

ONLINE TEST

Ignacio González
Fernando Santiago

EMRO – Bucharest, 04/06/13



AGENDA

- Introduction to AIMC MARCAS
- Online Test
 - ◆ Objectives
 - ◆ Methodology
 - ◆ Questionnaire
 - ◆ Field-work
 - ◆ Sample Distribution: Respondent profile
 - ◆ Response Rate
 - ◆ Evaluation of the experience
 - ◆ Some results
- Conclusions

INTRODUCTION TO AIMC MARCAS

- **AIMC MARCAS: Media-Product Survey**
- **Single-source with information about:**
 - ◆ **Use of Media**
 - ◆ **Use of products and brands**
 - ◆ **Lifestyles**
 - ◆ **Attitudes about purchases, Media, society, etc.**
- **Strategic tool thanks to its great power of segmentation → planning of advertisements and commercial approach**

INTRODUCTION - AIMC MARCAS

TECHNICAL AND METHODOLOGICAL CHARACTERISTICS

- **Universe of reference: people 14+ who live in Spain**
- **Sample Size: 10.000 people**
- **Interviewing method: Self-managed questionnaire**
 - ◆ **Postal delivery and return**
- **Panel Methodology**

INTRODUCTION - AIMC MARCAS

Section	Content of the section
Introduction	Instructions for filling the questionnaire
1	Media
2	Clothing, footwear, children's toys and childcare products
3	Food, beverages, household products (only for people in charge of the household purchase)
4	Personal consumption
5	Clothing and footwear (questionnaire women / men)
6	Trade and shopping
7	Personal and house equipment
8	Finances/ Insurances/ motor
9	Travel/ holidays/ sports/ leisure
10	A day in your life
11	Hygiene, Beauty and Healthcare (questionnaire women / men)
12	Employment, studies and more opinions

INTRODUCTION - AIMC MARCAS

■ Great volume of information

Amount of information in whole pages: > 230

- ≈ 550 products
- > 750 Media brands / ≈ 7.500 brands
- > 850 attitudes
- > 2.500 questions

■ Need to reduce the size of the questionnaire:

- ◆ Rotation of products & sections and data fusion
 - ★ Key information asked every year: ≈ 30% (Information about Media, new technologies, sociodemographic and attitudes)
 - ★ Information that rotates ≈ 70% (35% each year)

Search of methodological alternatives: online questionnaire

OBJECTIVES OF THE ONLINE TEST

- Testing the viability of the AIMC MARCAS survey through online methodology
 - ◆ Dynamics of the survey
 - ◆ Evaluation of the response rates
 - ◆ The experience of the panelists
- Comparison of the results (online test - AIMC Marcas 2011 in paper)
 - ◆ An approximation with non weighted data
 - ★ Media usage & Habits related to Internet usage
 - ★ Penetration of different products
 - ★ Check marks

ONLINE TEST METHODOLOGY

- Sample from an online panel
 - ◆ OpinionBar: Exclusive-use panel owned by Metrixlab
- Universe of the survey:
 - ◆ Internet users
 - ◆ more than 15 years old
 - ◆ live in four regions: Aragón, Castilla-León, Madrid and Valencia (rural and urban environments)
- Theoretical sample: 500 panelists, ~125 from each Region
 - ◆ Sample design proportional to the population who use internet in each region

ONLINE QUESTIONNAIRE

- **Dynamics of the questionnaire**
 - ◆ Questionnaire divided in 6 parts (persons in charge of the household purchases) / 5 parts (rest of the people)
 - ◆ Invitation to participate via e-mail
 - ◆ The panelists interested had to click on a link included in the e-mail.
 - ◆ The link contained:
 - ★ Request for collaboration
 - ★ Explanation of the characteristics of the survey
 - ★ Tasks of participants/ panelists
 - ★ A sociodemographic questionnaire

