



 **datadiggers**
reliable. insightful. global.

HELPING CLIENTS NAVIGATE CHANGE

THE LIFE OF A PANEL MEMBER

2022

ABOUT THE STUDY

Most panel members are completing surveys mainly for the money. The vast majority of them also draws some emotional benefits from taking part to online studies.

They really believe their opinion actually counts, that is taken seriously and that in the end it's helping to create better products & services, improved public policies or even to make the world a better place in general.

People are enjoying the financial rewards, mostly for their own needs, pleasures and vices. However, at least half of them are also using the gains in a selfless way, to bring joy to other people.

Panel membership is a source of basic income for about 1 in 10 panel members, especially for women, helping to pay household expenses – so this is likely a more serious business for them than we might think.

They each found their own suitable time and place to fill in questionnaires. There's also this 'hardcore' group of respondents that are completing surveys whenever they have a spare moment during the day.

Mobile-friendly questionnaires are essential for keeping the respondents focused. Mobile is by far the preferred device for survey completion – everybody is always carrying a phone around, being able to easily access surveys in almost any circumstance.

Panel members are very willing to help – two thirds would like to complete 5 or more surveys per day.

In principle, the vast majority of people are not against sharing personal information with researchers. Paying special attention to the design of such sensitive questions will help you achieve good response rates.

Keeping questionnaires short and simple is essential – long and complicated ones are almost guaranteed to weaken respondents' focus, which in turn leads to poor data quality.

Panel member are interested in a variety of subjects, ranging from the one we all depend upon – namely Food – to various other products and services that help making our life easier and more enjoyable.

As expected, there are visible differences in some areas between men and women:

- Men tend to be more interested in Cars, Sports, electronics (Audio & Video Equipment, Gaming) and current affairs (Politics & News);
- Women show more interest in Fashion & Cosmetics, House & Child Care and even in Food.

Liviu Micu,
Senior Researcher



METHODOLOGY

TARGET

English speaking respondents from MyVoice panels 😊, 18-65 years old

SAMPLE SIZE AND STRUCTURE

777 respondents

FIELDWORK PERIOD

14 -16 March, 2022

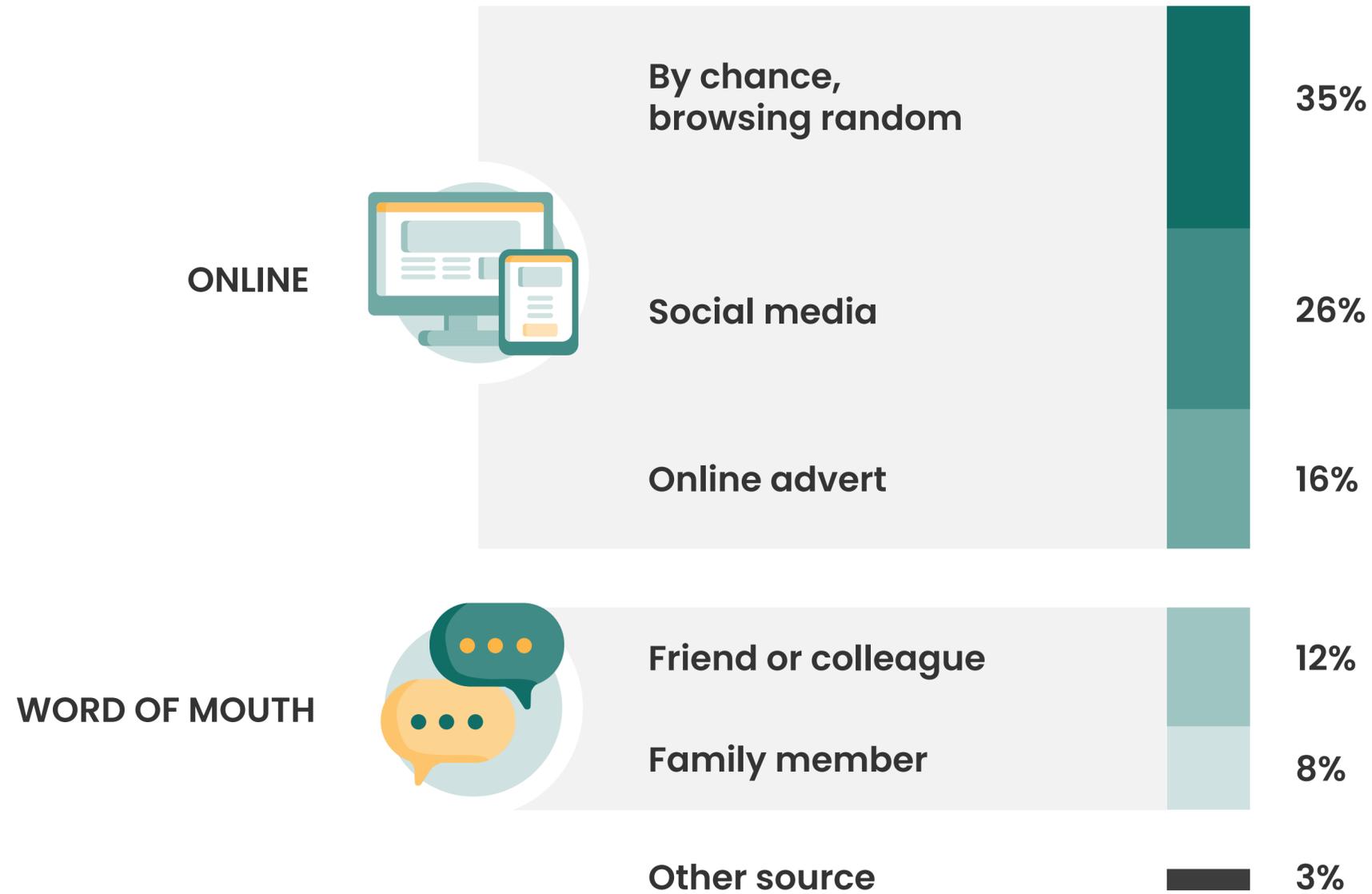
DATA COLLECTION METHOD

Online interviews

QUESTIONNAIRE LENGTH

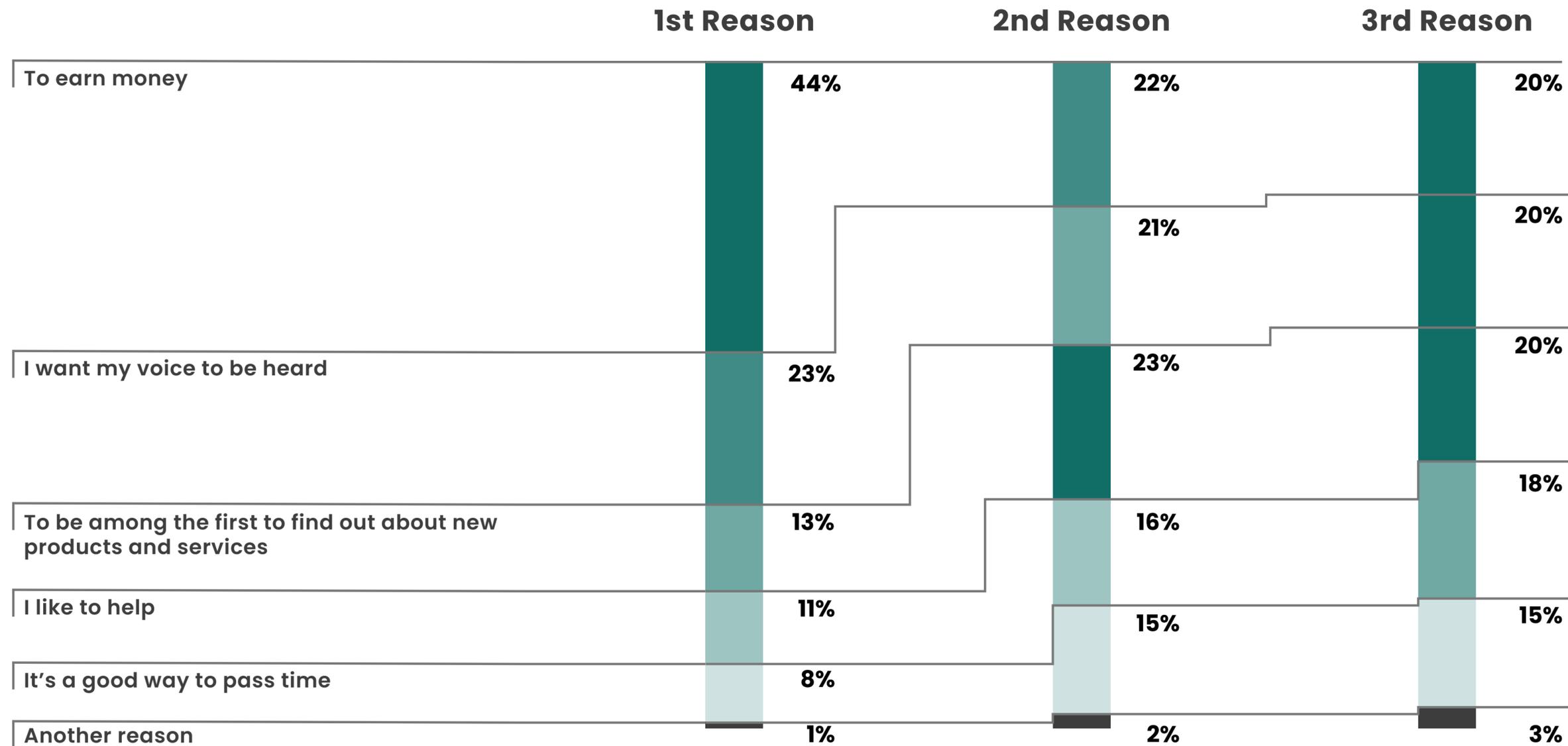
8 minutes

How did you first find out about taking online surveys?



