

The National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (Fish Hunt)

Cell Phone and Debit Card Test

Aniekan Okon
US Census Bureau

FEDCASIC
March 24th 2011

Disclaimer: This report is released to inform interested parties of research and to encourage discussion of work in progress. Any views expressed on (statistical, methodological, technical, or operational) issues are those of the author(s) and not necessarily those of the U.S. Census Bureau

Topics

- Background
- Research Study Goal
- Cell Phone Study
- Analyses
- Obstacles
- Next Steps

Background

- Fish Hunt is an address-based survey, conducted every 5 years, data is collected in 3 waves to cover a calendar year.
- Wave 1 screener interview selects detailed sample persons whom we follow throughout the survey year.
- Fish Hunt is conducted mostly in CATI with a small CAPI component.
- We are exploring ways to maximize CATI due to the rising costs of CAPI.

Research Study Goal

Maximize CATI interviews while minimizing statistical error associated with conducting fewer CAPI interviews.

Cell Phone Study Format

Panel	Description	Sample
1	Advance Letter and Cell Phone	500
2	Advance Letter and Incentive	500
3	Advance Letter Only	500

Panel		
4	Advance Letter with Personal Visit Follow-up	5,154
5	Advance Letter with Telephone Follow-up	47,891

Panel 1

Advance Letter and Cell Phone

- Send 500 cell phones to households for which we could not locate a phone number.
- Includes a postcard and an advance letter explaining the purpose of the cell phone and emphasizing the cost benefit of completing a telephone interview.
- Requests that the respondent call the telephone center to complete an interview.
- Respondent can keep or recycle the phone at the end of the survey.

Panel 2

Advance Letter and Debit Card

- Send 500 debit cards to households for which we could not locate a telephone number.
- Includes an advance letter emphasizing the cost benefit of completing a telephone interview and mentions the debit card as a token of appreciation.
- Requests that the respondent call the telephone center to complete an interview.
- Respondent will be given PIN when they complete their interview.

Panel 3

Advance Letter Only

- Send 500 advance letters to households for which we could not locate a telephone number.
- Emphasize the cost benefit of completing a telephone interview.
- Requests that the respondent call the telephone center to complete an interview.

Panels 4 and 5

Advance Letter with CAPI/CATI

Follow-ups

- Panel 4 will be used as a baseline for Panels 1-3.
- Panel 5 will be used to determine whether a CATI interview differs from a CAPI interview in terms of response rates.

Cell Phone Study Analysis

- Results from Panels 1-3 (study sample) will be analyzed to determine which alternate procedure produces the highest response rate.
- Analysts will compare Panels 1-3 (study sample) to Panel 4 (CAPI sample) to determine if response rates are equal to or greater than the current method of interviewing.
- Results from Panels 1-3 will be compared to Panel 4 and Panel 5 (production sample) for data quality and cost analysis.

Potential Issues

- Respondents may think we are wasting government money.
- Respondents will not call in and will not turn the cell phone on so we cannot contact them. Households need to turn the phone on and keep it charged.
- Respondents may think we are endorsing a specific provider.
- Households need to keep the phone or provide us with another number to complete the interview.
- Cell phone numbers may not match geographical location.
- If debit card works better, it may be too expensive to provide for the entire sample.

Next Steps??

Contact Information

Aniekan Okon

U.S. Census Bureau

Phone: 301-763-6192

E-mail: [Aniekan.A.Okon @census.gov](mailto:Aniekan.A.Okon@census.gov)