**Panel Matching & Maintaining Quota**

**PANEL ALLOCATION GRID:**

Let me first take you through the panel allocation grid I have mentioned below.

In this study, we have 2 products with codes T76 and C54.

Just look at the panel 1a / Panel 2a and panel 1b / panel 2b. If we allocate either panel to a particular respondent, have mentioned below the process that will happen.

**Panel 1a / Panel 2a**:

T76 will be placed first with the respondent. He / She will use is as per the placement period i.e. of 7 days. We will have a second visit now where interviewer will take responses for the placed product i.e. T76 and also placed the second product as per the panel 1a i.e. C54 for the respondent to use it for next 7 days. Post 7 days, we go back to the respondent and take the responses on the second product along with the preference evaluation as given in the questionnaire.

**Panel 1b / Panel 2b :**

C54 will be placed first with the respondent. He / She will use is as per the placement period i.e. of 7 days. We will have a second visit now where interviewer will take responses for the placed product i.e. C54 and also placed the second product as per the panel 1a i.e. T76 for the respondent to use it for next 7 days. Post 7 days, we go back to the respondent and take the responses on the second product along with the preference evaluation as given in the questionnaire.

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| --- | --- | --- | --- | --- | --- |
| **Centre** | **Sub Panel No.** | **Sample Size to be Achieved** | **Product Placed 1**st | **Product Placed 2**nd | **CODE** |
| Lagos | 1a | 62 | T76 | C54 | 01 |
| 1b | 63 | C54 | T76 | 02 |
| Kano | 2a | 63 | T76 | C54 | 03 |
| 2b | 62 | C54 | T76 | 04 |

**PANEL MATCHING:**

Now that we have seen panel allocation grid, we can now take up panel matching. What exactly we mean by it.

Panel matching takes place between panels. In this study, panel matching will be taken care

* Between panel 1a and panel 1b OR
* Between panel 2a and panel 2b

In panel matching, no of respondents recruited of a particular age, LSM or any of the specific sub group (Pack size purchased / Consumption) should not differ significantly. More or less the number should be same.

For this study, we require panel matching on

1. **AGE OF THE RESPONDENT**
   1. 20 – 28 years
   2. 29 – 37 years
   3. 38 – 44 years
2. **PACK SIZE PURCHASED BY THE RESPONDENT**
   1. Pack of 25 tea bags
   2. Pack of 2 tea bags
3. **NO OF TEA BAGS CONSUMED IN A MONTH**
   1. Less than 50 tea bags
   2. 51 – 100 tea bags
   3. More than 100 tea bags

***For example : Please refer to the excel sheet attached. Have mentioned below the explanation for the same.***

As you can see above, panel matching is shown between panel 1a and panel 1b. Also the panel matching is done between panel 2a and 2b as well. No of respondent with age group 20 - 28 years in panel 1a and panel 1b are the same. No of respondent with age group 20 - 28 years in panel 2a and panel 2b are the same. Panel 1a / 1b is independent of Panel 2a / 2b

Here we would say we require panel matching to be done centre wise…i.e. for Lagos and Kano seperately (independently) . Not necessary, a particualar sub group (age / Pack size / No of tea bags consumed) would show similar nos when seen in panel 1a and panel 2a. But it should be same between panel 1a & panel 1b for Lagos and it should be same for panel 1a and panel 2b for Kano

**QUOTA TO BE MAINTAINED:**

**We need to maintain the quotas on GENDER as well as on LSM**

|  |  |  |
| --- | --- | --- |
|  | **(731)** |  |
| **GENDER** |  | **QUOTAS TO BE MAINTAINED** |
| MALE | 1 | 40% PER PANEL PER CENTER |
| FEMALE | 2 | 60% PER PANEL PER CENTER |

|  |  |  |
| --- | --- | --- |
|  | **(732)** |  |
| **LSM** | **CODE** | **QUOTAS TO BE MAINTAINED** |
| LSM 4 - 6 | 1 | 60% PER PANEL PER CENTRE |
| LSM 7 - 9 | 2 | 20% PER PANEL PER CENTRE |
| LSM 10 & above | 3 | 20% PER PANEL PER CENTRE |

By quotas we mean, that a specified percentage of the sample size per panel needs to be achieved.

For Example :

Gender wise, we have quota as male : 40% and female : 60%.

So sample size mentioned for each panel, proportion of male and female needs to be taken care of. Same follows for LSM.

No of respondents to be recruited for above sub groups / consumer segments have mentioned in the excel sheet. Please refer to it.