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

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

AIMC Marcas Online Test – EMRO 13 - Bucharest, 4/06/2013

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

- 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

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

<table>
<thead>
<tr>
<th>Link</th>
<th>Section</th>
<th>Pages in paper</th>
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<tr>
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<td>Section 10 and 12 (A day in your life / Employment, studies and more opinions)</td>
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<td><strong>138</strong></td>
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AIMC Marcas Online Test – EMRO 13 - Bucharest, 4/06/2013

FIELD WORK

Invitations vs Completed

First invitation

Second invitation

End of the field work

AIMC Marcas Online Test – EMRO 13 - Bucharest, 4/06/2013
**FINAL SAMPLE DISTRIBUTION**

### Sample Differences (Internet users yesterday)

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<th>Internet Users History</th>
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### Implications
- Supervision of quotas
- Weighting

**RESPONSE RATE**

- Total Invitations: N = 10,661
- Total Acceptances: N = 1,070
- Total Completed: N = 548
- Final Response Rate/Initial Access Link 1: 57.1%
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)

* In charge of the household purchases

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

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

![Graph showing average number of ticks per type of media.]

Online Test vs. Paper Internet (yesterday)

RESULTS – ABOUT INTERNET

First connection to Internet

The online panelists have a higher internet expertise

![Graph showing first connection to Internet.]

Frequency of Internet use

![Graph showing frequency of Internet use.]

Differences Online - Paper (Internet yesterday)
RESULTS – ABOUT INTERNET

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

Online panelists are more intensive users and buyers of Internet services
The technological equipment is more diverse in Online panelists.

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

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

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!