ONLINE QUESTIONNAIRE

- **Dynamics of the questionnaire**
 - ◆ All the participants received an e-mail with an invitation to the first section of the Survey (Media section)
 - ◆ It was possible to leave a section without filling it completely
 - ◆ Incentives: 25 euros at the end
 - ◆ New link to fill once the previous one is completed

Personal site of the panelist with the pending tasks

The screenshot shows the OpiniónBar website interface. At the top, there's a navigation bar with links like 'Página principal', 'Más información', 'Centro de ayuda', and 'Acerca de nosotros'. Below that, a section titled 'Mis encuestas' provides instructions on how to participate. A table lists various survey tasks, each with a status indicator (e.g., 'Cerrada', 'Pendiente'). The question '¿Te gustaría que cambiase?' is circled in blue, and a blue arrow points to it from the text 'Pending tasks' overlaid on the right. Other tasks include '¿Te tomas una copa?', '¿Qué le parece esta nueva idea?', and 'Valorar un sitio web de famosos!'.

11

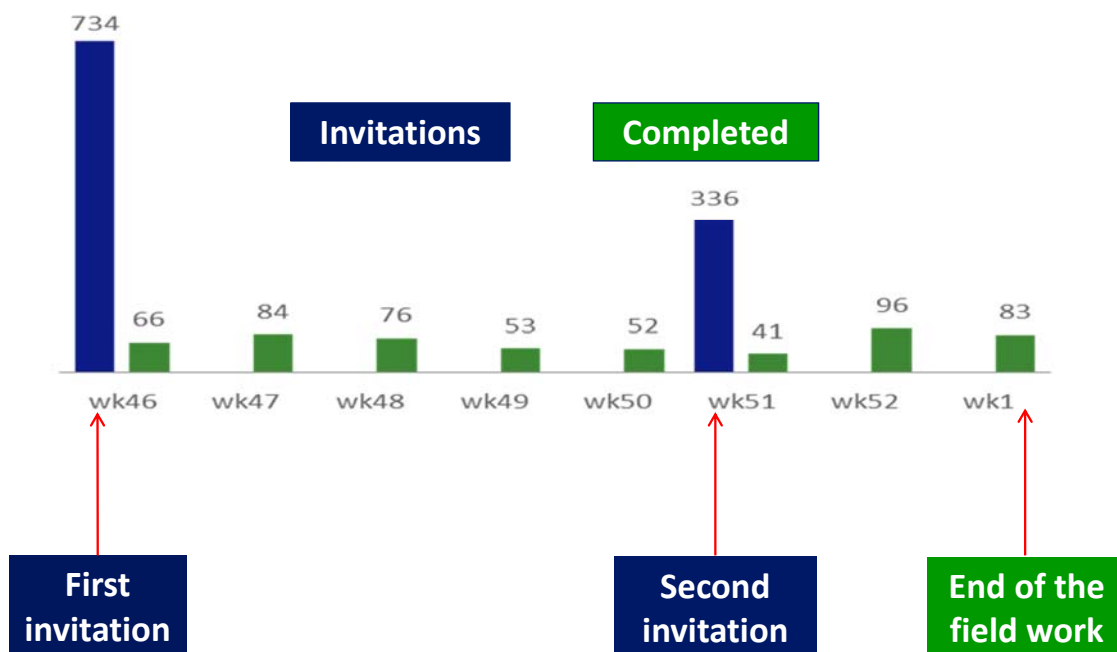
ONLINE QUESTIONNAIRE

- Dynamics of the questionnaire
 - ◆ A reminder for forgetful panelists
 - ◆ Same text and same order as the paper questionnaire
 - ★ Exceptions:
 - use of filters;
 - adaptation to online context (multiple columns);
 - avoidance of tiredness with attitudinal batteries
 - ◆ Changes in modes of presenting and answering questions
 - ★ Logos of media brands / dragging and dropping / attitudinal statements

