

# Strategic Sample Blending: Taking Sample Blending to the Next Level

Want to know a dirty secret in the online sample world? Sample panel bias exists and it impacts the results of studies daily.

This is because online sample panels are different from each other, and they change over time. This can mean major challenges for researchers, especially if they are using a single panel on your study.

Normally, combining multiple sources is the best way to overcome this, but not all techniques for combining multiple panel providers are created equal.

## Different Ways to Combine Sample

### [Stacking](#)

This form of combining sources has a panel provider add as many additional panel providers as possible to a core asset to achieve the required feasibility. No care is given to panel make-up, respondents' attitudes and behaviors, or panel bias.

### [Aggregating](#)

This form of combining multiple sources is similar to stacking, but you are starting with a core asset. You are just combining panels to reach a feasibility goal; this could mean 2 panels or 20 panels.

### [Blending](#)

This is the process of combining 3 or more providers, but in a more planned and intentional method, with no provider getting more than 50% of the total allocation.

## Panel Bias Problems:

### **Single-Source Bias**

### **Running Out Of Sample**

### **Poor Quality**

### **Data Inconsistencies**

Blending shouldn't be done just for blending sake. It should be done in a strategic manner. Customizing a blend based on a client's need will ensure the best results possible.

That's why you need **Strategic Sample Blending**.

## What is Strategic Sample Blending?

Strategic sample blending takes sample blending to the next level and is the best sample design to ensure confident business decisions. It is blending three or more sample providers, but the selection and blending of the selected providers is done in an intentional and controlled manner. Providers are selected to complement one another, while reducing the overall sample bias and any potential behavior or attitudinal impacts a panel can have. This method ensures that sample blending isn't done for blending sake. Utilizing our strategic methodology, we build customized blends that best meet clients' needs while ensuring the best results possible.

Additionally, by strategically selecting providers and managing their allocation, you increase overall feasibility, while avoiding "top-up" situations, and panel bias, both of which can skew your data.

**Awareness levels can vary by as much as 25 percentage points**

**Brand ratings can vary by as much as 20 percentage points**

**Concept ratings can vary by as much as 30 percentage points**

### Benefits of Strategic Sample Blending

- ✔ Improved Feasibility
- ▲ Better Consistency
- ✔ Reduced Risk
- ▲ Faster Fielding Times

EMI Research Solutions delivers quality, unbiased, market research solutions tailored to the needs of your business.

### Our Blended Sample Sources

- ▲ Traditional Panels\*
- ✔ Social Media
- ▲ Specialty Forums/Networks
- ✔ Custom Communities
- ▲ Many More Non-Traditional Sources

*\* We have a global network of over 150 panel partners*

### Best Fits For Strategic Sample Blending

- ✔ Ad Hoc Studies
- ▲ Concept Testing
- ✔ Wave Studies
- ▲ Tracker Studies
- ✔ Much More!

## About EMI

EMI Research Solutions is a leading online sample and quantitative research consultancy. With more than 20 years of experience operating in the market research industry, we provide you with unbiased solutions that connect you to the right strategic blend of sample that best fits your project and needs rather than trying to make your project fit a specific panel.

We provide the highest quality, most cost-effective insights in the shortest amount of time – ensuring you get the best results for your projects.

Our world-class project management team works with you as an extension of your team, providing you a single point of contact, utilizing responsiveness, creativity and flexibility to help you navigate any issues. Our proprietary sample management platform, SWIFT, seamlessly connects your survey with the appropriate sample audience while ensuring you get only high-quality data with our built-in data quality measures.

EMI's unique combination of expertise, knowledge, and white-glove service allows us to be the premier sample and market research consultancy – *getting it done every time without compromise.*

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EMI Research Solutions  
[www.emi-rs.com](http://www.emi-rs.com)

### VISIT US IN PERSON

8280 Montgomery Road, Suite 200  
Cincinnati, Ohio 45236

### DISCUSS YOUR PROJECT

Reach a member of our sales team to discuss your needs anytime.  
Phone: 866-661-7075  
Email: [sales@emi-rs.com](mailto:sales@emi-rs.com)