



ASOCIACIÓN PARA LA INVESTIGACIÓN DE MEDIOS DE COMUNICACIÓN

Three legs are better than two

31 May 2016



EMRO 2016

History: The origin (1968)



- EGM was born in 1968 as a **multimedia** survey using only **face to face** interviews.

History: The end of the history (2001)



- Between 1968 and 2001 many changes were made, but we always used **face to face multimedia** interviews.

History: The evolution (2002)



- In 2002 we began with a new type of interview: the **phone interview** (only landline). We applied to extend the sample of the **Radio survey** and by doing this we increased the accuracy but lost the single source.
- We added another new extension in 2006 for the **Newspaper** survey.

History: The revolution (2008)



- We started with **two new extensions** of sample in the surveys of Magazines (face to face) and Tv (phone).
- We added **only-mobile interviews** to the phone extension.
- And began to apply a **fusion process** to return close to the single source.

History: The end of the history (2010)

- Since 2010 we have added all types of mobile phone interviews to replace land line interviews.

Today

- Today, EGM is based on two types of interviews:

face to face and phone
- Now we are finally trying to introduce a third type of interview:

Internet

History CAWI AIMC

- In 2005 we made the first attempt to integrate Internet into the survey. The results were not good.
- We repeated the experience in 2010-11 and got similar results.
- In both cases we found problems to obtain an accurate representation of the Internet universe. For example: it was very difficult to obtain a collaboration of the extreme ages, between the youth and the seniors.
- And the figures of the media audience were substantially higher in comparison with the other regular interview systems.

History of AIMC Q Panel

- In 2013 we began to make our internet access panel that we named AIMC Q Panel, Q for Quality.
- The participants of the EGM interview were offered a chance to take part in the Access panel. This is a cheap option to recruit members for the panel using traditional interview systems (face to face and phone).
- We used this panel to test different elements of the survey: questions, incentives, models, etc.
- But we continued with the same problem: the penetration of the media was always higher in the Internet survey.

CAWI

One of the most important problems for the access panel is the response rate, and we believe this is the reason for the differences.

CAWI

To increase the response rate we introduced **two changes** in the recruitment system:

- The e-mail with the link to the first interview is **sent the same day** as the phone interview. This system increased the response rate a little up to 20%, 4-5 points more, but far from a good result.
- We tried to **contact by phone one more time** asking about the reason of no response, and the response rate increased to 40%. But this success is very expensive to apply to all the sample.

MAGAZINES CAWI TEST

The final solution is to only use phone contact to increase the response rate in the targets that are underrepresented.

We are now making a test with two different methodologies:

Option 1: Using an access panel (sample 1.500)

Option 2: Using the new methodology (sample 2.000)

MAGAZINES CAWI TEST

The result from Face to face interviews for the target people accessing Internet in the last month:

43% of the people that read a magazine

In the test sample, the penetrations of the magazines are:

Option 1: Using an access panel **61%**

Option 2: Using the new methodology **46%**

RESUME Y FINAL CONCLUSION



1



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