Results of a Pilot Test: Smartphone-Enabled, Full-Probability Panel

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AAPOR 2008

RTI International is a trade name of Research Triangle Institute

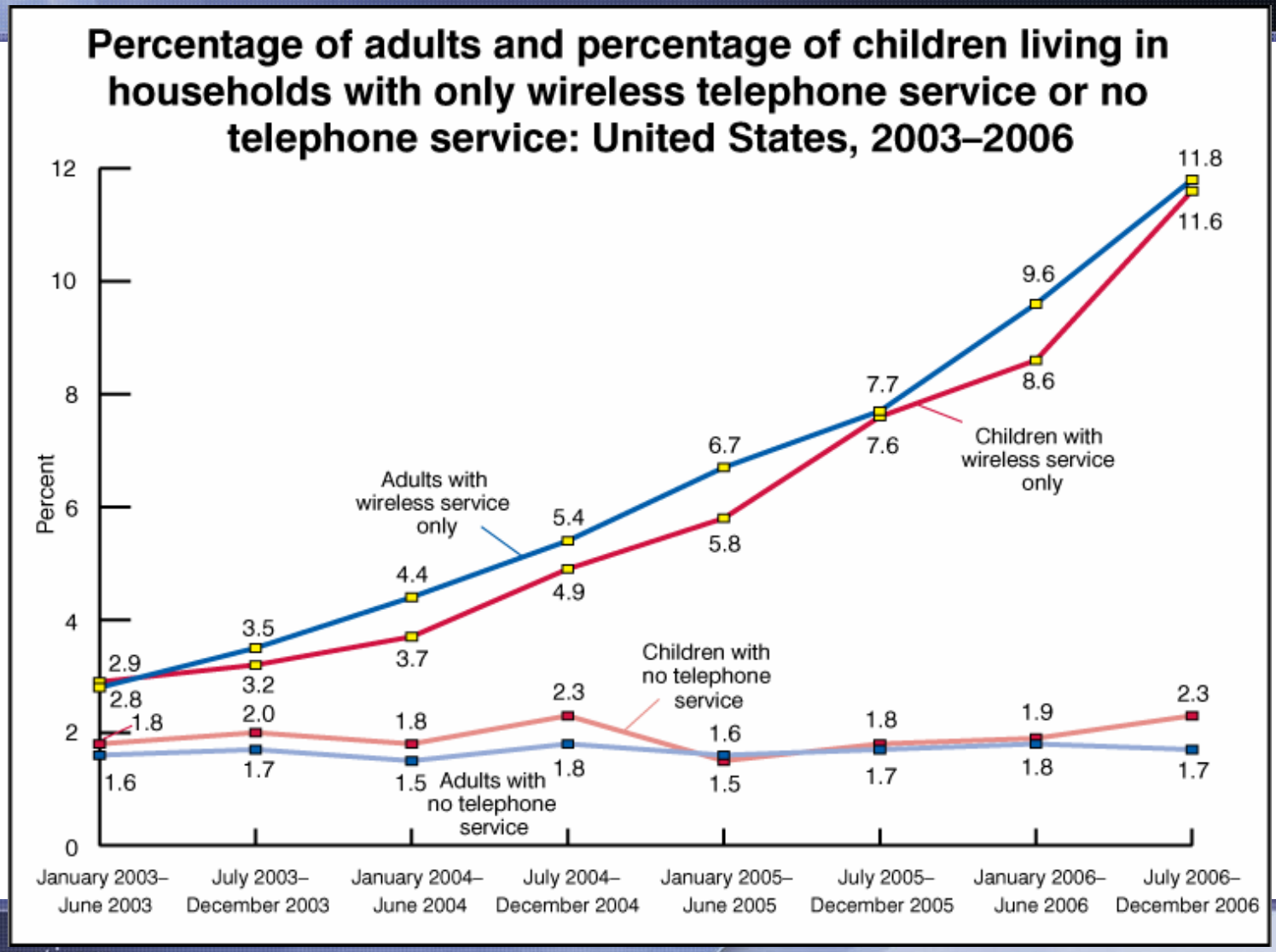
Full-probability panel with Smartphones

- **The problem**
- **A potential solution**
- **How will we know if it works?**

The Problem

- **RIP for telephone surveys (FCSM, Nov 07)**
  - **High demand (“opinion fatigue”)**
  - **Competition for time**
  - **Locus of control**
  - **Cell-only HHs**

