ESOMAR 28 Questions and Panel Book

TEG Insights
Australia and New Zealand

ESOMAR'19 corporate

TEG [INSIGHTS]

ESOMAR 28

28 Questions to help buyers of online samples

Introduction

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 on-going 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 recognises 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.

Company Profile

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

***Context**: This answer might help you to form an opinion about the relevant experience of the sample provider. How long has the sample provider been providing this service and do they have for example a market research, direct marketing or more technological background? Are the samples solely provided for third party research, or does the company also conduct proprietary work using their panels?*

TEG Insights manages online permission-based panels in Australia and New Zealand connecting businesses with consumers for the purpose of market research.

TEG Insights has been supplying the Market Research industry with quality online sample since 2007. We supply to independent research consultants, full service market research agencies, direct clients as well as other panel providers. TEG Insights also offer full Market Research services which include questionnaire design, scripting, online data collection and analysis.

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?

***Context**: The description of the types of sources a provider uses for delivering an online sample will provide insight into the quality of the sample.*

The online panel is an actively managed research panel recruited through a variety of online and offline channels. These may be through advertisements within publications, banner ads or commercials and recruitment from consumer databases via email analysis.

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?

***Context**: The variation in data coming from different sources has been well documented. Overlap between different panel providers can be significant in some cases and de-duplication removes this source of error, and frustration for respondents.*

For most projects, TEG Insights utilises its own panel. Where more than one sample source is required, this is determined during the feasibility phase. The different sample sources will be provided with their own quotas and profiled to match demographically by monitoring key variables such as (but not limited to) age, income, education to ensure consistency from both sources. Duplication will be managed within the survey platform through IP and demographic questions.

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

***Context**: Combining respondents from sources set up primarily for different purposes (like direct marketing for example) may cause undesirable survey effects.*

TEG Insights manages different panels for market research.

TEG Insights understands that data quality is of upmost importance to our Clients. We have developed internal systems that are able to manage and quarantine respondents who have participated in market research surveys of the same category to mitigate bias that may impact data. Further exclusions can be applied as requested by the client.

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

***Context**: Ensuring the inclusion of hard-to-reach groups on the internet (like ethnic minority groups, young people, seniors etc.) may increase population coverage and improve the quality of the sample provided.*

To source hard to reach targets TEG Insights employs a variety of recruitment methods and incentive programs.

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?

***Context**: Many providers work with third parties. This means that the quality of the sample is also dependent on the quality of sample providers that the buyer did not select. Transparency is essential in this situation. Overlap between different providers can be significant in some cases and de-duplication removes this source of error, and frustration for respondents. Providers who observe process standards like the ISO standards are required to give you this information.*

In a majority of cases, TEG Insights does not need to partner with other sample/panel providers. If a project cannot be completed in its entirety using our panel alone, then the client is advised at the quotation stage. TEG Insights does not commit to any study that it cannot complete to the client's complete satisfaction. On the unlikely occasion when a project is in field and additional external sample is required, the client is first notified that additional sample is required before a third party partner is contacted.

Sampling & Project Management

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

***Context**: The sampling processes (i.e. how individuals are selected or allocated from the sample sources) used are the main factor in sample provision. A systematic approach based on market research fundamentals may increase sample quality.*

Sample is drawn based on individual project requirements (survey screeners) using the information collected from members. Those members who qualify for the online research are randomly selected for participation. The number of invitations sent for participation in the research will vary according to the total number of surveys required.

A randomised selection process is undertaken when drawing the sample and can be further randomised prior to deployment of the online research.

TEG Insights has developed internal systems that manage and block respondents who have participated in same subject studies from the member base. TEG Insights also highlights this as part of our quoting system so that our clients are aware and can make better sample choices.

Furthermore, given the large size of the panel, this eliminates the need for over sampling of members.

TEG Insights' advanced IT management platform allows deployment of batches and replicates by time zone and geography. Further functions can also be undertaken based on client requirements.

