

26 questions (ESOMAR) and our answers, in order to support online survey clients

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

We have a long time experience in terms of online research: the AIM™ (Austrian Internet Monitor) documents the internet's continuously increasing importance. Based on this we started to establish a panel in 2000, which has continuously increased. It has been used and maintained since then. In addition we have widespread methodological skills – we know in which cases online research does make sense and in which cases you better use another method.

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)?

As mentioned above, our access panel has been established in 2000. As recruiting via representative contacts was not very fruitful at that time, we mainly recruited via pop-up tests in the beginning. The increasing internet penetration changed the recruiting method: to a large extent the pool participants currently are recruited actively (in the course of telephonic or face-to-face representative sample surveys), furthermore via pop-up tests (well distributed over the most varied sites), a small percentage (< 5%) comes from registrations via our homepage or from friendship recruitment. All pool members are stored in a data base which is actively maintained. There is only contact between the company's staff members and the pool participants. We do not offer a community site where pool participants have the possibility to get in touch with each other.

3. What do you consider to be the primary advantage of your sample over other sample sources in the market place?

Our advantage is our widespread knowledge on methods and the size of our pool that covers both all important population groups and particular segments.

4. If the sample source is a panel or database, is the panel or database used solely for market research?

Yes.

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

Before carrying out an online survey we check the feasibility in terms of the required target group. If there is no feasibility we indicate the number of interviews that can be achieved at the best or we cooperate with other panels.

Alternatively we offer the carrying out of telephonic or face-to-face interviews if it makes sense.

6. What are people told when they are recruited?

We ask for their willingness of participation in online surveys (in which we confirm the anonymity of the results that is guaranteed in the market research) and point out that we conduct online survey on the most various themes in irregular intervals. In the course of the registration process we also point out to potential pool participants that participation is basically voluntary and without any compensation in order to avoid any survey result bias by members only participating for financial reasons. We also tell them that there are prize draws for some surveys in order to offer a certain incentive for participation.

7. If the sample comes from a panel, what is your annual panel turnover/attrition/retention rate and how is it calculated?

Summing up a year, approximately 90% of the registered pool participants are active. A pool member is considered as active if he/she has participated in a survey within the past 12 months. After 12 months without any activity participants are automatically eliminated. We estimate an annual turnover of 10% that currently can be filled up with our recruitment at representative interviews.

8. Please describe the opt-in process.

After stating the interest in the participation in online surveys participants get an e-mail to the denoted address. In this e-mail we again explain the modalities and send a link, which enables the prospective pool members to confirm and finish the opt-in process.

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.

We do not ask for a proof of identity. The confirmation during the opt-in process (Double-Opt-in) prevents the registration of different e-mail addresses. New registrations are checked against the pool addresses in order to prevent multiple registrations.

10. What profile data is kept on panel members? For how many members is this data collected and how often is this data updated?

In the opt-in process we collect the participants' sex, age and address. The following basic data collection (by regular mailings to all current pool members) enriches the data with additional features, e.g.

- Highest level of education
- Profession
- Size of the household (number of persons living in the household)
- Children living in the household
- Car ownership
- Powered two-wheeler ownership
- Media usage
- Mobile phone usage
- Internet usage
- Information on the housing conditions
- Travel behaviour
- Household net income

The basic data collection is done 4 times a year in order to check and enrich the data.

11. What is the size and/or the capacity of the panel, based on active panel members on a given date? Can you provide an overview of active panellists by type of source?

Currently the panel has approximately 30.000 pool members.

69% were recruited via pop-up tests and cooperation (distributed over the most varied sites,

27% offline in the course of carrying out personal or telephonic interviews,

4% by friendship recruitment or active contacting.

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?

The participants are randomly selected representative for the population (having regard to age specific and regional differences in the response rate). Any recent participation or a participation in a survey on the same topic is a disqualifying criterion. The drawing of subsamples with identical structure is done easily for the collected demographic information. The mailing of invitations is controlled by these parameters.

13. Explain how people are invited to take part in a survey. What does a typical invitation look like?

A typical invitation to the participation in one of our surveys looks like this:

Dear Ms XYZ!

We are pleased that we may invite you to an INTEGRAL online survey!

