



# North Carolina Cell Phone Pilot Study: *Moving Beyond the Core Questionnaire*

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# Background

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- NC cell phone study began in April 2009
- Monthly target of 30 completed interviews from 960 sample pieces
- We did not offer incentives to participate
- We have exceeded our target each month
- Data shown here covers April through September studies



## Expanded Cell Questionnaire in July

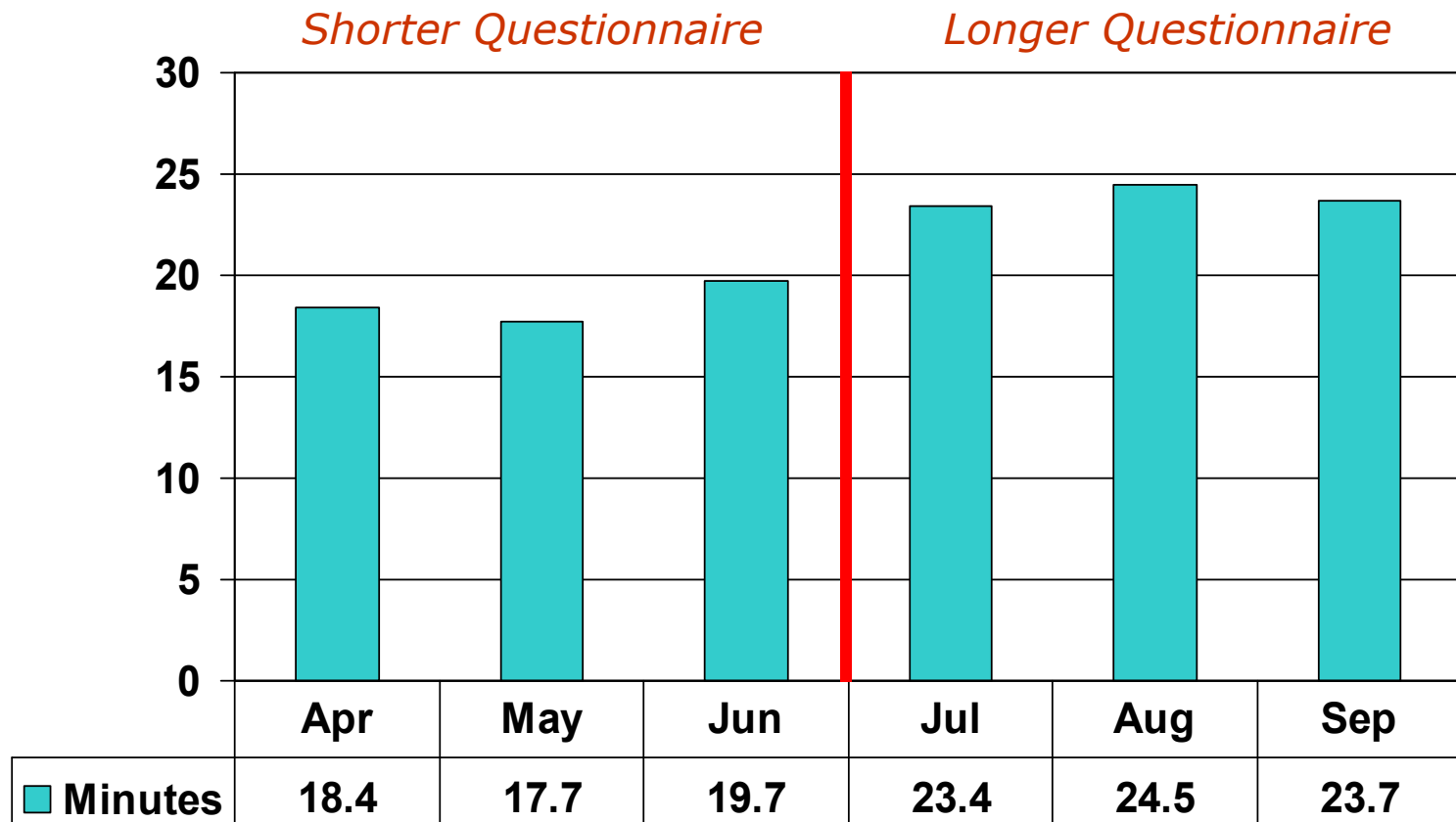
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- April, May & June – asked core only
- In July, we added 71 questions from our land line study
  - 3 CDC Optional Modules
    - Pre-Diabetes
    - Diabetes
    - Actions to Control High Blood Pressure
  - 50 NC State-Added questions



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- We did not include two CDC Optional Modules asked in our land line study
    - Heart Attack and Stroke (13 questions)
    - Cancer Survivorship (10 questions)

