



### **DSA Quarterly QuickPoll Service**

DSA QuickPolls are a free service designed to offer valuable industry knowledge exclusively to DSA members. QuickPolls provide a current snapshot of how direct selling companies handle day-to-day issues, offering focused answers for solving companies' operating challenges. Companies can update outdated policies, practices, and procedures based on new data produced by each QuickPoll.

**To request a QuickPoll**, DSA member companies can submit a set of 5-10 questions related to a specific topic of interest along with a few sentences about why this topic is important and what we hope to learn. QuickPoll requests are presented to DSA's Industry Research Committee for review based on perceived overall utility to members. This vetting makes the QuickPoll more likely to have strong response rates from member companies, making the results more representative of the industry and more useful to all participants. Most QuickPoll requests are approved. Although common reasons for rejection include: survey is determined to only be of little relevance besides to the company requesting it, or the topic is of interest, but due to the sensitive nature of the data requested or difficulty in generating the data, we expect too low of a participation rate.

Once approved, a Research Committee subcommittee will oversee and guide the research process, which will take approximately one month total. This process includes: finalizing the survey questionnaire, programming the questionnaire online, fielding the survey, analyzing and compiling the results, distributing the results report.

QuickPolls are fielded at most once a quarter, and to avoid over-surveying members, long-term strategic research plans will take precedence. Pending Committee review, QuickPoll service will be provided on a first-come-first serve basis. Sometimes QuickPoll requests will be combined into one survey.

Access to QuickPoll data is limited to DSA members, allowing participating companies to enjoy a competitive advantage in the marketplace. **To request a QuickPoll, companies should contact DSA Market Research Manager, Ben Gamse at [bgamse@dsa.org](mailto:bgamse@dsa.org).**