

KANTAR MEDIA

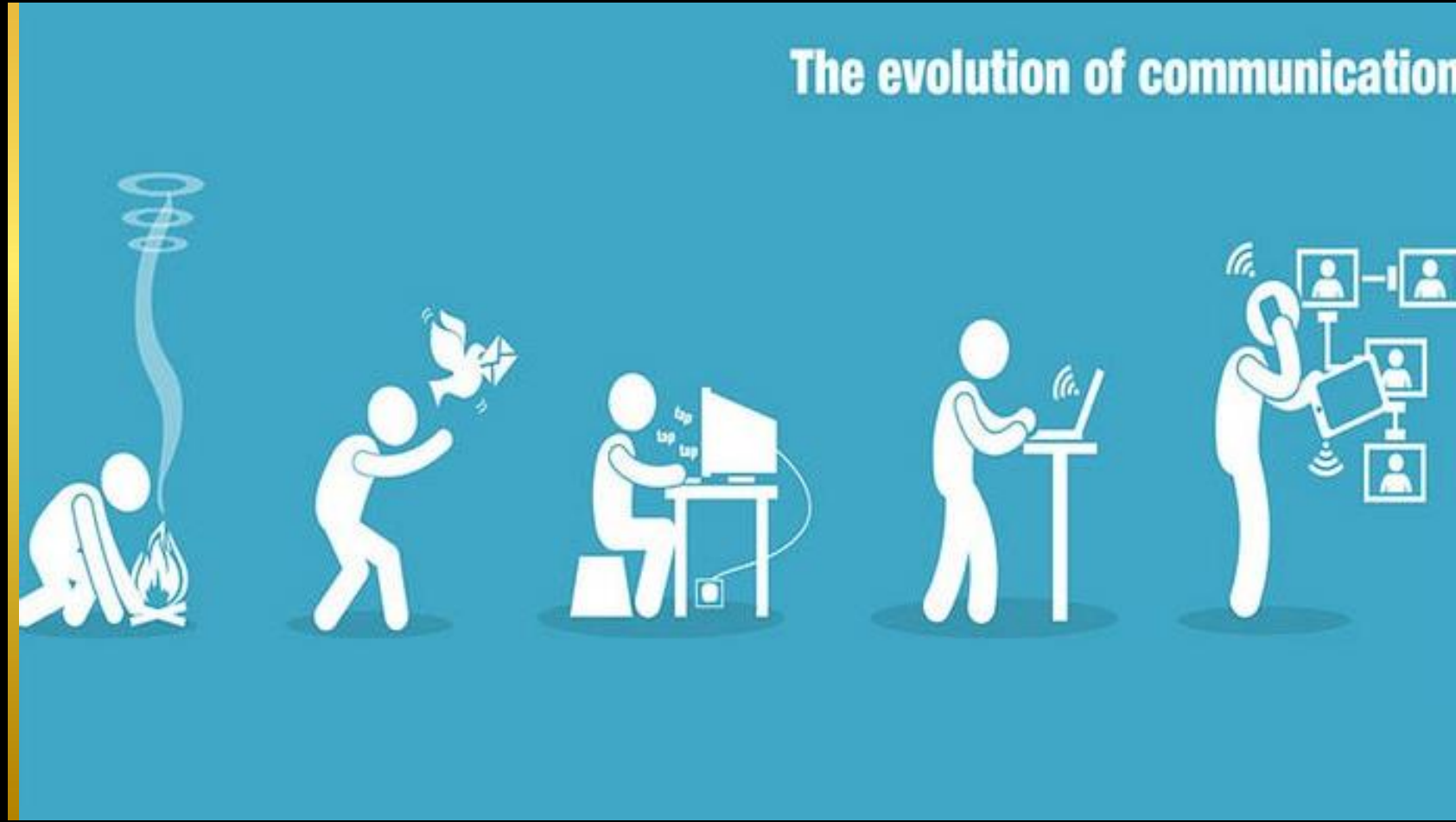
Call for mixed-mode
data collection in
market research

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1 Introduction



Market research in Norway

1. Face-to-face surveys by Norsk Gallup Institutt from 1946 with cluster sampling
2. Landline telephone interviewing from 1986, when we called landlines numbers in private households and asked to interview the person who had the last birthday.
3. In 1988, the multi-media survey Consumer & Media was established with CATI and postal collection
4. Setting up the online panel "Gallup Panelet" and running CAWI measurements from 1997
5. Introducing mobile phone numbers in the CATI survey in C&M form 2003 (EMRO 2002)
6. SMS surveys from 2015
7. Unlocking new opportunities for data collection from 2023

Introducing mobile in CATI surveys

Mobile phones – a new research challenge

EMRO meeting 3th June 2002, Crete, Greece



Knut-Arne Futsæter
TNS Norsk Gallup
<http://www.gallup.no/medier>

- As more people used mobiles and gave up landlines, we had to investigate:
 - *Do people who use mobile only differ from other people, and will the use of media differ when the sample also includes people using mobiles only?*
- Those who only have mobile are overrepresented in some demographic groups, and they have different media habits. The conclusion was that we have implementing mobile samples in the C&M survey.
- In 2023 and moving forward, we must embrace for even more collection methods.

