

Unlocking Rich Insights: Navigating the Challenges of Sustaining Longitudinal Passive Behavioral Panels

**Margie Strickland
Liz Alvarez
Jim Bernier**

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Our Discussion Today



- **Why online behavioral data**
- **Data privacy concerns**
- **Engagement strategies**
- **Building trust**
- **Incentive insights**

Why Online Behavioral Data

- **Always on, real-time**
- **Evolution of method**
- **Enhancement not replacement**
- **Need for alternative engagement opportunities**



Data Privacy In the News



TechTarget

U.S. data privacy protection laws: 2025 guide

At least 15 states have enacted their own data privacy laws, including California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Montana, New...

Nov 21, 2024

NPR

International regulators probe how DeepSeek is using data. Is the app safe to use?

The Chinese chatbot took the world by storm and rattled stock markets. But lost in all the attention was a focus on how the company is...

2 weeks ago

Social Media Today

TikTok Looks To Alleviate Data Security Concerns in the US

Amid ongoing concerns about its links to the Chinese government, and its alleged national security risk in the U.S., TikTok has published a...

1 week ago

S JD Supra

U.S. House Report Addresses AI Concerns, Including Privacy and Data Security

The Report recognized the complex interplay between AI advancement and privacy/security concerns, advocating for a balanced approach that promotes innovation.

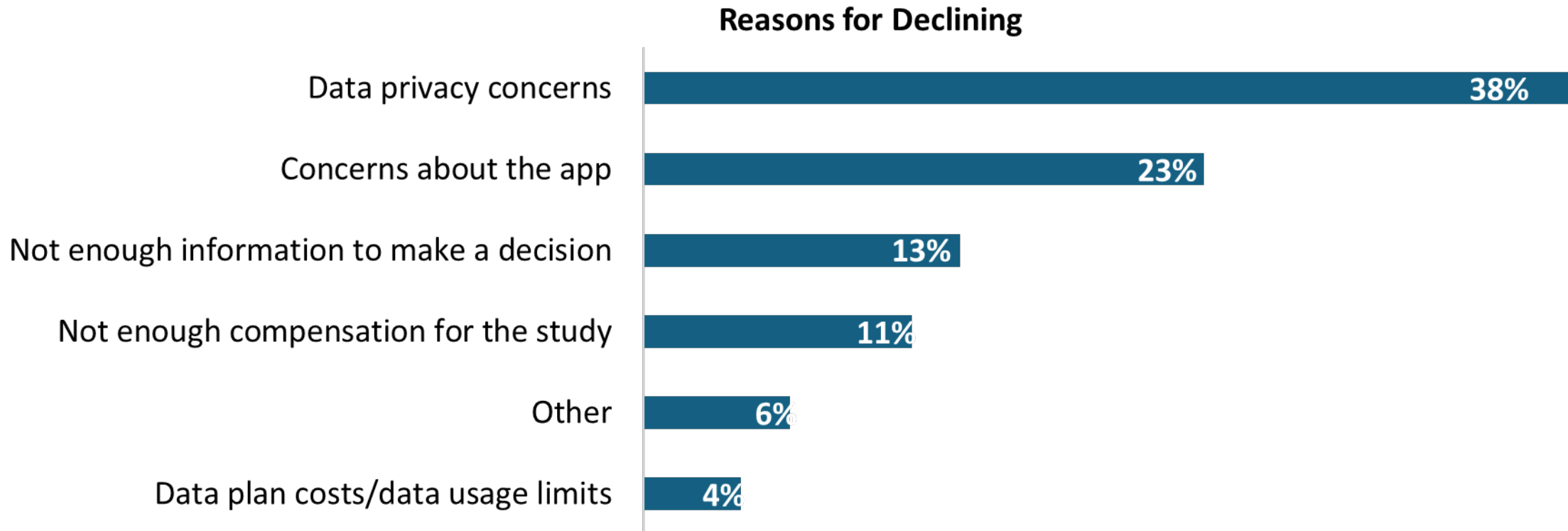
1 month ago

We are flooded with data privacy concerns

Are people numb to all of this?

What Do People Think?

