



Beyond the Numbers:

Methodological Considerations for Integrating Qualitative Research into a Probability Panel

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- Probability-based
- Nationally Representative of U.S. Adults 18 and Older
- Recruited via ABS with Prepaid Cell RDD Supplement
- Multi-mode Capability
 - Most respondents participate online
 - Live telephone interviewing available to those who don't use the internet or who prefer phone surveys
- English and Spanish

GET MORE INFO
[SSRS.COM/OPINION-PANEL](https://ssrs.com/opinion-panel)

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Key Research Question:

How does participation in qualitative research impact future survey participation in a probability-based survey panel?

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Virtual Insights Features

QUAL METHODS

Cognitive IDI, FG,
OBB

RECRUITMENT

Customizable
screener

ELIGIBILITY

Active panelists
with 2+ surveys

SCHEDULING

Self-scheduling,
human reminders

LENGTH

Typically 30-45
min

PARTICIPANTS

Panelists or HH
members

INCENTIVES

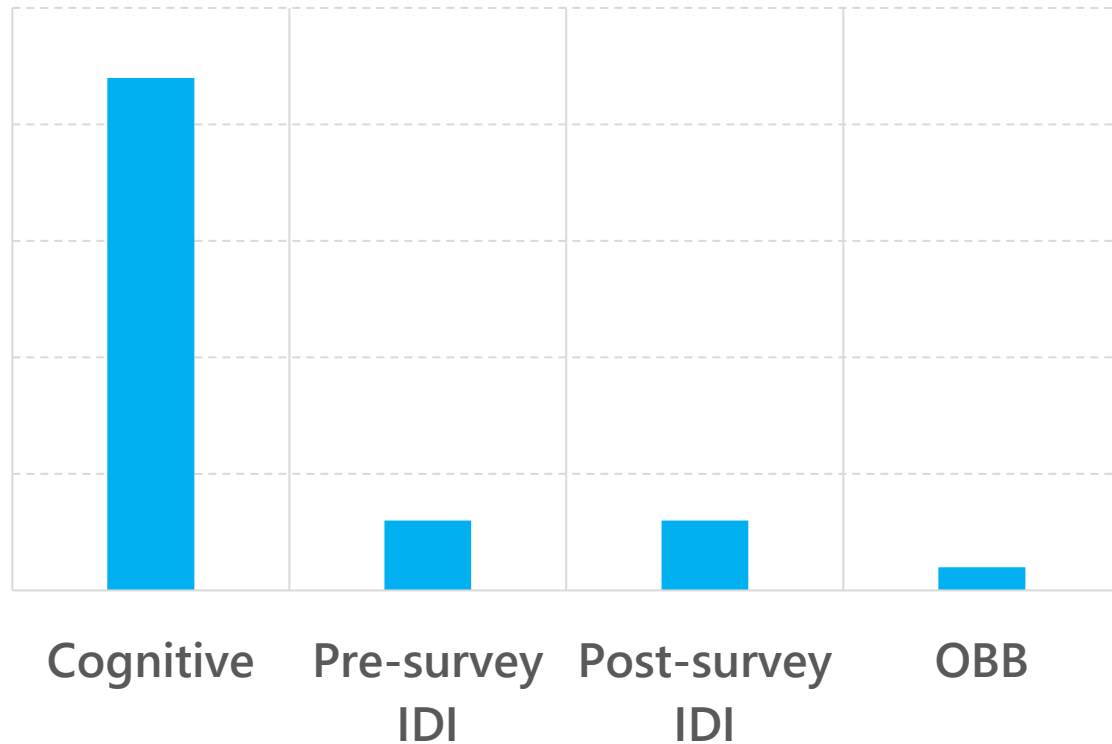
Typically \$25-\$50

OVER-RECRUIT

Typically 2-3

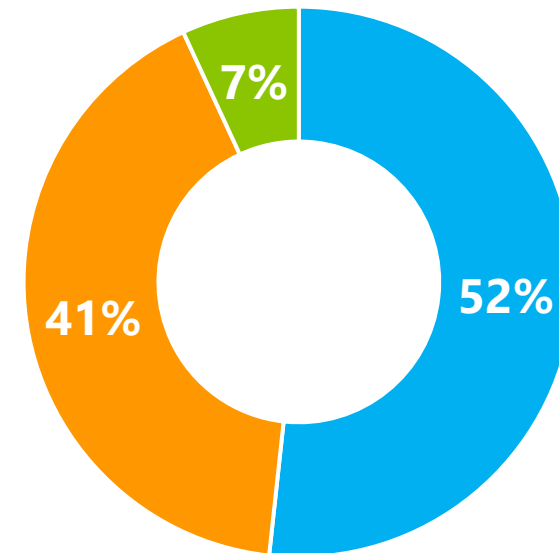
Snapshot Across All Qualitative Studies

METHODOLOGY



TOPIC SALIENCE

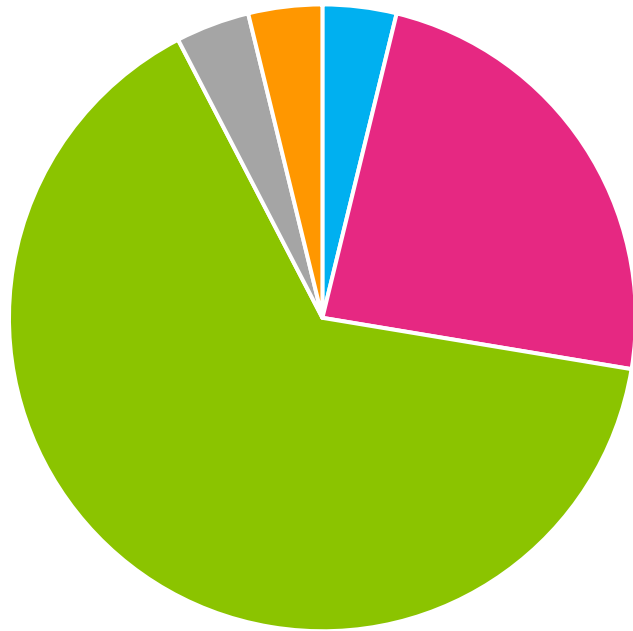
■ High ■ Medium ■ Low



Snapshot Across All Qualitative Studies

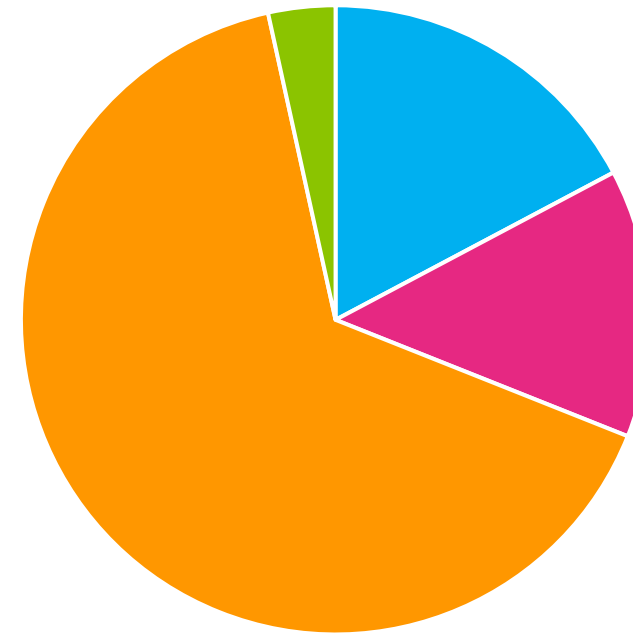
LENGTH

- 20 minutes
- 30 minutes
- 45 minutes
- 60 minutes



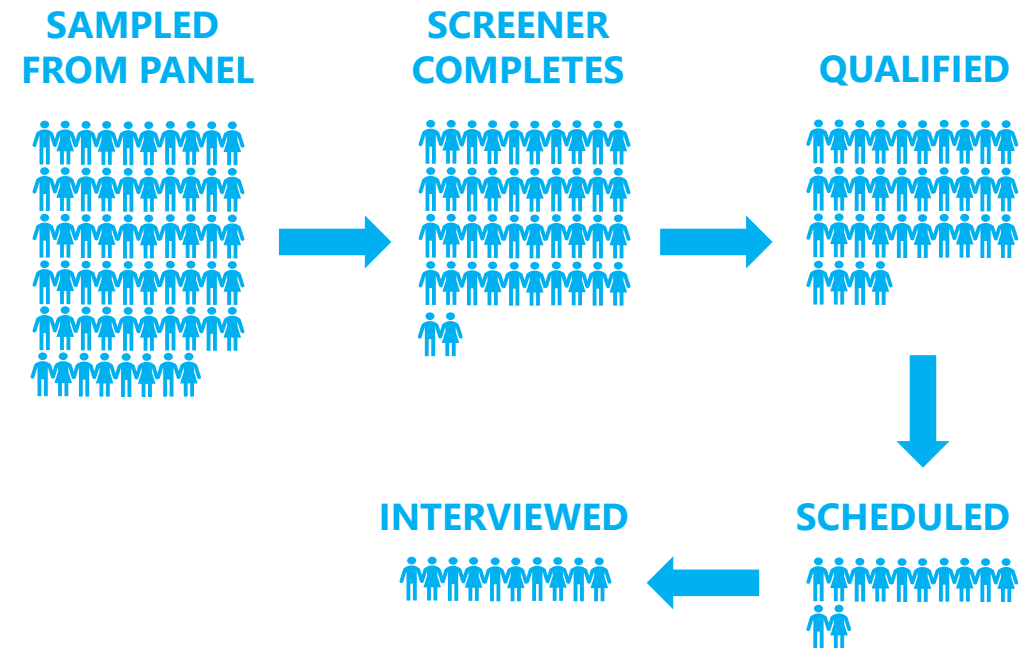
INCENTIVES

- \$25
- \$30
- \$50
- \$125



EXAMPLE: Cognitive Testing on New Tobacco Products

ELEMENT	DESCRIPTION
Target population	Current tobacco users
Incidence	10-24%
