

# ESOMAR 28 questions to help buyers of online samples

Czech National Panel	50,000 respondents
Slovak National Panel	20,000 respondents
Polish National Panel	10,000 respondents

Company profile	1
Sample sources and recruitment	1
Sampling and project management	2
Data quality and validation	4
Policies and compliance	5

[RFQ@NATIONALPANEL.EU](mailto:RFQ@NATIONALPANEL.EU)

[WWW.NATIONALPANEL.EU](http://WWW.NATIONALPANEL.EU)

## COMPANY PROFILE

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

**ESOMAR Context:** This answer might help you to form an opinion about the relevant experience of the sample provider. How long has the sample provider been providing this service and do they have for example a market research, direct marketing or more technological background? Are the samples solely provided for third party research, or does the company also conduct proprietary work using their panels?

**Answer:** The Czech National Panel company was established in January 2012 by merger of online panels of three full format market research agencies STEM/MARK, NMS Market Research and Nielsen Admosphere with aggregated 49 years' experience on the market. We provide samples for third party research as well as for our parent companies.

## 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?**

**ESOMAR Context:** The description of the types of sources a provider uses for delivering an online sample will provide insight into the quality of the sample.

**Answer:** We provide actively managed research panels. Recruitment of new members is done through traditional offline methods (CATI, F2F) as well as a snowball method via current panel members and by employing social media and web campaigns. Over 50 % of the members have been recruited offline.

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

**can this be replicated over time to provide reliability? How do you deal with the possibility of duplication of respondents across sources?**

**ESOMAR Context:** The variation in data coming from different sources has been well documented. Overlap between different panel providers can be significant in some cases and de-duplication removes this source of error, and frustration for respondents.

**Answer:** The only source of samples we provide is our actively managed panel.

4. **Are your sample source(s) used solely for market research?**

**ESOMAR Context:** Combining respondents from sources set up primarily for different purposes (like direct marketing for example) may cause undesirable survey effects.

**Answer:** Yes, our sample sources are used solely for market research.

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

**ESOMAR Context:** Ensuring the inclusion of hard-to-reach groups on the internet (like ethnic minority groups, young people, seniors etc.) may increase population coverage and improve the quality of the sample provided.

**Answer:** Thanks to the access to our parent companies resources such as CATI centers, Face to Face recruitment, and others we are able to pre target our end respondent, and therefore cover even the hard-to-reach internet population. Once we establish the system in a one hard to reach area, we often continue to recruit such a group based on word of mouth and snowball.

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?**

**ESOMAR Context:** Many providers work with third parties. This means that the quality of the sample is also dependent on the quality of sample providers that the buyer did not select. Transparency is essential in this

situation. Overlap between different providers can be significant in some cases and de-duplication removes this source of error, and frustration for respondents. Providers who observe process standards like the ISO standards are required to give you this information.

**Answer:** With the size of our panels (50,000 in the Czech Republic and 20,000 in Slovakia) we are currently able to cover 94% of our request through our own resources. We do not outsource our samples.

## SAMPLING AND PROJECT MANAGEMENT

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

**ESOMAR Context:** The sampling processes (i.e. how individuals are selected or allocated from the sample sources) used are the main factor in sample provision. A systematic approach based on market research fundamentals may increase sample quality.

**Answer:** All targeting is done by employing our in-house-built sampling application. Panelists are selected randomly within the set filters and quotas with respect to frequency of survey participation limits. Thanks to our 12 extended respondent profile areas we are able to target representative samples based on a wide variety of quotas and criteria requested by our clients. We are able to target the population based on various quotas such as mobile owners, household incomes, pet ownership, lifestyle and others.

### 8. Do you employ a survey router?

**ESOMAR Context:** A survey router is a software system that allocates willing respondents to surveys for which they are likely to qualify. Respondents will have been directed to the router for different reasons, perhaps after not qualifying for another survey in which they had been directly invited to participate, or maybe as a result of a general invitation from the router itself. There is no consensus at present about whether and how the use of a router affects the responses that individuals give to survey questions.

**Answer:** No, we do not employ a survey router. We limit the number of non-qualified respondents by prescreening and targeting a specific sample based on respondents' profile data.

### 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?

**ESOMAR Context:** Biases of varying severity may arise from the prioritization in choices of surveys to present to respondents and the method of allocation.

**Answer:** The Czech National Panel does not use 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?

**ESOMAR Context:** If Person A is allocated to Survey X on the basis of some characteristic then they may not be allowed to also do Survey Y. The sample for Survey Y is potentially biased by the absence of people like Person A.

**Answer:** The Czech National Panel does not use 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?

**ESOMAR Context:** It may be necessary to try to replicate your project in the future with as many of the parameters as possible set to the same values. How difficult or easy will this be?

