Global Patterns in Panel Research

By

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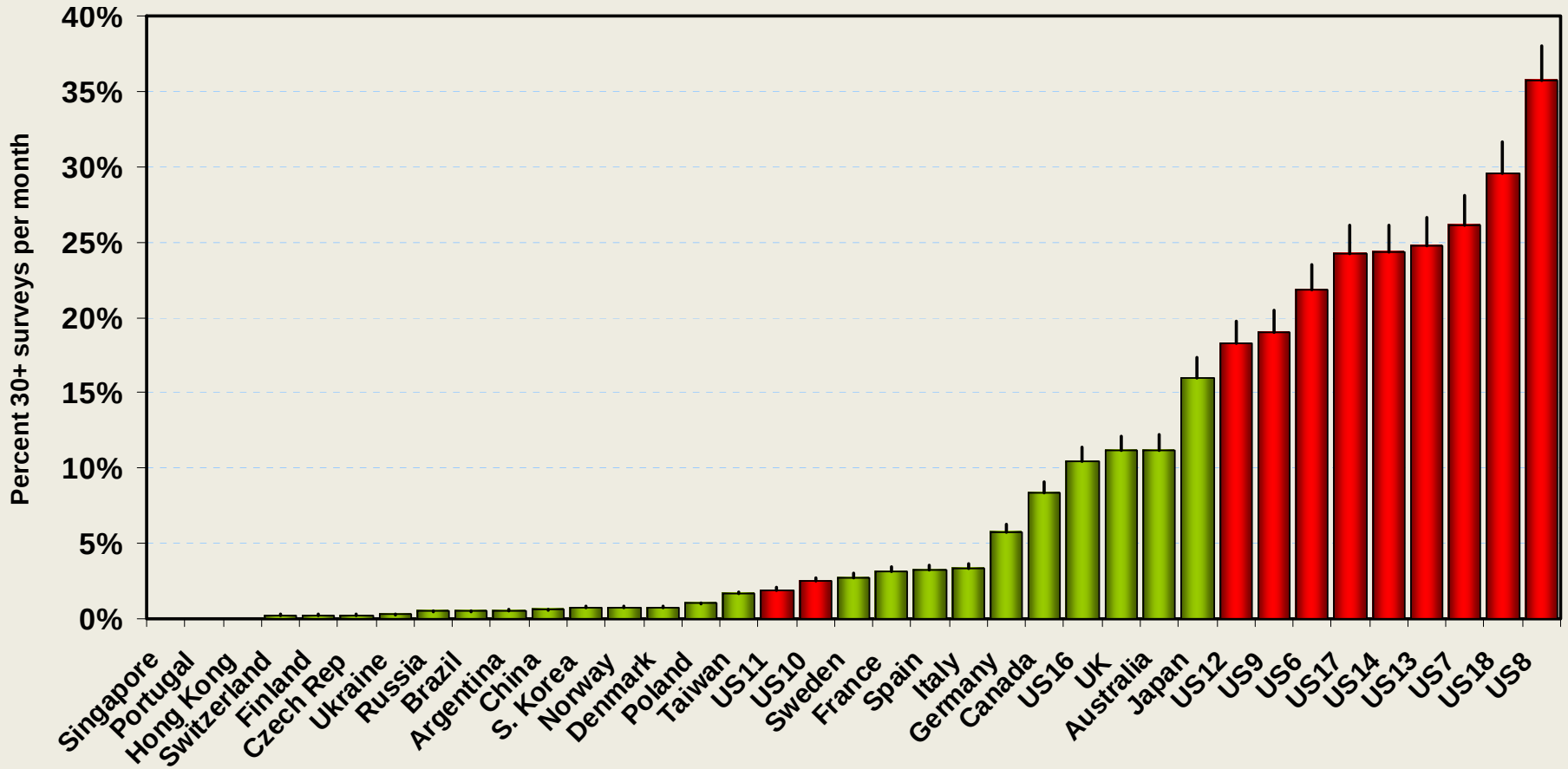
Methods

- **Compared 17 U.S. panels and 25 global panels**
- **Selected demographic quotas (age, income, gender, ethnicity) were used to simulate census.**
- **Median length was 15 minutes.**
- **Questions covered: Technology and the media, Participation in market research, Buyer Behavior, Values and lifestyle, Demographics, Questionnaire Satisfaction.**

Respondent Types

- **Professional Respondents fall into four categories:**
  - **(1) Self report taking on-line Surveys "practically every day".**
  - **(2) Self report (open ended) taking over 30 online surveys "in the past month".**
  - **(3) Multiple panel membership ≥ 5 panels.**
  - **(4) Respondent panel tenure.**

