

## TESTING WEB INTERVIEWING IN THE EGM MULTIMEDIA SURVEY

EMRO Conference 2007

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### ▶ EGM SAMPLE STRUCTURE

<u>Interview content</u>	<u>Data collection</u>	<u>Annual sample size</u>
Multimedia, household equipment, lifestyles and product consumption	Face-to-face CAPI	43,000
Only radio	Telephone CAPI	38,000
Only newspapers	Telephone CAPI	32,000

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### ▶ FIELDWORK PROBLEMS BECOME MORE SERIOUS

- General: decreasing response rates.
- Face-to-face
  - Increasing costs for probability sampling designs.
  - Lack of good interviewers (low wages in an expanding economy).
  - Unsatisfactory quality of fieldwork.
- Telephone
  - 23% of households are mobile-only.
  - Costs of interviewing mobile-only individuals are three times higher than those to landline telephone households.
- The industry is reluctant to pay more simply for improving the fieldwork quality.

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### ▶ COULD WEB INTERVIEWING BE AN ALTERNATIVE?

- Internet usage penetration still low

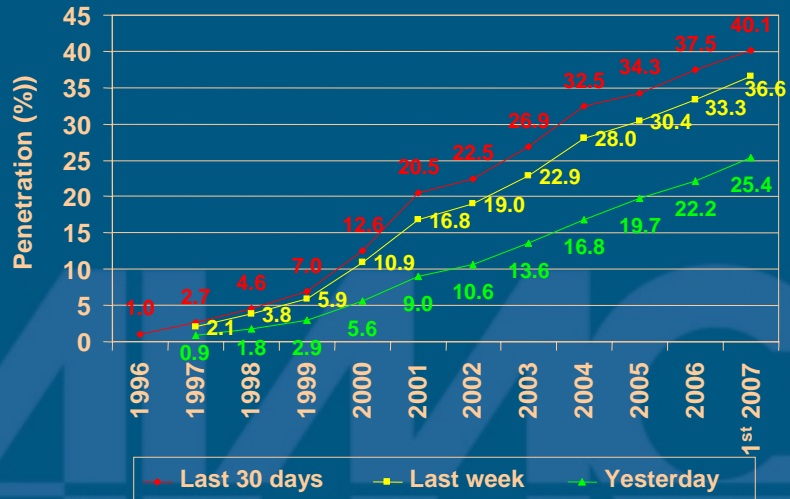
	People 14+ (000)	(%)
Total population	37,439	100.0
Internet users		
...Yesterday	8,838	23.6
...Last week	12,852	34.3
...Last month	14,377	38.4
Frequency of usage		
...Every day /Almost every day	8,713	23.3
...Several days per week	12,305	32.9
...Several days per month	14,396	38.5

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## INTERNET EVOLUTION IN SPAIN

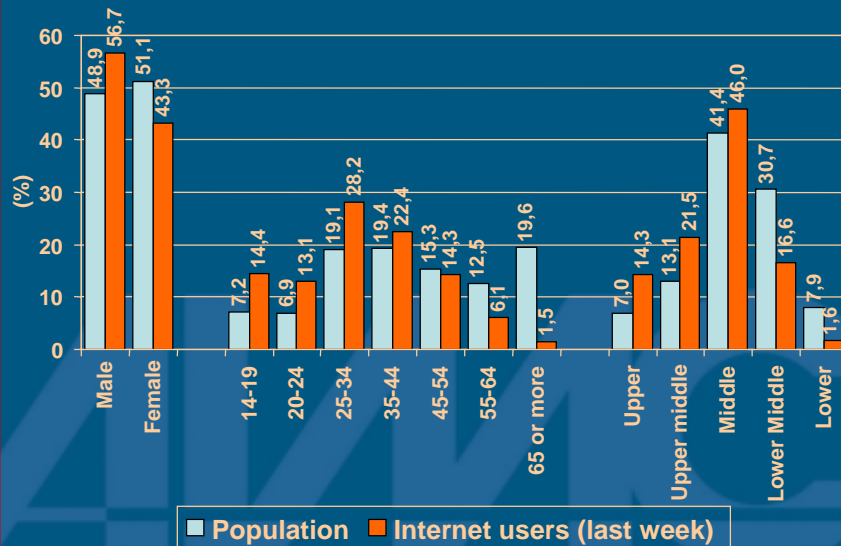


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## INTERNET USERS PROFILE (EGM 1st wave 2007)



