ESOMAR **28**

critical**mix**

Survey Solutions
with a Human Touch.

The following information provides Critical Mix's answers to the ESOMAR 28 questions. The primary aim of these 28 questions is to increase transparency and raise awareness of the key issues for researchers to consider when deciding whether an online sampling approach is fit for their purpose, and to ensure that what they receive meets their expectations. The questions are also designed to introduce consistent terminology for providers to state how they assure quality, to enable buyers to compare the services of different sample suppliers.

As you read our answers, you will notice that Critical Mix is focused on making it incredibly easy to find and survey audiences anywhere around the world and provide full transparency in our sampling processes. Our mission is to simplify the collection of marketing information by offering easy access to engaged respondents, providing user-friendly surveying and analytical tools, while providing caring, thoughtful customer service.

Thank you for taking the time to learn about Critical Mix. We are always available to take your call, respond to your email and help you in any way we can. Contact us at 0808-189-2040 or email

simplify@criticalmix.co.uk.

COMPANY PROFILE

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

Context: This answer might help you to form an opinion about the relevant experience of the sample provider. How long has the sample provider been providing this service and do they have for example a market research, direct marketing or more technological background? Are the samples solely provided for third-party research, or does the company also conduct proprietary work using their panels?

Our passion is simplifying digital data collection and reporting for marketing intelligence — giving our customers more time to innovate and helping them to avoid costly mistakes.

Companies around the world rely on our high-quality collaborative tools and services for making smarter and more informed business decisions. We make it incredibly easy to access consumer insights by removing the worry and hassle associated with finding survey respondents, receiving data in user-friendly formats and meeting challenging deadlines.

Taking everything we learned from decades of experience in developing survey research solutions, we cultivated a team of the industry's best and brightest professionals who share our vision. Critical Mix promises to make it easy, fast and enjoyable to:

- Reach target audiences anywhere in the world
- Programme and host engaging, user-friendly surveys
- Aggregate and visualise data for faster decisions
- Access our professionals any time needed

Customers appreciate our always-available customer care team, our proprietary panels and our easy-to-use technology platform for quickly gathering results and making insightful decisions. We are dedicated to the evolution of new and refreshing approaches to address and simplify the increasingly complex needs of the market research industry.

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?

Context: The description of the types of sources a provider uses for delivering an online sample will provide insight into the quality of the sample.

A market research study is only as good as the quality of its data. That is why Critical Mix works hard to develop the "right" sampling plan to match the specific objectives of each client's project. In order to ensure a proper representative sample, we use three primary sources to deliver survey respondents.

- Proprietary Panels

    Critical Mix offers access to our proprietary online panel, OneOpinion. OneOpinion was developed and is actively managed by a team of experienced panel managers whose sole responsibility is to ensure the quality, composition and activity level of the panel. Panel members are recruited using both online and offline methods. Upon registration, every member is validated using third-party sources (based upon name and address) before he or she can become active. Internationally, panellist validation methods vary by country.

- Real-time Recruitment - LiveSample

    Our LiveSample uses real-time recruitment techniques to solicit research participants. These respondents go through the EXACT same registration and rigorous validation process as our panel members; unlike other "river" sources, LiveSample respondents can be recontacted via email for follow-ups, missed questions, IHUTs or any other reason related to project participation.

- Partnerships and Third-Party Databases

    Critical Mix works closely with numerous third-party companies to access specialised, highly specific databases of target audiences made available to us for sampling purposes.

    Overall, Critical Mix ensures a broad-based sampling frame consisting of every type of website including web services, published content and social networking websites while adding methodological rigour to ensure the highest-quality results possible.

3. **If you provide more than one type of sample 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?**

   Context: The variation in data coming from different sources has been well documented. Overlap between different panel providers can be significant in some cases and de-duplication removes this source of error, and frustration for respondents.

   Validity is maintained using Critical Mix's proprietary sampling platform. This system was built specifically with the goal of mitigating bias, reducing the opportunities for human error and improving the quality of online research. The origin of every panellist or LiveSample respondent is captured in the system, giving us the full history of how sampling was conducted, and is instantly repeatable and consistent over time. We also collect information relating to the attitudes and unique characteristics of each respondent so that if the composition changes over time, we can control for and react to that change, thereby lessening the risk that those included in the sample would answer in ways inconsistent with past data.

