



Differences in Length of Survey Administration between Spanish-Language and English- Language Survey Respondents

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Introduction

KnowledgePanel LatinoSM

- In 2008 KnowledgePanel was expanded to include KnowledgePanel LatinoSM
- First nationally representative online sample of Latinos in the U.S.
- Includes English-speaking and Spanish-speaking population

KnowledgePanel Questionnaires

- KnowledgePanel Spanish questionnaires are physically 15-20% longer in length, due to the nature of the Spanish and English languages
- Anticipated differences in completion length of 15-20%
- Observed differences in completion length of 75-150%
- What can account for these differences?
- No published research on English/Spanish differences in online survey completion length

Knowledge Networks Offers KnowledgePanel Latino

Representative online sample of Latinos

- Sample is probability-based and recruited using a national **RDD telephone** frame supplemented by a hybrid telephone recruitment design drawn from a national RDD sample of U.S. **Latino and Hispanic surname persons**, plus an **address-based sample (ABS) frame** of addresses from the U.S. Postal Service's Delivery Sequence File

Includes Spanish-dominant households

- All recruiting materials in both Spanish and English
 - All subsequent panel communications and laptop interface provided in preferred language
- We provide toll-free Spanish-language helpdesk

Includes non-Internet households

- KN provides laptops and Internet service for 55% of Latinos recruited into the panel

Includes cell phone only households

- 19.3% of Hispanic adults are reachable only by cell phone¹
- Sample approach captures cell phone only households and encompasses about 93% of the nation's Latinos

KnowledgePanel Latino tracks closely with Current Population Survey (CPS) data on key demographics

KnowledgePanel LatinoSM Demographic Comparisons

		KnowledgePanel Latino [i]	Latinos in June 2009 CPS [ii]
Gender	Male	51%	51%
	Female	49%	49%
Age	18–24	13%	17%
	25–34	28%	26%
	35–44	25%	23%
	45–54	17%	17%
	55–64	11%	10%
	65 or over	7%	9%
Employment Status	In the Labor Force	74%	70%
	Working full-time	54%	59%
	Working part-time	19%	12%
	Not in the Labor Force	27%	30%
Marital Status	Married	54%	54%
Housing Ownership [iii]	Own	53%	54%
Level of Education	Less than High School Diploma	37%	37%
	High School Diploma or Equivalent	31%	29%
	Some College	21%	22%
	Bachelor’s Degree or Beyond	12%	12%

Continued...

KnowledgePanel Latino compared to CPS

KnowledgePanel LatinoSM Demographic Comparisons (Continued)

		KnowledgePanel Latino [i]	Latinos in June 2009 CPS [ii]
Internet Access (Household) [iv]		47%	43%
Language Spoken at Home [vi]	Only Spanish	40%	40%
	More Spanish than English	17%	17%
	Both Spanish and English equally	18%	18%
	More English than Spanish	12%	12%
	Only English	14%	14%
How well do you speak English [v]	Well/Very well	53%	62%
	Poorly/Very poorly	47%	38%
How well do you speak Spanish [v]	Well/Very well	84%	83%
	Poorly/Very poorly	16%	17%
Place of Birth	Mexico	50%	35%
	United States	29%	42%
	Caribbean	8%	9%
	Central American (other than Mexico)	6%	8%
	South America	5%	5%
	Other	3%	1%

Observed Differences in Self-Administered Survey Length

Survey	Median Length (in minutes)		Ratio (Spanish/English)
	Spanish	English	
Profile Surveys			
Broadcast TV	11.9	6.5	1.83
Demographics	18.7	7.5	2.49
Health Care	14.9	8.5	1.75
Lifestyle	18.5	9.6	1.93
Politics	18.7	10.3	1.81
Academic Client Surveys			
Health Survey 1	36.8	17.9	2.06
Health Survey 2	30.7	17.0	1.81
Post Election Survey	33.4	19.4	1.72
Commercial Client Surveys			
Shopping 1	33.4	16.8	1.99
Shopping 2	64.3	28.4	2.26

Possible Explanations

- Longer Spanish questionnaires
- Skip patterns
- Respondent demographics (including education, age, household size)
- Internet speed
- Panel tenure
- Cultural differences
- Survey taking behavior (interruptions)
- Others – computer literacy, facility; more open-ended responses

Data

- Recorded completion length data for many surveys
- Respondent characteristics
 - Demographics – education, age, household size
 - Internet speed
 - Panel tenure
- Screen-by-screen timing data (can be used to adjust completion times)
- Self-reports of survey taking behavior (when, where, interruptions experienced)

Analysis

- Descriptive Analysis of Survey Completion Length

Focusing on differences in survey taking behavior

- Regression Analysis of Survey Completion Length

Predicting survey completion length, controlling for several factors:

- Survey Language
- Respondent Characteristics
- Panel Tenure
- Internet Connection Speed

Survey Taking Behavior

Q4. Do you usually take your surveys...?

	Spanish	English
In one sitting, from beginning to end, without any interruptions	69.5%	84.4%
In one sitting, with short interruptions	26.3%	12.6%
In more than one sitting	4.2%	3.0%
	100.0%	100.0%

Q5. Which of the following interruptions do you commonly experience?

	Spanish	English
Someone else needs to use the laptop/PC/WebTV	3.7%	1.3%
The internet connection fails	8.6%	3.7%
Checking email/IM	3.0%	1.6%
Browsing the Internet	2.8%	1.0%
Household duties	14.4%	10.0%
Looking after the children	12.5%	2.3%
Other	2.6%	4.8%

Survey Taking Behavior and Completion Length

Q4. Do you usually take your surveys...?

	Median Length (in minutes)		
	Demographic Profile Survey	Politics Profile Survey	Health Care Profile Survey
In one sitting, from beginning to end, without any interruptions	9.5	12.4	10.8
In one sitting, with short interruptions	12.4	14.8	12.0
In more than one sitting	12.7	15.2	12.5

Total respondents: 1680, Demographic Profile Survey=1600, Politics Profile Survey=1622, Health Care Profile Survey=1617

Regression Analysis of Survey Completion Length

Baseline Model

	β	Std. Error
Constant	9.084*	.031
Spanish-language survey	11.635*	.141

Full Model

	β	Std. Error
Constant	11.283*	.183
Spanish-language survey	7.286*	.200
High school	-1.577*	.151
Some college	-1.855*	.146
Bachelor's or beyond	-2.560*	.147
WebTV	4.262*	.145
Dialup	2.801*	.106
Tenure (months)	-0.016*	.001

- Also included as control variables in full model: age, gender, race/ethnicity, number of children in the household, region, metro area status, and dummy variables for missing or undetermined internet connection data.
- Reference categories: English-language survey, less than high school, age 18-29, male, broadband internet connection, white non-Hispanic, non-metro area, Northeast region.

Conclusions

- Spanish-language panelists take 7.3 minutes (65%) longer to complete the demographic profile survey, after controlling several factors
- Education and age have large effects and significantly reduce survey completion length
- Internet speed (broadband) has a large effect and significantly reduces survey completion length
- Number of kids in household and panel tenure have significant but small effects
- Among English-language panelists, African Americans, Latinos, other non-whites, and multiracial panelists all have significantly higher completion lengths
- Differences in survey taking behavior (interruptions) also contribute to differences in survey completion length
- Important to consider these factors when conducting cross-cultural survey research
- Implications for respondent burden, respondent incentives, costs



Thank you for attending!

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