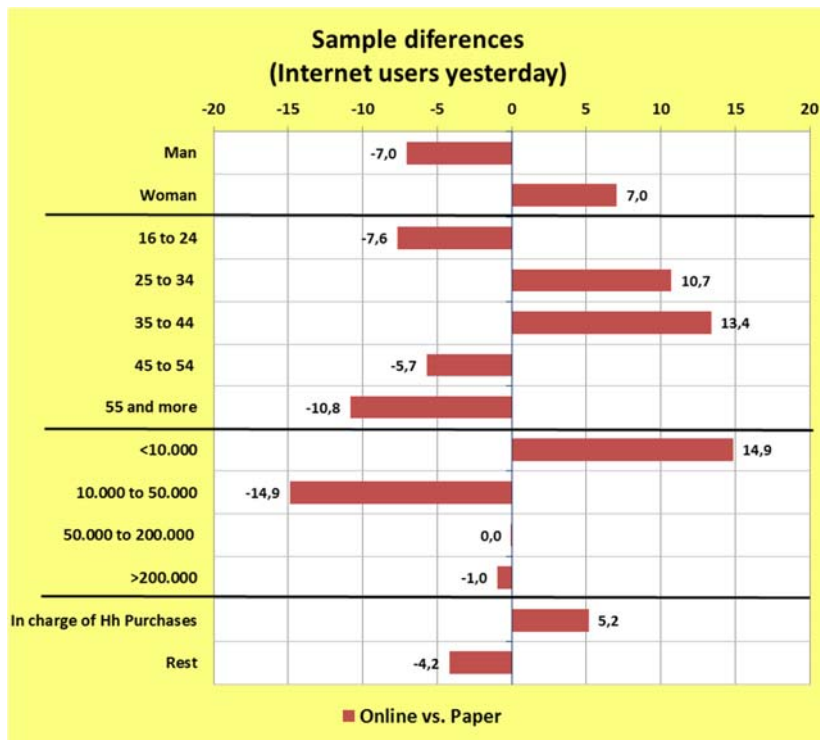
ONLINE QUESTIONNAIRE

Tested contents		Pages in paper
Link 1	Section 1 (Media)	30
Link 2	Section 3 (Food and beverages) - Only for people in charge of the household purchases	25
Link 3	Section 5 & 6 (Clothing and footwear / Trade and shopping)	9+13
Link 4	Section 7 (Personal and house equipment)	22
Link 5	Section 11 (Hygiene, beauty and healthcare)	28
Link 6	Section 10 and 12 (A day in your life / Employment, studies and more opinions)	3+8
Total		138

