

National Centre for Research Methods Working Paper

4/17

## Mixed-device online surveys in the UK

Olga Maslovskaya, Gabriele Durrant, Peter WF Smith, Tim Hanson,  
Ana Villar

## Mixed-device online surveys in the UK

*Olga Maslovskaya<sup>1</sup>, Gabriele Durrant<sup>2</sup>, Peter WF Smith<sup>3</sup>, Tim Hanson<sup>4</sup>, Ana Villar<sup>5</sup>*

<sup>1</sup> ESRC National Centre for Research Methods (NCRM),  
Social Sciences Academic Unit,  
University of Southampton, UK  
([om206@soton.ac.uk](mailto:om206@soton.ac.uk))

<sup>2</sup> Department of Social Statistics and Demography and  
ESRC National Centre for Research Methods (NCRM),  
Social Sciences Academic Unit,  
University of Southampton, UK  
([g.durrant@southampton.ac.uk](mailto:g.durrant@southampton.ac.uk))

<sup>3</sup> Department of Social Statistics and Demography and  
ESRC Administrative Data Research Centre for England (ADRC-E),  
Social Sciences Academic Unit,  
University of Southampton, UK  
([p.w.smith@soton.ac.uk](mailto:p.w.smith@soton.ac.uk))

<sup>4</sup> Kantar Public UK  
222 Gray's Inn Road  
London, WC1X 8HB  
([tim.hanson@kantarpublish.com](mailto:tim.hanson@kantarpublish.com))

<sup>5</sup> Centre for Comparative Social Surveys,  
School of Arts and Social Sciences,  
Department of Sociology,  
City University of London, UK  
([ana.villar.1@city.ac.uk](mailto:ana.villar.1@city.ac.uk))

## **Abstract**

There is a move towards online data collection in the UK, including the plan to collect 75% of responses online in the 2021 Census. Online survey response is complicated by respondents using different devices. So far, no research has been conducted in the UK to study characteristics of people using different devices in mixed-device online surveys. This analysis uses *all* publicly available UK social surveys with an online component: Understanding Society Innovation Panel, Community Life Survey, European Social Survey, 1958 National Child Development Study, and the Second Longitudinal Study of Young People in England. Bivariate analysis and logistic regressions are used to study significant correlates of device use in online surveys. The results of bivariate analysis suggest that age, gender, marital status, employment status, religion, household size, children in household, household income, number of cars, and frequency of internet use are significantly associated with device used across surveys. The associations with age, gender, employment status, household size and education are consistent with the findings from other countries. The knowledge about characteristics of respondents using different devices in online surveys in the UK will help to understand better the response process in online surveys and to target certain subgroups more effectively.

**Key words:** online surveys, mixed-device online surveys, online completion, device used, mobile devices, smartphones

## 1. Introduction

We live in a digital age with a high level use of technologies in everyday life. Surveys have also started to adopt technologies including mobile devices for data collection. There is a big move in the direction of online surveys in the UK, including the plan to collect 75% of household responses in the UK 2021 Census through online data collection. This trend is motivated by the need to reduce costs of data collection, to increase efficiency and to respond to the advances in communication and technologies in our society today. However, evidence is needed to demonstrate that the online data collection strategy will work in the UK and to understand how to make it work effectively. An intermediate aim is to better understand the response process in online surveys and in particular what groups of the sample members use the different devices for survey completion. This study's main aim is to explore characteristics of people using different devices for online survey completion. We are interested in general findings that hold across surveys and in findings that may be survey specific.

According to the most recent estimates, the internet was used daily or almost daily by 82% of adults in Great Britain in 2016 (ONS 2016). In 2016, 89% of households in Great Britain (23.7 million) and 77% of households in Northern Ireland had an internet connection (ONS 2016, Ofcom 2016). The use of the internet is not homogeneous across all population groups with older people especially single pensioners still lagging behind in this digital revolution (ONS 2016). Smartphones are the most popular devices used by 71% of adults to access the internet in 2016, whereas 62% of adults used laptops or netbooks, 52% tablet computers, 40% desktop computers, 21% smart TV and 18% other mobile devices (ONS 2016). Smartphones were owned by 71% of the UK adults in 2016 and 4% of UK adults had access to the internet via a smartphone only (Ofcom 2016). However, it is important to note that among certain groups of the population the percentage of those accessing the internet via smartphone only will be higher as observed by Lugtig et al. (2016) in the US context. Due to the significant increase in the use of different mobile devices including smartphones, it can no longer be expected that all participants would use PCs or laptops in online surveys. According to Peterson *et*

*al.* (2015), Antoun (2015a, 2015b), de Bruijne and Wijnant (2014), Revilla *et al.* (2016) and Hanson and Matthews (2016), increase in smartphone use for surveys has already been observed.

Unfortunately, not much is known about mixed-device online data collection in the UK and specifically about the use of mobile devices in online survey data collection. This paper aims to study survey participants' use of specific devices to complete a range of online surveys (desktops (PCs), laptops, tablets and smartphones where possible) and the characteristics of sample members who use a specific device for the survey completion. The main research question of the paper is: *What are the differences in characteristics of respondents who use different devices for online survey completion within and across social surveys in the UK?* A key focus is on the effects that can be generalised and are not survey specific. Also we are able to account for several variables simultaneously in the regression context. In order to address these issues and to enable the analysis, device use paradata (i.e., field process data (Kreuter 2013)) need be collected and made available to researchers by data collection agencies and research commissioners. For the surveys used in this paper we have been able to secure access to these data.

Each new technology enhances opportunities for survey research but also introduces new challenges (Couper 2005). Online surveys provide potential cost savings and might help increase the frequency of interviewing in longitudinal studies, at least for certain subgroups. For example, as younger respondents are more likely to use mobile devices, this might present surveys with an opportunity to reach this potentially harder-to-reach group. Mobile completion, however, was not initially encouraged but rather started in the mid-2000s as a respondent-driven trend that challenged researchers conducting online surveys (Callegaro 2016). At that time, it was not anticipated that questionnaires would be used on small screens of smartphones, therefore questions were not optimised for mobile devices. Similarly, survey software was not prepared to automatically adapt the questionnaires to provide a better experience for respondents. It required a few years for the field to

catch up, and many research projects are still devoted to designing effective questionnaires for mixed-device online surveys.

Despite these challenges, the current reality is that “if you are conducting online surveys, you are conducting mobile surveys” (Link et al. 2014, 782). Toepoel and Lugtig (2015) argue that all online surveys should now be treated as mixed-device surveys and emphasise that the current state of knowledge about these surveys is not as advanced as necessary. This suggests that more work needs to be undertaken on device use in mixed-device online surveys.

At the same time, while internet access and smartphone use continues to increase, it is still not universal. And even among web respondents, those who use mobile devices might have different characteristics depending on the specific device they use for survey completion. Therefore, it is important to understand these patterns in online surveys.

Researchers have already started to investigate respondents characteristics in mixed-device online surveys in other countries, including the Netherlands (de Bruijne and Wijnant 2014; Toepoel and Lugtig 2014), Germany (Bosnjak et al. 2013), the US (Peterson 2012), and Spain, Portugal, Argentina, Brazil, Chile, Colombia and Mexico (Revilla et al. 2016). We briefly review this literature and a summary of their findings is also presented in Table 1. According to Toepoel and Lugtig (2014), age, income, household composition, presence of children and household size were significant predictors of mobile completion, whereas gender, education and urbanisation were not. More specifically, households without children where the woman was older than 50 years old had the lowest likelihood to use a mobile device in the survey in comparison to other groups followed by households without children where the woman was younger than 50 years. The presence of children was therefore found to be a significant predictor of mobile completion. Respondents with a high household income had higher probability to respond via mobile device when compared to those with medium or low income.

The larger the number of people in the household, the lower the likelihood of the household respondents to use smartphones for survey completion. Their findings suggested, as would be expected, that young people were more likely to use mobile devices for surveys and showed higher mobile completion rates. De Bruijne and Wijnant (2014) found that there were differences not only between PC and mobile device users but also between tablets and smartphone users. According to their results, tablets were used for survey completion by working adults between 25 and 54 years old whereas smartphones were used by young people (younger than 35). Both device types were used more among females for survey completion than among males who were more likely to use a PC. They also reported that for tablet users age, gender, employment status and housing composition were significant predictors whereas only age and education were significant predictors for smartphone use. Those who had paid work and who lived with others were more likely to access the survey using tablets than those who did not work or who live alone. Those who had higher educational qualifications were more likely to use tablets or smartphones than PCs when compared to those with lower education. They also found that usage of mobile devices such as smartphones and tablets was the highest among younger respondents. Bosnjak et al. (2013) also reported that younger participants were more likely to use mobile devices. They observed no significant effect of gender, educational level or type of residence on the use of a specific device. Revilla et al. (2016) found a significant gender effect in their study only for Spain and Portugal with men having higher probability of using PCs than mobile devices when compared to women. Revilla et al. (2016) also reported no significant effect of education on the device used to complete the survey. They found a significant effect of age on use of mobile devices in surveys only in four countries out of seven (Brazil, Chile, Columbia and Spain) with older people being more likely to use PCs than mobile devices. Revilla et al. (2016) also reported a significant effect of number of people in the household on the use of a specific device in Portugal and Argentina with respondents from households with more people being less likely to use PCs. Peterson (2012) found that in the US females, younger people, people of Black and Hispanic backgrounds as well as medical specialists were more likely to access surveys on smartphones than

on PCs when compared to other groups. All studies discussed above which found significant associations between device used and age and between device used and gender observed the same direction of association: younger people, as would be expected, were more likely to use mobile devices and older people were more likely to use PCs and laptops (Toepoel and Lugtig (2014), de Bruijne and Wijnant (2014), Bosnjak et al. (2013), Revilla et al. (2016) and Preston (2012)), and females were more likely to use mobile devices than males (de Bruijne and Wijnant (2014), Preston (2012) and Revilla et al. (2016)).

However, findings regarding household size and device used reported the opposite direction of association. According to Revilla et al. (2016) respondents from larger households were more likely to use mobile devices. These results are in disagreement with the findings reported by Toepoel and Lugtig (2014) who suggested that the larger the household the lower the likelihood of mobile use for survey completion. Further research is needed in order to obtain more conclusive results.

