

NYAAPOR

THE NEW YORK CHAPTER OF THE
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH ESTABLISHED
1979



TELEPHONE SURVEY METHODS WHERE DO WE GO FROM HERE?

GENEROUSLY SPONSORED BY
SURVEY SAMPLING

THURSDAY, MARCH 30
6:00 – 8:00 PM (SORRY – NO REFRESHMENTS!)
FORDHAM UNIVERSITY
60TH STREET AND COLUMBUS/9TH AVENUE
SOUTH LOUNGE (FOLLOW SIGNS AFTER FRONT DESK)

COME JOIN US FOR A DISCUSSION OF THE HIGHLIGHTS OF THE RECENT TSM II CONFERENCE. THREE PAPERS WILL BE PRESENTED AND THERE WILL BE A DISCUSSION OF THEIR IMPLICATIONS ON THE FUTURE OF TELEPHONE SURVEY METHODS. PAPER TOPICS INCLUDE AN OVERVIEW OF THE TRENDS IN RESPONSE RATES, THE RESULTS OF A LARGE STUDY MEASURING THE FEASIBILITY OF USING CELL PHONE SAMPLES, AND THE DESIGN OF MULTIPLE FRAME AND MODE SURVEYS USING THE TELEPHONE.

CLYDE TUCKER OF THE U.S. BUREAU OF LABOR STATISTICS WILL MODERATE.

RESPONSE RATES: HOW HAVE THEY CHANGED & WHERE ARE THEY HEADED?

MIKE BATTAGLIA, VICE PRESIDENT, ABT ASSOCIATES

FOR THE LAST DECADE, MIKE HAS WORKED ON THE SAMPLE DESIGN AND ESTIMATION PROCEDURES FOR THE NATIONAL IMMUNIZATION SURVEY. HE IS CURRENTLY WORKING ON ALTERNATIVE SAMPLING FRAMES AND MODALITIES FOR HOUSEHOLD SURVEYS, AND ASSESSING COVERAGE AND NONRESPONSE BIAS THROUGH ALTERNATIVE WEIGHTING METHODOLOGIES.

MERGING CELLULAR & LANDLINE RDD SAMPLE FRAMES

ANNA FLEEMAN, SENIOR PROJECT LEADER, ARBITRON

SINCE JOINING ARBITRON'S RESEARCH DEPARTMENT IN 2004, ANNA'S WORK PRIMARILY FOCUSES ON THE INCLUSION OF CELLULAR SAMPLE FRAMES IN SURVEY RESEARCH AND IMPROVING THE REPRESENTATION OF CERTAIN AGE GROUPS IN RADIO LISTENING MEASUREMENT. PRIOR TO WORKING IN THE RESEARCH DEPARTMENT, ANNA WAS THE MANAGER OF ARBITRON'S SAMPLING DEPARTMENT.

THE ROLE OF TELEPHONES IN MULTIPLE FRAME, MULTI-MODE SURVEYS

MIKE BRICK, VICE PRESIDENT & DIRECTOR OF SURVEY METHODS, WESTAT

IN ADDITION TO HIS RESPONSIBILITIES AT WESTAT, MIKE IS A RESEARCH PROFESSOR IN THE JPSM AS WELL AS A FELLOW OF THE ASA AND AN ELECTED MEMBER OF THE ISI.

ATTENDANCE IS BY ADVANCE RESERVATION ONLY.

FOR SECURITY, PLEASE BRING A GOVERNMENT ISSUED PHOTO ID.

THIS MEETING IS FREE TO CURRENT, STUDENT, HLM (HONORARY LIFETIME), AND FIRST-TIME NYAAPOR MEMBERS WHO SIGN UP FOR A NEW MEMBERSHIP AT THE EVENT.

ALL OTHER NON-MEMBERS: \$20.

RSVP TO ROSEMARIE SHARPE, NYAAPOR SECRETARIAT BY WEDNESDAY, MARCH 29 AT
MGMTOFFICE@AOL.COM OR (212) 684-0542.