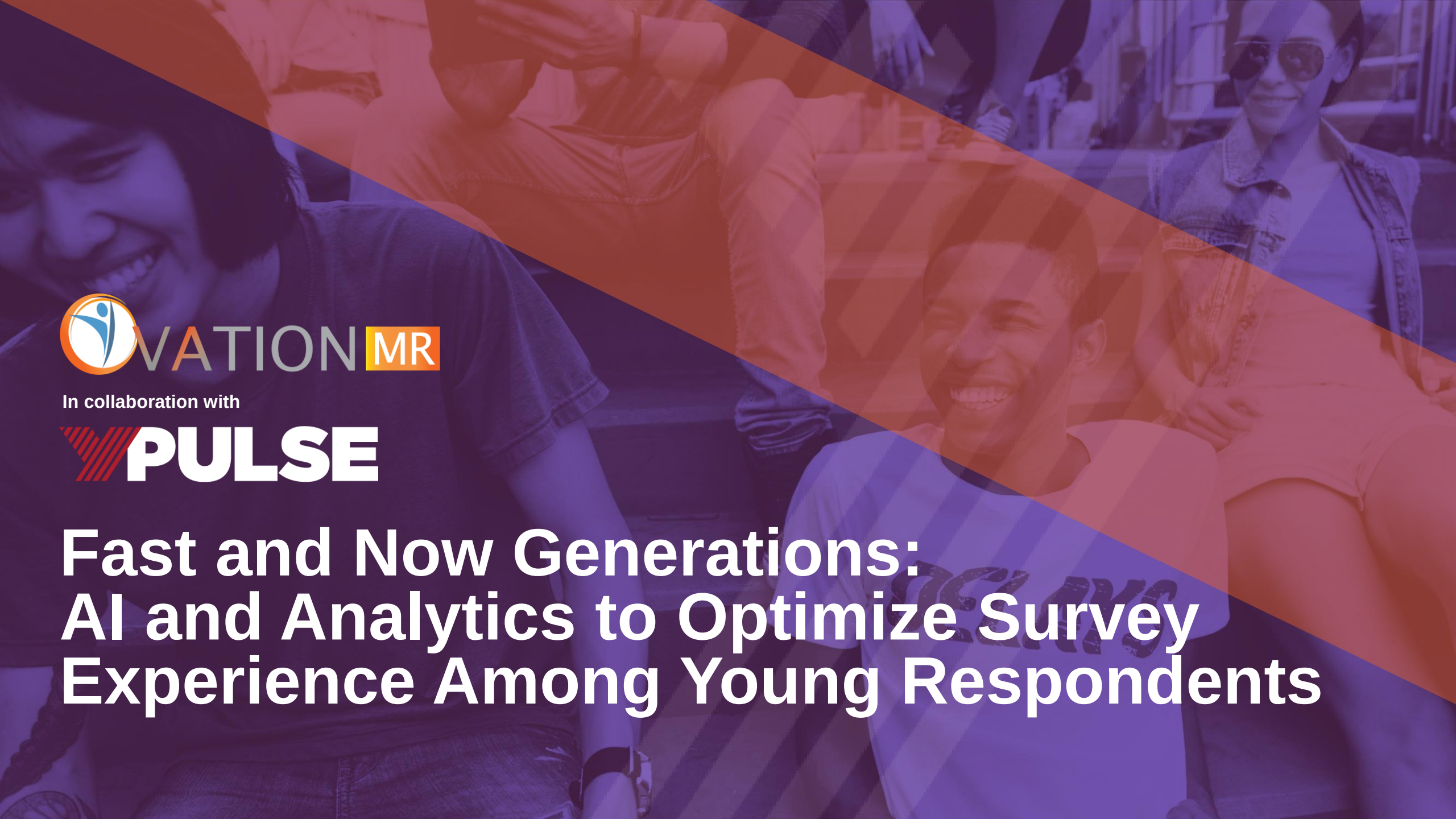
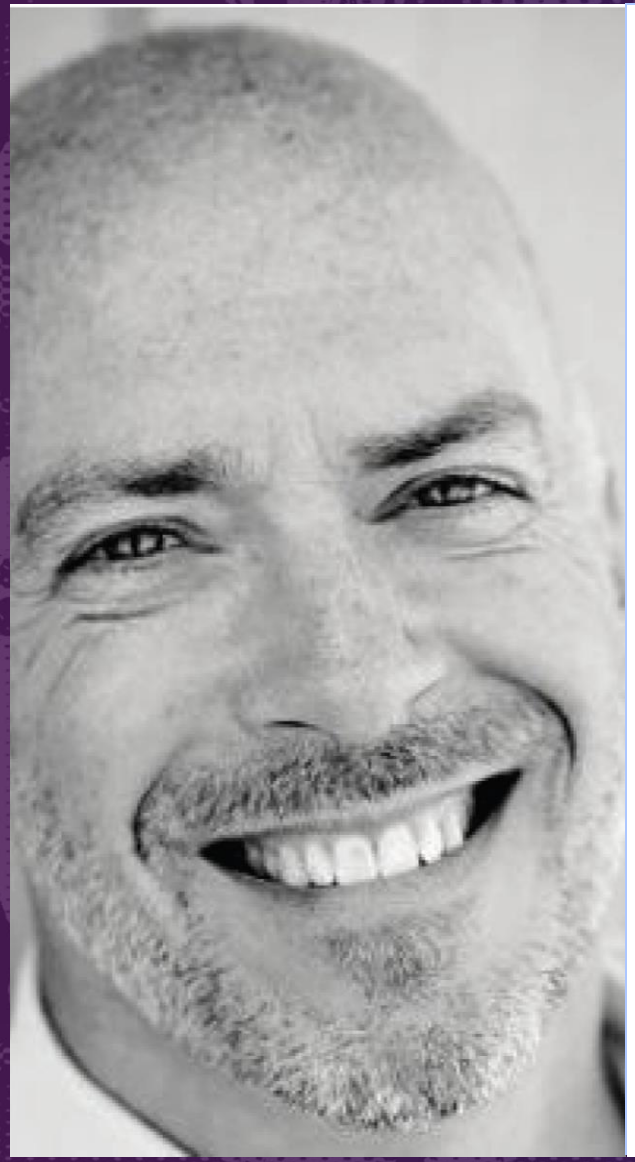


