

Do online access panels really need to allow and adapt surveys to mobile devices?



Task Force 19



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Introduction

- Researchers are more and more interested in the possibility of using mobile web for collecting survey data
- However, there is little evidence of what is the potentiality of using mobile web in survey completion
 - In particular in the frame of commercial panels
 - In some geographic areas
- In a previous study:
 - We looked at the spread of PCs and mobile devices among the Netquest access online panellists in Spain, Portugal and Latin America
 - We found that on average 78% of panellists have access to more than 1 device (PC+S; PC+T; T+S, PC+T+S)
- Therefore, the mobile participation in a survey does not only depend on the access but also on the panellists' preferences

What is already known? A few highlights

- Mobile Internet penetration (Statista, 2014)
 - 7% in 2008 → 29% in 2013
 - forecasted to overtake fixed-broadband penetration in 2017
- Increase in mobile access to online surveys observed too (de Bruijne and Wijnant, 2014)
 - In the LISS, the unintended mobile completion of web questionnaires increased from 3.1% in March 2012 to 10.9% in September 2013
- Differences between respondents that use mobile devices and the ones that use PCs
 - Peterson (2012): females and people younger than 35 years old more likely to access surveys on smartphones
 - De Bruijne and Wijnant (2014)
 - preference for tablets mostly linked to age, gender, working status, level of education and housing composition
 - preference for smartphones associated with age and education degree

This presentation

- Goes further evaluating how common is the use of mobile devices in current surveys
- Main question: Considering the trade-off between the advantages and problems linked to mobile web surveys, **is it worth investing to adapt surveys to mobile devices?**
 - Focus on **preferences** of the panellists to participate in surveys specifically adapted to mobile devices
 - But also at their **tolerance** for completing surveys and for other tasks through their mobile devices
 - Look at **characteristics** of people that answer through different devices
- First important step to determine future strategies for commercial online panels

Studied data

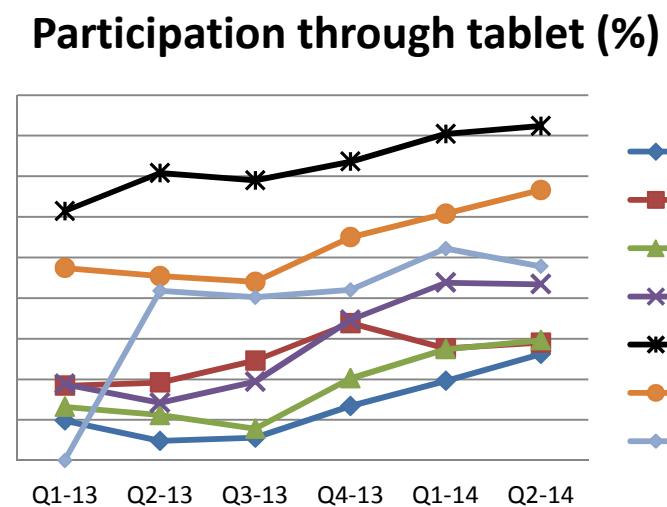
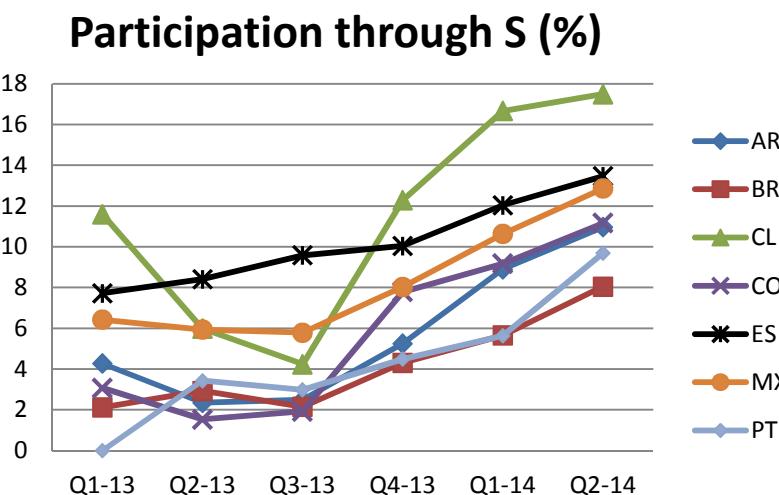