Topic salience	High
Methodology	Zoom cognitive interview
Length of interview	30 minutes
Incentive level	\$25
Target completes	10
Number of recruits	12



Key Research Question: What is the Impact of Qual Participation on Future Panel Survey Participation?

Dependent Variables	Next survey	All subsequent surveys	Pre vs. Post Qual
1. Survey completion rates	1a	1b	1c
2. Data quality (failed sincerity check/trap flags)		2a	2b
3. Satisfaction with this survey (%5)		3a	3b
4. Satisfaction as a panelist (%5)		4a	4b
5. Complaints about incentive levels on surveys		5a	5b

Independent Variables

- CONTROL VARIABLES
 - CNR counter
 - Panelist tenure
 - Demographics (gender, age, race, income, education, political party)
- KEY VARIABLES
 - Qualitative type
 - Qual topic salience
 - Length of qual interview
 - Qual incentive level
 - Qual panelist vs. HH member



Models 1a-1c: Survey Completion Rates

Survey Completion Rates	1a. Next survey Pr(>ChiSq)	1b. All subsequent surveys	1c. Pre vs. Post Qual
Qualitative type	0.269	0.487	Pr(>t) 0.345
Salience	0.233	0.337	
Length	0.426	0.297	
Incentive level	0.407	0.418	
Panelist vs. other HH	0.921	0.252	

*** > 0.001

** > 0.01

* > 0.05



Models 2a-2b: Data Quality

Failed Sincerity Checks and Trap Flags	2a. All subsequent surveys	2b. Pre vs. Post Qual
Qualitative type	0.096	
Salience	0.947	
Length	0.549	Pr(>t) 0.299
Incentive level	0.246	
Panelist vs. other HH	0.021* Coeff -0.082	

*** > 0.001

** > 0.01

* > 0.05



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Models 3a-3b: Satisfaction With Surveys

Percent 5 on Survey Satisfaction	3a. All subsequent surveys	3b. Pre vs. Post Qual
Qualitative type	0.782	
Saliency	0.663	Pr(>t) 0.002** Coeff 0.075
