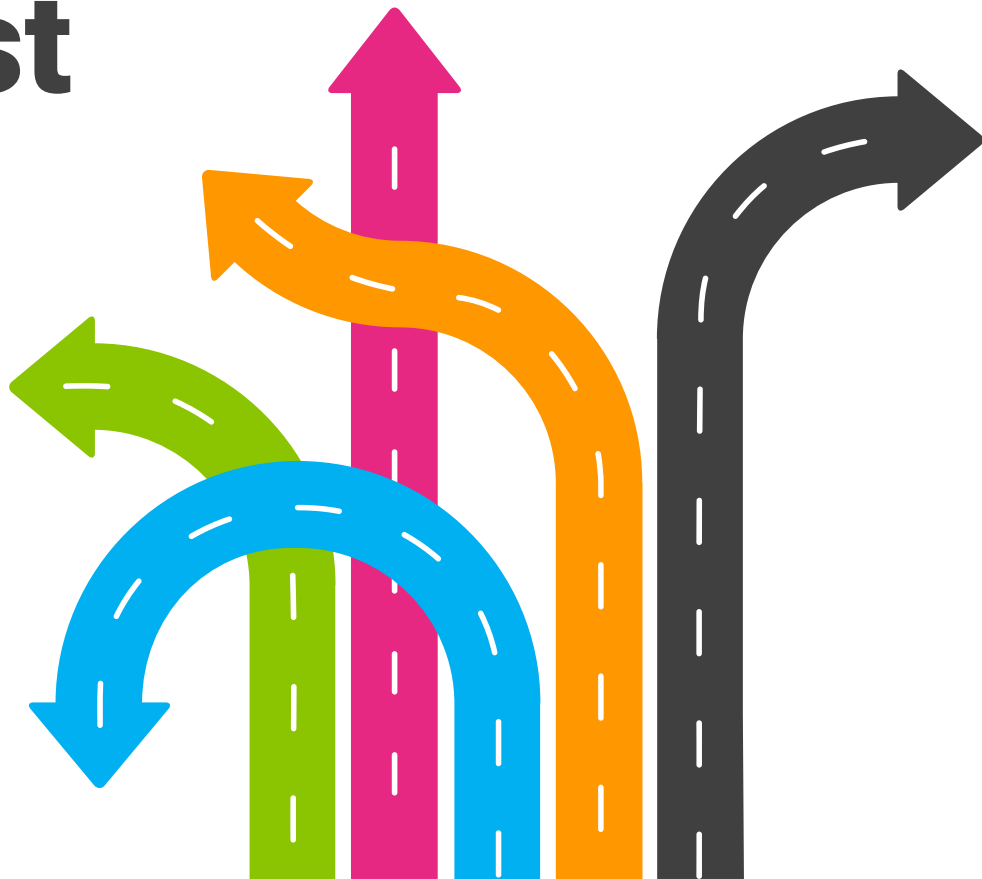


Quality Quest

**Navigating the Challenges
of Opt-In Samples
Through Hybrid Solutions**

Cameron McPhee | Chief Methodologist
Kristen Conrad | Vice President

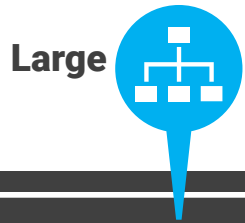




It starts with sample.

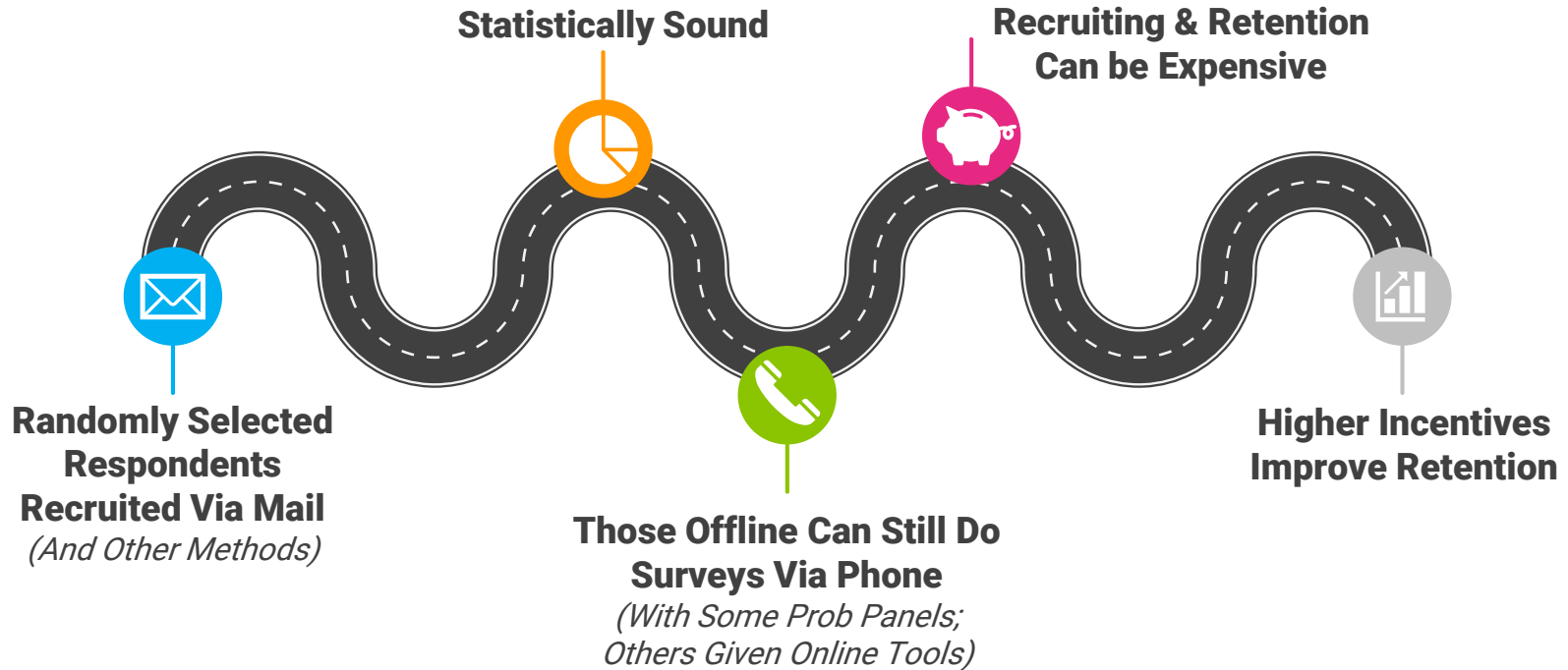
The people you are talking to are
as important
as the questions you are asking.

Opt-in Online Panels = Efficient Data Collection



Convenience Sample

Alternative: Probability Panels



Two Roads

Diverged



Probability

Panel Chooses Respondent



Inclusive of Full Population



Collect Data About Panelists for Targeting



Opt-in

Respondent Chooses Panel

Different People Join Than a Random Sample



Panel Discovery – Sought Out?



