MIS | GROUP

MADE IN SURVEYS • MADE IN STUDIOS

ESOMAR 28 QUESTIONS
TO HELP BUYERS OF ONLINE SAMPLES

ESOMAR²³
Corporate

■ COMPANY PROFILE

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

MIS GROUP UK Ltd (MIS GROUP) is an expert in online quantitative market research and has been for more than 20 years (advice, methodology, project setting-up, support and post-research recommendations). The group is based in France (Paris, Lyon and Lille) under the name MIS GROUP and has a sister company (MIS GROUP UK) based in England (London).

Via its own panels in France and in more than 30 other countries (over 1,5 million panellists worldwide), MIS GROUP has carried out many online market research projects for its clients since its launch in May 2001.

We provide solutions from sample only to full service for numerous market research agencies and brands.

The panel sample can be very specific and can range in size from a limited number of respondents up to 25000.

Examples of market research:
• Brand Awareness
• Satisfaction surveys
• Brand image
• Tests:
Packaging
Logo
Poster
Radio/video/press
Advertisement
Website
Emailing
Newsletter
Service
Concept
Purchasing intention
etc.

■ SAMPLE SOURCES & 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?

MIS GROUP owns more than 30 panel recruitment websites through which people can register to participate in market research.
We organise and manage our panels ensuring we respect laws related to privacy policies.
MIS GROUP' panels are made up of double-opt in consumer panellists.
MIS GROUP' online panels currently include:
• More than 500 000 French panellists
• More than 200 000 English panellists
• More than 1 500 000 panellists worldwide

MIS GROUP manages the entire recruitment, qualification and renewal strategy of its panels whilst striving to maintain its high quality standards (response rate, reactivity, etc).

The recruitment is done through these websites, promoted among the new subscribers by site indexing, sponsorship programs, word of mouth, online advertising campaigns, flyers, etc.
MIS GROUP can also carry out quantitative research thanks to clients' panels (clients or prospects files).

www.paidfocusgroup.co.uk // www.surveyfriends.co.uk // www.free-cosmetic-testing.com
www.panelopinion.co.uk // www.yoopinion.com
www.mystery-shopper.com // www.trynewperfumes.com

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?

• MIS GROUP quality controls panellist responses (for example - straight liners, racers, IP duplicates etc. …) coming from all panellist websites.

• We can also check the identities of the panellists anonymously to avoid duplication of samples.

• Our panellist renewal policy is really important for us. We do not want our panel members to become "professionals" in online market research.

This is why we do not individually pay the respondents for their contribution. We prefer to offer the draw system (where collected points can be used to enter draws to win prizes) or the donation system (where collected points can be turned into donations for humanitarian associations or NGOs). We find that this enables a high participation rate.
In the meantime, in order to manage the panel, it allows sufficient subscription cancelling.

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

<u>Context:</u> Combining respondents from sources set up primarily for different purposes (direct marketing for example) may cause undesirable survey effects.

MIS GROUP online panels are used solely for market research purposes and remain the property of MIS GROUP (no data rental).

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

Our proprietary panels already enable us to reach several types of profiles - even the 'harder to reach' source groups.
Nevertheless, we can launch a special recruitment campaign when it is necessary. The recruitment campaigns are based on targeted and efficient communication events:
• Setting-up a dedicated website
• Buzz
• Press
• Competitions
• Emailing – mailing
• Sponsorship campaigns
• AdWords/PPC campaigns
• Etc.

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?

MIS GROUP uses external providers when there is not enough potential in its own panel to meet the required sample size requested by clients.

In order to be transparent, MIS GROUP informs clients during the fieldwork evaluation stage of the use of an external partner.
The client may at any time – if desired - know the partner company selected for the study.

MIS GROUP selects its partners based on several criteria:
• Reputation of the service provider on the market
• Preferential use of local partners for multi-country surveys
• Sourcing methods used by partner

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

MIS GROUP base their recruitment policy on the latest available National statistics. For example, in the UK MIS GROUP refers to the ONS' publications. In France MIS GROUP refers to l'INSEE.

8. Do you employ a survey router?

Yes, MIS GROUP uses a survey router that has been internally developed by our IT team. This maintains a high-quality level of samples, its representativeness for each project and country as well as to improve the panellists' experience.

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?

MIS GROUP determines with its client the precise panellist profile and request. According to the client criteria and our response rate (variable depending on respondent profiles) we select a group of our panellists to invite to participate in the survey (considering their participation to other surveys too).
There is a fixed period of time between the 2 surveys that the respondent can be contacted for. A priority can be set depending on the projects' fieldwork end date.

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?

MIS GROUP uses a router for countries where our panel is large enough not to create any bias on conducted projects.
The router also allows us to take into account the respondents' participation in different projects and exclude those who have participated recently.
For some projects a screener is implemented in the beginning of the questionnaire to select and filter the respondents with more precision.
MIS GROUP permanently controls and analyses the data of its panel – the response rate, participant reactivity, profile quality etc.

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?

Only an especially dedicated team can change router settings and manage its functionality.
This team sets and measures all the functional aspects of the router system: sampling rules, system settings, data quality, participation rules for respondents and so on. All this work is conducted in order to propose and implement the possible improvements.

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?

Upon registration, we collect the following data (at least): email address, title, first name, surname, address, postcode, town, and date of birth.
On some websites, the registration involves providing additional information such as: SEC of the respondent, SEC information of the head of the family, marital status, education status, employment status, household information (type of housing, number of people living in), children information, etc.

After registration, we suggest that our panellists complete their profiles through different qualifying questionnaires that cover several topics:
• employment
• household equipment
• interest (sports, hobbies, etc.)
• food diet
• finance
• travel
• motor vehicle
• textile
• etc.

