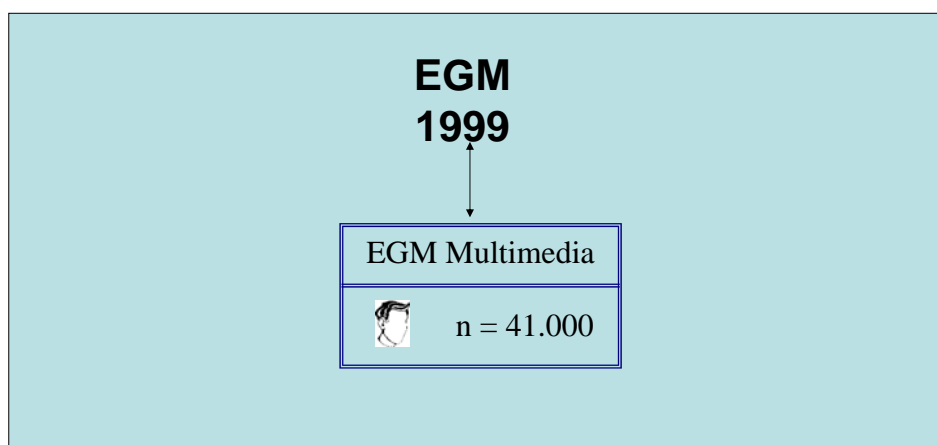
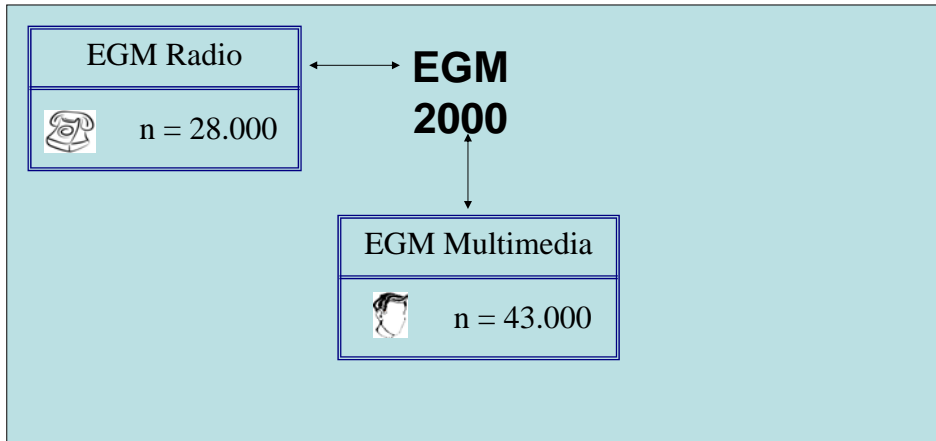