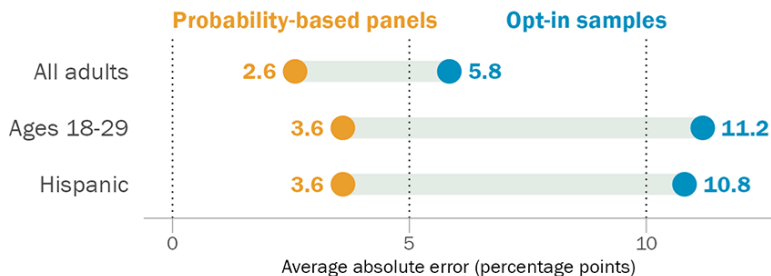
Bias with Recruiting via Advertising, Websites, Banners



It Matters

Larger errors on online opt-in samples, especially for 18- to 29-year-olds and Hispanic adults

Average absolute error on benchmark variables



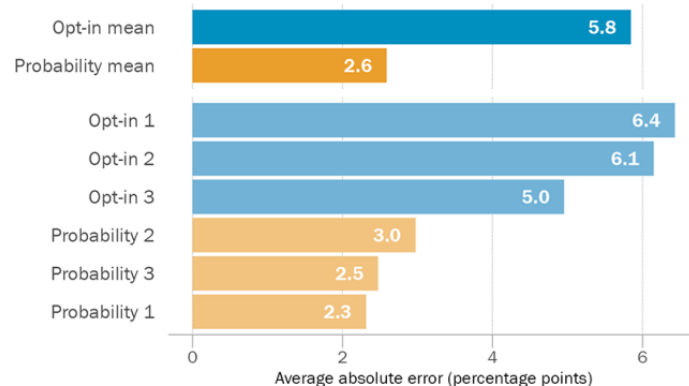
Note: Results shown are the mean value of the average absolute errors across three probability-based panels and across three online opt-in samples. Results for all adults are based on 28 benchmark variables. Results for 18- to 29-year-olds and Hispanic adults are based on 25 variables for which reliable subgroup benchmarks are available.

Source: Pew Research Center analysis of six online samples surveyed June 14-July 21, 2021.

PEW RESEARCH CENTER

Average error on online opt-in samples was twice that of probability-based panels

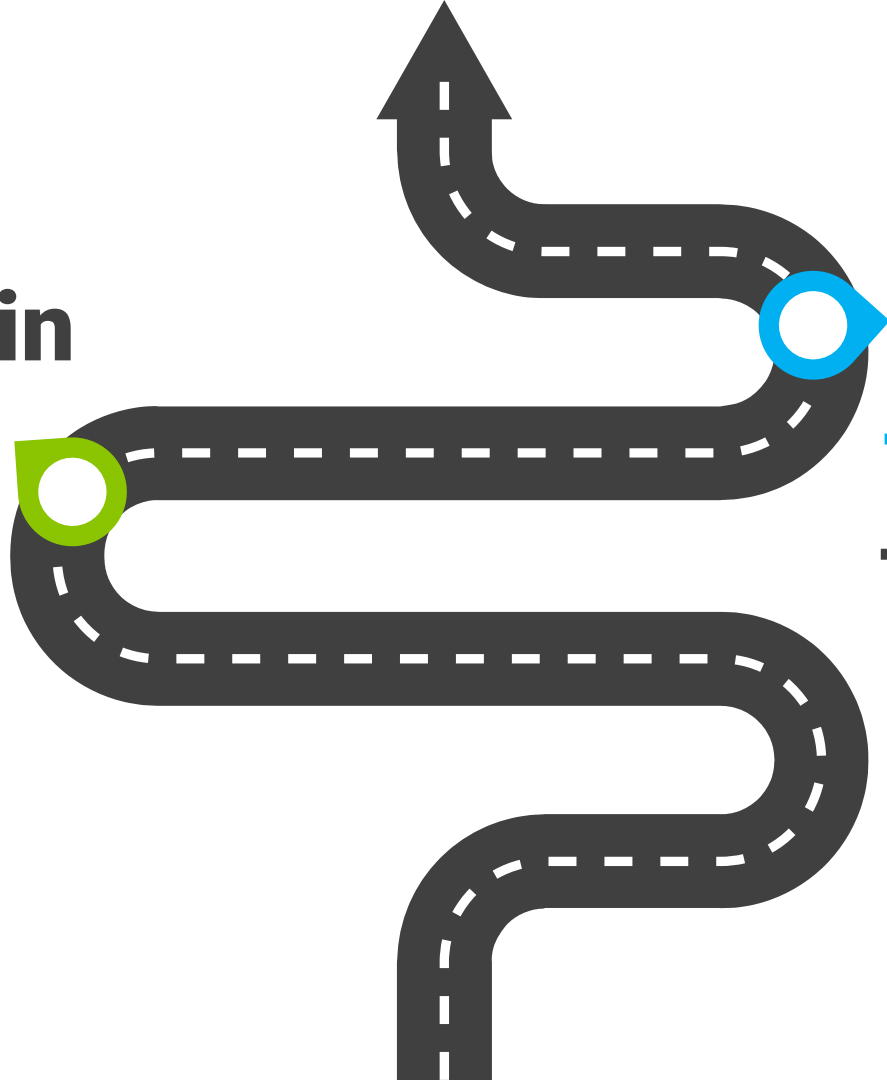
Average absolute error on 28 benchmark variables for estimates among U.S. adults



Source: Pew Research Center analysis of six online samples surveyed June 14-July 21, 2021.

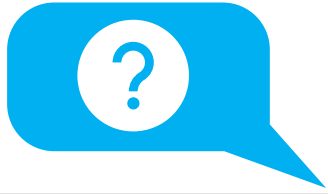
PEW RESEARCH CENTER

**Isn't opt-in
good
enough?**

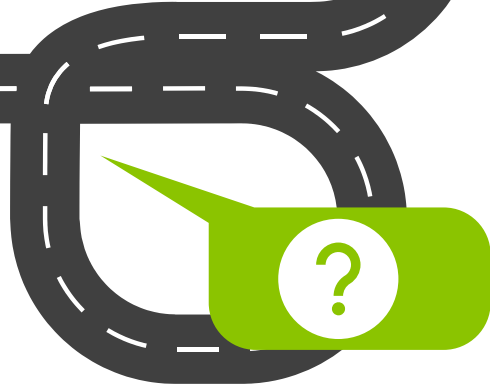


**Why does
this matter
for MR and
UX/CX
research?**

**Are you being led
in the**



**wrong
direction?**



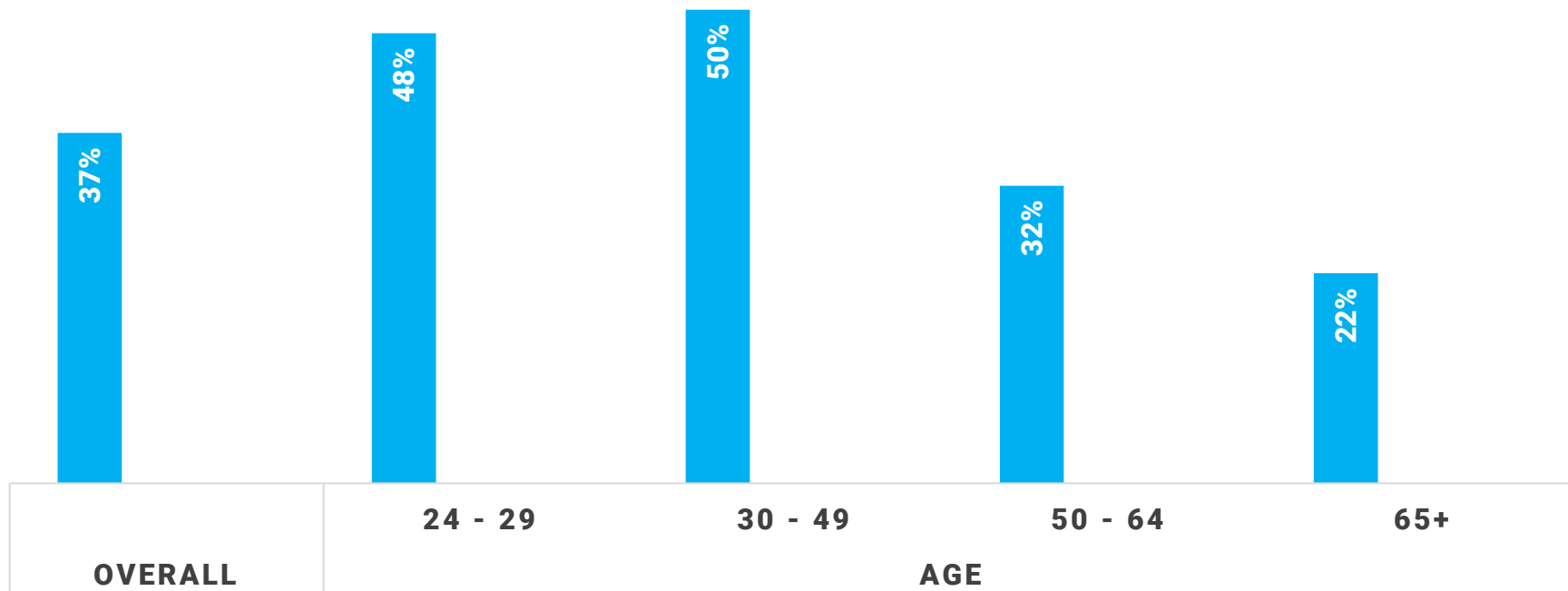
Let's Ride



Did you visit a casino in 2022 or 2023?



