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RESEARCH ANSWERS TO ESOMAR 28 QUESTIONS TO HELP ONLINE RESEARCH BUYERS

INTRODUCTION

ESOMAR has created 28 questions to help researchers participate in an open discussion about the online research methodology and the appropriateness of the methodology for specific research. Research is delighted to provide clear answers to these questions to help you gain a better understanding of how we manage and maintain our panels to ensure the highest quality data. Research has committed for its quality standards and controls built into its processes for conducting research. With Research marketplace platform, online sample buyers have full control over their fieldwork, whether they choose to do 'do-it-yourself'(self service) or retain the use of Research project managers who have been trained in research quality control. All procedures and systems adhere to the international standards and that is Research focus on transparency to sample buyers.

This paper demonstrates how Research's distinctive approach to undertaking online market research meets and often exceeds the requirement by ESOMAR.

The 28 questions cover the following areas:

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COMPANY PROFILE

Q.1 WHAT EXPERIENCE DOES YOUR COMPANY HAVE IN PROVIDING ONLINE SAMPLES FOR MARKET RESEARCH?

Over the period 6 years, Research has been constantly perfecting in qualitative and quantitative data collection. We've optimized our platform to provide solutions for the unique challenges of your industry and your profession. Deploying our proprietary panels we cater more than 60 countries with more than 100 clients around the world. We have grown high up in these businesses through model quality control, very careful and precise attention to detail and overall client satisfaction.

We have been working for most widely acclaimed market research agencies, digital end clients, media and PR. Research on average run over 2000 online projects every year with esteemed clients and deploy samples in more than 45 different global markets.

We have online panels for like Owners of specific technology types and brands, Health and Patients panels, Professional medical, Students/Retirees, Media consumers of films, TV and games, Food beverages brand loyalists, Mothers of babies/young children, Different B2B audiences and many others.

Research offers sweeping investigation into cutting edge publicizing and e-business which gives all the information you are obligated to need, and all from a central, easily accessible source. Whether you are looking for up to the minute data on business examples or edifying associates on business frameworks, you will find it with Research. We run research for leading brands, Fast-moving consumer goods (FMCG) or consumer packaged goods (CPG) companies, retailers from various different sectors in partnership with our market research agency clients. It includes a significant proportion of tracking work that has been running continuously over seven years.

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SAMPLE SOURCES AND RECRUITMENT

Q.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?

Research consumer panels are industriously managed panels. Our panels are under control of people who made a conscious decision to participate in online surveys through a double opt-in

registration process. The life of the panelists in an actively managed panel is closely monitored to ensure effectiveness and usability.

Research is using various methodologies to recruit panelists to its survey and panels, including opt-in email, co-registration, e-newsletter campaigns, recruitments for f-tof interactions, online recruitment using banners on different portals and websites, online recruitment through the owner's portal using editorial sp(media and publisher sources), specific invitations sent to the panel owner's database, social networks, affiliate traffic and snowballing method.

Recruitment into Research typically takes place through a link to a specific panel registration page after a panelist completes the entry of their contact details; they are thanked and informed that they will receive an email with their account login details. Once this email is received, panel members' double opt in by logging into their account to activate it. A new panelist is given the chance to verify their personal information provided by the panel owner.

Research has a dynamic sample source. We provide access to high quality, representative respondents in real-time.

Research re-validates through email if the panel owner has an active panel on their own system and decides to move it to if a potential panel owner has a list of contacts that have expressed interest in joining a panel, but have not recruited as such. It is to make it clear that the e-mail message contains their new panel account and login details as well as the link to their panel account page. To become or to continue being panel members they are requested to login and activate their account. Panelists are required to complete a double opt-in process by clicking on the panel link and then logging into their account.

Q.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?

When Research blends sources together the initial blend is often driven by feasibility (i.e., how Many completes can each source provide). This blend is then maintained over time for the project and/or client. Generally, there is a small plus/minus term around the blend to ensure deliverability of completes. However, this term is set at a level that will not impact data results. We also set demographic quotas to help maintain consistency.

