

# Cell-WINS

## Cellular Working Identification Number Service

With a third of all households in the US now void of a landline telephone, more and more telephone surveys conducted today need to include a cellular RDD component in order to maintain representation. Because federal law prohibits unattended dialing of cellular telephone numbers with any electronic device, data collection costs for cellular RDD samples tends to be much higher than that of traditional landline RDD samples.

To help reduce these costs, Marketing Systems Group is proud to announce a new screening process called **Cell-WINS**. This non-intrusive, real-time screening process accurately identifies inactive telephone numbers within a cellular RDD sample. Boasting a 95%+ accuracy rate (on average), **Cell-WINS** can reduce your data collection costs of cellular RDD samples by 20% or more.

Below are some of the expected benefits of using **Cell-WINS** (based on actual results):

- **Cell-WINS** will correctly identify 95% or more of all households as active cellular telephone numbers within a cellular RDD sample.
- Data collection productivity will be at least 20% higher than compared to using unscreened cellular RDD Sample (based on a 4 callback rule).
- Data collection productivity savings will be much higher than 20% for surveys employing a high callback rule. This is because roughly 45% of the “No Answers” identified after the initial dialing attempt in an unscreened sample *are actually non-working*. **Cell-WINS** will identify these inactive numbers ahead of time so they will not need to be continually dialed.
- Any bias introduced by using screened sample is nearly negligible. Recent tests show that over 98% of the completed interviews come from the “active” numbers portion only.

In the following example, data collection costs are reduced by 22.5% when using the screened sample only.

### Example of Cost Savings (based on actual results)

	Unscreened	Screened
Sample needed	20,000	12,400
Completes	400	400
Total Labor hours	570	465
Data collection costs (@ \$18/hr)	\$10,260	<b>\$8,370</b>

For comparison, the table below compares the results between **Cell-WINS** and an alternative screening methodology. These results speak for themselves. With **Cell-WINS** returning a more definitive result at a 95% accuracy rate, the results of the alternative screening methodology tend to be less accurate.

<b>Cell-WINS</b>		<b>Alternative Screening Methodology</b>			
	<b>Total</b>	<b>Active within past 12 months</b>	<b>Inactive within past 3 months</b>	<b>Inactive within past 4 to 9 months</b>	<b>Inactive 10 months or longer</b>
<b>Active</b>	61.9%	46.4%	6.9%	4.1%	4.5%
<b>Inactive</b>	37.2%	7.8%	2.8%	4.5%	22.1%
<b>Unknown</b>	0.9%	0.2%	0.1%	0.0%	0.7%
	100.0%	54.4%	9.8%	8.6%	27.3%