

# ESOMAR 28

RESEARCH CLI 



# 28 QUESTIONS TO HELP RESEARCH BUYERS OF ONLINE SAMPLES

ESOMAR created a list of 28 questions 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. The answers will help research buyers ensure they receive what they expect from an online sample provider.

The questions cover the following areas:

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## COMPANY PROFILE

1. What experience does your company have with providing online Research CliQ Audience launched its first consumer panel in 2009 and our company has been in the research and data collection industry for over 10 years.

## SAMPLE SOURCE AND RECRUITMENT

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)

We provide sample to our clients through our proprietary panel (consumer, b2b and a number of custom niche panels), which are recruited and managed by Research CliQ Audience. We use a number of media channels, including affiliate marketers, online banner advertisement, social media and other efforts to reach respondents globally and in various industry verticals.

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 respondent across sources?

We typically administer our sample projects through only one source. We do not blend sample, as this is not part of our practice. In the event where there's limited feasibility and we have to reach out to a partner; we only use one partner to complete the project.

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

The **Research CliQ** Audience panel is used solely for Market Research purposes and nothing else.

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

Our staff uses a variety of recruitment tactics to target hard to reach audiences. Some including secondary research, industry affiliation access, list purchase, social media, offline and mobile recruitment are just a few of the strategies we use to target low incidence populations.

## 6. If on a particular project, you need to supplement your sample(s) with sample(s) from other providers, how do you select the partners? Is it your policy to notify a client in advance when using a third party provider?

Supplementing sample with another provider is not our standard practice. We typically quote assuming we have 100% feasibility for the study and the entire data collection will be conducted by **Research CliQ** Audience. If for some rare occasion we have to supplement our sample with another provider, the client would be notified prior to data collection.

# SAMPLING AND PROJECTMANAGEMENT

## 7. What steps do you take to achieve a representative sample of a large population?

We must first understand the target population. Our team will then develop a sampling plan to randomly invite respondents who are best qualified to participate in the survey, based on the specifications outlined. Invitations will be deployed randomly to our target population who fit these criteria, including mobile respondents. Adjustments are then made accordingly, to ensure the entire population is represented.

## 8. Do you employ a router?

We do not employ a router. Respondents are invited to participate in surveys, based on profile questionnaires completed at the time of registration. We believe

routers can create respondent fatigue and also affect data quality.

**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?

Not Applicable

**10.** If you use a router: What measure do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure or report any bias?

Not Applicable.

**11.** If you use a router: Who in your company sets the parameter of the router? Is it dedicated team or individual project managers?

Not Applicable.

**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?

**Research CliQ** Audience keeps an average of 250 profile data points on each member, including demographic, sociographic, purchasing decision, household, job title and specialties. All respondents who joined are encouraged to complete their profile at the time of registration and during the course of their membership. Additionally, profile data is collected/updated from each survey. This information is backed to our panel database and is used to keep information current.

**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 the 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?

Respondents who opted to join our panels are told that they would be invited to participate in occasional surveys conducted solely for the purposes of market research.

In return, they may receive an incentive in the form of cash, gift cards or points that can be redeemed for cash.

All **Research CliQ** Audience invitations are sent via email (in the case of mobile – push notification), unless specifically stated otherwise, all mirror the same content. To eliminate respondent bias, we use a standard invitation template with basic information such as date/time, incentive and other panelist information. Very little is revealed about the survey topic or anything that could give the user an advantage or create bias in the survey taking experience.

**14.** Please describe the nature of incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

**Research CliQ** Audience has an array of incentive opportunities for respondents. However, we primarily use a “point” system to incentivize respondents at the completion of a survey or conditions (Length of survey, complexity, quotas) set for the project.

Points can be redeemed for gift cards or cash, depending on the redemption level and whether the panel members have met all requirements. For qualitative projects or those that may require longer participation, like IHUT, respondents may also receive incentives in the form of keeping the product being tested or earning large sum of cash in the form of a company check. Low incidence or specialties typically yield a higher survey incentive.

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

To provide an accurate estimate of feasibility, we ask our clients some basic questions such as the topic of the study, population being surveyed, length of the questionnaire in minutes, incidence of the population, quota requirements and additional project specifications.

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

Yes, we send out newsletters and short surveys asking respondent's opinions about incentives, program design, surveys and their overall experience being a member of our panel. This information is internal to [Research CliQ Audience](#) and is not shared with clients.