Unsurprisingly, panel members first found out about online surveys in an overwhelming proportion from online sources, about 3 times more than by Word-Of-Mouth, which is still a significant source of recruiting new panelists.

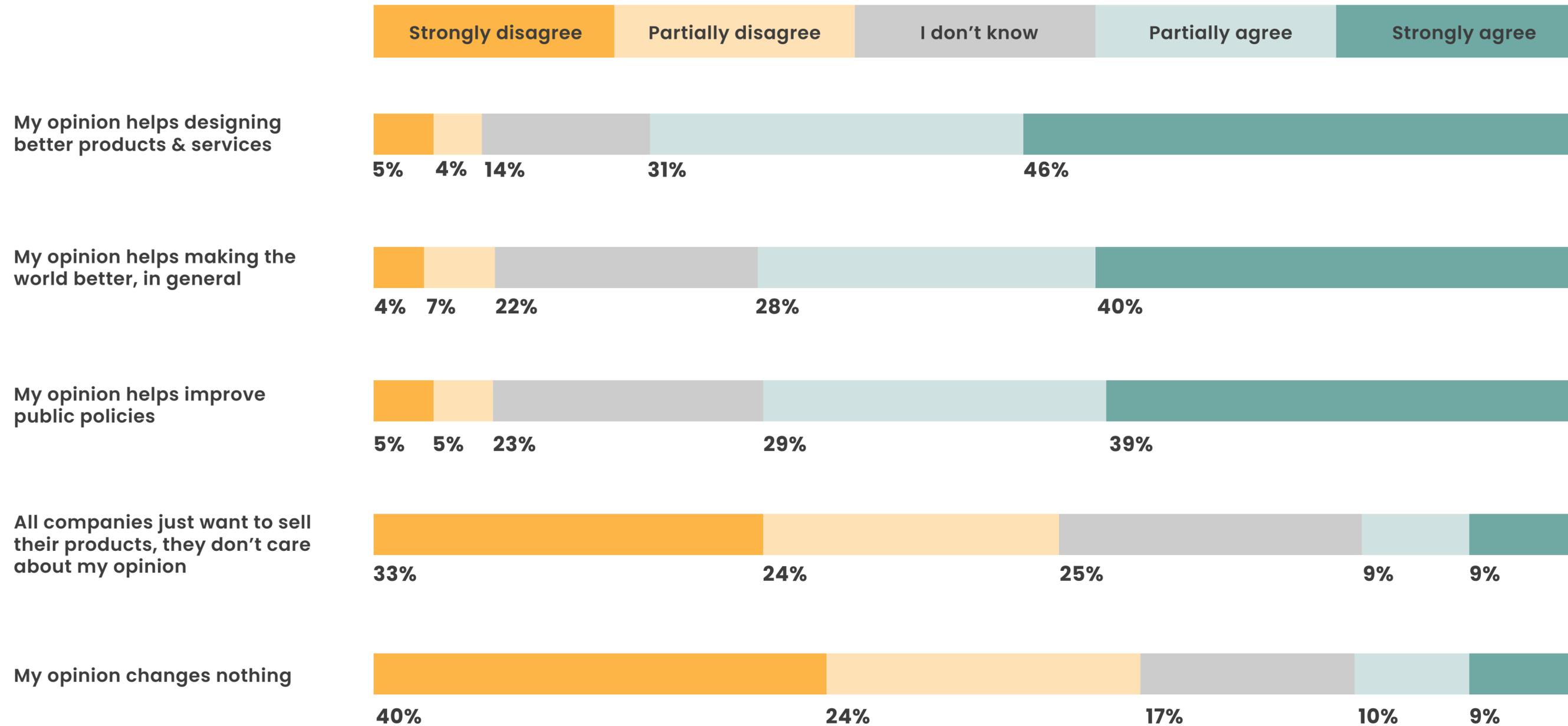
What are your top 3 reasons for answering surveys?



There is no doubt that money is the main reason for joining an online panel. However, people are gaining on the emotional side too from taking part in online surveys – they feel as though their voice is heard and/or they enjoy helping. Finding out about new products and services before they are available on the market is also a bonus – panel members likely feel a bit more special knowing something most other people don't.

For some it is also a good way of passing time, which coupled with one or more of the other reasons is making the whole idea even more enjoyable.

How much do you agree with each of these statements?



It is clear that people are more involved than initially expected – a solid majority thinks that their opinion really matters. By contrast, the panel contains very few skeptical or cynical members.

What do you think it happens to the answers you provide in surveys?