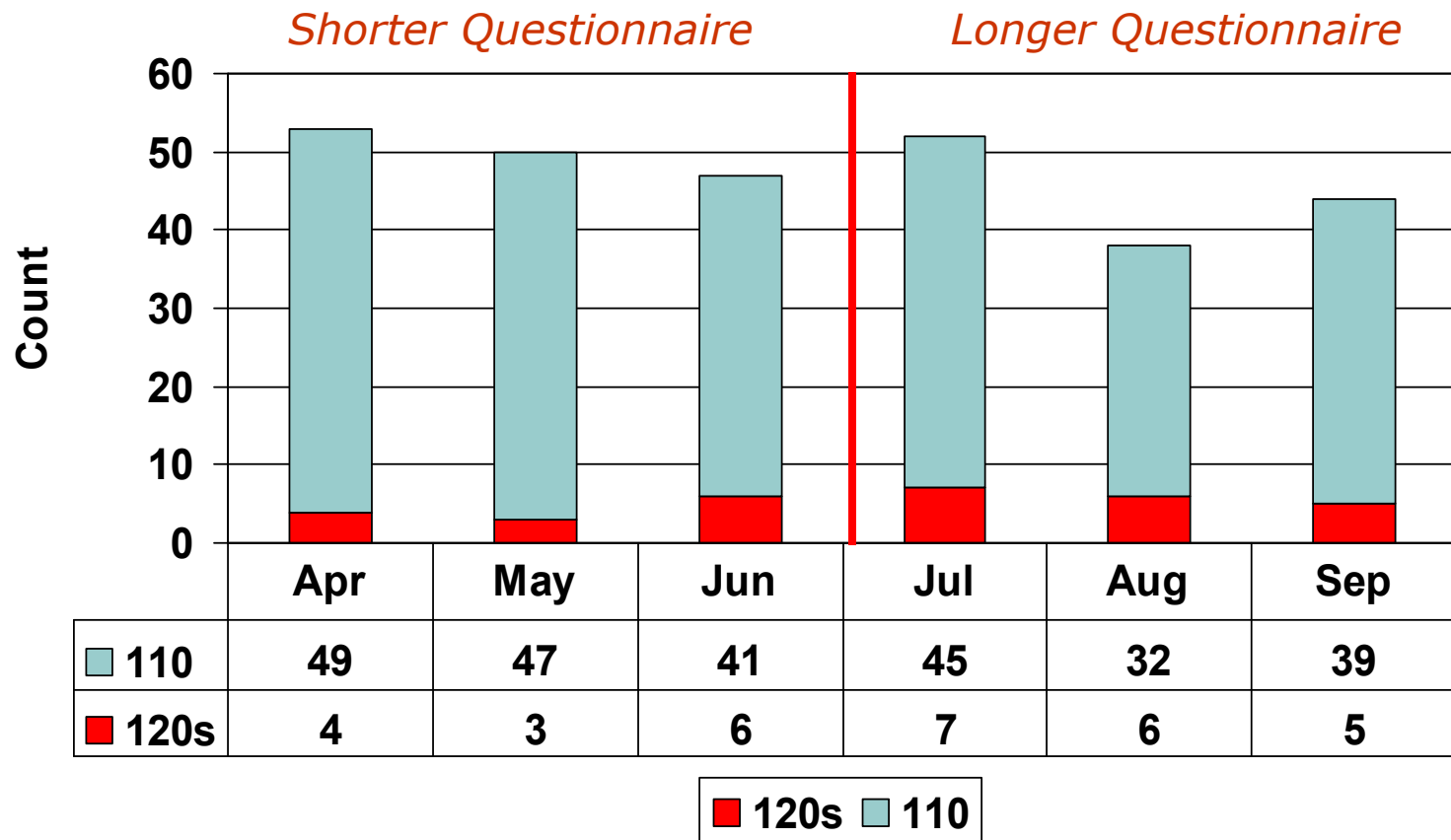
# Average Completed Interview Length in NC Cell Study, April to September 2009



Added about 5 minutes to the length of the interview.