VATION MR

In collaboration with

PULSE

Fast and Now Generations: AI and Analytics to Optimize Survey Experience Among Young Respondents



SPEAKERS

Dan Coates
President - YPULSE

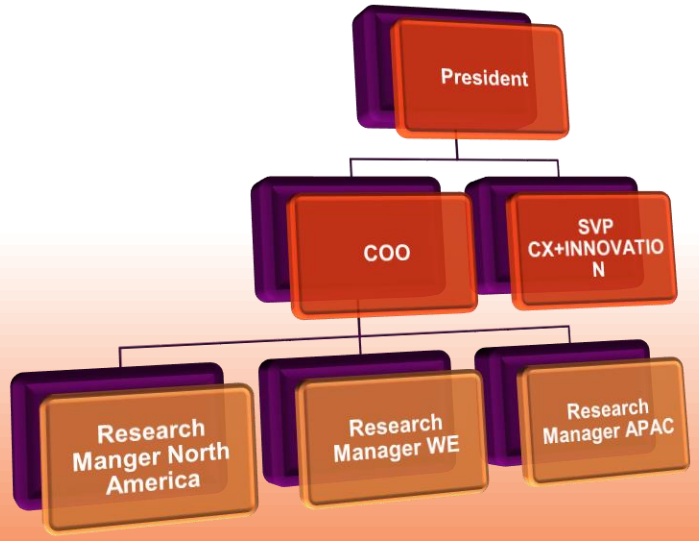
Jenn Whaley
CCO - OvationMR

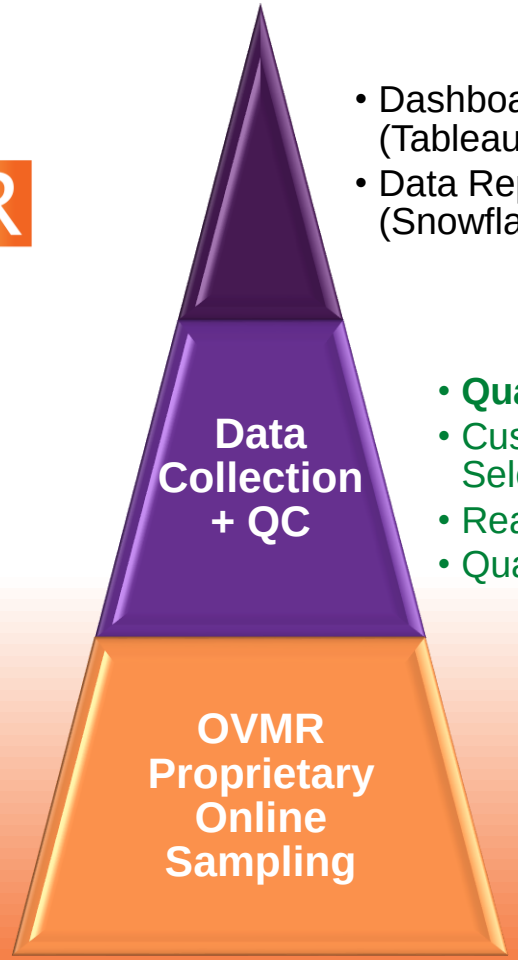
What you'll learn today

- Methodology & Management
- Why should you listen to what we have to say?
- Overall context for young respondents
- Recommendations on survey duration
- Long-term solutions to engaging young consumers
- How AI can optimize short term & long term research needs

