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# Building Trust in Market Research – why we need to act now and what we need to do

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APRC Conference

Tokyo

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#grbn\_org

#grbn100days



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## About the GRBN

# About GRBN

*45 national research associations  
representing over 3,500 research  
businesses on 6 continents, which  
generate US \$25 billion in annual  
research revenues*



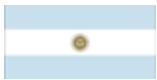


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# GRBN TRUST SURVEY

In Partnership With





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# GRBN User Experience Survey



# GRBN User Experience Survey: Partners



Trust In  
Market Research

Who cares?



# Trust In Market Research



Why (you should) care?



Where we are today?



What can we do  
differently tomorrow?





## TRUST IN MARKET RESEARCH



**High trust**

(Rating: 6 to 7)

**9%**



**Low trust**

(Rating: 1 to 2)

**18%**

*Glass 1/2 empty?*



# Trust With Personal Data



Report Additional report










Country No selection	Gender No selection	Age No selection	Qversion No selection	Update
Value of MR No selection	User experience No selection	Overall trust in MR No selection	Personal data trust in MR No selection	

Export

### Trust Personal Data Protection across Countries

Comparison of overall trust in market research across countries  
\*Country optional filter not applied for this page



	Argentina	26%	-11	16%
	Australia	31%	-22	9%
	Brazil	25%	-5	20%
	Canada	27%	-18	9%
	Germany	15%	+3	18%
	Japan	19%	-13	6%
	Mexico	25%	-5	20%
	United Kingdom	30%	-20	10%
	United States	30%	-22	8%

Low Trust in Market Research firms not to misuse personal data, except in Germany



# Most Participants Enjoy Most of Their Experiences, But....



**64%** say most of their survey experiences are **good**



**45%** say most of their survey experiences are **good**

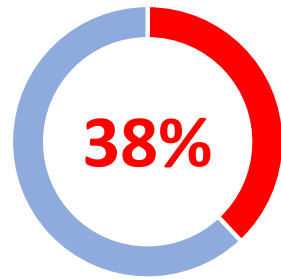


**71%** have had a **bad** experience recently

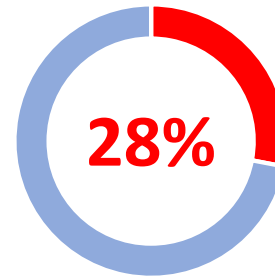


**87%** have had a **bad** experience recently

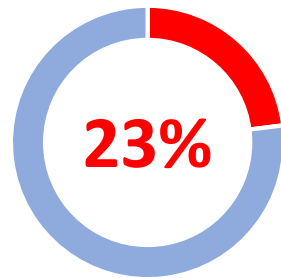
# Reactions to Bad Survey Experiences



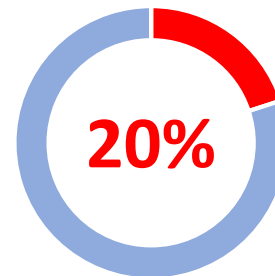
**Break off**



**Thought negatively about companies or brands mentioned in the survey**



**Rushed through the questions**

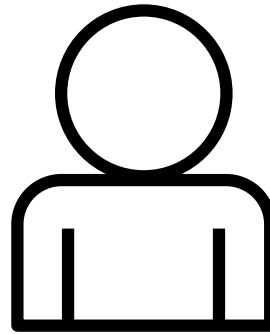


**Didn't take subsequent surveys**

# 3 Paths to Participant Engagement

1

**Get the basics right**



**Make it a great experience**



**Close the feedback loop**



# Get the Basics Right



***“Shorter screeners”***

***“Honesty about length”***

***“Incentives commensurate with effort”***

## ***What makes a survey experience bad?***

*“It would be nice if I felt they actually **paired me with good matches**. I'm a homemaker with no kids yet. We have been trying for kids for 5 years now. I hate going to start a survey only to be rejected for not having kids which is in my profile. It's another painful reminder. I love sharing my opinion, I want the opportunity to get to know the companies I do it for, and for them to know me.”*



