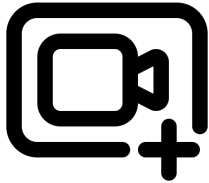




# Quantifying good: The Data Quality Benchmarking Project

Wave 0  
April 29, 2025

## HOUSEKEEPING



This meeting is being recorded.  
Content will be made available  
24-48 hours from today.



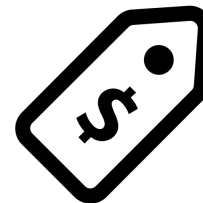
Closed captioning is available in  
the Zoom menu bar.



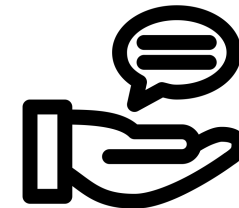
Respect all attendees in  
the chat.



Post your questions in the  
chat or raise your hand.



Do not sell or promote; discuss  
price, CPI, or other topics  
related to competition law.



Today's session is not a  
substitute for strategic legal,  
HR or financial advice.

## UPCOMING WEBINARS & EVENTS



### AI for Insights: How & When to Work With The Leading Platforms

May 1, 2, 7 & 8 | Online

### Asking About & Measuring Identity Roundtables

Fri, May 7<sup>th</sup> | Online



### 2025 Ignite: Healthcare

Thurs, June 5<sup>th</sup> | Philly

### 2025 Ignite: AI

Thurs, October 21<sup>st</sup> | LA



### 2025 Corporate Researchers Conference

Sept 9<sup>th</sup> – Sept 11<sup>th</sup> | Chicago

# ANNUAL CALLS FOR DATA

## SIGN UP FOR MORE DETAILS

<https://bit.ly/IA-Annual>

U.S. Insights & Analytics Industry Market Study

Sizing, company ranking and growth trends

U.S. Compensation Study

Salary and merit pay trends

DEI Workplace Study

Salary by identity, DEI policies and programming trends



## JOIN THE CONVERSATION



[insightsassociation.org/Membership/Members-Only-Community](https://insightsassociation.org/Membership/Members-Only-Community)

## Insights Association (IA)

We are the non-profit trade association of the U.S. insights and analytics industry.

**We protect and create demand for the evolving industry** by promoting the indisputable role of insights in driving business impact.



## Council for Data Integrity (CDI)

Comprised of industry data quality experts and enthusiasts, the CDI is a **member volunteer group that educates and develops best practices and guidelines** on data quality. Acts as one of the workstream hubs of Global Data Quality.

# Thank you to the Data Quality Benchmarking Team & Partners

## MEMBER VOLUNTEERS

CO-LEAD: <b>Gene Saykin</b> (Toluna)	<b>Katie Gross</b> (Suzy)
CO-LEAD: <b>Steve Snell</b> (Rep Data)	<b>Ken Icklan</b> (1Q)
CO-LEAD: <b>Andrew Hunt</b> (The Link Group)	<b>Kyle Morrison</b> (Touchstone Research)
COUNCIL LEAD: <b>Alexandrine de Montera</b> (Full Circle Research)	<b>Matt Ayers</b> (Appinio)
<b>Aaron Walton</b> (Paradigm Sample)	<b>Mauricia Wills</b> (Symmetric Sampling)
<b>Amanda McMahan</b> (CMB)	<b>Michael Brereton</b> (Michigan State University)
<b>Brian Lamar</b> (ROI Rocket)	<b>Prateek Rajput</b> (Miix Analytics)
<b>Emily Bosworth</b> (Independent)	<b>Rich Ratcliff</b> (Opinion Route)
<b>Grzegorz Kowalski</b> (Soft Architect)	<b>Vignesh Krishnan</b> (Rep Data)
<b>Harshil Patel</b> (Miix Analytics)	<b>Youssef Dakramanji</b> (Michigan State University)
<b>Jerry Arbittier</b> (AOPS)	<b>Ken Icklan</b> (1Q)

## PARTNERS



MSU MSMR



# Global Data Quality (GDQ)

A cross-association international collaborative formed to address ongoing and emerging risks to data quality in the market and social research, consumer insights and analytics industry.