2 Quality of surveys and challenges with telephone interviewing



Quality of surveys

- *Probability sampling is choosing a method to obtain a sample that will be representative of the entire population as far as the particular characteristic is concerned. The method of selection should specify the probability that any particular member or group of members will be included in the sample (Bhattacharyya & Johnson, 1977).*

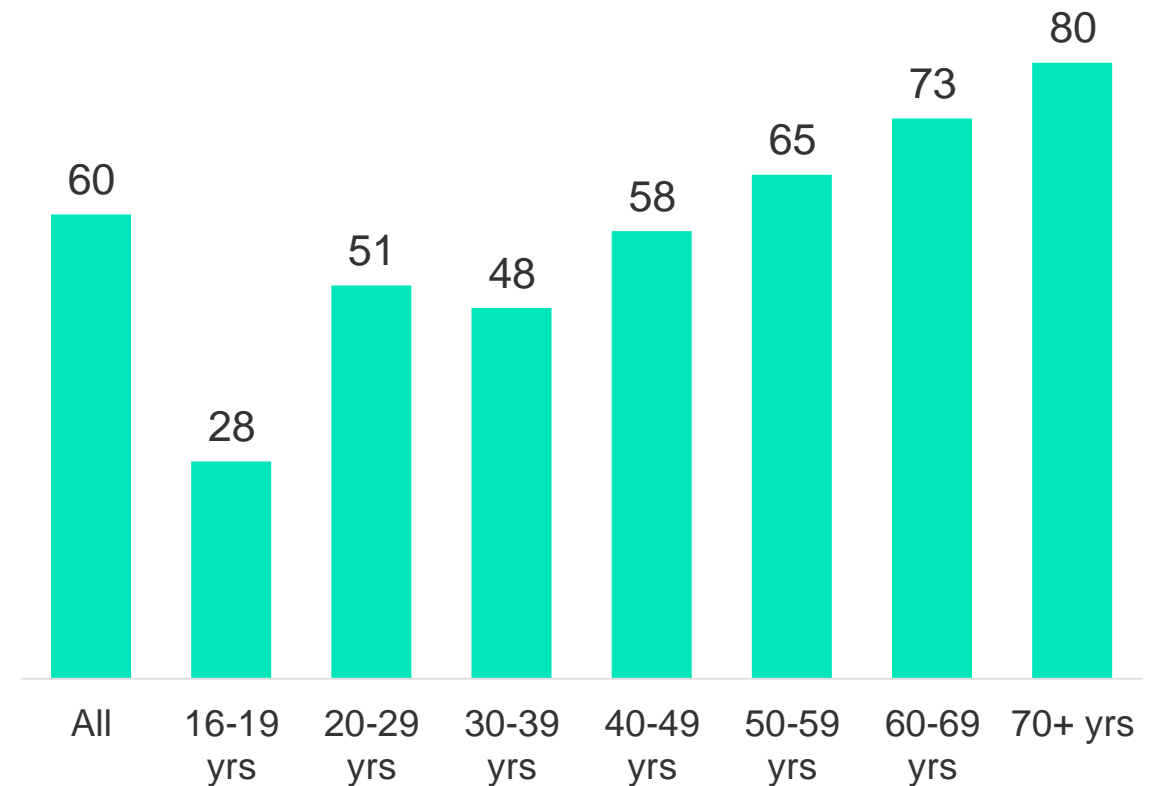
Four cornerstones of quality for surveys (Dillman, 2014)

1. **Coverage Error**
2. Sampling Error
3. **Non-response Error.** (Response rate is only an indirect indicator of survey quality.)
4. Measurement Error

Coverage of the population and access to data bases

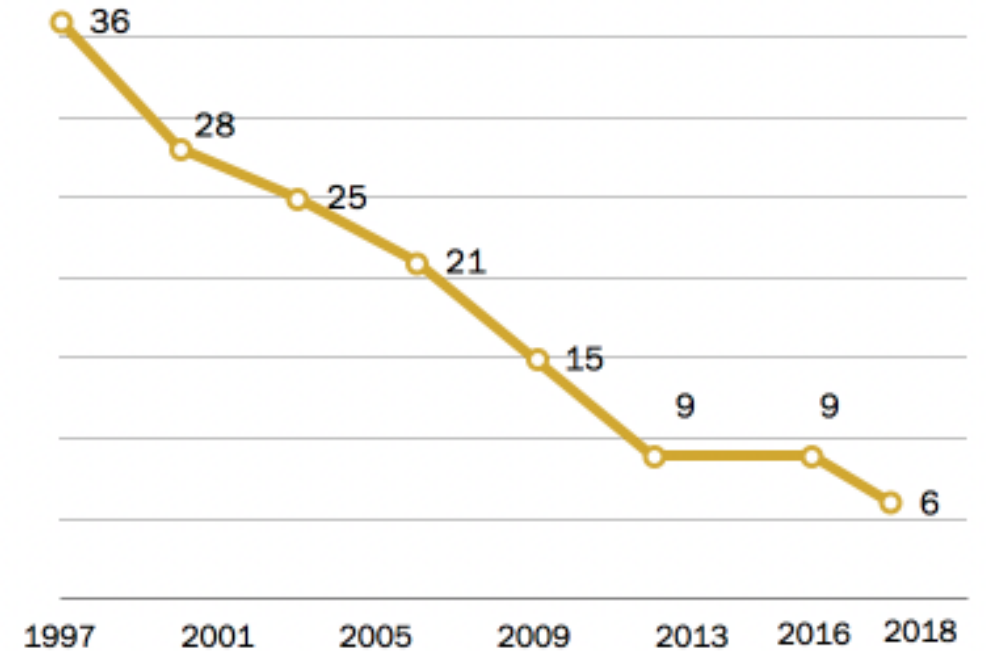
- **Coverage Error** occurs when the list from which sample members are drawn does not accurately represent the population on the characteristic(s) one wants to estimate with the survey data. Coverage of each survey mode is influenced by both who has access to the mode and what lists or frames are available that can be used to sample members of the target population (Dillman, 2014).
- In Norway, we have since 1988 mainly used CATI to get in contact with people, and the commercial research companies only have access to 60% of the population. As illustrated on the right-hand side, we have limited access to mobile numbers, and 16-39 years are underrepresented in the population database. 16-19 years are greatly underrepresented because telecommunication operators block the number for these age groups.