These profile questionnaires are updated from every 3 months to every 12 months depending on the topics. We offer extra rewards to our panellists to encourage them to do these updates more frequently.

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.

MIS GROUP panellists are invited to take part in a survey via an email invitation which contains the following information:

• Length of the survey
• Main topic of the survey
• Incentive they could win by replying to the questionnaire
• Link which enables them access to their account and to the survey

We always inform the respondents that it is an anonymous survey.
Finally, the invitation email contains a link enabling them to automatically unsubscribe to our panels.

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?

MIS GROUP incentive systems vary according to the different panel websites.
We offer the following rewards:

• Direct participation in a draw to win one or several gift vouchers
• Points allocation enabling the panellists to:
• Take part in draws to win gifts and vouchers
• Take part in auctions to win gifts and vouchers
• Turn their points into donations for charities like UNICEF, Macmillan Cancer Support, British Heart Foundation, etc.
• Cash

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

This is dependent on the market research:
• Length
• Incidence rate among Target
• Survey topic
• Profile of the panellists to survey
• Questionnaire structure
• etc.

16. Do you measure respondent satisfaction?

Respondent satisfaction is measured through different ways:

• Requests for panellists to rate surveys out of 5 following MIS-hosted surveys
• Survey incomplete rates. Unusual survey incomplete rates can warn us about problems in the questionnaire structure, its length, etc.
• Attrition rate. This variable needs to be taken into consideration as our goal is to not have "professional" panellists.
• Annual satisfaction surveys to know the point of view of our panel.

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

The results given are dependent on the client's requirements. We do not only provide information upon completion, but allow our clients to follow the progress of their market research as well.

We can provide the following further information:

• Number of invitations sent
• Total number of people who take part in the survey
• Number of people who have been screened out
• Number of drop outs during the questionnaire
• Time taken to reply to the survey

This information is not featured within the results but is available to monitor in real time through a secured interface.

DATA QUALITY AND 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 (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.

MIS GROUP Panel Management:

• Pre-qualification during the registration
• Duplication checks (on email addresses, mail addresses, telephone numbers, password, date of birth, etc.)
• Annual re-qualification campaign
• New profiles validation
• Respondents IP address check
• Loyalty policy
• Allocation of "trust marks" (if we have any doubt about the quality of a respondent we will blacklist this person and we will not take his/her future answers into consideration)
• Etc.

MIS GROUP also systematically checks the following panel criteria when carrying out market research:

• Time taken by the respondent on the questionnaire (globally and per question)
• Respondent's IP address to identify multiple account owners
• Quality of open question answers
• Coherence of answers
• Etc.

We use all these techniques to make sure of the panellist's answer quality and to blacklist the non-reliable members.

DATA QUALITY AND VALIDATION

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?

MIS GROUP respondents cannot participate in 2 long surveys on the same topic within 6 months. Moreover, respondents cannot participate in a survey which is of a length more than 20 minutes more than 5 times a year.

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? Refer to question 19

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?

MIS GROUP keeps a history of the following panellist criteria:
• Date of registration on our panels
• Registration sources (search engine, friend invitations, direct, etc.)
• Survey participation dates
• Records of profile edits
• IP address used to access
• Etc.

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

At the point of registration, we automatically check email address duplicates. We then keep an eye on every registration so that "swindlers" and panellists who have registered twice are spotted. In this case, we compare different types of information, such as username, password, date of birth and more.
We also check the IP addresses of our member computers.
If we have any doubt, our policy enables us to blacklist the panellist. The panellist will not be informed in order to avoid any new registrations under another name or email address, but the panellist will still have access to some surveys. We will not consider his/her answers for the client results.

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

MIS GROUP use the double-opt in principle.
The double-opt in principle, adopted by MIS GROUP, means that panellists have to give consent to join in two of the following ways:

• Panellists voluntarily fill out a registration form on our recruitment websites
• Panellists activate their account by clicking a link sent to them automatically via email

Their registration will become valid and they will have access to our website only after clicking on this email confirmation link.

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

MIS GROUP is committed to the privacy of its panellists, ensuring the utmost confidentiality and maintaining the anonymity of each participant online. Our Privacy Policy is available to panellists at any time on all of our panel websites and is also included in the agreement to the Terms and Conditions of the site's use.

An example of our Privacy Policy for panellists can be found here:
https://www.panelopinion.co.uk/charter

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

We follow the strict rules and regulations set out in the Data Protection Act 2018 (formerly GDPR). As a result, data is collected through, and stored in, databases that are kept on OVH-secured servers, maintained in-house.
Similarly, our thorough information security and data protection policies cover internal and external activity, and are regularly audited.

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?

Firstly, during the sign-up process our panellists are asked to respect the confidentiality engagement.

Secondly, before the project launch we make sure which level of confidentiality our clients would like to imply to the particular project and ask our panellists to accept special confidential terms if needed.

We have several technical solutions allowing us to protect the data, such as interdiction of the print screen function, blocking the copying / pasting functions and using streamed videos in order to avoid the internet navigator stocking some data.

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

As mentioned in question 18, MIS GROUP systematically checks criteria such as:

• General checking of the participant's question answers (coherence of answers)
• Time taken by the respondent on the questionnaire (globally and per question)
• Respondent's IP address to identify multiple account owners
• Quality of open question answers
• Coherence of answers
• Etc.

MIS GROUP also operates following the strict guidelines of MRS' Code of Conduct. This checking enables us to ensure panellist answer quality and allows us to blacklist the non-reliable members.

POLICIES AND COMPLIANCE

28. Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides?

The minimum age to register for our panel is 15 years old.

The surveys dedicated to children aged less than 15 years old are only possible by soliciting the parents. We ask them to reply to the survey with their child.

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