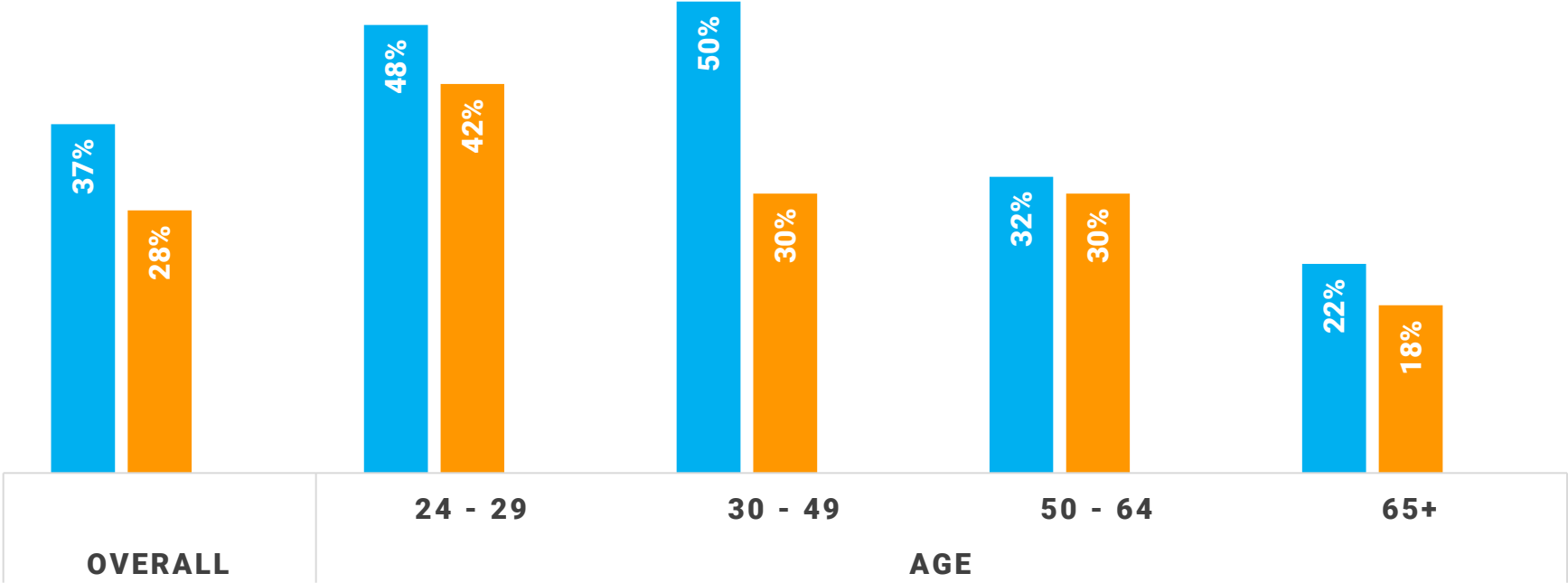
■ Opt-in



Did you visit a casino in 2022 or 2023?



■ Opt-in ■ Probability



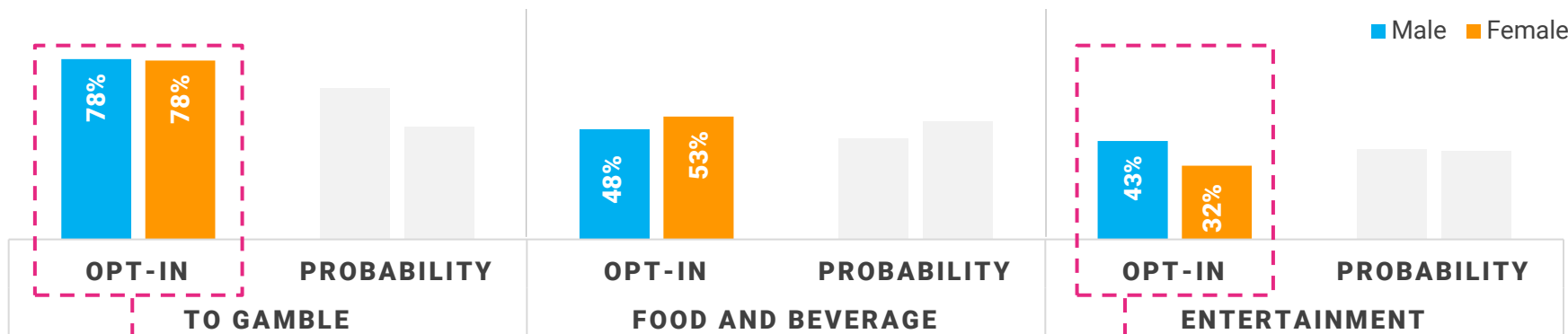
Why did you visit a casino in 2022 or 2023?



Why did you visit a casino in 2022 or 2023?



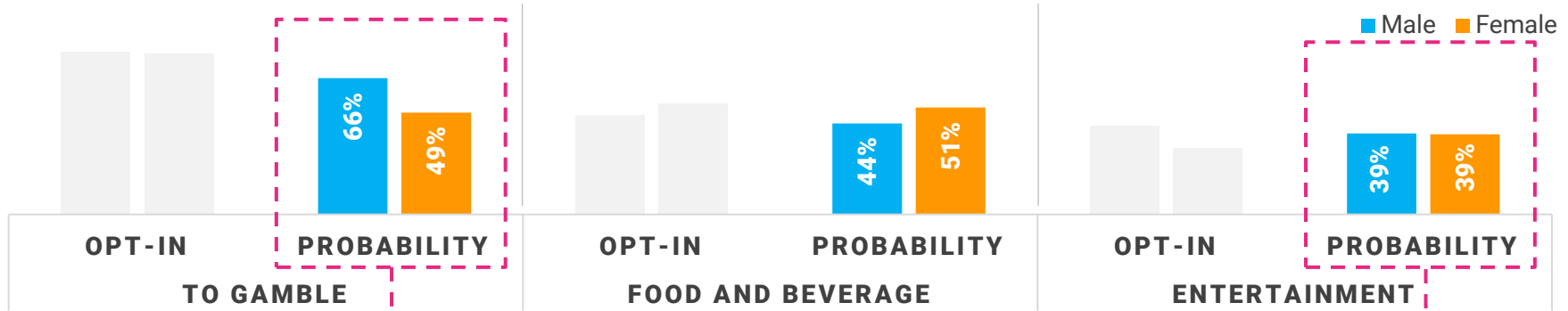
Why did you visit a casino in 2022 or 2023?