**Table 1: Summary of associations between different devices used in online survey completion and individual characteristics in different studies**

	<b>Toepoel and Lugtig (2014)</b>	<b>de Bruijne and Wijnant (2014)</b>	<b>Bosnjak et al. (2013)</b>	<b>Revilla et al. (2016)</b>	<b>Peterson (2012)</b>
<b>Variables/ Countries</b>	<b>Netherlands</b>	<b>Netherlands</b>	<b>Germany</b>	<b>Spain (S), Portugal (P), Argentina (A), Brazil (B), Chile (Ch), Colombia (C), Mexico (M)</b>	<b>US</b>
<b>Age</b>	Y	Y	Y	Y (B, Ch, C, S)	Y
<b>Gender</b>	N	Y	N	Y (S, P)	Y
<b>HH composition</b>	Y	Y	-	-	-
<b>HH size</b>	Y	-	-	Y (P, A)	-
<b>HH income</b>	Y	-	-	-	-
<b>Children in HH</b>	Y	-	-	-	-
<b>Employment status</b>	-	Y	-	-	-
<b>Education</b>	N	Y	N	N	-
<b>Ethnicity</b>	-	-	-	-	Y

Urban/ rural	N	-	N	-	-
--------------	---	---	---	---	---

**Notes:** Y means that the variable was available for the analysis and was found to be significantly associated with the device used variables. N means that the variables was available for the analysis but was not found to be significantly associated with the device used variable. “-“ means that the variable was not available.

No studies exist for the UK context and it is important to explore to what extent the associations are similar or different in the UK when compared to other countries. This study, therefore, is timely and will address this gap in knowledge.

The next section of the paper reviews all available social surveys in the UK which collected data using online mode of data collection as well as necessary for the analysis paradata. The results section summarises findings obtained from the analysis of all available social surveys. The final section compares the results from the UK surveys to other countries. Future work is also discussed and implications for survey practice are presented.

## 2. Data

This paper uses *all* social surveys in the UK which used an online mode of data collection and collected the necessary paradata to study characteristics of people who use different devices in online mode of data collection. These surveys are the Understanding Society Innovation Panel Waves 7 (IP7) and 8 (IP8), a UK mixed-mode experiment carried out by the European Social Survey (ESSMM) in 2012, 1958 National Child Development Study (NCDS), Community Life Survey (CLS), and Wave 4 of the Second Longitudinal Study of Young People in England (LSYPE2). These surveys allowed respondents to select the device they used. However, all surveys either discouraged or blocked the use of smartphones. In addition, the Opinions and Lifestyle Survey (OPN) and the Labour Force Survey (LFS) also conducted some experiments in the area of the online mode of data collection in the past but they have not used this mode of data collection in recent years and for these and some further reasons outlined below they will not be used in the analysis here.

### ***Understanding Society Innovation Panel***

Understanding Society is the Household Longitudinal Study in the United Kingdom. The survey covers topics of health, work, education, income, family and social life to help understand the long term effects of social and economic change, as well as policy interventions. The Understanding Society Innovation Panel is a sample of 1,500 households used by researchers as an experimental vehicle for innovative ways of collecting data and for developing new areas of research.

The first use of online data collection in this survey was in the Innovation Panel Wave 5 and Wave 6 (IP5 and IP6) which collected data through the web for a proportion of the sample as part of a mixed-mode design initiative. However, mobile device paradata were not collected and respondents were unable to complete the survey using a smartphone or a small tablet. In IP7 and IP8, however, device paradata are available for researchers. In IP7 all devices with a screen size below 7 inches were automatically blocked from the survey. If a participant tried to access the survey with these devices, they were directed to a message asking them to use a PC, laptop or a larger tablet (Hanson et al. 2015). This restriction was removed for IP8, allowing respondents to complete the survey using the device of their choice. However, respondents were still encouraged in their advance letter to use a PC, laptop or a larger tablet (Hanson et al. 2016).

### ***European Social Survey***

The European Social Survey (ESS) is a biennial face-to-face cross-national survey of attitudes and behaviour. In total, 36 countries have taken part in at least one round of the ESS. For some time the ESS has been considering modes of data collection other than face-to-face. Six ESS studies have been conducted so far testing mixed-mode data collection, four of which included a web mode (for details see Villar and Fitzgerald (2017)). Paradata identifying which device respondents used were

available for the mixed-mode study conducted in parallel to Round 6 of the ESS in the UK in 2012 (ESSMM). A random sample of 3,000 UK households was selected from an address-based sampling frame and participants were invited via postal letter to complete a one-hour long web survey. Completion via smartphones was not available due to the questionnaire length (the questionnaire would take approximately one hour to complete) and due to the large number of questions which had 11-point horizontal scales, as these questions were not well suited for the small screens of smartphones. Respondents were informed about this in the invitation letter.

### ***Community Life Survey***

The Community Life Survey (CLS) is conducted for the Cabinet Office to track trends and developments in areas that encourage social action and empower communities. It collects data using face-to-face and online approaches. The online approach was used in the 2013-2014 and 2014-2015 rounds of data collection (CLS 2013-2014, CLS 2014-2015), alongside a face-to-face survey. In 2013-2014 (quarters 3 and 4) 4,685 respondents completed the online questionnaire having been recruited by invitation letters sent in the post. Respondents were discouraged to use smartphones for survey completion. Paradata on device type were collected but are not publicly released data yet and, therefore, this survey is not used for the analysis. In 2014-2015 (quarters 2, 3 and 4) 2,222 respondents completed the online questionnaire. These data are not publicly released yet either but were shared by the data collection agency Kantar Public with the authors, with permission of the Cabinet Office.

### ***1958 National Child Development Study***

The National Child Development Study (NCDS) also known as the 1958 Birth Cohort Study follows the lives of over 17,000 people born in England, Scotland and Wales in a single week of 1958. It

collects information on physical and educational development, economic circumstances, employment, family life, health behaviour, wellbeing, social participation and attitudes (<http://www.cls.ioe.ac.uk/page.aspx?&siteid=724>). This survey is conducted for the Centre for Longitudinal Studies. 55 year old participants were followed up in 2013-2014 and the sample size was 9,135 with 5,995 participants responding to the web survey (NCDS 2013-2014). This survey adopted a sequential mixed-mode design with a CAWI (computer assisted web interview) stage followed by a CATI (computer assisted telephone interview) stage. The survey only included respondents who were 55 years old at the time of the survey so it represents a very specific population in the UK. Since all participants are of the same age it is not possible to study age differences in their online responses. Paradata on different mobile devices used by participants were collected and are available for the analysis. Respondents were discouraged from using smartphones to complete the survey.

### ***Second Longitudinal Study of Young People in England***

The Second Longitudinal Study of Young People in England (LSYPE2), known as “Our Future” to respondents, started at the beginning of 2013 and is managed by the Department for Education. This study is built upon the first LSYPE cohort which was funded by the thESRC. The aims of this study are to follow a sample of young people (13-20 years old) through the final years of compulsory education and their transition from compulsory education to other forms of education, training, and employment (Baker *et al.* 2014). Wave 4 of LSYPE2, when respondents were 16-17 years old, has moved to a sequential mixed-mode design which involves first seeking web-based, then telephone and only then face-to-face interviews (Baker *et al.* 2014). Due to the nature of the survey all participants are of the same age so again it is not possible to study age differences in their online responses. The data will become publicly available during the summer 2017. The data collection

agency (Kantar Public) has produced descriptive statistics for this analysis, with permission from the Department for Education.

### ***Opinions and Lifestyle Survey***

The Options and Lifestyle survey (OPN) is a multipurpose social survey which can provide quick and reliable information about topics of immediate interest and allows government organisations, academic institutions and charities to commission a module on the monthly survey which has covered topics such as public attitudes to road congestion, smoking, drinking, disability and contraception (<https://www.ons.gov.uk/surveys/informationforhouseholdsandindividuals/householdandindividuals/surveys/opinionsandlifestylesurveyopn>). The Social Survey Division in the Office for National Statistics (ONS) conducted two internet pilots in November and December 2010 using the Opinions and Lifestyle Survey (OPNO) (Portanti and Wilson 2012). These pilots were run alongside the standard face-to-face OPN as part of a dual mode experiment. The respondents were asked not to complete the survey on their smartphones. Only limited paradata on device use were collected during these pilots. Therefore, these data will not be used for the analysis.

### ***Labour Force Survey***

The Labour Force Survey (LFS) is a study of the employment circumstances of the UK population. The Social Survey Division of the Office for National Statistics (ONS) conducted an online pilot in January 2011 using the Labour Force Survey (LFSO) (Portanti and Wilson 2012). This pilot was designed as an online survey for Wave 6 of the standard LFS and 1,424 individuals were invited to take part in the survey. The same as with OPNO pilots, not much paradata were collected during this LFSO pilot and respondents were asked not to complete the questionnaires using smartphones. Therefore, these data will not be used for the analysis. Currently LFS data are not collected online.

However, there is a big move in the direction of online data collection for the LFS and testing of the transformation towards online data collection is already underway in the ONS (Morris et al. 2016).

Table 2 shows details about the datasets used for the analysis including year of survey, sample sizes of the online components, and proportions of participants using smartphones for survey completion.

**Table 2: Social surveys in the UK used for the analysis**

	IP7**	IP8*	ESSMM**	Community Life Survey (CLS)*	NCDS*	LSYPE2*
Year of surveys	2014	2015	2012	2014-2015 (Q2, Q3 and Q4)	2013-2014	2016
Sample size of online component	761	2,267	589	2,222	5,933	2,887
Used smartphones for survey completion	0.0%	1.5%	0.0%	1.9%	0.5%	22.3%

**Notes:** \*-respondents were discouraged from completing this survey using mobile devices;  
 \*\*- all devices with a screen size below 7 inches were automatically blocked from the survey or smartphones were not allowed.

### 3. Data Analysis and Methods

The majority of currently available datasets in the UK has very small subsamples for the survey participants who used smartphones during the survey completion process with the exception of the LSYPE2 (see Tables 2 and 3). As mentioned in the Data section, in all surveys use of smartphones was either actively discouraged (including LSYPE2) or even blocked by the data collection agencies (IP7 and ESSMM). Some surveys have large enough sample sizes but data are not publicly released yet (LSYPE2). These limitations make analysis of the group of respondents using smartphones for survey completion impossible and generalisation of findings difficult in some surveys. However, analysis of the existing datasets is useful in obtaining the descriptive patterns in different groups of

online respondents in the UK and it addresses the currently existing gap in knowledge about mixed-device online surveys in the UK. Sample sizes and data availability allow for generalisation of some findings and advanced statistical modelling. In some surveys we can distinguish between tablets and smartphones (IP8 and CLS) and compare these groups with those using PCs and laptops whereas in other surveys (IP7 and NCDS) we can only study differences between desktop and laptop users and mobile device users (in this group the majority of respondents would be using tablets or large phones as smartphone use was either blocked or discouraged and therefore represent a non-existent or a small proportion of the respondents).

