



Response quality across online sources

Calibration Study — October 2019



Research Goal:

Assessing the response quality of the top online survey data providers in the US

We tested 6 response providers

- SurveyMonkey proprietary audiences: Contribute and Rewards
- Our partner providers: Cint and Lucid
- Other top data providers: Dynata and Pollfish

(See last slide for more details on each audience provider.)

Survey Details

- Sent identical 20 question survey to all providers
- Number of respondents = ~1,000+ per study
- All data collected August 2019
- Hosted survey on SurveyMonkey platform to keep respondent experience consistent
- Used each provider's basic default settings to reach the general population, using self-service options where available

We tested 10 satisficing behaviors to measure response quality

1.

Speeding

Finishing survey in
<50% of median
time

2.

Failing trap question

“Please select
‘somewhat disagree’
for this statement”

3.

Straightlining

8-item matrix
question

4.

Acquiescence bias

Agreeing or
disagreeing with 2
opposite statements
at the same time

5.

Failing picture verification task

“Please select all
pictures of flowers”

6.

Writing nonsense free response

7 & 8.

Failing trap question about fake business

Reporting having
heard of it or having
used it.

9.

Self-reporting low effort in survey

10.

Question non-response

Skipping a question.

Next, we chose the
best 7 measures and
created an index

Satisficing index

These 7 measures all showed the highest correlations ($> .35$) with the 10-item satisficing index

3+

We labeled a respondent as a **satisficer** if he or she engaged in **3 or more of those satisficing behaviors**

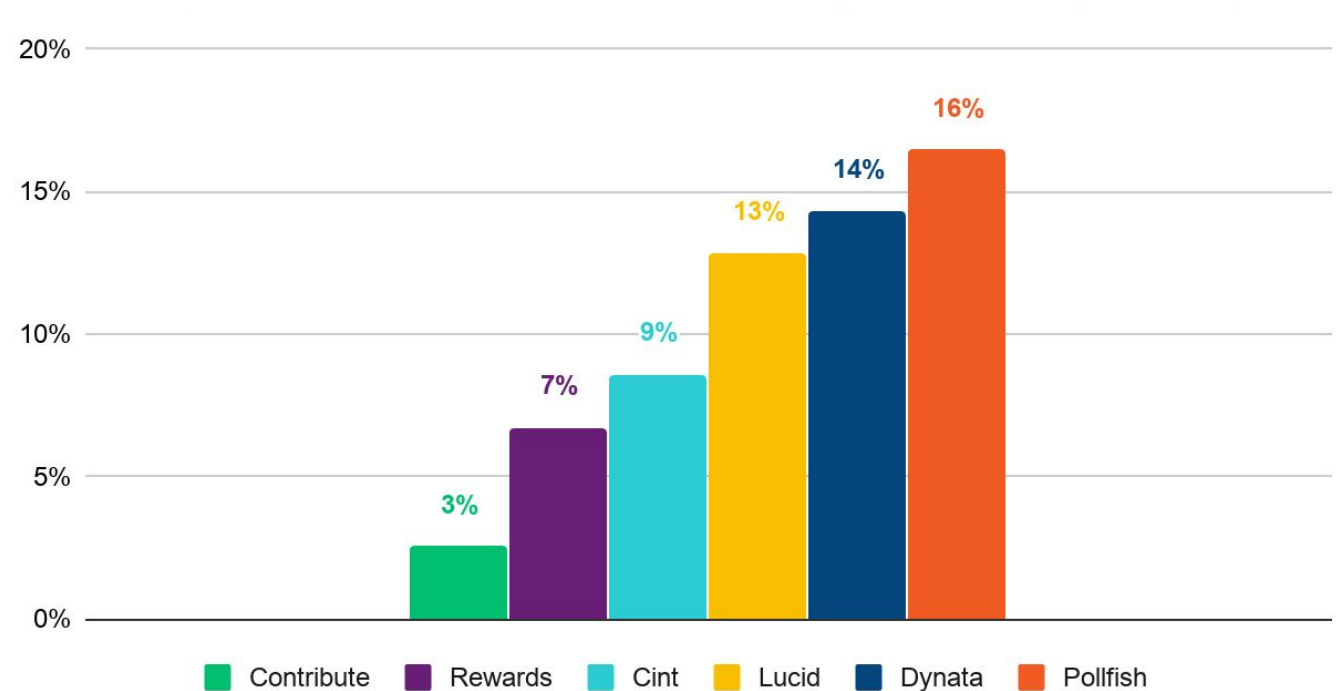
7 best predictors of poor data quality in order:

