IMAGINE the POSSIBILITIES

With the global leader in sampling and data services

The Changing Landscape of Technology and Its Effects on Online Survey Data Collection

Nicole Mitchell, Knowledge Specialist, SSI
Background

Mobile Web Traffic Over Time

Q1 2013
Q4 2014

Tablet
Phone

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Background

Percent of Mobile Friendly Surveys

<table>
<thead>
<tr>
<th>Month</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN</td>
<td>88.7%</td>
<td>11.3%</td>
</tr>
<tr>
<td>FEB</td>
<td>72.8%</td>
<td>27.2%</td>
</tr>
<tr>
<td>MAR</td>
<td>74.0%</td>
<td>26.0%</td>
</tr>
<tr>
<td>APRIL</td>
<td>74.1%</td>
<td>25.9%</td>
</tr>
</tbody>
</table>
The Study

• SSI blended sample consisting of 5501 US respondents
  — 2197 Laptop/Desktop respondents
  — 1435 Tablet respondent
  — 1869 Mobile phone respondents

• Respondents were randomly assigned to one of the 3 survey designs:
  — Mobile Unfriendly
  — Mobile Friendly
  — Mobile Optimized
Survey Design: Mobile Unfriendly

- The survey page is a smaller version of a traditional Laptop/Desktop webpage
- The survey page is not responsive to different screen sizes and needs zoom-in or horizontal scrolling (e.g. the screenshot only shows half the page on a mobile phone)
- The font size is small and survey elements are tiny and difficult to read and select
- Clear to read and easy to select.
- The traditional grid question is asked as multiple single punch questions across all devices
- Horizontal scrolling is minimized
- Tested on mobile devices to ensure everything displays properly on a mobile device
Survey Design: Mobile Optimized

- Designed specifically for a mobile device where the survey program recognizes the device and optimizes the survey for mobile respondents
- The survey layout is optimized by removing unnecessary elements
- There is no horizontal scrolling
- The grid question was shown as multiple single punch questions on the mobile phone; however, on tablets, laptops and desktops the traditional grid format was shown
Impact on Respondent Experience

- Abandon Rate
- LOI
- Overall Satisfaction
Survey Experience by Device: Abandon Rate

Abandon Rate by Device

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Mobile Phone</th>
<th>Tablet</th>
<th>Laptop/Desktop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Unfriendly</td>
<td>11%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Mobile Friendly</td>
<td>11%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Mobile Optimized</td>
<td>11%</td>
<td>7%</td>
<td>4%</td>
</tr>
</tbody>
</table>

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Survey Experience by Device: Length of Interview

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Mobile Phone</th>
<th>Tablet</th>
<th>Laptop/Desktop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Unfriendly</td>
<td>13</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Mobile Friendly</td>
<td>12</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Mobile Optimized</td>
<td>11</td>
<td>10</td>
<td>7</td>
</tr>
</tbody>
</table>

**Median LOI**

- Mobile Phone
- Tablet
- Laptop/Desktop
Mobile Phone Survey Experience: Satisfaction

Survey Experience: Mobile Phone

NOT SATISIFIED | SOMEWHAT SATISFIED | SATISFIED
---|---|---
Mobile Phone - Mobile Unfriendly | 4% | 23% | 61%
Mobile Phone - Mobile Friendly | 4% | 24% | 74%
Mobile Phone - Mobile Optimized | 1% | 74% | 74%

Mobile Unfriendly (n = 214)
Mobile Friendly (n= 247)
Mobile Optimized (n= 225)
Impact on Data Quality

- Speeding
- Satisficing
- Conflicting Answers
- Selecting Low Incidence Answers
Data Quality: Speeding

Speeder Check Based on Overall Median LOI

<table>
<thead>
<tr>
<th>FLAGGED</th>
<th>Total</th>
<th>Mobile Phone</th>
<th>Tablet</th>
<th>Laptop/Desktop</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Data Quality: Speeding

**Speeder Check Based on Laptop/Desktop Median LOI**

<table>
<thead>
<tr>
<th>FAILED</th>
<th>Total</th>
<th>Mobile Phone</th>
<th>Tablet</th>
<th>Laptop/Desktop</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.0%</td>
<td>0.5%</td>
<td>1.6%</td>
<td>3.9%</td>
</tr>
</tbody>
</table>
Data Quality: Speeding

Speeder Check Based on Median Time for Each Device

<table>
<thead>
<tr>
<th>Flagged</th>
<th>Mobile Phone Speeding Check</th>
<th>Tablet Speeding Check</th>
<th>Laptop/Desktop Speeding Check</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.9%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Data Quality: Satisficing

Satisficing Check by Device

- Total: 2.0%
- Mobile Phone: 1.5%
- Tablet: 2.1%
- Laptop/Desktop: 2.3%

<table>
<thead>
<tr>
<th>Failed by Device</th>
<th>Total</th>
<th>Mobile Phone</th>
<th>Tablet</th>
<th>Laptop/Desktop</th>
</tr>
</thead>
</table>
Data Quality: Satisficing

Satisficing Check by Survey Type

% FAILED

- Mobile Unfriendly
- Mobile Friendly
- Mobile Optimized
Data Quality: Satisficing

Satisficing: Mobile Unfriendly Across Device

- Mobile - Mobile Unfriendly: 4.3%
- Tablet - Mobile Unfriendly: 4.1%
- Desktop/Laptop - Mobile Unfriendly: 3.7%
Data Quality: Conflicting Answers

Conflicting Answers by Device

- Total: 6.9%
- Mobile Phone: 9.1%
- Tablet: 6.8%
- Laptop/Desktop: 5.0%
Data Quality: Conflicting Answers

Conflicting Answers: Device by Survey Type

- Mobile - Mobile Unfriendly: 14.8%
- Mobile - Mobile Friendly: 6.7%
- Mobile - Mobile Optimized: 9.6%
Data Quality: Conflicting Answers

Quality Check: Conflicting Answers by Device

- Total: 6.3%
- Mobile: 7.5%
- Tablet: 6.8%
- Laptop/Desktop: 5.0%

Failed
Data Quality: Low Incidence by Device

Low Incidence Quality Check by Device

PURCHASED A HOUSE & CONDO IN THE PAST YEAR

<table>
<thead>
<tr>
<th>Device</th>
<th>Total</th>
<th>Mobile Phone</th>
<th>Tablet</th>
<th>Laptop/Desktop</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.20%</td>
<td>0.10%</td>
<td>0.30%</td>
<td>0.30%</td>
</tr>
</tbody>
</table>

PURCHASED A NEW AUTOMOBILE AND A USED AUTOMOBILE IN THE PAST MONTH

<table>
<thead>
<tr>
<th>Device</th>
<th>Total</th>
<th>Mobile Phone</th>
<th>Tablet</th>
<th>Laptop/Desktop</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.70%</td>
<td>0.30%</td>
<td>0.90%</td>
<td>0.90%</td>
</tr>
</tbody>
</table>
Overall Data Quality

Overall Quality by Device

<table>
<thead>
<tr>
<th>FAILED 2 OR MORE</th>
<th>Total</th>
<th>Mobile Phone</th>
<th>Tablet</th>
<th>Laptop/Desktop</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.5%</td>
<td>1.1%</td>
<td>1.6%</td>
<td>1.7%</td>
<td></td>
</tr>
</tbody>
</table>
Summary

• Increase in mobile web traffic, but not many mobile friendly surveys available

• It’s not the device or the people, it’s the questionnaire design
  > Poor respondent experience
  > Longer survey experience
  > Can lead to poor data quality

• Rethink speeding rules

• Inattention happens