- Netquest opt-in online panel
 - 450,000 active panellists and 4 million completed surveys every year
- Surveys in [Spain](#), [Portugal](#) and some [Centre and Latin American countries](#)
- Data from January 2013 until August 2014
- Looking at different devices used
- Track data + specific survey



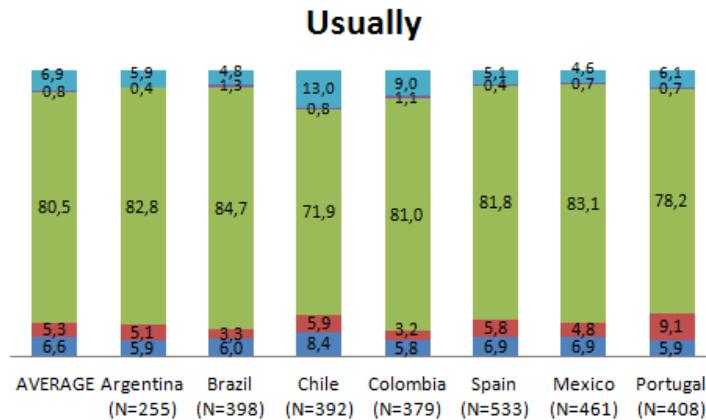
Tracking observed preferences

- Unintended respondents that already answered through mobile devices



AR: Argentina, BR: Brazil, CL: Chile, CO: Colombia, ES: Spain, MX: Mexico, PT: Portugal

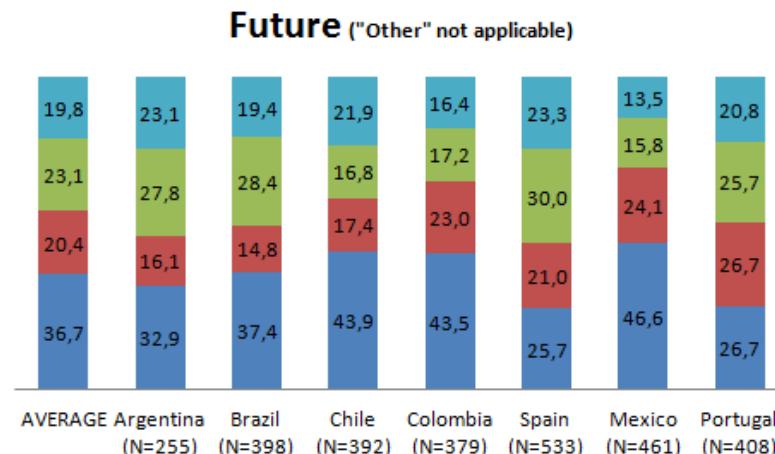
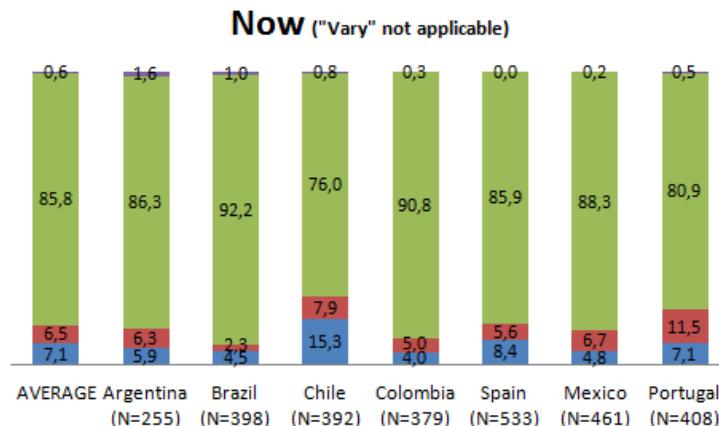
Claimed Preferences for different devices



