



# Representativeness of Mobile Internet Surveys - A comparative study of CAMI vs. CATI - GOR 2009

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# Background

- 20% of the German mobile phone customers use the mobile Internet (March 2009)
- However: Small populations per mobile website
- Banner recruitment still the best way to reach users of special interest websites
- Representativity?



# Banner Recruitment in the Mobile Internet

## Non probabilistic samples due to self selection

- Self selection depends on
  - Attraction of the banner
    - Size
    - Style
    - Colours
    - Placement
  - Involvement of the respondent
    - In the topic of the website
    - In the topic of the survey
  - Frequency of returning to the website



Core visitors  
of the website

# Hypotheses

## Core visitors accessing the sites of network providers are similar to the mobile internet user in general

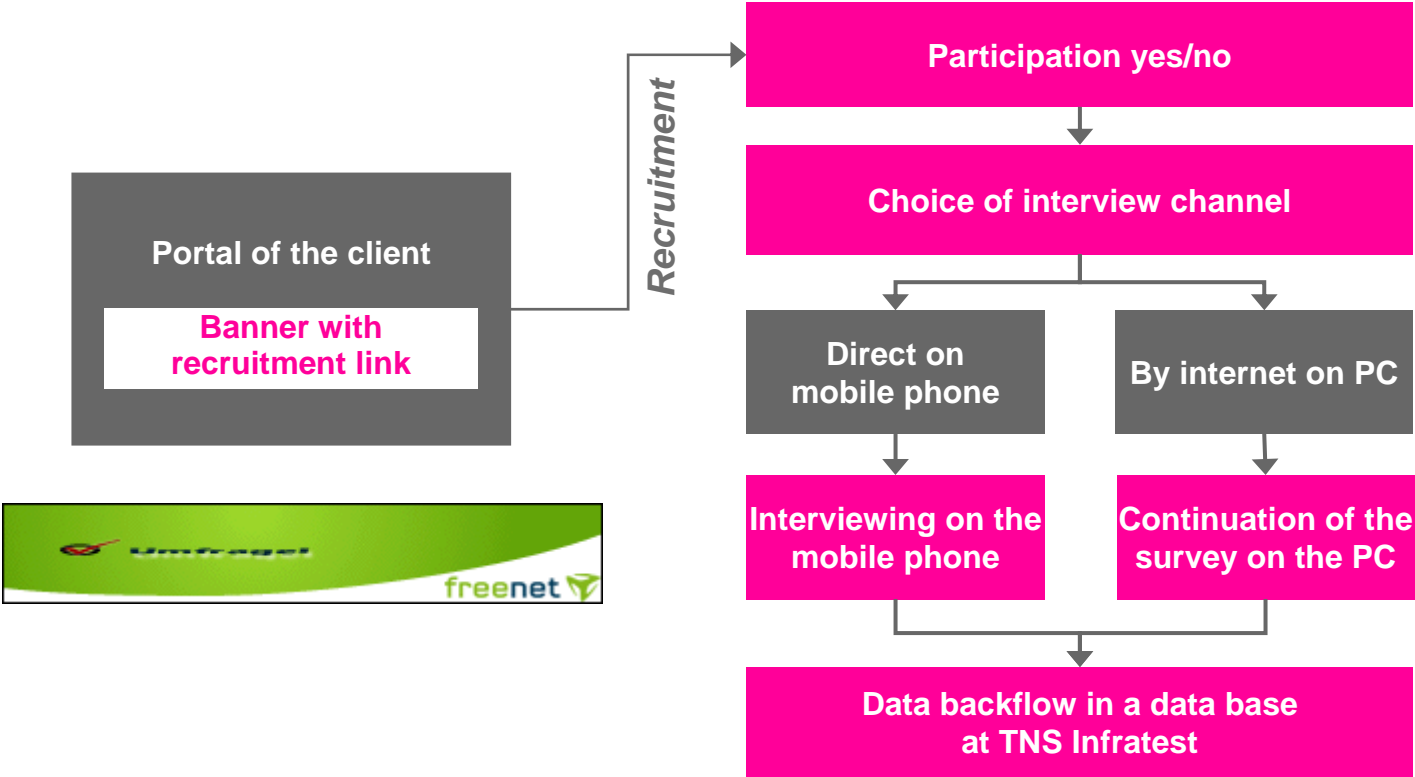
- CATI is an established survey method to recruit representative samples for the mobile internet
  - Target group = mobile internet users
- Banners on access portals of mobile network providers are suited to recruit representative samples (CAMI) for the mobile Internet
  - Target group = mobile internet users
- Results of the mobile web survey are similar to the results of representative studies
- Banner recruitment is a feasible method to interview the core visitors of a website in the mobile internet