Mobile-only homes: implications on CATI

Mobile-only homes

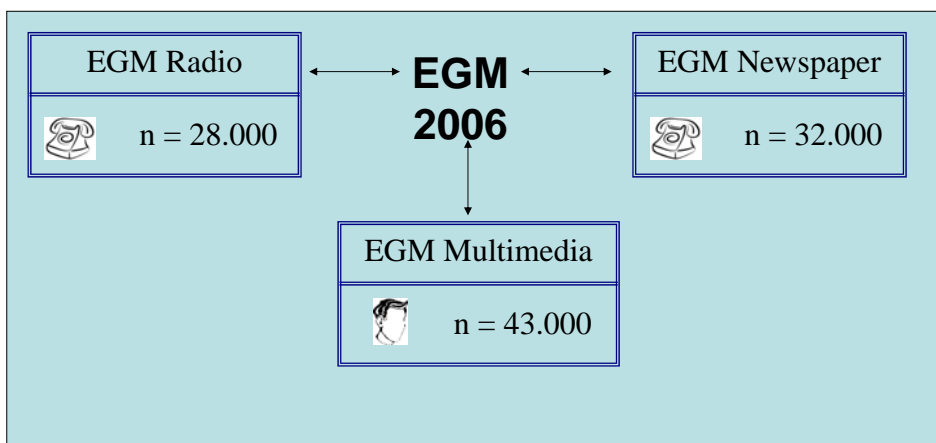


Mobile-only homes



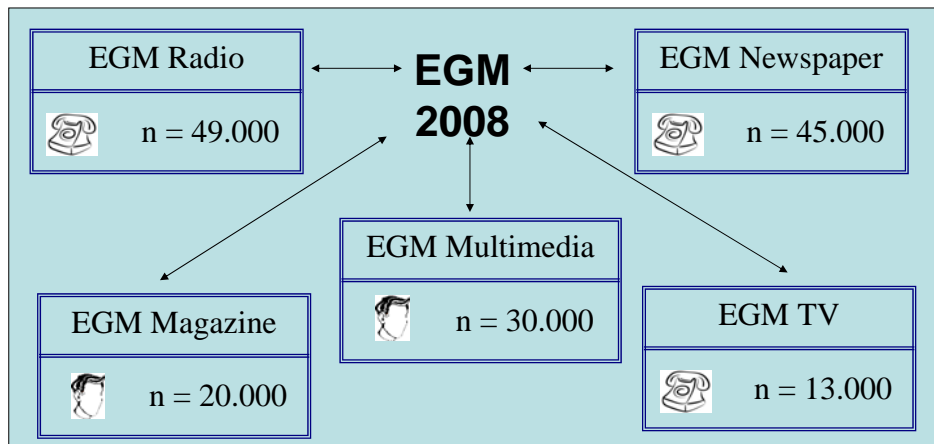
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Mobile-only homes



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Mobile-only homes



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Mobile-only homes



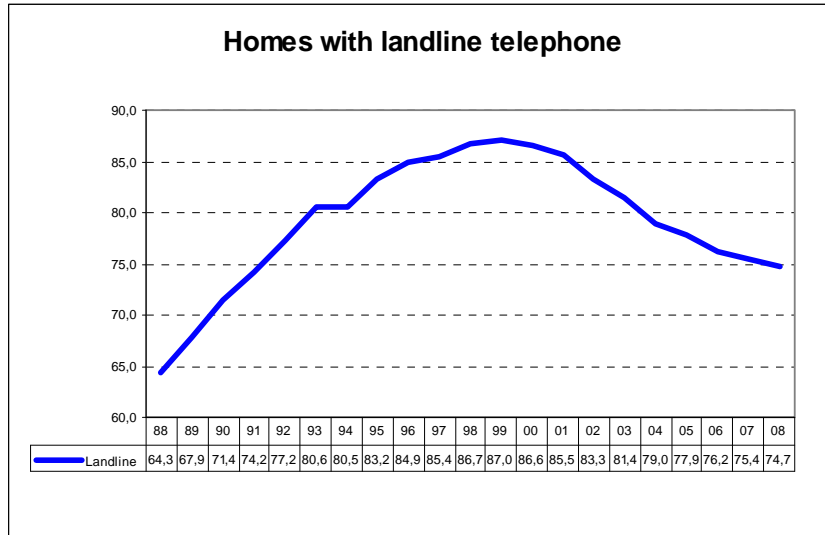
Currently, the EGM survey size is about 157,000 interviews:

- 50,000 are face-to-face,
- 107,000 are CATI interviews.

The importance of the telephone part of the study has grown considerably.