FIELD WORK



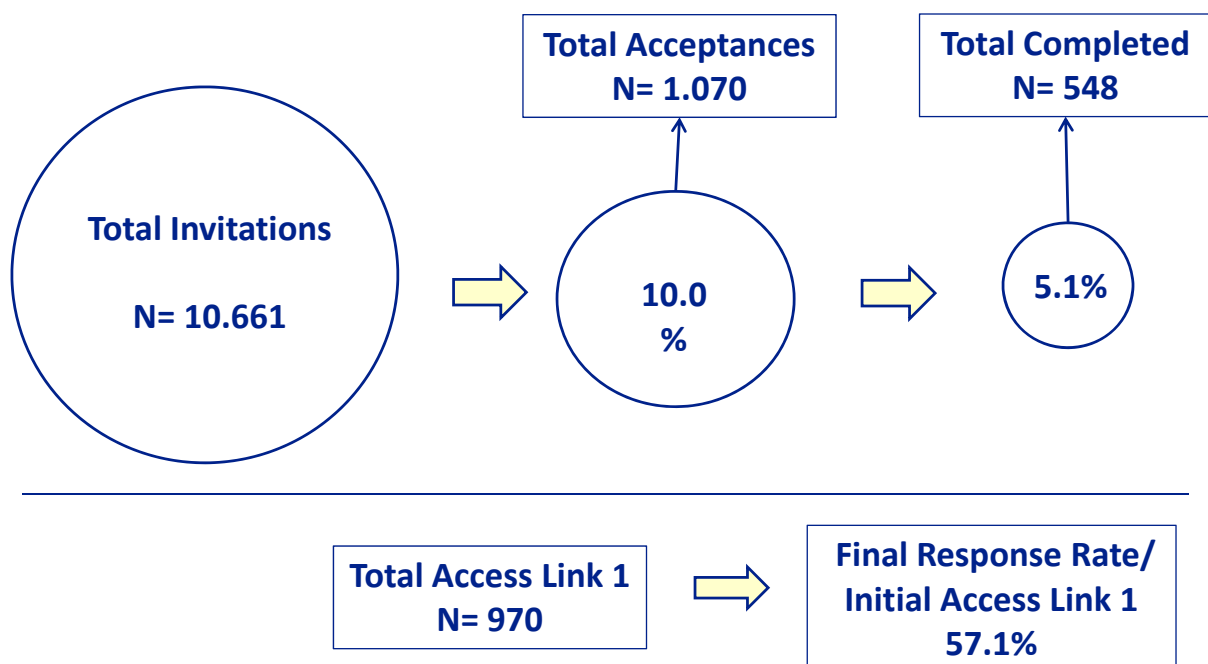
FINAL SAMPLE DISTRIBUTION



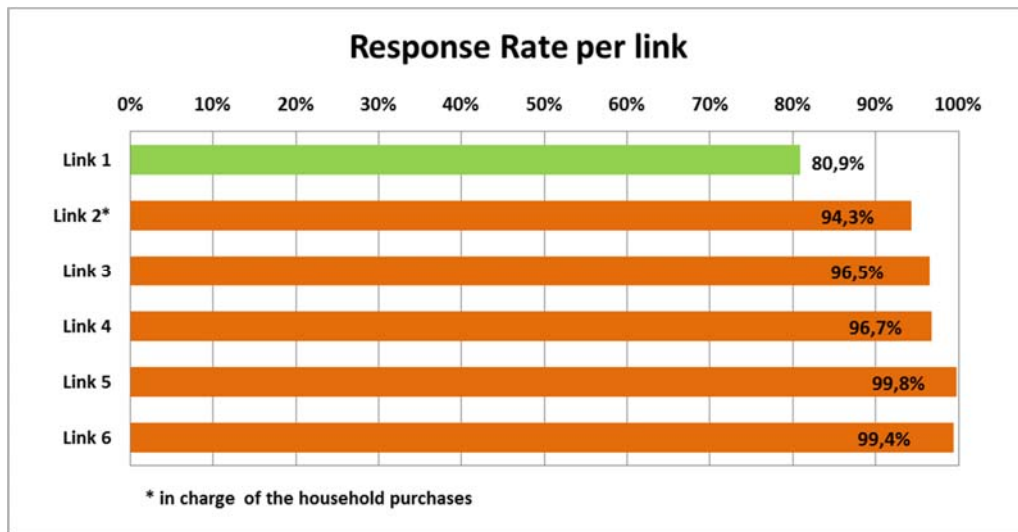
Implications

- Supervision of quotas
- Weighting

RESPONSE RATE



RESPONSE RATE



- Final RR/ Total requests to participate 5,1% (548/10.661)
- Final RR/ Willingness to participate 51,2% (548/1.070)
- Final RR/ Initial access to link1 57,1% (548/970)

