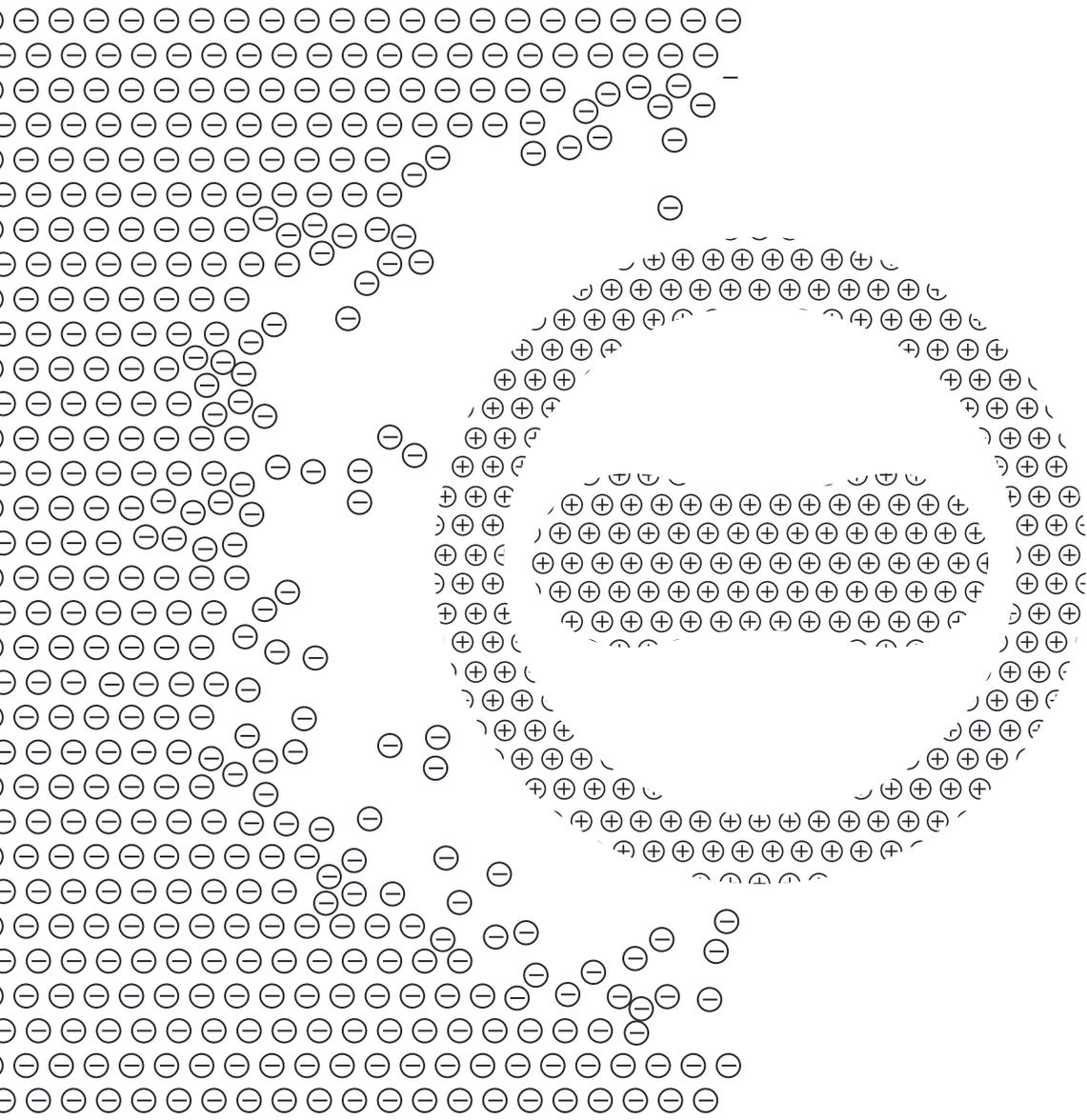
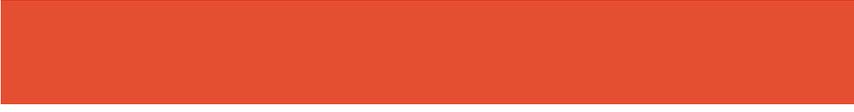


WHAT ARE
PEANUT LABS RESPONSE RATES?



