

## **TBLM Mod.2.6#2: Variables That May Affect a Telephone Survey**

In a telephone survey, the respondent may...

1. be engaged in an activity, such as cooking a meal, and may be distracted while answering questions
2. answer anything to complete the survey as quickly as possible
3. not understand a question that is asked orally (Some people need to read them.)
4. find a multiple-choice format confusing, offering too many choices to remember
5. become tired and quit before answering all questions (Is the survey too long?)
6. lie about his or her age and provide answers that are inconsistent with the assumed age