

**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, for all audiences, **especially B2B.**



# 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.

# Consider a Community



Having a vetted, engaged group of participants (branded or unbranded) can yield high response rates and help you feel confident in your data. Of course, there are limits to this approach.



# 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 higher for branded campaigns.
- Response rates are significantly higher when you can leverage client domains/sends
- If you need to send blind, optimize:
  - Don't use dollar amounts or other language that might trigger spam filters
  - Consider including the first question in the invite
  - Send in small batches (even individual emails)





# 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
- Allowing recipients the option to know where you got their email
- Optimizing email/invite language
- Giving the option to opt-out

Publicly available lists are a grey area.



# 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.

# Consider Alternate Sample Sources



Some audiences are tough to reach on panels  
(e.g., Gen Z, B2B, Medicaid)

Consider other sources:

- Specialty panels
- Networking recruiters
- Trade associations
- Publications

# Read carefully to find bots and scammers



SCAM



LOADING...

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





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.



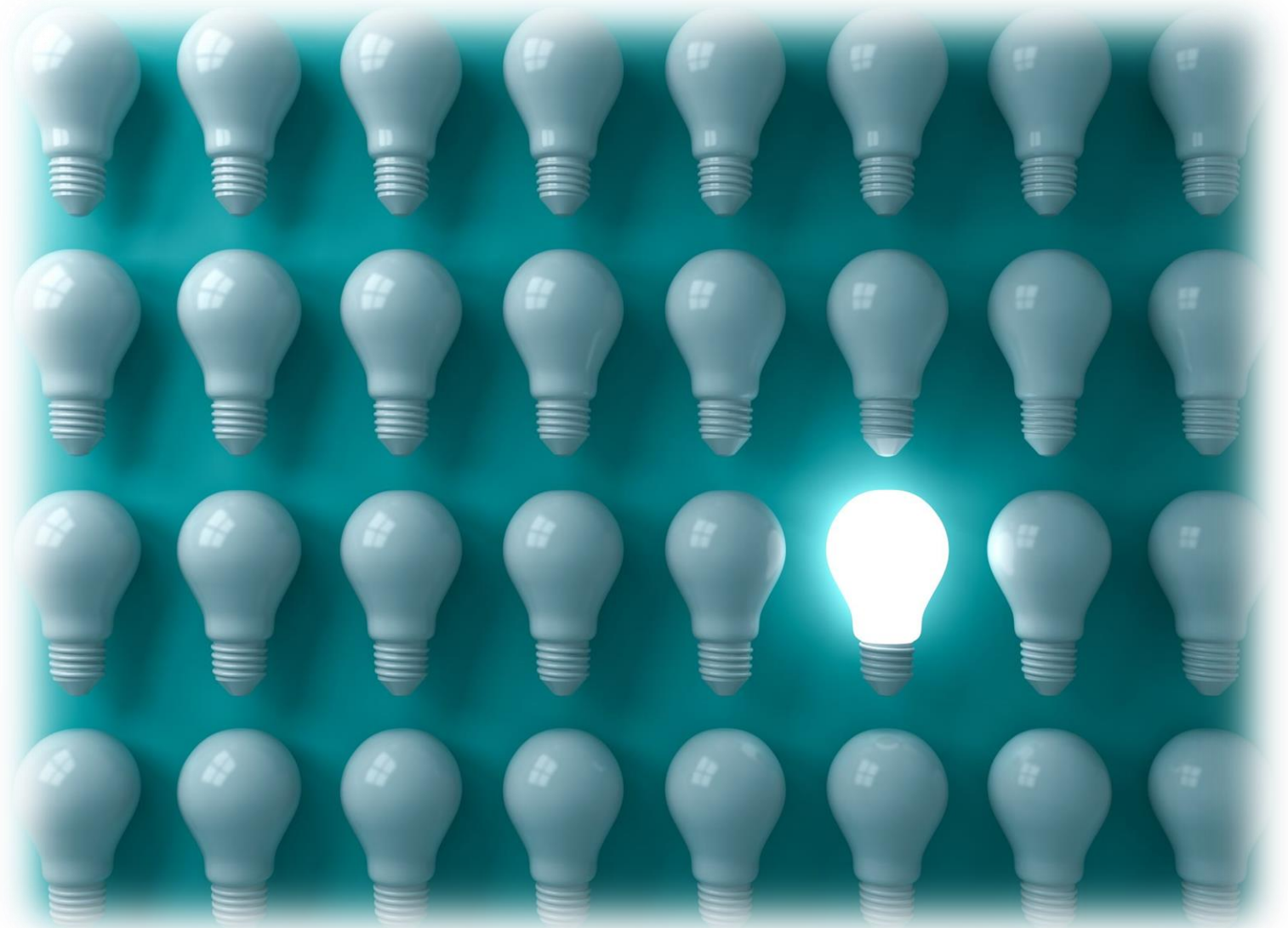


# What are you doing?



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?



Amy Rey  
EVP, Zeldis Research  
[amy@zeldisresearch.com](mailto:amy@zeldisresearch.com)