AAPOR Transparency Initiative

CfMC | “Friend and Supporter” Update

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Re-presented at PAPOR Mini-Conference
June 13, 2014
San Francisco, CA
Summer launch - **July 1 to Sept 1**
- Target to open TI application & review process

Membership fees
- Likely waived for first year to encourage participation

Supporters → “Friends”
- CfMC has engaged from the beginning
- Now → focused on customer enablement to assist in certification
B 6. Summaries of the disposition of study-specific sample records

C. Agreement to compute response rates according to AAPOR Standard Definitions

- **Disposition Codes Mapping Table**
  - CfMC codes → AAPOR codes
  - User Defined codes → AAPOR codes

- **Response Rate Logic Display**
  - How to handle incompletes
  - Calculations of response rates
CfMC → AAPOR Code Mapping

- CfMC Best Practices
  → Software has default settings for sample disposition

- AAPOR TI to CfMC code mapping
  - Lookup Table enables conversion for both new & existing reports
  - If users defined their own codes → table can be edited to reflect user settings
User Choices

- User controls which statistics are used
  - Partial completes not included by default
  - User may choose to include:
    - Unknown eligibility
    - Other eligibilities in cooperation rate

- Default settings & user definable decisions

<table>
<thead>
<tr>
<th>Decision</th>
<th>Choice</th>
<th>Default</th>
</tr>
</thead>
<tbody>
<tr>
<td>INCLUDE_PARTIALS</td>
<td>'Yes/No'</td>
<td>No</td>
</tr>
<tr>
<td>INCLUDE_UNKNOWNNS</td>
<td>'Yes/No/Estimated'</td>
<td>Yes</td>
</tr>
<tr>
<td>INCLUDE_COOP_OTHERS</td>
<td>'Yes/No'</td>
<td>Yes</td>
</tr>
<tr>
<td>STUDY</td>
<td>----</td>
<td>----</td>
</tr>
<tr>
<td>COMPANYNAME</td>
<td>----</td>
<td>----</td>
</tr>
</tbody>
</table>
Logic Used in Reporting

Response Rate

\[ RR1 = \frac{I}{(I+P) + (R+NC+O) + (UH+UO)} \]
\[ = \frac{1.10}{(1.10 + 1.20) + (2.10 + 2.20 + 2.30) + (3.10 + 3.20 + 3.30 + 3.90)} \]

Cooperation Rate

\[ COOP1 = \frac{I}{(I+P) + R + O} \]
\[ = \frac{1.10}{((1.10 + 1.20) + 2.10 + 2.30)} \]

Refusal Rate

\[ REF1 = \frac{R}{((I+P) + (R+NC+O) + (UH+UO))} \]
\[ = \frac{2.10}{((1.10 + 1.20) + (2.10 + 2.20 + 2.30) + (3.10 + 3.20 + 3.30 + 3.90))} \]

Contact Rate

\[ CON1 = \frac{(I+P) + R + O)}{((I + P) + R + NC + O + (UH+UO))} \]
\[ = \frac{((1.10 + 1.20) + 2.10 + 2.30)}{((1.10 + 1.20) + 2.10 + 2.20 + 2.30) + (3.10 + 3.20 + 3.30 + 3.90))} \]
Sample Disposition  Example Report

- Accounts for all sample
- Discloses opportunities for bias

<table>
<thead>
<tr>
<th>DISPOSITION CATEGORY</th>
<th>TOTAL</th>
<th>PERCENTAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1000</td>
<td>100%</td>
</tr>
</tbody>
</table>

1. Interview:
- Completes (I) 30 3.0%

2. Eligible, Non-Interview:
- Refusal and Breakoff (R) 42 4.2%
  - Refusal 6 0.6%
    - Known Respondent refusal 6 0.6%
    - Breakoff 36 3.6%
- Household eligible, but no contact (NC) 94 9.4%
  - Respondent never available 77 7.7%
  - Telephone answering device 17 1.7%
  - Message left 7 1.7%
- Other (O) 129 12.0%
  - Language Problem 129 12.0%
    - Known Respondent language problem 6 0.6%
    - No Interviewer in language available 123 12.3%

3. Unknown Eligibility, Non-Interview:
- Unknown if housing unit (UH) 689 68.9%
  - Not attempted or worked 434 43.4%
  - Always busy 33 3.3%
  - No answer 222 22.2%
- Housing Unit, Unknown if eligible respondent (UO) 0 0%
- Unknown if person is household resident (UO) 0 0%
- Other (UO) 0 0%

4. Not Eligible:
- Non-working/disconnected number 8 1.0%
  - Call forwarding 3 0.3%
    - Residence to residence forwarding 2 0.2%
    - Nonresidence to residence forwarding 1 0.1%
  - Pagers 2 0.2%
  - Cell phone 2 0.2%
  - Landline 1 0.1%
- NonResidence 5 0.5%
  - Institution 2 0.2%
  - Group quarters 1 0.1%
  - Person not household resident 2 0.2%
- No eligible respondent 3 0.3%
Data can then be analyzed & presented however you like.

EXAMPLES…
www.cfmc.com

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