Survey Professionalism: New Evidence from Web Browsing Data
ONLINE SUPPLEMENTARY MATERIALS

Author names anonymized

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Contents

A Background

The screenshot shown in Figure A.1 illustrates how survey taking is advertised as a "professional" activity.

Figure A.1: Example of an article promoting survey taking as a paid occupation (retrievable at https://archive.ph/pLcII)

B Data collection

B.1 Facebook sample

As participant recruitment via Facebook involves more degrees of freedom than via through panel providers, we here detail the procedure. We recruited participants using Facebook advertisements targeting adults in the US. The advertisements appeared on the pages of 266,827 Facebook users, and 3,735 clicked on the link (1.4% click-through rate), which directed them to a website (the landing survey) inviting them to the main survey and provided a link to Web Historian, where respondents where asked to upload their browsing histories. After informed consent, participants could complete the survey with or without uploading their online browsing data. All survey participants received $2 and those who uploaded their browsing data had a chance to win one of five $100 Amazon gift cards. Three months later, we asked the same participants to complete Wave 2 and again upload their browsing data for $10.

Of those clicked on the link, 2,760 responded at least some questions of the landing survey. Of those, 805 uploaded their browsing data and completed the main survey. Of those, 707 provided browsing data for at least 7 days (our final sample). As a quality check, we analysed participants' browsing histories to verify that they were indeed in the US and different individuals.

B.2 Behavioral measures

B.2.1 Identifying survey sites with manual coding

Beyond (1) the list of questionnaire sites by Bevec and Vehovar (2021, Table 12) and (2) categorizing all URL hosts containing the word "survey" as survey sites, we (3) manually coded the top 500 hosts in each of the three data sets. The coding instructions for this last approach read as follows:

Goal: Code each host in hosts_500_EXPO, hosts_500_FB and hosts_500_CSMAP to identify sites where people are (1) taking surveys or (2) engage in other activity for rewards/coupons (e.g., playing games or watching videos). "Taking surveys" includes both the actual responding to questions, and the recruitment and payment process before and after the survey. The same goes for "other activity", by which we mean both the actual compensated activity and the recruitment/payment. Steps how to identify such sites:

- Look at the URL itself (e.g. you would already know that wikipedia.org is not a survey / other rewarded activities site)
- Visit the URL. Some hosts share a second-level domain, e.g., c.opinionetwork.com & ps.opinionetwork.com and you may not able to visit these hosts. In that case, try without the subdomain (e.g. opinionetwork.com). Often the fact that there are several subdomains indicates that it is a platform on which companies have their own subdomains to distribute surveys.
- Google the name of the URL. If that does not give you a clue, google "[URL] surveys rewards" to find any discussion about this site as a place to take surveys/engage in other rewarded activity.

Codebook:

- "code": 1 = survey site; 2 = other activity compensated by rewards/coupons; 0 = not related to surveys/other rewards; 99 = unsure / unclear - try to use infrequently and always add notes if you use this to explain why it is unclear. "OVERLAP" signifies that this host already appears in one of the other two sheets
- "coder": your initials
- "code_old": code from previous, slightly different method You can take this as a guideline, but do double-check.

B.2.2 Identifying repeated questionnaire participation

Table B.1 below lists the questionnaire platforms for which we could identify URL patterns reliably pointing to unique and permanent questionnaires. Column "Regex in URL path" shows the regular expressions applied to the paths of URLs with the respective host.

Table B.1: Survey software platforms

Platform	Host(s)	Regex in URL path
Confirmit (now Forsta)	confirmit.com	^/wix/[a-zA-Z0-9]
Surveygizmo	surveygizmo.com surveygizmo.eu	^/s3/[a-zA-Z0-9]
Surveymonkey	surveymonkey.com	^/r/[a-zA-Z0-9]
Qualtrics	qualtrics.com	^/jfe/form/[a-zA-Z0-9]
Dynata	survey.cmix.com	^/[A-Z0-9]
Questionpro	questionpro.com	/t/[a-zA-Z0-9] /a/TakeSurvey\?tt=[a-zA-Z0-9]
Formsite	formsite.com	[a-zA-Z0-9]/index\.html$
Unipark	unipark.com	^/uc/[a-zA-Z0-9]
Typeform	typeform.com	^/to/[a-zA-Z0-9]
Formstack	formstack.com	^/forms/(?![a-zA-Z0-9]*index\.php)/[A-Z0-9]
Zoho	survey.zohopublic.com survey.zohopublic.eu	^/zs/[a-zA-Z0-9]

B.3 Self-reported measures

Table B.2 below describes the political characteristics used to address part of RQ3a, in terms of their wording, their response scale and any recoding.