Partnership Lens View – Organization Support and Tech Stack

OVATION MR

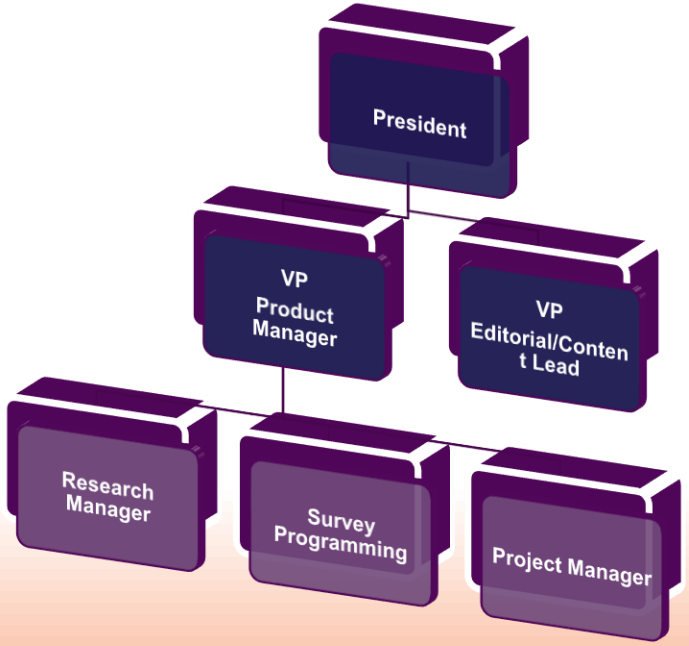




- Dashboards (Tableau®)
- Data Repository (Snowflake®)

- **Qualtrics®**
- Custom Module Selector Call
- RealAnswer®
- QualityScore®

- **Sample Ninja®**
- **Legacy**
- **Custom Blended API Supply**



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Sampling Methodology Matters

Diversity in Audience Sourcing

- Social Media
- Gaming/Entertainment/App Partnership
- API

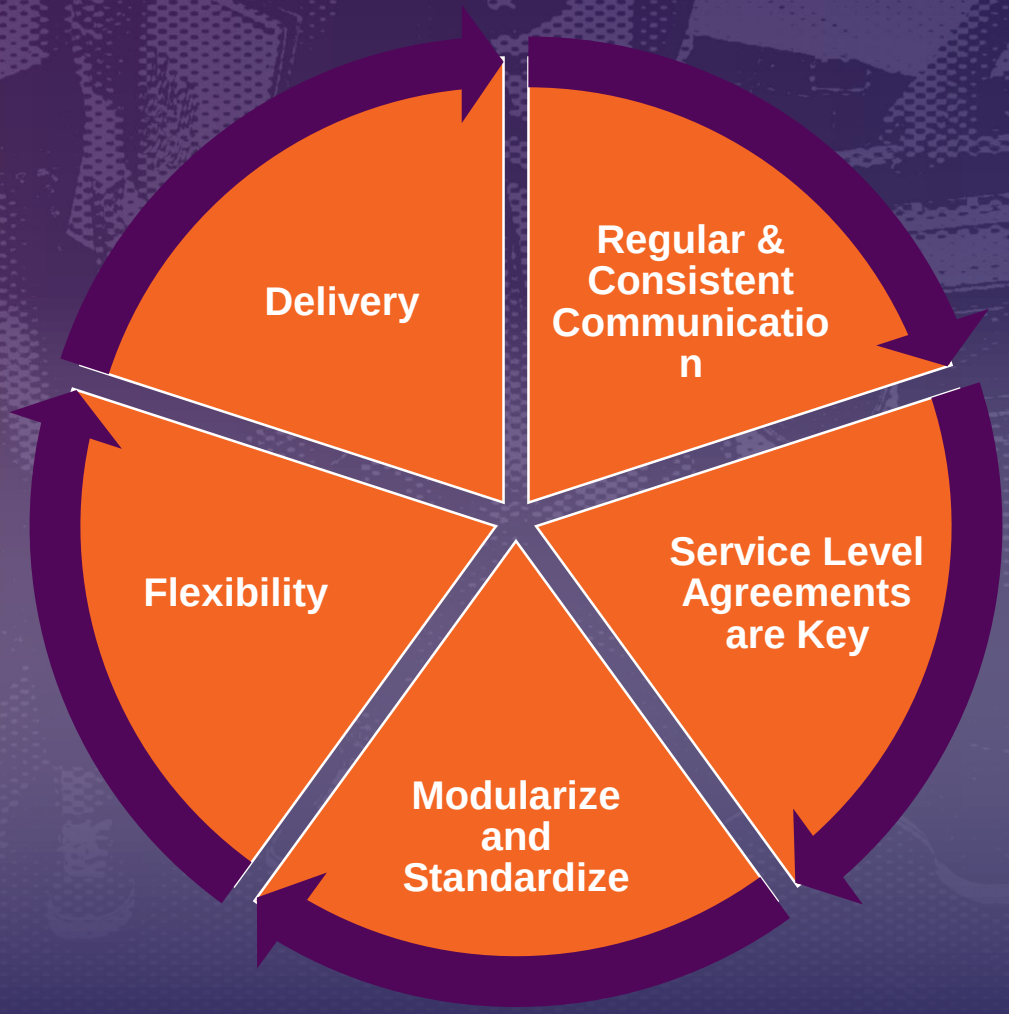
Multi Step Validation

- Double Opt In
- Detailed profiling
- Verification tools & checks

Long term Engagement

- Continued top-of-mind activities
- Motivating incentives
- Re-validation/profile updates

Partnership Key Success Factors



PULSE

OVATIONMR

Our mission is to do the work

to expand opportunities for researchers, they believe in and can stand behind, for their company, their community and their cause.