Amount of the data base with mobile numbers. Percent.



Telephone surveys have some challenges

- Declining response rates have been reported throughout the survey research industry. The contact rate in the US declined from 90% in 1997 to 62% in 2012, the cooperation rate from 43% to 14%, and the response rate from 36% to 6% in 2018 (The Pew Research Center).
- The state-owned research company, Statistics Norway (SSB), is investing a lot of resources to maintain the response rate. They send out information letters before the respondents receive the survey, use both CATI and postal collection in US, carry out several mailings, and have access to the best addresses and the mobile register. SSB's response rate has nevertheless declined from 73% in 1999 to 52% in 2022.
- Kantar Media Norway has reduced the response rate for telephone surveys by 50% from 2014 to 2023.



Note: Response rate is AAPOR RR3. Only landlines sampled 1997-2006. Rates are typical surveys conducted in each year.

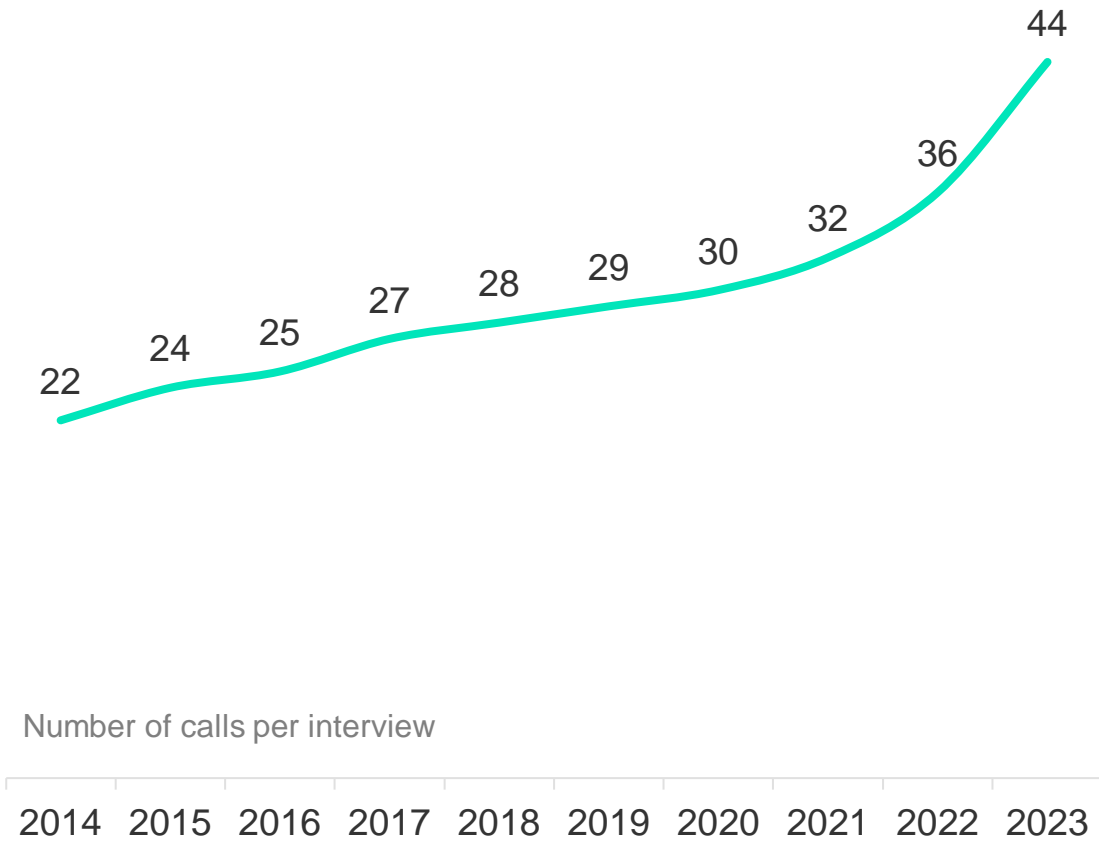
Source: Pew Research Center telephone surveys conducted 1997-2018.

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CATI collection is not broken

- Although the response rates have declined significantly in Norway during the last years, survey such as political polls are extremely close actual election results.
- *Low response rates don't necessarily mean that telephone polling is completely broken. Response rates are an unreliable metric of accuracy. In the 2018 midterm election, polls – including those conducted by phone with live interviewers – performed well by historical standards. Nonpartisan polls in 2018 were more accurate, on average, than midterm polls since 1998 ([Pew Research Center](#)).*
- “The traditional approach for general public telephone surveying was to use only the telephone mode for the entire survey, whereas during the past decade and anticipated into the future, the telephone is being, and will continue to be, used, along with other sampling, recruitment, and/or data collection modes in many surveys. Telephone surveying is likely to be used for many years to come, especially in mixed-mode surveys” ([AAPOR](#), 2022).

Significant increase in calls per interview



Some reasons for the increase

- Automated telemarketing calls
- Robocalls
- Erroneously be flagged as “spam.”
- Perceived as potential scammers, fraudsters or spammers.
- Intrusions on their time
- Privacy
- People feeling too busy to participate and a general lack of interest in taking surveys

Testing River Sampling recruitment by using social media for 18-39-years-olds

- 85% of the population are using Facebook or Instagram weekly, and 89% of the 18-39 years.
- Advertise randomly on Facebook, Instagram and Messenger over seven days on different times during the day to get a representative sample of users.
- People that are exposed to the advertisement, click in and register their name, telephone number and desired time to be contacted (day/evening weekdays).
- We uses two-way communication via SMS to these respondents in order to be able to contact them at the most suitable time for the respondent.
- We experienced high engagement in the ad, much better and more flexible interaction with the respondent than phoning people when it suits the research company.
- The tests showed that advertising randomly on these platforms for seven days at different times can yield a representative sample of users.



