Effect of Caller ID in Wisconsin BRFSS

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Caller ID display change – BRFSS 2007

- August 1, 2007 – changed our Caller ID text
Caller ID: What do we know?

• What displays?
• How does it affect us?
Caller ID: Its effect on CATI research

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”
Caller ID: Its effect on CATI research

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
Why is this so important?

Response Rates

[Image of a downward graph and a money bag]
Non-contact contributors

- 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
BRFSS Wisconsin

- 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\textsuperscript{th} call
  - No adv. Letter or pre- or post-incentives
  - Call back to convert initial refusals
Change in Caller ID for BRFSS 2007

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
Key variables

• Response rates
• Number of calls to first contact
• Percent of non-contact
• Number of calls to complete a case
Response rates for BRFSS 2007

- June: 51.0%
- July: 54.3%
- August: 55.9%
- September: 58.0%
Average # of calls to first contact (5 calls)

- June: 1.97
- July: 1.94
- August: 1.91
- September: 1.87
Calls to complete a case (15 calls)

- June: 5.04
- July: 4.79
- August: 5.17
- September: 4.39
Percent of non-contacts

- June: 12.25%
- July: 12.25%
- August: 12.03%
- September: 10.46%
Production hours per complete

<table>
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<th>Month</th>
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Summary

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

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