The survey takes approx. 3 minutes. As a thank-you we weekly draw 8 x 30 Euro in vouchers among all participants of the survey. (You can choose among amazon.at, Libro, Saturn, Spar, Billa, Merkur, Hofer or Tchibo/ Eduscho).

You find the current survey using the following LINK

The survey will be online until dd.mm.yyyy at the latest.

Kind regards, sender

Information on surveys and raffles is found here: www.fragebogen.at/info

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?

During the first years we used a point system with a payout at the achievement of a counter value of 10 Euro. In 2004 we changed to incentivising by raffles as there is a smaller administrative effort and internal tests proved that regarding the willingness of participation there are only small differences between the two systems (for a while we used both systems in parallel). Incentivising with a point system causes higher response rates in

total, but this is mainly effected by the formation of sub-groups of incentive-chasers who have a particular response behaviour (significantly more positive answers than the rest – higher brand awareness, higher purchase likeability and so on).

Raffles are not done for every survey. Especially shorter surveys are not incentivised. Prizes get higher according to a survey's length and its sample size. A further rule is: the lower the penetration rate the higher the prizes. Persons who do not meet quota criteria or whose quotas are already achieved also get incentives.

15. How often are individual members contacted for online surveys within a given time period? Do you keep data on panellist participation history and are limits placed on the frequency that members are contacted and asked to participate in a survey?

Basically we contact members at least every third month, the upper limit for participation is 12 times a year. Participation history/activities are registered for future selections.

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 Harbour, 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.?

During the opt-in process prospective pool members get information on the warranty of their data's anonymity. In addition we post our privacy policy on <http://www.integral-online.net/warpit/user/datenschutzerkl/index.php>. We handle the participants' data according to the regulations of the Austrian Data Security law and the ESOMAR directives. In the field of online research these are especially the guidelines regarding „Conducting research using the Internet“ and “Interviewing children and young people” – see: <http://www.esomar.org/index.php/codes-guidelines.html>

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

The whole access to the survey-server is SSL-encoded. The participants' data are in an offline data base and cannot be recalled online. We back up collected data and address data on a daily basis.

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

We do not process data from interviews that are conspicuous/abnormal in terms of the time needed to fill in and the quality of the answers (high refusal rate, response pattern not plausible).

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

No, we do not offer this.

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?

Yes, in case of need we use external providers and notify this to the client already when we offer. The selection criterion is the providers' ESOMAR membership. We do not go for an exchange of panel information (name, e-mail address). Most respondents refuse filling in the same survey repeatedly.

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?

Due to the size of our pool we use external providers only seldom. There is no particular guideline regarding the membership in other panels.

22. What are likely survey start rates, drop-out and participation rates in connection with a provided sample? How are these computed?

For us the response rate is the number of participants filling in a survey proportional to the number of invitations that were sent out. Depending on a survey's length and topic response rates differ between 10% and 50%. For a survey length of 10 minutes this value varies between 25% and 35%. As regarding the representativeness of results infrequent users should not be excluded and survey-pros or high interest groups may lead to unwanted deviation we regard the weak responders among our pool participants also as important.

The drop-out rate is the proportion of invited persons who participate in a survey but drop out in the course of filling in and do not finish the survey.

We made the experience that the interaction of quite a number of factors leads to extreme fluctuation of the participation- and the drop-out rate. The main criterion is certainly the length of the questionnaire, in which subject and composition may lead to completely different drop-out rates. Furthermore you may get different results even with an identical sample and questionnaire due to factors that cannot be influenced such as holidays, the weather, and the number of surveys currently carried out (also from other providers).

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?

Yes, we do maintain our panel this way and we are able to provide anonymized and aggregated data if there is a client request for this.

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?

Apart from the opt-in process that ensures the correctness of the e-mail address, a continuous monitoring in the course of the data processing enables us to check participants both per survey (length, non-response and drop-out analysis, comparison of patterns) and in the temporal course (history of number and type of survey participations).

25. Do you measure respondent satisfaction?

We are in an active e-mail contact with the respondents and normally react to any suggestion/complaint within 24 hours.

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

We indicate the length of the fieldwork and the precise composition of the sample.