   Critical Mix leads the sample industry in identity confirmation. Our security process includes some commonly used validation techniques such as email confirmation, cookies and examination of IP addresses, as well as more complex steps including validation against mailing addresses, challenge response tests, use of proprietary digital fingerprinting techniques, examination of IP geographic location down to the country and even city level of granularity, and other techniques to limit participation to unique responses based on the PC in use. Additionally we have complemented our own security processes with an additional layer of independent, third-party validation and support: RelevantID technology. This widely adopted de-duping system further enhances our offering at no additional cost to our clients.

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

   Context: Combining respondents from sources set up primarily for different purposes (like direct marketing, for example) may cause undesirable survey effects.

   Our primary sample sources, OneOpinion and LiveSample, are used exclusively for market research. We do not share or sell any information to third parties for marketing or advertising.

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, young people, seniors, etc.) may increase population coverage and improve the quality of the sample provided.

Critical Mix makes it easy to find even the most hard-to-reach audiences via the internet. We source participants using the following methods:

- Size and depth of profiling.

  The size and depth of profiling in our proprietary panels allows Critical Mix to target and select sample using extreme levels of precision. Additionally, our LiveSample respondents have the ability to be profiled in real time prior to being sent to any survey.

- Linking to third-party public databases.

  Critical Mix has the ability to link to a wide range of third-party public databases to locate and build out the profiles of a specific target audience. This method appends a greater level of detail for each respondent while validating the name and address.

- Partnerships.

  We recognise that not every person we contact for a survey in a specific population wants to be a member of an online panel. Our partnerships with numerous third-party companies give us access to specialised, highly specific databases to procure additional sample.

  Critical Mix is constantly evaluating the mix of incoming panellists to increase our penetration with harder-to-reach online populations, such as Spanish-speaking Hispanics and lower-responding groups like young males. Additionally, we actively pursue partnerships with websites that attract lower-responding groups and harder-to-reach populations on the internet. For example, we partner with several IT-specific trade publications and are subsequently able to offer one of the strongest IT panels available globally. For our consumer panels, we partner with websites with specific appeal to hard-to-reach groups to improve the natural distribution of our panel. These sourcing efforts enable us to conduct larger studies that accurately mirror the latest Census data.

6. **If, on a particular project, you need to supplement your samples with samples 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?**

Context: Many providers work with third parties. This means that the quality of the sample is also dependent on the quality of sample providers that the buyer did not select. Transparency is essential in this situation. Overlap between different providers can be significant in some cases and de-duplication removes this source of error, and frustration for respondents. Providers who observe process standards like the ISO standards are required to give you this information.

In some situations, when appropriate and needed, we will work with alternative sample providers. In those cases, we de-dupe the supplemental sample by using industry-standard digital fingerprinting technology. This process ensures that the same person is not allowed to take the survey more than once.

Our partners are all thoroughly vetted to ensure they abide by the standards of conduct prescribed by leading research associations and are required to have a clearly articulated privacy policy, have a good reputation in the industry and prescribe to our Service Level Agreement (SLA). All providers are held to the same standards our clients hold us to in terms of data quality.

SAMPLING AND PROJECT MANAGEMENT

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

Context: The sampling processes (i.e. how individuals are selected or allocated from the sample sources) used are the main factor in sample provision. A systematic approach based on market research fundamentals may increase sample quality.

The type of study and client specifications relative to the target population are used to determine the sampling composition needed for each project. Typically, for general population studies we take into consideration response rate variables and use stratification tools to balance the sample to mirror the latest Census figures. For select audiences (i.e. subsets of the general population) we deploy a sample that is representative to the segment needed if a model of representation exists. Additionally, we utilise prescreening tools before sending a panellist into a survey to check for consistency in answers and append new information to their profile for future targeting. We have knowledge and control over source origin for all our panellists, as well as a full respondent activity history, which enables us to either exclude or re-contact panellists based on the individual needs of the study.

Using our sophisticated sampling tools we are able to launch sample as batches and schedule sample deployments at any time of the day. Relevant local time zones, geography and holiday periods are taken into consideration when sending survey invites to provide higher response rates and better distribution of responses.