Norsk Gallup

Posted by 24SevenSocial Platform · September 2 · 🌐

Vi søker deltagere til Seerundersøkelsen 😊. Du er da med på å påvirke TV- og strømmetilbudet sammen med 2500 andre husstander i Norge. Samtidig kan du delta i konkurranser med flotte premier som mobiler, gavekort og reisegavekort på opptil 10.000,-.

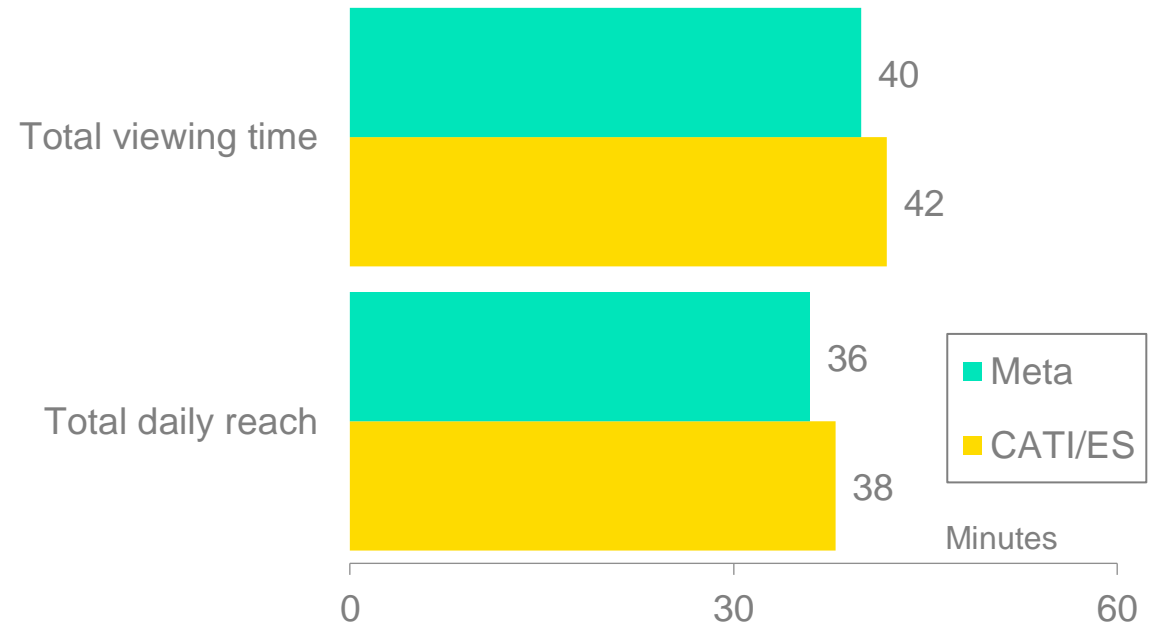
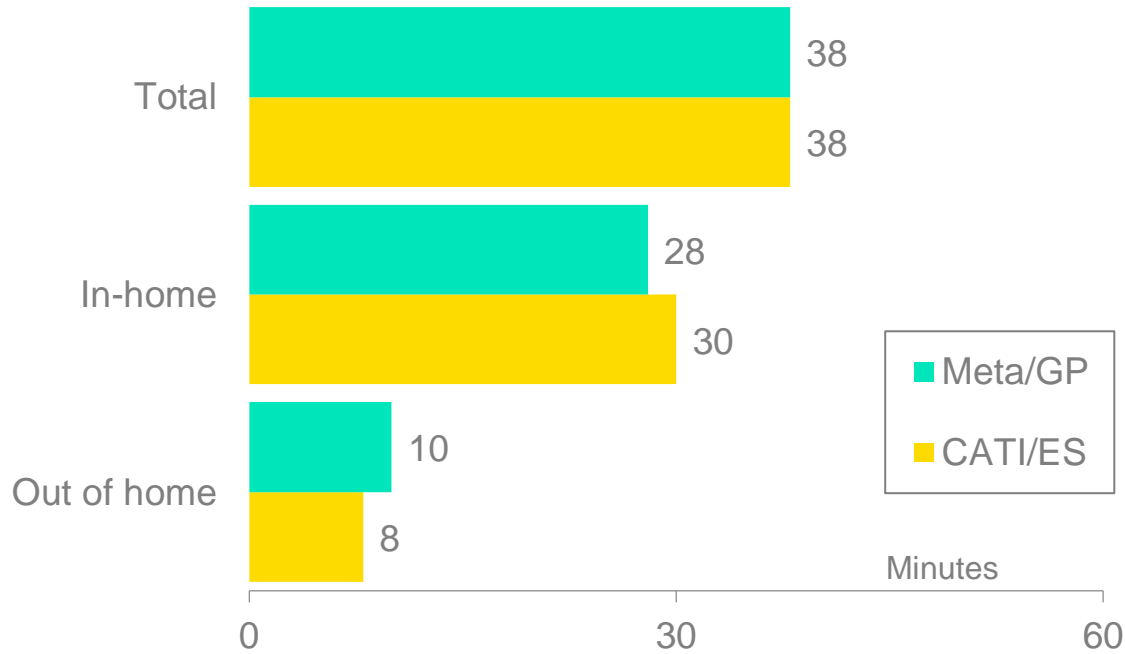


Delta i Seerundersøkelsen

Gavekort og trekninger av premier

Testing recruitment for 18-39-years-old from Meta into the out-of-home panel B in TVOV

