

Appropriate use of “Online Panel” for research

Daniel Simpson MAMSRS CPM
Scott Russell

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Session Topics

- Background and defining Online panels
- Do you need to set up an Online panel?
- What are your options?
- Option 1: Your own Online panel
- Option 2: Outsource your panel management
- Option 3: Subcontract to specialist panel suppliers
- The 'carrot', Advantages & strengths
- The 'darkside', Disadvantage – limitations
- Case studies; Sport (shooting), Retail liquor (wine buyers), Medical (GPs), and Beer (male consumer).
- Project management considerations
- So what's out there?
- Summary of appropriate uses of Online panels
- Food for thought!
- The future; growth and quality assurance

Background - Using Online panels

- Early days Online Surveys were used for a captive audience e.g., customers, members, staff, attendees, suppliers and channel partners. Excellent methodology.
- Explosion of interest middle 2003 for random pop studies.
- Increasing number of articles and books for Online Surveys
- Very little information available on Online panels. But surf the Internet and you will find a myriad of offerings to undertake paid surveys (or some reward).
- Two foundation references re using Online panels
 - 2004 Paper 'Liar, Damned Liars and Respondents' by Dr. Erik Heller & Dr. Timothy Bock presented at the AMSRS Conference.
 - 2004 Letter to the Editor 'Online Research – Code of Common Sense?' By Dr Robert Chatfield, Research News, February.

Defining - Online Panels (for research)

An Online panel is a collection of people with Internet access and email address who have opted-in to be members of the panel. In doing so, members have given permission to have a quantity of known demographic and behavioural data linked to them as individuals. The purpose and why the panel exists is clear. Ideally, the panel owner will state and have mechanisms in place to respect members privacy and the database is secure. Members are motivated to join and remain active because of some unique motivation, either for intrinsic or explicit reward. Members are free to opt-out at anytime.

What are your options?

There are simply three choices;

1. Set up and own an Online panel
2. Outsource your panel management
3. Subcontract to special panel suppliers

Do you need your own Online panel?

You need to answer these questions

- How often do I undertake studies with the target audience?
- Can I achieve greater insight and value?
- Can my research budget accommodate such an undertaking? Needs ongoing funding.
- Do we have the human resources and skills?
- What is the branding and positioning of the panel. Website to reflect both.
- What is the motivation for panelists to join?
- How are you going to reward participants?
- Will they value the reward?
- Who will be responsible for managing the panel?

Option 1: Issues in setting up your own Online panel

2. Estimate the size of the panel and consider sampling, response rates and representativeness
3. Technology – proprietary or off the shelf?
4. What level of automation can be achieved?
 - a) Can you quickly segment and target the database?
 - b) Is it easy to communicate with members?
 - c) Can members access their account and update details?
 - d) Is the reward redemption system streamless?
5. Do you have multiple sources to attract your target audience to your panel? To freshen up.
6. Have a means to reconcile data and the accuracy of email addresses within these source/s – remove duplicates.
7. Test the process by which you plan to recruit people into your panel.

Option 1: Maintaining and using your Online panel

Establish KPIs

- Number and type of projects; if new or converted from another methodology
- Member acquisitions per week/month
- Redemption of rewards (cash flow)
- Number of opt-outs
- Staff hours and costs

Using and keeping the panel 'alive'

- Plan and communicate the frequency of studies and other communications
- Consider feedback on recent studies and explain why their 'views count'.
- Have an electronic means by which members can contact you.

Still want your own Online panel?

You must;

- carry out a cost-benefit analysis
- consider your opportunity costs
- get buy-in from the whole organisation
- have a plan, timelines and budget

Option 2: Outsource your panel management

- Weigh up cost and efficiency gains with increased risks of control loss over panel security.
- Subjective and difficult decision.
- You will need assurances.
- Price on tasks undertaken and completed.
- Set expectations and range to work within.
- Have mechanisms to monitor progress/performance.
- Be jointly responsible for outcomes.

In reality, it will be difficult for you to find someone to subcontract your Online panel project to.