8. Do you employ a survey router?

Context: A survey router is a software system that allocates willing respondents to surveys for which they are likely to qualify. Respondents will have been directed to the router for different reasons, perhaps after not qualifying for another survey in which they had been directly invited to participate, or maybe as a result of a general invitation from the router itself. There is no consensus at present about whether and how the use of a router affects the responses that individuals give to survey questions.

Yes, Critical Mix employs a proprietary 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?

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

Respondents are a limited resource and the core of any successful research project. Years of experience in building and maintaining panels taught us how to develop engagement strategies that produce respondent satisfaction and loyalty. Critical Mix designed our proprietary survey router to ensure a positive experience for panel members. It gives those respondents who were interested in taking a survey but did not meet the screening criteria an opportunity to complete another survey.

After a respondent attempts to take a survey but does not qualify, our sampling platform uses a series of randomisation factors to assign the panellist to a new survey. Factors may include the survey topic, incidence, likelihood of completion and other predefined profiling questions. Our routing approach has proven successful in providing a positive experience for our panel members as well as ensuring high-quality results for our clients.

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 on the basis of 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.

Overall, Critical Mix is very concerned with the introduction of any variable that could add bias to the research process, and routing is no different in that respect. Standard sampling usage rules are honoured within the routed traffic sampling frames and balanced across segments. Mathematically true randomness is non-existent, but we strive to ensure that randomness is integrated into the algorithm.

We are constantly researching the effect of routing on research quality and take great care to ensure that research results are unaffected. We consult routinely with outside research staff and published research-on-research about the topic to gain consensus with our clients and the research community on how to best employ routing and effectively manage the sampling process.

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?

We have a dedicated team that sets the parameters of the router to ensure the mitigation of any biases, to monitor any blending of sample relative to external benchmarks, and to make certain proper sampling techniques are incorporated and that consistency is firmly ensured.

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?

Context: The usefulness to your project of pre-profiled information will depend on the precise question asked and may also depend on when it was asked. If real-time profiling is used, what control do you have over what question is actually asked?

At registration, every panel member provides basic profile data (e.g., name, address, date of birth), including some demographic information (e.g., gender, education). Our panellists are also asked to provide more detailed profile information in various categories. There are hundreds of potential profile questions that are presented to a respondent based upon his or her demographics. We encourage panellists to update their profile data a minimum of once a year, but also give them the opportunity every time they log in to their account.

13. Please describe your survey invitation process. What is the proposition 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.

Context: The type of proposition (and associated rewards) could influence the type of people who agree to take part in specific projects and can therefore influence sample quality. The level of detail given about the project may also influence response.

Our panel members are typically invited to take part in a survey via an email invite. The typical invitation will include the length of the survey, the incentive amount for completing the survey and a link to the survey. Respondents are also provided with an opt-out link in the email invitation. LiveSample respondents are directed to a landing page. The landing page includes the length of the survey, the incentive amount for completion and a link to the actual questionnaire.

14. Please describe the (various) incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

Context: The reward or incentive system may impact the reasons why people participate in a specific project and these effects can cause bias to the sample.

The Critical Mix incentive system is built on the belief that respondents must be treated fairly and compensated for their valuable time. People join panels for a wide variety of reasons - to get their opinions heard, to have fun, to make a difference, to earn money, etc. Regardless of their motivation, we are passionate about providing every panel member with a positive experience when they take our surveys.

Our panels offer cash-based and point-based incentives to all respondents. The reward amount varies by the length of the survey and the likelihood of finding the targeted respondents. Once the respondents have reached the minimum cash-out balance, they can redeem it for cash. Panellists are also entered into sweepstakes and other prize draws to reward panel participation not related to surveys, such as profiling, tenure, non-qualifying surveys, etc.

Incentive levels vary based on the type of audience, fielding time period, incidence, survey length and topic, complexity of the study, and survey design. Longer surveys, surveys to demographic groups that typically have lower response rates and surveys to B2B audiences typically merit a larger incentive than participants in shorter and more engaging research exercises.

And because each project is distinct, we work closely with the client to design the best incentive programme to achieve their goals. This customised approach enables us to maintain highly responsive populations even when faced with tight fielding deadlines.

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

Context: The "size" of any panel or source may not necessarily be an accurate indicator that your specific project can be completed or completed within your desired time frame.

