IPSOS CUSTOM PANELS

#NoMoreBoringSurveys
Engagement in Market Research

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As an industry, we are facing stiff competition.....
Humans are even more distracted....

According to research, our attention span has markedly decreased in just 15 years...

- Average attention span in 2000: 12 seconds
- Average attention span in 2015: 8.25 seconds

In fact, scientists reckon we now have shorter attention spans than goldfish...

Average attention of a goldfish: 9 seconds

We're easily distracted...

An office worker, on average, will check their email inbox 30 times every hour.

The average user picks up their phone more than 1,500 times a week – taking up an average of 3 hours, 16 minutes a day.

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2015 Microsoft study
Engagement and its Consequences in Market Research

Has the Market Research industry really been good at adapting to these rapid changes?
Our Solution...

...we create **highly customized**, proprietary panels that deliver **controlled & cost effective research** results. Our solution fosters an **engaged panelist** environment that encourages panelists to **stay connected** & provide you with **objective-driven insights**.
ICP’s CORE STRENGTHS

✓ We have deep category and panel expertise
✓ We understand research
✓ We don’t just follow best practices, we create them

Speaking of which...
WHAT IS GAMIFICATION?

#NoMoreBoringSurveys
Gamification: What is it? What’s the point?

Simply put, gamification takes the characteristics of games that we like and inserts them into every day tasks to make them more fun. It’s no secret that when it comes to online surveys, one challenge we consistently face is the fluctuation of respondent participation. As noted in the GRIT report 2015:

"Data quality is poor because respondents are bored and disengaged. [There is] difficulty getting respondents to be cognitively engaged: There is a sense that consumers have lots to say about products and services, but they are so bored by surveys that they won’t participate.”*

"Respondents would provide really interesting insights if they weren’t so bored during data collection.”*

Respondents who have an enjoyable survey experience and are reminded of playing a game are much more likely to devote more effort and thought to completing that and future surveys.

* GRIT Report, 2015
Gamification: What it isn’t…

- It isn’t video games.
- It isn’t ‘pointsifying’ or ‘badgifying’.
- It isn’t over-complicating surveys.
Gamification: What is ICP’s approach?

We approach gamification as a holistic change in strategy, whereby we re-think and re-design how we write survey questions – instead of simply diverting respondent attention from the boring task, we actually change the task (a little bit) so that it is less boring and more appealing – perhaps even fun!

It’s about appealing to the intrinsic needs and desires of respondents...

**Thinking. Competing. Learning.**

Making these changes to surveys has been termed by many as ‘gamification’ but we like to simply think of it as...

**A commitment to ‘#NoMoreBoringSurveys’**
LET’S TAKE A LOOK at new approaches...
OUR 2016 RESULTS ARE TELLING

Average Email Open Rate: **61%** (44% - 96%)

Average Survey Response Rate: **38%** (28% - 79%)

Average Survey Completion Rate: **88%** (77% - 95%)

Average Attrition Rate: **0.4%** (0% - 2%)

Impressive Panelist Tenure in longer-standing panels – 37% of panelists have been active members for 5+ years
How to achieve ‘#NoMoreBoringSurveys’

Make it fun and keep it consistent

Framing & Wording of Questions  Visual Appeal & Interaction  Competition  Quick Snapshot Feedback
How to get started

Some best practices to consider when committing to ‘#nomoreboringsurveys’:

- Keep surveys short
- Limit the grids
- Consider the mobile & tablet view
- Keep open ends to 1 or 2 per survey
- Don’t overdo it
- Be consistent
Thank You!
APPENDIX
EXAMPLE SURVEY QUESTIONS
Image Replacement – Single Select

OPINIONS FORUM
from coast to coast

4%

How are you feeling today?
Please select the emotion that best fits

BACK

CONTINUE
Pretend you are sitting in a movie theatre watching a very funny movie. What snack do you most wish you had in your hands right now?

Please choose the image that most closely fits what you are imagining:

- PopCorn
- Chocolate bars
- Candy
- Soda
How often do you travel via each of these modes of transportation?

Please select one answer per row.
Take a look at this picture for a full 5 seconds and then tell us how you would rate its overall photographic quality?

