

28

one
poll.

ESOMAR^{'16}
corporate

A close-up photograph of a woman with long brown hair wearing a crown of yellow daisy-like flowers. She is wearing dark sunglasses and holding two yellow flowers in front of her eyes, making them appear as if they are lenses. The background is a soft-focus green field.

28

**questions to help
buyers of online
samples**

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profile

**our tailor-made
research methods
enable us to conduct
surveys, offer a range
of reporting solutions,
create content, write
compelling reports
and help clients secure
media exposure**

Established in 2005, OnePoll has been at
the cutting edge of online research for ten years

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company profile

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

Established in 2005, OnePoll has been at the cutting edge of online research for ten years.

Our tailor-made research methods enable us to conduct surveys offer a range of reporting solutions, create content, write compelling reports and help clients secure media exposure.

We have a wide range of tools available and believe that a mixed method approach to research is the way to create the most insightful studies.

We match our approach to the requirements of each client. Our bespoke survey software can be customised to look and act exactly as required.

10
years
of cutting
edge online
research

sample sources & recruitment

our sample is
well profiled using
questions that enable
us to confidently
conduct high quality
market research

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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?

Our panel has been recruited from multiple sources and different recruitment methods such as social media, partner websites, popular blog pages, online communities, radio, news stories and a strong referral process. Our recruitment process gives us the opportunity to target a hard to reach audience for example different industries, regional areas, age, gender, job title, hobbies and interests and many more.

Our recruitment method ensures our panel becomes nationally represented and we target in specific areas that may be hard to reach. Our sample is well profiled using over 100 profile questions which enable us to confidently conduct market research surveys to high quality standards.

The online samples provided are from the OnePoll panel which can be segmented into panels that are comprised of specific demographics, i.e. a panel of mothers (MumPoll). This demographic information is held within a database which enables information to be cross-referenced amongst panels, allowing for more extensive profiling.

Members are kept in regular contact via our community manager, to build a personal relationship and increase loyalty. Panelists are engaged through Twitter and the company's Facebook page as well as direct emailing from support and our panel management team. This all contributes towards increased member activity and the quality of research data.

**our sample is
well profiled
using over
100 profile
questions**

A background image showing several hands of different skin tones holding a glowing, golden-yellow orb. The text is overlaid on this image.

91%
of our members
would
recommend
OnePoll to
others

The OnePoll logo, consisting of the word "one" in blue and "poll." in black, with a blue dot at the end of "poll.", all contained within a white circular shape.

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sample sources & recruitment

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?

All of our sample sources are different and we have in place measures to avoid any duplicates by matching IP addresses and details of people. We also use techniques to prevent respondents from entering surveys from different sources.

If the occasional occurrence of duplication does occur, our quality assurance team continuously checks the data during and after fieldwork and removes any potential duplicates from the final delivery.

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

The OnePoll panel is only used for market research purposes and at no point do we share our panel members' data with a third party. All of our members' data is kept strictly confidential.

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

Groups that are hard to reach are often targeted based upon previous profiling and are invited to take part in surveys via email invitation. These profiles contain a number of hard to reach demographics such as IT decision makers and executives.

We use the following channels for recruitment – member website, affiliate websites and email campaigns. Among the techniques we use to target hard to reach audiences on the internet are profiling and demographic cluster. Hard to reach respondents are also obtained through collaboration with external panel partners, which also allows for international data gathering.

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?

OnePoll has a quality checking process in place for all partners. We believe that any partner providing sample to OnePoll must pass our quality procedure. As an example, we assess our partners' samples by checking for speedsters or flat-liners. We have a quality assurance team of experienced MRS accredited researchers who conduct the necessary checks on every project.

sampling & project management

our system allows
us to match respondents
by criteria and invite
them to a survey

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sampling and project management

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

All OnePoll teams are aware of what the representative population is, which gives them the confidence of targeting the correct respondents and understanding which methodology or approach to employ. Our members are selected from our panel. Our system allows us to match respondents by criteria and invite them to a survey. We also monitor their details and any changes will automatically be updated. OnePoll's platform can identify if a member's profile fits a current live survey and invite them to take part.

8. Do you employ a survey router?

No, we don't employ a survey router.

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?

N/A

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?

N/A

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?

N/A

our panel is only used for market research purposes and at no point do we share our panel members' data with a third party

A woman with long brown hair, wearing a blue hoodie and glasses, is seen from the side, pointing her right hand towards the ocean. The background is a bright, hazy view of the sea and sky. The overall tone is warm and aspirational.

**we hold hundreds of
profile data points on
our panel, so we can
reach targeted
audiences with ease**

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sampling and project management

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?

Panel members are extensively profiled so as to correctly restrict and target individuals based on their profiled information. It also allows for more effective feasibility estimates. Members are profiled in a number of ways, through the initial sign-up process, panel profiles run by OnePoll, and screening information gathered from previous projects. Ad hoc profiling is also available for information that is not already stored.