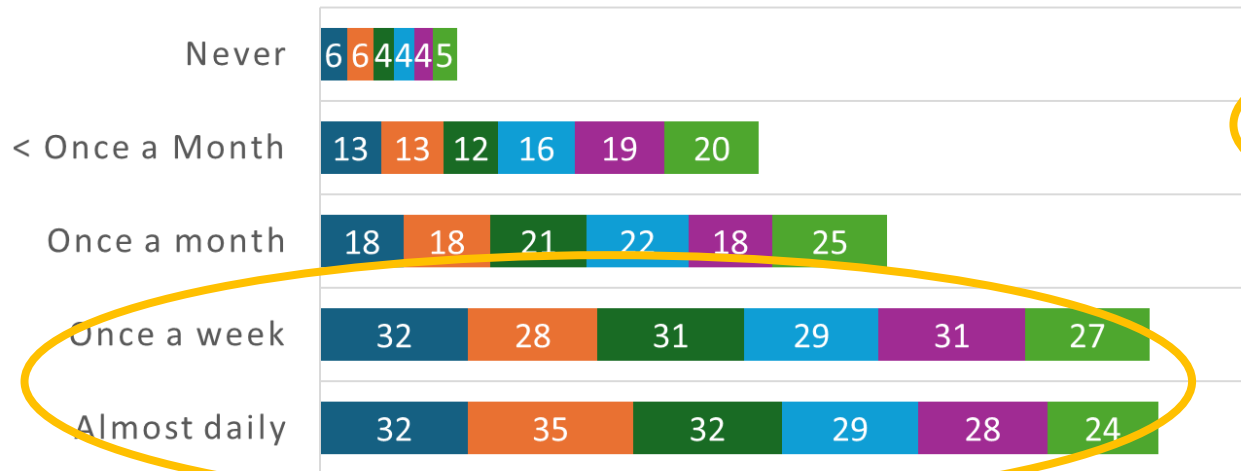
Privacy is top concern for passive behavioral data collection method



What Do People Do?

Asked to Consent to Privacy Policies (%)

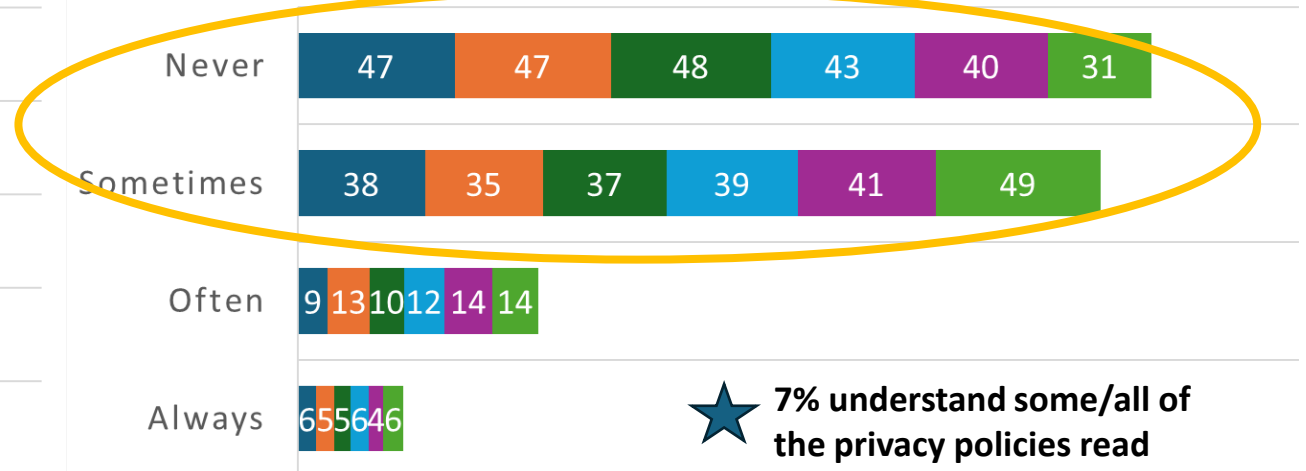
■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+



Privacy Policies are presented and asked for consent pretty much every day

Read Privacy Policy Before Consent (%)