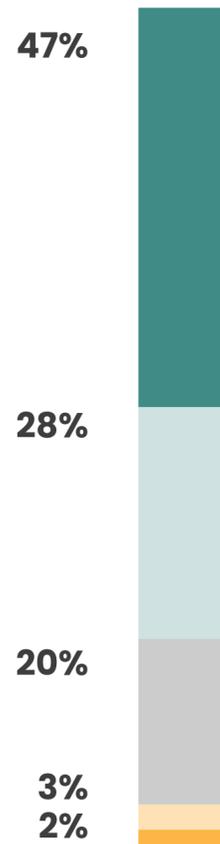
Answers' Fate - Taken Seriously

Answers' Fate - Put to Good Use

Those reading are taking the answers very seriously

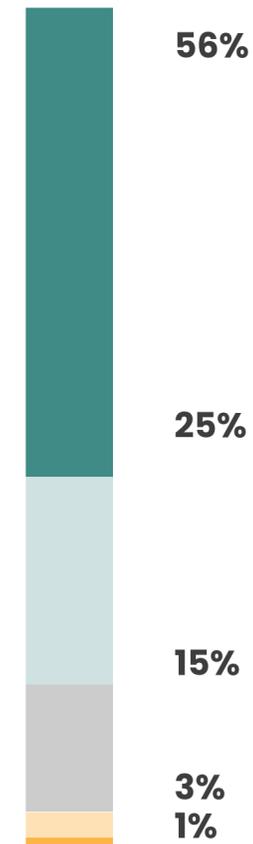
5

The answers are used for designing better products & services



Those reading are laughing at the answers

1

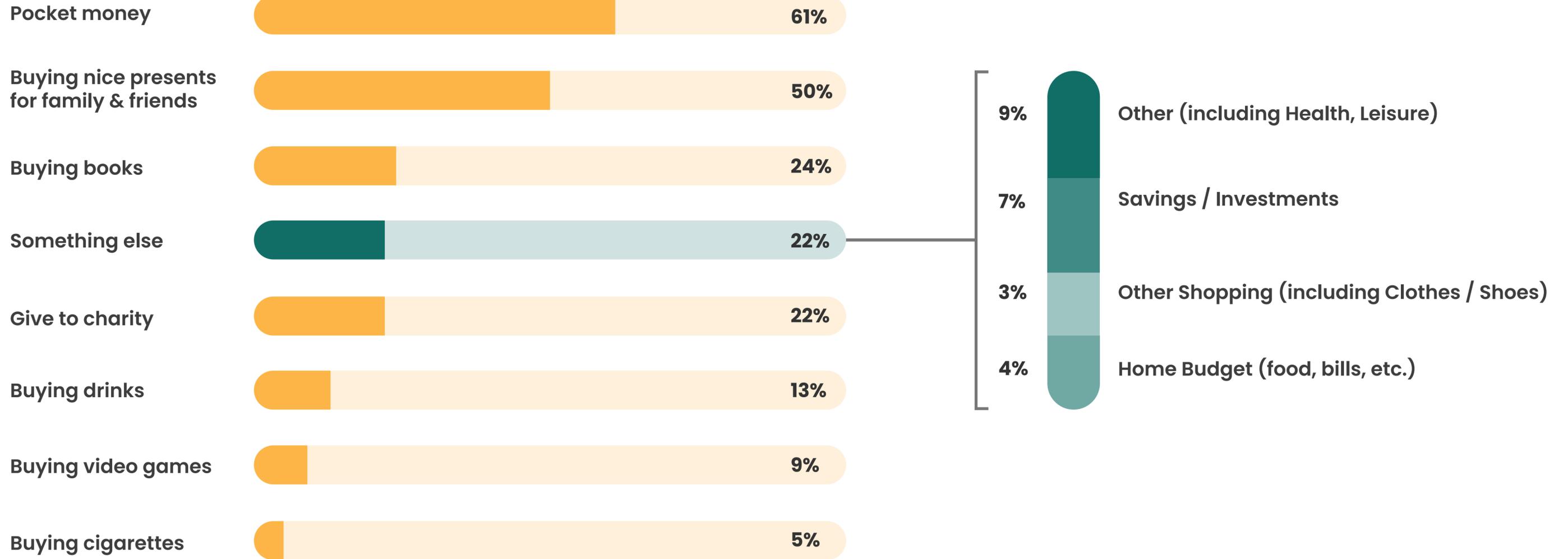


The answers lie somewhere forgotten; nobody is using them



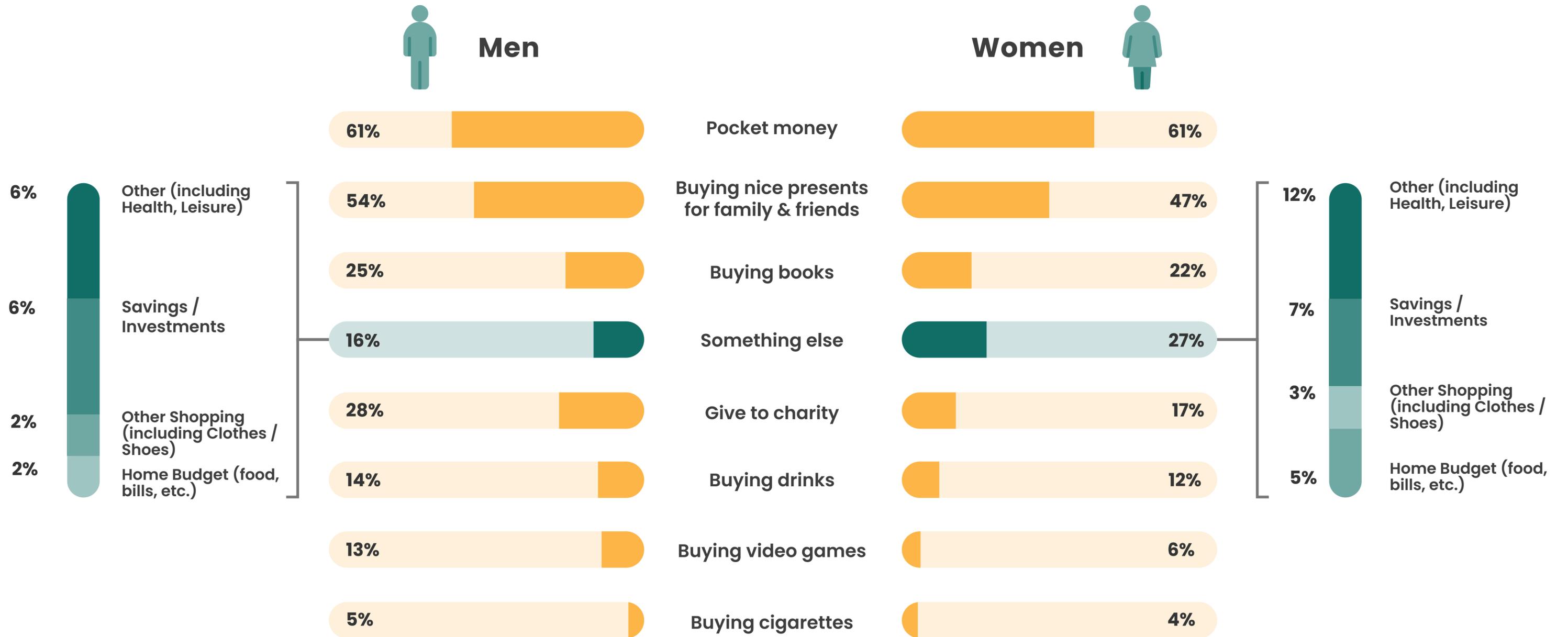
We have another confirmation that most respondents believe their opinions really matter, that they are taken seriously and that they make a difference. There is almost no negative opinion expressed in this regard.

And how do you spend the money you earn as a panel member? 💰



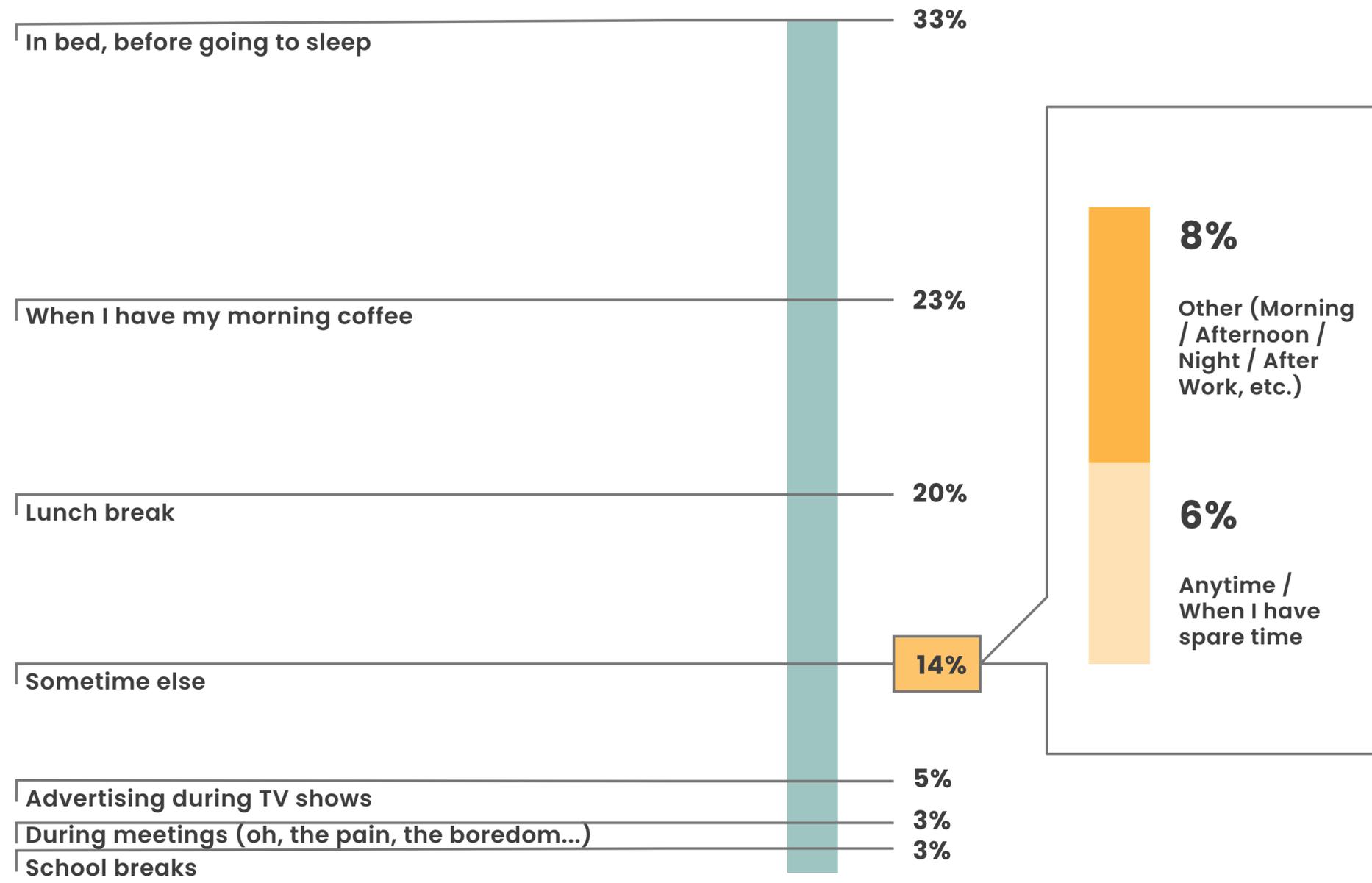
At first, the idea of being a panel member might not have been given serious attention, but people are now enjoying the rewards, mostly for their own needs, pleasures, and vices. It's worth noticing that panel membership is a source of basic income for about 1 in 10 panel members – helping them pay for household needs.