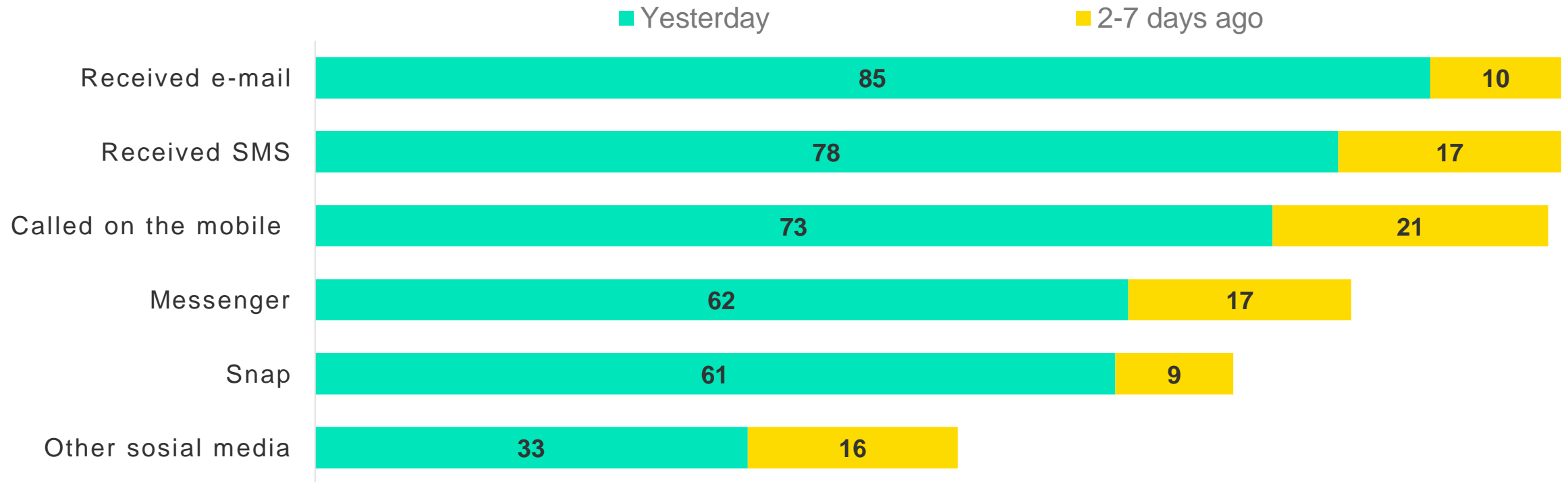
1. The individual recruitment sample by Meta and the Gallup Panel (239) have no significant difference in viewing than those recruited by CATI (ES).
2. The viewing time and daily reach for those who are recruited from Meta (83) are not significantly different from CATI.



