



The Evolving Respondent:

RESEARCH ON RESEARCH

March 5, 2019

The Quirk's Event: Brooklyn

Forbes: Today's Question...



How You Can Earn Extra Money To Help Pay Off Holiday Debts Quickly



David Domzalski, CONTRIBUTOR

I discuss the impact of personal finance on our family and health. [FULL BIO](#) ✓

Opinions expressed by Forbes Contributors are their own.

TWEET THIS

🐦 Don't let your free time be wasted. Give yourself the chance to get ahead even in a small way.

🐦 Be the person that avoids debt instead. You will thank yourself later.



Forbes: **the Answer...**

Join one of those survey sites and/or mobile apps your friends are always telling you about. With sites like Swagbucks and InboxDollars, “you earn rewards points (bucks) for taking surveys, surfing the web, playing games, watching online videos, shopping and completing daily polls,” according to Deacon Hayes at [Well Kept Wallet](#).

Rather than waste time mindlessly scrolling through Facebook, Twitter or Pinterest news feeds, make a little extra money for yourself this holiday season. Waiting in line at the grocery store or Starbucks? Make some money. Kids sleeping? Make some money. On your lunch break or at the doctor’s office? Make some money.

Don’t let your free time be wasted. Give yourself the chance to get ahead even in a small way. 

And Respondents are Listening...

“... I know there are people who abuse the paid survey process, but many of us do it honestly in order to collect extra money to pay for gas or some groceries. Help us out and let the pennies hit our account right away.”

Female, Age 45, NV

“It was fine. Money in the bank.”

Male, Age 35, MO

“It was really good I hope I get paid well for my answers.”

Female, Age 43, NC

“I like it was short and paid good”

Female, Age 50, MO



Background Methodology

What we will be covering today:

Sample Sourcing

Understanding inherent sample source bias

Changing sample industry

- Resell/aggregation
 - Panel vs River
-

Single survey invite vs Dashboard

Community based with multiple ways to “earn”

Rise in preference of respondents for mobile device.

Respondent Cleaning

Machine:

- Proxy servers/Tunnels /VPN
 - Professionals/Robots
-

Distracted/Dis-Engaged:

- Inconsistent Answers
 - Conflicting Answers
 - Traps
-

Art of Analyst Cleaning:

- Incongruous responses
- Outliers in survey statistics
- Verbatims

Form Factor

Impact of question format on Screening.

Scale Impacts:

- Direction
 - Anchors
 - Presentation
-

Large List Differentiation:

- 5 point vs 10 point rating
- Explicit Forced Differentiation
- Implicit Forced Differentiation

Research On Research: Study Ran First Quarter of 2019

- Online survey with blended sample provided by multiple sample partners
- Total entries into survey: $n = 6,736$
- Average LOI was 10.2 minutes
- Respondents were directed through 1 of 4 rotations, with different questions in each rotation
- We disqualified those under age 18 and those who did not enter a valid US zip code – All other respondents took the survey

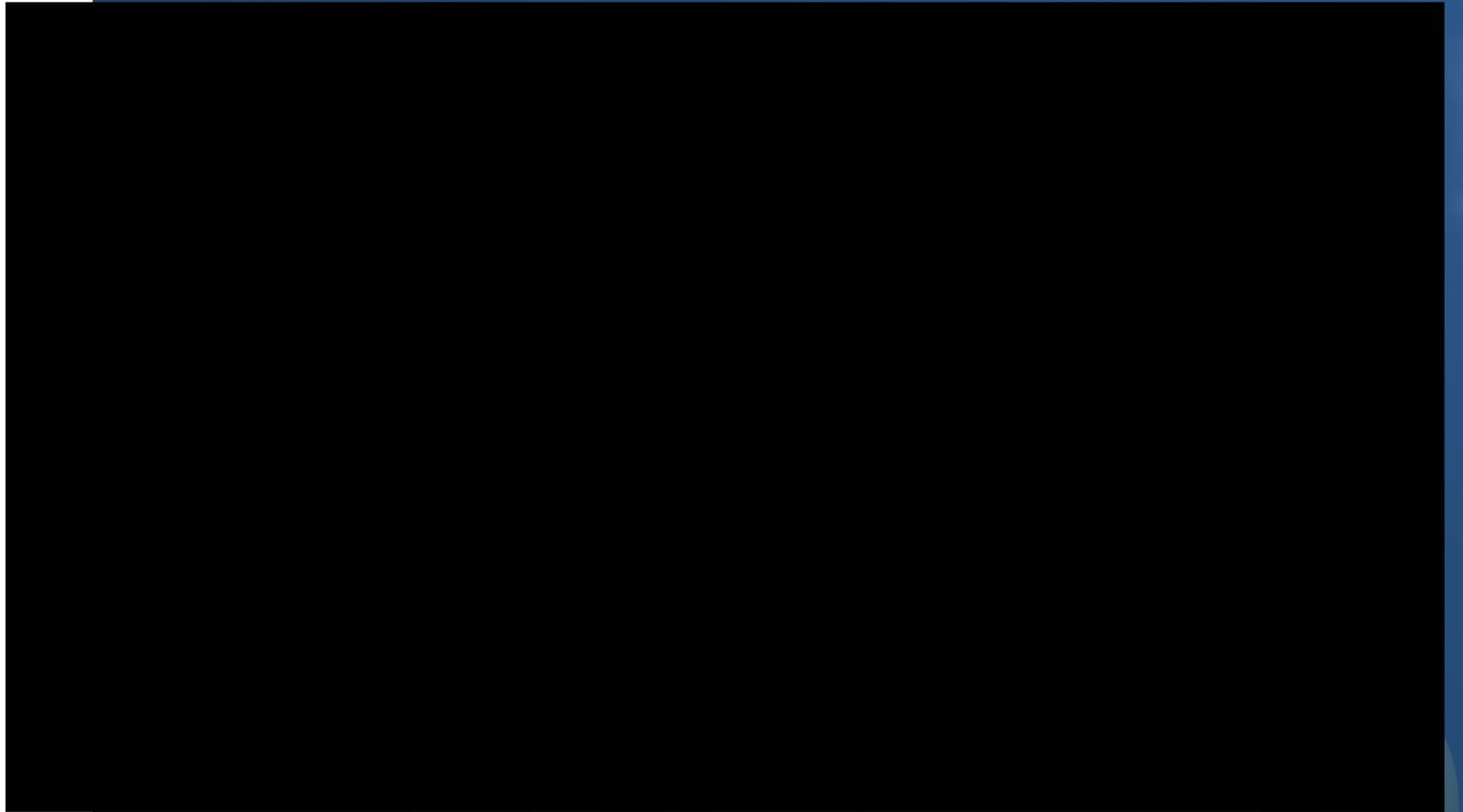
Thank You to Our Partners in this work



Sample Sourcing

Important to Remember

- There is no perfect sample
- There are great reputable firms and there are.....
- The trick is how you use it

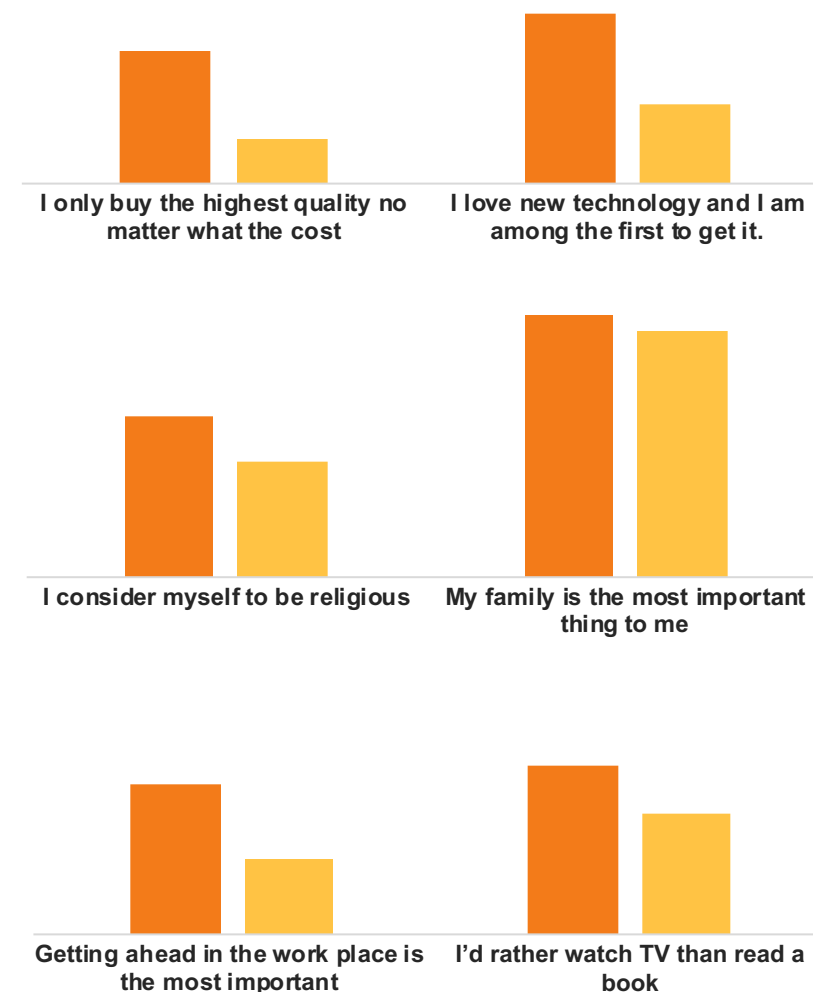
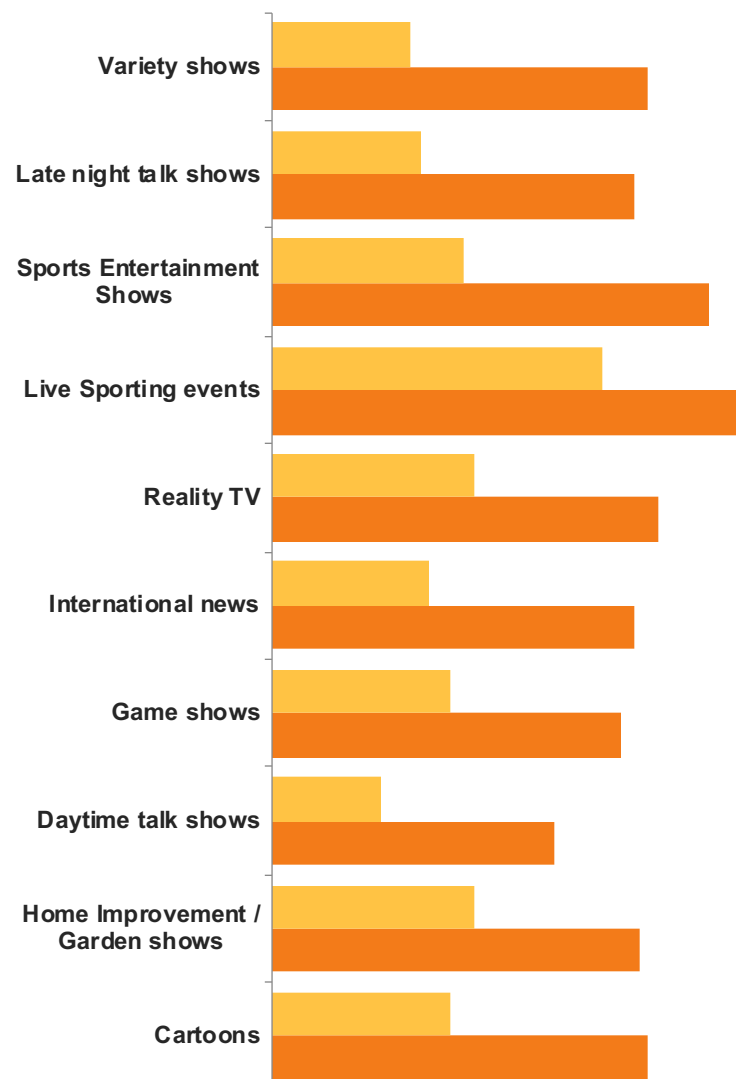


