



Everything you need to know when working with your IRB

HOW ARE PARTICIPANTS RECRUITED AND VERIFIED?

Participants are recruited from various sources, including website intercept recruitment, member referrals, targeted email lists, gaming sites, customer loyalty web portals, permission-based networks, and social media, etc.

Consumer panel members' names, addresses, and dates of birth are typically validated via third-party verification measures prior to their joining a panel.

B2B participants are subject to additional quality control measures such as LinkedIn matching, phone calls to the participant's place of business, and other third-party verification methods (TrueSample, RelevantID, Verity, etc.).

HOW MUCH IS EACH PARTICIPANT INCENTIVIZED?

Our panelists join from a variety of sources. They may be airline customers who chose to join in reward for SkyMiles, retail customers who opted in to get points at their favorite retail outlet, or general consumers who participate for cash or gift cards, etc.

When participants are invited to take a survey, they are informed what they will be compensated.

Because each respondent is compensated differently, it would be inappropriate to inform how much they will be compensated in the cover letter. Instead, we recommend including verbiage along the lines of: "You will be compensated the amount you agreed upon before you entered into the survey."

WHAT WAS THE RESPONSE RATE ON MY SURVEY?

Upon request, the project manager can inform you of the response rate after the data collection is complete. The response rate is the percentage of your target that receives a survey invitation and responds to the survey invitation by initiating the survey. On average, response rates generally fall between 5%-12%.

WHAT IS AN INCIDENCE RATE?

The incidence rate is the percentage of people who initiate your survey that are able to pass through your survey screeners and qualify to complete your survey. For example, your target is the general population and you have a screener question requiring the respondent to own a dog. Approximately 40% of the general population owns a dog. So, for every 100 people who start your survey, about 40 of them should qualify for and be able to complete it. Thus, among the general population, your incidence rate should be about 40%.

HOW ARE PARTICIPANTS INVITED TO PARTICIPATE IN A SURVEY?

Panel members are sent an email invitation or prompted on the respective survey platform to proceed with a given survey.

The typical survey invitation is generally very simple and generic. It provides a hyperlink which will take the respondent to the survey as well as mention the incentive offered.

WHAT DOES A TYPICAL EMAIL INVITATION TO A SURVEY LOOK LIKE?

A New Survey is Available

Hi Katy,

Someone wants to know what you think...



145 SB

Award Value

25 min

Time to Complete

This survey won't be available for long. Act now if you're interested.

[Take Your Survey](#)

Can't open the link? You can copy the link below into your browser:

<http://s.cint.com/Survey/Start/f4fcc8c1-6383-92fb-c88d-fed740c5b71ddd>

After successfully completing this survey, it may take up to 5 business days to receive SBs in your account

If you cannot participate in this survey we would appreciate it if you could decline participation in this survey by clicking on the following link*: [Decline survey](#)

For any concerns or questions regarding your survey please contact: surveysupport@swagbucks.com.

To make sure our emails do not get sent to you Junk/SPAM inbox, please add surveys@swagbucks.com to your contacts list or address book.

Thank you in advance!