Using mobile telephones in general population health surveys

Figure 1 Profile of unique phone numbers called and outcome classification for survey

Landline and mobile telephone numbers attempted (54,517)

Unknown eligibility (3,001)

Eligible (4,136)

Refusal (1,134)

Interviews (3,002)
69% response rate

Refusal conversion (146)

Completed (2856)

Ineligible (47,380)

Communication problems/other¹ (518)

Outside target/ quota (10,957)

Not in service (24,934)

Commercial (2,216)

Ringing out/busy - No contact after 10 attempts (8,755)

¹ Individual could not participate in the study for a number of reasons, mainly hearing/speech difficulties, or unsuitable timing (e.g. sudden death in family)