Research is capable of using state of the art technology for blending sources. We use unique technology that delivers high-quality, reliable and consistent datasets independent of the source of the sample. Our ability to calibrate the difference, counter balances, optimizes and adjusts them in real time. Research has proven in numerous side-by-side studies, this real time, production-ready

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and Research-hosted application incorporates a set of automated features that measures and control the representative sample dimensions.

Q.4 ARE YOUR SAMPLE SOURCE(S) USED SOLELY FOR MARKET RESEARCH? IF NOT, WHAT OTHER PURPOSES ARE THEY USED FOR?

Research panels are used solely for market research purposes. Research believes that if panelists are exposed to brand or product-based direct marketing messages, their brand awareness and understanding will be impacted. This may bias any subsequent research about the category in question.

Research Panels member register, they are informed that their account is to be used exclusively for market research. We adhere to ESOMAR standards related to mandated ethics for the execution of research. Direct users of Research (i.e. Self-service or managed-service customers) are also required to sign an agreement that limits their use of sample and demographic information solely for market research purposes.

Q.5 HOW DO YOU SOURCE GROUPS THAT MAY BE HARD TO REACH ON THE INTERNET?

To build a high quality panel, it is necessary to use many panel recruiting partners. That's why Research works in partnership with both broad-reach portals and special interest sites, resulting in a diversity of panelist profiles. Our partnerships enable us to target and recruit hard-to-reach source groups when required.

Employing different recruitment messages further diversifies the panel composition. We also leverage social media as a recruitment source. In many countries, we have supplemented online recruitment methods with postal and CATI recruitment.

Q.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?

Insights Elite understands the nuances of blending and selecting appropriate sample sources for our clients. If other sample sources are needed, we are transparent in communicating their use to clients both in the estimating phase and during field work.

Research have a formal panel partnership program that maintains industry standards and adheres to best practices. Panel partners go through a rigorous selection process and are evaluated on an ongoing basis, through a comprehensive Request for Information process that delivers quantifiable assessments. Research lets clients have the choice of how they want to sample, and from which unique panels, allowing for single sourcing or even panel blending at a project level. This can include brokering third-party samples from outside the panel marketpl. In cases where

Research sources panelists from third-party sources, this process is performed in compliance with international standard processes as well as our policy on transparency.

SAMPLING & PROJECT MANAGEMENT

Q.7 WHAT STEPS DO YOU TAKE TO ACHIEVE A REPRESENTATIVE SAMPLE OF THE TARGET POPULATION?

Research has successfully invested on a proprietary sampling platform. We have expertise in comprehensive platform in the industry, where it integrates all functions of the panel management and sampling and is capable of balancing samples of different variables simultaneously.

Once the criteria for a study are defined, Research selects panelists based on stored background Information collected during the registration survey and our ongoing profiling and screening surveys. The sample size is based on the response rates for the sample as a whole and can be based on the response rates within specified quotas. Our team allows panelists to be invited in batches. During the fieldwork, we closely monitor the batches and invite additional panelists in order to complete the fieldwork on time.

Our client can also choose to create their own spread by adding quotas or send-outs to specific target groups.

Q.8 DO YOU EMPLOY A SURVEY ROUTER?

Insights Elite has an integrated survey router and dynamic profiler called Research Maximiser.

Research Maximiser increases panel research and sample efficiency by addressing deficiencies in

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first generation stand-alone router systems, which can often result in poor panelist experience and higher panelist churn. Benefits Include:

Increased permission-based profiling depth as Research can easily store routing qualification data in a panel member's profile. This results in the ability to better target surveys to panel members.

A Superior optimization and routing experience for panel members as Research Maximiser leverages existing panel member profile information when matching a panelist to a survey, minimizing the number of qualifying questions and the time in the optimization and routing process.

Keeping panel members incentivized, happy and continuing to take surveys. The router can be controlled on both a source and project basis. Research Maximiser use by panel partners and clients are voluntary.