**Answer:** The Czech National Panel does not use 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?**

**ESOMAR Context:** The usefulness to your project of pre-profiled information will depend on the precise question asked and may also depend on when it was asked. If real time profiling is used, what control you have over what question is actually asked.

**Answer:** To keep all the information up-to-date we require all respondents to update their profiles at least every 6 months. The minimum range of profiling data collected on our respondents is: Name, Gender, Date of Birth, Residence (City and Zip Code), Highest Reached Education Level, Employment Status, Occupation, Marital Status, Household and Personal Income, Household Size, Number of Children in Household and ABCDE Socioeconomic Class.

For a more detailed breakdown of all the data collected on our respondents you can visit our Panel Book at [www.nationalpanel.eu](http://www.nationalpanel.eu).

**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 e-mails.**

**ESOMAR Context:** The type of proposition (and associated rewards) could influence the type of people who agree to take part in

specific projects and can therefore influence sample quality. The level of detail given about the project may also influence response.

**Answer:** We send an invitation via e-mail, where the respondent selected for the survey is notified of the following information:

- Length of the survey
- Accessibility of the survey with ending time and date
- Completed survey value calculated in credits which respondents convert into prizes or donate to charity organizations
- Privacy policy as well as respondents responsibilities
- Our company contact information
- Link to respondent support
- Unsubscribe information

**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?**

**ESOMAR Context:** The reward or incentive system may impact on the reasons why people participate in a specific project and these effects can cause bias to the sample.

**Answer:** All panelists receive rewards for participation. The incentives vary depending on the country, survey length and complexity. For each survey the respondent receives points adequate to the status of completion of the survey. Respondents can remit these points by choosing a prize from our prize catalogue, by converting them into cash or by donating it to a charity. The option of donating to charity purposes is implemented directly into the survey.

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

**ESOMAR Context:** The "size" of any panel or source may not necessarily be an accurate indicator that your specific project can be completed or completed within your desired time frame.



**Answer:** For an accurate feasibility quote on a potential project we require the following specifications:

- Target audience definition + quotas
- Questionnaire length
- Expected incidence rate
- Number of required completes
- Timing

Based on this information our Project Manager will be able to quote very accurately your request. All requests are to be sent to [RFQ@nationalpanel.eu](mailto:RFQ@nationalpanel.eu). We are able to answer majority of the requests immediately.

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

**ESOMAR Context:** *Respondent satisfaction may be an indicator of willingness to take future surveys. Respondent reactions to your survey from self-reported feedback or from an analysis of suspend points might be very valuable to help understand survey results.*

**Answer:** Yes, the Czech as well as the Slovak panelists' behavior is tracked to analyze their satisfaction and willingness to participate on future surveys. We track our respondents' satisfaction by measuring their response rate, completion of surveys, quality in which their profiles are filled out and updated.

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

**ESOMAR Context:** *One should expect a full sample provider debrief report, including gross sample, start rate, participation rate, drop-out rate, the invitation/contact text, a description of the field work process, and so on. Sample providers should be able to list the standard reports and metrics that they make available.*

**Answer:** We provide the client with total number of invites, number of completes, number of screenouts and quotafulls. Should the client have any additional request (in conformity with the law) that we are capable of answering, we provide the client with this information.

**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 behaviors, 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.**

**ESOMAR Context:** *The use of such procedures may increase the reliability and validity of the survey data.*

**Answer:** Our dedicated quality management team uses a wide variety of techniques and methods to eliminate fraudulent and untrustworthy respondents.

Our techniques measure respondent's behavior and measure their lie score on a dynamic scale adjusted after each answered survey.

Respondents with questionable behavior and high lie score are gray listed, black listed and finally deleted from the panel completely.

As a standard we perform:

- speed-checks
- straight-lining

**19. How often can the same individual be contracted 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?**

**ESOMAR Context:** *Over solicitation may have an impact on respondent engagement or on self-selection and non-response bias.*

**Answer:** Our sampling application spreads the invitations randomly and thus evenly among qualifying respondents. If the limit of 2 finished surveys per week is met, the respondent is not invited to any survey for the next seven days.

**20. How often can the same individual take part in a survey within a specific period? How does this vary across your sample sources? How do you manage within categories and/or time periods?**

**ESOMAR Context:** *Frequency of survey participation may increase the risk of undesirable conditioning effects or o the potential bias.*

**Answer:** Based on SIMAR standards (SIMAR is an association of agencies for market research and public opinion polling, which defines the Czech market research industry standards) we allow one respondent to finish maximum 2 surveys a week with a cap which may not exceed 36 surveys a year. In order to ensure this standard we keep detailed history of each respondent's survey participation, history of invitations sent, screenouts, quotas fulls and non-response. On average one respondent participates in 12 surveys a year.