1. Reporting having **used fake product**
2. **Speeding**
3. **Straightlining**
4. **Failing trap question**
5. Writing **nonsense free response**
6. **Failing picture verification task**
7. Reporting having **heard of fake product**

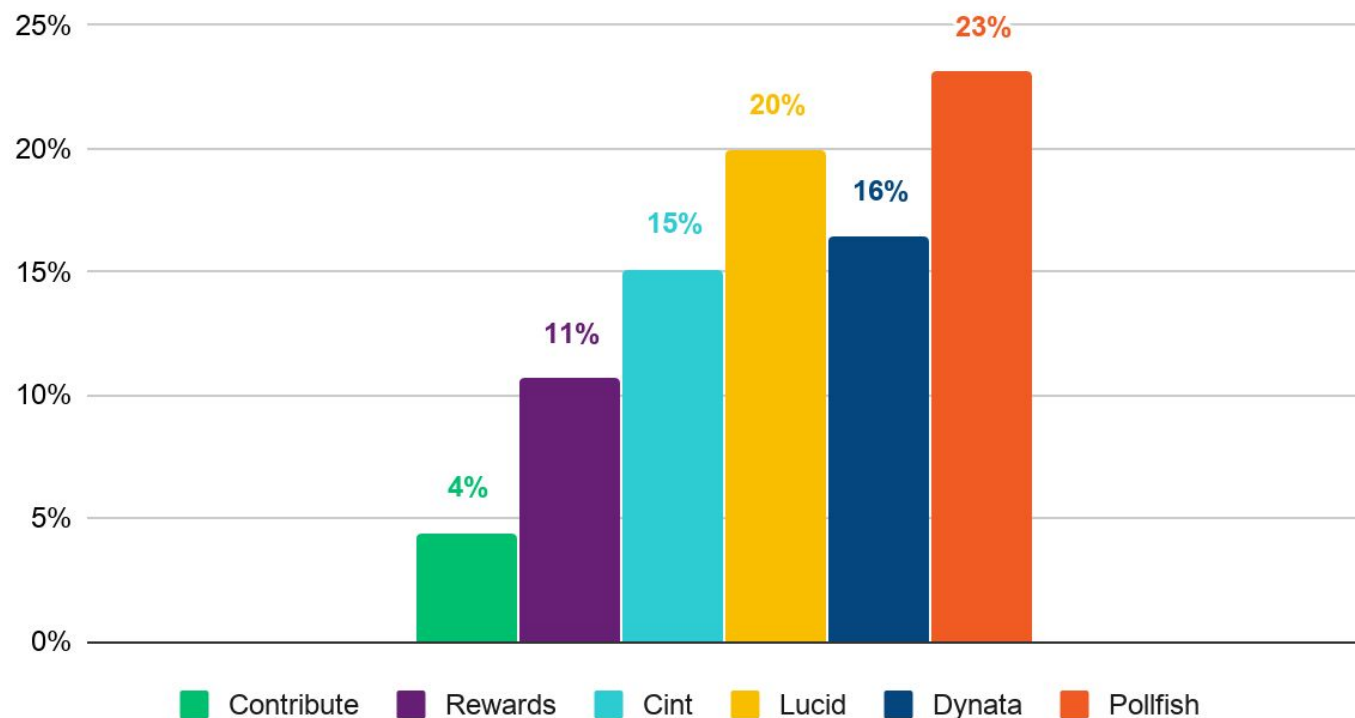
Overall satisficing: key findings

- Providers with highest data quality: **Contribute** and **Rewards**
- Providers with lowest data quality: **Dynata** and **Pollfish**
- **Only 2.5%** of Contribute respondents engaged in 3+ satisficing behaviors
- **16%** of **Pollfish** respondents engaged in 3+ satisficing behaviors

