



An interactive newsletter on Internet-based market research.

5 Volume
1 Issue

January - March

2005

Commentary

Looking Ahead to the New Year1

Features

Internet Survey Design
Respondent Friendly Survey2
Helping You Help Your Client
Discrete Choice Models3

Departments

Looking Ahead2
Did You Know2
Fast Facts3
Contact Us4
Where to Find Us4
Awards and Achievements4
Celebrations4

Profiles4

Looking Ahead to the New Year

Dear Colleague,

We are pleased to start this new year by sharing with you the most current news and best practices in online data collection. We recognize and appreciate that you have many choices for data collection which is why we thank the hundreds of market research professionals who have turned to us for more than just a panel source. We honor your partnership by pledging to continue to offer first-rate online survey design, research on research and superior sampling methods.

In this issue, we share our tips on ensuring valid and reliable data by giving respondents a choice in Internet Survey Design on page 2. We also provide you with an overview of Discrete Choice Experiments online on page 3.

We strive to keep you informed and up to date and hope you find reading this newsletter helpful. And we look forward to continuing to work together successfully in 2005—may this new year be a prosperous one for all.

Sincerely,

Lorraine Williams
Vice President

◆ EDITOR ◆

Lorraine Williams
800.866.7655 Ext. 7508
lwilliams@harrisinteractive.com

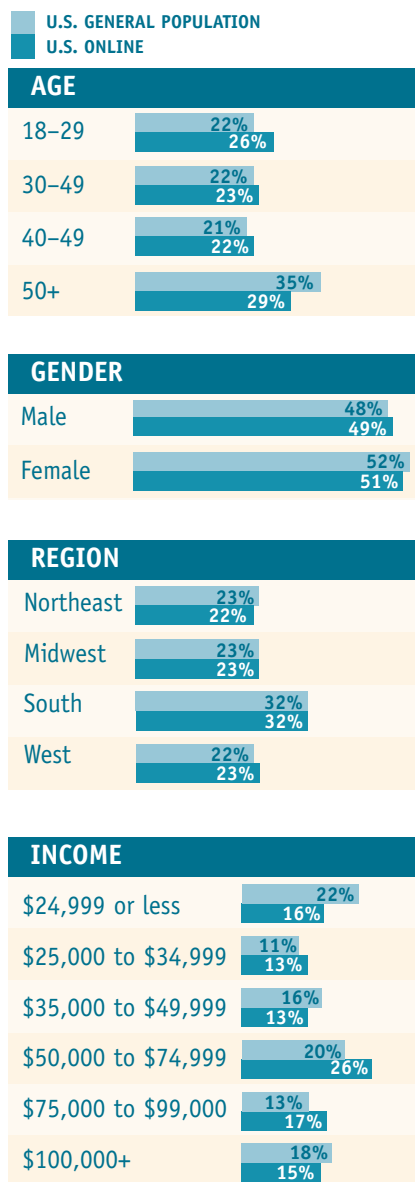
To interact with Harris Interactive Service Bureau, call **Jim Bonham** at 800.866.7655 Ext. 7136 or email jbonham@harrisinteractive.com



Did you know?



The U.S. online population demographics continue to more closely represent the general population census demographics:



Sources: U.S. Census 2003, *The Harris Poll*®, March 2003

Internet Survey Design

As we have periodically described in previous issues, a good online survey requires much more than simply posting a telephone or mail survey in HTML. It is important that the researcher account for the lack of an interviewer present by designing the survey to be as respondent-friendly as possible. Respondents are more likely to give reliable and valid answers when they have at least a moderate degree of interest and involvement in the topic of the survey.

For example, many surveys include multiple loops—for every brand or product they are aware of or have purchased, a respondent is asked a battery of questions. Without limitations or priority picking, this design can become exponentially redundant and burdensome on the respondent. Our research has shown that for surveys with multiple loops, respondents who are offered a choice as to whether they would like to continue with the survey and answer a few additional questions tend to be less likely to suspend compared to respondents not given a choice. By offering a choice and giving the respondent control throughout the course of the survey, we find that typically you can increase respondent satisfaction and the validity of the responses. The increased satisfaction from giving respondents a choice can result in a greater commitment to the survey, more valid data, fewer suspends, and a stronger commitment to an Internet panel and thereby future survey participation.

Example:

BASE: MENTIONED MORE THAN ONE PROBLEM

Q455 Those are all the questions for [REFERENCE FIRST BRAND]. You are qualified to provide similar information about a <U>second</U> brand you've had experience with in the past 30 days, and we would greatly appreciate your answering the same questions for this second brand. We understand, however, that you may not have the time to do this. You can either choose to rate the second company and then answer our standard set of demographic questions or skip directly to our standard demographic questions. Which would you prefer to do?

- 1 Rate the second company
- 2 Skip to the demographic questions

Looking Ahead

Is there a certain topic or question you would like to see addressed in a future issue? If so, please contact our editor by sending your insights and comments to Advance_News@harrisinteractive.net

Fast Facts

National “Feel Good Index” Rises as More People Feel Good about U.S. Morals and Values

Every year The *Harris Poll*® asks the U.S. adult public whether they feel good about 16 aspects of their lives and of the country. The *Harris Poll* was conducted between October 14 and 17, 2004 among 1,016 U.S. adults by Harris Interactive by telephone. Some of the results follow below.

The biggest declines since 1998 are in those who feel good about:

The nation’s economy, down from 64 percent in 1998 (and 68 percent in 1999 and 2000) to 43 percent now.