USING OPT-IN ONLY:
Men & Women Go to Casinos to
Gamble at Equal Rates,
Women Less Likely to Go for Entertainment

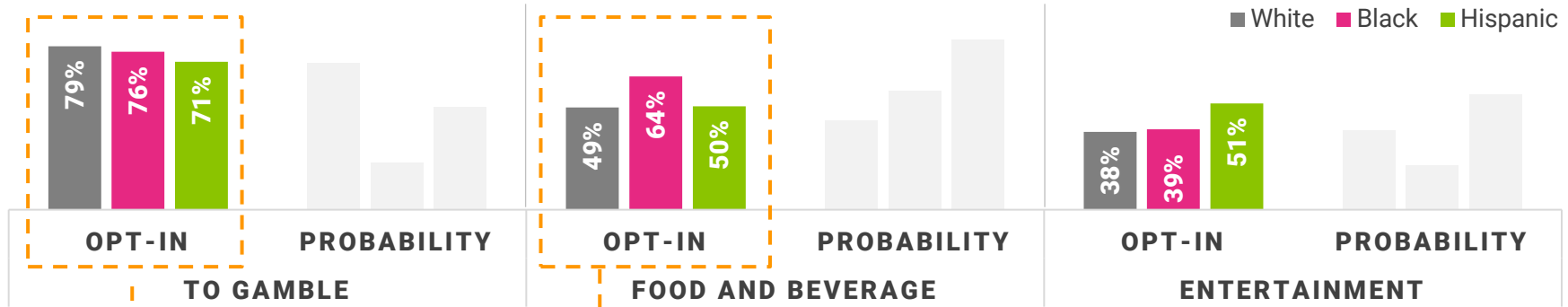


Why did you visit a casino in 2022 or 2023?



USING PROBABILITY:
Women Go to Casinos to
Gamble Much Less than Men,
= Men for Entertainment

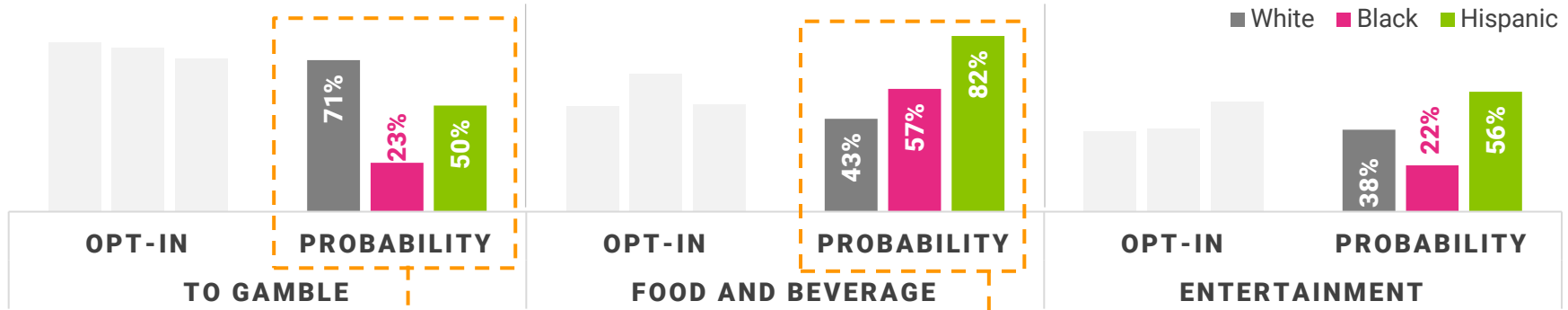
Why did you visit a casino in 2022 or 2023?



USING OPT-IN ONLY:
Minimal Differences by Race
When it Comes to Gambling



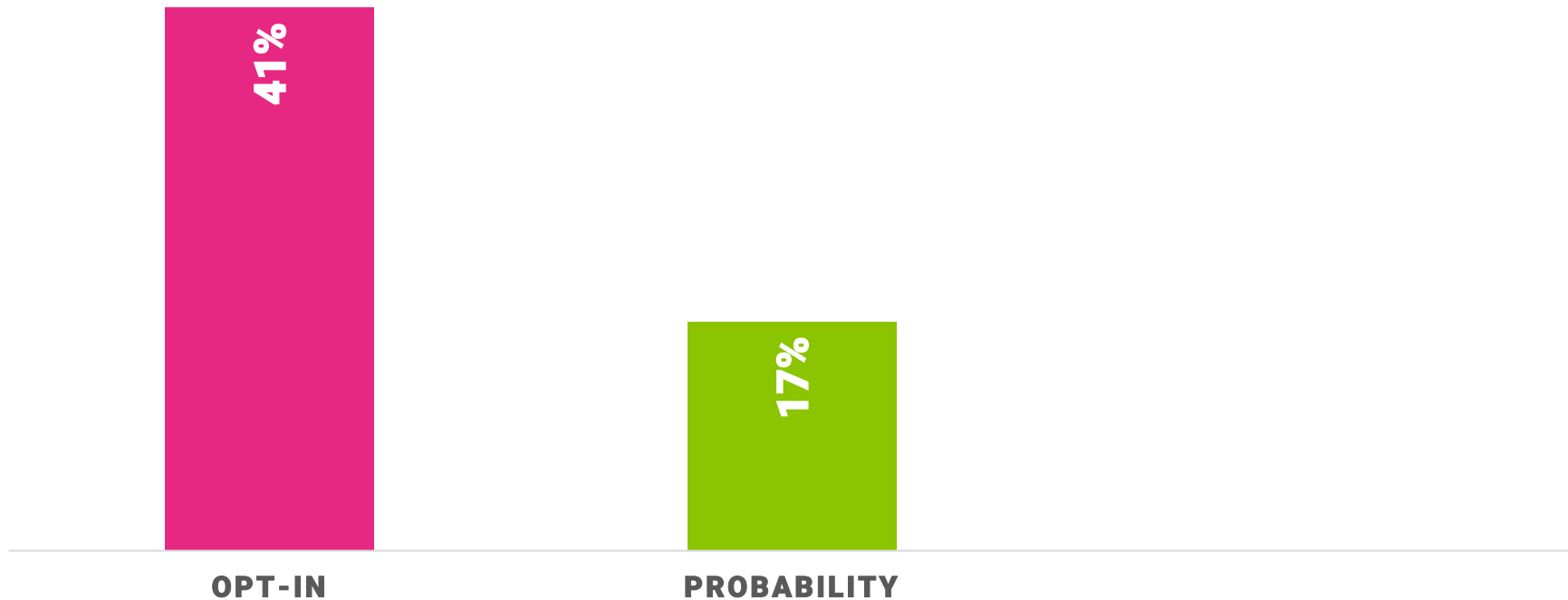
Why did you visit a casino in 2022 or 2023?



USING PROBABILITY :

Blacks & Some Hispanics are
Much Less Likely to Gamble;
More Likely to Go for Food & Beverage

Positive Impression of For-profit Colleges



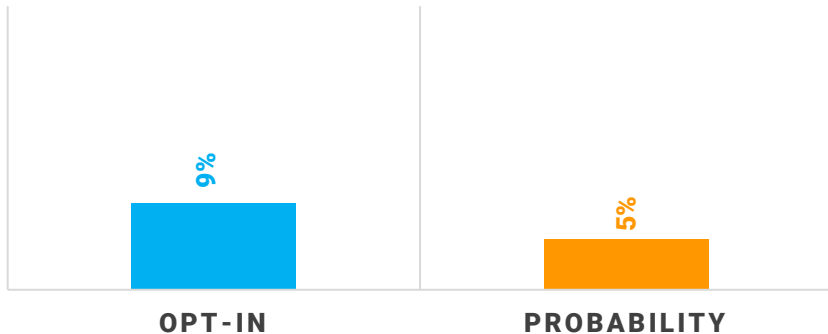
Why is this happening?



