

# Slider-scale Initiation Point, Post-stimulus

Prepared for AAPOR 2024

Michelle Gosney, Director



# Introduction

To start at zero or not start at zero, that is the question

**Goal** -> evaluate an audience's response **before** and **after** presentation of a **stimulus**

**Method** -> utilize a **slide scale** to measure pre- and post-stimulus ratings

- ① Is it a more reliable design to present the post-measurement slider starting at 0 (i.e., using the same presentation as in pre-measurement) OR initiate this second slider from the point of the first response in the pre-measurement?
- ② What are the differences, if any, between starting the post-measurement at 0 OR from the point of pre-measurement response?
- ③ Is one way or the other cleaner, more effective, valid, biased, helpful to respondents?

# Hypotheses

## Initialize post-measure slider scale at pre-response

Starting at **pre-measure response** rather than at zero

- Would **reduce** the amount of **random fluctuation** associated with slider scale error
- Could bring in some **bias**

Assuming **positive impact** from the **stimulus**, initializing the post-measure slider at **pre-measure response** rather than at zero

- Would provide a **simpler** respondent experience
- Provide **cleaner** data

# Survey Design

## Methods

We interviewed 11,469 US adults age 18+, including 356 Spanish speaking Hispanics across thirteen different online opt-in sample provider blends from August 16-31, 2023.

Data were RIM weighted in groups by slider “start” location to population proportions from the Current Population Survey (CPS) 2022 for:

- Education
- Age by Gender
- Race/Ethnicity
- Region
- Household Income
- Household Size
- Marital Status

Individual weights were capped at 5 and 0.2.

Respondents self-selected device type.

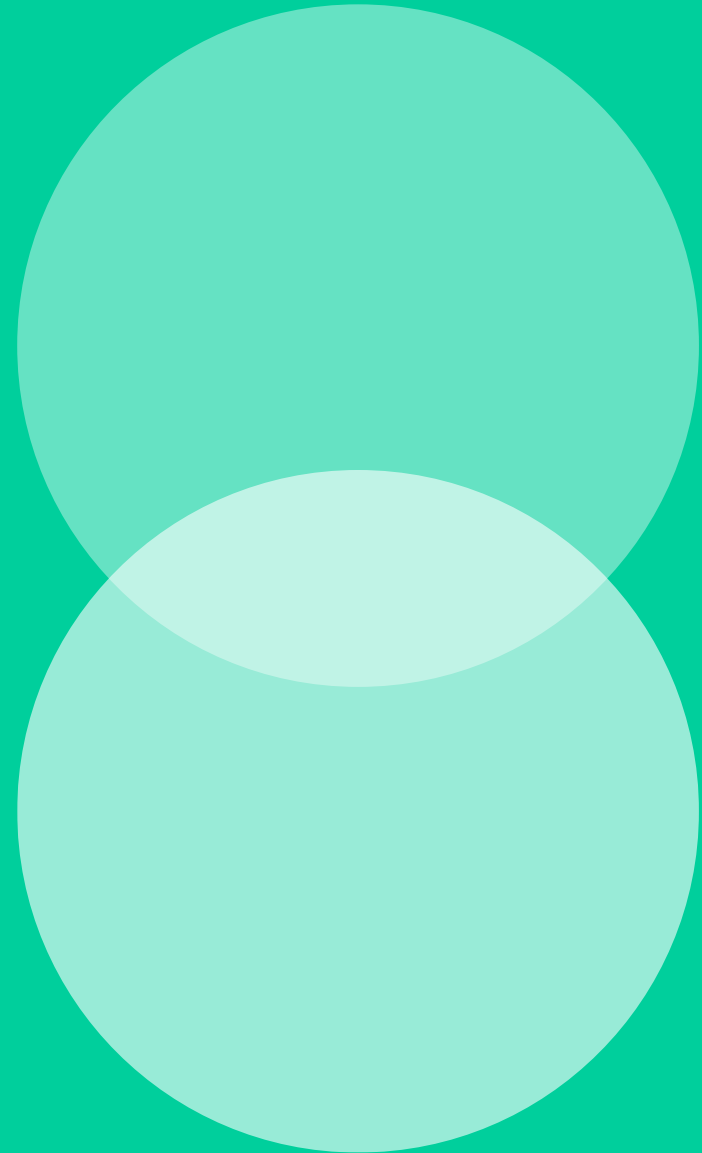
- In this survey respondents took the survey via mobile device, desktop, or tablet.