8. Do you employ a survey router?

***Context**: A survey router is a software system that allocates willing respondents to surveys for which they are likely to qualify. Respondents will have been directed to the router for different reasons, perhaps after not qualifying for another survey in which they had been directly invited to participate, or maybe as a result of a general invitation from the router itself. There is no consensus at present about whether and how the use of a router affects the responses that individuals give to survey questions.*

TEG Insights does not employ a survey 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?

***Context**: Biases of varying severity may arise from the prioritisation in choices of surveys to present to respondents and the method of allocation.*

TEG Insights does not employ a survey 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?

***Context**: If Person A is allocated to Survey X on the basis of some characteristic then they may not be allowed to also do Survey Y. The sample for Survey Y is potentially biased by the absence of people like Person A.*

TEG Insights does not employ a survey 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?

***Context**: It may be necessary to try to replicate your project in the future with as many of the parameters as possible set to the same values. How difficult or easy will this be?*

TEG Insights does not employ a survey 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?

***Context**: The usefulness to your project of pre-profiled information will depend on the precise question asked and may also depend on when it was asked. If real time profiling is used, what control do you have over what question is actually asked?*

TEG Insights holds over 200 member profile variables. Profile information is captured two ways;

① Member profile page - a section in the member account with a variety of topics for members to complete. Members are encouraged to do so in order to receive the most relevant surveys.

② Pre-qualification surveys - monthly surveys on a variety of topics used to profile members for sampling purposes. Member profiles are kept up to date using this method. For low incidence projects, TEG Insights will send a pre-qualification survey prior to the project going live to gauge the incidence and feasibility on the panel. From this data, we can profile which members are most likely to qualify across the rest of the panel. At this point, TEG Insights will notify the Client whether a project is feasible or not.

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.

***Context**: The type of proposition (and associated rewards) could influence the type of people who agree to take part in specific projects and can therefore influence sample quality. The level of detail given about the project may also influence response.*

Our members are invited by email to participate in online surveys and are encouraged to provide honest opinions when they answer survey questions. Members are rewarded by earning reward dollars which they can redeem for a variety of rewards; members can also earn entries to win a prize through a 'chance to win' mechanic.

No information about the project content is provided at the survey invitation phase.

The invitation is personalised and includes the following:

- Survey invitation heading
- Unique access URL to the survey
- Incentives for completes and screeners
- Start survey button
- Survey expiration date
- Unsubscribe option

Members are also able to view and access the current list of surveys available to them via the member's homepage on our panels' website.

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?

***Context**: The reward or incentive system may impact on the reasons why people participate in a specific project and these effects can cause bias to the sample.*

TEG Insights provides a variety of incentives aimed at addressing the different motivations of member demographics.

Rewards offered depend on survey length, incidence rate and the demographic characteristics of the sample target. Members earn rewards dollars for the time/effort required to complete each survey, and are further rewarded for their participation. Rewards dollars are redeemable for a range of brand vouchers tailored for each member demographic.

The value of rewards dollars does vary based upon survey length, hard to reach business professionals, B2B sample and highly targeted demographics.

We encourage our members to only participate when they choose to and have the time to properly complete the survey. We always invite the member first with the option to continue or not.

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

***Context**: The "size" of any panel or source may not necessarily be an accurate indicator that your specific project can be completed or completed within your desired time frame.*

The following information is required in order to give an accurate estimate for feasibility:

- Sample target - who you want to interview (age, gender, location, demographics, incidence rate, quotas, total number of survey completes).
- Purpose of the survey - what you will be asking them, content of survey, survey format/design
- Length of the survey/interview time - effort required to do survey and the difficulty of the survey for the respondent.
- How long the client wants the survey to remain in field (field period).

