



The use of geo-trigger technology in research using smartphones

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Overview

Introduction
to geo-
triggering

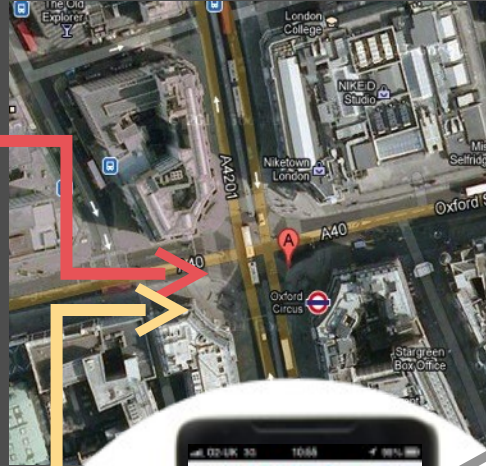
Experience
from the
field

Key findings

What's next
for geo-
triggering

Introduction to geo-triggering

- Location is “**geo-fenced**” using long & lat
- Respondents need **Ipsos Mobile app** and have their **location services active**.



- Surveys are **triggered** and delivered to any person who enters or exits the respective geo-fenced area.
- Surveys can be triggered at **any time** after a person has entered a geo-fenced area.

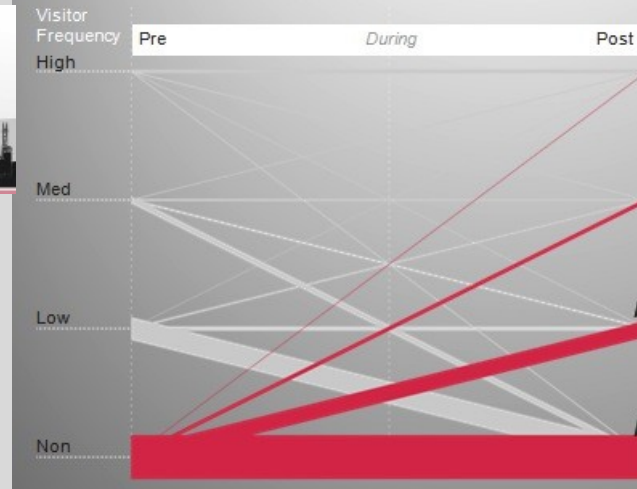


- Evaluate exposure to a campaign
- Assess needs / impact of regeneration
- Visitor and event experience

- Sampling for hotspots
- Sampling for customer service feedback
- Behaviour change triggers
- Trigger for key moments of longitudinal studies

Proving concepts with Manchester CC

- Early 2014, PofC to measure uplift to Christmas markets.
- Using aggregated mobile phone mast data



- MCC launched a litter campaign in February 2014
- Geo-triggering evaluation to provide “An assessment of the area” by time of day and day of week.
- The key question “have you seen an improvement in the amount of litter in this area”

Litter
it's time for change.



Experience in the field

The brief & our approach...

Council **email to residents** on CRM database.

Included information about the campaign and how to get involved via smartphones.

Four areas were identified in the city centre. The Council provided the co-ordinates for the geo trigger location centroids and the distances from

Unique link to an **online survey**.

