



An interactive newsletter on Internet-based market research.

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Looking Ahead to the New Year

Dear Colleague,

With this bright new year, the possibilities seem endless. The steady growth in the economy is encouraging, and many of our clients have commented that their professional business potential seems to be brighter than ever despite the recent developments in the national Do Not Call legislation.

If you are a new client, we encourage you to consider this newsletter as a dependable way to stay in touch with industry and online data collection news. For all of our clients, our continuing objective is to help you optimize your professional opportunities through this shared information resource. In this issue, on page 4, Research on Research provides the results of experiments conducted to determine the effect that incentives have on response rate. Our section on migrating methodologies on page 2 offers tips on how to transition a telephone study online.

So, as you prepare to provide your clients with excellent research and data collection this year, we hope you'll enjoy this issue...

◆ EDITOR ◆

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Sincerely,

Lorraine Williams
Vice President



Did you know that...?

According to *Inside Research*, worldwide spending on Internet-based research grew from \$5 million in 1996 to \$825 million in 2002, with a forecast of \$986 million in 2003. Much of this growth has come from the substitution of online research for telephone surveys. More and more data collection is being transitioned from traditional methods including mall intercept, telephone and in-person.

With proven sampling and survey design methods to transition traditional surveys to the Internet and with technologies such as conjoint and discrete choice modeling, researchers are becoming increasingly more comfortable with online as a valid method to collect data.

Internet Survey Design

Migrating Methodologies: From Phone to Internet

While not all research objectives are best suited for online data collection, researchers must be prepared to assist their clients whenever online is appropriate. Now with the uncertain future of telephone research restrictions, many clients are considering transitioning their research online and have requested information on how to proceed. Here are tips to keep in mind should you need to move from telephone to Internet design and fielding.

When designing questions

Phone surveys often have a lengthy explanation of a question or concept. This is frequently a result of the need to engage the respondents' attention and explain the task verbally. Additionally, the lengthier explanation may be necessary offline to increase redundancy – there can be a rapid memory decline following information presented orally.

Example of a phone question translated to an Internet question:

Phone: “With regard to Company X, do you consider its service to be excellent, good, fair, or poor?”

Internet: “How would you rate Company X’s service?”

Open-ended questions are tempting to translate directly to the Internet. However, our experience with online respondents is that they are not as tolerant of open-ended questions as phone respondents might be since there is no interviewer present to coax the participant through the survey. In fact, we’ve observed a suspend rate 50 percent higher than normal with surveys having more than two or three open-ended questions.

When designing response options

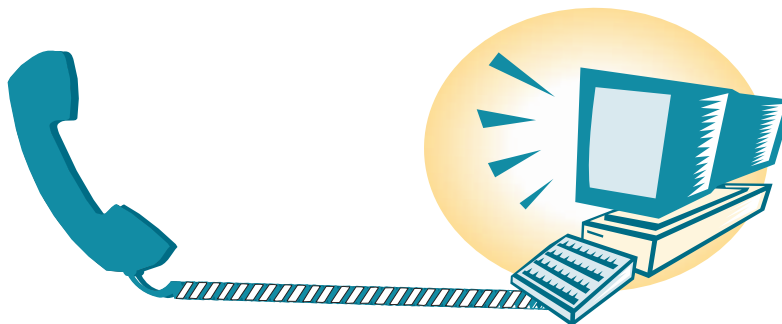
Do include “Not Sure”/“Don’t Know” – our recent research confirmed that an online no-opinion option for opinion questions yields data comparable to telephone research.

For sensitive items (e.g. income, sexual behavior), include “Decline to Answer.”

Be prepared for an increase in honesty. In phone interviews, respondents often give answers that are more socially desirable in the presence of an interviewer than under Internet conditions of anonymity.

Transitioning from phone to Internet quick guide

- Remove excessive wording. Respondents can read more efficiently than they can listen to a question read by an interviewer
- Focus on phrasing questions and answers well since there is no interviewer available to clarify
- Be certain that response choices have no overlap and also account for all scenarios



Fast Factoids

Seven out of 10 Americans (71%) have seen, read or heard about the National Do Not Call Registry.

- The majority (83%) thinks the registry is a good idea.
- More than half (60%) have registered or are planning to register.
- Our research shows that a large number (42%) of signatories do not understand that survey research calls are currently exempt from the list.
- In fact, many cannot tell the difference between a telemarketing/sales call and a survey research call.

When asked which types of calls the NDNCR applies to, respondents vary in their understanding of the registry's intent:

Percent of people who believe that the DNC applies to...	
Telemarketing, sales-related or commercial calls	84%
Calls to conduct survey research about products or services	42%
Fund raising from political parties or candidates	42%
Fund raising calls from non-profit or charitable organizations	37%
Calls to conduct surveys or polls for political parties or candidates	30%
Calls to conduct government or academic survey research	23%
Only telemarketing calls	9%
Most of these calls (at least 4 out of 7)	36%

Source: The Harris Poll® – September 2003 – conducted by telephone August 12 – 17, 2003

Helping You Help Your Client

Do Not Call

As you may be aware, after an arduous process that involved the 24-hour passage of a law by Congress and two federal court decisions that reversed each other, the National Do Not Call Registry (NDNCR) finally took effect on October 17, 2003. Whether or not the law becomes stricter and eventually encompasses market research, charitable solicitation and political polling, telephone research has the potential to be significantly limited.