Choose a rating from the bars below - the bigger the bar, the higher the rating.
Image Replacement – Drag & Drop Ranking

Which smartphones do you think are the best selling ones? Order the 4 kinds below from best selling to worst.

Please drag and drop each logo option onto the note board on the right in the order of best selling to worst selling. You can move items up/down within note board after you make the selection to change the order.

- Android
- Windows
- Blackberry
- Apple
I like using my smartphone. Do you agree or disagree with that statement?

Take the running man to the appropriate level by clicking on the number that fits your answer.
We’d all love to drive this car! But in your real life, out of all the kinds of transportation you use, what percentage of the time do you drive any car?

*Slide the race car till you reach the right percentage*
Common Use Features – Star Rating Scale

Pretend you are a food critic for a fast food magazine: how many stars would you give each of these restaurants? If you haven’t eaten at some of these restaurants, what is your impression?

Hover over the stars to select between 1 and 5 star ratings

<table>
<thead>
<tr>
<th>Restaurant</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>A&amp;W</td>
<td>★★★★☆</td>
</tr>
<tr>
<td>Burger King</td>
<td>★★★★☆</td>
</tr>
<tr>
<td>Domino’s Pizza</td>
<td>★★★★☆</td>
</tr>
<tr>
<td>KFC/ Kentucky Fried Chicken</td>
<td>★★★★☆</td>
</tr>
<tr>
<td>McDonald’s</td>
<td>★★★★☆</td>
</tr>
<tr>
<td>Pizza Hut</td>
<td>★★★★☆</td>
</tr>
</tbody>
</table>
If you were given the opportunity, for each city below, what would be your desire: live there, visit or neither?

Please click on each city name to expand the answer list and choose your answer.

<table>
<thead>
<tr>
<th>PARIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Love to live there</td>
</tr>
<tr>
<td>☐ Rather visit</td>
</tr>
<tr>
<td>☐ Not for me thanks</td>
</tr>
</tbody>
</table>

| NEW YORK    |

| HONG KONG   |
Progressive Grid

Getting to your destination is the fun part, but think about the time you spend in the air. Which airlines below fit with each statement?

For each statement, select as many airline logos as you think apply. Click the red arrow buttons to go to the next statement.
Which of the following words do you think go together with the word ‘Marketing’?

Please click on the words that you think apply.
We would love your feedback on our new website design and we want to hear what you like and dislike about it. Place positive or negatives pins in the specific areas and give us more detail in form of a comment.

Click on ‘Positive’ or ‘Negative’ to indicate the sentiment of the pin.

Click on desired area of the image to place a pin.

Insert a comment for the pin.

Click Save to complete the pin entry. Click Delete to delete the pin. Click Cancel to exit comment box with pin remaining.
## Calendar / Guide / Diary

### Where did you watch the sport events below?

**AH:** At home  
**OH:** Out of home  
**DW:** Did not watch

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
<th>Network</th>
<th>Score</th>
<th>AH</th>
<th>OH</th>
<th>DW</th>
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<td>Stanley Cup Playoffs</td>
<td>7:30 pm</td>
<td>CBC</td>
<td>2 - 3</td>
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<td>AH</td>
<td>OH</td>
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<tr>
<td>Thu 4th May</td>
<td>Stanley Cup Playoffs</td>
<td>10:00 pm</td>
<td>CBC</td>
<td>4 - 1</td>
<td>AH</td>
<td>OH</td>
<td>DW</td>
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<td>Fri 5th May</td>
<td>Stanley Cup Playoffs</td>
<td>10:00 pm</td>
<td>CBC</td>
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<td>Sat 6th May</td>
<td>Stanley Cup Playoffs</td>
<td>3:00 pm</td>
<td>CBC</td>
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<td>CBC</td>
<td>4 - 3</td>
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<td>Stanley Cup Playoffs</td>
<td>10:00 pm</td>
<td>CBC</td>
<td>5 - 2</td>
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<td>Stanley Cup Playoffs</td>
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Fun Fact Game

Please spin the wheel to reveal a little known fact!!

RANDOM FUN FACT:

There is enough DNA in an average person’s body to stretch from the sun to Pluto and back – 17 times.