SAMPLE CLEANING PROCESS

Optimizing data quality requires a multistep approach.

Sample Sourcing

Quality sample sourcing is key – garbage in, garbage out.

While this has become more difficult as the sample industry has become commoditized, identifying sample sources, particularly for B2B sample, with **recruiting and verification methods that validate respondents** is critical.

Note: Quality sample costs more.

Questionnaire Design

Questionnaires for panel studies include **multiple elements to assist with data quality.** Some terminate respondents immediately; others are used in cleaning:

- Screen for "select all"
- Open-ends
- Age and birth year questions at beginning and end of the survey
- Specific instruction questions

Criteria

Establish **elimination criteria**:

- "One strike and out" are issues, like Inappropriate, copied, or clearly nonsense or illogical verbatims
- "Two strikes and out" are red flag items (interview length, straight-lining, etc.)
- Quality issues not immediately terminated are "red flagged" in the data for easy evaluation.

Screening

During the field, **download an Excel file every couple of days.**

Use screening criteria to eliminate respondents.

Note: it is important to ABC sort and read all verbatims. Often bots will use the same, specific phrasing multiple times, which makes it possible to identify and eliminate.

Completion

On consumer studies, **plan to go slightly over quota** at end of field, based on the removal rate throughout field. This helps prevent the need to add field time to replace bad respondents after the close of field.

With B2B studies, where additional completes are costly, clean more frequently as the end of field nears.