

Research Industry Summit: Improving Respondent Cooperation

September 28, 2006 – Chicago

Best Practices in Online Respondent Recruitment and Retention to Minimize Duplicity and Attrition

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Introduction



Introduction – 3 Questions

- Is there a link between respondent recruitment practices and the level of duplication across online panels?
- Is there a link between the level of duplication across online panels and poor respondent cooperation?
- Is there a link between poor online panel management practices and respondent cooperation/survey participation?


Introduction – 3 Questions

- Is there a link between respondent recruitment practices and the level of duplication across online panels?
 - Yes. *“Over-fishing” in the same waters results in significant levels of online cross-panel duplication*
- Is there a link between the level of duplication across online panels and poor respondent cooperation?
 - Yes. *It appears that the collective “bombardment” of online surveys to individuals on multiple panels results in poor respondent cooperation*
- Is there a link between poor online panel management practices and respondent cooperation/survey participation?
 - Yes. *Well-managed online panels enjoy the highest levels of participation (response rates and retention rates). And vice versa.*




Linkages





Linkage 1 –
Recruitment Methods and Cross-Panel Duplication



Linkage 1 - Recruitment Methods and Cross-Panel Duplication

- A main recruitment method for nearly all of the online panels involves the procurement of panelists from a common set of web lead generation sites / paid recruitment sites
- This dependency results in a high level of online cross-panel duplication
- High levels of panelist duplication are bad for the researcher because on low-incidence studies where multiple panels are used, the risk of “double counting” is significant...
- ...which can distort the research results

What comScore Sees:

“More Than 30% Of All Online Surveys Are Completed By Less Than 0.25% Of The Population”¹

A recent study by comScore has confirmed the dawn of the “**professional survey respondent**,” and validated the growing concern that such consumers do not represent the broader population. Further, panelists in this small group take an average of **80 surveys over a 90-day period** — with some taking several surveys per day!

comScore research also shows that members of the panels offered by **most** of the leading online survey suppliers are, on average, **members of as many as seven other panels!** It goes without saying that these levels of saturation are unacceptable and can be expected to have a **significant negative impact on the quality and accuracy of panelists' survey responses.**

The industry is at a crossroad — market factors render a complete return to RDD impractical, but there is clearly a need to identify methods to improve the quality of online samples and associated responses.”

¹ Source: <http://www.comscore.com/custom-research/sample.asp> Also referenced by Mary Beth Weber, Sigma Validation at AMA 2005 Marketing Research Conference, Boston, MA September 25-28, 2005, “Why Validate Internet Research?”

What is Meant By “Open” vs “Closed” Online Panel Recruitment / Sample Sourcing?

“**Open**” Online Panel Recruitment may be defined as a method of allowing any person who has access to the Internet to “self select” and enroll into a market research panel.

This method typically lacks validation capabilities which allows respondents to enroll multiple times using different names and addresses without consequence.

By contrast, “**Closed**” or “**By Invitation Only**” Online Panel Recruitment may be defined as a method of inviting only pre-validated individuals or individuals who share known characteristics to enroll into a market research panel.

This method provides inherent validation capabilities which prevents respondents from enrolling more than once.

“Open” Online Panel Recruitment

Google Web Images Groups News Froogle Local more »

online surveys Search

Results 1 - 10 of about 27,500,000 for [online surveys](#). (0.39 s)

Web Sponsored Links

[Online Surveys -Free](#) SurveyClub.com Don't pay to take **surveys!** Get paid for **surveys** with No Membership Fee.

[Online Surveys](#) www.KeySurvey.com Survey software everyone can use. Create **surveys online**. Free trial.

[Greenfield Online](#) Consumer and marketing research firm. Sign up to be part of their **online** marketing **survey** pool.
www.greenfieldonline.com/ - 13k - Aug 8, 2005 - [Cached](#) - [Similar pages](#)

[Online Survey Software | WebSurveyor](#) **Survey** software and hosting for conducting customer and employee satisfaction **surveys**, website visitor **surveys** and **online** market research.
www.websurveyor.com/ - 7k - Aug 8, 2005 - [Cached](#) - [Similar pages](#)

[Online survey software tool - Zoomerang - Easily create and send ...](#) Provides various templates for quickly creating **online surveys**. Allows distribution and presents data summary.
www.zoomerang.com/ - 15k - Aug 8, 2005 - [Cached](#) - [Similar pages](#)

[Paid online surveys for money and free online paid opinion surveys ...](#) For paid **online surveys** for money and free **online** paid opinion **surveys**, visit American Consumer Opinion and get paid for taking an **online survey**.
www.acop.com/ - 9k - Aug 8, 2005 - [Cached](#) - [Similar pages](#)

[Online Surveys From Advanced Online Surveys](#) Create and host free **online surveys** for personal, employee or customer **surveys**.
www.advancedsurvey.com/ - 18k - Aug 8, 2005 - [Cached](#) - [Similar pages](#)

[Create professional online surveys and questionnaires](#) Web site for building **online surveys** using a web browser. Respondent results available for download.
web-online-surveys.com/ - 16k - [Cached](#) - [Similar pages](#)