Option 3: Subcontract to specialist panel suppliers

- An attractive option; reinforces the concept of specialisation
- Can draw on experience; Online panel suppliers undertake non-market research work across many industries.
- Costs are aligned to and are project specific.
- For Buyers of research; greater choice as small or niche suppliers are able to compete with global full-service firms who have their own panel.
- For suppliers with an Online panel; can offer an integrated solution but also can supplement.
- For field providers; marriage of independence and specialisation.
- No conflict of interest – independent service provider.

The 'carrot', Strengths & Advantages

The sixteen major strengths (as proposed by Evans & Mathur 2005) associated with Online surveys are listed below for ease of reference;

1. Global reach	2. B2B & B2C appeal	3. Flexibility	4. Speed & timeliness	5. Technological innovations
6. Convenience	7. Ease of data and analysis	8. Question of diversity	9. Low administrative	10. Ease of follow up
11. Controlled sample	12. Large sample easy to obtain	13. Control of answer order	14. Required completion of answer	15. 'Go to' skip capabilities
16 . Knowledge of respondent vs. non-respondent characteristics				

The **advantages** associated with using Online panels;

- ✓ Capitalises on the major strengths of Online surveys.
- ✓ Mitigates some of the weaknesses of Online surveys e.g., improved response rates, reward motivated.
- ✓ Leverages niche Online suppliers and specialised skills
- ✓ Costs are contained and directly apportioned to outcomes

The 'dark side', Weaknesses & Limitations

The nine major weaknesses (as proposed by Evans & Mathur 2005) associated with Online surveys are list below for ease of reference;

1. Perception as junk mail	2. Skewed attributes of Internet populations	3. Questions about sample selection	4. Respondents lack of online experience/expertise	5. Technological variations
6. Unclear answering instructions	7. Impersonal	8. Privacy & security issues	9. Low response rates	

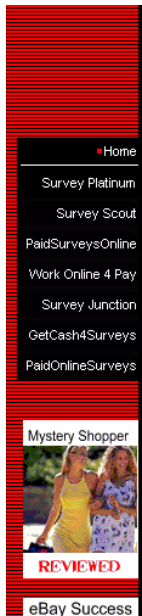
The **limitations** associated with using Online panels;

- ✓ Seen more as a convenience sample.
- ✓ The incentive regardless of size encourages respondents to try and qualify e.g., guess the profile of the survey's intended target audience. In other words, lie to screen in.
- ✓ Little or no restriction for the number of surveys completed within any time period.
- ✓ Usually for long Online surveys the incentive doesn't justify complete alertness; i.e., fatigue and or poor responses will set in after say 15mins.

Be mindful how people join panels

Referrals by:

- ✓ family & friends
- ✓ popular websites
- ✓ advertising via TV and newspaper
- ✓ web search
- ✓ online survey referral portal
- ✓ Yellow pages




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"What if I could show you how to make \$25 in 8 minutes, over and over again, sitting at home in your pajamas ... would you be excited?"

Dear Internet Friend,

I have a confession to make. I've been quietly making a nice living from home, working mostly online, for the past few years. Until recently, only my closest friends and family knew about what I do. Would you believe a guy at the gym actually thought I won the lottery?!

I don't drive a Ferrari or wear \$5,000 suits but I'll never have to argue with my wife about money again, that's for sure. **And it's all possible because I discovered people can:**

INSTANT \$25 SURVEY!

✓ Get paid to take online surveys and make from \$5 to \$75 each, or more

COMING SOON!

This name was recently registered at Register.com.

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until you've compared all of the programs online. Up to \$250/hr Aff
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 "Just one hour online can pay for your membership"

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Did you know that you can:

- Get paid to take online surveys - \$5 to \$75 per survey
- Get paid to participate in focus groups - \$50-\$150 per hour
- Get paid to preview movie trailers - \$5-\$50 per hour
- Get paid to try new products - \$10-\$50 per hour

The screenshot shows the top navigation bar with links for FAQ, AFFILIATES, and CONTACT US. Below this is a promotional banner with a globe and money, stating "Would you like to earn up to \$250 an hour taking surveys online? Read on to discover how...". To the right is a "MEMBERS LOGIN" section with input fields for "E-Mail Address:" and "Password:" and a login button.

You are on your way to the relaxing and rewarding lifestyle of making money with surveys online...