The Problem: Cell-only HHs

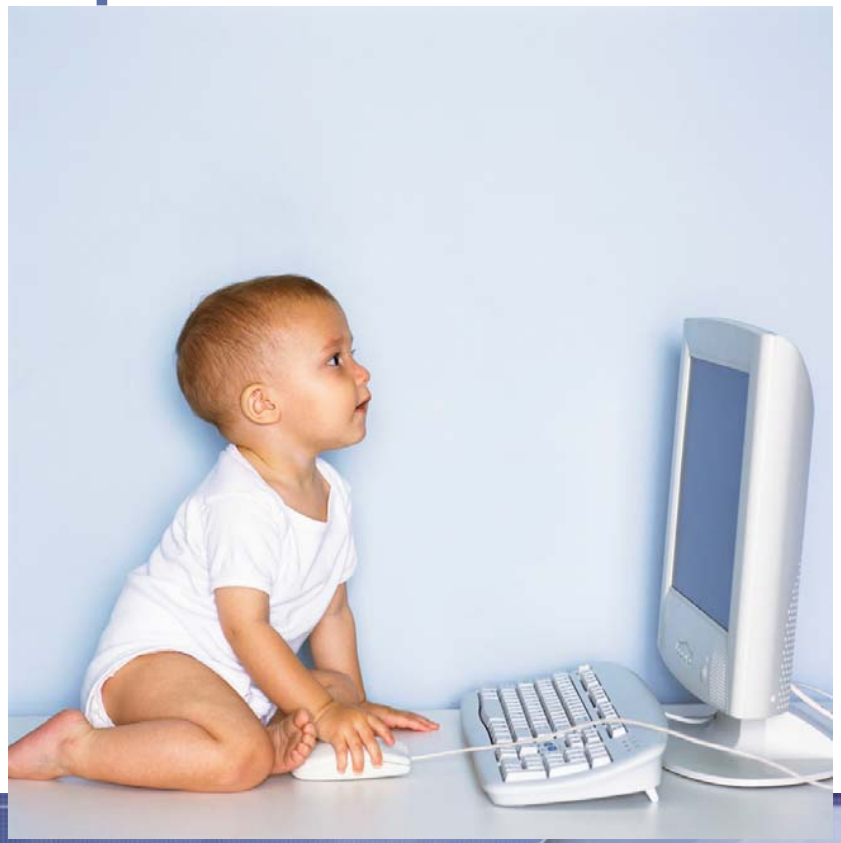


The Problem

- US federal government: probability-based samples still the “gold standard”
  - for surveys of the general population

A potential solution…

- Tapping into the next generation of survey respondents



A potential solution

- **Eureka! The Internet**
  - **Google: Results 1 - 10 of about 15,600,000 for make money taking surveys. (0.13 seconds)**

A potential solution

Samsung BlackJack™

Batteries x 2

Battery Charger

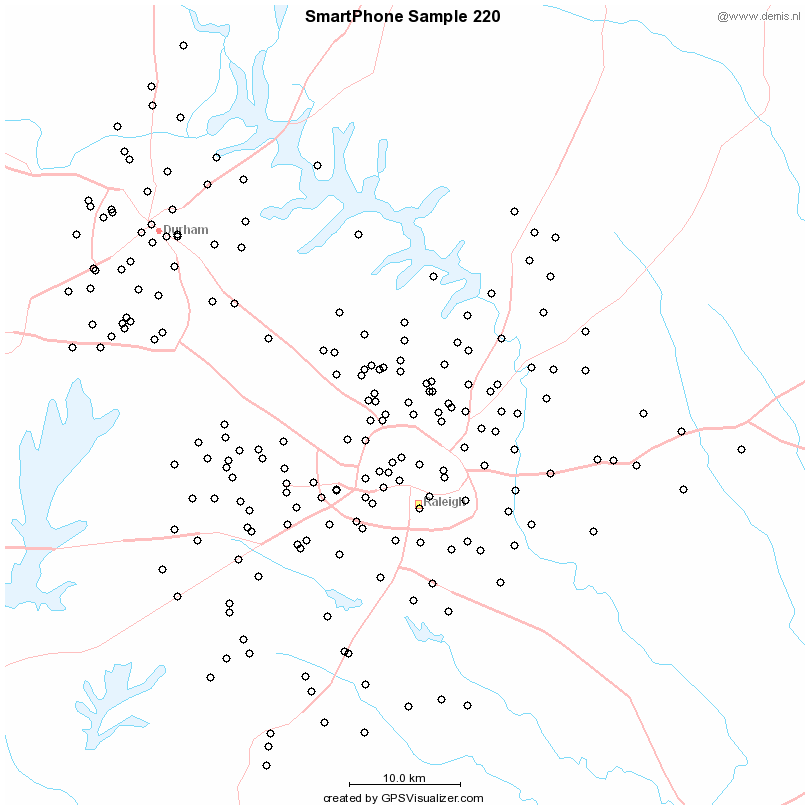
Getting Started CD

Travel Adapter

Data Cable

Parental Controls

A potential solution



- **Feasibility test**
- **Internal (R&D) funding**
- **Full area-prob sample**
- **Blackjack devices**
- **6 interviewers recruited/trained**
- **92 panellists enrolled**
- **Data collection: Jun – Sep 07**