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

***Context**: Respondent satisfaction may be an indicator of willingness to take future surveys. Respondent reactions to your survey from self-reported feedback or from an analysis of suspend points might be very valuable to help understand survey results.*

At the end of every survey, our members are asked to provide feedback and rate their survey-taking experience. Project Managers closely monitor each individual survey project and are in touch with the customer service in order to gain insight and feedback from respondents. Client Services are then empowered to provide their clients with advice and feedback relevant to their survey study in order manage and avoid negative respondent experiences.

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

***Context**: One should expect a full sample provider debrief report, including gross sample, start rate, participation rate drop-out rate, the invitation/contact text, a description of the field work process, and so on. Sample providers should be able to list the standard reports and metrics that they make available.*

TEG Insights Project Managers update clients on a daily basis. These client update reports include average survey length, incidence, response, screening, termination, and completion rates. TEG Insights will also flag any issues it may be encountering with the project. Additional project insight is easily provided to clients upon request.

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 behaviours, 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.

***Context**: The use of such procedures may increase the reliability and validity of the survey data.*

When surveys are hosted by TEG Insights, data quality checks are part of the service. Data quality considerations occur before, during and after fieldwork.

Before fieldwork, during the scripting phase, the questionnaire is reviewed thoroughly by the Project Managers in consultation with the Client. Recommendations are provided for questions that may lead it to satisficing behaviours and suggestions are provided in terms of design to mitigate this.

After soft launch, data is reviewed to assess any areas of the survey where there may be issues that incites satisficing behaviours or speedsters.

After fieldwork is completed, during the data processing stage, Project Managers check and clean the data and flag key quality markers which include: IP address duplication, multiple duplicate (similar) responses among unique respondents, random and nonsensical responses, rude or offensive open answers, inconsistent responses or overuse of the 'Don't Know' option, 'survey speeding' and 'straight-liners'. In the case of the latter quality markers, these answers (if present) are excluded from the data provided to clients.

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?

***Context**: Over solicitation may have an impact on respondent engagement or on self-selection and non-response bias.*

Our contact rules are up to one market research survey per day. Further exclusions are applied as requested by the client.

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?

***Context**: Frequency of survey participation may increase the risk of undesirable conditioning effects or other potential biases.*

Our panel members can participate in surveys as often as they are invited to one. On average, members receive 2 survey invitations a week. Participation is controlled with emphasis on excluding members who have already participated in a study of a similar category within a month.

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

***Context**: This type of data per respondent including how the total population is defined and how the sample was selected and drawn, may increase the possibilities for analysis of data quality.*

TEG Insights can track membership commencement date, dates of survey participation and status for all surveys a member has been invited to complete. Survey status includes but is not limited to ‘screen outs', 'complete', terminate etc.

TEG Insights manages the quality of the panel. Should the Client have queries regarding member data, TEG Insights will be able to provide data such as tenure and recent participation e.g. number of surveys attempted over the last month.

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?

***Context**: Confirmation of identity can increase quality by decreasing multiple entries, fraudulent panellists etc.*

TEG Insights utilises online and offline methods to confirm the identity of the respondent during the recruitment phase. The following digital technology is used to verify the location of the respondent;

- CAPTCHA is used to ensure that the response is generated by a human being;
- Proxy Detection to determine whether a proxy server used to mask the registrant's true IP address and past fraudulent activity;
- GeoFencing by IP address locates the country location through their IP address and determines their eligibility for registration based on country-specific rules;

Added to this, TEG Insights also has address verification methods;

- Email address verification - ability for data capture system to validate any duplicate email addresses;
- Delivery Point Identifier (DPID) used to match the address provided by the respondent to the 8.8 million deliverable addresses in Australia and their DPID's (unique 8 digit number) to determine whether the address is legitimate.

Policies & Compliance

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

***Context**: The opt-in process indicates the respondents' relationship with the sample source provider. The market generally makes a distinction between single and double opt-in. Double opt-in refers to the process by which a check is made to confirm that the person joining a panel or database wishes to be a member and understands what to expect*
(in advance of participating in an actual survey for a paying client).

