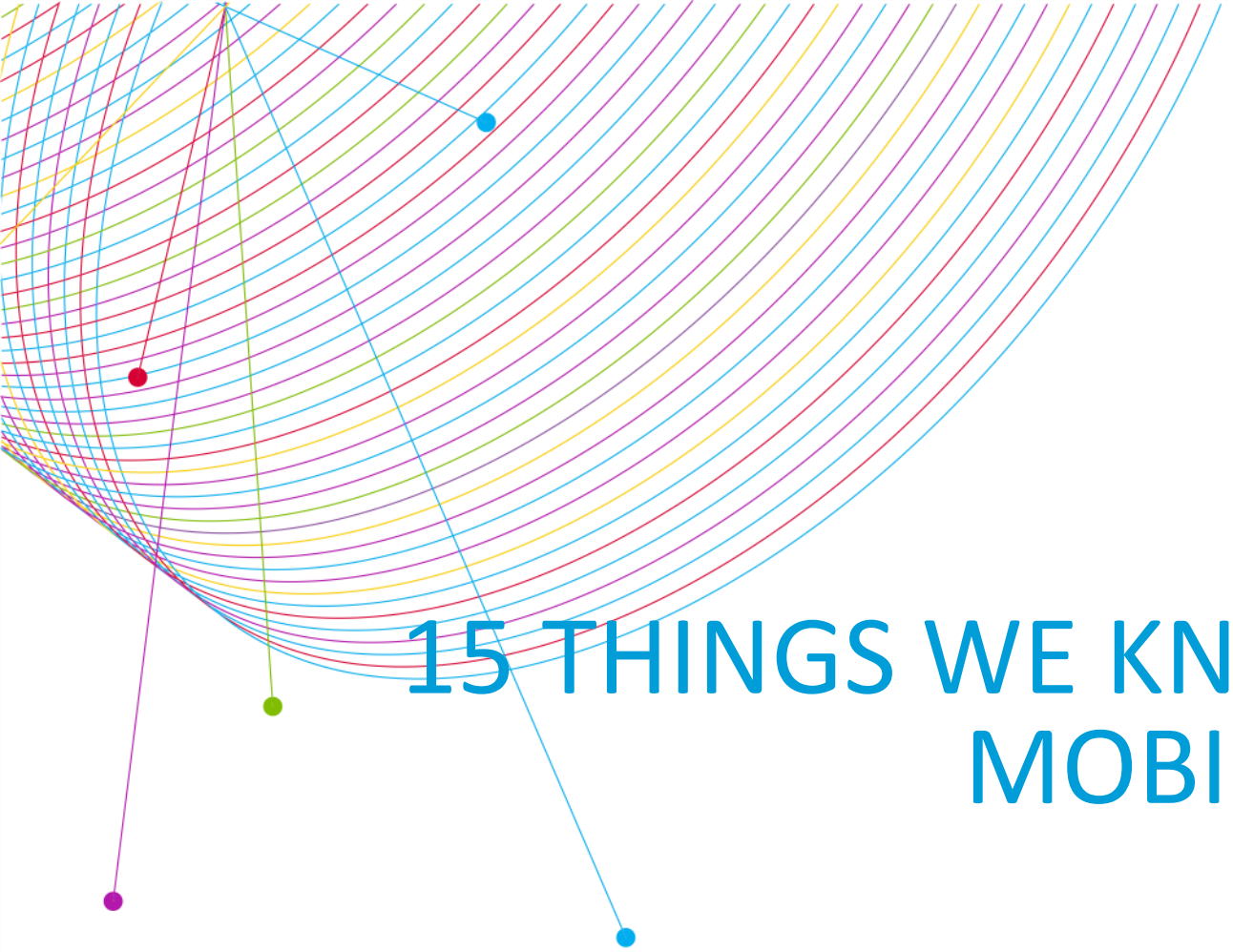

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15 THINGS WE KNOW ABOUT MOBILE SURVEYS

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Nielsen
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MOBILE SURVEYS

- Lot of promise, potential
  - Survey responses, GPS location data, barcode scanning, pictures, videos
  - In-the-moment data collection, which minimizes recall bias
- Lot of hype
- Today's presentation
  - Evidence-based
  - Focus on general online surveys, not mobile-only surveys