Respondents were randomly assigned to one of two slider “start” locations with sample sizes for each including n=5,719 starting at 0 and n=5,750 starting at pre-response.



01:

# Experiment



# Overview of Approach

## Split sample

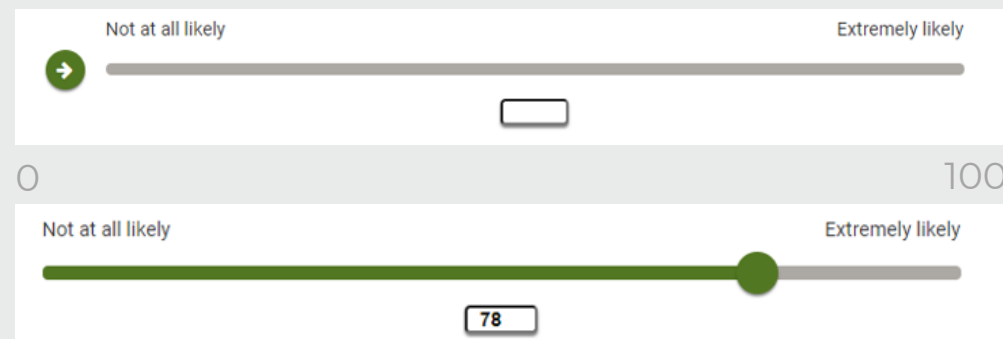
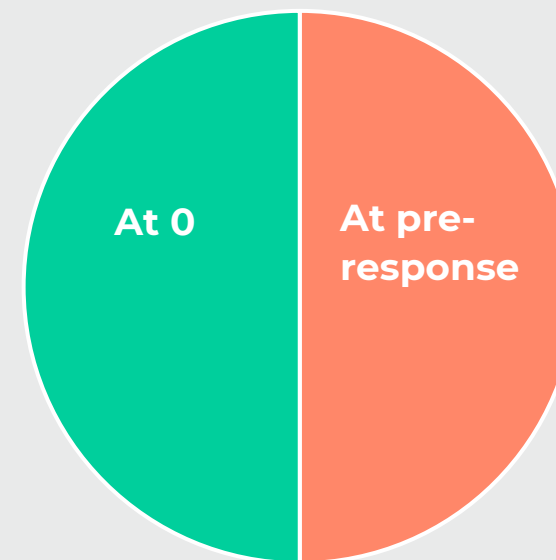
Our approach was to split the sample between 2 groups.

At the **post-measurement slider scale**:

- Half the sample received a slider starting at 0
- The other half initialized at the point of their response in the pre-stimulus measurement (still allowing ability to slide down to 0)
- Both slider scenarios included an **end point of 100**
- Both were **anchored** from “Not at all likely” to “Extremely likely”

We compared results to:

- Note any impacts of either slide-scale presentation
- Explore ratings to best eliminate “noise” in pre/post-stimulus measurement data



# Pre-measurement

[Q850]

A leading consumer brand is known for donating 1% of purchases to a nonprofit every time customers shop.

How likely is it that you would shop this brand?

Not at all likely Extremely likely

→

[Q855]

How likely would you be to recommend this brand to a friend?

Not at all likely Extremely likely

→

[Continue »](#)

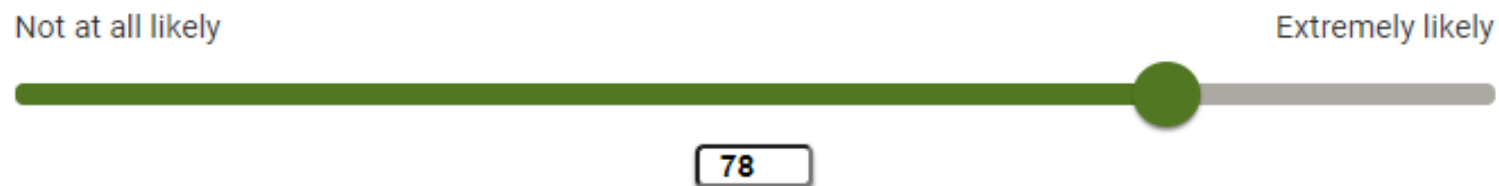


# Pre-measurement with responses

[Q850]