3 New communication preferences

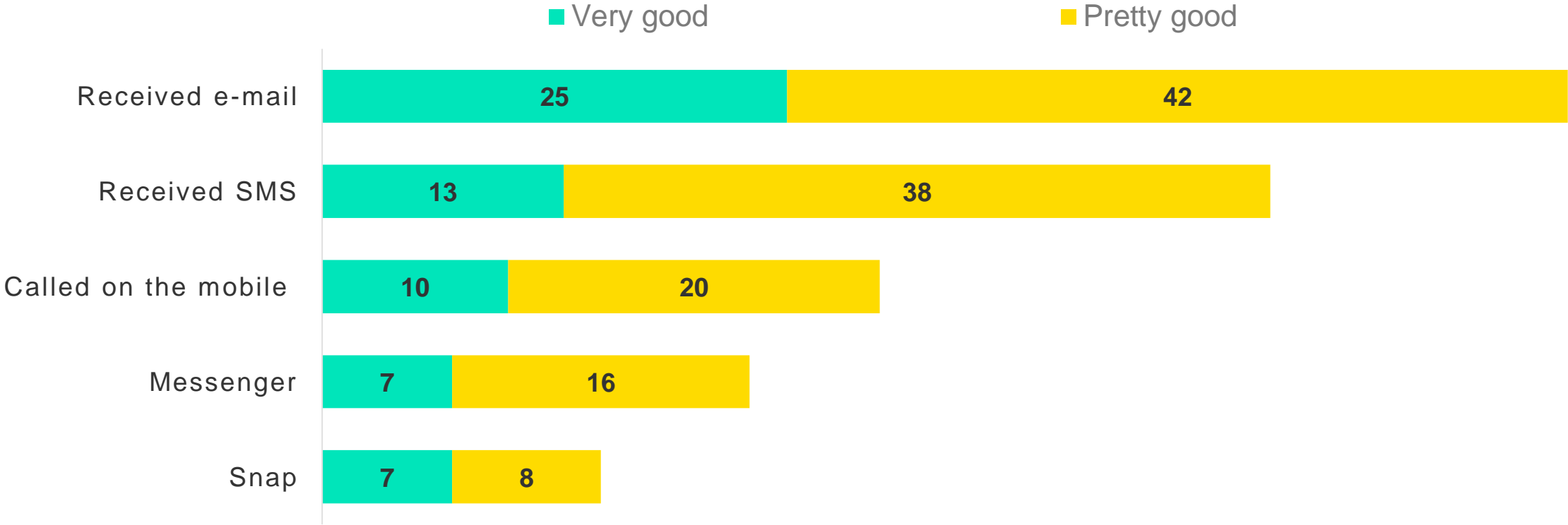


Norwegian communicates in many ways and on several platforms daily



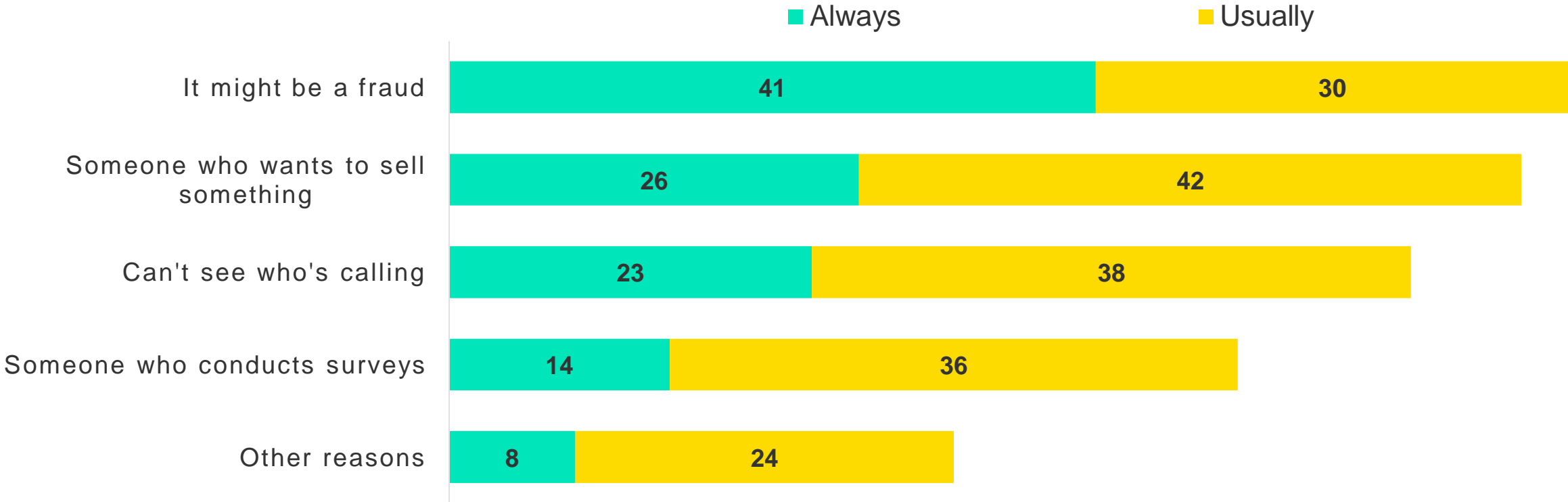
- Question: *When was the last time you were contacted in the following ways?*

e-mail and SMS are the most preferred communication channels to be contacted by companies and unknown people



▪ Question: How good or bad is it for you to be contacted by companies and unknown people in the following ways?

Reasons for non-response when people are called on their mobile



▪ Question: *How often does it happen that you do not answer the mobile when it rings for the following reasons?*

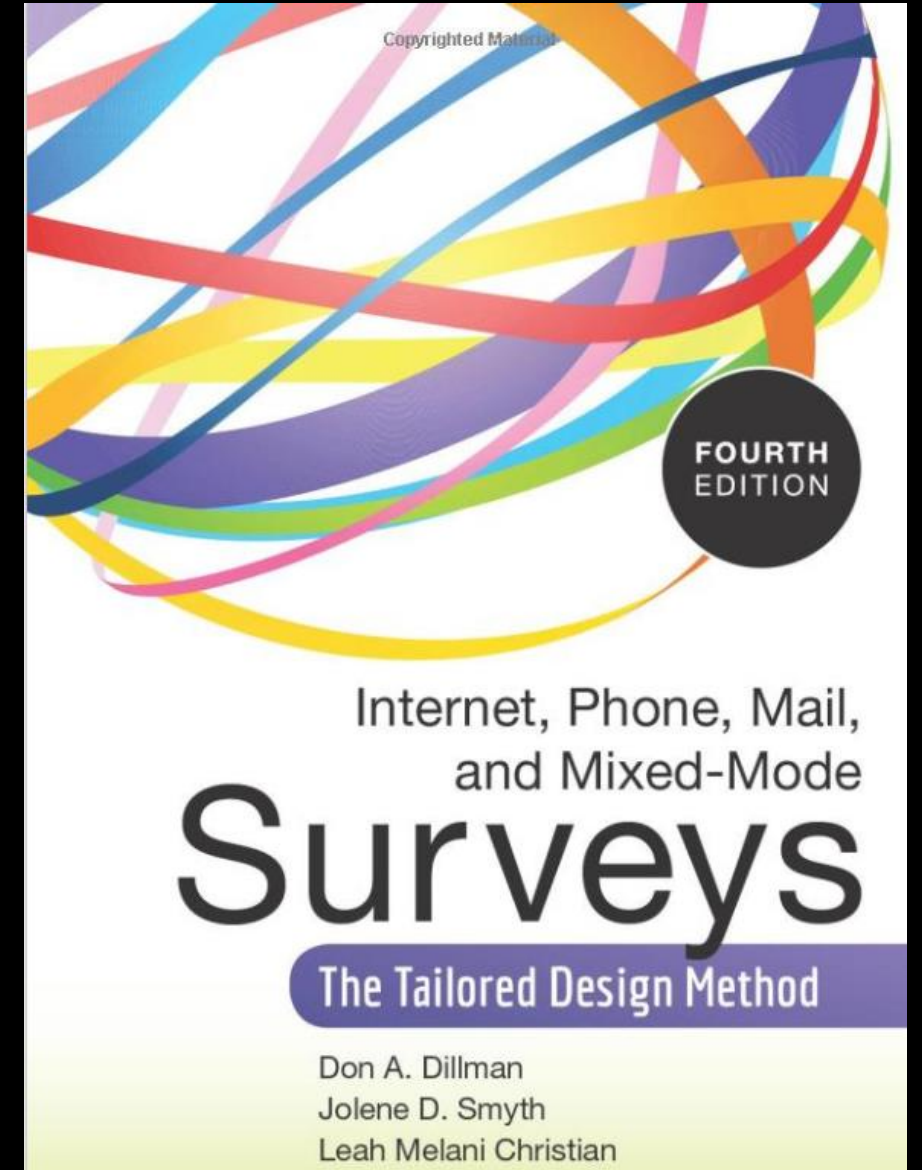
Why do people rather text than talk?