## 17. What information do you provide to debrief your client after the

At the launch of every project, we typically provide the client with a real time reporting link. This enables both our team members and the client to view the data in real time and make adjustments as necessary. Daily feedback is also provided. In essence, unless anomalies are discovered, the extensive communication that took place during fielding is typically sufficient and no additional debriefing is necessary. Our final data also consists of a complete project overview that includes invitations sent, response rate, completion rate, incidence, quotas reached, just to name a few. If issues arise during analysis, [Research CliQ](#) is typically happy to provide detailed feedback to the client or make reasonable efforts to remedy the situation.

## DATA QUALITY AND VALIDATION

### 18. Who is responsible for data quality checks? If it is you, do you have in place procedure 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 rapidly to survey completion)? Please describe these procedures.



Yes. All **Research CliQ** Audience projects go through several steps before going in the field. To ensure we achieve our client's goals, we typically have kick off meetings with our project managers and the client. Once everyone is on the same page, we implement custom checks for the client in our regular QA routines. Our basic QA routines consist of sending the programmed surveys to our dedicated QA staff. Any errors or logic gaps caught will be logged and sent to the client for their review. Once the program is officially reviewed by the client, a soft launch will commence for a few completions – enough for our tables/data processing department to look for any inconsistencies in the data prior to full launch.

**19.** How often can the same individual be contacted to take part in a survey within a specific period whether they respond to the contact or not? How does this vary across your sample source?

**Research CliQ** Audience uses an enterprise, commercial grade research software platform developed by **Research CliQ**. As a result, we have access to one of the best panel management platforms in the industry. Our panel management software allows us to keep extensive historical data on each member, including participation history, survey history, sample batch history, just to name a few.

The average member completes no more than 3-5 interviews in any given month; a maximum of 5 completed interviews is permitted. A maximum of 8 invitations per month are sent to members. Any member exceeding either of these thresholds is quarantined for the appropriate time period.

**20.** How often can the same individual take part in a survey within a specific project? How does this vary across your sample sources? How do you manage this within categories and/or time periods?

Our data collection practice is to provide our clients with unique respondents for such situation. In the event where the same respondent takes part in a survey within a specific project, the client will be notified first and the final decision rests with the client.



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

Research CliQ Audience collects information, based on all activity that is possible to capture in a relational database. That includes survey participation history, sample batches, time of day sent, survey type, questions answered in surveys, IP addresses, incentives history, recruitment source history and many more. This level of granularity can be extensive and requires separate reports, in the event a client may need access to such information. Any information that may reveal a member's personal identifiable information typical requires a signed PII form on the part of the client.

**22** Do you have a confirmation of identity procedure? Do you have what are the procedures there, if any?

We've employed a number of quality assurance measures to ensure the system only validates unique emails addresses and domain name system checks. Automated signups are addressed through the implementation of CAPTCHA systems. Bounced emails are removed automatically from our system.

## POLICIES AND COMPLIANCE

**23.** Please describe the "opt-in or market research" process for all your online sample sources.

Respondents who register to join the panel online are asked to complete a short registration form. An email is automatically generated, prompting the respondent to verify their email address by clicking on a verification link. The respondent is then required to login and complete his/her member profile.

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

Research CliQ Audience follows CASRO and MRA guidelines, as the current spam laws, COPPA, and Safe Harbor rules.

Please refer to <http://www.ResearchCliQ.com/help/privacy-policy.html> for our privacy policy.

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

Research CliQ Audience uses SSL Certificates and encryption on all online web pages which require user information.

## 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?

While there is no full proof method to protecting audio and video files that are presented to a respondent in a survey, there are a number of measures that can be taken to ensure client's materials and research methodologies are protected. Our programmers have implemented complex scripting to disable image or audio copying or making the respondent legally accountable to agree to a policy that information provided during a survey will not be shared with any third parties.

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

We adhere to strict data collection policies set by various research organizations we're a part of. We go above and beyond the call of duty, to ensure that Research CliQ Audience provides the best data quality possible to its clients and our track record is proof that we've taken this seriously. At this time, we are not certified with a specific system, simply because we don't think these systems are effective or applicable across the board.

**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?

All invitations for surveys to children under the age of 13 will only be sent to the parent for their approval and supervision.

Our teens between 13 and 17 may be a part of our online panel as individuals and may receive e-mails as a normal member.

## PANEL COVERAGE



**N=25,669,295**

The **Research CliQ** Audience network provides you access to more than 25 million active members around the globe who are double opted-in, pre-screened and highly qualified to participate in a variety of research studies of any level of specificity.

