



Ipsos Online Access Panels

26 Reasons to Choose Ipsos as Your Online Research Supplier

This document presents our answers to ESOMAR's 26 Questions to help research buyers of online samples through the following chapters:

- **Company profile**
- **Sample source**
- **Panel recruitment**
- **Panel and sample management**
- **Policies and compliance**
- **Partnerships and multiple Panel memberships**
- **Data quality and validation**

COMPANY PROFILE

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

Ipsos Interactive Services (IIS) has panels in **43 countries in North America, Europe and South America.**

The two main divisions, Europe and North American (NA), adhere to the **same general guidelines** though some differences in methodologies, rules, and privacy policies are in place to better reflect the needs in the respective regions. Ipsos is a full service market research company, and has been running mail and telephone survey panels for over 35 years.

We have **over ten years of experience** with online survey panels. IIS has conducted almost every type of research design online. Study types fielded include (but are not limited to) concept, package and product testing, A&U, pop up, pop up on exit, website evaluations, public opinion, sensitive topics, voter exit polling, concept testing, discrete choice and conjoint analysis, ad testing, streaming video.

SAMPLE SOURCE

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)?

IIS is able to guarantee excellent market research results because we benefit from more than 35 years of experience in panel management within the Ipsos Group, both offline and online, and because Ipsos was one of the first companies to embrace the switch from traditional to online data collection methodologies.

Our panels are not just lists or databases of individuals, but managed Access Panels:

- Individuals who have volunteered to take part in market research surveys
- Created and managed for long-term use and access
- Extensively profiled to efficiently target respondents

True panels are not merely cooperative lists or databases of individuals. Our experience has shown that the sample source plays a vital role in a company's ability to make accurate business decisions based on the facts.

Ipsos' online panels are **continuously refreshed** using a **variety of sources and methods**, perhaps the most important being Affiliate Networks. Specifically, Affiliate Networks allows us to recruit from many different sources as affiliates typically run recruitment campaigns in partnership with 20 to 40 different websites at any time. In terms of emerging technologies, NA strategically focuses on developing processes that reflect the newest internet practices such as may currently be found through social networks. Additionally, email lists, banners, website and text ads, co-registration, and search engine marketing methods are also used in both NA and Europe.

When evaluating the priority of sources, the recruitment process takes the following into consideration:

- **Panel parameters:** For example, response rates, attrition, data quality, and demo usage
- **Census representativity:** Though we consider census representativity in our recruitment strategies, our strategies aim to recruit a selection of panelists who meet business requirements (including census representative samples for frequently used groups, e.g., Females 18-49)
- **High demand targets:** For example, people with certain ailments or from certain professions



SAMPLE SOURCE

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

Ipsos panels utilize a **wide range of sample sources** to ensure that we have the best possible chance of achieving representativity and quality in survey results. It also ensures that we are not affected by unexpected issues with individual suppliers.

The unique advantages of Ipsos panels are:

- **A global reach, thanks to the Ipsos network**
- **Quality – compliance with EFAMRO Access Panel rules and ESOMAR regulations**
- **Standardization of recruitment questionnaires in all countries**
- **A state-of-the-art sampling tool in Samplix, developed by Ipsos, which can extract samples based on criteria agreed upon with clients and representative of the appropriate census target**
- **Representative samples based on up to 6 demographic criteria (additional criteria can be added according to client requests)**
- **Specialized panels (sub-panels) that are continuously updated**
- **A multiple-source recruitment strategy and excellent supplier relationships**
- **An actively managed community for panelists that engages them, rewards them for participation, and protects their privacy**
- **Efficient and well thought-out database processes that are carried out routinely and promptly**
- **One of the best email deliverability records in the industry, where rules and best practices are followed, and solid partnerships with internet providers ensure deliverability**
- **Ongoing monitoring of panel performance and participation rates through detailed analytics**

SAMPLE SOURCE

4. If the sample source is a panel or database, is the panel or database used solely for market research? If not, please explain.

IIS panels are used **solely for market research purposes**.