[Get paid cash taking online surveys - free to join](#) Get paid cash **online surveys** - free to join. Make money and win prizes for taking opinion polls. The best paid **online surveys** companies!
www.tamingthebeast.net/misc/[online-surveys.htm](#) - 36k - [Cached](#) - [Similar pages](#)

[Paid Surveys - Take Free Paid Surveys Online](#)

Sponsored Links

[Online surveys](#) Get instant feedback. Our survey software makes it easy. Try It Now!
www.websurveyor.com

[Online Surveys -Free](#) Top 5 Paid **Surveys** Sites of 2005. Start Earning Extra Cash Today!
Paid-Survey-Reviews.net

[Are paid surveys a scam?](#) Don't throw your money until you read our get paid for free reviews.
www.thereviewsite.com

[Online and Custom Surveys](#) Market research, customer **surveys**, panel recruit, focus groups, more
www.venteinc.com

[Paid Survey Warning](#) Which One? Don't fall for a 'Fly by Night' site. Our Top 7 - Reviewed.
www.quick-review.com

[This is A Perfect Job](#) Get paid Up to \$250/hr from home. Free to Join Paid **Surveys**.
FreeGlobalSurveys.com

[Online Survey Solutions](#) Fully managed hosted solutions. Clients: Microsoft, US Bank, BP
www.netreflector.com

[Free List of Paid Surveys](#) Survey Companies Paying \$25-\$100/hr Free to Join, see if you qualify
www.FreePayingSurveys.com

Literally scores of pages of links to “open” online panel recruitment sites

“Open” Panel Recruitment—Example #1



www.netsurveypanels.com,
www.joinwebsurveys.com,
www.nationalopinionsurvey.com,

www.joinsurveypanels.com,
www.123opinions.com,

www.websurveypanels.com,
www.globalsurveypanel.com.

joinsurveypanels.com

Progress:



**Win a Gateway
42 Inch Plasma TV
or \$2,500 Cash!!**

YOUR OPINION COUNTS!

- Join our interactive Survey Panel and be rewarded for your opinions.
- Receive offers from leading companies based on your interests.
- Influence the development of new products.
- Complete our short online survey and tell us about yourself. Upon completion you'll be entered for a chance to win a Plasma TV or \$2500 cash. Voice your opinion and receive additional contest entries each time you complete a survey.
- Open to U.S. residents only.

YOUR INFORMATION- U.S. Residents Only

First Name:

Last Name:

Email:

Street Address:

City:

State:

Zip/Postal Code:

Gender:

Birthdate:

Daytime Telephone:

Evening Telephone:

Occupation:

Ethnicity:

Work Industry:

Which best describes the other members of your household, not including yourself? (If there are no other members of your household, please leave this area blank.)

| | | | | | |
|---------|------|----------------------|------------|----------------------------|------------------------------|
| First: | Age: | <input type="text"/> | ...Gender: | <input type="radio"/> Male | <input type="radio"/> Female |
| Second: | Age: | <input type="text"/> | ...Gender: | <input type="radio"/> Male | <input type="radio"/> Female |
| Third: | Age: | <input type="text"/> | ...Gender: | <input type="radio"/> Male | <input type="radio"/> Female |
| Fourth: | Age: | <input type="text"/> | ...Gender: | <input type="radio"/> Male | <input type="radio"/> Female |
| Fifth: | Age: | <input type="text"/> | ...Gender: | <input type="radio"/> Male | <input type="radio"/> Female |

Household Income:

Which category best describes you?

Are you employed?

Which best describes your educational level?

Join **SurveySpot.com** and participate in their online research studies. Answer yes and we'll send your demographics to SurveySpot so they can start sending you surveys to match your interests. Join now!

Yes: No:

joinsurveypanels.com

We would like to invite you to become a member of the Ipsos i-Say Panel, an online survey website. By joining our panel today, you will automatically be entered into Ipsos "New Member" Sweepstakes for \$1,000! In addition, each month you're on their panel, you'll be entered into their monthly half & half draw for \$250 and an additional \$250 is donated to the charity of your choice. Join in December for a chance to win BONUS prizes!

Are you interested in joining Ipsos i-Say?

- Yes
 No

Once you have reached the main page, you may then click on the button "Begin Survey".

Do you like taking surveys? Then join Surveys.com. Sign-up takes only a few minutes and membership is FREE! We give away \$5,000 in cash prizes each month! Join today for your chance to win.

- Yes
 No

Join Mindfield Online today and get CASH for completing surveys on a variety of informative and interesting topics. There is no fee to join so start making extra money today.

- Yes
 No

Join the goZing Surveys Research Panel and you'll automatically be entered into our \$5,000 monthly sweepstakes. Plus, for every online survey you complete, you will be paid CASH - anywhere from \$2 to \$30 per survey. Are you interested in joining goZing Surveys?

- Yes
 No

We know you've got opinions, so why not get paid for them? Would you like to join the Lightspeed Consumer Panel and tell major companies exactly what you think about their products, services, and advertising ideas? Take online surveys and earn points that can be redeemed for cash and prizes. Join today to earn an entry into the \$5,000 Sweepstakes!