And how do you spend the money you earn as a panel member? 💰

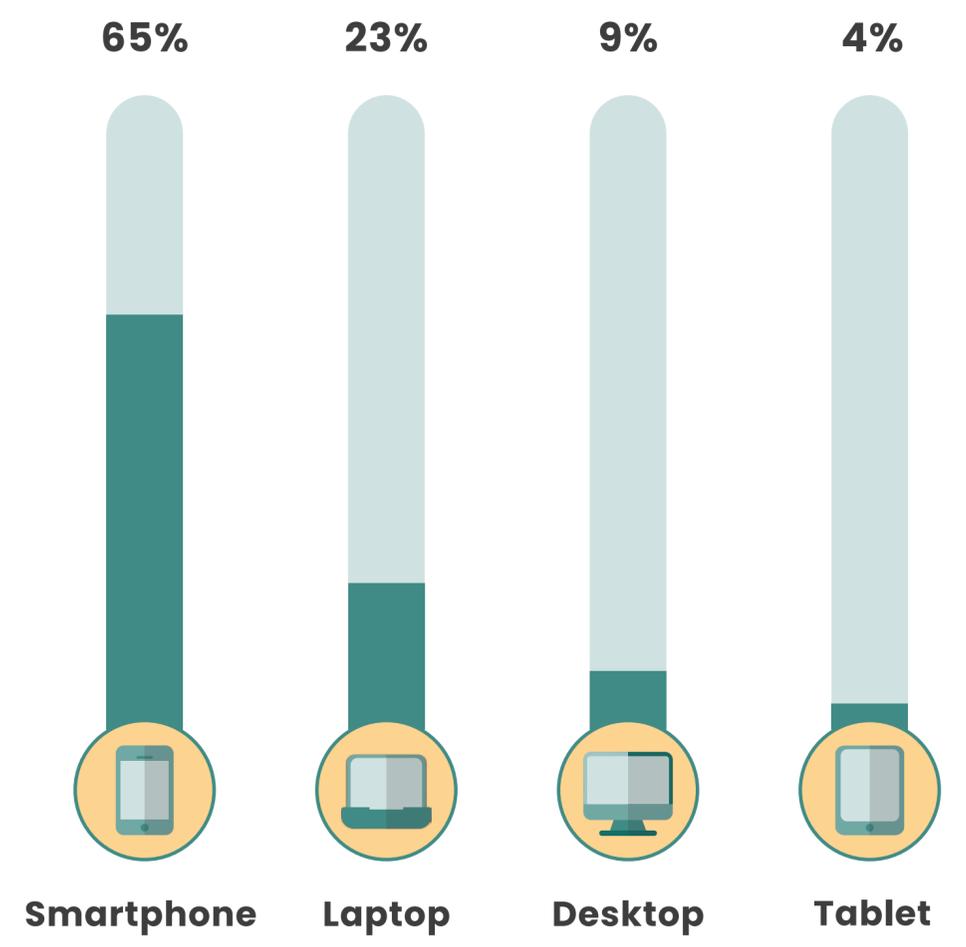


There are some differences between men and women – women seem to be more focused on household expenses, while men are more willing to give to charity and, to a lesser extent, to buy presents for close ones (and videogames, for that matter).

What is your favorite time of day for answering surveys? 😊

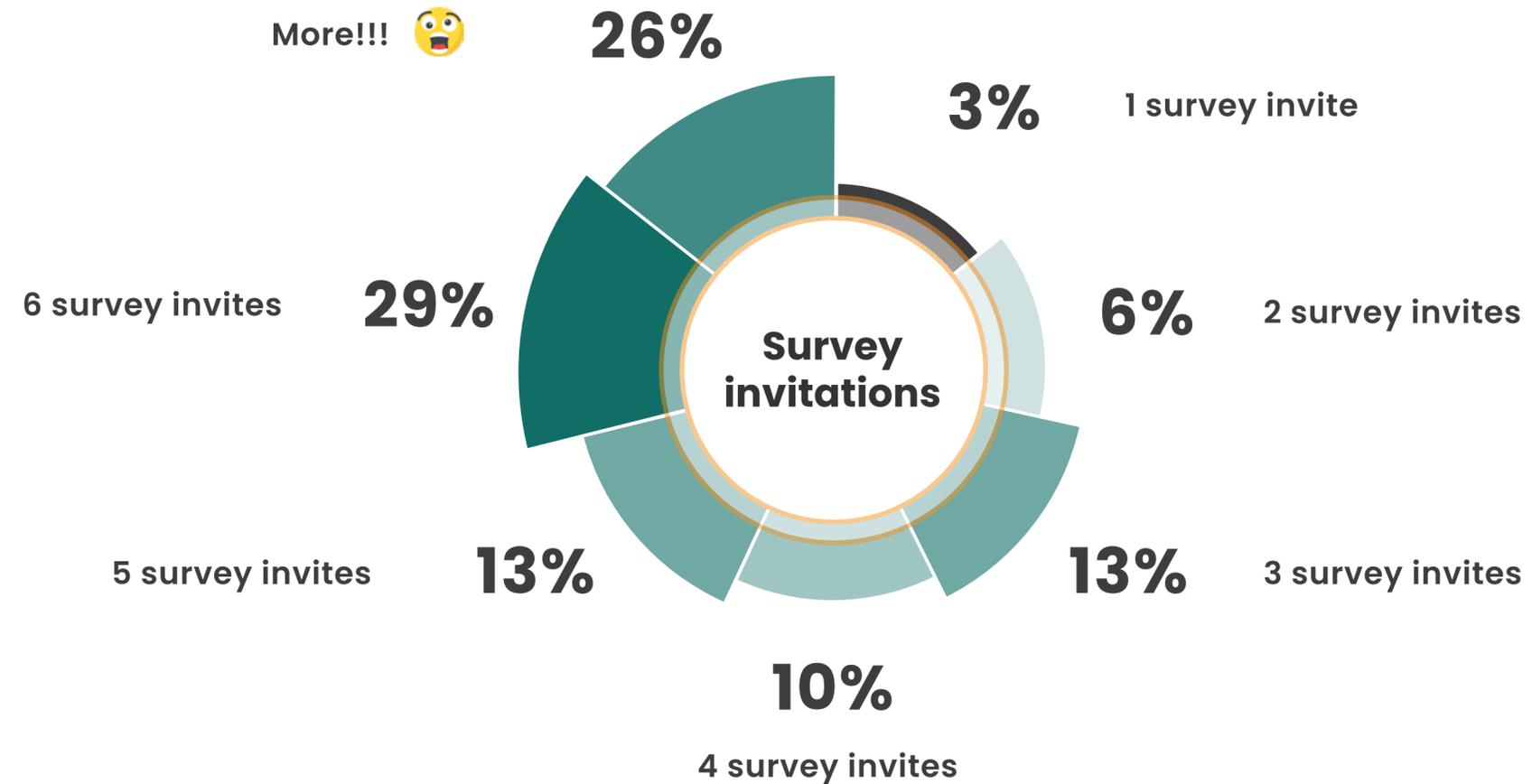


What is your favorite device for completing questionnaires?



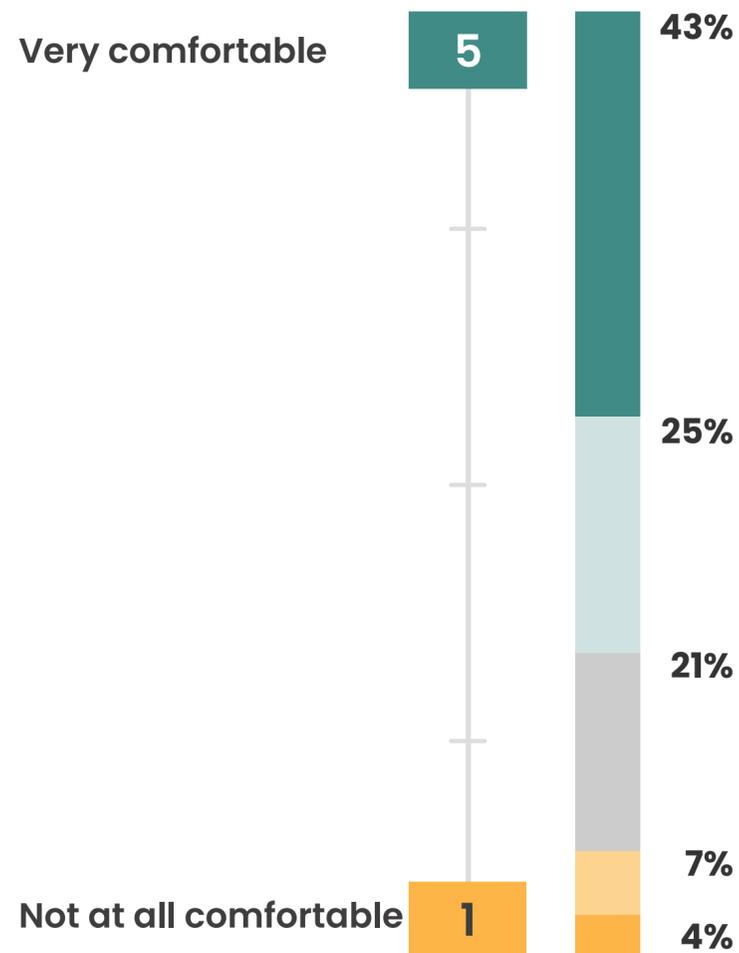
As for the preferred time, those who do not lean towards filling out questionnaires in bed before going to sleep or over their morning coffee are taking surveys during various breaks throughout the day. There is a hardcore group, so to speak, that is using any spare moment during the day, if there are available surveys to complete. The writing's on the wall: make sure the questionnaires are mobile-friendly, or risk jeopardizing respondents' focus. No wonder that the mobile is the preferred device – everybody is always carrying a phone around, being able to easily access surveys in almost any circumstance.