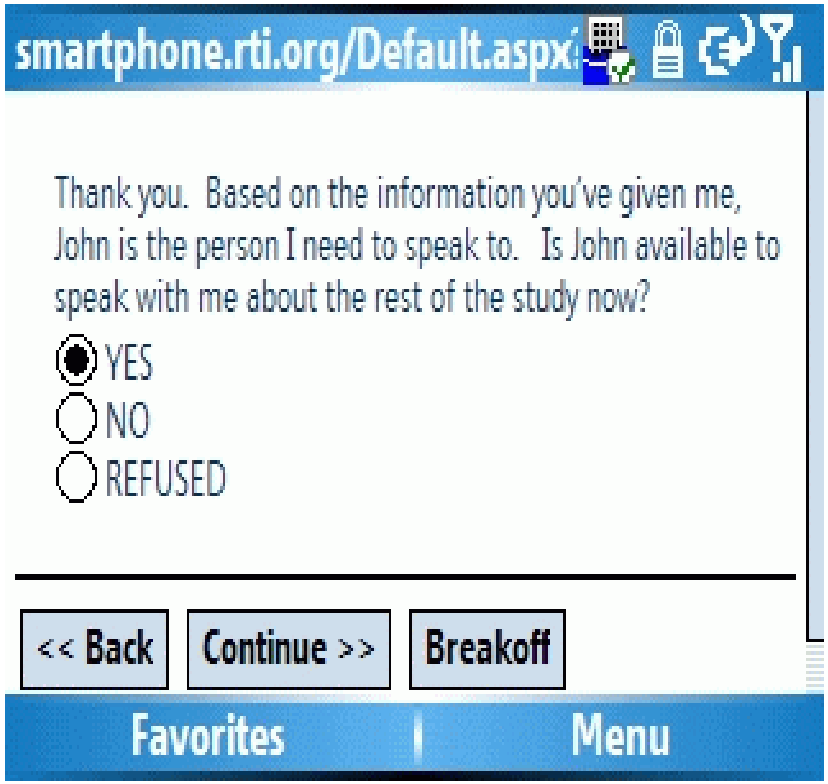
Evaluation

- **Viability of the platform for different question types, formats, and lengths**
- **Develop and test interviewer training program for recruitment and support**
- **Develop and test panel recruitment strategies, and incentive packages/related materials**
  - **contact (screening) rate**
  - **acceptance (recruitment) rate**
  - **response rate (over time)**
  - **attrition (retention) rate**

Experiments

- **Screen “real estate”**
- **SMS (“texting”)**
- **Pix**

Evaluation: Real Estate



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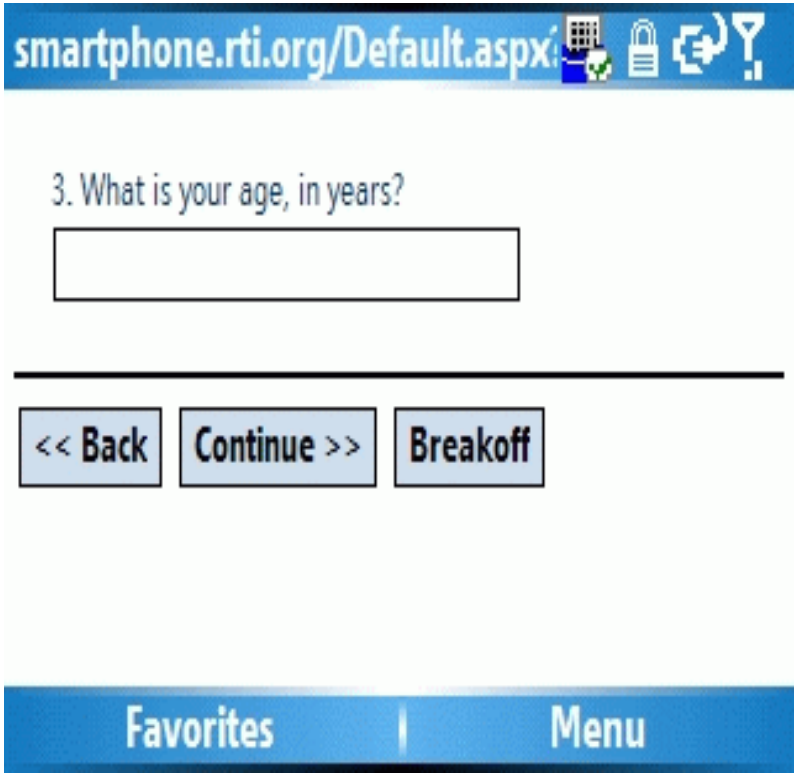

