

ESOMAR 26 QUESTIONS

- 1. What experience does your company have with providing online samples for market research?**
 - a. Worldwide Panel has been providing online market research sample since 1999 to over 150 international clients. We regularly provide sample for a diverse array of projects fielded throughout the world.

- 2. Please describe and explain the types of source(s) for the online sample that you provide (are these databases, actively managed panels, direct marketing lists, web intercept sampling, river sampling or other)?**
 - a. The majority of our sample comes from actively managed panels with a small but growing number of respondents generated from Web intercept sampling.

- 3. What do you consider to be the primary advantage of your sample over other sample sources in the marketplace?**
 - a. Our panelists are subjected to regular quality and security screening protocols that ensure only high quality panelists are invited to participate in online surveys. The methodologies and relationships we use to build our panels provide us with the advantage of picking who we invite to join the panels.

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

- 5. How do you source groups that may be hard-to-reach on the internet?**
 - a. We have partners that recruit members to our panel via the phone or in person. We also have targeted recruiting programs for hard-to-reach populations.

- 6. What are people told when they are recruited?**
 - a. Members are told they are joining a market research panel where they will be rewarded for providing their opinions.

- 7. If the sample comes from a panel, what is your annual panel turnover/attrition/retention rate and how is it calculated?**
 - a. Based on bounced email invitations and lack of response to emails that are delivered, our domestic U.S. panel turns over at 10% a year.

- 8. Please describe the opt-in process.**
 - a. We use a double-opt in process that involves a registration process with an opt-in link delivered via email to activate the account.

9. **Do you have a confirmation of identity procedure? Do you have procedures to detect fraudulent respondents at the time of registration with the panel? If so, please describe.**
- Members provide email addresses and physical mailing addresses that are validated against a third party database. When our members sign up to receive incentives through PayPal they are required to provide name, address and bank account information that we verify against our member information.
10. **What profile data is kept on panel members? For how many members is this data collected and how often is this data updated?**
- Our panel members are profiled across more than 200 data points. Some members have longer profiles depending on their profession, ailments, family size or interests. Individual panel questions are updated on an ongoing basis.
11. **What is the size and/or the capacity of the panel, based on active panel members on a given date?**
- Our U.S. panel has more than 1.5 million active members.
12. **Please describe your sampling process including your exclusion procedures if applicable. Can samples be deployed as batches/replicates, by time zones, geography, etc? If so, how is this controlled?**
- Our sampling process is specific to the project but in general involves a randomly sampling of members within the target group. Members can be excluded from invitations based on need or project requirements. Our proprietary systems can send invitations within “windows” or based on specific criteria from the Worldwide Panel profile.
13. **Explain how people are invited to take part in a survey. What does a typical invitation look like?**
- Typical invitations are very generic, indicating the length of the survey and the incentive for completion.
14. **Please describe the nature of your incentive system(s). How does this vary by length of interview, respondent characteristics, or other factors you may consider?**
- Our panelists use RedeemItNow to receive rewards in the form of PayPal Cash, gift certificates and products.
15. **How often are individual members contacted for online surveys within a given time period? Do you keep data on panelist participation history and are limits placed on the frequency that members are contacted and asked to participate in a survey?**
- Members can only complete up to 4 surveys a month in most cases. Certain trackers and omnibus surveys are not included in the count.

Worldwide Panel keeps track of invitations and participation. Invitations are limited based on a few factors that include topic, length, incidence and total invitations.

16. Is there a privacy policy in place? If so, what does it state? Is the panel compliant with all regional, national and local laws with respect to privacy, data protection and children e.g. EU Safe Harbor, and COPPA in the US? What other research industry standards do you comply with e.g. ICC/ESOMAR International Code on Market and Social Research, CASRO guidelines etc.?

- a. Yes. Worldwide Panel is compliant with all applicable laws and regulations.
- b. The North American privacy policy can be found here:
<http://www.testspin.com/infoHome/type/privacy/>

17. What data protection/security measures do you have in place?

- a. The SurveyDefender suite of tools utilizes the security measures that are appropriate for each project. These tools prevent duplicates and help ensure respondents are paying attention to the survey.

18. Do you apply a quality management system? Please describe it.

- a. Our quality assurance system is constantly expanding as the industry and respondents evolve. The system relies on feedback from our clients as well as input from SurveyDefender, Survey Review and other metrics.

19. Do you conduct online surveys with children and young people? If so, please describe the process for obtaining permission.

- a. Yes. Our process involves contacting the parents and asking them to involve their children in the study to the degree required by the project.

20. Do you supplement your samples with samples from other providers? How do you select these partners? Is it your policy to notify a client in advance when using a third party provider? Do you de-duplicate the sample when using multiple sample providers?

- a. We use panel partners when our panels are being heavily utilized or when incidence requires us to seek additional help. Our SurveyDefender tools have the capacity to identify duplicates across sample sources. We notify our clients when third parties are utilized.

21. Do you have a policy regarding multi-panel membership? What efforts do you undertake to ensure that survey results are unbiased given that some individuals belong to multiple panels?

- a. The concept of “professional survey takers” is difficult to monitor and track. We monitor membership participation over time and remove members with activity that suggests they fit the profile of a “professional survey taker.”

- 22. What are likely survey start rates, drop-out and participation rates in connection with a provided sample? How are these computed?**
- a. These rates vary greatly depending on the target. Rates are computed based on the number of panelists who are sent invitations, click on survey links and reach an endpage.
- 23. Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your panelists? Are you able to supply your client with a per job analysis of such individual level data?**
- a. Yes, we maintain participant and project level data on all panel members.
- 24. Do you use data quality analysis and validation techniques to identify inattentive and fraudulent respondents? If yes, what techniques are used and at what point in the process are they applied?**
- a. We have tools in the SurveyDefender suite that look for inattentive and fraudulent respondents, but it is the partnership we have with most of our clients that improves our chances of identifying these respondents.
- 25. Do you measure respondent satisfaction?**
- a. Yes, on a project by project basis.
- 26. What information do you provide to debrief your client after the project has finished?**
- a. We are open to providing any information relevant to the project that is requested by our clients.