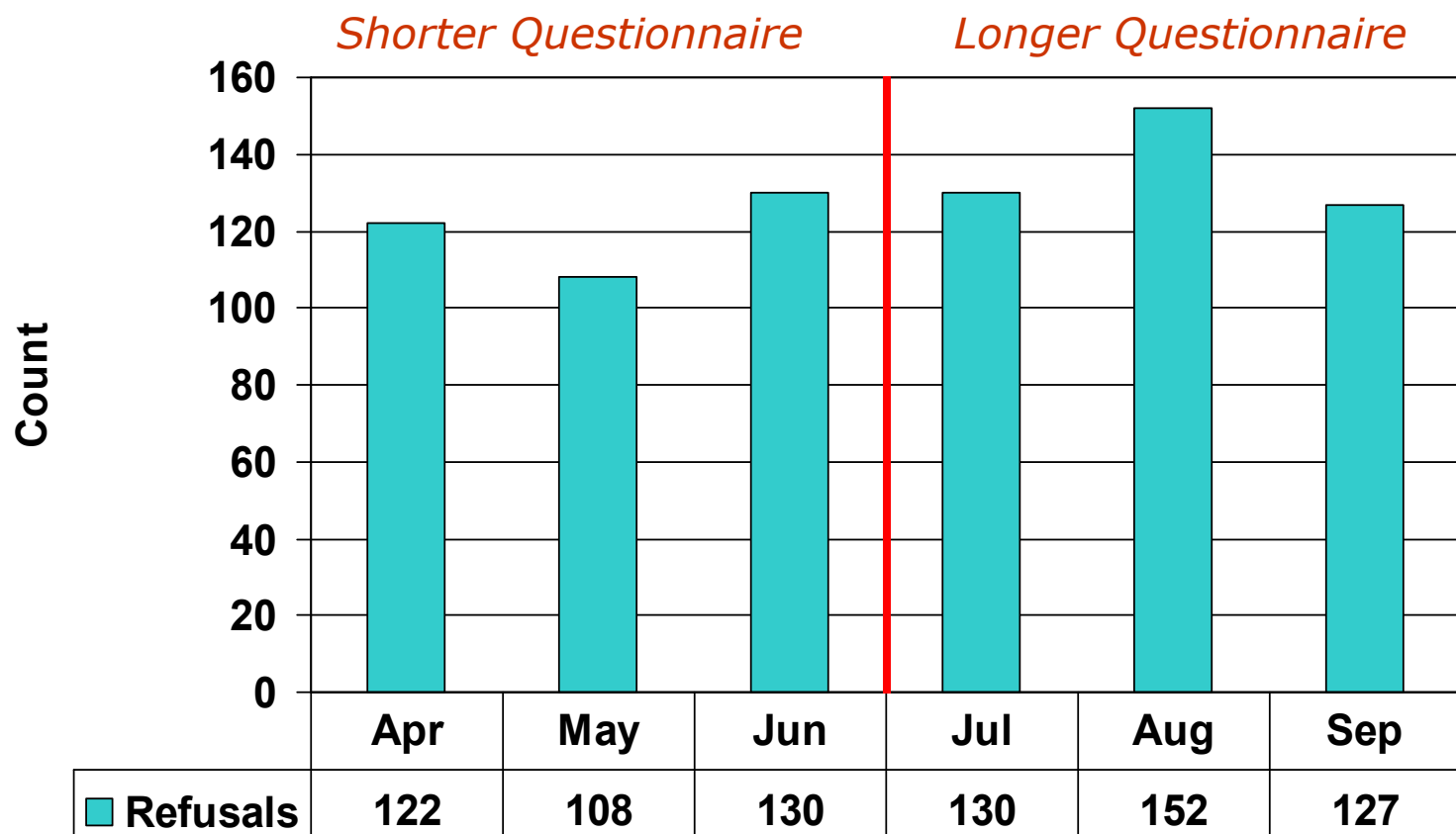
# INTERVIEW OUTCOMES

## Counts of Completed & Partial Interviews in NC Cell Study, April to September 2009



Somewhat fewer completed interviews with longer questionnaire: averaged 46 with core only vs. 39 with longer version.