We deliver real insight-rich data at the best value in the marketplace.

Its Simple.

YPulse is the global authority on Gen Z and Millennial consumers.

VATION MR

Helps support their audience needs and management.

Providing a single stream of data and insights on the trends, behaviors, and brands shaping young people's lives, that includes …

+ Daily Articles
+ Weekly Reports
+ Behavioral & Trend Data
+ Brand Tracking
+ Spending Tracking
+ Custom Research

Conducting over 400,000 interviews annually … across 7 countries (with more to follow)

2018-2021

US Only

N=114,000 annual interviews

Published 60+ reports

Data delivery via Tableau

2022-2023

- North America + Western Europe
- 7 Countries (US, CA, UK, FR, DE, IT, ES)
- N=400,000 annual interviews
- Published 120+ reports
- Data delivery via Tableau
- Data delivery via API
- Predictive Analytics to show not only what happened, by also what will happen next

2024-2026

- North America + Western Europe + APAC + South America + Eastern Europe + Middle East & Africa
- 30 Countries
- N=1,200,000 annual interviews
- Publish 360+ reports
- Data delivery via Tableau
- Data delivery via API
- Generative AI Capabilities

Their Context

THE WHY BEHIND THE WHAT

On-Demand Expectations

Teens and young adults have come to expect convenience from companies as more and more products and services become available at the click of a button (or just via scheduled delivery). Their bar for instant gratification is high, and companies have to keep up.

Time-Less

The most anxious, stressed generations are starved for time as they juggle everything from extracurricular activities (as teens) to demanding jobs (as they enter adulthood). They react to their hectic lives with stress, and want brands to do everything they can to ease their anxiety by taking some tasks off their overloaded plates.

Source: YPulse Syndicated Research

74%

67% 13-17
77% 18-39

of 13-39-year-olds agree:
“I get very frustrated by things that waste my time”

Source: YPulse Syndicated Research

Young consumers don't just *want* time-saving services, they *expect* them. **They are 8% less likely to agree that "there is never enough time in the day"** because more are using convenient solutions that carve out extra time in their schedules, from food delivery to banking apps to virtual assistants.

However, we can see by how much more likely they are to become frustrated when brands fail to meet their expectations.

Source: YPulse Syndicated Research

15%

of 13-39-year-old males agree: "I don't need to be patient"

compared to 5%

of 13-39-year-old females

Males are more likely to believe that modern advances in technology means patience no longer has to be a virtue for them. Earlier, when we asked Millennials, "Which of the following have you done to save time," males were more likely to have experimented with new time-saving methods than females in almost every category.

Source: YPulse Syndicated Research

43%

of 13-39-year-old males agree: "With all of the technological advances today I shouldn't have to do mundane tasks"

compared to 32%

of 13-39-year-old females

Survey Duration Recommendations

YPulse Syndicated Survey Analysis

(Sept 2009 to Dec 2015)

