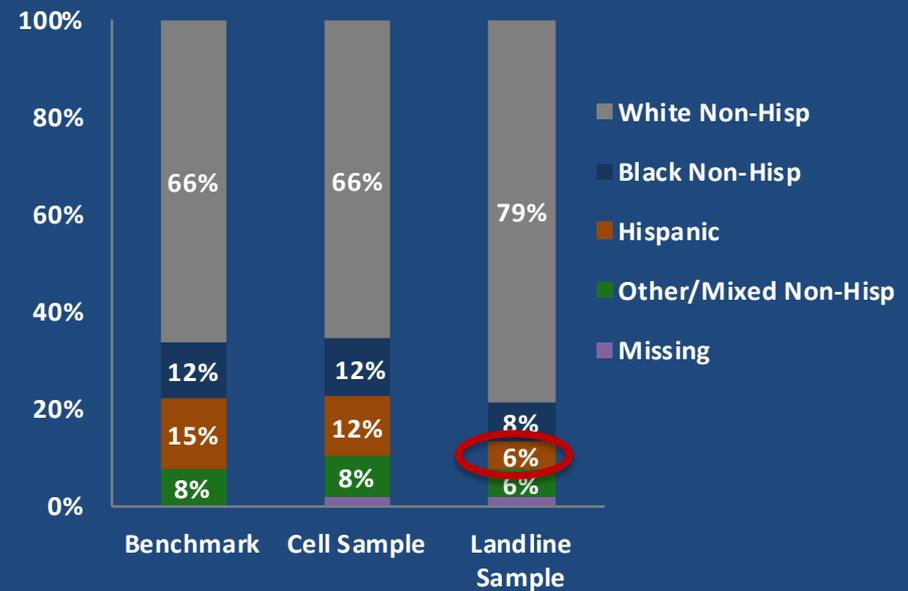


Changes in Telephone Survey Demographics

Age Distribution by Sample



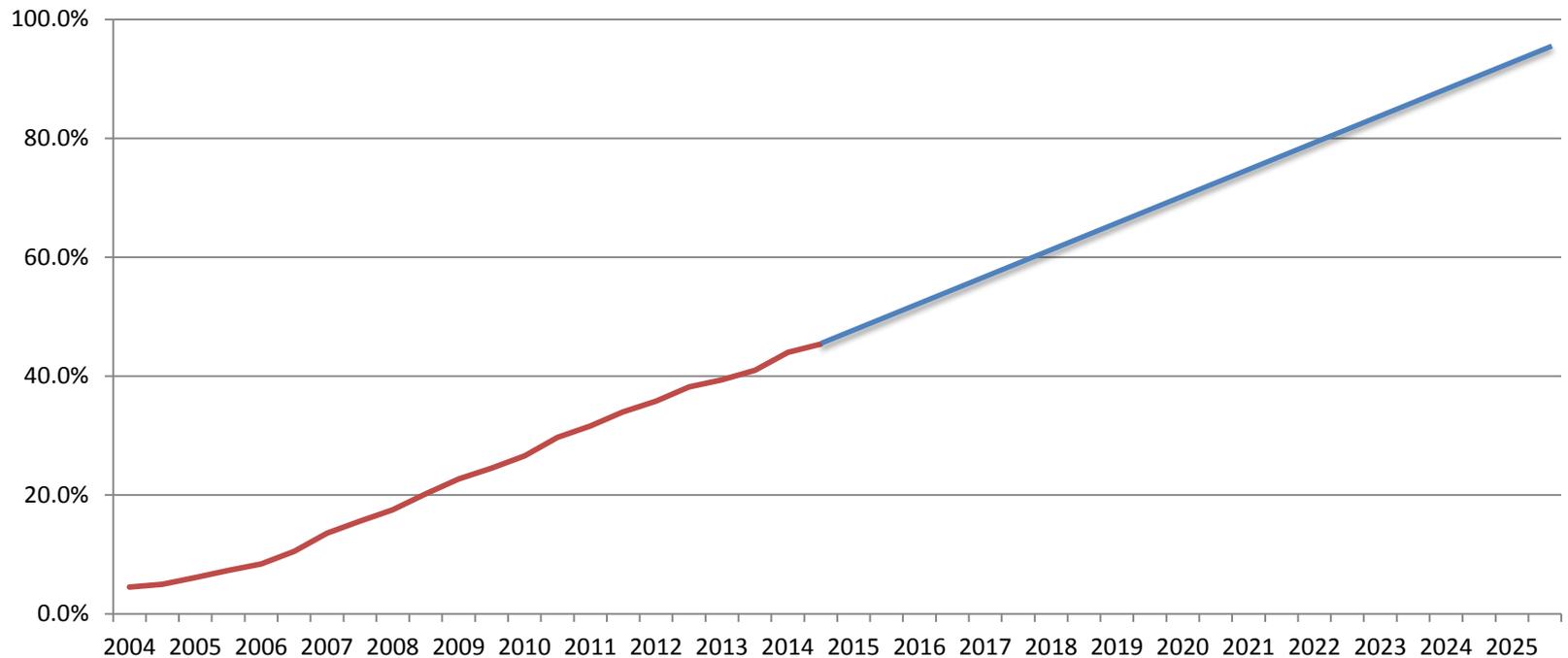
Race Distribution by Sample



Note: Pew Research Center 2014