Sample Sourcing: Know Your Sample Provider

- Inherent bias exist and are best dealt with by blended sample
- Most samples can be balanced demographically but sourcing
- can impact the softer “psycho-demographics”



TYPES OF PROGRAMMING ENJOYED





Respondent Cleaning

Research on Research Funnel Results

There were no forced terminations once the respondent started the survey

Total Respondents:

Everyone who answered the survey (n = 6,736)

100%

Machine: Computerized identification of duplicates, robots, professional survey takers, and other potential fraud

82%

Distracted: Identifies respondents who were not paying attention to the survey or fully engaged

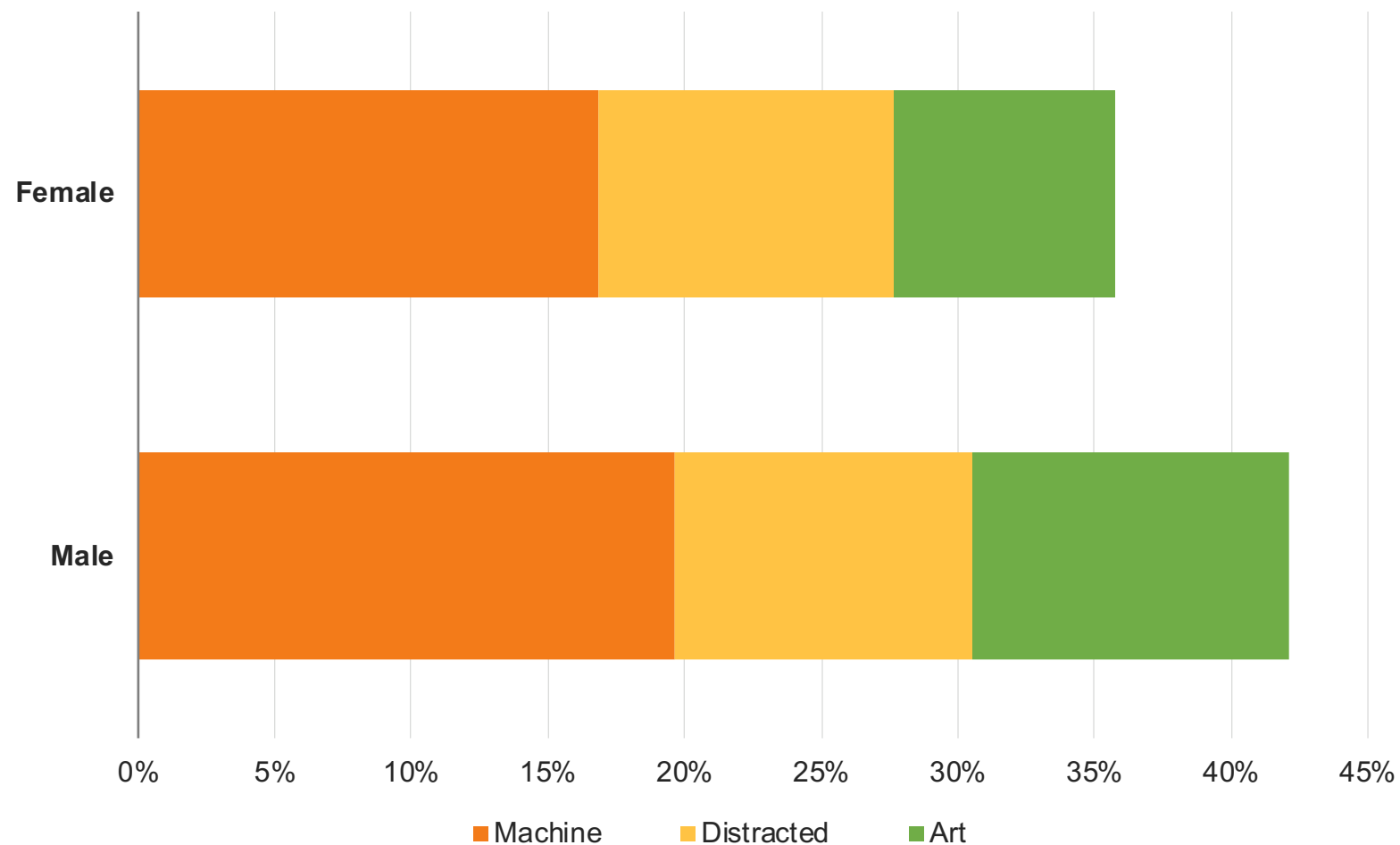
71%

Art: Respondents who gave irrelevant / incongruous answers to questions and other flags (n = 4,105)