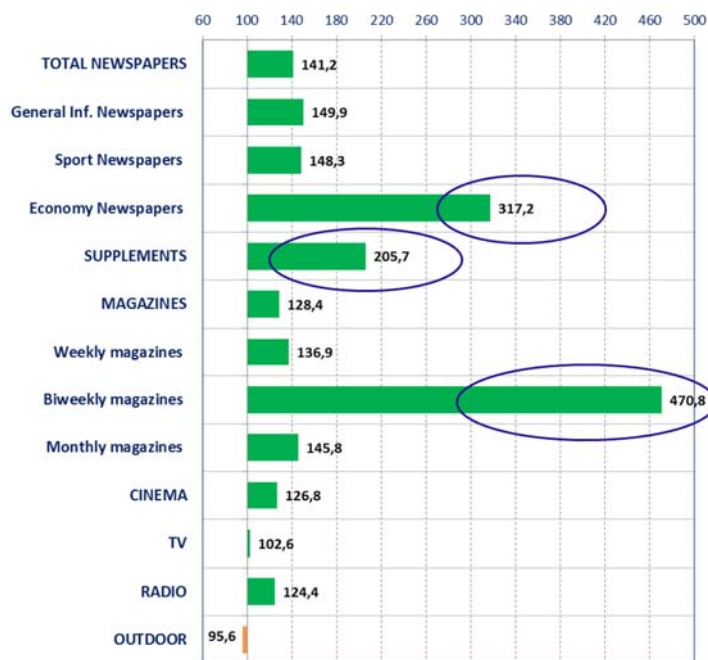
EVALUATION OF THE EXPERIENCE

- Positive assessment of the questionnaire
 - ◆ Easy to fill, entertaining, interesting questions (> 65% panelists)
 - ◆ Preference for question formats that involve images or dragging and dropping boxes (> 70% panelists)
- Good assessment of the sending process (75%)
- Good incentive (>75%)
- High intention to participate again in AIMC Marcas (~ 75%)

SOME RESULTS

- Previous considerations
 - ◆ Values are purely estimative
 - ◆ Not weighted data
 - ◆ Comparisons (Online vs. Paper)

RESULTS - INDEXES OF MEDIA CONSUMPTION

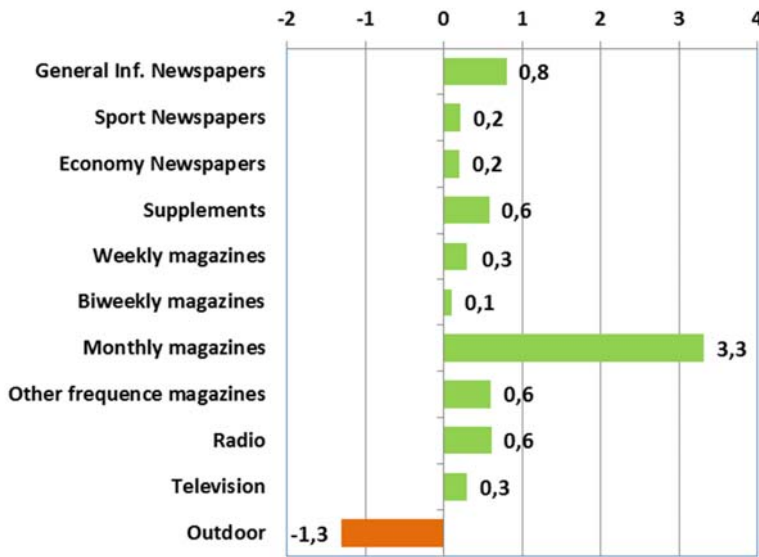


Online Test vs. Paper Internet (yesterday)