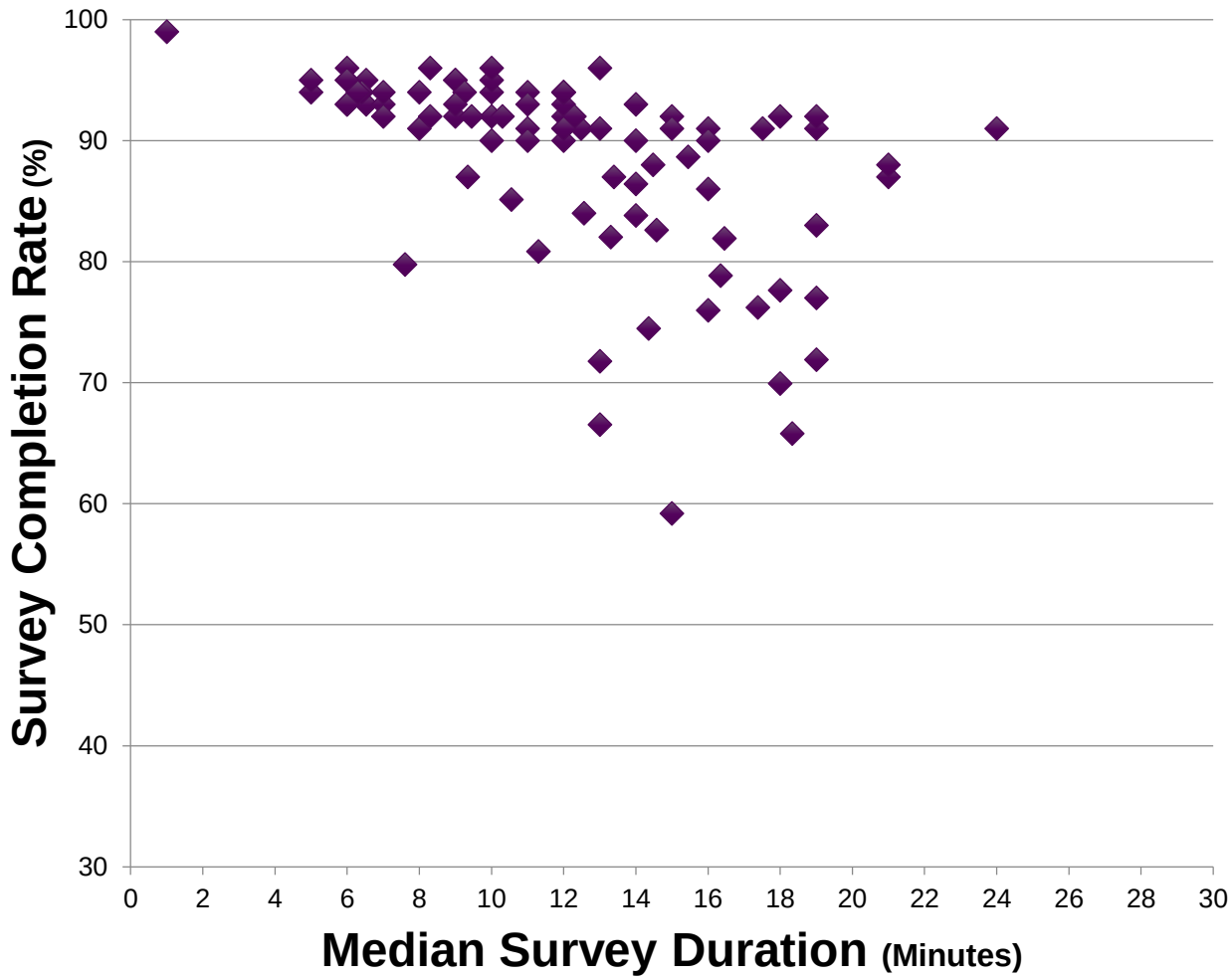
In February 2016, we analyzed 84 syndicated research projects that we had conducted among participants aged 13-33

- Number of projects: 84
- Median Survey Duration: 12 minutes
- Average completion rate: 89%
- Percent Mobile: < 50%

Our guidance at that time was:

- Survey Duration Target = 12 minutes
- Start thinking about mobile design
- Reduce, re-use, re-cycle

See: *https://www.quirks.com/articles/the-impact-of-survey-duration-on-completion-rates-among-millennial-respondents*



YPulse Syndicated Survey Analysis

(Jan 2016 to Dec 2020)

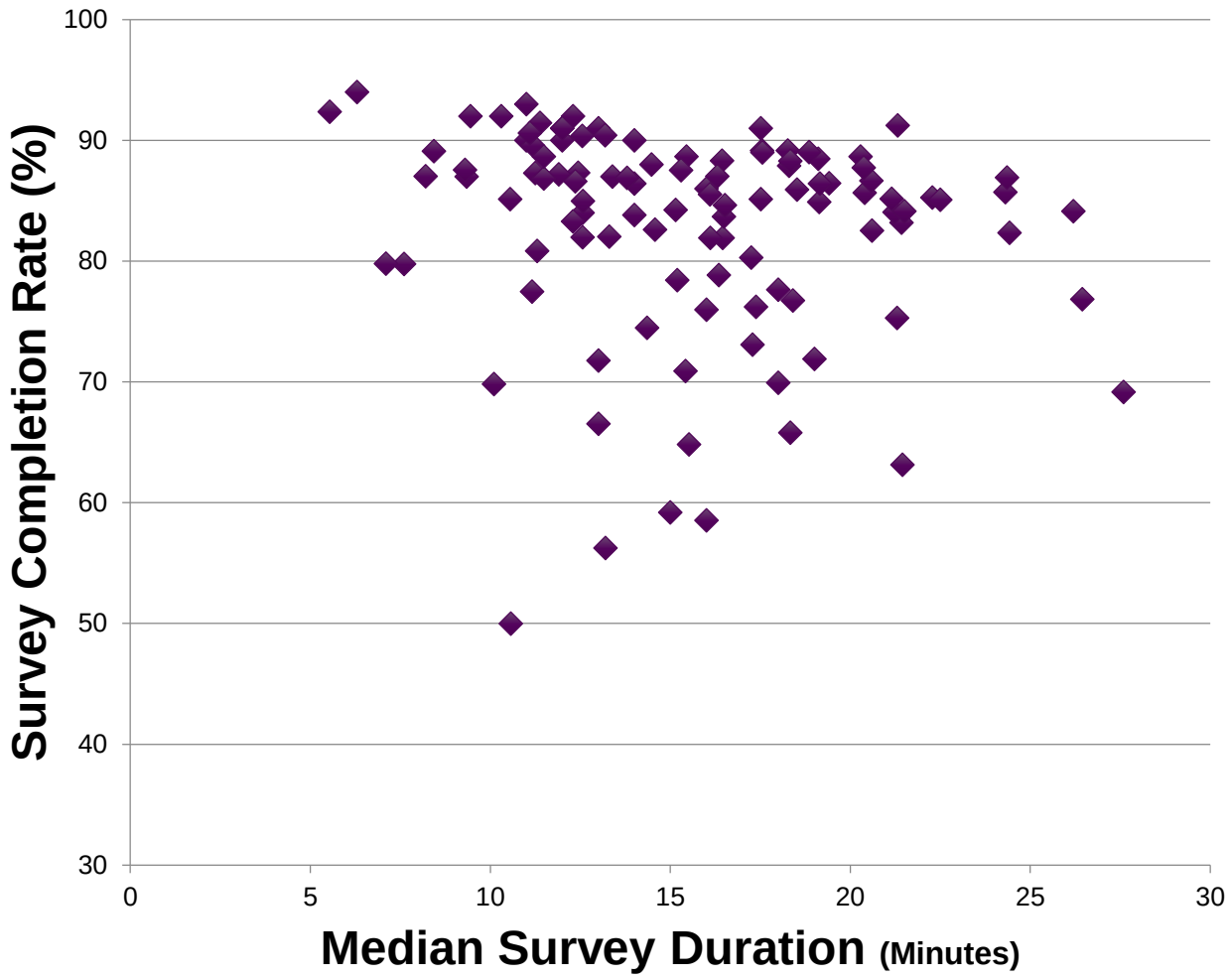
In January 2021, we analyzed 101 syndicated research projects that we had conducted among participants aged 13-35