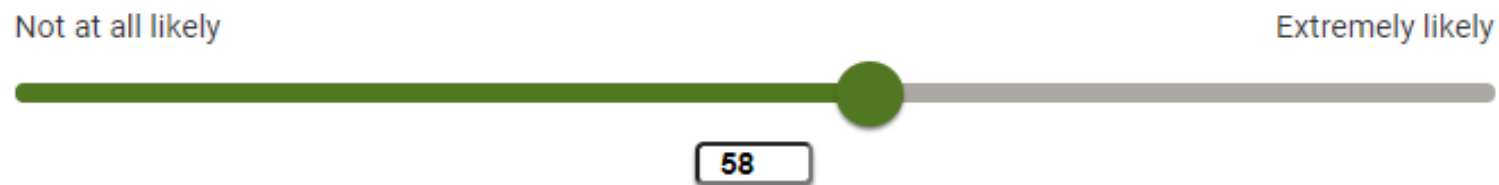
A leading consumer brand is known for donating 1% of purchases to a nonprofit every time customers shop.

How likely is it that you would shop this brand?



[Q855]

How likely would you be to recommend this brand to a friend?



Continue »



# Stimulus

**During the holiday season, this same consumer brand will donate**  
**5% of purchases to a non-profit every time customers shop.**

- Considering everything you've read today about this consumer brand, how likely is it that you would shop this brand during the holiday season?
- How likely would you be to recommend this brand to a friend?

# Post-measurement (split sample)

## Starting at Zero (0)

[Q865] VRF:range(0,100) EXEC

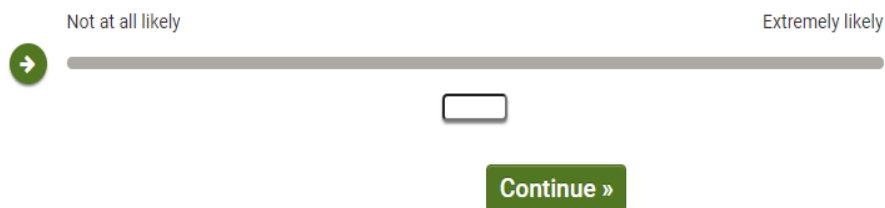
During the holiday season, this same consumer brand will donate 5% of purchases to a nonprofit every time customers shop.

Considering everything you've read today about this consumer brand, how likely is it that you would shop this brand during the holiday season?



[Q870] VRF:range(0,100) EXEC

Considering everything you've read today about this consumer brand, how likely would you be to recommend this brand to a friend during the holiday season?

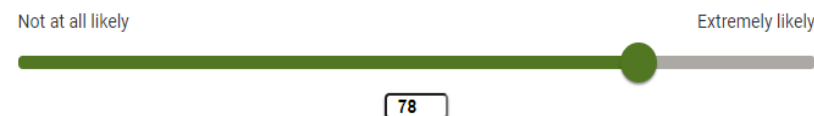


## Starting at Pre-stimulus Response

[Q865] VRF:range(0,100) EXEC

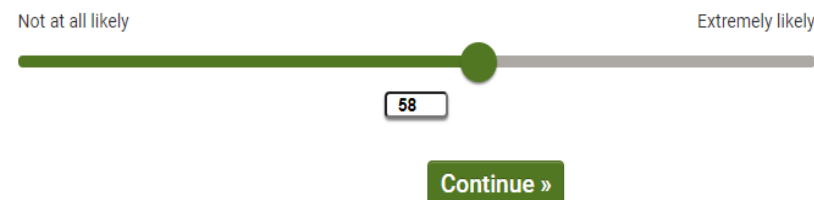
During the holiday season, this same consumer brand will donate 5% of purchases to a nonprofit every time customers shop.

Considering everything you've read today about this consumer brand, how likely is it that you would shop this brand during the holiday season?