Table B.2: Wording of political survey variables

Dataset	Question wording	Response scale	Recoded scale
Partisanship			
Facebook	Please select the option that best describes your political party affiliation	A strong Democrat (1) … A strong Republican (7)	1-7
Lucid	Please select the option that best describes your political party affiliation.	A strong Democrat (1) … A strong Republican (7)	1-7
Yougov	PROVIDED AS META VARIABLE	A strong Democrat (1) … A strong Republican (7)	1-7
ANES	Generally speaking, do you usually think of yourself as a Democrat, a Republican, an independent, or what? DEPENDING ON REPONSE: Would you call yourself a strong [DEMOCRAT / REPUBLICAN] or a not very strong [DEMOCRAT / REPUBLICAN]? OR: Do you think of yourself as closer to the Republican Party or to the Democratic Party?	A strong Democrat (1) … A strong Republican (7)	1-7
Ideology			
Facebook	In politics, people sometimes talk of the political "left" and "right". Where would you place yourself on this scale, where 0 means extreme left and 10 means extreme right?	Extreme left (0) … Extreme right (1)	0-1
Lucid	In politics, people also sometimes talk of the political "liberal" and "conservative". Where would you place yourself on this scale, where 0 means liberal and 10 means conservative?	Liberal (0) … Conservative (10)	0-1
Yougov	As shown on the scale below, some people in the U.S. tend to identify more with the political left, while others tend to identify more with the political right. […] Please place yourself on this scale.	Far left (0) … Far right (100)	0-1
ANES	We hear a lot of talk these days about liberals and conservatives. Here is a seven-point scale on which the political views that people might hold are arranged from extremely liberal to extremely conservative. Where would you place yourself on this scale, or haven't you thought much about this?	Extremely liberal (0) … Extremely conservative (7)	0-1
Out-party feeling			
Facebook	We'd like you to rate several different groups using something called a "feeling thermometer". The higher the number, the warmer or more favorable you feel toward the group; the lower the number, the colder or less favorable. Please rate how you feel about the following groups. [DEMOCRATS / REPUBLICANS]	0 … 100	0-100
Lucid	We'd like you to rate several different groups using something called a "feeling thermometer". The higher the number, the warmer or more favorable you feel toward the group; the lower the number, the colder or less favorable. Please rate how you feel about the following groups. [DEMOCRATS / REPUBLICANS]	0 … 100	0-100
Yougov	Please rate each of the following political figures on a scale from 1 to 100. If you are not familiar with the person or group listed, leave it blank and move onto the next item. [THE DEMOCRATIC PARTY / THE REPUBLICAN PARTY]	0 … 100	0-100

Table B.2: Wording of political survey variables *(continued)*

Dataset	Question wording	Response scale	Recoded scale
ANES	I'd like to get your feelings toward some of our political leaders and other people who are in the news these days. I'll read the name of a person and I'd like you to rate that person using something we call the feeling thermometer. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person. You would rate the person at the 50 degree mark if you don't feel particularly warm or cold toward the person. [THE DEMOCRATIC PARTY / THE REPUBLICAN PARTY]	0 … 100	0-100
Political interest			
Facebook	How interested would you say you are in politics?	Not at all interested (1) … Very interested (7)	0-1
Lucid	How interested are you in the following topics? [POLITICS]	Not at all interested (1) … Very interested (7)	0-1
Yougov	Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs…	Most of the time (1) … Hardly at all (4)	0-1
ANES	How interested would you say you are in politics? Are you very interested, somewhat interested, not very interested, or not at all interested?	Very interested (1) … Not at all interested (4)	0-1
Political knowledge			
Lucid	(1) Do you happen to know how many times an individual can be elected President of the United States under current laws? Please indicate the number of times in the box below. (2) Do you happen to know which party currently has the most members in the U.S. House of Representatives in Washington? (3) For how many years is a United States Senator elected, that is, how many years are there in one full term of office for a U.S. Senator? Please indicate the number of years in the box below. (4) On which of the following does the U.S. federal government currently spend the least?	OPEN-ENDED OR MULTIPLE CHOICE	0-1
Yougov	(1) China has imposed additional tarrifs on some agricultural imports from the United States. Which of the following best describes United States' actions on trade with China since December 2016: (2) Which of the following best describes the U.S. stock market since December 2016. (3) Which of the following best describes the official unemployment rate, as reported by the United States Government, since December 2016.	OPEN-ENDED OR MULTIPLE CHOICE	0-1
ANES	(1) For how many years is a United States Senator elected - that is, how many years are there in one full term of office for a U.S. Senator? (2) On which of the following does the U.S. federal government currently spend the least? (3) Do you happen to know which party currently has the most members in the U.S. House of Representatives in Washington?	OPEN-ENDED OR MULTIPLE CHOICE	0-1
Following politics in the media			
Facebook	How closely do you follow politics on TV, radio, newspapers, or the Internet?	Not at all (1) … Very closely (7)	0-1
Yougov	How often do you read news about politics online?	At least 10 times a day (7) … Never (1)	0-1

C Additional results

C.1 Prevalence of survey professionalism (RQ1)

C.1.1 Survey visits disaggregated by identification approaches and survey sites

Figure C.2 shows the same measures as Figure 1 in the main paper, but splits survey visits according to identification method. Figure C.3 shows the ten most frequent URL hosts among the survey visits and reports how much of the total each accounts for.

