Using Qualitative and Quantitative Testing to Improve Hispanic Response Rates for Online Surveys

American Association for Public Opinion Research
Boston, MA
May 16, 2013

Presented by: Yelena Pens, Robin Gentry

Research Partners:

MARKETVISION
Focus Latino

ARBITRON
Arbitron Radio Ratings recruits all household members (age 12+) for a one-week diary survey of radio listening.

Hybrid sample frame: RDD and ABS sample.

Once the person who answered the recruitment call agrees to participate in the radio ratings, the household is mailed a box.
Problem/Issue

**Methodology**
- The current Arbitron diary methodology is expensive.
- We want to improve on the current methodology by utilizing other modes such as an online diary option.

**Response Rate**
- Response from geographic areas with a high percentage of Hispanic households is very low (~20-30% lower than areas with low Hispanic population)
Objective & Approach to Testing

» Objective
• Reduce costs
• Improve representation for young adults and hard to reach demos such as the Hispanic population

» Approach
• A qualitative study
  – To provide insights into the Hispanic population
• A quantitative study
  – Used findings from the qualitative testing to design a large scale quantitative test.
Qualitative Research Partners

» MarketVision (www.mvculture.com)
  • Research partner*
  • Background
    – *Multicultural marketing experts.*
    – *Strategically poised to help brands connect with multicultural consumers and shoppers in digital and physical environments.*

» Focus Latino (www.focuslatino.com)
  • Moderators
  • Background
    – *Hispanic research firm, founded in 1996, specializing in Qualitative Research and Strategic Planning.*
    – *Partners’ expertise developed over 35+ years working with and for major corporations and advertising agencies in the US Hispanic and Latin American markets.*

*The qualitative methods and findings in this presentation are included in the detailed report from MarketVision.
Qualitative Test Methodology

» Conducted in January and February 2012

» Combination of focus groups and in-home usability testing

» Focused on markets to represent West, Central and East Coast regions, thus capturing a variety of Hispanic backgrounds
  • Fresno, CA (an established Hispanic market)
  • Sioux Falls, SD (an emerging Midwest Hispanic market)
  • New Haven, CT (a growing Northeast Hispanic market)

» Three focus groups (90 minutes) and three in-home usability (60 minutes) testing per market.
Focus groups held at traditional facilities, while usability testing held at respondents’ homes.

Recruitment Criteria
- Gender: males & females
- Age: 25 – 49
- Acculturation
  - Acculturated: US-born of foreign born parents, or if foreign, having lived in US more than 11 years and more than ½ their life; English-dominant.
  - Bicultural: Foreign-born who have lived in US between 11 – 20 years, but less 1/2 their life; bilingual.
  - Un-acculturated: Foreign-born living in US < 10 years; Spanish-dominant.
Qualitative Test Methodology (3)

» All focus groups and in-home usability testing were conducted in English, Spanish, or both.

» One individual from each focus group was selected to participate in an in-home usability test the day after the focus group.

» Focus group testing concentrated on survey mailing (pre-alert postcard and invitation box), while in-home testing focused on web-survey usability.
Key Qualitative Findings

» Re-design of the pre-alert postcard.

• Headline results:
  – “Ratings” was familiar to Hispanics.
  – “You listen to radio” was too vague.
  – “Represent your community” was seen as work done in the community such as donating time, effort, or money.

• Design looks like from a healthcare, insurance or pharmaceutical company.

• The postcard seemed unnecessary
Key Qualitative Findings (2)

» Brand Awareness
- Hispanics tend to like brands they know and trust.
- The tag line “A leader in ratings since 1949” was very powerful and seen as a trusted brand.  
  –*First thing noticed by respondents.*
- Other comments included to show consistency from survey materials to web-survey.
Key Qualitative Findings (3)

» Form of Address (formal vs. Informal)
  • Results were inconclusive.
  • The formal tone was more respectful, while the informal was more comfortable.
  • Recommendation to use the formal (usted) on survey materials as it is the least likely to offend Hispanics.
  • Suggested to use the informal (tú) after the household agrees to participate, or the web-survey content.
  • Additional testing is needed to further understand preference.
Key Qualitative Findings (4)

**In-Home Usability**

- Leverage the simplicity of the Diary
  - *The simplicity of the diary eases concerns.*
- Create a homepage or dashboard
  - *Status updates on household members*
  - *Tutorial*
Key Qualitative Findings (5)

In-Home Usability
- Preferred the English toggle, even the Un-acculturated respondents.
- Major usability issues
  - Difficulty with slider
  - Confusion about “finish for the day”
  - Didn’t notice entries (Below the fold)
From Qualitative to Quantitative

» Created a hybrid approach such as “Be part of the radio ratings. Tell us what you listen to”.

» Invitation box included:
  • “A leader in ratings since 1949”
  • “Be part of the radio ratings”

» Communicated simplicity of the diary.
  » Letter
  » Registration

» Used formal for survey materials and informal for web-survey.
From Qualitative to Quantitative (2)

» Added a homepage to include:
  
  » A help page link
  
  » Instructions
  
  » Household member status
From Qualitative to Quantitative (3)

» Re-designed the online diary page to include:
  
  » Manual time entry
  
  » Easy view of the listening entries
  
  » Moved “Add” and “Done with This Day”
Quantitative Test Methodology (1)

» Sample
  • 12,000 households
  • ABS matched and unmatched telephone numbers
  • Six markets
    – Four Hispanic (see table)
    – Two Non-Hispanic
  • Oversampled Hispanics
  • Stratification
    – A Hispanic indicator was created based on surname characteristics to tag whether the household is Hispanic or not Hispanic.*
    – Hispanic households were mailed bilingual materials.