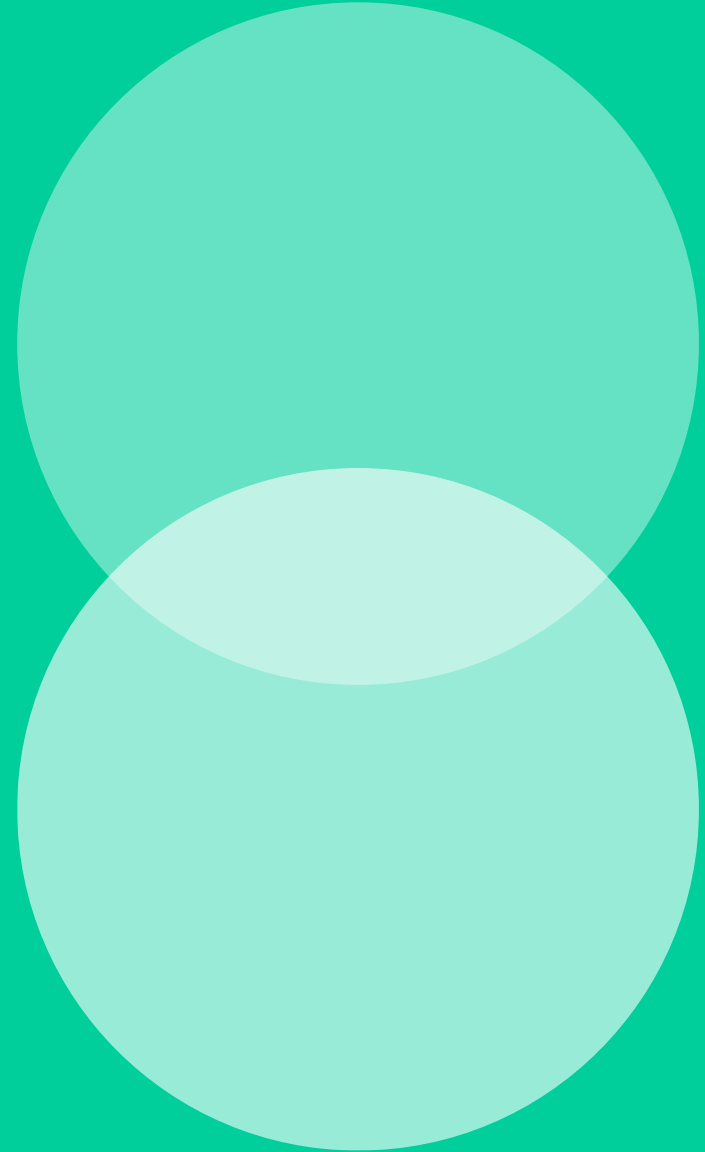
[Q870] VRF:range(0,100) EXEC

Considering everything you've read today about this consumer brand, how likely would you be to recommend this brand to a friend during the holiday season?



02:

# Findings



# Findings

Observation 1: Regardless of initiation point on the slider scale, post ratings (means) increased for both groups

	Pre-stim	Post-stim	DIFF	Pre-stim	Post-stim	DIFF
	Likelihood to <b>Shop</b>			Likelihood to <b>Recommend</b>		
Post-slider at 0	62.56	65.94	+3.38	61.39	64.29	+2.90
Post-slider at pre-response	62.77	66.76	+3.99	61.40	64.90	+3.50

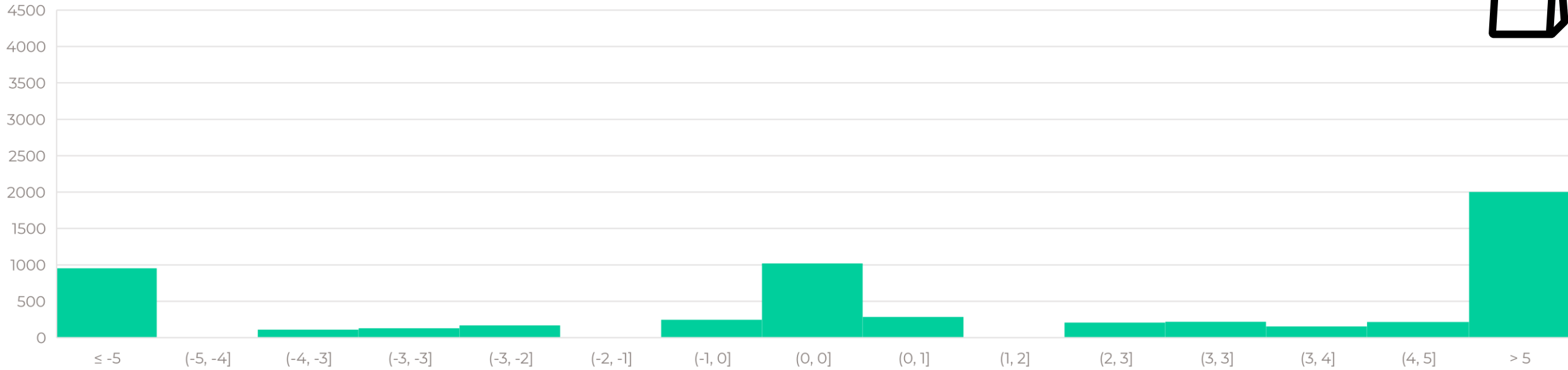
# Findings

**Observation 2:** Those with slider scales initiating at pre-response indicate *somewhat* higher post-response ratings (means)

