WHY PANELISTS BECOME DISENGAGED

Common sources of frustration that reduce engagement, motivation, and retention.

1 INSUFFICIENT REWARDS

- Pay/compensation concerns
- Not enough hours
- Limited growth opportunities
- Lack of project variety

Panelists want to feel fairly compensated and see opportunities to grow.

2 REPETITIVE WORK & WORKLOAD

- Monotonous/repetitive work
- Boring
- Fatigue
- Burnout
- Long ballots
- High number of samples to be evaluated

Too much, too often leads to exhaustion and frustration.

3 LACK OF APPRECIATION & IMPACT

- Not appreciated
- Not valued
- Lack of recognition
- Viewed as a "lab rat"
- Limited sense of impact
- Disconnect from study outcomes

Panelists want to feel valued and know their contributions matter.

4 LIMITED SUPPORT & FEEDBACK

- Inconsistent training
- No or limited feedback
- Performance pressures
- Strict protocols

Clear guidance and feedback help panelists succeed and stay engaged.

5 OPERATIONAL FRUSTRATIONS

- Time commitments
- Scheduling frustrations
- Facility location
- Parking issues
- Physical discomfort
- Lack of autonomy

Logistical challenges create unnecessary stress and barriers.

THESE FRUSTRATIONS LEAD TO... → **DISENGAGEMENT** →

- LOWER RETENTION
- REDUCED MOTIVATION
- POORER DATA QUALITY

The biggest driver of disengagement isn't one issue alone.
It occurs when panelists feel undercompensated, overburdened, undervalued, and disconnected from the purpose of their contribution.