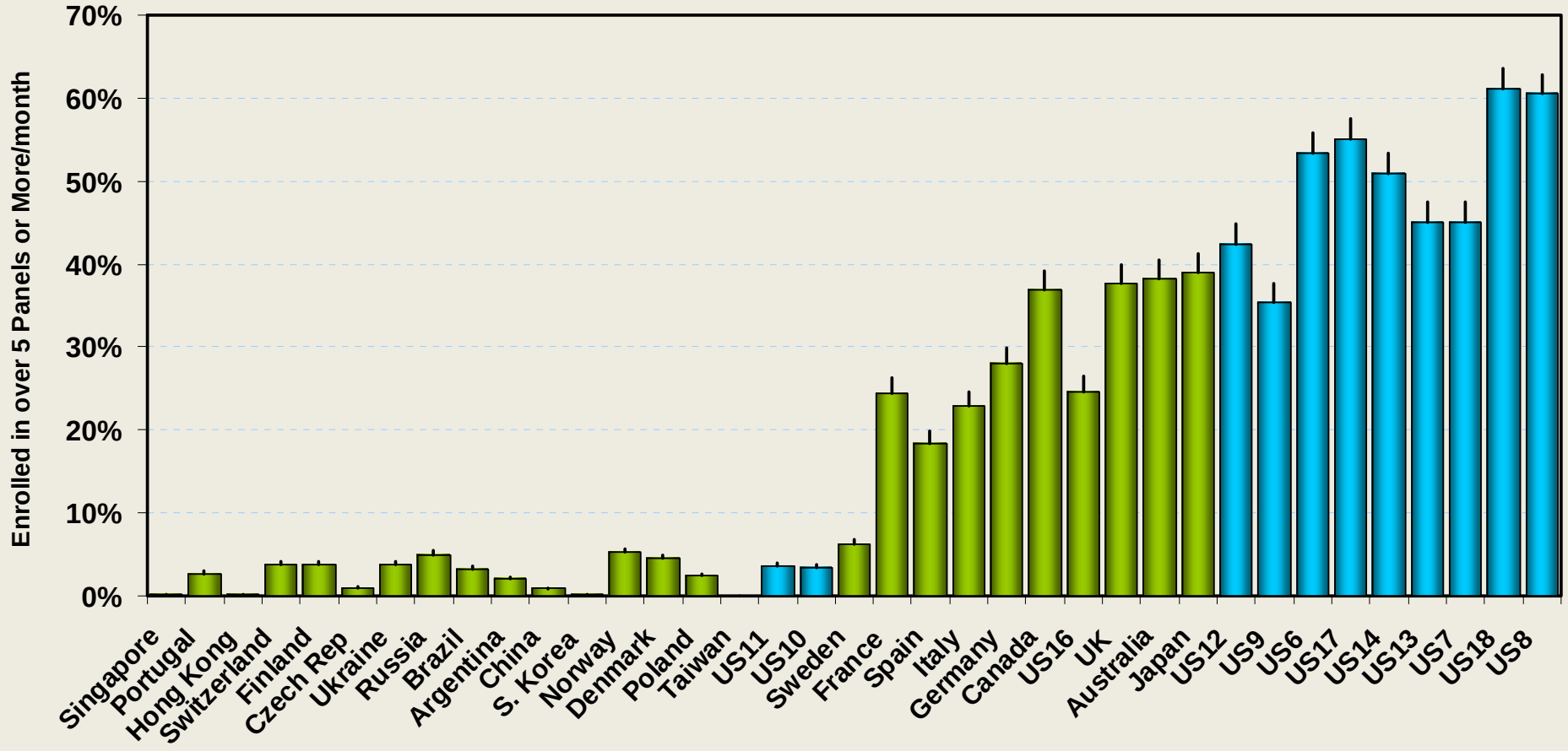
Percent Respondents Doing More than 30 Surveys/Month