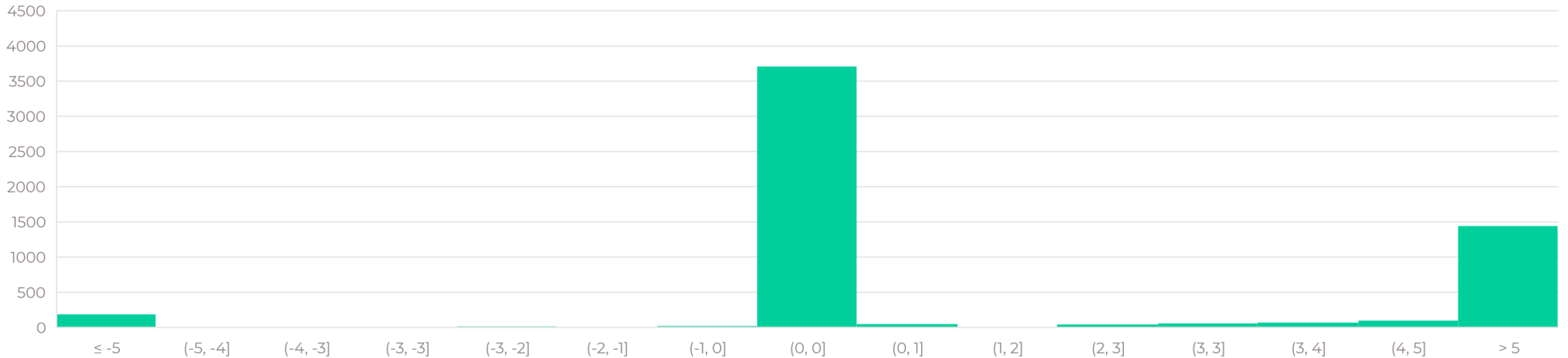
	Pre-stim	Post-stim	Pre-stim	Post-stim
	Likelihood to <b>Shop</b>		Likelihood to <b>Recommend</b>	
Post-slider at 0	62.56	65.94	61.39	64.29
Post-slider at pre-response	62.77	66.76	61.40	64.90
DIFF	+.21	+.82	+.01	+.61