For some of the surveys such as LSYPE2 and ESSMM only descriptive statistics (percentages), Chi-square statistics and patterns in different device use in mixed-device online surveys the UK are presented. In other surveys (IP7, IP8, CLS, NCDS) where sample sizes within groups of respondents and data availability allow this analysis we are able to account for several variables simultaneously in regression context. In these surveys binary and multinomial logistic regression are also employed for the analysis.

### ***Dependent Variables***

In order to conduct comparison of the devices used across the different surveys, standardised variables for device used by participants were produced for each survey. For the surveys in which smartphones were not blocked, the main variable of interest has three categories (PCs/laptops, tablets, smartphones). For the surveys which did not allow or discouraged smartphone use which resulted in proportions of smartphone use close to 0, the variable of interest reduces to a binary variable which distinguishes between traditional devices (PCs/laptops) and mobile devices such as tablets or large phones. Table 3 presents the distributions of different device use in the UK social surveys included in our analysis. This table shows that most respondents in the ESSMM and NCDS use traditional devices such as PCs and laptops. In LSYPE2, which consists of 16-17 year olds, smartphone use is

relatively high when compared to other surveys despite the fact that respondents were advised to use a larger-screen device in their survey invitation (Hanson and Matthews 2016). Smartphone use was blocked or not allowed in the ESSMM and IP7 and actively discouraged in NCDS, IP8, CLS and LSYPE2. Proportions of respondents used smartphones in each survey are reported in Table 2. For IP7, ESSMM and NCDS the main response variable of interest is hence the binary variable which distinguishes between traditional online devices (PCs and laptops) and mobile devices including different tablets and large phones. For the remaining three surveys (IP8, CLS and LSYPE2) the main variable of interest is the three category variable.

**Table 3: Distributions of the two main variables used for the analysis in different surveys**

Survey	Main variable 1			Main variable 2	
	PC/laptop	Tablet	Smartphone	PC/laptop	Mobile device
IP7				621 (81.6%)	140 (18.4%)
IP8	2030 (90.3%)	184 (8.2%)	33 (1.5%)		
ESSMM				540 (91.7%)	49 (8.3%)
CLS 14-15	1606 (72.5%)	567 (25.6%)	42 (1.9%)		
NCDS				5056 (86.5%)	790 (13.5%)
LSYPE2	1737 (60.6%)	485 (16.9%)	643 (22.4%)		

Three surveys (IP, ESSMM, CLS) are samples of the UK general population whereas, as mentioned earlier, LSYPE2 consists of a sample of 16-17 year olds and in the NCDS all respondents are 55 years old. Due to the specific nature of the last two surveys, it is impossible to study associations between mobile device use and age. However, the first three surveys have samples of younger and older respondents and their online survey behaviour are of interest as previous studies reported differences in device usage for online survey completion by age in online survey completion (de Bruijne and Wijnant 2014, Bosnjak et al 2013, Peterson 2012, Toepoel and Lugtig 2014, Revilla et al. 2016).

### *Exploratory Variables*

The UK datasets available for analysis contain a wide range of variables. More exploratory variables are available for analysis when compared to availability of variables in other countries (see Tables 1 and 3). The following variables are tested for associations with device used by respondents: age, whether of pensionable age, gender, marital status, ethnicity, religion, education, employment status, accommodation type, tenure, household income, number of cars, residence (urban or rural), Government Office Region (GOR), country of residence, household composition, children living in household, general health, use of internet/ social networking sites as well as frequency of internet use. Not all variables are available in each survey (see Table 4 for the list of variables available in all surveys). The choice of the variables used for the analysis was directed by the literature discussed in the Introduction.

**Table 4: Availability of explanatory variables by surveys and results of Chi-square tests**

	<b>IP7</b>	<b>IP8</b>	<b>ESSMM</b>	<b>CLS</b>	<b>NCDS</b>	<b>LSYPE2</b>
<b>Age</b>	Y*	Y***	Y	Y***	NA (Same age)	NA (Same age)
<b>Pension age</b>	Y**	Y***	-	-	-	-
<b>Gender</b>	Y*	Y**	Y	Y***	Y***	Y***
<b>Marital status</b>	Y*	Y**	Y	Y*** <sup>1</sup>	Y	-
<b>Ethnicity</b>	Y <sup>1</sup>	Y <sup>1</sup>	Y <sup>1</sup>	Y <sup>1</sup>	-	-
<b>Religion</b>	-	-	Y	Y**	-	-
<b>Education/ highest qualification</b>	Y	Y	Y <sup>1</sup>	Y	-	Y***
<b>Employment status</b>	Y	Y**	Y	Y***	Y	Y**
<b>Accommodation type</b>	-	-	-	-	Y	-
<b>Tenure</b>	Y*	Y***	-	Y***	-	-
<b>Household income</b>	Y	Y**	Y	Y***	Y	NA
<b>Number of cars</b>	Y	Y**	-	-	Y	NA
<b>Urban/rural</b>	Y	Y	Y	-	-	-
<b>GOR</b>	Y	Y <sup>1</sup>	Y <sup>1</sup>	-	-	-
<b>Country of residence</b>	Y	Y <sup>1</sup>	Y <sup>1</sup>	-	-	-
<b>Household size</b>	Y	Y <sup>1</sup>	Y	Y*	-	-
<b>Children in household</b>	Y*	Y*	Y	Y***	Y	NA
<b>General health</b>	Y	Y	-	Y	Y	Y
<b>Use of internet or social networking sites</b>	-	-	-	Y	-	Y***
<b>Frequency of internet use</b>	Y	Y*** <sup>1</sup>	-	Y** <sup>1</sup>	Y***	-

**Note:** Y- variables is available for analysis; Chi-square test (device used by explanatory variables): \*-p<0.05; \*\*-p<0.01; \*\*\*-p<0.001; NA – not applicable; <sup>1</sup> exact results for the Pearson Chi-square test are obtained when more than 20% of cells have expected count less than 5.

## 4. Results

### *Bivariate analysis*

The results of bivariate analysis and Chi-square tests of association between the device used and respondent's characteristics are summarised in Table 4 and details can be found in Tables A.1-A.6 of the Appendix.

The results of bivariate analysis suggest that none of the available variables in ESSMM are significantly associated with the device used for online survey completion. This lack of significance might be related to the low number of respondents in the mobile device group (the tablet group has only 49 respondents), to the fact that smartphones were blocked in this survey and that the total sample size of the web component of the survey is the smallest when compared to other surveys (589 respondents). All results below will be presented for the remaining five datasets used for the analysis.

The results of the descriptive analysis suggest that *age* is significantly associated with device used across all surveys where samples represent the general population of adults. In all three datasets (IP7, IP8 and CLS) younger people (under 49) are more likely to use mobile devices whereas older people (49 and above) are more likely to use PCs and laptops. Results from IP8 suggest that younger people (20-39 years old) are substantially more likely to use smartphones when compared to other age groups whereas those who are 40 and older are more likely to use PCs and tablets when compared to smartphones. The same patterns are observed in CLS.

When an indicator variable regarding *pension age* is considered in IP7 and IP8 (the variable is significantly associated with device used by respondents), the results are consistent with the results for the age variable reported above: those who are of pension age are more likely to use PCs and laptops whereas people who are not of pension age (i.e., younger people) are more likely to use tablets and smartphones. All the results above for the UK are consistent with the findings produced for other

countries by Toepoel and Lugtig (2014), de Bruijne and Wijnant (2014), Bosnjak et al. (2013), Revilla et al. (2016) and Preston (2012).

*Gender* is also found to be significantly associated with the device used across all surveys. In IP7 and NCDS males are more likely to use PCs and laptops than females whereas females are more likely to use tablets than males. In IP8 and CLS males are more likely to use PCs and laptops than tablets and smartphones whereas females are more likely to use tablets and smartphones. In LSYPE2 males are more likely to use PCs/laptops and tablets whereas females are more likely to use smartphones. All these results have the same direction of association between the two variables and are consistent with the results reported by de Bruijne and Wijnant (2014), Preston (2012) and Revilla et al. (2016).

A *marital status* variable is available in all surveys except LSYPE2 and is found to be significantly associated with device used by respondents in IP7, IP8 and CLS but not significant in NCDS. In IP7, those who are married, separated or divorced are more likely to use PCs and laptops whereas single and widowed people are more likely to use tablets. In IP8 people who are single, separated or divorced are more likely to use smartphones whereas married and widowed people are more likely to use tablets or PCs. In the CLS single people are substantially more likely to use smartphones whereas married, divorced or separated are more likely to use PCs and tablets. As single people are more likely to be younger, the bivariate analysis might be masking an age effect.

*Employment status* is found to be significantly associated with device used in IP8 and CLS as well as in LSYPE2. Those employed are more likely to use smartphones and tablets for survey completion when compared to PCs and laptops whereas unemployed people are more likely to use PCs and laptops in both IP8 and CLS. The results are consistent with the findings by de Bruijne and Wijnant (2014). For those who have some paid work in LSYPE2 the likelihood of using smartphones is also the highest, whereas those who do not have any paid work are more likely to use PCs and tablets for

survey completion. However, the employment context for the LSYPE2 is different from the other surveys due to the age of participants (16-17 year olds).

An *ethnicity* variable is available in IP7, IP8 and CLS. No significant association is found between the main variable of interest and the ethnicity variable. This association should be explored further in datasets with larger sample sizes to produce more conclusive results.

An *education* variable is available for assessment in IP7, IP8 and CLS and the association between this variable and device used variable is found not to be significant in all three datasets. The same results were reported by Toepoel and Lugtig (2014), Revilla et al. (2016) and Bosnjak et al. (2013).

*Religion* is found to be significantly associated with the use of a specific device in CLS. Those who reported having no religion or a non-Christian religion are more likely to use smartphones whereas those who reported themselves as being Christians are substantially more likely to use PCs, laptops or tablets.

An *accommodation type* variable is available in NCDS but is found not to be significantly associated with device used.

*Tenure* is significantly associated with the use of a specific device in IP7, IP8 and CLS. In IP7 those who rent their accommodation are more likely to use tablets or large phones than PCs or laptops in comparison to those who are the owners of their accommodations. In IP8 and CLS those who rent their accommodations are more likely to use smartphones whereas those who own their accommodation are more likely to use PCs, laptops or tablets. The same as marital status variable, tenure variable might be confounded with the age effect in the bivariate context.