Focus on respondents that have access to the 3 devices

■ Use S ■ Use T ■ Use PC ■ Other ■ Vary

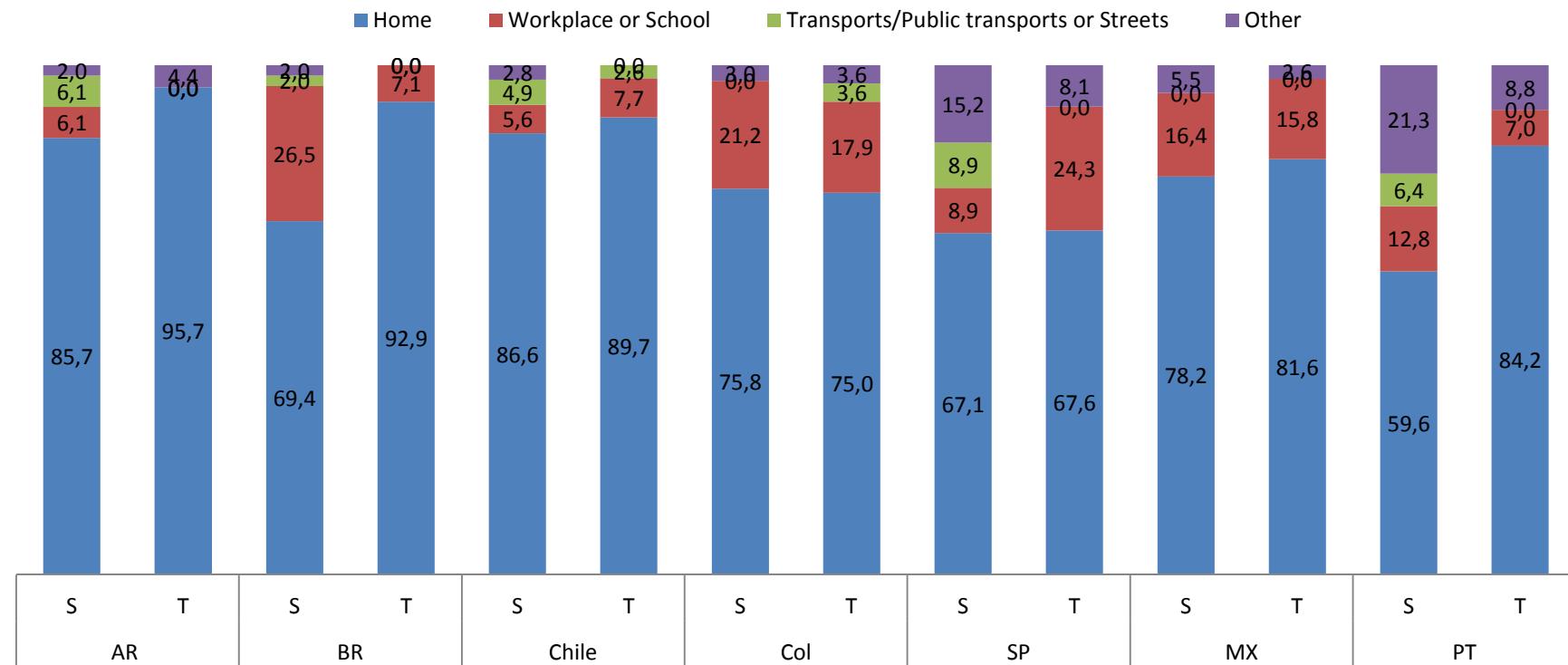
AVERAGE = non-weighted average of different countries values



PCs still clearly the most used, but if surveys were adapted smartphones would become the preferred option of many respondents