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Q.9 IF YOU USE A ROUTER: PLEASE DESCRIBE THE ALLOCATION PROCESS WITHIN YOUR ROUTER. HOW DO YOU DECIDE WHICH SURVEYS Q.9 MIGHT BE CONSIDERED FOR A RESPONDENT? ON

WHAT PRIORITY BASIS ARE RESPONDENTS ALLOCATED TO SURVEYS?

In most cases, a random selection algorithm is used in the Research router. Participants are sent to surveys randomly while taking into account the needed effort for successfully fielding each survey. The needed effort is determined by weighting each survey's chance of receiving a participant based on the following factors:

• Volume of needed completes
• Incidence rate
• Time in field
• Priority survey setting

With random selection, it is not possible to predict which respondent will go to which survey (unless the order, timing and behaviour of every respondent and pseudo random number generator seed are known).

Random selection:

• Introduces direct randomness into the fielding process.
• Creates an environment where EVERY survey has a chance of being chosen EVERY time.
• Doesn't allow the survey with the most need to always get a respondent.

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Q.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?

One of the key ways results can be biased in a router environment is through the inclusion of low incidence studies. Including low-incidence surveys in a router may bias the representivity of all the other surveys in the router because the low-incidence respondents would be sent primarily to the low-incidence survey. Currently, low-incidence studies are not published in the Research router.
It is important that results from a router be stable and reliable. Automated and regular sample deployment helps ensure stability of research results in the Research router. The router has been used extensively for tracker programs with stable and reliable results. In addition, parallel work has shown that routed and non-routed results are consistent.
Demographic data for those in the router are monitored and tabulated on a weekly basis and compared to census data.

Q.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?

Research project managers decide whether a project will utilize routing. All routing parameters are set globally by a centralized operations team. A carefully selected and limited number of administrations have access to view or change these parameters. Project managers can neither view nor change the global routing preferences. Research does not offer the router on Do it yourself (self service) work.

PANEL MANAGEMENT

Q.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 monitors the panel composition and variables needed for sample selection by collecting household and demographic information from every panelist. We collect extensive socio demographic

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profile information through a range of sector-specific screener surveys including automotive, business to business, beauty/personal grooming, beverages, family/household, finance, health and wellness, media consumption, mobile phone, small business, sports/hobbies, and travel.

Research employs a global profiling process across sample surveys and Research Panels, which allows us to create quick and accurate feasibility estimates. Research dynamic profiling platform allows for each profiled attribute to be assigned expiration date. When a profiled attribute expires, the dynamic profiling platform serves up the question during the respondent's next online session to ensure all profiled questions are up to date.

Q.13 PLEASE DESCRIBES 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 THE MEANS OF INVITATION TO SURVEYS ARE RESPONDENTS EXPOSED TO? YOU SHOULD NOTE THAT NOT ALL INVITATIONS TO PARTICIPATE TAKE THE FORM OF EMAILS.

An automatic following system sends email invitations at designated times stipulated by the Research project manager in consultation with the client. The survey link is posted on each panelist's password-protected surveys or Research panel home page. A panelist invited to a survey must visit our website and enter his/her email address and password before accessing the link to the survey. This is a more secure process than sending the survey link in an email, which could be opened by anyone with access to that mailbox. Based on research on research, Research recommends sending respondents generic survey invitations with limited information about the survey.

Generally, our survey invitation emails notify the respondent of an opportunity to share his/her opinions and will get the reward points to get incentives.

Q.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?

Research offers rewards based on the marketplace points. The number of points awarded is

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calculated by the length of the LOI. On reaching a redemption level set by the panel owner, panelists can redeem their rewards through different online payment partners linked to. The size of the redemption is based on the number of points earned. Panelists can choose to receive their rewards in cash sent to their bank accounts (e.g. via PayPal) or they can shop online with online merchants. Some panels include an option to make payments to a charity. Alternatively, the panel owner can opt to provide the panelists rewards directly. Incentive levels have been set to encourage long-term participation and to discourage professional respondents who seek to take surveys only to obtain payment. A key feature that drives long-term participation is that panel owners choose an incentive model that works best for their members.