A *household income* variable is available in IP7, IP8, CLS and NCDS. This variable is found to be significantly associated with device used by respondents in IP8 and CLS whereas it is not significant in IP7 and NCDS. Those with no income as well as those in the lowest income quartile (1<sup>st</sup> quartile) are more likely to use smartphone than other devices whereas people in the 2<sup>nd</sup> and the 3<sup>rd</sup> quartiles

are more likely to use PCs, laptops or tablets in CLS. People on the highest income (from the 4th income quartile) are substantially more likely to use tablets than other devices. In IP8 people on the lowest income (from the 1<sup>st</sup> income quartile) are more likely to use PCs and laptops, on the medium income (from the 2<sup>nd</sup> and 3<sup>rd</sup> quartiles) – smartphones and respondents on the highest income (from the 4<sup>th</sup> quartile) – tablets in comparison to other devices. According to Toepoel and Lugtig (2014), in the Netherlands people on a higher income are more likely to use smartphones. The results from the UK are somewhat similar in terms of the general direction of the association but not entirely the same and more research needs to be conducted to obtain more detailed results regarding associations between income and the use of specific devices for survey completion.

A variable *number of cars* is available in IP7, IP8 and NCDS and is significantly associated with device used in IP8 and NCDS. People with no or one car are more likely to use PCs and laptops whereas people with two or more cars are more likely to use tablets. In IP8 people with no cars or one car are also more likely to use PCs and laptops than mobile devices, whereas people with four or more cars are more likely to use tablets and smartphones. This variable might serve as a proxy to a household income variable and the results are consistent between the two variables.

Types and places of residence (*urban/rural, country of residence within the UK, GOR*) are assessed for significance where available and are found to be not significant. The same results are found for the *general health* variables.

*Household composition* in the form of number of adults in the household is found to be significant in CLS but not significant in IP7 or IP8. In CLS households with smaller number of adults (1-3) have higher likelihood of using different mobile devices than households with 4 or more adults where the likelihood of using PCs or laptops is substantially higher. Toepoel and Lugtig (2014) and Revilla et al. (2016) reported the results in relation to household size and their results are not in agreement. Our findings suggest that respondents from larger households are less likely to use PCs and these results are consistent with the results reported by Revilla et al. (2016) but not with the results obtained by

Toepoel and Lugtig (2014). However, the results reported by Toepoel and Lugtig (2014) could have been driven by the fact that in their model the authors used two different variables (one for household composition and one for household size) rather than just for one variable (household size) used in our study and in Revilla et al. (2016).

Association between presence of *children in household* and device used can be assessed in NCDS, IP7, IP8 and CLS. The association is significant in IP7, IP8 and CLS but not significant in NCDS. However, in NCDS this variable has different meaning due to the age of people in the survey (all respondents are 55 years at the time of the survey). Therefore, respondents in NCDS are less likely to have dependent children. In IP7, those people from households with no children are more likely to use PCs and laptops whereas those with children are more likely to use tablets in comparison to other devices. In IP8 and CLS, people who belong to households with no children are more likely to use PCs and laptops whereas those with children are more likely to use tablets and substantially more likely to use smartphones. These results are consistent with findings from the Netherlands reported by Toepoel and Lugtig (2014).

The indicator variable for *use of internet* is available in CLS and LSYPE2 and *frequency of internet use* is available in IP7, IP8, CLS and NCDS. The use of internet or social networking sites variable is found to be nonsignificant in CLS but significant in LSYPE2. In LSYPE2 those who use social networking sites regularly throughout the day are more likely to use smartphone than other devices for survey completion when compared to other groups. Those who use social networking sites once a week or less are more likely to use PCs or laptops for survey completion when compared to other groups. Frequency of internet use is found to be significant in IP8, CLS and NCDS with those using internet very or rather frequently are more likely to use mobile devices for the survey whereas those who use internet rarely are more likely to use PCs or laptops. This variable is not found to be significant in IP7.

### ***Binary and multinomial logistic regressions***

Binary logistic regressions are fitted to NCDS and IP7 data, and multinomial logistic regressions are fitted to CLS and IP8 data. Unfortunately, due to lack of direct access to the LSYPE2 data, modelling of these data is not possible at this stage. The results from binary logistic regressions can be found in Table 5 and from multinomial logistic regression in Table 6.

Gender, marital status and tenure are found to be significantly associated with device use in IP7 whereas age, children in household, pension age, and employment status are found not to be significant. Females are more likely to use tablets than PCs for the survey when compared to males. Those respondents who are widowed are significantly more likely to use tablets than PCs when compared to single people but the magnitude of the effect should be treated with caution due to the small group of those widowed in this datafile (n=23). Those in privately rented accommodation are also more likely to use tablets than PCs when compared to those living in owned accommodation. No significant interactions are found in this model. In this survey smartphones were blocked which might explain why the age variable is not significant.

**Table 5: Results of Binary Logistic Regressions (NCDS and IP7) – Probability of using mobile devices (tablets and large phones)**

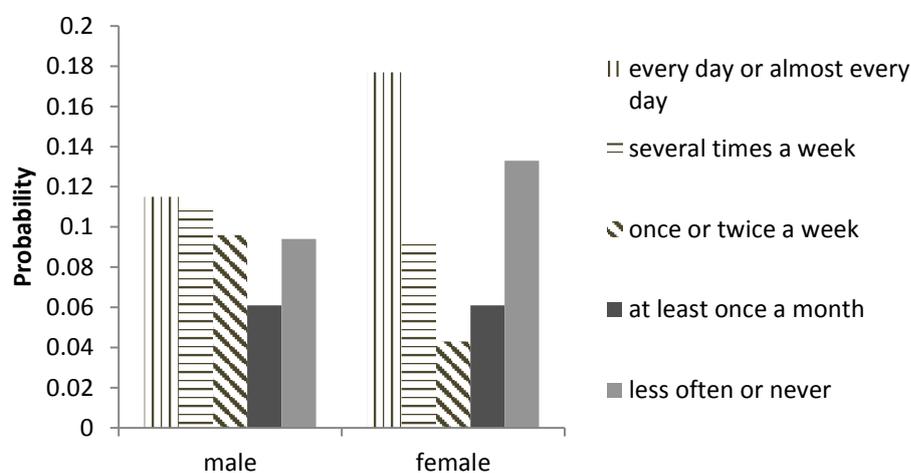
	IP7 (1- mobile device) <sup>1</sup> (N=695)		NCDS (1-mobile device) (N=5,844)	
	Coefficient	SE	Coefficient	SE
<b>Intercept</b>	-1.929***	0.252	-2.036***	0.064
<b>Gender</b>				
Male (ref)				
Female	0.540**	0.207	0.498***	0.084
<b>Marital status</b>			NS	
Single (ref)				
Married	-0.078	0.238		
Separated or divorced	-0.188	0.376		
Widowed	1.367**	0.461		
<b>Tenure</b>			NA	
Owned outright or with mortgage (ref)				
Rented from LA or HA	0.423	0.325		
Rented privately or from employer	0.841*	0.339		

<b>Frequency of internet use</b>	NS		
Everyday or almost everyday (ref)			
Several times a week		-0.052	0.214
Once or twice a week		-0.203	0.299
At least once a month		-0.694	0.599
Less often or never		-0.225	0.474
<b>Interaction: gender*frequency of internet use</b>	NS		
Male*everyday or almost everyday (ref)			
Female*several times a week		-0.698*	0.290
Female*once or twice a week		-1.356**	0.491
Female*at least once a month		-0.492	0.793
Female*less often or never		-0.108	0.569

<sup>1</sup> no significant interactions;

NS – not significant variable; NA – variable not available

Gender and frequency of internet use as well as the interaction between these two effects are found to be significantly associated with device used in NCDS, whereas number of cars is found to be nonsignificant. Figure 1 shows predicted probabilities of using tablets by gender and frequency of internet use in the NCDS survey.



**Figure 1: Results of logistic regression modelling (NCDS): probability of using tablet by gender and frequency of internet use (N=5,933)**

Figure 1 shows that the probability of using tablets in comparison to PCs and laptops are not very high (between 0.04 and 0.17). Those who use the internet every day or almost every day have the highest probability of using tablets in comparison to those who use the internet less frequently or not at all. Interestingly, the probability of using a tablet for the survey completion is also higher for those who use the internet either very rarely or never. Females who use the internet very frequently or not at all have higher probability of using tablets when compared to males in the same internet use groups.

Age, gender, employment status and children in household are found to be significant in CLS whereas number of adults in the household, household income, tenure, religion, and marital status are not found to be significantly associated with the main variable of interest. Females are significantly more likely to use tablets than PCs when compared to males. Those living in households without children are less likely to use tablets or smartphones in comparison to those from households with children. Employed people are more likely to use tablets than PCs for survey completion when compared to the unemployed. 20-29 year olds are more likely to use smartphones than PCs when compared to 70 year olds and above. Also, those who are 20-29 year olds are more likely to use smartphones than tablets in comparison to those who are 70 years old or older. No significant interactions are found in this model.

Gender, employment status and household income variables are found to be significantly associated with the main variable of interest in IP8 whereas number of children and number of cars in household variables are not significant in the multinomial logistic regression model. Women are significantly more likely to use tablets than PCs when compared to males as well as employed people when compared to those unemployed. Those in lower income quartiles (1<sup>st</sup> quartile) are significantly less likely to use tablets than PCs for survey completion when compared to those in the highest income quartile (4<sup>th</sup> quartile). Also, when tablet users are compared to smartphone users, those in 2<sup>nd</sup> and 3<sup>rd</sup>

income quartile are significantly more likely to use smartphone than tablet in comparison to those in the highest income quartile. No interactions are found to be significant in this model.

**Table 6: Results of Multinomial Logistic Regressions (IP8 and CLS) – PC is the reference category**

	IP8 <sup>1</sup> (N=2,214)		CLS <sup>2</sup> (N=2,125)	
	Tablet	Smartphone	Tablet	Smartphone
<b>Intercept</b>	-1.997 (0.204)***	-4.983 (0.609)***	-0.454 (0.207)*	-4.649 (1.083)***
<b>Gender</b>				
Male (ref)				
Female	0.500 (0.163)**	0.549 (0.395)	0.539 (0.106)***	0.031 (0.332)
<b>Employment status</b>				
Not employed (ref)				
Employed	0.355 (0.177)*	0.820 (0.344)	0.378 (0.136)**	0.580 (0.435)
<b>Household Income</b>			NS	
1 <sup>st</sup> quartile	-0.692 (0.236)**	0.003 (0.698)		
2 <sup>nd</sup> quartile	-0.594 (0.220)**	0.817 (0.561)		
3 <sup>rd</sup> quartile	-0.557 (0.209)**	0.679 (0.553)		
4 <sup>th</sup> quartile (ref)				
<b>Age</b>	NS			
16-19			-0.278 (0.320)	1.384 (1.270)
20-29			-0.424 (0.249)	2.266 (1.096)*
30-39			0.048 (0.243)	1.553 (1.150)
40-49			0.142 (0.235)	0.412 (1.215)
50-59			-0.008 (0.224)	0.714 (1.178)
60-69			0.155 (0.200)	0.659 (1.169)
70+ (ref)				
<b>Children in household</b>	NS			
No			-0.846 (0.130)***	-0.882 (0.371)*
Yes (ref)				

<sup>1</sup> no significant interactions in the model

<sup>2</sup> no significant interactions in the model

NS – not significant variable

The results from all four regression models suggest that even after controlling for other variables, females are consistently and significantly more likely to use tablets and smartphones than PCs and laptops when compared to males who are more likely to use PCs and laptops for survey completion. However, it should be noted that in NCDS this relationship is only observed for those who use the internet either very frequently as well as for those who never use the internet. Two multinomial logistic regression models suggest that employment status is significantly associated with device used

and those who are employed are significantly more likely to use tablets than PCs and laptops for survey completion. Other variables which are found to be significantly associated with the device used in different surveys in regression context after controlling for other factors are age, tenure, marital status, household income, presence of children in household, and frequency of internet use.

