



branded
branded research inc.

Community Experience

Hearing Directly from the Branded Community
on the Survey Taking Experience

Superior Community Experience = Superior Market Research

At Branded Research, the online survey-taking experience of our community members is our top priority. We aim to provide the best possible insights from people who are treated as more than units of measure or simple data points. The Branded audience consists of community members whose collective opinions and insights are qualified through willing, natural interaction. We believe a quality experience for our community ultimately gives our clients the quality market research results they expect.

We set out to conduct research to provide insight into the nuances of our panelists' experience as members of the Branded community. What are community members doing when they are taking surveys? What do they love about taking surveys? What frustrates them about the process? The results bring our audience to life.

Key Findings



A Day in the Life: Most of our members dedicate pockets of time every day to completing surveys and aren't likely to multitask. Engaged, active community members make better survey-takers who are thoughtful about sharing their valuable insights and opinions. We have a dedicated, loyal community with a quarter of our members taking surveys with only Branded.



Motivations & Barriers: Not surprisingly, rewards motivate members to take more surveys. But a sizable number of our community members are motivated by the opportunity to voice their opinions. Long survey length is the #1 pain point for our community.



Branded Buzz: Our savvy community members understand that companies use the results of surveys to make important business decisions. Survey-taking is a positive experience for our community. The majority of our members are likely to recommend taking surveys with Branded to their friends and family.

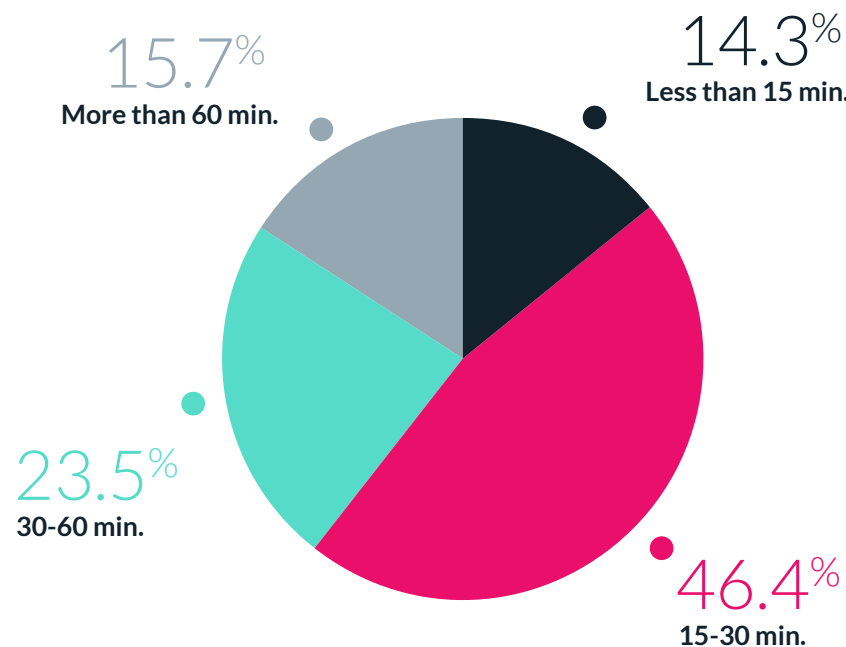
Methodology: Branded Research surveyed a representative sample of 1,069 U.S. community members in April 2017.

