**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

B2C

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)
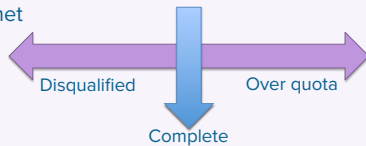
A Note about Personal Information

- 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

Disqualified   Over quota

Complete

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 –
http://panelco.com/quota?uid=&sn=1a2b3

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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.