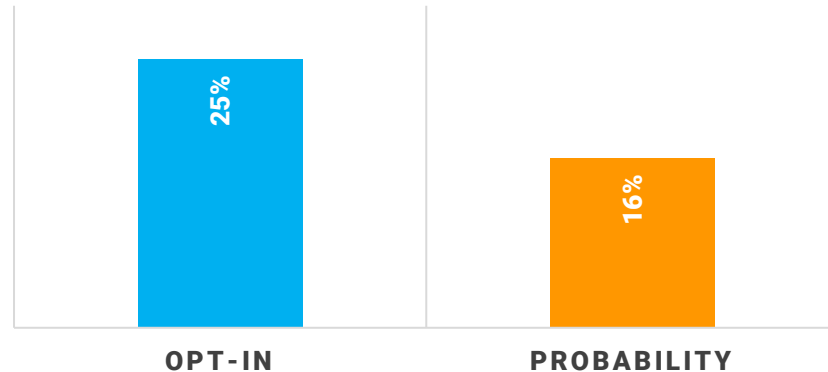
The **Respondent**
Chooses the Panel



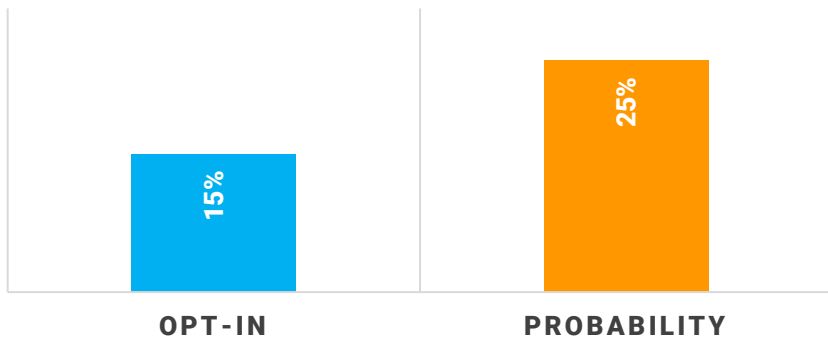
PLAYS ON AN ORGANIZED TEAM FOR ANY SPORT?



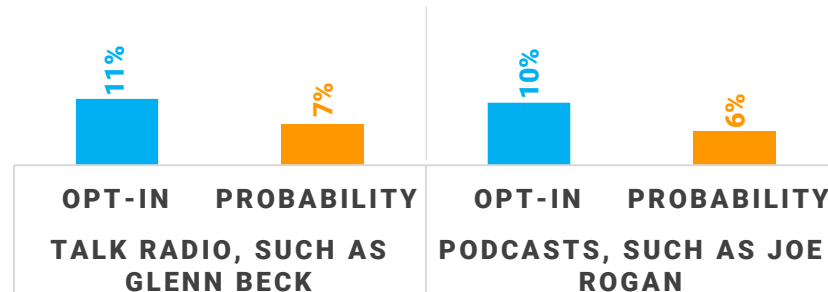
SMOKE CIGARETTES



MAKE PURCHASES ONLINE SEVERAL TIMES A WEEK

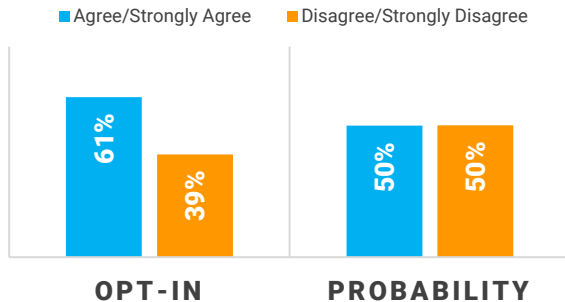


PLEASE INDICATE WHETHER THE FOLLOWING IS A MAJOR SOURCE OF POLITICAL AND ELECTION NEWS FOR YOU

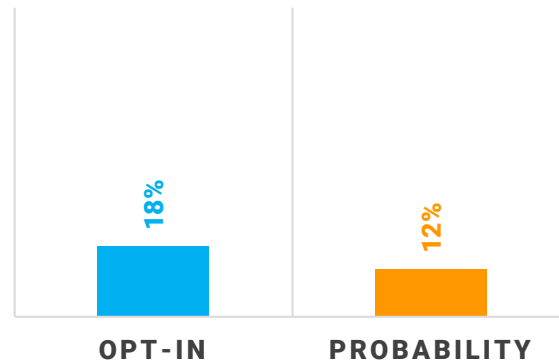


It's Not Only Behaviors that are Different, but also Beliefs

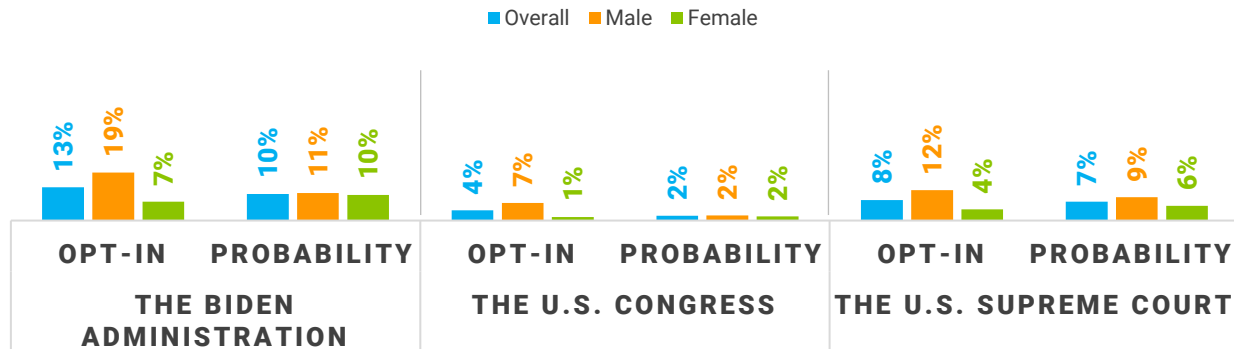
THE GOVERNMENT IS CONCEALING WHAT IT KNOWS ABOUT THE 9/11 ATTACKS



"VACCINES CAUSE AUTISM"



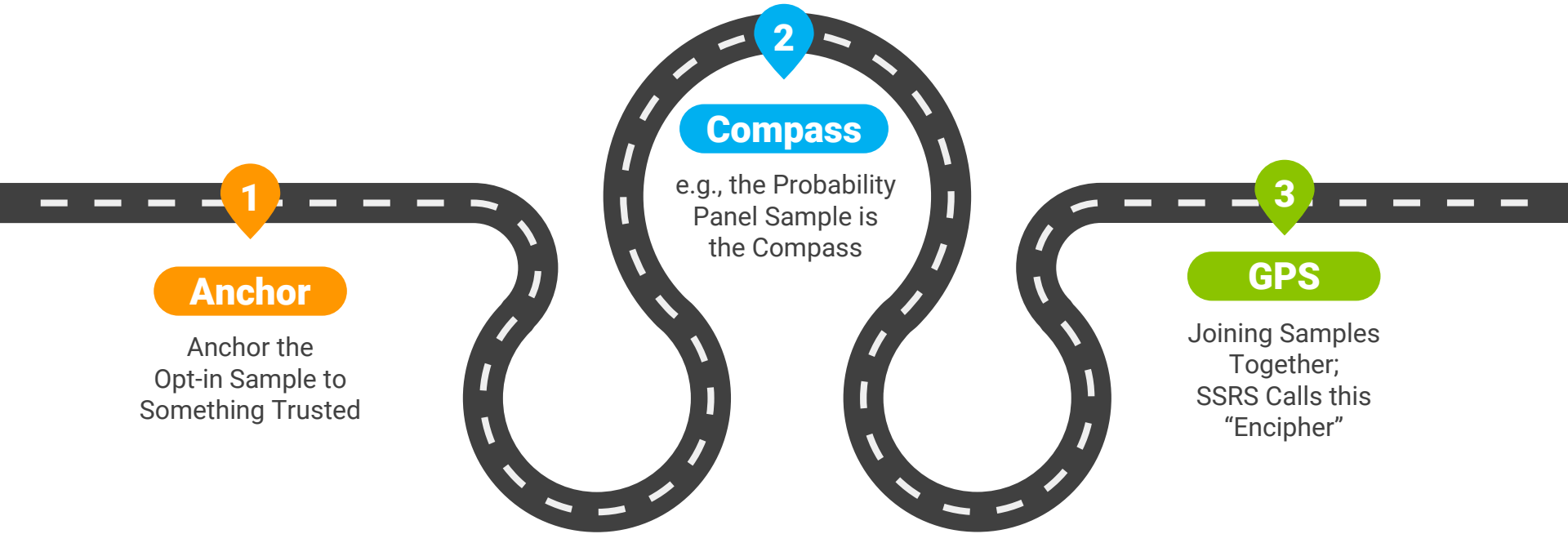
HOW MUCH DO YOU TRUST ___ TO DO WHAT IS RIGHT? "TRUST COMPLETELY"



**What can a
researcher
do**



Converge with Hybrid Calibration!