The introduction of mobile, e-mail, and social media have changed our way of communicating:

- Telephone calls are more ***intrusive***
- Some view unsolicited business calls or surveys as ***pestering***.
- Texting is ***less stressful*** than phone calls, and there is less pressure to respond immediately.
- Texting is ***multitasking friendly***. You can type messages and answer surveys while doing anything else, and people have the feeling that they are doing more things at the same time.



4
Embracing
mixed-mode
for fieldwork
collection



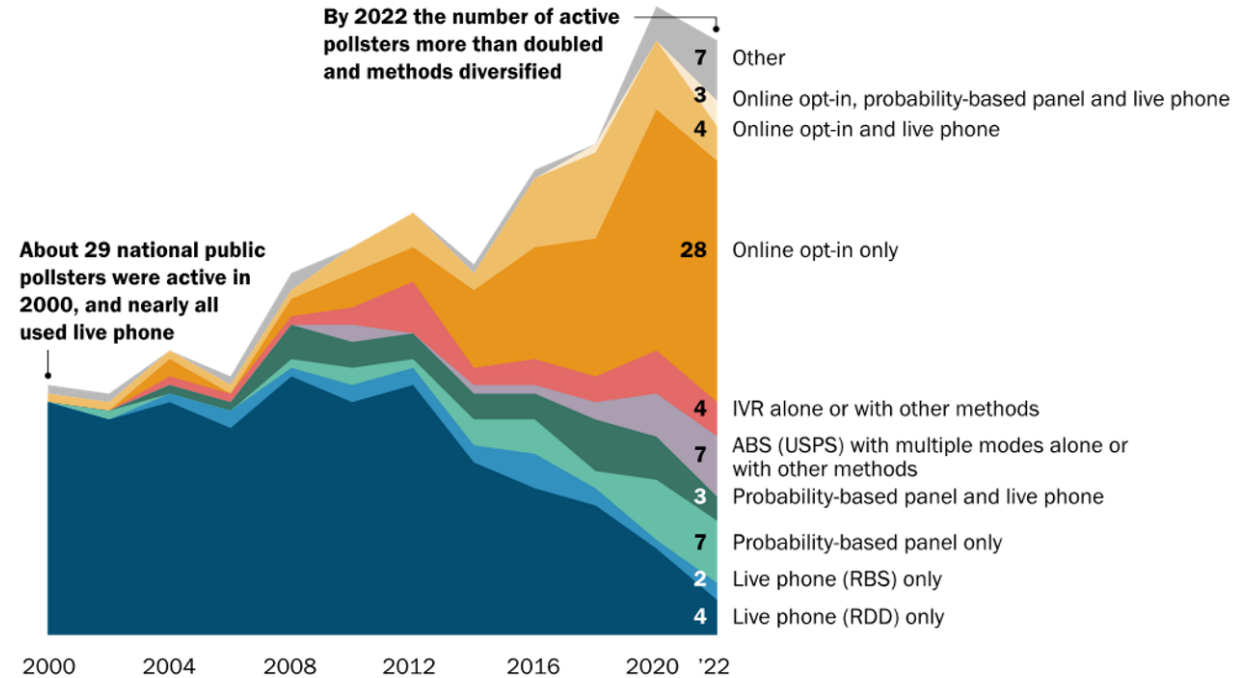
Call for mixed-mode data collection

- Dillman (2014) emphasizes: “***Mixed-mode data collection as the desire to create designs that are most likely to keep the four major sources of error to acceptably low levels while also reducing survey costs.***”
- ***To improve coverage***, developing a sample frame for a single-mode survey often means excluding members of the target population for whom the desired mode of contact is not available, potentially increasing coverage error. Mixing modes is a way to ensure most members of the target population can be included in the sample frame.
- When they are ***unable to respond by a different mode***, some individuals may not pick up their mail or answer a landline phone but will check their e-mail and answer their cell phone. In cases such as these, using multiple modes can improve response rates and reduce Non-response error by appealing to different kinds of respondents.
- By integrating multiple modes of data collection, market researchers can address the challenges of declining response rates and coverage errors.

More diversity of collection methods and more use of mixed mode surveys

Polling has entered a period of unprecedented diversity in methods

Number of national public pollsters in the U.S. using method(s)



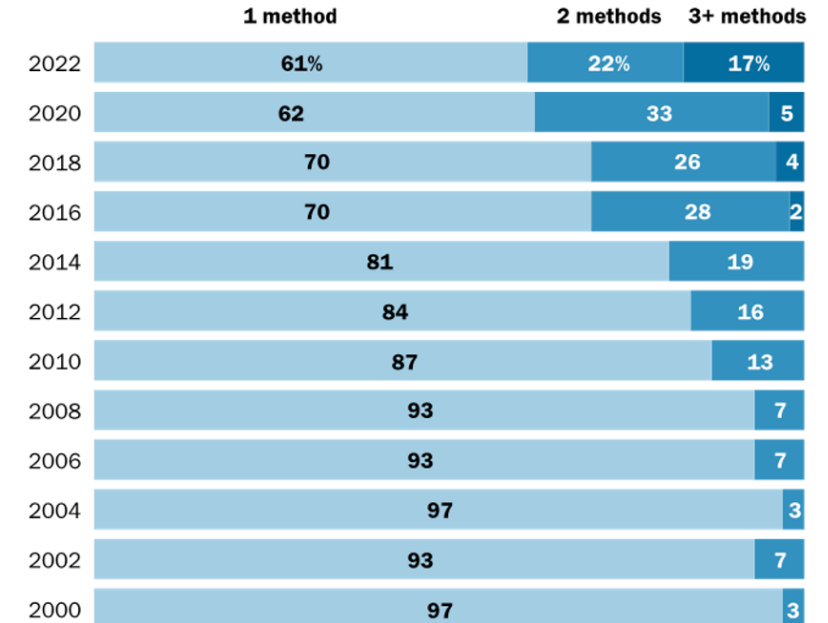
Note: Figures represent the number of active national public pollsters in each year and the method(s) that they used. IVR refers to interactive voice response, also known as robo-polling. ABS refers to address-based sampling. RBS refers to voter registration-based sampling. RDD refers to random-digit-dial sampling.

