

# Salmon Licence Plate Study

## Sample and Response Rates Report

38504

*Oregon Survey Research Laboratory, University of Oregon*

Total Sample	2525	Eligible	724
Total Used	3350	Ineligible	2073
Total Unused	-825	Unknown	553
		Refused	256

<i>Code</i>	<i>Description</i>	<i>All Calls</i>	<i>Last Only</i>	<i>Code</i>	<i>Description</i>	<i>All Calls</i>	<i>Last Only</i>
1	No answer	3760	184	16	Left Message for R	0	0
2	Busy	1072	23	17	R too ill now	18	2
3	Answering machine	4796	169	18	R too ill ever	5	5
4	Wrong number	1	0	19	R deceased	0	0
5	Disconnected #	1363	1363	20	Unable to interview ever	3	3
6	Non-working #	59	59	21	R gone survey dates	7	7
7	Non-residential #	370	370	22	Ineligible	51	50
8	Duplicate #	0	0	23	Screening Device/CB	3	0
9	Fax/Modem	193	185	24	Screening Device/Refusal	3	3
10	Language barrier	49	43	25	Partial interview/CB	29	3
11	Not home/CB	143	10	26	Completed interview	406	405
12	Too busy/CB	542	36	27	Phone slam	600	174
13	New #/CB	1	0	28	Initial refusal	457	153
				29	Final refusal	103	103

### Call Efficiency

Total Calls	14034
CASRO Response Rate /Total Attempts Complete/Total Attempts	6.53%
	2.89%
CASRO Refusal Rate /Total Attempts Refused/Total Attempts	9.01%
	3.99%

### Response Rates

Total Sample	3350
CASRO Type Response Rate Completed/Attempted Sample	46.71%
	12.09%
CASRO Type Refusal Rate Refused/Attempted Sample	29.52%
	7.64%
Response Rate/All Eligible	61.97%
Refusal Rate/All Eligible	39.17%

### Sample Coverage Rate

83.09%