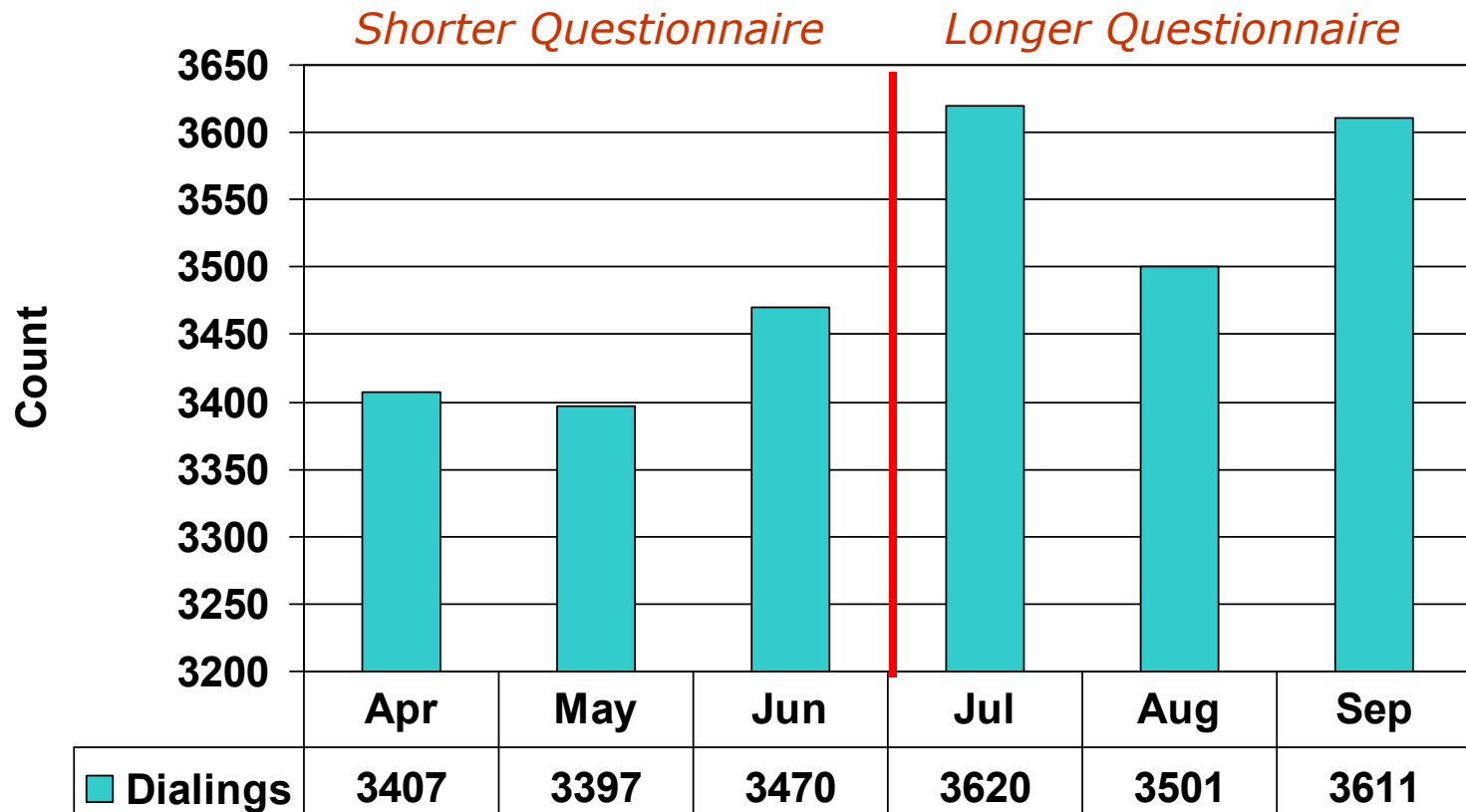
## Counts of Refusals in NC Cell Study, April to September 2009



More refusals with longer questionnaire: averaged 120 with core