# Comparison of Behaviors in Answering to On-line Survey Observed in the APRC 5-Country Study

**Working Group-1 / JMRA Research Technology Committee**

# Research Design

■ **Target Respondent:**

- Male and female aged 15 to 69 yrs old living in cities

■ **Methodology:**

- Online survey

■ **Research period:**

- Tuesday, May 18 - Saturday, May 29, 2010
- (Only Thailand: Monday, May 24 - Thursday, June 10, 2010)

■ **Collection target for the number of eligible samples:**

- 1,100 samples in total for each country.

# I. Comparison on the Sample Collection

- Comparison on the following:
  - Collection rates
    - Compare the number of samples collected within a certain period (seven days) after delivering a common solicitation mail in the countries)
  - Collection speed
    - Compare collection trends in cumulative base by the time unit from the start of the delivery sent at the same time (in local time)
  - Achievement rates of the Collection Target
    - Compare achievement rates of the collection target which is as follows:

|  | 10's<br>15 - 19 yrs. old | 20's | 30's | 40's | 50's | 60's | Total |
|---|---|---|---|---|---|---|---|
| Male | 50 | 100 | 100 | 100 | 100 | 100 | 1,100 |
| Female | 50 | 100 | 100 | 100 | 100 | 100 | |

# How to Compare the Collection Rates

- The solicitation mails were delivered to 150 samples in each cell of 5-year-age groups by gender for each country at 2:00PM (local time) on Tuesday, May 18, 2010.  The collection situation was examined seven days after the delivery.

- The number of the delivery by areas was decided based on the composition of the population.

  - **Number of the solicitation mails sent (unit: person)**

| | 10's<br>15 - 19 yrs. old | 20's | 30's | 40's | 50's | 60's | Total |
|---|---|---|---|---|---|---|---|
| Male | 150 | 300 | 300 | 300 | 300 | 300 | 3,300 |
| Female | 150 | 300 | 300 | 300 | 300 | 300 | |

- Each country was requested to send neither the reminder nor any additional solicitation mails for the seven days.

# Comparison of the Collection Rates

- China has the highest collection rates with 20's, in particular, accounting for 98%.
- Thailand registered the lowest in all the age groups among the 5 countries.
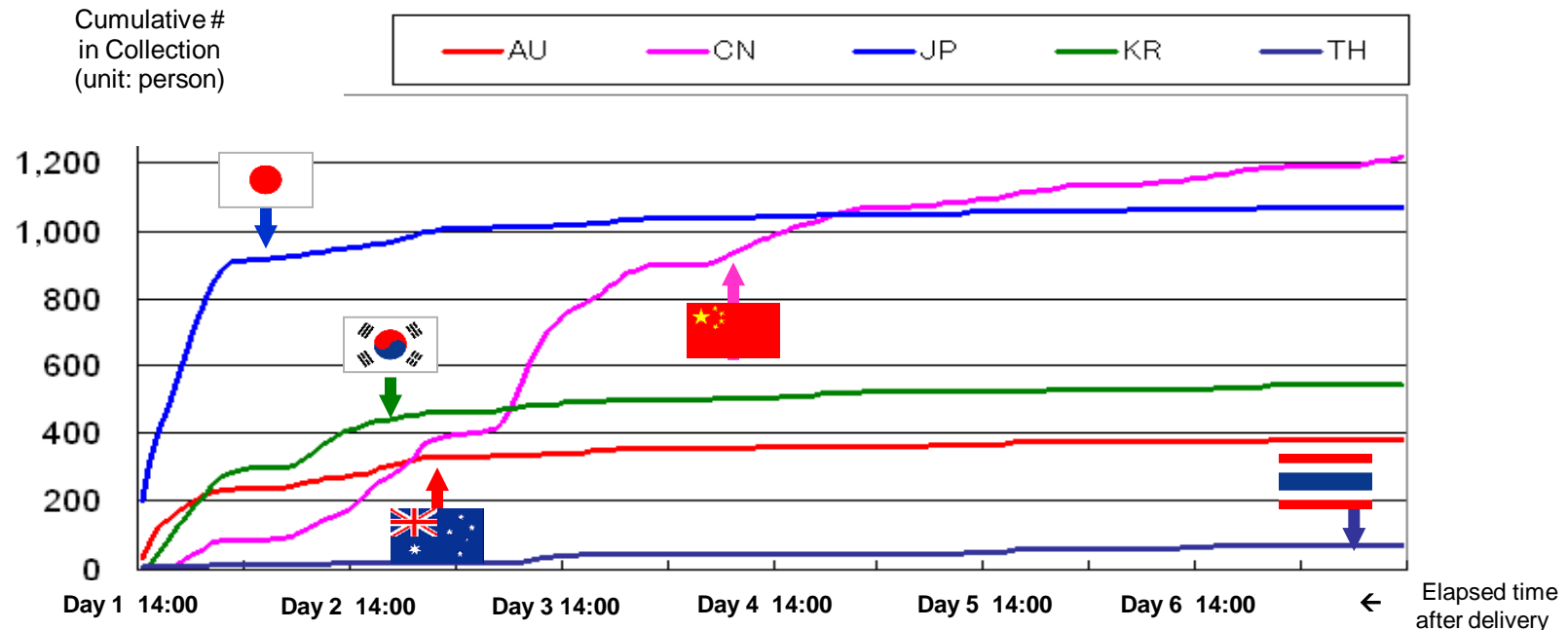
- **Collection Rates = Number of samples collected / Number of mails (3,300)・%**