The vast majority of our members have been recruited from the My Ticketek database and other and other online and offline sources sources. At each of these contact points, the respondent is provided the opportunity to become a member of our panel. A solus welcome invitation is sent to them with a link to a secure page allowing the creation of an account. No cost is involved when joining our panels.

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

***Context**: Not complying with local and international privacy laws might mean the sample provider is operating illegally. An example privacy policy is given in the ESOMAR Guideline for Online Research.*

Our Privacy Policy can be found at the following location on our panel website: https://purkle.com.au/Privacy.aspx.

Access to the Privacy Policy is made available to members upon activation of their member account, via the Survey Invite (every time they are invited) and on the website.

TEG Insights is fully compliant with the Privacy Act 1988 and Spam Act 2003. TEG Insights is committed to protecting the privacy and confidential information of those who register or otherwise affiliate with TEG Insights .

TEG Insights also follow best practice principles for online panel and fieldwork management, including but not limited to the following guidelines and regulations; the AMSRS Code of Professional Behaviour and the ESOMAR World Research Codes and Guidelines.

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

***Context**: The sample provider usually stores sensitive and confidential information on panellists and clients in databases. These data need to be properly secured and backed-up, as does any confidential information provided by the client. The sample provider should be able to provide you with the latest date at which their security has been evaluated by a credible third-party.*

All data we maintain on panellists is secured on servers on-site located at one of the best data centres in Australia. Our systems are built on a .NET framework and all data is protected. Access is limited only from the TEG Insights office or through the secured member facing member website.

Survey data is protected by survey hosting tools like ConfirmIT and Qualtrics.

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?

***Context**: There are no foolproof methods for protecting audio, video, still images or concept descriptions in online surveys. In today's social media world, clients should be aware that the combination of technology solutions and respondent confidentiality agreements are "speed bumps" that mitigate but cannot guarantee that a client's stimuli will not be shared or described in social media.*

TEG Insights believes that there is no guarantee that material of a 'commercially sensitive' nature present in surveys can remain confidential with survey respondents.

At proposal stage, TEG Insights will advise Clients of the options and possible risks that 'commercially sensitive' content can be leaked by the respondent. While there is technology available to limit the transfer of content or material, it is not possible to guarantee duplication and sharing of content will not occur.

We inform our members that all content included in surveys are of a 'commercially sensitive nature' and that they are bound by the Terms and Conditions of their membership to keep this confidential. While most are compliant to this, it is very difficult to enforce or monitor on a project by project basis.

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

***Context**: Being certified may require the supplier to perform tasks in a pre-determined manner and document procedures that should be followed.*

While TEG Insights is not certified to any quality systems, we do however, follow best practice principles for online panel and fieldwork management, including but not limited to the following guidelines and regulations; the AMSRS Code of Professional Behaviour, the ESOMAR World Research Codes and Guidelines, Privacy Act 1988 and Spam Act 2003.

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?

***Context**: The ICC/ESOMAR International Code requires special permissions for interviewing children. These are described in the ESOMAR Online Research Guideline. In the USA researchers must adhere to the requirements of the Children's Online Privacy Act (COPPA). Further information on legislation and codes of practice can be found in Section 6 of ESOMAR's Guideline for Online Research.*

TEG Insights is bound by the requirements of the National Privacy Principles which are contained in the Privacy Act 1988 (the "Privacy Act"). We take our obligations under the Privacy Act very seriously and are committed to protecting and maintaining our members' privacy.

Along with this, all data collected for market research purposes are used for market research only. As a member of AMSRS and ESOMAR, we follow the AMSRS Code of Professional Behaviour and ICC/ESOMAR International Code on Market and Social research which explicitly states "the identity of respondents will not be revealed to the user of the information without explicit consent and no sales approach will be made to them as a direct result of their having provided information". (www.esomar.org/uploads/public/knowledge-and-standards/codes-and-guidelines/ICCESOMAR_Code_English_.pdf).

