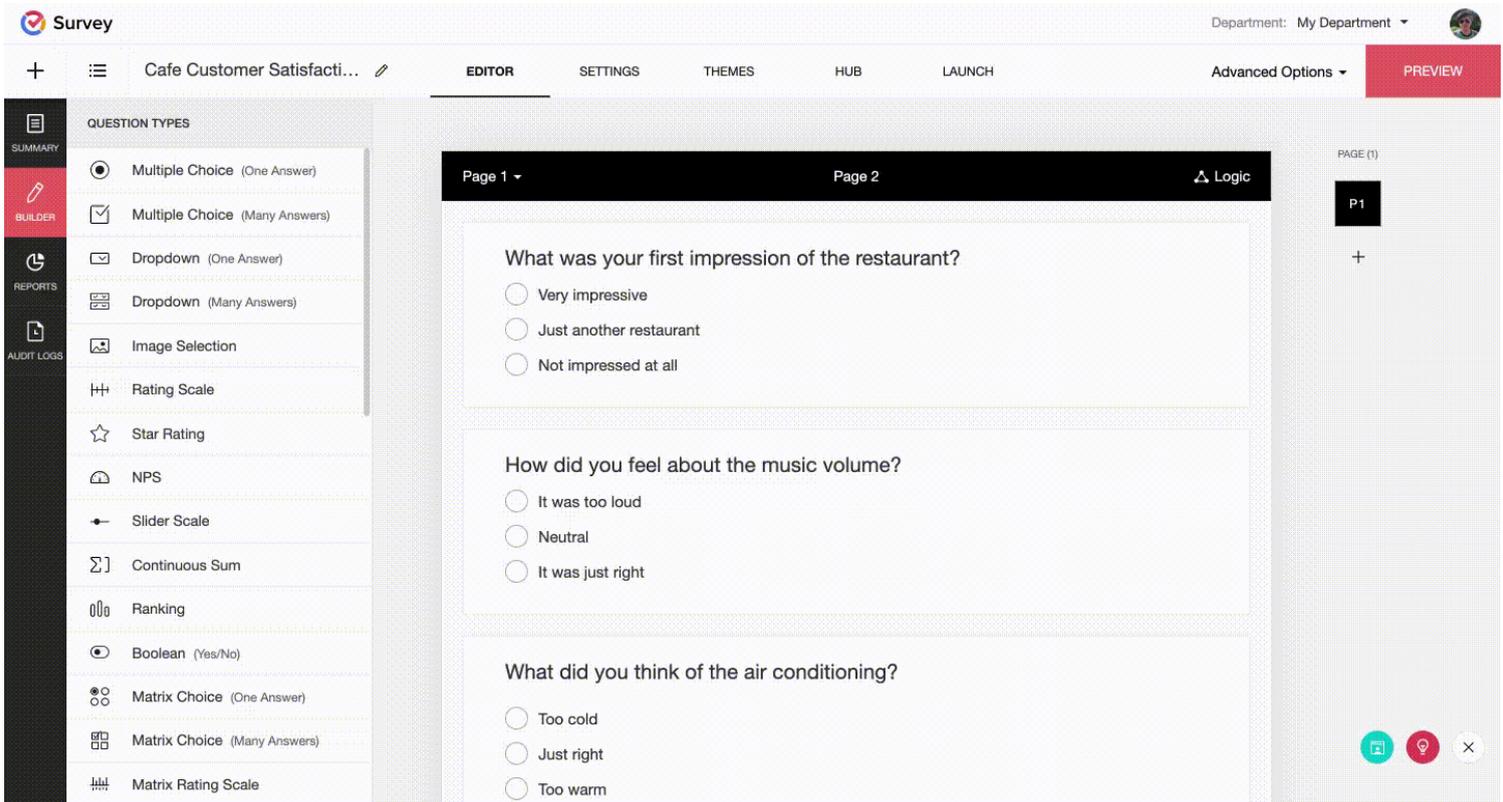




Research Panels

Find an audience you want to listen to and purchase responses even when you don't have respondents that qualify your requirements. The buy responses feature helps connect with qualifying respondents to collect the responses. You can also set survey [disqualification logic](#) to identify respondents who fit your specific criteria. [Read more on our research panels here.](#)