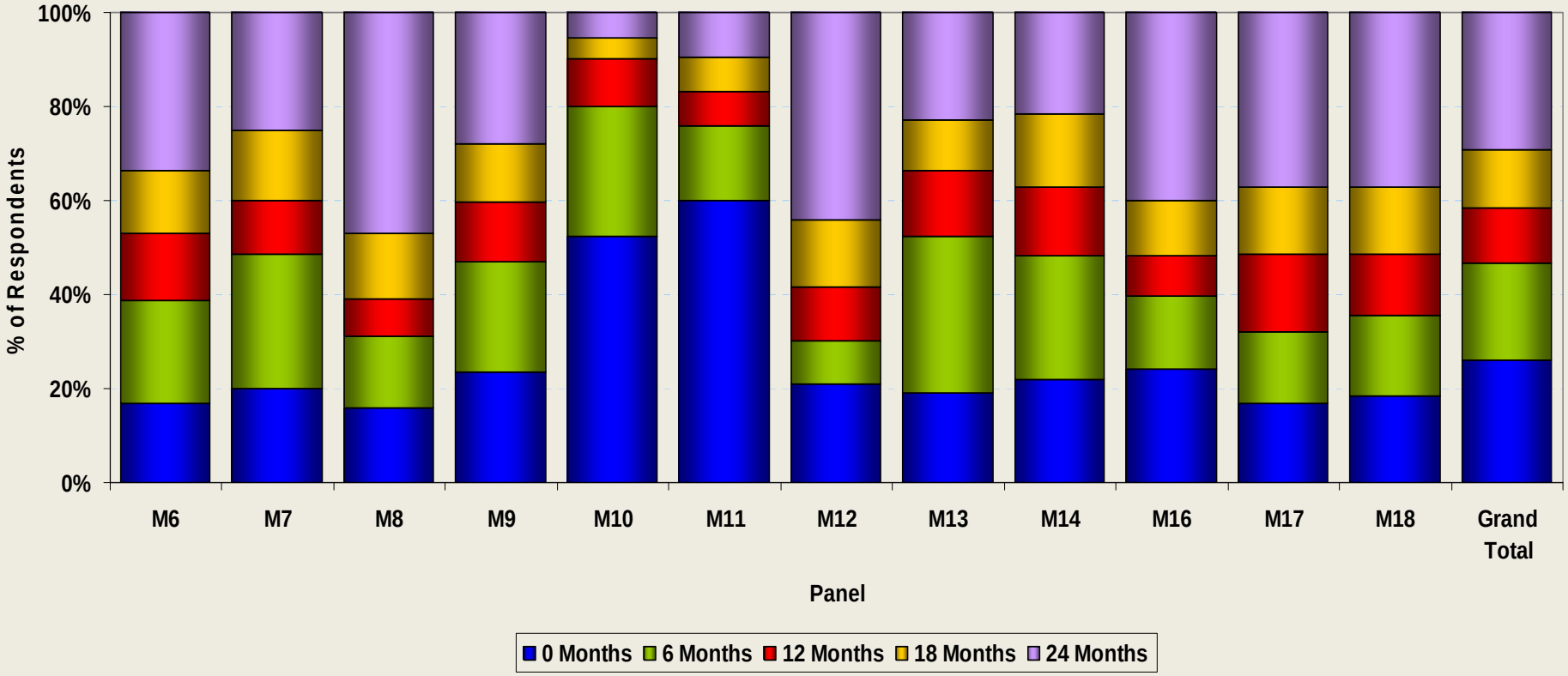
US11=River
US10= Social Network

Red = US Panels Green = International Panels

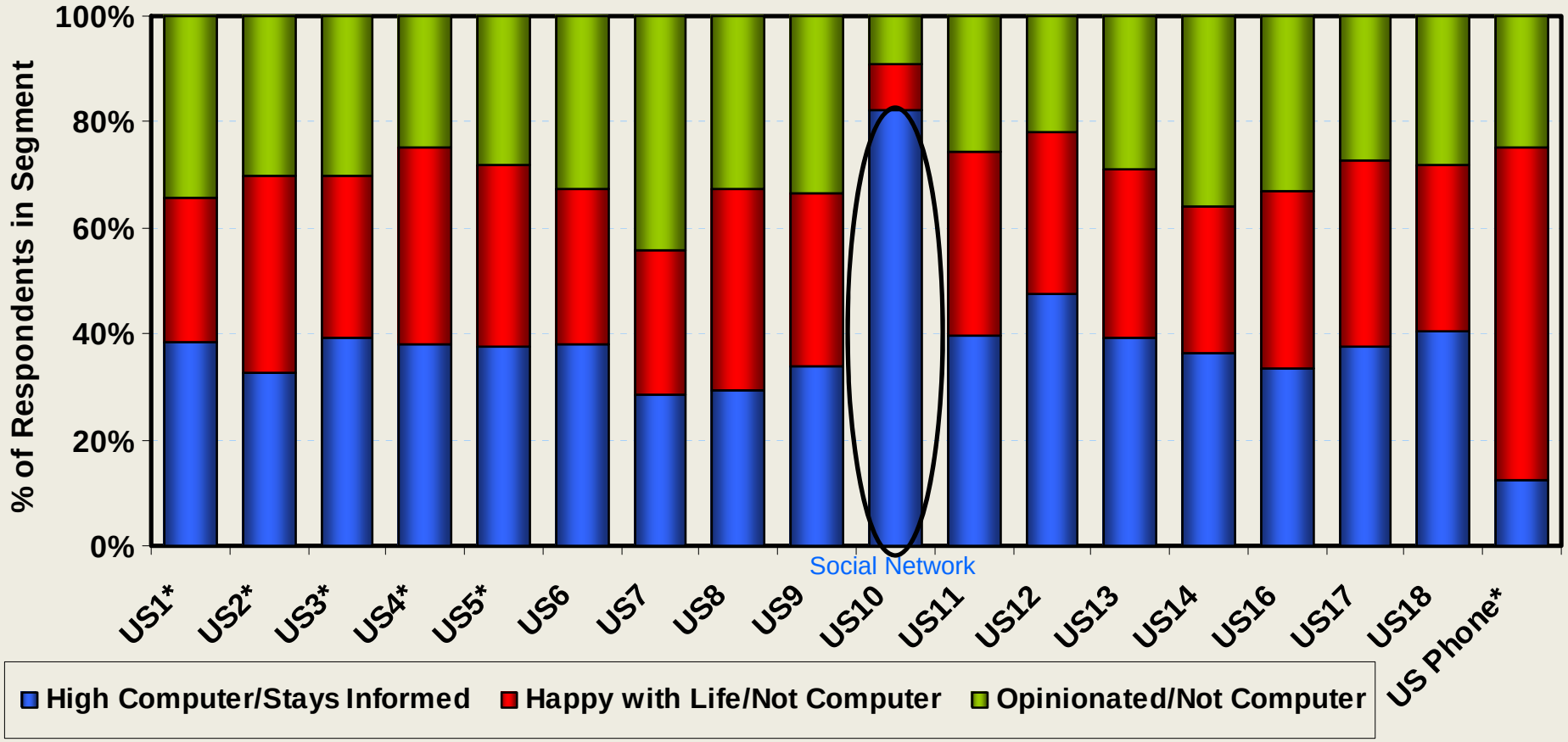
Percent Respondents Enrolled in > 4 Panels



