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Title: Mobile phone sampling for the National Visitor Survey

Abstract: The National Visitor Survey (NVS) is a large national telephone survey conducted by ORC for Tourism Research Australia (TRA). The sample frame for the NVS is based on fixed line phone numbers generated by a random digit dialling (RDD) process. People not accessible from a fixed phone line are not covered by the survey. The largest such group is the mobile-only group. This group now accounts for more than 15% of all Australians over 18 and for around 30-40% of people aged 18-34. This significant under-coverage calls for the introduction of a mobile phone sample component to the NVS. Given the significant methodological challenges to such a design ORC was commissioned by TRA to conduct a mobile phone study. The objectives of this study were to:

1. Compare the domestic travel behaviour of the mobile-only and fixed-line population to determine the likely bias from the non-coverage of the mobile-only population
2. Determine the feasibility of introducing a mobile phone component to the NVS
3. Identify key methodological issues to be addressed in the introduction of a mobile phone component to the NVS

This seminar presents the results and conclusions of that study.