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spidermetrix.com

Online Panels

Information last updated on January 17, 2017

ESOMAR 28 Questions

(plus 6 of our own)

This document has been prepared to assist those considering using online panels with providing essential information regarding the SpiderMetrix.com Panel, and it is based on ESOMAR's "28 Questions". All information contained herein is confidential, and intended to be used as a guide.

More up to date information may be obtained by contacting –

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Or by visiting

quickerthanpossible.com
self-serve access to SpiderMetrix panels in 32 countries

for up to date Panel Books and related documentation

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COMPANY PROFILE

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

SpiderMetrix.com first shyly served the online Market Research Community in September 1999 with a few thousand members in Australia, our home base.

Today SpiderMetrix.com has over a million members in online panels across 28 countries and a Project Management Team operating 24/7 in three continents.

If you run studies in Australia, Greece, South Africa, USA, Europe and parts of South East Asia, most likely you have already experienced the proprietary SpiderMetrix.com Panels through our Partners.

We are known for precision targeted, quick responding, quality focused online sample from mums and dads to C-levels in multinationals and all the people in between.

Latest Documentation, Panel Counts and
Country specific Panel Books are available at –
www.quickerthanpossible.com

Personal Memberships -

ESOMAR
WORLD RESEARCH

Company Memberships -

MRA

AMSRS

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?

Our Panels are managed communities of respondents who have voluntarily joined our panel via the online registration form at SpiderMetrix.com website. Members are recruited via On and Off-line advertising.

On line includes around 50 affiliated websites, targeted advertising (via Facebook, Google etc.) and targeted advertising on general interest websites. Off line includes newspapers, magazines and occasional promotional activities (such as Sponsorship of events).

It is worth noting, that 52% of new members who join our site, list as their source of referral “Word of mouth”.

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

In the event where our Panels are not sufficient, we may engage one of our Partners. Digital finger printing and IP matching is used to minimize duplicates.

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

Absolutely nothing apart from Market Research.

SpiderMetrix.com accepts no advertising whatsoever on our site and members are never contacted about anything else except participation in a survey.

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

Where needed, we create affiliations with relevant content websites, and use Intercept to redirect traffic to our website for registration.

Note that this differs to 'River' sample as we do not redirect traffic to your survey, but we register the user first, prompt them to complete their profile and if they match the criteria for a given survey THEN they are sent an invitation to participate. Essentially this is a Double Opt In process even for new acquired members.

In the past, this has included – Mums, Teens, Seniors and people of specific occupation such as nurses.

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?

Over the years we have created strategic partnerships with a very select few Panel Providers who we feel share our ethics and quality standards. They are not simply providers to us (as we often provide sample to them) but they are treated as business partners who together we provide seamless end-to-end delivery to the End Client.

SAMPLING AND PROJECT MANAGEMENT

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

See also Q20

Sending Invitations to a project is a two step process.

Firstly a randomizer pre-selects X number of members ensuring that the Total Pool is Nat Rep and consists of enough people to cover average Country Response Rate and Project IR based on Gen Pop.

Then, we use a complex Survey Invitation system that queues Members according to past participation.

Highest priority is given to members who were screened out or reached quota full on their last attempt. This is followed by new members, then by members who have not participated last 9, 6, 3 months, and finally by members who participated and completed in their last attempt.

As a consequence of the Queuing system, members average less than 4 studies per year.

8 Do you employ a survey router?

See also Q13

No, a router is not used in our system.

We do however have a public list of available studies which members can access without an invitation. It is known as the “Now Open Projects” listing.

This is mainly used for ongoing trackers or Omnibus style studies which require unrestricted General Population sample.

Questions 9, 10 and 11, also referring to a Survey Router are not relevant – as a Router is not used by SpiderMetrix.com.

12 What profiling data is held on respondents? How is it done? How is it kept up-to-date? If no relevant profiling data is held, how are low incidence projects dealt with?

