



3MC Conference 2016

Assessing the feasibility of using SMS Surveys in Eastern Europe to conduct a cross-country comparison of attitudes with regard to Europe's migration crisis

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Presentation Overview

- Introduction
- Methodology
- Mobile Phone Sampling
- Questionnaire Design
- Data Collection
- Results



Why conduct SMS Surveys?

- Short Message Service meaning
- 2 Way SMS Surveys
- Increasing mobile penetration rates
- Available for both smartphones and feature phones
- Faster to collect data
- Cheaper (No budget for training, staffing, transportation, etc.)



Methodology

- 2-Way SMS survey is a self completion mode for Sensitive topics such as Migration
- Data Collection in 3 countries: Croatia, Macedonia and Poland
- 10 questions
- 1st Q. opt-in and language choice
- 2-7th Q. – Yes/No/Don't Know/Refuse choice of answer on attitude
- 8-10th Q. Demographic: Age, Gender, Postcode and Education
- Stratified Probability Sample



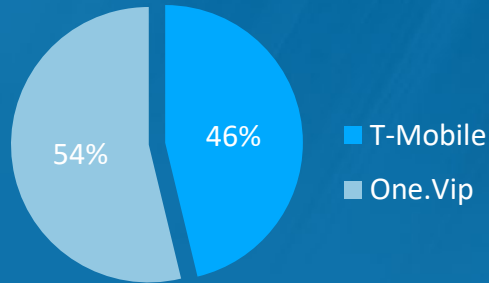
Mobile Phone Sampling

- Mobile phone numbers
- Stratified Probability Sample based on provider shares
- Numbering blocks assigned to different providers



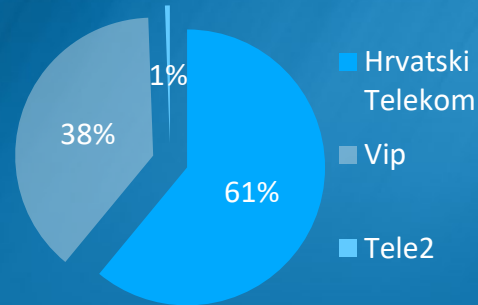
Mobile Market Shares Distribution per Provider

