IMAGINE the POSSIBILITIES

With the global leader in sampling and data services
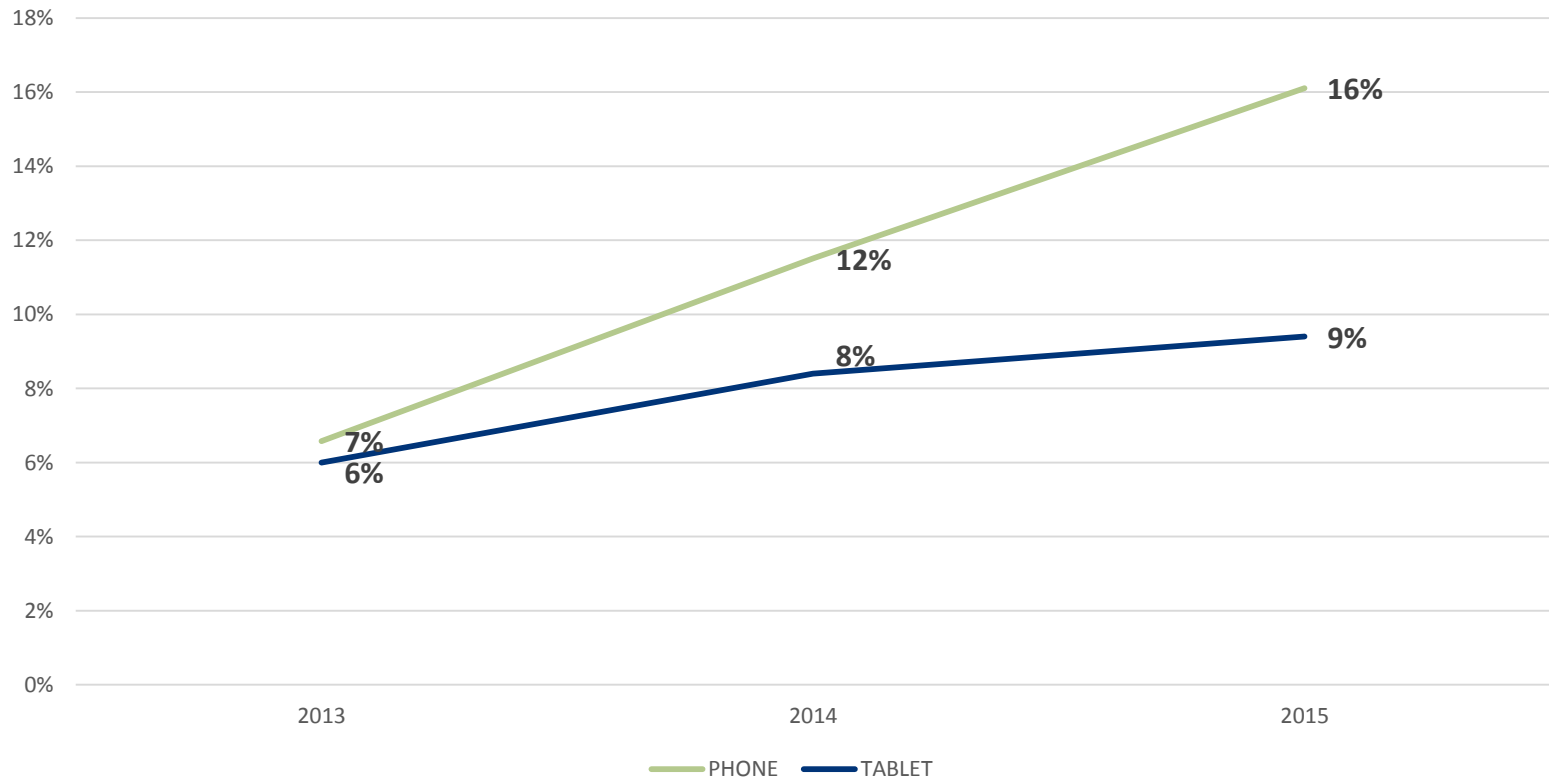
The Changing Landscape of Technology and Its Effects on Online Survey Data Collection

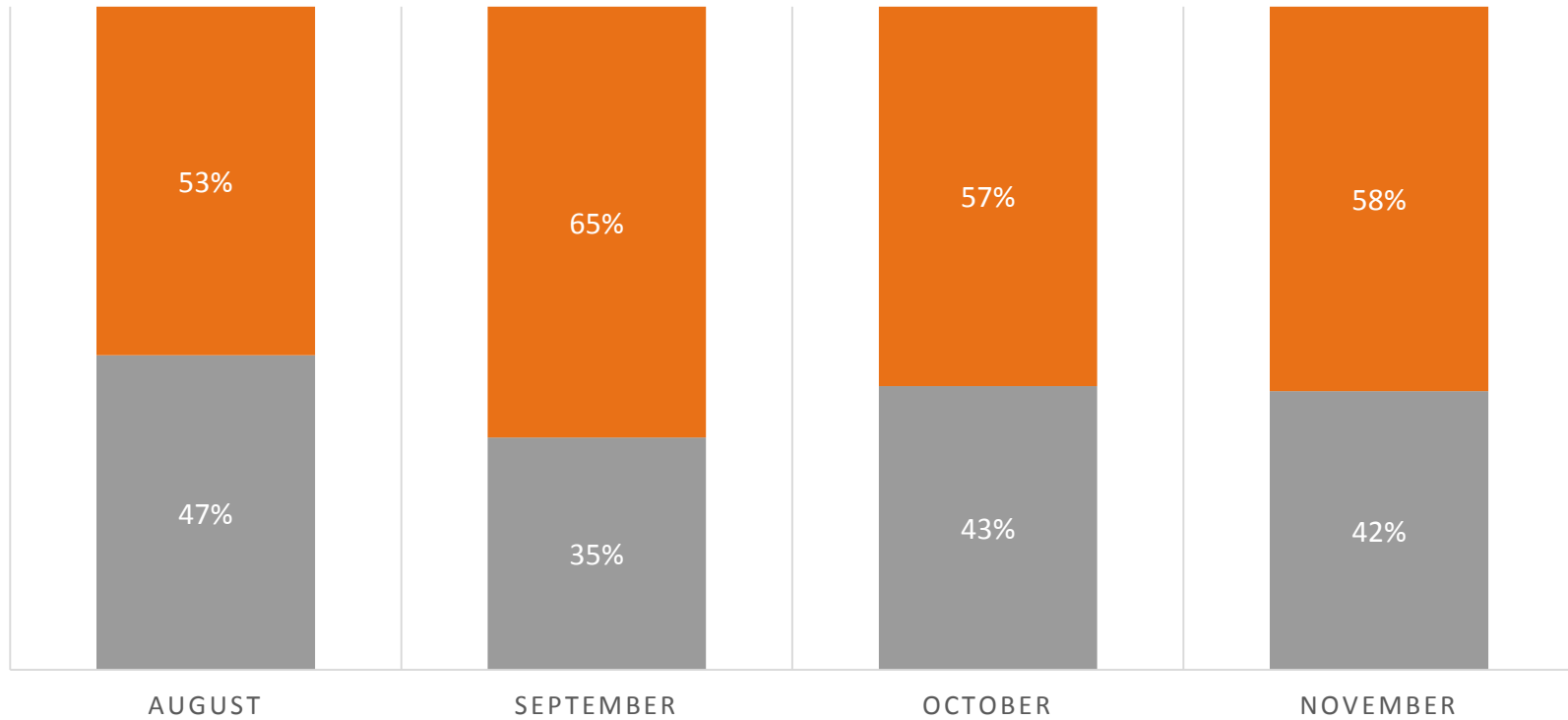*Nicole Mitchell, Knowledge Specialist, SSI*