Example initiatives and resources:

- Data Quality Excellence Pledge
- Data Quality Transparency Checklist
- 37 Questions to Help Buyers of Online Sample
- Overview of the Online Participant Sourcing Ecosystem

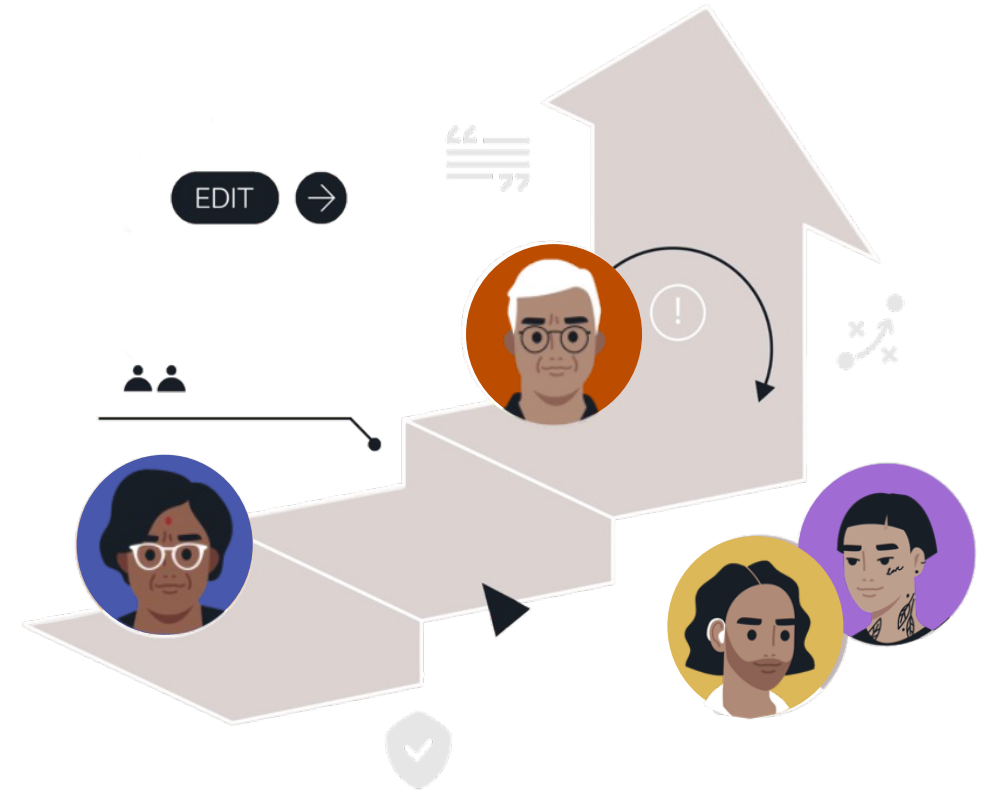
## MEMBER ORGANIZATIONS





# GLOBAL DATA QUALITY'S VISION FOR THE INDUSTRY

As a **collaborative** profession,  
**build confidence in the data we  
collect and deliver** through data  
quality guidance and standards  
that enhance the value of research.



## Meet today's presenters & panelists



**MELANIE  
COURTRIGHT**

CEO  
Insights Association



**STEVE  
SNELL**

SVP, Head of Research  
Rep Data  
Project Co-Lead



**GENE  
SAYKIN**

Head of Data Quality Strategy  
Toluna  
Project Co-Lead



**ALEXANDRINE  
DE MONTERA**

CPO & ISO Quality Officer  
Full Circle Research  
Council for Data Integrity Lead

# CURRENT SITUATION

## Data Quality Benchmarking Project

**DATA QUALITY.**  
**WE ALL AGREE IT NEEDS IMPROVEMENT.**



The problem?  
**WE'RE NOT PULLING IN  
THE SAME DIRECTION**

...and this is stymieing industry-wide  
innovation.

On average, one third of global buyers remove....

31%

B2B SAMPLE

19%

B2C SAMPLE



## OUR BELIEF

**Consistent language and measurement**  
by the industry will drive industry-wide  
progress and fuel innovation in data quality.

**WE USE DIFFERENT LANGUAGE TO DESCRIBE  
& DEFINE DATA QUALITY.**





## DATA QUALITY

The measure of the condition of data based on factors such as accuracy, completeness, consistency, reliability and how up to date it is.



