

CONDUCTING MOBILE PHONE SURVEYS IN NEPAL

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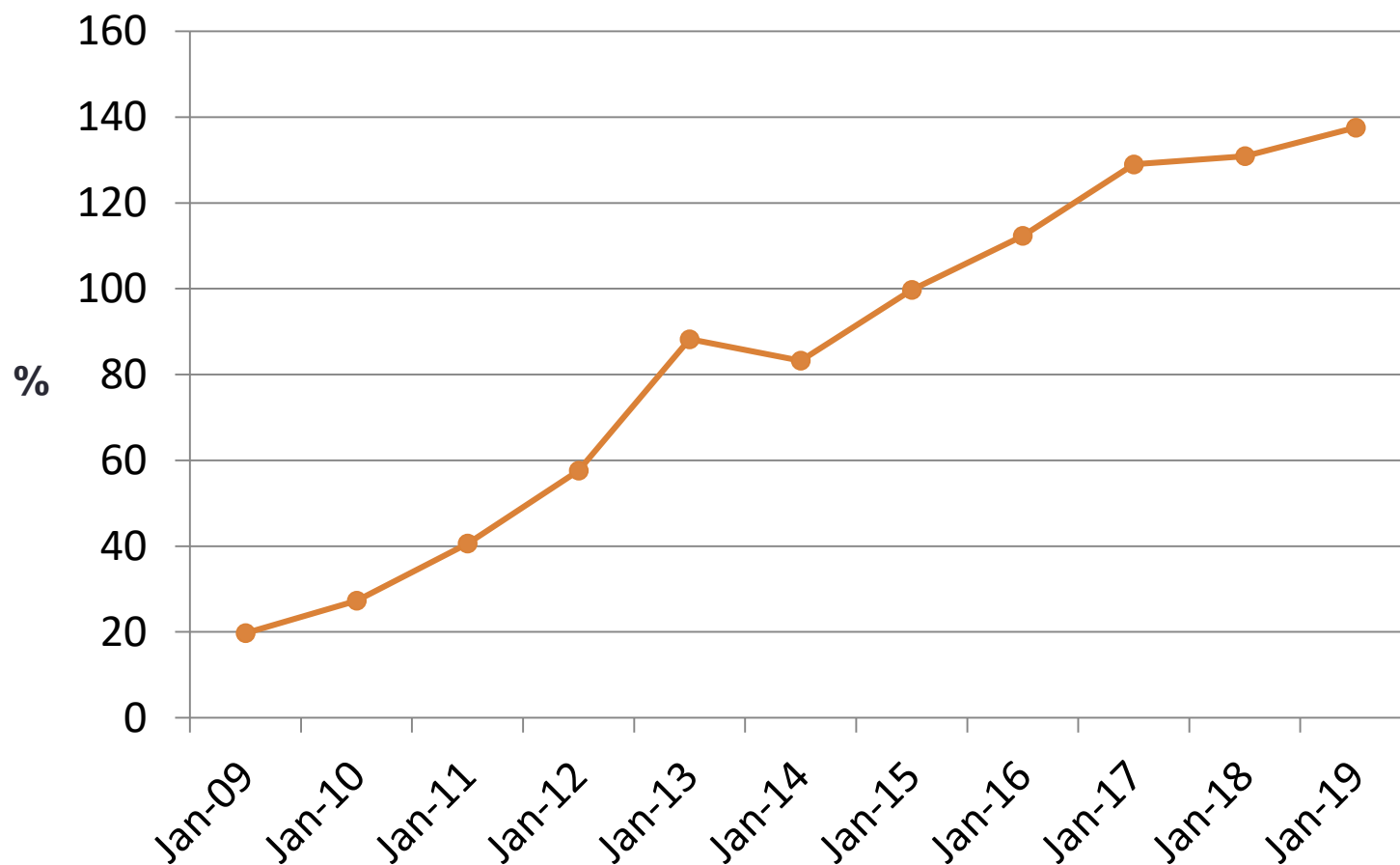


Overview

- Mobile phone coverage
- Potential of mobile phone surveys in Nepal
- Surveys using mobile phones
- Conclusion