Background

% of People Choosing to Take Surveys on a Mobile Phone or Tablet

PHONE —— TABLET ——

Background

PERCENT OF MOBILE FRIENDLY SURVEYS

■ Yes ■ No

	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
No	53%	65%	57%	58%
Yes	47%	35%	43%	42%

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
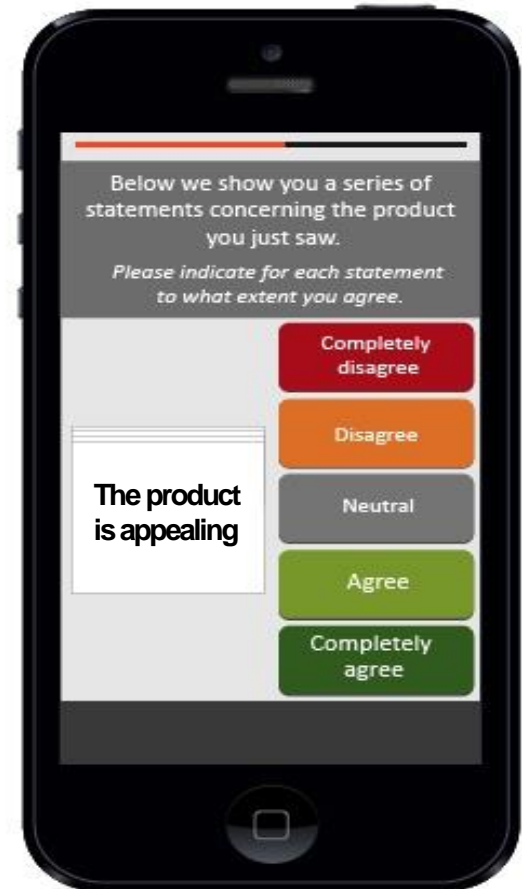
Survey Design: Mobile Friendly

- 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
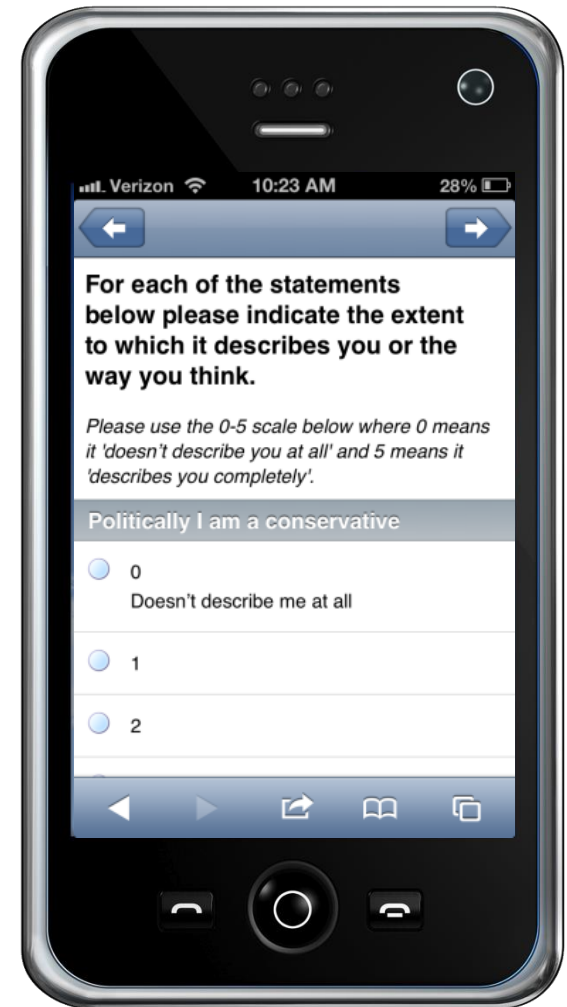
Survey Design: Mobile Optimized

- 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

Below we show you a series of statements concerning the product you just saw.
Please indicate for each statement to what extent you agree.