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## ▶ TEST STAGES

- Stage I : Questionnaire programming
- Stage II: Initial questionnaire test
- Stage III: Deciding questionnaire content
- Stage IV: Usage of incentives
- Stage V: Audience estimates

SSI (Survey Sampling International) was selected for the questionnaire programming and as providers of the Access Panel for the sample selection.

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## ▶ Stage I: Questionnaire Programming

- January / June 2006

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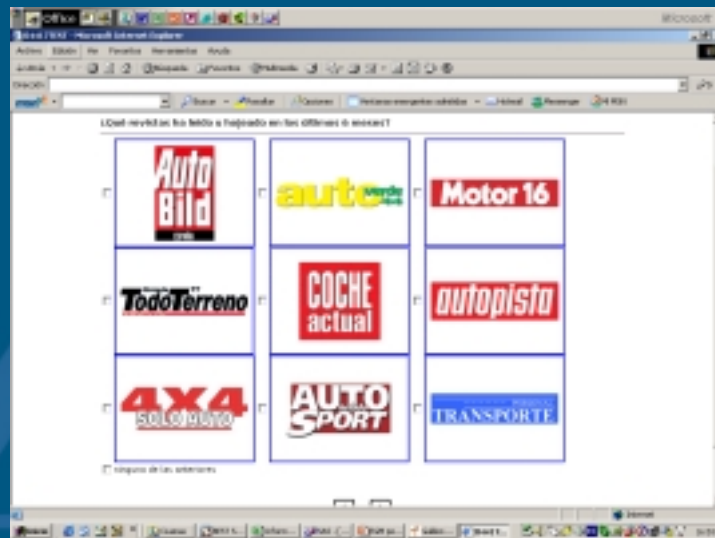
▶ Questionnaire appearance



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### ▶ Stage II: Testing the questionnaire

- April 2006
- Interview content: reduced questionnaire (all media excluding TV)
- No incentive, no reminder
- 930 invitations
- 181 completed interviews
- Response rate: 19.5%
- Interview duration (median value): 29.5 minutes

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### ▶ Stage III: Questionnaire content

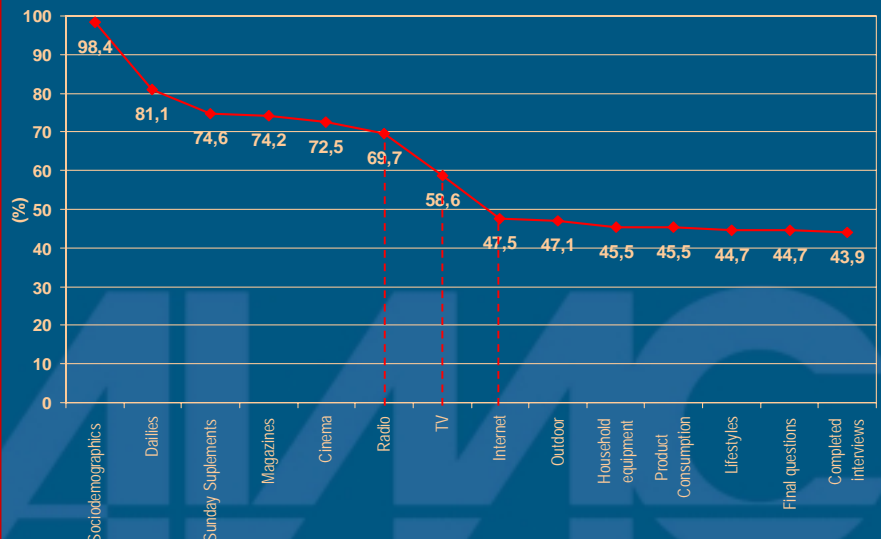
- October 2006
- Interview content: full EGM questionnaire (all media, household equipment, lifestyles and media consumption)
- Reminders, no incentive
- 1016 invitations
- 107 completed interviews
- Response rate: 10.5%
- Interview duration (median value): 64.5 minutes