62%

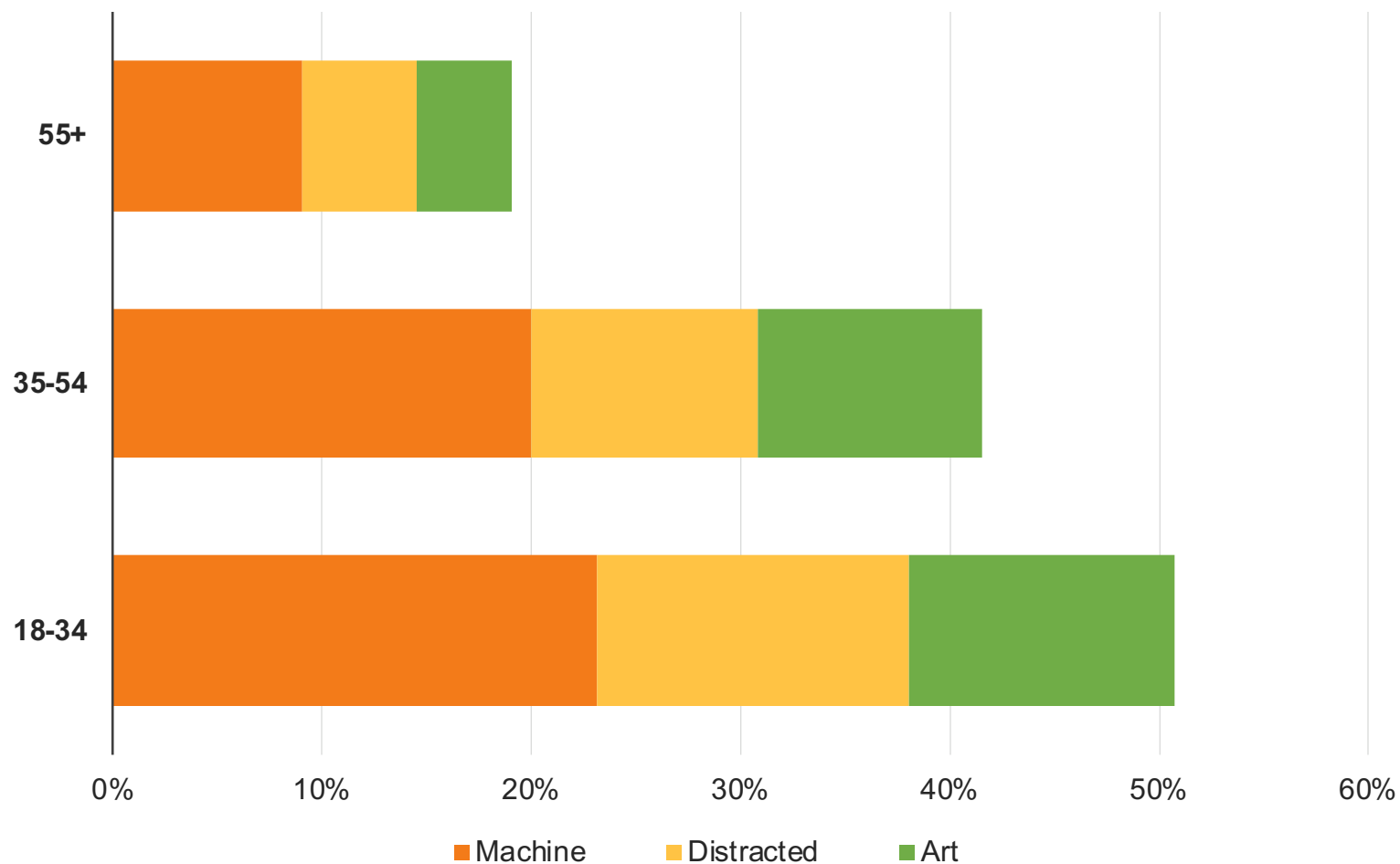
FUNNEL

Where People Disqualified – Gender

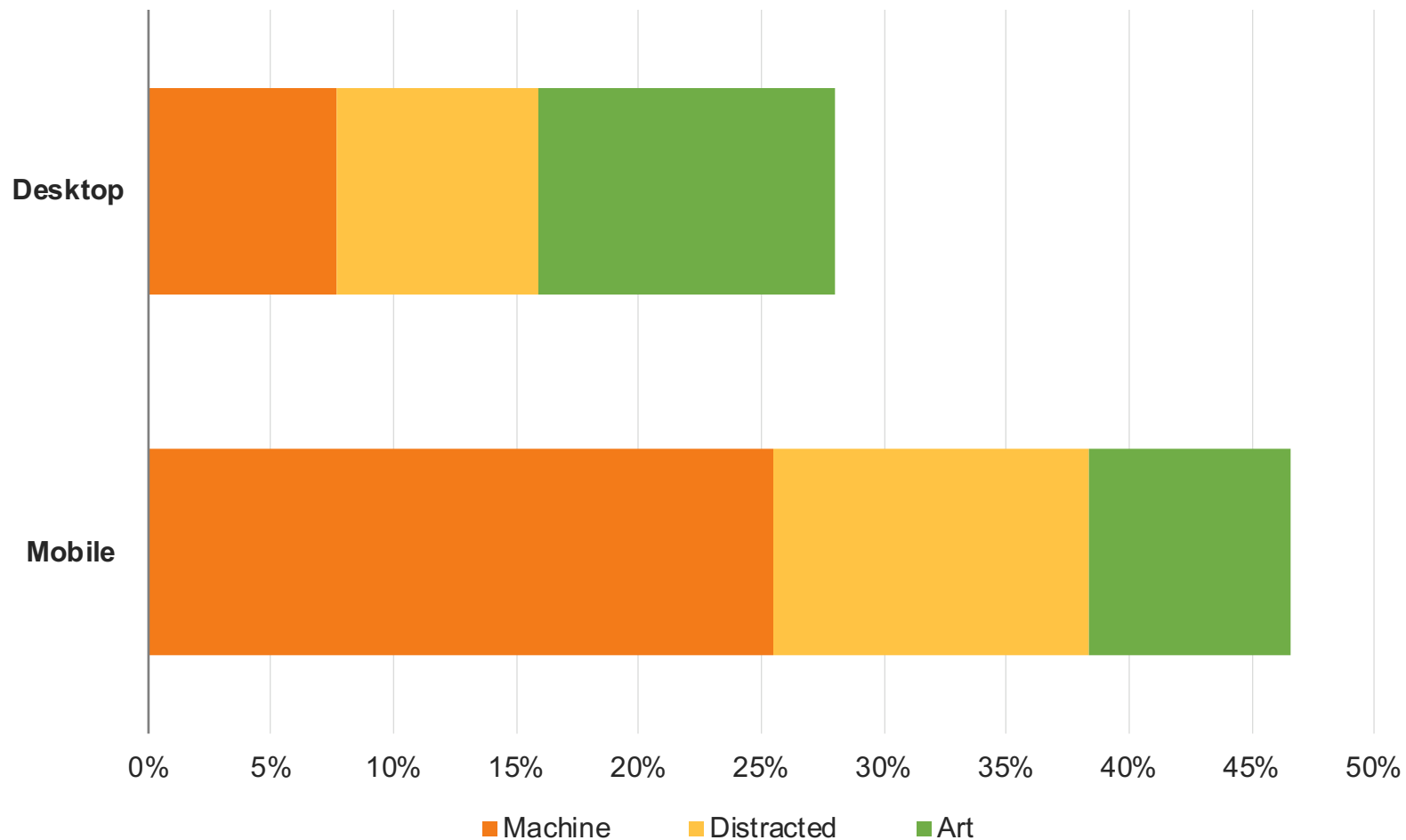


FUNNEL

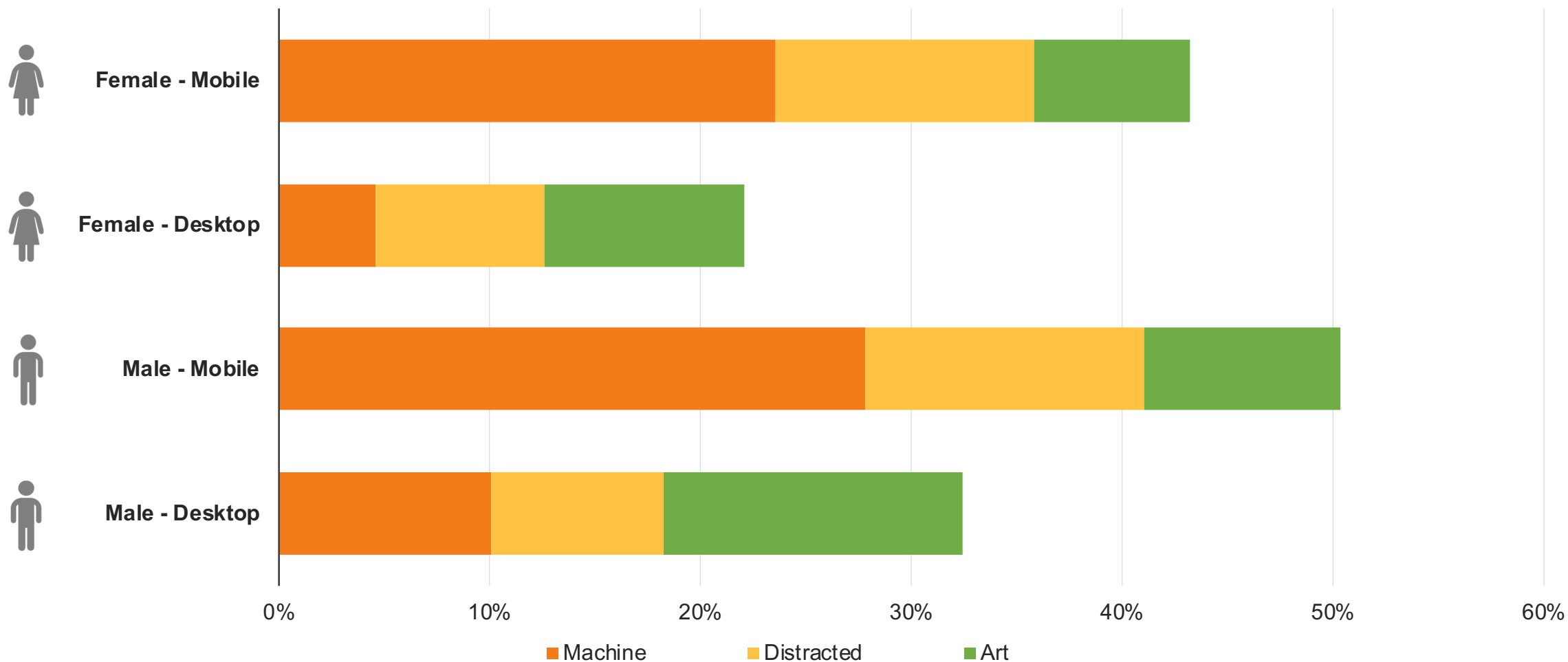
Where People Disqualified – Age Group



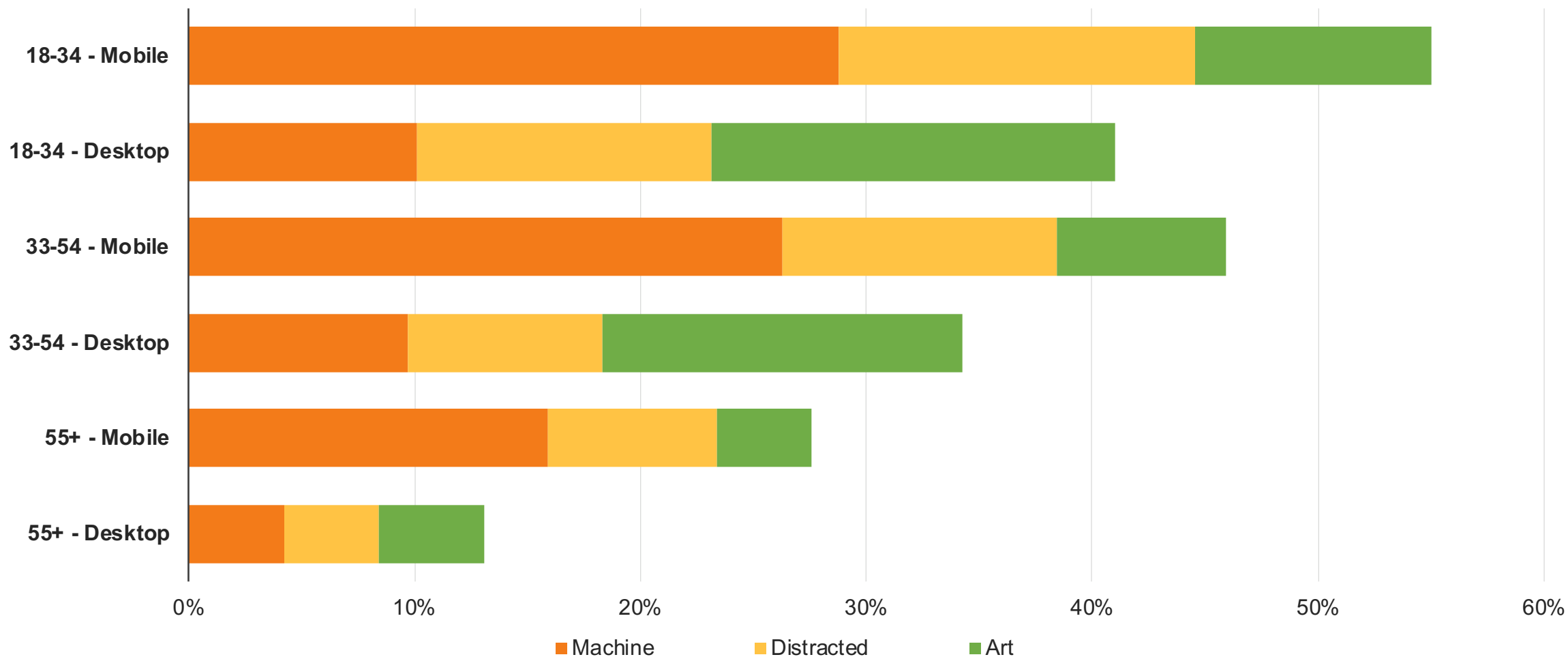
Where People Disqualified – Device



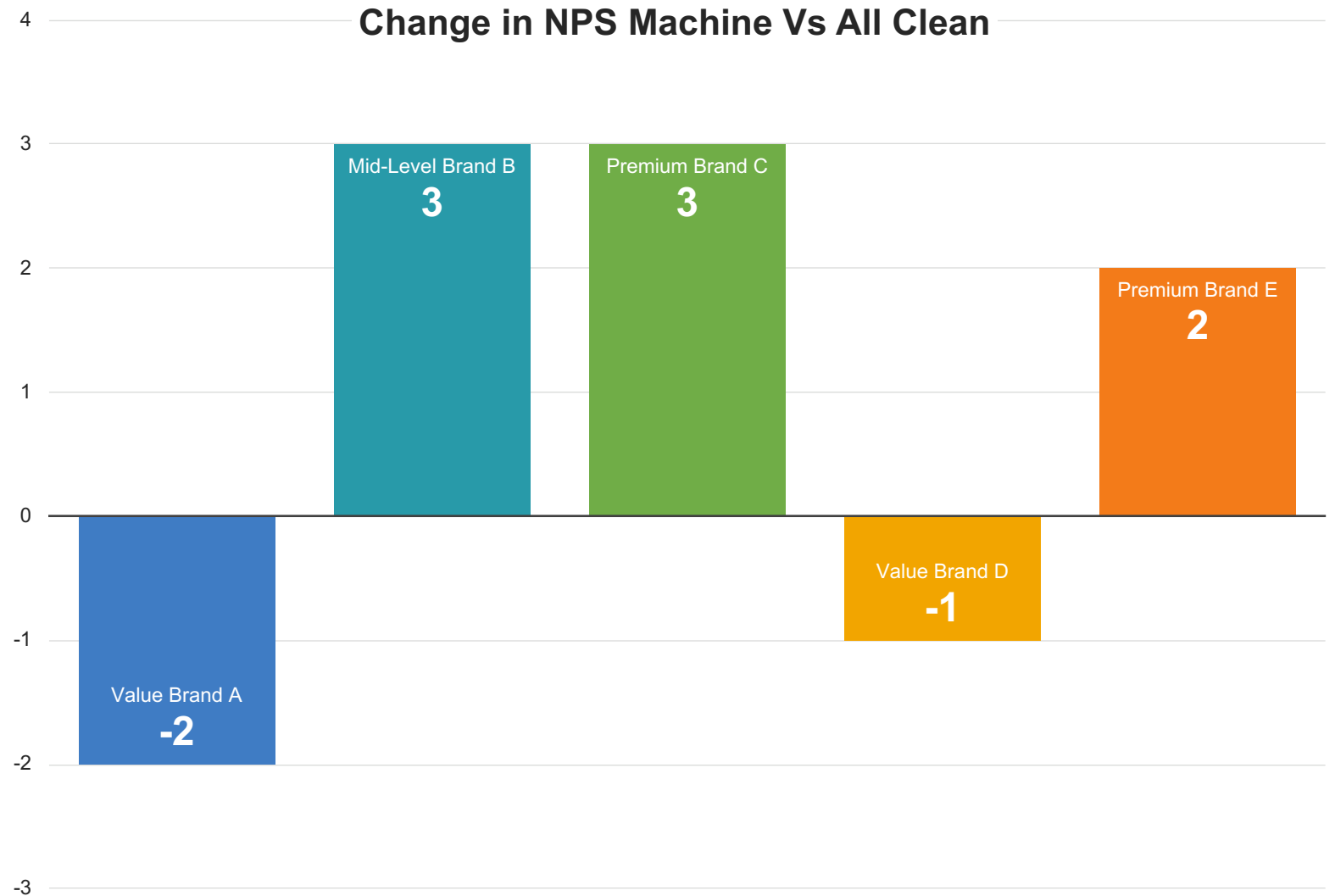
Similar partners across device are seen by gender



Similar partners across device are seen by age breaks



What if I were
to just stop
removing
respondents
after the
automated
machine
checks?



Form Factor

Screen er Test

SELECT ALL THAT APPLY

Which of these have you purchased in the last 3 months?
Please select all that apply.

☐ Beer

☐ Books or magazines

☐ Bottled water

☐ Cell phone / Mobile phone

☐ Children's clothing

☐ Fresh bread or other baked goods

☐ Fresh meat or poultry

☐ Fresh produce (fruit and/or vegetables)

☐ Frozen microwaveable dinners

☐ Household cleaning products

☐ Laundry detergent

☐ Men's clothing

☐ Soda

SELECT YES / NO

Which of these have you purchased in the last 3 months?

	Yes	No
Beer	<input type="radio"/>	<input type="radio"/>
Books or magazines	<input type="radio"/>	<input type="radio"/>
Bottled water	<input type="radio"/>	<input type="radio"/>
Cell phone / Mobile phone	<input type="radio"/>	<input type="radio"/>
Children's clothing	<input type="radio"/>	<input type="radio"/>
Fresh bread or other baked goods	<input type="radio"/>	<input type="radio"/>
Fresh meat or poultry	<input type="radio"/>	<input type="radio"/>
Fresh produce (fruit and/or vegetables)	<input type="radio"/>	<input type="radio"/>
Frozen microwaveable dinners	<input type="radio"/>	<input type="radio"/>
Household cleaning products	<input type="radio"/>	<input type="radio"/>
Laundry detergent	<input type="radio"/>	<input type="radio"/>
Men's clothing	<input type="radio"/>	<input type="radio"/>
Soda	<input type="radio"/>	<input type="radio"/>
TV	<input type="radio"/>	<input type="radio"/>
Wine	<input type="radio"/>	<input type="radio"/>
Women's clothing	<input type="radio"/>	<input type="radio"/>
None of these	<input type="checkbox"/>	

Continue »

ABBREVIATED LIST

Which of these have you purchased in the last 3 months?
Please select all that apply.