# Survey Details

	Mobile Internet Survey	Telephone Survey
Survey Method	Online interviews via mobile internet (CAWI), conducted directly via mobile phone	Telephone Omnibus Survey (CATI Bus)
Universe	Mobile Internet user of two German mobile network supplier	German population (14+ years)
Target Group	Mobile Internet user	Mobile Internet user
Sample Size	647 interviews	197 interviews
Fieldwork Period	22 <sup>th</sup> August – 26 <sup>th</sup> October 2008	16 <sup>th</sup> June – 3 <sup>rd</sup> July 2008
Weighting	non	Representative structural data

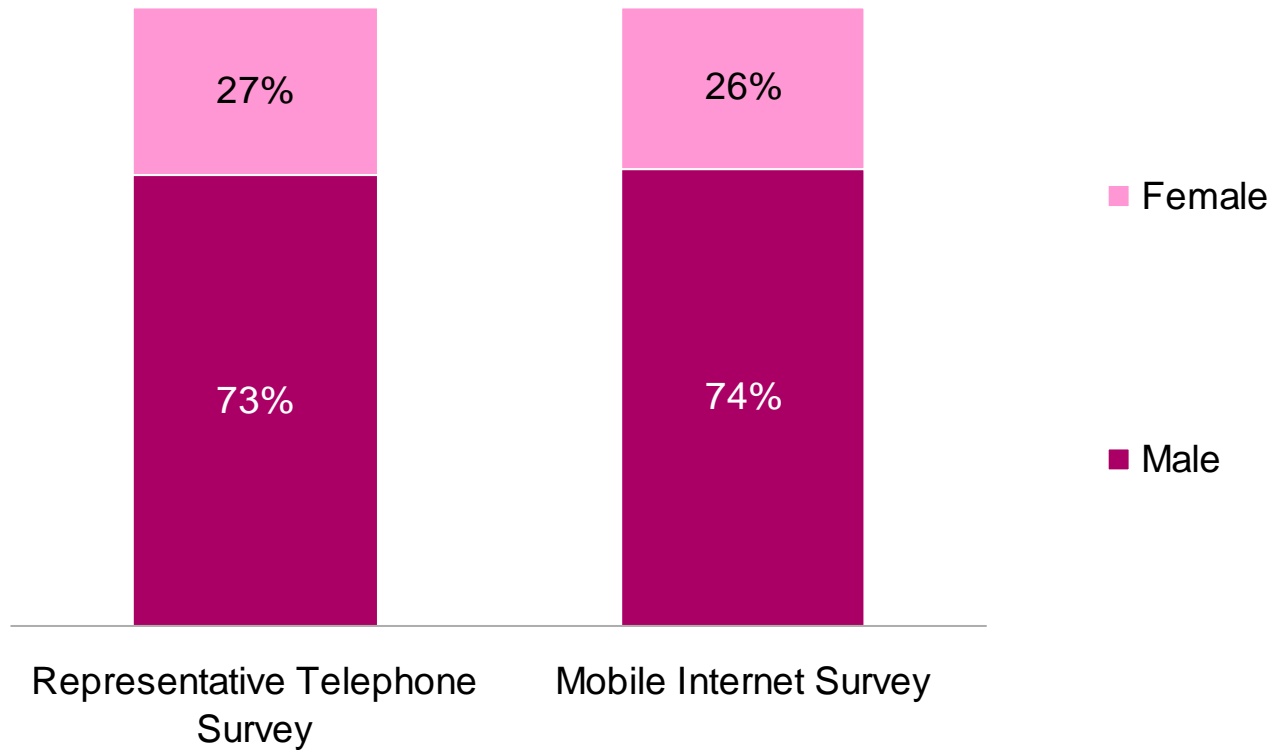
# Project Design – Mobile Internet Survey

