

**iReach Online Response to ESOMAR 26 Questions to help Research buyers of Online Samples.**

**COMPANY PROFILE**

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

iReach Market Research has been providing speedy, reliable and high quality, full service Online Research solutions since its birth in 2005 and launched a Business Panel in 2006 and a Consumer Panel in 2007.

**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)?**

Our Business Decisions and Consumers Panel members are recruited using diverse online and offline methods and are actively managed by iReach Market Research

**3 What do you consider to be the primary advantage of your sample over other sample sources in the market place?**

iReach Market Research combine the unique strengths of the best people, best practices and processes and leading edge technologies to provide innovative research solutions, with Online projects based on our proprietary Business and Consumer Panels

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

We treat our respondent's 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.

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

5

As iReach Market Research operates an invitation only method, we can actively recruit those hard to reach Irish candidates through specialised recruitment activities building upon our detailed knowledge of the local market. Examples of specialist recruitment activities include 3<sup>rd</sup> Level Students and Silver Suffers (50+ year olds.)

**What are people told when they are recruited?**

6

Members or potential members of www.ireachonline.com are told that they will have the chance to be involved in the development of future products and services, influence trends and decisions made by governments, businesses, the society or by consumer brands.

**PANEL RECRUITMENT**

7

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

iReach Market Research have been active promoters of Online research services in Ireland as an enhancement rather than a replacement of more traditional research methods. We are now recognised as a leader in the field of Online Research and are unique in having built Business and Consumer Online panels.

8

**Please describe the opt-in process.**

Every person who is invited to join our panel is invited to Opt-in for new research projects. This double opt-in ensures panel participants remain active and interested in research activities.

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.**

The fact that we have an "on invitation only" registration method, drastically

reduces the risk of forged identities from the word go.

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

A basic profile, which is mandatory in order to become an active member, includes information on socio-demographic data but also on more specific topics such as internet use, working status, education, home ownership to name a few. Full details are available on [www.ireachonline.com/resource/brochures](http://www.ireachonline.com/resource/brochures)

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?**

We can provide a panelist overview, divided into source type, at any time. Information about panel size is based on active members only currently totalling 15,000 for the Irish Consumer Decisions Panel and 5,000 of the Irish Business Decisions Panel.

12 **PANEL AND SAMPLE MANAGEMENT**

**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?**

iReach Market Research is able to exclude samples from a survey in various ways using sophisticated quota management within our Research Software infrastructure.

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

Invited panelists are told that they can take part in an interesting survey and in doing so, influence for example products and service development. Invitations are sent by email for Consumer surveys and a mix of email and phone based invitation for Business surveys.

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?**

We adopt a very clear incentive system based on competition entry to win prizes for each individual research project. These incentives vary based on the range and complexity of questions and the overall survey length.

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?**

Panel members will not complete more than one survey per month, while a maximum number of 12 completed surveys per panel member is allowed over the course of one year.

16

#### **POLICIES AND COMPLIANCES**

**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.?**

Data protection and privacy are serious issues for iReach Market Research. We treat our panelists data strictly confidentially and it will in no case be given to any third parties including our clients. We follow the ESOMAR Code of Conduct for Market and Social Research and the Data Protection Act (2007 Amendment).

17

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

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 layer with our Research Software Infrastructure provided by Confirmit.

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

iReach Market Research provide online and offline field research services with a high claim to quality, so it is especially important to us to practice wide-ranging quality management built upon our leading edge CONFIRMIT Research Software, while also using the best practices and research methodologies for each individual research project.

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

We do not have panel members under 15 years of age, in accordance with the guidelines laid down by European law and ESOMARs instructions on this topic.

20 **PARTNERSHIPS AND MULTIPLE PANEL MEMBERSHIP**

**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?**

We do not use panels from other providers for research projects in the Irish marketplace. For international research projects we select the best available and most suitable panels on a country by country basis.

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?**

Panel-overlap is an extremely crucial issue, especially when it comes to multi-sourcing surveys (low incidence, large number of providers working on one project), hence our use of our own Panels only for local research projects.

22

**DATA QUALITY AND VALIDATION**

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

The start rate (or response rate) is the number of people who start a survey, divided by the total number of invitations sent. The overall iReach Market Research response rates are generally at least 35% and can be as high as 85% depending on the topics and target samples.

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, this information is stored and available upon request. Of course personal identifiable information is strictly protected.

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?**

The validity of respondent's data begins with the double opt-in method. We can also set passwords for each participant, track and limit IP Address for each response and check on the time taken to complete surveys to ensure data validity and integrity.

25

**Do you measure respondent satisfaction?**

Yes. Measuring and maintaining the satisfaction of our respondents is an integral part of our quality process. At the end of Online surveys we often ask for feedback from respondents on overall panel activity management and other panel specific questions.

26

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

Once a project is finished, iReach Market Research can provide its clients with a field report containing detailed information on the project's performance data, such as number of invitations, starters, screenouts, quotafulls, dropouts and completes.