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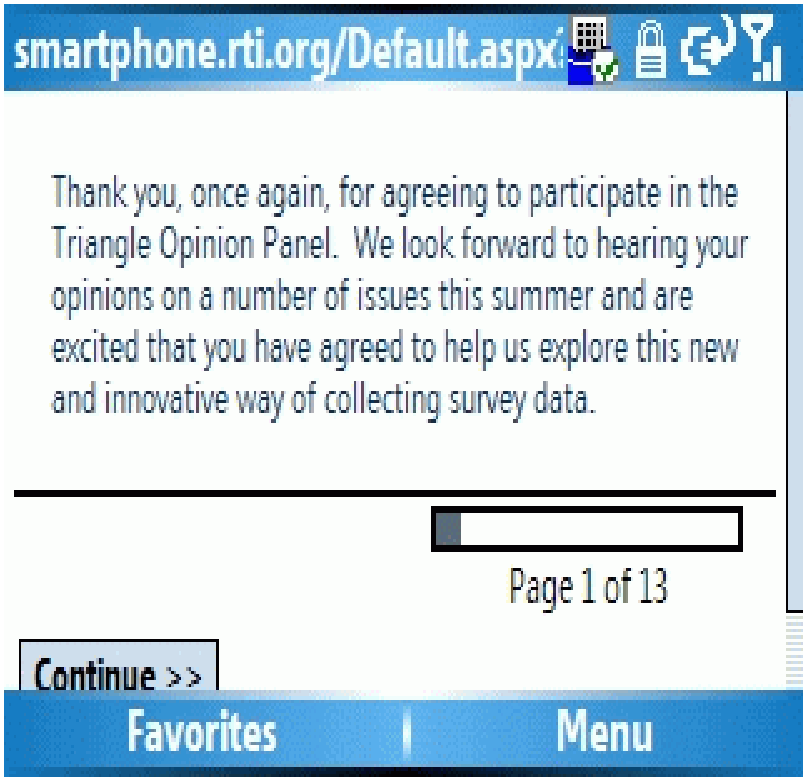

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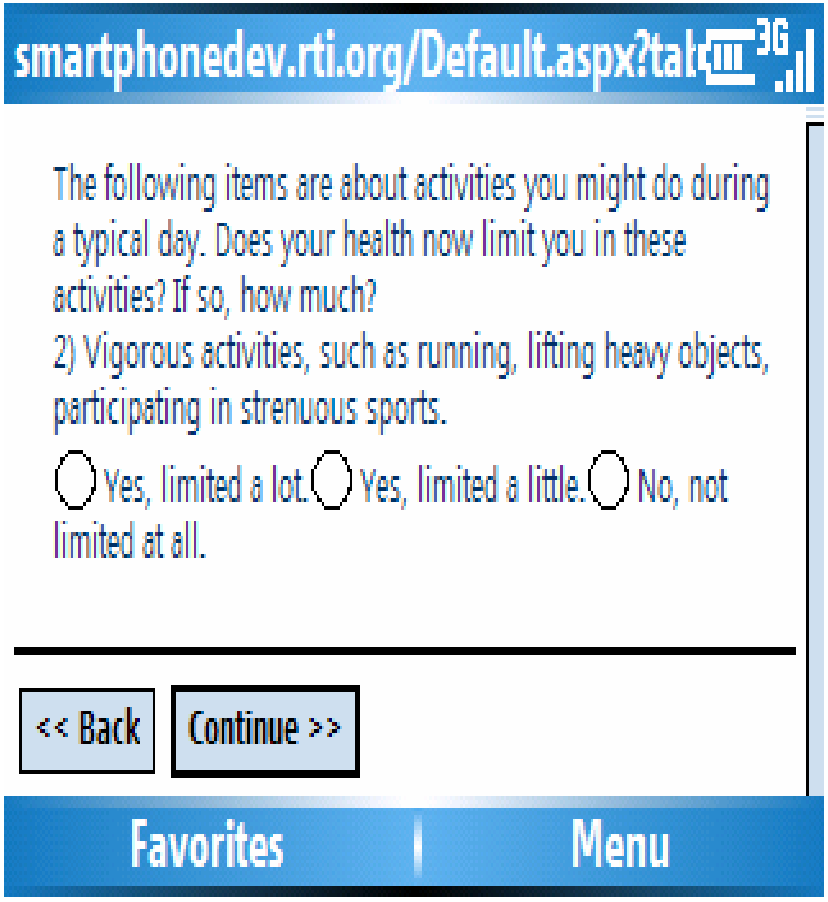