Macedonia



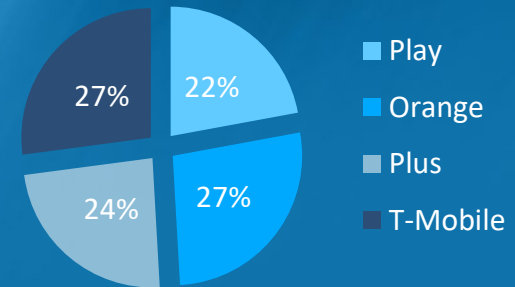
SIM penetration 115%

Croatia



SIM penetration 112%

Poland



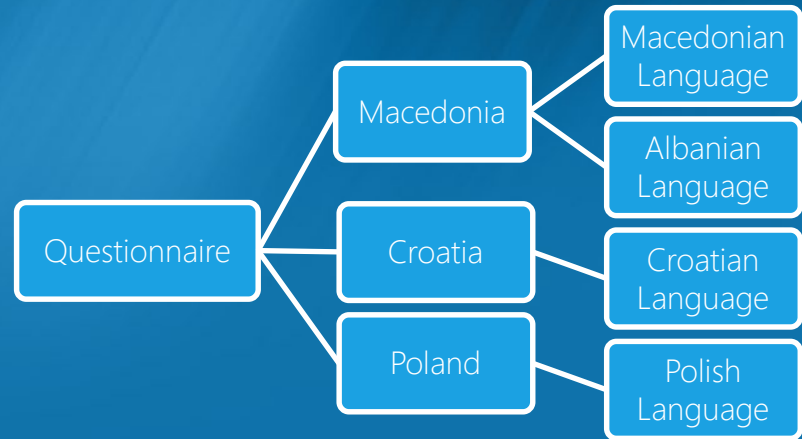
SIM penetration 144%



Questionnaire construction

Design

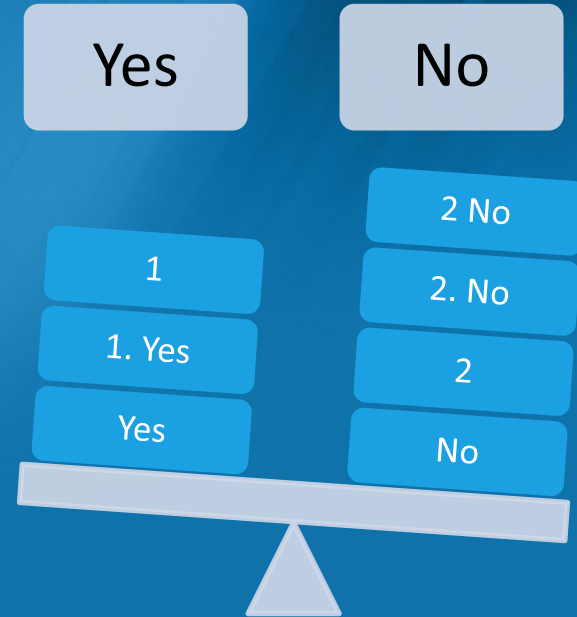
- Questionnaire design – 10 Questions
- 160 Characters – no special characters (Ц, ц, ш, њ, џ, њ, џ)
- Unicode (70 characters) and pricing increase
- Translation and harmonization to Albanian, Croatian, Macedonian and Polish





Pretesting

- First Question – Language selection
- Routing based on Language
- Importance of Scales and Values
- Inclusion of Don't know and Refuse
- Speed of sending out SMS
- SMS Platform





Fieldwork

- Fieldwork completed in a few days
- Reminders after 24 hours
- Achieving N=500 completes can be achieved in a cost-efficient manner within a few days in field.
- The questions asked should be simple
- Number of questions in the Survey



Data Collection in Macedonia, Croatia and Poland

Country	Response Rate [%]	Complete surveys	SMS invitations Sent
Croatia	1.2	N=506	42000
Macedonia	1.4	N=521	38000
Poland	0.25	N=102	42000

- Target N=500 in reach country
- Poland did not reach target
- Low response rate
- Outcome of Poland does not yield comparable data.
- Used RR3 from AAPOR guidelines



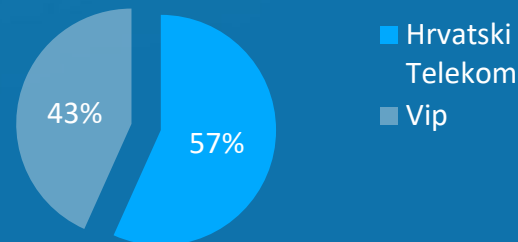
Sampling Error

Non-Coverage

- Provider restrictions in Croatia
- Tele2 not represented in Sampling Frame
- 0.5% of the market share

Operator	SMS Survey [%]	Market Shares [%]
VIP	43.28%	38.44
T-Mobile	56.71%	60.98
Tele2	0%	0.5%

Croatia

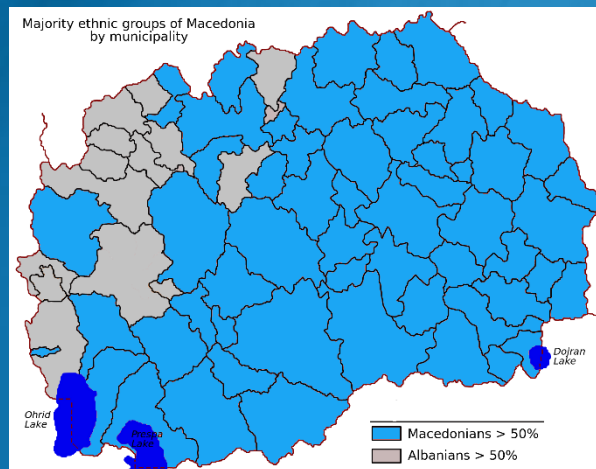




Underrepresented Areas

- Regional distribution is comparable
- Language limitations may cause error

Macedonia		
Region	Survey[%]	Census [%]
Eastern	11.71	8.57
Northeastern	4.61	8.51
Pelagonia	12.86	11.19
Polog	2.50	15.44
Skopje	42.80	29.85
Southeastern	8.83	8.39
Southwestern	9.98	10.64
Vardar	6.72	7.41



Croatia		
Region	Survey[%]	Census [%]
Central Croatia	15.22%	15.20%
Eastern Croatia	17.98%	18%
Southern Croatia	21.74%	21.80%
Western Croatia	8.30%	8.30%
Zagreb region	36.76%	36.80%



