Which questions can an AI panel answer?

2 of 6

survey questions cleared both qualification limits when a candidate panel was compared with a reference panel. The other four stay in fieldwork.

≤ 0.10

distribution-distance limit

0.013 / 0.023

distances for fast delivery and loyalty app

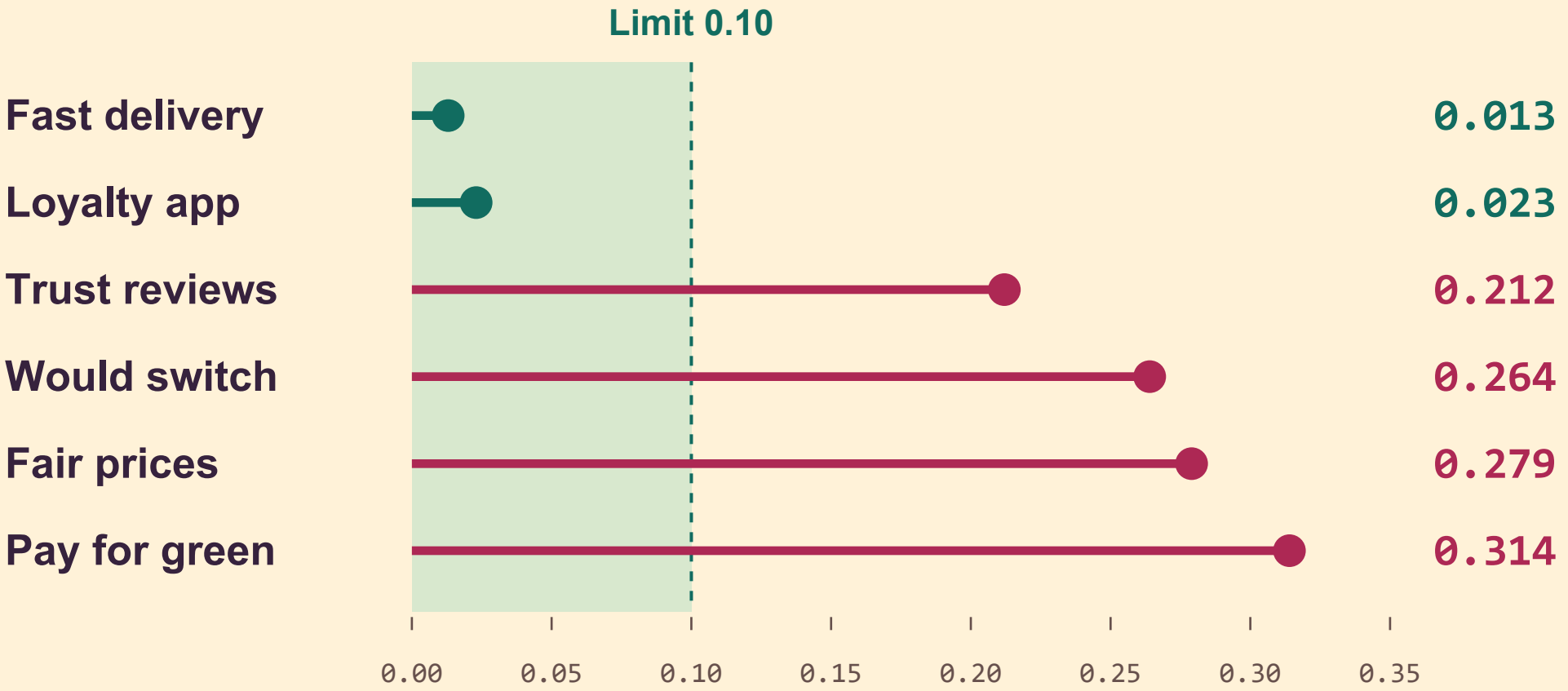
4

questions kept on the fieldwork list

Source: Constructed panel benchmark • Two panels of 1,200 records each

Which questions resemble the reference?

Total variation distance compares every response category. Zero indicates matching response distributions.

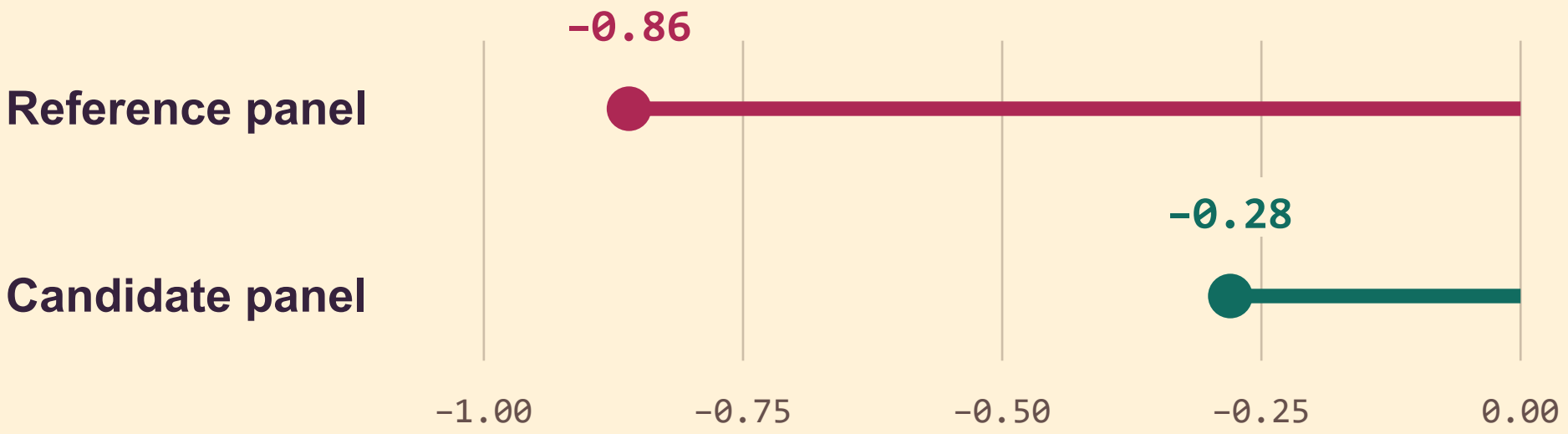


Fast delivery and loyalty-app interest are the only questions below the 0.10 distribution limit.