## DATA FRAUD

**Intentional misrepresentation** of identity or data.  
Should not be confused with “poor” data quality.

What it is	What it isn't
<ul style="list-style-type: none"> <li>• Fictitious representation</li> <li>• Deliberate or malicious deception</li> <li>• Automation</li> <li>• Intentional response manipulation</li> </ul>	<ul style="list-style-type: none"> <li>• Disengagement</li> <li>• Short open ends</li> <li>• Speeding</li> <li>• Outlier responses</li> </ul>

1

Selected that they  
have shopped at a  
fake retail brand



2

Took survey in less than  
half the average time



3

Claims they typically  
spend \$1000 on a  
product when the survey  
average is \$125



4

Spoofed their IP  
address and location  
to qualify



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fake retail brand



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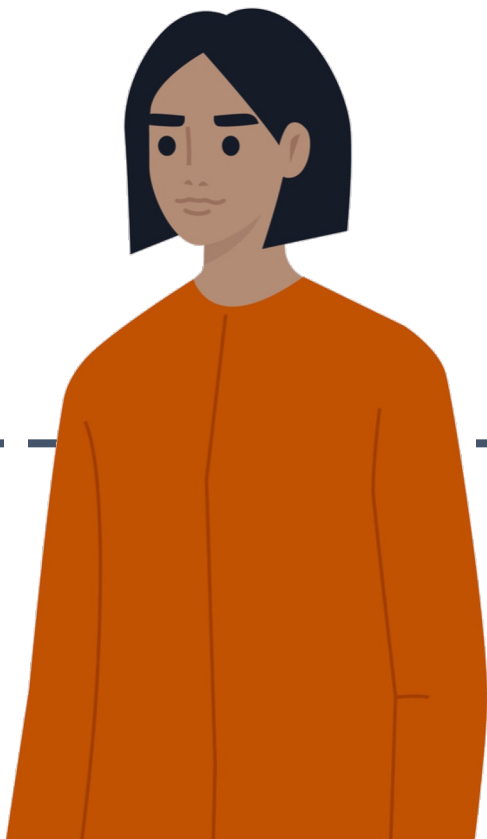
4