- Number of projects: 101
- Median Survey Duration: 15 minutes
- Average completion rate: 74%
- Percent Mobile: 85%

Our guidance at that time was:

- Survey Duration Target = 10-12 minutes
- Design for mobile participation
- Reduce, re-use, re-cycle

See: *https://www.quirks.com/articles/survey-duration-and-the-impact-on-completion-rates-among-young-respondents*



YPulse Syndicated Survey Analysis

(Dec 2021 to Dec 2022)

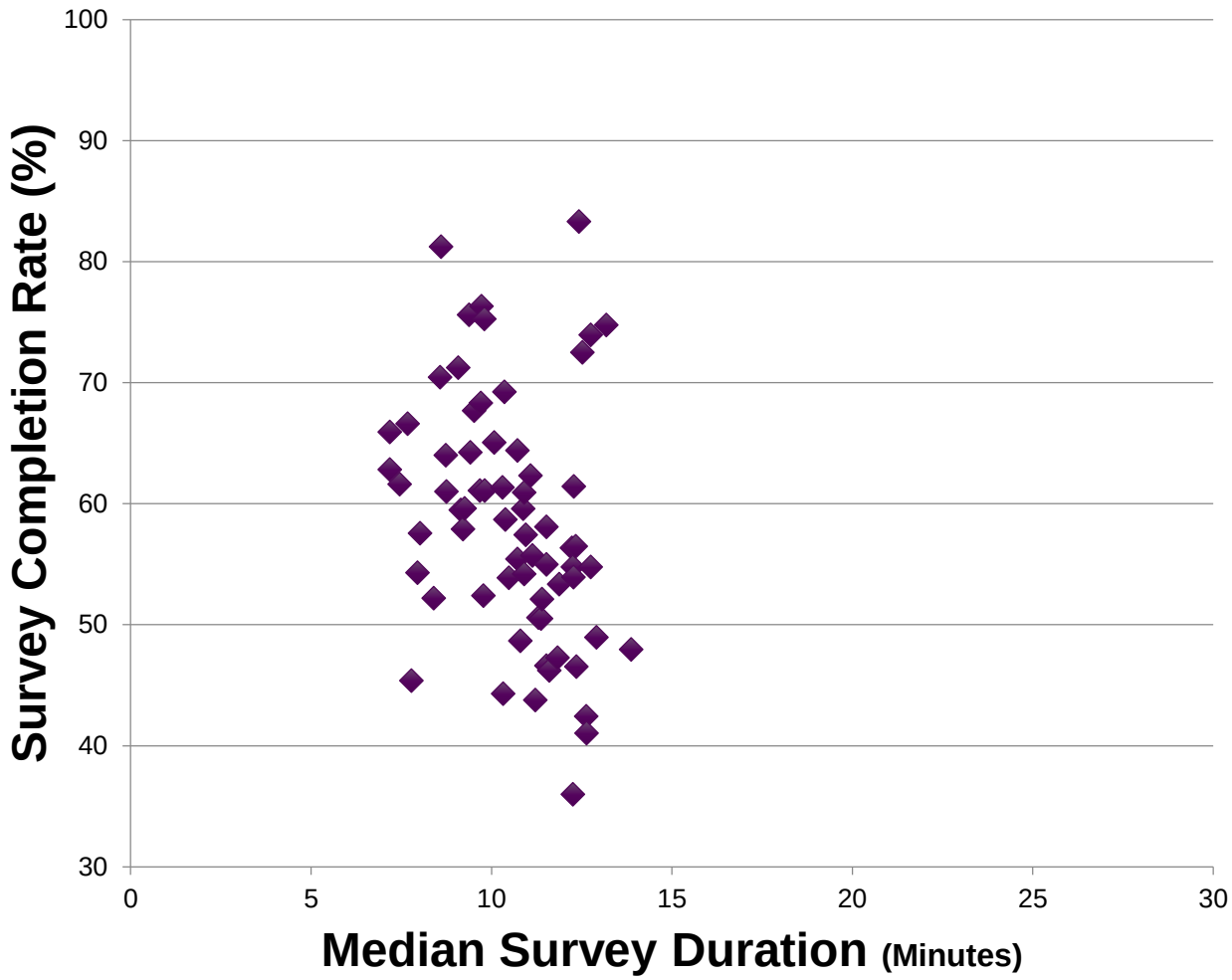
In May 2023, we analyzed syndicated research projects that we had conducted among participants aged 13-39

