

# Survey of Advertising Effects on Vehicle Servicing Sample and Response Rates Report

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*Oregon Survey Research Laboratory, University of Oregon*

Total Sample	5421	Eligible	1163
Total Used	5407	Ineligible	1387
Total Unused	14	Unknown	2857
		Refused	322

<i>Code</i>	<i>Description</i>	<i>All Calls</i>	<i>Last Only</i>	<i>Code</i>	<i>Description</i>	<i>All Calls</i>	<i>Last Only</i>
1	No answer	618	414	16	Left Message for R	0	0
2	Busy	522	73	17	R too ill now	6	0
3	Answering machine	3214	2050	18	R too ill ever	0	0
4	Wrong number	413	413	19	R deceased	7	7
5	Disconnected #	758	758	20	Unable to interview ever	4	2
6	Non-working #	65	65	21	R gone survey dates	10	9
7	Non-residential #	86	48	22	Ineligible	5	5
8	Duplicate #	0	0	23	Screeningdevice/CB	49	9
9	Fax/Modem	56	56	24	Ineligible-no JL service	1	1
10	Language barrier	28	26	25	Partial interview/CB	16	0
11	Not home/CB	965	88	26	Completed interview	690	690
12	Too busy/CB	366	29	27	Phone slam	318	318
13	New #/CB	37	0	28	Initial refusal	292	291
14	Ineligible-not radio/ad listener	8	8	29	Final refusal	31	31
15	Ineligible-no vehic/or servicin	16	16				

### Call Efficiency

Total Calls	8581
CASRO Response Rate /Total Attempts Complete/Total Attempts	12.96% 8.04%
CASRO Refusal Rate /Total Attempts Refused/Total Attempts	6.07% 3.76%

### Response Rates

Total Sample	5407
CASRO Type Response Rate Completed/Attempted Sample	27.98% 12.76%
CASRO Type Refusal Rate Refused/Attempted Sample	13.06% 5.96%
Response Rate/All Eligible	27.91%
Refusal Rate/All Eligible	13.02%

### Sample Coverage Rate

59.18%