- Yes
 No

Fill out surveys and win Cash! Join the NPD Online Research Team and you will have the chance to win \$1,000 just for registering to join! In addition, you'll have the opportunity to share your opinions with decision makers worldwide!

Would you like to join the NPD Online Research Team?

- Yes
 No

We know you've got opinions, so why not earn rewards or cash for them? Join the Lightspeed Consumer Panel and tell major companies exactly what you think about their products, services, and advertising ideas?

Please read the Lightspeed Panel Terms And Conditions. By opting in to this offer, you acknowledge that you have read, understand, and agree to all the [Lightspeed Terms and Conditions](#).

- Yes
 No

Would you like to join the Harris Poll Online? Complete online surveys in exchange for entries into a \$10K cash sweeps.

- Yes
 No



yes no

Harris Interactive - Voice Your Opinion on Important Issues—Join the Harris Poll Online!

Multiple URL Variations

Dozens of panels sourcing members from the same place

The manner in which you answer our survey questions, has absolutely no bearing on your potential for winning any of our promotional sweepstakes offerings. Honestly answering the survey questions, is truly needed and appreciated. By submission of your information and responses to this survey, you hereby consent to the receipt of marketing information at the e-mail address, telephone number and/or postal address that you have provided. By clicking continue, you represent and acknowledge that you: 1) are 18 years of age or older; 2) are a resident of the United States or the District of Columbia; and 3) agree to the terms of our [Privacy Policy](#) and [Rules](#). You also consent to receive additional offers from TheNetPanel.com™ and its affiliates and marketing partners. [unsubscribe](#)

ABOUT US PRIVACY POLICY - YOUR PRIVACY RIGHTS REVISED 10/06 RULES FAQ CONTACT US WINNERS

“Open” Panel Recruitment—Example #2



[Page 1](#) | [Page 2](#) | [Page 3](#) | [Page 4](#) | [Page 5](#)

| Company/Main | | Company/Main Page | Registration |
|------------------------------------|--------------------------|-------------------|--|
| | | Gulf Surveys | *Health Trak Register |
| | | Live Surveys | *It's Your Opinion Register |
| * NFO MySurvey | | Harris Poll | *LightSpeed Register |
| * Preview Zone | | Kidz Eyes | *Global Survey Group Register |
| *Synovate | | Online Surveys | *Greenfield Online Register |
| * Survey Saavy | | Start Sampling | *The Net Panel Register |
| * Panda Research (instant surveys) | Register | | *Survey Spot Register |
| * Way Beyond Surveys | Register | | *American Opinion Register |
| * Survey Networks | Register | | *Eye Drop Survey Register |
| * iWon | Register | | *Home Business Survey Register |
| *Free Gas Card | Register | | *NOP World Register |
| *E-Market Researchers | Register | | *Top Free Gifts Register |
| *MemoLink Surveys | Register | | *eMarket Research Group Register |
| *Quality Health Surveys | Register | | *Survey Millions Register |
| *Internet Survey Group | Register | | * ECN Research Register |
| *goZing International | Register | | *Global Test Market Register |
| *goZing United States | Register | | *Hot Appex Register |



Over 300 more Panels Listed

CASE STUDY: A Comparison of “Open” vs. “By Invitation Only” (or “Closed”) Sample Sourcing

e-Rewards Market Research conducted a **6-month observational test during the first half of 2004** to compare and contrast **“open” sample/respondent recruitment quality** vs. e-Rewards’ controlled “by invitation only” or **“closed”** sample/respondent recruitment approach.



The following pages present the key findings of our study.

CASE STUDY: Experiment Methodology Overview

Between January 2004 – June 2004, e-Rewards Market Research enrolled **38,162 panel members** (representing less than 2% of all currently enrolled panel members) into its Consumer Panel using an “open” enrollment methodology.

In a **parallel tracking experiment** that was conducted for an additional year of study (July 2004 – July 2005), observations were made to compare these “open-sourced” members with e-Rewards’ “by invitation only” sourced panelists.

CASE STUDY: Demographic Comparison

“Open” Sourced

vs.

“Closed” Sourced

| Gender | | |
|--------------|---------------|--------|
| Gender | Count | Pct |
| Female | 28,153 | 73.77% |
| Male | 10,009 | 26.23% |
| Total | 38,162 | |

| Gender | | |
|--------------|------------------|--------|
| Gender | Count | Pct |
| Female | 960,201 | 47.58% |
| Male | 1,057,968 | 52.42% |
| Total | 2,018,169 | |

| Age | % |
|--------------|---------------|
| 18-24 | 12.4% |
| 25-34 | 26.9% |
| 35-44 | 25.2% |
| 45-54 | 21.7% |
| 55-64 | 10.2% |
| 65-74 | 2.7% |
| 75+ | 0.6% |
| Unknown | 0.4% |
| Total | 100.0% |

| Age | % |
|--------------|---------------|
| 18-24 | 11.8% |
| 25-34 | 27.8% |
| 35-44 | 26.8% |
| 45-54 | 19.1% |
| 55-64 | 10.5% |
| 65-74 | 2.9% |
| 75+ | 0.5% |
| Unknown | 0.6% |
| Total | 100.0% |

| Marital Status | % |
|-----------------------|---------------|
| Married | 48.7% |
| Living with Partner | 9.8% |
| Single, never married | 22.8% |
| Separated | 3.2% |
| Divorced | 13.0% |
| Widowed | 2.5% |
| Total | 100.0% |

| Marital Status | % |
|-----------------------|---------------|
| Married | 59.9% |
| Living with Partner | 5.5% |
| Single, never married | 22.6% |
| Separated | 1.6% |
| Divorced | 9.0% |
| Widowed | 1.4% |
| Total | 100.1% |