And how many surveys invitations would you like to receive daily? 🤖

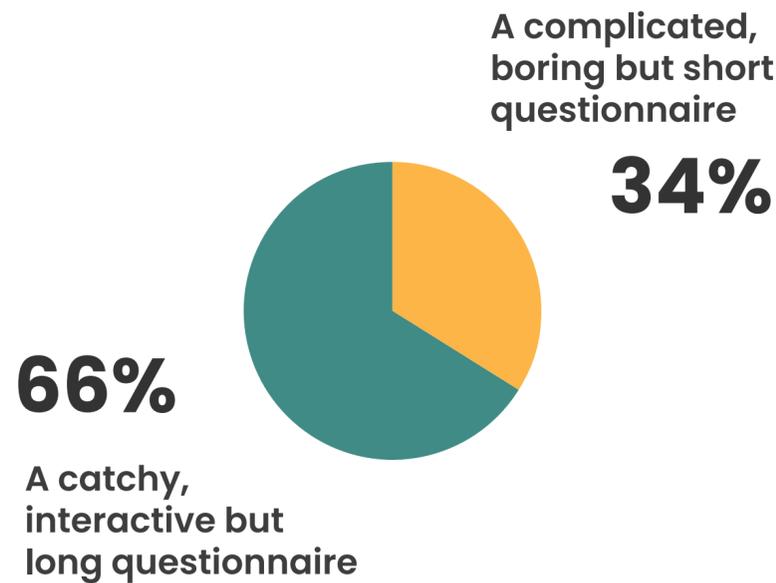


It looks like surveys are more addictive that we thought. 😊
Panel members surely are very willing to help – two thirds would like to receive 5 or more invitations per day.

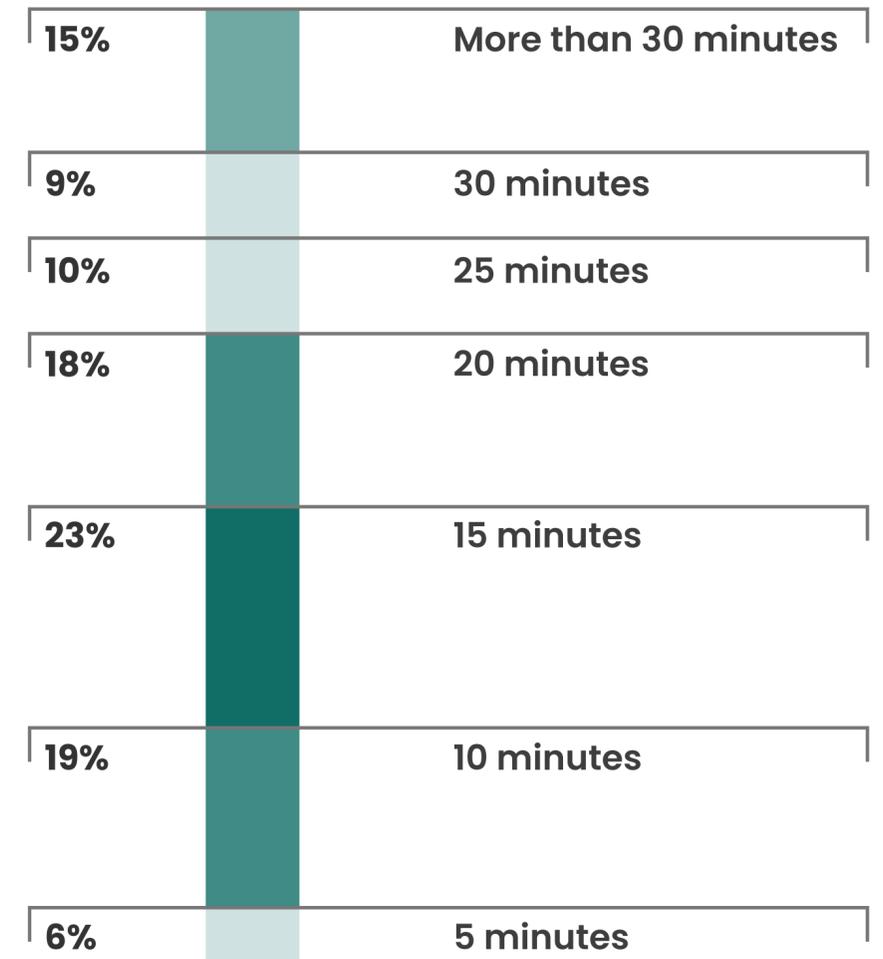
How comfortable are you with sharing personal information in a survey? 😊



What would you choose between these 2 options?



Usually, how long does it take until a questionnaire begins to feel tiresome?



It's good to know that the vast majority of people are not against sharing personal information with researchers, in principle. Special attention has to be paid to sensitive questions wording, to legal and ethical aspects, in order to avoid refusal.



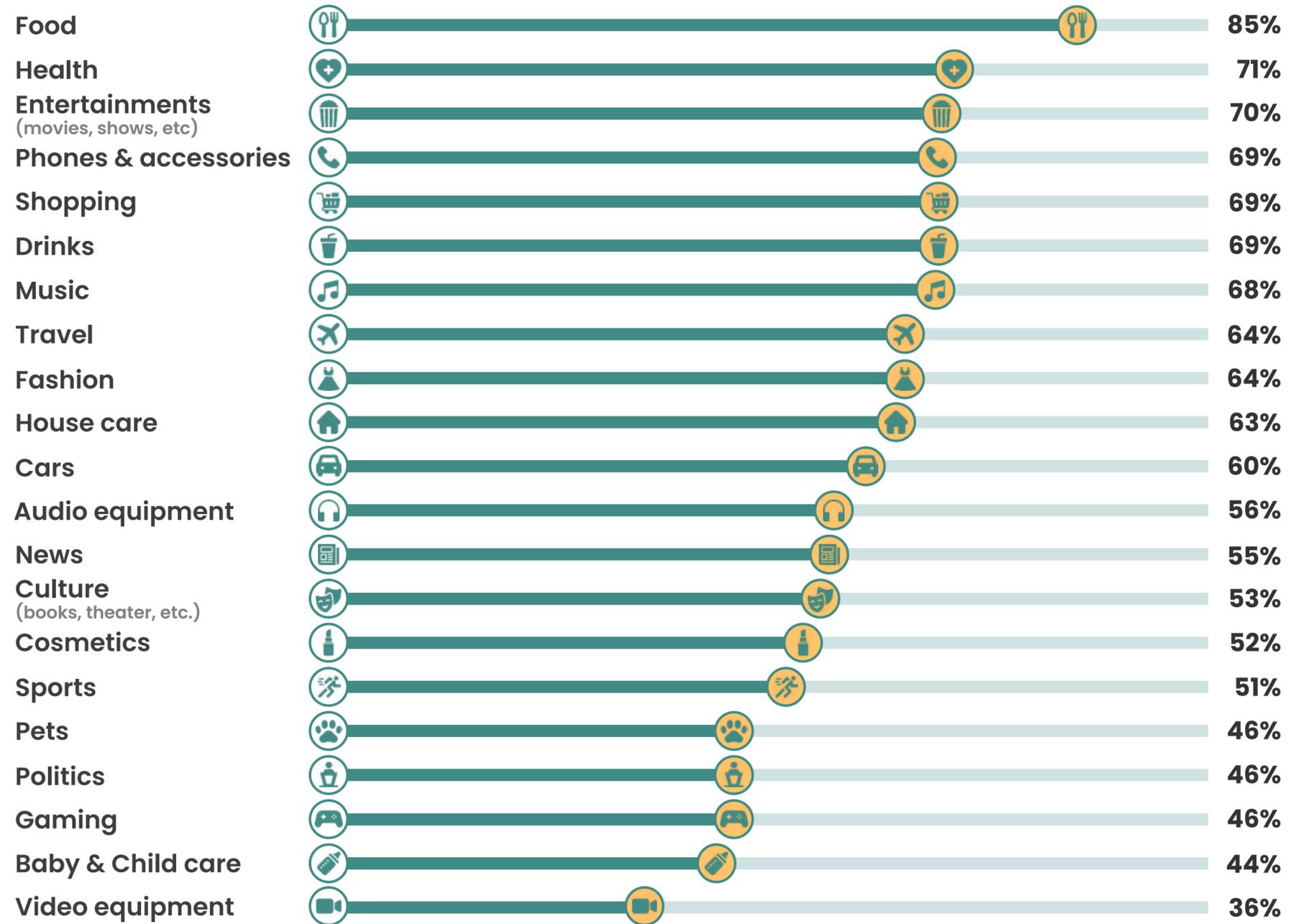
Questionnaire length is a sensitive issue.