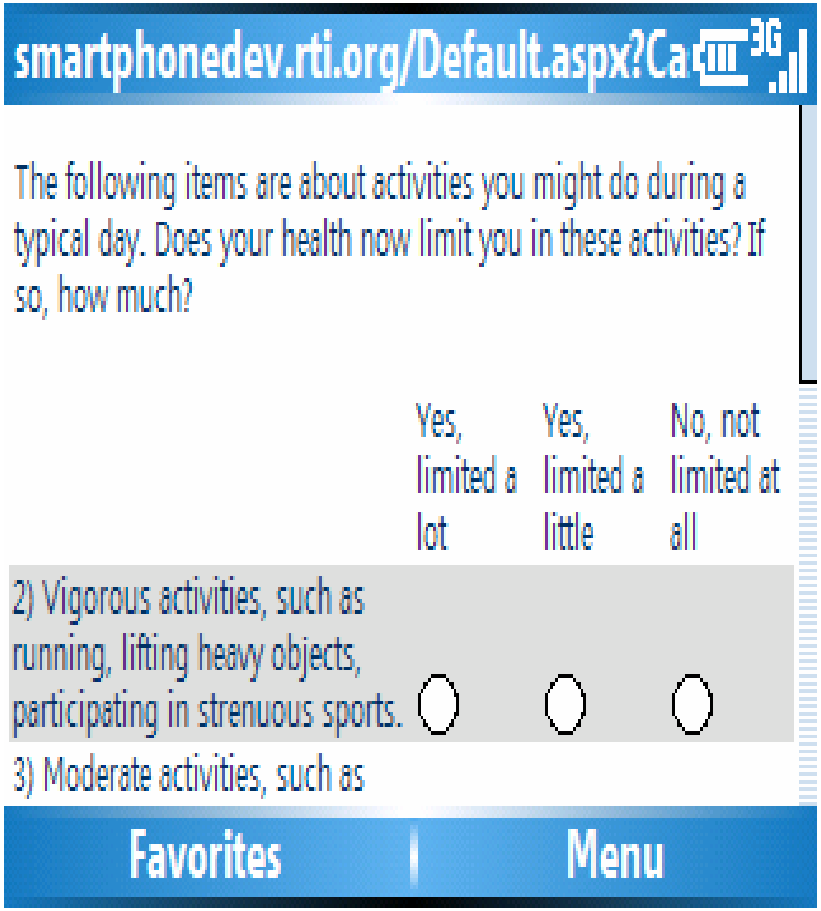

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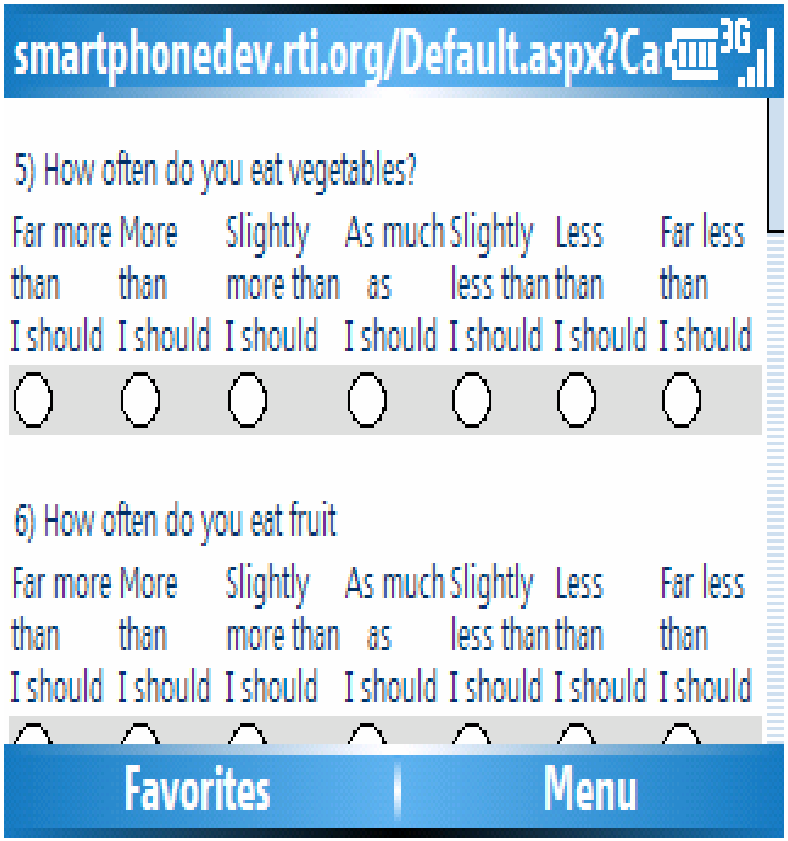

