This wouldn’t have been possible without...
The situation in MR today

- We need respondents!
- We aren’t happy with the quality of databases & professional respondents.
- We aren’t talking about this problem in a solutions oriented way.
- Looks like we might even be creating a vicious cycle.
What did we aim to do and how’d we go about it?

To get a richer understanding of people who participate in market research:

- *What are their lives like?*
- *What motivates them to participate in studies?*
- *What do they think of the process?*

770 took VARK profile on learning styles:

- Visual: 18
- Auditory: 46
- Read/write: 113
- Kinesthetic: 67
- Bi or tri modal: 526

► 5-day online community with n=50
► Online survey with n=1,564
► Subsample received creativity assessment
Let’s meet a few people from our Qual portion...
“Professional Respondents” – All of them. Every single one.

Types of Research Studies Have Participated In Over the Past 2 Years

<table>
<thead>
<tr>
<th>Research Method</th>
<th>Participation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online surveys</td>
<td>94%</td>
</tr>
<tr>
<td>Telephone surveys</td>
<td>25%</td>
</tr>
<tr>
<td>In-person focus groups</td>
<td>20%</td>
</tr>
<tr>
<td>In-person interviews</td>
<td>10%</td>
</tr>
<tr>
<td>Online discussion boards</td>
<td>23%</td>
</tr>
</tbody>
</table>

Number of Research Cos. Signed With

<table>
<thead>
<tr>
<th>Number of Companies</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>29%</td>
</tr>
<tr>
<td>Two</td>
<td>20%</td>
</tr>
<tr>
<td>3-5</td>
<td>30%</td>
</tr>
<tr>
<td>6-10</td>
<td>13%</td>
</tr>
<tr>
<td>11-20</td>
<td>5%</td>
</tr>
<tr>
<td>&gt; 20</td>
<td>3%</td>
</tr>
</tbody>
</table>

Total Respondents (N=794)

Top Research Companies Signed With

<table>
<thead>
<tr>
<th>Company</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swagbucks</td>
<td>22%</td>
</tr>
<tr>
<td>MyView</td>
<td>16%</td>
</tr>
<tr>
<td>Schlesinger</td>
<td>13%</td>
</tr>
<tr>
<td>My Survey</td>
<td>11%</td>
</tr>
<tr>
<td>Ipsos i-Say</td>
<td>10%</td>
</tr>
</tbody>
</table>
Respondents belong to multiple panels

Which research companies are you signed up with?

Over 50 Panels Represented! On Average panelists belong to at least 2 panels

*More panels were mentioned, but only top 50 mentioned (by at least 0.3%) were included in analysis*
Lots of overlap between panels
Differences between heavy/light participants...

How and why did you get involved?
..Mirror those of more/less creative respondents

Reason for Participation Other than for Reward

- **Better influence help**
  - Light Participants (2 or less panels): 6%
  - More Creative Participants: 14%
  - Less Creative Participants: 1%
  - Heavy Participants (4 or more panels): 6%

- **Make things better**
  - Light Participants (2 or less panels): 11%
  - More Creative Participants: 11%
  - Less Creative Participants: 9%
  - Heavy Participants (4 or more panels): 9%

- **Enjoy surveys**
  - Light Participants (2 or less panels): 0%
  - More Creative Participants: 5%
  - Less Creative Participants: 1%
  - Heavy Participants (4 or more panels): 6%

- **I’m retired**
  - Light Participants (2 or less panels): 5%
  - More Creative Participants: 5%
  - Less Creative Participants: 5%
  - Heavy Participants (4 or more panels): 0%

- **Rewards**
  - Light Participants (2 or less panels): 7%
  - More Creative Participants: 3%
  - Less Creative Participants: 0%
  - Heavy Participants (4 or more panels): 3%

- **Giving opinion**
  - Light Participants (2 or less panels): 6%
  - More Creative Participants: 6%
  - Less Creative Participants: 3%
  - Heavy Participants (4 or more panels): 3%

- **Learning about topics**
  - Light Participants (2 or less panels): 10%
  - More Creative Participants: 10%
  - Less Creative Participants: 0%
  - Heavy Participants (4 or more panels): 0%

- **Kill spare time**
  - Light Participants (2 or less panels): 10%
  - More Creative Participants: 10%
  - Less Creative Participants: 0%
  - Heavy Participants (4 or more panels): 0%

- **Make a difference**
  - Light Participants (2 or less panels): 151%
  - More Creative Participants: 71%
  - Less Creative Participants: 0%
  - Heavy Participants (4 or more panels): 25%

- **I’m retired**
  - Light Participants (2 or less panels): 20%
  - More Creative Participants: 20%
  - Less Creative Participants: 20%
  - Heavy Participants (4 or more panels): 20%
The journey to MR participation

While initially motivated monetarily, participating in market research studies proves to be more rewarding.

Hears from others that MR is a great way to make money

Search for research opportunities

Participation

Realization that participation offers more intrinsic benefits

* 44% got their start in MR through WOM *

“A friend of mine told me about it as a way to make extra money. To start off with I would just check craigslist a few times a week and apply to whatever studies were posted just to make a few extra bucks.” -Kevin

“[After I participated, I thought] ‘I am so cool - everyone needs my input!’” – John
What else does it do for them?

Tell me why you chose this one!

“Because I feel like I’m on top of the world. It’s in my nature to help people. So, I feel a great sense of accomplishment by doing market research studies.”

“Get to sometimes share feedback and learn from other participants.”

“Think that my responses help the company elevate their product.”

“Market research makes me feel accomplished like I have done my part to ensure a product is great.”

