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6.2 The effect of call-backs

Because the number of calls needed to obtain an interview is recorded on the questionnaire we have been able to compare the responses of those respondents interviewed on the first call with those respondents who were unavailable on the first call and had to be interviewed on subsequent calls.

Hypothetically, we might assume that respondents contacted after one call would tend to be 'out' more and therefore more involved in activities away from the household, whereas those contacted on the first call would tend to be 'stay-at-homes' and more involved in activities within the home.

We look first at readership of magazines and newspapers. If reading of magazines and newspapers tends to be done in the home we may expect the '1st call respondents' to register higher readership ratings than the 'callback respondents'. However, consider the following from the McNair Print Readership Survey in New Zealand (**Table 1**).

TABLE 1
Average issue readership

	1st Call	2+ Calls
NZ Listener	47.5%	49.1%
Reader's Digest	33.3%	36.4%
Time	9.5%	12.4%
NBR	2.2%	3.8%
Signature	2.6%	4.7%
Morning Metropolitan Newspaper	38.3%	45.1%
Evening Metropolitan Newspaper	27.7%	30.3%
Sample	2,148	791

Corresponding figures from the McNair Anderson National Readership Survey in Australia are shown in **Table 2**.

In each case readership was higher among the 'callback respondents'. In fact, with only one exception, readership was higher for all the publications surveyed among the 'callback' respondents. Differences are relatively greater among higher 'socio-economic' level profile publications such as 'Time', 'NBR' and 'Signature'.

It is perhaps easier to predict that the 'callback

TABLE 2
Australia
Average issue readership by timing of calls

	All people 13+ %	Call 1 %	Call 2 %	Call 3 %
Aust. Women's Weekly	32	30	34	33
Reader's Digest	26	25	24	27
New Idea	21	21	21	21
Woman's Day	18	18	20	18
Family Circle	17	15	18	21
TV Week	23	22	23	26
Aust. Playboy	10	8	10	11
Aust. Penthouse	8	7	8	9
Cleo	12	10	12	14
Cosmopolitan	8	7	8	10
Vogue	7	6	8	9
Vogue Living	5	4	5	6
Aust. Home Beautiful	11	8	11	13
Aust. House & Garden	14	12	14	14
Aust. Home Journal	5	4	5	6
Better Homes & Gardens	11	10	11	11
Belle	4	3	4	5
Your Garden	5	4	5	9
Modern Motor	5	5	5	6
Motor Manual	4	4	3	6
Wheels	8	8	8	10
Bulletin	6	6	6	7
Newsweek	4	4	3	4
Time	8	6	8	8
National Times	4	4	5	5
The Australian	6	5	6	7
Financial Review	4	4	4	5

respondents' would be more involved in interests and activities outside the home whereas they view less television (**Table 3**).

In the case of usage of various products and services it may be more difficult to predict the differences between first call and callback respondents. For example, would record buyers tend to be entertainment oriented or tend to stay at home and listen to records?

Some example of service and product usage are shown in **Table 4**.

6.2 The effect of call-backs

TABLE 3

	1st Call	2+ Calls
Attended cinema in last 6 months	47.4%	53.0%
Attend live theatre/concerts	30.3%	36.4%
Eat out at restaurants	44.6%	50.2%
Average time spent viewing in a week	14.2 hrs.	13.1 hrs.

TABLE 4

		1st Call	2+ Calls
Overseas air travellers		31.7%	38.9%
Deodorant users		61.8%	69.8%
Record/cassette buyers		38.8%	43.0%
Car buyers		18.7%	21.2%
Credit Card holders		18.9%	22.9%
Red Wine drinkers		7.6%	9.4%
	Sample	2,148	791

It might appear from looking at the figures so far that these variations between the two populations are simply a reflection of an underlying socio-economic variable, i.e. that those respondents in higher socio-economic levels tend to be away from home more and thus travel more, buy more cars, etc.

If this is the case, then perhaps some form of socio-economic level quota may be considered. However, when analysing the two samples in terms of socio-

TABLE 5

		1st Call	2+ Calls
Socio-economic	level 1	5.4%	6.3%
	level 2	10.5%	10.0%
	level 3	21.5%	23.5%
	level 4	22.1%	21.7%
	level 5	9.9%	11.4%
	level 6	6.2%	7.3%

TABLE 6

	1st Call	2+ Calls
10-19 years	16.3%	15.9%
20-24 years	10.1%	11.0%
25-39 years	30.7%	31.9%
40-54 years	16.3%	18.5%
55+ years	26.6%	22.6%

economic levels using the Elley & Irving socio-economic scale we find very little difference (**Table 5**).

Similarly, in terms of age groups there is very little difference in composition between the two samples (**Table 6**)

It appears therefore that although the two samples are different in terms of behaviour patterns, they are not in terms of the demographics of age, area, or socio-economic level. Clearly, a sampling procedure employing demographic quotas would not compensate for a lack of callbacks.