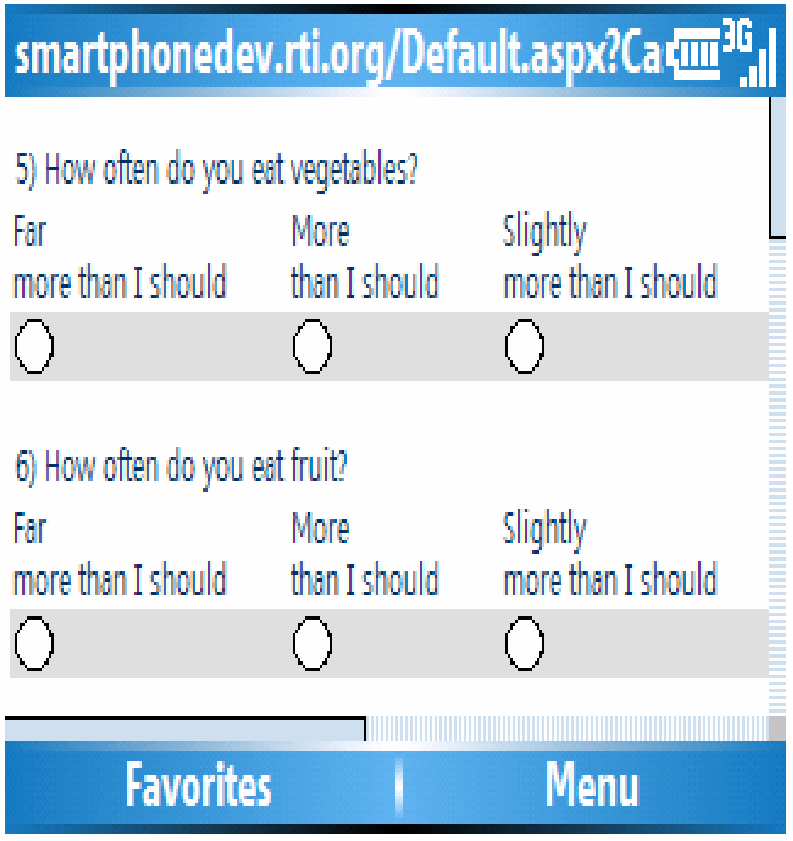

Experiments

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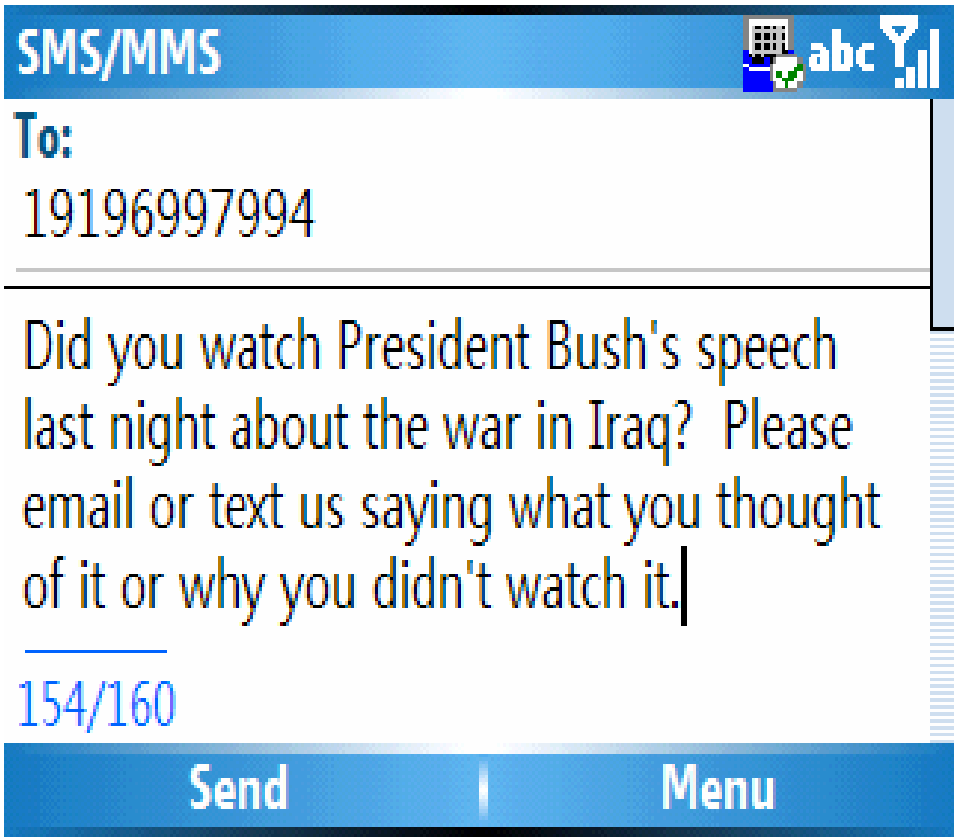
- **SMS (“texting”)**
- Pix

