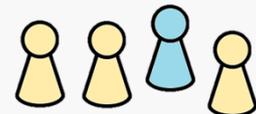




## Opt-in Online Panel

- Internet access panel, a group of respondents who have expressed a willingness to participate in surveys
- When signing up, panel participants complete a detailed profile survey to share information about their demographics.
- Online panels are used in many fields including
  - market research (Comley, 2007; Postoaca, 2006),
  - social research (Tortora, 2008),
  - psychological research (Görizt, 2007),
  - election studies (Clarke, Sanders, Stewart, & Whiteley, 2008), and
  - medical research (Couper, 2007).



## Attraction of Online Panel

- ✓ Promised lower cost per interview than most other methods
- ✓ Fast data collection
- ✓ Sampling efficiency due to extensive profiling



## Data Quality Issues

- Weighting to minimize the coverage and selection bias
- Meta-analysis on online panels have shown that sample weighting/balancing survey data removes variance even though it does not completely eliminate it (Callegarao et al., 2014).
- Opt-in online data can be used to evaluate trends over time and relationships among variables.
- Experimental research

**PewResearchCenter**

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METHODS

U.S. SURVEY RESEARCH

**American Trends Panel**

The American Trends Panel (ATP), created by the Pew Research Center, is a nationally representative panel of randomly selected U.S. adults living in... identify as internet users and who provided an email address... self-administered Web surveys, and those who do not use the i... address participate via the mail. The panel is being managed b...

Members of the American Trends Panel were recruited from two large, national landline and cellphone random digit dial (RDD) surveys conducted in English and Spanish. At the end of each

Online Panel  
Example 1

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Get the profile of your target audience across multi-channel with greater granularity and accuracy than ever before.

**Why use YouGov Profiles?**

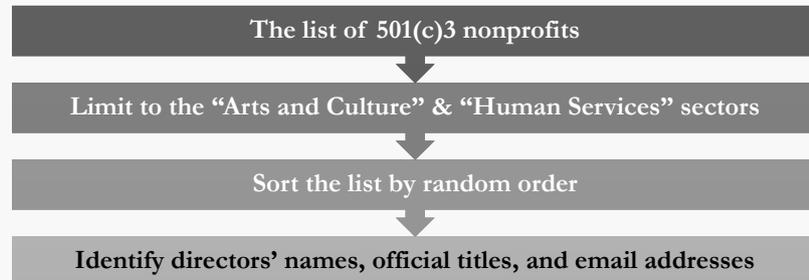
- Profile advanced segments quickly. Understand in more depth the key

team will contact you.

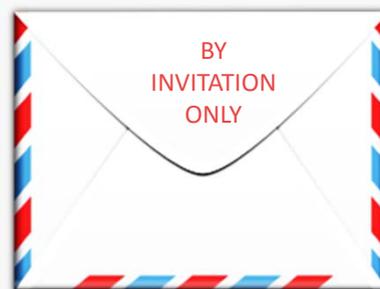
\* First Name:

Online Panel  
Example 2

## 1. Randomly selected nonprofits



## 2. Randomly selected nonprofits are invited to the panel



### 3. The leaders of invited nonprofit organizations sign up to be part of the panel

Which of the following best describes your job within your organization?

- Executive Director, CEO or COO
- President & CEO
- General Manager
- President
- Board Member
- Director of Operations
- Artistic Director
- Senior Staff
- Other

Are you one of the founding members of your organization?

- Yes
- No

**Statement of Consent:** I read the information about the project and agree to receive invitations to the NORP surveys in future. I will allow the NORP researchers to use the data collected *only* for research purposes and in aggregate forms.