Completely disagree

Disagree

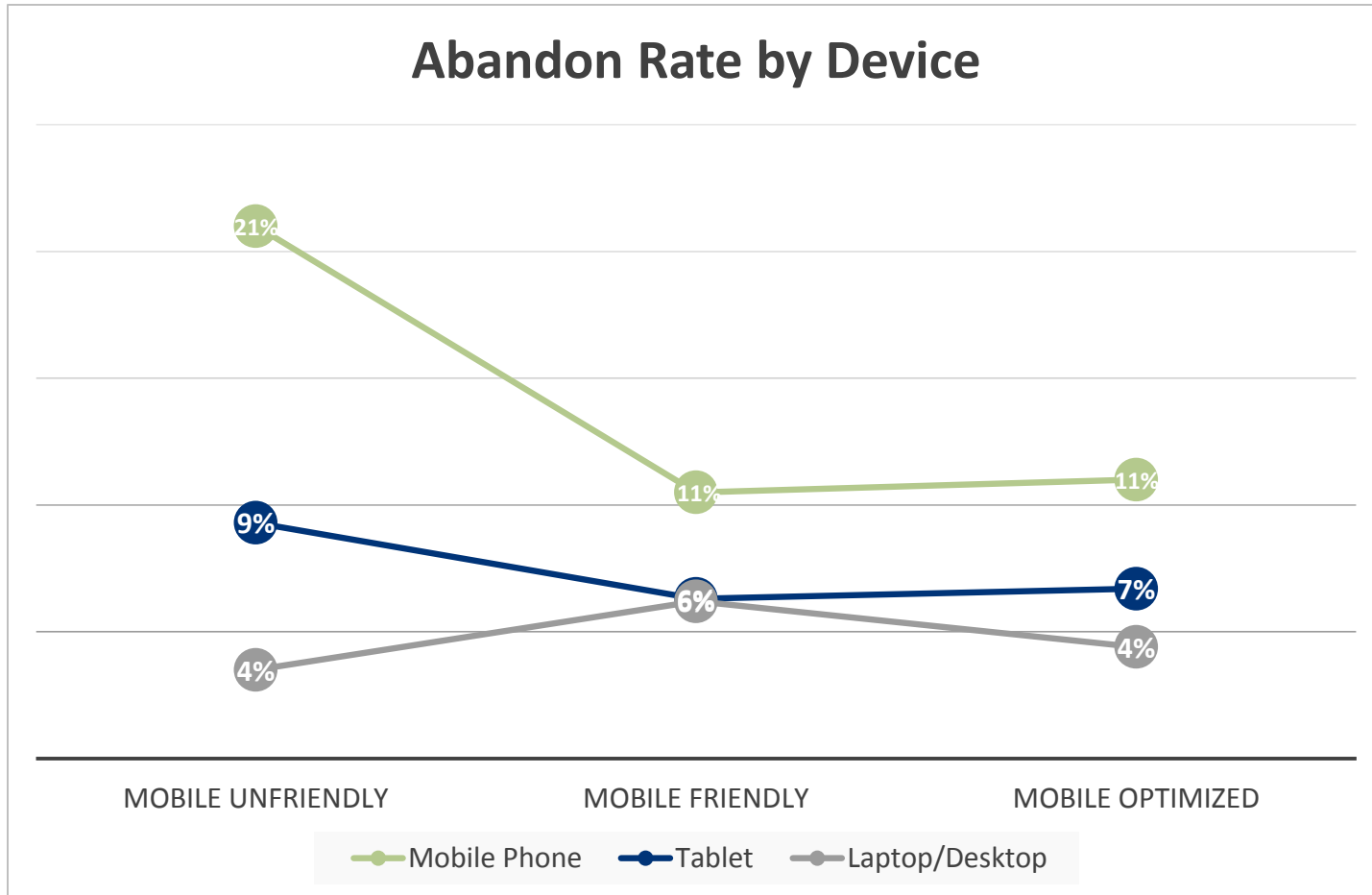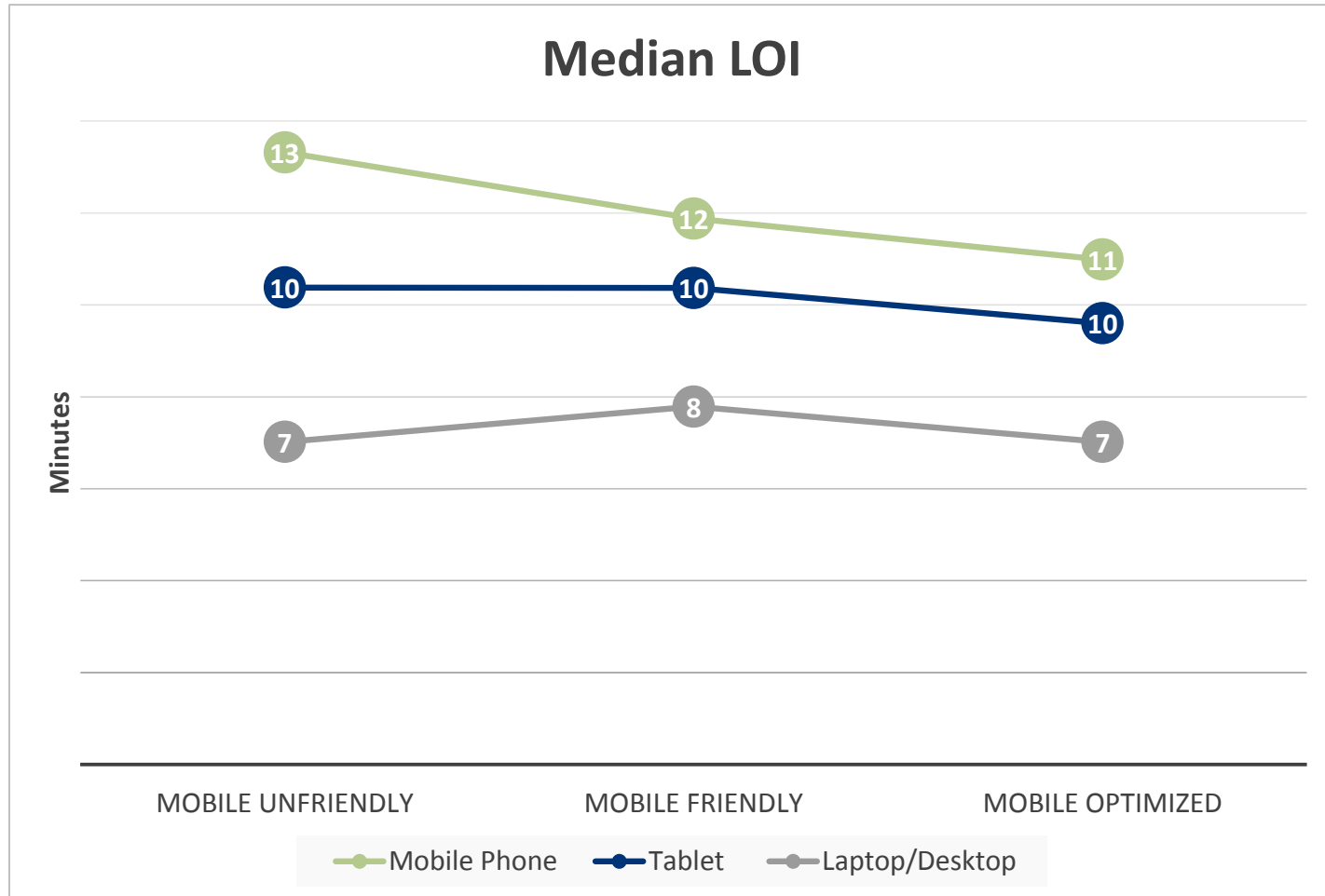The product is appealing