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+



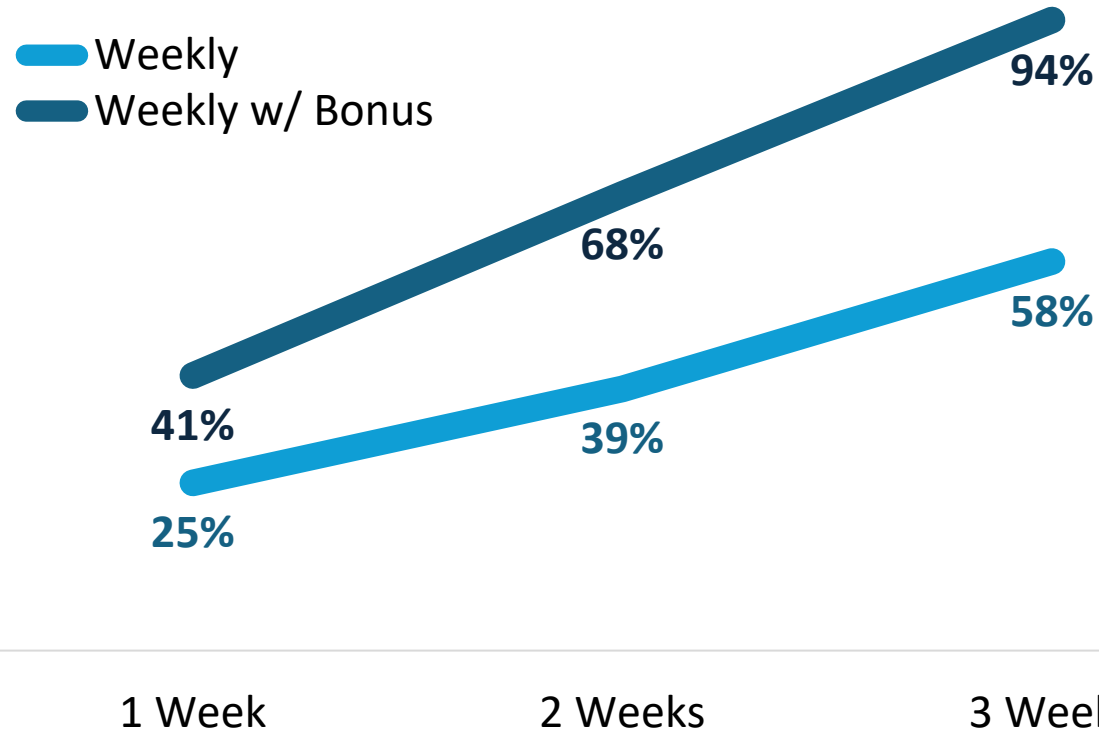
★ 7% understand some/all of the privacy policies read

However, respondents are rarely reading them if at all

People go through the motions to access what they really want

People like to be engaged...

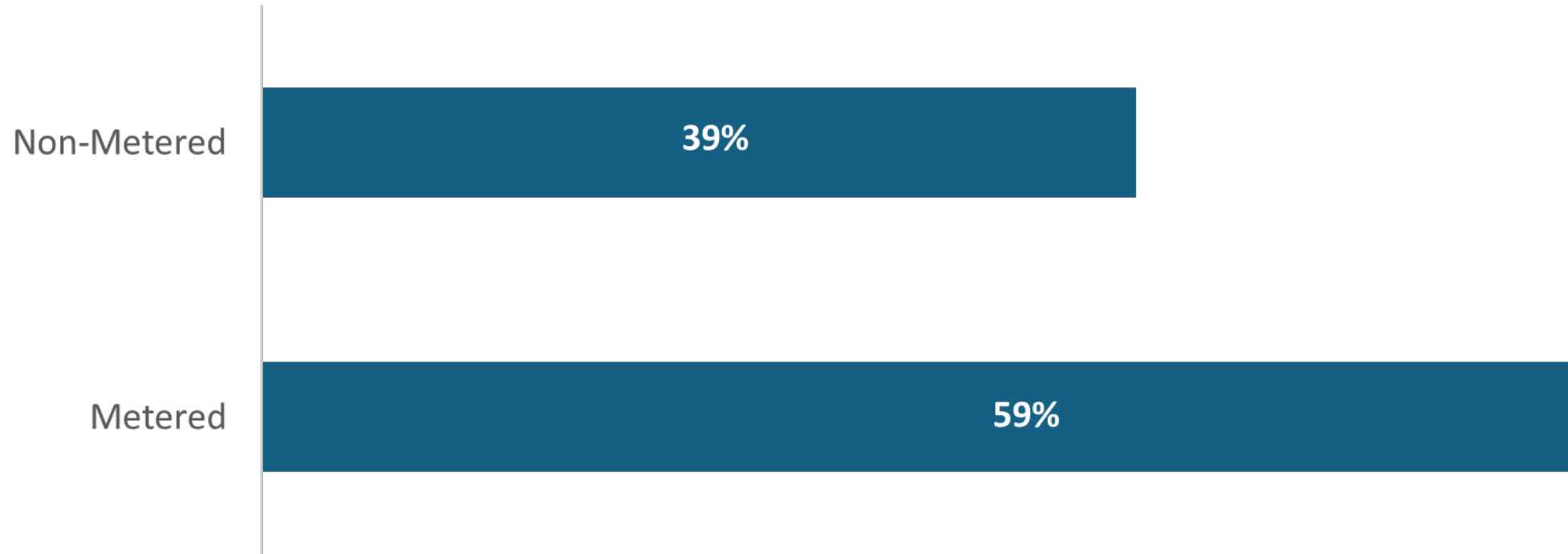
Retention **improved 129%** over three weeks



Communicating often and offering random bonuses

And people respond to being engaged...