<table>
<thead>
<tr>
<th>Market</th>
<th>% Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresno</td>
<td>48.5</td>
</tr>
<tr>
<td>Tucson</td>
<td>32.4</td>
</tr>
<tr>
<td>El Paso</td>
<td>82.0</td>
</tr>
<tr>
<td>New Orleans</td>
<td>7.5</td>
</tr>
</tbody>
</table>

Note: These markets were selected because of the different levels of Hispanic population.

*See session title: Multi-cultural and Multi-Lingual Survey Research, "A Comparison of Hispanic Households That Were Identified by Hispanic Surname to Those That Were Not." by Dan Estersohn, Kelly Dixon, Mike Kwanisai, and Al Tupek, Friday, May 17, 2012 at 1:45 PM - 3:15 PM
Methodology

- Pre-Test in October 2012 and Field Test in January 2013
- Tested several different mailing approaches, design, and personalization.
- Updated online diary application (registration and radio listening portions)
- Household flooding approach
- Mobile browser option (iPhone and Android)
- Automated Emails (registration confirmation, reminders, thank you)
- Promised Incentive choices (Amazon or Visa Gift Cards)

Treatments*

- Pre-alert mailers
- Pre-recorded messages
- Pre-paid vs. promised incentive
- Personalization on address label

Research Question

» How does the Hispanic population compare to others in…
  • Response rates?
  • Sample representation?
The stratum was categorized as Hispanic, Non-Hispanic, or unknown based on surname indicators. The stratum was also used for mailing purposes.

Non-Hispanic households were more likely to register in the Hispanic controlled markets.
Completion Rate

The online diary is considered complete once a diarykeeper has successfully completed all seven days of the diary and submitted the diary online.

Table 2: Completion Rates (%) by Market

<table>
<thead>
<tr>
<th>Market</th>
<th>Hispanic</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>El Paso</td>
<td>84.6</td>
<td>84.5</td>
<td>84.6</td>
</tr>
<tr>
<td>Fresno</td>
<td>85.7</td>
<td>87.6</td>
<td>86.8</td>
</tr>
<tr>
<td>New Orleans</td>
<td>94.1</td>
<td>87.1</td>
<td>86.7</td>
</tr>
<tr>
<td>Tucson</td>
<td>84.6</td>
<td>90.0</td>
<td>88.6</td>
</tr>
</tbody>
</table>

Hispanic households had similar completion rates to non-Hispanic households.
Representation

» Highest among traditional high representative markets (El Paso and Fresno) and less strong in the other two markets (Tucson and New Orleans).

» Web survey used stratification to sample the Hispanic population.

Table 3: Sample Representation (%)

<table>
<thead>
<tr>
<th>Market</th>
<th>Population</th>
<th>Web Survey*</th>
<th>Current Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>El Paso</td>
<td>82.0</td>
<td>82.2</td>
<td>81.1</td>
</tr>
<tr>
<td>Fresno</td>
<td>48.5</td>
<td>44.7</td>
<td>47.4</td>
</tr>
<tr>
<td>New Orleans</td>
<td>7.5</td>
<td>4.6</td>
<td>4.1</td>
</tr>
<tr>
<td>Tucson</td>
<td>32.4</td>
<td>24.8</td>
<td>29.2</td>
</tr>
</tbody>
</table>

*Note: web-survey Hispanic sample was oversampled.

Hispanic representation was similar to that achieved in the current methodology.
Hispanic registrants preferred the Visa gift card option compared to other respondents. The in-home usability study found that Hispanics, even those more comfortable in Spanish, did not use the Spanish toggle. The field test showed similar results (see Table 5).

Table 4: Incentive Choice

<table>
<thead>
<tr>
<th></th>
<th>Amazon</th>
<th>Visa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>21.6</td>
<td>78.4</td>
</tr>
<tr>
<td>Other</td>
<td>32.7</td>
<td>67.3</td>
</tr>
<tr>
<td>Overall</td>
<td>28.5</td>
<td>71.5</td>
</tr>
</tbody>
</table>

Hispanics were more likely to select the Visa gift card option.

Table 5: Spanish Toggle

<table>
<thead>
<tr>
<th>Market</th>
<th>English</th>
<th>Spanish</th>
</tr>
</thead>
<tbody>
<tr>
<td>El Paso</td>
<td>91.4</td>
<td>8.6</td>
</tr>
<tr>
<td>Fresno</td>
<td>97.4</td>
<td>2.6</td>
</tr>
<tr>
<td>New Orleans</td>
<td>99.7</td>
<td>0.3</td>
</tr>
<tr>
<td>Tucson</td>
<td>97.7</td>
<td>2.3</td>
</tr>
</tbody>
</table>

Majority of users selected English at the time of logout.
Conclusions

Qualitative

» The promotional looking postcard did not work. In fact, it might hurt response rates.
» Legitimacy of a company increases trust with Hispanic respondents.
» Showing the simplicity of the web-survey through survey materials and application could potentially increase response rates.

Quantitative

» Hispanic households had lower registration rates than Non-Hispanic, but similar completion rates.
» Hispanic representation was similar to that achieved in the current methodology.
» Hispanic households did not use the Spanish toggle as seen in both the in-home usability study and web survey findings.
Thank You

» For more information please contact:
  • Yelena Pens
    – Yelena.Pens@arbitron.com
  • Robin Gentry
    – Robin.Gentry@arbitron.com