Q.15 WHAT INFORMATION ABOUT A PROJECT DO YOU NEED IN ORDER TO GIVE AN ACCURATE ESTIMATE OF FEASIBILITY USING YOUR OWN RESOURCES?

Feasibility can be estimated if Research is given the target sample definition, incidence rate and desired number of completes. However, to get a more accurate estimate of feasibility, it helps to have additional information, including:

- Study objectives,
- Survey length,
- Lock out or exclusions periods,
- Screening criteria,
- Survey quotas,
- Census balancing requirements,
- Field time.

Q.16 DO YOU MEASURE RESPONDENT SATISFACTION? IS THIS INFORMATION MADE AVAILABLE TO CLIENTS?

Respondent satisfaction is based on a standard set of questions asked at the end of the survey. It is not mandatory for our panelists to answer the questions and has no impact on the incentive they receive for completing the main survey. Typically, 85 percent of respondents will answer the satisfaction questions.

The answers are used to enhance our panelists' survey experiences and are passed to our internal programming teams and clients to continuously improve our questionnaires. Every survey that we script and host in-house has incorporated into it a survey satisfaction questionnaire that is

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automatically distributed to 10 percent of respondents. Surveys with typically bad scores are reviewed daily.

Q.17 WHAT INFORMATION DO YOU PROVIDE TO DEBRIEF YOUR CLIENT AFTER THE PROJECT HAS FINISHED?

Our project team shares all relevant information with clients during and after the project is finished. It is our usual practice to update our clients with vital statistics such as incidence rate and length of interview after the first 24 hours of fielding to help determine the direction of the rest of the fieldwork. In addition, the following information is available on all projects hosted Research:

- Response rate
- Incidence rate
- Dropout rate (overall and by question)
- Length of interview
- Invitation text
- Incentive amount
- Total invitations sent
- Where respondents screen out.

DATA QUALITY & VALIDATION

Q.18 WHO IS RESPONSIBLE FOR DATA QUALITY CHECKS? IF IT IS YOU, DO YOU HAVE IN PL 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.

Research has a dedicated quality assurance team, which is responsible for maintenance and advancement of the quality of Research products and services. Through our strict quality monitoring program, Research deploys project and company-wide procedures that result in products and services of the highest quality.

In general, Research does not host questionnaires for data collection. Accordingly,

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Research mostly works with clients to have them deploy appropriate validation checks, including but not limited to: analysis of questionnaire completion time, data outliers, unanswered questions and

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patterned responses and other data quality checks to their surveys. Respondents who do not pass These checks do not qualify as complete and do not qualify for an incentive.

IF the client reports cheaters in a survey, Research project managers remove these from the survey through management tools and alert the panel operations department. They will then alert the panel owner (with the list of impacted panelist IDs). Research also maintains a record of their IDs internally. After a panalsit receives "three strikes", they are taken out of the Research Panel.

Every respondent invited to a study is put into a quarantine system. This ensures a panelist cannot be invited to a study beyond the frequency level set forth in the agreement between Research and the panel owner.

Q.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?

Research stores detailed survey participation data for each panelist. This includes survey response status and the date and time each survey was started and completed. We select sample based on a number of factors including our panellists' prior participation levels to reduce over utilization. Guidelines for survey invitation volumes vary country to country.

In this day and age volume limits are not very effective. Panelists easily can sign up for multiple panels in order to receive a large number of survey opportunities. In reality, it is the panelist who controls the survey taking volume, not the panel companies.

Q.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?

In fact there are no limits on the number of surveys a panelist can complete, most panelists generally complete no more than one survey in a month. There is variation in the number of completes based on demographic characteristics.

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Q.21 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?

Apart from standard demographics and profiling information, Research stores a database of comprehensive data on each individual panelist including:

• Recruitment partner
• Registration date
• Total number of survey invitations

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• Time and date of each survey participation
• Result of each survey invitation – complete, screen out, quota full, drop out, no response

We can supply individual level data that is not considered personally identifiable information to a client on request.

Q.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?

