



norstat

NORSTAT'S ANSWERS TO ESOMAR 28 QUESTIONS





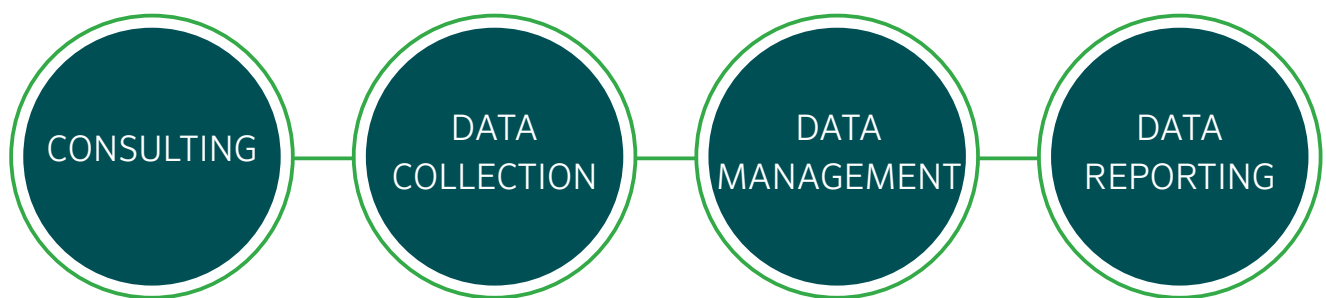
WE ARE NORSTAT

We are about the magic of bringing the right people together: brands and consumers, politicians and voters, publishers and audiences.

We use well-grounded research methods to collect reliable data about any desired topic or target group. This information helps you to make the right decisions and become better in what you do.

A mutual understanding is always the prerequisite for win-win-situations, and this is true for any relationship. If brands understand their target groups, their success is based on better products for the customer. If we understand our research participants, we collect better quality data in a more engaging and motivating way for the respondent.

And if we understand you, as our client, we find the right solutions to make your business even more successful.



ESOMARS 28 QUESTIONS TO HELP RESEARCH BUYERS OF ONLINE SAMPLES”

were designed to help researchers discuss online access panel research methodology by creating a framework and language for dialogue. In this booklet, we provide succinct explanations and insights into all areas of our business. They are not meant as a comprehensive overview but more as an outline and a brief first impression. We hope they will help you to get a feeling for our focus, principles and philosophy. If you would like to discover more about us, please get in touch.

We'd love to hear from you.

NORSTAT GROUP 2018



COMPANY PROFILE

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

We have been offering data collection and fieldwork services to marketing professionals since 1997 and started building our first online panels in 2002. We have always put emphasis on the intermediation between the market researcher and the panelist, as we know about the expectations of both sides.

SAMPLE SOURCE & 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?

Members of our panels are recruited for market research purposes only using diverse online and offline methods. We place great emphasis on the quality of our recruiting sources and are happy to pay a little more in order to maintain the superior standards you have come to expect from us. Respondents can join on invitation only, which reduces the risk of panel overlap and of attracting “professional” respondents who are only taking part to make a fast buck or two. Our panel is actively managed to ensure optimum survey feasibility and to keep our members motivated.

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?

As respondents can join on invitation only, we have full control over the registration in our panel. Instant quality checks during the recruitment process enable us to exclude peculiar applicants or shut down single recruitment sources as a whole.

These quality checks include duplicate checks, plausibility tests and field performance.

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

We treat our respondents’ personal data with the strictest confidentiality and it is not used for direct marketing or any other marketing activities but purely for market research purposes.

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

As we operate an invitation only method, we always have control over the consistency of our panels and keep them as a well-balanced extract of the internet population. Beyond that we can systematically recruit those hard-to-reach candidates through specialized recruitment partners.

These sources include for example lifestyle youth or senior magazines. This allows us to conduct high incidence nationally representative studies, thus increasing the feasibility of online surveys with hard-to-reach target groups.

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?

As we have high-performance panels, we rarely use other suppliers to fulfill requests. However, when this situation arises, we rely on our global partner network. We aim to select partners who share our ethics and philosophy on quality and authenticity. We generally look for smaller companies that are situated in the country from which this information is required. On the whole these companies not only have local knowhow but are also quick in reacting. We appreciate the fact that our clients value an open and honest communication. As a result we notify them upfront if a third party provider may be necessary and ask for their permission.

SAMPLING & PROJECT MANAGEMENT

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

Since we're recruiting actively we have full control over the subscription of single target groups in our panel. We define the required targets thoroughly comparing the sociodemographic structure of our active panel with the general population. In order to avoid source induced biases we diversify our recruitment sources over different channels.

8. Do you employ a survey router?

Currently we don't employ a survey router, since we don't see appropriate solutions for important methodological issues yet. As we are committed to providing high-quality products and services, we are not convinced that a survey router fits to our quality standards.

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?

Not applicable. We are not convinced that a survey router fits to our quality standards.

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?

Not applicable.

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?

Not applicable.

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?

The registration variables which are mandatory in order to become an active member, include socio-demographic data like name, address, age, gender, household size etc. In addition to this, special background variables on e.g. cars & motorbikes, job & career, health, household & finance, media & communication, hobbies & travelling, are filled out on a voluntary basis. We prompt our panelist to update their own profiles on a regular basis (by sending monthly newsletter). In addition, panelists will be reminded in their member area to update the data if necessary.

