

JPSM/MPSM

Survey Methodology Seminar Series

Survey of Consumer Attitudes Mode & Frame Research 2009-2012

JIM LEPKOWSKI, MINGNAN LIU, & LIRUI HE

Presenters

Survey Methodology Program (SMP)

Monday, February 25, 2013

12:10-1:00pm

Speaker will be at the University of Michigan
Video Room 368 - ISR South Basement
Room 2208 LeFrak Hall– Maryland

Abstract

The Survey of Consumer Attitudes (SCA), a monthly rotating panel survey of persons 18 years of age and older, used until recently a telephone landline household frame and interviews by telephone of a randomly selected adult from each cooperating household. Changes in the telephone landline frame have led to declining coverage rates, and telephone mode has had declining response rates.

SCA and Survey Research Operations unit projects on SCA frame and mode were conducted during the period 2009-2013 to address these methodological problems. Initial research in 2009 on SCA outgoing rotation groups revealed differences in response distributions for some key SCA items when administered by mail and by telephone. A web option showed modest web completion rates.

The severity of the coverage problem led subsequently to the addition of a cell phone frame sample to complement the landline frame sample. Dual frame estimators were developed and are currently being used in an SCA dual landline-cell sample design.

More recent testing examined the use of Address Based Sampling (ABS) as a frame for either self-administered web-mail or telephone modes of data collection. Monthly national ABS sample self-administered surveys showed response rates comparable to ongoing telephone response rates, as well as modest web completion rates. The ABS frame samples can be matched to obtain telephone numbers for approximately 40% of the sample. Three monthly tests have been conducted so far on ABS unmatched addresses to determine response rates for a mail survey requesting a telephone number, and subsequent telephone response rates to the collected telephone numbers.