% of respondents with 3 or more satisficing behaviors (out of 7)



% of respondents who reported using a fake company



Fake companies: **PuppyLove**, **CarpoolLane**, **DeliverShip**

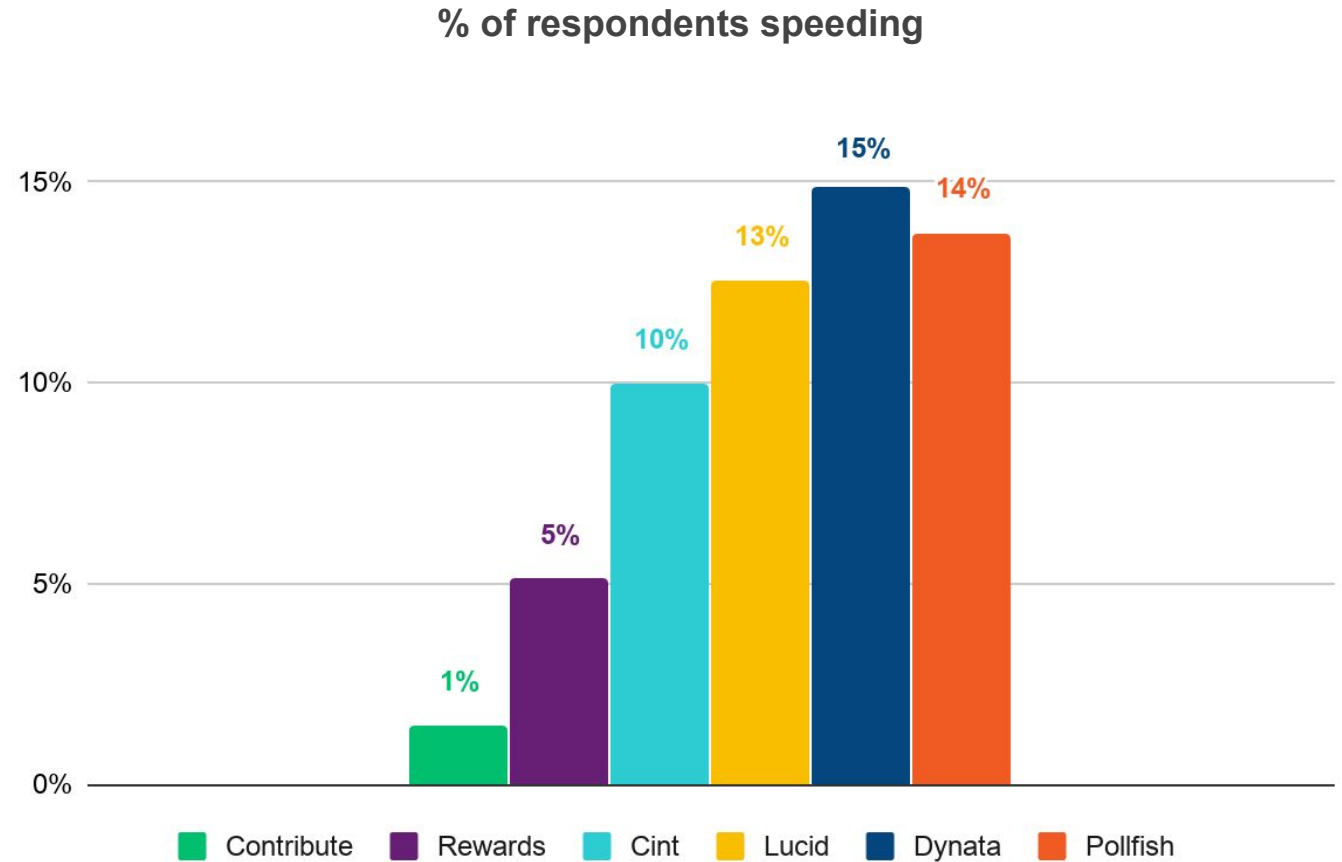
"When was the last time that you used the following companies' products?"