OnePoll currently runs a number of polls on these subjects across the entire active panel. The data is updated once every 6 months and integrated into a profiling and feasibility system.

Occupation: Primary industry; company size; annual turnover; professional position; whether job involves IT; what IT roles are performed; whether job involves finance; what financial roles are performed; departments/products with influence over; company mobile; and company car.

Executive: International trade; business sector; annual turnover; company size; and use of internet.

House: Number of people in household; marital status; accommodation; number of children; age of children; gender of children; pets; personal income; household income; households net worth; and savings/investments.

Vehicle: Access to car; household decision maker over cars; type of car; year of manufacture; year of purchase; estimate of next car purchase; and ownership of motorcycle.

Hobbies: Hobbies; cinema attendance; favourite movie genre; movie downloads; purchase of DVDs/Blue-ray; exercise a week; sports; favourite music genre; and gambling activity.

Electronic: What electronic products are owned; early/mid/late adopter of technology; decision maker in household concerning electrical products; and capacity for downloading movies through gaming console etc.

Travel: Number of times a broad this year; purposes for traveling abroad; what flights are taken; airlines used; countries/regions travelled to; and types of holidays.

Media: Hours of TV watched a week; TV programmes watched; how often listen to radio; what radio stations are listened to; and newspapers read; magazines read.

Computer: Gaming platforms used; video/computer games played; hours spent playing games; devices used; game purchase per month; and online gaming.

Fashion: Type of shops (high street/designer); clothing trends; personal style; spending trends; online or in store; celebrity style; and browsing of fashion websites.

Sport: Supported sports; sports watched; money spent on supporting sports; amount of exercise; gym membership; sport participation; supplements taken; money spent on supplements; and money spent on sports equipment.

sampling and project management

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.

Participants take part in surveys through one of two ways. The first involves active participation by the OnePoll member to log into the OnePoll member area and search through and choose which surveys they would like to answer from those available on the dashboard.

The second method is an invitation from OnePoll to take part in a specific survey or set of surveys. These individuals are often targeted depending on demographics or profiled information.

The message on the survey invite varies to ensure that members continue to be motivated and to differentiate between survey invitations. OnePoll does not disclose information on what the survey is about and on whose behalf it is conducted. This is kept anonymous to prevent respondent bias. Our invites provide the following information: length of survey, reward gained for taking part, and the closing date of the survey.

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?

OnePoll is committed to keeping members motivated and, most importantly, maintaining high quality response data.

Members are key to our research and we therefore provide cash incentives for their time spent taking part in our surveys. The incentive fund can vary according to the length of the survey (usually dictated by the number of questions), the complexity of the survey and how hard it is to reach the target audience. The longer or more complex surveys, and those aimed at a more niche audience will offer a higher incentive to participants.

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

OnePoll requests the following detailed information before providing accurate estimate of feasibility:

- Target group (demographics, quote groups or incidence)
- Survey length and complexity
- Fieldwork cycle

sampling and project management

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

OnePoll is committed to providing the best possible respondent experience. We invite our respondents to take part in feedback questionnaires on a regular basis. We also have respondent feedback at the end of some client surveys.

Our panel management team output panel health indicators on a monthly basis. We have a dedicated email address for all customer queries and problems. This is managed constantly throughout the day with the intention that all member emails are responded to (members also have the option of phoning the OnePoll office).

The panel are also engaged on Facebook and Twitter. Here we interact with our members and notify them where our surveys have received press coverage. This enables the panelist to see just where their responses are used.

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

Throughout the process the client is aware of the demographic and the number of respondents being surveyed.

When the project is completed and clients receive their results, they are also provided with standard debrief information including:

- gross sample
- start rate
- participation rate
- dropout rate
- completion rate

Fieldwork progress is provided in the form of reporting links and/or frequent email updates. The OnePoll team offers to help clients with analysis of results, but not their interpretation. Debriefs can, of course, be tailored to the individual client's requests.

**we are
committed to
providing the
best possible
respondent
experience**

data quality & valuation

members are emailed
with invitations to
surveys - emails have
an average open
rate of 30%

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data quality and valuation

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 completion)? Please describe these processes.

OnePoll uses a number of quality assurance techniques. We check respondent level data twice during fieldwork and once before final delivery. Any interviews identified as falling in the above categories are subsequently removed.

We also use a quality control question in some of our questionnaires in agreement with our client. This is to trap speedsters and prevent them from completing the survey by screening them out. We also use the latest interactive tools in long surveys to prevent a participant from losing interest which can affect quality responses.

The community manager and operations team also regularly monitor survey free text responses to identify weak and/or poor responses.

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?

In an average week approximately 50,000 members are emailed with invitations to 20 surveys with an average open rate of 30%.