# Create a Great Survey Experience

## *Suggestions for improvements*

- Online interactions with other survey takers, researcher, brands
- Compare responses to others
- Allow space for opinions
- Make survey appearance and questions more creative!
  - Add fun games/puzzles
  - Use sound or video

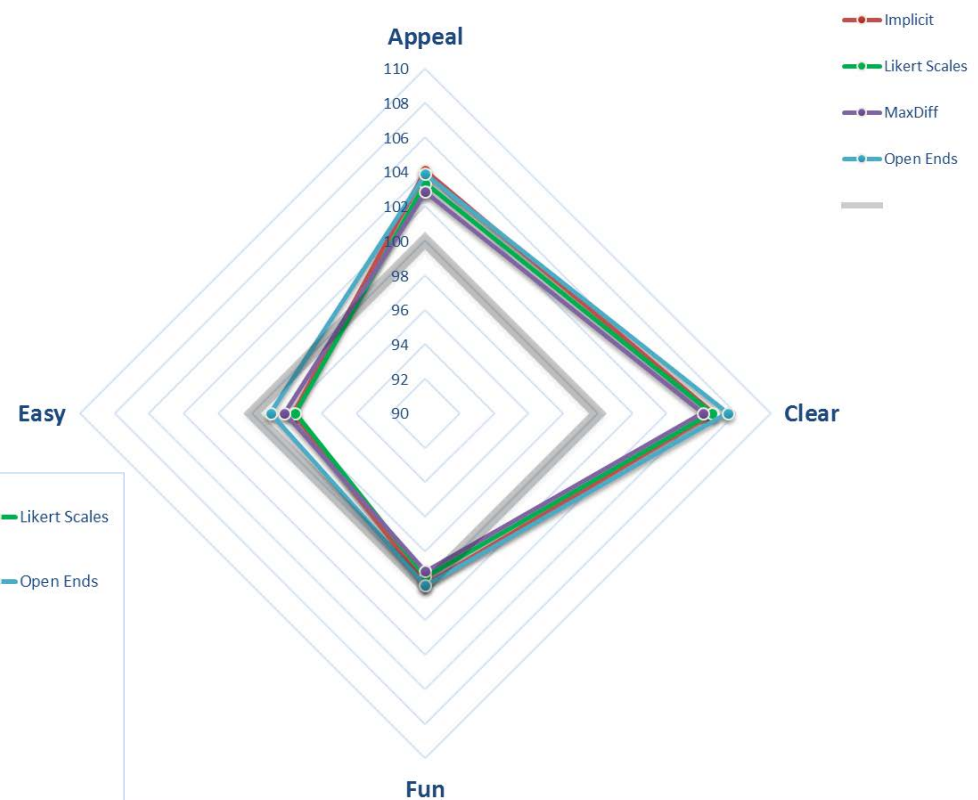
*“Many surveys are full of **typos and misspellings and poor grammar** and I'd like to note that because it is hard to take those surveys seriously.”*

*“Make sure the mechanical part of the survey is **working properly.**”*

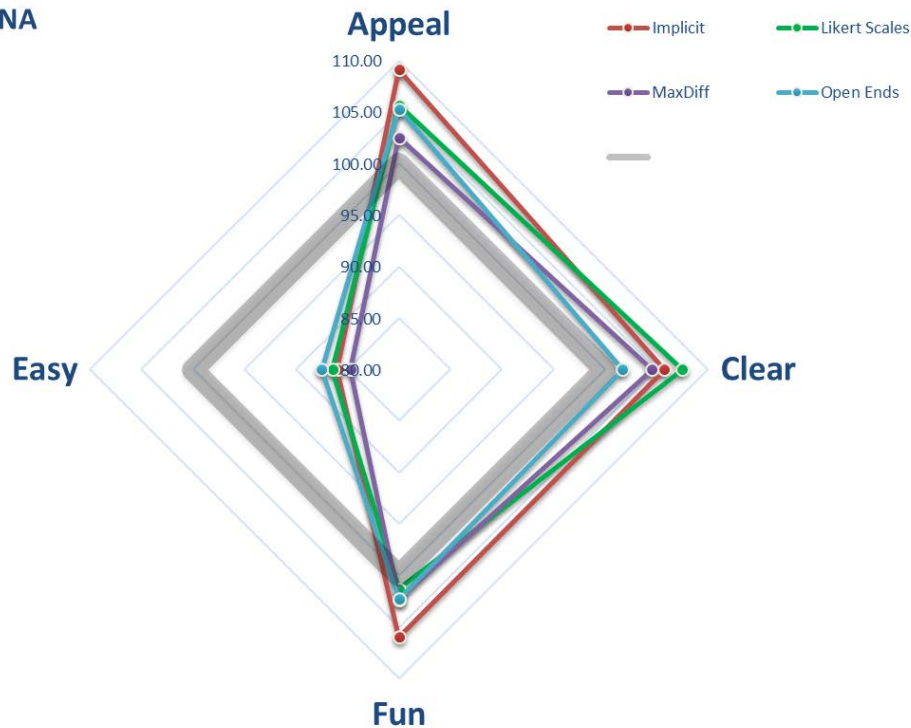
*“Surveys can be **long and repetitive...** with carpal tunnel inducing checkboxes.”*