1. Reporting use of a fake company's product

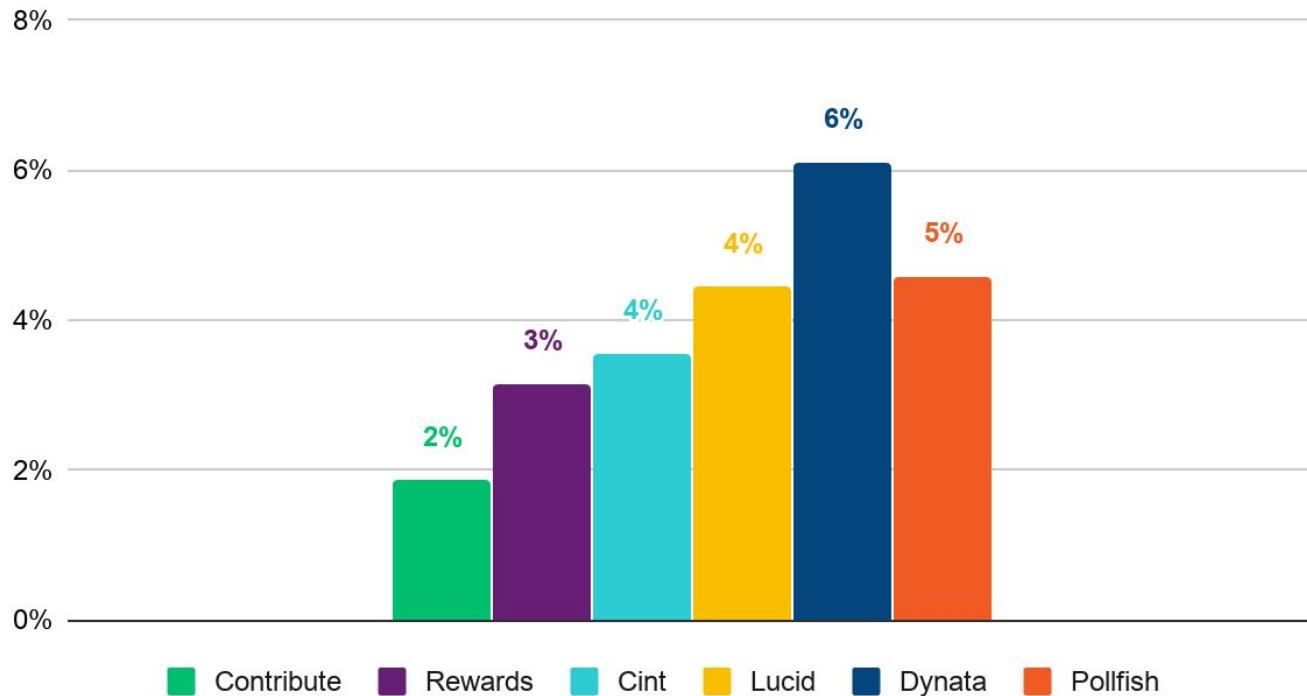
- **More than 5x** more likely on Pollfish than on Contribute and **4x** more likely on Dynata
- **More than 2x** more likely on Pollfish than on **Rewards**
- This behavior was the best predictor of data quality:
 - **54%** of those who reported it were satisficers
 - **2%** of those who didn't were satisficers

2. Speeding

- Contribute had **10x fewer speeders** than Dynata and Pollfish
- Rewards had almost **3x fewer speeders** than Dynata and Pollfish
- Speeding was the 2nd best predictor of data quality:
 - **65%** of speeders were satisficers
 - **4%** of non-speeders were satisficers