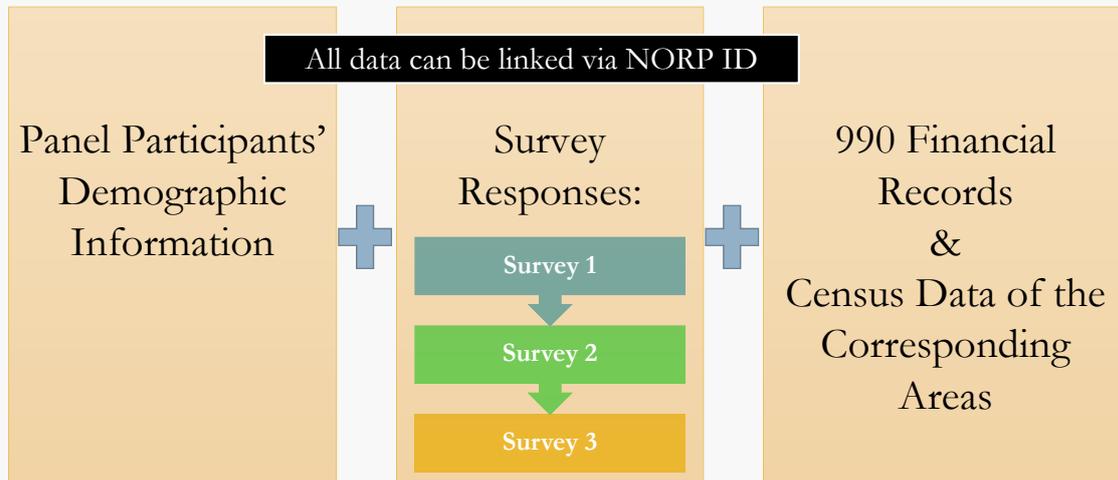
\*Please go to the link (<http://www.norpanel.org/Consent.pdf>) if you want to read the information again or keep a copy of the document.

- I agree to the statement above.

### 4. Members of the panel participate in periodic surveys (2-3 times in a year) via Qualtrics



## NORP Dataset



## Benefits for Researchers

- ✓ **Accessibility:** a prearranged group of nonprofit organizations willing to help nonprofit research
- ✓ **Efficiency:** online research with opt-ins allows speedy data collection
- ✓ **Targeted Focus:** drill down to specific types (i.e., sub-samples)
- ✓ **Longitudinal and Experimental Studies**

## Benefits for Participating Nonprofits

- ✓ Summary reports upon their release
- ✓ Data on how other nonprofits operate
- ✓ Exclusive access to the NORP study results
- ✓ Featured on the NORP website
- ✓ NORP study results can help guide policy makers and funding agencies to make informed decisions that affect nonprofits

## Comments from Participants

- “I'm happy to be part of this study and am looking forward to reading about other's responses.”  
— Director of the Bristol Concert Ballet Company
- “We are successful at what we do, as evidenced by membership and program growth over the last 10 years, but do not have time or staff or the funding to get scientific or academic about it, so I appreciate what you do.”  
— Director of Sequim Senior Services

## Comments from Participants

- “Thank you for conducting this study. Our agency has steadily grown over the last 20 years, however, in 2014-15 conducted a 3.4 million dollar capital campaign so that we now have space to better meet the needs of our children and families. I expect this to continue for the foreseeable future. It would be extremely helpful if foundations were more proactive in approaching strong, effective non profits and offered them training to learn more skills in the areas of program management, talent development and succession planning. In addition, foundations need to use their leadership and influence to instruct new and "proposed" non profits to work together with existing non profits to provide services within the same mission and reduce duplication, whenever possible.”

— President and CEO of CAN Council Great Lakes Bay Region Bay County

## Comments from Participants

- “Thanks for making the survey easy to fill out and not take too much time.”  
— Director of Unconditional Ministries, Inc.
- “I've been talking with other nonprofits, as well as local leaders, about recruiting volunteers. In our area we are all facing real challenges, yet Rochester has scored high on some surveys for degree of community volunteer involvement. A survey on this topic would be extremely interesting.”

— Director of Greece Ecumenical Food Shelf, Inc.