The recruitment of respondents and the conduction of the online interviews took place directly on the mobile internet



# Sex

Very similar profile



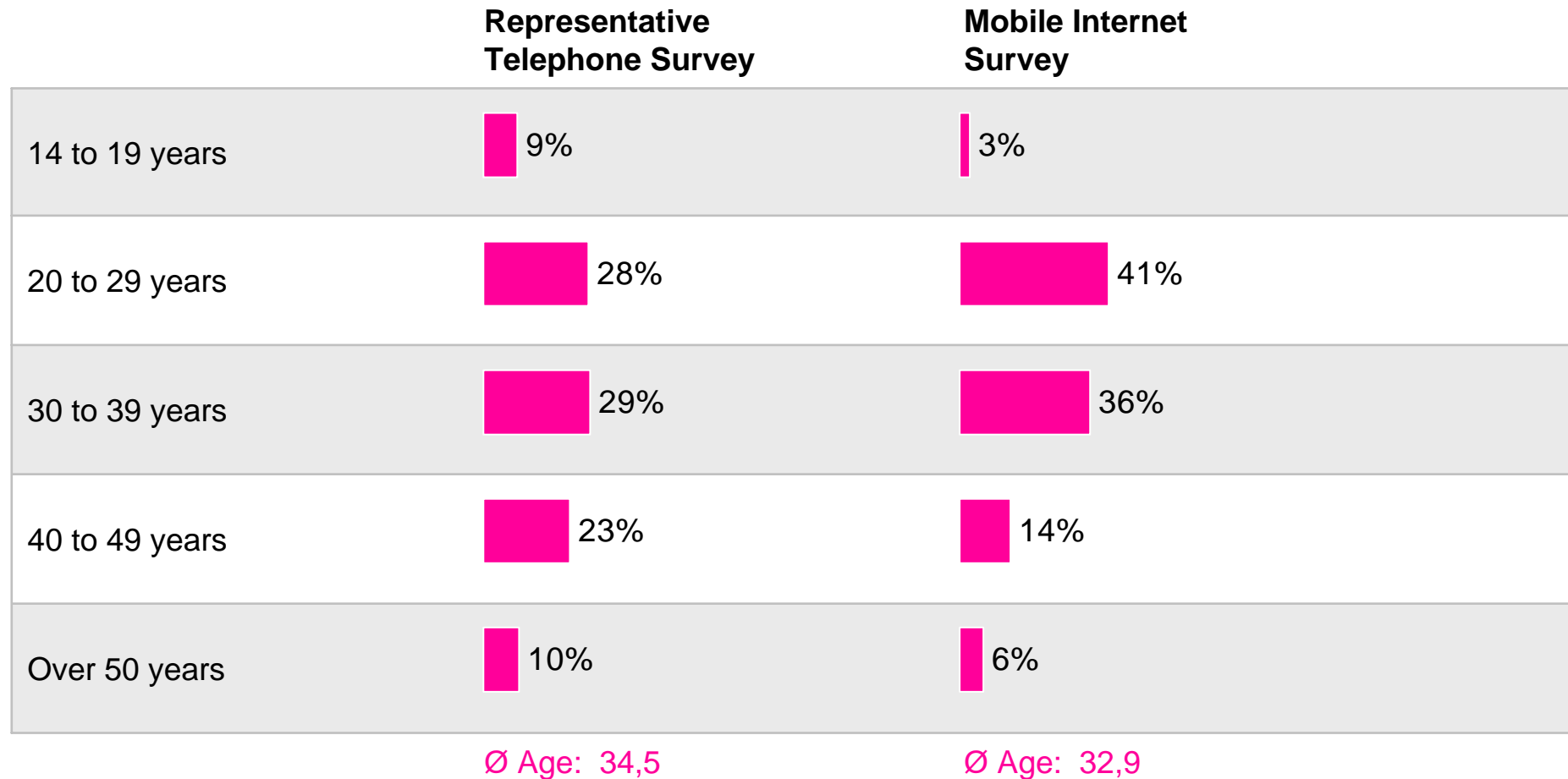
Question: Are you.....?

