Finding Difficult to Reach Audiences
WE HAVE AN INDUSTRY CHALLENGE:

Finding trustworthy, reliable sample sources for difficult to reach audiences

Our mission:

Restore the quality of data and trust in insights by engaging valid, qualified research participants
I'm not upset that you lied to me, I'm upset that from now on I can't believe you.

– Friedrich Nietzsche
WHAT DOES “DIFFICULT TO REACH” MEAN?

Audiences not reliably found on the most prevalent sample sources (i.e. online panels) in significant numbers

Examples include:

• Niche or “micro” audiences
• Senior or C-level decision-makers
• Individuals from the largest organizations
SOLVING THE PROBLEM:
Blend together multiple panel and online sample sources
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Blend together multiple panel and online sample sources and sampling methodologies (i.e. phone)
Employ rigorous data cleaning practices and expect that you will throw out participants.
DATA CLEANING PRACTICES:

Factors used to flag poor quality participants

• The length of time it takes to complete the survey
• Straight-lining responses on scale questions
• Excessive use of ‘don’t know’
• Consistency of responses throughout the survey
• Inclusion of knowledge verification questions
• Review of individuals’ open-ended responses

The review process should be ongoing while in field and there must be an extensive review of the full dataset after field to identify odd patterns of similar responses across all participants.
Think beyond traditional methodologies and approaches for reaching these audiences.
WHAT CAN WE DO NOW?

Blend a mix of highly-focused lists and dedicated panels

Utilize a mix of online and phone methodologies

Explore and test data quality measures in your surveys

Explore alternative research methodologies

Build a community of your most important and most influential customers and prospects