



ASOCIACIÓN PARA LA INVESTIGACIÓN DE MEDIOS DE COMUNICACIÓN

Facing the future of the EGM Survey: a new test with online interviews



11 de Junio 2012



EGM On Line 2011

Previous results

Previous test from 2006-2007 EGM OnLine.

We obtained only sociodemographic and media data (excluding TV).

Origin of the interviewees:

SSI Online panel (2.765)

“Navegantes en la red” (537)

Online study using banners to find respondents

Objectives

The fundamental objective of this test is to continue deepening the utilization of the Internet as a tool that can be used to conduct surveys:

- Response rate.
- Use the e-mail addresses of the previous respondents to the EGM.
- Comparison of audience levels between the different methodologies.

Questionnaire

Due to the length of the questionnaire, it is divided into 4 parts:

Sociodemographics.

Media A (Newspapers, Supplements, Magazines and Cinema)

Media B (Radio and Outdoor)

Media C (Television and Internet)

For each e-mail address, we assign, at random, one of the three media groups (A, B or C) to start the serie of interviews. At the end of the first questionnaire, we attach the sociodemographic questions. This is the only time the sociodemographic questions will be asked.

Sample

We started with 1.195 e-mail addresses:

EGM 3^a wave 2010: 797 addresses. (face to face interviews).

People who have responded to the other Internet survey: 398 addresses.

Sample

We divided the sample into 7 groups with 170 addresses by group (one for each day of the week), and invited them to complete the survey between Friday 6 of May and Thursday 12 of May.

We send two reminders to each email address that hadn't responded in one or two weeks.

The second questionnaire is usually sent between Monday 30 of May and Sunday 5 of June.

We send a reminder one week after that.

The third and last questionnaire was sent between Wednesday 15 and Thursday 21 of June.

We send another reminder one week after sending the third questionnaire.

The fieldwork ends Wednesday 29 of June

Responses Rates

A= Newspapers+ Supplements+ Magazines+ Cinema B= Radio + Outdoor

C=Televisión + Internet

1º PART	INTERNET SURVEY				EGM				TOTAL			
	A	B	C	TOTAL	A	B	C	TOTAL	A	B	C	TOTAL
Send	147	131	120	398	252	267	278	797	399	398	398	1195
Received	83	65	70	218	22	20	16	58	105	85	86	276
RESPONSES RATES	56,5%	49,6%	58,3%	54,8%	8,7%	7,5%	5,8%	7,3%	26,3%	21,4%	21,6%	23,1%

2º PART	INTERNET SURVEY				EGM				TOTAL			
	A	B	C	TOTAL	A	B	C	TOTAL	A	B	C	TOTAL
Send	70	83	65	218	16	22	20	58	86	105	85	276
Received	59	52	49	160	9	15	13	37	68	67	62	197
RESPONSES RATES	84,3%	62,7%	75,4%	73,4%	56,3%	68,2%	65,0%	63,8%	79,1%	63,8%	72,9%	71,4%

 RR (Over the initial send) **40,2%** **4,6%** **16,5%**

3º PART	INTERNET SURVEY				EGM				TOTAL			
	A	B	C	TOTAL	A	B	C	TOTAL	A	B	C	TOTAL
Send	49	59	52	160	13	9	15	37	62	68	67	197
Received	46	46	46	138	13	6	14	33	59	52	60	171
RESPONSES RATES	93,9%	78,0%	88,5%	86,3%	100,0%	66,7%	93,3%	89,2%	95,2%	76,5%	89,6%	86,8%

 Total RR **34,7%** **4,1%** **14,3%**

Responses Rates

A= Newspapers+ Supplements+ Magazines+ Cinema B= Radio + Outdoor

C=Televisión + Internet

1º PART	INTERNET SURVEY				EGM				TOTAL			
	A	B	C	TOTAL	A	B	C	TOTAL	A	B	C	TOTAL
Send	147	131	120	398	252	267	278	797	399	398	398	1195
Received	83	65	70	218	22	20	16	58	105	85	86	276
RESPONSES RATES	56,5%	49,6%	58,3%	54,8%	8,7%	7,5%	5,8%	7,3%	26,3%	21,4%	21,6%	23,1%

