ESOMAR 28

REINIT RESEARCH answers to ESOMAR's 28 questions to help online research buyers

Introduction

The primary aim of the ESOMAR 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.

Company Profile

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

We have been offering data collection and fieldwork services to marketing professionals since 2014 and started building our online panels in 2015. We have always put emphasis on the link between the market researcher and the panelist, as we keep in mind the expectations of both sides.

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Sample Sources & 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?

We run an actively managed online proprietary panel used solely for market research purposes.
We use multi-source recruitment to avoid sample bias.

Our panelists are recruited via web, telephone and face-to-face which enables us to make sure that our panels are always up to date even in the hardest target groups. Respondents can join on invitation only, which reduces the risk of panel overlap and of attracting "professional "respondents into our database.

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?

As respondents can join on invitation only, we have full control over the registration in our panel. Instant quality checks during the recruitment process enable us to exclude peculiar applicants or shut down single recruitment sources as a whole.

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

Yes, our panels are used solely for market research purposes; members are never approached for sales, direct marketing, advertising or any other similar activity. This is clearly indicated in our privacy policy.

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

Our panel is well represented on the hard-to-reach target groups as we partly recruit by F2F and telephone. This way we avoid the issues you would otherwise have with an only web recruited panel.
In addition to this we run ad hoc recruitment campaigns for hard-to-reach target groups based on client specific needs.

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?

As we have high-performance panels, we rarely use other suppliers to fulfill requests. However, when this situation arises, we rely on our global partner network. We aim to select partners who share our ethics and philosophy on quality and authenticity.
We generally look for smaller companies that are situated in the country from which this information is required. On the whole these companies not only have local knowhow but are also quick in reacting. We appreciate the fact that our clients value an open and honest communication. As a result, we notify them upfront if a third-party provider may be necessary and ask for their permission.

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Sampling & Project Management

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

For our panel, sample selection is made randomly using the profile criteria specified in client quotas, taking account of predicted response rates by target demographic and country to avoid over-contacting panelists and to ensure that we do not introduce a bias in the responses. Respondents are randomly selected for surveys that they have a likelihood of qualifying for.

For tracking and other longitudinal studies, we regulate past-participation and participation frequency limits by tracking each respondent's participation over the full duration of the study, and setting past participation filters on the sample selected for such studies.

8 Do you employ a survey router?

We do not use a router.

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 use a router.

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 use a router.

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 use a router.

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?

The registration variables which are mandatory in order to become an active member, include socio-demographic data like name, address, age, gender, household size etc. In addition to this, special background variables on e.g. cars & motorbikes, job & career, health, household & finance, media & communication, hobbies & travelling, are filled out on a voluntary basis. We prompt our panelist to update their own profiles on a regular basis. In addition, panelists will be reminded in their member area to update the data if necessary.

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.

We share invites respondents to complete research based on the requirements of the survey. Respondents receive an invitation to participate through email, phone or open links through our social media platforms.
Respondents are also informed about how long the participation in the survey is likely to take and how many points they will receive.
To avoid cheaters in screening questions we usually do not inform about the topic of the survey in the invitation e-mail.

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?

Our standard incentive process is a points-based system.
Incentive are determined according to subject of study, length of interview and incidence rate. survey completed. Points are automatically redeemed as airtime or money.
The focus is never put on the incentive itself as it could become a magnet for "incentive hunters". Consequently, we carry out regular internal studies and adjust our system if necessary.

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

We always need to know screening criteria or expected incidence rate (IR) for each quota group, desired completes for each quota group, the recruitment timeframe and the length of the survey. In most cases, a definition of the target group and quotas is enough to give an accurate estimate of feasibility.
Our estimates of feasibility include the number of eligible panelists and their expected response rate to participate.

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

Yes. Measuring and maintaining our respondents' satisfaction is an integral part of our quality process. We can only expect that happy and motivated respondents will keep on taking part in surveys and providing genuine answers.
Our panel support team ensures that all enquiries or complaints from our respondents are promptly answered and solved.

