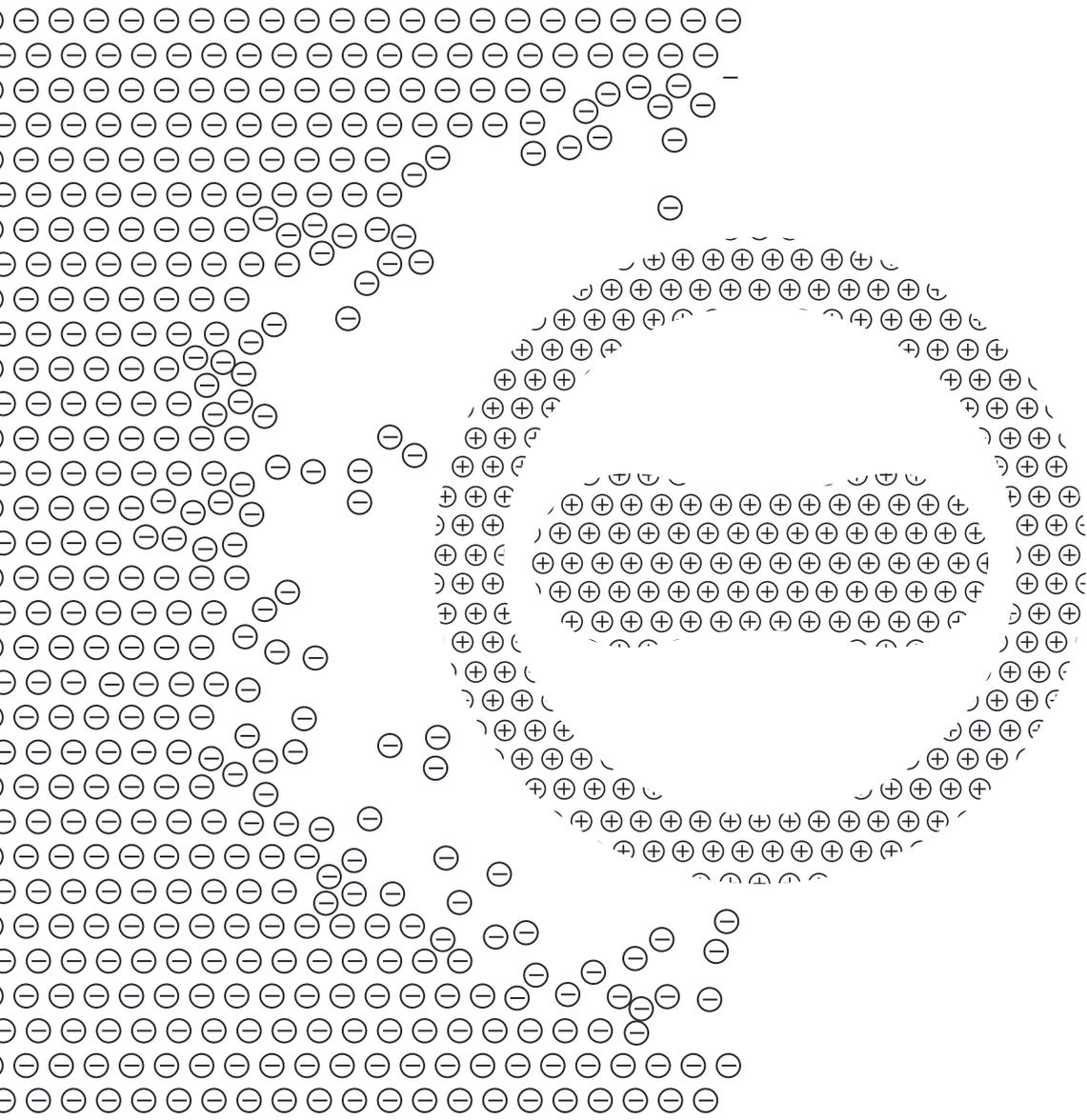


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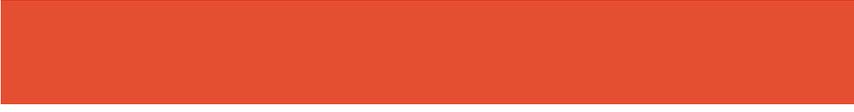
RESEARCH **FIELD LENGTH** FOR MORE DIFFICULT DEMOGRAPHICS

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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 with obtaining 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.