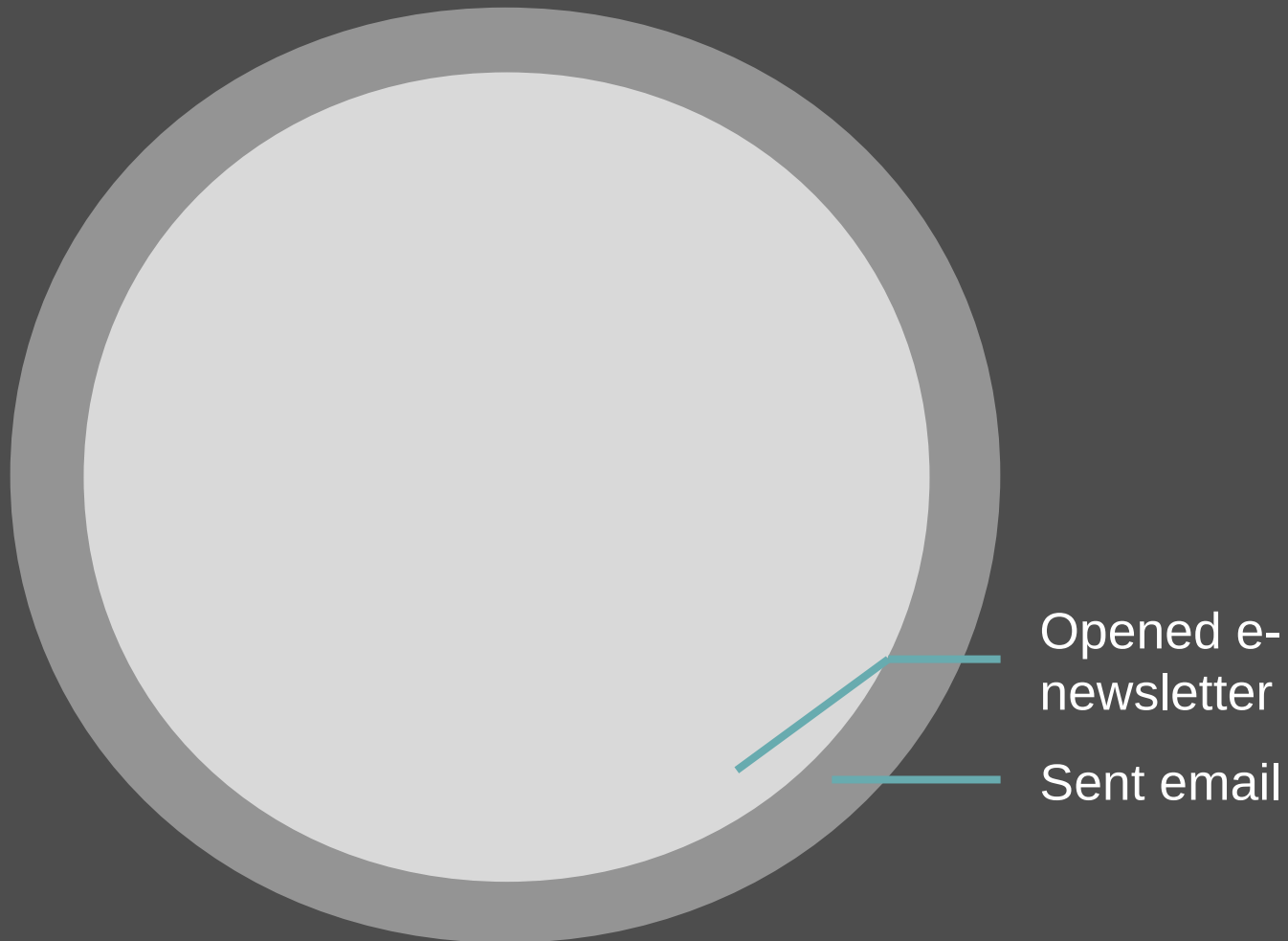
Meant that a personalised, mail merged email had to be sent rather than a blanket email.

Participants were 'nudged' to complete a mobile survey every time they entered one of these areas to provide an assessment of the area in real time; plus pictures!

The online survey gathered some basic demographics, attitudinal data, checked smartphone compatibility, and hosted clear Ts & Cs and the Privacy Policy.

Opportunity to take part in an online survey to feedback on process.

A challenging recruit



Finding the needles in the haystack

21,459
EMAIL INVITES
SENT BY COUNCIL

28.5%
OPENED THE
COUNCIL'S EMAIL

4.4%
CLICKED ON
THE LINK TO THE
ONLINE SURVEY

3.1%
COMPLETED
ONLINE SURVEY

6,119 participants

956 participants

669 participants

669
COMPLETED
ONLINE SURVEY

77.4%
CORRECT
PHONE

68.9%
WANTED TO
DOWNLOAD APP

37.2%
LOGGED IN TO
THE SURVEY

11.9%
DID THE
MOBILE SURVEY

518 participants

357 participants

193 participants

62 participants

138 mobile entries

The findings

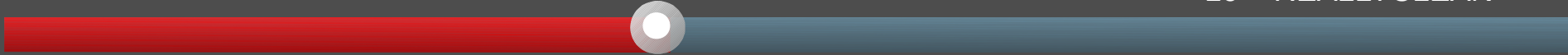
What could we report back?

Overall cleanliness

4.08

1 – REALLY DIRTY

10 – REALLY CLEAN



21%

BETTER

56%

SAME



23%

WORSE



How did participants react/feel?

Positively:

- Almost nine in ten had the correct smartphone.
- 95% had downloaded an app in the past; overwhelmingly it is this group who participated in the mobile survey.
- Only 25% of the 475 who were eligible, were not interested in taking part in the mobile survey.
- Nine of the ten who fed back say they would take part in another mobile survey.

Q. To help us understand whether this sort of challenge is worth doing in the future we would really appreciate it if you could tell us why you are not interested.



What's next for geo- triggering?

Notes for the future...

Think carefully about target areas

Methodology needs footfall; centroids limit options.

Currently not able to measure non-response

It could simply be due to not being in the area. Crucial for knowing how to improve sampling.


Identify new ways of recruitment

Need to make the research and the target areas relevant, and use a more suitable CRM/sample

What is the optimum fieldwork Length?


Challenge to keep participants engaged beyond two weeks.

However, opportunities remain...



Issues that have **direct impact** on respondents are likely to yield better response rates:

- behaviour change,
- regeneration,
- customer service feedback



Likely to work where sample is more **relevant** to the research question; such as:

- research panels,
- community groups,
- customers.



Thank you

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