

The Telephone Point of Purchase Survey Inclusion of Cell Phone Frame

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What is the Telephone Point of Purchase Survey (TPOPS)?

- TPOPS is conducted by the U.S. Census Bureau for the Bureau of Labor Statistics (BLS) by Computer-Assisted Telephone Interviewing.
- The purpose is to collect information on what people buy, where they buy it, and how much they spend.

Consumer Price Index

TPOPS in combination with the

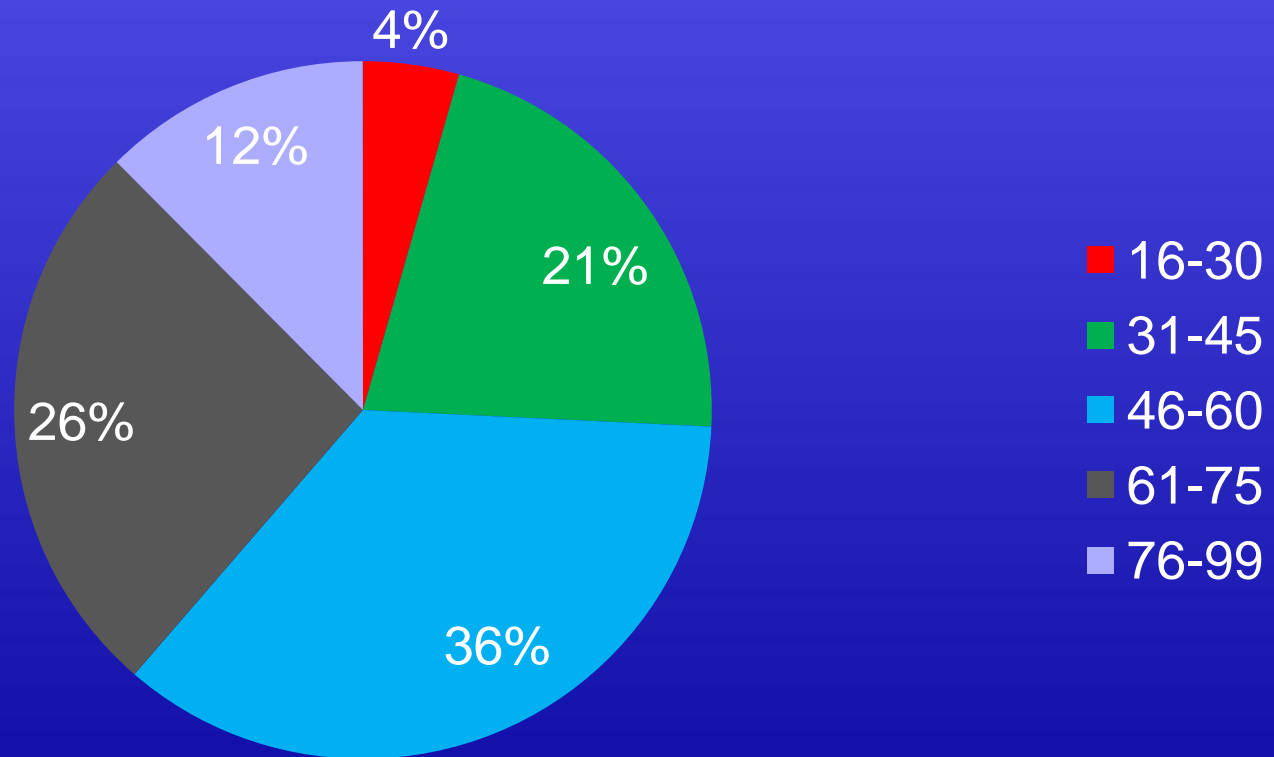
- Consumer Expenditure Survey (Census)
- Housing Survey (BLS)
- Pricing Survey (BLS)

provides information to update the Consumer Price Index.

Current TPOPS Sample

- Sample is Random Digit Dialing (RDD). Includes landline telephone numbers but no cell phone numbers.
- The Office of Management and Budget (OMB) is concerned with coverage. Missing population from age group 18-30 and certain demographics.
- OMB is requiring the inclusion of a cell phone frame as a condition of clearance.

Age of TPOPS Respondents 2008-10



TPOPS Cell Phone Frame Test

- In April 2011, the Census Bureau and the BLS are conducting a test with the inclusion of a cell phone frame.
- The purpose of the test is to determine the number of cell phone numbers needed to reach the target number of completed interviews.
- In preparation for the test we made instrument changes and sampling changes.

Changes to the Instrument Front

- The instrument now contains a path for landlines and a path for cell phones.
- Cell phone specific questions include:
 - Is this number used exclusively for a business?
 - Since we have reached you on a cell phone, we want to ensure your safety. Are you currently driving?