Respondents are subject to resting periods to ensure that they are not contacted too often to participate in surveys. Respondents are also contacted based on appropriateness of participation and so do not receive all of the invites.

**we use a
number
of quality
assurance
techniques**

**members are
sent an email
containing a link
to confirm their
registration**

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data quality and valuation

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?

Frequency of survey participation may increase the risk of undesirable conditioning effects or other potential biases.

An individual can take part in a single survey only once. Panelists are invited by email to visit the OnePoll member area and take part in the latest surveys. Some may receive more frequent invitations if they are within a difficult-to-reach or niche target group. Respondent behaviour and the number of surveys an individual completes within a specified period is monitored to ensure that frequent participation does not have an undesired effect on the panel.

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?

For each respondent there are a number of points that are recorded with regards to their participation history and their behaviour on recent surveys.

Each survey records IP address, time taken and length of interview. The respondents' recent participation history is also recorded, as well as their earnings, last log-in to date, number of surveys taken and current credit earned. Speeding is also recorded through the use of a Captcha. Clients can be supplied with raw data which consists of each individual response for that survey; however they are not supplied with information regarding the number of surveys taken etc, unless specifically requested.

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?

OnePoll is committed to providing high quality data to its clients. At the time of sign-up, individuals are required to submit a number of details such as email, postcode and PayPal account, which are then verified. IP Geo-mapping is also used to ensure the respondents originate from within the UK. Members are sent an email containing a link to confirm their registration and to complete the sign-up to double opt in.

We always aim to achieve 10% more completes to allow for the removal of fraudulent respondents. During the fieldwork, we perform additional checks by using sophisticated techniques to analyse IP addresses, and respondent personal data. Additional checks are also performed for speedsters and straight liners. Any fraudulent panelists identified are blacklisted for future research. The 10% over-completes are usually sufficient to rectify any issues arising from bad data and/or fraudulent interviews. We also work in partnership with industry leading providers to streamline our system to combat this issue.

policies & compliance

**we have a
dedicated community
manager to ensure that
members are happy
and all queries are
dealt with**

**one
poll.**

policies & compliance

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

During the sign-up procedure, individuals are required to submit a number of details such as email, postcode and PayPal account, which are verified.

IP Geo-mapping is also used to ensure that respondents originate from within the UK. Members are then sent an email containing a link to confirm their registration.

The registration of a new panel member is finalised after the double opt-in process has been completed. In addition, our panelists are occasionally asked to update their profile information. All expectations are clearly laid out and communicated.

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

Our Privacy Policy can be found here: www.onepoll.com/privacy.

The Privacy Policy forms part of the terms and conditions of becoming a OnePoll member.

All of our researchers are members of the Marketing Research Society and adhere to the MRS code of conduct when carrying out and reporting on data.

pulse of the people

all our panel
and client data
is secured using
industry leading
technologies



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policies & compliance

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

All our panel and client data is secured using industry leading technologies. All our servers and database are fire walled and backed up on a regular basis with well-established data centres. We have 24/7, 365 days a year monitoring.

Panelist and client information is accessible only by restricted access. Staff access is only provided by job role function and is only granted after signing our data protection and confidentiality clauses.

We take all reasonable steps to require those parties to whom we transfer data comply with the same levels of protection as we do.

Members' identities are confirmed by reference to unique information such as a username and password. It is the responsibility of the individual to keep their username and password confidential.

We will never share any information with third-party vendors without the prior consent from the client/ participant.

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?

We will always employ all technologies available to prevent client sensitive information falling into the public domain. Where there is clearly sensitive material involved i.e. a new mobile phone design, we will recommend the client surveying in a controlled environment.

For online surveys we use a number of techniques to limit/discourage sharing of sensitive material such as disabling of screen grabs, a participant agreeing not to share information prior to sensitive information being displayed, and watermarking.

OnePoll is committed to sourcing latest technology to combat this issue and is as a result evaluating a number of fingerprinting technologies.

27. Are you certified to any specific quality system? If so, which ones?

There are a number of measures to ensure that data is qualitative and that there is no fraudulent activity. This is performed mainly through a quality assessment of free text answers and monitoring for inconsistent activity i.e. if a respondent consistently shows poor participation on a number of surveys, their account will be blocked.

OnePoll has a dedicated Community Manager to ensure that members are happy and all queries are dealt with. This also involves keeping surveys dynamic and interesting for respondents, and engaging members via social media activities. This increases member loyalty and the quality of the results produced.

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?

OnePoll complies with the guidelines of ESOMAR and adheres to laws governing the surveying of children. We take all the necessary steps to safeguard the privacy of children.

Surveys involving respondents under the age of 16 are screened through their parents i.e. parents with children in the right age range are found then asked if their children could answer the survey under their supervision. If there is any content which is believed may be difficult, warnings are included on the survey for the parents to decide if they wish to allow their child to take part in the survey questions.

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