% of respondents straightlining



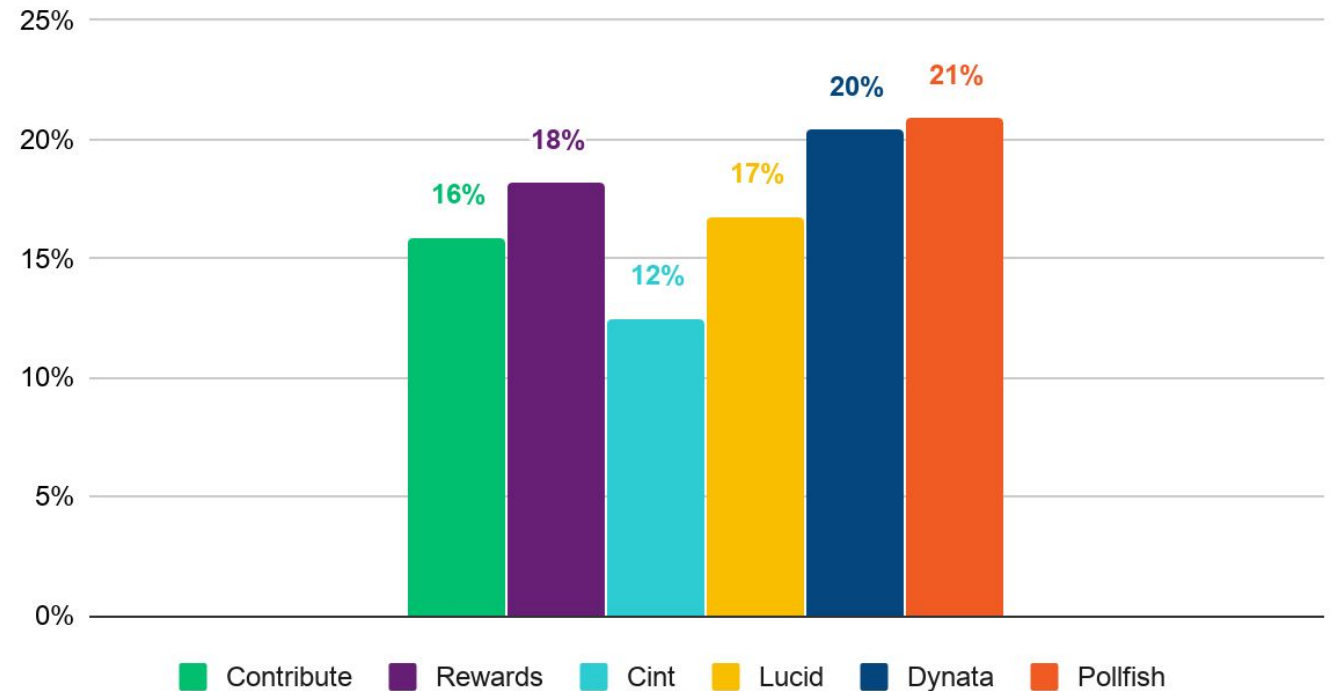
3. Straightlining

- Contribute had **3x fewer straightliners** than Dynata and over 2x fewer than Pollfish
- Rewards had **2x fewer** speeders than Dynata and 1.5x fewer than Pollfish
- Straightlining was the 3rd best predictor of data quality:
 - **73%** of straightliners were satisficers
 - **7%** of those who didn't straightline were satisficers