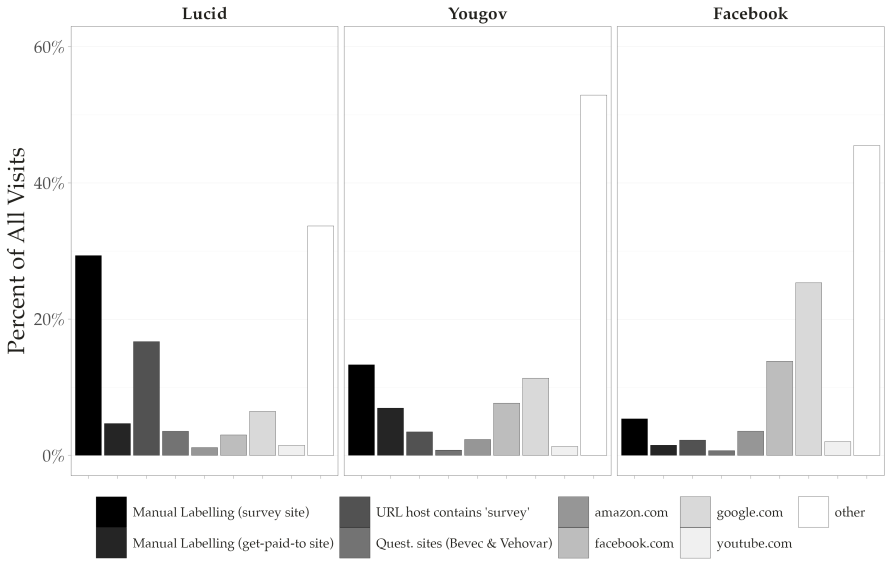

Figure C.2: Percent of visits to survey sites (out of all visits), split by method, and compared to popular web domains.

Figures C.4 takes a slightly different perspective on the data, reporting individual-level survey taking. Figure C.4 shows the average individual-level percentage of survey visits. This statistic is calculated by dividing each individual's number of survey visits by his or her total number of visits and take the average of these proportions.

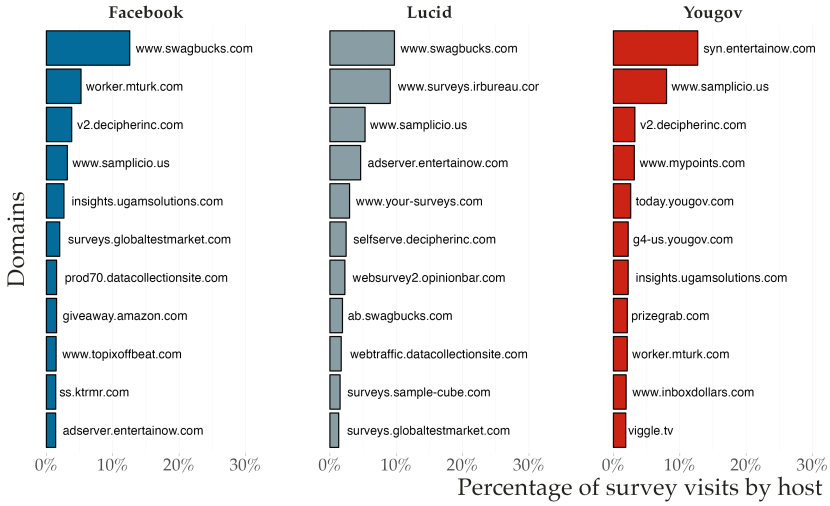

Figure C.3: Ten most frequented survey sites, by sample.

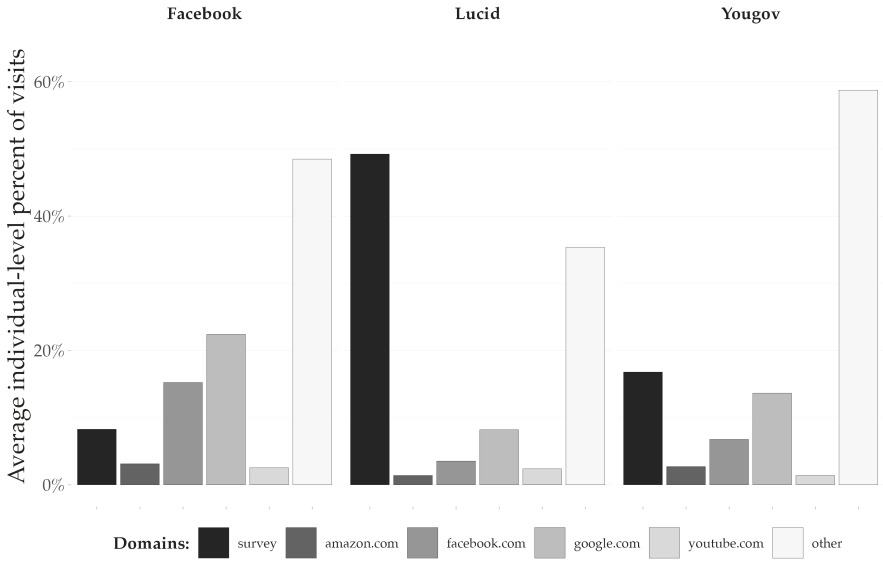

Figure C.4: Average individual-level percent of visits to survey sites out of all visits, compared to popular web domains.

C.1.2 Survey duration

Figure C.5 shows, analogously to Figure 1 in the main paper, the aggregate proportion of survey-taking time out of all browsing time. Figure C.6 shows, again, the average individual-level percentage of survey-taking time out of all browsing, and Figure C.7 the distribution of this individual-level percentage.