Non-response

- Under represented

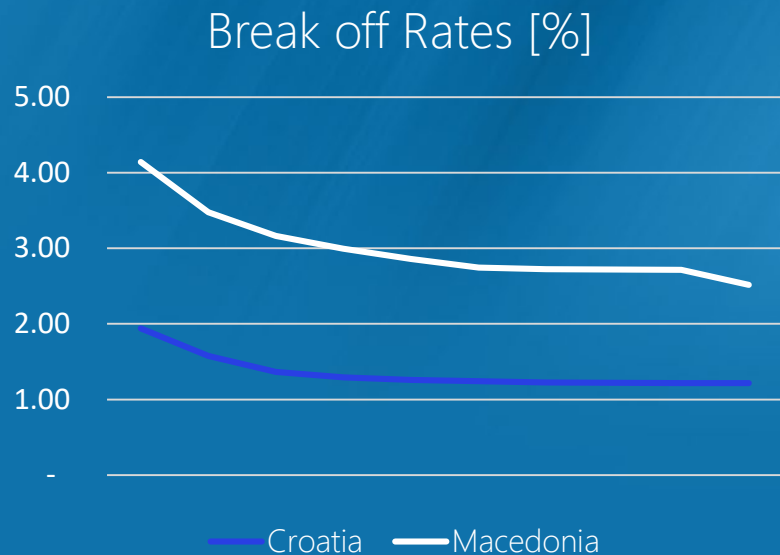
In Macedonia the Albanian language is under covered

The survey is sent out in Macedonian, the population that does not speak Macedonian is excluded.

Language	SMS Survey [%]	Census [%]
Macedonian	66.49%	89.44
Albanian	25.1%	10.55



Non Response Error

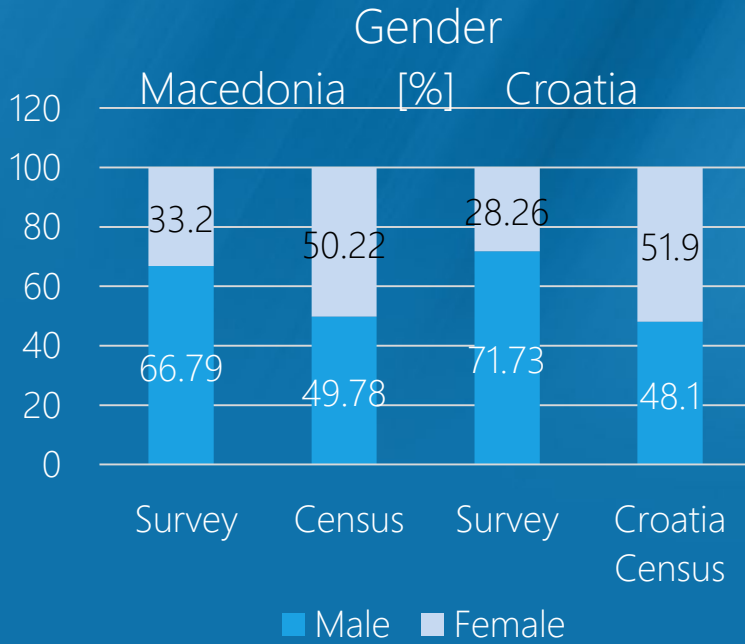


- Poland does not have strict data protection laws
- SMS Spam in Poland
- Incentives - prize draw does not show increase in response rate
- Sending of reminders to reduce non response
- Waiting time to receive SMS

Response rates - Age & Gender



Low response rates may lead to bias.



Macedonia Age Groups	SMS Survey [%]	Census [%]
15–24 years	9.59	16.38
25–34 years	29.55	18.90
35–44 years	28.98	17.60
45–54 years	16.69	16.72
55–64 years	9.59	16.25
65+	5.56	14.13

Croatia Age groups	SMS Survey [%]	Census [%]
15–24 years	12.65	16.07
25–34 years	21.74	16.07
35–44 years	25.10	15.74
45–54 years	17.19	17.29
55–64 years	4.94	16.09
65+	18.58	20.88



What we take away

- Design factors to support response rate
- Pretesting, scales and weighting is important
- Don't Know importance
- Speed of sending out SMS
- Regional Surveys and similarities
- Future study of tools to minimize error
- Future studies to test language routing options



Thank you for listening!

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