only vs. 136 with longer version.

## Survey Effort

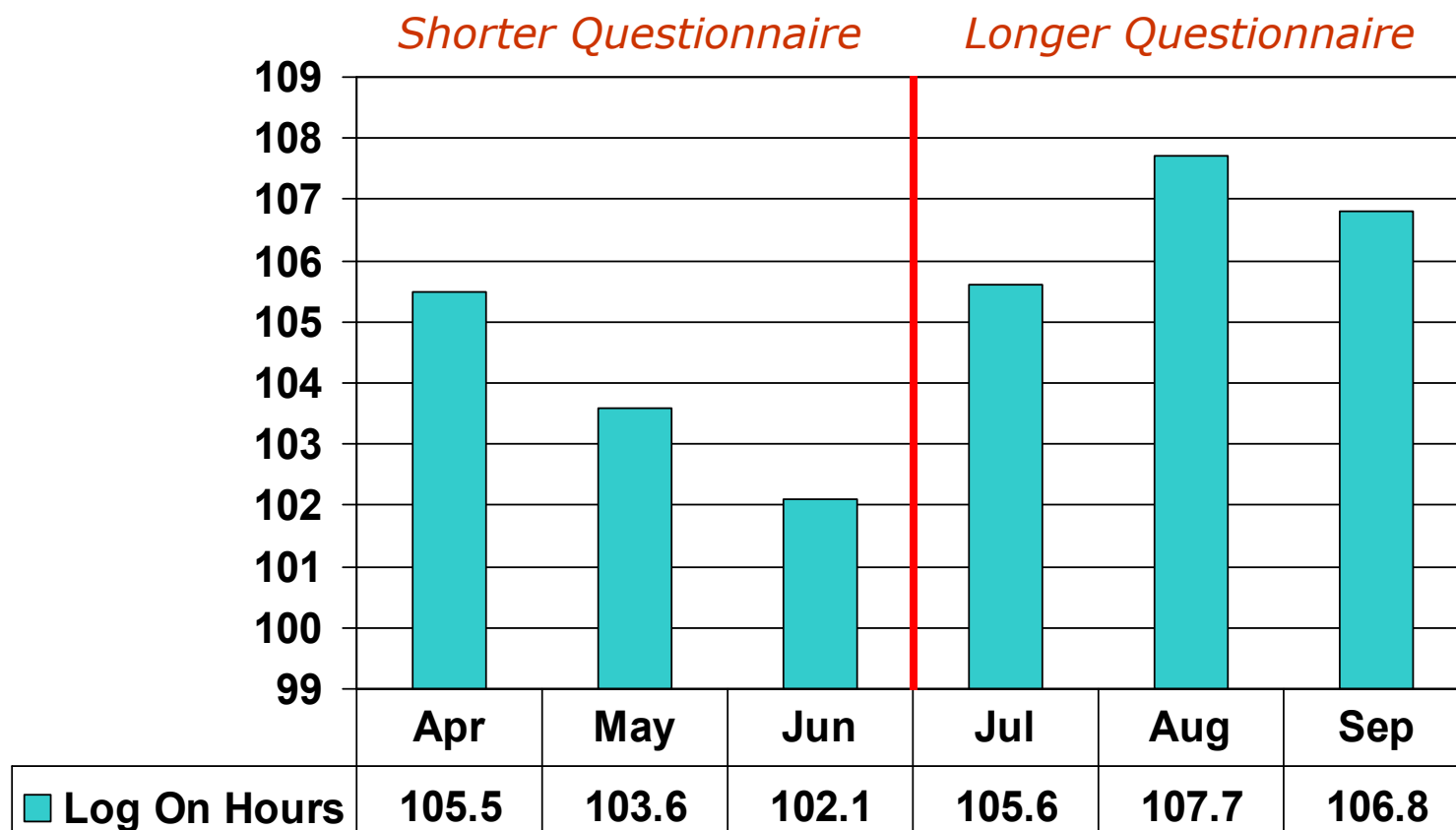
### Counts of the Number of Dialings in NC Cell Study, April to September 2009