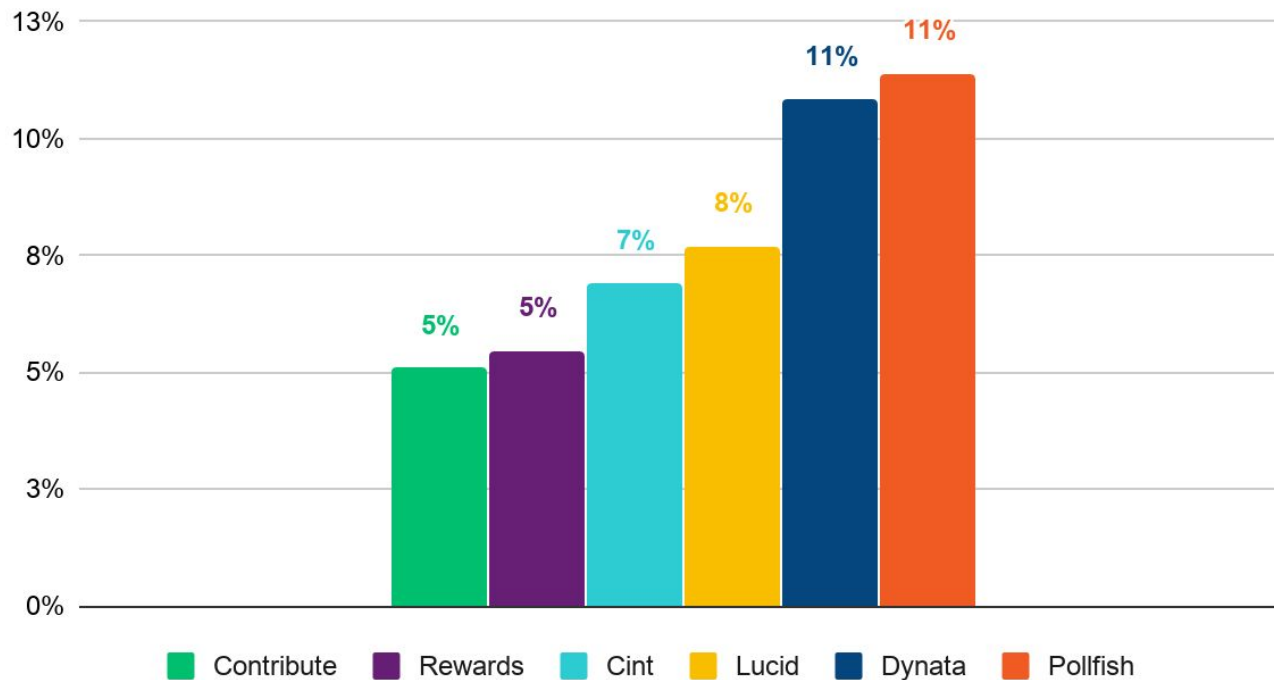
4. Failing a trap question

- Cint, Contribute, and Rewards failed the trap question less often than Dynata and Pollfish, but **not by a large difference**
- This task was the 4th best predictor of data quality:
 - **42%** of those who failed the trap question were satisficers
 - **2%** of those who passed were satisficers