Source: six question-level distances from two constructed panels of 1,200 records each. A second age-gap rule also applies.

How much of the switching gap survived?

Willingness to switch illustrates the separate age check. Each gap is the mean among ages 55+ minus the mean among ages 18–34.



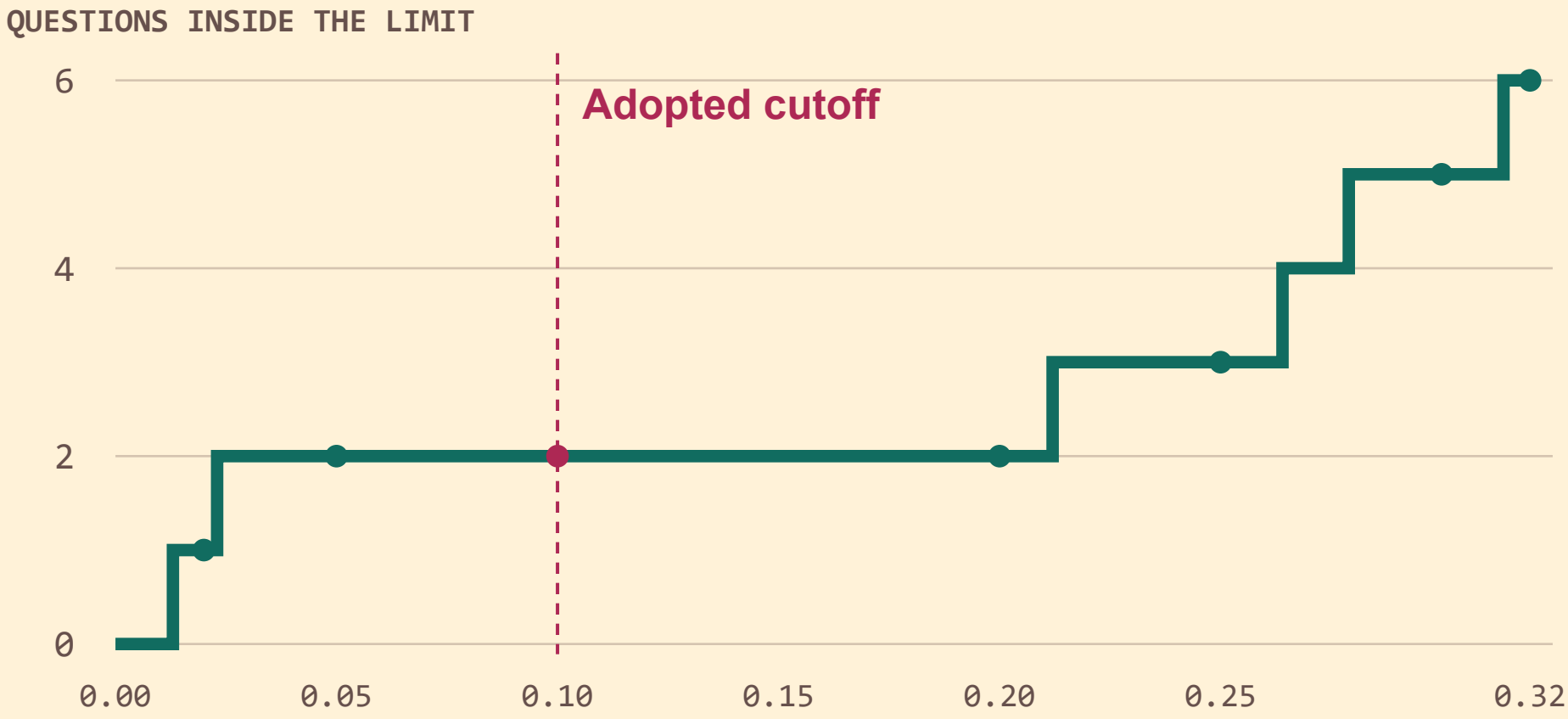
+0.58 pts Candidate minus reference age gap

The candidate gap sits 0.58 points closer to zero. The permitted age-gap difference is ±0.30 points.

Source: switching-gap exhibit. Qualification requires the entire difference interval inside the equivalence band.

How much does the cutoff matter?

This sensitivity check counts distribution passes only. It leaves the age-gap rule untested at the alternative limits.



At 0.20 the same two questions pass distribution. At 0.25 a third crosses, and at 0.32 all six do.

Source: counts recalculated from the six observed distances. Steps occur at the observed values. Horizontal axis: TV cutoff.

AI PANEL VALIDATION

FIELDWORK DECISION

Qualify a question, then choose its route

Each decision concerns one question in this benchmark. A passing item is eligible for a field pilot.

DISTRIBUTION

≤ 0.10

Total variation distance

AGE-GAP DIFFERENCE

±0.30

Entire interval inside the band

Both pass

Fast delivery · Loyalty-app interest

Keep in fieldwork

Fair prices · Switching · Trust in reviews

Willingness to pay for green products

For live use, retest against a fresh reference sample and check which segments drive each difference.

Source: project question-level verdicts. Both benchmark panels were constructed; live-panel performance remains unmeasured.