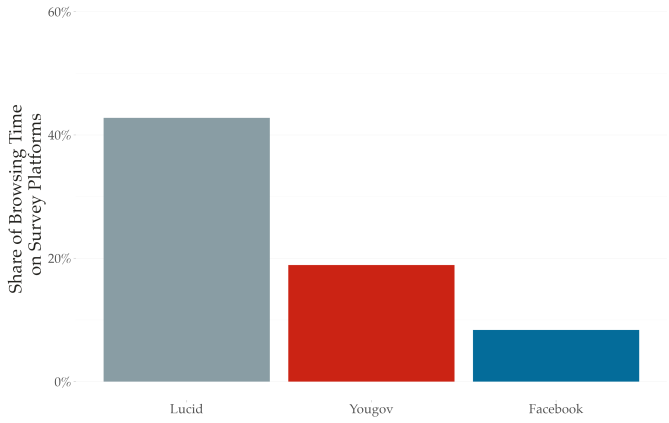

Figure C.5: Percent of visit time to survey sites (out of all browsing time).

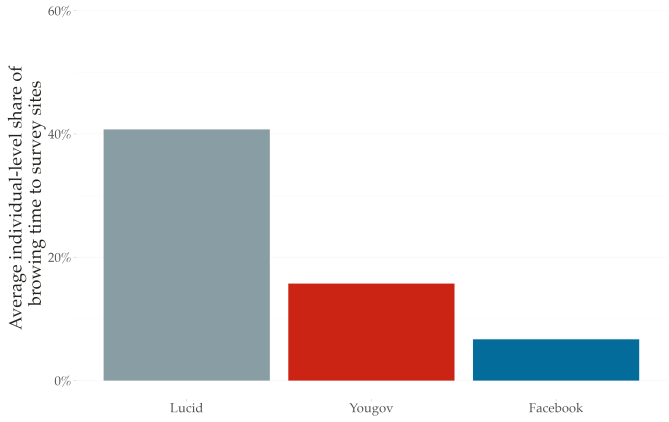

Figure C.6: Distribution of individual-level percent of visit time to survey sites out of all browsing time

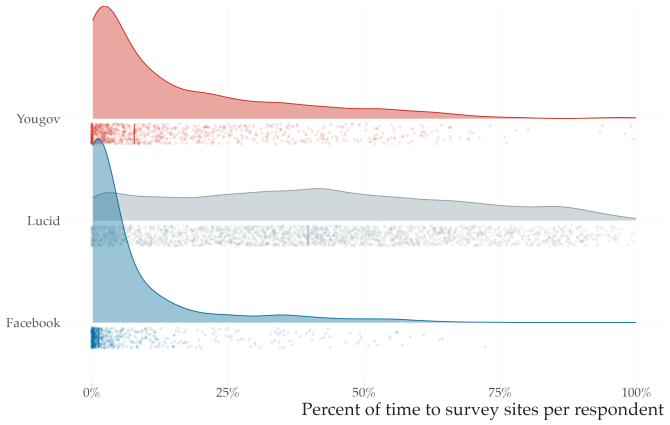

Figure C.7: Distribution of individual-level percent of visit time to survey sites out of total browsing time.

C.2 Sociodemographic and political differences (RQ2)

Below, we report sociodemographic and political differences between professionals and non-professionals when professionals are defined as those with more 50 percent visits to survey sites (Table C.3), when defined as anyone with more than 50 percent of browsing time to survey sites (Table C.4), and when meeting any of the three criteria (Table C.5).

Table C.3: Survey professionals vs. non-professionals vs. population (professional = more than 50 percent of visits to survey sites)

		Facebook		Lucid			Yougov		
	Population	Professionals	Non-professionals	Professionals		Non-professionals	Professionals		Non-professionals
Sociodemographics									
Age (median years)	38.2	40-44	35-39	42 (0.42)	⋆⋆⋆	37 (0.48)	54 (1.41)	⋆	50 (0.54)
Gender (% female)	50.8	61.9 (10.9)	75.3 (1.7)	53 (1.5)		55.3 (1.5)	59.7 (5.6)		53.6 (1.8)
Education (% Bachelor or more)	30.4	38.1 (10.9)	55.4 (1.9)	49.6 (1.5)		47.9 (1.5)	23.4 (4.9)	⋆	37.3 (1.8)
Ethnicity (% white)	62.6	95.2 (4.8)	84.4 (1.4)	79.1 (1.2)		78.6 (1.3)	67.5 (5.4)		72.1 (1.6)
Political outcomes									
Partisanship (1-7)	4 (0.059)	3.65 (0.56)	3.18 (0.07)	3.64 (0.07)		3.5 (0.06)	3.64 (0.27)		3.47 (0.08)
Ideology (0-1)	0.54 (0.006)	0.47 (0.05)	0.41 (0.01)	0.51 (0.01)	⋆⋆⋆	0.46 (0.01)	0.53 (0.03)		0.49 (0.01)
Thermometer out-party (1-100)	17.4 (0.425)	29.11 (5.3)	25.7 (0.92)	29.9 (0.86)	⋆⋆	26.84 (0.78)	23.25 (3.47)	⋆	13.89 (0.9)
Political interest (0-1)	0.4 (0.006)	0.64 (0.06)	0.66 (0.01)	0.69 (0.01)	⋆	0.65 (0.01)	0.67 (0.04)		0.79 (0.01)
Political knowledge (0-1)	0.5 (0.006)			0.63 (0.01)		0.64 (0.01)	0.54 (0.04)	⋆	0.64 (0.01)
Following politics in the media (0-1)		0.62 (0.06)	0.61 (0.01)				0.52 (0.04)	⋆⋆⋆	0.67 (0.01)

