

*turning knowledge into practice*

# Surveying International Travelers – An Argument for Intercept Interviewing

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# The Question

***Can Intercept Interviewing be a favored methodology for collecting high quality data from certain populations?***

# Overview of Presentation

- Overview of Intercept Interviewing
- Concerns Among Survey Researchers
- The Welcome to the United States (“Welcome”) Survey
- Welcome Survey Methods
- A Glimmer of Promise: Welcome Survey Results
- Summary

# Overview of Intercept Interviewing

- Survey administered to an in-transit or detained (intercepted) individual
- Commonly referred to as “street” or “mall” surveys
- Most common in high traffic areas (when “representativeness” is of lesser concern)
- Ideal for market research
- Questionnaires (or questions) tend to be <5 minutes

# Concerns Among Survey Researchers

Multiple concerns among survey researchers:

- Response rates rarely exceed 50% (nonresponse bias)
- Imprecision of sampling approaches
- Inability to effectively match the interviewer and respondent demographics
- Limited data acquisition, given time constraints

# The Welcome to the United States (“Welcome”) Survey

- Sponsored by Department of Homeland Security (DHS) & Customs and Border Protection (CBP)
- To collect satisfaction levels among international visitors to the US
- Data to be collected about experiences across designated Ports of Entry (POEs)
- Challenges of this effort:
  - #1: Very limited funding
  - #2: Recruiting an in-transit, multi-cultural population
  - #3: Conducting interviews with an international population (regarding a place- and point-in-time)

# Welcome Survey Methods

- Used stratified sample design to formulate 3 types of estimates:
  - Northern Land Border POEs (3 ports total)
  - Southern Land Border POEs (4 ports total)
  - Individual Airport POEs (4 airports total)
- Randomness during recruiting assured using a *1-in-n* sampling rate (e.g., 1-in-3)
- Sample designed to produce 939 interviews

# Welcome Survey Methods (cont.)

- Intercept survey method utilized to address concerns in the areas of:
  - Cost constraints
  - In-transit, mobile, and multi-cultural population
  - Contacting and interviewing international travelers
- Questionnaire in English and Spanish, estimated to accommodate >90% of travelers
- ~3-5 minutes administration time
- Administered via HP iPAQ handheld computer

# A Glimmer of Promise: Welcome Survey Results

Port/Group	Sample	Ineligible	Language Barrier	Refusals	Breakoffs	Completes	RR%
Northern Land	184	4	2	8	0	170	94.4%
Southern Land	220	13	0	7	0	200	96.6%
JFK Airport	338	146	26	13	3	150	78.1%
IAH (Houston) Airport	260	92	10	11	0	147	87.5%
IAD (Dulles) Airport	304	123	26	10	0	145	80.1%
LAX Airport	312	120	31	7	6	148	77.1%
<b>Overall</b>	<b>1,618</b>	<b>498</b>	<b>95</b>	<b>56</b>	<b>9</b>	<b>960</b>	<b>85.7%</b>

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# A Glimmer of Promise: Welcome Survey Results (Cont.)

- Numerous factors contributed to high quality and response rates:
  - Employing standard “best practices” (well-developed materials, interviewer training, professional attire/ID)
  - Interviewer Selection (female, Hispanic, experienced)
  - CAI method ensured “cleanest” data capture
  - Cultural sensitivity (e.g., Middle Eastern couples)
  - “Show card” version of questionnaire to easy language transitions

# Opportunities for Further Research

- Methodological experiments which test the intercept approach against other modes (e.g., intercept recruiting, with CATI or mail follow-up)
- Continued testing of more rigorous sampling via screening criteria
- Perceived length-based bias (recruiting those who are accessible for disproportionately longer periods of time)

# Summary

- Intercept interviewing may be ideal for collecting data:
  - For point-in-time or place-oriented experiences
  - From highly mobile and/or international populations
- Application of sample selection rates can result in usable data
- Application of “best practices” and careful FI selection can produce response rates much higher than 50%