A Day in the Life of a Community Member

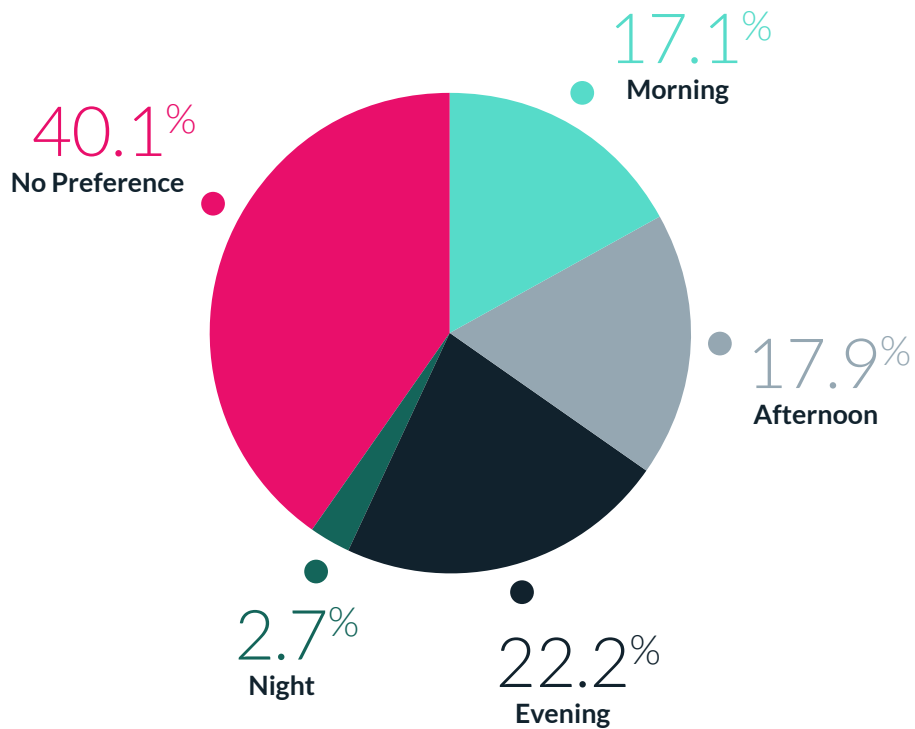
Dedicated Time

Not only are our community members taking surveys frequently, they are dedicating sizable pockets of time during each day to completing surveys. Roughly 46 percent of our community spends 15 to 30 minutes taking surveys in one sitting. And roughly 1 in 4 spends 30 to 60 minutes at a time taking surveys. Because a typical survey takes less than 20 minutes to complete, this indicates our community members are taking several surveys in a sitting.

How much time do you typically spend taking surveys in one sitting?



What time of day do you prefer taking surveys?



