



Online Test Panel FAQs

What are good examples of educational materials that could be evaluated by an online panel?

Posters, graphics, newsletters, fact sheets, flyers, videos, press releases, and more, are all good materials for the online panel.

Who are the potential survey respondents and where do they reside?

There are 2,500 potential respondents who live in the Puget Sound region alone, including King, Kitsap, Pierce, Thurston and Snohomish counties. Panelists from other counties in Washington can also be targeted.

How are panelists recruited?

Panelists are recruited through a national vendor to take online surveys.

How are panelists reimbursed?

All panelists select a charity to receive a donation for their participation. Cunningham Environmental pays the vendor for the number of targeted responses.

How do I know the panelists are who they say they are?

The vendor that supplies the potential survey respondents makes specific checks on their panelists. They verify information provided at the enrollment stage (e.g. name, address, phone number, email address) against third party databases. When identity cannot be verified, the panelist is rejected. In order to identify duplicate respondents, they use a technique called digital fingerprinting, which involves capturing the technical information about a respondent's IP address, browser and software setting to construct a unique ID for that computer.

How many panelists do you need to get representative feedback?

You should be able to gauge the effectiveness of your educational material with 20 respondents. This is similar to the size of 2 focus groups. If you have a product that will be widely distributed and involves a large amount of time and cost to develop, you may opt for a larger panel.

How often do you use the same panelist?

Panelists will be randomly selected from the targeted pool. Panelists will be limited to four online reviews in a 6 month period.

Is the online questionnaire customized for each client?

Yes. Questionnaires are tailored to the client's research objectives. After discussing your objectives, Ellen will draft a set of survey questions. You will have an opportunity to review the questionnaire and make changes before it is launched online.

What demographic information do you have on the panelists?

Gender, age, and education.

Are we able to target the panel respondents based on demographic variables?

Absolutely. You can target your online panel based on the variables listed below. So for example, if your piece is targeted to homeowners, we will screen the panel so that only homeowners receive the survey invitation.

Screening variables

Age

Gender

Location (zip code)

Employment status

Income

Ethnicity/race

Education

Marital status

Family/parental status

Home ownership

Political views

Is there a way to gain insight about the respondent's environmental awareness and attitudes?

Yes, we have a set of 3 questions about environmental attitudes and behaviors. I call this a mini-Environmental Quotient (EQ). For more information on this option, email me.

What does this service cost?

The pricing structure is a la carte so that you only pay for what you need. Prices start at \$190. Email me for pricing sheet.

What is a typical turn-around time?

Expect the turn-around to be about 1 week

Can I see what the report looks like?

Yes, email me and I will send you an example.