

INSTRUMENT CHANGES ASSOCIATED WITH IMPLEMENTATION OF A CELL PHONE FRAME

Most of the following changes are to the front of the instrument. The last two questions will be in the back of the instrument. These questions are required in order to include cell phones in the TPOPS:

FRONT OF THE INSTRUMENT:

There will need to be a variable on the incoming dependent data file to indicate from which frame a phone number was selected.

FRAME

1. Landline frame
2. Cell phone frame

To determine the skip pattern for the first several questions, the instrument will need to know if the phone number called is a cell phone or a landline phone.

Ask the following question for all cases

(CELL) Is this number for a cell phone?

1. Yes
2. No

If FRAME = 1 and CELL = 1, skip to EXCLBUSN

If FRAME = 1 and CELL = don't know or refuse, skip to EXCLBUSN.

If FRAME = 1 and CELL = 2, skip to RESNUM.

If FRAME = 0 and CELL = 2, skip to RESNUM

If FRAME = 0 and CELL = don't know or refuse, skip to RESNUM.

If FRAME = 0 and CELL = 1, skip to EXCLBUSN

PATH FOR CELL PHONE (If CELL = 1)

(EXCLBUSN) Is this number used exclusively for business?

1. Yes
2. No

If EXCLBUSN = 1, skip to THANKRES. (The case is out-of-scope.)

If EXCLBUSN = 2, skip to HELLO_CELL.

(HELLO_CELL) I'd like to speak to someone who is over 18 years old and knows about your household's expenses? Would that be you?

1. Respondent is 18+ (skip to RESNUM2)
2. Cell phone belongs to someone younger than 18 (skip to THANKRES)
3. Other outcome/problem interviewing respondent, including immediate hangup. (skip to PROBCALL)

RESNUM2**Do you live in a private residence, college housing, or some other type of place?**

1. Business
2. PRIVATE RESIDENCE (skip to CELLSAFE)
3. College housing (skip to CELLSAFE)
4. Other type of place (skip to OTHRES)
5. Pay phone
6. Cellular or mobile phone
7. Other nonresidential number such as a charity or service organization
8. Other outcome of problem interviewing respondent including immediate hangup (skip to PROBCALL)

SAFETY OF RESPONDENT:

Questions dealing with the safety of the respondent will be triggered when RESNUM2 = 2.

If RESNUM2 = 2, ask CELLSAFE.

(CELLSAFE) Since we have reached you on your cell phone, we want to ensure your safety. Are you currently driving?

1. Yes—set a call back
2. No—skip to INTRO_1ST
3. Other outcome/problem interviewing respondent, including immediate hangup. (skip to PROBCALL)

PATH FOR NON CELL PHONE (If CELL = 2)**(RESNUM) Is this number for a business, PRIVATE RESIDENCE college housing or some other type of place?**

1. Business (skip to THANKRES)
2. PRIVATE RESIDENCE (skip to HELLO_NEW)
3. College housing (skip to PAYPHONE)
4. Other type of place (skip to OTHRES)
5. Pay phone (skip to THANKRES)
6. Cellular or mobile phone
7. Other nonresidential number such as a charity or service organization (skip to THANKRES)
8. Other outcome of problem interviewing respondent including immediate hangup (skip to PROBCALL)

BACK OF THE INSTRUMENT:

GEOGRAPHIC LOCATION OF THE RESPONDENT

After IDRESP, the instrument currently skips to GEO_ST: In which state do you live? The only possible answers are the states that are included in the definition of the PSU for which the phone number was selected and “someplace else”. If the respondent does not live in one of the states listed, the case is out-of-scope. For all cases, rather than limiting the answer to

these options, the interviewer will enter the two letter state code and the interview will continue if the respondent lives in any state included in the CPI.

For all cases, instead of asking GEO_ST, a new screen should ask in which state the respondent lives:

(DFFSTATE)

In which state do you live?

The interviewer should enter the two letter state code.

If the state is included in the CPI, the next screen (**DFFCNTY**) asks for the county in which the respondent lives. If the state is not included in the CPI, the case is out-of-scope and the instrument would skip to THANKRES.

(DFFCNTY)

In which county do you live?

The interviewer will start to enter the first letters of the county and a trigram search will pop up to list the counties in the state that begin with those letters.

If the county reported by the respondent is not included in the CPI geography, the case is a geographic screen out, is out-of-scope and would skip to THANKRES.

If the county is included in any CPI PSU, GEO_LONG will need to be adapted to use the fill from the county in which the respondent lives instead of the county for which the case was selected.

The next screen after GEO_LONG will remain GEO_DONE and the instrument will go to HR_ARMFC. If HR_FORCE = 1, the instrument will skip to TY_ENDIT. If HR_ARMFC = 2, the instrument will go to HR_SIZE. (See new requirement for HR_SIZE below.)

SHOPPING CENTER LIST

If the county and state in which the respondent lives is included in the PSU for which they were selected, the instrument will use the Shopping Center list for that PSU.

If the respondent lives in a different PSU than the one for which s/he was selected, CP_LOCS will be disabled. If CP_OLTY is answered 1 Personal visit to [outlet name], the instrument will go to CP_STRT.

Back of the Instrument:

EVALUATION OF HOUSEHOLD'S SIZE AND PHONE USAGE

The question regarding the household size will be more general for both cell phone and landline households. Additionally, questions evaluating the household's phone service will need to be asked.

Currently, HR_SIZE reads "How many persons living at this residence are served by this telephone number?" A generalized format would work for all types of households regardless of type of phone service used.

(HR_SIZE)

How many people are in your household?

Currently, DM_DFNUM asks if the household is serviced by more than one telephone number. If "Yes", DM_NMTEL asks how many telephone numbers serve the contacted household. To weight the sample correctly, the number of cell phones used in the sample household will need to be asked.

(DM_LANDLNE)

How many landline telephone numbers [fill: do you (where HR_SIZE=1) or does your household (where HR_SIZE> 1)] regularly use for personal calls?

(DM_CELL)

How many cell phones do [fill: you (where HR_SIZE=1) or all adult members of your household (where HR_SIZE> 1)] regularly use for personal calls?