Neutral

Agree

Completely agree

Impact on Respondent Experience

- Abandon Rate

- LOI

- Overall Satisfaction

Survey Experience by Device: Abandon Rate

Abandon Rate by Device

	MOBILE UNFRIENDLY	MOBILE FRIENDLY	MOBILE OPTIMIZED
Mobile Phone	21%	11%	11%
Tablet	9%	6%	7%
Laptop/Desktop	4%	6%	4%

Survey Experience by Device: Length of Interview

Median LOI

Minutes

	MOBILE UNFRIENDLY	MOBILE FRIENDLY	MOBILE OPTIMIZED
Mobile Phone	13	12	11
Tablet	10	10	10
Laptop/Desktop	7	8	7

Legend: Mobile Phone • Tablet • Laptop/Desktop

SSI®

Mobile Phone Survey Experience: Satisfaction

Survey Experience: Mobile Phone

Chart data:

	NOT SATISFIED	SOMEWHAT SATISFIED	SATISFIED
Mobile Phone - Mobile Unfriendly	4%	35%	61%
Mobile Phone - Mobile Friendly	4%	23%	74%
Mobile Phone - Mobile Optimized	1%	24%	74%

Legend:
- ■ Mobile Phone - Mobile Unfriendly
- ■ Mobile Phone - Mobile Friendly
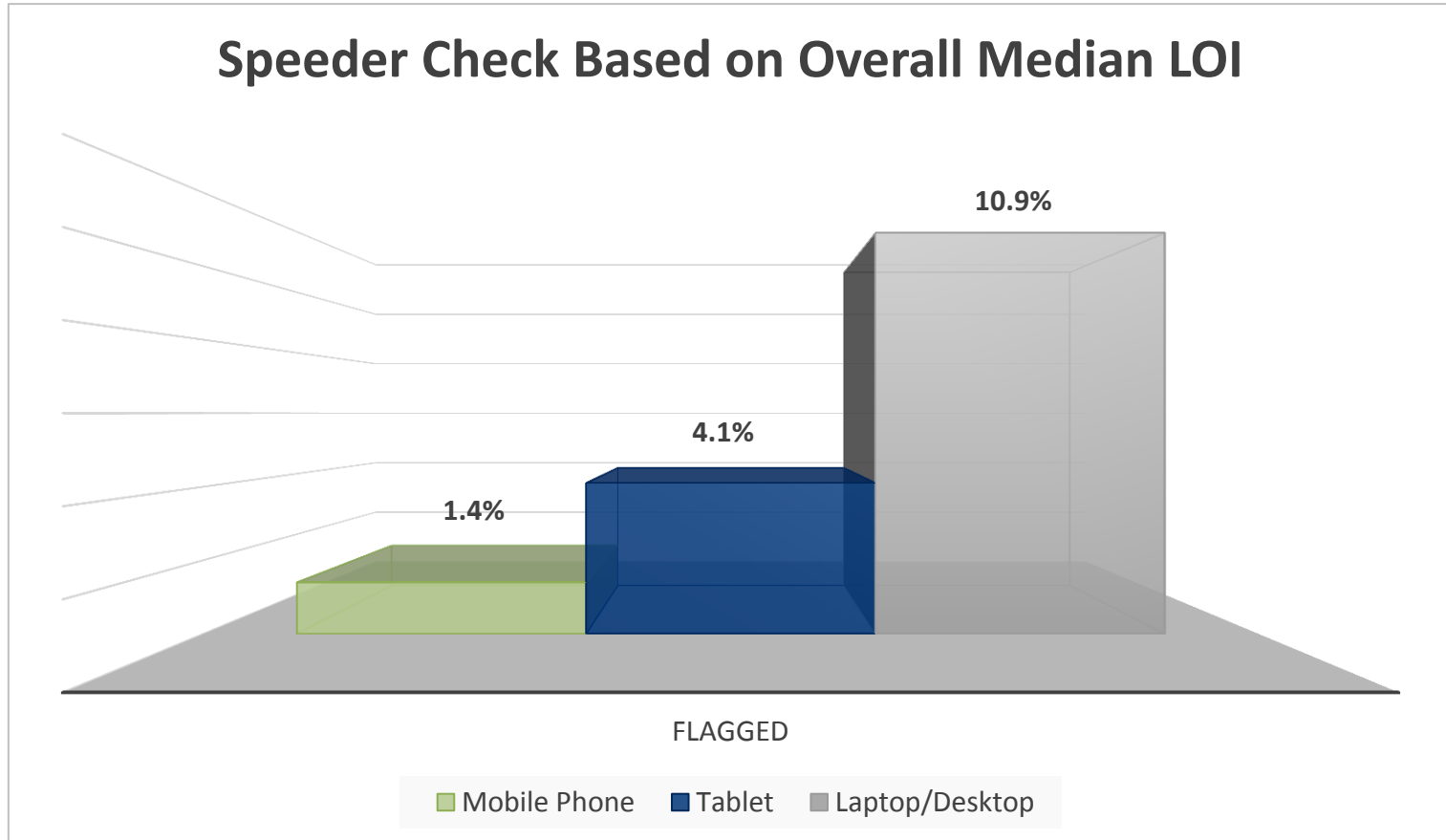- ■ Mobile Phone - Mobile Optimized
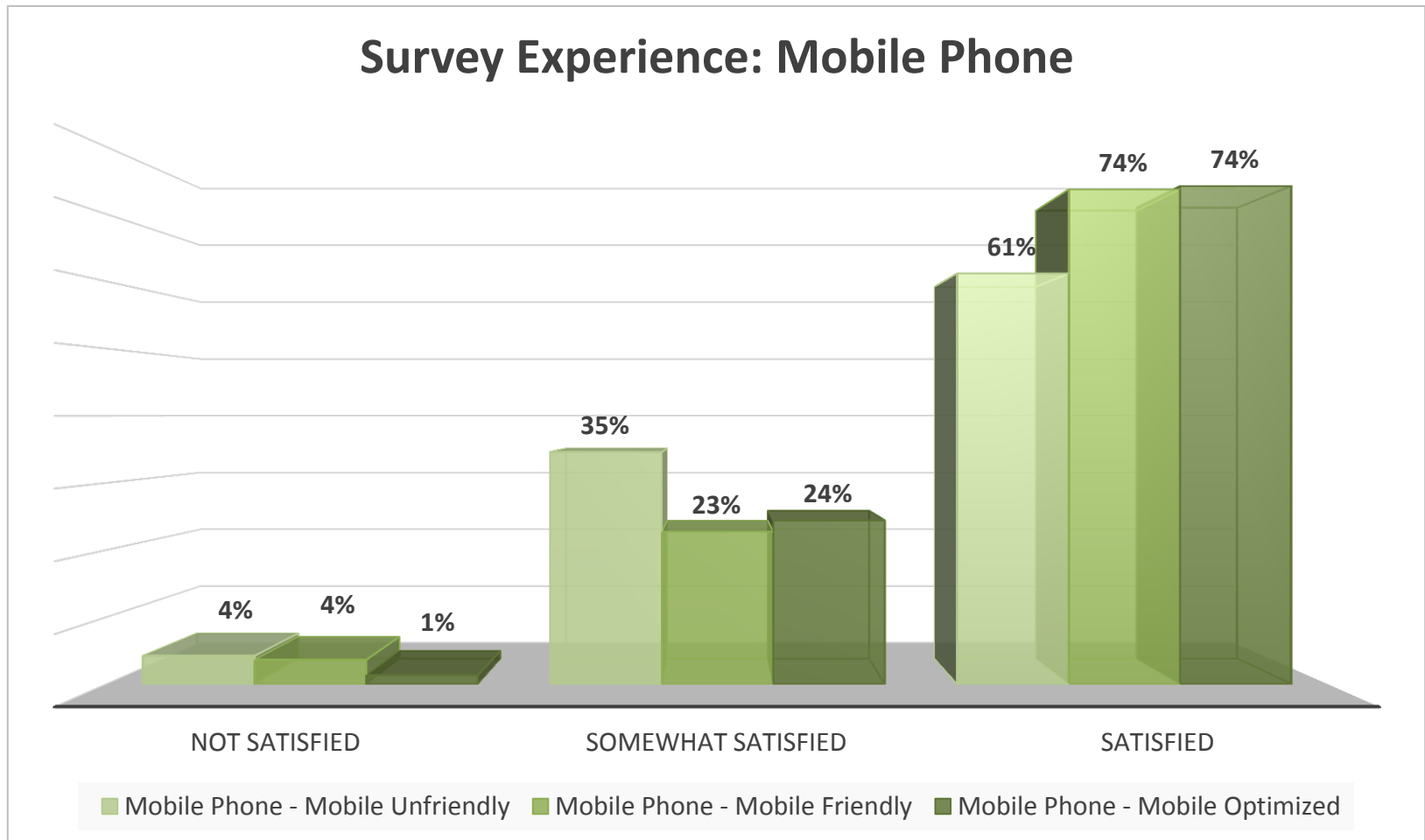
Mobile Unfriendly (n = 214)
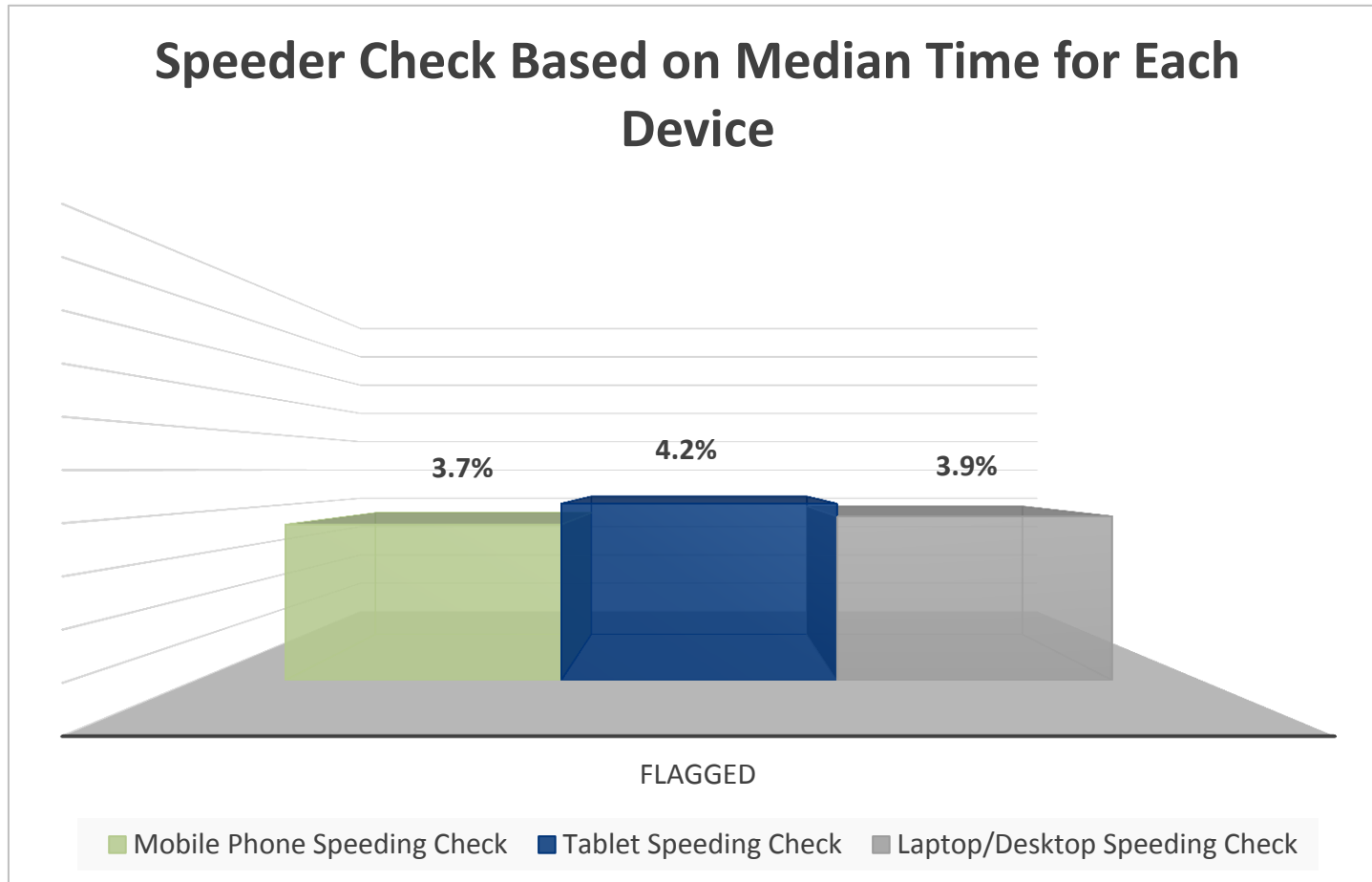Mobile Friendly (n= 247)
Mobile Optimized (n= 225)