**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?**

**ESOMAR Context:** *This type of data per respondent including how the total population is defined and how the sample was selected and draw, may increase the possibilities of analysis of data quality.*

**Answer:** Our panel administration system records complete history of each participant's

activity from the moment of entry. We are able to record such data as recruitment source, method, date as well as preferred incentive methods, surveys taken and more. This data can be provided to a client 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?**

**ESOMAR Context:** *Confirmation of identity can increase quality by decreasing multiple entries, fraudulent panelists, etc.*

**Answer:** All respondents are required to go through an authenticity verification process before becoming qualified for participation in surveys.

- We check e-mail for duplicity and validity
- We require a valid phone number and verify the profile data over phone with each of newly registered respondents
- We check the IP addresses against the blacklisted companies, to exclude all Market Research professionals and agencies
- We require an update of all profile details every 6 months

## POLICIES AND COMPLIANCE

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

**ESOMAR Context:** *The opt-in process indicates the respondents' relationship with the sample source provider. The market generally makes a distinction between single and double opt-in. Double opt-in refers to the process by which a check is made to confirm that the person joining a panel or database wishes to be a member and understands what to expect }in advance of participating in an actual survey for a paying client).*

**Answer:** We use double or triple opt-in process. All new members are invited to

register themselves on our website (during registration process we validate registered e-mail by sending activation link) where they fill-in about 20 mostly socio-demographic questions, afterwards they are contacted over the phone with subset of these questions. We compare differences in both questionnaires and if the match is not 100 % we either do not include the respondent in the panel or conduct second verification (e.g. if respondent states different e-mail in web and telephone questionnaires). The registration includes an acceptance of terms of cooperation. Triple opt-in takes place when new members are contacted offline (for example, via telephone, at the end of some other research project). We ask respondent for an e-mail address. This is followed by the registration on our website, then we call panelist again and verify all submitted info via phone call.

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

**ESOMAR Context:** *Not complying with local and international privacy laws might mean the sample provider is operating illegally. An example privacy policy is given in the ESOMAR Guideline for Online Research.*

**Answer:** We state that submitted data will not be used to advertise, promote, or market goods or services to panel members. Our parent companies are ESOMAR and SIMAR (local association) members and we adhere to all of their standards.

In order to be able to work with personal data, we are registered at the National Office for Personal Data Protection, as required by Act No. 101/2000.

Link to our membership conditions:

[www.narodnipanel.cz/default/index/membership-conditions/](http://www.narodnipanel.cz/default/index/membership-conditions/)

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

**ESOMAR Context:** *The sample provider usually stores sensitive and confidential information on panelists and clients in databases. These data need to be properly secured and backed-up, as does any confidential information provided by the client.*

*The sample provider should be able to provide you with the latest date at which their security has been evaluated by a credible third-party.*

**Answer:** All our data are encrypted and password-protected using the state of art technology. Our system is backed up for a quick recovery in case of a failure.

**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?**

**ESOMAR Context:** *There are no foolproof methods for protecting audio, video, still images or concept descriptions in online surveys. In today's social media world, clients should be aware that the combination of technology solutions and respondent confidentiality agreements are "speed bumps" that mitigate but cannot guarantee that a client's stimuli will not be shared or described in social media.*

**Answer:** Prior to leaving our platform, each respondent is informed about being presented with confidential material and asked not to share the content. Such conditions are also stated in our terms and conditions. Each respondent is obligated to accept them or else they are not found suitable for participation in the panel. In surveys right-click on images and link copying is disabled to prevent easy picture saving and sharing.

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

**ESOMAR Context:** *Being certified may require the supplier to perform tasks in a pre-determined manner and document procedures that should be followed.*

**Answer:** Our quality control team follows strict methodology of procedures required to comply with our quality standards.

**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?**

**ESOMAR Context:** *The ICC/ESOMAR International Code requires special permissions for interviewing children. These are described in the ESOMAR Online Research Guideline. In the USA researchers must adhere to the requirements of the Children's Online Privacy Act (COPPA). Further information on legislation and codes of practice can be found in Section 6 of ESOMAR's Guideline for Online Research.*

**Answer:** The Czech National Panel complies with all legal requirements of the SIMAR guidelines (valid for local industry) not to collect information without adults' permission on children below the minimum age required. We also comply with requirements and industry guidelines outlined by the COPPA and the ESOMAR.

**[RFQ@NATIONALPANEL.EU](mailto:RFQ@NATIONALPANEL.EU)**

**[WWW.NATIONALPANEL.EU](http://WWW.NATIONALPANEL.EU)**