On average, have 153 more dialings per month with the longer questionnaire.

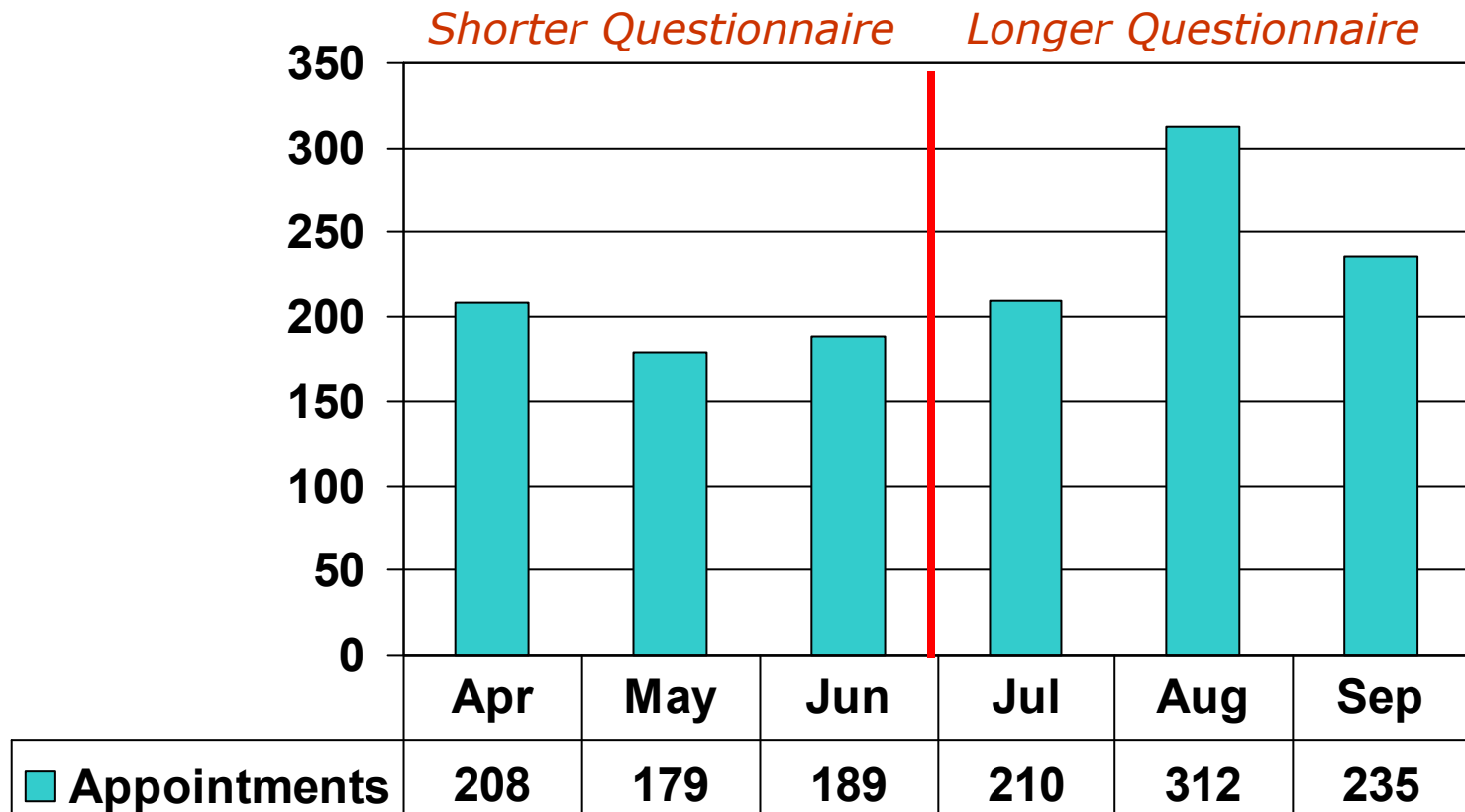


## Total Log On Hours in NC Cell Study, April to September 2009



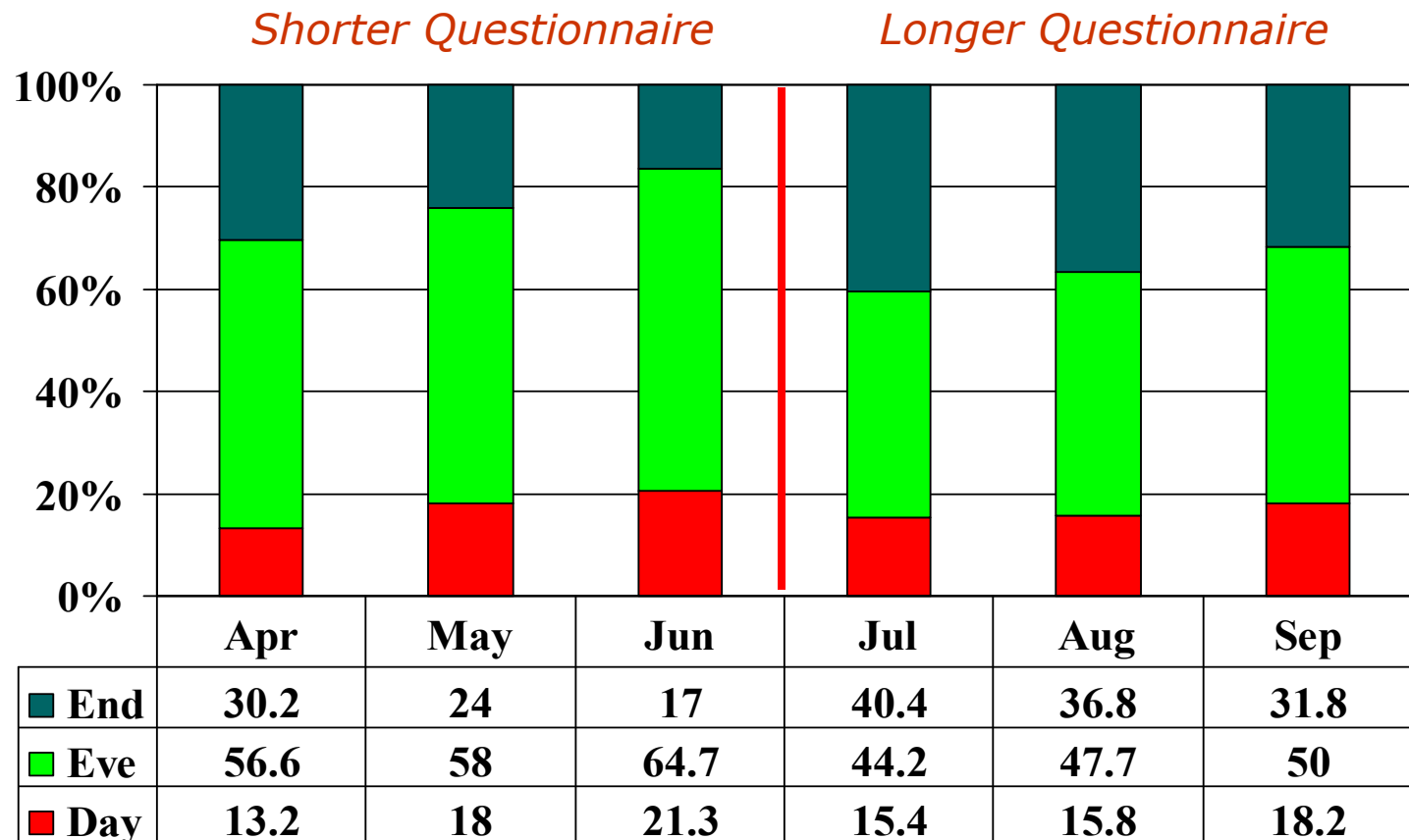
On average, 3 more total log on hours per month with the longer questionnaire.