Spoofed their IP  
address and location  
to qualify

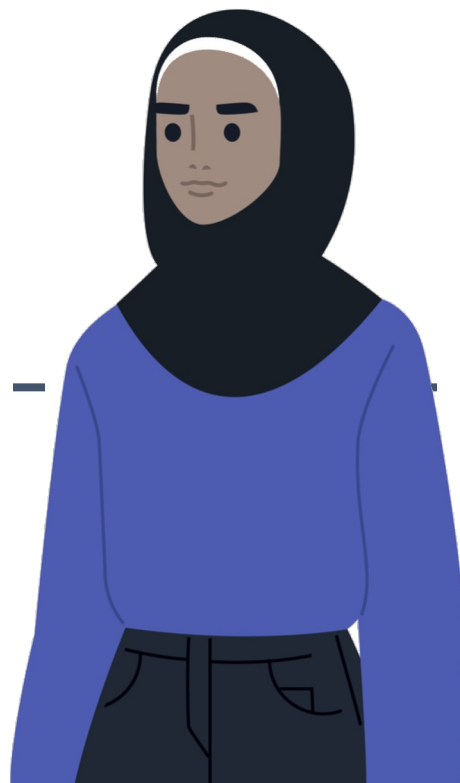


**WE USE DIFFERENT APPROACHES TO  
IMPLEMENT DATA QUALITY.**

Brand



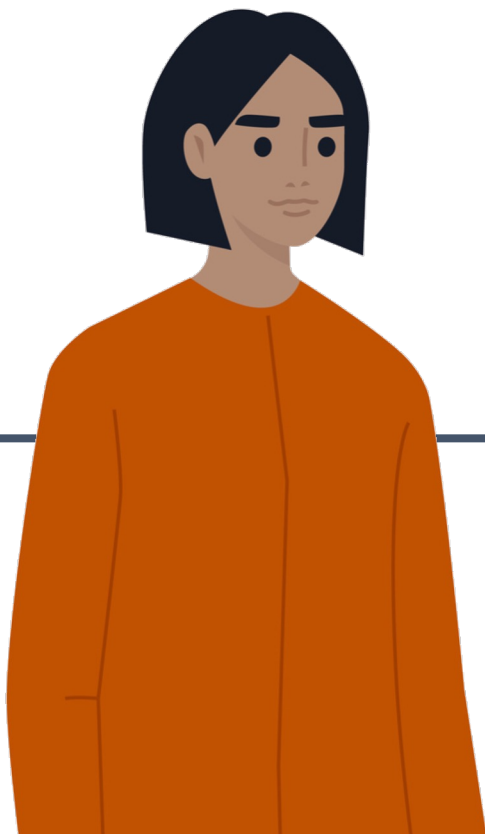
Sample provider



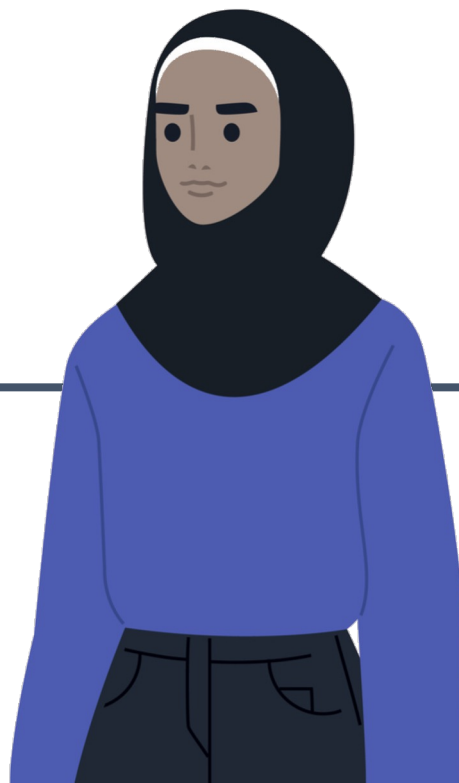
Research agency



Brand



Sample provider



Research agency

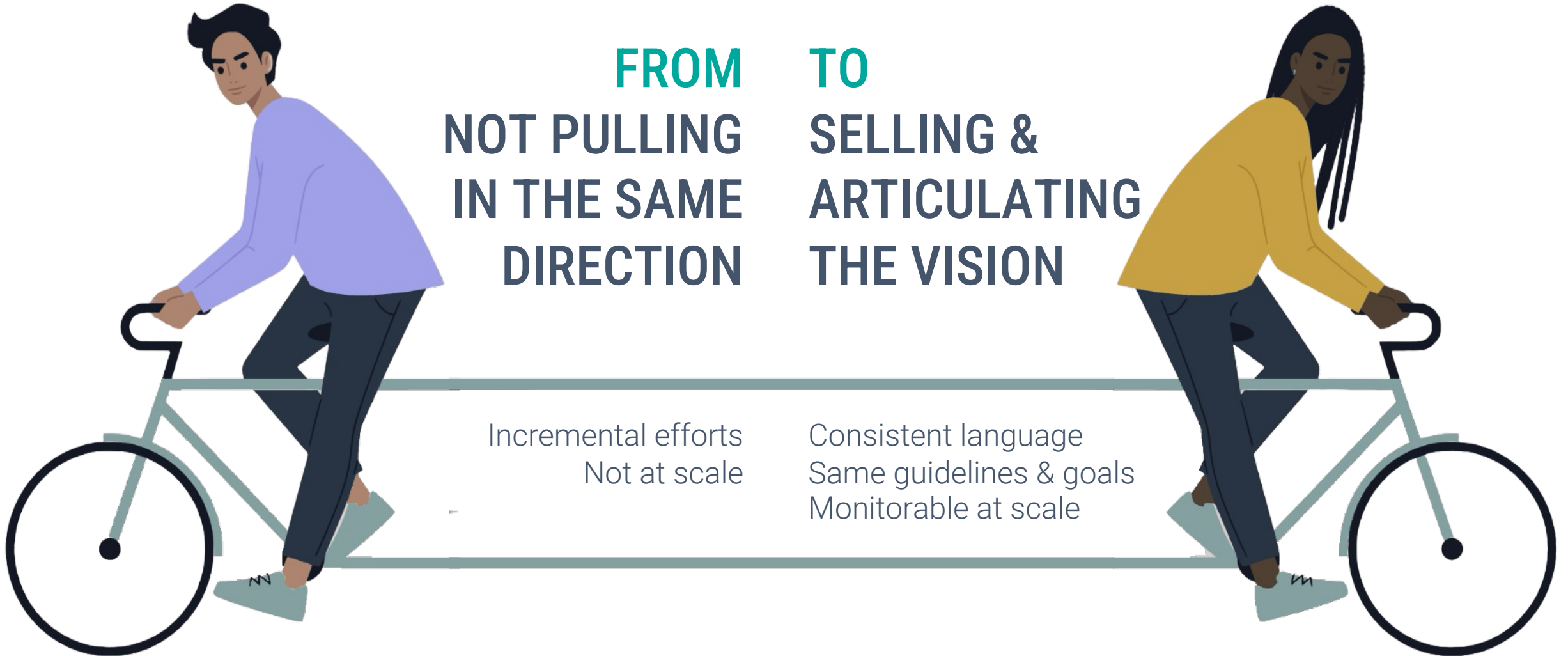


**FROM**  
**NOT PULLING**  
**IN THE SAME**  
**DIRECTION**

**TO**  
**SELLING &**  
**ARTICULATING**  
**THE VISION**

Incremental efforts  
Not at scale

Consistent language  
Same guidelines & goals  
Monitorable at scale







## WAVE 0

# Data Quality Benchmarking Project

# About the Data Quality Benchmarking Project

## WHAT IT IS & OBJECTIVES

A tracking study, piloted in the U.S., and rolling out globally, 2x/year designed to:

- **Define** what quality benchmarks look like.
- **Set standards or norms** that can be used to measure and assess performance over time at both the industry and individual company levels.
- With these norms, **capture shifts over time**, identify areas for improvement, and fuel innovation.

## METHODOLOGY

- 24 companies participated; 11 sample providers and 13 research agencies
- Data collected from quantitative studies conducted in 2Q 2024
  - Submitted confidentially to IA; company names only known to IA
  - Online quant studies only
  - B2B, B2C and healthcare categories\*
- Resulting data is unweighted due to missing, limited or incorrectly provided data

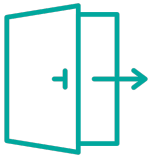
\*Healthcare not reported in Wave 0 due to inconsistent and missing data.

# Wave 0 benchmarks

## WHAT WE MEAN BY A “BENCHMARK”

A number for comparison purposes; currently descriptive but the end goal is for the benchmarks to be normative

## U.S. WAVE 0 BENCHMARKS



Abandon rate



Device type



Removal &  
Cleanout rate



Incidence rate



Length of  
interview



Use of link  
encryption

## Wave 0 facts

8

benchmarks

24

companies including\*...