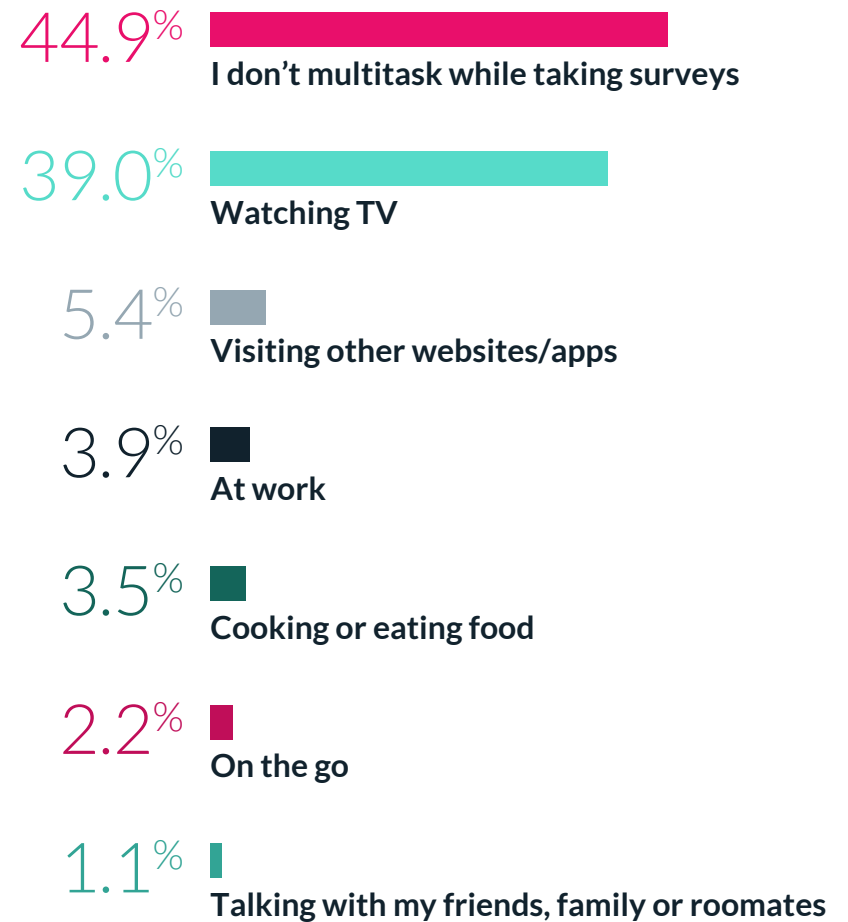
Morning, Noon, & Night

Community members are flexible when it comes to the time of day they take surveys. Approximately 40 percent of our community do not have a preference of when they take surveys during the day. Among those who do have a preference, evening is the preferred daypart for taking surveys.

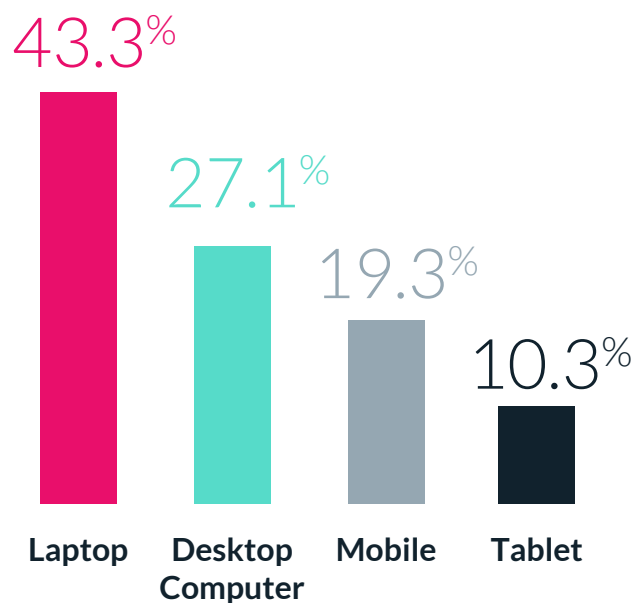
Focused Effort

Given that our community members take surveys frequently, it would be easy to assume they are taking surveys while juggling other tasks. However, multitasking isn't part of the survey-taking experience for 45 percent of our community. Among those who are engaged in other activities while taking surveys, watching television tops the list. And only 2 percent of our community members take surveys while on-the-go.

What are you typically doing when taking surveys?



What device do you use most often to take surveys?



More Keyboards, Than Touchscreens

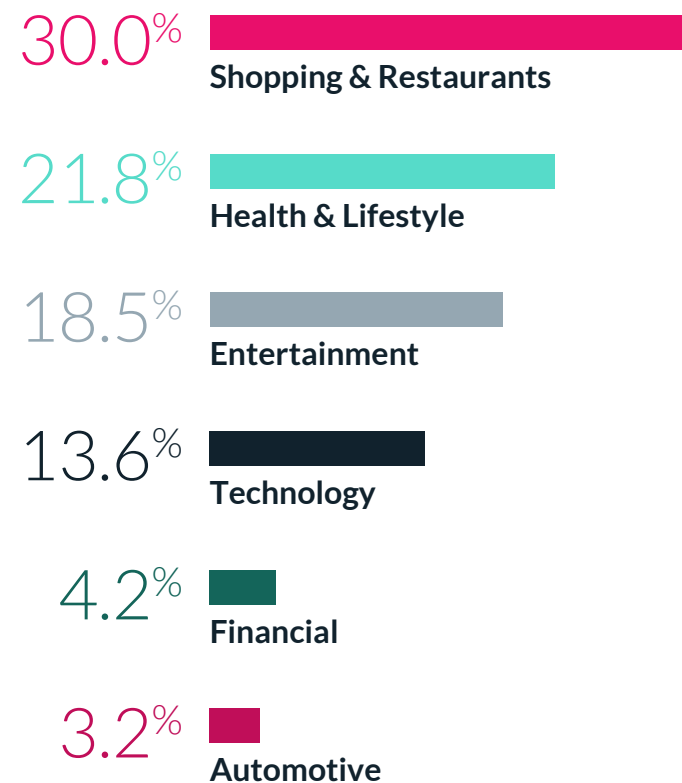
Despite near universal adoption of smartphones, about 70 percent of our community still uses a laptop or desktop computer most often to take surveys. At Branded, we find many surveys aren't optimized for mobile, driving survey-takers to their laptops and desktops.