“Open” Sourced Respondents skew female and are less likely to be married

Source: e-Rewards Market Research panel statistics, 2005

Source: e-Rewards Market Research panel statistics, 2005

CASE STUDY: Demographic Comparison

“Open” Sourced

vs.

“Closed” Sourced

| Occupation | % |
|------------------------------------|---------------|
| Artistic/Literary | 0.7% |
| Business Owner/Self-Employed | 5.3% |
| Clerical/Administrative | 9.4% |
| Crafts/Construction Trade/Foreman | 2.1% |
| Doctor/Physician | 0.4% |
| Executive/Upper Management | 1.8% |
| Farming/Forestry/Fishing | 0.2% |
| Homemaker | 15.7% |
| Mid-Level Management | 4.6% |
| Military/Civilian Uniform Services | 1.4% |
| Other | 16.8% |
| Professional/Technical | 9.9% |
| Retired | 6.1% |
| Sales | 6.4% |
| Student | 8.6% |
| Teacher | 3.3% |
| Unemployed | 7.3% |
| Total | 100.0% |

| Occupation | % |
|------------------------------------|---------------|
| Artistic/Literary | 0.9% |
| Business Owner/Self-Employed | 6.1% |
| Clerical/Administrative | 6.7% |
| Crafts/Construction Trade/Foreman | 1.0% |
| Doctor/Physician | 1.4% |
| Executive/Upper Management | 10.6% |
| Farming/Forestry/Fishing | 0.2% |
| Homemaker | 4.4% |
| Mid-Level Management | 10.3% |
| Military/Civilian Uniform Services | 1.4% |
| Other | 7.4% |
| Professional/Technical | 28.3% |
| Retired | 5.3% |
| Sales | 7.6% |
| Student | 4.7% |
| Teacher | 2.8% |
| Unemployed | 1.3% |
| Grand Total | 100.0% |

Working Outside the Home (Not "Other") **45.6%**

Working Outside the Home (Not "Other") **77.0%**

Source: e-Rewards Market Research panel statistics, 2005

Source: e-Rewards Market Research panel statistics, 2005

“Open” sourced respondents tend NOT to work outside the home

CASE STUDY: Outside Panel Membership (e.g. Cross Panel Duplication)

“Open” Sourced

vs.

“Closed” Sourced

| Besides receiving surveys from e-Rewards, do you currently belong to any other survey panels or research programs? | | |
|--|-------------|---------------|
| | Tot Answers | Pct Answering |
| Yes | 544 | 87.319% |
| No | 79 | 12.681% |
| Total Answers | 623 | |

Total Unique Respondents N=623

Source: e-Rewards Market Research panel statistics, 2005

| Besides receiving surveys from e-Rewards, do you currently belong to any other survey panels or research programs? | | |
|--|-------------|---------------|
| | Tot Answers | Pct Answering |
| Yes | 275 | 39.455% |
| No | 422 | 60.545% |
| Total Answers | 697 | |

Total Unique Respondents N=697

Source: e-Rewards Market Research panel statistics, 2005

“Open” sourced respondents are much more likely to belong on multiple panels (87%)

CASE STUDY: Outside Panel Membership (e.g. Cross Panel Duplication)

“Open” Sourced

vs.

“Closed” Sourced

| How many other survey panels or research programs do you belong to? | | |
|---|-------------|---------------|
| | Tot Answers | Pct Answering |
| None, other than e-Rewards | 6 | 1.117% |
| 1 | 36 | 6.704% |
| 2 | 77 | 14.339% |
| 3-4 | 122 | 22.719% |
| 5-9 | 165 | 30.726% |
| 10-14 | 90 | 16.760% |
| 15 or more | 41 | 7.635% |
| Total Answers | 537 | |

Total Unique Respondents N=537 (N=623 Total)

Mean: **5.43**
other panels

Source: e-Rewards Market Research panel statistics, 2005

| How many other survey panels or research programs do you belong to? | | |
|---|-------------|---------------|
| | Tot Answers | Pct Answering |
| None, other than e-Rewards | 8 | 3.008% |
| 1 | 86 | 32.331% |
| 2 | 61 | 22.932% |
| 3-4 | 59 | 22.180% |
| 5-9 | 27 | 10.150% |
| 10-14 | 17 | 6.39% |
| 15 or more | 8 | 3.008% |
| Total Answers | 266 | |