PEANUT LABS

INTRODUCTION



At Peanut Labs, we take great pride in being an innovator in the market research industry. Our unique methodology and strategic relationships with over 400 website publishers, social media communities and global partners, bridges the gap between online consumers who want to share their opinions and market researchers who want to hear their opinions.

Our platform gives researchers on-demand access to millions of opted-in, profiled and ready-to-survey respondents from 11 different countries with more to be added this year. Peanut Labs offers robust profiling and allows you to target consumers based on over 20 demographic, geographic and psychographic criteria*, as well as employing strict quality control measures to ensure the highest levels of data integrity. Using our extensive online reach and our proprietary tools, we have assisted thousands of brands, agencies and organizations to obtain the research data they require to generate consumer insights. Our clients come from a variety of industries including retail, electronics, finance, hospitality, and many more.



WHY DO RESPONSE RATES MATTER?

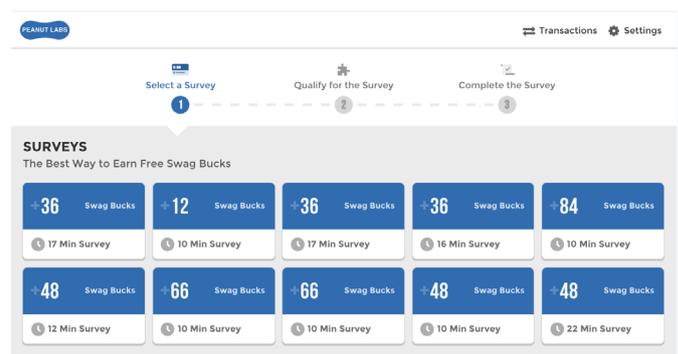
Typically, response rates are calculated by dividing the number of survey invitations that were sent out by the number of responses that resulted. Thus, if 100 invitations were sent out and 40 people responded to the invitation, the response rate would be 40%. In a best case scenario, response rates help us understand how representative a sample will be of a population. Clearly, data collected with a response rate of 80% has a better chance of being representative compared to data collected with a response rate of 20%. Response rates are most meaningful when probability sampling of a population is used (regardless of whether your population is the US census or purchasers of a rare medication).

However, most panels do not use probability sampling. They use a variety of techniques to recruit, incent, and retain a sample of people who meet the targeting needs of their clients. Every panel company has unique strategies for deciding which members are permitted to remain on a panel. These strategies could include considering each panelist's personal response rate, the data quality provided by that panelist, and the desirability of that panelist's demographics. As such, response rates for most panels cannot be used as indicators of representativity, but rather as indicators of panel management processes. Indeed, management processes for one panel may change over time such that response rates from one time period are not comparable to another.

The Peanut Labs Method

When it comes to calculating response rates, Peanut Labs takes a different route than most panels. This is because we don't offer individualized survey invitations to our panelists.

Instead, we offer panelists a selection of surveys that are open to people who share their demographic characteristics. Panelists can peruse the list of open surveys, as you see in this screen capture, and then decide which surveys they have sufficient time for and whether the incentive (credits) interests them.