998K

records

11

sample providers

22

team meetings

13

research agencies



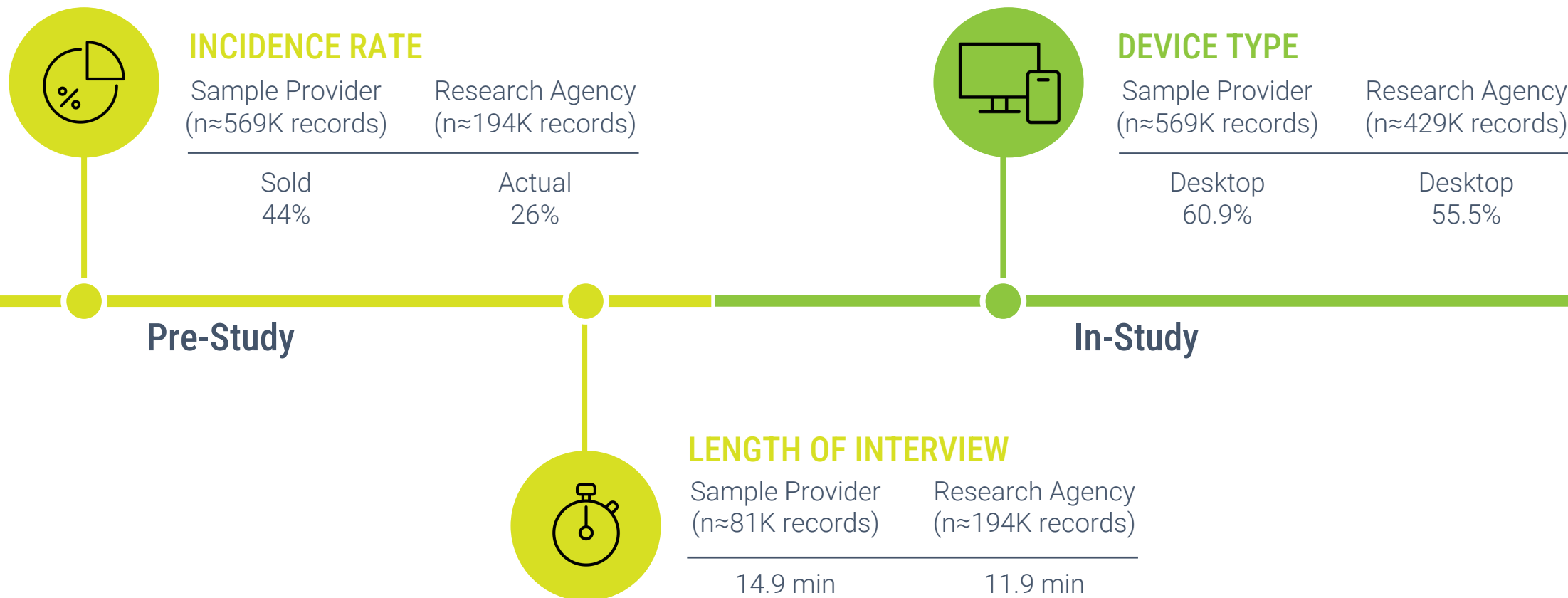
\*Companies had the option to reveal their participation or not.

## Some caveats

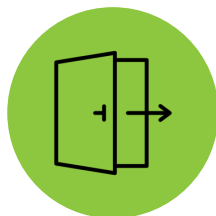
As a base wave, the benchmarks should be viewed as descriptive. Implications are directional.

The data is intended for education and development, not for a company's marketing efforts.

## Wave 0 benchmarks



## Wave 0 benchmarks



### ABANDON RATE

Sample Provider  
(n≈569K records)

Research Agency  
(n≈194K records)

23.3%

11.8%

In-Study



### USE OF LINK ENCRYPTION

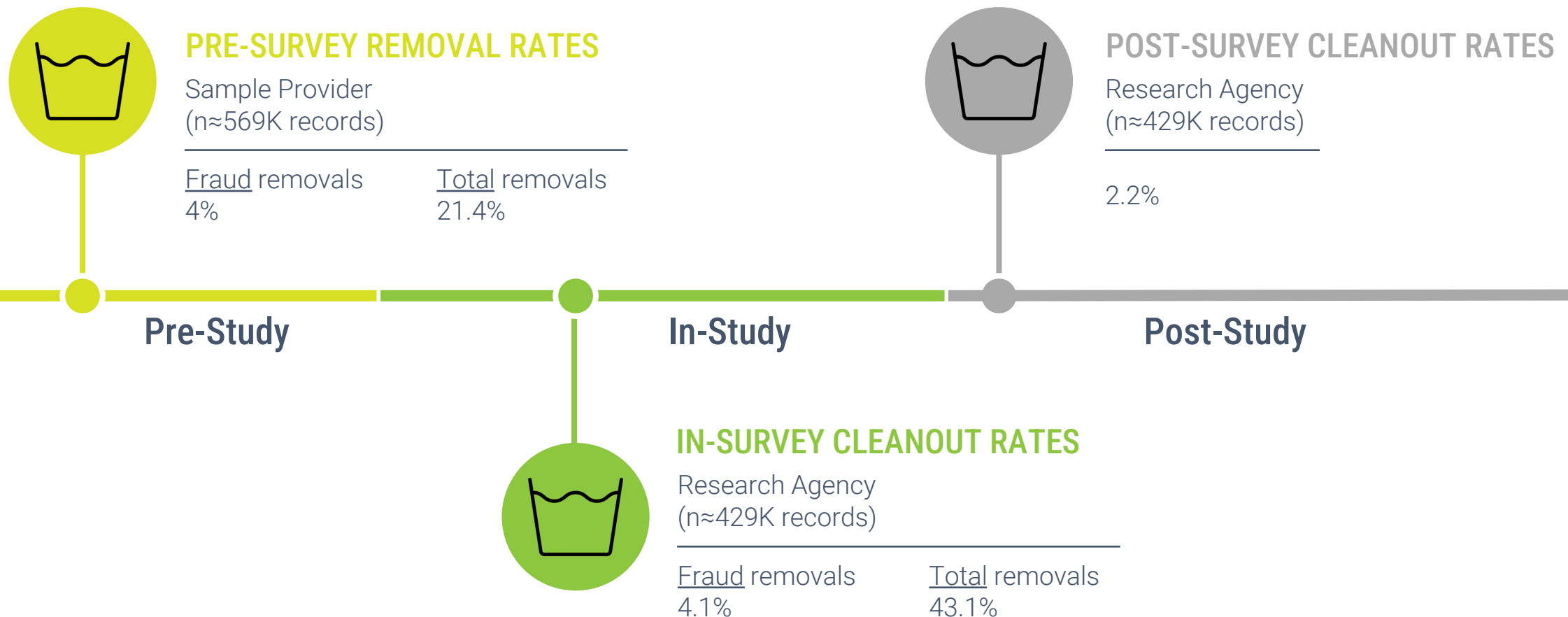
Sample Provider  
(n≈81K records)