Old Geography Section

- Previous version had fixed commodity questions, based on where the phone number was sampled
- Sampled for Miami, FL, but household (HH) lives in DC. HH is ineligible

New Geography Section

- To include increased phone number portability
- New version adjusts commodity questions to where the HH lives
- Sampled for Miami, FL, but HH lives in DC.
- Commodity questions are adjusted to match the new area and HH is moved into new sample area

Old Demographic Questions

- Does this residence have more than one landline telephone number?
Include only land-based phone lines; do not include cell phones or pagers.
- How many different telephone NUMBERS does it have?
- How many of XX telephone numbers do you usually use?
- How many of XX telephone numbers are used ONLY for business?

New Demographic Questions

- How many LANDLINE telephone numbers do you or does your household regularly use for personal calls?
- How many CELL phone numbers do you or all adult members of your household regularly use for personal calls?

Similarities Between Land Line and Cell Phone Sampling

- RDD
- Equal Probability of Selection
- Marketing Systems Group

Differences Between Landline and Cell Phone Sampling

Landline

- 100 series
(NPA) -NNN-NNXX
- Screening
 - Fax
 - Non-Working
- Business Purge
- List Assisted
- Working Banks

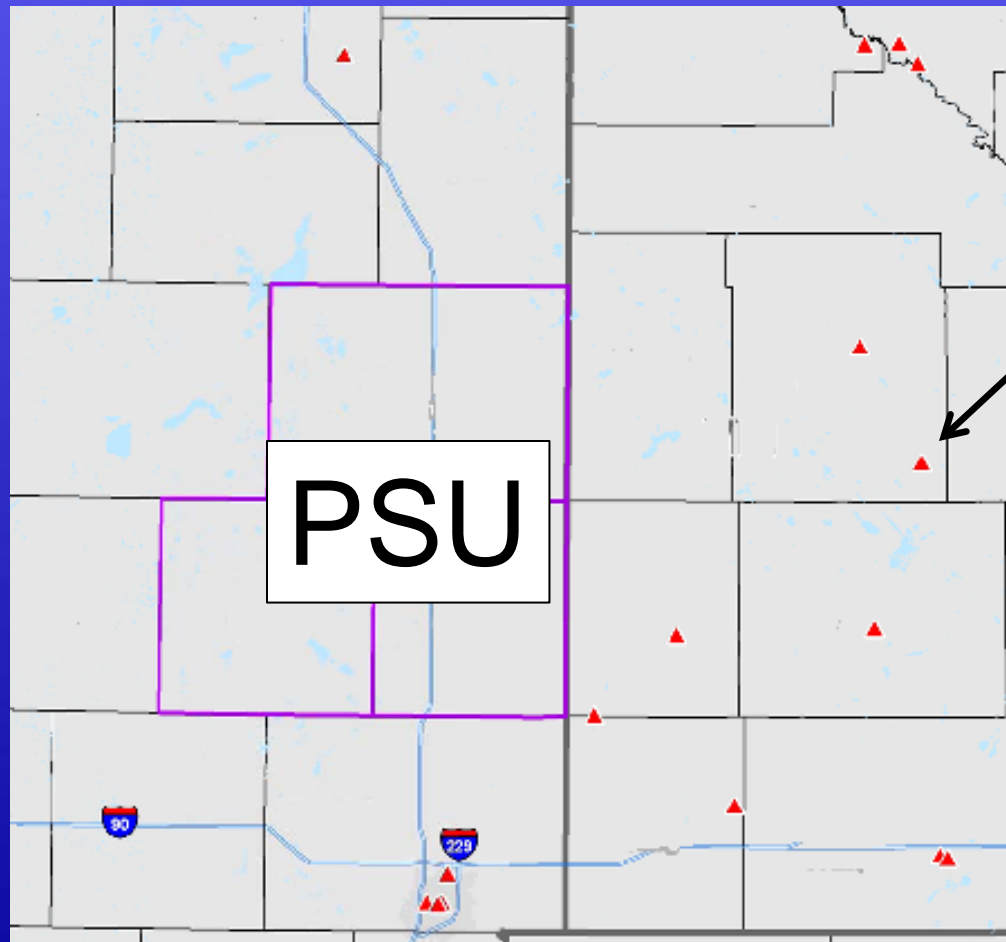
Cell Phone

- 1,000 series
(NPA) – NNN-NXXX
- No Screening
- No Purge
- No Published List
- Wire Centers

Wire Centers

- New cell phone numbers are assigned to an individual based on the wire center where the phone activation takes place
- Roughly 23,000 wire centers
- Major cities have multiple wire centers
- More than ½ of the counties have a non dedicated wire center

Non Dedicated Wire Center



Wire
Center

Future Plans

- Analyze the test results and report the results next year.
- Full implementation of a cell phone frame into TPOPS production in fiscal year 2012.

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