SAMPLE SOURCE

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

We constantly carry out **targeted recruitment** through:

- **Various “wide net” methodologies** (e.g., email campaigns, affiliate networks, banner ads, text ads, search engine, co-registration, offline-to-online, specialized websites)
- **Customized incentives and materials** for recruiting special targets such as mothers of babies, age group 55+, etc.
- Moreover, we are continuously **testing new recruitment sources and methods** (specialized websites, social networks, etc.).

SAMPLE SOURCE

6. What are people told when they are recruited?

When joining the panel, panelists **agree to have their personal details stored and to be contacted by IIS** to conduct market research surveys.

Panelists are informed of the following:

- Their data will only be used for market research purposes
- IIS will not share personally identifying information with clients
- IIS panels are free to join and free to participate in
- Panelists will know upfront the types of incentives offered for completed surveys (points, sweeps/ draws)



PANEL RECRUITMENT

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

Turnover and attrition depend on many attributes of panels, including incentives, survey frequency, and panel management rules. IIS strives to maintain incentives and survey frequencies at levels that do not encourage professional respondents. Given these considerations, **annual attrition rates vary from 20% to 80%** depending on the country, and are calculated as the percentage of inactive panelists (unsubscribers plus removed/purged panelists) among the total panelists.

PANEL RECRUITMENT

8. Please describe the opt-in process.

Ipsos uses a “**double opt-in**” process for all panelists. Individuals wishing to join the IIS panel first complete the online recruitment survey, and accept the **terms and conditions of membership**. We inform our panelists that Ipsos agrees to keep all personal information regarding its panelists confidential (their habits, preferences, personal addresses, etc.), and that this **information is used only for Ipsos** research.

Likewise, panelists are requested to **adhere to rules regarding the confidentiality** of our surveys. Agreement to these terms and conditions provides the first “*opt-in*” to panel membership.

Once the recruitment questionnaire is completed, panelists receive an e-mail and are required to click on a link to confirm they would like to participate in panel membership. This constitutes the second “*opt-in*”.

Upon completion of the recruitment questionnaire, a subsequent **profiling questionnaire** is sent to panelists to gather additional information like: *pet ownership, car ownership, internet usage, household equipment, etc.*

Finally, panelists are emailed a welcome note that indicates their information has been received and they will be receiving their first survey in a few days. The panelists are also informed of their website **username and password**, and at the same time provided with information about the dedicated hotline where they can send any queries.

We ensure that it's simple for panelists to **opt-out**, or unsubscribe, from the panel at any time. Opt-out information is provided at the time of recruitment, on the panel website, and in each email a panelist receives from us.

PANEL RECRUITMENT

9. Do you have a confirmation of identity procedure? Do you have procedures to detect fraudulent responders at the time of registration with the panel? If so, please describe.

Ipsos has standard quality practices which begin when an individual joins the panel. Panelists are only added to the panel if they meet **these quality checks**:

- De-duplication with the existing panel and simultaneous recruitment campaigns based on various criteria: email, address, name, surname, etc.
- De-duplication with Ipsos blacklist (including emails of clients, competitors, and Ipsos employees)
- De-duplication using RELEVANTID® digital fingerprinting solution
- Screening out people who work in advertising or market research, and people who are less than 16 years old EU / 18 years old NA
- Screening out people in the wrong country based on IP (Geo Tracking System)
- Email confirmation to ensure email is valid and belongs to the person who completed the recruitment questionnaire (double opt-in process)
- Name, surname and email validations
- Town and zip-code validated according to official lists
- Validations between correlated questions (title and gender, age of parents and children, etc.)
- Automatic recoding of different variables (occupation and sector depending of the employment status, etc.)
- Security program (CAPTCHA) at registration to prevent automated registration on the panel
- Screening out panelists with email domains from “5 minute mail” providers (websites that generate email addresses that are available only for a few minutes or only for a limited number of messages received).



- During the cleaning process (prior to uploading new recruits into the database), validations and checks on the background data are done through a specialized application and include:
 - Cleaning of names, addresses and phone numbers
 - Street address checking for NA
 - In-depth de-duplication on name, address, phone, age and other demographic variables
 - Names and gender correlation
 - Checking against libraries of correct names and surnames
 - Calculation of variables (like region, market size, social grade)
 - Distributions/Counts on all variables

Because most of the validation is done in real time at recruitment, less than 5% of the recruited panelists are lost during this additional cleaning process.