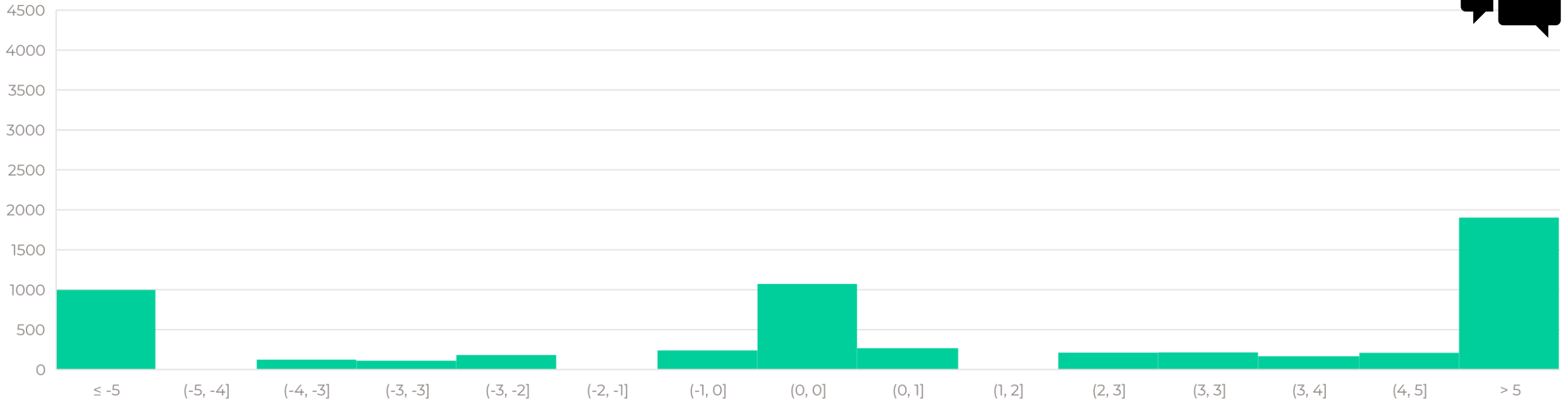
Likelihood to Shop – at 0



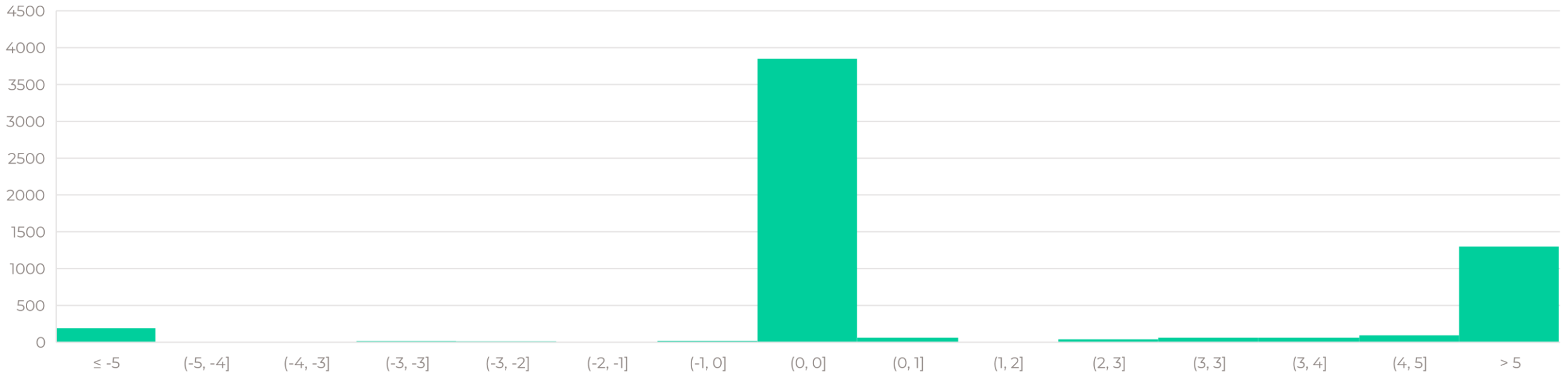
Likelihood to Shop – at pre-stim response

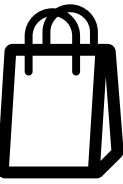


Likelihood to Recommend – at 0



Likelihood to Recommend – at pre-stim response





# Subgroups – Likelihood to Shop

GENERATION	Gen Z	Mills	Gen X	Boomers+
At 0	62.58	69.82	66.62	63.34
At pre-response	63.40	69.53	67.74	65.02
direction	+	-	+	+ Sig @ 90%

GENDER	Males	Females
At 0	64.26	67.44
At pre-response	65.52	68.05
direction	+	+

REGION	Northeast	Midwest	South	West
At 0	65.97	65.56	65.99	66.15
At pre-response	67.74	65.70	66.58	67.28
direction	+	+	+	+

MODE	Mobile	Desktop
At 0	67.48	63.46
At pre-response	67.98	64.72
direction	+	+

LOCATION	Urban	Suburban	Rural
At 0	67.33	65.69	64.35
At pre-response	69.69	65.75	64.95
direction	+ Sig @ 95%	+	+

HHI	<\$50K	\$50K-<\$100K	\$100K+
At 0	63.25	66.52	67.43
At pre-response	64.04	67.22	68.04
direction	+	+	+



# Subgroups – Likelihood to Recommend



GENERATION	Gen Z	Mills	Gen X	Boomers+
At 0	60.90	69.67	64.97	60.30
At pre-response	60.38	68.43	66.56	62.46
direction	-	-	+	+ Sig @ 95%

GENDER	Males	Females
At 0	62.73	65.74
At pre-response	63.38	66.53
direction	+	+

REGION	Northeast	Midwest	South	West
At 0	64.70	63.59	64.79	63.81
At pre-response	66.36	63.32	64.96	65.10
direction	+	-	+	+

MODE	Mobile	Desktop
At 0	66.22	61.20
At pre-response	66.63	61.99
direction	+	+

LOCATION	Urban	Suburban	Rural
At 0	67.06	63.26	62.66
At pre-response	67.85	63.63	63.74
direction	+	+	+

