

# iPanel

מובילים את דעת הקהל

## 28 QUESTIONS

iPanel's Answers to the 28 Questions of  
ESOMAR

The World Organization for Marketing Research  
In View of the Purchase of Internet Panel Samples

**ESOMAR**  
WORLD RESEARCH



## **INTRODUCTION**

**The world organization for marketing research ESOMAR has made it its goal to define international standards for conducting Internet panels and sampling, in order to ensure the high level of online research.**

**The method chosen by the Organization was to formulate 28 key questions that it recommends that any entity planning to purchase samples from an Internet panel ask the panel company, thus ensuring a survey that is representational and proper from the research aspect.**

**iPanel has answered each of these 28 questions in the understanding that compliance with these standards will ensure that iPanel's online panel will deliver reliable and representational market research to all clients.**

**The questions and answers are presented in this paper.**

## COMPANY PROFILE

### Question #1

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

iPanel was established in 2006, the first of its kind in Israel, so the company has the largest experience in the country in all matters regarding managing web panels and using samples for web-based market research in a various fields and subjects. The company manages thousands of on-line research projects each year and ensures that the learning process of this evolving field remains the top priority when it comes to the panel's future approach to management and development.

## **SAMPLE SOURCES AND RECRUITMENT**

### **Question #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?**

The company works with a variety of databases, and primarily with the consumer panel recruited for answering market surveys, which has more than 100,000 active members. We also have the ability to review customer/consumer lists provided by the client as well as to provide a link to a survey, which random website surfers will enter.

### **Question #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?**

We do not provide sample from more than one source. iPanel does not supplement our sample with respondents from external sources within the same survey.

### **Question #4**

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

The iPanel web panel serves for market research purposes only and for no other purposes.

### **Question #5**

**How do you source groups that may be hard to reach on the internet ?  
Context: Ensuring the inclusion of hard-to-reach groups on the internet (like ethnic minority groups)**

iPanel collaborates with a variety of niche websites, targeted online recruitment campaigns and via our verified network of preferred online affiliates.

**Question #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?**

We do not supplement samples from other sources at all.

## **SAMPLING AND PROJECT MANAGEMENT**

### **Question #7**

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

Each sample is determined according to customer's needs and managed by maintaining quotas that are built within the Panel Management System. The quotas maintain representative distribution of invitations and/or variables in the survey data itself.

### **Question #8**

**Do you employ a survey router?**

No.

### **Question #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?**

The Panel Management System assigns panel members to each survey based on a number of conditions. The first is the suitability to the segment, which the member belongs to, by various sample variables. Then by answering surveys on similar subjects (there is a 3-month cooling-off period for answering surveys on a similar subject).

### **Question #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?**

Respondent data are checked to locate various biases as well as bias resulting from the use of the router.

### **Question #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?**

It is determined by the company's vice-president who is in charge of managing the panel.

**Question #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?**

For each panel member, the following data, collected via the registration form upon joining the panel, are stored: Given and surname, address and date of birth (age in years). All panel members are required to answer profiling surveys containing some 70 questions on a variety of consumer-related fields, as well as demographic details such as education level, income, marital status and more.

The profiling surveys are a mandatory stage of the panelist registration process, and are sent to panel members immediately after joining the panel. Additional profiling points are added from time to time.

The panelist profile is updated on a continuous basis via our "Learning Profile" platform which also updates the profile according to data provided in iPanel surveys to ensure the database remains consistent with the changes throughout a panel member's lifetime.

**Question #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.**

After assigning panel members for the sample, an invitation e-mail for the survey is sent. This email specifies any technical specifications required to access the questionnaire and whether it is suitable for response via mobile devices and/or PC. When entering the survey panel members are advised of the number of points they will earn for completing the survey.



**Question #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?**

Panel members earn points for each answered survey according to the survey's length and complexity. These points can then be redeemed for digital gift cards, as well as vouchers for national supermarket chains & select retailers that are updated from time to time.

**Question #15**

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

Each sample request is examined based on the ratio between the number of people required for the sample and the existing number of panel members as well as response percentage.

**Question #16**

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

At the end of each survey there is free text window where panel members are invited to make any comments on the survey they have just completed.

**Question #17**

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

At the end of a project, clients receive a raw data file in Excel or SPSS format. Clients may receive various data regarding the response, such as response percentage, filtering etc.

## **DATA QUALITY AND VALIDATION**

### **Question #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.**

The company works in accordance with a long list of quality testing procedures and allocates the appropriate human & technological resources required for that purpose. Each data file undergoes a series of quality tests before being sent to the client. The tests examine the manner of response to open and closed questions, inconsistencies and response time.

Additionally, we track inconsistencies among the panelists' responses throughout the various surveys. We then notify said panelist of the inconsistencies and repeat offenders are then removed from the panel.

### **Question #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?**

Each panel member is invited to no more than 4-5 surveys each month.

### **Question #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?**

In reality each panel member answers 2-3 surveys each month. The management of time intervals is conducted by the Panel Management System.

**Question #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?**

Yes, all these data and more are stored in the database and can be provided to the client.

**Question #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?**

Daily, weekly, monthly and quarterly checks are conducted for locating panel members who have registered twice or improperly. Upon entering each survey, the respondent's gender and age are automatically compared to the respective data stored in the database and each uncorrelated data prevents the respondent from answering the survey. Also, in order to convert the points to purchase vouchers, panel members are required to send a photocopy of their ID in order to validate their personal information.

## **POLICIES AND COMPLIANCE**

### **Question #23**

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

New members are required to enter their active e-mail address through the registration page on the panel website, as well as other information such as: password, given and surname, date of birth, gender and home address. As soon as registration is complete, an e-mail is sent to the panel member, with a request for confirmation of the registration with the information which he or she has provided.

### **Question #24**

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

A link to our privacy policy and other regulations is provided adjacent to the panelist registration form, is easily available on our website and every survey invitation. A specification on this subject can be found in our regulations [here](#).

### **Question #25**

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

The data regarding panel members and their answers to the surveys are stored in separate databases, each of which is guarded by various means of physical, digital, technological and operational protection protocols. Access to these databases is limited to relevant department personnel.

**Question #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?**

All such decisions are made jointly with the client.

**Question #27**

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

No, we are not.

**Question #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, we conduct market research for youth from the age of 12. As for younger ages, we approach the parents and ask their explicit permission to interview the child.