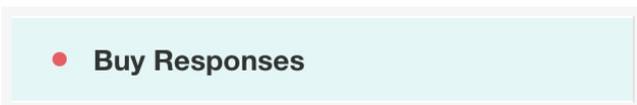


To buy responses:

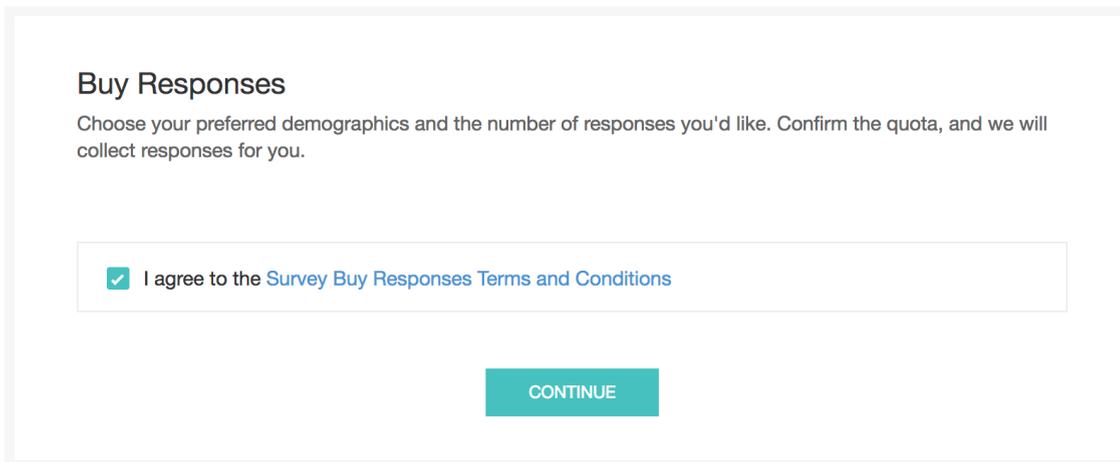
1. Go to the *Launch* tab.



2. Click **Buy Responses** on the left pane.



3. Select the checkbox to confirm that you agree with [Survey Buy Responses Terms and Conditions](#). You can access this only if you don't have any questions asking for the respondents' personal information, such as name, address, email address, contact information, etc.



Buy Responses

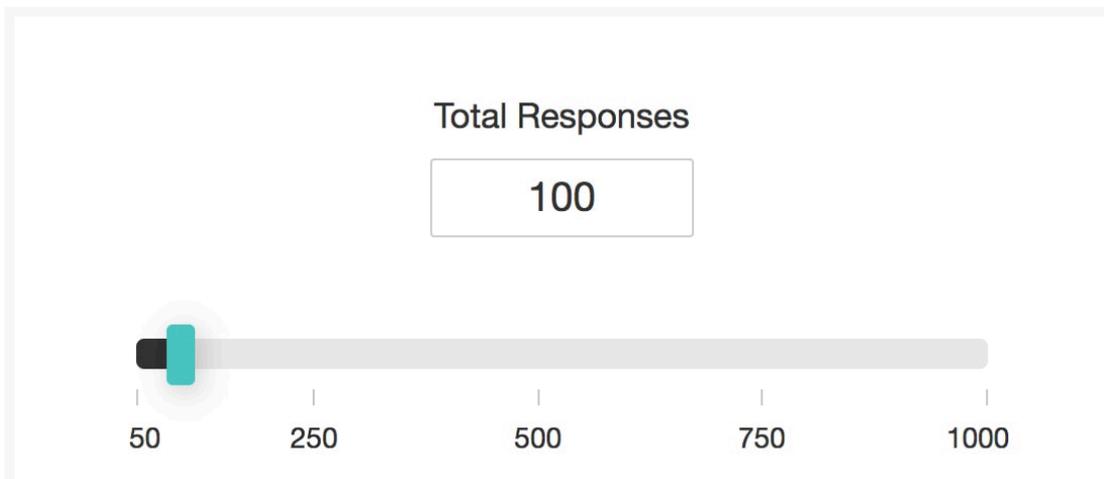
Choose your preferred demographics and the number of responses you'd like. Confirm the quota, and we will collect responses for you.