# Counts of Appointments in NC Cell Study, April to September 2009



More use of appointments with longer questionnaire.

# Calling Occasions when Completed Interviews Occurred



Higher percentage of completed interviews occurred on with the weekend with longer questionnaire.



## Summary: When we added 5 minutes to our cell phone interview

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- We had somewhat fewer completed interviews: 46 per month vs. 39 on average.
- We had more refusals: 120 vs. 136 on average.
- We spent more time and effort to achieve those results
  - 153 more dialings per month on average
  - 3 more total log on hours per on average.
- More use of appointments with longer questionnaire.
- Higher percentage of completed interviews occurred on the weekend than evenings



## Based on our experience thus far...

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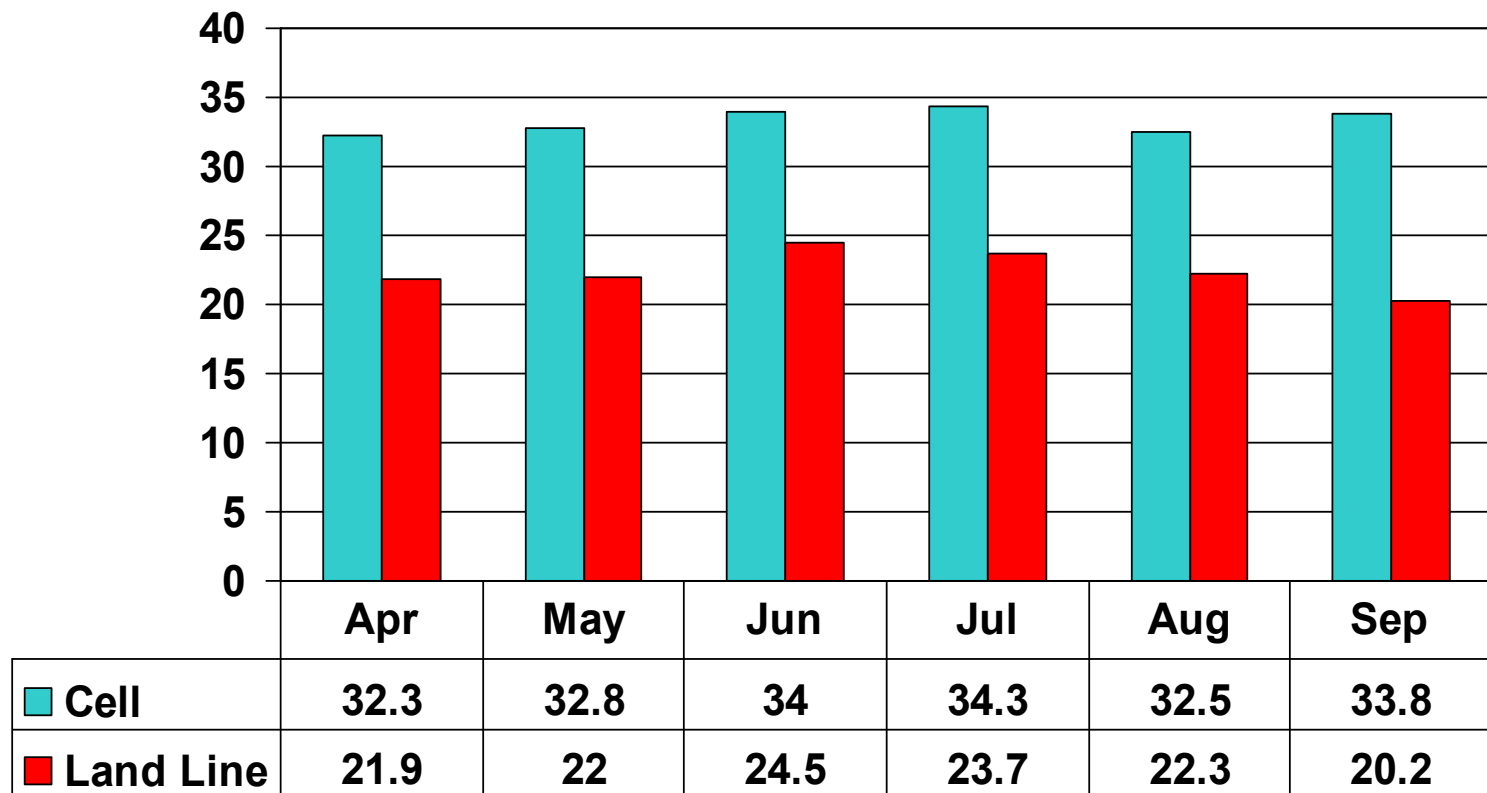
- Administering the longer questionnaire on cell phones is feasible
- We have targeted 600 completed cell interviews for 2010 (5.6% of our total sample)