PANEL RECRUITMENT

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

At a minimum, the Ipsos online panels have information on the following elements:

- Name
- Gender
- Birth year
- State/Province/Region
- Zip/Postal code
- Email
- Education level
- Employment status
- Occupation
- Sector of activity
- Annual Household income
- Household size
- Internet usage
- Age and gender of other household members

Additional information on the panelists (e.g., pets, beverages, financial, electronics, internet usage, vehicles) is collected right after the recruitment questionnaire in a first **profiling survey**. About 80% of recruits complete this additional profiling survey. Further information may be available depending on the country in question.

Besides the information from the recruitment and profiling questionnaires, we collect a wide range of data on a variety of topics through **periodic screener surveys**.

All active panelists are asked annually to provide us with **updated demographic information**. Active panelists are also encouraged to update their contact information as necessary on our Panel Member Services site. This information can be used for targeted sampling purposes if required.

PANEL RECRUITMENT

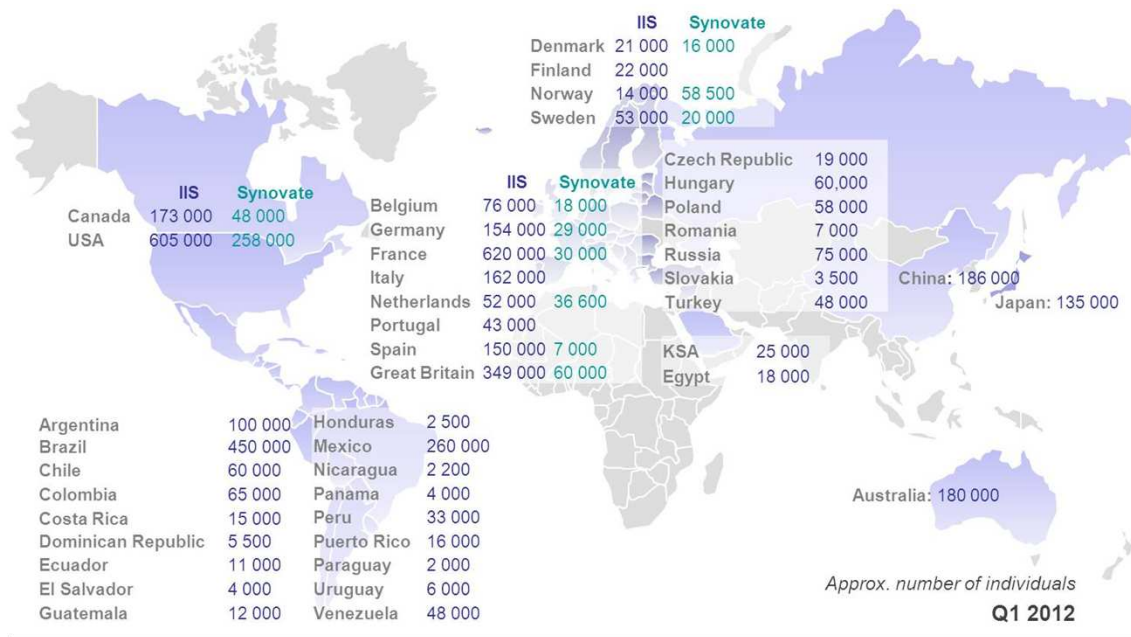
11. What is the size and/or the capacity of the panel, based on active panel members on a given date? Can you provide an overview of active panelists by type of source?

Active panel membership status is based on a combination of age, opt-in status, survey quality, and participation level. Panelists are considered active based on the following criteria:

- They have double opted in
- They have not unsubscribed
- They are at least 18 years old in NA or 16 in Europe
- They update their main demographic information periodically
- They have completed at least one survey
- They have not been identified as fraudulent (i.e., having provided suspect survey results)



Our online panels cover over **4.5 million people in over 43 countries** (Europe, North America and South America). Below are the online active panel sizes at the individual level:



Through our partnership with **Livra Panels**, we have access to **an additional one million respondents in South America**. Also, through local Ipsos companies, we have access to **Online Panelists in Australia, Japan, and China**.