Evaluation: SMS/Texting



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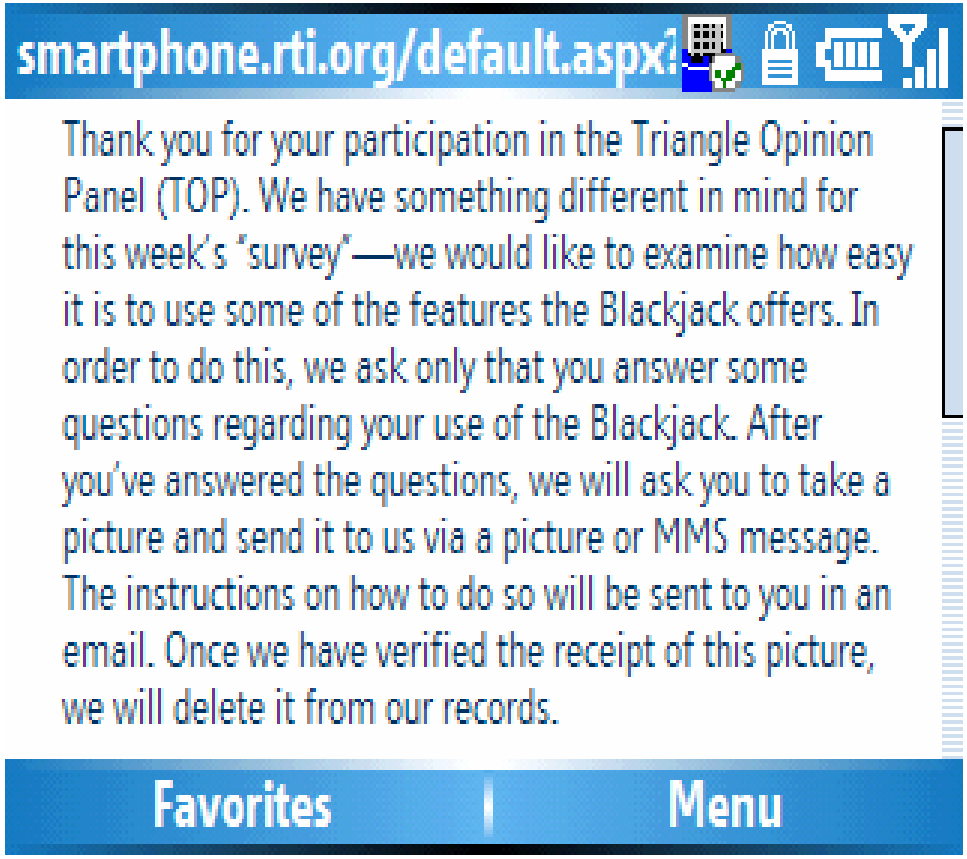
Evaluation: Pictures



Evaluation: Pictures

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Evaluation

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  - contact (screening) rate
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Interviewer Training

- Sales, not interviewing
- In-home training: 2-3x as long
- Email set-up difficulty
- Provide device to FRs in advance

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Panel Recruitment

- 6-week recruiting period
- Lead letter mailed 1 wk prior to field period
- Within HH selection (most recent birthday)

Sample disposition

Disposition	N	%
Panel Participants	92	41.8
Final non-Interview–Eligible	84	38.2
Final Refusal (A)	32	14.5
Final–Ineligible	7	3.2
Completed Screening Interview – Not In panel	5	2.3
Total Sample	**220**	