Total Unique Respondents N=266 (N=697 Total)

Mean: **1.40**
other panels

Source: e-Rewards Market Research panel statistics, 2005

Nearly 60% of “open” sourced respondents belong to 5 or more research panels, with a mean of 5.4 panels each

When identified, these panelists are “retired” from service

CASE STUDY: Outside Panel Survey Frequency (e.g. Cross Panel Duplication)

“Open” Sourced

Please check all of the other survey panels or research programs that you currently belong to. (Please choose all that apply.)

| | Tot Answers | Pct Answering |
|----------------------|--------------|---------------|
| Panel Company A | 105 | 16.854% |
| Panel Company B | 289 | 46.388% |
| Panel Company C | 312 | 50.080% |
| Panel Company D | 345 | 55.377% |
| Panel Company E | 318 | 51.043% |
| Panel Company F | 59 | 9.470% |
| Panel Company G | 21 | 3.371% |
| Panel Company H | 324 | 52.006% |
| Panel Company I | 355 | 56.982% |
| Panel Company J | 32 | 5.136% |
| Panel Company K | 296 | 47.512% |
| Panel Company L | 55 | 8.828% |
| Panel Company M | 208 | 33.387% |
| Panel Company N | 124 | 19.904% |
| Panel Company O | 341 | 54.735% |
| Panel Company P | 167 | 26.806% |
| Panel Company Q | 245 | 39.326% |
| Other | 42 | 6.742% |
| Total Answers | 3,638 | |

Total Unique Respondents N=623 Source: e-Rewards Market Research panel statistics, 2005

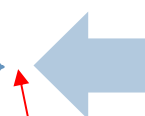
vs.

“Closed” Sourced

Please check all of the other survey panels or research programs that you currently belong to. (Please choose all that apply.)

| | Tot Answers | Pct Answering |
|----------------------|-------------|---------------|
| Panel Company A | 28 | 4.017% |
| Panel Company B | 57 | 8.178% |
| Panel Company C | 67 | 9.613% |
| Panel Company D | 90 | 12.912% |
| Panel Company E | 63 | 9.039% |
| Panel Company F | 21 | 3.013% |
| Panel Company G | 12 | 1.722% |
| Panel Company H | 71 | 10.187% |
| Panel Company I | 107 | 15.352% |
| Panel Company J | 6 | 0.861% |
| Panel Company K | 89 | 12.769% |
| Panel Company L | 13 | 1.865% |
| Panel Company M | 46 | 6.600% |
| Panel Company N | 31 | 4.448% |
| Panel Company O | 75 | 10.760% |
| Panel Company P | 38 | 5.452% |
| Panel Company Q | 59 | 8.465% |
| Other | 60 | 8.608% |
| Total Answers | 933 | |


Total Unique Respondents N=697 Source: e-Rewards Market Research panel statistics, 2005



There is a high level of cross-panel duplication (over 50% in many cases) amongst the major online panels who use the “open” recruiting method and paid recruitment sites



Linkage 2 –
Cross-Panel Duplication and Poor Respondent Cooperation



Linkage 2 - Cross-Panel Duplication and Poor Respondent Cooperation

- While cross-panel duplication is bad for the researcher as far as response “double counting” and potentially skewed data results...
- ...it is also bad for another reason—it is harmful to the respondents’ experience with and perceptions of our market research industry
- Respondents’ expectations are set incorrectly from the beginning by misleading web lead generation / paid recruitment sites
- Furthermore, the respondent (who now belongs to a dozen or more online panels) is suddenly bombarded with scores of online survey requests on a daily basis
- This inundation with online survey invitations has an observed negative effect on respondent cooperation

How Expectations are Being Set—Example #1



Who else wants **easy money and great prizes** for visiting fun websites and doing quick paid online surveys - all in your spare time?

Paid surveys are perfect for all students, stay-at-home moms, and anyone else that needs to make extra money ... and it's FREE!

It's the original, 100% FREE ...



Step 2 of 2 - Your account has NOT yet been created!

Your SurveyClub account has NOT yet been created. Please be sure to **click the "continue" button** at the bottom of this page to activate your account and login to the members area.

The solution, and the **"secret to success"** with paid surveys online, is to expand your efforts.

Consider the following scenario, which is what we recommend:

1. You register with 20-30 of the best paid survey websites (this costs you nothing)
2. Within a week you start receiving more paid survey invitations than you can handle

| | |
|--|---|
|  surveyspot.com | <input type="radio"/> Yes <input type="radio"/> No Tell me something ... and win! We'll send you e-mail invitations to take part in short, fun surveys online. Everyone who joins will be entered into a drawing for over 100 prizes worth a total of \$10,000. And there are more chances to win every time you take a survey! At SurveySpot, we never try to sell you anything, we're only interested in your opinions. Join now |
|  THE HOME DEPOT | <input type="radio"/> Yes <input type="radio"/> No The Home Depot - Unadvertised Specials! Be among the first to know about weekly specials or limited-time offers from The Home Depot. Email notifications will ensure you know what's on sale, so you can save on all your home improvement needs. Sign up now! |
|  QUALITYHEALTH.com FREE Samples Join Today >>> | <input type="radio"/> Yes <input type="radio"/> No Yes! I'd like to get FREE healthy samples of the brand name Robitussin - Nexium - Alavert - Advil and More. I'll look in my email for a message from Qualityhealth.com Privacy Policy |

Tell your friends and family about SurveyClub!