RESEARCH FIELD LENGTH FOR MORE DIFFICULT DEMOGRAPHICS

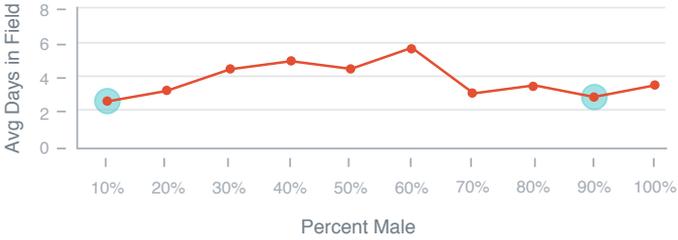
Some surveys take longer than others to finish fielding. This is because certain types of people are less likely to participate in or complete surveys. In order to gain a better understanding of how demographic differences affects field times, we gathered a random sample of more than 4,500 surveys fielding in the fall of 2014 which were in field fewer than 80 days and that had sample sizes between 15 and 28,000. Longer term surveys were excluded because they tended to be tracking jobs that are deliberately fielded over weeks.

We chose four demographic characteristics that are generally known to be more difficult to fulfill including men, people aged 18 to 24, non-Caucasians, and people with high incomes. We then calculated the average number of days each project was in field and compared that to how much each project was comprised of a difficult demographic. Across all jobs and demographics, jobs were in field for an average of 4.3 days, sufficient time for the survey to attract a representative range of both survey keeners and reticents.

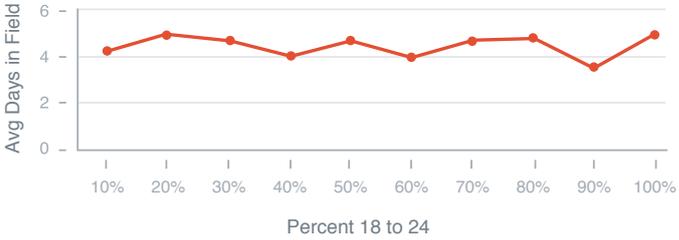
We might expect that projects with larger percentages of difficult demographics would take longer to field. However, the four charts demonstrate that, on average, field times were generally unaffected by difficult demographics. For instance, for jobs that were about 10% male, the average field length was about 2.7 days. And, for jobs that were about 90% male, the average field length was also 2.7 days. If there was a consistent effect of demographics, we would expect to see a consistent, upward trend line – larger percentage of men along with longer field times. This did not happen.

The same trends are apparent for the other difficult demographic groups. Though there are shorter and longer field lengths in each chart, there is no consistent relationship between the difficult demographic and field lengths. Whether a survey was comprised of 10% difficult demographics, or 90% difficult demographics, field lengths were unaffected.

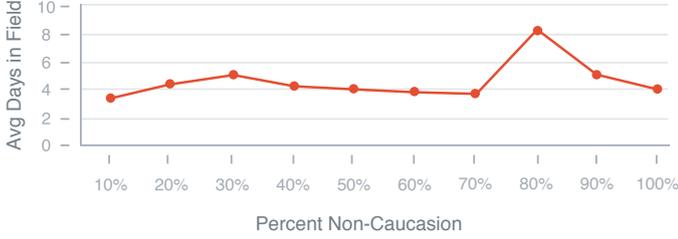
Days in Field Not Affected by Gender



Days in Field Not Affected by Age



Days in Field Not Affected by Race



Days in Field Not Affected by Income



Why were there no consistent effects?

- Peanut Labs Project Managers are aware of what demographics are more difficult and can work with you to ensure that your specific sampling needs are met.
- The Peanut Labs panel itself is carefully monitored so that it focuses on attracting and including larger percentages of difficult demographics.



