**Coding Reference**

**Immediate Hang-ups:**
These are NOT refusals. If a respondent answers and listens to the introduction but does not answer any questions and does not refuse the survey, code the call as an immediate hang-up and schedule a call-back for 5 days later.

**Answering Machines:**
If you get an answering machine, schedule a call-back for 2 hours later.

If it is after 6:00 Sun-Thurs. or after 1:00 on Sat. and you get an answering machine, schedule the call-back for the beginning of the next day’s shift.

**Businesses:**
If you call a number and someone ANSWERS and states that it is a business, code the call as no eligible respondent.

If you call a number and get an answering machine that sounds like it is for a business, code the call as answering machine for 2 hours later unless you talk to someone that specifically states that it is a business number.

**Fax Numbers and Temporary Disconnects:**
Fax numbers, as well as all disconnected numbers, are coded as temporary disconnects for 5 days later. Do not code as the Fax disposition.

**Language Barriers:**
If you have a respondent that does not speak English, code the call as language barrier. In some studies we will have a Spanish-speaking interviewer call and conduct the survey at a later date.

**Automatic Call-back Scheduling:**
Certain dispositions will code a call-back date for the interviewer. For example, No Answers will automatically be coded by the software and do not need a specified call-back coded by the interviewer.
**Receiving a call:**
During a shift, if your phone line rings, answer it. An appropriate response would be:

My name is ________________ and I called you regarding a survey about ____________ from the Earl Survey Research Laboratory at Texas Tech University. Would you be interested in completing that survey?

The respondent will agree, refuse the survey, or schedule a call back. Either way, ask for their phone number so that their survey can be retrieved and coded according to their response.

Once you have their number,

Go to the grey screen where you usually select ‘Start Manual’
Instead, select ‘Retrieve’
Click the bullet beside ‘Telephone Number’
Enter the number the respondent gave you, excluding the area code (just the 7 digit #)
Click ‘OK’

This should bring up the survey with the respondent’s number in the top left-hand corner. From this point you can continue with the survey or code the response.