Higher indexes
of media
consumption in the
online test

RESULTS – CHEK MARKS

Average number of ticks per type of Media

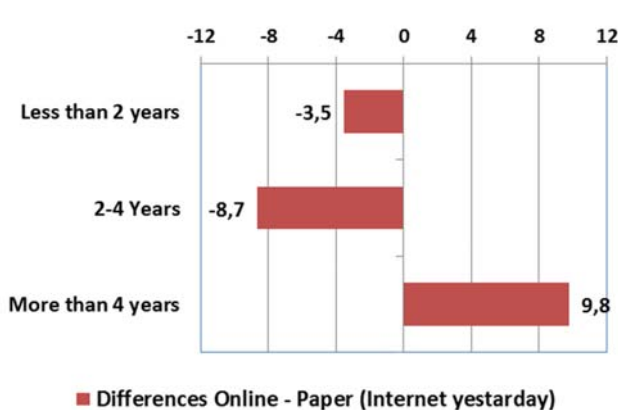


Higher level of Media Brands selected in the Online Marcas Group

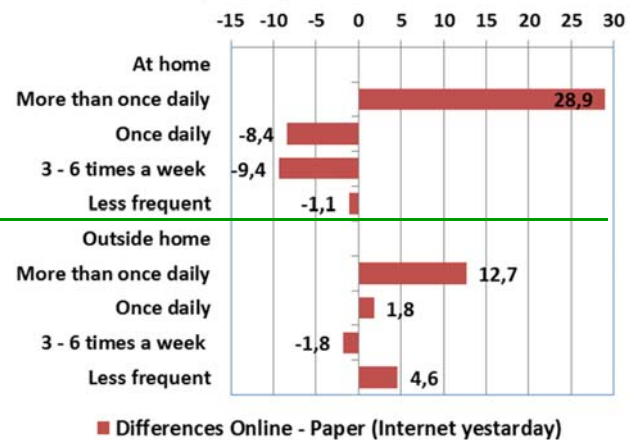
Online Test vs. Paper Internet (yesterday)

RESULTS – ABOUT INTERNET

First conection to Internet



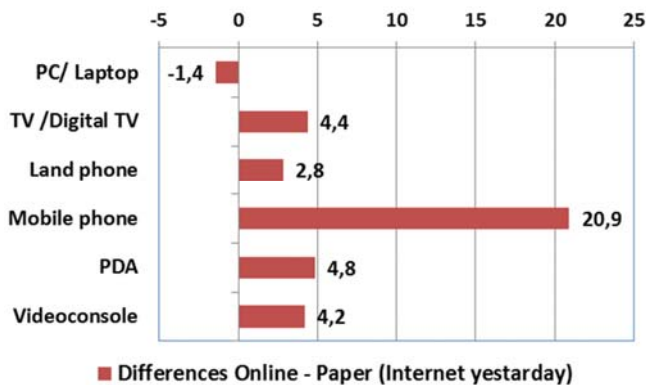
Frequency of Internet use



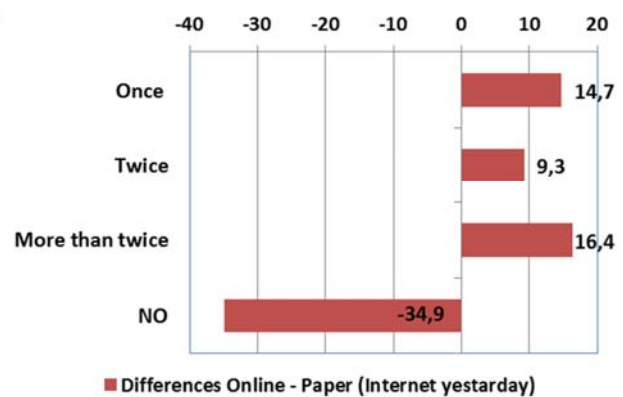
The online panelists have a higher internet expertise