# Gut Reactions to Survey Elements

GLOBAL



CHINA



# Close the Feedback Loop

## Reasons for Participating in MR

53%

Share opinions



60%

Be part of the process of  
creating products and services/  
Be an influencer

*“Learning about **interesting products or ideas is good**. Also making money in my free time or downtime is positive for me. Sometimes graphics are interesting and sometimes I have fun with the surveys.”*

*“I knew a lot about the topic which made me feel **valuable**.”*

*“I love doing surveys based on things I feel I understand, it's a great way to **feel like my opinions matter**.”*

**Recommendation:**

**Close the feedback loop with participants**

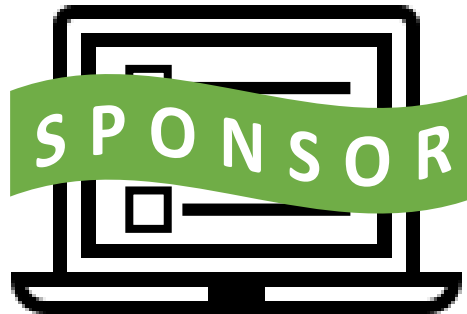
# Can We Be More Transparent?



Just **1 in 4** know name of sponsor  
“all” or “most” of the time

**43%**

Would be more motivated  
to take survey if they knew  
who was sponsoring it



This can be a  
competitive advantage  
for companies!

# Our Ultimate Goal

**To spark a movement to change the user experience and educate clients, researchers and panel companies all have to contribute.**



