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ASOCIACIÓN PARA LA INVESTIGACIÓN DE MEDIOS DE COMUNICACIÓN

## Mobile, Only Mobile and Landline Interviews

José Andrés Gabardo



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22 May 2011 EMRO KrackoW



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## From “only mobile” to “all mobile”, the beginning of a new Age

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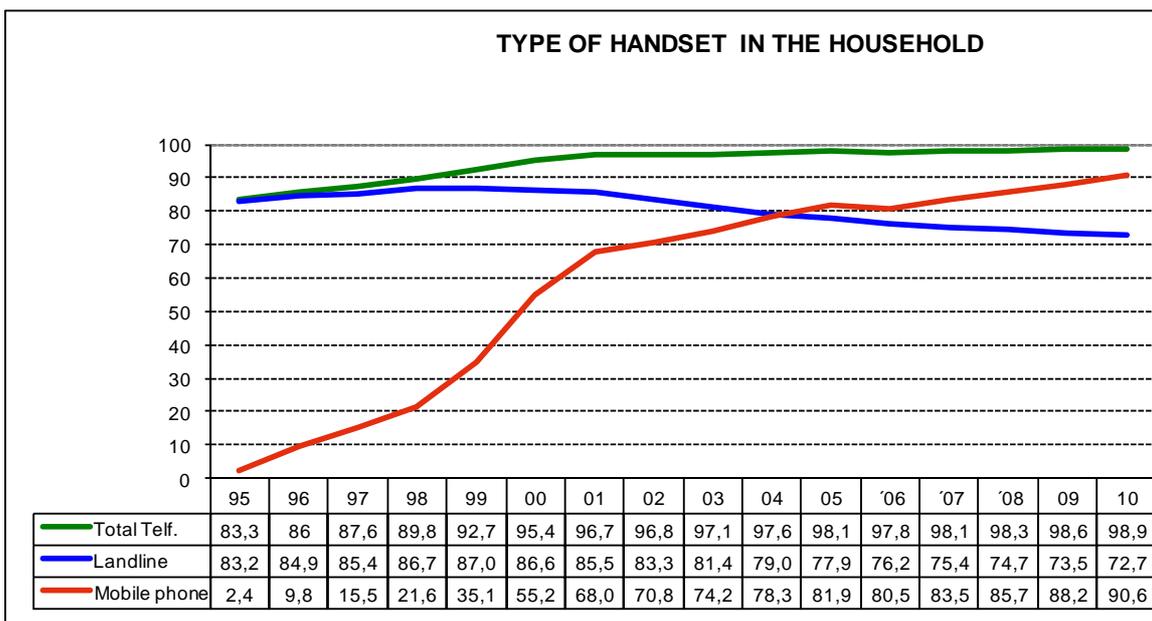
22 May 2011 EMRO KrackoW

## EGM – TYPES OF INTERVIEWS

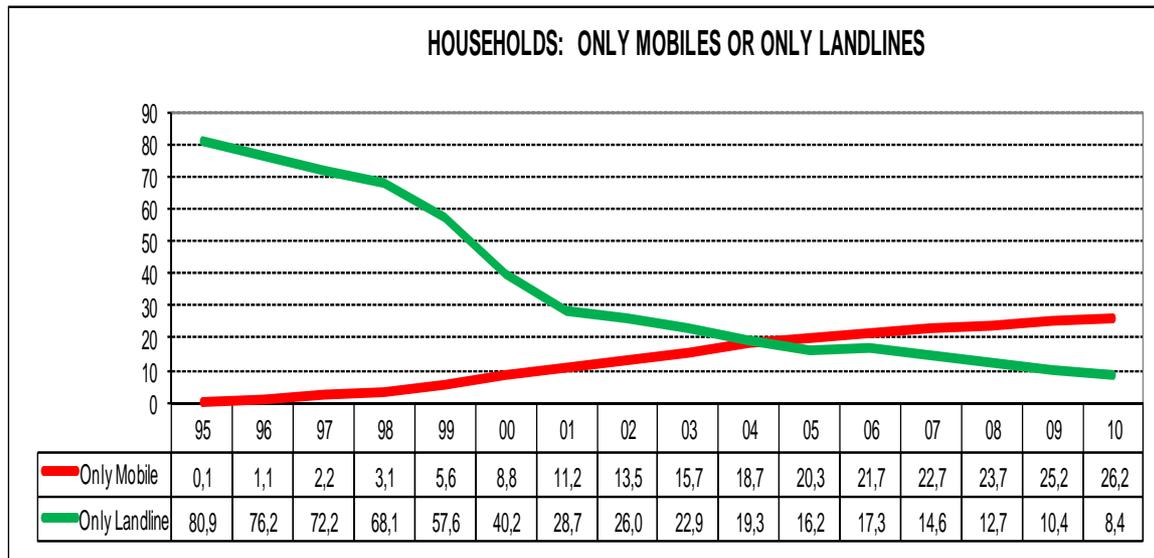
- The EGM annual sample size includes 157.000 interviews.
  - A multimedia base of 30.000 interviews.
  - And 4 monomedia extensions:
    - By telephone for Radio, Newspapers and TV.
    - Face to face for Magazines.