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### Drop-out rate



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### Stage IV: Testing the usage of incentives

- November 2006
- Interview content: reduced questionnaire (all media excluding TV)
- 2001 invitations
  - 990: no incentive
  - 1011: 5 euro incentive
- Differential response rates
  - 25.0% with incentive
  - 16.3% without incentive
- Interview duration (median value): 30.7 minutes

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▶ **Stage V: Audience estimates**

- December 2006 – January 2007
- Interview content: reduced questionnaire (all media excluding TV)
- 5 euro incentive, reminders
- 3.302 completed interviews
- Response rate : approx. 26%
- Interview duration (median value): 30.2 minutes
- Weights from the EGM Internet population (last week users)

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▶ **NEWSPAPER READERSHIP AMONG INTERNET POPULATION  
(last week users)**

**Web test vs EGM**

	Net AIR	Gross AIR
<b>TOTAL DAILIES</b>	128	177
<b>General information</b>	131	177
...Pay	123	145
...Free	202	237
<b>Sports</b>	149	165
<b>Economic / Financial</b>	260	343

Base: EGM=100

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▶ **NEWSPAPER READERSHIP AMONG INTERNET POPULATION  
(last week users)**

**Web test vs EGM**

	Net Total Readership	Gross Total Readership
<b>TOTAL DAILIES</b>	106	159
<b>General information</b>	109	153
...Pay	110	133
...Free	165	190
<b>Sports</b>	148	170
<b>Economic / Financial</b>	318	335

Base: EGM=100

▶ **SUNDAY SUPPLEMENT READERSHIP AMONG INTERNET  
POPULATION**

**Web test vs EGM**

	Net AIR	Gross AIR
<b>TOTAL SUPPLEMENTS</b>	128	149

Base: EGM=100

▶ **SUNDAY SUPPLEMENT READERSHIP AMONG INTERNET POPULATION**

**Web test vs EGM**

	Net Total Readership	Gross Total Readership
<b>TOTAL SUPPLEMENTS</b>	135	170

Base: EGM=100

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▶ **MAGAZINE READERSHIP AMONG INTERNET POPULATION**

**Web test vs EGM**

	Net AIR	Gross AIR
<b>TOTAL MAGAZINES</b>	131	227
<b>Weeklies</b>	203	236
<b>Bi-weeklies</b>	193	191
<b>Monthlies</b>	138	226

Base: EGM=100

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▶ **MAGAZINE READERSHIP AMONG INTERNET POPULATION**

**Web test vs EGM**

	Net Total Readership	Gross Total Readership
<b>TOTAL MAGAZINES</b>	121	245
Weeklies	161	230
Bi-weeklies	207	210
Monthlies	132	254

Base: EGM=100

▶ **INTERNET USERS**

**Web test vs EGM**

<b>YESTERDAY USERS</b>	137
<b>FREQUENCY: Every day / Almost every day</b>	141

Base: EGM=100

▶ **CINEMA GOERS (LAST WEEK)**

**Web test vs EGM**

CINEMA	171
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Base: EGM=100

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▶ **RADIO LISTENERS AMONG INTERNET POPULATION**

**Web test vs EGM**

	Listeners per day	Average listening time
TOTAL RADIO	109	142
General content stations	101	125
Specialized content (music, news, etc) stations	116	136

Base: EGM=100

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## ▶ RADIO LISTENERS AMONG INTERNET POPULATION

### Web test vs EGM

	Listeners per week
TOTAL RADIO	103
General content stations	95
Specialized content (music, news, etc) stations	107

Base: EGM=100

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## ▶ MAIN CONCLUSIONS

- Obviously, the low penetration of the Internet means it is far too early to plan an eventual replacement of the present data collection systems.
- Web interviewing provides significantly higher audience estimates for the various media types. Potential weakness of the web samples is no doubt an important factor and it is true that the low response rate achieved could introduce additional bias. But I believe that the influence of the data collection methodology itself also plays an important role. Further research is needed to evaluate this assumption.

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