

The **6 essential questions** to ask before trusting any research provider.

Slick dashboards and low prices don't
mean anything if the data is **weak.**

Reality Report
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**Cut through the sales talk and protect the
one thing that matters: data accuracy.**





Does the sample reflect the **real world**?

If the people behind the data don't match the audience you're trying to understand, nothing else matters.

Ask your provider:

› **Do you own your panel?**

If not then: be wary.

Brokered traffic = minimal provenance and limited control.

If they do then:

› **How do you recruit?**

› **How do you verify?**

If they can't prove ownership and representativeness, assume misrepresentation is built in.



Are respondents real, unique, and **fraud-free**?

Fraud is everywhere: VPN masking, duplicate accounts, bots, and now AI generated responses.

Ask your provider:

- › **What multi-layer fraud controls run before, during, and after each survey?**
- › **How do you detect VPNs, device duplication, and synthetic answers?**
- › **What's your fraud rate?**

If you get a vague answer your data is vulnerable.



Are the answers thoughtful, consistent, and **valid**?

Long confusing surveys with poor safeguards create rushed and implausible answers.

Ask your provider:

- › **How do you design for clarity?**
- › **What in-survey accuracy checks do you run?**
- › **How do you catch contradictory, random, or disengaged answers in real time?**

No cleaning step can fix bad questions or inattentive respondents.



Is each answer tied back to a **real person** with a history?

One off surveys are just snapshots. Without persistent profiles, you can't spot contradictions or track real change.

Ask your provider:

- › **Can today's answers be linked to the same person's past responses, behaviors, or attributes?**
- › **Do you maintain longitudinal identity of just anonymous traffic?**

If not then you are missing vital context that severely reduced the effectiveness of your paid for research.



Are participants treated as people - or **churned** through?

Disengaged, tired panelists rush. They fake answers. They leave.

Ask your provider:

- › **How do you reduce screen-outs and survey fatigue?**
- › **How do you keep panelists engaged, informed, and valued?**
- › **How do you measure and maintain long-term panel health?**

Bad experience = bad data in, bad data out



Can they **prove** the quality claim?

Will they share their fraud rate or show how they stack up against other providers?

Ask your provider:

- › **Do they run benchmarking studies?**
- › **Are they willing to share actual evidence and not just big numbers?**

If there's no transparency, there's a reason.

Most providers promise accuracy. **YouGov can prove it.**

If you want data rooted in an owned proprietary panel, protected by multi-layer integrity controls, and validated by years of public accuracy you need to read our Reality Report.

[Download the full Reality Report](#)



**Reality is non-negotiable.
Make sure your data reflects it.**