Note: Standard errors in parentheses. Significance of differences between professionals and non-professionals were tested with a Kolgomorov-Smirnoff test for age, chi-squared tests for gender, education and race, and t-tests for all other variables ($\circ$ $p < 0.1$; $\star$ $p < 0.05$; $\star\star$ $p < 0.01$; $\star\star\star$ $p < 0.001$). Sociodemographic population data from the US Census; political variables from ANES 2020. Variables for trust, political interest, knowledge and partisanship were recoded to a scale from 0 to 1 to ensure comparability.

Table C.4: Survey professionals vs. non-professionals vs. population (professional = more than 50 percent of browsing time to survey sites)

		Facebook		Lucid			Yougov		
	Population	Professionals	Non-professionals	Professionals		Non-professionals	Professionals		Non-professionals
Sociodemographics									
Age (median years)	38.2	4.5	35-39	41 (0.5)	⋆⋆⋆	39 (0.41)	52 (1.38)	$\circ$	50 (0.54)
Gender (% female)	50.8	50 (15.1)	$\circ$ 75.2 (1.7)	52.4 (1.8)		55 (1.3)	63.8 (5.8)		53.3 (1.8)
Education (% Bachelor or more)	30.4	50 (15.1)	55.3 (1.9)	51.3 (1.8)	$\circ$	47.4 (1.3)	24.6 (5.2)	$\circ$	37 (1.7)
Ethnicity (% white)	62.6	91.7 (8.3)	84.3 (1.4)	78 (1.5)		79.2 (1.1)	68.1 (5.7)		72 (1.6)
Political outcomes									
Partisanship (1-7)	4 (0.059)	3.09 (0.61)	3.2 (0.07)	3.62 (0.08)		3.55 (0.06)	3.94 (0.29)		3.45 (0.08)
Ideology (0-1)	0.54 (0.006)	0.42 (0.06)	0.41 (0.01)	0.5 (0.01)	⋆	0.47 (0.01)	0.51 (0.04)		0.49 (0.01)
Thermometer out-party (1-100)	17.4 (0.425)	35.22 (7.11)	25.78 (0.92)	31.03 (1.07)	⋆⋆	26.9 (0.69)	23.23 (3.48)	⋆	13.99 (0.91)
Political interest (0-1)	0.4 (0.006)	0.74 (0.09)	0.65 (0.01)	0.69 (0.01)	$\circ$	0.66 (0.01)	0.63 (0.04)		0.79 (0.01)
Political knowledge (0-1)	0.5 (0.006)			0.62 (0.02)		0.64 (0.01)	0.51 (0.05)	⋆⋆	0.64 (0.01)
Following politics in the media (0-1)		0.67 (0.09)	0.61 (0.01)				0.49 (0.04)	⋆⋆⋆	0.67 (0.01)

Note: Standard errors in parentheses. Significance of differences between professionals and non-professionals were tested with a Kolgomorov-Smirnoff test for age, chi-squared tests for gender, education and race, and t-tests for all other variables (($\circ$ $p< 0.1$; $\star$ $p < 0.05$; $\star\star$ $p < 0.01$; $\star\star\star$ $p < 0.001$)). Sociodemographic population data from the US Census; political variables from ANES 2020. Variables for trust, political interest, knowledge and partisanship were recoded to a scale from 0 to 1 to ensure comparability.

Table C.5: Survey professionals vs. non-professionals vs. population (professional = any of the categories)

		Facebook			Lucid			Yougov		
	Population	Professionals		Non-professionals	Professionals		Non-professionals	Professionals		Non-professionals
Sociodemographics										
Age (median years)	38.2	40-44	⋆	30-34	42 (0.36)	⋆⋆⋆	34 (0.65)	53 (1.14)		50 (0.56)
Gender (% female)	50.8	73.7 (5.1)		74.9 (1.8)	53.7 (1.3)		55 (2)	56.4 (4.2)		53.7 (1.9)
Education (% Bachelor or more)	30.4	55.3 (5.7)		55.2 (2)	50.3 (1.3)	⋆	44.9 (2)	30.7 (3.9)		37 (1.8)
Ethnicity (% white)	62.6	89.5 (3.5)		83.8 (1.5)	79.7 (1)		76.5 (1.7)	67.9 (4)		72.5 (1.7)
Political outcomes										
Partisanship (1-7)	4 (0.059)	3.61 (0.26)	∘	3.14 (0.07)	3.62 (0.06)		3.47 (0.08)	3.59 (0.19)		3.46 (0.08)
Ideology (0-1)	0.54 (0.006)	0.47 (0.03)	⋆	0.4 (0.01)	0.5 (0.01)	⋆⋆	0.45 (0.01)	0.53 (0.02)		0.49 (0.01)
Thermometer out-party (1-100)	17.4 (0.425)	29.4 (3.23)		25.48 (0.94)	28.25 (0.7)		28.9 (1.06)	22.03 (2.58)	⋆⋆	13.28 (0.91)
Political interest (0-1)	0.4 (0.006)	0.64 (0.03)		0.66 (0.01)	0.68 (0.01)	⋆	0.63 (0.02)	0.67 (0.03)		0.8 (0.01)
Political knowledge (0-1)	0.5 (0.006)				0.64 (0.01)		0.61 (0.02)	0.55 (0.03)	⋆	0.64 (0.01)
Following politics in the media (0-1)		0.63 (0.04)		0.61 (0.01)				0.54 (0.03)	⋆⋆⋆	0.68 (0.01)