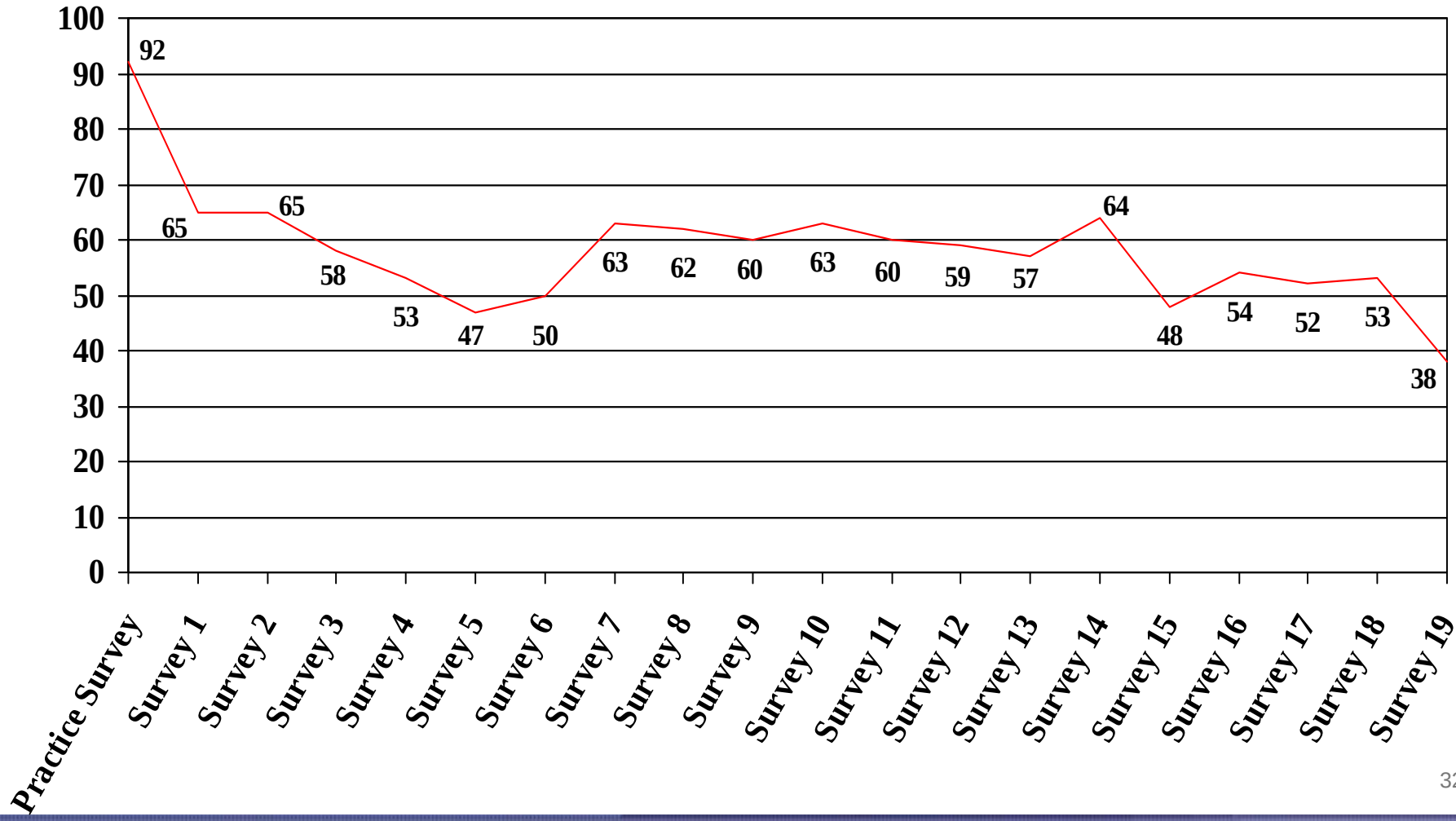
Panel Recruitment

- Difficult to recruit:
  - 40+/high SES
  - Elderly + low SES
  - High skepticism
  - Did not like carrier
- Hardware/software issues = 12%

Data Collection

- 19 weekly waves
  - Jul – Nov
  - Email w/ link, plus text reminder
- 3 SMS surveys
- National/local issues; health; leisure activities; device usability

Completed Survey Counts



Evaluation

- contact (screening) rate = 85.4%
- acceptance (recruitment) rate = 41.8%
- response rate (over time) = 70.7 – 41.3%
- attrition (retention) rate = 30.5%

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Thank you!

For more information:

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