## **5. Discussion and Conclusions**

We live in a digital age with a high level use of technologies in everyday life. Surveys have also started to adopt technologies including mobile devices for data collection. In the UK there is a big move in the direction of online data collection in social surveys as well as for Census 2021. However, not much is known about mixed-device online surveys in the UK yet. As an intermediate aim, it is necessary to better understand the correlates of different devices in online survey response. This paper fills this gap and explores the characteristics of people who use different devices in online data collection within and across five social surveys in the UK: Innovation Panel of Understanding Society, European Social Survey, Community Life Survey 2014-2015, 1958 National Child Development Study, Second Longitudinal Study of Young People in England. The different social surveys in the UK and the wide range of explanatory variables available allow for assessment of association between a wider range of variables and device used for survey completion when compared to other countries where similar research was undertaken.

The results from the bivariate analysis found the following variables to be significantly associated with device used across the different social surveys in the UK: age of respondent, gender, marital status, employment status, religion, household composition/size, children in household, household income, number of cars, and frequency of internet use.

In the following, the most important findings for survey practice are summarised:

1. The results regarding age of respondents are consistent with all other studies which explored characteristics of people by device used in different countries with younger people being more likely to use mobile devices and older people being more likely to use PCs and laptops for survey completion (Toepoel and Lugtig (2014), de Bruijne and Wijnant (2014), Bosnjak et al. (2013), Revilla et al. (2016) and Preston (2012)). The initial results from the Understanding Society main survey Wave 8 support the results reported by this study (Hanson 2016). Age variable is significant in CLS even after we control for gender, employment status and number of children in household. However, it is not significant in IP7 when we control for marital status and tenure. This might be explained by the fact that those who are single and rent their accommodation are more likely to be younger.
2. The results for device used by gender are also consistent with findings from different countries with females being more likely to use mobile devices in comparison to other devices than males for survey completion (de Bruijne and Wijnant (2014), Preston (2012) and Revilla et al. (2016)). This variable is significant in all four regressions (IP7, IP8, NCDS and CLS) even after we control for other characteristics.
3. Employed respondents are more likely to use smartphones and tablets than PCs or laptops whereas unemployed people are more likely to use PCs and laptops for survey completion. The results are consistent with the findings reported by de Bruijne and Wijnant (2014). This variable remains significant in IP8 after controlling for gender and household income and in CLS after controlling for gender, age and presence of children in a household.
4. A significant association is found between household income and device used. According to Toepoel and Lugtig (2014), in the Netherlands people with higher income are more likely to use smartphones. The results from the UK are in the same in direction of the association but more research needs to be conducted to obtain more detailed results regarding this association. This variable is still significant after we control for gender and employment status in IP8.

5. Our findings suggest that respondents from larger households are less likely to use PCs for survey completion and these results are consistent with the results reported by Revilla et al. (2016). However, these results are in disagreement with the findings reported by Toepoel and Lugtig (2014) who found that the larger the household the lower the likelihood of mobile use for survey completion. The results by Toepoel and Lugtig (2014) should be interpreted with caution as in their model they used two variables (one for household composition and another one for household size) as explanatory variables rather than just one variable for household size. This combination of the two variables might reverse the effect of the household size variable observed in their model. In our analysis this variable was only significant in CLS. However, once we controlled for age, gender, presence of children and employment status, this variable became nonsignificant.
6. The results for presence of children in a household and the device used for survey completion are in agreement with findings from the Netherlands (Toepoel and Lugtig 2014). Respondents from the households with children are more likely to use smartphones for survey completion. This variable remains significant in regression context when the model also includes gender, employment status and age variables in CLS. However, this variable is no longer significant in regressions in IP7 and IP8 after controlling for other characteristics.
7. Education was found not to be significant in all three datasets where the variable was available (in LSYPE2 the meaning of the education variable is different to other surveys due to the age of the participants). The same results were reported by Toepoel and Lugtig (2014), Revilla et al. (2016) and Bosnjak et al. (2013).

This study benefits from additional variables that analyses in other countries could not take account of. Apart from the variables discussed above, three more variables are found to be significant in the regressions for different social surveys in the UK: marital status, tenure, and frequency of internet use.

8. Regression analysis using IP7 suggests that those respondents who are widowed are significantly more likely to use tablets than PCs for survey completion when compared to single people even after controlling for gender and tenure. This variable is no longer significant in CLS and IP8 when other variables are included into the models.
9. Those in privately rented accommodations are also more likely to use tablets than PCs when compared to those living in owned accommodation. This association remains significant in IP7 after we control for gender and marital status. It is not significant in regression context in CLS after we control for other characteristics of respondents.
10. Those respondents who are using the internet every day are more likely to use tablets than PCs when compared to those using the internet less frequently. The association remains significant after we control for gender in NCDS.

The results presented above are the first available findings in the area of mixed-device online surveys for the UK. The findings presented here are important for survey practice, instrumental in better understanding the patterns in different device use in online surveys in the UK and specifically in preparation for the UK 2021 Census in which a target of 75% of household to complete the Census online has been set. A better understanding of response patterns is an intermediate aim that is necessary for further methodological work in this area. These results are important for future designs of online surveys, for understanding of data quality issues and for post-survey adjustments. The results may help targeting of certain groups more efficiently for survey participation. For example, we have seen a clear tendency for younger people and those with very regular use of the internet to use smartphones to complete the surveys. If a survey is conducted among a group that is more likely to use mobile devices, the emphasis in advance communications that the survey can be completed on a smartphone or tablet, and that the survey is optimised for these devices, may help to improve overall response rates. Not allowing smartphones or discouraging their use may impact on participation of younger people and those actively using the internet disproportionately more. So if smartphones are discouraged, younger people may need additional targeting.

The main limitations of the analysis are small sizes of some groups in some of the surveys analysed. The use of smartphones for survey completion was either blocked or actively discouraged which resulted in small or non-existent groups of smartphone users across surveys with some exceptions such as LSYPE2. However, in the era of high prevalence of smartphone use in the UK, it is difficult to expect that all participants will still be using PCs or laptops for online surveys. According to Hanson and Matthews (2016), there is a risk that respondents will opt not to take part in the survey or will drop out midway through the survey if smartphones are blocked or if surveys are not optimised for different mobile devices. Another limitation of the study is the lack of access to some datasets (e.g., CLS 2013-2014) with the paradata about mobile devices which would allow us to answer the main research question. Absence of direct access to the data (e.g., LSYPE2) which would allow for harmonisation of analysis with other datasets as well as advanced statistical analysis represent yet another limitation of this study. However, despite these limitations, these results are very important as they present the first evidence in the area of knowledge about different device use for mixed-device online surveys in the UK.

Running a cross-survey model (combining all surveys into one dataset) was considered to better understand within and across survey effects but it was not possible due to peculiarities of some surveys such as NCDS and LSYPE2 in which all participants are of the same age. Another reason is that different surveys had different sets of variables available for the analysis.

It is important to mention that some surveys are now a few years old (see Table 2) and do not fully reflect current use of devices but these data are the best available in the UK for this analysis. It may be advisable to repeat some of the analysis when more recent data will become available.

An issue of a choice of device for survey completion is important for this area too. In order to address the issue of device choice, the information about device options available to respondents should be available (but currently is not in the majority of social surveys in the UK). The availability of these data and the possibility of conditioning on the options of devices the respondents had access to would

help interpreting the results obtained by the models in more detail. IP8 started collecting these data but this information was only available for 753 respondents out of 2,247 and therefore was not considered in this analysis. Other datasets used for the analysis do not have information on the options available to the respondents. It is important to address this issue as although respondents use a particular device to answer the survey, they may not be able to choose from all possible devices.

The limitations of this analysis suggest that there is an urgent need to collect large enough samples of online components in social surveys in order to address selection and data quality issues in mixed-device online surveys. Wave 8 of the Understanding Society main survey which will be released in December 2018 will contain a large enough sample and appropriate design for assessment of selection and data quality issues between face-to-face and online modes of data collection. Furthermore, device use paradata need to be routinely collected by data collection agencies, and made available to interested researchers. Unfortunately, currently device use paradata are not routinely released publicly which makes the analysis difficult or impossible. More research is needed in the field of mixed-device online surveys in order to better understand respondents' online survey behaviour in the UK and other countries and in order to develop a more systematic and standardised framework for collection, use and evaluation of mixed-device online survey data. It is clear that smartphones and tablets are now widely used for survey completion, as well as laptops and PCs. Therefore, it is crucial that all surveys are accessible across all devices, and designed with this range of devices in mind.

## **6. References**

**Antoun, C.** 2015a. *Effects of mobile versus PC web on survey response quality: A crossover experiment in a probability web panel*. The 70<sup>th</sup> annual conference of the American Association for Public Opinion Research, Hollywood, FL.

