



ASOCIACIÓN PARA LA INVESTIGACIÓN DE MEDIOS DE COMUNICACIÓN

All mobile phone interviews

José Andrés Gabardo



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INTRODUCTION

Since 2008, the telephone samples of EGM for the media Radio, Newspapers and Television has included 15% of its interviews as “only mobiles” interviews. So far, this has been under the reference of the establishment survey.

Establishment Survey	2007	2008	2009	Jan-Mar 2010
Only Mobile Homes %	22.7	23.7	25.2	26.8

THE PROBLEM

We need to increase the proportion of “only mobile” in the sample. But the differences in cost (approximately 3 times higher than the “landline” interviews) doesn’t fit within the study’s budget in the current economic situation.

THE POSSIBILITY

In order to find an “only mobile” interview, 3 candidates will be rejected, invalid only because of having a landline telephone at home.

What would happen if we reused these rejected candidates?

PROS

- If the cost of the “all mobile” interview was near to the cost of the landline interview, it would be possible to make a saving, changing landline interviews for “all mobile” interviews. A part of these interviews are “only mobile” and which has a lower cost.
- Through the mobile phone access to the difficult people categories is easier than landline (young people, immigrants, hard workers, etc.).

CONS

- The people with both, mobile and landline, have twice the possibility of being interviewed as opposed to those with only one type of phone. This can't be changed.
- At the moment, we only have one quota “only mobile”, but with the new system we will need to add a new quota “only landline”, with an increase in cost.

ANOTHER BITE AT THE APPLE

Normally in Spain all media to some extent, above all those considered “Premium”, think their audience is underestimated because of the difficulty of reaching their “**inaccessible**” audience by face to face or landline phone:

Top directors who work 25 hours a day and only pop home for 10 or 20 minutes to leave 4 dirty shirts and pick up 4 clean, and ironed ones.

WORLD RECORD: PIT STOP IN ONLY 2.4 SECONDS



THE QUESTION

How many people with landline and mobile phone is not accesible by landline phone and accesible by mobile phone?

THE TEST

To study these two points a test took place with 1000 interviews between April and May 2009, coinciding with the field work of the 2nd wave of EGM to compare the results of both sources: test data and official data.

THE TEST

It was done the following way:

In the usual calls to mobiles for the field work of the EGM, when the interviewee indicated ownership of a landline the interview finished.

For our test, the interview continued as normal with the questions corresponding to the current media, adding the necessary questions to evaluate their possibility of being contacted by landline.

THE TEST

When the interviewee had answered the normal part of the interview, they were asked about their whereabouts at that moment:

In this moment you are ...

- *at home.*
- *at work.*
- *in your study area.*
- *in the street.*
- *at a friend's/relative's house.*
- *in the car.*
- *on public transport.*
- *others.*

THE TEST

And a new question for the people “out of home” in the moment of the interview:

If we had phoned your landline yesterday between 15:00 and 22:00, would you have been at home to take the call?

- *Yes.*
- *No.*

THE RESULTS

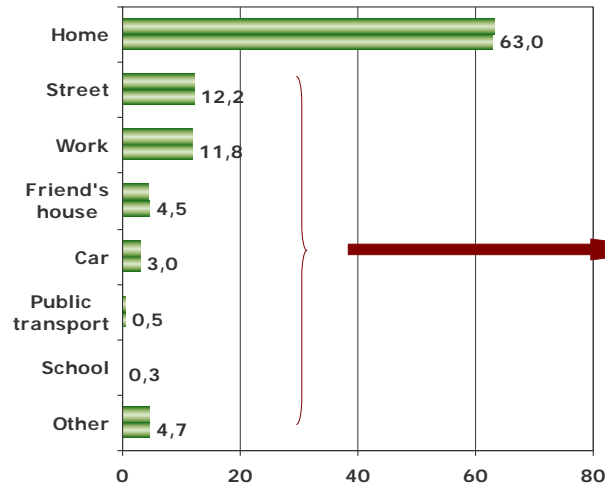
The mobile interview has a good response rate and supposes ease of reaching the interviewee concerned.

With landline you have to choose between the residents, and interviewing another person, other than the person who answered.

In the end, we reach the same cost by landline as the cost of a “all mobile” interview.

THE RESULTS

In this moment you are....