Landline Ownership on Borrowed Time

Percent of HH Cell Phone Only

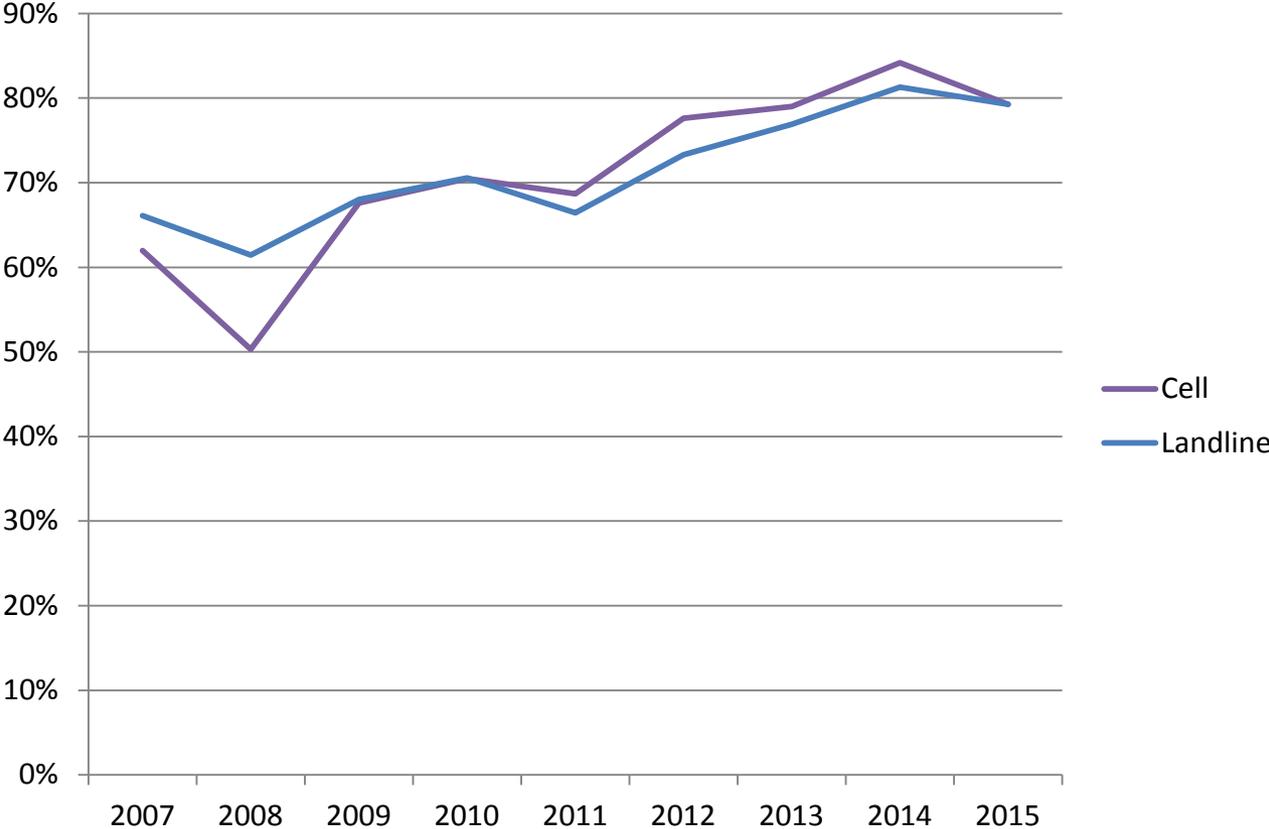


- Landline has 5-10 years left.
- As such...dialers might also have 5-10 years left as well.