**A coordinated industry initiative!**



# Building Public Trust



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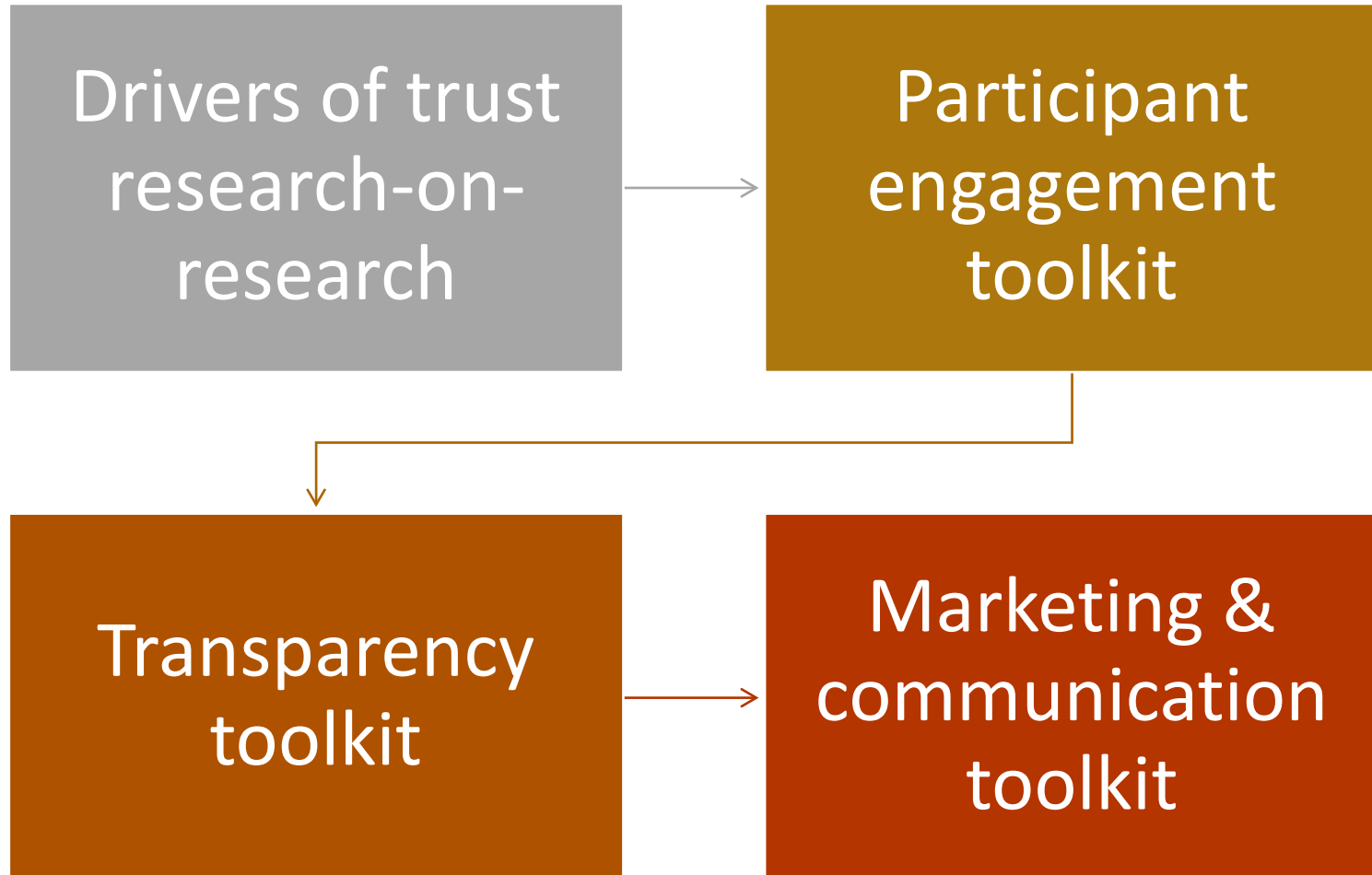
## The Building Public Trust Programme

Transparency

Perceived value

User Experience

# KEY ELEMENTS IN THE GRBN BUILDING PUBLIC TRUST PROGRAMME





A close-up photograph of two teddy bears against a solid red background. The bear on the left is larger, with light brown, shaggy fur, a white muzzle, and a large black nose. It has dark, round eyes. The bear on the right is smaller, also with light brown fur and dark eyes. The text "Protect my data!" is written in a white, italicized, serif font in the upper right corner.

*Protect my data!*

**Only a minority see the collection and use of their personal data as appropriate**



A close-up photograph of two teddy bears against a solid red background. The bear on the left is larger, with light brown, shaggy fur, a white muzzle, and a large black nose. It has dark, round eyes. The bear on the right is smaller, also with light brown fur and dark eyes. The text "Tell me why!" is written in a white, cursive font in the upper right corner.

*Tell me why!*

**Only a minority perceive a benefit to society**





sag  a zu

Deutschlands Markt-  
und Sozialforschung

Anonym ✓  
Datengeschützt ✓  
Kein Verkauf ✓

Marktforschung?

*Ich mache mit, weil nur die Meinung der  
Verbraucher Elektroautos möglich macht.*

[www.deutsche-marktforscher.de](http://www.deutsche-marktforscher.de)





A close-up photograph of two teddy bears against a solid red background. The bear on the left is larger, with a white patch on its snout and a large black nose. The bear on the right is smaller and positioned slightly behind the larger one. Both bears have shaggy, light brown fur and dark, round eyes.

*Improve my  
experience!*



Participant first



# CALL FOR PARTNERS

**To spark a movement to change the user experience and educate clients, researchers and panel companies all have to contribute.**



**A coordinated industry initiative!**