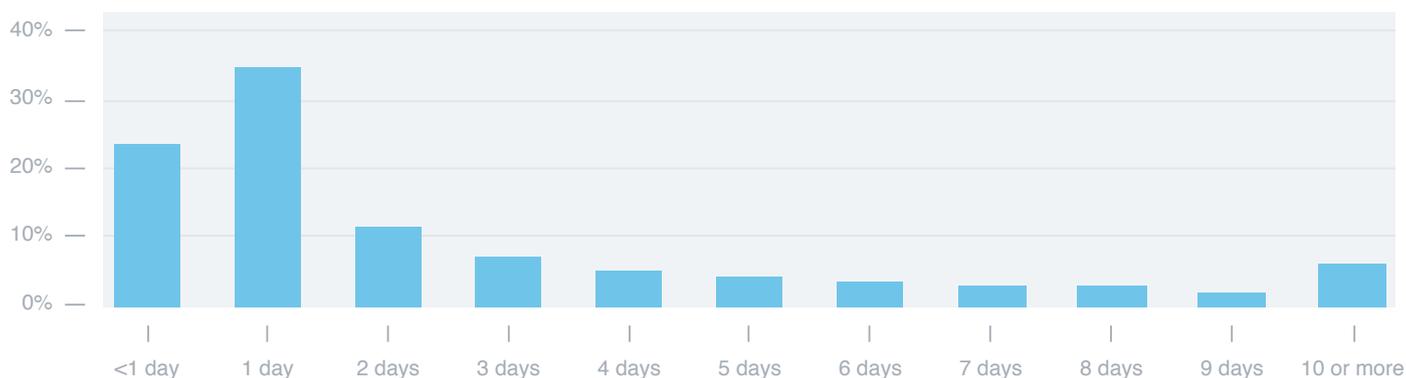
Once the required number of people with the required demographics have chosen and completed a survey, that survey is no longer shown as an offering.

As such, the traditional method of counting the number of invitations sent out and the number of completes that were returned doesn't work. For example, a typical emailed survey invitation wouldn't include links to eight different surveys for a potential responder to choose from.

However, Peanut Labs does collect detailed information on completion rates – the percentage of people who start a survey and subsequently complete it (including anyone who got a screen out or overquota), as well as the length of time required to fulfill the targeting requirements of surveys.

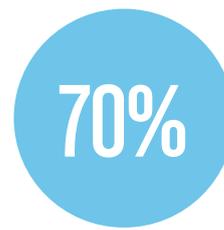
FIELD LENGTHS

To learn more about field lengths, we implemented two criteria. First, we examined studies that had at least 10 completes to avoid including tests of the system and tests of surveys. Second, the study had to be fielded within 25 days to avoid including tracking studies which may never close. As you can see from the chart, most studies conducted with the Peanut Labs panel finish within just a few days.

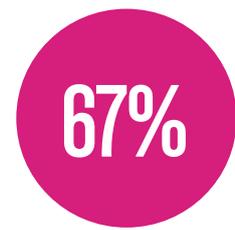


COMPLETION RATES

Gender: For a selection of recent surveys, the average completion rate for men was 70% compared to women for whom the rate was 67%. In other words, two thirds of people who began taking a survey completed the task that was requested of them, whether it was the entire survey or the screening portion of the survey.