- Antoun, C.** 2015b. *Mobile web surveys: A First look at measurement, nonresponse, and coverage errors*. PhD Thesis, The University of Michigan.
- Backer, C., D. Dawson, T. Thair, and R. Youngs.** 2014. *Longitudinal study of young people in England: cohort 2, wave 1*. Research report. Department for Education.  
<https://www.gov.uk/government/publications/longitudinal-study-of-young-people-in-england-cohort-2-wave-1> (Accessed 30 September 2016).
- Bosnjak, M., T. Poggio, K.R. Becker, F. Funke, A. Wachenfeld, and B. Fischer.** 2013. *Online survey participation via mobile devices*. AAPOR conference 18 May 2013, Boston MA.
- Callegaro, M.** 2016. *Questionnaire design, development, evaluation, and testing: what's the future look like?* International Conference on Questionnaire Design, Development, Evaluation, and Testing (QDET2), Miami, US.
- Community Life Survey (CLS).** 2013-2014. *Community Life Web Survey Technical Report 2013-2014*. TNS BMRB.
- Community Life Survey (CLS).** 2014-2015. *Community Life Web Survey Technical Report 2014-2015*. TNS BMRB.
- Couper, M.P.** 2005. Technology trends in survey data collection. *Social Science Computer Review* 23(4): 486-501. DOI: 10.1177/0894439305278972.
- Couper, M.P.** 2011. The future modes of data collection. *Public Opinion Quarterly* 75(5): 889-908. DOI: <https://doi.org/10.1093/poq/nfr046>
- de Bruijne, M. and A. Wijnant.** 2014. Mobile response in web panels. *Social Science Computer Review* 32(6): 728-742. DOI: 10.1177/0894439314525918.
- Hanson, T.** 2016. *How should we adapt complex social research questionnaires for mobile devices? Evidence from UK surveys and experiments*. International Conference on Questionnaire Design, Development, Evaluation and Testing (QDET2), Miami, US.

- Hanson, T., and P. Matthews.** 2016. Adapting survey design for smartphones: Lessons from usability testing and survey implementation. *Social Research Practice* 3: 37-44.
- Hanson, T., P. Matthews, and A. McGee.** 2015. *Understanding Society Innovation Panel Wave 7*. Technical Report. Institute for Social and Economic Research, University of Essex.
- Hanson, T., P. Matthews, and A. McGee.** 2016. *Understanding Society Innovation Panel Wave 8*. Technical Report. Institute for Social and Economic Research, University of Essex.
- Kreuter, F.** (ed.), 2013. *Improving surveys with paradata: Analytic uses of process information*. New Jersey: Wiley and Sons.
- Link, M.W., J. Murphy, M.F. Schober, T.D. Buskirk, J.H. Childs, and C.L. Tesfaye.** 2014. Mobile technologies for conducting, augmenting and potentially replacing surveys. Executive summary of the AAPOR Task Force on emerging technologies in public opinion research. *Public Opinion Quarterly* 78 (4): 779-787. DOI: <https://doi.org/10.1093/poq/nfu054>.
- Lugtig, P., V. Toepoel, and A. Amin.** 2016. Mobile-only web survey respondents. *Survey Practice* 9 (3): 1-8.
- Martin, P.** 2011. *What makes a good mix? Chances and challenges of mixed mode data collection in the ESS*. Centre for Comparative Social Surveys Working Papers Series. Centre for Comparative Social Surveys, City University London.
- Morris, L., A. Nolan, I. O’Sullivan, and L. Wilson.** 2016. *Modernizing data collection of UK Labour Force Statistics for the 21<sup>st</sup> century*. International Conference on Questionnaire Design, Development, Evaluation and Testing (QDET2), Miami, US.
- National Child Development Study (NCDS).** 2013-2014. *Technical Report of the 1958 National Child Development Study: Age 55 survey (2013/2014)*. TNS BMRB.
- Ofcom.** 2016. *The communications market report: United Kingdom*. <http://stakeholders.ofcom.org.uk/market-data-research/market-data/communications-market-reports/cmr16/uk/> (Accessed 29 September 2016).

- ONS.** 2016. *Internet access – households and individuals: 2016.*  
<https://www.ons.gov.uk/peoplepopulationandcommunity/householdcharacteristics/homeinternetsandmediausage/bulletins/internetaccesshouseholdsandindividuals/2016> (Accessed 29 September 2016).
- Peterson, G.** 2012. *Unintentional mobile respondents.* The CASRO Technology Conference, New York, NY.
- Peterson, G., J. LaFrance, J. Griffin, and J. Li.** 2015. *Smartphone participation in web surveys: Choosing between the potential for coverage, nonresponse, and measurement error.* International Total Survey Error conference, Baltimore, MD.
- Portani, M. and L. Wilson.** 2012. Design, implementation and testing of LFS questionnaire features in an online mode – Results from the 2010/11 Internet Pilots. *Survey Methodology Bulletin* 70: 13-25.
- Revilla, M., D. Toninelli, C. Ochoa, and G. Loewe.** 2016. Do online access panels really need to allow and adapt surveys to mobile devices? *Internet Research* 26 (5): 1209-1227. DOI: <http://dx.doi.org/10.1108/IntR-02-2015-0032>.
- Toepoel, V. and P. Lugtig.** 2014. What happens if you offer a mobile option to your web panel? Evidence from a probability-based panel of Internet users. *Social Science Computer Review* 32(4): 544-560. DOI: 10.1177/0894439313510482.
- Toepoel, V. and P. Lugtig.** 2015. Online surveys are mixed device surveys. Issues associated with the use of different (mobile) devices in web surveys. *Methods, Data, Analyses* 9(2): 155-162. DOI: 10.12758/mda.2015.009.
- Villar, A. and R. Fitzgerald.** 2017. “Using mixed modes in survey data research: Results from six experiments.” In *Values and Identities in Europe: Evidence from the European Social Survey*, edited by M. Breen, 273-310. Oxon, UK: Routledge.

## Appendix

**Table A.1: Distribution of explanatory variables by the dependent variable and results of Chi-square tests in the Understanding Society Innovation Panel Wave 7.**

<b>Variables</b>	<b>PCs, laptops and netbooks</b>	<b>Mobile Devices (tablets and large phones)</b>
<b>Age*</b>		
16-19	32 (82.1%)	7 (17.9%)
20-29	78 (78.0%)	22 (22.0%)
30-39	86 (78.2%)	24 (21.8%)
40-49	103 (74.6%)	35 (25.4%)
50-59	129 (82.2%)	28 (17.8%)
60-69	118 (90.8%)	12 (9.2%)
70+	64 (87.7%)	9 (12.3%)
<b>Pension age**</b>		
Yes	144 (88.9%)	18 (11.1%)
No	466 (79.7%)	119 (20.3%)
<b>Gender*</b>		
Male	284 (85.3%)	49 (14.7%)
Female	326 (78.7%)	88 (21.3%)
<b>Marital status*</b>		
Single	158 (81.0%)	37 (19.0%)
Married or in a civil partnership	381 (83.6%)	75 (16.4%)
Separated or divorced	56 (82.4%)	12 (17.6%)
Widowed	13 (56.5%)	10 (43.5%)
<b>Children in household*</b>		
Yes	161 (77.0%)	48 (23.0%)
No	449 (83.5%)	89 (16.5%)
<b>In paid employment</b>		
Yes	382 (79.9%)	96 (20.1%)
No	228 (84.8%)	41 (15.2%)
<b>Ethnicity<sup>1</sup></b>		
White British	495 (82.0%)	109 (18.0%)
Other White	20 (95.2%)	1 (4.8%)
Mixed backgrounds	10 (95.2%)	3 (23.1%)
Indian, Pakistani, Bangladeshi	10 (90.9%)	1 (9.1%)
Chinese and other Asians and Arabs	1 (33.3%)	2 (66.7%)
Any Black backgrounds	2 (100.0%)	0 (0.0%)
Any other ethnicities	5 (100.0%)	0 (0.0%)
<b>County of residence</b>		
England	540 (81.1%)	126 (18.9%)
Wales	18 (81.8%)	4 (18.2%)
Scotland	49 (87.5%)	7 (12.5%)
<b>Government Office Region (GOR)</b>		
North East	40 (87.0%)	6 (13.0%)
North West	67 (74.4%)	23 (25.6%)
Yorkshire and the Humber	74 (84.1%)	14 (15.9%)
East Midlands	56 (87.5%)	8 (12.5%)
West Midlands	57 (77.0%)	17 (23.0%)
East of England	68 (77.3%)	20 (22.7%)
London	46 (85.2%)	9 (14.8%)
South East	84 (79.2%)	22 (20.8%)

	South West	48 (85.7%)	8 (14.3%)
	Wales	18 (81.8%)	4 (18.2%)
	Scotland	49 (87.5%)	7 (12.5%)
<b>Urban or rural</b>			
	Urban area	451 (81.4%)	103 (18.6%)
	Rural area	156 (82.1%)	34 (17.9%)
<b>Household income</b>			
	1 <sup>st</sup> quartile	144 (81.4%)	33 (18.6%)
	2 <sup>nd</sup> quartile	141 (81.5%)	32 (18.5%)
	3 <sup>rd</sup> quartile	153 (84.5%)	28 (15.5%)
	4 <sup>th</sup> quartile	140 (79.1%)	37 (20.9%)
<b>Number of cars in household</b>			
	No cars	31 (75.6%)	10 (24.4%)
	1 car	211 (82.1%)	46 (17.9%)
	2 cars	228 (84.4%)	42 (15.6%)
	3 cars	81 (77.1%)	24 (22.9%)
	4 or more cars	24 (77.4%)	7 (22.6%)
<b>Tenure*</b>			
	Owned with mortgage or outright	489 (83.2%)	99 (16.8%)
	Rented from LA or HA	48 (75.0%)	16 (25.0%)
	Privately rented or rented from employer	33 (68.8%)	15 (31.3%)
<b>Number of adults in household</b>			
	1	71 (80.7%)	17 (19.3%)
	2	296 (81.5%)	67 (18.5%)
	3	114 (83.2%)	23 (16.8%)
	4	62 (82.7%)	13 (17.3%)
	5+	35 (77.8%)	10 (22.2%)
<b>Highest qualification</b>			
	Degree	191 (82.0%)	42 (18.0%)
	Other higher degree	78 (81.3%)	18 (18.8%)
	A-level	145 (81.9%)	32 (18.1%)
	GCSE	142 (80.2%)	35 (19.8%)
	Other qualification	25 (83.3%)	5 (16.7%)
	No qualification	23 (82.1%)	5 (17.9%)
<b>General health</b>			
	Excellent	46 (82.1%)	10 (17.9%)
	Very good	210 (82.7%)	44 (17.3%)
	Good	241 (80.1%)	60 (19.9%)
	Fair	96 (83.5%)	19 (16.5%)
	Poor	14 (82.4%)	3 (17.6%)
<b>Frequency of internet use</b>			
	Every day	446 (81.4%)	102 (18.6%)
	Several times a week	101 (82.1%)	22 (17.9%)
	Several times a month	34 (87.2%)	5 (12.8%)
	Once a month or less or never use	29 (78.4%)	8 (21.6%)

Chi-square test: \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$ ; <sup>1</sup> exact results for the Pearson Chi-square test are obtained when more than 20% of cells have expected count less than 5.