☐ Fresh produce (fruit and/or vegetables)

☐ Laundry detergent

☐ Fresh meat or poultry

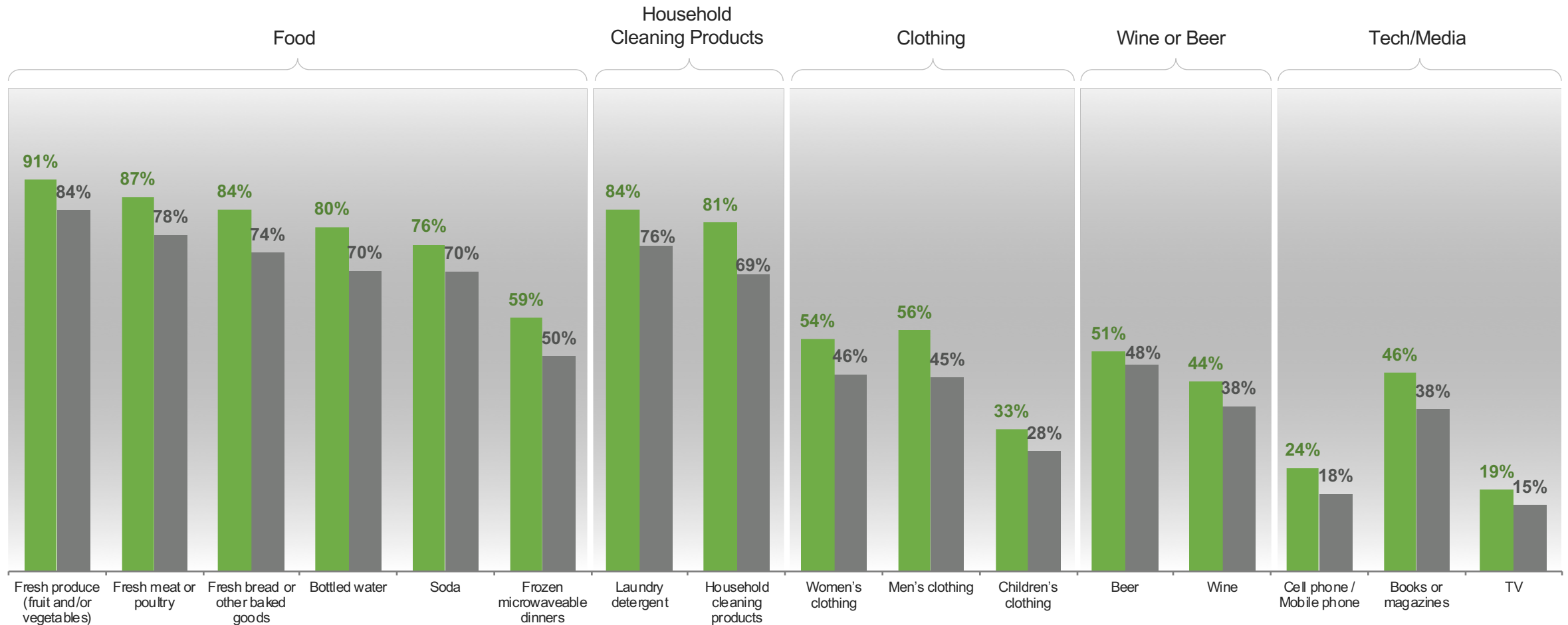
☐ Household cleaning products

☐ None of these

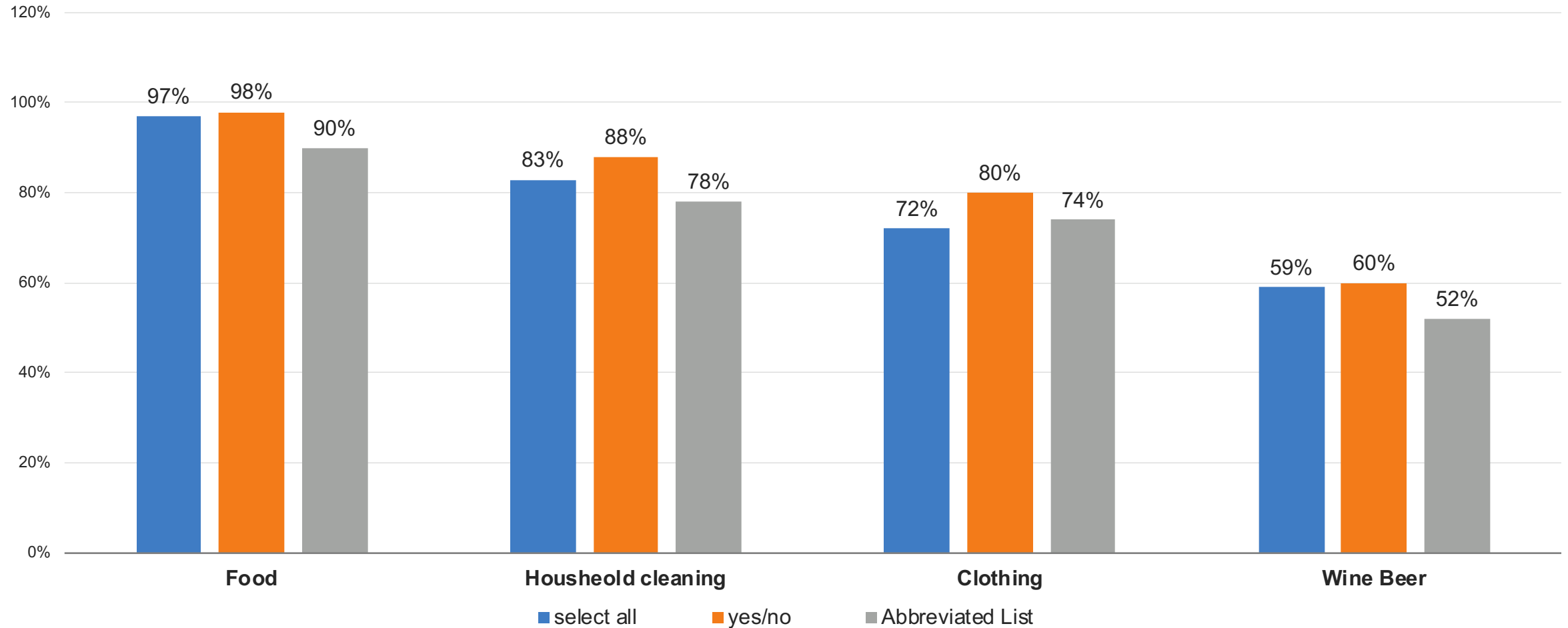


Yes/No: Yields more responses than select all that apply, but results are directionally similar

■ Yes – Yes / No
■ Select All



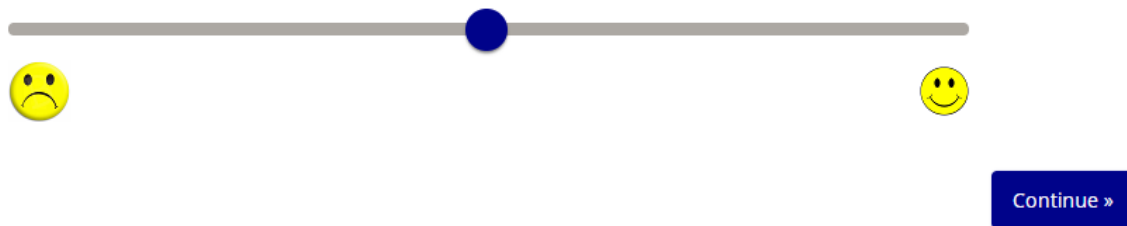
Abbreviated list yielded less responses



Slider vs. Horizontal and Vertical Scales

SLIDER

To begin, click on the middle bar and then drag the slider in the direction that best represents how you feel.



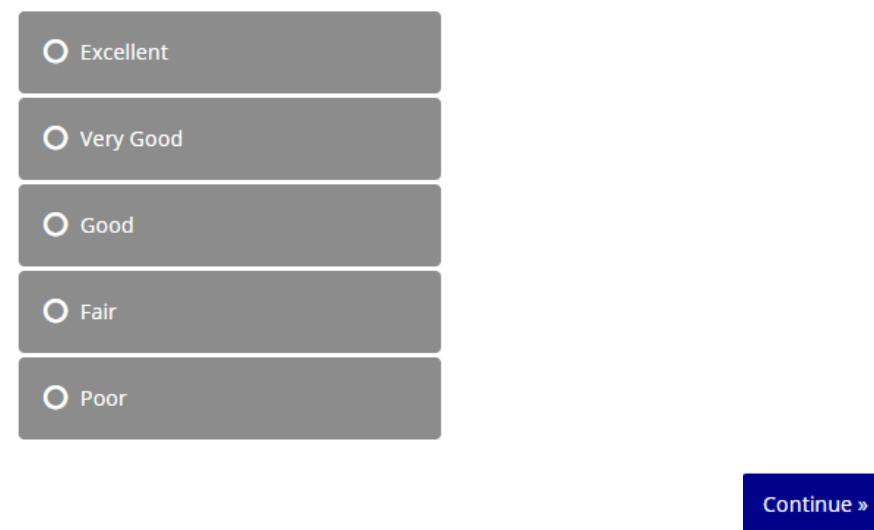
A horizontal slider scale interface. It consists of a gray horizontal bar with a blue circular slider knob positioned in the center. Below the left end of the bar is a yellow sad face emoji, and below the right end is a yellow happy face emoji. To the right of the slider bar is a blue button with the text "Continue »".