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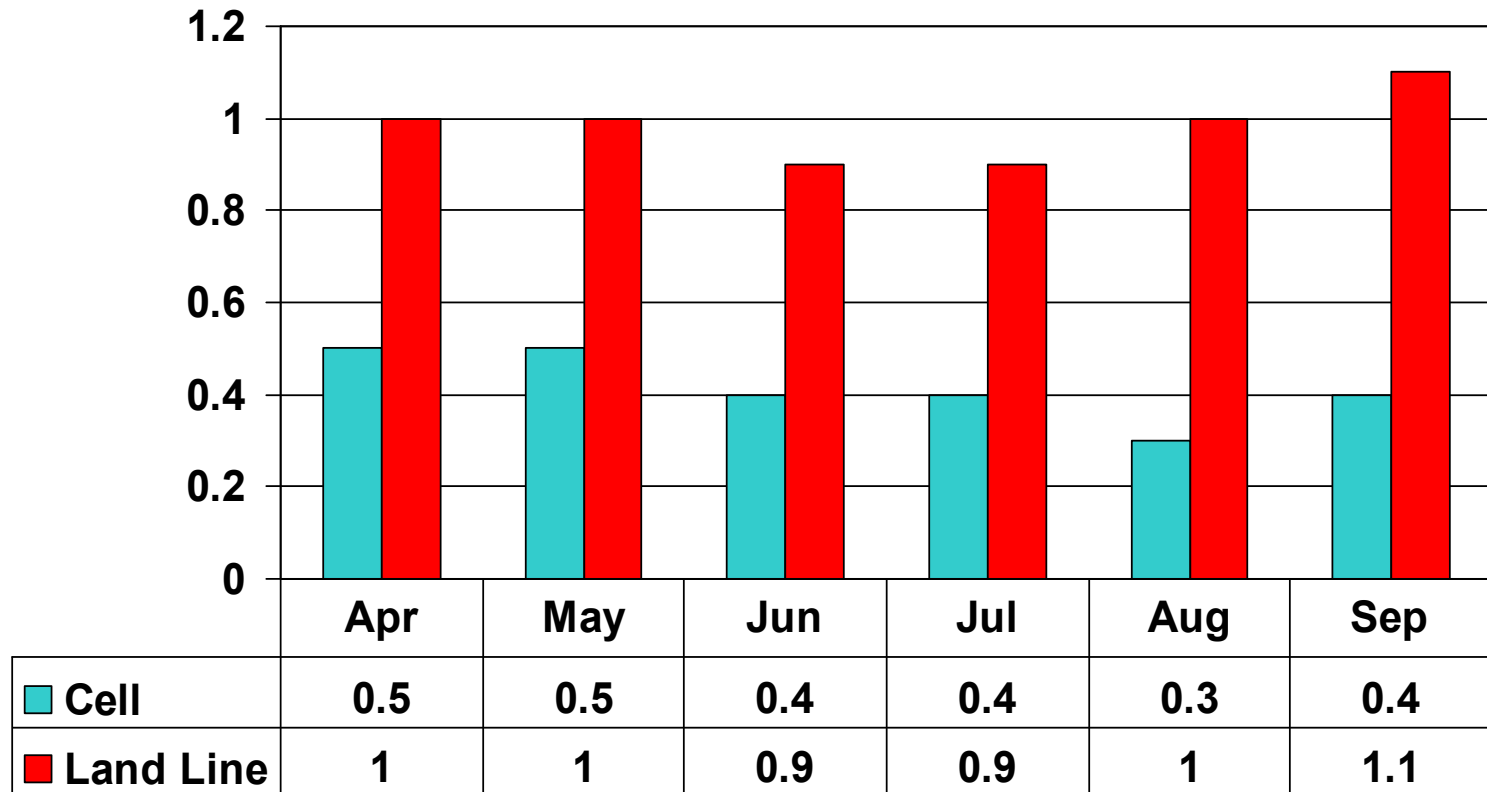
# Comparing Survey Effort in Cell & Landline

# Dialings per Log On Hour Cell vs. Land Line



Roughly 10 more dialings per hour on cell sample than landline.

# Completes per Log On Hour: Cell vs. Land Line



A little under half as many completed interviews per hour in cell sample as in the landline sample.





## Conclusion: Vital but Expensive

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- So the 600 cell interviews we hope to collect in 2010 will cost a bit more than 1200 land line interviews
- Tapping the cell-only household population is vitally important, but costly
- Our choices seem to be
  1. Secure more funding,
  2. Have smaller total samples, or
  3. Improve our efficiency in cell interviews