

The Ohio BRFSS Cell Phone Experience



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Cell Phone Interviewing in Ohio:

- Ohio began cell phone interviewing in 2009.
- Ohio's sample size for 2009 will be 252 cell phone interviews.
- The National Center for Health Statistics estimates that 14% of Ohio households are cell phone only.
- Ohio offered incentives during the first 6 months of 2009.
- Ohio is not offering incentives for the remaining 6 months of 2009.

Cell Phone Interviewing Procedures for Ohio:

- Only the core BRFSS is asked for the cell phone study.
- All cell phone numbers are hand dialed due to federal regulations, auto dialers are not permitted.
- Ohio uses a cell phone screener that asks if the caller is in a safe place to conduct the interview, and offers to schedule a callback if they are not.
- A toll free number for callback is offered.

Cell Phone Interviewing in Ohio:

- ◉ We have seen no difference in the ability to conduct interviews by cell phone, using incentives or not using incentives to date.
- ◉ It is interesting that Ohio has not had one cell phone respondent call to complain about calling them on their cell phone or using their minutes to conduct an interview.
 - > Perhaps because the cell phone respondent tends to be younger, and they may be more willing to use their cell phone to do the survey.
 - > Cell phone only households are accustomed to using their cell phone more frequently and may have unlimited calling plans.
 - > Ohio offers them the ability to call back on a toll free number at their convenience.

Cell Phone Interviewing in Ohio:

- Ohio has found that cell phone interviewing is considerably more expensive than landline interviewing due to: 1) the need to manually dial; 2) the screening out of those who also have a landline telephone; and 3) the screening out of respondents under 18 years of age.
- However, cell phone interviewing does yield interviews of respondents that are not in the traditional landline survey.
- Ohio is considering increasing the cell phone sample in 2010.