I agree to the [Survey Buy Responses Terms and Conditions](#)

CONTINUE

4. Click **Continue**.

5. Select the total number of responses you want to collect by using the slider.



Total Responses

100

50 250 500 750 1000

6. Select the incidence rate in the *Incidence Rates* dropdown. The incidence rate is the percentage of respondents whom you think would qualify for your survey. You need to select this only if you have set a qualifying question and a disqualification logic. Else, you can go ahead with the default value it shows.
7. Select the country from which you need your target audience in the *Select Country* dropdown list.
 - Click **Target regions** to select areas within the country you have chosen. This feature is available only for a selected few countries.
 - Enable **Region Balancing** to distribute the numbers equally among the regions.
8. Select the gender in the *Gender* dropdown list. If you want a mix of both male and female respondents, select Both. If you want to customize the gender balance, click **Custom** and select the percentage by using the slider.
9. Expand the *Age* section and click **Range** to select an age range. To customize the age balance, click **Custom Age Balancing** and enter the minimum and maximum age limits, and the percentage.
 - Click **+** to add more rows.
 - Click **X** to delete rows.
10. Expand *Household Income* and select a yearly/monthly/weekly income range.

11. Expand *Marital Status*, *Basic Education*, *Employment Status*, and *Industry Sector* and select the corresponding fields.
12. Click **Calculate** to calculate the total cost of the responses that you are buying. An estimated delivery date and the total cost will be displayed right there.

The screenshot displays a survey configuration interface. On the left, there is a 'Total responses' section with a slider ranging from 50 to 1000, currently set at 500. Below this is the 'Incidence rate' section, which includes a description: 'The estimated percentage of respondents in a population who will qualify to answer your survey' and a dropdown menu set to '70%'. The 'Target audience' section is titled 'Pick your preferred demographics' and includes two expandable options: 'COUNTRY : India' and 'GENDER : Both'. On the right, the 'Project estimate' section shows 'Total cost for your responses' and a prominent teal 'CALCULATE' button.

13. Click **Show** in the *Project Details* section to see the details of the responses you are buying. Click **Hide** to collapse the section.
14. Click **Checkout Now** to proceed with the payment. You can't edit or modify the survey once you proceed with the purchase. The survey will be reviewed before the responses are collected, to make sure they conform to our [terms](#). Also, please note that the cost displayed is exclusive of taxes.

Total responses

500

50 250 500 750 1000

Incidence rate

The estimated percentage of respondents in a population who will qualify to answer your survey

70%

Project estimate

Total cost for your responses

Jun 23

Estimated to deliver

\$606.13

Total cost (USD)

CHECKOUT NOW

Project details [Hide](#)

Total responses: 500
 Price per response: \$1.21
 Number of questions: 4
 Target criteria: 3

Target audience

Pick your preferred demographics

COUNTRY: India >

GENDER: Both >

AGE: 18 - 100 >

HOUSEHOLD INCOME (YEARLY) >

MARITAL STATUS >

BASIC EDUCATION >

EMPLOYMENT STATUS >

INDUSTRY SECTORS >

15. Click **Proceed** in the dialogue box that pops up notifying you of what you may not have access to once you proceed with the payment.
16. Click **Edit** in the *Project Details* section if you want to make edits to the project before making the payment.
17. Click **Make Payment**. You can find the order details and the status of your order in the *Order Details* and *Project Status* sections respectively.

In [Reports](#), you can find the details of the responses in Individual Responses and Summary of Responses. You can also use this data to create cross-tab reports and even filter your responses based on the various criteria that you chose while purchasing them. As these responses are being purchased and collected for you, the reports will not flow in real-time. Also, if you want to see the responses collected through a particular collector, you can create a filter and select the collector and the criteria (you chose during the purchase) in the Logic section.

Demographics

You can pick the following demographics for your survey research panels.

Target audience

Pick your preferred demographics

COUNTRY : <input type="text" value="United States"/>	>
GENDER : Both	>
AGE : 18 - 100	>
HOUSEHOLD INCOME (YEARLY)	>
MARITAL STATUS	>
BASIC EDUCATION	>
EMPLOYMENT STATUS	>
INDUSTRY SECTORS	>

Note

To purchase more than 1000 responses, [create a new collector](#) and proceed with purchasing the new set of responses.