Max Age on Panel by Panel in the U.S.

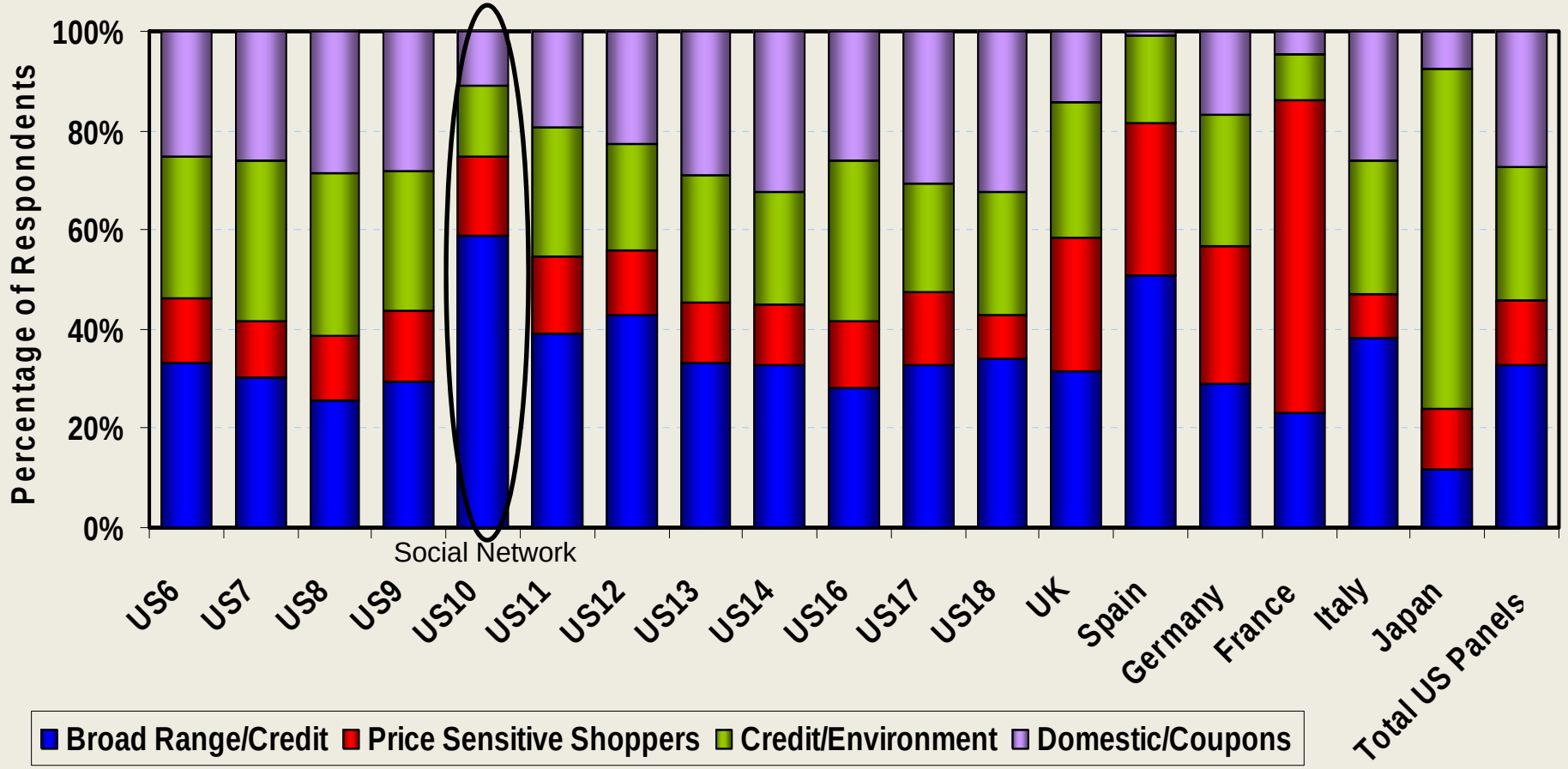


US Sociographic segment distribution by panel and phone.