Mobile Phone Coverage in Nepal

Mobile service coverage as share of population



Source: Nepal Telecommunications Authority

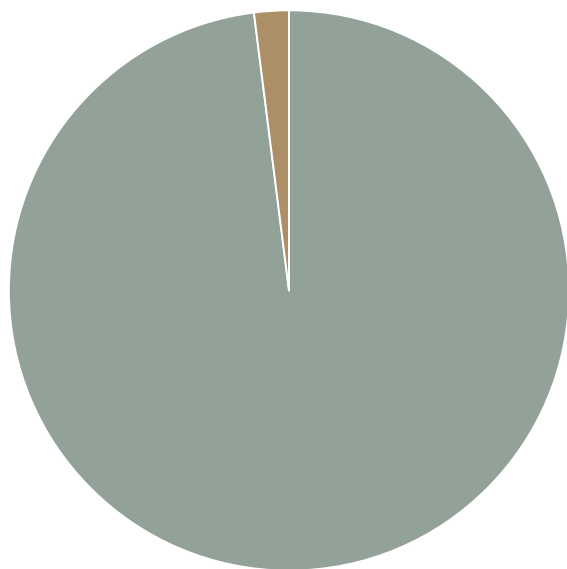
Mobile Phone Coverage in Nepal

Province	Urban	Rural	Total
1	87%	80%	84%
2	87%	84%	86%
3	94%	80%	90%
4	92%	85%	89%
5	88%	82%	85%
6	83%	72%	78%
7	82%	71%	77%

Source: Nepal Labor Force Survey (2018)

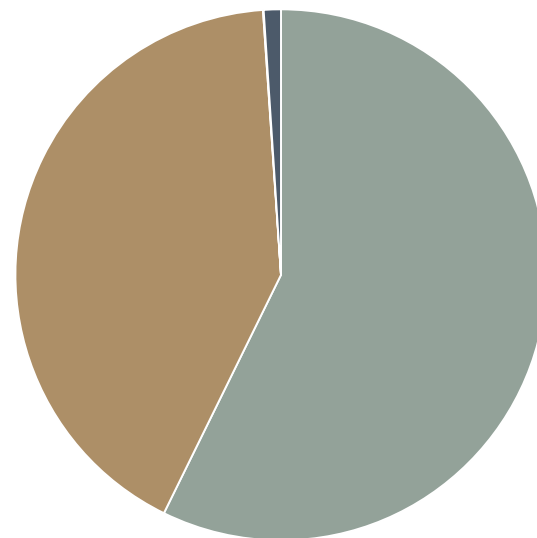
Mobile Service Coverage Information

Market share of telephone service



■ Mobile ■ Fixed ■ Others

Market share of telephone providers



■ NDCL (gov) ■ NCELL (pvt)
■ STPL (pvt) ■ Others (pvt)

Source: Nepal Telecommunications Authority

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Use of mobile phones in surveys

- Marketing surveys for product research and promotion
- Pre-election work done by campaigns
- Back-checks to confirm data collected or collect missing information
- Supplementary phone interview in households surveys

Potential use of mobile phones in surveys

- Reaching mobile populations such as migrants, students
- Surveys in remote areas
- Topical surveys that lend themselves to this mode
- Possible follow-up interviews with individuals to replicate panel design

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Surveying Migrant Population

Enhanced Vocational Education and Training Project-II, The World Bank Group, Baseline Survey

- Survey objective: To examine what type of vocational trainings would benefit migrants to different destinations in order to design and support vocational training programs
- Sample: Planned sample of 2000 household interviews with at least one migrant away for foreign employment, 500 migrant interviews within these 2000 households
- Survey mode: CAPI and mobile phones, conducted in April 2018 by Solutions Consultants Pvt. Ltd.

Mobile use in EVENT-II Survey

- When household survey was done, mobile numbers of migrants, either returnees or current, were gathered
- Mobile numbers of 604 individuals were collected, to reach a target of 500 migrant interviews. 75 migrants were returnees, but living outside their home and contacted on a Nepali phone number. 331 migrants were reached at international phone numbers.
- The phone survey was a shorter version of the household survey. Household survey was 1 hour long, whereas the phone survey was 25-30 minutes long.
- Household survey was 92 questions, migrant survey was 24 questions
- Three attempts were made to reach each migrant

Observations from EVENT-II survey

- Revise target numbers or how to reach target.
- Consider doing a larger household sample to collect the desired number of mobile phone numbers
- International calls were well received. Once contact was made, people were willing to talk. Perhaps felt appreciated that Nepali researchers valued their opinions enough to make an international call
- Returnees were harder to reach. Interviewers found it difficult to make them agree to an interview

Callbacks to enhance data quality

Household Risk and Vulnerability Survey, The World Bank Group, Three Wave Panel Survey

- Survey objective: To examine what type of shocks are prevalent in Nepal and how public assistance programs can be designed to help people respond to shocks
- Sample: Nationally representative sample of 6051 households in 50 districts, conducted annually 2016-18 by Fulbright CONsu
- Survey mode: CAPI

