America's Most

WANTED

Addressing Current Challenges in Market Research

Data collection

The data collection landscape has changed

Quantitative market research sampling and data collection has become increasingly difficult in recent years.

This is true for research sourced through panel or through customer/contact lists and for all audiences, and is felt **especially strongly for B2B audiences**.

What is driving the trend?

1 **Challenges with List Reliability**

- Stronger filters and firewalls
- Recipient skepticism
- Tightening regulations
- Overabundance of emails
- Less email use

= Crashing response rates

2 **Challenges with Panel Reliability**

- Scammers/liars
- Bots/AI
- Disengaged respondents
- Overly long/complex surveys

= Lower feasibility and data quality

These issues are compounded when dealing with traditionally hard-to-reach audiences.

So what can you do about it?

We don't have a "cure"…but we will share some strategies and best practices

Leverage qualitative methodologies

Qualitative research provides depth of content and can often answer research questions and uncover insights...and you can be sure respondents are who they say they are.

Utilize strategically smaller base sizes

Have realistic expectations for feasible base sizes.

Smaller bases sizes are still statistically viable for projection but may be more realistic.

Remember that larger sample sizes can sometimes mean lower data quality.

Use branded research when possible

Open rates are significantly higher for branded campaigns.

The impact is even stronger for B2B audiences and in situations where client domains can be leveraged.

Remember to stay compliant

As SPAM regulations continue to tighten, researchers walk a fine line between compliance and the effectiveness of their email campaigns.

Best Practices Include:

- Using lists where respondents opted in or have a reasonable expectation to be contacted

- Optimizing email/invite language

- Allowing recipients the option to know where you got their email

- Giving the option to opt-out

Publicly available lists are a grey area.

Read carefully to find bots and scammers

Bots and scam respondents are prevalent among all panels and have gotten extremely difficult to detect.

Responses are increasingly plausible, and even verbatim comments are often nuanced and on-topic.

Sort and read every verbatim

9

Utilize verified, quality panel partners (especially for B2B)

Although significantly more expensive, partners that have access to verified panel (e.g., through LinkedIn, professional licensing lookups, ID requirements, phone verification, etc.) often yield significantly better data quality.

Often you **get what you pay for**, especially for B2B audiences.

Questionnaire design

Implement ways to check data quality into your questionnaire

- Always include at least one open-end, whether you "need" it or not

- "Select all" screening question

- Age in the screener and birth year at the end

- Attention checks

Clean, clean, and clean again

Backend data cleaning has always been an integral part of the fielding process, but it has never been more important to set processes in place to ensure your responses and panel research data are legitimate.

Gen Z are far less likely to join research panels

Compared with previous generations, Gen Z consumers and B2B professionals are **significantly underrepresented** on most major research panels.
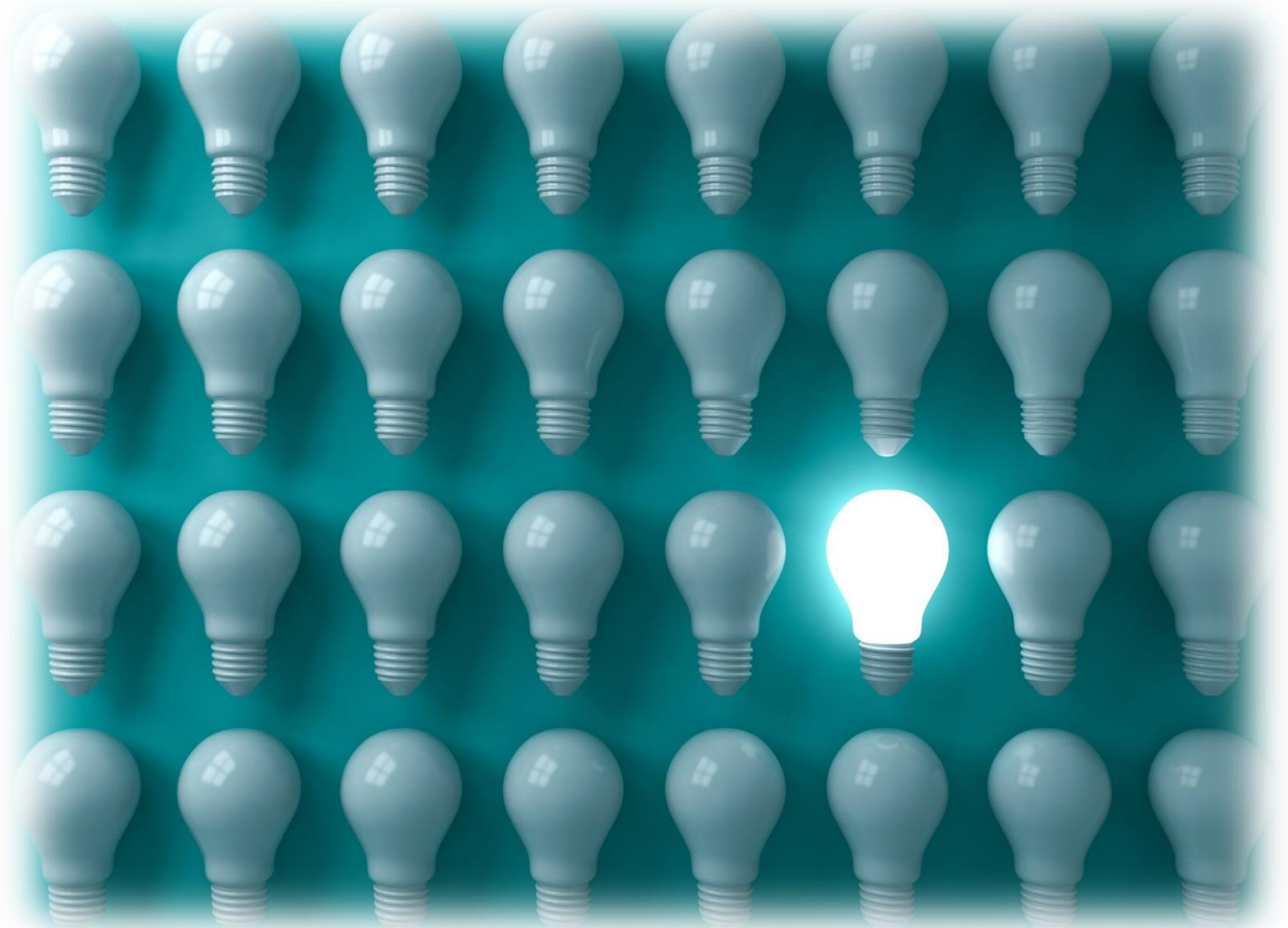
What are you doing?

We need to work together to keep our industry a source of effective and credible data and insights.

What are some of the ways you are combatting issues with quantitative data collection and data quality?

Want to discuss further?

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