“This is when I enjoy a survey and feel valid and useful.”
Positive Experiences in MR

What They Like about Participating in MR

- **43%** Recommendations/Opinions (Net)
- **24%** Increasing Personal Information/Knowledge (Net)
- **20%** Entertainment (Net)

“**When I hear or see the product I reviewed, I feel a sense of accomplishment.**”
– Jennie

“**Market research to me is fun. It's an easy way to make a little extra money, and even if it doesn't pay money, it's still fun hearing others' opinions. It can really open your eyes to other people and their thoughts out there. Market research brings people together. We may not all have the same opinions but our opinions and thoughts are what keeps us and the economy going.**”
– Amity

Topics Found Most Interesting

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food or Beverages</td>
<td>49%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>34%</td>
</tr>
<tr>
<td>Beauty and Skincare</td>
<td>31%</td>
</tr>
<tr>
<td>Personal Care Products</td>
<td>23%</td>
</tr>
<tr>
<td>Electronics</td>
<td>18%</td>
</tr>
</tbody>
</table>

Total Respondents (N=794)
…But some negative ones

Have Ever Stopped Participating in an Online Survey Before Completing
Total Respondents (N=794)

<table>
<thead>
<tr>
<th>Reason</th>
<th>T2B - Very/Somewhat Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>66%</td>
<td>It takes much longer than you were told</td>
</tr>
<tr>
<td>59%</td>
<td>Asked for too much personal information</td>
</tr>
<tr>
<td>52%</td>
<td>Asked questions you feel are inappropriate</td>
</tr>
<tr>
<td>51%</td>
<td>The questions are too repetitive</td>
</tr>
<tr>
<td>46%</td>
<td>The incentive isn’t enough</td>
</tr>
<tr>
<td>46%</td>
<td>The topic is boring</td>
</tr>
</tbody>
</table>

“Sometimes I feel alone when I’m sharing my feedback. Like no one else thinks or feels the same as me. I’m all alone.”

“Anything more than 30 minutes is too much for a survey. And the pay should always be at the very least 10 cents per minute. Put an accurate estimate up of how long the study should take and for the love of god, please break up those repetitive bubble questions! Those things get depressing when it is nothing but those page after page.” –Chris
Meet John

“I am on the list of one research firm. They sent me more than 150 invitations (pre-qualification required) last year, many of them in the medical genre (their focus). Just looking at topic, I rarely reply to more than one or two a month.

Let down. Although this happened only once, it impacted me deeply. I showed up for the focus group; however, my answers to supplemental questions at the time caused me to be dismissed. I was paid, I know it does not affect future participation, but it leaves me wondering if I did something wrong. Let down. While the research company felt no obligation to me, I think the process would have been better served if I had gotten feedback.” -John
Meet Joni

“I like surveys with pictures, and large print. I like it when they are colorful. I prefer that they not be an hour. **Companies don't realize that people's attention spans are not for an hour.** I know sometimes they have to be repetitive, but that is tedious, so break it up, or at least put in a picture, or a sound. And I like when there is a line showing your progress. If I'm tired, but I see I'm more than halfway done, then I am more motivated.

And **always compensate for one's time.** Don't announce that we don't qualify after 30 minutes. That's abusive. And don't accidentally neglect to pay us or credit our account. If you're hi-tech to offer surveys, then be hi-tech enough to have no glitches and pay me. And if you say that the survey is going to be 20 minutes, then don't make it an hour. I know it can't be an exact estimate as some people go slower.

But that's not fair because **sometimes I choose shorter surveys when it's near bedtime** or if I have to go to work.” -Joni
“I usually try to participate when my little one is down for a nap. It fits into my day because when I would usually just be wasting time on social media or watching tv. It makes me feel like I am being productive instead of doing nothing in my free time I am being active.” –Tiffany, mom of an 8-month-old, Dawson, IL

“I do it when the kids are in school. If I get studies that are after school, my parents watch the kids so I can attend. I may have gigs every day or try to bunch them together to get them done on fewer days. I fill out a lot of surveys every day but it’s like a fishing net.” –Leah, mom of 2 boys, 7 and 10, San Jose, CA

“If it's research market survey, I try to do that on my day off which is Friday. If it's a survey, I usually do it late at night, about 11:00 P.M. after my night classes are done. I look for shorter surveys then because I am tired. On Fridays, my day off, I love to spend the morning or afternoon on surveys; I can do longer surveys then. It's a break from teaching. Surveys are good because I can do them on my time and schedule.” –Joni, English as a Second Language teacher, Florida
How can we make the experience better?

Improvement to online surveys

- Have demographics set so you don’t get turned away because of it: 89%
- Get bonus at the end if you were prompt in taking the survey: 88%
- Ensure a guaranteed incentive (e.g., no raffles): 84%
- Keep the time limit to less than 30 minutes: 84%
- Explain what the findings would be used for: 81%
- Make them more creative: 78%
- Add an extra game or puzzle to help break up the survey: 69%
- Add multimedia components (e.g., making videos): 62%
- Set it to music: 60%

“I have been stopped before for being disqualified sometimes it’s based on ethnicity, age, or gender. However I do not really think that is a fair reason to disqualify especially of they want a wide range of opinions.”

—Tiffany
Treat respondents as partners, not pawns

- Misleading about the time actually required of them
- Excessive recruitment/screening process with no incentive guarantee
- Being in the dark as to why their participation is important
- Long, boring, non-interactive instruments

✓ Feeling their time is valued and respected
✓ Understanding why they may have been disqualified
✓ Feeling invested in the project – having a reason to care
Our Recommendations

- Re-think screening
- Treat respondents like people
- Embrace engaging ideas
Thank You!