SSI®

Impact on Data Quality

- Speeding

- Satisficing

- Conflicting Answers
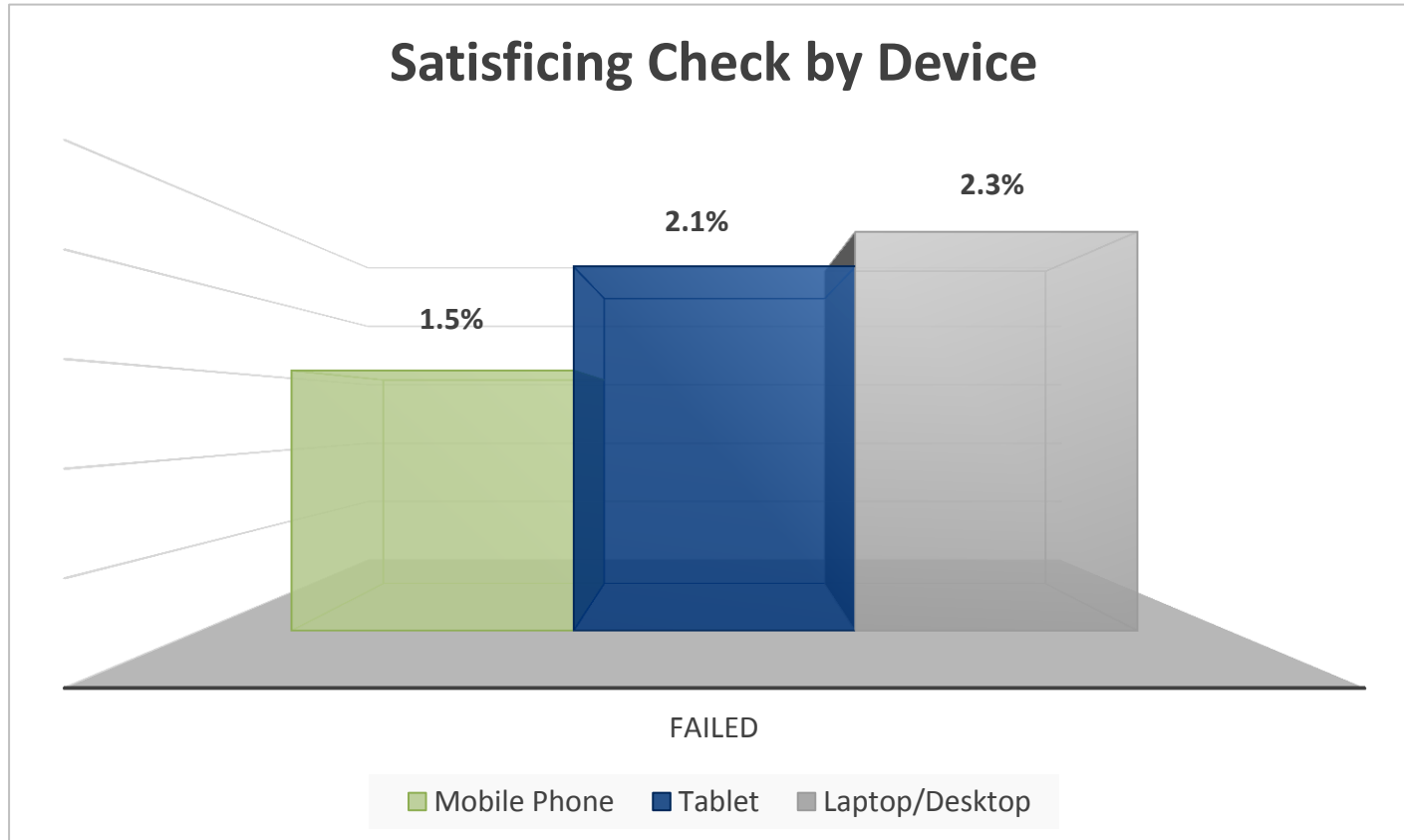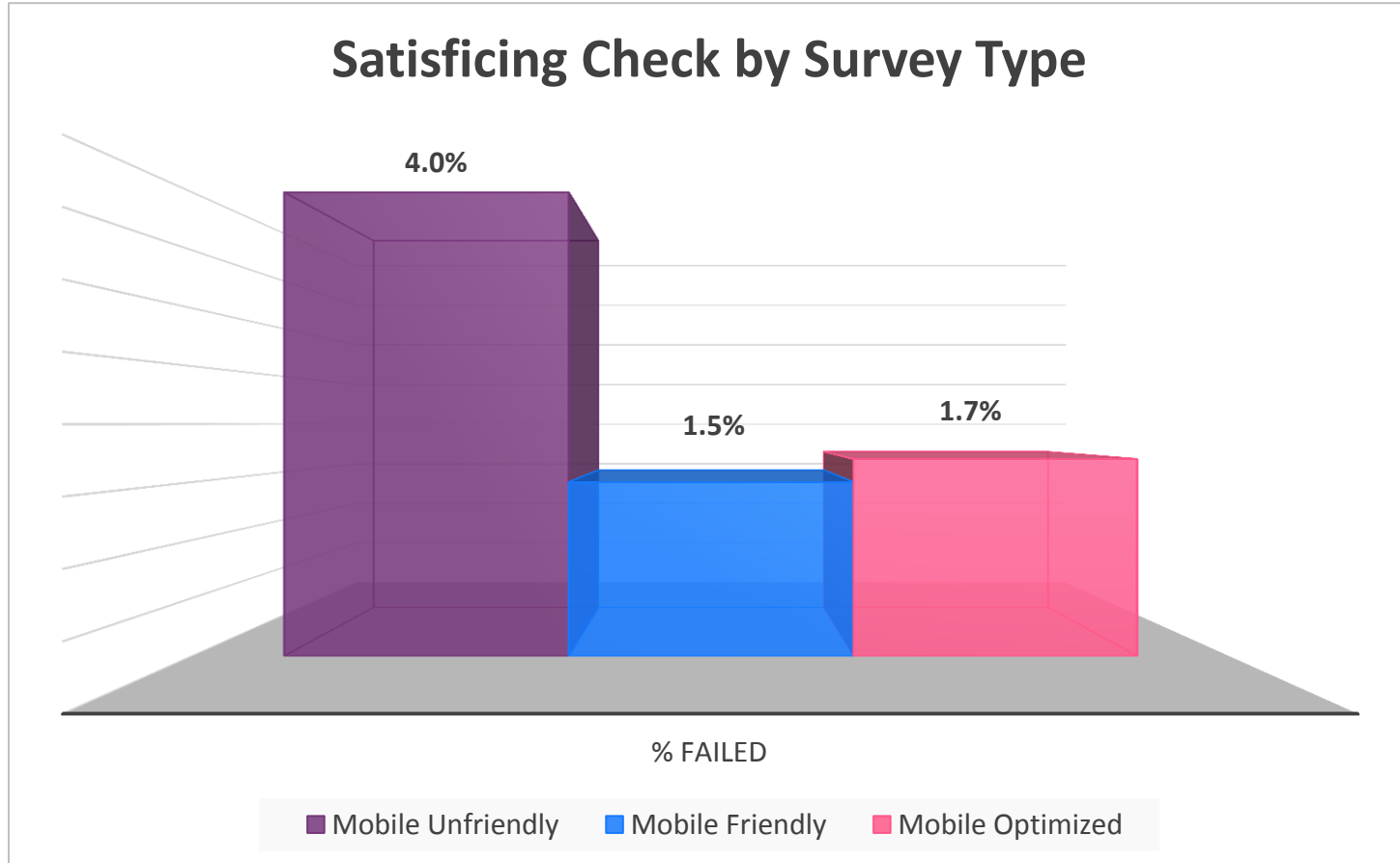
- Selecting Low Incidence Answers

