



# **ABS and Cell Phones: Appending both Cell Phone and Landline Phone Numbers to an Address Based Sampling Frame**

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# Background

- National Consumer Surveys on Understanding the Risks and Benefits of FDA-regulated Medical Products
- Growing availability of available data
- Data sources need to be explored and tested
- Evaluate cell & landline phone numbers for ABS

# Methods

- Sample Frame: CDS File (February 2012)
  - All 50 States + DC
  - All Residential Addresses
  - Excluding PO Box except OWTGM
  - Excluding Simplified Addresses
- Sample: 45,000 Addresses
  - Systematic Sample (implicitly stratified)

# Methods

- Append Phone Numbers
  - Landline from Marketing Systems Group (MSG, 4 sources)
  - Cell Phone from American List Counsel (ALC)
  - Exact match only
- Outbound CATI: Precision Opinion
  - Fielded about 30k

# Matching Phones to ABS

- Initial Append Rate
- Working Number Rate
- Correct Address Rate
- Effective Match Rate

## Match Phone to Address (%)

	<u>Initial Match Rate</u>
No Phone	29
Phone	71
LL Only	29
Both LL & Cell	24
Cell Only	17

## Effective Match Rate (%)

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	Initial Match Rate	Working Number Rate	Correct Address Rate	Effective Match Rate
Overall	71	75	80	<b>45</b>
Land	54	81	96	<b>42</b>
Cell	17	65	29	<b>3</b>

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# Conclusions

- Cell phones from ALC not suitable for ABS
- Using Landline only from MSG:
  - 42% Effective Match Rate
- Explore other sources



# More Information

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