

Coos County Comparative Media Survey Sample and Response Rates Report

March 9th - 19th, 2002

Oregon Survey Research Laboratory, University of Oregon

Results of Total Random-Digit-Dial Sample Generated

Total Sample	2200		Eligible	535
Total Used	2200		Ineligible	1198
Total Unused	0		Unknown	467
			Refused	69

Results of All Dial Attempts and Last Dial Attempt by Telephone Call Disposition Code

<u>Code</u>	<u>Description</u>	<u>All Calls</u>	<u>Last Only</u>	<u>Code</u>	<u>Description</u>	<u>All Calls</u>	<u>Last Only</u>
1	No answer	1199	145	16	Left Message for R	0	0
2	Busy	675	26	17	R too ill now	29	11
3	Answering machine	1482	146	18	R too ill ever	2	2
4	Wrong number	3	0	19	R deceased	1	0
5	Disconnected #	906	906	20	Unable to interview ever	4	4
6	Non-working #	21	21	21	R gone survey dates	2	2
7	Non-residential #	155	155	22	Ineligible	7	6
8	Duplicate #	0	0	23	Screening Device/CB	0	0
9	Fax/Modem	103	103	24	Screening Device/Refusal	0	0
10	Language barrier	8	7	25	Partial interview/CB	26	0
11	Not home/CB	120	7	26	Completed interview	405	405
12	Too busy/CB	305	39	27	Phone slam	276	146
13	New #/CB	0	0	28	Initial refusal	143	68
				29	Final refusal	1	1

Summary Statistics

Indicators of Call Efficiency

Total Calls	5873
CASRO Response Rate /Total A Complete/Total Attempts	15% 7%
CASRO Refusal Rate /Total Atte Refused/Total Attempts	5% 2%
Sample Coverage Rate	76%

Response Rates

Total Sample	2200
CASRO Type Response Rate Completed/Attempted Sample	60% 18%
CASRO Type Refusal Rate Refused/Attempted Sample	10% 3%
Response Rate/All Eligible	60%
Refusal Rate/All Eligible	10%