Research Agency  
(n≈194K records)

71.2%

62.0%

## Wave 0 benchmarks





## Wave 0 benchmarks summary

Benchmark	Sample Provider		Research Agency	
INCIDENCE RATE	Sold 44%		Actual 26%	
PRE-SURVEY REMOVAL RATES	<u>Fraud</u> removals 4.0%	<u>Total</u> removals 21.4%	n/a	
ABANDON RATE	23.3%		11.8%	
DEVICE TYPE	Desktop 60.9%		Desktop 55.5%	
IN-SURVEY CLEANOUT RATE	n/a		<u>Fraud</u> removals 4.1%	<u>Total</u> removals 43.1%
USE OF LINK ENCRYPTION	71.2%		62%	
LENGTH OF INTERVIEW	14.9 minutes		11.9 minutes	
POST-SURVEY CLEANOUT RATE	n/a		2.2%	



## PANEL

# Data Quality Benchmarking Project

## Reintroduction: Panelists



**STEVE  
SNELL**

SVP, Head of Research  
Rep Data

Project Co-Lead



**GENE  
SAYKIN**

Head of Data Quality Strategy  
Toluna

Project Co-Lead



**ALEXANDRINE  
DE MONTERA**

CPO & ISO Quality Officer  
Full Circle Research  
Council for Data Integrity Lead

## WHAT'S NEXT

# Data Quality Benchmarking Project

## Setting quality buying signals for brands



- Nothing
- Sharing data & transparency
- Part of the the Global Data Quality community and a national association
- Signatory of the Global Data Quality's Data Quality Excellence Pledge
- ISO Certification

# Rolling out Wave 1

Company type
Sample company
Platform company
Quality tech company
Research agency
Brand/Client-side

Categories
General B2C
General B2B
Healthcare patient
Healthcare physician

Countries	
United States	Indonesia
Argentina	Japan
Australia	Mexico
Brazil	Netherlands
Canada	South Africa
China	UK
France	US
Germany	Other market
India	

Benchmarks
Abandon rate
Device type
Removal & Cleanout rate
Incidence rate
Length of interview
Use of link encryption

Weighting
Number of completes
Number of studies

# Sign the Data Quality Excellence Pledge



## PLEDGE COMMITMENTS

1. Uphold rigorous data quality standards in all our work – quantitative, qualitative, and technology-enabled research
2. Provide transparency
3. Protect and elevate the experience and rights of participants
4. Enable education and collaboration
5. Participate in Global Data Quality (GDQ) initiatives

# Submit your data for Wave 1

- Data collection start: May 2025
- Submission due date: June 2025
- Report: Fall 2025



<https://bit.ly/IA-DQBenchmarkNotify>





## ACCESS ALL THINGS DATA QUALITY & STANDARDS



Scan the QR code or go to [bit.ly/IA-data-quality](https://bit.ly/IA-data-quality)



InsightsAssociation.org  
inquiries@InsightsAssociation.org  
CONNECT ♦ PROTECT ♦ INFORM ♦ PROMOTE