Place of participation

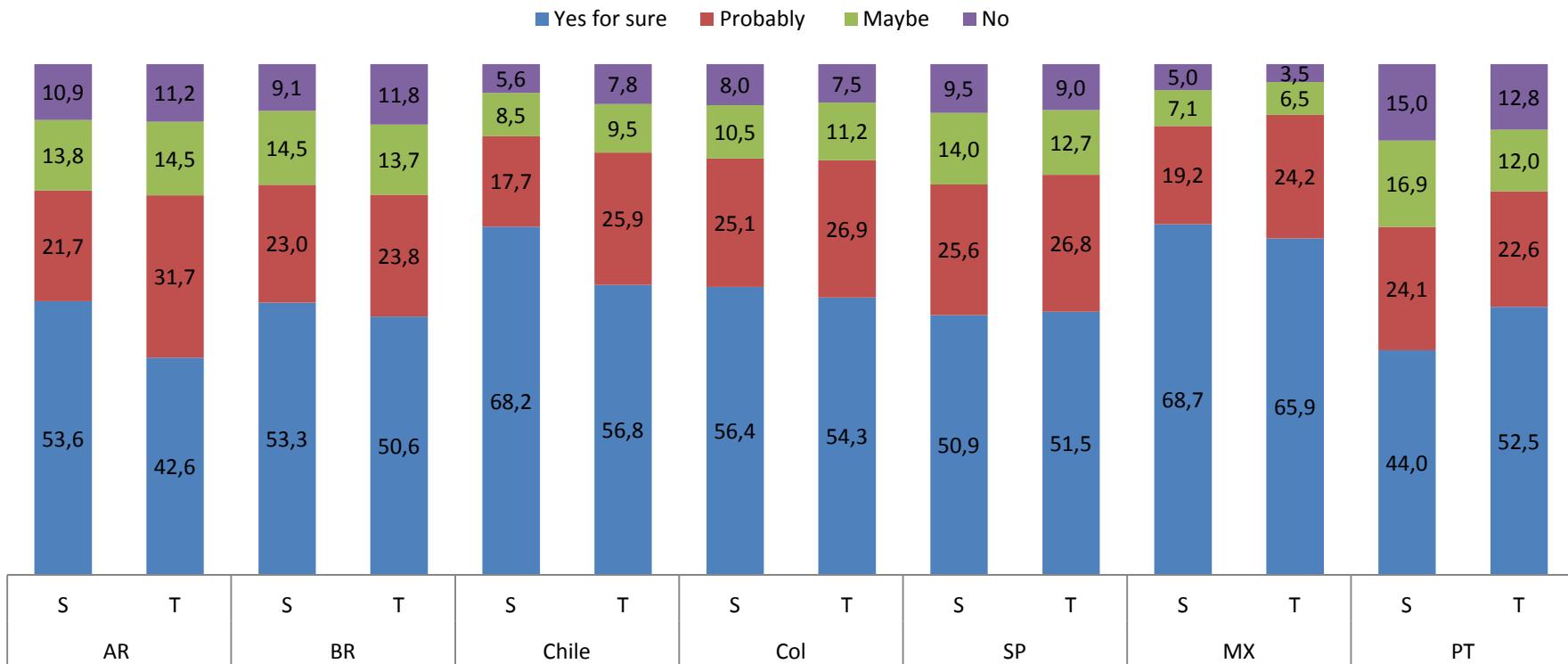
(respondents who answered current survey via tablet/smartphone)