Base: Representative Survey n=197 / Mobile Internet Survey n=647



# Age

## Slightly younger sample at mobile Internet survey












Question: How old are you?

Base: Representative Survey n=197 / Mobile Internet Survey n=647

# Education

## Higher education level at mobile Internet survey

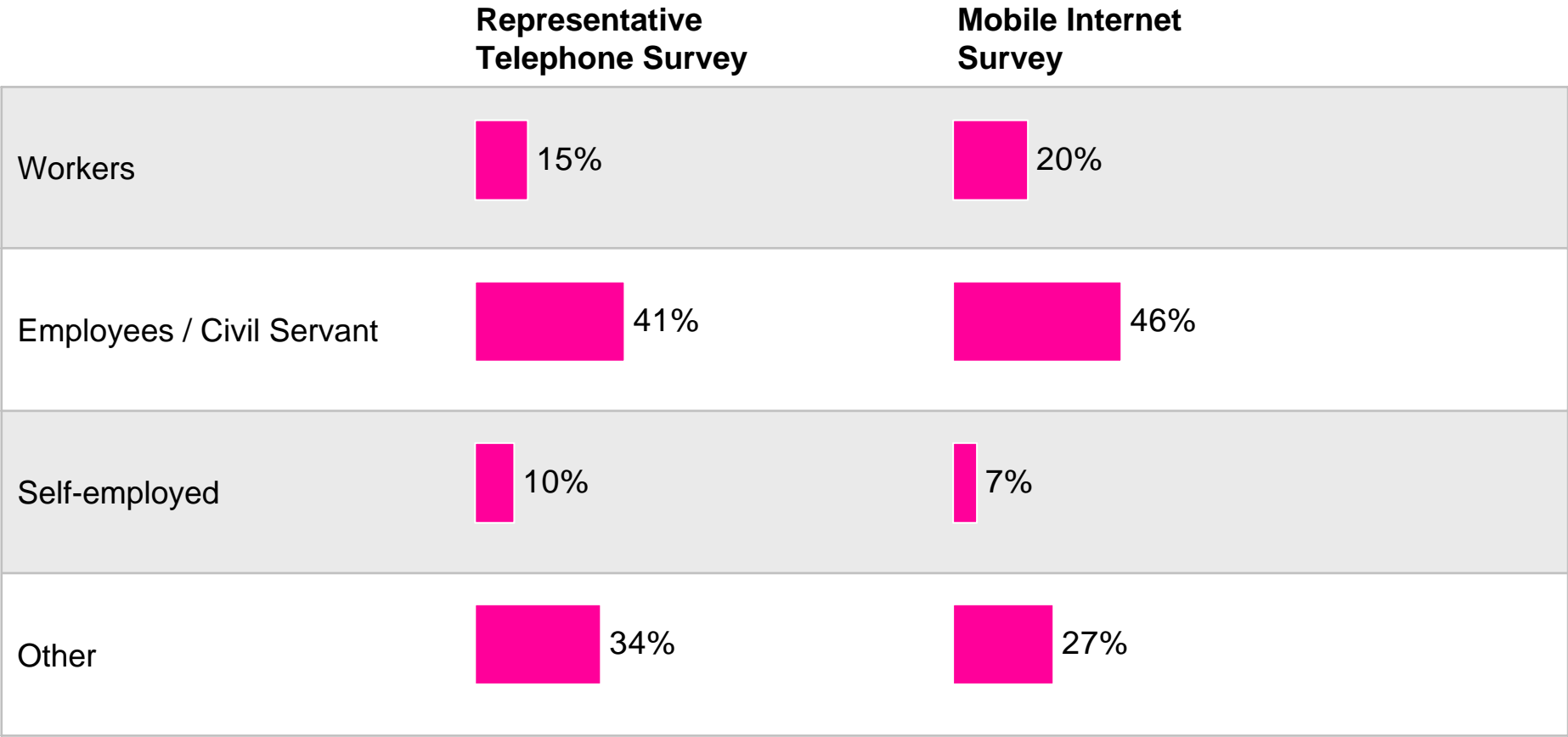
Education	Representative Telephone Survey	Mobile Internet Survey
Basic	 28%	 15%
Intermediate	 36%	 38%
High	 29%	 39%
No Graduation	0%	 3%
No answer	 7%	 5%