% of respondents who failed trap question



% who wrote nonsense free response

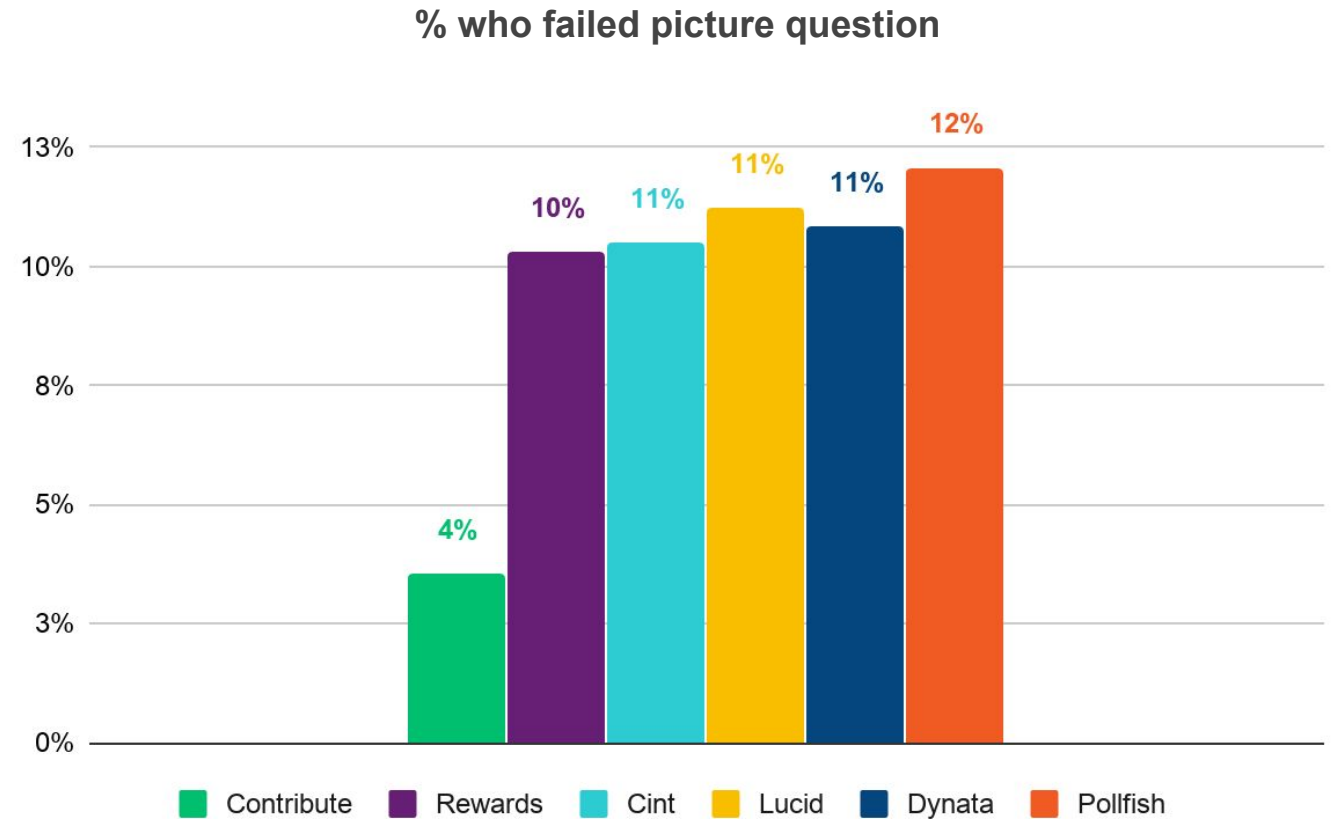


5. Writing a nonsense free response

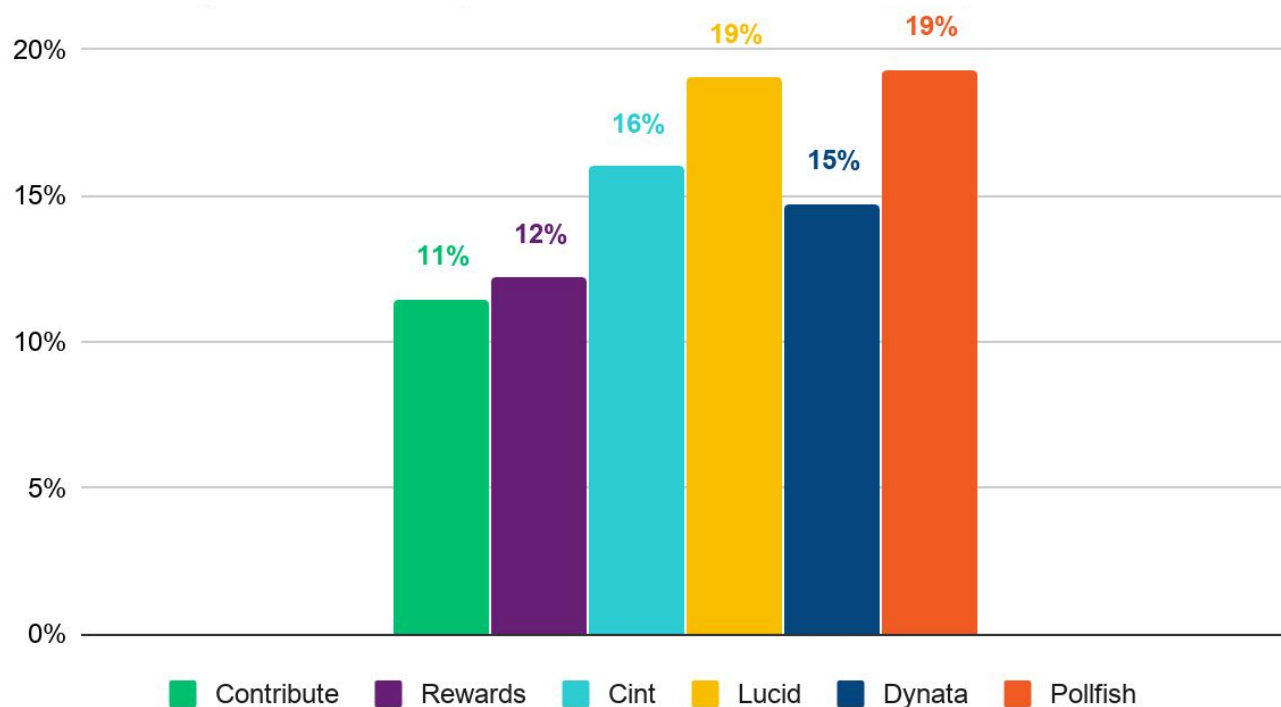
- Respondents on Pollfish and Dynata wrote **nonsense 2x as often** as on Contribute and Rewards
- This behavior was the 5th best predictor of data quality:
 - **52%** of those who wrote a nonsense free response were satisficers
 - **6%** of those who wrote a valid free response were satisficers