However, mobile is growing in importance with about 1 in 5 community members using their mobile devices most often to take surveys. As we see more and more community members completing surveys on their mobiles, taking surveys on-the-go will likely rise.

Our Favorite Things

Our community members generally find surveys related to shopping & restaurants, health & lifestyle and entertainment to be the most compelling and exciting to complete. Surveys on automotive and financial topics tend to be less intriguing for our community.

What survey topics are most interesting to you?



Motivations & Barriers for the Branded Community

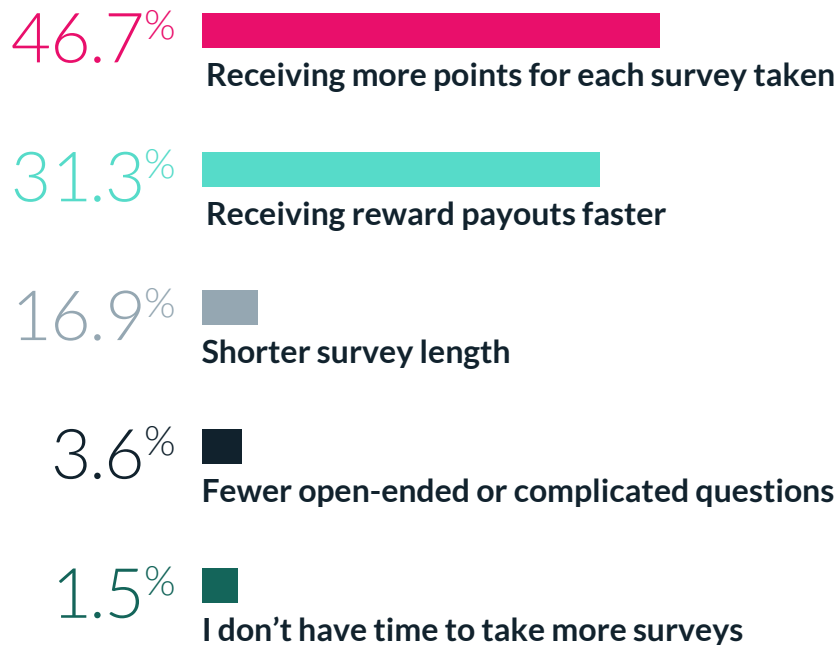
Rewards Reign

Not surprisingly, the majority of our community members are motivated to take surveys for the rewards. But it's not all about points, prizes and money for our community. Just over 1 in 5 community members see completing surveys as an opportunity to be heard and as an outlet to voice their opinions.

What is the primary reason you take surveys with Branded?



What would motivate you to take more surveys?



