



# Re:think

March  
17-20  
2013

UNPARALLELED KNOWLEDGE • UNPARALLELED NETWORKING



#rethink13

Presented by  
ADVERTISING RESEARCH FOUNDATION

**ARF** **Re:think** 2013  
UNPARALLELED KNOWLEDGE • UNPARALLELED NETWORKING

March 17–20, 2013  
Marriott Marquis • New York City

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**ARF** **ADVERTISING  
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# The ARF Foundations of Quality 2.0 Initiative



**Don Gloeckler**

EVP & Chief Research Officer,  
ARF



# Get excited about...

A research technique:

- ◆ \$9 billion a year
- ◆ 40% of all survey research
- ◆ Is growing



# What is it?



What is it?

# Online Survey Research!



# The demise of survey research?

**For the foreseeable future,  
online survey research  
will continue to fuel many  
business decisions**



Shouldn't we continue to care?



Shouldn't we continue to care?

**YES!**



# Foundations of Quality

- ◆ Different panels produced different results
- ◆ Panels varied:
  - Panelist tenure
  - Demographics
  - Recruiting methods
  - Incentives
- ◆ Weighting & balancing couldn't fix the differences



# Foundations of Quality 2

- ◆ Study drivers of online research quality
- ◆ Propose and implement actionable solutions
- ◆ Recommend policies to identify and use on-line sample sources
- ◆ Educate the industry and promote best practices



# Foundations of Quality 2

- ◆ Sample sources
- ◆ Selection procedures
- ◆ Routers
- ◆ Identity verification
- ◆ Motivation & incentives
- ◆ Undesired survey behavior
- ◆ Survey frequency
- ◆ Weighting



# Foundations of Quality 2

- ◆ 12 research buyers
- ◆ 23 research suppliers
- ◆ Volunteers
- ◆ 75,000 completes

# Smartphone Survey-takers

Over 2,000 respondents took the survey on a smartphone - slightly more on a tablet.

- » This is the way they access the Internet
- » Younger, less well-off, more stressed

Proportion who completed the survey in a single session was the same

They enjoyed taking the survey at the same level as those taking it on a PC or tablet



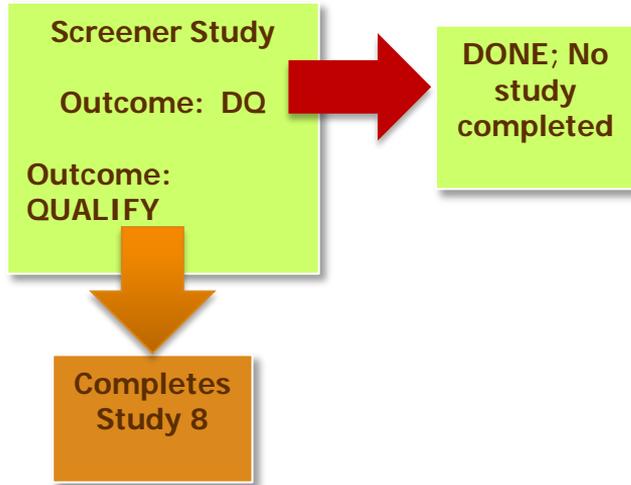


# Sample Routers

- ◆ Use of sample routers growing
- ◆ Routers are evolving and not well understood by clients
- ◆ FOQ 2 can assess impact, benefits and risks

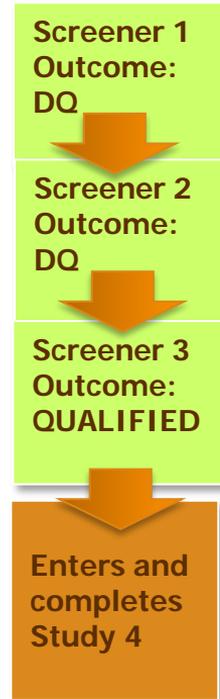
# Router Research Design: Overview of Sampling Approaches