The minimum information kept on each member is Gender, Age and Location.

A two tier Profile section is optionally completed by members. Around 75% of our members have completed the Basic Profile (such as Marital Status, Education level, Income) and around 45% of our members have completed the Extended Profile (information about their living arrangements, family life, shopping and holiday habits etc.)

Additionally, we also run Weekly Polls which are aimed at gathering additional Member information for example, Do you use your mobile phone to access the Internet.

Finally a 'Hard to reach' questionnaire in the form of a Survey is offered to all our members on a yearly basis. This assists us in identifying hard to reach 'stages' such as expecting mothers or smoking quitters.

13 Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys?

See also Q07

Q14

Members are invited to participate in a study in exchange for a set number of Points, which can be exchanged for Cash, Vouchers, Donations or Gifts.

What information about the project itself is given in the process?

Our Invitations only state the Topic of the Survey (for example 'This survey is about Computers') the duration and the Reward the Member will receive for completing it.

Additionally, our Invitations can be fully customized on a Project by Project basis so they can easily be changed to say more – or less.

Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to?

See also Q08

Apart from Invitations and our Open Projects listing, there are currently no other means of inviting members to a study.

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?**

Members are compensated for their time and effort by way of a points system. Members earn points for their participation, which they may then exchange for a number of items offered through our “Gift Shop” which includes donations to Charities (eg. World Vision), Amazon Vouchers, and Cash payments through Paypal. They may also bid for various items at our regular auctions.

The amount of compensation a member receives for participation varies based on the time needed to complete, and the complexity of the survey.

A complex system of rewarding member loyalty is also in place, where Members who have been active for long period of time receive bonus points.

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

Country and Incidence Rate based on General Population, as a minimum.

Other factors that may affect feasibility are (in order of importance) -

- When and how long is the fielding (seasonal)
- Length of Interview
- Topic of Survey
- Technical requirements (Media, Browser, Java etc.)

We prefer to have all these factors available so that we can accurately estimate feasibility and commit to delivering as required.

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?

See also Q23

Certainly.

We keep historical data on member participation for up to 6 years.

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

Yes. At the completion of their participation, a Member can provide feedback regarding their experience. A 0 to 10 rate scale is used for the quality, interest, length and reward of each survey.

This information is generally NOT available, however a 'Summary Report' will be sent to Client if the results show a very low rating.

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

A full sample provider debrief report can be supplied on request, including gross sample, start rate, participation rate, drop-out rate, the invitation text and so on.

18 **Who is responsible for data quality checks?**

As a Sample only provider, it is usually the Client's responsibility to ensure Data Quality. However, as we strive to maintain a quality panel, we do perform spot checks on our members.

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)?

Random checks are performed by the Project Managers, aimed to identify discrepancies between what we know about the member, and what they responded in a particular study.

For example, a Member whose profile shows them as a Computer Scientist and completes a study as a Nurse will be identified and further investigated.

Before a Study goes live, we also perform a number of tests. One of the tests is to establish normal time needed to complete the survey (ie. with full attention to all questions, and due consideration before replying). We then perform a ‘click-happy’ test, to establish time needed to simply click anywhere and move on the next question.

Members that complete the study at ‘click-happy’ time are flagged and monitored. If the same member is flagged more than once, they no longer receive survey invitations.

Further, we welcome feedback from our Clients to identify and remove ‘Bad Data’ Members.

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?

Generally only two rounds of invitations will ever be sent to a member about a given study-

- The Initial Invitation during launch.
- A Reminder at least 72 hours later.

In extreme circumstances a Second Reminder may be sent as long as at least 7 days have passed since first Reminder.

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?

See also Q07

On Average a Member rarely participates in any more than 3-4 surveys per 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?

Detailed participation reports are kept online for up to 6 months following the completion of a project. These reports contain member's activity during a project including Date/Time stamp of Entry and Exit of the study, Status and IP address. After 6 months, these reports are archived but can still be accessed if needed.