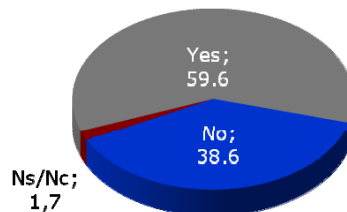


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THE RESULTS

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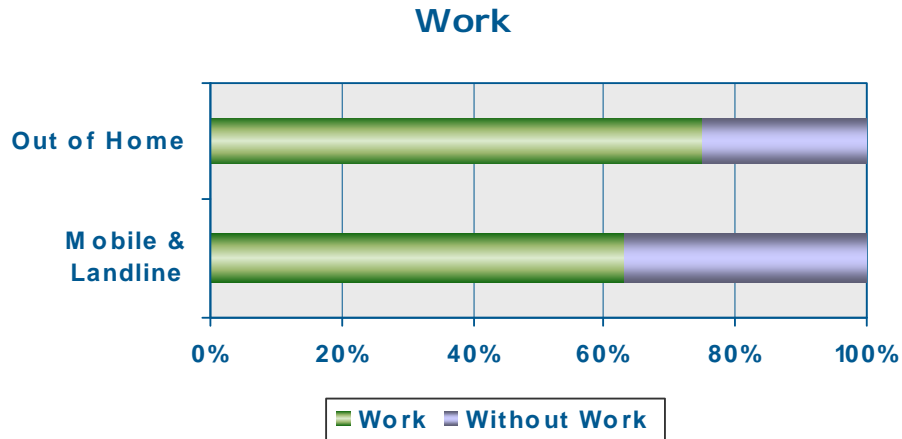
38.6% were also out of home the previous day between 15:00 and 22:00.

This represents **14%** of the population with landline and mobile.



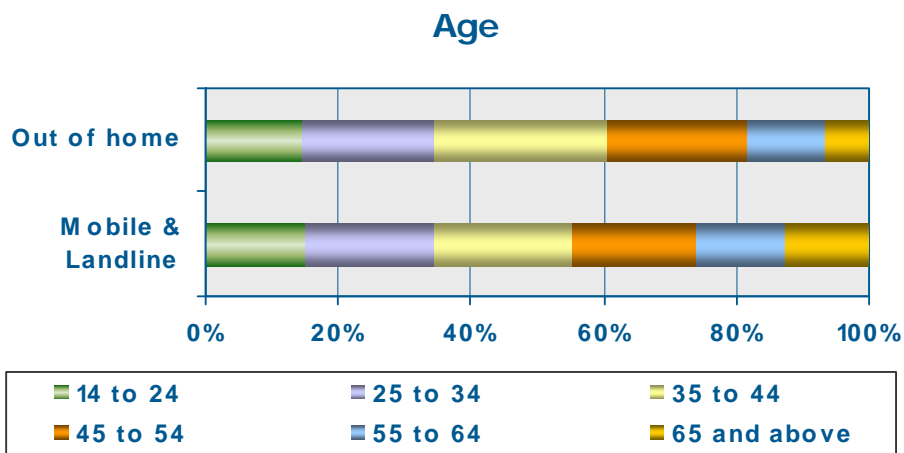
THE RESULTS

Profile of those who can't answer their landline between 15:00 and 22:00



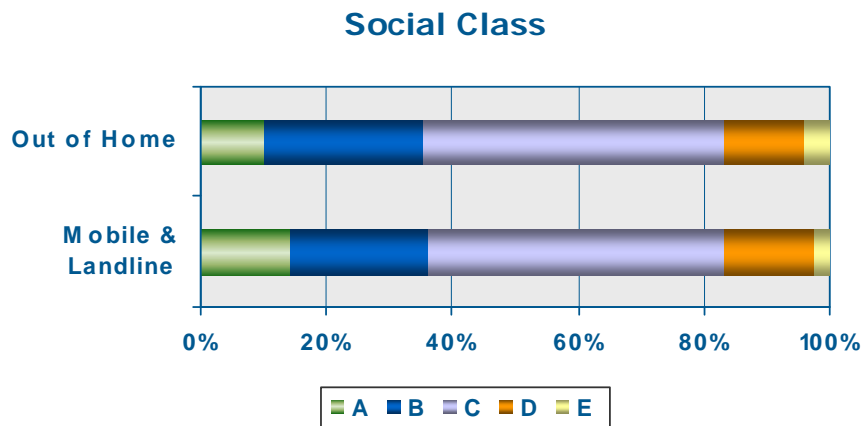
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THE RESULTS

Profile of those who can't answer their landline between 15:00 and 22:00



CONCLUTIONS

- The cost of the “all mobile” interview is the same as landline interview. The change doesn't increase the cost of the study.
- It allows us to reach a part of the population inaccessible by face to face or landline interview.
- We break the equal-probability of selection of individuals.
- We need to include a new quota in the design of the sample, the “only landline”.

¡Gracias por su atención!