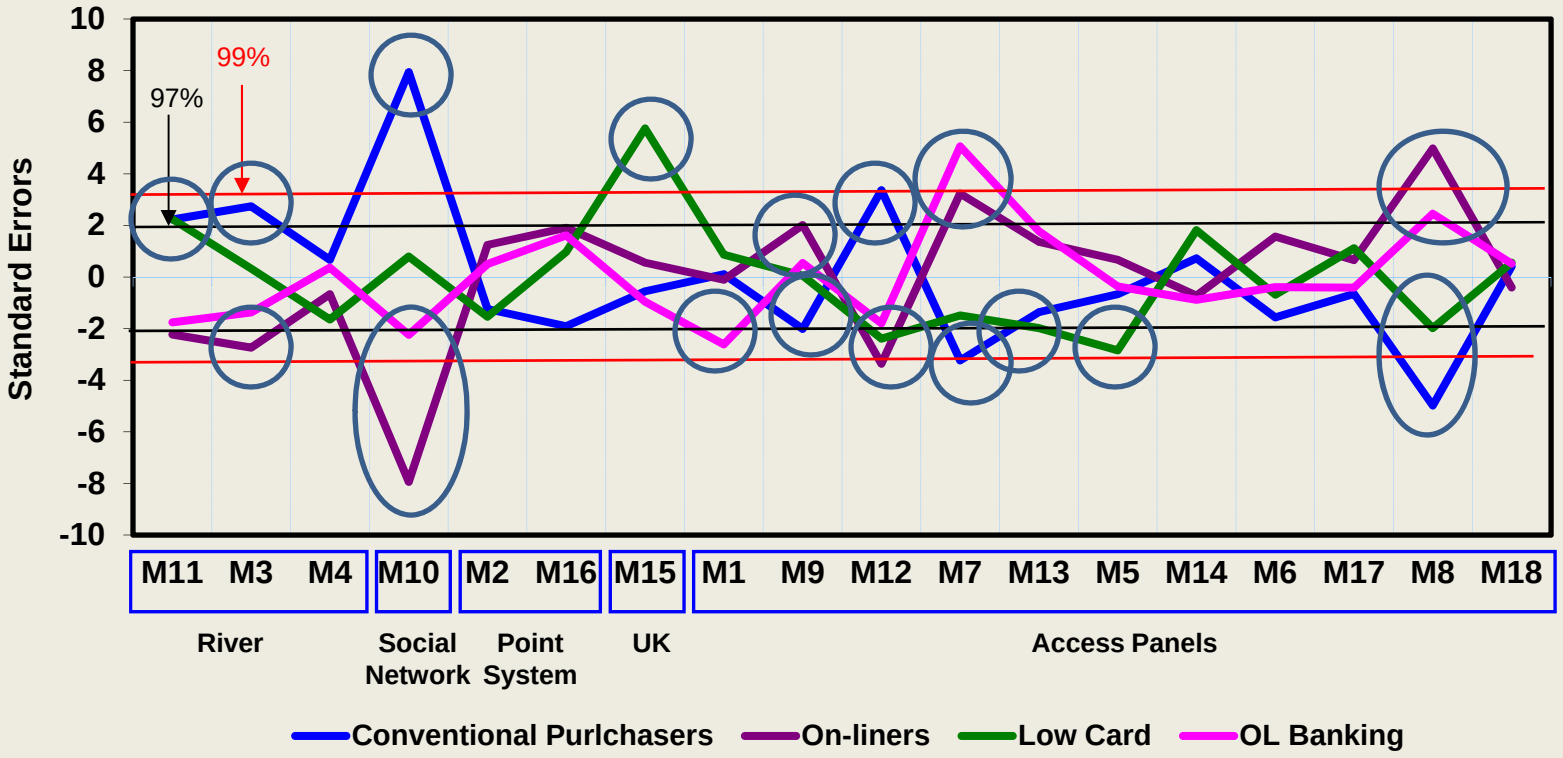


* EM Algorithm for Missing Data & Logit Model for Segmentation

US and Global Distribution