HORIZONTAL BUTTON



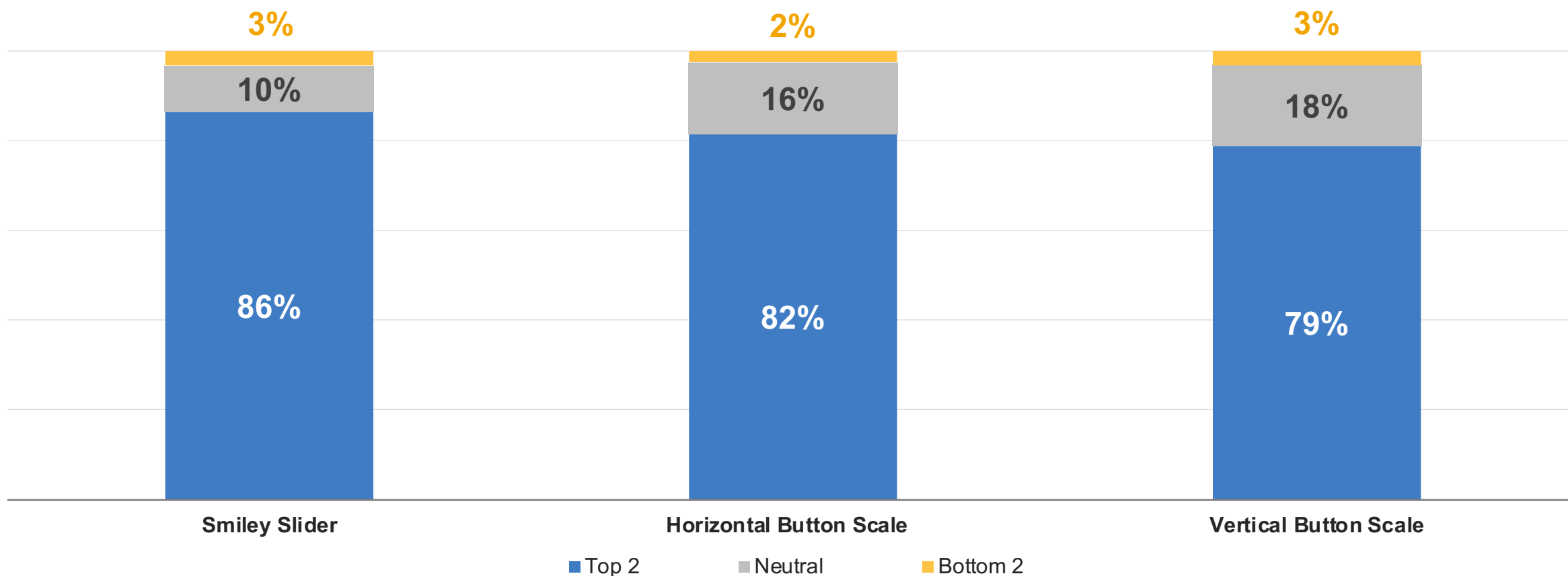
A horizontal button scale interface. It features five gray rectangular buttons arranged horizontally, each containing a radio button and a label: "Excellent", "Very Good", "Good", "Fair", and "Poor". Below the buttons is a blue button with the text "Continue »".

VERTICAL BUTTON



A vertical button scale interface. It consists of five gray rectangular buttons stacked vertically, each containing a radio button and a label: "Excellent", "Very Good", "Good", "Fair", and "Poor". To the right of the buttons is a blue button with the text "Continue »".

Different formats yield different responses



Likelihood to Recommend Test – Button vs Slider

BUTTON

How likely are you to recommend to friends and family?
Please select one.

Not At All Likely to Recommend

Extremely Likely to Recommend

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

SLIDER

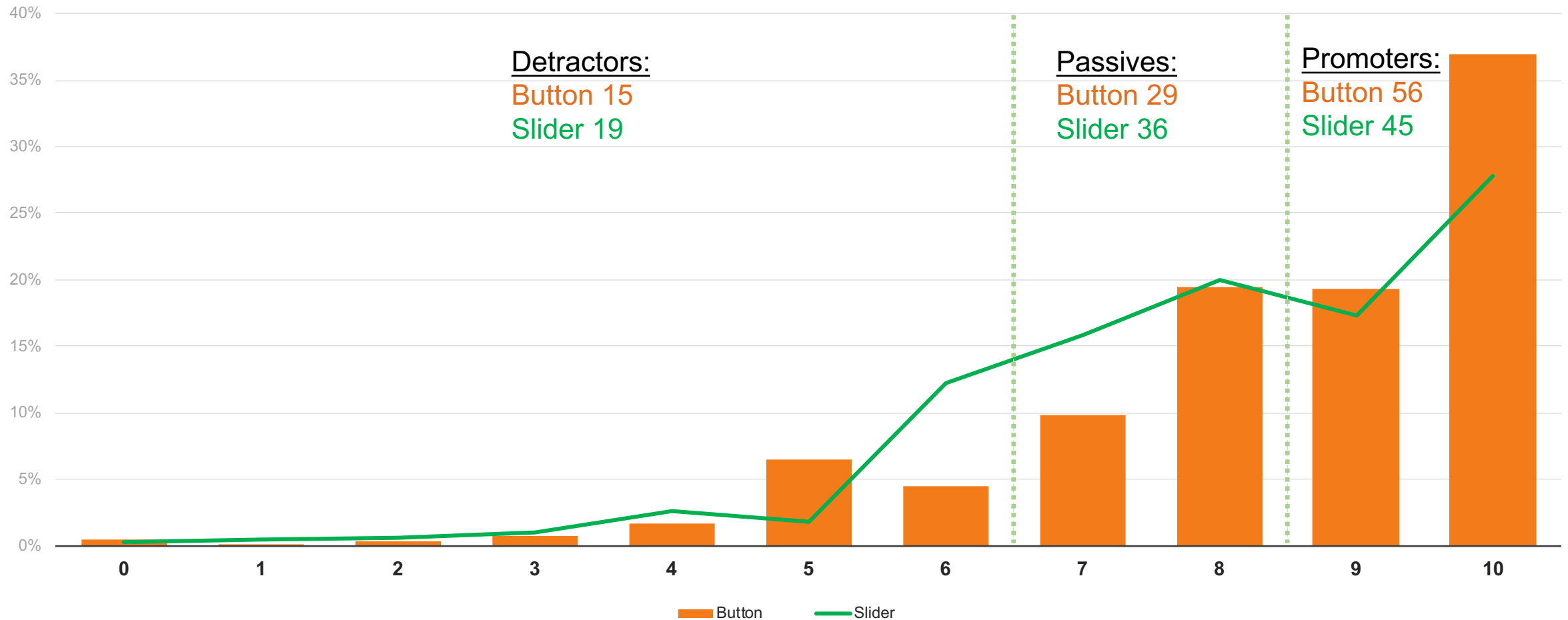
How likely are you to recommend to friends and family?
Please select one.