Our online panel program is available to residents in Australia and New Zealand aged 14 years and over. The AMSRS Code of Professional behaviour defines children as being 'under 14 years' and young people are defined as being '14 – 17 years'.

For children under 14 years of age, depending on the nature of the survey, our policy is to invite these children to participate in a survey via parental invitation only, with their consent and presence while the child completes the survey. Should the nature of the survey be sensitive as defined by the Privacy Act, TEG Insights will advise that the survey should be conducted offline.

28 Cont'd

In the case of young people, where the information to be collected is sensitive information as defined by the Privacy Act, Researchers must seek the consent of a responsible adult. 'Sensitive information' is defined in the Privacy Act includes information or an opinion about an individual's:

- health
- racial or ethnic origin;
- political opinions;
- membership of a political association;
- religious beliefs or affiliations;
- philosophical beliefs;
- membership of a professional or trade association;
- membership of a trade union;
- sexual preferences or practices; or
- criminal record.

PANEL BOOK

Overview of our Panels
in Australia and New Zealand

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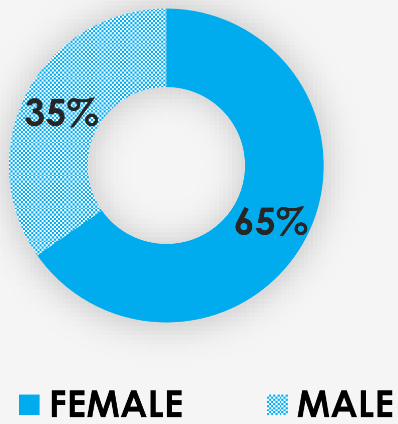
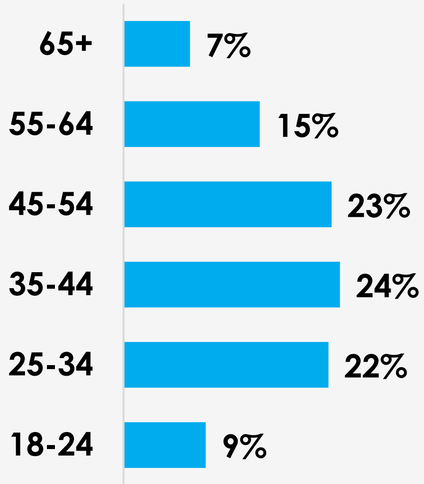
AUSTRALIA

