

ESOMAR 28

Asia Research Partners answers to ESOMAR 28 questions to help research buyers of online sample

The primary aim of these 28 Questions is to increase transparency and raise awareness of the key issues for researchers to consider when deciding whether an online sampling approach is fit for their purpose. Put another way, the aim is to help researchers to ensure that what they receive meets their expectations. The questions are also designed to introduce consistent terminology for providers to state how they maintain quality, to enable buyers to compare the services of different sample suppliers. Notes on the context of the questions explain why the questions should be asked and which issues researchers should expect to be covered in the answer.

These new questions replace ESOMAR's "26 Questions to Help Research Buyers of Online Samples." ESOMAR has updated the text to recognize the ongoing development of techniques. While some of the questions remain constant, new questions have been added to incorporate new techniques and new technology in this area. In particular, this revision recognizes the broad trend within the industry to build online samples from multiple sources rather than relying on a single panel.

It should be noted that these 28 Questions focus on the questions that need to be asked by those buying online samples. If the sample provider is also hosting the data collection, you will need to ask additional questions to ensure that your project is carried out in a way that satisfies your quality requirements.

The 28 Questions complement ESOMAR's Guideline to Online Research, which was revised in 2011 to add updated legal and ethical guidance and new sections on privacy notices, cookies, downloadable technology and interactive mobile.



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INTRODUCTION

Asia Research Partners LLP is one of the leading research agency providing cutting edge business and market intelligence solutions to its clients across industries and geographies. Our research solutions are aimed at meeting strategic and insightful information needs of our client. Our strong experience across industries and geographies and access to varied research tools and a dynamic and highly skilled analyst team enables us to provide solutions that help us to support the growth of our clients.

Asia Research Partners actively manages and maintains online research panels with an emphasis on delivering high quality market research insights. ARP offers quality online research panel services to market research companies, universities and independent research institutions. Our panel is widely known as “ADVICE”

To ensure quality of our proprietary online research panel and related services at all times, we set high standards for our own performance. We manage multi-country research projects using our proprietary panels.

Below are some key factors which set us apart from other panel providers:

- All of our panelists ensure a double opt-in process which abides with ESOMAR panel guidelines
- Reliable incentive program
- Exclusive use of the data for market research purposes
- Heterogeneous panel structure through wide recruitment channels
- Regular clearing of the research panel
- No over-testing of the participants
- Panel service that cares about the requests of the panelists

COMPANY PROFILE

1. What experience does your company have in providing online samples for market research?

ARP is a leading online marketing research agency operating for more than a decade. We have been offering panel services to our international clients across Asia, Europe and North America for many years. Our client includes some of the top global market research agencies.

With over a decade of domain knowledge, latest technologies and local insights in building panels, you will be able to get swift and well-informed answers from them.

SAMPLE SOURCE AND RECRUITMENT

2. Please describe and explain the type(s) of online sample sources from which you get respondents. Are these databases? Actively managed research panels? Direct marketing lists? Social networks? Web intercept (also known as river) samples?

ARP's core product is its panels, which are actively managed to provide clients with compelling and quality responses that are representative of all demographics. We acquire databases from trusted and verified organizations and convert them to panels. All our panelists are double opt-in. ARP's full time dedicated panel management team is solely focused on developing and maintaining active respondents and at the same time executing our unique quality control standards. Our Healthcare panel is exclusively used for healthcare market research purposes. We do not use them for any other marketing activity or surveys.

3. If you provide samples from more than one source: How are the different sample sources blended together to ensure validity? How can this be replicated over time to provide reliability? How do you deal with the possibility of duplication of respondents across sources?

In the event we have to use other partner/s, the same is communicated to the client and we ask for their approval.

To avoid any duplication on our surveys, we employ cookie meter, IP blockers and digital fingerprinting technology. Where possible, we also exchange partial names/masked information with our partners so that the same respondents are not approached by either of the team.

4. Are your sample source(s) used solely for market research? If not, what other purposes are they used for?

ARPs' online survey panels are used solely for market research purpose and members are not approached for any other activities.

5. How do you source groups that may be hard to reach on the internet?

ARP has a team of seasoned callers who are specifically recruited to source hard to reach respondents online. We also have field team in geographies where the internet penetration is low to conduct offline recruitment/interviews.

6. If, on a particular project, you need to supplement your sample(s) with sample(s) from other providers, how do you select those partners? Is it your policy to notify a client in advance when using a third party provider?

ARP's emphasis is to deliver the promised sample to its clients. In the event we require to supplement the sample from our partner, we always inform and request the permission of our clients in such cases.

While choosing the right partners, various factors are taken into consideration in deciding who we work with. Some of these considerations include partner's membership in local or regional market research associations and adherence to their standards. We also confer with these partners about ARP's very high standards in sampling.

SAMPLING AND PROJECT MANAGEMENT

7. What steps do you take to achieve a representative sample of the target population?

All our projects have a pre defined quota set by our client. Hence we target to achieve the quotas set by our client. Quotas are designed to be representative of target population.

8. Do you employ a survey router?

We do not employ survey routing systems.

9. If you use a router: Please describe the allocation process within your router. How do you decide which surveys might be considered for a respondent? On what priority basis are respondents allocated to surveys?

We do not employ survey routing systems.

