

# SSI POV: Online

## Invitation Subject Line Wording and Its Impact on Quality

- Email invitation subject lines can increase the reported incidence for a study because, when given a choice, people tend to select survey topics they think they would qualify for, are interested in or feel passionate about.
- Studies measuring incidence should not reveal anything about a survey topic or reward.

### The Impact of Subject Line Wording Demonstrated

This effect can be demonstrated via a 100% incidence study about dog ownership and products for dogs. Regardless of whether you owned a dog or not you would qualify. Two invitations were sent:

**Invitation #1: Subject: Topic: Dog Ownership.** This is a great opportunity to affect product purchasing decisions and improve customer service at some of the world's largest pet retailers.

**Invitation #2: Subject: Use your opinions in this survey to help bring change.** Your opinions help bring change. Your perspective helps companies meet your needs in the future. Why not share your point of view in this latest survey?

As one would expect, the incidence of dog ownership was significantly higher among the participants who received the first email (68% v. 45%). When we controlled for dog ownership (have a dog in your household and have at least some responsibility in taking care of it), there were still noticeable differences between the dog owners within these two samples.

Those who received the invitation that mentioned dog ownership were statistically more likely to be aware of certain brands of dog food. Some brands had similar awareness levels across the two samples, but those who received the general invitation were not statistically more likely to be aware of any brands of dog food.

Those viewing the first invitation were also more likely to feel "nutritional value" is very important in the decision to purchase a brand of dog food, more likely to have purchased dog food from some popular pet retail chains, and were more likely to "highly" recommend having a dog to others.

### SSI Recommends

- Avoid topic or reward information in subject lines.
- Keep subject line information consistent across waves of the study, and between the original invitation and any reminders.