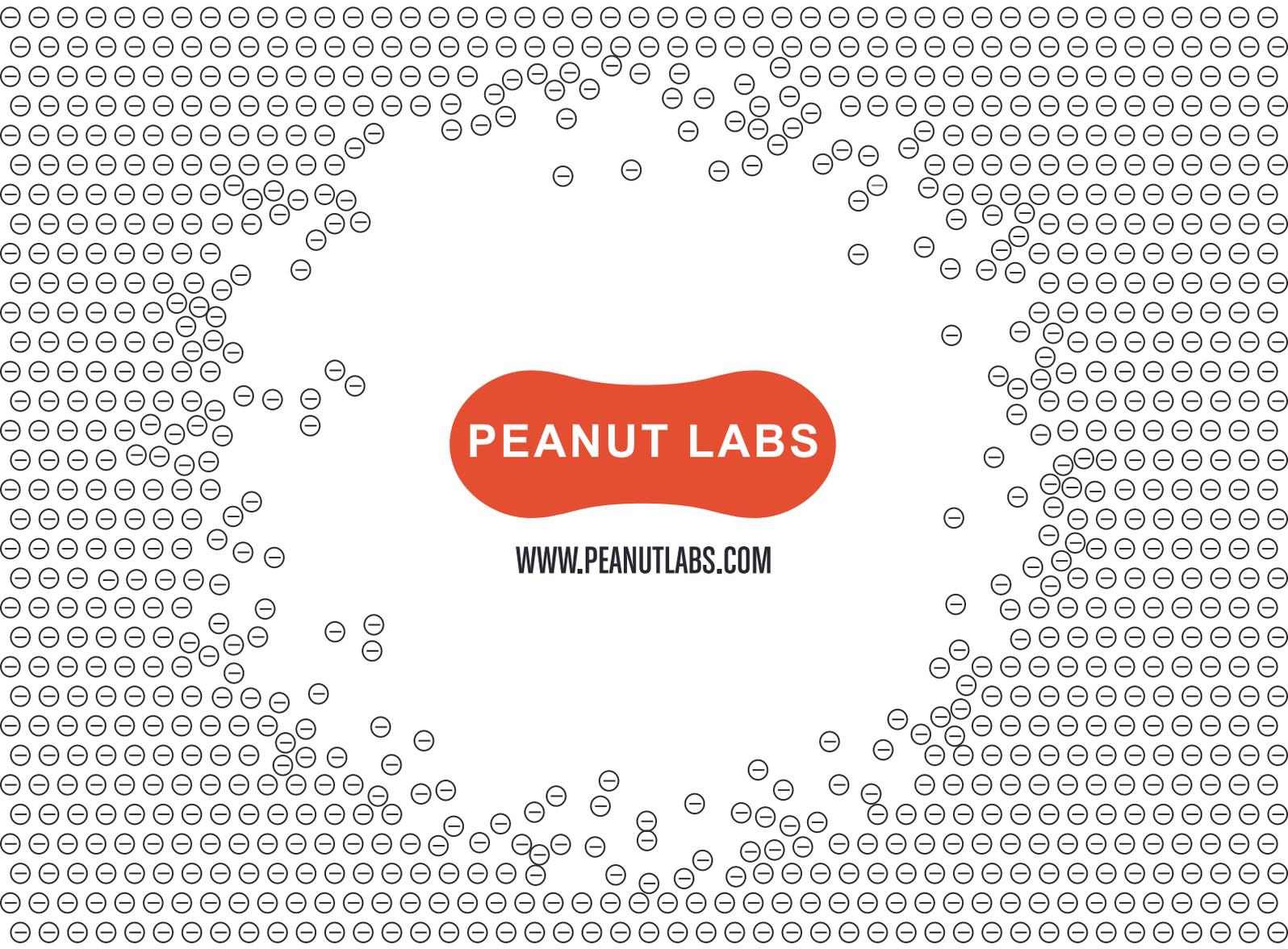
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