PANEL AND SAMPLE MANAGEMENT

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?

Sampling begins by developing targets to **match official census statistics** or **profiles as requested** by the client for any given country. For certain target populations, such as *mobile phone owners, pet owners, etc.*, we have the ability to generate representative quotas based on a sub-sample of the panel, and then use these quotas to obtain a balanced sample of the sub-sample.

Sampling is carried out via a proprietary sampling application that allows us to construct **complex samples** based on the target and screening requirements. The software selects potential respondents that balance according to the targets (i.e., selected to be representative of the general population, internet population or other specific target population demographic profile required).

The software uses an iterative selection algorithm that balances one variable at a time in order of priority, as follows:

- The first step is to extract all active and available panelists that meet the screening criteria (e.g., demographic, geographic)
- The sample pool is randomly sorted
- The algorithm then examines the first (primary) variable and selects the number of panelists who satisfy each target
- Sometimes, there may not be enough available sample to fill all cells
- Since some variables are more important than other, lower priority variables may not balance precisely
- Finally, the sample may be distributed and balanced among more than one cell so that different treatment or surveys may be fielded in equal balanced groups or cells.
- Exclusion procedures: Panelists can be eliminated from same-category surveys for any length of time (e.g., 7 days, a year, or even longer) based on the client's request. In addition, IIS imposes its own rules to ensure panelists are not overused:
- Panelists do not receive more than two survey invitations in any single week
- For studies within the same category, panelists do not receive more than one invitation every 2 weeks in Europe, and 1 week in North America.



Deployment: The sample can be deployed in batches using any criteria requested by the client. This is controlled by the email application used in the management of the panel mail-outs. The mail-out tool allows automatic mailing at a predefined time/day and by batches, such as by descriptive variables of an individual.

We can also control the number of completes for any specific cell by setting desired end quotas on any specified criteria specified (e.g., gender, age). Once a target quota is achieved, the survey will close for respondents within that target.

Based on estimated return rates, a specific number of panelists are selected such that the desired number of completes will be obtained if every single panelist who was invited completed the survey.

PANEL AND SAMPLE MANAGEMENT

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

All online data collection (including surveys) is **conducted via websites**. Through the sampling process, panelists are pre-selected to answer a certain survey; the surveys are not “open access” (i.e., respondents are not self-selected), and respondents do not know the survey content.

Panelists receive an invitation email with the following information:

Survey information (end date, survey number, survey duration, number of incentive points)

- A unique URL that provides access to the questionnaire
- Physical address for IIS
- Member support email address
- Link to privacy policy
- Opt-out information

Respondents are automatically routed to relevant questions according to their answers. The survey is controlled so that all respondents answer the sections of the questionnaire that are relevant to him/her. The survey is controlled to collect answers on every question in turn; therefore, unlike other self-completion methodologies, online will ensure that blank answers are not present in the end data set. Respondents will be given ‘*don't know*’ options as necessary throughout the questionnaire to ensure we are not ‘forcing’ an answer.

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?

All panelists receive **appropriate incentives** to participate in our surveys. The incentives vary from study to study depending on the country, survey topic, length, and complexity.

Points are allocated depending on the **questionnaire length**. Panelists who don't qualify for a survey (i.e., are screened out after the screening questions) receive a small number of points for their willingness to participate. Accumulated points can be redeemed on the dedicated panelists' website for a variety of vouchers.

Points systems are recognized as being the best in class in online market research, as they are seen as a neutral system which does not skew the participation of specific groups of people. From time to time we strengthen the incentive policy by adding prize draws or other incentives.