1

Anchor

Anchor the
Opt-in Sample to
Something Trusted

2

Compass

e.g., the Probability
Panel Sample is
the Compass

3

GPS

Joining Samples
Together;
SSRS Calls this
"Encipher"

What is **Hybrid** Calibration?

1 Middle Ground

Between Accuracy of
Probability Samples
& Lower Cost of
Nonprobability Samples

2 Blend

Administer Survey Side-
by-side to Probability &
Nonprobability Samples
& Blend Responses

3 Matching

Matches nonprobability respondents
to probability respondents on
non-demographic characteristics
related to key outcomes

4 Anchor

Probability Sample "Anchor"
Generalizes Population;
Nonprobability Sample Is
Cost-effective Respondent Source

Important Considerations



Size

Must Have a Large Enough Probability Sample Within Any Subgroup You Want to Calibrate to



Questions

Must Administer Demographic **Attitudinal & Behavioral** Calibration Questions to Both Samples



Variables

Must Systematically Identify the Best Calibration Variables to Minimize Bias in Outcomes **(Not Just the Difference Between Samples on Characteristics)**

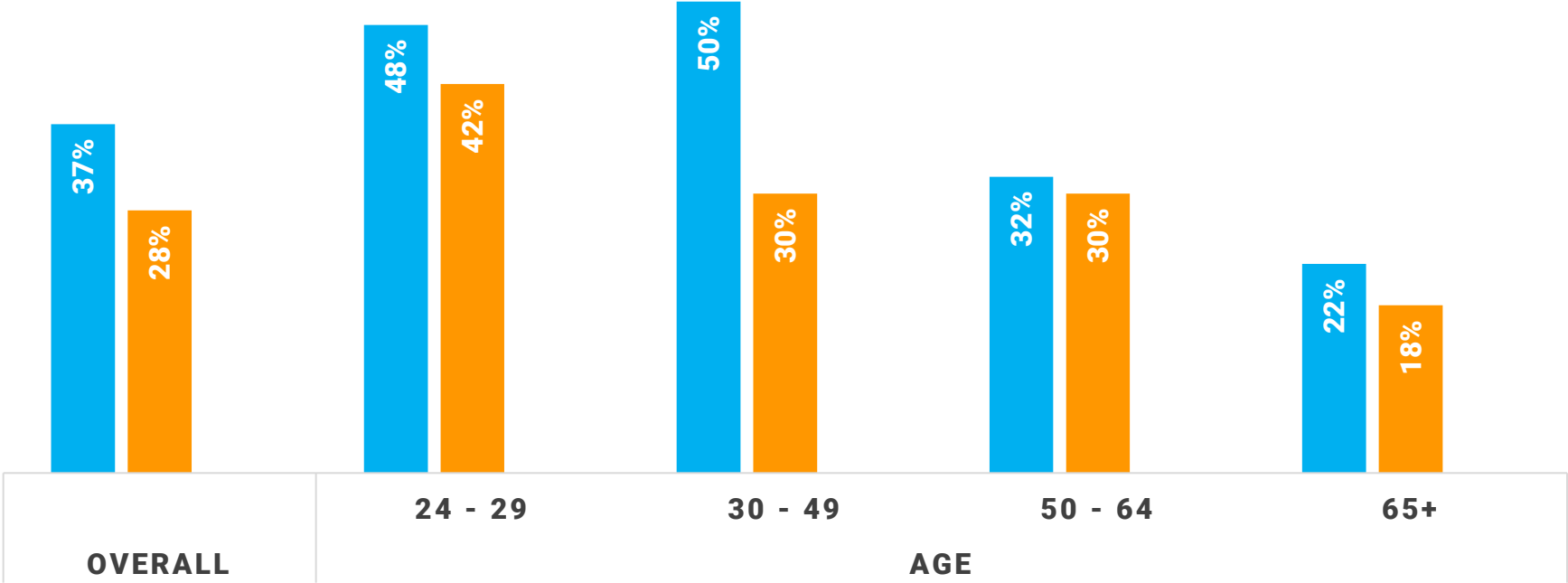
Buckle Up...



Did you visit a casino in 2022 or 2023?



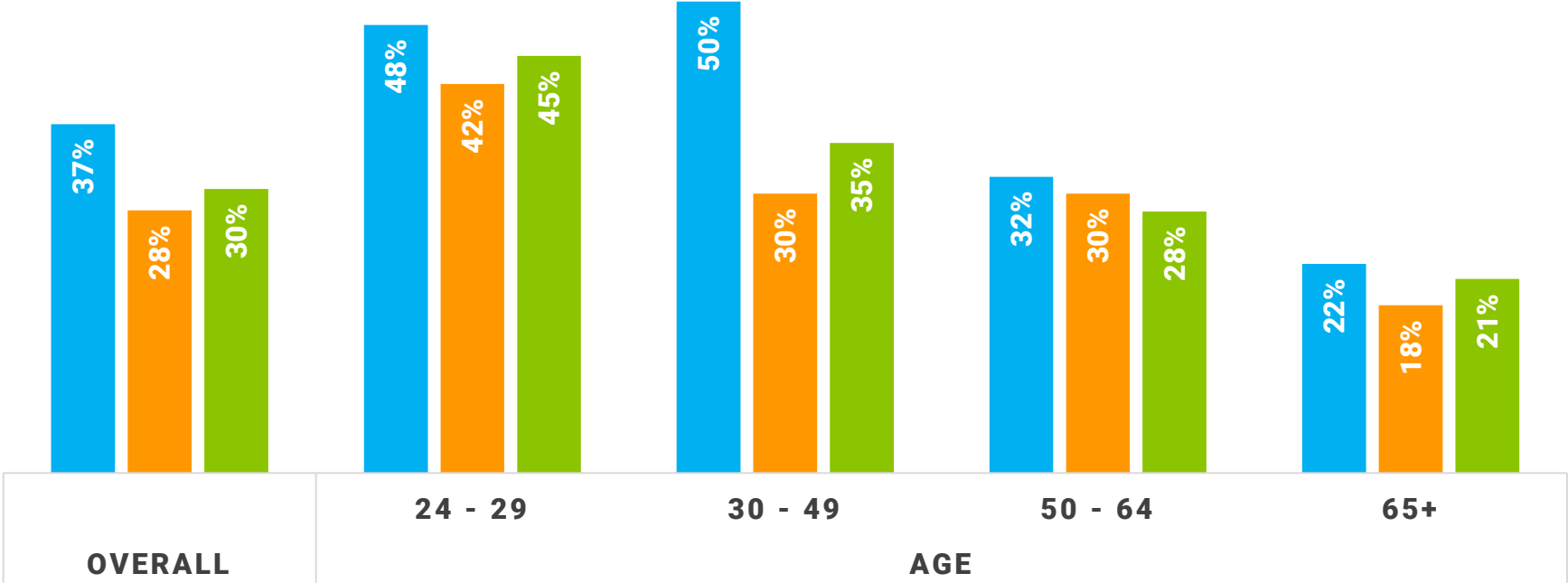
■ Opt-in ■ Probability



Did you visit a casino in 2022 or 2023?



