

Recruitment process, participant motivation and response of a smartphone-based travel survey

Learnings from the Mobility Panel in aspern Seestadt

Survey design

Key figures

- location: **aspern Seestadt**, Vienna; a currently developed multifunctional urban quarter (by July 2021: already 8,400 inhabitants. expected inhabitants by 2030: 25,000)
- random sample size** of households
- longitudinal analysis** (start: February 2019); timeframe of presented data: 02/2019 - 02/2021
- combination:
 - smartphone-based travel survey** (tracking and mode detecting app) and
 - socio-demographic, socio-economic, value and behaviour information** of participants (2 questionnaires)
- iterative, adaptive, self-learning survey design

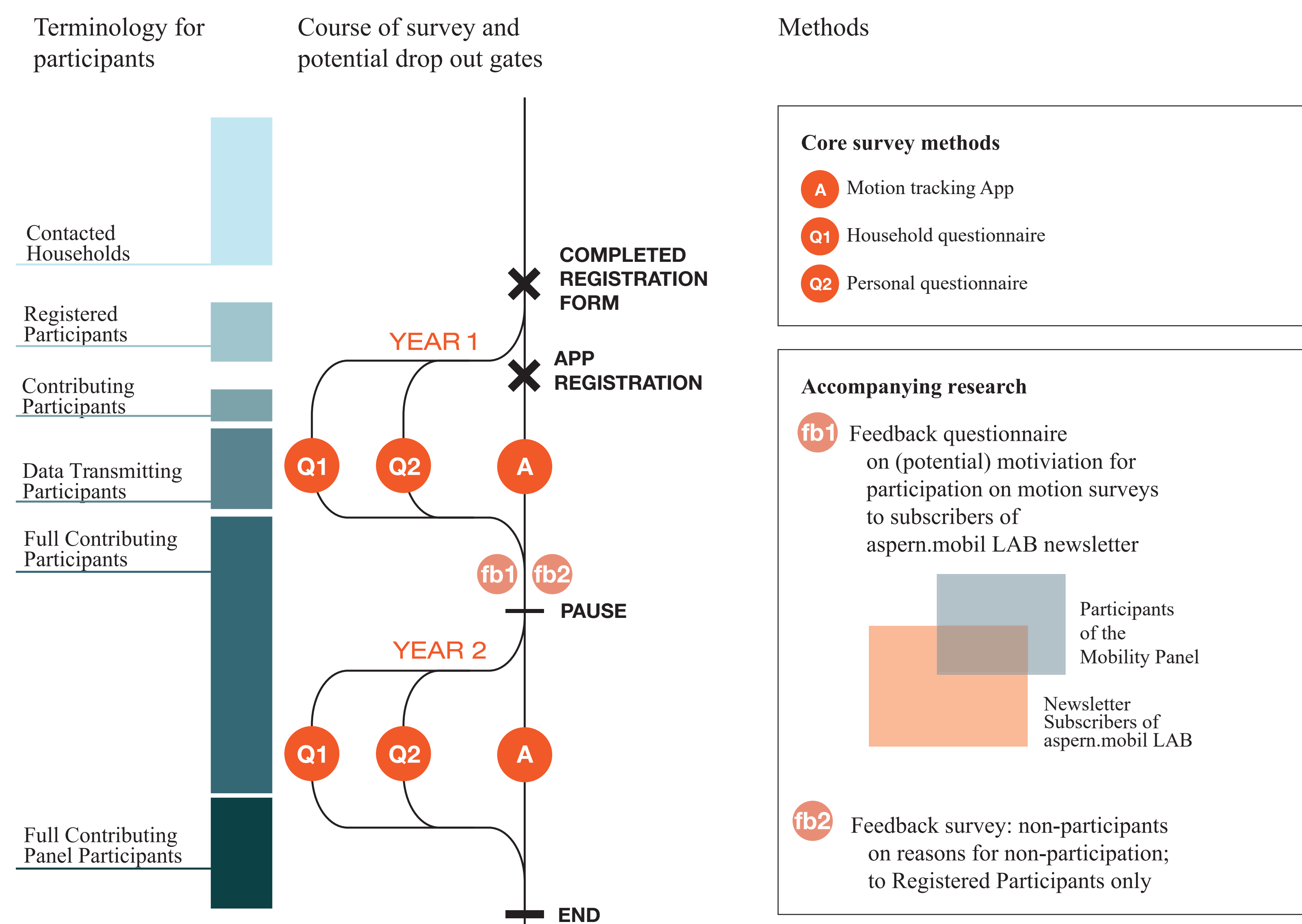
Potential

- information on actual travel behaviour on site
- possibility to cluster according to milieu
- profound knowledge for future planning
- transferability & scalability of survey design

Challenges

- participant motivation & participant retention (several gates for potential drop out)
- representativeness & validity