Source: Pew Research Center analysis of external data. See Methodology for details. "How Public Polling Has Changed in the 21st Century"

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Growing share of national pollsters are using multiple methods

% of national public pollsters in the U.S. using this many methods in polls they released each year



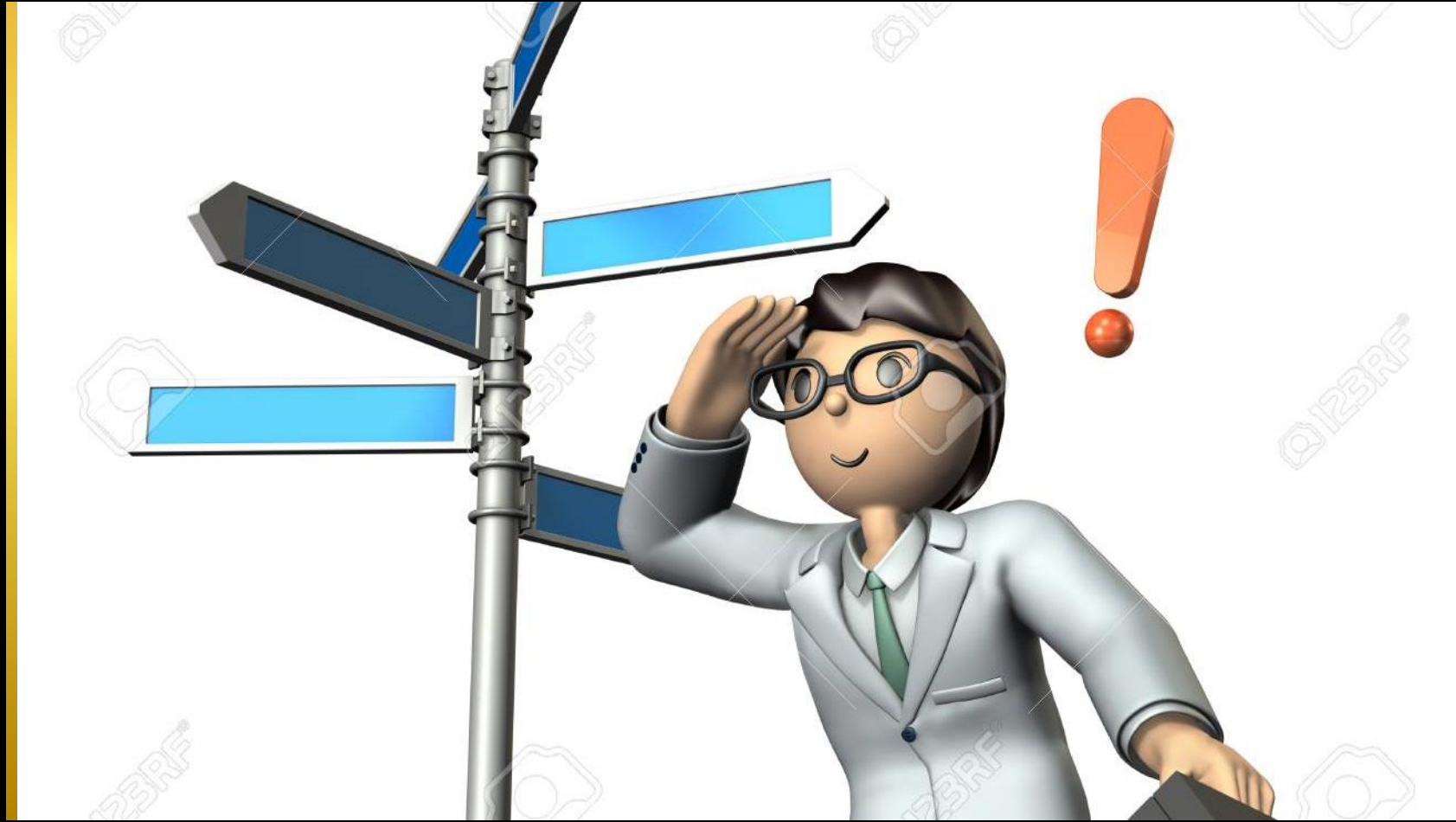
Note: A pollster is coded as using more than one method if they used more than one type of sample source (e.g., registered voter file, random-digit dial) or more than one interview mode (e.g., online, live phone).

Source: Pew Research Center analysis of external data. See Methodology for details. "How Public Polling Has Changed in the 21st Century"

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4

Final remarks and future perspectives



Final remarks and future perspectives

- As communication preferences and technologies continue to evolve, market researchers must adapt and innovate to maintain the quality and representativeness of their surveys. A mixed-mode approach to data collection will become increasingly important in addressing coverage and Non-response errors, as well as catering to respondents' diverse preferences.
- Various data collection methods are available for market researchers, each with its own set of advantages and limitations. By understanding and combining these methods, researchers can create more comprehensive and accurate survey results.
- Future research should explore new and emerging technologies that can further enhance data collection methods. For example, artificial intelligence and machine learning could potentially be used to improve respondent targeting and adapt survey designs based on real-time feedback. Ultimately, the ability to adapt and embrace new data collection methods will be essential for market researchers to remain relevant and effective in a rapidly changing world. By staying attuned to shifting communication preferences and technological advancements.