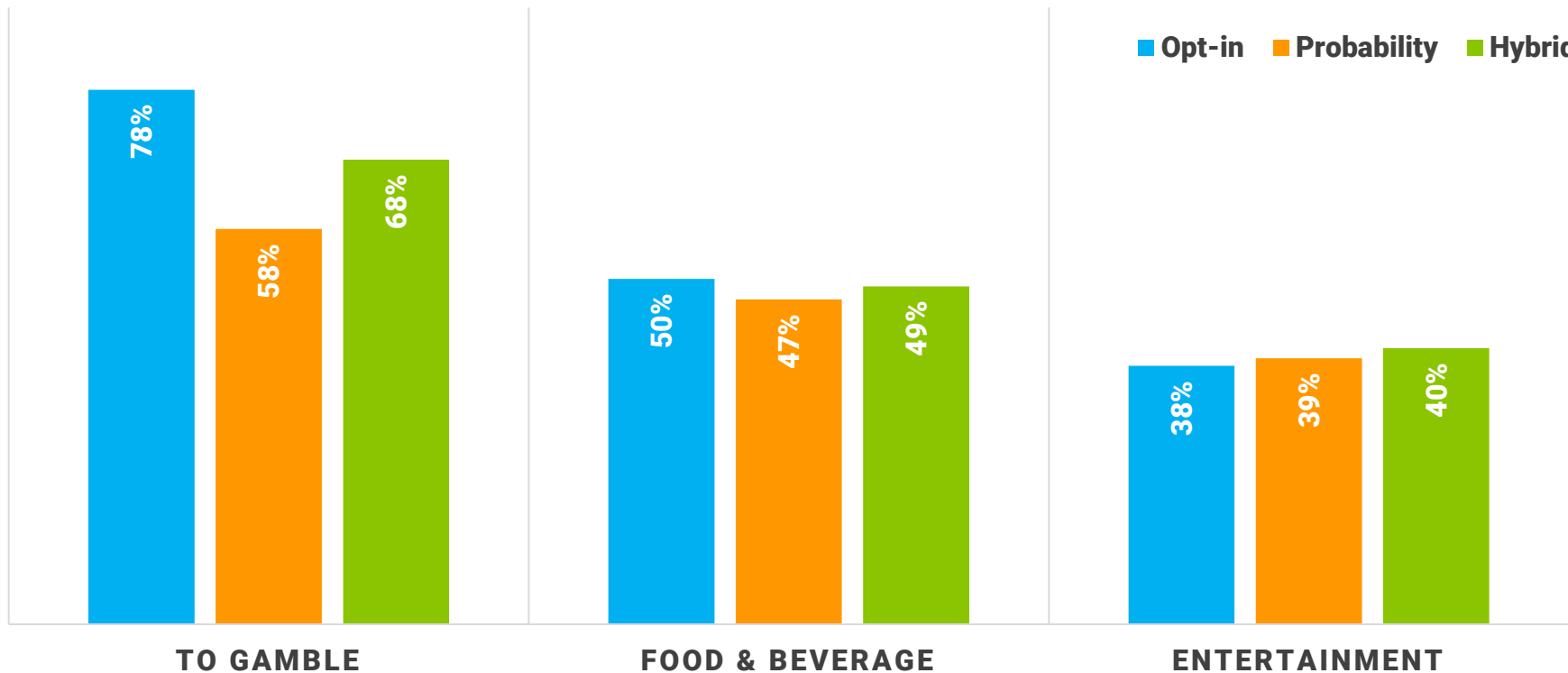
■ Opt-in ■ Probability ■ Hybrid



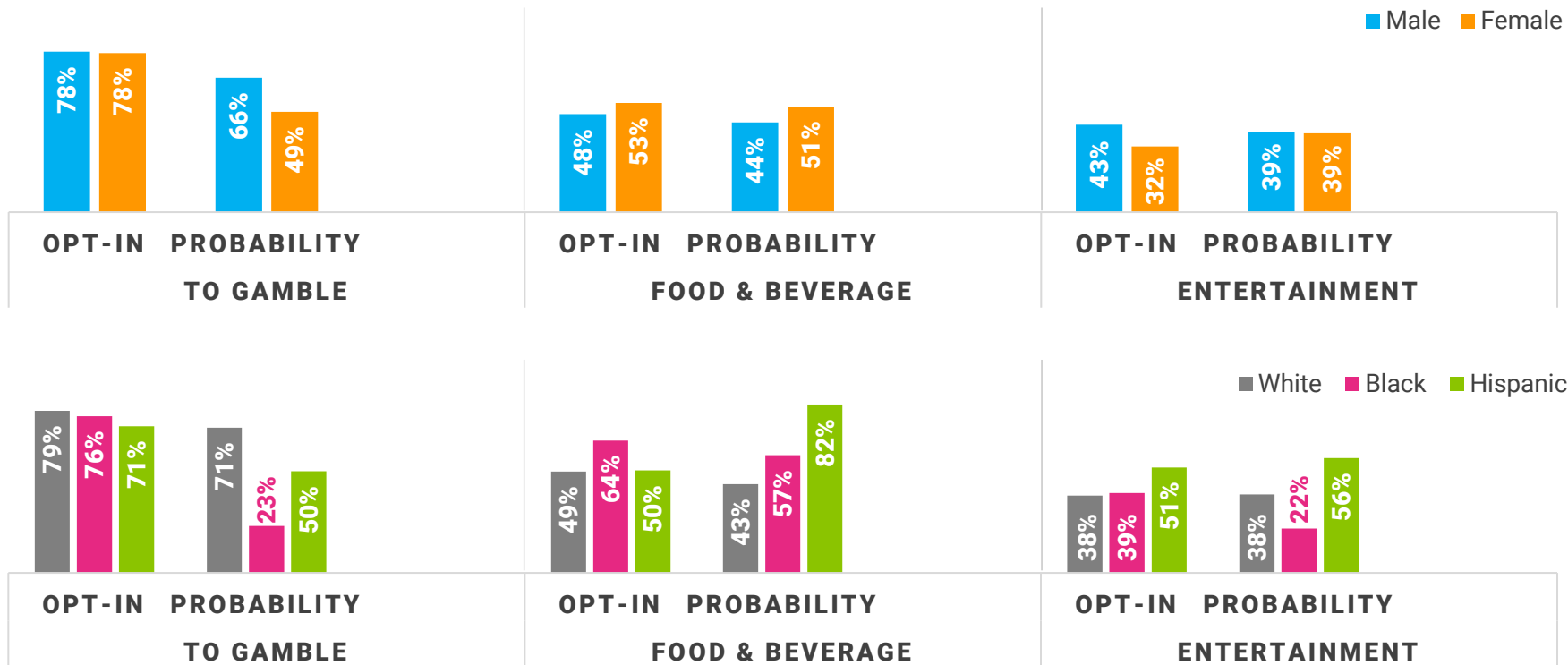
Why did you visit a casino in 2022 or 2023?



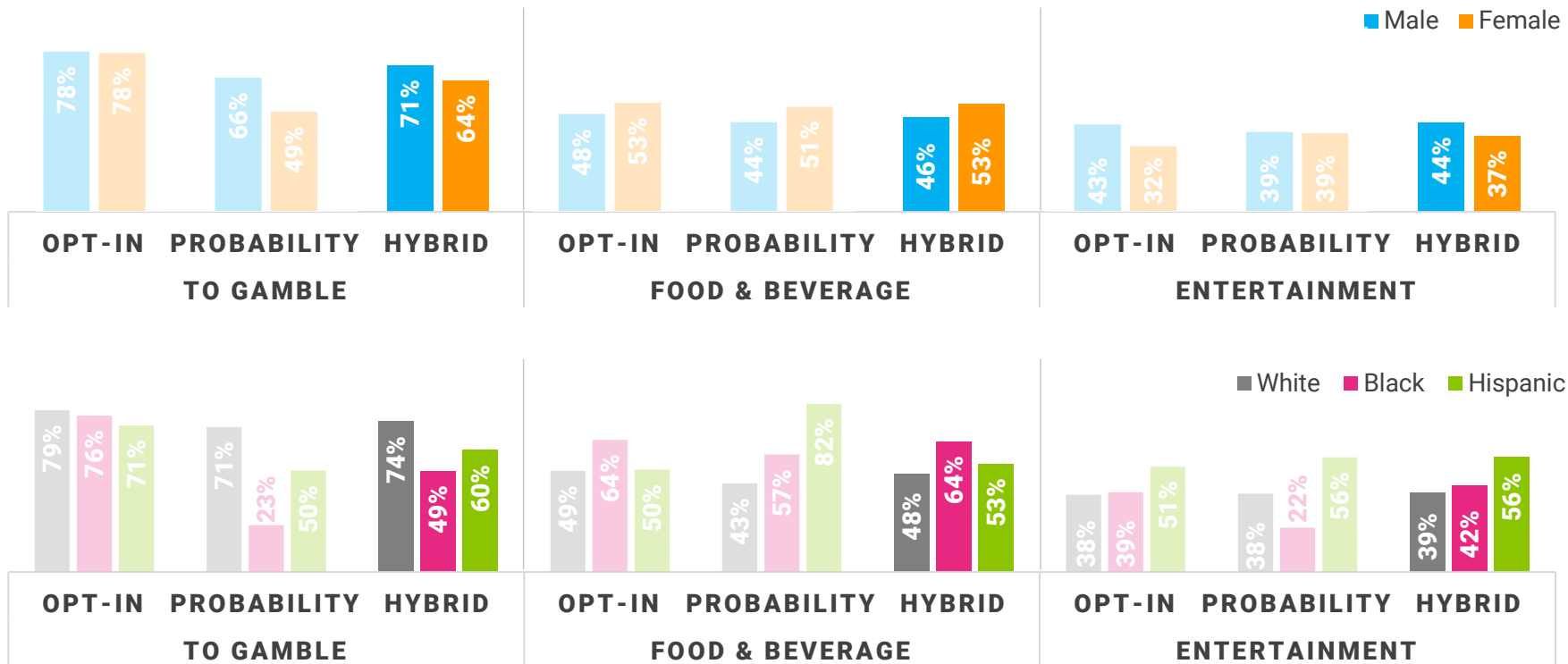
Why did you visit a casino in 2022 or 2023?