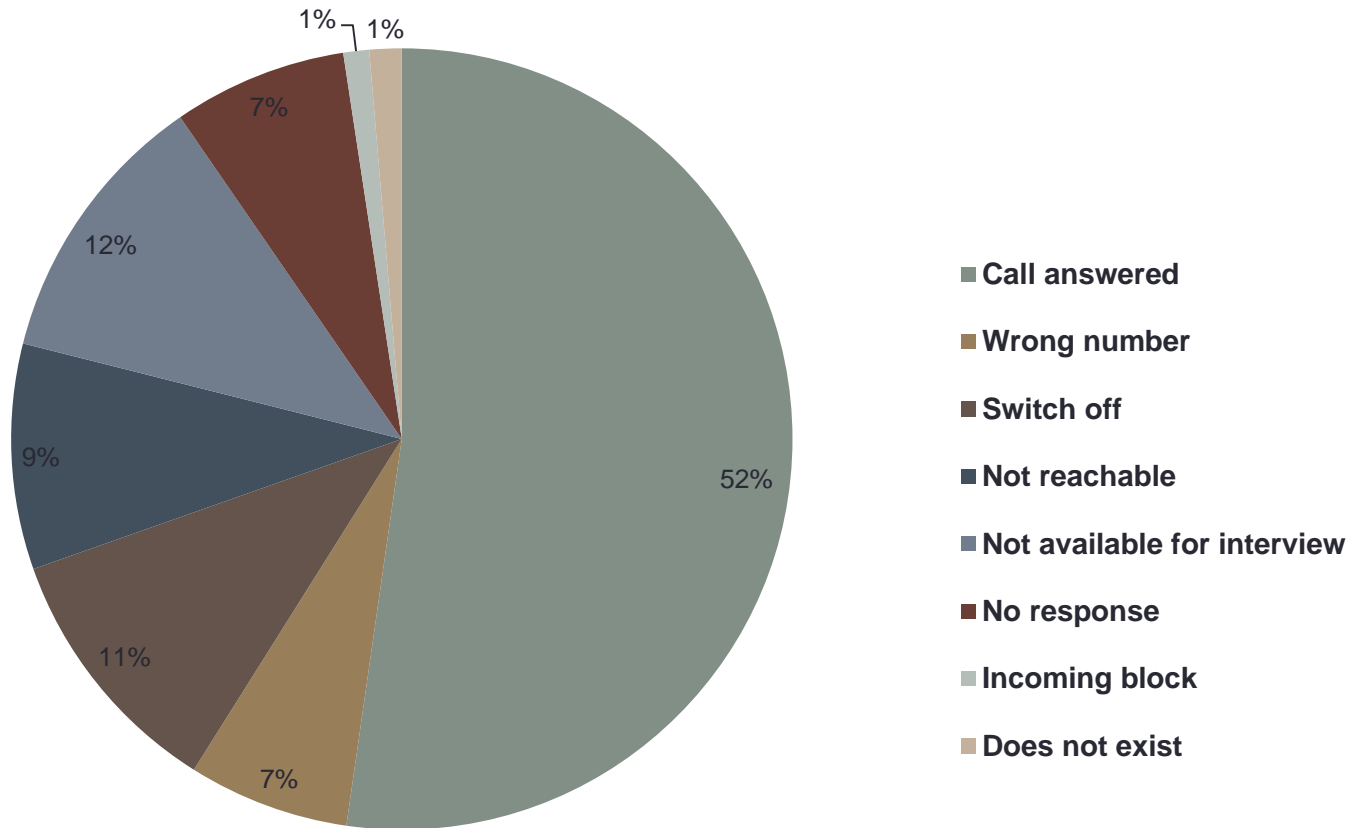
Mobile phone use in HRVS survey

- Collected phone numbers of household head and two neighbors in Wave 1 and Wave 2
- Collected phone numbers of household head and another household member in Wave 3
- Major requirement for the panel survey was to be able to reach the same households in every year
- Phone numbers were collected to pre-arrange interviews and try find out where households were if they could not be met at the time of visit
- Phone numbers were used for callbacks for data quality checks, also used if individuals who were more knowledgeable about any topic were not at home

Callback information from HRVS survey

- Call backs to recheck migration module. 10 minutes to recheck, can simulate a short interview due to time and mix of information sought
- 383 numbers called. Mix of respondent and second person in the household for whom number was collected
- Callback interview with half of the numbers called completed
- Of those that could not be reached, 50% were called 3 times, 28% 4 times, 17% 2 times, 5% 5 times

Callback results



Observations from HRVS survey

- Once contact made, people generally do take the time to answer (12% not available)
- Topic matters. Since it is migration, though reminded that it was only a follow-up some suspicions were raised
- No particular pattern in terms of time of day called
- Some anecdotal evidence that head of household might not be best to call; need to collect numbers of more individuals
- If possible, check type of phone—prepaid, etc. Need to be mindful of situation. In election year, got more questions asked about why phone numbers were being collected
- Not much problem asking about neighbors' numbers

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Conclusions

- Cellphone ownership is high across the country
- Geographic coverage in urban and rural areas
- Getting phone numbers can be challenging, but not as difficult as one might expect
- Once reached, people are receptive

Conclusions

- Using household surveys or other tools to make first contact, both for sample selection and ensuring calls get responses
- Training enumerators around topics sensitive to talk on the phone
- Exploring topics for which data quality might be better on the phone
- Moving to listing of cellphones

Comments and Questions

Thank you!