

## **Background**

Recently, the Telephone Point of Purchase Survey (TPOPS) has been criticized because of its design. It's an RDD landline only survey. Coverage bias may exist because the TPOPS does not contact cell-phone-only households. Because the CE Survey is personal visit, it contacts landline and cell phone cohorts. An analysis of the types of stores or retail outlets reported by both cohorts in the CE would begin to determine if the TPOPS truly has a bias associated with its frame.

## **Test objectives**

1. To collect outlet information on broad categories of items for all CE respondents
2. To compare the outlets and types of outlets reported by cell phone only households against non-cell phone only households at the national level
3. To evaluate differences reported by the two cohorts

## **Hypothesis**

Outlets and outlet types do not differ between cell phone only and a second group consisting of landline only households and households that have both landlines and cell phones.

## **Study Design**

*Sample:* The CE Interview Survey obtains approximately 7000 completed interviews each quarter. At the end of the survey, outlet questions for 5 broad categories of expenditures will be asked. These categories are:

1. Groceries
2. Clothing
3. Music
4. Meals at Restaurants
5. Electronics

For each category, the respondent will be asked (i) the name of the store in which the last purchase for that category was made and (ii) what type of outlet it was: brick and mortar, internet, phone/catalog and other.

*Group assignment:* The households will be separated into three cohorts: 1. cell phone only, 2. Landline only and both landline and cell phones, and 3. No phone expenditures. These cohorts will be assigned using type of phone bills reported in Section 4 of the CE Interview Survey as a proxy for household phone usage. The breakdown of data from 2009:

Cell phone only:	30%
Landline/Both LL and Cell	60%
No phone bills	10%

*Design:*

We are expecting close to 100% response for four of the five categories to be tested, because we are not asking about purchases within a set time frame. We are asking for the last purchase. For each category, we're expecting approximately 2,100 responses for the cell phone only cohort and 4,200 responses for the remaining cases (households with phone service other than cell phone only).

For the Music category, the expected number of responses might be lower because there is a larger expectation of no purchases or don't know. Even if this results in a 50% decrease in the values, over 1,000 observations are expected for the cell phone only cohort.

*Analysis:*

When the data are received, a manual coding process will assign a unique code to each unique outlet name, and a series of bimodal classifications will be made based upon outlet attribute data obtained from secondary sources (e.g., Large national franchise and Other). For each classification, the differences between the two groups of households will be evaluated using a chi-squared test and other statistical inference tests, with the null hypothesis of no difference between the two groups.

Comparisons will also be made on the type of outlets reported for each category by cohort with the null hypothesis of no difference between the two groups.

**Post-study results:**

**Study implementation**

- Issues found/occurred during testing
- Interim results

**Results**

- Final sample composition
- Final group composition
- Key results

**Conclusions**

- Implications of findings
- Next steps

Proposed CEQ Questions for CPI Outlets Test

This new section of outlet questions should have its own tab following the last section in the interview (for example, it would follow section 20 in interview 1 or would follow section 22 in interview 2). These questions will not be required for a complete interview.

Number	Variable Name	Question
1	LDLNPHON	<p>Do you/your household currently have at least one phone inside your home that is currently working and is not a cell phone?</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> <li>3. Don't know</li> </ol> <p>Allow RF</p> <p>&lt;1, 2, 3, RF&gt; go to POP_INTRO</p>
2	POP_INTRO	<p>Now I have a few questions about where &lt;you/your household&gt; last shopped for select items. For the following categories, please tell me the name of the store, business, or website that you or anyone in your household last made a purchase and whether the purchase was made by personal visit to the store, online, by catalog or phone order, or by another method.</p> <ol style="list-style-type: none"> <li>1. Continue</li> </ol> <p>&lt;1&gt; go to ELECPOP</p>
3	ELECPOP	<p>Where did you last purchase electronics?</p> <p>Allow DK, RF</p> <p>&lt; 30 char, DK, RF&gt; go to PURELEC</p>
4	PURELEC	<p>Was that purchase made by personal visit, online, phone/catalog or some other way?</p> <ol style="list-style-type: none"> <li>1. Personal visit</li> <li>2. Internet purchase</li> <li>3. Phone or catalog purchase</li> <li>4. Another method</li> </ol> <p>Allow DK, RF</p> <p>&lt;1-4, DK, RF&gt; go to MUSICPOP</p>
5	MUSICPOP	<p>Where did you last purchase music?</p> <p>Allow DK, RF</p>

		<30 char, DK, RF> go to PURMUSIC
6	PURMUSIC	<p>Was that purchase made by personal visit, online, phone/catalog or some other way?</p> <ol style="list-style-type: none"> <li>1. Personal visit</li> <li>2. Internet purchase</li> <li>3. Phone or catalog purchase</li> <li>4. Another method</li> </ol> <p>Allow DK, RF</p> <p>&lt;1-4, DK, RF&gt; go to CLOTHPOP</p>
7	CLOTHPOP	<p>Where did you last purchase clothing?</p> <p>Allow DK, RF</p> <p>&lt;30 char, DK, RF&gt; go to PURCLOTH</p>
8	PURCLOTH	<p>Was that purchase made by personal visit, online, phone/catalog or some other way?</p> <ol style="list-style-type: none"> <li>1. Personal visit</li> <li>2. Internet purchase</li> <li>3. Phone or catalog purchase</li> <li>4. Another method</li> </ol> <p>Allow DK, RF</p> <p>&lt;1-4, DK, RF&gt; go to RESTPOP</p>
9	RESTPOP	<p>Where did you last make a restaurant purchase?</p> <p>Allow DK, RF</p> <p>&lt;30 char, DK, RF&gt; go to PURREST</p>
10	PURREST	<p>Was that purchase made by personal visit, online, phone/catalog or some other way?</p> <ol style="list-style-type: none"> <li>1. Personal visit</li> <li>2. Internet purchase</li> <li>3. Phone or catalog purchase</li> <li>4. Another method</li> </ol> <p>Allow DK, RF</p> <p>&lt;1-4, DK, RF&gt; go to GROCPPOP</p>
11	GROCPPOP	Where did you last purchase groceries?

		<p>Allow DK, RF</p> <p>&lt;30 char, DK, RF&gt; go to PURGROC</p>
12	PURGROC	<p>Was that purchase made by personal visit, online, phone/catalog or some other way?</p> <ol style="list-style-type: none"> <li>1. Personal visit</li> <li>2. Internet purchase</li> <li>3. Phone or catalog purchase</li> <li>4. Another method</li> </ol> <p>Allow DK, RF</p> <p>&lt;1-4, DK, RF&gt; go to END POP block/go to BACK section</p>