

Optimize Survey Performance When Using Panelists

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I. Panel Companies and Panelists: The Basics

II. Optimize Survey Design

III. Reviewing Collected Responses from Panelists

I. The Basics of Panel Companies and Panelists

Business to Consumer Surveys (B2C)

- Known consumers (ie. People who have previously purchased)
- Unknown consumers - panelists

Panel Companies



<http://www.onlinemr.com/2012/05/14/top-20-most-valuable-companies-in-the-online-panel-industry/>

One Panel to Rule Them All?

- Panels tend to be specialized
 - Geographic areas
 - Industries
- Best to check with project manager at a panel company to see if they can meet your needs.

Benefits of Using a Panel

- Convenient
- Fast and Quick
- Longitudinal Advantages
- High Response Rate



Drawbacks of Using a Panel

- Data Quality*
- Increased Chance for Duplicate Responses
- Nonprobability Sampling



* Vital to panel company success to maintain a high quality panel.

Who are panelists?

- Subscriber of a community website
- Answered profile questions
- Seeking incentive – cash or prizes



Maintaining the panel

- Panelists are vetted over time
- Panelists profile changes over time*



*Good panel companies frequently request their panelists to update their profiles.

II. Optimize Survey Design

What to include in survey design?

- ☐ A set of screening questions
- ☐ All questions should be required. (*)
- ☐ An answer option for every respondent
 - Not applicable, Prefer not to answer
 - None of the above
 - Other (require write in textbox)

A Note about Personal Information

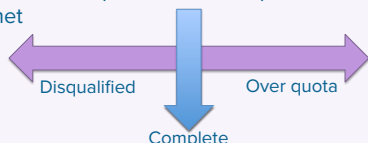
- No questions about personal information
 - Name
 - Email address
 - Mailing address
- You can ask about panelist location
 - Country
 - Region, State
 - City
 - Zip code? Check with panel company

Set up Survey

- ☐ Disqualifying Logic
- ☐ Quotas
 - Survey Quota
 - Segmented Quotas
- ☐ Link Tracking
- ☐ Choose panel provider
 - SurveyGizmo
 - ☐ External Panel - URL Redirects

What is provided by the panel company?

- List of URL links
 - Redirect complete respondents back to panel site
 - Redirect disqualified respondents
 - Redirect respondents once quota has been met



Links Supplied by Panel Company

Completed Surveys –

<http://panelco.com/complete?uid=&sn=1a2b3>

Disqualified Respondents –

<http://panelco.com/disqualified?uid=&sn=1a2b3>

Over Quota –

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Test Launch Your Survey!

- Collect 5-10% of total responses
 - Targeted population: 400 responses
 - Test launch population: 20-40 responses
- Review responses data
 - Are panelists completing survey
 - Are some panelists being disqualified
 - Are the data addressing project goals/objectives?

III. Reviewing Collected Responses from Panelists

What makes a completed response, valuable?

- High Engagement
 - Thoughtful answers to open text questions
- Consistent view/opinion on topic throughout response

Checklist - Reviewing Completed Responses

- ☐ Read through each individual response
 - Open text questions
- ☐ Use Data Cleaning Tool
- ☐ Review Quarantined Responses
- ☐ Tally completed responses.
 - Collect more if necessary.