28 ESOMAR QUESTIONS

28 QUESTIONS TO HELP BUYERS OF ONLINE SAMPLES

Data Collect s.r.o.
Geologicka 575/2,
152 00 Prague 5
phone. +420 225 020 010
www.datacollect.cz
info@datacollect.cz

Published: 2015/12

Q1. What experience does your company have with providing on-line samples for market research?

We have been providing internet research under the United Interactive brand since 2004. This made us a pioneer in offering internet research in the Czech Republic and Slovakia. In 2007, all on-line activities are operated by Data Collect. Data Collect offers quality on-line sample for many research companies in the Czech Republic, Slovakia and abroad. Our wide experience includes a broad range of Internet research services – both qualitative and quantitative, internet surveys, on-line panel management, extensive knowledge of internet user habits and behaviors.

Q2. Please describe and explain the types of source(s) for the on-line sample that you provide (are these databases, actively managed panels, direct marketing lists, web intercept sampling, river sampling or other)?

The main source is an actively managed on-line panel. Additional sources can be existing databases provided by the customer of the research. We do not use any commercial marketing lists, due to methodology and legislative issues.

Q3. 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?

We use the panel as a single source and do not combine several panel sources.

Q4. If the sample source is a panel or database, is the panel or database used solely for market research? If not, please explain.

Yes, our panel is used solely for market research. We strictly prohibit using it for any other purposes. That prevents negative effects on research outputs.

Q5. How do you source groups that may be hard-to-reach on the Internet?

The panel is used as a source for surveys on active internet population (uses Internet at least twice a week). The output, thus, cannot be considered as representative for the whole population. There are no occasional users of the internet, including those users whose response time is not fast enough for most clients' needs. This limitation is consulted with each client before the survey starts. We usually recommend using other methodologies (phone interviews, Face-to-Face interviews) to target the hard-to-reach groups.

Q6. 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?

We carefully select providers based on long-term partnership to ensure top quality and transparency. We always notify a client in advance before using a third party provider and as for his agreement.

SAMPLING AND PROJECT MANAGEMENT

Q7. What steps do you take to achieve a representative sample of the target population?

We do not provide a representative sample of the general population in the country, only active internet population. We randomly select respondents from our panel to send out survey invitations. In order to acquire samples without a bias, we send out surveys according to the representation of the targeted population (typically sex, age and region).

Q8. Do you employ a survey router?

No, we do not employ any survey routers or similar systems.

Q9. - Q11. If you use a router…

We do not employ any survey routers or similar systems.

Q12. 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?

Basic demographic data is collected from all members: age, gender, education, location, occupation, employment status, household status. We keep further information on panelists as internet users or consumers. We ask our panel members to input the information when they register to our panel and update their profile whenever there is a change. We also conduct an annual campaign to update their profiles. This allows us to offer our clients the most accurate and up-to-date information regarding our panel members. We also offer special subpanels for targeting, with over 30 detailed categories.

Q13. 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?

Email invitations are sent to the respondents to participate in a survey (alternatively SMS, or phone call). The invitation contains the information required by industry standards such as invitation text, link to the on-line questionnaire, length of the survey, offered incentives, validity of the survey, contacts, information about membership cancellation.

Q14. 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?

Respondents earn points for participating in a survey. The amount of credits is related to the length of the questionnaire, difficulty, target group etc. Credits can be exchanged for cash, discount vouchers or charity. There is no limitation on respondents' characteristics when redeeming the points.

Q15. What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

We need the following details to check the feasibility of the study: number of completes, questionnaire length, incidence rate of the target sample, requested quota.

Q16. Do you measure respondent satisfaction? Is this information available to clients?

Panel members are asked to express their opinions about questionnaires on the end of each study. There is also a support service available to panelists to solve specific problems or questions. Results are used to improve our service and to advise clients to conduct better studies, but the result itself is not made public to clients in general.

Q17. What information do you provide to debrief your client after the project has finished?

Together with the outputs, the client can obtain the following statistics: response rate, number of invites, rate of unfinished questionnaires, timing, brief information on fieldwork and other statistical data.

DATA QUALITY AND VALIDATION

Q18. 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.

There are several levels of quality checks during the project. It starts with questionnaire checks, preliminary data checks and final data checks. We detect speeding, open-end text analysis, illogical response or response patterns.

Q19. 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?

In order to keep the number of invitations leveled, we randomly select respondents to answer the survey. The average number of invitations sent to a single panelist is 2-3 per week.

Q20. 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?

The average number of main surveys responded by one member is 1-2 per month. The frequency of participation of each respondent is monitored and cannot exceed a defined limit. The limit is set to 2 projects per week and 5 questionnaires per month to avoid over solicitation and professional survey takers effect.

Q21. 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?

Yes, we store respondent history regarding entry and participation, but we do not provide them to any third party.

Q22. 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?

Double opt-in is required during the registration. The duplicity data control is done automatically during the registration (e-mail, cookie). After a successful registration the identity of selected members is validated by a human check and then by a phone call or mail. Further control mechanisms are implemented after the registration process – questionnaires, remuneration.

POLICIES AND COMPLIANCE

Q23. Please describe the "opt-in for market research" processes for all your sample sources.

We apply a double opt-in process to ensure that the respondent joining a panel wishes to be a member and understand what to expect. After filling in the registration form, panelists receive a confirmation key via e-mail and activate the account from their email manually.

Q24. Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

All activities complying the laws of the Czech Republic /Slovakia and international industry standards. As a member of ESOMAR we conduct all market research in accordance with ICC/ESOMAR International Code on Market and Social Research. Privacy policies, including confidentiality agreement, are applied to the panel. The panel data cannot be provided to third parties without the explicit agreement of the panelist. All panelists' data is used solely for market research.

Q25. Please describe the measures you take to ensure data protection and data security.

Several security levels apply to protect the panel and its system to comply the local laws, which involves physical access controls, admission control, access controls, transmission controls, entry controls, order controls, availability controls. Personal data of panel respondents are also separated from their panel activity and their responses in surveys.

Q26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

We are applying several technical solutions to increase the security of the materials presented to respondents (copy-paste blocking for selected studies, agreement to a confidentiality rule, reassuring the confidentiality obligation on the top page). Despite these protection measures, we cannot assure 100%

security on client materials. In the case of protecting confidential materials, we recommend using other research methods.

Q27. Are you certified to any specific quality system? If so, which one(s)?

Nowadays we apply our own quality management system. We are considering applying ISO standards in the future.

Q28. 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, we don't conduct surveys with children. There is an option to invite parents to the questionnaire together with their child.