Data Quality: Speeding

Speeder Check Based on Overall Median LOI

- 10.9%
- 4.1%
- 1.4%

FLAGGED

■ Mobile Phone ■ Tablet ■ Laptop/Desktop

Data Quality: Speeding

Speeder Check Based on Median Time for Each Device

3.7% **4.2%** **3.9%**

FLAGGED

■ Mobile Phone Speeding Check   ■ Tablet Speeding Check   ■ Laptop/Desktop Speeding Check

Data Quality: Satisficing

Satisficing Check by Device

1.5% 2.1% 2.3%

FAILED

Mobile Phone Tablet Laptop/Desktop

Data Quality: Satisficing

Satisficing Check by Survey Type

4.0%

1.5%

1.7%

% FAILED

■ Mobile Unfriendly   ■ Mobile Friendly   ■ Mobile Optimized

Data Quality: Satisficing

Satisficing: Mobile Unfriendly Across Device

4.3%   4.1%   3.7%

FAILED

■ Mobile - Mobile Unfriendly   ■ Tablet - Mobile Unfriendly   ■ Desktop/Laptop - Mobile Unfriendly

Data Quality: Conflicting Answers

Conflicting Answers by Device

9.10%

6.80%

5.00%

FAILED

☐ Mobile ☐ Tablet ☐ Laptop/Desktop

Data Quality: Conflicting Answers

Conflicting Answers: Device by Survey Type

14.8%

9.6%

6.7%

FAILED

■ Mobile - Mobile Unfriendly   ■ Mobile - Mobile Friendly   ■ Mobile - Mobile Optimized