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 emails. Invited panelists are told that they can take part in an interesting survey and in doing so have the chance to be involved in the development of future products and services, influence trends and decisions made by governments, companies, society or by consumer brands. They are also informed about how long the participation in the survey is likely to take and how many bonus points they will receive. To avoid cheaters in screening questions we usually do not inform about the topic of the survey in the invitation e-mail.

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?

We adopt a clear and transparent incentive system based on bonus points. Due to different national laws, the redemption of the bonus points differs across the panels. In any case our incentives are meant as compensation to our panelists. The focus is never put on the incentive itself as it could become a magnet for “incentive hunters”. Consequently we carry out regular internal studies and adjust our system if necessary.

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

In most cases, a definition of the target group and quotas is enough to give an accurate estimate of feasibility. Our estimates of feasibility include the amount of eligible panelists and their expected response rate to participate. In some cases, a short time in field, re-participation rates in further studies or other parameters can affect feasibility. Therefore we try to assess all available information when checking the feasibility of single projects.

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

Yes. Measuring and maintaining our respondents’ satisfaction is an integral part of our quality process. We can only expect that happy and motivated respondents will keep on taking part in surveys and providing genuine answers. Our panel support team ensures that all enquiries or complaints from our respondents are promptly answered and solved.

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

Once a project is finished, we provide clients with a project performance report containing detailed information such as number of invitations, starters, screenouts, quotas fulls, dropouts and completes. Additionally we provide information about the panelists’ feedback on the survey.

DATA QUALITY & 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 behaviours, such as: random responding, illogical or inconsistent responding, overuse of item non-response (e.g. “Don’t Know”) or speeding (too rapid survey completion)? Please describe these procedures.

We take responsibility for data quality checks. Panel members that do not respond conscientiously to surveys are excluded from the panel. We have a number of checks in place to detect undesirable survey behavior, both automated systems (e.g. speeders, duplicates) and manual checks (e.g. red herrings).

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? How does this vary across your sample sources?

Usually we don’t send more than one reminder after having invited a certain panelist, to protect our panel members from being overwhelmed by the amount of our emails. In urgent cases we may send a second reminder, but in any case we respect a period of at least two days between the emails.



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?

As a panel policy we do not have any limit on invitations in a given time period as we want to give all our panelists the possibility to take part in surveys, even though they got screened out in a number of previous studies. If necessary we are able to exclude participants who completed surveys about certain topics or specific study types. Furthermore, we can preselect people for samples who completed or haven't completed surveys for a specific period of time. Panelists, who don't show any activity within our panel, e.g. survey starts or logins to our panel platform, will be removed from our active panel and therefore excluded from all mailings.

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?

We maintain individual level data in our panel database, and data in statistical form can be made available 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?

The fact that we have an "on invitation only" registration method drastically reduces the risk of forged identities from the start. Before becoming an active panel member, all candidates are required to complete the double-opt-in process.

This ensures that the person in question really is who he says he is or is at least the owner of the e-mail address.

Having completed the mandatory demographic registration variables, thorough duplicate checks are made. In some countries, panelists are further required to have a valid bank account in order to receive incentive pay-outs.

POLICIES AND COMPLIANCE

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

Every person who is invited to join our panel gets a personalized invitation-code which allows them to register at our panel. After the initial registration with basic demographic variables every potential member receives an email and only upon confirmation this person becomes an active panel member (double-opt-in-process). Depending on the country and source of recruitment, further instruments for assessing the quality of our recruitment may be applied.

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

Data protection and privacy are serious issues for our company. We treat our panelists' data strictly confidentially and it will in no case be given to any third parties including our clients. Studies are always analyzed anonymously. Of course the privacy policy is clearly visible on our panel-community websites. We comply with local laws for data protection as well as the main research standards and guidelines (ICC/ESOMAR).

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

In an ever-growing internet-driven world it is of the utmost importance to ensure the safe transfer of data by implementing an SSL server. Under no circumstances we do ever pass on personal data to third parties without the permission of the person involved. All gathered information is aggregated purely for scientific and market research purposes. The final data analysis is made anonymously. The potential panelist is required to double-opt-in, thus making it impossible for cheaters to interfere with other people's data.

When a panelist unsubscribes, their data is deleted to prevent further use. In studies unique IDs are assigned to each panelist, preventing repeated participation on the same survey.

Our panelists' data is stored on a separate server which is exclusively set up for this purpose.

High security measures are taken, either through firewall Protection or through the Demilitarized zone (DMZ), which prevents trespassing of Non-authorized staff. Data back-ups are made on a daily basis.

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?

Although ultimately it is not possible to protect survey material from being captured by respondents, we're very keen to protecting sensitive information as good as possible. We can exclude panelists who work in certain branches and industries upfront when drawing the sample, to prevent competitors to see sensitive material. In addition we apply technical barriers to protect the material, e.g. suppressing right-click within the survey.

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

Since Norstat Group is composed by different local (national) business units, most of our certificates apply only to parts of the group, namely ISO 26362 (for Germany, UK and Italy) and ISO9001:2015 (for Norway, Sweden, Denmark and groupwide back-office functions).

However, as we aim to strengthen the quality of our products and services for the whole company, improving our work processes and quality standards is a matter of course.

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?

The minimum limit for participation in our online panels varies from country to country, adhering both to ESOMAR guidelines and national legislation, so our youngest participants are from 14-16 years of age, depending on the country. We may in some cases be able to reach younger respondents through panelists that have children – in such cases the invites will go through the parent, and survey design will adhere strictly to ESOMAR recommendations.



WANT TO FIND OUT MORE?
GET IN TOUCH WITH US!

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