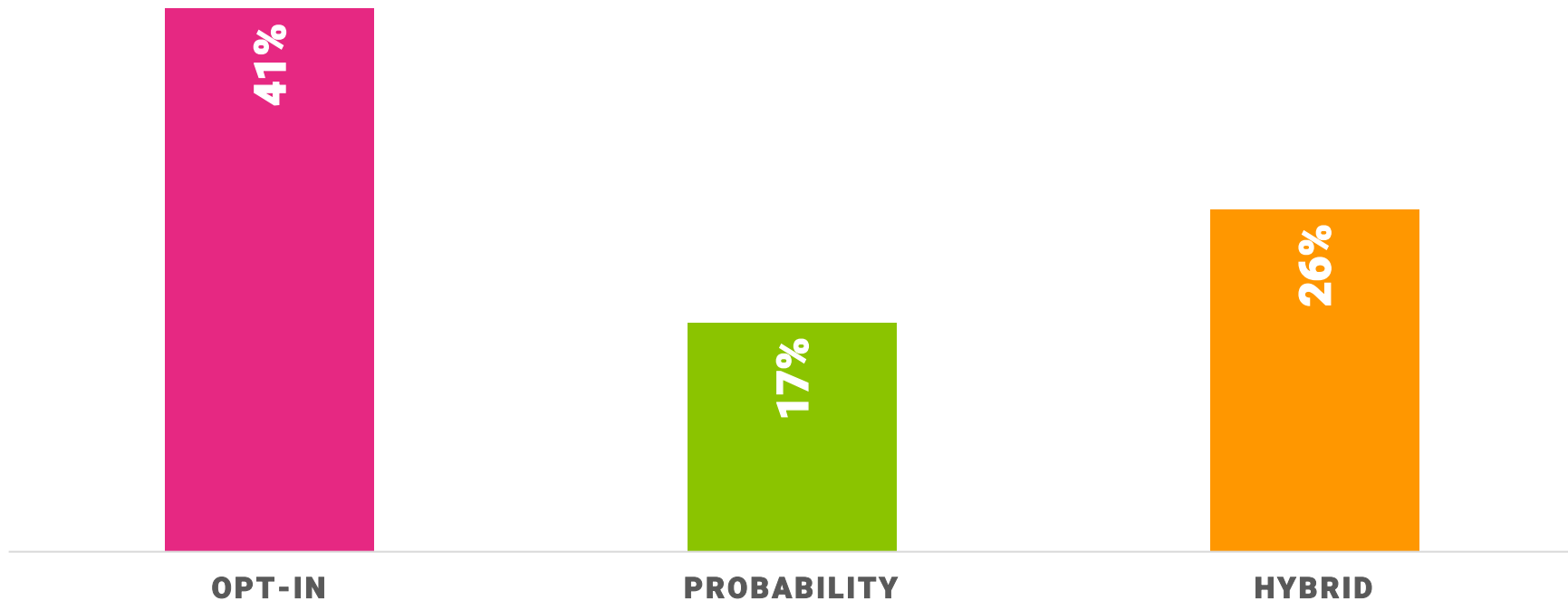
Why did you visit a casino in 2022 or 2023?



Why did you visit a casino in 2022 or 2023?



Positive Impression of For-profit Colleges



Consider This

**Anchored in Probability =
Better Understanding
of Customer**

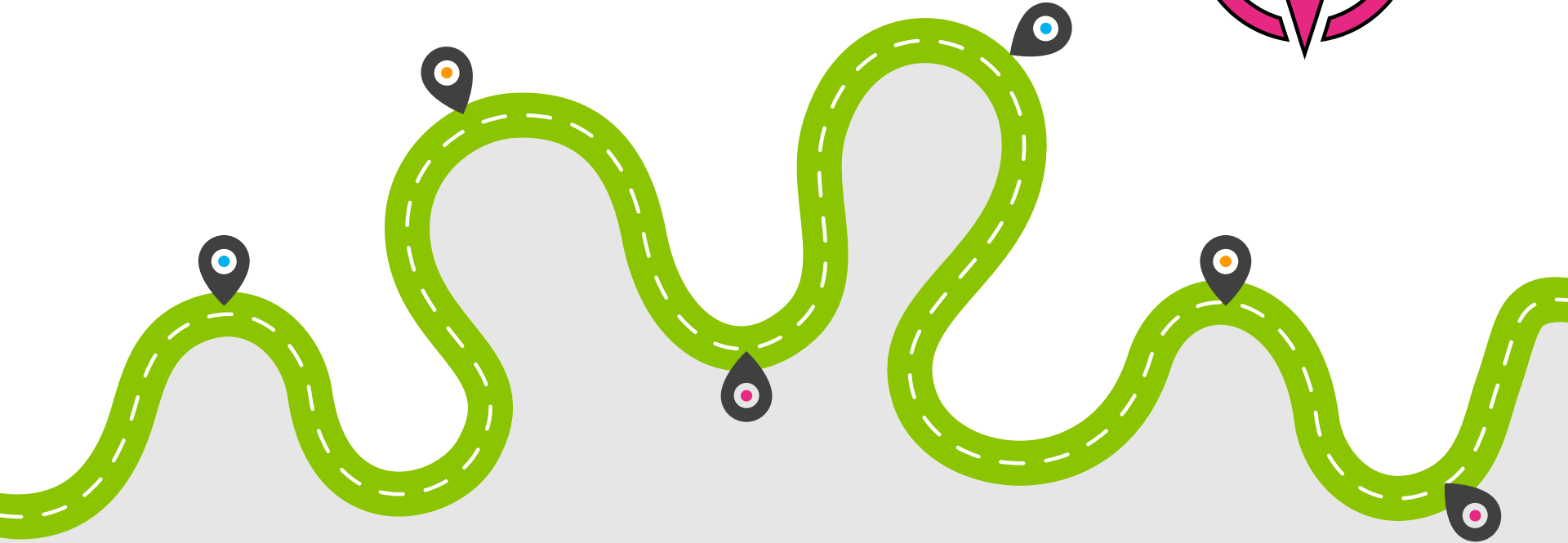
~n=250 / 25% of Sample is Good Anchor



**Lowers Cost &
Increases Quality**

**Improvement Over
Opt-in Alone**

Have Confidence
in your navigation.



You have arrived.



Cameron McPhee

SSRS Chief Methodologist

cmcphee@ssrs.com



Kristen Conrad

SSRS Vice President

kconrad@ssrs.com