Imagine waking up, logging on, filling out a few surveys, and getting a paycheck at the end of the month! You can do it in your underwear! If you're unemployed you absolutely **need** to consider this opportunity -- and if you are employed, you might want to consider quitting! Or just sit back and enjoy the extra income. **Read on to discover how to get started --**



Taking surveys online is a great way for anyone to earn good money from their own home. I've been doing it for a while now, and I can't get over how easy and fun it is!

I had searched around on the Internet for months looking how to make money online quickly and easily, but all I found was junk and scams. Then I found out about surveys, and it seemed to make sense. Finally I have

!!

ies need everyday people to give opinion for their marketing research, willing to pay you for your time. people are making money taking : every day. We ourselves many surveys, as well as our mily. Its a great way for anyone to tra cash, whether you are a : mom, student, or anyone who has free time.



Five case studies with performance outcomes

2. Sport – competitive shooting
3. Retail liquor – wine buyers
4. Medical – General Practitioners
5. Beer – male consumers

1st Case study – Sport Competitive shooting

Field brief

- Virgin topic for researcher & client
- Attributes and perception to.
- Positioning to other sports.
- Determine interest (demand) to take up.
- Review of data collection methodologies
- Small and fixed budget
- Required 200+ completes
- Assumed polarised population – two streams.

Project parameters

- Online panel to be used.
- 10mins to complete

Assumptions and forecasts:

- N=3,000 for S=1,200
- **nc=600** for **n=600**

Sydney and major NSW regionals (quotas)

Sex split: Adults: Male 65% Female 35%

Schedule: 7 days allowed

Project outcomes

- n=600 achieved
- On budget

Defined:

Incidence rate

Starter ratio

Non-completers (nc)

Soft quotas

Better than expected response
rate from non-Metro areas.

2nd Case study – Retail Liquor Wine Buyers

Field brief

- Commissioned directly by client
- Data to be delivered to Researcher/Consultant.
- Determine buying behaviour, brand awareness/loyalty, positioning and competitor analysis.
- Medium size and fixed budget.
- Required 700+ completes in 7 segments.
- Incidence and Online performance unknown.

Project parameters

- Online panel to be used.
- 10mins to complete

Assumptions and forecasts:

- est. N=9,334 for Starters=4,667
- **Non-completers c=3,967**
- for **n=700**

East Coast metros Melb/Syd/Bris

Must have purchased wine in past month

Schedule: 2 x 7 days allowed

Project outcomes

- n=700 achieved
- Under budget

Defined:

Incidence rate

Starter ratio

Non-completers (nc)

Carried out twice;

Questionnaire complications

3rd Case study – Medical General Practitioners

Field brief

- Online methodology considered risky.
- Willingness to experiment.
- Base line study to determine attributes, treatment reigns with specific drug.
- Flexible budget; different scenarios costed.
- Required 250+ completes
- Incidence and Online performance unknown.
- CATI contingency in place

Project parameters

- Field supplier's Online panel to be used.
- 15mins to complete

Assumptions and forecasts:

- N=700 for Starters=unknown
- **non-completers=if started will complete**
- **n=250 with incentive \$50/ea**

National

Must have treated patients with a particular condition on a weekly basis.

Schedule: 14 days allowed

Project outcomes

- n=250 achieved
- Suggest using smaller number of completes in future – exhausted sample.
- Length of interview ranged from 15 to 25mins.
- Large variation in length of verbatim responses
- Meet budget expectations
- Needed reminder email
- Pause and return feature used
- Incentive considered low by GPs who made an effort to give fuller verbatim comments.
- CATI contingency not required.

4th Case study – Beer

Male beer consumers

Field brief

- Direct with Panel supplier
- Original brief “men who have drunk beer in past 7 days”
- 3000 completes required
- No quota or further specifications provided at brief
- Estimate incidence 40% of males

Project parameters

- Online panel to be used.
 - 15-20 mins to complete
- Assumptions and forecasts:
- N= 18750 for est. Starters=?
 - **est. Non-completers=unknown**
 - **n= 3000 \$5/ea**
- Schedule: 7 days allowed

Project dilemma

Project specifications changed with target audience narrowed by both age and consumption

