

Rizzo L, Brick JM, Park I. 2004. A minimally intrusive method for sampling persons in random digit dial surveys *Public Opinion Quarterly* 68(2):267-74.

An alternative method of conducting random digit dial telephone surveys that is designed to reduce the number of additional sampling questions required to complete such surveys is proposed. An overview of existing random digit dial methods is presented, highlighting the various shortcomings of the Kish method, the youngest/oldest male/female strategy, & the last-/next- birthday method. After detailing the proposed alternative, its use in the 2002 Health Information National Trends Survey is examined. Scrutiny of interviewer-household screener interactions revealed that additional sampling questions were required in only 12 % of the within-household cases (N = 10,118); moreover, it is disclosed that the alternative method succeeded in reducing female overrepresentation among sampled adults. It is concluded that the proposed model offers a simple & unobtrusive approach to completing random digit dial telephone surveys.