



Stanford
University

qSample Case Study: Car Sharing

THE CLIENT:

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Client approached qSample for the second time this year to conduct a study about transportation. Specifically the study focused on car sharing (ZipCar) and ride sharing services (Uber and Lyft) in major metropolitan cities and their surrounding suburbs.



THE CHALLENGE

- Sample to come from specific zip codes within each city and their surrounding suburbs. In the majority of the targeted cities, less than 40 percent of zip codes could be utilized per the client's specific request.
- Incidence for individuals who utilize car sharing services and wasn't profiled among panelists. After running a complimentary incidence check, we learned the incidence among the targeted population was less than 3 percent for the car sharers (who made up half of the total sample).
- Sample had to be reflective of the latest census numbers, which can be cumbersome when only targeting people residing in a limited number of zip codes. Sample had to be census representative for age, gender, ethnicity and combined household income.
- The sheer volume of completed surveys needed exceeded (4,800 total) 400 for each major city: Boston, Los Angeles, Seattle, Washington D.C. New York and Chicago.

RESPONSE/STRATEGY

Leveraging qSample's deep consumer panel, individuals were targeted by their specific zip code and proximity to car sharing pods. Through fielding, we noticed patterns via close examination of their profiling information, making them more likely to participate in ride sharing and raising incidence.

Also, by keeping the goal of census representation in line, a representative sample was achieved without hitting the "available sample wall."

THE RESULTS

Through responsive targeting, ongoing vigilance and consumer panel depth, qSample met all of the client's goals. The studies will be published in early 2016.

"We had many requirements associated with our fairly complex sample for academic research. qSample was very responsive and worked with us to exceed our data collection needs."

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