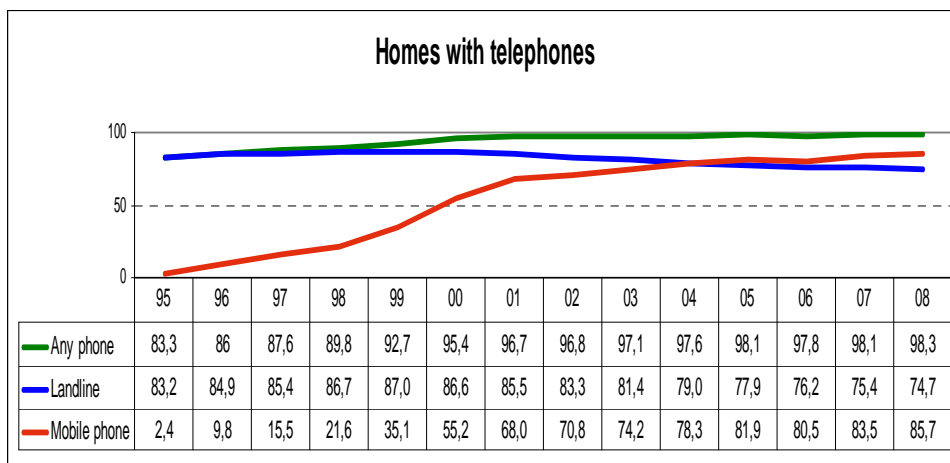
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Mobile-only homes



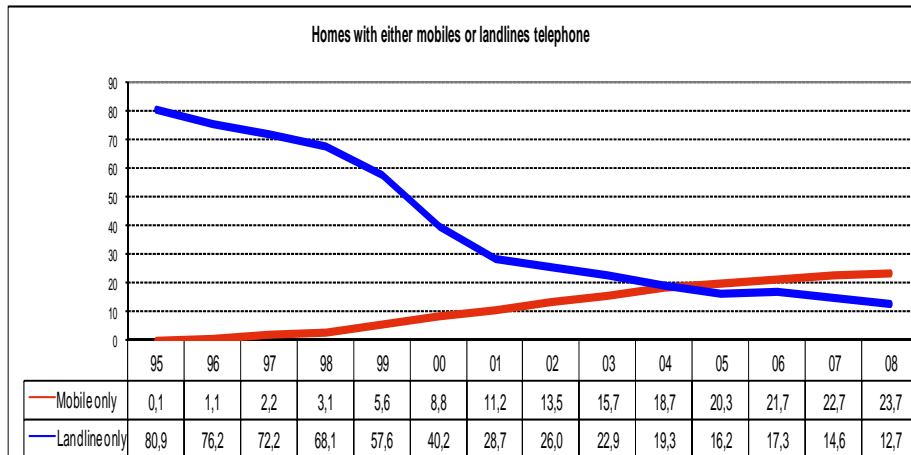
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The possible strategies to cover all homes by telephone are:

- A. 76% Sample of landline + 24% mobiles only.
- B. 87% Sample of mobiles + 13% landlines only.
- C. X% sample of landline + (100-X)% sample of mobiles and weighting procedures to adjust the representation of “landline only” and “mobile only”.

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The factors that influence the decision are:

- History and continuity.
- Cost of the survey.
- Regional disproportion of the sample design.

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History and continuity:

Since the beginning of the sample telephone extension, only calls to homes with a landline telephone have been made.

It is very important that any change in the methodology does not produce significant changes in the currency.

Option “A” allows to achieve this goal.

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Cost of the survey:

Calls to mobiles are more expensive than calls to landline telephones.

This also contributes to choose option "A".

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Mobile-only homes



Spatial Distribution of the sample:

When a call is made to a landline telephone, you know beforehand the province and village. This is a big advantage for the distribution of the sample, especially when there are disproportions throughout the sampled regions.

In Spain, for the mobile phones, the owner's province or village is cannot be known before calling.

Once again the option "A" is the favourite.

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Consequently, the EGM has chosen option

“A”

Focus on the future

- Our objective in near future is to adjust mobile-only quota to the quota that established by the EGM multimedia.
- We are going to test option “C” to combine the two studies, landline and mobile.
- In order to cover the sample size of mobile-only phones in disproportionate sample regions, we are going to use the mobile-only individuals from the last year face-to-face survey.

**THANK YOU
FOR YOUR
ATTENTION**