2º PART	INTERNET SURVEY				EGM				TOTAL			
	A	B	C	TOTAL	A	B	C	TOTAL	A	B	C	TOTAL
Send	70	83	65	218	16	22	20	58	86	105	85	276
Received	59	52	49	160	9	15	13	37	68	67	62	197
RESPONSES RATES	84,3%	62,7%	75,4%	73,4%	56,3%	68,2%	65,0%	63,8%	79,1%	63,8%	72,9%	71,4%

 RR (Over the initial send) **40,2%** **4,6%** **16,5%**

3º PART	INTERNET SURVEY				EGM				TOTAL			
	A	B	C	TOTAL	A	B	C	TOTAL	A	B	C	TOTAL
Send	49	59	52	160	13	9	15	37	62	68	67	197
Received	46	46	46	138	13	6	14	33	59	52	60	171
RESPONSES RATES	93,9%	78,0%	88,5%	86,3%	100,0%	66,7%	93,3%	89,2%	95,2%	76,5%	89,6%	86,8%

 Total RR **34,7%** **4,1%** **14,3%**

Results

Newspapers (Internet users in the last 30 days) Test vs EGM 2ª 2011

Yesterday

	Readers	Readings	2006	
			Readers	Readings
Total Newspapers	142	187	128	177
.General Information	157	212	131	177
.. Paid	150	195	123	145
.. Free	218	260	202	237
.Sports	121	121	149	165
.Economics	582	502	260	343

Base EGM=100

Results

Supplements (Internet users in the last 30 days) Test vs EGM 2ª 2011

Last week

	Readers	Readings	2006	
			Readers	Readings
Supplements	172	205	128	149

Base EGM=100

Results

Magazines (Internet uses in the last 30 days) Test vs EGM 2^a 2011

Last period

	Readers	Readings	2006	
			Readers	Readings
Total Magazines	140	176	131	227
.Weekly	147	158	203	236
.Biweekly	276	344	193	191
.Monthly	130	179	138	226

Base EGM=100

Results

Radio (Internet users in the last 30 days) Test vs EGM 2^a 2011

Yesterday

	Listeners	2006
		Listeners
Total Radio	149	109
.Conventional	187	101
.Thematic	144	116

Base EGM=100

Results

Television (Internet users in the last 30 days)
Test vs EGM 2^a 2011

Yesterday

Television	106
------------	-----

Base EGM=100

Results

Outdoors (Internet users in the last 30 days)
Test vs EGM 2^a 2011

Yesterday

		2006
Outdoor	142	128

Base EGM=100

Results

Cinema (Internet users in the last 30 days)
Test vs EGM 2ª 2011

Last week

		2006
Cinema	522	171

Base EGM=100

Resultados

Internet (Internet users in the last 30 days)
Test vs EGM 2ª 2011

Yesterday

		2006
Internet	124	137

Base EGM=100

Results

The profile of the final sample in the test is different from the profile of the EGM sample:

- **93% of the interviewees are middle class in comparison with 65% of the internet users in EGM.**
- **68% have a University degree and only 24% in EGM.**
- **Finally, 61% claim to be working while only 56% of EGM respondents.**

Conclusions

- **The interviewees from EGM present a lower response rate when recontacted by e-mail. 7.3% responded to the first part of the test, and only 4.1% completed all three parts.**
- **The audience figures in the test are much higher in comparison to traditional EGM results, ranging from 6% on television to 72% on the supplements.**
- **One possible explanation for the high level of media consumption is the profile of the respondents from both surveys. Respondents of a higher social class and with a higher level of education are over represented in the sample of the online survey.**

Next steps

- The test will need to be executed a third time using a different source of interviewees. For example, individuals recruited by phone to complete this survey.

Finally the end

THANKS FOR YOUR ATTENTION!