Note: Standard errors in parentheses. Significance of differences between professionals and non-professionals were tested with a Kolgomorov-Smirnoff test for age, chi-squared tests for gender, education and race, and t-tests for all other variables ((∘ *p< 0.1*; ⋆ *p < 0.05*; ⋆⋆ *p < 0.01*; ⋆⋆⋆ *p < 0.001*)). Sociodemographic population data from the US Census; political variables from ANES 2020. Variables for trust, political interest, knowledge and partisanship were recoded to a scale from 0 to 1 to ensure comparability.

C.3 Response-quality differences (RQ3)

C.3.1 Speeding and straightlining (RQ3a,b)

Table C.6: Response quality of survey professionals vs. non-professionals (professionals = more than 50 percent visits to survey sites)

	Facebook		Lucid			Yougov	
	Professionals	Non-professionals	Professionals		Non-professionals	Professionals	Non-professionals
Straightliner (%)	4.8 (4.8)	1.1 (0.4)	2.4 (0.5)	∘	1.1 (0.3)	3.9 (2.2)	4.4 (0.7)
Survey duration (median seconds)	833 (143.578)	823 (1084.962)	1116 (295.018)		1140 (387.864)	1773 (11248.516)	1741 (3250.425)

Note:
Standard errors in parentheses. Significance of differences between professionals and non-professionals were tested with a Kolgomorov-Smirnoff test for age, chi-squared tests for gender, education and race, and t-tests for all other variables (∘ p < 0.1; ⋆ p < 0.05; ⋆⋆ p < 0.01; ⋆⋆⋆ p < 0.001). Sociodemographic population data from the US Census; personality data from ANES 2016; political variables from ANES 2020. Variables trust, political interest, knowledge and partisanship were recoded to a scale from 0 to 1 to ensure comparability.

Table C.7: Response quality of survey professionals vs. non-professionals (professionals = more than 50 of browsing time to survey sites)

	Facebook		Lucid			Yougov	
	Professionals	Non-professionals	Professionals		Non-professionals	Professionals	Non-professionals
Straightliner (%)	0 (0)	1.2 (0.4)	2.8 (0.6)	⋆	1.2 (0.3)	2.9 (2)	4.4 (0.7)
Survey duration (median seconds)	894 (140.168)	814.5 (1088.209)	1116 (425.54)		1139.5 (298.746)	1913 (12747.256)	1729 (3209.124)

Note:
Standard errors in parentheses. Significance of differences between professionals and non-professionals were tested with a Kolgomorov-Smirnoff test for age, chi-squared tests for gender, education and race, and t-tests for all other variables (∘ p < 0.1; ⋆ p < 0.05; ⋆⋆ p < 0.01; ⋆⋆⋆ p < 0.001). Sociodemographic population data from the US Census; personality data from ANES 2016; political variables from ANES 2020. Variables trust, political interest, knowledge and partisanship were recoded to a scale from 0 to 1 to ensure comparability.

Table C.8: Response quality of survey professionals vs. non-professionals (professionals = all categories)

	Facebook			Lucid			Yougov	
	Professionals		Non-professionals	Professionals		Non-professionals	Professionals	Non-professionals
Straightliner (%)	4.1 (2.3)	∘	0.9 (0.4)	2.1 (0.4)		1 (0.4)	6.4 (2.1)	3.9 (0.7)
Survey duration (median seconds)	678.5 (95.844)	⋆	829.5 (1202.851)	1106 (284.218)	⋆⋆	1217 (472.576)	1750 (8859.647)	1744 (3306.64)

Note:

Standard errors in parentheses. Significance of differences between professionals and non-professionals were tested with a Kolgomorov-Smirnoff test for age, chi-squared tests for gender, education and race, and t-tests for all other variables (∘ $p < 0.1$; ⋆ $p < 0.05$; ⋆⋆ $p < 0.01$; ⋆⋆⋆ $p < 0.001$). Sociodemographic population data from the US Census; personality data from ANES 2016; political variables from ANES 2020. Variables trust, political interest, knowledge and partisanship were recoded to a scale from 0 to 1 to ensure comparability.

C.3.2 Stability of Survey Responses (RQ3c)

Below, we present additional results for the models analyzing the stability of survey versions over time, comparing professional and non-professional respondents. Figure C.8 presents the point estimates for the z-scores presented in Figure 4 in the main paper. Figure C.9 and C.10 present similar results but with standard control variables being added to the estimation, such as age, gender, race, education, partisanship, and self-reported ideology. Results are similar to those discussed in the main paper.