SSI®

Data Quality: Conflicting Answers

Quality Check: Conflicting Answers by Device

7.5%   6.8%   5.0%

FAILED

■ Mobile ■ Tablet ■ Laptop/Desktop

Data Quality: Low Incidence by Device

Low Incidence Quality Check by Device

0.10% — 0.30% — 0.30%

PURCHASED A HOUSE & CONDO IN THE PAST YEAR

■ Mobile Phone ■ Tablet ■ Laptop/Desktop

Low Incidence Quality Check by Device

0.30% — 0.90% — 0.90%

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

■ Mobile Phone ■ Tablet ■ Laptop/Desktop

SSI®

Overall Data Quality

Overall Quality by Device

- Mobile Phone: 1.1%
- Tablet: 1.6%
- Laptop/Desktop: 1.7%

FAILED 2 OR MORE
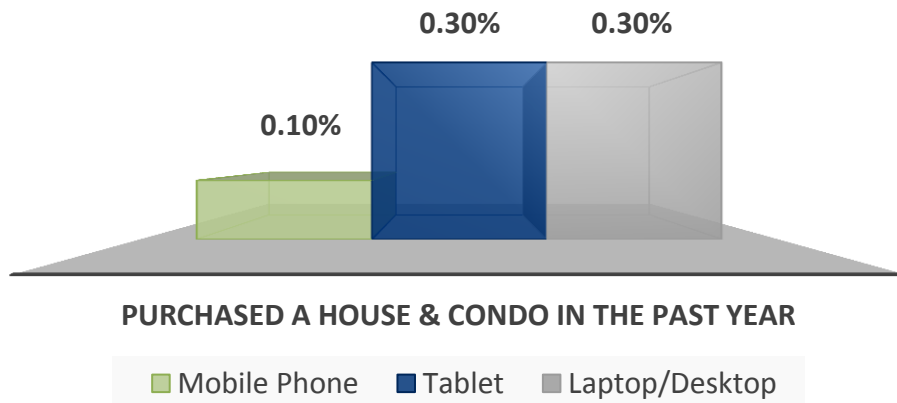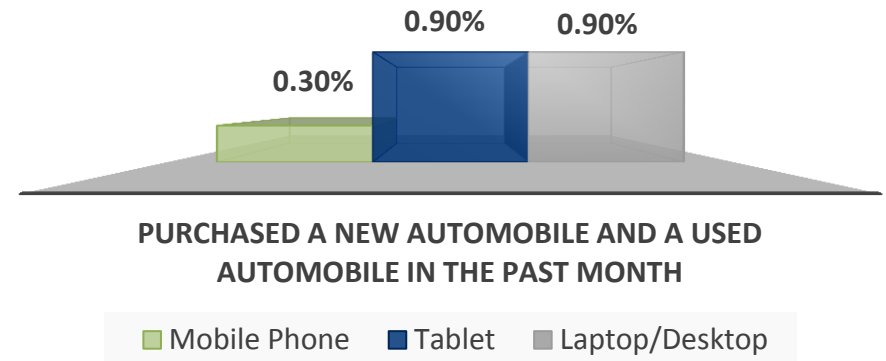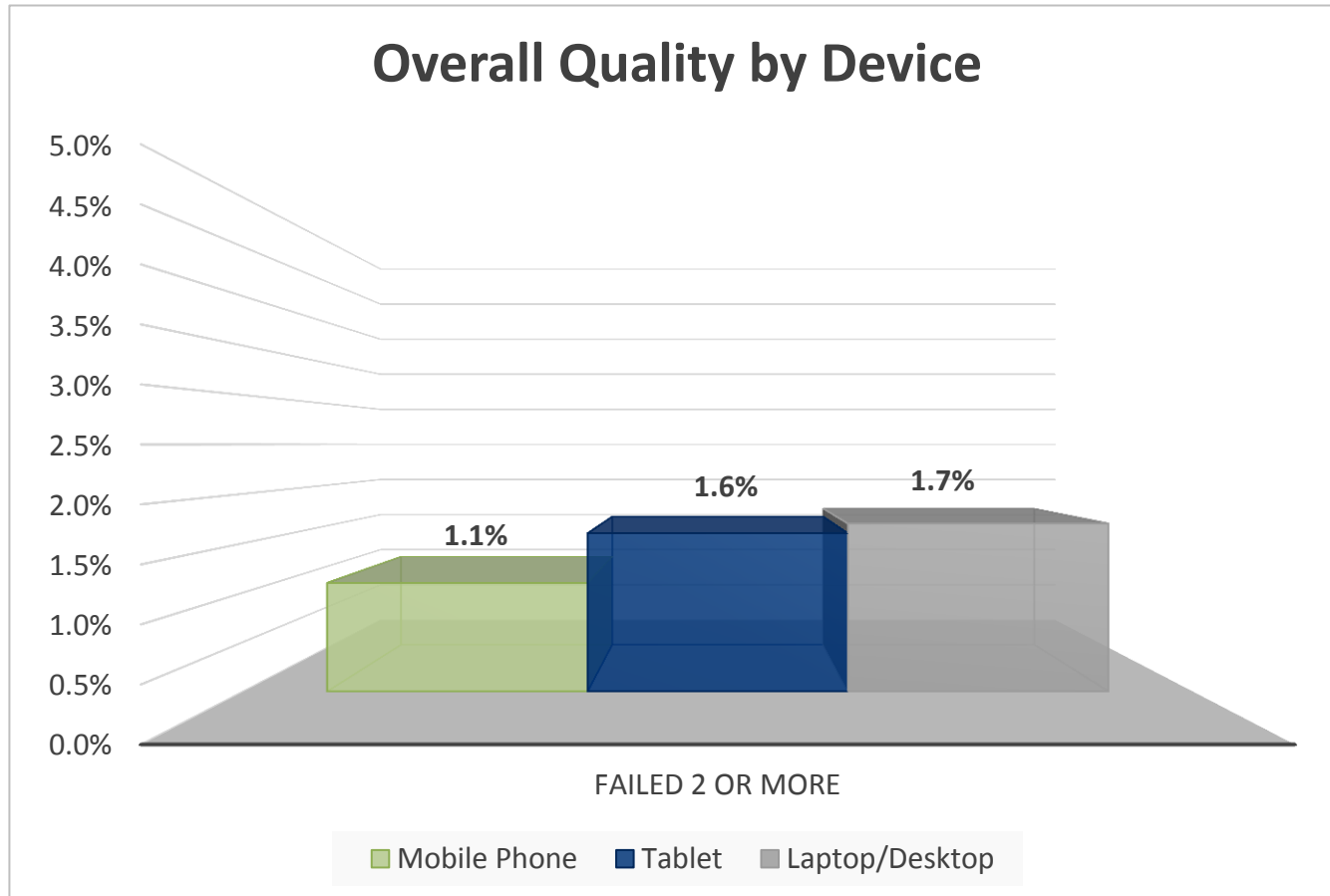
Summary

- Increase in respondents using a mobile device to take a survey, but less than half of surveys are mobile friendly.

- 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

IMAGINE the POSSIBILITIES

When You Work With SSI

surveysampling.com

info@surveysampling.com

nicole.mitchell@surveysampling.com