Besides rewards for surveys, panelists also benefit from:

- **Real time point allocation for surveys** (after a survey is completed by a panelist, the points allocated can immediately be seen in the points balance)
- **Monthly emailed newsletters** containing articles on different topics, survey results, panel news, prize draw winners, panelists' tips, FAQs
- **A custom built website** allowing panelists to check in real time their points balance, to browse and redeem rewards, to take their available surveys, to update their contact information, to learn more about the panel, and to read our newsletters
- **Access to tech support** (via email)
- **Confidentiality**
- **Loyalty program**: panelists are awarded with bonus points every time they have completed a certain number of surveys – including for SO and QF respondents' status (the system is set up for 6 categories: 5, 10, 25 to 100). The survey count takes place once a month and different points are allocated according to the numbers of surveys completed – more points for a higher number of completed surveys
- **VIP program**: the most loyal panelists are offered entries into special VIP prize draws, based on survey returns (*Survey returns = completes + screen-outs + quota-full*)
- **Quarterly VIP Prizes**: awarded every quarter; the eligibility criteria is at least 5 surveys answered per quarter
- **Annual VIP Prize**: awarded once a year; the eligibility criteria is at least 2 quarters of acquired VIP status per year
- **Quarterly prize draws**: Panelists will earn an entry in this quarterly draw when they complete a sweepstake-based survey. Currently, the projects included in this category are: Webcruiser, Omnibus, EU Pulse, Data Quality, and Profiling.



PANEL AND SAMPLE MANAGEMENT

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

This varies depending on the type of respondent, as some demographics are required more often than others. We ensure that panelists do **not receive more than two survey invitations** in any single week, and for studies within the same category, panelists do **not receive more than one invitation every 2 weeks in Europe, or every week in North America**. The average panelist is invited to just **3 to 6 surveys each month**, depending on the country.

POLICIES AND COMPLIANCE

16. Is there a Private 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 collection and children? What other research industry standards do you comply with?

Yes, individuals can view our extensive **Privacy Policy** at the time of panel registration. As well, the introduction to our standard survey invitation includes a link to the policy, and reminds panelists that we hold all information provided to us in the strictest of confidence.

Our full Privacy Policy is available at the below links:

- Europe: <http://www.iap-interactive.com/PrivacyPolicy/tabid/147/Default.aspx>
- NA: <http://www.i-say.com/Privacy/PRIVACYPOLICY/tabid/167/language/en-US/Default.aspx>

We comply with the standards of **MRIA, MRA, and CASRO** in North America, and with **ESOMAR, AIMRI and EFAMRO** standards in Europe. Further, in North America, we strictly abide by all ethical, privacy, and anti-spam laws/policies of the following organizations:

- MRIA-ARIM: <http://www.mria-arim.com>
- CASRO: <http://www.casro.org>
- PIPEDA: http://www.priv.gc.ca/legislation/02_06_01_e.cfm
- CAN-SPAM: <http://www.ftc.gov/bcp/edu/pubs/business/ecommerce/bus61.shtm>

Our personally identifiable information collection and emailing practices have been audited and are certified to comply with all relevant privacy and spam laws by the two premier online trust authorities: **TRUSTe and Sender Score Certified**.

Compliance with the **Children's Online Privacy Protection Act (COPPA)** is guaranteed because we don't collect personal information from children, and surveying of panelists' children is only done through advocacy.

IIS Europe is also affiliated with professional market research organizations, such as **AIMRI, ESOMAR and EFAMRO**. Its full membership gives IIS full recognition as a professional market research agency fulfilling the following requirements:

- The principal business activity of the company must be **marketing or social research**.
- Members must confirm that they abide by the **ICC Code of Conduct** (as endorsed by ESOMAR) and/or the relevant code of their national market research association.
- Members are required to adhere to the **AIMRI Code of Business Practice and the AIMRI Guidelines for Quality Standards**.

POLICIES AND COMPLIANCE

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

IIS applies strict **security processes** to protect the panelists' data. This includes not only servers and databases, applications and survey links, but also procedures applied by all IIS employees. The **Information Security Management System** regulates the access to and usage of the IIS information and assets in order to protect information and preserve its main characteristics: confidentiality, integrity and availability.

IIS Europe has been **ISO 27001 (Security ISO) certified since 2007**. Further details on all processes applied are available upon request.



POLICIES AND COMPLIANCE

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

IIS has documented all procedures related to the survey and sample process. These procedures are strictly followed. Employees receive training as new procedures are developed, or as existing procedures are improved. IIS Europe is certified in accordance with **ISO 9001 since 2003** and **ISO 20252, the Market Research standard, since 2008.**

POLICIES AND COMPLIANCE

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

IIS never directly contacts children. **Panelists must be at least 18 years old in NA or 16 in Europe** to be able to subscribe to the panel. When IIS conducts surveys with children, the first contact is the main panelist who must then agree to share the survey with the child. The main panelist may then sit with the child while they survey is answered.

