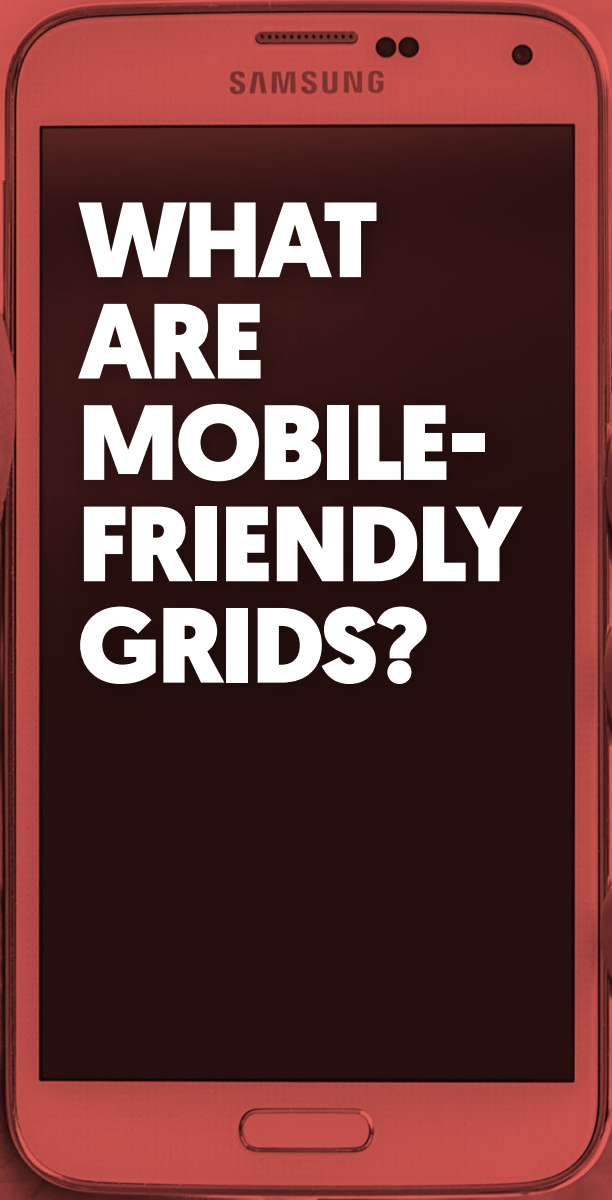




Ipsos MORI

A hand is holding a Samsung smartphone. The phone's screen is black and displays the title text in large, white, bold, sans-serif capital letters. The phone's status bar at the top shows the signal strength, time, and battery level. The Samsung logo is visible above the screen. The background of the entire image is a solid red color.

# **WHAT ARE MOBILE- FRIENDLY GRIDS?**

# WHAT ARE MOBILE-FRIENDLY GRIDS?

## EXAMPLE 1

For the Active Lives Survey, participants are asked which sports and physical activities they have undertaken in the past 12 months and, for each one, how many days in the last 28 the activity was done, how long each session lasted and the intensity of the session (whether it raises your breathing rate, whether it makes you out of breath or sweaty).

For the web questionnaire, computerisation facilitates a user-friendly design using unfolding groups of activities and follow-up questions that are only presented for those activities that have been selected. A search facility is provided to reduce the burden of finding a specific activity. And when prompting for any other activities, the participant is presented with a list of activities they have already selected.

To see how the web questionnaire works, please go to <https://ipsos.uk/demogrids>. It even works on your smartphone!

On paper, these questions are presented in a traditional grid covering six pages:

Q5 Listed below are types of **golfing, walking, activities and doing** which you may have done within the past 12 months. **Please** ☐ **tick** any you have done and **circle** the frequency, according to below guidelines, you have done each activity.