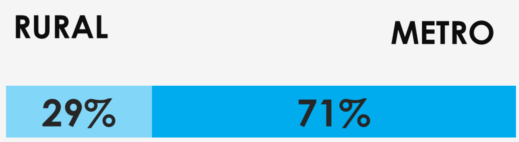
PANEL SIZE: OVER 1 MILLION

GENDER

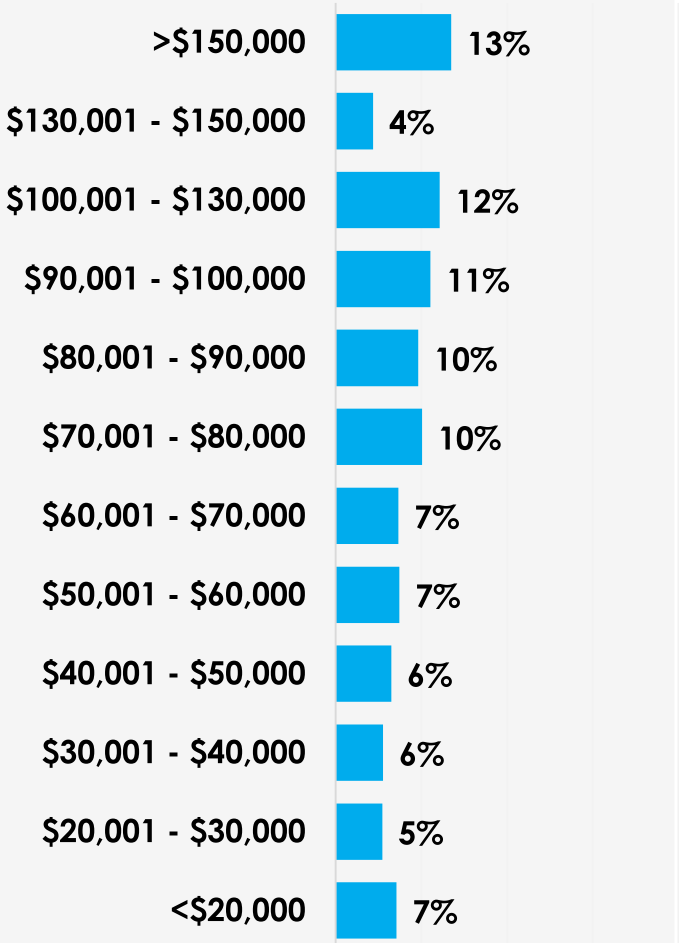


AGE





HOUSEHOLD INCOME



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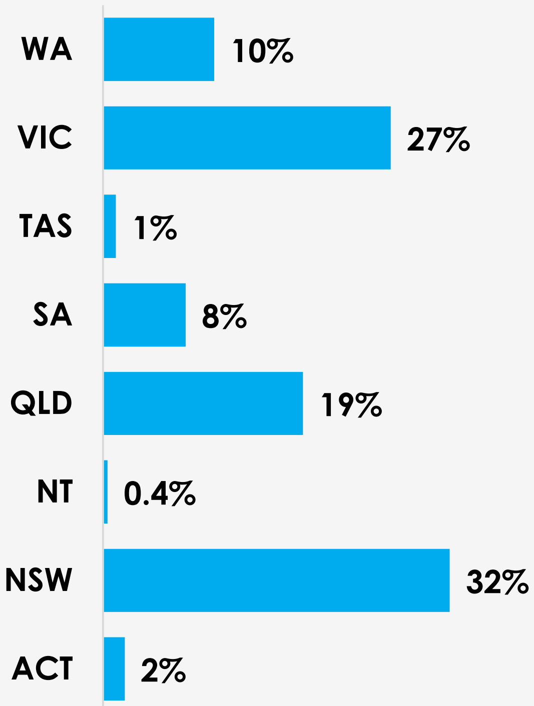

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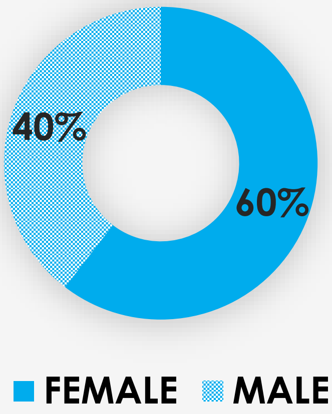
*Census 2016