- Number of projects: 66
- Median Survey Duration: 10.5 minutes
- Average completion rate: 59%
- Percent Mobile: 86%

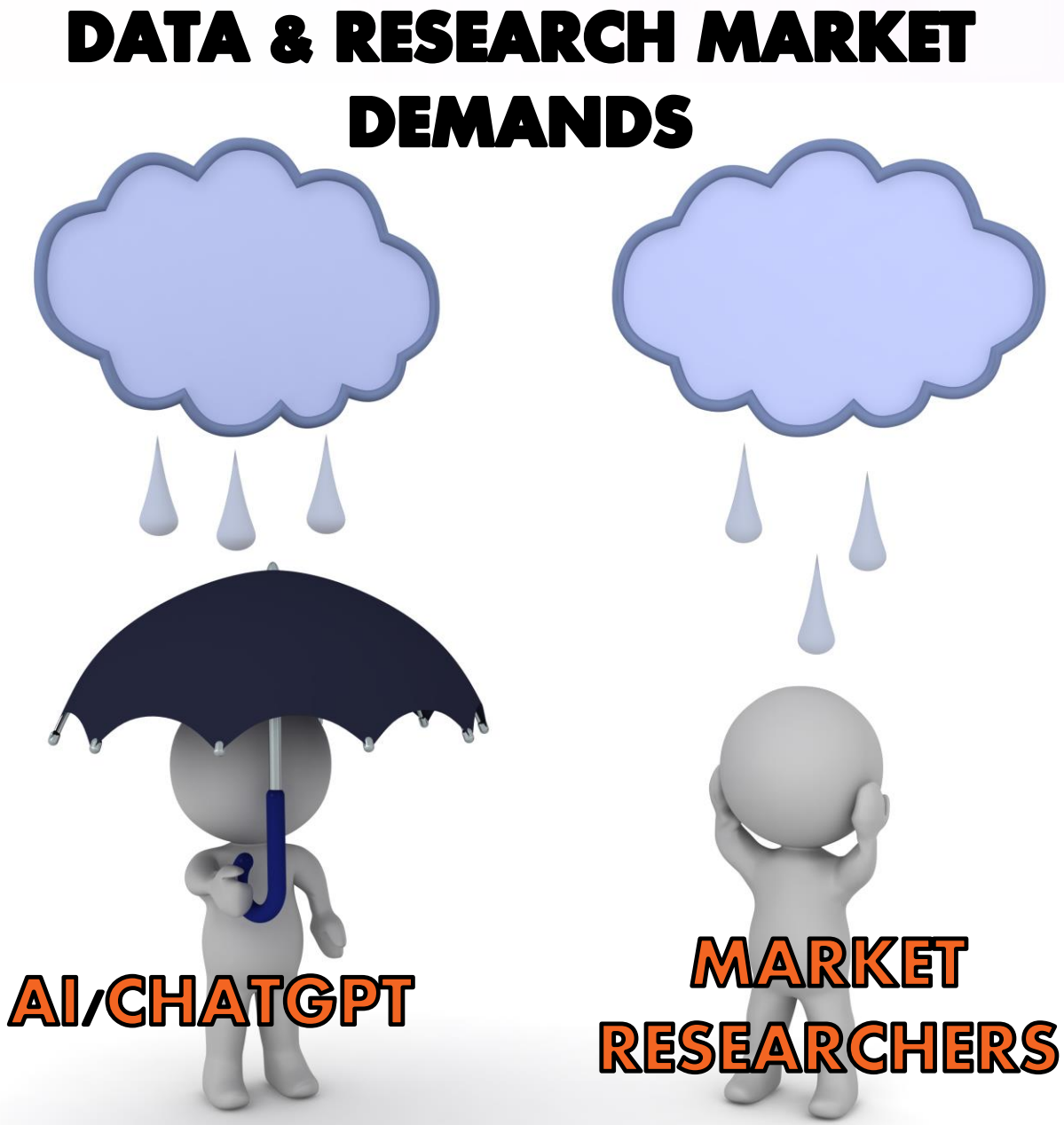
Our guidance now is:

- Keep survey duration under 10 minutes
- Design for mobile participation
- Reduce, re-use, re-cycle

Stay tuned for our next Quirk's article on survey duration and young respondents.