10. If you use a router: What measures do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure and report any bias?

We do not employ survey routing systems.

11. If you use a router: Who in your company sets the parameters of the router? Is it a dedicated team or individual project managers?

We do not employ survey routing systems.

12. What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up- to-date? If no relevant profiling data is held, how are low incidence projects dealt with?

All the basic demographic and profiling information of our panel members are maintained by ARP. All profiling questions are localized for each country to assure the quality of the panel profiling. Few mandatory profiling data is collected for all registered members. Panelists are requested to update their profiling information at least once a year.

13. Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to? You should note that not all invitations to participate take the form of emails.

Invitations are sent in regular batches to the targeted audience. Invitation includes the topic of the study (without disclosing the screener questions), expected length of the interview, incentive offered, link to the survey and links to the privacy policy and FAQs.

Respondents are also invited over fax and phone to boost participation and in the scenario where we need to do offline or telephonic interviews.

14. Please describe the incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

Incentive value is determined by respondent type, specialty, geography, complexity of the survey, IR and length of the survey. ARP panel members receive incentives for their participation in the form of cheques, points or gifts. These Points can also be converted to cash, online vouchers or donations.

15. What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

The minimum required information for ARP to have a better estimation of feasibility includes the Target Respondent, Survey methodology, length of interview, Incidence and expected fieldwork timing.

16. Do you measure respondent satisfaction? Is this information made available to clients?

Yes, we measure the satisfaction of our respondents. ARP believes that respondent satisfaction is in correlation with quality data. Hence, we are always exploring ways to deliver a pleasing respondent experience.

We do inform our clients on any feedback that is received from our respondents in relevance to the study such as unavailable products or questions not relevant to their geography or profession.

17. What information do you provide to debrief your client after the project has finished?

ARP provides metrics and variables that might be relevant upon request, including gross sample, access rate, response rate, drop-out rate, and incidence rate at the end of a survey.

DATA QUALITY AND VALIDATION

18. Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviors, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item non-response (e.g. "Don't Know") or (d) speeding (too rapid survey completion)? Please describe these procedures.

Respective project managers are responsible for the data quality checks for their studies. Data is validated at intervals of 25%, 50%, 75% and 100% of study completion. Check points include logical response, open ends, time to complete the survey and varying responses.

Respondents who provide sub quality responses are removed from the panel immediately.

Client as well has access to the data and do verify for any responses that seems suspicious.

19. How often can the same individual be contacted to take part in a survey within a specified period whether they respond to the contact or not? How does this vary across your sample sources?

Panelists are sent reminder not more than 2 times a week post the initial invite. We attempt to make a call once a week after the 1st week of no response from the panelists to inform them about the survey and request their participation.

20. How often can the same individual take part in a survey within a specified period? How does this vary across your sample sources? How do you manage this within categories and/or time periods?

Our respondents are limited to 12 surveys in a quarter and not more than 4 in a month. If the client requests for a certain screening criteria where the respondent should not have participated in the similar study in last few months, we put the same in the screener.

We have an automated tool where we can set/change the criterion. This tool administers the invites and reminders.

For certain geographies where the universe of specific respondents are very low, we do not have any limit and keep our clients informed about the same.

21. Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your survey respondents? Are you able to supply your client with a project analysis of such individual level data?

We maintain all the information of our panelists from the first invite sent to them for panel recruitment. We also maintain by survey information such as number of invites sent, calls made, first time survey entered, survey completion, etc. Yes we do provide certain information to our clients except for the PII.

22. Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration and/or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?

ARP employs strict quality control practices to identify and remove questionable bad data at the time of registration and during periodic cleaning. These include:

- All our panelists are double opt-in.
- Screening for registered information that is likely authored by the same individual
- Comparing multiple sources of information to identify duplicate registrations (e.g. same name, contact number, address)

POLICIES AND COMPLIANCE

23. Please describe the “opt-in for market research” processes for all your online sample sources.

Registrants must undergo a double opt-in process and any registrant who wishes to join ARP online survey will be asked to fill in a preliminary registration form. A link is then sent to registrants registered e-mail address which makes them to proceed to the main registration page. Once this process has been completed, the registrant becomes a member.

24. Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

All our panelists are governed by our Privacy Policy to not sell their PII information at any time. Also their answers will be used in aggregate (unless specified with an approval before hand).

Our Privacy policy is mentioned in all our invites to our respondents. They can access the privacy policy at anytime on our panel website.

25. Please describe the measures you take to ensure data protection and security.

ARP employs stringent data protection and security measures to safeguard respondent information. Respondent PII data is stored within secured industry standard firewall, which is password protected and governed by strong IT policy frame work. Passwords regularly change to ensure further security.

Also the ARP employees who have an access to the panel members' private information sign a non-disclosure agreement with ARP.

26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

Whenever we run a survey where we need to present commercially sensitive client data, we get a non disclosure agreement signed from our panelists who qualify for the particular survey. We also ensure that we use appropriate tools to block any kind of copying of the materials during the survey.

27. Are you certified to any specific quality system? If so, which one(s)?

Not yet. However, ARP is in the process of getting ISO certification.

28. Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides? What other rules or standards, for example COPPA in the United States, do you comply with?

We do not conduct surveys among respondents who are not of legal age as per the local governing agencies and ESOMAR.