PARTNERSHIPS AND MULTIPLE PANEL MEMBERSHIP

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 a third party provider?

IIS maintains its own panel. However, when a study is based on low incidence rates, or targets a limited socio demographic group, we may seek completes from third party vendors.

When Ipsos needs to use external partners, Ipsos prefers to **work with partners having actively managed Access Panels and providing quality services.** In this regard, we maintain a list of **preferred suppliers** who have met our standards for supplier quality and we evaluate panel partners on an ongoing basis.

In terms of the **de-duplication process** with external suppliers, after testing different methods like cookies or demo checking module we eventually implemented the most sophisticated and effective technology – the RELEVANTID® digital fingerprinting de-duping.

The iPi speeding module or other survey customized quality checks, can, and are recommended to be applied also when using external panel partners.

PARTNERSHIPS AND MULTIPLE PANEL MEMBERSHIP

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?

In order to ensure maximum representativeness, IIS does not remove potential respondents from the pool based on assumed membership in other panels.

The recent ARF Foundations of Quality study found that multiple panel membership is NOT associated with bad survey-taking behavior or with speeding behavior. In fact, many of these individuals seem motivated by social responsibility rather than trying to “game the system,” and are often willing to complete longer surveys that other panelists skip. That being said, every Ipsos panelist is regularly screened for survey data quality, and those who fail our standards are removed from the panel.

DATA QUALITY AND VALIDATION

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

Our response rates vary from 12% to 23% depending on the country, the target group, survey topic, length and complexity, timing of the survey etc.

“Response rate” is the percentage of those completing or screening out of the survey from the entire out-go sample.

In order to achieve the desired number and structure of completes, the sampling algorithm takes into account for the calculation of the sample size and for the sample structure the response probability of each panellist.



DATA QUALITY AND VALIDATION

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?

Information kept on panelists includes:

- Date of each survey sent
- Date and time each survey is started
- Date and time each survey is completed
- Complete/screened/quota/partial/non-click for each survey sent
- Length of each survey sent
- Job number and name of each survey sent

On a project level, the client receives reports in terms of response rate, incidence rate, number of completes, completes per quota, average survey length, etc. We can also accommodate any request to exclude from a sample any panelist who has completed a survey within a specific period of time.

DATA QUALITY AND VALIDATION

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?

Ipsos has developed an internal four-stage data quality process called iPi4 (Ipsos Panel Integrity). The four components are:

iPi Pre-panel stage: Before becoming Panel members, applicants are scrutinized by a complex validation system. No one can join the Panel without successfully passing all of the checks:

- **DUPLICATES detection** using three different methods:
 - **De-duplication** based on **RelevantID®** technology which is an industry leading de-duping fingerprinting solution. The system works by gathering publicly available non-intrusive data points about a participant's computer such as IP address, screen resolution, browser versions and more.
 - **De-duplication** based on **various contact information** provided by respondent: email, address, name, surname etc.
 - **De-duplication with Ipsos BLACK-LIST** (including emails of clients, competitors, Ipsos employees).
- **CAPTCHA Security code** to prevent automated registration.
- **Screening out people who work in ADVERTISING or MARKET RESEARCH** and people who are **less than 16 years old**.
- **Ensure valid CONTACT INFORMATION**
 - **Email confirmation** to ensure email is valid (double opt-in process)
 - **Email validation** - remove records with email addresses which are available only for several minutes or only for a limited number of messages received (they are generated automatically by specialized websites)
 - **Name and surname validations** - through name/gender match, or mismatch/ misspelling as compared to library of names
 - **Country validation** based on IP (the Geo Tracking System)
 - **Town and zip-code validated** according to official lists
 - **Validations between correlated** questions (title and gender, age of parents and children etc)

iPi Early-panel stage: Shortly after joining the Panel, new members are tested again, by **evaluating their survey-taking behavior**. New panelists who are most likely to make **intentional or unintentional errors** on future surveys are deactivated at an early stage.