| | 10's<br>15 - 19 yrs. old | 20's | 30's | 40's | 50's | 60's | Total |
|---|---|---|---|---|---|---|---|
| 🇦🇺 | 1.7% | 10.8% | 13.3% | 14.5% | 14.5% | 9.8% | 11.6% |
| 🇨🇳 | 20.7% | 97.8% | 47.0% | 33.8% | 10.7% | 2.7% | 36.9% |
| 🇰🇷 | 23.7% | 23.0% | 17.5% | 16.2% | 13.8% | 7.8% | 16.6% |
| 🇹🇭 | 3.0% | 6.7% | 3.3% | 0.3% | 0.0% | 0.0% | 2.2% |
| 🇯🇵 | 28.7% | 28.5% | 33.8% | 33.7% | 34.0% | 34.3% | 30.8% |

\* Since the collection was suspended upon the cell target being met in Japan, the final numbers collected in each cell cannot largely exceed 33.3%.

# Comparison of the Collection Speed

■ In terms of the time required to collect 330 samples, Japan registered the quickest with 2 hours 20 minutes, followed by Korea with 20 hours, China with 32 hours and then Australia with 34 hours.

- **Cumulative # in the Collection after sending the questionnaire to 3,300 samples**



\* Since the collection was suspended upon the cell target being met in Japan, the final numbers collected in total cannot largely exceed 1,100 samples that were the total collection target.

# Achievement Rates of the Collection Target

- With regards to the cells that did not achieve their collection targets in the seven days, additional mails were sent out.

- In Korea, additional 150 mails by each 5-year-age-group were sent with the total going up eventually to 9,900 samples in delivery. Fifty's (50's)-or-over groups, however, ended up not meeting the targets.

- Additional mails were delivered to 90 males in 10's and 150 males in 20's in Japan.

- **Achievement Rates of the Collection Target
  = Number of samples collected / the Collection Target ・%**

| | 10's<br>15 - 19 yrs. old | 20's | 30's | 40's | 50's | 60's |
|---|---|---|---|---|---|---|
| 🇦🇺 | 96.0 | 100.0 | 100.0 | 99.5 | 100.0 | 100.0 |
| 🇨🇳 | 88.0 | 100.0 | 100.0 | 93.5 | 38.5 | 11.0 |
| 🇯🇵 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| 🇰🇷 | 96.0 | 100.0 | 100.0 | 100.0 | 75.5 | 42.5 |
| 🇹🇭 | 99.0 | 99.5 | 99.0 | 100.0 | 7.0 | 0.0 |

* With regards to the cells that did not achieve their collection targets in the seven days, additional mails were sent out and the collection continued until Saturday, May 29, 2010 ( Thursday, June 10, 2010 in Thailand)

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# II. Comparison of Behaviors in Answering to Questions

- Comparison on the following:
  - Dropout rates
    - Calculate dropout rates by types of questions based on the number of those who responded to questions by pages.
  - Length of time in answering the questionnaire
    - Measure the length of time taken to answer the questionnaire by pages, and compare by types of questions.
  - # of words used in Open-Ends questions
    - Compare average # of English words used after translation.
  - Contents of Open-Ends questions
    - Compare the response rates of "Nothing special" and meaningless answers such as "aaa", etc.
  - Tendency of choosing the answer in the middle of 5-point scale
    - Compare the tendency to choose the answer in the middle (" Cannot say which", etc.)

# Comparison of the Dropout Rates

- The dropout rates of Japan, Korea and Thailand are low regardless of types of questions.

- In Australia and China, high dropout rates are observed in the MA matrix questions.