**Table A.2: Distribution of explanatory variables by the dependent variable and results of Chi-square tests in the Understanding Society Innovation Panel Wave 8.**

<b>Variables</b>	<b>PCs and laptops</b>	<b>Tablets</b>	<b>Smartphones</b>
<b>Age***</b>			
16-19	122 (89.7%)	13 (9.6%)	1 (0.7%)
20-29	215 (87.0%)	21 (8.5%)	11 (4.5%)
30-39	277 (87.7%)	25 (7.9%)	14 (4.4%)
40-49	326 (89.1%)	36 (9.8%)	4 (1.1%)
50-59	398 (90.7%)	39 (8.9%)	2 (0.5%)
60-69	358 (90.9%)	35 (8.9%)	2 (0.5%)
70+	358 (90.9%)	35 (8.9%)	1 (0.3%)
<b>Pension age***</b>			
Yes	550 (93.7%)	37 (6.3%)	0 (0.0%)
No	1480 (89.2%)	147 (8.9%)	33 (2.0%)
<b>Gender**</b>			
Male	954 (92.5%)	65 (6.3%)	12 (1.2%)
Female	1076 (88.5%)	119 (9.8%)	21 (1.7%)
<b>Marital status**</b>			
Single	593 (90.1%)	48 (7.3%)	17 (2.6%)
Married or in a civil partnership	1063 (89.7%)	113 (9.5%)	9 (0.8%)
Separated or divorced	253 (92.7%)	14 (5.1%)	6 (2.2%)
Widowed	115 (92.7%)	9 (7.3%)	0 (0.0%)
<b>Children in household*</b>			
Yes	540 (88.7%)	54 (8.9%)	15 (2.5%)
No	1490 (91.0%)	130 (7.9%)	18 (1.1%)
<b>In paid employment**</b>			
Yes	1092 (88.4%)	120 (9.7%)	23 (1.9%)
No	930 (92.6%)	64 (6.4%)	10 (1.0%)
<b>Ethnicity<sup>1</sup></b>			
White British	1569 (91.6%)	130 (7.6%)	14 (0.8%)
Other White	67 (95.7%)	2 (2.9%)	1 (1.4%)
Mixed backgrounds	26 (96.3%)	1 (3.7%)	0 (0.0%)
Indian, Pakistani, Bangladeshi	54 (93.1%)	4 (6.9%)	0 (0.0%)
Chinese and other Asians and Arabs	12 (80.0%)	2 (13.3%)	1 (6.7%)
Any Black backgrounds	29 (96.7%)	0 (0.0%)	1 (3.3%)
Any other ethnicities	10 (83.3%)	1 (8.3%)	1 (8.3%)
<b>Country of residence<sup>1</sup></b>			
England	1796 (90.4%)	159 (8.0%)	31 (1.6%)
Wales	79 (89.8%)	9 (10.2%)	0 (0.0%)
Scotland	146 (90.1%)	15 (9.3%)	1 (0.6%)
<b>Government Office Region (GOR)<sup>1</sup></b>			
North East	113 (93.4%)	6 (5.0%)	2 (1.7%)
North West	247 (87.9%)	27 (9.6%)	7 (2.5%)
Yorkshire and the Humber	252 (92.6%)	19 (7.0%)	1 (0.4%)
East Midlands	173 (89.6%)	16 (8.3%)	4 (2.1%)
West Midlands	195 (92.0%)	16 (7.5%)	1 (0.5%)
East of England	165 (88.7%)	17 (9.1%)	4 (2.2%)
London	220 (93.6%)	11 (4.7%)	4 (1.7%)
South East	256 (87.4%)	30 (10.2%)	7 (2.4%)
South West	175 (90.7%)	17 (8.8%)	1 (0.5%)

Wales	79 (89.8%)	9 (10.2%)	0 (0.0%)
Scotland	146 (90.1%)	15 (9.3%)	1 (0.6%)
<b>Urban or rural</b>			
Urban area	1563 (90.3%)	137 (7.9%)	30 (1.7%)
Rural area	458 (90.5%)	46 (9.1%)	2 (0.4%)
<b>Household income**</b>			
1 <sup>st</sup> income quartile	522 (93.4%)	33 (5.9%)	4 (0.7%)
2 <sup>nd</sup> income quartile	506 (91.5%)	37 (6.7%)	10 (1.8%)
3 <sup>rd</sup> income quartile	507 (90.9%)	41 (7.3%)	10 (1.8%)
4 <sup>th</sup> income quartile	479 (86.8%)	68 (12.3%)	5 (0.9%)
<b>Number of cars**</b>			
No cars	271 (94.4%)	12 (4.2%)	4 (1.4%)
1 car	779 (92.0%)	59 (7.0%)	9 (1.1%)
2 cars	694 (88.4%)	79 (10.1%)	12 (1.5%)
3 cars	199 (92.1%)	16 (7.4%)	1 (0.5%)
4 or more cars	65 (80.2%)	13 (16.0%)	3 (3.7%)
<b>Tenure***</b>			
Owned with mortgage or outright	1499 (90.2%)	149 (9.0%)	13 (0.8%)
Rented from LA or HA	324 (92.6%)	19 (5.4%)	7 (2.0%)
Rented privately or rented from employer	183 (90.6%)	10 (5.0%)	9 (4.5%)
<b>Number of adults in household<sup>1</sup></b>			
1	350 (91.9%)	25 (6.6%)	6 (1.6%)
2	1018 (91.3%)	87 (7.8%)	10 (0.9%)
3	339 (89.4%)	32 (8.4%)	8 (2.1%)
4	205 (89.9%)	19 (8.3%)	4 (1.8%)
5+	96 (85.0%)	16 (14.2%)	1 (0.9%)
<b>Highest qualification</b>			
Degree	505 (88.8%)	54 (9.5%)	10 (1.8%)
Other higher degree	273 (87.5%)	32 (10.3%)	7 (2.2%)
A levels	448 (90.9%)	38 (7.7%)	7 (1.4%)
GCSE	485 (90.5%)	44 (8.2%)	7 (1.3%)
Other qualification	132 (94.3%)	7 (5.0%)	1 (0.7%)
No qualification	172 (94.5%)	9 (4.9%)	1 (0.5%)
<b>General health</b>			
Excellent	192 (91.0%)	13 (6.2%)	6 (2.8%)
Very good	555 (90.2%)	54 (8.8%)	6 (1.0%)
Good	721 (89.2%)	74 (9.2%)	13 (1.6%)
Fair	372 (89.6%)	37 (8.9%)	6 (1.4%)
Poor	113 (95.0%)	5 (4.2%)	1 (0.8%)
<b>Frequency of Internet use***<sup>1</sup></b>			
Every day	1397 (88.6%)	149 (9.5%)	30 (1.9%)
Several times a week	261 (91.3%)	24 (8.4%)	1 (0.3%)
Several times a month	69 (92.0%)	4 (5.3%)	2 (2.7%)
Once a month or less or never	238 (97.1%)	7 (2.9%)	0 (0.0%)
No access at home, at work or elsewhere	65 (100.0%)	0 (0.0%)	0 (0.0%)

Chi-square test: \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$ ; <sup>1</sup> exact results for the Pearson Chi-square test are obtained when more than 20% of cells have expected count less than 5.

**Table A.3: Distribution of explanatory variables by the dependent variable and results of Chi-square tests in European Social Survey Mixed-Mode study (ESSMM).**

<b>Variables</b>	<b>Desktops/Laptops</b>	<b>Tablets</b>
<b>Age</b>		
15-24	51 (89.5%)	6 (10.5%)
25-39	138 (90.8%)	14 (9.2%)
40-64	248 (93.2%)	18 (6.8%)
65+	67 (94.4%)	4 (5.6%)
<b>Gender</b>		
Male	215 (91.9%)	19 (8.1%)
Female	291 (92.7%)	23 (7.3%)
<b>Marital status</b>		
Single	106 (91.4%)	10 (8.6%)
Married	20 (90.9%)	2 (9.1%)
Separated or divorced	55 (98.2%)	1 (1.8%)
Widowed	24 (92.3%)	2 (7.7%)
<b>In paid employment</b>		
Yes	300 (92.3%)	25 (7.7%)
No	204 (91.9%)	19 (8.1%)
<b>Country of residence<sup>1</sup></b>		
England	476 (91.7%)	43 (8.3%)
Scotland	38 (88.4%)	5 (11.6%)
Wales	26 (96.3%)	1 (3.7%)
<b>Region<sup>1</sup></b>		
North East	23 (92.0%)	2 (8.0%)
North West	71 (92.4%)	5 (6.6%)
Yorkshire and Humberside	43 (91.5%)	4 (8.5%)
East Midlands	46 (88.5%)	6 (11.5%)
West Midlands	56 (93.3%)	4 (6.7%)
South West	58 (95.1%)	3 (4.9%)
Eastern	56 (91.8%)	5 (8.2%)
London	46 (93.9%)	3 (6.1%)
South East	77 (87.5%)	11 (12.5%)
Wales	26 (96.3%)	1 (3.7%)
Scotland	38 (88.4%)	5 (11.6%)
<b>Urban or rural</b>		
Urban area	381 (92.5%)	31 (7.5%)
Rural area	130 (91.5%)	12 (8.5%)
<b>Household size</b>		
1	111 (92.5%)	9 (7.5%)
2	180 (92.8%)	14 (7.2%)
3	100 (91.7%)	9 (8.3%)
4	78 (92.9%)	6 (7.1%)
5+	41 (91.1%)	4 (8.9%)
<b>Children in household</b>		
Yes	203 (91.4%)	19 (8.6%)
No	337 (91.8%)	30 (8.2%)
<b>Ethnic group – minority<sup>1</sup></b>		
Yes	45 (90.0%)	5 (10.0%)
No	481 (92.5%)	39 (7.5%)
<b>Religion</b>		
No religion	330 (93.5%)	23 (6.5%)
Christian	180 (90.5%)	19 (9.5%)
Non-Christian	16 (88.9%)	2 (11.1%)
<b>Household income</b>		

1 <sup>st</sup> quintile	96 (92.3%)	8 (7.7%)
2 <sup>nd</sup> quintile	86 (93.5%)	6 (6.5%)
3 <sup>rd</sup> quintile	101 (94.4%)	6 (5.6%)
4 <sup>th</sup> quintile	111 (91.7%)	10 (8.3%)
5 <sup>th</sup> quintile	85 (88.5%)	11 (11.5%)
<b>Highest qualification<sup>1</sup></b>		
Level 1	37 (92.5%)	3 (7.5%)
Level 2	37 (94.9%)	2 (5.1%)
Level 3	47 (92.2%)	4 (7.8%)
Level 4+	251 (91.9%)	22 (8.1%)
Apprentiships and other qualifications	64 (94.1%)	4 (5.9%)
No qualifications	86 (90.5%)	9 (9.5%)

Chi-square test: \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$ ; <sup>1</sup> exact results for the Pearson Chi-square test are obtained when more than 20% of cells have expected count less than 5.