Surely you have some friends or family members who could use some extra cash, right?

Great! Just fill out this short form to send them a message, so they too can get paid for taking simple and fun online surveys.

Mixes Research and Marketing Messages

viral

How Expectations are Being Set—Example #2



• HOT HOT HOT!! Get Your Free Training Package and make up to \$30000 a month !! •

• [Get your Free Training Package here](#) • Guys hurry, limited time only. Get your Free Work At Home package absolutely free. According to the website, members have made \$30,000 a month from this free work at home program, plus you get 4 FREE BONUSES!

:: There Are 3 Ways to Get Started ::

Getting started with Survey-Platinum is very simple.

Click any of the options below and get unlimited access for only \$34.95.

Regular price for this membership is \$69.95, but for a limited time we are giving away unlimited access for \$34.95!! Only

:: There are 3 ways to Register with Survey-Platinum

Microsoft & Netscape Secure



(We also accept Bravo, EuroCard, JCB, Novus, MasterDebit and VisaDebit)

:: Success in Surveys Will Generally Depend on ::

1. [The number of market research companies that you sign up with](#)
2. [Your profile determines the number and type of invitations you get](#)

1.) The number of market research companies that you sign up with

This is probably the most important factor that will determine how well you do. It is actually quite simple, **the more companies you register with the more invitations you will receive, the more invitations you receive, the more surveys you can take, the more surveys you take the more money you will make.**

What 20/20 Research—Online Says:

“**Almost all** paid survey sites encourage members to **join all 250-450+ research companies’ panels** on their list so their members can have the chance to participate in **hundreds of surveys**, focus groups and mystery shops.”

“Some sites even offer software to ‘help you fill out your surveys up to 300% faster.’ In essence, **these sites teach people how to be professional respondents.**”

Because these sites are legal as long as they deliver the list/report/database consumers are paying for, market research professionals have to be **proactive in protecting the integrity of their databases** by using some of the following practices:

...**Decide** if you will accept respondents from paid survey sites into your database at all or conditionally

...Contact paid survey sites and **ask them to remove your company** from their list/report/database”

Source: September 1, 2004 White Paper by Rachael Krupek entitled “Handling Paid Survey Sites.”

<http://www.qualtalk.com/news/wp040901.htm> Also referenced by Mary Beth Weber, Sigma Validation at AMA 2005 Marketing Research Conference, Boston, MA September 25-28, 2005, “Why Validate Internet Research?”

CASE STUDY: Cross-Panel Duplication Effects: "Mean Survey Time" and "Outliers"

Those on Multiple Panels

vs.

Those on Single Panel

Mean Time to Complete =
7 minutes : 53 Seconds

18% Faster

Source: e-Rewards Market Research panel statistics, 2005

Mean Time to Complete =
9 minutes : 40 Seconds

Source: e-Rewards Market Research panel statistics, 2005

% of "Too Fast" Outliers
Average per Study

2.4%

Source: e-Rewards Market Research panel statistics, 2005

% of "Too Fast" Outliers
Average per Study

0.7%

Source: e-Rewards Market Research panel statistics, 2005

3x the Outlier Rate

Those on Multiple Panels (Cross Panel Duplication) Are More Likely to Provide Bad Survey Response Data

e-Rewards asks all enrolling panelists about their experiences and level of involvement with market research

e-Rewards labels as “*hyperactive*” those who participate in 5 or more other market research panels and stops sending surveys to them

Here’s why:

Our testing has shown that “*hyperactive*” respondents detected during the online panel enrollment process are 4 times more likely than others to provide bad survey data in subsequent follow-up surveys

Relationship Between Cross-Panel Duplication and Bad Respondent Data

| Bad Data Detected in Follow-up Survey? | | | |
|--|-------|-------|--------|
| Panelist Type | Yes | No | n= |
| Hyperactive | 42 | 293 | 335 |
| Other | 10 | 326 | 336 |
| Grand Total | 52 | 619 | 671 |
| Panelist Type | Yes | No | n= |
| Hyperactive | 12.5% | 87.5% | 100.0% |
| Other | 3.0% | 97.0% | 100.0% |
| Total | 7.7% | 92.3% | 100.0% |

4x the Bad Data Rate



Linkage 3 –

Poor Panel Management and Falling Survey Participation Rates



Linkage 3 - Panel Management and Falling Survey Participation Rates

- Once an online panelist is recruited, the next important consideration is how the panelist is treated over time (e.g. panel management)
- Some Key Panel Management Questions:
 - How should the respondent be incentivized (if at all)?
 - How many survey invitations should be sent to panelists?
 - What panel participation rules should exist?
 - How should “terminates” be treated?
 - How is a panelist’s profile data kept fresh?
 - Should extra long surveys be allowed?
 - What sense of panel community should be fostered (if at all)?
- The way these questions are answered will determine the level of survey response rates and attrition that a panel will experience