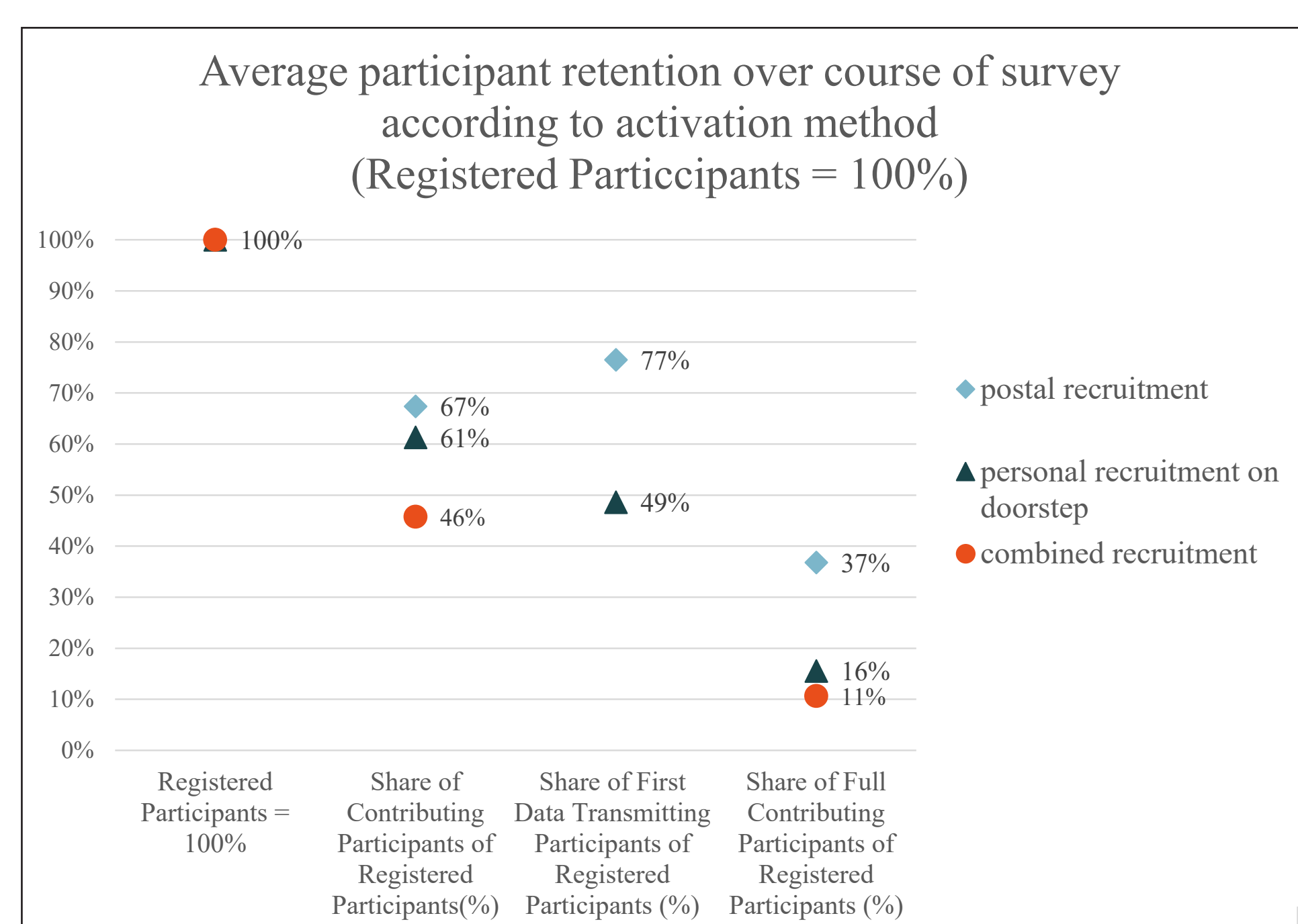
Course of survey & methods



Response rate: effect of recruitment method and recruiter

Basic data: response rate & recruitment method (02/2019 - 02/2021)

Activation Method	Contacted Households	Registered Participants	Contributing Participants	First Data Transmitting Participants	Full Contributing Participants
Postal recruitment	1100	36	24	27	13
Personal recruitment on doorstep	3960	292	174	87	42
Combined recruitment	2497	112	61	63	14



Response rate according to recruiter

Recruiter	Sex	Average amount of Registered Participants / shift	Share of Contributing Participants (in %) of Registered Participants
1	m	5.8	50 %
2	m	1.9	67 %
3	m	1.8	50 %
4	m	4.7	71 %
5	m	n.d.	-
6	m	7.2	73 %
7	f	1.2	85 %
8	f	0.9	80 %
9	f	0.9	40 %
10	f	1	38 %
11	f	0.8	67 %

- registration Rate of Participants differs by a **factor of 10** according to person of recruiter (btw. 0.8 and 7.2 Registered Participants/shift on average)
- so far, **male recruiters** more successful in Registering Participants
- share of Contributing Participants** of Registered Participants (50 - 85 %): two highest rates achieved by two female recruiters

Motivation

Reasons for **non-participation**:

- primarily participant-related reason (e.g. no time, forgot about it)
 - other reasons (e.g. relocation, vacation)
- $n = 32$.
target group: *Contacted but not participating Households*

Reasons for **participation**:

- primarily intrinsic motivations (contribution to society, contribution to enhance traffic planning in aspern Seestadt)
 - negligible role extrinsic factors (money, vouchers)
 - strong emphasis on data security
- $n = 52$.
target group: *subscribers of aspern.mobil LAB newsletter*

Conclusions & Outlook

Learnings

- continued development and enhancement (of recruitment, sampling, app functionality, usability, ...)
- relevance of constant self-evaluation
- benefit of trial and error approach

Conclusion

- COVID-19-pandemic
- information black box on reasons for non-participation
- impact of person of recruiter on potential participants

Outlook

- recruitment methods
- incentive strategy
- representativeness
- tool integration