Not At All Likely to Recommend

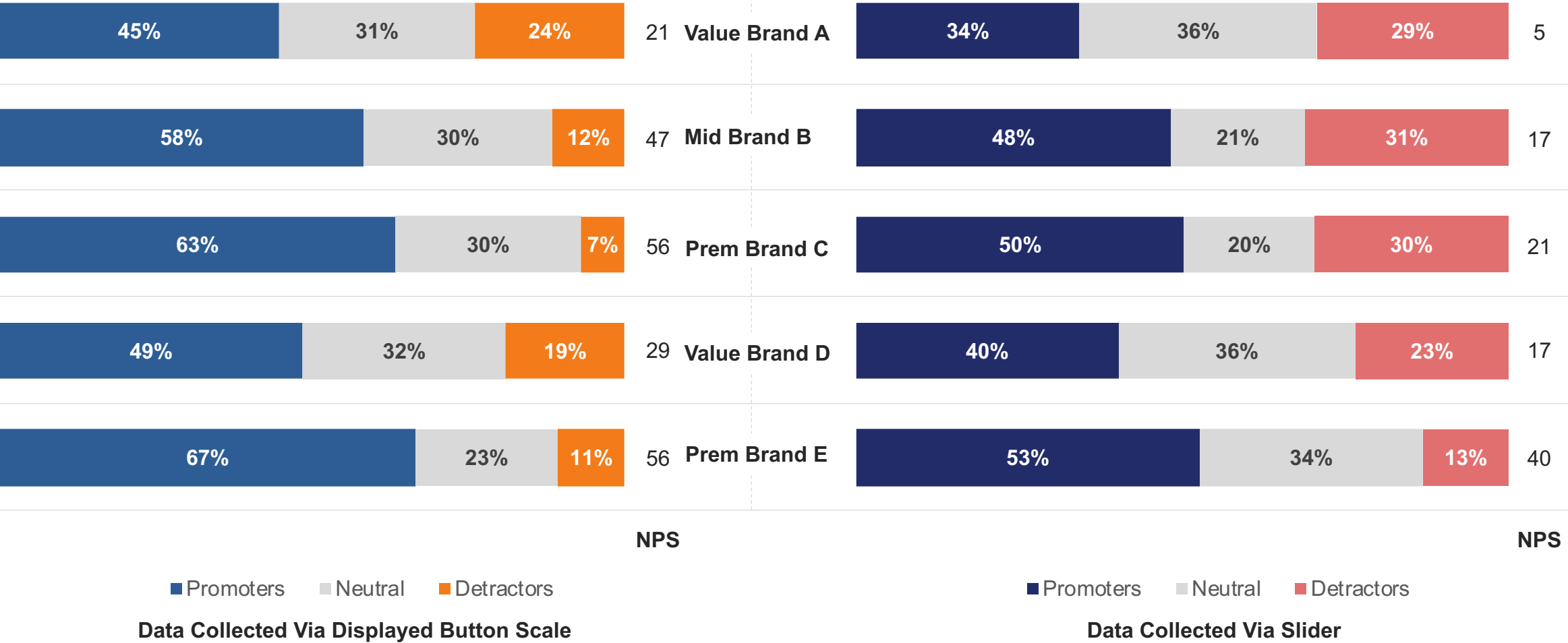
Extremely Likely to Recommend



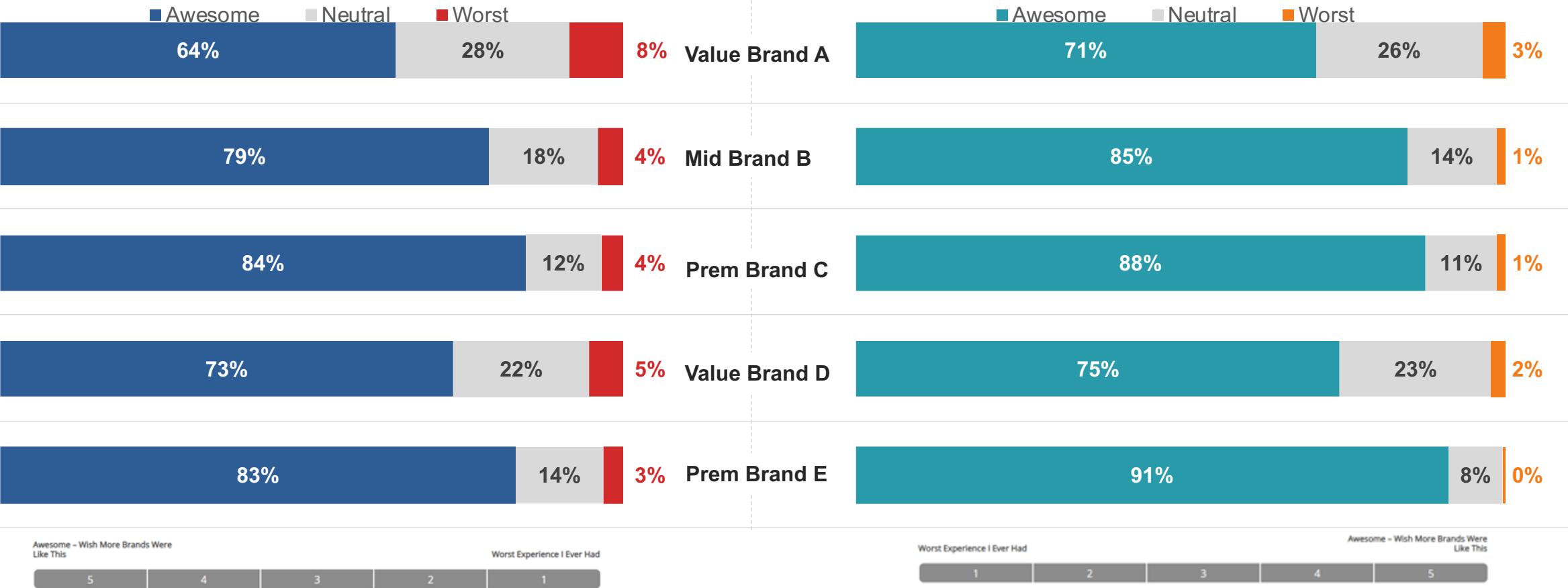
The Slider Form Factor delivers less top box scores



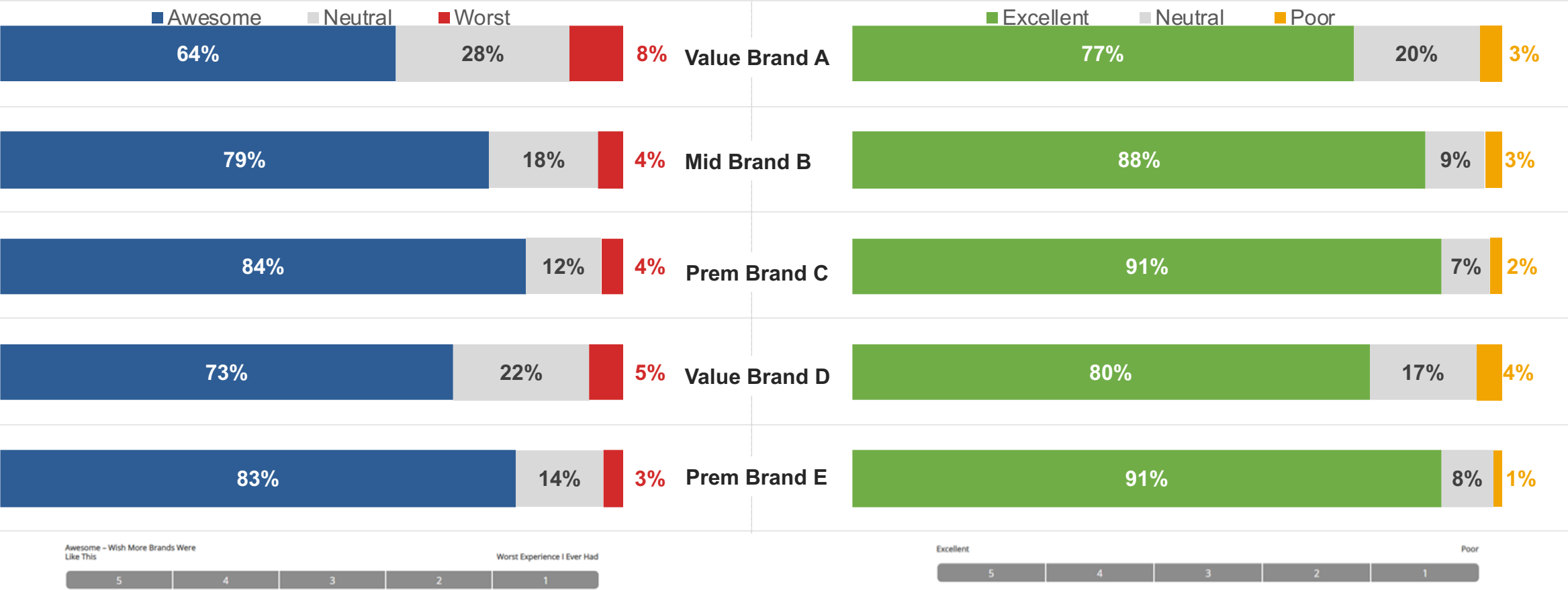
Slider NPS is much lower



Directions in which scales are shown impacts results



Anchors consistency matters



Explicit Versus Implicit Ranking

Ten Point

Assume you are planning a trip where you will stay at a hotel. How important are each of the following features in your selection of a hotel for your trip?

Please select a number in each row.

Feel more comfortable staying there than at others

Not At All Important

Extremely Important

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Five Point

Assume you are planning a trip where you will stay at a hotel. How important are each of the following features in your selection of a hotel for your trip?

Please select a number in each row.

Is stylish

Not At All Important

Extremely Important

1	2	3	4	5
---	---	---	---	---

MaxDiff

Which of these are the most and least important factors when selecting a hotel? Select one for Most Important and select a second for Least Important. 1

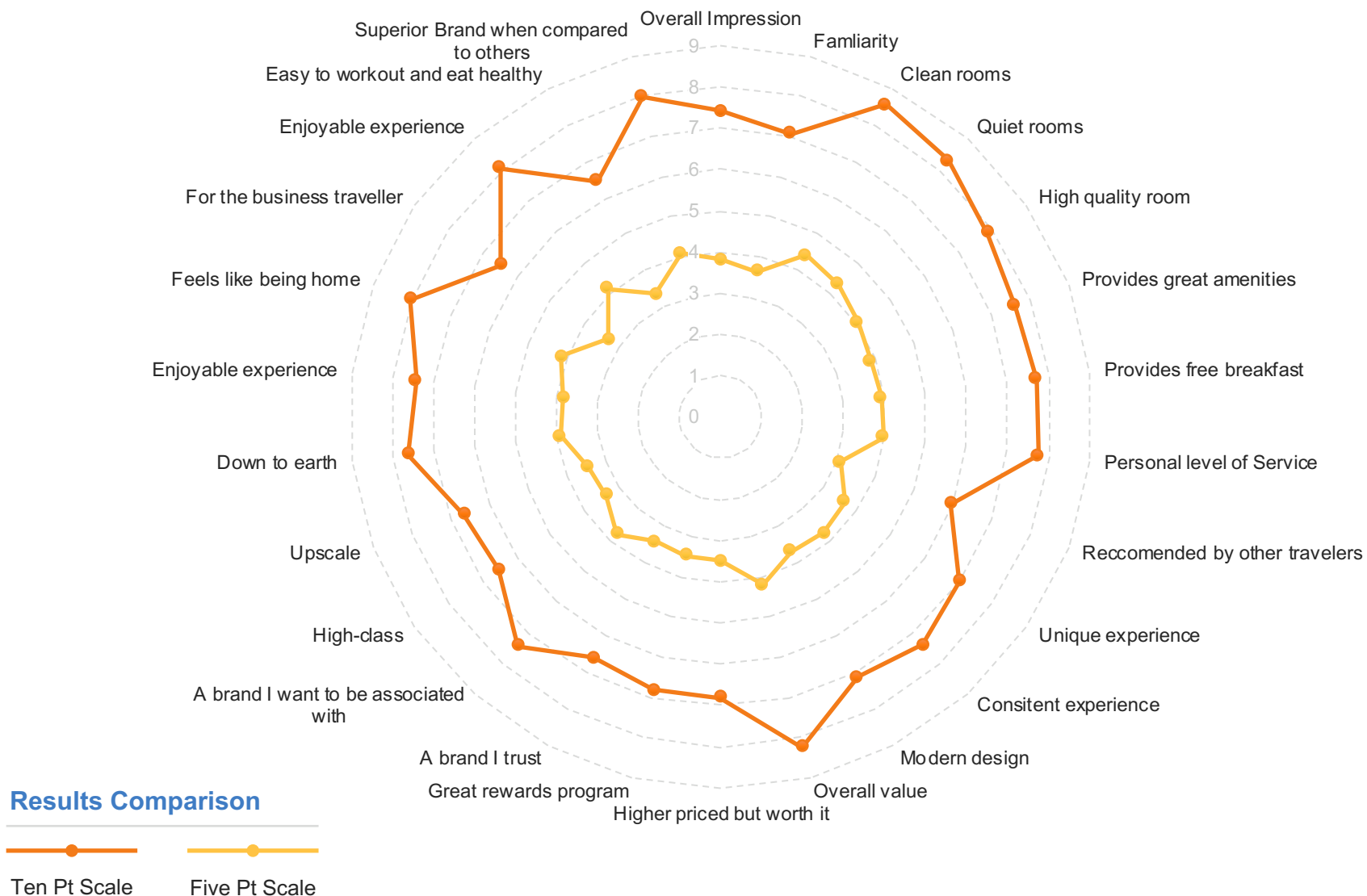
Select one

Most Important		Least Important
<input type="radio"/>	Fits my lifestyle and needs more than others	<input type="radio"/>
<input type="radio"/>	Worth paying more for than others	<input type="radio"/>
<input type="radio"/>	Current and up-to-date design	<input type="radio"/>
<input type="radio"/>	Is a hotel I am very familiar with	<input type="radio"/>
<input type="radio"/>	Offers a complimentary breakfast	<input type="radio"/>