The proportion between “face to face” and “telephone” interviews is 1 to 3.

## EGM – TELEPHONE HANDSETS



## EGM – TELEPHONE HANDSETS



## EGM – 2010 PHONE SAMPLES

- Until 2010, the distribution of the telephone samples in the EGM were basically landline samples including a part of only mobile, but it was always less than the referential survey.
  - The samples distribution includes:
    - 85% landline telephones.
    - 15% only mobile phones.

## EGM – TYPES OF INTERVIEWS

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- Last year I showed you the results of a test with a surprising conclusion:

15% of the population with a landline at home were not able to be contacted in a regular landline interview, because they were not able to be reached at home at a “normal” time (11:00- 21:00)....

**but they were accesible by mobile phone**

## EGM – 2011 NEWS

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- In 2011 we are including the “**all mobile**” interviews in EGM phone extensions with these proportions:

TYPE OF INTERVIEW	2010	2011
LANDLINE	85%	70%
ONLY MOBILE	15%	10%
ALL MOBILE	-	20%

The “only mobile” quota is growing up to 17% thanks to a 7% addition to “all mobile”

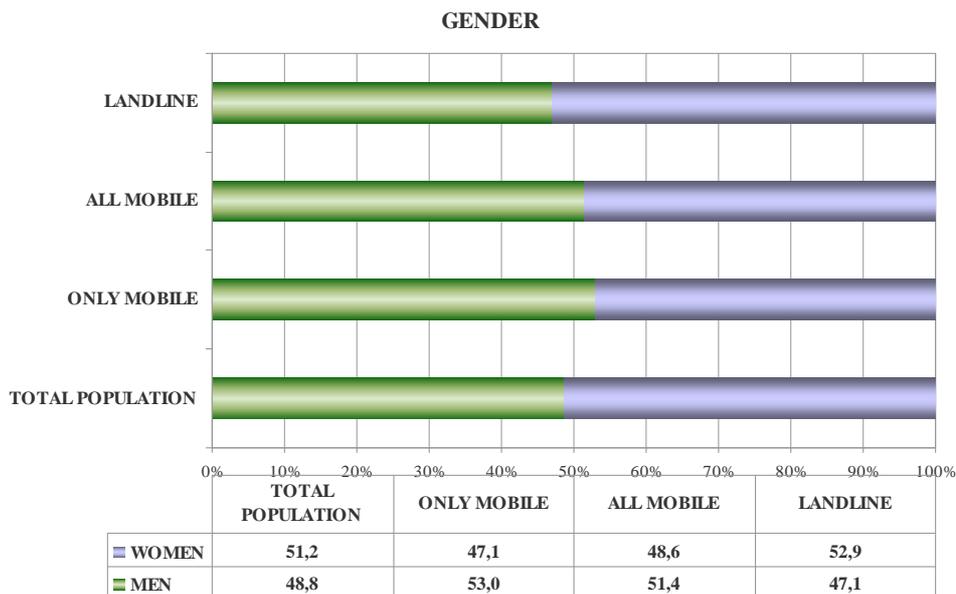


## CONSEQUENCES OF THE CHANGE

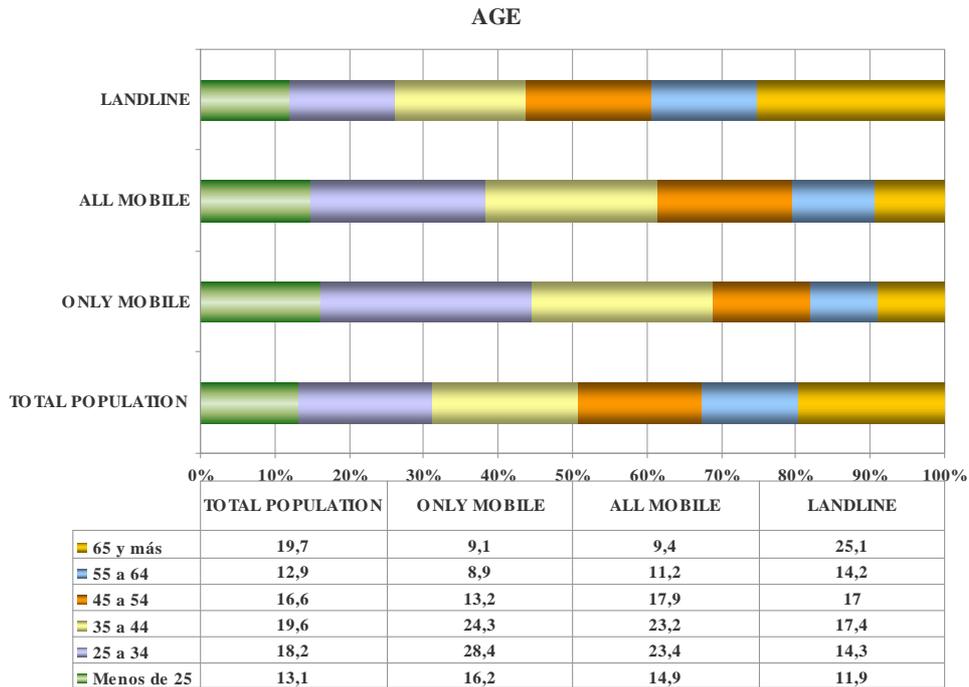
- We initiated a process to increase the “only Mobile” quota without having to increase the cost.
- We contacted a part of the population who were not able to be reached at home by a landline telephone.
- But...



