



ESOMAR 28 QUESTIONS TO HELP BUYERS OF ONLINE SAMPLES

PanelView Response

April 2013

COMPANY PROFILE

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

PanelView founded in 2010. During this period, the company has conducted hundreds of surveys in various fields. Each one of these projects included building a representative sample of the target audience according to project's needs.

SAMPLE SOURCES AND 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?

PanelView relies solely on its panel members when creating samples. All the respondents are registered members of the panel and their demographics are previously recognised.

3. If you provide samples from more than one source: How are the different sample sources blended 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?

In most cases, we use samples from a single source - our registered panel members. If additional respondents are required, in case of a very large sample or if the target population is relatively hard to reach. We will use supplements from other Israeli panels that we are familiar with and are known as a trusted source. In such case, we will use single survey software to run the survey in order to keep quotas and validity. In order to eliminate duplicates we are tracing IP addresses as well as searching for respondents with identical demographics.

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

PanelView uses its panel solely for market research purposes.

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

PanelView and its Recruiters are advertising and conduct other activities in websites, blogs and social media sites where such groups are present. Additionally we urge members of these groups to spread our message to their relatives and friends using referral programs and awards.

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?

When a supplement is needed, we will contact panels that we are familiar with and have a supplement agreement with us. These panels are pre checked and approved for reliability and professionalism. It is our policy to notify the client in advance when using a third party provider.

SAMPLING AND PROJECT MANAGEMENT

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

We are using the sample's demographics according to the Israeli CBS data as a base. Each sample is built to represent the gender, age and residential area distribution of the project's target audience. During the survey, we keep quotas of the above parameters as well as religiosity level.

8. Do you employ a survey router?

No. PanelView do 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?**

PanelView do 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?**

PanelView do 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?**

PanelView do 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?**

For each panel member we keep full name, Email, home address and date of birth. This information is collected on-site during the registration process. In order to finalize the registration procedure the panel member should fill a detailed profile survey of approx. 70 questions about his consumption habits and detailed demographics including – gender, income, residential area, family members and more. An additional profiling survey with more general questions about his habits, fields of interest, political views and etc. is sent to the panel member few days after joining the panel.

- 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.**

Invitations are sent to the personal email of the panel members included in the sample. The email address is the email that the panel member used for registration. This email address is unique. Different panel members cannot have the same email address.

The mail invites to participate in a survey and includes a link to the survey. Information about the subject of the survey or its length is not given in order to avoid bias.

- 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?**

Panel member that took part in a survey is gaining points. One point for each question approximately. The longer the survey the more points he gains. 10 points are equal to one Israeli Shekel. Panel member can realize the points accumulated after collecting 500 points.

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

In Order to give an accurate estimate of a project feasibility we should get the required sample size, its demographic distribution and level of incidence if Applicable

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

At the end of every survey, the participants have a place to raise any remark they have. Respondents can use it in order to remark about the actual survey or about any other issue, they have. Remarks that are relevant to the actual survey are passed to the client.

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

A full sample report will include gross sample size, participation rate, dropout rate, average and median of survey duration and a description of the fieldwork process.

DATA QUALITY AND 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.

PanView is using several procedures in order to reduce or eliminate undesired within survey behaviours and maintain data quality. Including "speeders" tracking, overuse of non-response item (e.g. "Don't Know"), same column response in matrix questions etc..

Our experience taught us that the most effective check is "speeders" tracking. We compare the median time of survey completion, with each respondent's personal completion time. Whether the difference is larger than we approve this response is disqualified and the panellist is marked as low quality respondent. If this phenomenon will repeat, he will stop receiving invitations.

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?

Invitation frequency may vary from time to time and from one demographic group to another, according to its Incidence in the panel. We are endeavouring to keep a minimum of two invitations per month and not more than two per week. The sampling algorithm will choose first the less busy panellists. On the other hand, a less responsive panellist that is not tending to response to invitations will get fewer invitations.

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?

We will not allow to a single panellist to answer more than four surveys per month. The sampling mechanism takes care that this limit will not be crossed. The average is about two surveys per month. It varies according to the panellist demographics and his Incidence in the panel.

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?

Every panel's member history is saved in the panel's database. The panellists history includes full information about every survey he was invited to, participate, and status (started, completed, branched out, etc.). This information helps us to manage the panel in a very efficient way. The client can get a general report summarising the history of the sample's Attendees upon request.

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?

Every one of the panel members must have a unique email address. On registration, we are checking that there are no two identical panellists (identical – same full name and same address). In order to exercise his gained points the panellist must supply a photocopy of his ID card for verification.

POLICIES AND COMPLIANCE

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

Prior to participating in a survey for a paying client, the panel member must register and fill at least one profile survey. In most cases, the second profile survey will be sent to the panellist before any market research survey. This process ensures that each participant in a "real" project knows exactly what he is facing.

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

Our privacy policy complies with ESOMAR guideline for online research. It is very visible to panel members. They can access it from the main menu of the panel web site.

Below is a link to our privacy policy on our website:

<http://www.panelview.co.il/Policy.aspx>

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

The panel's database as well as the data collected in the surveys is stored on the servers of Vovici-Verint our service provider. Vovici-Verint is a certified company and it uses the most advanced technology in order to keep the data protection, security and validity. Direct access to the data is limited to a very limited number of employs and is constantly monitored.

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?

There are no foolproof methods for protecting audio, video, still images or concept descriptions in online surveys. We make sure that the client is aware to it. The decision what materials are used and presented in the survey is solely the client decision and his responsibility.

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

PanelView is operating according to internal quality procedures that ensures the quality and precision of our processes. Currently we are not qualifying to an official quality system.

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?

Registration to the panel is allowed from age 10. We adopted the ICC/ESOMAR international code for children interviewing. When a child is registering to the panel, he must present his parents / legal guardian permission attached with a formal certificate (e.g. parents ID).