Project outcomes

- n= 2552 achieved
- Project ran over budget
- Specs changed at commissioning of project to “males 18-45 who drink 7 or more beers per week”
- Hard quotas place on age and location at commissioning of project
- Actual incidence 17% on 7 or more beers
- Specs changes late in project to 6 or more beers
- Balanced panel of 24,162 exhausted, eventual overall incidence 24%

Project management using Online panels

- Accept there is a degree of uncertainty and risk.
- Usually there is no known precedence i.e., this particular study has not been undertaken Online before.
- This said, you still need to estimate incidence and anticipate completion rates. Convert to (estimate) Online incidence.
- The panel provider will calculate the size of the total sample and estimate the number of starters and completers. Both are given a reward.
- Watch out for and around public and school holidays.
- Allow for a \$ buffer
- Have a contingency
- Once you have carried out the study you have precise and expert knowledge and experience.

So what's out there?

Classifying Online Panels

- Customised marketing & promotions
 - PureProfile
- Mobile phone (or service) portal
 - Empowered Communications' smspup.com.au
- Rewards driven
 - Emailcash
- Online research – pure play
 - Market tools; GMI's GlobalTestMarket
- Field supplier
 - ekas' Select Opinion Leaders
- Full service
 - WPP's Lightspeed, AC Nielsen's My Voice, Colmar Brunton and AMR Interactive

Online marketing and promotions panel



E-MAIL

PASSWORD

Forgotten your password? [Click](#)

- Be paid to tell us what you want and we will match you with offers.
- Be paid instantly in dollars for responding to each pureprofile message.
- Use these dollars to deposit to your bank, donate to charity, buy CDs, DVDs, movie vouchers and more...
- Paying for your participation is the future of marketing. Being part of the future is always your choice!
- Your information is important to us and always kept secure.

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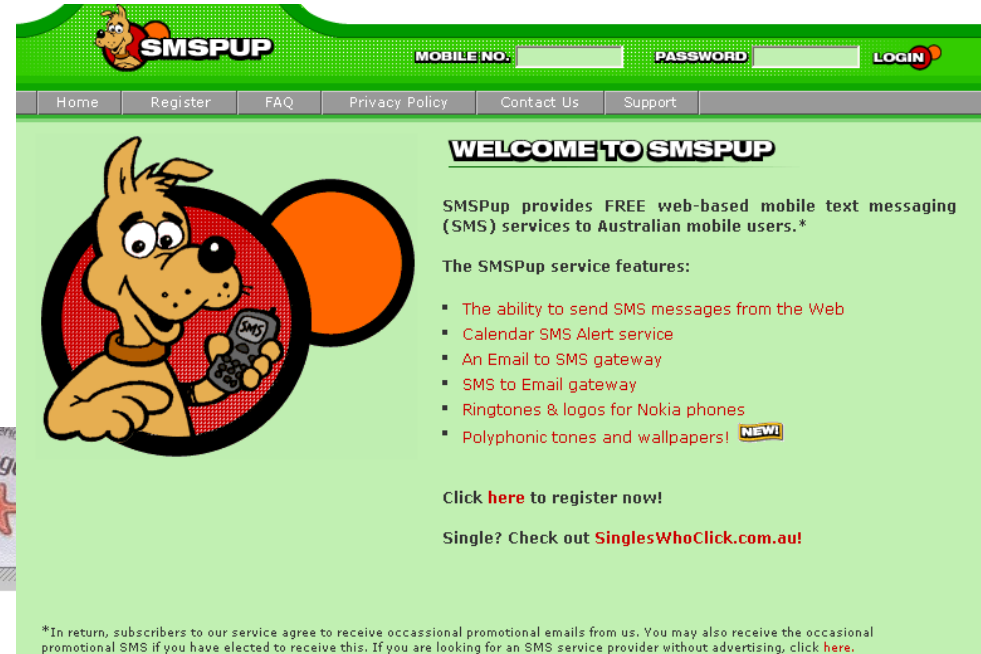
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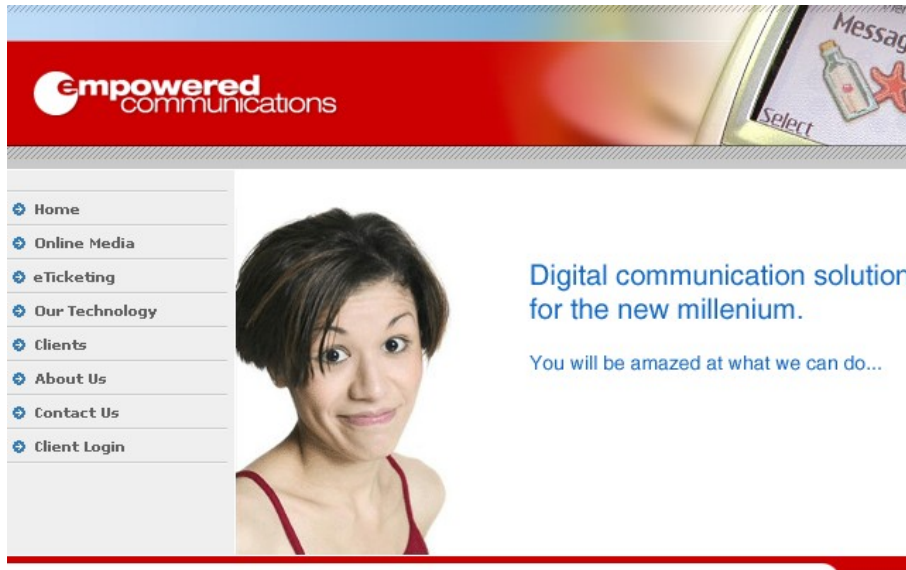