of Buyer Behavior among Panels



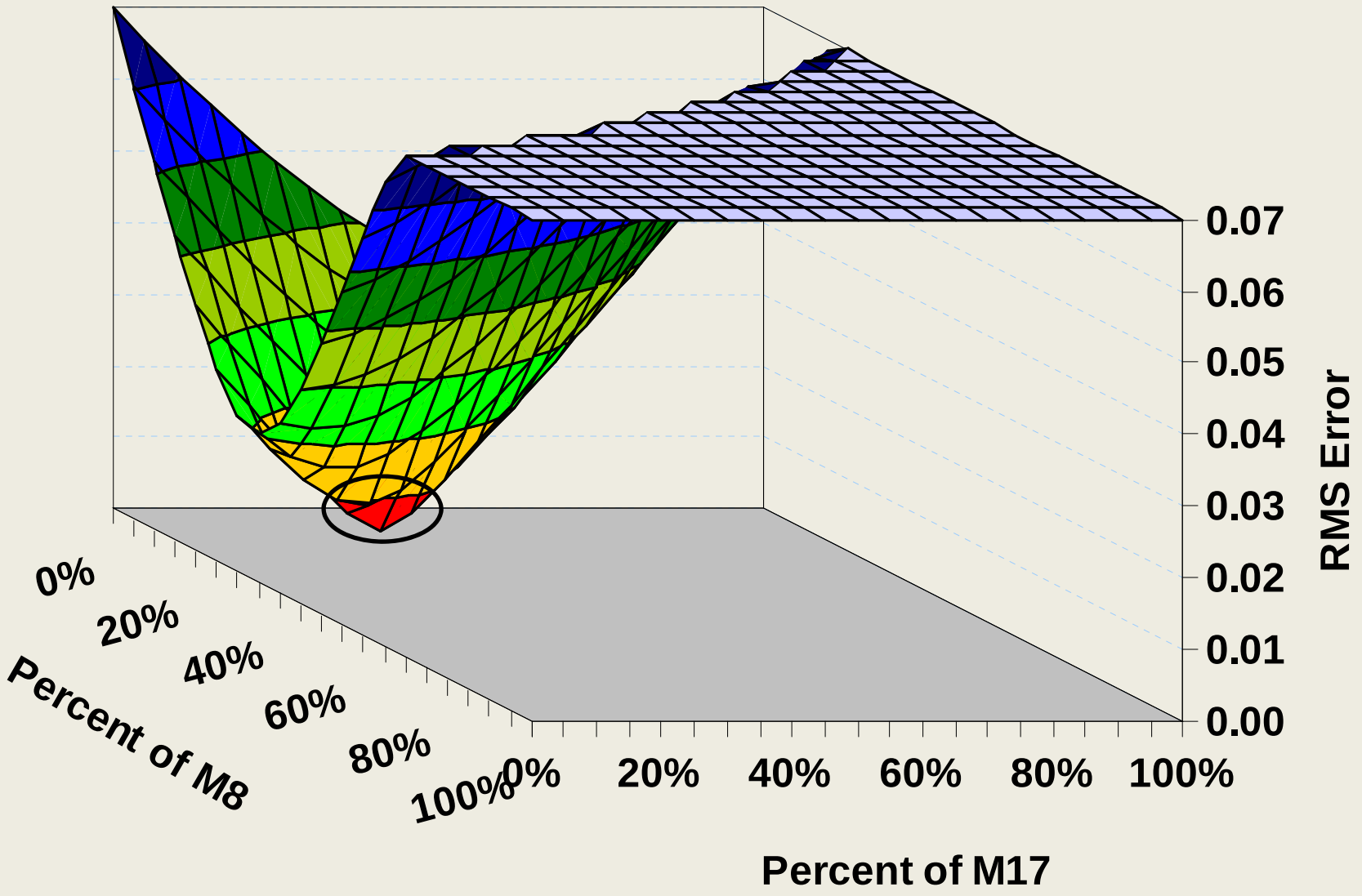
Statistical Panel Profiles Against Buyer Segments