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

We always provide our clients with access links to project performance reports in real-time. These reports include updates on quotas and sub-quotas, response rates and incidence rates in total and by quota, length of interview, and outcome by question or country.
Our Project Managers communicate with clients when the project closes to see if any further project related information is needed. If requested, additional information will then be provided (subject to applicable laws and codes of conduct).

Data Quality & 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.

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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?

We manage our panelists according to three general classes of elimination rules: a general "rest period", category eliminations, and same-study/same-content eliminations.

General rest period- Here eliminations exclude people who responded to any study in the past four days. This rule helps reduce panelist fatigue and thus guard against lower response rates and premature attrition.

Category eliminations - This excludes respondents who recently participated in a study about the same category of products or behaviors in the past week. This is because respondents may be primed, and their responses will be biased if they have recently been asked about the same topic.

Same-study or same content eliminations – We use this to exclude respondents who participated in a previous wave of a tracker or the same type of study. These practices arise from the observation that respondents tend to answer differently when they can anticipate being asked certain questions associated with the tracker or type of study. These rules aim to "de-familiarize" the respondent with the study's question sequence. The length of the elimination period varies for each tracker and study type.

All of our elimination rules are applied to panelists who respond to and complete a survey. If a panelist does not reply to an invitation or replies but disqualifies, then they are still eligible to receive further survey invitations at any time. We may also limit contact frequency to control response frequency as required by the mandates of the specific research being conducted.

Respondents can be invited multiple times if they belong to multiple sample sources, but our deduplication tools and rules ensure they cannot complete the same survey more than once.

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?

We recognize the delicate balance between sending multiple invitations to boost response rates and sending too many invitations that drive away survey respondents from participating. Panelists provide input on their survey invitation preferences.
We limit research participation based on respondent preference.
Panelists are contacted at least once per year; Panelists who do not respond to any invitations during the previous 12 months are removed from the Panel.

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 individual level data and it can be made available to the client if it does not compromise privacy principles.

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?

The quality processes span the lifecycle of a panelist which begin when an individual join the panel and continues through panel management and survey response.
Double-opt in email confirmation to ensure validity of the email address provided. Respondents who want to join our panel receive a confirmation link on the email address provided. Once they click on the confirmation link, they are allowed to continue.
Country Geo-IP validation. A respondent connected from an IP outside the surveyed country is not allowed to participate.
Detection of anomalies and patterns in panel registration data. Detection of patterns in names/email/IP/demos collected at registration. Accounts having multiple elements in common are inactivated.
Duplicate emails identification. Our panelists cannot create multiple accounts with the same email address.
Duplicate contact details detection. At panel registration, respondents provide name, surname, street address, phone numbers and email address. Using this information, we can identify panelist accounts that are very likely to be duplicates.

Policies & Compliance

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

Every person who is invited to join our panel gets a personalized invitation-code which allows them to register at our panel. After the initial registration with basic demographic variables every potential member receives an email and only upon confirmation this person becomes an active panel member (double-opt-in-process). Depending on the country and source of recruitment, further instruments for assessing the quality of our recruitment may be applied.

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

https://

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

We follow all local data protection regulations. Personal information is fully protected and can only be accessed following a strict procedure. Our sampling teams do not have direct access to the database to reveal the identity of users. Survey data remains anonymous.

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?

Our panelists are informed that they may be presented with confidential material in the terms & conditions when they first join the panel, and they are asked to agree not to share concepts that they are shown in our surveys. We can also make this an `opt-in' process on an individual survey, if necessary.

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

We are an ESOMAR member and operates under ESOMAR's code of conduct every step of the way: in terms of sampling, panel management, data protection, confidentiality etc.
At the same time, we are members of MSRA, strictly respecting the quality rules set by this organization.

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?

No, at this stage we do not

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