Linkage 3 - Panel Management and Falling Survey Participation Rates

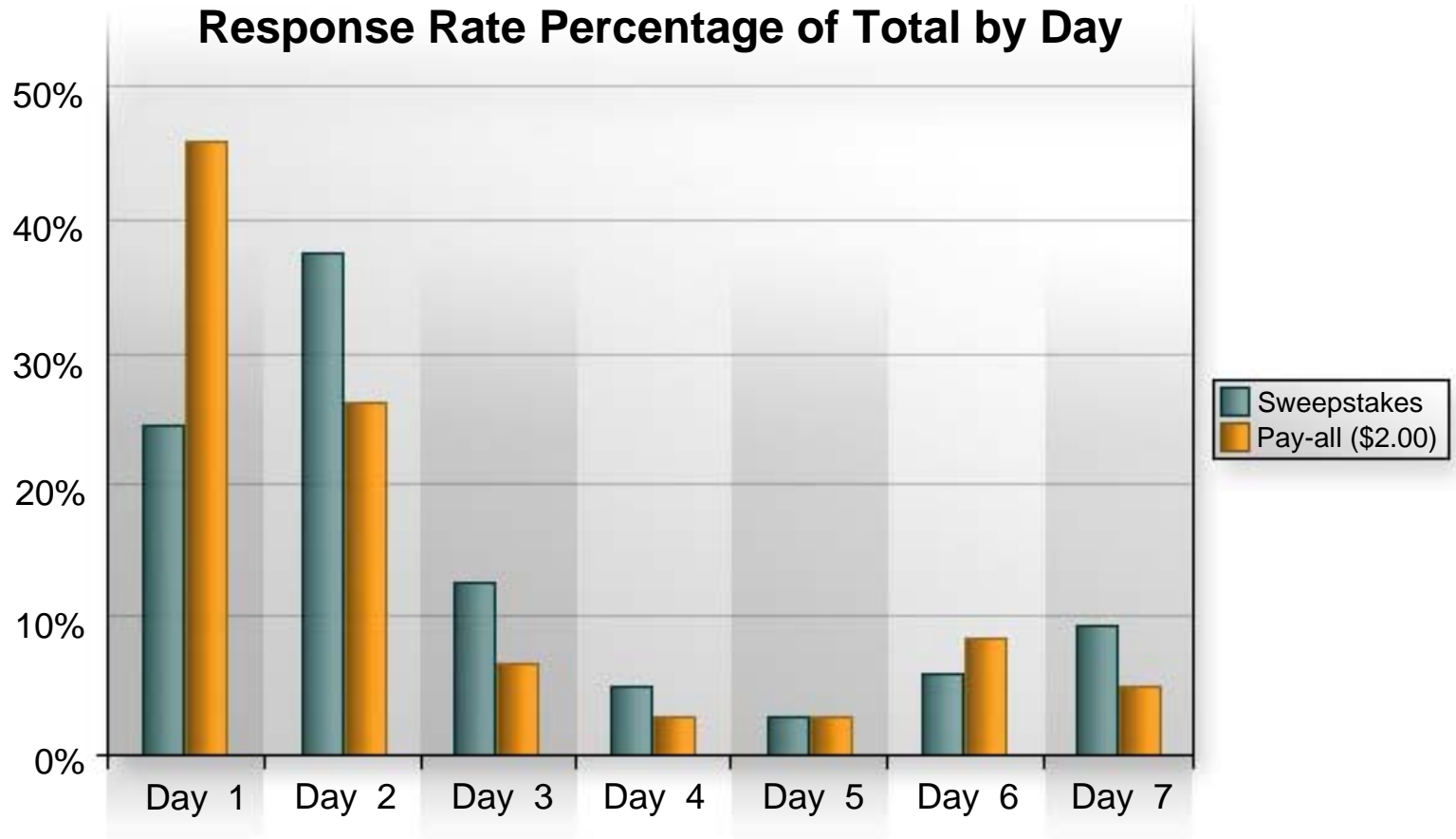
- Two simple adages apply:
 - “Treat others as you wish to be treated” (be courteous)
 - “Treat others as they wish to be treated” (ask them)
- By not practicing the above ideals, we may well deserve what we get as an industry—people are voting with their dwindling participation levels!
- Taking respondent incentives as an example:
 - Would you rather receive a “sweepstakes entry” or a “pay all”?
 - Our experience over the past 7 years indicates that providing “pay all” incentives to panelists results in higher survey complete rates and lower levels of panel attrition