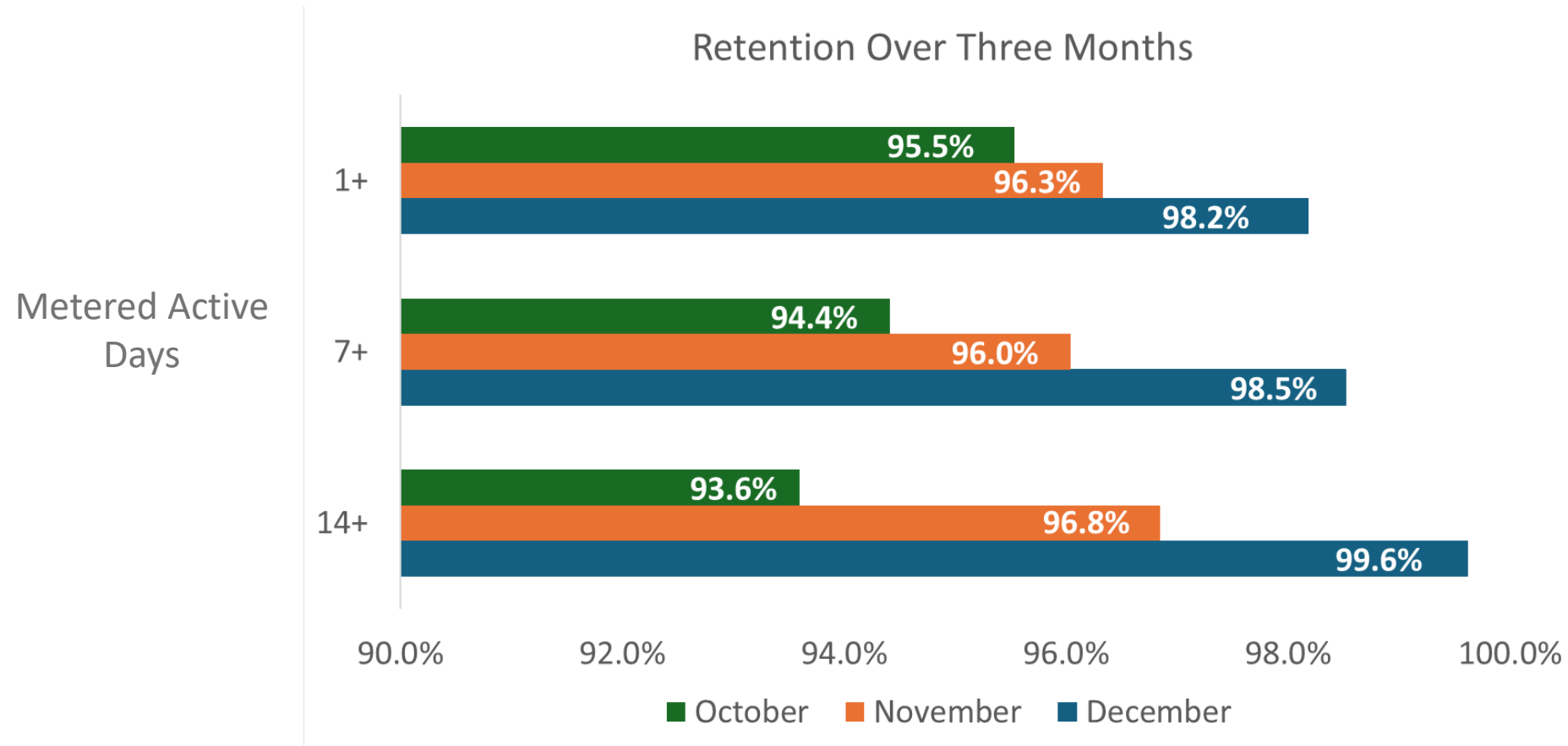
Response Rates within 48 hrs for Same Survey