- **iPi ANOMALY DETECTOR: the answers to the recruitment survey are tested for consistency by applying a statistical clustering technique**
 - The model is applied to each new panelist to identify the cluster group to which he/she belongs based on their demographic profile. Indices are created for each case to measure the unusualness of the case with respect to its cluster group.
 - The most unusual cases get very high Anomaly Index values. Those panelists are removed.
- **iPi TRAP SURVEY: a custom designed survey to detect fraudulent behavior.** Respondent can potentially make a wide range of errors on this survey if they are inattentive or dishonest:
 - Speeding: completing the survey in a very short period of time
 - Straight-lining / zigzagging in grid questions
 - Contradictory answers
 - Over-click / Under-click
 - Too many “None of the above” or “Don’t know” answers
 - Age and gender mismatch with the info from panel registration
 - Selecting too many items which normally have low incidence and vice versa
 - Selecting too many red herrings – fake brands or stores

Each panelist is scored on each type of error. Those who gather a very high overall score are removed from the Active panel.

The **iPi Survey module** identifies low engagement behavior during a survey, and is reckoned as the leading technology in this area. The quality of answers is ensured by measures such as Duplicates detection using the RelevantID digital fingerprinting, geo-IP validation and speeding.

- **RELEVANTID® removes duplicates from live surveys, based on digital fingerprinting criteria.** The module is applied on all surveys conducted by IIS, including those where mixed panel sources are used for the same survey.
- **RELEVANTID® removes respondents connected to a survey from other countries** than the survey country.
- **iPi SPEEDING - Removes unengaged panelists from live surveys**
 - The IIS speeders identification considers the time spent on the questionnaire but also the number of answers given (number of clicks one person did in a survey + the number of characters in open ends).
 - This module is fully automated and applied on all types of surveys (except on tools).
- **iPi STRAIGHT-LINING** – Removes unengaged respondents who select the same scale point for all items on grid questions.
- **iPi OVER-CLICKING** – Removes respondents who select far too many items in questions with multiple options such as screening ones. These are respondents who try to over-qualify for the future surveys or try to avoid being screened-out.
- **iPi UNDER-CLICKING** – Removes respondents who select too few items in questions with multiple answers. Their motivation is different – they might get bored with the survey or they are just incentives hunters.
- **iPi RED-HERRING** – Removes respondents who select fake brands. Add in surveys questions about fake brands and flag the respondents who claim to know / use the respective brands. Module used only by clients’ request.



iPi Ongoing panel stage. The panelists' behavior history is monitored and tracked across all surveys. IIS employs purging procedures based on these data to remove bad and inactive panelists from our eligible sampling pools.

- Panelists with **hard bounces emails** (Undelivered emails) and not answering to a certain number of surveys are inactivated.
- **Inactive respondents** are regularly removed from the active panel database through an automatic purging procedure.
- **iPi REPEATED FRAUD DETECTOR** - An automatic procedure to deactivate panelists who are constantly flagged as speeders, duplicates, straight-liners, over/under –clickers or Geo-IP disqualified.
- **iPi INCONSISTENCY TRACKER:** Standard questions for Birth date and Gender have been implemented on all surveys. We'll monitor the consistency of answers across all surveys. The most inconsistent panelists will be deactivated using automated procedures.

DATA QUALITY AND VALIDATION

25. Do you measure respondent satisfaction?

IIS has numerous measures of respondent satisfaction.

- **Annual Satisfaction Study:** Once per year, a large sample of panelists answers a 20 minute survey to determine where the panel strengths and weaknesses lie.
- **Monthly Satisfaction Study:** Once per month, a small sample of panelists answer a 5 minute survey to monitor ongoing changes to the panel.
- **Survey Satisfaction Study:** Upon completion of every survey, panelists are invited to respond to four short questions about the survey they just completed.

DATA QUALITY AND VALIDATION

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

IIS provides a full fieldwork report including:

- Date of study launch
- Date of study completion
- Outgo sample size
- Response rate, completion rate
- Incidence rate
- Information of the average survey length
- Other reports at request