



# The 7 Step Checklist to Master Data Quality

The market research industry doesn't just have a reputation to uphold, but a civic duty. Market research not only influences business strategies but societal decisions, politics, media, and countless other industries as well. With that kind of responsibility, ensuring market research is utilizing high quality data should be of the utmost importance. A checklist isn't the solution, but it's a step in the right direction.

## How is your sample sourced?

Do your due diligence by finding out how your sample is collected. The quality of your data can depend on whether or not your sample is from a respected research panel, scraped through river sampling, acquired through purchased lists, collected from social media, and more.

## Is your sample representative?

Confirm the sample size and components rightfully reflect the population of interest. If the sample under study isn't representative, the results of your study could lose credibility because the data isn't applicable to the population of interest.

## Did you pretest your methodology?

Pretest to check that the study instructions are clear, survey questions aren't ambivalent, and if you're using technology, make sure all moving parts work properly during the project before it's tested on a larger sample of participants.

## Did you conduct a validity test?

Determine the validity of your data through split-half, test-retest, or other response pattern techniques. Checking for external and internal validity along with peculiar response patterns helps determine if the respondents are thoughtfully answering questions.

## Is your data accurate and authentic?

Have the data combed through to ensure there are no duplicates or other data collection errors. This is especially important if respondents are recruited from multiple sources, you must make sure someone hasn't participated more than once.

## Have you checked the response rates?

The per-item response rate and overall response rate can help determine the quality of your methodology and sample, and therefore, the quality of your results. If a portion of the study has low response rates, it can be an issue with study design. If the overall response rate was low it can have a lot to do with your sample.

## Have you made data quality a necessity?

Ensuring data quality is not a one man job, it takes a team effort, and it's an industry wide duty. It's in best practice to take the time and commitment to implement a data quality check for all projects. A second set of eyes, a strategic process, and a continual push for improvement will ensure market research remains reputable.