



The third way must wait

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ALMC

ASOCIACION PARA LA INVESTIGACION DE MEDIOS DE COMUNICACION



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The third leg: Online interview

Introduction

The magazine survey is based on 50.000 respondents of F2F

30.000 multimedia and 20.000 monomedia

Last year, we tried to replace a part of the F2F monomedia interviews with **Online** monomedia interviews.

3



Magazine Cawi First Test

We made tests with two different methodologies:

Option 1: Using an access panel (sample size of 1.500 respondents)

Option 2: Contacting via telephone (sample size of 2.000 respondents)

4



Magazine Cawi First Test

The first option is by using an Access Panel.

While for the second option, the same respondents from the telephone interview were used again for the radio and newspaper surveys.

They were contacted again through e-mail, with respondents who has access to the internet, with an e-mail address and who permits to be re-interviewed for another survey.

5

Magazine Cawi First Test

The result from F2F Magazine monomedia interview for the target “People Accessing Internet in the Last Month”:

People that read a magazine: **42.6%**

Option 1 (access panel):	61.9%	Δ 45%	X
Option2 (phone contacts):	45.7%	Δ 7%	√

6

Magazine Cawi First Test

The result from the first option, Access Panel, shows a high result to make it acceptable.

While, the second option gives us a closer result, which enables it eligible to be used for further testing. The data was further analyzed in detail.

7

Comparative Table

The problem appeared when the data was analyzed by period

First test		Monomedia Magazines Internet users for the last 30 days	Telephone contacts survey	Variance
Total		30.145	30.145	
Magazine Readers	TOTAL	42,6%	45,7%	7,4%
	WEEKLY	18,5%	15,5%	-16,2%
	FORTNIGHTLY	2,7%	4,3%	56,3%
	MONTHLY	33,2%	40,4%	21,9%
	BIMONTHLY	2,3%	2,9%	23,9%

8

Magazine Cawi First Test

Out of the total number of titles, 71% showed an increase in the readership, while, 29% decreased their readership base.

	TITLES	INCREASE	DECREASE
Total Magazines	131	93	38
Weekly	23	6	17
Fortnightly	6	3	3
Monthly	98	82	16
Bimonthly	4	2	2

9

Comparative Table

The title by title analysis shows a decrease in the number of readers of weekly magazines

First test				
		Monomedia Magazines Internet users for the last 30 days	Telephone contacts survey	Variance
Total		30.145	30.145	
Magazine Readers	TOTAL WEEKLY READERS	18,5%	15,5%	-16,2%
	Pronto	7,3%	4,3%	-41,8%
	Hola	7,1%	4,4%	-37,8%
	Lecturas	4,4%	3,0%	-30,3%
	Diez Minutos	3,4%	1,7%	-50,5%
	Semana	2,4%	1,2%	-48,8%
	Interviu	2,0%	1,0%	-51,7%
	El Jueves	1,9%	2,6%	34,6%
	Que Me Dices	1,4%	0,7%	-49,6%

10

Possible causes of the variance

The analysis shows that there are some profiles that are under represented, such as, women with the age group of 55 and older.

So, we decided to do a 2nd test by contacting again, via the telephone, the respondents that has a profile that would fit the category that is under represented.

Comparative Table second test

The new test showed a reduced variance, however, the audience of the weekly magazines are still under the result of the regular survey.

Second test		Monomedia Magazines Internet users for the last 30 days	Telephone contacts survey	Variance
Total		30.065	30.065	
Magazine Readers	TOTAL	41,8%	44,8%	7,2%
	WEEKLY	17,9%	16,0%	-10,6%
	FORTNIGHTLY	3,2%	3,5%	9,4%
	MONTHLY	32,7%	38,4%	17,4%
	BIMONTHLY	2,3%	2,7%	17,4%

Possible causes of the variance

For now, we are searching for a new method to apply for a third test that will enable to solve the variance in the result of the weekly magazines.

13

The AIMC logo is positioned in the top right corner of the slide. It consists of the letters 'AIMC' in a white, sans-serif font, oriented vertically against a light blue background.The AIMC logo is positioned in the top right corner of the slide. It consists of the letters 'AIMC' in a white, sans-serif font, oriented vertically against a yellow background.The background of the slide features a network diagram with yellow nodes and lines overlaid on a grid of yellow cubes. The text 'The next steps' is written in white at the bottom center of the image.

The next steps

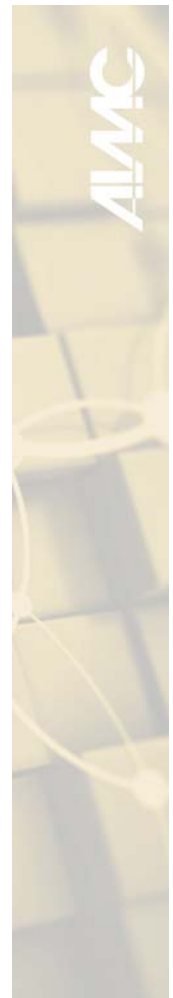
Next steps

Despite of the unfavorable result, we continue with the research through online survey to replace face to face interview.

The new objective is to do multimedia interview.

Now, we are launching a multimedia questionnaire "Agnostic Device", in collaboration with IPSOS.

15



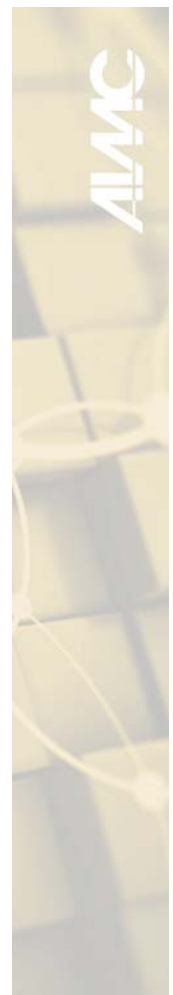
Next steps

Three different sources of interview will be used:

- Acces panel
- Re-contacting previous individuals interviewed through the EGM telephone samples.
- New Telephone Contacts

The objective is to replicate the result of the face to face interview using a **proportionate mix** of the three different sources.

16



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17

Thank you

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