



CLOSE TO PEOPLE

Quotation for Online Field Services

Quotation for

Harvard, OECD & ETH Zurich

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respondi AG's quality management
fulfils the strict criteria of Norm
ISO 20252:2019



Operations Awards 2017
Winner
Best Data Collection (online)

1. Project Background

Harvard, OECD & ETH Zurich are planning to carry out an online survey in various markets around Climate Change.

2. Detailed Description

Method:	<ul style="list-style-type: none">• Ad hoc
Sample size:	<ul style="list-style-type: none">• n = 2,000 per market
Countries:	<ul style="list-style-type: none">• UK• South Africa• Italy• Spain• Germany• Poland• Japan• Indonesia
Length of interview:	<ul style="list-style-type: none">• 25 minutes
Additional requirements:	<ul style="list-style-type: none">• Respondents must reside in relevant market• Quotas will be set per market to ensure representative by sex, age, income, region, and rural/urban• Respondents must be aged 18-65 years old• There are no other criteria or quotas!
Incidence rate:	<ul style="list-style-type: none">• 90-100% within targeted population
Duration of project:	<ul style="list-style-type: none">• Field period: 7-10 days per market

3. Services provided by respondi

<ul style="list-style-type: none">• Inviting participants
<ul style="list-style-type: none">• Incentivising participants

4. Services provided by client

<ul style="list-style-type: none">• Programming & Hosting of the questionnaire
<ul style="list-style-type: none">• Managing field period

5. Project fees

The costs of the services to be rendered are itemised in the table below:

N2000 per market	LOI (min)	CPI (excl. Incentives)	Incentive	CPI (incl. Incentives)	Σ
UK	25	€2.65	€1.45	€4.10	€8,200.00
South Africa	25	€4.30	€1.45	€5.75	€11,500.00
Italy	25	€4.30	€1.45	€5.75	€11,500.00
Spain	25	€4.30	€1.45	€5.75	€11,500.00
Germany	25	€2.65	€1.45	€4.10	€8,200.00
Poland	25	€4.30	€1.45	€5.75	€11,500.00
Japan	25	€2.65	€1.45	€4.10	€8,200.00
Indonesia	25	€2.65	€1.45	€4.10	€8,200.00
Total Sample Costs					€78,800.00

The prices are listed excl. VAT.

Our minimum project fee is €1,250.00

This quotation is valid until 11th August 2021

6. Quality Standards

The online respondi panel is used solely for the purposes of market research and for no other purpose. Membership and participation is voluntary and follows a double opt-in registration process. The panel is actively and centrally managed by a professional panel team. In order to ensure a high standard of quality, the panel undergoes a continuous quality control process using a thorough scoring and controlling system.

Since we recruit via our own opinion platforms and the telephone, the focus is on intrinsic motivation thus preventing sample bias due to 'professional' respondents. A guaranteed panel response rate of 60% within the first seven days serves as proof of this high standard of quality.

We hold a large amount of information on each participant regarding their social demographics, Internet usage, interests, consumer behaviour, health, media usage, investments and mobility. In accordance with German data protection law, personal data and survey data are stored separately. We would be happy to provide you with further information regarding our response to the ESOMAR guidelines for online access panels.

respondi Limited is a member of the following organizations and operates in strict accordance with their guidelines governing online research.



7. Other

respondi Limited assures its client that all information relevant to the project will be treated in the strictest confidence. In particular, no data such as the names, addresses or other details of target persons will be passed on to a third party. The costs for programming and hosting do not refer to survey methods using monadic testing, unless this is expressly mentioned in our quotation. If quotas are changed or there is a change in the incidence rates included in this quotation, we reserve the right to recalculate the costs. In such a case we will issue a new quotation. Furthermore, we reserve the right to recalculate the costs for a project if the screening questionnaire is to cover more than six questions (including demographic details).

In the case of projects not programmed by respondi and not carried out on the respondi Limited server (sample only), the client may have to close internal quotas. If in such cases the number of interviews carried out exceeds the requested sample size by more than 10% (or 200 interviews), these additional interviews will be billed separately. On completion of the project, all data will be destroyed, unless the client instructs respondi Limited to store the data for a future survey.

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