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A mobile portal and Online panel




The screenshot shows the SMSpup website interface. At the top, there is a green header with the SMSpup logo (a cartoon dog) and a login section with fields for "MOBILE NO." and "PASSWORD", and a "LOGIN" button. Below the header is a navigation menu with links: Home, Register, FAQ, Privacy Policy, Contact Us, and Support. The main content area has a light green background. On the left, there is a large cartoon illustration of a dog holding a mobile phone. To the right of the illustration, the text reads: "WELCOME TO SMSpUP", "SMSpup provides FREE web-based mobile text messaging (SMS) services to Australian mobile users.*", and "The SMSpup service features:". Below this, there is a list of features: "The ability to send SMS messages from the Web", "Calendar SMS Alert service", "An Email to SMS gateway", "SMS to Email gateway", "Ringtones & logos for Nokia phones", and "Polyphonic tones and wallpapers! NEW!". At the bottom of the main content area, there is a note: "*In return, subscribers to our service agree to receive occasional promotional emails from us. You may also receive the occasional promotional SMS if you have elected to receive this. If you are looking for an SMS service provider without advertising, click [here](#)."



The screenshot shows the Empowered Communications website interface. At the top, there is a red header with the "Empowered communications" logo. Below the header is a navigation menu with links: Home, Online Media, eTicketing, Our Technology, Clients, About Us, Contact Us, and Client Login. The main content area features a photograph of a woman with short dark hair. To the right of the photograph, the text reads: "Digital communication solutions for the new millenium." and "You will be amazed at what we can do...". At the bottom of the main content area, there is a red footer with the text: "Terms & Conditions | Privacy Policy | © Copyright 2005 Empowered Technologies Pty Ltd".

A rewards Online panel

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- Hot Deals
- Reward Mail
- Surveys
- Referrals ▶
- eBank
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- Exchange ▶
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- Charity

Member Benefits

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- Competitions ▶
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- Classifieds
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Search



Reward Partners

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CLICK HERE TO JOIN THE PANEL

- > What Our Members Say
- > Latest News
- > User Agreement
- > Privacy Policy

This year the Internet will account for at least 33% of all custom market research.

You may receive surveys from...



About GlobalTestMarket

- GlobalTestMarket is a unique online community where consumers from around the world participate in the development of new-to-the-world products and services.
- Members learn about and use new products and services while earning MarketPoints - the online currency, which is convertible to cash.
- Membership is free of charge.
- GlobalTestMarket was created with you in mind. Your participation, your ideas, and your opinions have made GlobalTestMarket a valued source for consumer feedback.



How It Works

You will be invited to participate in a variety of surveys where you can influence the people who are developing new products or creating new services.

Ready To Join?

Join the panel today and start influencing how new products and services are being developed.



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enjoyed three consecutive years of this type of dramatic growth.