- **Dropout rates by types of questions**

| | Australia | China | Japan | Korea | Thailand |
|---|---|---|---|---|---|
| TOTAL（Q1→Q40） | 13.0% | 7.8% | 1.5% | 3.1% | 1.9% |
| SA　　　　　[Ave:　6.7] | 0.5% | 0.2% | 0.1% | 0.1% | 0.0% |
| MA　　　　　[Ave: 19.3] | 0.8% | 0.3% | 0.1% | 0.2% | 0.1% |
| Matrix（SA）[Ave:　5.3×6.7] | 0.3% | 0.5% | 0.2% | 0.3% | 0.1% |
| Matrix（MA）[Ave: 16.0×2.0] | 1.2% | 0.5% | 0.2% | 0.3% | 0.1% |
| Numeric | 0.2% | 0.1% | 0.0% | 0.0% | 0.1% |
| Open Ends | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |

# Comparison of the Length of Time in Answering the Questionnaire

■ Overall, the length of time in Australia was the longest, followed by China, Korea, Japan and Thailand in descending order.

■ That of China and Japan is relatively longer than that of the other three in Open Ends questions.

- Length of time taken in answering to questions(sec/1page)
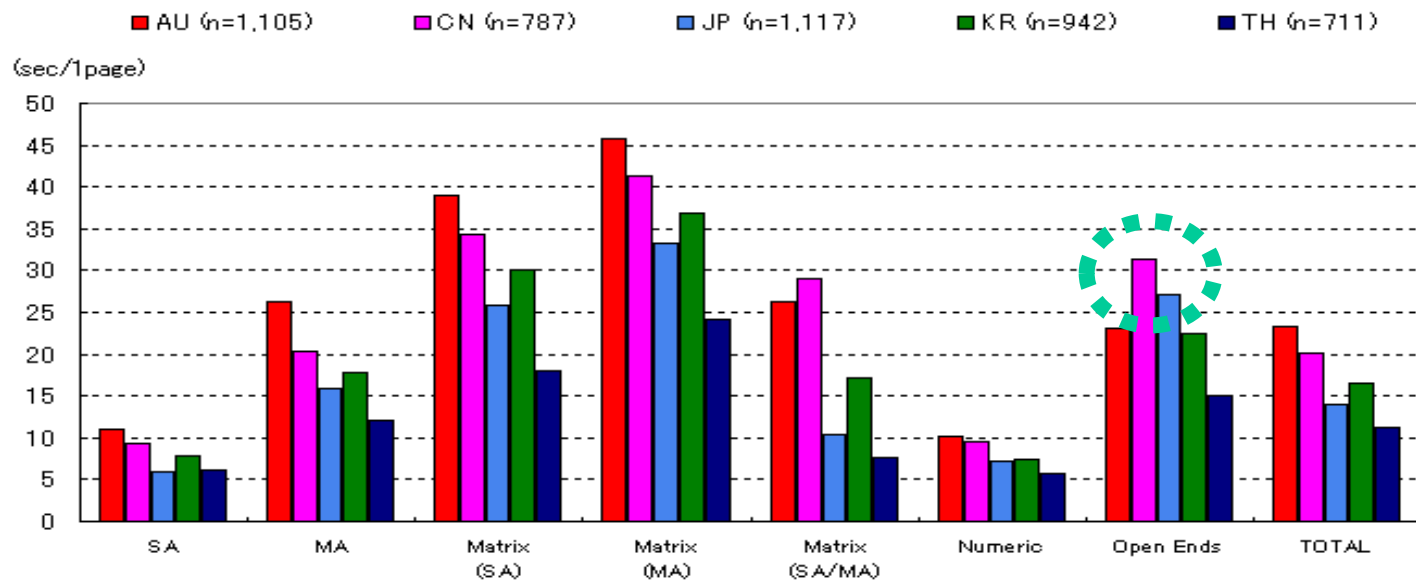
# Average # of Words used in Open-Ends Questions

- Average # of words used in open-ends questions is large in China and Japan, followed by Australia and Thailand, and then Korea, that of which is the smallest.

  - **Comparison of average # of words**

| | Q16 | | Q27 | |
|---|---|---|---|---|
| | Number of samples | Average Number of words | Number of samples | Average Number of words |
| 🇦🇺 | 719 | 8.7 | 692 | 9.6 |
| 🇨🇳 | 579 | **11.0** | 669 | **10.3** |
| 🇯🇵 | 845 | **10.2** | 824 | **11.2** |
| 🇰🇷 | 800 | 4.1 | 776 | 3.7 |
| 🇹🇭 | 347 | 5.5 | 338 | 6.7 |

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# "Nothing special" and Meaningless Answers

- In Thailand, 40% or more answered "Nothing special".
- Those raising meaningless answers accounted for more or less 1 % in Australia and China.