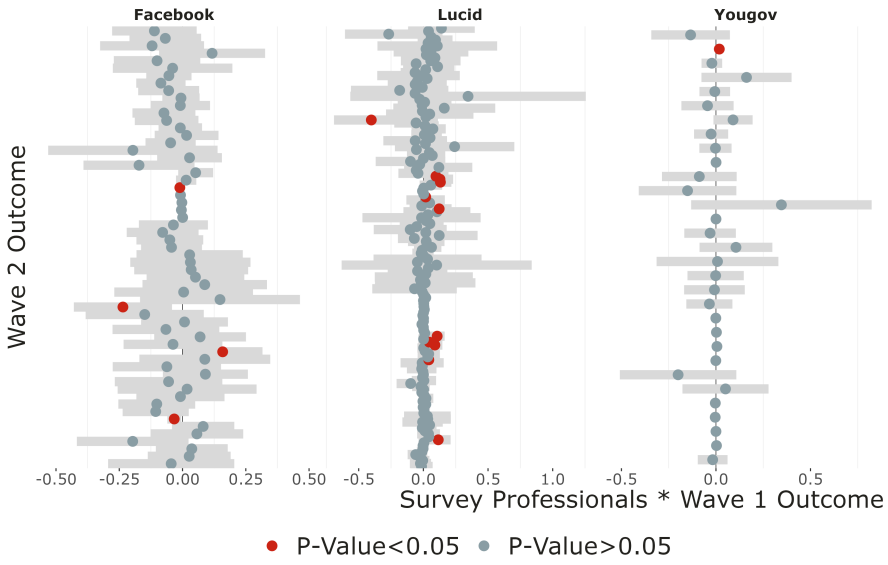

Figure C.8: Point estimates for interactive terms between professionalism and wave 1 survey responses

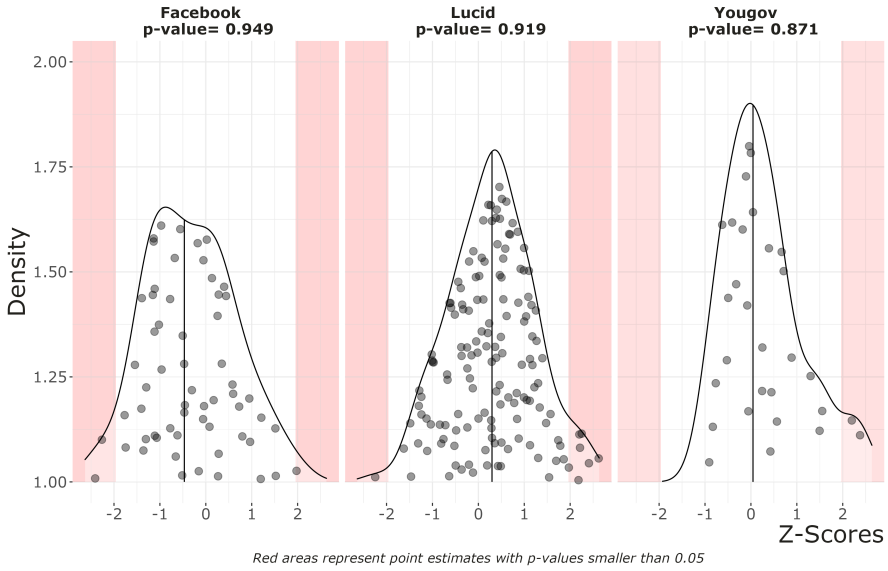

Figure C.9: Z-scores for interactive terms between professionalism and wave 1 survey responses, models estimated with standard demographic controls.

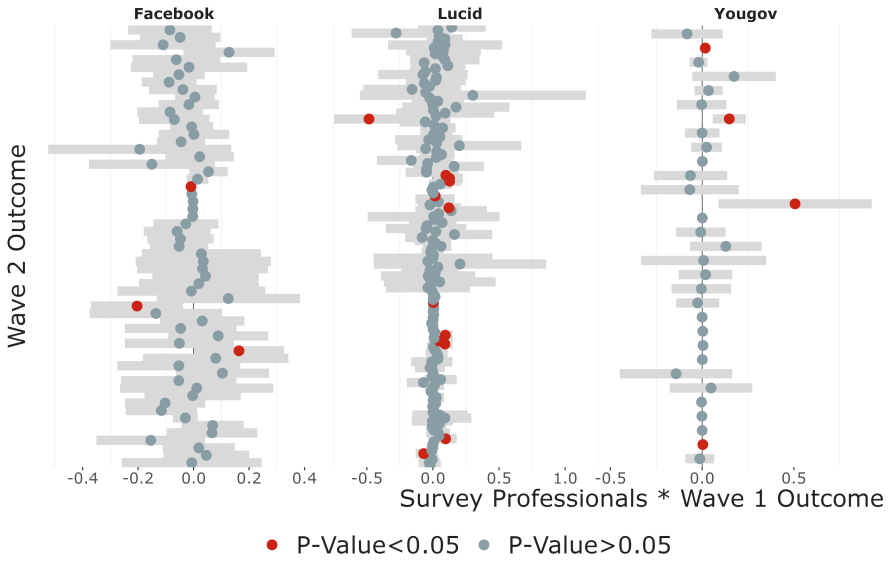

Figure C.10: Point estimates for interactive terms between professionalism and wave 1 survey responses, models estimated with standard demographic controls.