NEW ZEALAND

Panel Size: Over 130,000

GENDER



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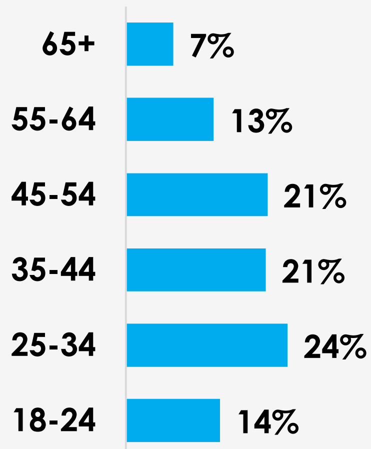
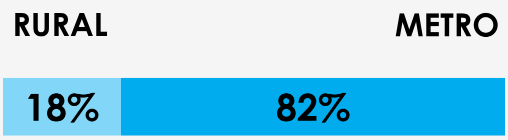
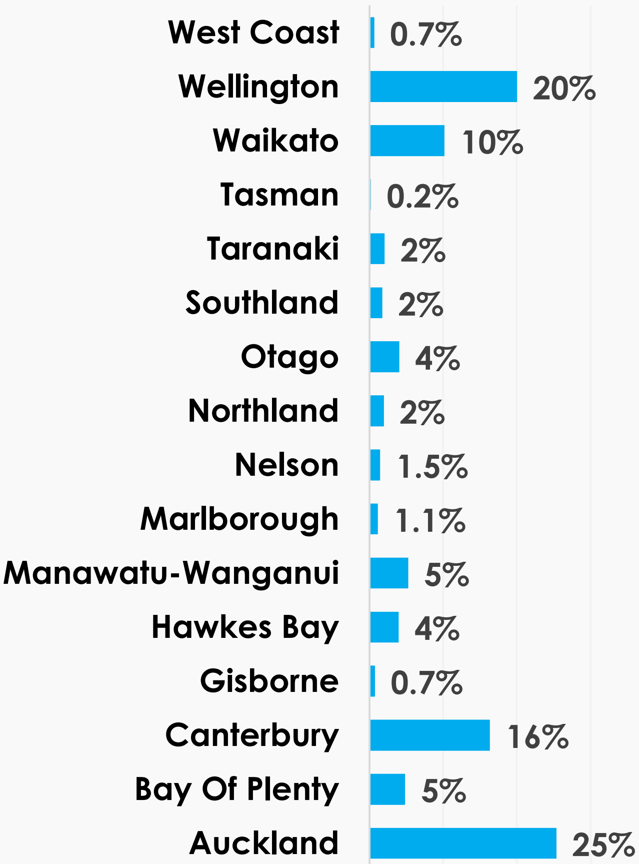
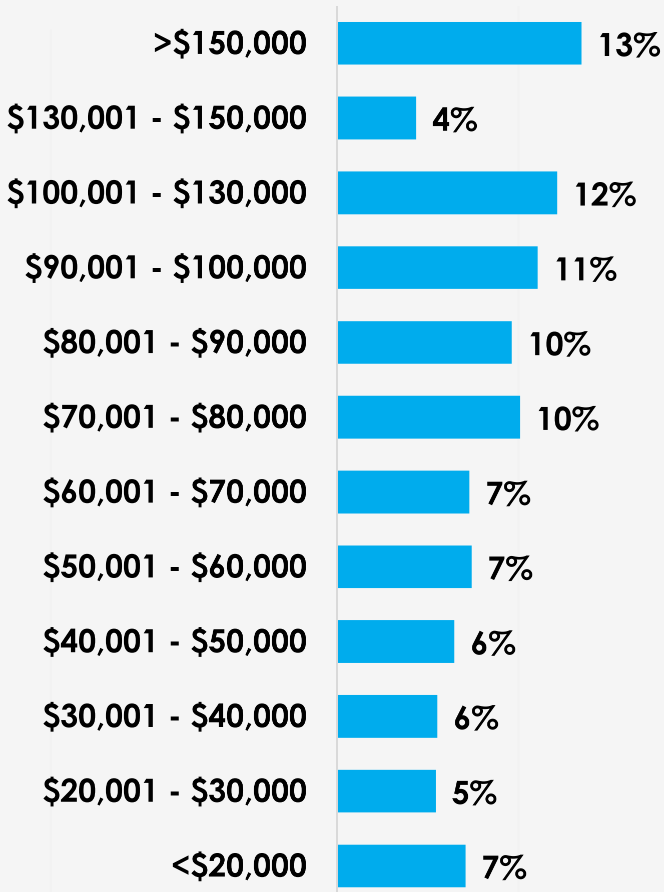




HOUSEHOLD INCOME

REGION





TEG [INSIGHTS]

P: +61 2 9266 4022

W: TEGInsights.com

E: info@TEGInsights.com

GPO Box 1610

Sydney NSW 2001

ABN 78 128 328 469