Our work force is expanding steadily in our U.S. offices located in San Francisco, Minneapolis, Chicago, Cincinnati, and the New York metropolitan area. We are also rapidly building our teams in our London and Sydney offices.

Field supplier's Online panel Used for recruitment to focus groups



REGISTER NOW! For Rewards and Paid Survey Programs.

Welcome to Select Opinion Leaders! And to an exciting time for both you and us.

ekas has introduced paid research groups across Australia! Focus groups last for up to 2 hours and you get paid for your starting at \$60. We will also be doing more online surveys with cash prizes.

By registering there will be more chances to win cash prizes as well as rewards and paid research.

Thank you for your support.

Kind regards,

ekas Marketing Research Services

Full service – Online panels



Created & operated by Colmar Brunton™

YourVoice
A rewarding experience

<p>Results</p> <p>Media influence voters' decision</p> <p>Given the recent federal elections, how much influence do you think the news media have on voters? Here's what you told us.</p> <p>58% ★</p>	<p>What's New</p> <p>Is business travel worth it?</p> <p>In this age of connectivity, is business travel still essential? Take our new mini-poll and tell us whether or not you think business travel is</p> 	<p>Rewards</p> <p>Earn rewards for your opinions</p> <p>Take surveys and earn rewards, but, more importantly, let companies know what you think about their products and services.</p> <p>What would you do with \$1,500? Would you save for a holiday or pay</p>
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<ul style="list-style-type: none"> Home What is it? How does it work? Rewards Join now News FAQ Contact us 	<p>Join Now!</p> <p>Apply to become a panel member today & start collecting your reward points immediately.</p> 	<p>Member News</p> <p>23/06/2005 Tip of the Week! Ensure your prizes get delivered. More</p> <p>17/06/2005 Major Prize Draw Winner Karyn Creech from West Pennant Hills announced as Your Voice's latest quarter... More</p> <p>10/06/2005 Tip of the Week! Trouble accessing surveys? More</p> <p>30/05/2005 Your Voice Rewards Catalogue Update Urban Backpack. More</p>
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What is it?

Overview of ACNielsen, the Your Voice panel & what its aim is.

Rewards

Incentives you can earn by voicing your opinion.

How it works

A step by step explanation of how the Your Voice panel works.

amrinteractive
INNOVATION



services

Online Panels

amr interactive offers access to representative online panels in Australia (over 100,000 internet panelists) and in Asia (30,000 panelists).

amr interactive online research panels allow rapid access to marketing information. They allow surveys to be conducted among a defined sub-set of internet users or among the general internet population with a very short turn around time. amr interactive offers a complete service that includes panel design, recruitment, list maintenance, survey content, data tabulation, analysis and reporting.

In addition to our existing panel service we are also able to custom design an online customer panel for clients as a means of evaluating marketing effort and improving customer relationships.

A rewarding experience

privacy | terms & conditions | contact us



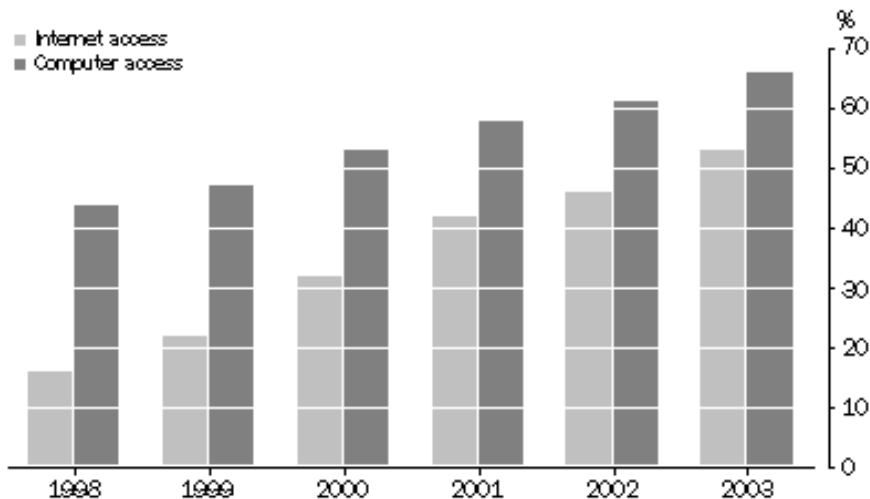
Summary of appropriate uses of Online panels

