

Strategies for Overcoming Barriers to Quantitative Data Collection

We do not have the perfect solution, but here are some tools we implement to optimize data quality and continue to deliver reliable, credible insights.



Leverage Robust Qualitative Methodologies

It doesn't work for every research objective, but it can provide key insights and depth of content, and you can confidently assess respondent quality.



Maintain and Leverage a Respondent Community

Having a vetted, engaged group of participants can yield high response rates and help you feel confident in your data, though it can require significant investment.



Use Smaller Base Sizes

Have realistic expectations for feasible base sizes. Remember that larger sample sizes can sometimes mean lower data quality.



Use Branded Research When Possible

Open rates are higher for branded email sends/campaigns, especially if you can leverage the brand domain and send yourself.



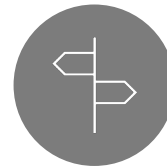
Use Verified Sample Sources

You get what you pay for – using panel/sample partners that use external validation (LinkedIn, professional licensing, ID requirements) yields better quality data.



Optimize Email List Sends

Eliminate words or characters that trigger spam filters, include the first survey question in the invite, send small batch or individual emails (using mail merge).



Consider Alternate Sample Sources

Consider sources other than panels – networking recruiters, trade associations, publications with subscriber lists, etc.



Clean, Clean, and Clean Again

Write your questionnaires with data quality checks built in (attention checks, filter out those who select all, etc.) Always include an open-end and read every one. Consider fraud prevention tools.