If requested, we can supply any non identifiable piece of data to the Client.

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?

The IP address of the Member is recorded during the Registration process. Multiple registrations from the same IP address are allowed, but flagged and monitored during other activity. Multiple accounts that repeatedly use the same IP address are banned from participation to surveys.

POLICIES AND COMPLIANCE

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

Members voluntarily register, having accepted our Terms and Conditions and Privacy Policy as publicly listed on our Web Site – under the Info tab, Policy.

They "double opt-in" to a study when they respond to their emailed invitation to participate in that study.

Members are never forced (directly or indirectly ie. "if you don't participate we will close your account") to participate in any study or any activity on the site.

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

Our Member Privacy Policy is stated in the Information section of our website, and repeated at the welcome page of EACH survey.

In the event where personal details are requested of a member during a survey, it is mandatory that this is done in a way that our member can choose not to disclose such information. A Non Disclosure Agreement is also requested from the Client prior to any sample being deployed.

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

Our Database requires two levels of Secure and Identifiable Login to access any Member Data.

Our Server is hosted by Ilisys, one of Australia's most Security Conscious Hosts.

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?

We are happy to sign an NDA for our staff.

Further it is in our Policy that a member may not disclose any information from a Study to any third party.

However, as we all know these are no guarantees that information will not be leaked by some member, somewhere along the line.

27 Are you certified to any specific quality system?

We do not carry any official ISO Quality Certification.

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?

Yes. Surveys addressed to children are always conducted via their Parents. The Parent will receive the Invitation, be requested that they bring their child to the survey and remain with them for the duration of questionnaire.

In addition one of our Profile question confirms a Parent's willingness to receive invitations about their children.

Where applicable, we comply with all known laws and regulations on a study by study basis. For example, members under the age of 18, will not be allowed to participate in a study about Alcohol in Australia.

ADDITIONAL INFORMATION ABOUT FIELDWORK

X1 What is the turn-around time from Confirmation to "Go-Live" for a study?

Generally, we are able to Go Live and deploy first wave of sample within 8 business hours from receiving confirmation to proceed. During this time, an End to End test of the study takes place. Obviously, if there are issues, the start up may take longer.

On studies where we have worked with the Client in the past, and all 'mechanics' of communication (such as ensuring a member can access the remote survey, and is able to return to our site for payment) are already in place, we can Go Live within 2 business hours.

X2 Is Response Rate Guaranteed?

No. Response Rate cannot be guaranteed, but we will always alert our Clients if for seasonal reasons (for example, mid summer in Greece, local Public Holidays etc.) the expected response rate will be lower than usual.

X3 How is Sample Selection for a particular study undertaken?

Where possible, we utilize panel knowledge at hand, both from the profiles, and other data collected from previous studies. We aim to invite only members who have a high probability of qualifying for the study, thus reducing member screen out disappointment.

X4 Can Sample deployment be time/geography specific?

Absolutely. Projects are locally managed in three time zones – America, Europe, Australasia. Further our Panel Invitation system can be programmed to automatically dispatch invitations based on virtually any criteria, at any time.

The facility also exists to 'slow down' member participation if it is required for the study. For example, our system can be programmed to achieve x number of completes per x number of hours.

X5 Can the time of sample deployment be controlled, and if so, How?

Yes, our proprietary Invitations System is fully programmable. For example, we have run projects that required participation between 9am Saturday to midnight Sunday. In a different case, a tracker study required 600 participants on a quarterly basis, but no more than 50 per week, and no more than 'a handful' per day.

X6 Can Members be re-directed to external sites for participation?

Yes. Where the actual study is not hosted at our server, the option exists to invite a member, who arrives initially at our survey introduction page. From there, the member is assigned a unique Participation ID, and is redirected to the actual survey.

Upon completion (or screen out / quota full) the member is returned to our end pages with their unique ID assigned, and a completion status.