REVIEW ARTICLE

- July 2015 issue

REVIEW ARTICLE

- July 2015 issue

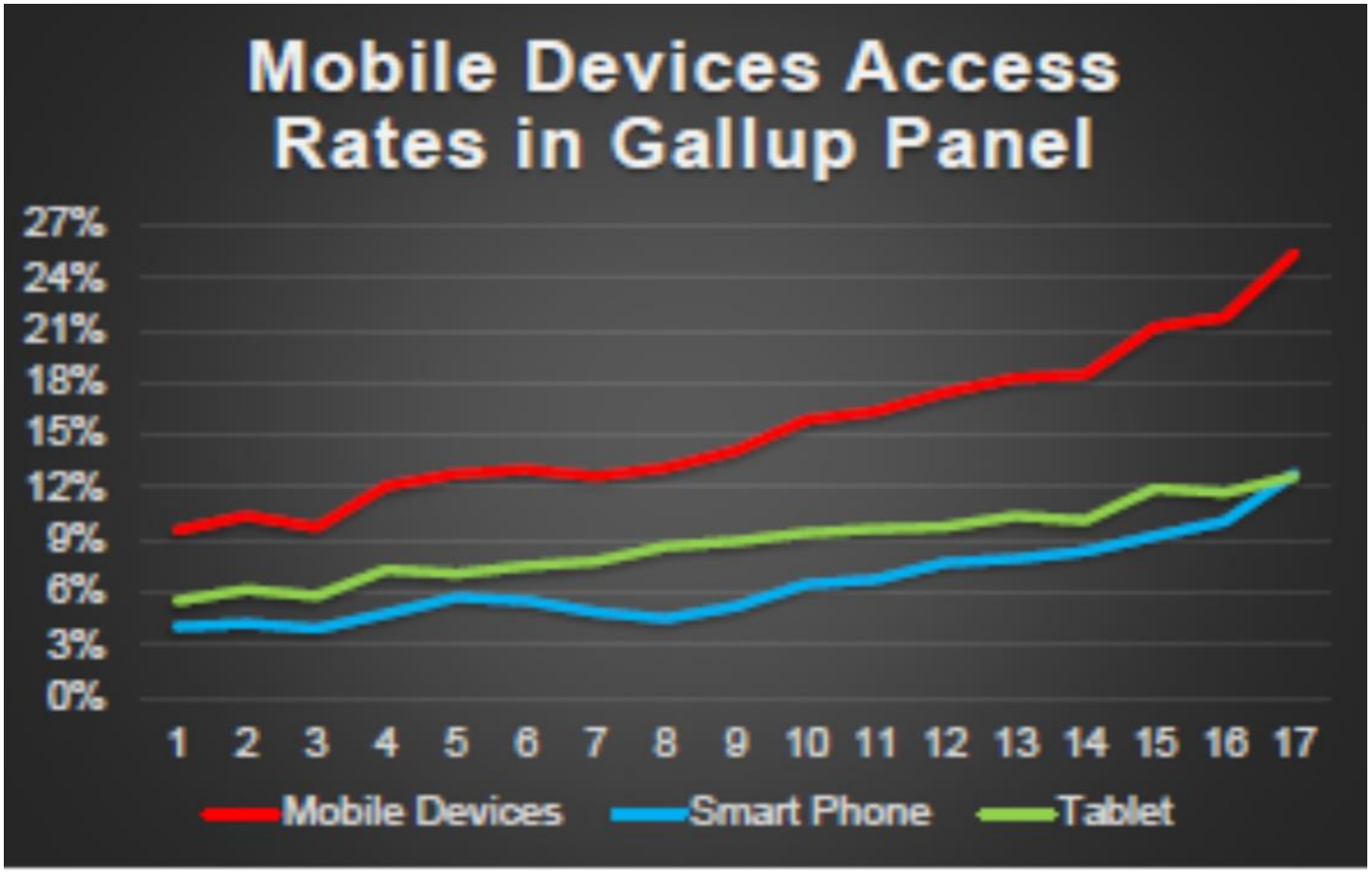
REVIEW ARTICLE

- July 2015 issue

- Over 40 mobile studies
- From Australia, Canada, Germany, the Netherlands, Russia, UK, US
- Details and results reported in journals, at conferences

