

## TIBURON answers 26 questions of ESOMAR

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### COMPANY PROFILE

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

The project “InternetOpros.ru” (meaning Internet Survey) started in 2006 with the main purpose to secure demand for quality online sample in Russia.

### 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)?

Actively managed panels are the only source of the online sample we provide.

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

Consistent panel care policy neatly tailored to specific local conditions. Staff with extensive market research experience is happy to provide any kind of informational support to get best of your Russian projects.

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

Actively managed panels are the only source of the online sample we provide. All the panels are purely research only.

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

Offline recruitment as a byproduct of our partners' offline fields contribute to panel diversity. Age and geography targeting via social network recruitment allows minimizing panel bias.

#### 6. What are people told when they are recruited?

Our panel portal InternetOpros.ru says: «Join and participate in interesting surveys. Be the first to learn about new products and services. Contribute to society and make the World better. Get an incentive to your mobile phone account as a thank you for your time and efforts».

## PANEL RECRUITMENT

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

We calculate attrition rate twice a year. The approach is as following:

Attrition rate = # of non-responsive panelists (no response for 6 months) / 6 month average panel size.

Annual attrition rate is estimated to be 10-15%. This is a rough estimation as the panel is rapidly growing.

8. Please describe the opt-in process.

Panelists are registered through a double opt-in process. A would be panelist: 1) visits InternetOpros.ru panel portal, 2) presses 'Join' button, completes short registration form (name, region, sex, age, e-mail, password), 3) reads and states agreement with Terms&Conditions and Privacy policy statements, 4) clicks a unique link in the invitation message to validate his/her e-mail, 5) completes an extended registration form (internet usage, family, job, income, etc.).

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

Panelists are required to provide a valid mobile phone number and e-mail address in order to join the panel.

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

For 100% of the panelists in addition to contact details we keep such profiling information as: internet usage habits, family, job, income, etc. (see our Panel Book for more details). The panelists are asked to review their profiles twice a year. For advanced targeting and panel knowledge we conduct a biyearly voluntary survey covering lifestyle and consumer behavior topics.

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?

As per January 2010 we have 115K+ active panel members.

## 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?

Quota sampling is normally used for project execution. The common procedure looks like the following:

- ÷ Initial batch of the e-mails is pooled from the database according to the screening/quota criteria;
- ÷ The batch is then filtered according to invitation/participation/topic moratorium criteria;
- ÷ The remaining e-mails are then randomized;
- ÷ Sample of target size is then deployed;
- ÷ Reminders are used to increase response rate.

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

The panelists are invited via e-mail invitations containing unique URL to the survey questionnaire. A typical invitation looks like this:

*Dear Mr. Member,*

*You are receiving this e-mail because you are a member of InternetOpros.ru project.*

*We have a new survey available for you. The survey will take approx. 10 minutes and 50 rubles incentive will be transferred to you account for a successful completion of the questionnaire.*

*To access the survey, please click on the link below.*

*[http://link\\_with\\_UID...](http://link_with_UID...)*

*Kind regards,*

*Ann*

*InternetOpros.ru team*

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?

Incentives are paid to panelist's mobile phone account on per complete basis. Each month prizes draws are conducted among those screened-out.

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

There are the following invitation/participation restrictions in place: 1) max 3 invitations a month, 2) max 3 completes per month.

## POLICIES AND COMPLIANCE

16. Is there a privacy 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 protection and children e.g. EU Safe Harbour, and COPPA in the US? What other research industry standards do you comply with e.g. ICC/ESOMAR International Code on Market and Social Research, CASRO guidelines etc.?

There's a privacy policy statement in place compliant with local Personal Data Protection law. We also observe ESOMAR codes and guidelines.

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

All the data is stored in Microsoft SQL Server powered data base with all appropriate security measures in place.

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

Yes, we do. There're over dozen routinely executed quality assurance procedures aimed to identify inactive panelist, multiple registrations (panelist similarity measurement), fraudulent respondents (speedsters, satisfiers).

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

Yes, we do. For each project parents are contacted to obtain permission to interview children under 14 y.o. Parents are told about the nature of the project, provided with a unique URL to the survey and appropriate instructions.

## PARTNERSHIPS AND MULTIPLE PANEL PARTNERSHIP

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 multiple sample providers?

When we run out of the sample (big projects, low incidence groups) we mix up our sample with sample from other panel providers. We always notify our Clients when we do so. On all projects we work with pre-tested partners only. Real-time de-duplication is cookie based and after completion of field we can run a semi-manual de-dupe based on: IP, user agent string, display resolution.

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?

We don't have any specific policy regarding multi-panel membership as currently there's no efficient external panel de-dupe procedure/algorithm on the market.

Meanwhile when buying external sample we de-dupe the resulting sample using cookies, IP and user agent check procedures.

## DATA QUALITY AND VALIDATION

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

Expected start rate = response rate = 40-60% depending on the target group, geography and season.

Drop-out rate = # of pending questionnaires at the end of the field / # of those qualified after screening. Expected drop-out rate for a 15 minute questionnaire is 10-20% depending on survey topic.

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?

Yes.

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?

Fraudulent respondents are tracked by the following measures: 1) speedsters check (time between start and successful complete redirect is way below average time), 2) trap questions and inconsistent response check (if we program and host the questionnaire), 3) socio-demographic questions are crosschecked against stored profiling information.

25. Do you measure respondent satisfaction?

Yes. The satisfaction is tracked at the end of each survey and – in more details – during biannual major panelist satisfaction study.

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

Debriefing report contains actual fieldwork figures: response rate, incidence rate, drop-out rate, average interview length and standard deviation of it, questionnaire feedback summary (on request).

**Have a nice fieldwork in Russia! Online.**