About half of the panel members have a pretty short attention span, stating that they start getting bored after more than 15 minutes. And only one third of panel members say that they can withstand questionnaires longer than 25 minutes.

If you really have to launch a long questionnaire, at least make it as simple and as friendly possible.

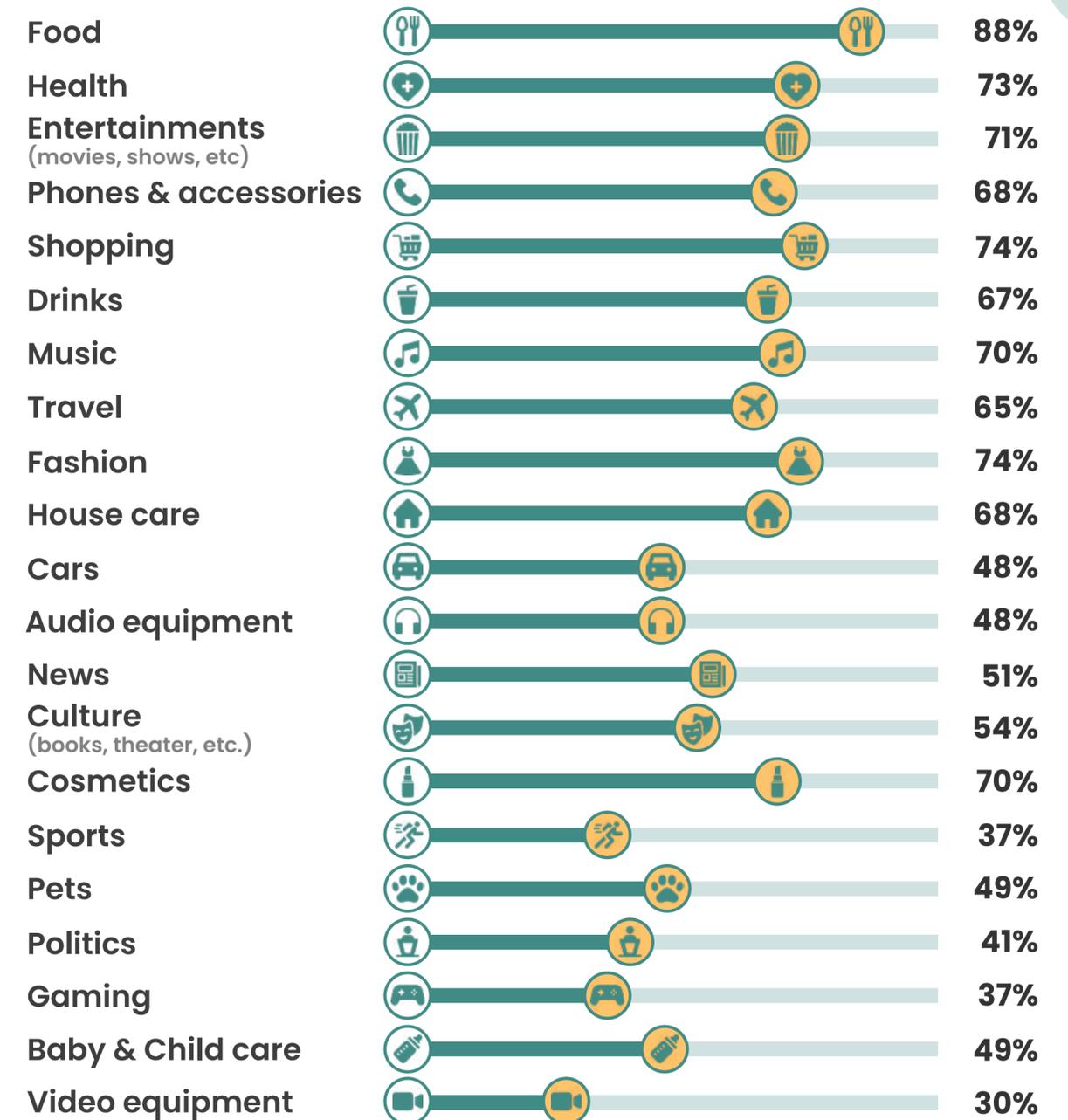
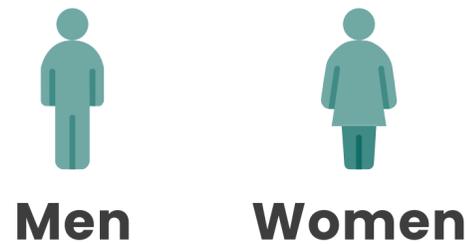
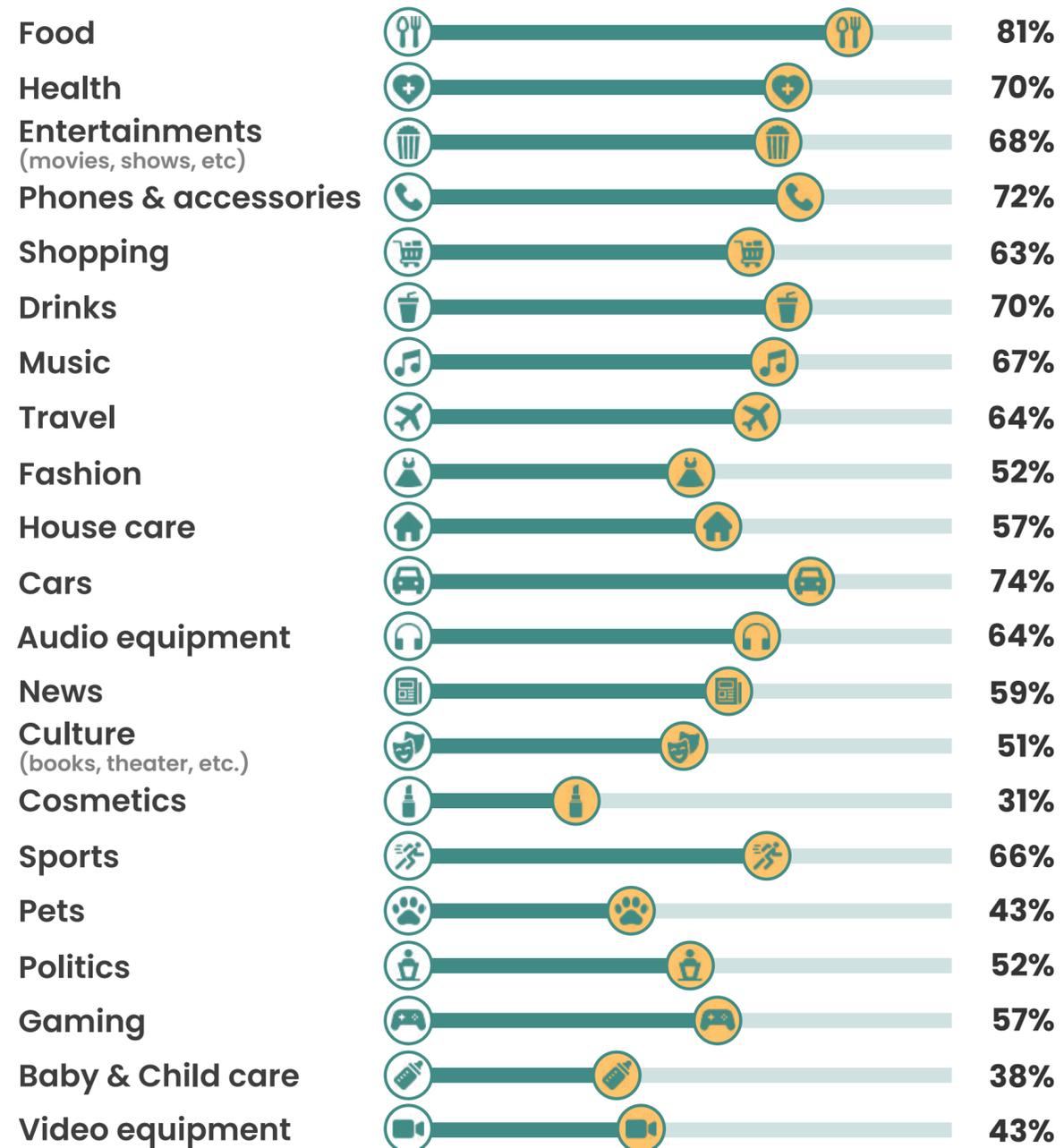
A long and complicated questionnaire is a big NO – almost guaranteed to cause a drop in respondents' focus, thus lowering data quality.

