Staff

Margarita Rosa Cabra Garcia
Senior Research Associate

Kyle Holloway
Country Director, Colombia

Sofia Jaramillo
Senior Research Manager

María Juliana Otalora
Research Analyst

Laura Polanco
Research Associate

Michael Rosenbaum
Research Methods & Data Coordinator

Case Study: Household Rosters for Phone Surveys in Colombia

In a phone survey, asking individuals to give data on other members of their household is a useful way to collect data on larger numbers of people or on specific populations (such as married women or students), but it requires listing household members in a roster to

determine who is being described. It is uncommon to include household rosters in phone surveys because respondents typically are not willing to spend as much time on the phone as they are in face-to-face interviews. In a recent project, IPA Colombia found that household rosters can be conducted in a short amount of time: an average of less than 3.5 minutes for households that averaged 4.1 members. This provided an opportunity to target questions to and/or about specific household members in order to create a richer, more comprehensive dataset.

January 25, 2021