Long-term Solutions



AI Perception In Market Research

Improving Outcomes/Efficiencies

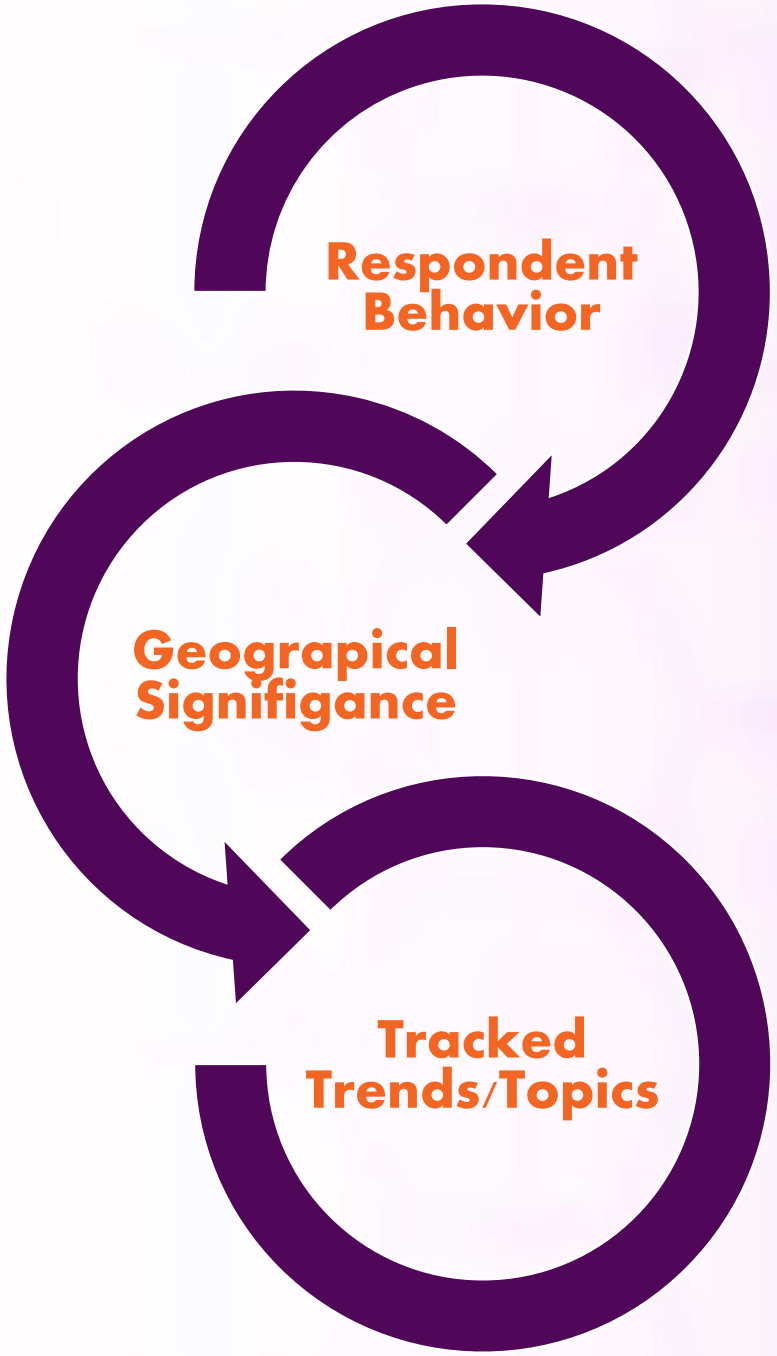
AI Predictive Modeling can be used to determine

Seasonality

Optimal Engagement (Survey Length)

Topics/Trends

Fatigue Points



Seasonality, Topics & Trends

When is the optimal time to engage with a respondent?

- Enrollment/Educational trends/timing
- Sports/Entertainment
- Political/Social impacts/news

How does geography impact participation in research based on timing/topics/trends?

- News/Media consumption
- Market availability
- Topic Perception
- Optimal Engagement

Optimal Engagement: Survey Length & Fatigue Points

Use guidance from subject matter experts (Ypulse) on best practices based on

- Longitudinal Trends & Syndicated Research Data that is verified
- Expertise in a particular category/field
- Audience-First research approaches/methodologies

Source from platforms/providers who use AI as a tool to track/record/predict

- How and where respondents drop off/disengage
- Optimal survey length as a function of the respondent type, rather than general best practice
- Utilize AI to optimize/improve experiences, rather than replace the human component

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THANK YOU!
any questions?