	Yes	No	How often	How long	How intense	How often	How long	How intense	How often	How long	How intense
Walking	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Walking for health	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Walking for pleasure	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Cycling	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Cycling for health	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Cycling for pleasure	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Swimming	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Swimming	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Other types of water	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9

Have not done any of these activities in the past 12 months ☐

Q5 Listed below are **golfing, walking and recreation activities** which you may have done within the past 12 months. **Please** ☐ **tick** any you have done and **circle** the frequency, according to below guidelines, you have done each activity.

	Yes	No	How often	How long	How intense	How often	How long	How intense	How often	How long	How intense
Golfing	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Golfing for health	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Golfing for pleasure	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Other types of golfing	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Other types of golfing	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Other types of golfing	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9

Have not done any of these activities in the past 12 months ☐

Q5 Listed below are **golfing, walking and recreation activities** which you may have done within the past 12 months. **Please** ☐ **tick** any you have done and **circle** the frequency, according to below guidelines, you have done each activity.

	Yes	No	How often	How long	How intense	How often	How long	How intense	How often	How long	How intense
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9

Have not done any of these activities in the past 12 months ☐

Q5 Listed below are **golfing, walking and recreation activities** which you may have done within the past 12 months. **Please** ☐ **tick** any you have done and **circle** the frequency, according to below guidelines, you have done each activity.

	Yes	No	How often	How long	How intense	How often	How long	How intense	How often	How long	How intense
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9

Have not done any of these activities in the past 12 months ☐

Q5 Listed below are **golfing, walking and recreation activities** which you may have done within the past 12 months. **Please** ☐ **tick** any you have done and **circle** the frequency, according to below guidelines, you have done each activity.

	Yes	No	How often	How long	How intense	How often	How long	How intense	How often	How long	How intense
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9

Have not done any of these activities in the past 12 months ☐

Q5 Listed below are **golfing, walking and recreation activities** which you may have done within the past 12 months. **Please** ☐ **tick** any you have done and **circle** the frequency, according to below guidelines, you have done each activity.

	Yes	No	How often	How long	How intense	How often	How long	How intense	How often	How long	How intense
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9
Recreation activities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	6	7	8	9

Have not done any of these activities in the past 12 months ☐

## EXAMPLE 2

Often our clients want survey participants to rate a series of items using the same scale. When rating each item, data quality can benefit from the survey participant being able to compare their answers across all items. On paper, we can achieve this by providing a traditional grid with the items presented vertically on the left and the scale presented horizontally on the top (here is an example from the Active Lives Survey).

For mobile-optimised web surveys, we can use a collapsible grid. The items are listed vertically with the rating scale revealed under the first item. When the survey participant answers the first item, the rating scale for the first item closes (collapses) and appears under the second item. The selected answer for each item is displayed alongside the item so that the survey participant can compare their ratings across all items.

+

Q6

Thinking about **exercise in general**.  
To what extent do you agree or disagree  
with the following statements?  
Please ✓ one box for each statement

a) I find exercise enjoyable and satisfying

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

☐

☐

☐

☐

☐

b) It's important to me to exercise regularly

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

☐

☐

☐

☐

☐

c) I feel guilty when I don't exercise

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

☐

☐

☐

☐

☐

d) I exercise because I don't want to disappoint other people

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

☐

☐

☐

☐

☐

+

Sounds complicated? You wouldn't believe how easy it is to use – just try it on your smartphone at <https://ipsos.uk/demogrids>.

## EXAMPLE 3

Being able to compare answers across a series of questions using the same response list may not always be a good idea. Sometimes we want the survey participant to focus on each item separately; e.g. questions about how often the survey participant has experienced an event or taken part in a certain activity. Progressive (or carousel) grids are mobile-friendly and easy to use. Items are displayed in a box at the top of the screen, one at a time. The response list is displayed under the item. When the survey participant selects an answer, the item is replaced by the next item and the response list is refreshed. Give it a go at <https://ipsos.uk/demogrids>.

# **WANT TO KNOW MORE?**

**Get in touch!**

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**GAME CHANGERS**