HHI	<\$50K	\$50K-<\$100K	\$100K+
At 0	61.78	64.98	65.69
At pre-response	62.58	65.77	65.54
direction	+	+	-

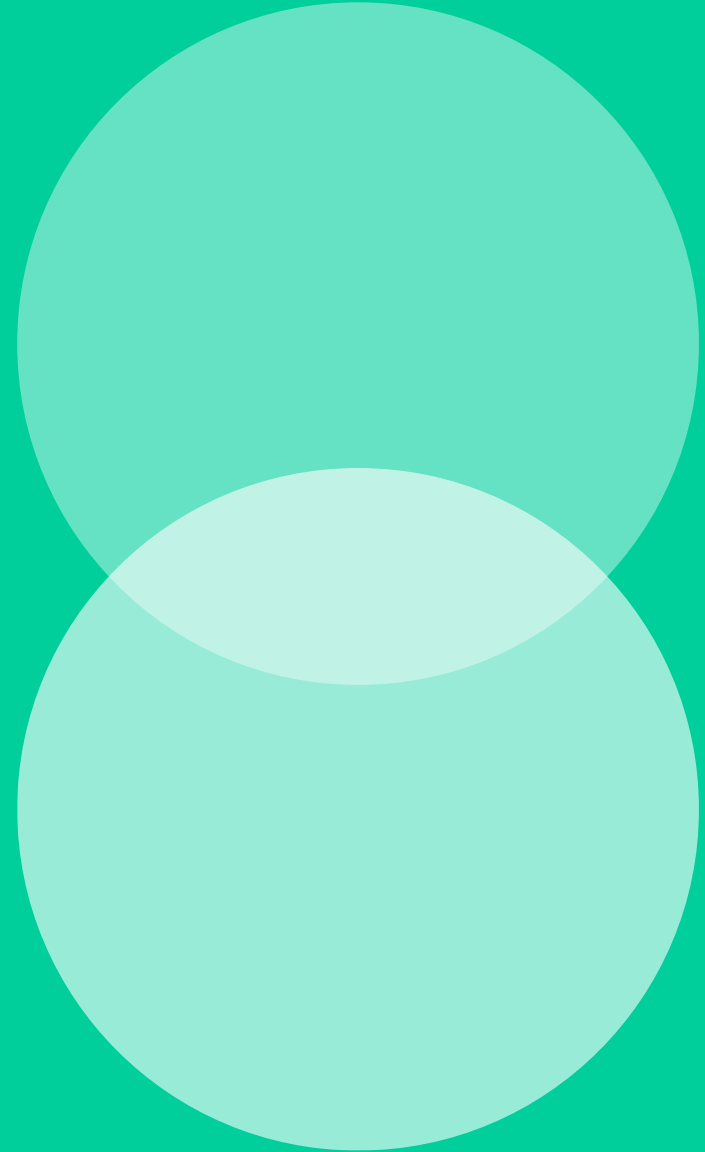
# Implications

## Lean into respondent experience

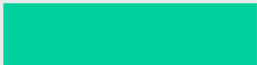
- With no clear indication of optimal presentation in this research – use this information and other related research outcomes to lean into “respondent experience”.
- Less variance (noise)/cleaner data when initiating at pre-response (or neutral position in other types of scales)
- Consider:
  - order bias
  - honest feedback from “lazy” respondents
  - non-response bias
- Build in validations to ensure good data – researchers want to be aware of bad quality data
- Ensure good storytelling

03:

# Limitations and Future Considerations



# Limitations and Future Considerations



- 1 topic (shopping)

- 2 questions (likelihood to shop/recommend)

- Brief stimulus

- 1 type of scale (0-100)

- Vary the topic, type of scale, stimulus

- Measure time spent on post stimulus response to see if any time savings by starting at pre-response vs. zero

- Test respondent engagement depending on scale/initiation point

- Ask respondent preferences directly



# Thank You

**For more information, visit**

[theharrispoll.com](http://theharrispoll.com)

[michelle.gosney@harrispoll.com](mailto:michelle.gosney@harrispoll.com)



[/harris-poll](https://www.linkedin.com/company/harris-poll)



[/theharrispoll](https://www.facebook.com/theharrispoll)



[@harrispoll](https://twitter.com/harrispoll)