Which of the following survey topics are of interest to you?



As we all know, panel members are interested in a variety of subjects, ranging from the one we all depend upon – namely Food – to various other products and services that help making our lives easier and more enjoyable.

Which of the following survey topics are of interest to you?



And as we all already well know, men and women have different degrees of interest in some areas: Men tend to be more interested in Cars, Sports, electronics (Audio & Video Equipment, Gaming) and current affairs (Politics & News). Women show more interest in Fashion & Cosmetics, House & Child Care and even in Food, although this is a subject of great interest for all panel members, regardless of gender.

And now for the bonus



Our panel members were also kind enough to share a few more detailed thoughts about surveys. Here is the summary of the most significant findings – you're probably familiar with most, if not all, of them, but we think they worth mentioning nonetheless.

What they found most interesting

- 1 To know about new products and services before other people – as they told us earlier, some really like to be the first among their peers in this respect;
- 2 Finding out new things – after all, Internet is a very popular (and inexhaustible) source of information for many people and online surveys are also contributing a little to this immense information source;
- 3 Their contribution, no matter how small it may be, to new products & services design;
- 4 Innovative / interactive / friendly questionnaires;
- 5 Surveys on topics they care about, ranging from frivolous to very serious ones

What they found most annoying

- 1 Long / complicated / ambiguous / boring / repeated questions;
- 2 Long surveys, in general;
- 3 Long screeners – really irritating for those going through 10 minutes or more of screening questions, only to be disqualified;
- 4 Mobile unfriendly questionnaires – remember that mobile is by far the most preferred device for filling in surveys



Finally, there are a couple of funny stories about being a panel member, stories which we think you'll enjoy. Wrapping up, we believe that the market research industry, as a whole, will benefit from taking a closer look at the respondents' perspective about surveys. The findings allow us to better understand panel members and to improve surveys and research methods in general. After all, data quality is heavily dependent on our ability to keep the respondents engaged throughout the whole process. We hope that this material will help you crystalize your knowledge of the inner workings of the business we're all involved in, the importance of people from whom we draw the answers we need and how much we all depend upon each other.

Most unusual place where they completed answered a survey 😊

- 1 Various places – work, hospital, school, church, restaurant / pub, park, even home, waiting to be summoned in a courtroom – most of them are pretty ordinary, you might wonder what's so special about this
- 2 It's the circumstances in which they completed the surveys which make the whole situation quite unusual, for example:
 - **At work** – while being scolded by the boss or while tutoring someone else;
 - **In a hospital** – while recovering from childbirth; while waiting for and even during a medical procedure
 - **During various social events** – such as a date, parties, meeting with friends, weddings, even funerals;
 - **On the move** – in the car while driving (we sincerely hope this was a one of a kind situation 😊), on a back seat of a motorcycle, even while literally walking on the street.

Advices on how to design a survey (most of them are very sensible)

- 1 **Ask shorter questions** – this advice pops up time and time again;
- 2 Overall questions design: simple, easy to understand questions, about something they can relate to. Pay close attention to translation;
- 3 User interface – simple, friendly, catchy (use images/video if possible), easy to use. One question at a time; avoid at all costs the classic grid question format (table like) on mobile;
- 4 Avoid repeating questions, if possible, or at least avoid too many repetitions;
- 5 And one advice which sums up everything: „**Write surveys that you would like to fill in yourself**”

What is the most interesting thing you've seen in a survey? 🤔

Finding out that I have a say in a product. Not just a regular product, but the major players in the market

How artificial intelligence used by the police can be such a controversial thing.

This is the most interesting thing I've seen in a survey.

That in this survey MyVoice care about how my feelings in general about my opinions. Quite refreshing!

What do you do with the money?

The survey that asking about my dream, if any.

Seeing the new product I have taken surveys on, on the shelf in store. It gives me joy.

It was a survey on alcohol, never knew there were so many brands.

It was a survey on alcohol, never knew there were so many brands.

Just how many different brands of alcohol are out there, mind blowing.

Virtual reality shopping, visually browsing the shelves in a virtual shop and choosing purchases accordingly.

I've just learnt things in general that I didn't know about before doing the surveys.

I have done a survey on sex toys. That was fun!

The most interesting part in survey they ask me 1 time if I got super power which super power I want? I answer super man to help people. The most interesting is also asking every time my age that they have still doubt.

A survey hosted a game of questions. It was really funny and interesting.

I have seen new products before they come out and I think that is totally amazing.

Sustainability and carbon print and government involvement to educate citizens on cyber crimes and improved IT.

I saw an ad (video) and it was so dull and almost morbid and I thought 🤖 luckily it wasn't the finished product. I couldn't believe they thought that would get people's (good) attention. But I guess any publicity is good publicity right?! 😊

New products and designs before anyone or before being on the store shelves.

Seeing that I had an opinion on influencing the outcome of a brand. Seeing the final product on tv was more exciting.

Having a the opportunity to see pictorial views of items or technologies I never knew about in the past and finding out information about them thereby keeping me updated it's kinda awesome.

The style in making their questions simple and understandable.

I think it was images of new food products yet to be released, new flavors to try and new packaging.

Seeing new products before other people is the most interesting thing for me.

The survey asked me to select my favorite celebrities.

New restaurant ideas. New holiday ideas.

Lies about the duration of surveys.

Choice of interface, personally I really admire a touch of creativity.

One day I remember that I have filled out a survey about sex positions.

When I was asked about the sex of who invented the first computer and I discovered that it was a female while all along I thought it was a male. Thus , I learnt also from surveys.

Surveys that come with pictures illustrating each question. Then it has a beautiful robot like attendant. It was really cool!

Some surveys actually care to know my opinion on deep fundamental issues.

Questions are designed carefully and all you have to do is just choose an answer. Sometimes we required to write an answer.

Seeing the new product I have taken surveys on, on the shelf in store. It gives me joy.

And what was the most annoying thing you've encountered in a survey? 🙄

Having to select very long lists with many options, particularly on mobile.

Asking about whether i will spend money earned on taking survey on cigarette

Other online surveys they will repeat same questions so it's annoying and waste of time but with My voice everything is straight to the point.

What are you doing with survey money?

Multiple questions and statements.

It was a survey on alcohol, never knew there were so many brands.

Some questions require more than 50 inputs, too many.

COVID polls.

When asked simple questions like 1+1.

The whole survey wouldn't fit the page.

Too many questions which makes your brain tired of thinking.

Very long surveys with questions that are difficult to understand.

Very long surveys with questions that are difficult to understand.

Repeating the same questions, over and over again.

Tedious questions that go no where.

Really long questions that take a long time to read and answer.

Also the way of scam of some companies to collect data from me for me. They ask from u many questions almost for 10 minutes and finally say to u that u aren't qualified for their survey.

The survey that keep asking about race and disqualified me based on race.

The same questions over an over in a different form.

Very similar questions repeated over and over in a long, tedious survey.

IT related ones.

Surveys with very long pre-qualification questions. And surveys that would screen me out even after spending 20 minutes answering their questions already.

When the surveys is broken and in different language.

Surveys that are full paged questions. Prefer quick, short and sweet laid out surveys.

Lot of questions hahaha.

Getting disqualified when you almost done with the survey.

Boring questions.

A lot of questions that are difficult to answer.

Slow surveys and ambiguous questions including terrible graphics.

When you almost finished it and at a specific point, they say your profile is not eligible for the survey, even if you did like 70/80% of it.

The most annoying thing is when you do a survey for 30 minutes, give out your information, and be told you do not meet the criteria, meaning you will not be rewarded. I think we are scammed for our information, and then get nothing in return.

Wall of text and pages of them for a long time.

Wrong language and grammar, defective sentence construction.

Being screened out after reaching 88 percent of the survey.

Not being able to do it on a phone.

