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# Online Panel Metrics Interim Recommendations Highlights

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# Interim Metrics - Highlights

<b>#</b>	<b>Proposed Metric</b>	<b>Description</b>	<b>Optimal Value</b>	<b>Frequency</b>
1	Panel Size	Active panelists -- total number of registered individual adult panelists (individuals 16 years and over) that have (1) provided an e-mail address, (2) agreed to participate in surveys from time to time and (3) have provided some information on themselves including their postal address	The larger the number of active panelists the higher the quality	Updated annually
2	Demographically Balanced Panel Size	Maximum balanced sample size	As large as possible	Updated annually
3	Potential Internet Usage Bias	Percentage of active panelists who are 'heavy Internet users'	33%	Updated annually
4	Cross-Panel Duplication Rate	Percentage (%) of active panelists who claim to be members of at least six other named panels	A zero level of duplication would be perfect but equally if zero panelists were on seven or more other panels this could be regarded as effectively optimal	Updated annually



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5	Panel Tenure Balance	Proportion of the active panelists who have been members for a period of three years or more (regardless of demographic composition). Panelists registered in the last three months as a proportion of the total active panel	Unknown	Updated annually
6	Rate of Survey Activity	The number of surveys completed per month for the ninetieth percentile member multiplied by the average number of panels that active panelists claim.	33% of the panel are heavy users	Updated annually
7	Average Response Rate	Based on the click rate achieved within the time specified for co-operation and measured as a proportion of all invitations broadcast to the selected panelists	30% may be regarded as normal	Updated annually
8	Satisficers	The percentage of active panelists that can be classified as satisficers.	Zero	Not applicable