51% increase in Response Rates for surveys among the metered base

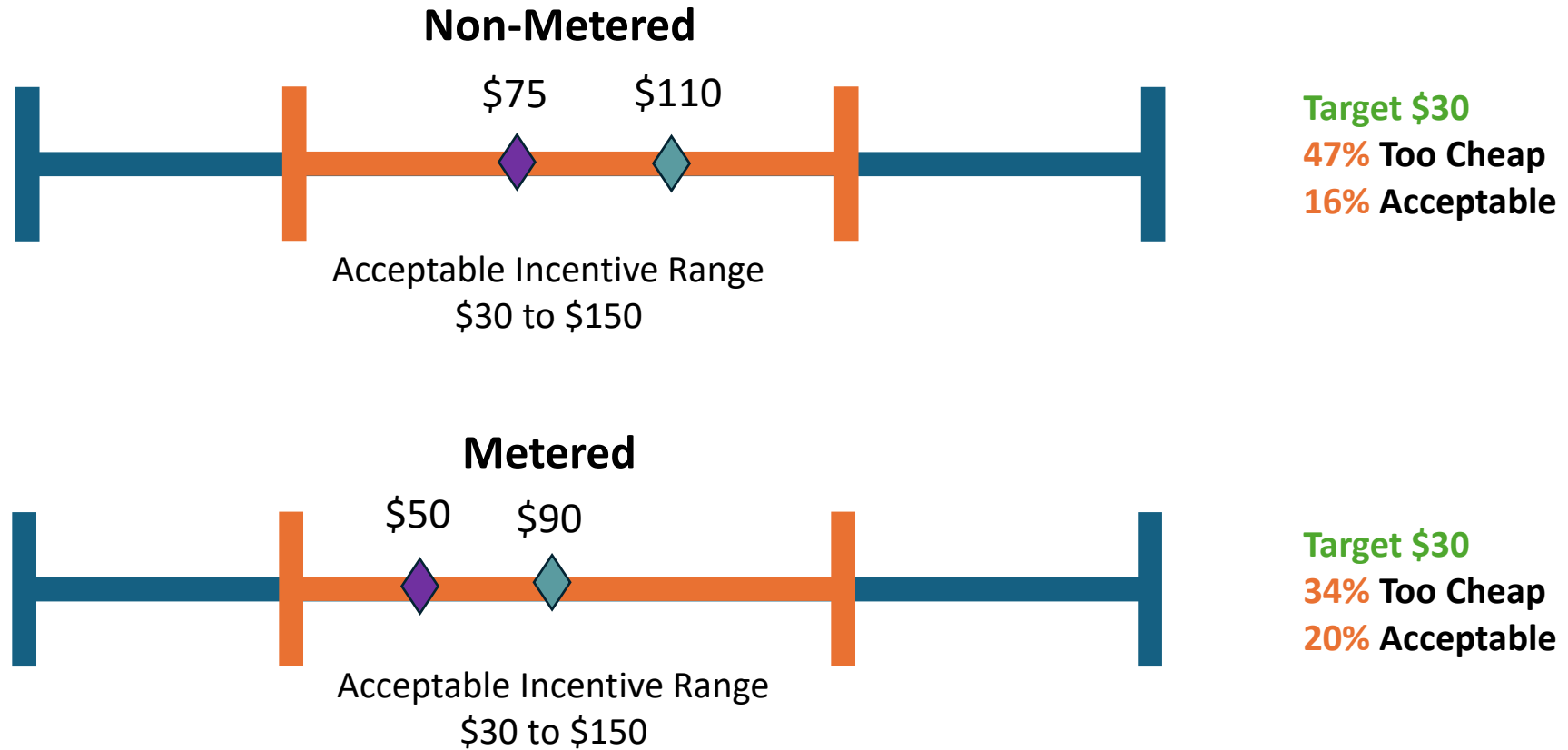
And responsive people trust you.

Attentiveness and engagement builds trust over time leading to an increase in retention



What is the ideal incentive?

Desired incentive amount for online behavior data **everyday** for a month



\$1.50 to \$2.50 daily is ideal – Not unlike surveys everyday

In a nutshell..



- **Data privacy is important**
- **Engagement yields higher retention & response rates**
- **A reciprocal trust forms**
- **Incentives are not cheap but not unjustified**
- **Vast amount of real-time, always on data**

Thank you!

Margie Strickland

Margie.Strickland@ipsos.com



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