Research has a range of features to deal with professional/duplicate respondents. The system includes stratified sampling to get various types of respondents, including active and less-active panelists. The length of the surveys is evaluated and compared against individual answers. Project manager identifies and excludes multiple panel respondents both through email address and by name. Postal address and bank data is also investigated if the payment method supports this.

Research has a panel quality team that continuously analyzes panel data to identify 'fraudulent' or 'inattentive' panelists. Panelist status is updated in cooperation with the panel owner.

As all research stakeholders would agree, quality of response is also affected by the quality of the questionnaire. Research project managers provide feedback to clients of all potential issues which could affect fieldwork, not before project launch as well as on project completion.

POLICIES & COMPLIANCE

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Q.23 PLEASE DESCRIBE THE „OPT-IN FOR MARKET RESEARCH" PROCESSES FOR ALL YOUR ONLINE SAMPLE SOURCES.

Research panelists are, at a minimum, double opted-in. The double opt-in allows us to be sure the the prospective panelist truly wishes to join the panel.

When a respondent clicks on a link from a Research panel ad — on a recruiting partner's website or in an email campaign — he/she is directed to the appropriate country and language panel registration survey. Each prospective panelist must provide demographic and household information, pass through some validation checks, and agree to the country-specific website Terms and Conditions and Privacy Policy.

Those who pass the Research checks are sent an email to confirm their email addresses. After clicking on a link within the email, they complete our double opt-in process and become members of the Research Panel.

Q.24 PLEASE PROVIDE A LINK TO YOUR PRIVACY POLICY. HOW IS YOUR PRIVACY POLICY PROVIDED TO YOUR RESPONDENTS?

The Research privacy policy builds trust with panelists. We have sought and implemented localized legal recommendations and requirements into the policy in all countries where we operate consumer panels. Our panel sites require panelists to agree to the privacy policy during registration. The privacy policy includes local privacy standards, rights, and information usage and is always accessible to our panelists through our Research panel websites.

Insights Elite Panelist Privacy Policy: http:www. Research.com/panelist-privacy-policy/

Q.25 PLEASE DESCRIBE THE MEASURES YOU TAKE TO ENSURE DATA PROTECTION AND DATA

SECURITY.

Research and its clients are all required to adhere to local data protection laws and legislation. This is reflected in Research panel owner agreements. All information supplied to Research by its clients is treated in the strictest of confidence and follows all applicable national law regulation and quality standards authentication requirements.

If any research results or confidential information is provided by a client, it is not used in any other research project unless the client authorizes it.

Other security measures in pl include:

Sampling security:

- Access to project information is only granted to the user who creates each project.
- Users are automatically logged off after a given period of non-activity.
- Users must sign in using a username and password.
- Respondents reach their surveys by guids with global unique identifiers.

Panel Management security:

- Access panel and panelist information is only granted to the company who owns the panel. This does not include any personal identifiable data.
- Security Assessments, the Research SaaS Environment:
- The Research SaaS environment has been designed with security, high-availability and performance in mind.
- All servers, service and networks are monitored 24/7 by both Research and our hosting partner with operation teams on continuous availability.
- Research uses Secure Sockets Layers (SSL) for all sampling, panel management and critical panelist information.

Q.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?

The appropriateness of showing sensitive material to online respondents is generally left up to the client. When we are aware that information is sensitive we will counsel that there are no 100% foolproof methods for protecting the information.

Q.27 ARE YOU CERTIFIED TO ANY SPECIFIC QUALITY SYSTEM? IF SO, WHICH ONE(S)?

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Research uses a robust set of proprietary internal tools to ensure quality, known as the Research Quality Suite. The Quality Suite is a comprehensive validation approach that prevents fraudulent respondents from joining the panel, removes over-reporters, eliminates duplicates, and ensures panelist engagement.

Research experienced Client Operations fieldwork management team is responsible for delivering high quality respondents and results that meet our clients' expectations. Each member of the Client Operations teams must complete rigorous training before they may begin work on client projects. For each project, the Client Operations team follows detailed procedures and processes with appropriate checks and sign-offs to deliver reliable, actionable data. Our industry-leading survey management system ensures consistency in project setup and execution.