- Place of participation still mainly home for mobile respondents



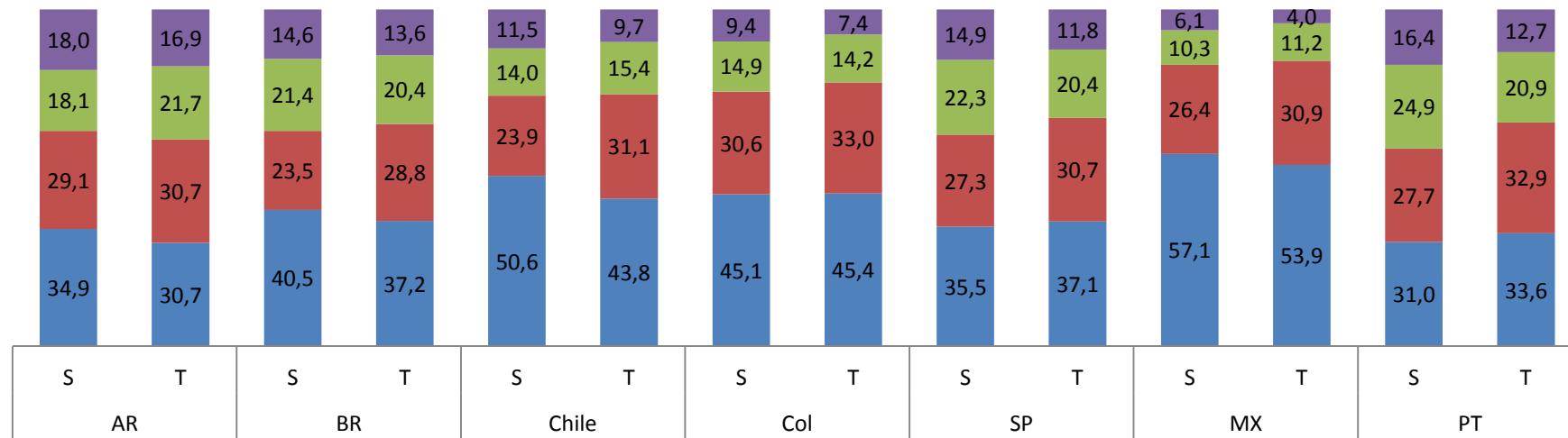
Tolerance for mobile web surveys



Tolerance for other tasks

Install application

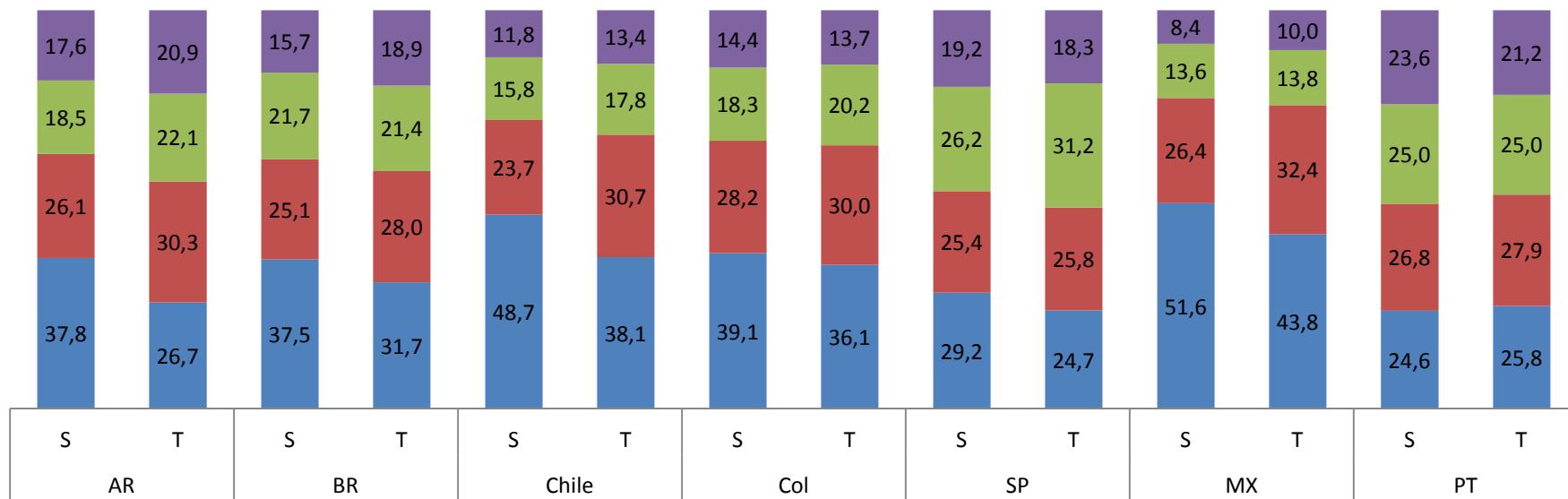
■ Yes for sure ■ Probably ■ Maybe ■ No



Tolerance for other tasks

Take photos

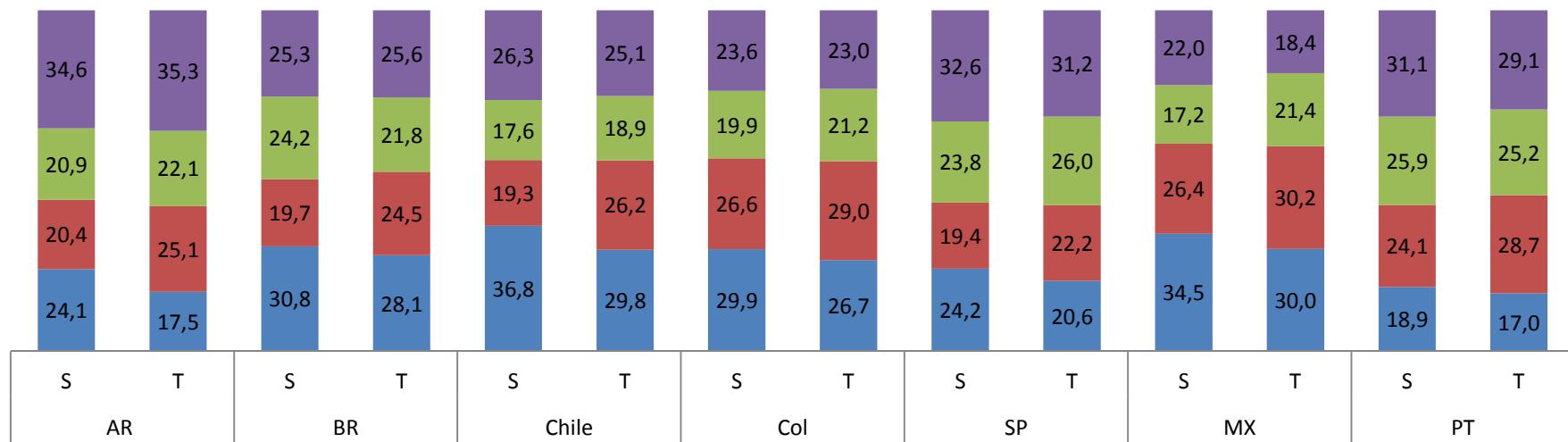
■ Yes for sure ■ Probably ■ Maybe ■ No



Tolerance for other tasks

Share GPS position

■ Yes for sure ■ Probably ■ Maybe ■ No



Differences across groups

- Logits of respondents answering surveys by PCs only (first part), and respondents with a smartphone who will not agree to use it in a survey (second part)

		Argentina	Brazil	Chile	Colombia	Spain	Mexico	Portugal