RESULTS – ABOUT INTERNET

Equipment to access the Internet



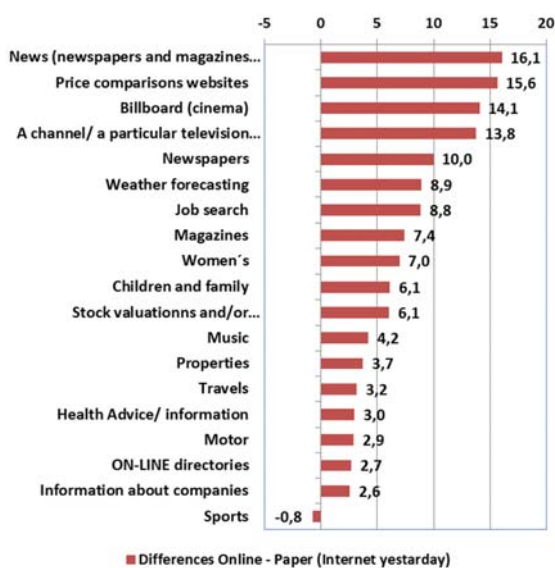
Online purchase in the last 30 days



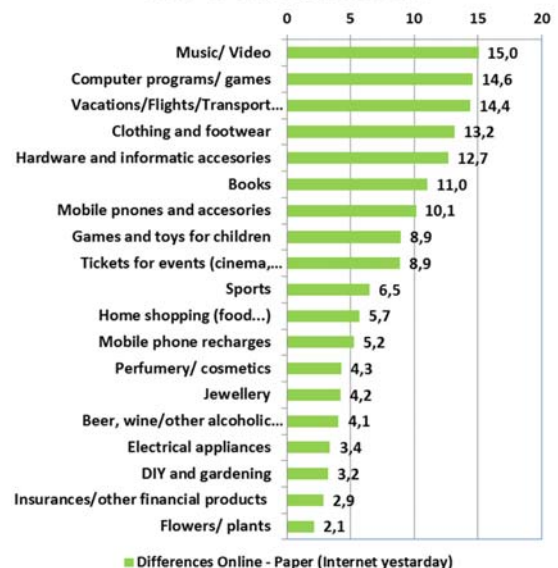
Online panelists possess a much larger amount of devices to access Internet

RESULTS – ABOUT INTERNET

Frequent Activities in Internet
Visit Websites of...

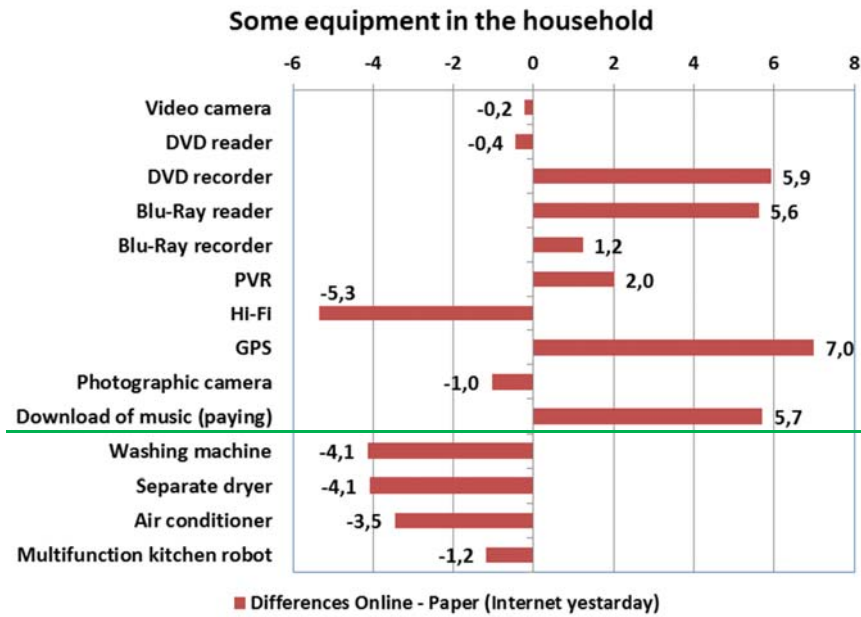


Frequent Activities in Internet
Make an online purchase of...



