

**SURVEY OF ADVERTISING EFFECTS ON VEHICLE
SERVICING**

SURVEY METHODOLOGY

SEPTEMBER 2002



OREGON SURVEY RESEARCH LABORATORY
5245 UNIVERSITY OF OREGON
EUGENE, OR 97408-5245
TELEPHONE: 541-346-0824
FACSIMILE: 541-346-0388
E-MAIL: OSRL@OREGON.UOREGON.EDU
WWW: HTTP://OSRL.UOREGON.EDU

By Patricia A. Gwartney, Ph.D., Director
and Pennie Moblo, Ph.D., Research Assistant

INTRODUCTION

ECONorthwest contracted with the University of Oregon Survey Research Laboratory (OSRL) to conduct the “*Survey of Advertising Effects on Vehicle Servicing.*” This survey’s purpose is to ascertain the effectiveness of radio advertising on individuals’ vehicle servicing decisions.

Working closely with ECONorthwest financial and economic consultant, Dr. Eric Fruits, OSRL planned, pretested and implemented a telephone survey of 690 adult Jiffy Lube customers in the Portland, Oregon metropolitan area. This report summarizes the survey methodology and results.

SURVEY METHODOLOGY

This section describes OSRL’s procedures for developing and implementing the telephone survey instrument and the sample required to conduct this representative study of Oregon.

SURVEY INSTRUMENT

The survey instrument resulted from intensive meetings between Eric Fruits and Patricia Gwartney (OSRL Director and professor, sociology, UO) who collaborated to identify areas to investigate, to decide key concepts, and to operationalize those concepts into survey questions. The survey followed an earlier pilot study conducted by OSRL in June 2002. No demographic data was needed or requested for the interpretation of this study.

OSRL staff pretested individual questions for clarity, accuracy, validity, and variability of response. They pretested the entire instrument for flow, comprehensiveness, length, and factors that affect respondents’ cooperation and attention. OSRL Project Director Vikas Gumbhir programmed the survey instrument and sample into OSRL’s computer-aided telephone interviewing (CATI) system, and OSRL staff pretested the CATI version.

All interviews were completely confidential. The University of Oregon’s Committee for the Protection of Human Subjects approved the study’s research design and survey instrument, as

required by federal law to safeguard respondents' rights. (See Section 3 of the bound report for significant portions of the human subjects review materials.)

The survey interview began by describing the study and guaranteeing respondents confidentiality. Since the survey sample was to be drawn from a list of Jiffy Lube customers, no special screening questions were necessary. The interview comprised the following subject areas:

1. Dealerships that respondents would consider taking their vehicles to for servicing.
2. Evaluations of the time it would take to get to a dealership as opposed to a Jiffy Lube for automobile servicing.
3. Opinions on Jiffy Lube radio commercials and whether they influenced the respondents' decisions to go to a Jiffy Lube instead of a dealer.

Section 2 of the three-ring binder documenting this study provides a facsimile of the survey instrument with embedded "topline" frequency results.

SURVEY SAMPLE

OSRL's sampling procedure employs a list supplied by Jiffy Lube to ECONorthwest to OSRL. Telephone numbers are retrieved randomly by the computer and appear automatically on interviewers' computer screens. Interviewers place telephone calls with a computer keystroke, effectively preventing dialing errors.

In order to achieve 690 representative interviews, OSRL called 5,407 telephone numbers. Altogether, OSRL interviewers dialed those numbers 8,581 times for this study. Those dial attempts distributed as:

- 7% phone slams and refusals;
- 8% completed interviews;
- 16% households eligible for survey but not interviewed (e.g., too busy now and adult not home);
- 17% ineligible (e.g., disconnected, nonworking, nonresidential, and fax/modem); and
- 52% study eligibility or ineligibility could not be ascertained (e.g., busy signal, no answer, and answering machine that does not distinguish a household or business).

For the 5,407 telephone numbers included for the study, the final distribution was:

- 25% ineligible (disconnected, nonworking, nonresidential, fax/modem, etc.);
- 13% completed interviews;
- 48% unknown (telephone consistently busy, never answered, or answering machine, and thus suitability for interviewing could not be ascertained);
- 6% phone slams;

- 6% refusal;
- 2% interviews not achieved (respondent “too busy” or not home); and
- 0%¹ unable to interview (chronic illness, away for study duration, or language barrier).

The final survey response rate was 28% and the refusal rate was 13%².

Section 4 of the bound final report provides a complete sample and response rate report, illustrating the final distribution of dial attempts and sample, as well as response and refusal rates, described above.

DATA COLLECTION

Interviewer training for this survey took place on August 29, 2002; see Section 3 for summary interviewer instructions. Dr. Eric Fruits participated in the training session by teleconference. Only experienced interviewers took part in this study’s data collection.

OSRL conducted interviewing from 11:00 a.m. until 9:00 p.m., Monday through Thursday; interviewing started at 9:00 a.m. Friday and Saturday and at 2:00 p.m. on Sundays in order to reach citizens with unusual schedules, maximize response rates, and to avoid nonresponse biases. The target sample size, n=400, was exceeded September 9 with n=690. Completed interviews averaged 3 minutes. All interviews were conducted in English.

In administering the survey instrument, OSRL’s trained interviewers use the CATI system, which enables sampling, interviewing, and data entry interactively and seamlessly. Interviewers use telephone headsets in sound-reduced carrels at computer workstations connected by an NT network. CATI randomly distributes telephone numbers to each workstation. The telephone numbers appear automatically on interviewers’ computers and CATI mates them to the pre-programmed survey instruments. Interviewers place telephone calls with a computer keystroke, effectively preventing dialing errors. OSRL automatically strips telephone numbers from the interview data to ensure respondents’ anonymity.

The programmed survey instrument contains all survey questions, interviewer probes for consistency, and pre-coded answer categories. As respondents answer questions, interviewers enter the data into the CATI data file. Skip logic is programmed into the system, preventing inappropriate or incorrect questions from being asked. CATI eliminates out-of-range responses and wild codes by validating each response interactively and disallowing entry of inappropriate responses. Thus, the CATI system eliminates many routine and error-prone coding and data entry tasks and enables OSRL to maintain the highest quality control standards.

¹ Less than .4%

² Response rates are calculated in following manner. Completed interview / (Eligible sample + ((Eligible sample / (Eligible sample + Ineligible sample)) * Sample with unknown status)). Source: Robert M. Groves, *Survey Errors and Survey Costs*, 1989.