

Balancing Quality and Cost for Adult Tobacco Telephone Surveys

Barbara M. Fernandez, MSPH; Kristie M. Hannah, MS; Randal S. ZuWallack, MS
Jennifer K. D. Hicks, MA; Anne M. Gorrigan, MA; Peter Mariolis, PhD

Objectives: To demonstrate the ability to cost-effectively coordinate Adult Tobacco Survey stakeholder interests while reducing the risk of potential bias. **Methods:** Key smoking indicators were compared across 2 surveys and analyzed based on modifications to calling protocols. **Results:** Mixed results were found when comparing smoking rates across 2 surveys, by early, mid, and late respondents, and by the number

of refusals. Significant cost savings can be obtained by reducing the number of telephone call attempts. **Conclusions:** Few significant differences may encourage reductions in protocol, but this must be weighed against the possibility of cost-saving measures resulting in biased estimates.

Key words: tobacco, health survey, telephone survey, adults, protocol compliance

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