Question: At what level of education did you fully complete your studies?  
Base: Representative Survey n=197 / Mobile Internet Survey n=647



# Profession

## Similar profiles

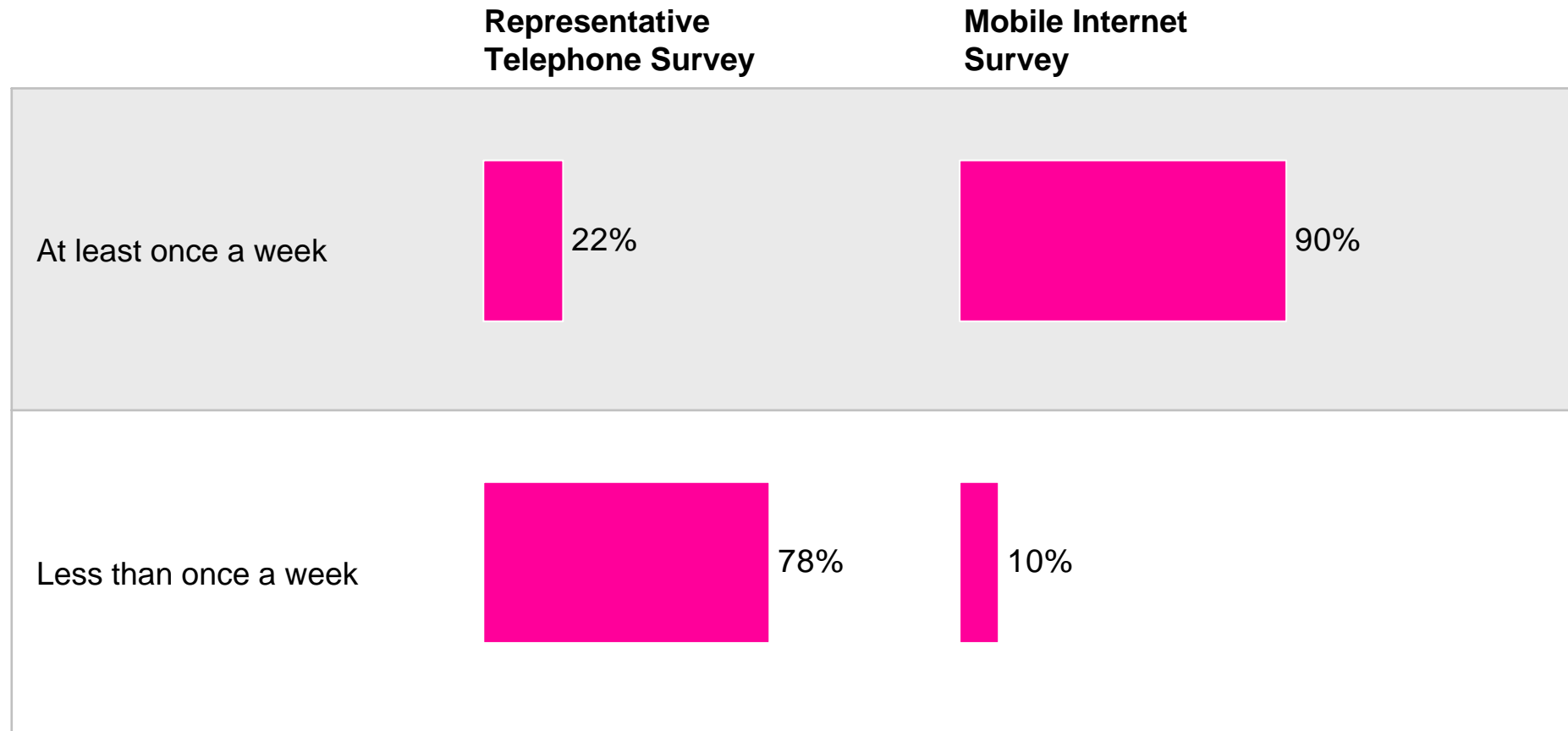


Question: Could you please describe your position at work?  
Base: Representative Survey n=197 / Mobile Internet Survey n=647



# Frequency of Usage

More intensive usage behaviour at mobile Internet survey sample










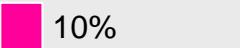



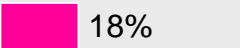
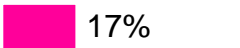
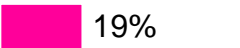


Question: How often on average do you use the mobile offer from ..?

Base: Representative Survey n=197 / Mobile Internet Survey n=592

# Usage of Services

## Similar profiles

	<b>Representative Telephone Survey</b>	<b>Mobile Internet Survey</b>