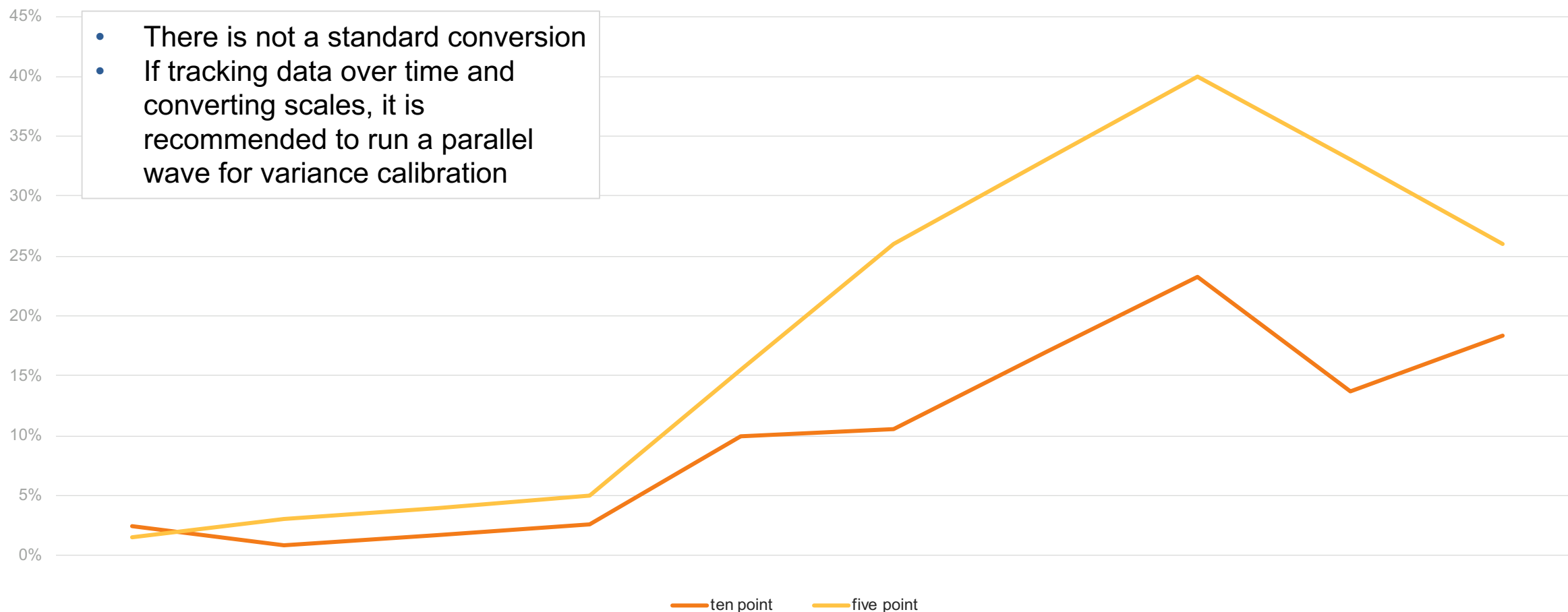
Continue »

5 vs 10 – Similar Pattern & Highs and Lows

- Given the high rate of mobile surveys, we recommend five point scales



Five Point and Ten Point Scales Have Differing Distributions



Implicit MaxDiff Magnifies the Explicit Highs and Lows

- MaxDiff should be used when you are concerned with lack of differentiation from attribute scales
- When using MaxDiff caution should be taken when comparing with other results
- MaxDiff should not be used in tracking studies, especially when attributes may change over time



Respondent Feedback on Survey: Verbatim Comments

Question wording and grammar do count!

"It was a nice concise survey that didn't get bogged down in detail. It also had good grammar and spelling. Believe it or not, some surveys do not." Male, Age 50, PA

"I really enjoyed this survey, the questions were easy to understand and to the point." Female, Age 51, PA

"I enjoyed it! It asked some different questions, rather than the same old, same old. Interesting, and well... Enjoyable" Male, Age 26, PA

"My experience was very good with the survey. I liked that it was clear, concise, professional and understandable. There was nothing that I disliked." Female, Age 51, TN

"The questions were comfortable one, no so called double meaning! Enjoyable Survey!" Male, Age 72, CT

"Questions were well worded, and easy to understand as well as answer." Female, Age 28, HI

"It was quick. Easy. And questions were worded well so they weren't confusing." Male, Age 28, IA

Shorter and concise surveys keep respondents engaged.

"It was short and to the point and it asked a variety of questions. It was easy to do this survey, it went quick." Female, Age 40, WA

"I liked the survey, it had different panels that kept me engaged." Male, Age 51, MA

"I liked it. It was very simple. It was not long and drawn out and the variety of questions helps keep interest." Female, Age 28, FL

"I thought this survey was interesting with varying topics compared to some surveys that have only one topic and can last over an hour in which becomes boring. I liked this survey." Male, Age 41, TX

"Positive experience overall with this survey because it was interesting, interactive, and the questions were clear and easy to answer." Female, Age 60, CA

Respondent Feedback on Survey: Verbatim Comments

Robust survey platforms are important: Some respondents noted the lack of technical issues and the speed with which screens loaded in our survey link.

*"Excellent. I appreciate the fact that this survey didn't freeze."
Male, Age 74, CA*

*"Very easy questions. Loading was quick and it was easy to navigate"
Female, Age 23, KS*

"It was quick and easy and there were no bugs or problems with pages loading.. or worse yet, crashes." Male, Age 52, OR

"good...pages loaded fast...and no errors." Female, Age 69, NY

"Pages loaded quickly; questions were worded properly; there was a logical choice for multiple choice questions; no technical issues." Male, Age 55, CA

"I liked this survey. The interface was easy to use and I did not experience any technical issues. I also like the variety of question topics." Female, Age 25, NY

"My experience with the survey was good. I liked the websites set up, it's easy to navigate, the questions were worded clearly, and new pages loaded quickly." Male, Age 24, WA

Account for device use when designing & programming surveys.

"Questions were easy to answer and most importantly the screen correctly adjusted for a mobile device." Male, Age 44, AR

"This survey works well on mobile and was very straight forward." Female, Age 29, IA

"It was mobile friendly" Male, Age 36, GA

"I like the controls. Very mobile friendly." Female, Age 21, GA

Progress Bars are a plus for some.

"It was pretty painless. I appreciated the progress bar at the top of the screen." Male, Age 29, IL

"Good- large buttons, clear questions, could see my progress through survey in percentage." Female, Age 19, PA

"It was alright, liked the progress bar and that it was quicker than most I've taken." Male, Age 21, AZ

Respondent Feedback on Survey: Verbatim Comments

Some respondents appreciated the opportunity to provide feedback with typed responses.

"I liked being able to answer with writing. Too many surveys give you limited things to choose from and I don't believe those types of surveys give an accurate depiction of the mindset of the people answering the questions."
Female, Age 49, PA

"Very good survey. I liked the opportunity to answer questions about all different things. I did not dislike anything about this survey. I really enjoyed giving feedback about my stays at hotels, as I feel people should know about how customers feel when deciding where to stay on vacations." Male, Age 25, NY

"I actually like giving my own feedback, i.e., typing out my own response, so that part was good. Questions were clear and concise - sometimes I feel like some surveys intentionally try to trip you up." Female, Age 33, KY

"I always enjoy being able to write my answers in my own words. I enjoyed all of this survey." Male, Age 66, VA

"I enjoyed this survey and the fact that I was able to give short answer responses." Female, Age 23, IL

Others disliked having to provide typed responses.

"it was fine. I don't care for these type a paragraph boxes though." Female, Age 51, TX

"I don't like to type a lot when I take surveys so I found that troublesome. Having options to pick is much simpler." Male, Age 22, NY

"I liked this survey because it was easy to answer. I dislike having to type things out." Female, Age 45, MI

"I liked that it was pretty straightforward and I liked the smiley faces. I didn't like all of the short answers as much, but I didn't mind them." Female, Age 18, OR

"OK Don't like having to write." Female, Age 66, CA

"I don't like the random typing but good overall." Male, Age 21, NH

"The typing portions are always a little frustrating and tedious but it was relatively short survey so that great." Female, Age 28, ID

THANK YOU

For more information, contact:

Peter Manickas

Director, Comcast

John Schiela

President, Phoenix CT&M

john.schiela@phoenixmi.com

Booth #612

Scarlet Wynns, Ph.D.

Senior Director, Comcast