Your job if you have one, down from 67 percent to 60 percent now.

Your standard of living, down from 90 percent to 85 percent.

Your financial security for the future, down from 67 percent to 62 percent.

The biggest improvements since 1998 are in those who feel good about:

The morals and values of Americans in general, up from 42 percent to 55 percent.

The morals and values of people in your community, up from 70 percent to 77 percent.

Your marriage, if you are married, up from 60 percent to 66 percent.

Source: *The Harris Poll*® #89, November 10, 2004



Helping You Help Your Client

Discrete Choice Models

What is a Discrete Choice Model...

Simply stated, it is a mathematical model of the relationship between buyer choices and the characteristics of the choices (and sometimes of the buyers, as well).

We call this a discrete choice model because the data of interest represent specific choices from a set of alternatives. A given alternative is chosen or not—hence the label “discrete” choice.

Experiments

While data on actual buyer choices is desirable, such data are not always available. Moreover, even if we know the choices that buyers have made, we do not always know the other alternatives they considered in making that choice.

The discrete choice experiment simulates the purchase decision, providing survey respondents with one or more opportunities to choose from a set of competing alternatives. The choice sets are constructed by systematically varying the relevant characteristics of the alternatives according to the principles of experimental design.

Sample Size Requirements

The number of respondents required for a discrete choice experiment depends on the number of features or attributes in the model, the complexity of the design, and the number of segments to analyze. As a general rule of thumb, the sample should include at least 200 respondents for each segment of interest. Larger samples result in more robust models with smaller standard errors for the parameter estimates.

Online Feature and Attribute Design

An important consideration in determining the appropriateness of a discrete choice model is the number of features or attributes that will be varied to create the product or service profiles.

An advantage of discrete choice models is that the different product or service alternatives do not have to share the same attributes and levels. For example, standard and luxury items can be included in the same exercise, with different price ranges assigned to each type of product.

Full profile designs can accommodate 10 to 12 attributes. For design problems with up to 30 attributes, a partial profile design can be used. In this type of design, each choice task includes only a subset of the attributes where some, such as brand and price, might be present in all tasks, and the rest are rotated into the choice tasks at random.

Market Simulation

The discrete choice model calculates utilities for each of the attribute levels in the design. These utility values are incorporated into a market simulator which permits the testing of “what if” scenarios involving changes in product or service features, changes in price, and changes in the competitive frame.

Reasons to Celebrate



Anniversaries

-  **Jennifer Deuel** Five-years with HISB
-  **Jill Peterson** Five-years with HISB
-  **Susan Schenkel** Five-years with HISB
-  **Sarah Adkins** One year with HISB
-  **Jessica Thisse** One year with HISB
- Janet Savoie** Seven-year wedding anniversary in February

Birthdays

- Paul Kirch** January 2
- Ron Knight** January 9
- Chris Biviano** January 22
- Tina Day** February 6
- Lori Young** March 8
- Jessica Thisse** March 31

Recent Promotions

- Tina Day**, from Senior Client Service Manager to Technical Consultant
- Jennifer Deuel**, from Senior Client Service Manager to Technical Consultant

Where to Find Us

Look for our team at these upcoming conferences and events. We'll be looking for you, too.

Event	Executive Insights
Date	January 23-26, 2005
Location	Rancho Las Palmas Marriott Resort & Spa – Rancho Mirage, California
Register	www.marketingpower.com/executiveinsights

©2005, Harris Interactive Inc. All rights reserved. Reproduction prohibited without the express written permission of Harris Interactive. Other product and/or company names used herein are trademarks of their respective owners. EOE M/F/D/V 01.05

Profiles

What Does Customer Service Mean?



Tim Antoniewicz
Director of Client Development

“Customer service means going above and beyond. It is more than just meeting client expectations but adding another layer of satisfaction they didn’t even know was available. In reality – setting a higher standard.”

Tim Antoniewicz has been working for Harris Interactive Service Bureau since April 2004. Before coming to HISB, Tim worked for Marketing Systems Group/Genesys Sampling. Tim is responsible for covering sales functions across a good portion of the East Coast from Pennsylvania to Florida. For fun, Tim enjoys spending time with his wife and 3-year-old daughter. His favorite sport is football.



Chris Biviano
Client Services Manager

“Customer service means finding ways to not only do a job well, but also discovering ways to exceed client expectations.”

Since November 2003, Chris Biviano has been a HISB client services manager. He worked as a rehabilitation coordinator for Monroe Wheelchair before joining the Harris Interactive Service Bureau. Chris is responsible for project fulfillment as a project manager. He enjoys spending as much time as possible with his wife Jamie and daughter Isabella.



Megan Fettinger
Client Services Manager

“Customer service is knowing the client’s expectations and needs and then exceeding them. If our clients were unhappy, we’d have no clients and with no clients, we have no business.”

Megan Fettinger, client services manager, joined the Harris Interactive Service Bureau in November 2003. She had worked as a producer at WOKR-TV Channel 13, a local ABC affiliate in Rochester, NY. As a project manager, she is responsible for project fulfillment. Megan enjoys listening to music, skiing, hiking, traveling, shopping for shoes and purses, and spending time with her boyfriend and other friends.

Contact Us

You received this newsletter because you provided your contact information to a member of our client development team. If you would prefer to be taken off our distribution list, please send an email to Advance_News@harrisinteractive.net and write the word “UNSUBSCRIBE” in the subject line.

If you know of others who are interested in receiving our information, please have them forward their email addresses to Advance_News@harrisinteractive.net