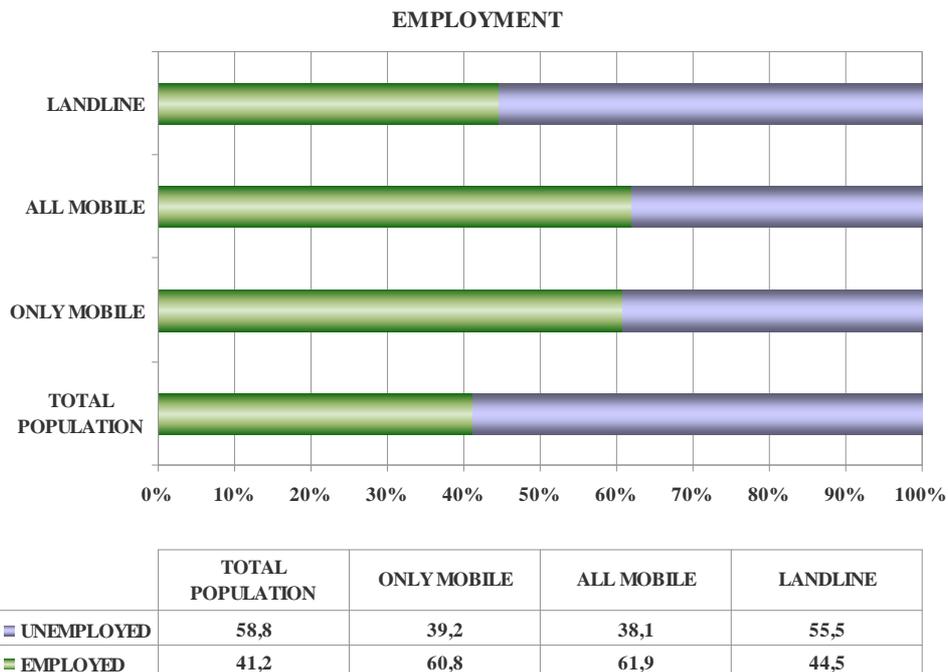
## Gender distribution in types of interviews



## Age distribution in types of interviews



## Employment status in types of interviews



## CONSEQUENCES OF THE CHANGE

They have reduced the normal bias of the landline phone interviews:

- Too many older women do not work
- Few occupied young men

**It is good for the factors of the weighting.**

And...

## OLA 1 2011 RADIO SURVEY RESULTS

1 <sup>a</sup> 2011	TOTAL RADIO	CONVENTIONAL	SPECIALIZED	MUSICAL
TOTAL	59,9%	29,7%	34,7%	31,2%
.MULTIMEDIA	53,3%	27,4%	28,9%	25,5%
.TOTAL PHONE	63,9%	31,1%	38,2%	34,8%
..LANDLINE	63,6%	32,4%	36,4%	32,8%
..TOTAL MOBILES	65,1%	26,9%	44,3%	41,2%
...ALL MOBILES	<b>67,1%</b>	<b>29,0%</b>	<b>45,4%</b>	<b>42,2%</b>
...ONLY MOBILES	61,5%	23,3%	42,4%	39,3%

## OLA 1 2011 NEWSPAPER SURVEY RESULTS

1 <sup>a</sup> 2011	TOTAL READERS	GENERAL INFORM.	SPORTS	ECONOMIC	TO PAY	FOR FREE
TOTAL	38,1	33,5	11,8	0,7	34,5	6,4
.MULTIMEDIA	35,8	31,4	11,2	0,6	32,2	5,9
.TOTAL PHONE	39,7	34,9	12,2	0,7	36,1	6,7
..LANDLINE	38,6	34,4	10,9	0,7	35,1	6,5
..TOTAL MOBILES	42,1	36,1	15,0	0,8	38,3	7,0
...ALL MOBILES	<b>44,8</b>	<b>39,2</b>	<b>15,2</b>	<b>0,8</b>	<b>40,7</b>	<b>7,8</b>
...ONLY MOBILES	37,2	30,5	14,7	0,6	33,9	5,6

## CONCLUSIONS

- The inclusion of “All Mobile” in the telephone samples introduces beneficial effects in:
  - Representations:
    - Profiles of the interviews are better.
    - We include in the samples difficult people to contact.
  - We increase the “only mobile” quota without extra costs.

And ....

## CONCLUSIONS

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The audience levels are

**BIGGER**

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**Thanks you!**