## Non-router

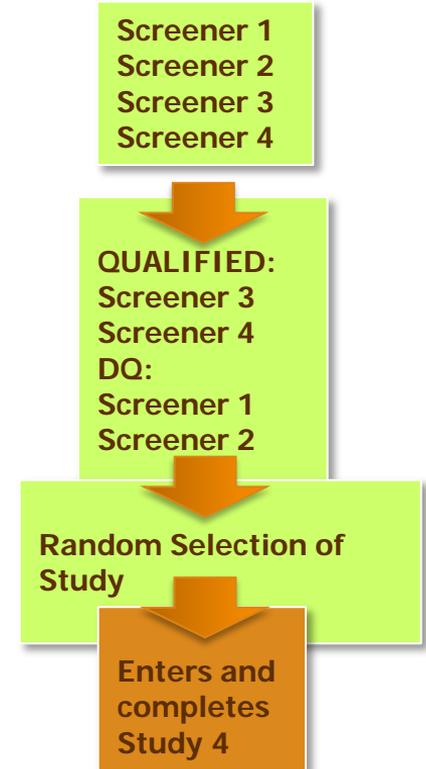


*...and so on for each individual study*

## Serial router

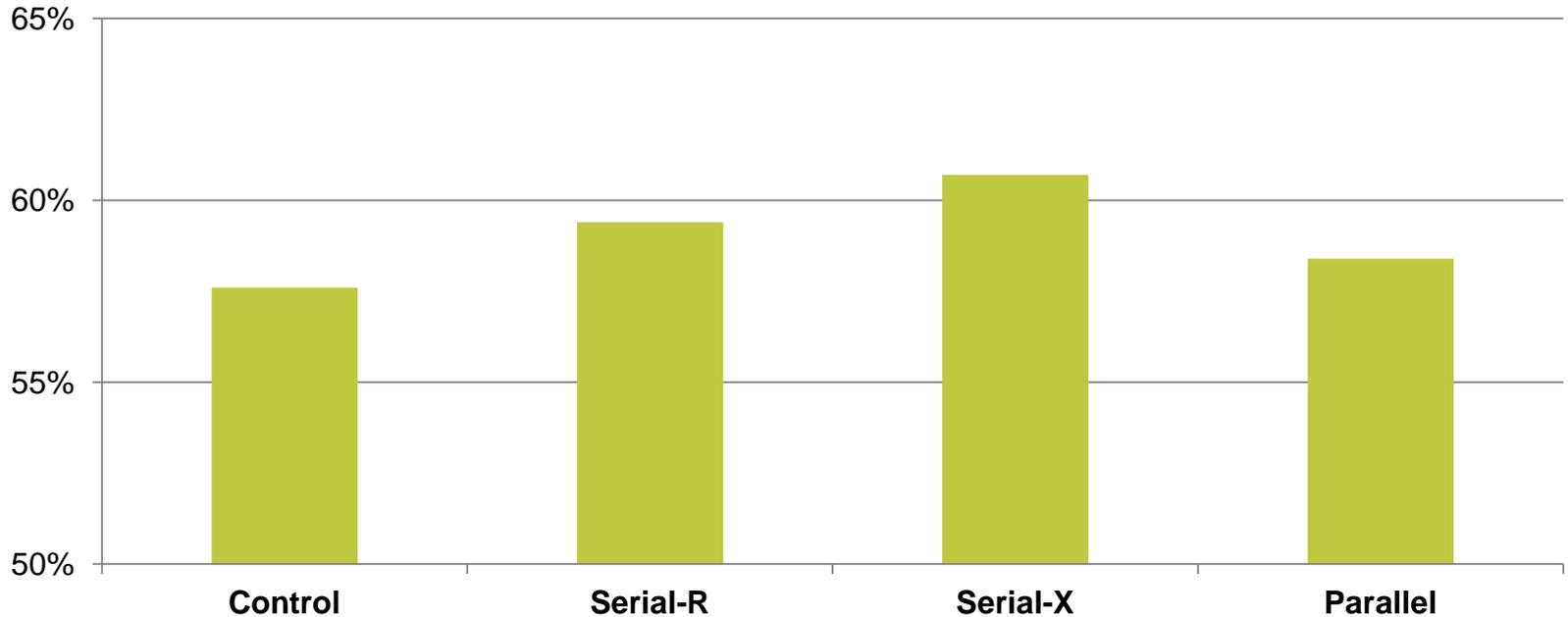


## Parallel router



# Router Effects Appear Small & Variable

How satisfied with your life? "Satisfied"





# Panel & River Sample

FOQ2 included panel and river sample

River sample results comparable to panel sample results



# ARF FOQ 2 Industry Benefits

## Short-term Benefits

- ◆ Common understanding, focus and terminology
- ◆ “Appropriate practices”

## Longer-term Benefits

- ◆ Quality metrics and practices
- ◆ Tools for survey approaches:
  - Reduce bias
  - Better match research design with research needs
  - Better align research price and value



**“Fitting the Pieces of the Quality Puzzle Together ”**

**FoQ2 Panel Discussion**

**Tuesday, March 19**

**3:35 pm**

**Insights Zone, 5th Floor**



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