**Table A.4: Distribution of explanatory variables by the dependent variable and results of Chi-square tests in Community Life Survey 2014-2015 (CLS).**

Variables	PCs or laptops	Tablets or large phones	Smartphones
<b>Age***</b>			
16-19	66 (75.9%)	19 (21.8%)	2 (2.3%)
20-29	188 (75.5%)	47 (18.9%)	14 (5.6%)
30-39	209 (63.3%)	110 (33.3%)	11 (3.3%)
40-49	245 (63.3%)	138 (35.7%)	4 (1.0%)
50-59	273 (74.4%)	90 (24.5%)	4 (1.1%)
60-69	317 (77.7%)	88 (21.6%)	3 (0.7%)
70+	246 (82.3%)	52 (17.4%)	1 (0.3%)
<b>Gender***</b>			
Male	826 (77.9%)	216 (20.4%)	19 (1.8%)
Female	780 (67.6%)	351 (30.4%)	23 (2.0%)
<b>Marital status ***<sup>1</sup></b>			
Single	451 (78.6%)	108 (18.8%)	15 (2.6%)
Married or in a civil partnership	922 (70.9%)	359 (27.6%)	20 (1.5%)
Divorced or separated	210 (71.2%)	84 (28.5%)	1 (0.3%)
Widowed	3 (50.0%)	3 (50.0%)	0 (0.0%)
<b>Number of adults in household*</b>			
1	259 (76.0%)	75 (22.0%)	7 (2.1%)
2	871 (69.8%)	353 (28.3%)	24 (1.9%)
3	222 (72.3%)	79 (25.7%)	6 (2.0%)
4	210 (79.8%)	50 (19.0%)	3 (1.1%)
5+	44 (78.6%)	10 (17.9%)	2 (3.6%)
<b>Children in household***</b>			
Yes	338 (57.4%)	232 (39.4%)	19 (3.2%)
No	1268 (78.0%)	335 (20.6%)	23 (1.4%)
<b>In paid employment***</b>			
Yes	885 (67.8%)	388 (29.7%)	32 (2.5%)

	No	716 (79.1%)	179 (19.8%)	10 (1.1%)
<b>Do you use internet?</b>				
	Yes	1537 (72.5%)	543 (25.6%)	41 (1.9%)
	No	66 (72.5%)	24 (26.4%)	1 (1.1%)
<b>Frequency of Internet use**1</b>				
	Not using at all	66 (72.5%)	24 (26.4%)	1 (1.1%)
	Very frequently (more than once a day or once a day)	1348 (71.1%)	508 (26.8%)	41 (2.2%)
	Rather frequently (2-3 times a week, once a week or once a fortnight)	166 (84.3%)	31 (15.7%)	0 (0.0%)
	Rarely (once a month or even less frequently)	23 (85.2%)	4 (14.8%)	0 (0.0%)
<b>Tenure***</b>				
	Own outright or with mortgage	1062 (71.3%)	407 (27.3%)	20 (1.3%)
	Rent or part rent and part mortgage	344 (72.0%)	115 (24.1%)	19 (4.0%)
	Not won but rent-free or other	165 (82.5%)	33 (16.5%)	2 (1.0%)
<b>Ethnicity<sup>1</sup></b>				
	White British	1378 (72.4%)	494 (25.9%)	32 (1.7%)
	White Other	79 (80.6%)	17 (17.3%)	2 (2.0%)
	Mixed	22 (81.5%)	4 (14.8%)	1 (3.7%)
	Indian, Pakistani, Bangladeshi	58 (69.9%)	22 (26.5%)	3 (3.6%)
	Chinese, Asian, Arab	27 (69.2%)	10 (25.6%)	2 (5.1%)
	Black	23 (63.9%)	13 (36.1%)	0 (0.0%)
	Other	3 (42.9%)	3 (42.9%)	1 (14.3%)
<b>Religion**</b>				
	No religion	528 (71.9%)	188 (25.6%)	18 (2.5%)
	Christian	972 (73.9%)	327 (24.9%)	16 (1.2%)
	Other religions	91 (62.8%)	47 (32.4%)	7 (4.8%)
<b>General health</b>				
	Very good	439 (71.8%)	158 (25.9%)	14 (2.3%)
	Good	757 (72.6%)	269 (25.8%)	17 (1.6%)
	Fair	322 (73.7%)	109 (24.9%)	6 (1.4%)
	Bad	66 (69.5%)	25 (26.3%)	4 (4.2%)
	Very bad	13 (76.5%)	3 (17.6%)	1 (5.9%)
<b>Highest qualification</b>				
	No qualification	147 (72.4%)	53 (26.1%)	3 (1.5%)
	Higher degree	221 (72.5%)	78 (25.6%)	6 (2.0%)
	Degree and diplomas	400 (71.4%)	145 (25.9%)	15 (2.7%)
	A levels	191 (71.0%)	72 (26.8%)	6 (2.2%)
	O levels	279 (68.9%)	118 (29.1%)	8 (2.0%)
	Other including overseas and trade apprenticeships	82 (67.8%)	37 (30.6%)	2 (1.7%)
<b>Household income***</b>				
	No income	75 (73.5%)	22 (21.6%)	5 (4.9%)
	1 <sup>st</sup> income quartile	351 (76.5%)	97 (21.1%)	11 (2.4%)
	2 <sup>nd</sup> income quartile	398 (74.5%)	127 (23.8%)	9 (1.7%)
	3 <sup>rd</sup> income quartile	339 (72.9%)	117 (25.2%)	9 (1.9%)

4 <sup>th</sup> income quartile	275 (64.0%)	148 (34.4%)	7 (1.6%)
<b>Number of adults in household*</b>			
1	259 (76.0%)	75 (22.0%)	7 (2.1%)
2	871 (69.8%)	353 (28.3%)	24 (1.9%)
3	222 (72.3%)	79 (25.7%)	6 (2.0%)
4	210 (79.8%)	50 (19.0%)	3 (1.1%)
5+	44 (78.6%)	10 (17.9%)	2 (3.6%)
<b>Children in household***</b>			
Yes	338 (57.4%)	232 (39.4%)	19 (3.2%)
No	1268 (78.0%)	335 (20.6%)	23 (1.4%)

Chi-square test: \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$ ; <sup>1</sup> exact results for the Pearson Chi-square test are obtained when more than 20% of cells have expected count less than 5.

**Table A.5: Distribution of explanatory variables by the dependent variable and results of Chi-square tests in the National Child Development Study (NCDS).**

<b>Variables</b>	<b>PCs or laptops</b>	<b>Tablets or phones</b>
<b>Gender***</b>		
Male	2527 (88.7%)	321 (11.3%)
Female	2529 (84.4%)	469 (15.6%)
<b>Marital status</b>		
Single	447 (89.0%)	55 (11.0%)
Married or in civil partnership	66 (86.8%)	10 (13.2%)
Divorced or separated	685 (89.5%)	80 (10.5%)
Widowed	62 (92.5%)	5 (7.5%)
<b>Children in household</b>		
Yes	400 (86.8%)	61 (13.2%)
No	4650 (86.5%)	728 (13.5%)
<b>In paid employment</b>		
Yes	4160 (86.7%)	638 (13.3%)
No	896 (85.5%)	152 (14.5%)
<b>Number of cars</b>		
0	229 (91.2%)	22 (8.8%)
1	1445 (87.4%)	209 (12.6%)
2	2125 (86.1%)	342 (13.9%)
3	869 (86.0%)	142 (14.0%)
4+	385 (83.7%)	75 (16.3%)
<b>Household income</b>		
1 <sup>st</sup> quartile	714 (85.3%)	123 (14.7%)
2 <sup>nd</sup> quartile	752 (89.0%)	93 (11.0%)
3 <sup>rd</sup> quartile	715 (85.2%)	124 (14.8%)
4 <sup>th</sup> quartile	719 (85.4%)	123 (14.6%)
<b>General health</b>		
Excellent	716 (86.9%)	108 (13.1%)
Very good	1888 (86.5%)	294 (13.5%)
Good	1613 (86.7%)	247 (13.3%)
Fair	633 (85.4%)	108 (14.6%)
Poor	205 (86.5%)	32 (13.5%)
<b>Frequency of Internet use***</b>		
Every day or almost every day	4021 (85.4%)	687 (14.6%)

Several times a week	524 (90.0%)	58 (10.0%)
Once or twice a week	277 (93.3%)	20 (6.7%)
At least once a month	107 (93.9%)	7 (6.1%)
Less often or never	126 (88.1%)	17 (11.9%)

Chi-square test: \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$ ; <sup>1</sup> exact results for the Pearson Chi-square test are obtained when more than 20% of cells have expected count less than 5.

**Table A.6: Distribution of explanatory variables by the dependent variable and results of Chi-square tests in the Second Longitudinal Study of Young People in England (LSYPE2).**

Variables	PCs/laptops	Tablets	Smartphones
<b>Gender***</b>			
Male	898 (63.7%)	285 (20.2%)	226 (16.1%)
Female	839 (57.6%)	200 (13.7%)	417 (28.6%)
<b>Longstanding illness, disability or infirmity</b>			
Yes	228 (62.3%)	67 (18.3%)	71 (19.4%)
No	1484 (60.4%)	411 (16.7%)	563 (22.9%)
<b>Any paid work***</b>			
Yes	670 (58.4%)	176 (15.3%)	302 (26.3%)
No	1067 (62.2%)	307 (17.9%)	341 (19.9%)
<b>GCSEs at grade C or higher***</b>			
0-4	253 (53.5%)	96 (20.3%)	124 (26.2%)
5-9	594 (58.3%)	164 (16.1%)	261 (25.6%)
10 or more	832 (65.7%)	193 (15.2%)	241 (19.0%)
<b>Frequency of use of social networking sites***</b>			
Regularly throughout the day	1079 (58.2%)	297 (16.0%)	477 (25.7%)
2-3 times a day	350 (61.5%)	109 (19.1%)	110 (19.3%)
Once a day	111 (69.4%)	28 (17.5%)	21 (13.1%)
Every couple of days	52 (68.4%)	16 (21.0%)	8 (10.5%)
Once a week	21 (80.8%)	3 (11.5%)	2 (7.7%)
Less often	24 (75.0%)	3 (9.4%)	5 (15.6%)

Chi-square test: \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$ ; <sup>1</sup> exact results for the Pearson Chi-square test are obtained when more than 20% of cells have expected count less than 5.