



12 Pillars of Panel Transparency

You need research you can trust.

Transparency is essential to assessing the quality and reliability of survey panels. While many panel providers claim to be transparent, their disclosures often lack the necessary detail for proper evaluation.

True transparency involves clear reporting on recruitment methods, sample management, weighting, and response rates, allowing clients to identify potential biases and make informed decisions.

Understanding and demanding transparency helps ensure accurate, actionable insights.

1. Recruitment: Sampling

Vendors should detail sample sizes, frames, and strategies, ensuring cohorts are clearly defined and representative.

2. Recruitment: Methodology

Provide specifics on recruitment methods, secondary recruiting, non-internet coverage, and profiling processes.

3. Recruitment: Weighting

Disclose methods for base and nonresponse weighting, ensuring balanced samples for accurate results.

4. Recruit Rates/Cohort Data

Transparency around response rates, attrition, and retirement ensures a clear understanding of panel dynamics.

5. Criteria for Membership

Clarify membership requirements, privacy policies, and profiling completeness for responsible data management.

7. Panel Size

Provide clear definitions of total, active, and effective panel sizes to assess panel capacity.

9. Surveys: Methodology

Detail survey outreach methods, field length, and modes used to engage panelists.

11. Response Rates

Full transparency on recruitment and attrition rates helps gauge the panel's representativeness.

6. Panel Attrition

Report dropout rates, retention efforts, and communication channels to maintain engagement.

8. Surveys: Sampling

Explain how panelists are selected for surveys, and whether samples include active or all members.

10. Surveys: Weighting

Disclose weighting methods, targets, and any trimming to ensure data represents the population.

12. Suboptimal Responses

Report on checks for low-quality responses like speeding or straightlining to ensure data validity.

For more information on transparency in panel methodologies, consult our additional resources:

[Response Rate Transparency](#) • [AmeriSpeak Technical Overview](#)



To learn more about what AmeriSpeak can do, visit AmeriSpeak.NORC.org or email AmeriSpeak-BD@norc.org.