Trends in Disposition

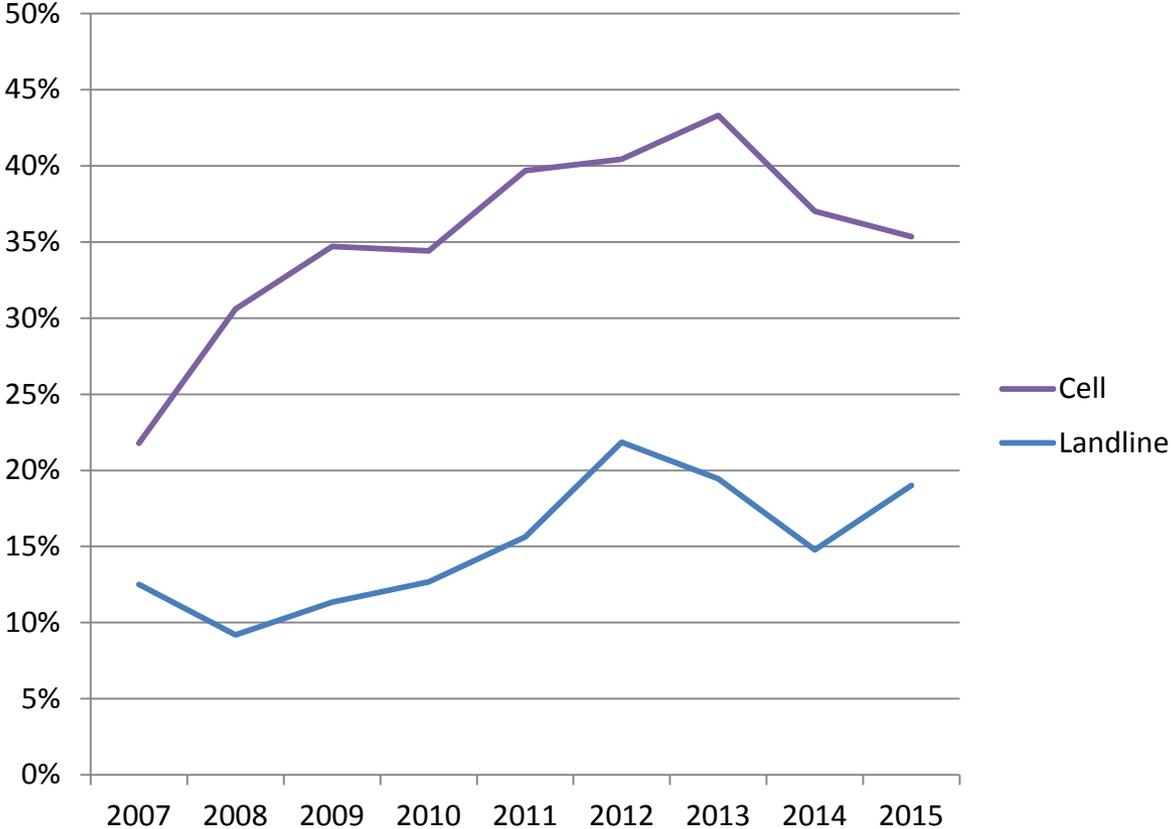
Trends in Dispositions: Category 2

Category 2 Rate, 2007-2015



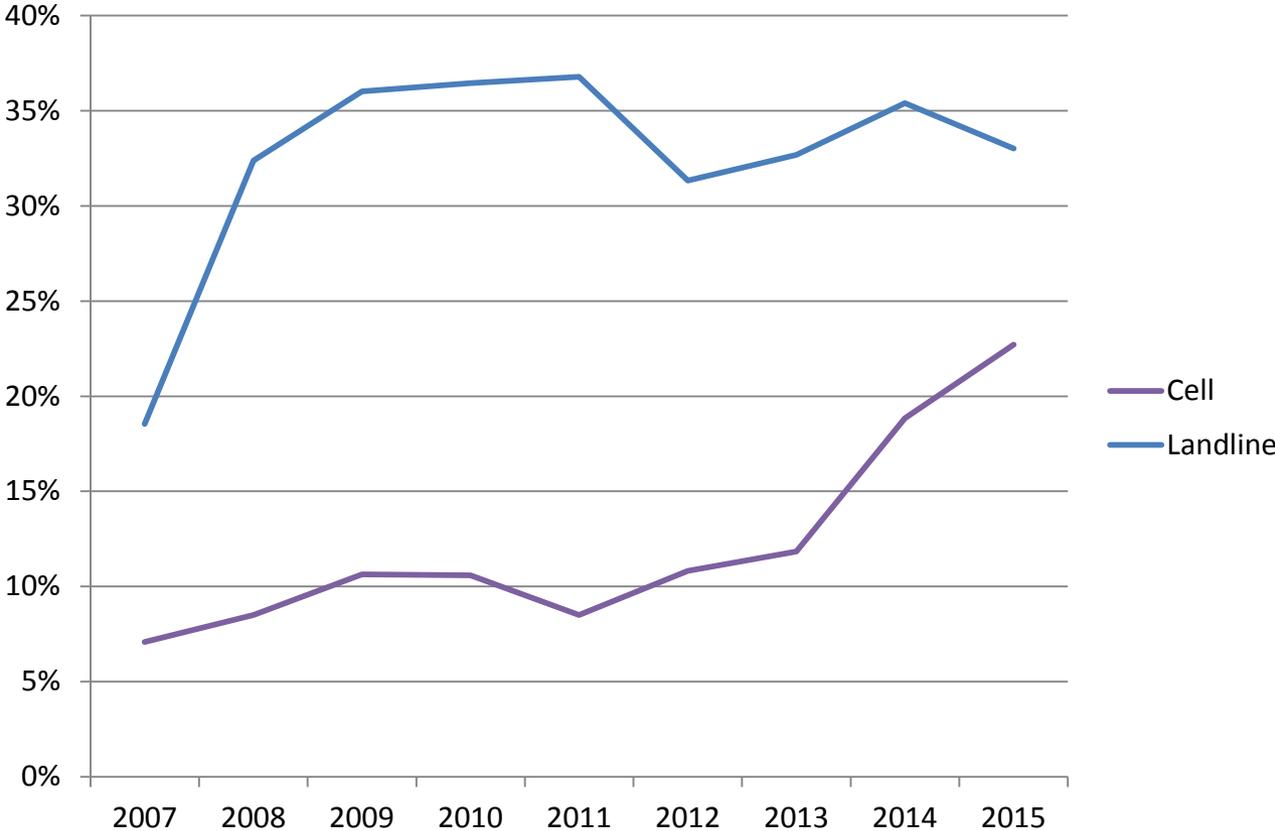
Trends in Dispositions: Category 3

Answering Machine Rate, 2007-2015



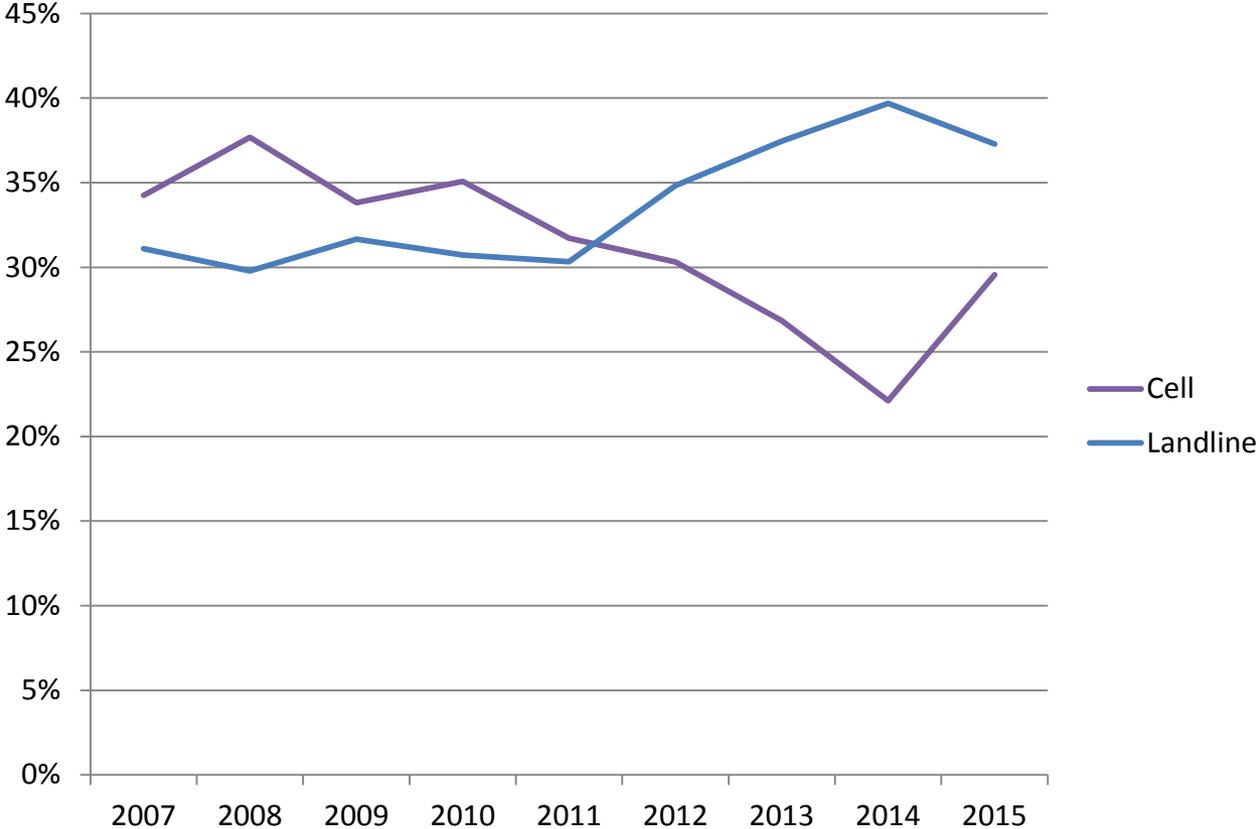
Trends in Dispositions: Category 3

No Answer Rate, 2007-2015

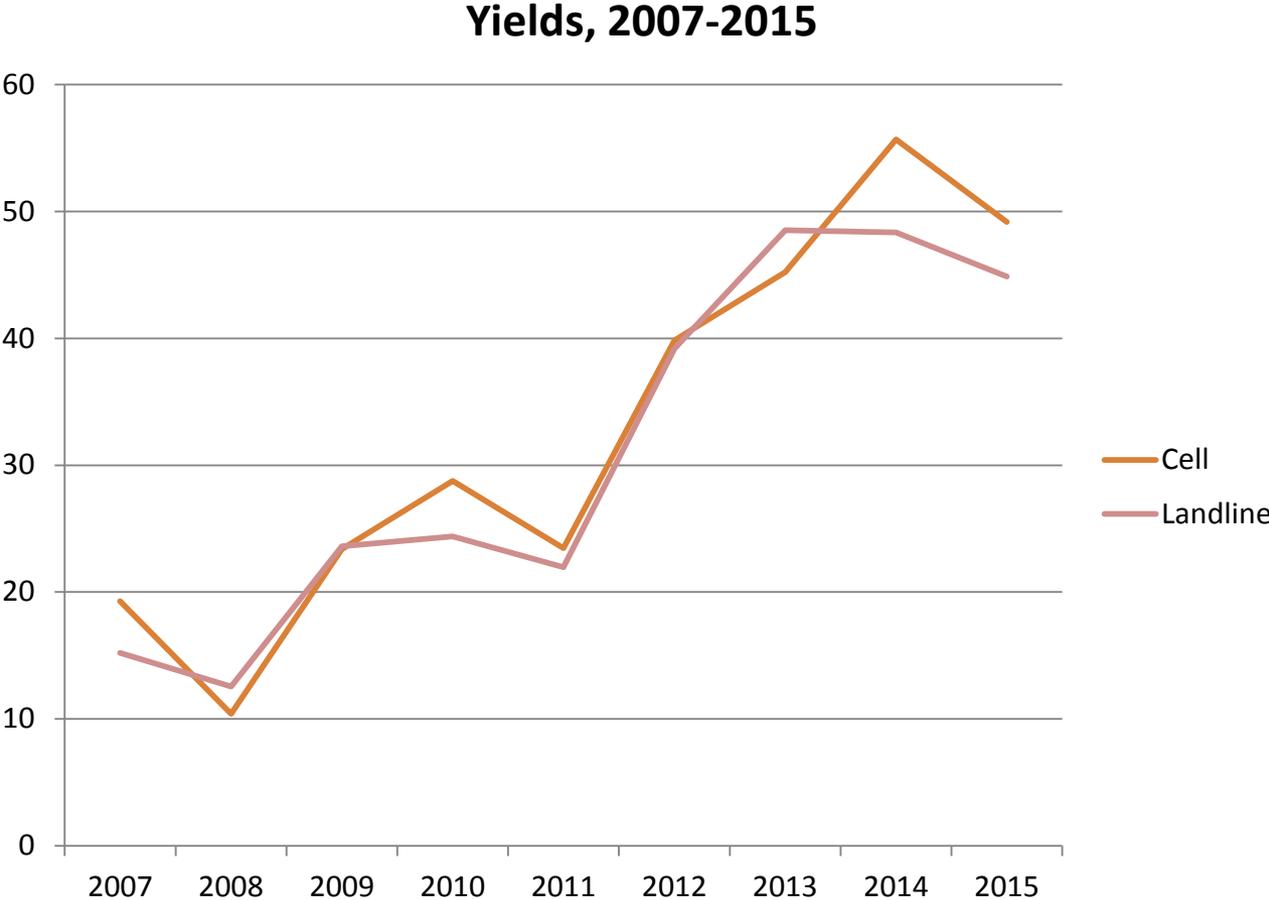


Trends in Dispositions: Category 4

Category 4 Rate, 2007-2015



Trends in Dispositions: Total



The Cell Phone as an Interviewing Device

Web surveys on cell phones

- Currently it is illegal to text phones without prior consent of the user.
- Still, the cell phone is close to becoming a near universal-coverage sampling frame.
- Probability panels becoming more common.
- Recent research finds that 25-45% of persons conducting web surveys are completing them on a smart phone.
 - Thus in the future one can conceive of using cell phone numbers as a sampling frame, but surveys being conducted via smartphone web browsers or apps.
 - Thus in the present, interviewing software providers **MUST** have strong solutions for adaptive design.

ТСРА!!!

Not to End on a Bad Note...

- Different firms are doing different dialing protocols
- As such, the impact of TCPA will be different for different firms
 - Full manual dialing is anywhere from 15% - 40% less efficient than the alternatives.
 - Full cheaters run the greatest risk...and bear the greatest impact in costs if they decide to “comply”.
 - Will the market bear the move to full “compliance”?

Gracias (trans. Thanks)

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