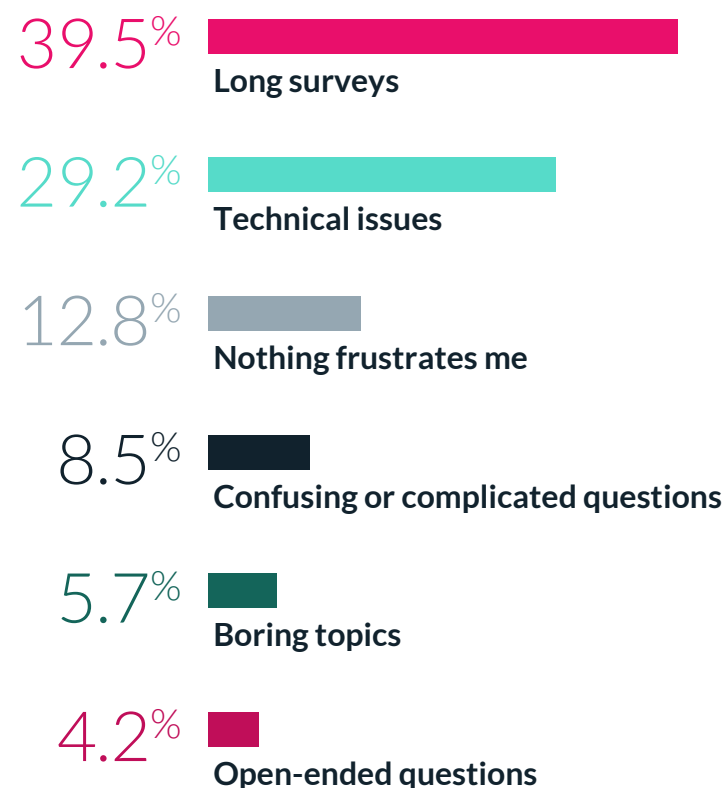
More Rewards, Faster Rewards

Our community members are motivated to take more surveys by receiving additional rewards and faster payouts. There is no lack of motivation to take more surveys among our community members. Only 1.5 percent of our community indicates they don't have time to take more surveys, demonstrating capacity for increase survey-taking by our community members.

Keep it Short

As much as our community is motivated to take more surveys, there are always frustrations. Approximately 40 percent of our community cites long survey length as their primary pain point, followed by technical issues. Conducting shorter surveys reduces survey-taking barriers for our community.

What frustrates you most about the survey-taking process?



Branded Buzz

What do you think companies primarily use survey results for?



Our Community Gets It

The vast majority of our community — 94 percent— recognize that companies use the results of the surveys they take to make important business decisions. Digging deeper, roughly 37 percent of community members feel that companies primarily use survey results to better understand their customers.



Branded Advocates

Over half of Branded's community members are promoters who are likely to recommend joining our community. The power of community-building and dialogue are vital to successful panelist experience.

53%

of community members would recommend joining the Branded community to their friends and family.

51%

of community members have shared their thoughts and opinions on survey-taking on social media or blogs.

Social Sharing

The majority of our community members have shared their feelings about taking surveys with their social networks online. Natural social interaction and engagement in our panelists' communities leads to higher quality panelist experience.



Talk Surveys

The surveys our community members take weave their way into the conversations of their everyday lives. Occasionally, our community members talk to their friends and family about the surveys they take and their experience completing surveys with Branded.

50%

of community members occasionally talk to their friends and family about the surveys they take.

What Does It All Mean?

Researchers have an opportunity to take action using insight from Branded's community experience study to design more compelling and engaging research.

Community experience is not always top-of-mind for researchers when conducting online survey research. At Branded, we pride ourselves on creating a visible, transparent and trusted community for our members. We know a high quality, engaging experience is vital for successful market research.

Action Plan for Quality Community Experience

- ✔ **Think of Panelists as People:** Members should not be viewed simply as data points. The personal experience of the panelist must be taken into account when designing surveys. Make adjustments to solve for frustrations with survey-taking like long survey length.
- ✔ **Respect their Voices:** Our community genuinely cares about voicing their opinions through the surveys they take. Research should be designed to respect the time and effort our community puts into voicing their opinions.
- ✔ **Adapt for the Varied Ways Panelists Engage:** Not all panelists are the same. Research should be designed to take into account the different ways panelists take surveys - from the time of day they take surveys to the devices they use opinions.
- ✔ **Capitalize on High Engagement Levels:** The majority of our panelists take surveys with Branded on a regular basis. This consistent interaction and engagement makes our community members better survey-takers who provide meaningful insights and opinions. With our sizable highly engaged community, we are able to target fresh granular and niche audiences for research.



About Branded Research

Branded Research is a leading audience and technology provider. Through our proprietary research community, our panelists provide companies with the consumer and business insights needed to make definitive decisions about their products and services.

- 1.7M+ proprietary Branded community members
- 2.4M+ Branded community members worldwide in network
- Mobile and SMS solutions
- Hyper-targeted criteria – demographic, psychographic and geographic
- Highly granular targeting attributes
- Specialty audiences