MOBILE RESPONSES

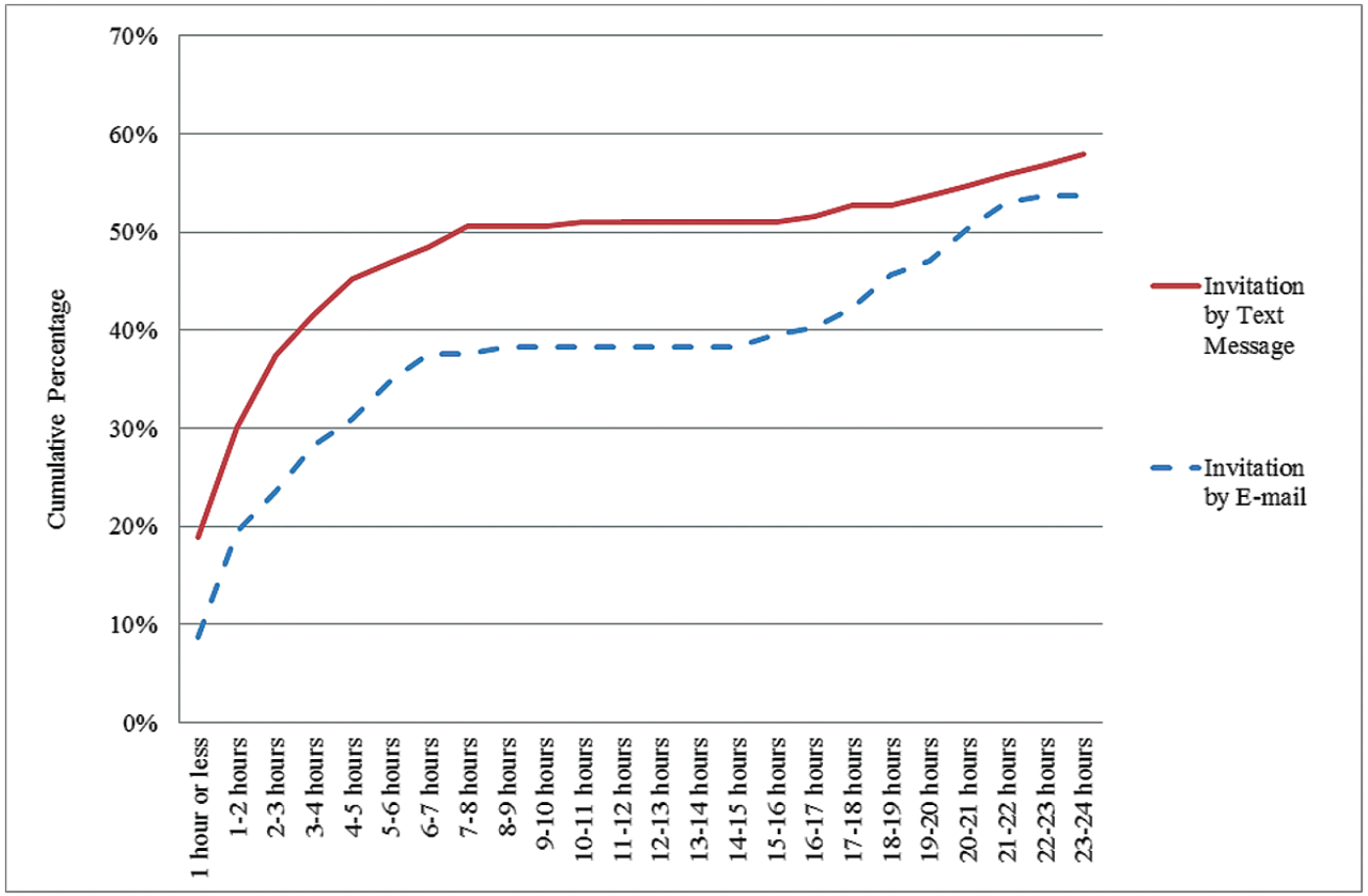
1. Mobile survey responses are increasing over time



MOBILE RESPONSES

2. Mobile responses occur quickly (+)

- Quickly after fielding, more quickly than with PC



MOBILE RESPONSES

3. SMS invitations yield more mobile respondents
   - Constraints with costs, short message lengths, whom you are allowed to text (prior consent)

4. Responses received more quickly with SMS invitations

5. Response rates are lower with mobile devices (-)

MOBILE RESPONDENT BEHAVIOR

6. Respondents take surveys on the device of their choosing
   - Generally don't switch devices to complete a survey
   - Even if instructed or prompted by the researcher
   - 'Simply possessing a mobile device does not necessarily indicate a willingness to use it for mobile responding'

7. Most mobile respondents use smartphones

8. Mobile respondents are more likely (than PC respondents) to complete surveys outside the home, in presence of others

9. Most mobile respondents complete surveys at home

SURVEY COMPLETION TIMES

10. Longer among smartphone respondents (-)
    - Also true with mobile-optimized surveys
    - Likely factors – more effort with smaller screens, multi-tasking, slower Internet connections, longer upload times

11. No differences between tablet and PC respondents

BREAKOFFS

12. Much higher among smartphone respondents (-)
    - Also true with mobile-optimized surveys
    - Longer completion times contribute to this

13. No differences between tablet and PC respondents

DEMOGRAPHICS

14. Respondent demographics differ by device type

- Tablet respondents differ from PC respondents
- Smartphone respondents differ from PC respondents
  - In US, more likely to be younger, female, non-white, lower SES

- Mobile surveys good for contacting hard-to-reach groups (+)
- Can reduce non-coverage bias with online surveys

MODE EFFECTS

15. Very few, if any, differences in responses by device type

- Given that surveys are optimized for mobile devices
- Given that demographics are similar across device type

- Consistent finding across a series of randomized experiments

OPTIMAL SURVEY LENGTH

- Despite great interest in this. . .this has not yet been empirically determined

CLOSING ARGUMENTS FOR MOBILE SURVEYS

- Have already been occurring, this will continue to grow
- Ability to include hard-to-reach demographic groups
- Can collect non-survey data

CLOSING ARGUMENTS FOR MOBILE/PC SURVEYS

- Smartphone and tablet coverage not close to 100%
- Respondents don't necessarily want to take surveys on their mobile devices or 'in the moment'
- Respondents want the ability to take surveys when they want, where they want, and on device of their choosing
- Very little evidence of mode effects on survey responses
- For general online surveys, mobile/PC approach is ideal
  - Surveys are optimized for mobile devices
  - Best practices are followed for both modes

THANK YOU FOR ATTENDING!

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