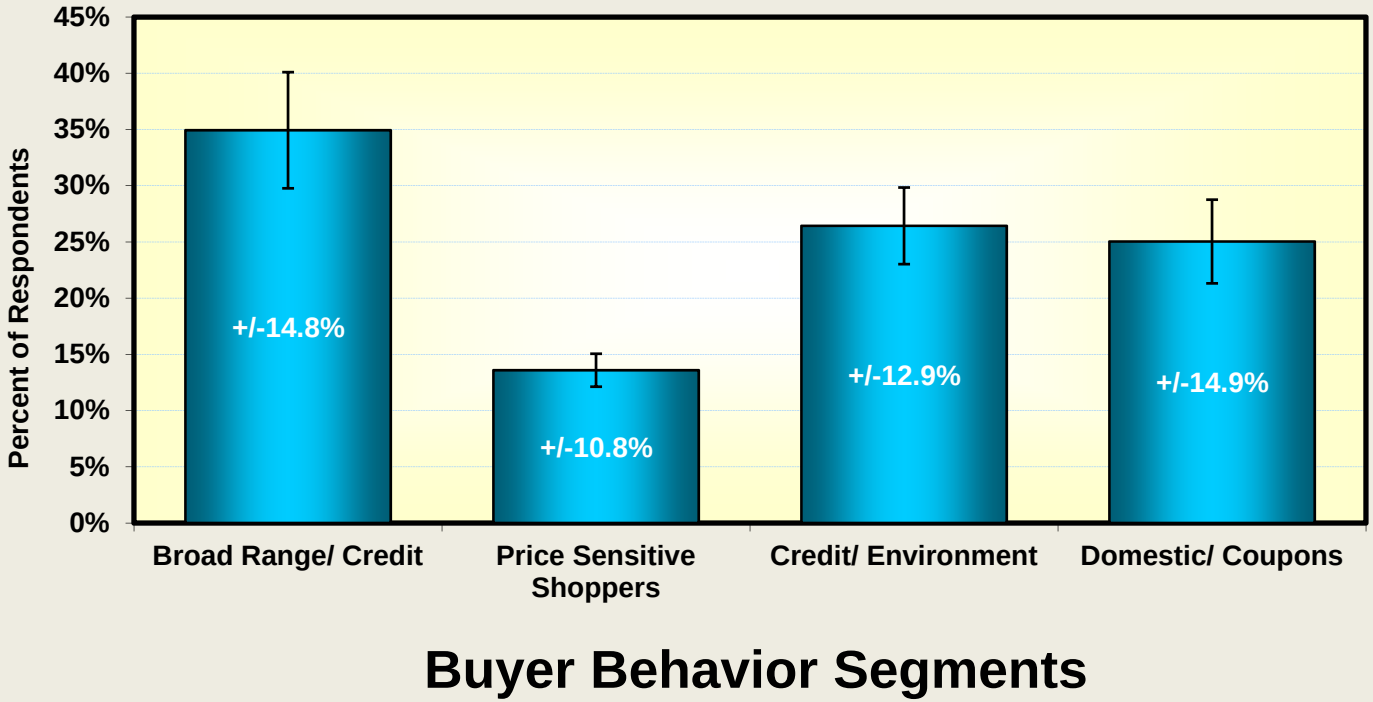
The variability between panels is a problem that requires a solution.

- Blending is the solution.
- The database is the source of that solution.
- The "**Grand Mean**" is a new platform for stability.
- Optimization is the road map.

Optimization Profile



Expected Range of Values for a Random 3 Panel Sample Showing 1.281 Standard Errors (20% of being beyond this range) in the U.S.



+/- Coefficient of variation

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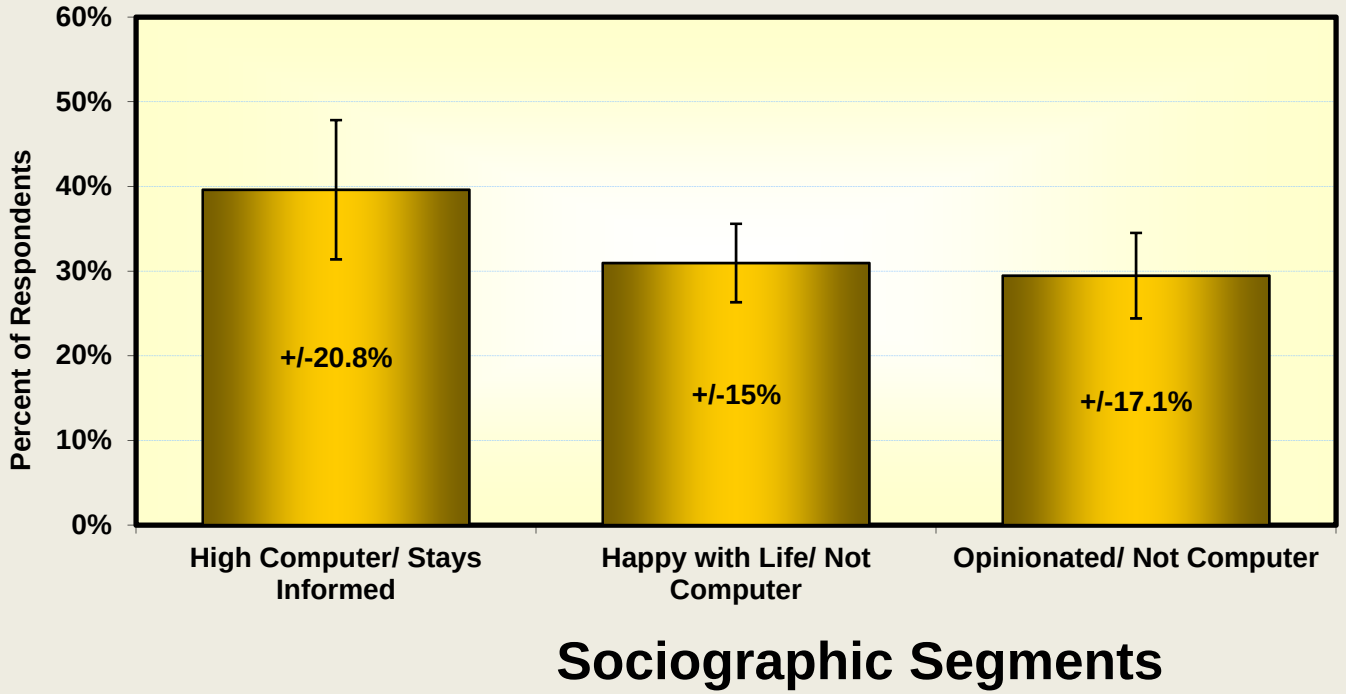