- ✓ Exploratory and preliminary research.
- ✓ Possible viable substitute for 'mail out' (paper) surveys
- ✓ Attitudes and Perceptions.
- ✓ For a quick 'dip' (polling).
- ✓ Concept & Ad testing.
- ✓ Hard to find people? (Be careful!)
- ✓ Where multi-media is required e.g., show image, tvc or video.
- ✓ Target audience roughly matches Online users profile.
- ✓ Sampling methodology is congruent with Online users and or households.
- ✓ **If previous Online research using a panel met expectations or learnings were sufficient to adjust the methodology for an anticipated better result**.
- ✓ Limited budget – better than nothing at all.
- ✓ Time expediency – need fast turn around.
- ✓ Try experimenting with a longitudinal study e.g., survey the same panel members in three months.

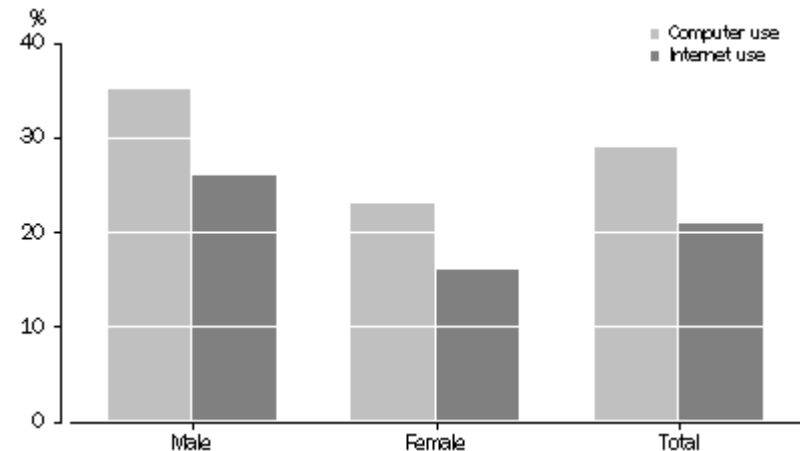
Food for thought

Is Online panel membership uptake tracking Internet growth?

HOUSEHOLD COMPUTER OR INTERNET ACCESS - 1998 TO 2003



USE OF COMPUTERS OR THE INTERNET BY PERSONS AGED 60 YEARS OR OVER, by sex – 2003



In 2003, 66% of Australian households had access to a computer at home (up from 44% of households in 1998) and 53% of Australian households had home Internet access (up from 16% of households in 1998).

Source: ABS 8146.0 Household Use of Information Technology, Australia
EMBARGO: 11:30 AM (CANBERRA TIME) 22/09/2004

The Future – unstoppable uptake

Broadband take up passes 1.8m mark: ACCC

June 28, 2005 - 12:54PM

The commission's (ACCC) latest Snapshot of Broadband Deployment report shows that at the end of March there were 1.84 million broadband services connected across Australia.

"This represents an increase of over one million customers, or 122 per cent, over the preceding 12-month period," said ACCC commissioner Ed Willett.

"ADSL (broadband) remains the primary area of growth with near to a quarter of a million new services connected in the March quarter," Mr Willett said.

The Future – quality assurance

ESOMAR/AMSRS’ draft guidelines

ask these 25 questions

for Online panel and sample supply for the purpose of research

Quote

“Reputable suppliers with established methodologies and active panel management policies will be able to provide answers to these questions. The decision to go ahead or not can then be made on an informed understanding of the approach being offered and its likely quality”.

Unquote

Want to learn more about
Online panels?

Q & A time



Reference material

Three generic references for using Online surveys

- 2005 'The value of online surveys' by Joel Evans & Anil Mathur, *Internet Research* Vol. 15 No. 2 pp.195-219.
- 2004 'Conducting Internet Surveys – A Practical Focus' by Carmen Gould, *Australasian Journal of Market Research* Vol. 12. No2.
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Other reference books and material

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- Anderson, Terry & Kanuka, Heather. 2003. E-research: methods, strategies & issues. Allyn & Bacon, Boston.
- Monster, Robert & Pettit, Raymond. 2002. Market Research in the Internet Age. John Wiley & Sons, Singapore.
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