**Response rates of "Nothing special" and Meaningless answers (unit:%)**

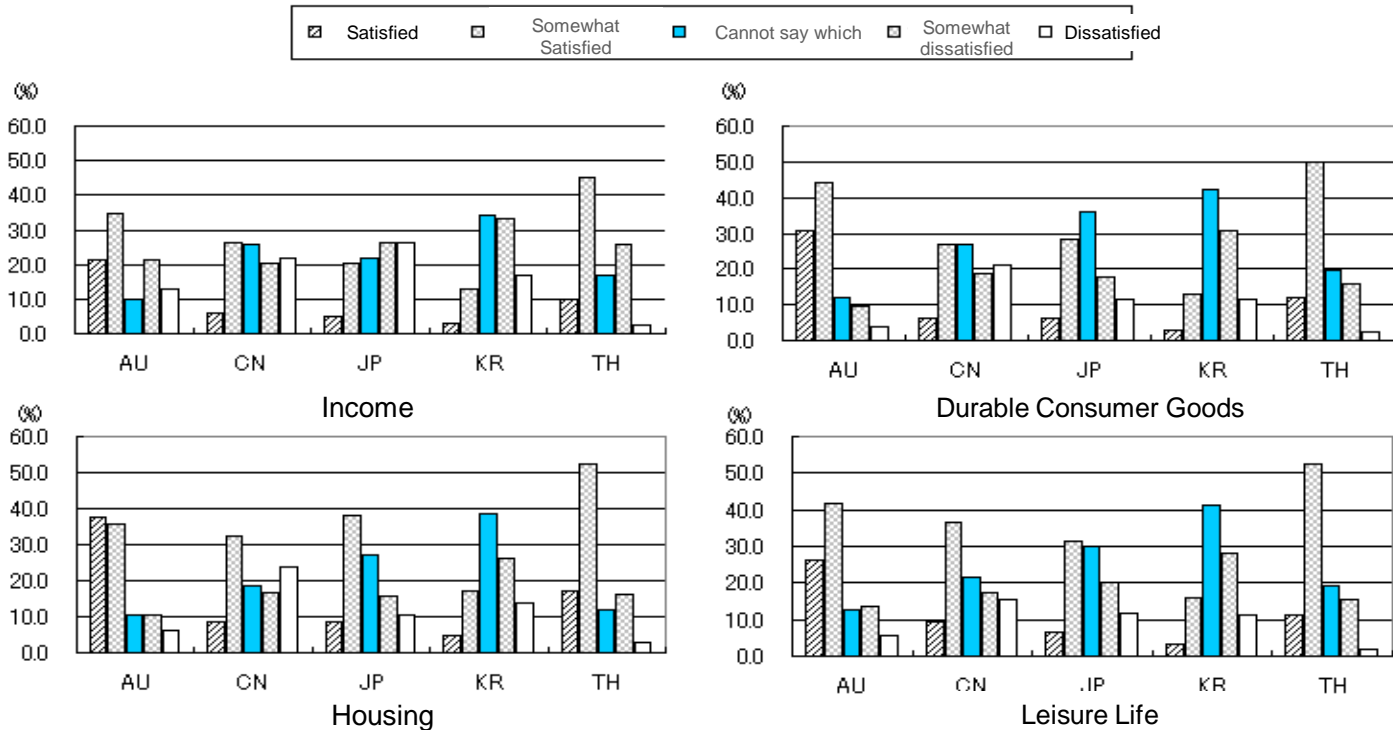| | "Nothing special" | | Meaningless Answers | |
|---|---|---|---|---|
| | Q16 | Q27 | Q16 | Q27 |
| 🇦🇺 | 21.5 | **25.6** | 1.2 | 1.0 |
| 🇨🇳 | 8.2 | 5.5 | 1.1 | 0.9 |
| 🇯🇵 | 23.6 | **25.6** | 0.4 | 0.4 |
| 🇰🇷 | 12.4 | 14.6 | 0.2 | 0.1 |
| 🇹🇭 | **43.8** | **46.1** | 0.3 | 0 |

# Tendency in Answering in the middle of 5-point scale

■ Korea responded highest to "Cannot say which" among the five countries, followed by Japan, China and Thailand.

● **Answering tendency/patterns on a 5-point scale**

Q. Q14.How much are you satisfied with each of the following aspects of your life listed ?



Legend: Satisfied | Somewhat Satisfied | Cannot say which | Somewhat dissatisfied | Dissatisfied

Income

Durable Consumer Goods

Housing

Leisure Life

# Summary

- Australia has the highest dropout rate among the five countries. It appears, however, that they take enough time to answer questions.

- A very high cooperation rate is observed among 20's in China. On the other hand, it seems difficult to conduct with consumers aged 50's and over.

- In Korea, the younger respondent groups are, the higher collection rate is. The rate of those who answered, "Cannot say which" is the highest.

- Japan has the highest collection rate and collection speed, while reaching the target number of collection most quickly.

- In Thailand, the internet survey can be done with consumers aged 20' to 40's. It seems difficult to be done with 50's and over.

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