



Ipsos Interactive Services
Nobody's unpredictable!

26 Reasons to Choose Ipsos as Your Online Research Supplier

Our Answers to ESOMAR's

?????26 QUESTIONS
TO HELP
RESEARCH
BUYERS
OF ONLINE
SAMPLES

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November, 2009



COMPANY PROFILE

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

Ipsos Interactive Services (IIS) has panels in 24 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 50 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 50 years experience of 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 one 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 representivity: Though we consider census representivity 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

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 representivity 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

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.

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.).

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 receive points for completed surveys
- Panelists will qualify for sweeps/or draws for completing surveys

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 60% depending on the country, and are calculated as the percentage of inactive panelists (unsubscribers plus removed/purged panelists) among the total panelists.

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 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.

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)
- Screening out people who work in market research, and people who are less than 16 years old
- 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 "10 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.

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 information:

- 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.

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 (discussed below)
- They have not unsubscribed
- They are at least 16 years old
- 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 2.2 million people in over 24 countries (Europe, North America and South America). Below are the online active panel sizes at the individual level, as of November, 2009):

Country	No. of Individuals
Argentina	11,934
Belgium	74,788
Brazil	24,165
Canada	195,018
Czech Republic	7,835
Denmark	24,154
Finland	29,149
France	526,258
Germany	102,009
Great Britain	373,857
Hungary	18,541
Italy	106,783

Mexico	15,078
Netherlands	51,831
Norway	24,994
Poland	13,467
Portugal	18,086
Romania	6,479
Russia	14,961
Spain	75,614
Sweden	54,837
Switzerland	2,005
Turkey	3,027
USA	474,255
Total	2,249,125

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 another 1.5 million panelists in China, Japan, and Australia.

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.

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:

- Monthly emailed newsletters containing articles on different topics, survey results, panel news, prize draw winners, panelists' tips
- A custom built website allowing panelists to update their contact information, learn more about the panel, read our newsletters
- Access to tech support (via email).

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/FirstPage.aspx?param=10>
- NA: <http://www.i-say.com/privacy.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 three premier online trust authorities: TRUSTe, Habeas, and Sender Score. 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.

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.

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 has been ISO 9001 certified since 2003.

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 16 years old. 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 extremely low incidence rates, or targets a limited demo group, we may seek completes from third party vendors. We maintain a list of preferred suppliers who have met our standards for supplier quality. We do not use third party suppliers without first notifying our clients. Completes from third party suppliers are screened for duplicates.

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 representivity, 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?

Response rate is the percentage of those completing or screening out of the survey from the entire out-go sample. A number of variables affect response rates:

- Country
- Survey topic, length and complexity
- Timing of the survey (is it during holiday season?)
- Target group
- Types and number of incentives
- Panel management rules, etc.

To achieve the desired number and composition of completes, our proprietary sampling algorithm takes into account the desired number of completes along with the probability of response for each panelist to any given survey. As such, our panels consistently achieve rates in the 20% to 40% range.

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.

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 Gate: The answers to questions from the recruitment survey are tested for internal consistency:

- We identify abnormal cases (unusual combinations of responses to different questions – for example young panelists with a high number of unlikely diseases) by using SPSS Detect Anomaly Procedure, which searches for unusual cases based on deviations from the norms of their cluster groups.

- The model is applied to each new panelist to identify its cluster group, and indices are created for each case to measure the unusualness of the case with respect to its cluster group. All cases are sorted by the values of the anomaly indices.
- The top portion of the case list is identified as the set of anomalies and panelists from this group are removed from the active panel.
- In place in NA and Europe.

iPi Filter: Fraudulent survey response behavior is spotted through a custom designed “trap” survey.

- Shortly after joining the panel, the panelists are asked to complete a “trap” survey designed in such a way (minimum validations in the online form) that they are allowed to make a wide range of errors:
 - ✗ Contradict themselves from one question to another
 - ✗ Choose more than one item when asked to choose one only
 - ✗ Straight-line
 - ✗ Choose red-herring brands.
- Those who do not meet minimum quality requirements are removed from the active panel.
- In place in NA and Europe.

iPi Pacer: Deactivates panelists who consistently answer surveys too quickly.

- Based on recent survey history data, those panelists consistently failing to spend sufficient time completing surveys are deactivated from the active panel.
- Currently in place in NA; to be in place in Europe by end of Q1 2010.

iPi Live: Remove inattentive/dishonest panelists from live surveys.

- The errors measured within a live survey are: straight-lining, speeding, age/gender mismatch with panelist’s base information, over- and under-clicking, red herring, too low incidence, too high incidence.
- A fraud score is calculated for each respondent. Based on this score, fraudulent panelists are flagged in the survey data file and not considered completes.
- Fully implemented in NA; in Europe, currently the speeding component is in place.

Other panel maintenance operations:

- Panelists who don’t respond to surveys are removed monthly from the active panel.
- Undelivered email addresses/inactive accounts are removed from the active panel monthly.
- Duplicates based on different combinations of address, name, age, gender, etc., are removed periodically during the panel membership (when panelists update their information).

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.

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

IIS provides a full fieldwork report including the following:

- Option of reviewing test links of studies
- Date of study launch
- Date of study completion
- Outgo sample size
- Complete sample size
- Screened out sample size
- Other reports at request