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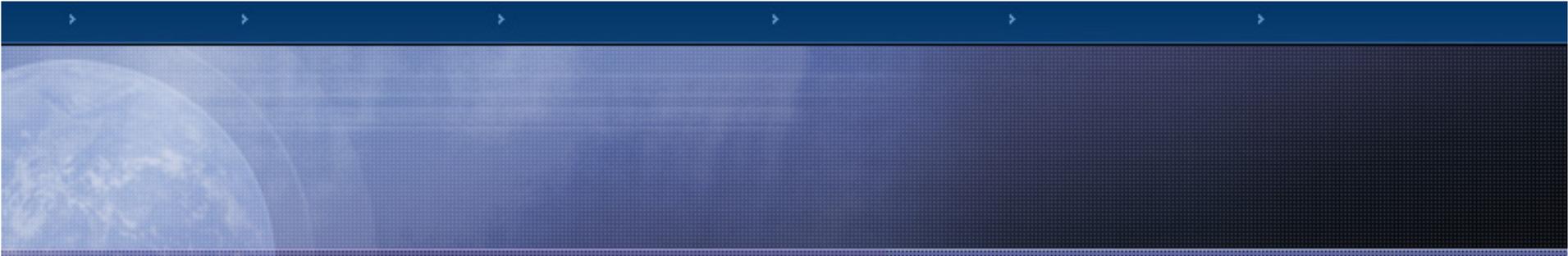
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# Supplemental Slides

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# Details of Sample Design

“Required sample sizes per estimate group were based on conservative design parameters. These included requiring a sample size large enough to be able to detect a difference of  $\pm 0.10$  between a presumed national estimate of 0.50 and our sample-derived estimate with a 95% level of confidence. Additionally, overall *design effects* were assumed to be 1.75 at the Northern Land Border Ports, 2.00 at the Southern Land Border Ports and 1.50 for each airport. Even though each airport is considered as a single cluster design, aspects of implicit clustering (i.e., multiple terminals, multiple processing areas, and cultural aspects related to the origin of flights) were taken into consideration.”

# Welcome Survey Questionnaire Items

1. How long did you wait in line to complete the inspection process?  
\_\_\_\_\_ minutes (estimate)
  
2. How much do you agree with this statement: the time needed to complete the inspection process was reasonable?
  
3. I would like to ask you a few questions about the Customs and Border Protection officer who processed you. Please rate each of these statements using the same scale.  
The officer who processed me:
  - a. Communicated clearly and concisely.
  - b. Processed my entry efficiently.
  - c. Treated me with respect.
  - d. Conducted his or her duties in a professional manner.
  - e. Was dressed neatly and professionally.
  - f. Provided assistance when needed.

# Welcome Survey Questionnaire Items (Cont.)

4. I would now like to ask you a few questions about the Customs and Border Protection inspection area. Please rate each of these statements using the same scale.
  - a. The layout allowed travelers to move efficiently through the inspection process.
  - b. There were enough lanes to process travelers in a timely manner.
  - c. The lanes moved forward in a reasonable amount of time.
  - d. The signs were informative.
  - e. There were enough signs.
  - f. The directions were easy to follow.
  - g. I was satisfied with the inspection area.
  
5. I would now like to ask you a few questions about your satisfaction with the following items. Please rate each of these statements using the same scale.
  - a. I was satisfied with the politeness of the Customs and Border Protection employees.
  - b. I was satisfied with the efficiency of the inspection process.
  - c. I was satisfied with the time it took to receive my luggage. [Airport only]
  - d. I was satisfied with my overall experience of arriving in the United States.

# Welcome Survey Questionnaire Items (Cont.)

6. We are looking for ways to improve the inspection process. What recommendations do you have?
  - a. More informational materials
  - b. Clearer informational materials
  - c. Improve signage
  - d. More Customs and Border Protection officers
  - e. More lines
  - f. More dogs
  - g. Increased training
  - h. Other \_\_\_\_\_
  - i. Nothing
  - j. Declined to respond

# Welcome Survey Questionnaire Items (Cont.)

7. Including this trip, how many times have you traveled to the United States within the past 12 months?

\_\_\_\_\_ trips

8. What is the main reason for your visit to the United States?

- a. Business
- b. Temporary Work
- c. School
- d. Vacation
- e. Family visitation
- f. Medical treatment
- g. Other \_\_\_\_\_
- h. REFUSED

# Welcome Survey Questionnaire Items (Cont.)

9. Do you understand the purpose of the inspection process when you arrived in the United States?
- Yes
  - No
  - Do Not Know

**(END OF QUESTIONNAIRE)**