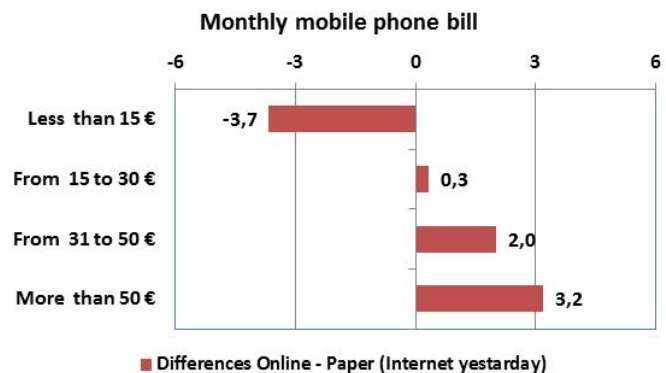
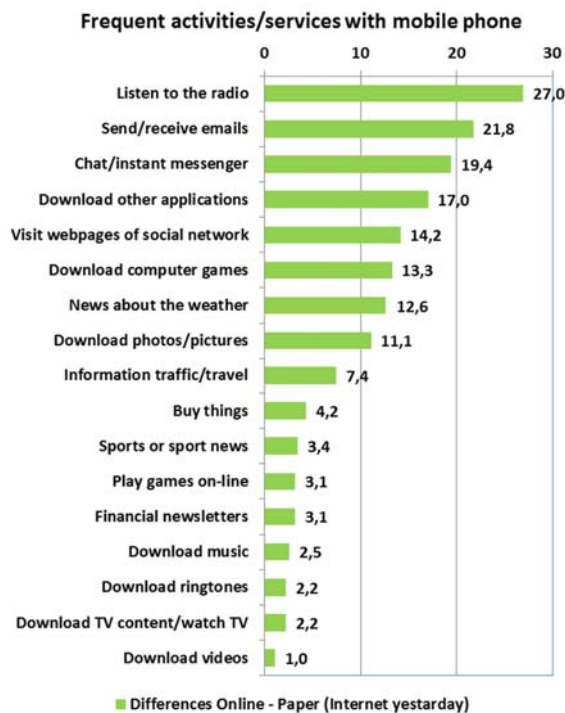
Online panelists are more intensive users and buyers of Internet services

RESULTS – TECHNOLOGICAL EQUIPMENT / OF HOUSEHOLD



The technological equipment is more diverse in Online panelists

RESULTS – MOBILE PHONE



The mobile phone plays a more important role among the Online panelists

RESULTS – PENETRATIONS / CHEK -MARKS

- The penetrations in non Internet products are associated to the type of product and dependent on the age-sex profile
- Answering levels of online panelists are slightly inferior
 - ◆ Exception: products related to Internet
- Frequencies in the attitudinal batteries are similar in both groups

CONCLUSIONS

- **Applicability of the online Methodology in AIMC Marcas Survey**
 - ◆ Response Rate over the first link of the questionnaire is very high (around 60%)
 - ◆ Great willingness to repeat the Survey (75%)
 - ◆ No comprehension problems

CONCLUSIONS

■ Online Methodology

- ◆ Positive perception of the dynamics of the Survey, structured in six parts
 - ★ Slightly above 15% prefer to receive a unique link
- ◆ Improvement in the dynamism
 - ★ More question formats, some of them (logos, boxes...) impossible to use in paper
 - Attitudinal Batteries; questions related to Media consumption.
 - ★ Some questions are softened ; more flexible order
- ◆ Products like “Word of mouth” or “A day in your life” are more functional in paper

CONCLUSIONS

■ Online Panel

- ◆ No differences in terms of age or sex among the willingness to participate and final response rates
- ◆ It is possible accurately estimate the number of sendings according to the sociodemographic variables
- ◆ Online panelists are harder Internet users than paper panelists
- ◆ Online participants show a much higher Media consumption

CONCLUSIONS

- **Online panel: a limited resource**
 - ◆ **Very particular profiles**
 - ◆ **Activities and consumptions significantly different**
 - ◆ **Online panel is only efficient with 20-60 years old**
 - ◆ **Strict control of certain quotas & weighted with the EGM data**

- **Strategic Value of Online Panel**
 - ◆ **Suitability for targets very accustomed to Internet**

CONCLUSIONS

- **Decisions after the test**
 - ◆ **In 2013 around 10% of sample → online methodology**

 - ◆ **If there are not problems, 20% of the sample will be online in 2014**



THANK YOU VERY MUCH!