In addition, we consult with and advise clients about questionnaire design, sampling considerations, and data collection strategies. At the client's request, we carefully review questionnaires to ensure They are online-ready, respondent-friendly, and logically accurate. We closely monitor response levels, drop-out rates, and panelist feedback to make sure that the survey meets performance expectations.

Q.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?

Research conducts online surveys with children and young people on behalf of its clients. If a client requests to interview a child aged 8 years or older directly, the process for permission requires that the child provide a parent's email address for notification and allow the parent to opt the child out of participating before registration with our panel can be completed. Research does not currently offer direct access interviews with children under age 8 from internal panels, but in cases where vendors are used for this demographic, consent by parents must be collected by the vendor (phone, fax or email) prior to allowing the child to register for that panel.

If a client does not request to interview a child directly, the process for permission is on a survey-by survey basis. All surveys are sent to empanelled parents with an invitation to allow their children to participate, and an explanation of the subject matter if appropriate or necessary to ensure the parent can make an informed choice about whether to allow the child to participate. This method is used for all ages, especially when any sensitive subject matter is present in a survey.

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About US

Research offer services which help the client to make path breaking business and marketing strategies and streamline to position the product, brand and create relevant platforms to explore and businesses.

Data Collection Fieldwork

Our approach are by using different survey methods and tools such as f to f interviews; telephonic and online survey. We are using these methods with desire amount of field work operations experience and different degrees of skills and effort to administer the data collection process, execute the task for accurate collection of data, and finally data which is ready to use for expert analysis.
We are assuring you the security and authenticated data and protect the respondent's privacy and confidentiality.

Market Segmentation

We help you measure the importance and the position of competitive brands and cross-verify brands in various regions and target consumer penetration in the specific universe. Many companies have failed or are unable to reach the markets or a particular area where they want to achieve success in their products/services. That is where our unique expertise in market research comes to support and give suggestions to the client. We have the best ability to analyze and assess to draw lines for market segmentation and make easier to the client to address the requirements customer experiences and help clients to reach the desired goals.
Data Analysis, Processing & Tabulation
We offer exceptional Data Processing and Tabulation outsourcing administrations to organizations the whole way across the globe and convey coordinated bundles for all their information handling and arrangement needs. We help our customers to influence our aptitude and get the advantage as far as lessened expenses, reduced time utilization and extraordinary quality expansion.
Through our enormous information classification forms we approve and dissect the information fastidiously and convey impeccable tables according to our customer particulars, giving them the

splendid upshots that they justify. We verify that all through the complete information investigation

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process, stringent quality control checks are solidly run. It is this methodology of our own to regard quality certification as a focal piece of our operations, which has made us one of the pioneers in the business.

The Data Processing & Tabulation offerings at Research contain:

SPSS/SAS/Quantum programming based on tab/analysis plan. Coding, creating Banner Tables (cross tabs) and preparation of Charts based on the Tab Plan. Data conversion from spreadsheets to SPSS, Quantum or SAS format (Extract, clean, load).
Trending

Survey Programming
Overview

* **Scripting-** Ability in scripting overviews with different multifaceted nature levels. Scripting for trackers, omnibus and specially appointed studies in multinational and multi-mode philosophy, are effectively taken care of by the group.

* **Functionality-** Model designing, complex customization, advanced quotas, conjoint, max-diff, segmentation, speed trapping, straight liners are designed and programmed by an expert team.

* **Custom tool implementation-** To make easy and understandable survey look and behavior for respondent, survey is enhanced by embedding third party tools as tools developed in flash, image optimizer, sliders, highlighters and other custom tools.

* **Custom Setup-** Clock image exposure, vertical and horizontal slider, Self un-checking grid, image selection, Box selection, Text drag and drop, image map, Image drag and drop, Sound effect, reporting capabilities are often used in projects.

Our Expertise:

Flowchart Programming
Multi-country & Multi-mode projects
Max-diff

Conjoint

Trackers

CATI / CAWI/ CAPI specific Programming

Our Tools

Survey Gizmo

Confirmit

Kinesis

Qualtrics

SAS

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