Length	0.165	
Incentive level	0.699	
Panelist vs. other HH	0.770	

*** < 0.001

** < 0.01

* < 0.05



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Models 4a-4b: Satisfaction With Panel Experience

Percent 5 on Panel Satisfaction	4a. All subsequent surveys	4b. Pre vs. Post Qual
Qualitative type	0.857	
Salience	0.627	Pr(>t) 0.009** Coeff 0.063
Length	0.364	
Incentive level	0.547	
Panelist vs. other HH	0.455	

*** < 0.001

** < 0.01

* < 0.05

Models 5a-5b: 5. Complaints about incentive levels on surveys

Complaints about Incentive Levels	5a. All subsequent surveys	5b. Pre vs. Post Qual
Qualitative type	0.882	Pr(>t) 0.832
Salience	0.742	
Length	0.757	
Incentive level	0.196	
Panelist vs. other HH	0.182	

*** < 0.001

** < 0.01

* < 0.05



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Implications



Participating in qualitative research does not negatively impact subsequent survey participation, either immediately, or in long run



Data quality in subsequent surveys is better when we engage the panelist in qualitative research rather than another householder



Participation in qualitative research improves satisfaction with surveys and overall panelist satisfaction



Higher qualitative incentives does not result in demands for higher survey incentives

Next Steps



Continue to monitor impact of different types of studies on future panel participation & panelist attrition



Expansion of qualitative capabilities with panelists, using focus groups & online bulletin boards - monitor stats for those methodologies



Gather qualitative feedback from panelists about panel experience



Thank You **CIPHER 2025**

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