Search machines	 56%	 61%
News (Politics / Economics / Society)	 51%	 54%
Sport news	 48%	 30%
Weather report	 43%	 50%
Share prices / Financial news	 30%	 10%
Music titles	 27%	 43%
Social networking	 23%	 18%
Videoclips	 17%	 19%

Question: Which of the following services do you use?

Base: Representative Survey n=197 / Mobile Internet Survey n=592

# Conclusion

**Surprisingly similar profiles at CAMI and CATI surveys**

**Profiles of the mobile Internet user recruited on the mobile Internet are likely to represent the core visitors**

**Learnings help to better understand mobile Internet research results**

***Thank you for your attention!***



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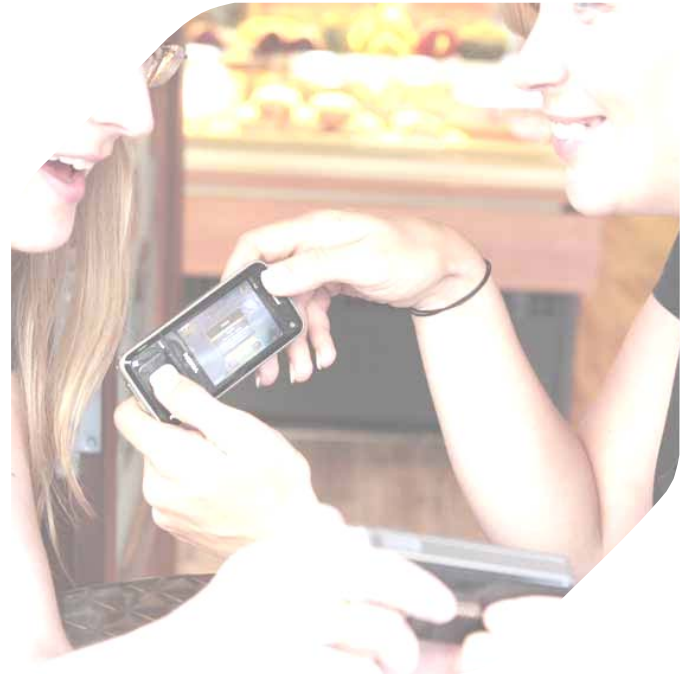
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