

CANADIAN VIEWPOINT

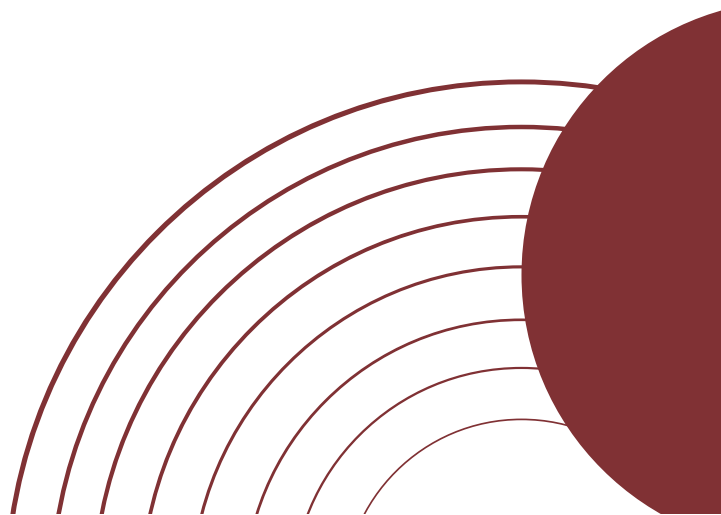
40+ YEARS OF PROVIDING EXCELLENCE

28

**ESOMAR 28 QUESTIONS
TO HELP BUYERS OF
ONLINE SAMPLES**



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COMPANY PROFILE-CANADIAN VIEWPOINT INC.

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

Canadian Viewpoint has been providing online samples through its proprietary consumer panel since 2004. We are a Market Research field company, operating since 1979, providing in-person, telephone and online data collection. Having our roots in Market Research data collection has provided us the knowledge and background to build a consumer panel that employs best practices to:

- Recruit a diverse panel
- Validate panellists
- Draw sample
- Maintain response rates

This allows us to provide top-quality online sample to our clients.

SAMPLE SOURCES AND 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?

We have a proprietary Consumer and Medical professionals' panel, both which we have built ourselves through a variety of traditional offline (phone) and online (open and invitation-based) recruitment strategies. Our panel is NOT just an acquired list of names from an existing source.

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?

Sample comes mainly from our proprietary panel, and if there are instances, we need to reach beyond it, we work with our global network of vetted partners. When we work with partners, we strive to blend their sample from study inception to ensure consistent panel throughout the project, wave after wave. We employ technology that verifies IP and computer information to ensure de-duplication in the dataset.

4. Are your sample source(s) used solely for market research?

Our panel is solely used for Market research.

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

Engaging in multi-mode as well as multi-sourced panel recruitment techniques allow us to reach some of the more difficult-to-reach groups. Our in-house call centre allows us to conduct telephone recruitment to panel, which typically skews older than online recruitment. Our permanent mall facilities allow us to sight-screen and recruit the younger and ethnically-diverse demographic to our panel. We are always looking for additional websites/affiliates/partnerships to provide us access to hard-to-reach segments.



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?

Partners are chosen from our preferred vendor list and are vetted based on how they meet our quality control requirements. CVI works with specific partners for specific audiences and will always disclose the fact that we are working with partners.

SAMPLING AND PROJECT MANAGEMENT

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

We use sophisticated sample software that allows us to draw a sample representative of the key demographics required for any given study. The software calculates the exact number of invitations that need to be sent out in order to achieve the required completes, based on historical response rates of each interlocking quota cell. The end result is that the respondents entering the survey are representative of those key demographics, along with final sample.

8. Do you employ a survey router?

No.

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?

Context: Biases of varying severity may arise from the prioritisation in choices of surveys to present to respondents and the method of allocation.

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?

Context: If Person A is allocated to Survey X based on some characteristic, then they may not be allowed to also do Survey Y. The sample for Survey Y is potentially biased by the absence of people like Person A.

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?

Context: It may be necessary to try to replicate your project in the future with as many of the parameters as possible set to the same values. How difficult or easy will this be?

N/A



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?

Our panellists are profiled on not only Demographic variables such as Age, Gender, Language, Marital status, Employment status but also hundreds of profile categories from Financial (credit card, bank/mortgage/loans), Life events (marriage, expecting a baby etc) Living accommodation, Pets, Automobile, Shopping (grocery, dept store, frequently visited) Food/drinks, Alcohol, Electronics, computer/tablet/phone etc, Hobbies. Respondents are asked/reminded to update their profile info every 3 months.

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.

Respondents are contacted via email and asked if they would like to share their opinion as a consumer and be paid small cash incentives. We say they may qualify for the survey, how long the survey is, how much the reward is and the Survey ID #. All invitations include a link to the MRIA survey registration system, where respondents are able to verify that Canadian Viewpoint and the survey are legitimate and have the opportunity to register comments or complaints.

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?

For Consumer surveys, respondents typically receive between \$1 and \$3 per survey, depending on the length of the study-the longer the study, the more money they receive. All panellists completing at least a screener of a survey are entered into a draw for cash. For B2B & Medical surveys, panellists will typically receive higher compensation.

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

LOI, Number of completes, IR, Geographical scope, type of group to be surveyed, any required targeting, quotas and the allowable field time.

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

We have a dedicated, help-desk support team to respond to our panellists in order to gauge any feedback, both positive and negative.

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

CVI can provide customized debriefing information including gross sample, start rate, participation rate, drop-out rate and anything else upon request.



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.

CVI works with our clients to set up customized data quality checks for their surveys that we program. When we are providing Sample only, the client is ultimately responsible for setting up their own data quality checks.

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?

We limit invitations to 3 x week. The average respondent receives 1.38 surveys a month from us and completes 5 surveys per 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?

Respondents are limited to completing 2 surveys per week.

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?

CVI keeps participation history, join date and source of respondent on file. A project analysis of such data is available to our clients 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?

As respondents receive their incentives by cheque, they must have initially provided us with legitimate information about their identity and address in order to receive the cheque in the mail and to be able to cash it or deposit it at the bank.

POLICIES AND COMPLIANCE

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

Double opt-in: to become a member, panellists must first register on the site by providing standard identity/contact information, then must click on a link in an automatically generated email to join.



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

<http://www.surveylion.com/privacy.en.html>

Our Privacy policy appears as a link on every survey and is also accessible on our corporate website.

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

Only IT and Panel Management staff with a need to know have access to personally identifying information on our panelists. Access to the full record or the ability to export this information en masse is only possible via direct database access, which only the TechLead and executive branch are privy to. Panelist data resides on a secure, dedicated server in a commercially secure centre. Security measures include automated login, filesystem, network port/socket and process monitoring. We also auto-blacklist offending IPs & hosts, and data is regularly backed up to an offsite, third-party server.

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?

As CVI is strictly a Data collection firm and as we don't conduct survey design, deciding whether online research should be used to present commercially sensitive client data or materials to survey respondents is really up to the client. We can only include notes of confidentiality in the invitation and in the survey when programming.

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

No, we are not certified to any specific quality system. We are founding members of CRIC (Canadian Research Insights Counsel), Insights Association and ESOMAR members.



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 do conduct surveys with children with permission from their parents on our panel. We follow best practices for conducting interviews with children and young adults.

CONTACT US



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