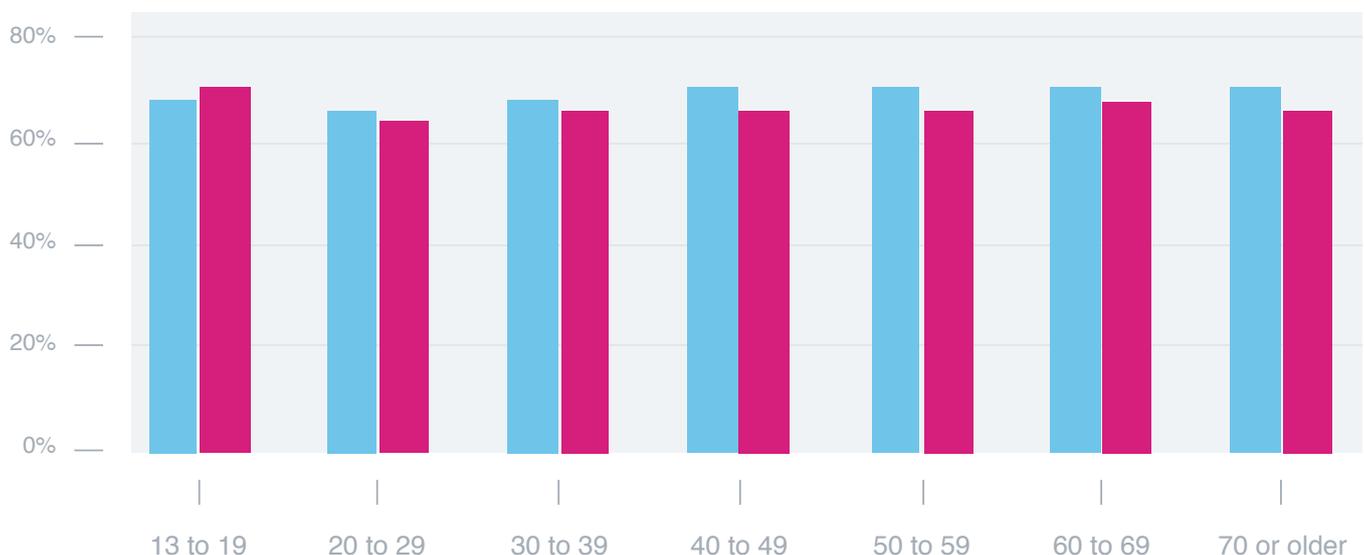


MALES



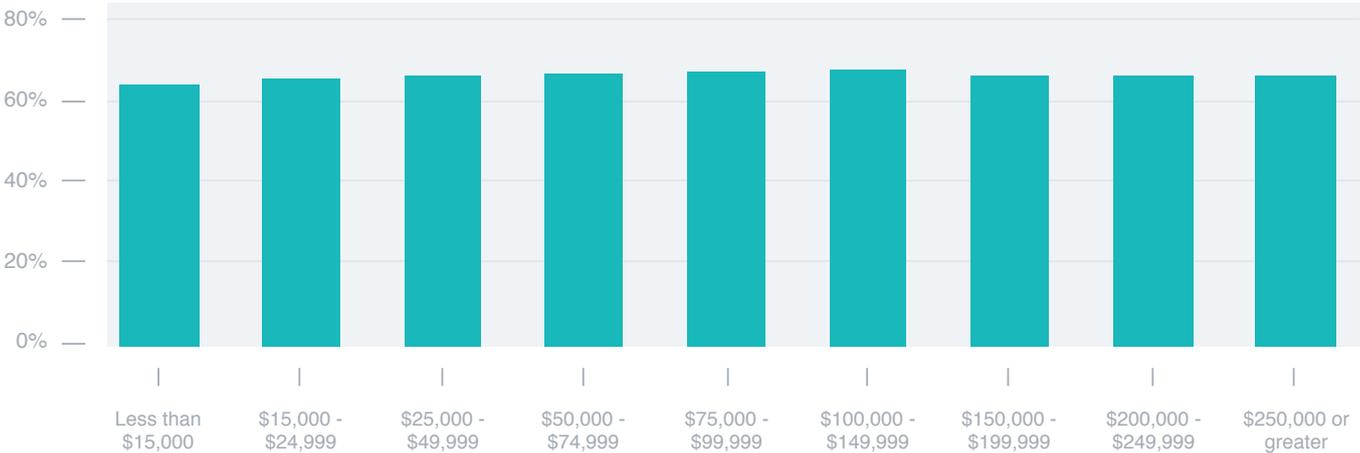
FEMALES

Age: We also considered whether there were any age differences for survey completion rates. In this case, average completion rates across the seven age groups, for both men and women, were fairly consistent and ranged from a low of 65% to a high of 71%.



COMPLETION RATES

Income: Lastly, we examined average completion rates according to income. Rates were slightly higher for people in the mid to high income groups although all ten groups had completion rates of 65% or better.



SUMMARY

The typical survey fielded using the Peanut Labs panel will complete fielding within 7 days, with more than half fielding within 2 days. Among those who choose a survey from their available options, about two thirds will go on to complete the task required of them.