6. Failing picture verification question

- Pollfish and Dynata were about **3x** more likely to fail this question than Contribute
- This task was the 6th best predictor of data quality:
 - **49%** of those who failed the question were satisficers
 - **6%** of those who passed were satisficers



% who reported having heard of a fake company



Fake companies: **PuppyLove**, **CarpoolLane**, **DeliverShip**

"Which of the following companies have you heard of?"

7. Having heard of a fake company

- Pollfish and Lucid were almost **2x** more likely to report having heard of a fake company than **Contribute** and **Rewards**
- This behavior was the 7th best predictor of data quality:
 - **34%** of those who reported having heard of a fake company were satisficers
 - **5%** of those who didn't were satisficers

What we learned

SurveyMonkey Contribute and Rewards—our proprietary panels—have the **highest data quality** among the top US respondent sources assessed in this study.

What we learned

Cint

Cint, one of our partners, closely follows
Rewards in terms of data quality

What we learned

Pollfish Dynata

The 2 data providers with the lowest data quality were Pollfish and Dynata


- Pollfish had 6x as many satisficers as Contribute and 2.5x as many as Rewards
- Dynata had 5x as many satisficers as Contribute and 2x as many as Rewards

Data quality matters

Why this is important to you



When conducting market research, you want to be confident that the data you're getting is accurate. Being even **10 percentage points off in your results can have huge implications** for your business intelligence, company strategy, and marketing campaigns.



***“Data quality is fundamental to everything we do at SurveyMonkey.
We have product and research teams dedicated to making sure
we’re at the forefront of data quality technology and service.”***

Jon Cohen, Chief Research Officer



About the data providers we tested

Name	Relation to SurveyMonkey	Respondent Source	Sample Size for this test	Targeting for this test (Used each provider's default)
SurveyMonkey Contribute	Owned	Mobile/Desktop audience recruited from SurveyMonkey Thank You page	1,021	- US adults 18+ - Basic Census age & gender balancing
SurveyMonkey Rewards	Owned	Mobile app	1,115	- US adults 18+ - Basic Census age & gender balancing
Cint	API Partner	Marketplace	1,013	- US adults 18+ - Full Census age & gender balancing
Lucid	API Partner	Marketplace	1,013	- US adults 18+ - Basic Census age & gender balancing
Dynata	Other provider	Blend of loyalty audience, publisher network, and affiliate network	1,034	- US adults 18+ - Full Census age & gender balancing
Pollfish	Other provider	network of consumers obtained from partner mobile apps	1,027	- US adults 18+ - No demographic balancing (Self-service Default)



Thank You!

Questions?

Contact: marketresearch@surveymonkey.com