Use only PC	Men	.28	.19	.12	.11	.37**	.18	.36*
	Age	.08	.18**	.14*	.30**	.30**	.03	.05
	Educ.	.15	.06	.11	-.19	.12	.04	-.10
	No. hh	-.16**	-.03	.06	.05	-.04	-.02	-.12*
	OnlyPC	1.39**	.42	2.27**	1.34**	1.76**	2.13**	1.72**
	C	1.46	1.06*	-.02	1.65**	.21	1.17*	2.38
	PseudoR ²	.0458	.0137	.0377	.0439	.0351	.0317	.0422
Tolerance S: N ₀	N=1000	N=1011	N=1000	N=1000	N=1002	N=1005	N=1000	
	Men	-.12	-.28	.09	.38	-.22	-.52	-.45**
	Age	.32**	.44**	.43**	.31**	.58**	.61**	.28**
	Educ.	-.24*	-.24*	.08	-.23*	-.17	.03	-.14
	No. hh	-.02	-.17*	-.08	.09	-.06	.08	-.03
	C	-1.90**	-1.65**	-4.08**	-2.70**	-2.86**	-4.92**	-1.59**
	PseudoR ²	.0269	.0458	.0379	.0241	.0661	.0681	.0216
	N=769	N=842	N=893	N=785	N=912	N=833	N=768	