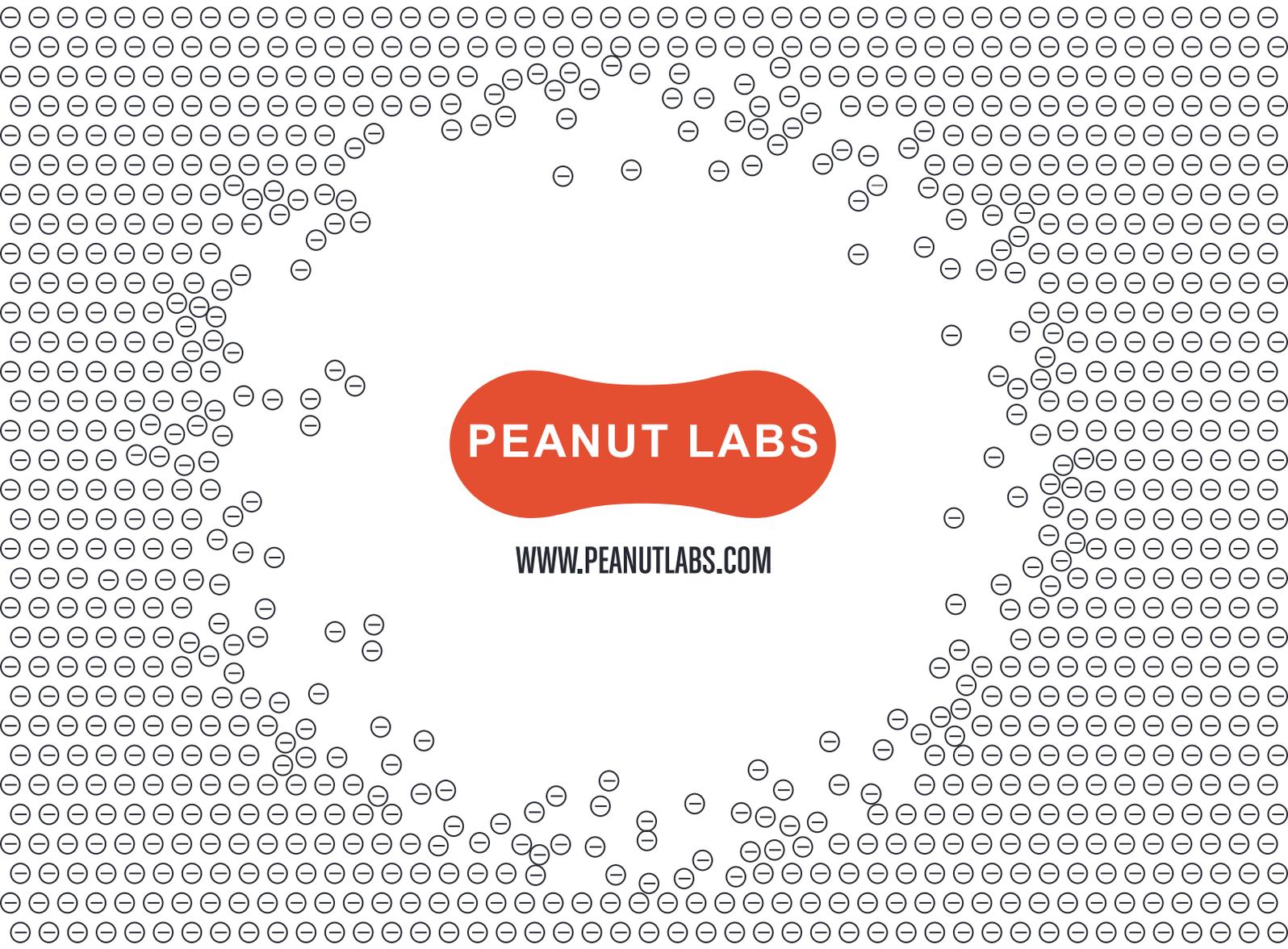
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