After spending about 40mins answering questions, I'll be told I'm not qualified.

Repetition annoys the hell out of me.

Nothing really, just long surveys that you get screen out before finishing them, or while you half way through.

They keep on asking same question but different way. It's wasting my time but need to answer to complete the survey.

And what was the most unusual place you answered a survey? 😊

- In the middle of an exam.
- While driving.
- At work while tutoring.
- During a disciplinary hearing. 😞
- At work while my boss was yelling at me.
- I visited a friend and he couldn't keep up our conversation so I brought out my phone and took surveys.
- At a football field while watching my son soccer.
- In park on a picnic.
- At a party while still waiting for my drinks.
- In the McDonalds drive through.
- Making a call or playing video game.
- In my boss's office.
- On the hospital bed .. I was very sick and needed money .. lol
- On the work bench, handling practical work..
- Work when my line leader was calling for me.
- On a date in a restaurant.
- At my mom's 70th birthday party.
- On the hospital bed .. I was very sick and needed money .. lol.
- At church oh.
- In the church, at a wedding.
- During a staff meeting.
- On the work bench, handling practical work.
- At work when I speak on a phone.
- At tavern while drinking beer with friends.
- Bathroom while I'm taking a bath.
- On the sidewalk on the way someplace.
- In the emergency room while my son had an accident.
- In a cardiac ICU, hospital.
- In a hospital waiting for my wife give birth.
- Getting a mom break while kids are in school. 😊
- In the hospital after my delivery.
- While dishing up, breastfeeding and brushing my teeth.
- Close to my boss's office, because there's a WIFI in his office. It was so awkward. But I made a good excuse.
- At the back of a motorcycle while someone rode it.
- In the hospital while taking injection.
- Hospital after giving birth.
- In the waiting room waiting for court.
- At a funeral.
- In the middle of an exam.
- At The Bus Stop Waiting For The Rain To Stop.
- Waiting for my medication at the clinic.
- During an interview, waiting for my turn.
- Sitting in truck while husband got the oil changed at jiffy lube.

What is your advice for the people designing surveys?



Ask shorter questions. get to the point of the information you are seeking. A survey shouldn't be longer than 10-15 minutes. I lose interest and will enter garbage in and then it's a waste of both of our times.

Ask shorter questions.

They should always make sure their surveys are full proof and questions are clear.



Make simpler to understand like I enjoyed answering this survey

Ask questions about the past and present and not as much about the future.



Make it short and interesting just like this one

Put yourself in the shoes of the person who is going to answer the questions.

Make it short and sweet. not that long questions where you have to make a 110 click on one page



Surveys that are full paged questions. Prefer quick, short and sweet laid out surveys.

Too many questions which makes your brain tired of thinking.



Please, for Joe's sake, make sure it can load properly on at least the tablet, phone and desktop screens...please.. I can't help or be helpful, if I have no idea what you need from me. Other than that, shorter questions would be a plus.



Write surveys that you would like to fill in yourself.

Design on good and not laggy UI, make the questions meaningful and never ask the same questions on different ways



Like half way in a long survey, make a question that is unexpected and will gather more attention or make the survey taker laugh. After going through a long survey people tend to get tired and bored and need a little pick me up.

Really long questions that take a long time to read and answer.



Make questions more fun and interesting and more relatable.. people are more willing to answer personal questions truthfully when they can feel a sense of connection coming from the person/people asking the questions.



Reread and answer the survey yourself before publishing.

Little text, straightforward questions without complexity, no repeating and evaluating something twice, better survey designs, minimalist visuals



Please make them more interesting and enjoyable for people, add did you know facts or facts about whatever the survey is based on, enlighten us a bit more and include visuals such as videos/pictures

Please ask short questions, it can be long but keep them more number of questions but short.



Have each question appear individually and don't make huge tables. Make next question appear automatically without needing to press 'next'.



Let someone answer it to see that there are enough options and no ambiguity. Also, please consider older people and make the fonts larger

Think About Whatever You Want The Topic To Be . Make Sure It Is Catchy.



A lot of questions that are difficult to answer.

Please try to make surveys more interactive but to the point and not too long.



The fact that the prepared questionnaires take more than 20 minutes is boring. Clearer and shorter surveys are very successful. Surveys that don't make more repetitions would be nice. sometimes there are excessive question choices 10 20 and on the other page I have to read 10 20 choices again

Ask shorter questions and something one can relate with on a daily basis.



Make it short and sweet. not that long questions where you have to make a 110 click on one page

Slow surveys and ambiguous questions including terrible graphics.



Ask clear questions that don't need psychological processing in order to answer



Don't use Google Translate

Don't ask ambiguous questions Don't ask the same or similar questions over and over again. Use some colour or graphics to make survey more interesting



Be more realistic, so that you get all the truths you need to aid decision making



Make the surveys short and comprehensive.



Finally, can you tell us a funny story related to being a panel member?



I ask a lot of questions to my wife that it annoys her so much and I said it's for a survey I'm answering even though it's really not, I'm just pretending that I'm answering a survey.



I ask a lot of questions to my wife that it annoys her so much and I said it's for a survey I'm answering even though it's really not, I'm just pretending that I'm answering a survey.



I tried cashing out not realizing a didn't hit my threshold yet.. wrote the longest email ever ..then my wife showed me sarcastically my error ...she won't allow me to forget that.



I filled in a survey while waiting for my son at his school and he got into the car and asked me to register him also to do surveys so he don't have to go to school anymore and he is only 4years old.



I was determined to finish my survey of the day but my daughter was determine to stop me so we could go finish build a paper house. While we were building her paper house she found a survey and started doing in stead of doing her project.

People think I earn money doing nothing.

Once upon a time, I was in the comfort of my room when my phone beeped. Lo and behold it was an email from my voice data diggers telling me I have a survey to answer. I checked in and the survey was the type that required audio-visual recoding in between. So I started answering the questions and believe it was fun. When it got the point where I will make a video recording, I had to pause the survey and go take a shower, put on some nice clothes and wear a nice scent perfume cos I wanted the people reviewing the survey to know that they've go some cutie panelist they can crush on. 😊😊😊

Everybody says that I have spare time but the earnings from surveys is the reason I don't have anymore spare time because of the games I buy

All family members gathered together doing surveys.

Refusing to pick my girlfriend's call for a survey that pays \$2.45.



Answering questions like this one for pennies.



I fell off my bed while hurrying to do a survey.



I got to voice out my weird thoughts.



A funny story I've encountered is when the researchers freak out and misread representations because of panic attack.



The funny part is that I don't know if I am Left Wing or Right Wing, and most of the time this question is asked, I have to google the meaning, and it takes time to understand and finally chose the answer.



I try to do two things at once like cooking while doing a survey almost made me burn the food/pots.



Witnessing how some participants are unprepared for live interviews.

By accident I selected the wrong answer so I had to be Asian for the rest of the answers.



Well I was at a point always checking every morning for survey and jokingly tell my colleague at work that that is my second employer



When they sent me the same survey three times in a row.



I wrongly interpreted the instruction and provided answers oppositely.



I suddenly got bored taking a 25-minute-survey that has repetitive questions then my 3-month-old baby cried so I have to hurry. Unfortunately I have to carry my child while taking survey.



The funny part is that I don't know if I am Left Wing or Right Wing, and most of the time this question is asked, I have to google the meaning, and it takes time to understand and finally chose the answer.



I didn't know I was on camera and had to gone to the bathroom.



Sometimes I usually slept off while answering questions.

I love being dramatic.

I used the money and bet on roulette and won!

When I first saw the ad on social media I had to really laugh because I found it so hard to believe a panel could be formed online.

Funny how I in the beginning could answer surveys as a smoker and now non smoker... That's funny & awesome.

Yes, I had a dream answering a survey which I completed, I woke up just smiling.

Sorry, like most of my friends say, I don't have a funny bone in my body.

I joined MyVoice as a joke, that is a funny story on its own 😊. I thought it might not be for long. Now look at me looking through always for a survey.

I love catchy surveys so most times I answer them in my work place until I forgot to switch off my laptop one of the days.





Thank you for going through our study regarding:

THE LIFE OF A PANEL MEMBER

We invite you to check out our products, services, as well as other studies and presentations available on our website at www.datadiggers-mr.com

HEADQUARTERS

Romania

Bvld. Mihail Kogalniceanu 17, 3rd Floor, Office 9, Sector 5, 050102, Bucharest, RO

OFFICES

Canada

202-500 de la Montagne H3C 4T6, Montréal Quebec, CA

India

D-101 Sanmati Kunj, Dwakra, 110075, New Delhi, IN

Singapore

10 Anson Road 22-15, International Plaza, 079903, SI



Find us also on social media



Get a free quote : rfq@datadiggers-mr.com