C.4 Repeated questionnaire participation (RQ4)

C.4.1 Alternative time cutoffs

Below, we report statistics on repeated participation with different time cutoffs—that is, when several visits to the same questionnaire URL only count as repeated when the difference is greater than one hour (Tables C.9 and C.10), when greater than six hours (Tables C.11 and C.12) and when greater than 24 hours (Tables C.13 and C.14).

Table C.9: Repeated questionnaire participation (1-hour cutoff)

	Facebook	Lucid	Yougov
Participant taking at least one questionnaire repeatedly (%)	38.67	80.23	39.70
Number of repeated questionnaires per participant (mean)	1.79	10.94	1.30
Percent of repeated questionnaires per participant (mean)	6.76	7.86	5.97

Table C.10: Repeated questionnaire participation (1-hour cutoff), professionals vs. non-professionals

	Facebook		Lucid		Yougov	
	Professionals	Non-professionals	Professionals	Non-professionals	Professionals	Non-professionals
Subjects taking at least one questionnaire repeatedly (%)	84.29	32.50	90.82	57.12	77.88	26.42
Number of repeated questionnaires per participant (mean)	7.21	1.06	14.94	2.20	3.97	0.37
Percent of repeated questionnaires per participants (mean)	7.39	6.68	8.34	6.80	7.68	5.38

Table C.11: Repeated questionnaire participation (1-hour cutoff)

	Facebook	Lucid	Yougov
Subjects taking at least one questionnaire repeatedly (%)	34.41	78.60	35.24
Number of repeated questionnaires per participant (mean)	1.50	9.91	1.17
Percent of repeated questionnaires per participants (mean)	5.43	6.87	4.24

Table C.12: Repeated questionnaire participation (1-hour cutoff), professionals vs. non-professionals

	Facebook		Lucid		Yougov	
	Professionals	Non-professionals	Professionals	Non-professionals	Professionals	Non-professionals
Subjects taking at least one questionnaire repeatedly (%)	78.57	28.43	89.53	54.75	76.92	20.74
Number of repeated questionnaires per participant (mean)	6.17	0.87	13.55	1.96	3.69	0.29
Percent of repeated questionnaires per participants (mean)	6.13	5.34	7.42	5.68	7.08	3.25

Table C.13: Repeated questionnaire participation (1-hour cutoff)

	Facebook	Lucid	Yougov
Subjects taking at least one questionnaire repeatedly (%)	30.83	76.22	33.50
Number of repeated questionnaires per participant (mean)	1.28	8.80	1.01
Percent of repeated questionnaires per participants (mean)	4.12	5.95	3.63

Table C.14: Repeated questionnaire participation (1-hour cutoff), professionals vs. non-professionals

	Facebook		Lucid		Yougov	
	Professionals	Non-professionals	Professionals	Non-professionals	Professionals	Non-professionals
Subjects taking at least one questionnaire repeatedly (%)	77.14	24.56	87.97	50.59	75.96	18.73
Number of repeated questionnaires per participant (mean)	5.44	0.72	12.04	1.72	3.19	0.26
Percent of repeated questionnaires per participants (mean)	5.49	3.93	6.51	4.73	5.64	2.93

C.4.2 Disaggregation by questionnaire platforms

Table C.15: Repeated questionnaire participation, by questionnaire platform

	Facebook	Lucid	Yougov
Subjects taking at least one questionnaire repeatedly (%)			
Confirmit	27.41	60.29	33.33
Dynata	23.88	51.44	50.00
Formsite	22.22	28.07	0.00
Formstack	27.59	16.00	15.38
Qualtrics	28.54	59.59	NA
Questionpro	17.91	28.10	0.00
Surveygizmo	29.48	64.17	0.00
Surveymonkey	23.24	17.31	8.18
Typeform	12.78	9.82	11.00
Unipark	7.14	12.03	0.00
Zoho	38.71	12.96	17.14
Number of repeated questionnaires per participant (mean)			
Confirmit	0.56	3.20	0.69
Dynata	0.66	1.71	1.44
Formsite	0.22	0.32	0.00
Formstack	0.48	0.23	0.15
Qualtrics	0.75	4.20	NA
Questionpro	0.27	0.79	0.00
Surveygizmo	0.64	2.83	0.00
Surveymonkey	0.82	0.36	0.14
Typeform	0.21	0.15	0.17
Unipark	0.07	0.24	0.00
Zoho	1.39	0.24	0.23
Percent of repeated questionnaires per participants (mean)			
Confirmit	5.85	8.02	7.47
Dynata	3.54	5.90	8.99
Formsite	15.74	22.66	0.00
Formstack	22.35	12.99	11.54
Qualtrics	7.67	10.84	NA
Questionpro	9.35	5.84	0.00
Surveygizmo	8.16	11.18	0.00
Surveymonkey	8.23	3.71	2.92
Typeform	4.57	3.82	3.20
Unipark	0.17	4.77	0.00
Zoho	15.69	3.57	7.13