Survey research providers and clients alike are grappling with what is certain to be a challenging future. As a member of that community, Harris Interactive's Service Bureau would like to share some interesting findings as well as our perspective on NDNCR.

In a Harris Interactive nationwide survey of 1,011 adults (ages 18+) conducted between August 12 and 17, 2003, we found:

- To date almost 50 million households have signed up for the DNC list
- Eventually 60 million households may place their telephone numbers on the list
- A large number (42%) of signatories do not understand that market research calls are exempt from the list.

Regardless of what plays out in Congress and the courts, the NDNCR has raised awareness of a troubling reality – *hardly anybody wants to get any type of unsolicited phone call*. This attitude has manifested itself in:

- Declining cooperation rates
- Increasing use of technology (like caller ID) to block unwanted calls
- A population sampling frame that does not match up to the household sampling frame
- The increasing proliferation of wireless phones and their attendant issues
 - Geographic targeting problems
 - Legislation that prohibits unsolicited calls to mobile phones
 - Pending legislation permitting phone number portability

Below is a link to information regarding this important issue. The bulk of the information is third-party research and perspectives. We encourage you to read the material we've made available and to form your own opinions about what this means to your business and your clients' future market research requirements.

www.harrisinteractive.com/DNC

If you would like to learn more about the NDNCR or how the Harris Interactive Service Bureau can help you help your clients transition to a more efficient and reliable research platform, please contact us at jbonham@harrisinteractive.com or 800.866.7655 ext. 7136.

Where to Find Us

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

Event	American Marketing Association (AMA): Executive Insights
Date	January 25-28, 2004
Location	The Rancho Bernardo Inn, San Diego, CA
Register	http://ecommerce.ama.org/evsystem/executive.htm
Event	Pharmaceutical Marketing Research Group (PMRG)
Date	February 29, 2004–March 2, 2004
Location	Miami, FL
Register	http://www.pmr.org
Event	Council for Marketing & Opinion Research (CMOR): 3rd Annual Protecting Our Assets
Date	March 2-3, 2004
Location	The Flamingo Hotel, Las Vegas, NV
Register	http://cmor.org
Event	Market Research Association (MRA): NY/NE & Philadelphia Spring Event 2004
Date	April 1-2, 2004
Location	Park Hyatt Bellevue Hotel, Philadelphia, PA
Register	http://www.mra-net.org/chapters/philadelphia.htm

Research on Research

Incentives and Their Impact – Conclusion of a Two-Part Series

In our previous *@dvance*, we released the findings of our research on HIstakesSM and their impact on suspend rates, completion rates and data quality. In this issue, we share what we have learned from our research on our HIpointsSM incentive program.

Part 2: HIpoints Key Findings

HIpoints are awarded to qualified and not-qualified survey participants. Once panelists earn sufficient points, they have an opportunity to redeem them for a variety of prizes. The incentive values are not mentioned in our email invitations, and, as a result, we do not expect response rates to be significantly affected for any specific study. Rather, we anticipate that survey participation will increase over time as panelists develop stable expectations about the benefits and burdens associated with our surveys.

Key findings from our research include:

- Suspend rates (started the survey but did not complete it) were 11.1% lower than with respondents who were not offered HIpoints – a statistically significant difference.
- Long-term participation rates are impacted positively: Panelists who earned sufficient HIpoints to redeem a prize, and did redeem, responded at 10 percentage points higher than for those who reached a redemption threshold but did not redeem. After several more months, response rates were almost six times higher than the response rates of those who had not yet reached a redemption threshold.
- The only statistically significant difference in response quality occurred where data were collected in less than 72 hours. In this study, the percentage for people who said they were “unemployed, not looking for work” was higher in the group offered HIpoints. However, the percentage was not higher than the national percentage reported by the Bureau of Labor Statistics. This difference was not found in studies that were in the field for longer periods of time.
- Panelists who reached a redemption threshold were 2.5 times less likely to unsubscribe from the Harris Poll OnlineSM (HPOL) than those who had not yet reached a redemption threshold.



Awards and Achievements



Client Service Management Recognition:

Jen Deuel

Senior Client Service Manager

Presented Service Bureau Quarter 4 Award for client service manager excellence

Michele LaPrade

Senior Client Service Manager

Presented Service Bureau Quarter 4 Award for client satisfaction

Tina Thompson

Senior Client Service Manager

Presented Service Bureau Quarter 4 Award for most valuable player

Jim Bonham

Client Development Coordinator

Presented Service Bureau Quarter 4 award for unsung hero



Celebrations

Observing birthdays

- Ron Knight.....January 9
- Mary Zsamboky.....January 18
- Christopher Biviano....January 22
- Tina ThompsonFebruary 6
- David Button.....February 20

Profiles

What Does Customer Service Mean?



David Button

Client Service Manager

"If we don't take care of the customer, somebody else will."

Merrill Dubrow

Vice President Client Development

"Flawless customer service at every aspect of a project can make all the difference in the world in winning the next project."



Michele LaPrade

Senior Client Service Manager

"Develop good working relationships with clients. This includes responding to all inquiries within a reasonable time and updating them daily on the status of projects, with thorough communication by email or phone. I want my clients to feel comfortable asking me any type of question, and if I don't have the answer I will find somebody who does!"

Janet Savoie

Director Client Development

"Listen to your clients, understand what they really want and then go that extra mile to get it for them."



Looking Ahead

Is there a 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

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