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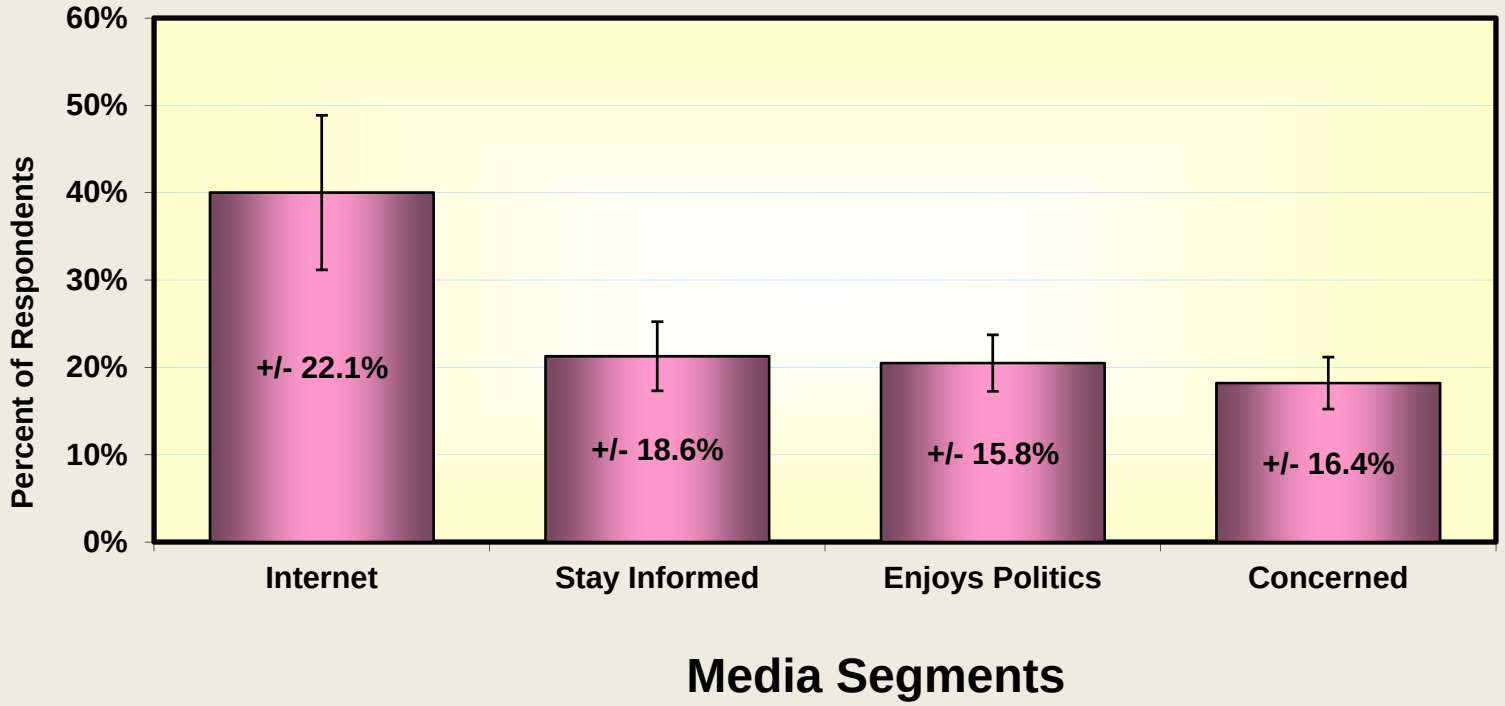

+/- Coefficient of Variation

We can optimize to the Grand Mean.

In this example we show the expected standard error from the Grand Mean based on the average of all random choices (8.31%).

Based on equal weighting of three panels selected by optimization to the Grand Mean (2.36%)

… and the same three panels blended in proportions to optimize to the Grand Mean (0.40%).

Panels	Optimum	Average	Expected (1 SE)	Inherent (1 SE)
M8	24%	33%		
M17	26%	33%		
M12	50%	34%		
Root Mean Square Error	**0.40%**	**2.36%**	**8.31%**	**2.45%**

Two more examples…but here the panel selection is random and not optimized. Only the weightings are optimized to the Grand Mean.

Panels	Optimum	Average	Expected (1 SE)	Inherent (1 SE)
M8	0%	33%		
M13	91%	33%		
M16	9%	34%		
Root Mean Square Error	**3.6%**	**7.8%**	**8.3%**	**2.4%**

Panels	Optimum	Average	Expected (1 SE)	Inherent (1 SE)
M10	8%	33%		
M13	66%	33%		
M16	27%	34%		
Root Mean Square Error	**1.6%**	**12.3%**	**8.3%**	**2.4%**

Thank you

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