

**American Statistical Association
Survey Research Methods Section
Webinar**

**Tuesday, November 10, 2009
1pm-3pm EST**

Location: _____

Maximum Attendees: _____

***Dual Frame Theory Applied to Landline and
Cell Phone Surveys, Instructor: J. Michael Brick***

Abstract: As the number of households that have only cell phones has increased dramatically over the past 5 years, telephone surveys have addressed this problem by sampling from both landline and cell phone numbers. One of the issues emerging from these dual frame surveys is that the theoretical foundation for these surveys largely ignores nonsampling errors. Because these errors may be large and result in biases, they must be considered in dual frame telephone surveys. This Webinar begins with a review of dual frame theory with particular attention to surveys that sample landline and cell phone numbers. It then examines the effect of nonsampling errors when surveys are conducted without considering these errors. In particular, we describe the potential effect of nonresponse and measurement error using data from surveys of landlines and cell phone numbers. We discuss both practical sample design issues such as whether to screen for cell-only households, and weighting methods to reduce the effects of the errors. The advantages and disadvantages of different sample designs and estimation methods are discussed. The examples are from actual dual frame telephone surveys.

Bio Sketch: Dr. J. Michael Brick is a Vice President and Director of the Survey Methods Unit at Westat. He is also a research professor in the Joint Program in Survey Methodology at the University of Maryland, and an adjunct research professor at the University of Michigan. Dr. Brick has over 30 years of experience in sample design and estimation for large surveys, survey quality control, nonresponse and bias evaluation, and survey methodology. Dr. Brick has a Ph.D. in Statistics from the American University and is a Fellow of the American Statistical Association and an elected member of the International Statistical Institute.

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