Incentive Model Response Rate Test - Methodology

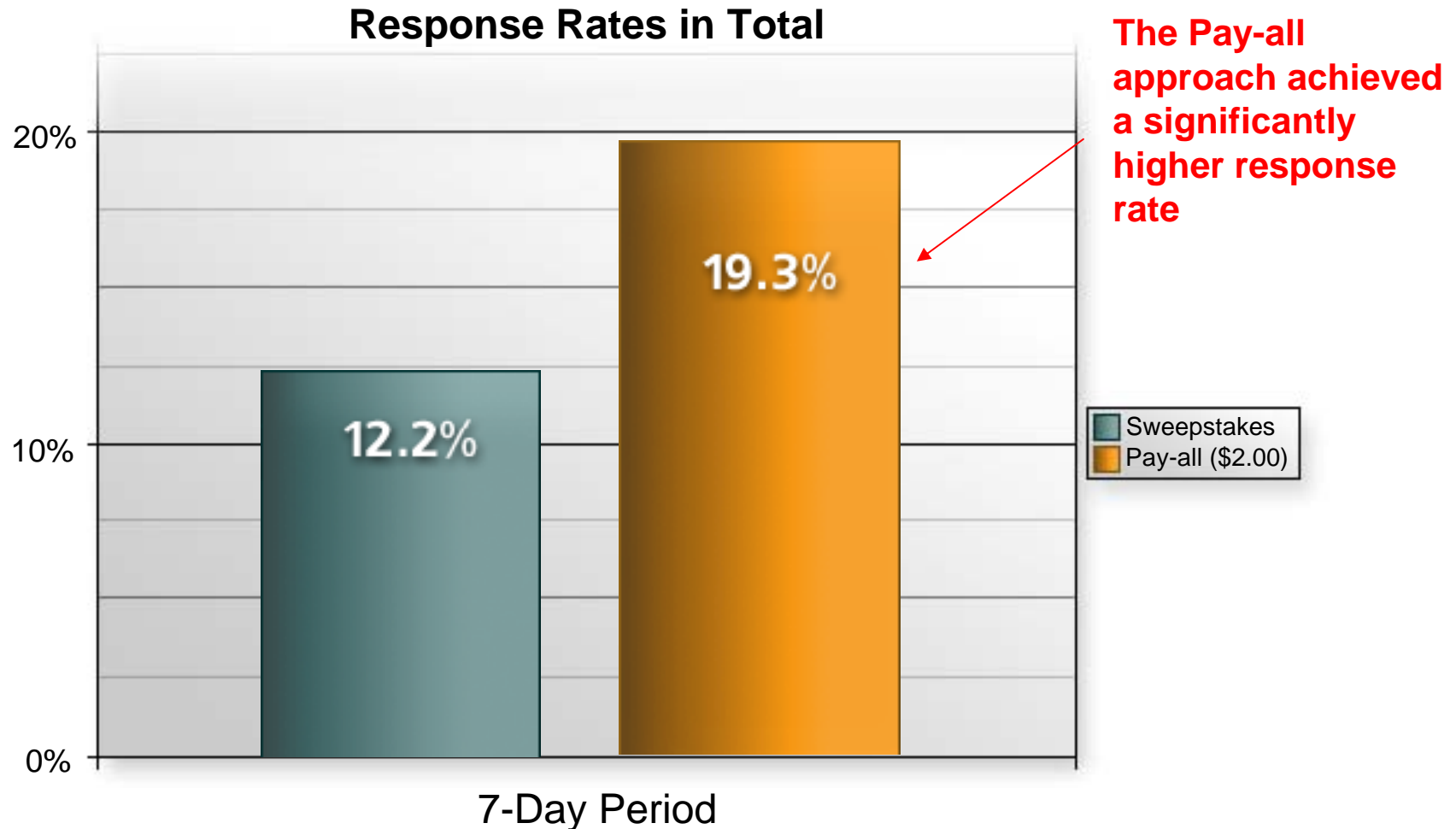
Methodology:

- Two random sample selections utilized:
 - 4,000 invited to complete the survey for entry into a sweepstakes drawing of \$2,500
 - 4,000 invited to complete the survey for \$2.00 in cash
- Both groups launched and closed on the same day of the week and the same time of the day
- One-minute survey about books and music
- Response rates were then observed

Incentive Model Response Rate Test – Response Comparison



Incentive Model Response Rate Test – Response Comparison





Some Solutions



Some Solutions - Best Practices in Respondent Recruitment

- Set the proper respondent expectations during panel recruitment
 - Don't over-hype the benefits
 - Provide a realistic view of what it means to be a panelist
- Shun web lead generation sites / paid recruitment sites
- Employ “closed” verses “open” recruitment methods
- Use a diverse and unique set of recruitment sources and modes (avoid over fishing the same pond)
- Identify and “retire” hyperactive panelists who are on multiple panels

Some Solutions - Best Practices in Panel Management

- Maintain trust and value if you want respondent cooperation
- Religiously track panelist satisfaction—listen to their suggestions
- Religiously track panelist response rates and retention rates
- Employ a “pay-all” incentive model that achieves a “fair-value exchange” for respondent time
 - Make respondents feel like winners, not losers (pay for “terminates”)
 - Communicate clearly and honestly about survey length and incentive
- Provide a mix of short and long surveys
- Maintain a sense of involvement and community
- Don't over or under survey the panel (ask panelists their involvement preferences)
- Set respondent validation & veracity traps to weed out the bad eggs

Questions and Answers

Thank You!