Note: S = smartphones; ** p<.05; * p<.10; Educ. = education; No. hh = number of members in the household; C = constant.

Conclusions

- Netquest panellists still mainly prefer to participate in surveys using PCs
- Nevertheless, the use of tablets and smartphones in surveys shows an increasing trend
- More panellists would prefer mobile devices, if the questionnaires were adapted to them
- Most respondents are not opposed to the idea of participating in other tasks
 - Installing app
 - taking photographs
 - sharing GPS information
- Our recommendation:
 - Access online panels need to adapt their surveys to mobile devices to satisfy the increasing demand from respondents
 - This will also allow new, and potentially very interesting data collection methods

Thank you for your attention!



If you want to know more...

Working Paper:

Revilla, R., Toninelli, D., Ochoa, C., and G. Loewe (2014). "Do online access panels really need to allow and adapt surveys to mobile devices?" RECSM Working Paper 41.

Available at: <http://www.upf.edu/survey/working/working.html>

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Questions

A5- Normalmente, ¿desde qué dispositivo sueles responder las encuestas que te enviamos?

- Suelo responder desde un Smartphone
- Suelo responder desde una Tablet
- Suelo responder desde un ordenador (de sobremesa o portátil)
- Suelo responder desde otro dispositivo. Especificar cuál:
- Suelo cambiar de dispositivo para responder, dependiendo de las circunstancias

A6- ¿Desde qué dispositivo respondes ahora mismo a esta encuesta?

- Un Smartphone
- Una Tablet
- Un ordenador (de sobremesa o portátil)
- Otro. Especificar:

AD01- ¿Y desde qué lugar estás respondiendo a esta encuesta?

- Casa
- Oficina / Universidad / escuela
- Biblioteca
- Café Internet
- Transportes públicos (tren, bus, metro...) / Coche / Calle / Parque
- Otros:

A7- En nicequest, estamos estudiando cómo modificar las encuestas para que estén mejor adaptadas a las tablets y Smartphones. Imagina que a partir del mes próximo, todas nuestras encuestas estén adaptadas para tablets y Smartphones ¿qué harías?

- Respondería casi siempre desde un Smartphone
- Respondería casi siempre desde una tablet
- Respondería casi siempre desde un ordenador (de sobremesa o portátil)
- Cambiaría de dispositivo para responder, dependiendo de las circunstancias

Questions

A8T- Ahora, el caso en que te pidiéramos expresamente hacer la encuesta utilizando una Tablet, ¿estarías dispuesto/a a hacerlo?

- Sí, seguro
- Probablemente
- Quizás
- No

A9T- ¿Estarías dispuesto/a a instalar una aplicación en una tablet si te lo pidiéramos?

- Sí, seguro
- Probablemente
- Quizás
- No

A10T- ¿Y estarías dispuesto/a a tomar fotos con una tablet y compartirlas con nosotros si te lo pidiéramos? Por ejemplo: fotos del lugar donde estás en un momento dado, o de tu supermercado...

- Sí, seguro
- Probablemente
- Quizás
- No

A11T- ¿Estarías dispuesto/a a compartir tu posición con nosotros utilizando el GPS de una Tablet si te lo pidiéramos?

- Sí, seguro
- Probablemente
- Quizás
- No