We require the following information to determine the feasibility of each project:

•   Target audience – desired number of completed interviews, incidence rate, specifications of the target audience and quota structures.

•   Survey – anticipated length of interview, applicable special tasks, questionnaire design and level of complexity.

•   Timing – fielding time frame and expected deliverables.

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

Context: Respondent satisfaction may be an indicator of willingness to take future surveys. Respondent reactions to your survey from self-reported feedback or from an analysis of suspend points might be very valuable to help understand survey results.

Respondent satisfaction is what sets Critical Mix apart from other sample providers. We've developed several processes to ensure that our survey participants are highly engaged and responsive:

- Collect feedback on both survey and incentive satisfaction on a regular basis.
- Solicit comments from respondents on the homepage and ask for overall ratings using a five-star rating system in their dashboard.
- Ask respondents to evaluate their satisfaction after completing a survey.
- Provide our panellists with a thorough FAQ on our website that answers their most popular questions.
- Use a Support Centre ticketing system to make sure any issues are responded to immediately.

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

Context: One should expect a full sample provider debrief report, including gross sample, start rate, participation rate, drop-out rate, the invitation/contact text, a description of the field work process, and so on. Sample providers should be able to list the standard reports and metrics that they make available.

Because each client is unique, we provide debriefings to our clients based on their individual needs and the requirements of the project. Critical Mix believes in constant communication with our clients and has multiple operational staff members available on each and every study. Our client-centric, fully customised service operates around the clock - there's never a time when a client's project and particular needs are unattended or when we can't be reached.

Initially kick-off calls are scheduled to introduce our project team, re-review the specifications of a given study, discuss the timeline, review any soft targets or other requirements for the project and address any questions the client may have.

Upon the conclusion of every study, we schedule a debriefing call to confirm we have met or exceeded all of the study's goals, including the timeline, quotas and other deliverables. We also provide the client with any relevant metrics or fielding information upon request, such as start rate, click-through rate, sample sends, drop-off rates, etc.

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.**

Context: The use of such procedures may increase the reliability and validity of the survey data.

At Critical Mix, our panel quality management process guarantees that the data we deliver is high quality and reliable. We utilise all of the third-party Imperium products (RelevantID®, Verity® and/or True Sample®) to validate our panellists and to ensure that client surveys are free of fraudulent respondents.

Our sampling procedures, from the initial phases of project management all the way to project completion, certify that quality is top of mind in everything that we do and deliver. We have years of experience in the research industry, enabling us to provide a consultative approach to solving our clients' sample needs. We listen, provide the right guidance and propose the best sampling methodology to obtain the targeted sample. When a bid is submitted, it is reviewed thoroughly to ensure that all project specifications are practical. Once a project is in the field, we proactively monitor it and communicate its status daily, identifying issues before they become a problem.

Our first line of defence is our recruitment process, where respondents are validated and de-duped before they are invited to join the panel. This passive recruitment process attracts panellists interested in participating in relevant research, not those interested solely in incentives.

19. **What limits, if any, do you place on solicitation for surveys? I.e., how often can any individual be contacted to take part in a survey whether they respond to the contact or not? How does this vary across your sample sources?**

Context: Over-solicitation may have an impact on respondent engagement or on self-selection and non-response bias.

Panellists can be contacted anywhere from once a week to daily. All panel members are given the opportunity to select their own level of contact frequency and we honour that selection. And, in order to avoid respondent bias, we enforce contact frequency procedures to restrict panellists from participating in too many surveys during a given period of time. We effectively manage a delicate balance between over-contacting respondents (and annoying them) and under-contacting (and disengaging them).

Critical Mix maintains a full history of all member activity regardless of which source a member is recruited from. We use this history to enforce past participation requirements at the project level and to identify lapsed members. This history is taken into consideration on all projects and is made available to clients as needed.

20. What limits, if any, do you place on survey participation, i.e. how often can any individual take part in a survey? How does this vary across your sample sources? How do you manage this within categories and/or time periods?

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

Critical Mix enforces strict limits on the frequency of participation in surveys, and on the total number of invitations that are sent to an individual panellist: we feel that it is the responsibility of panel companies to respect their participants regarding the number of emails sent, and we closely monitor our customer service messages to ensure we remain in the good graces of our panellists. Further, as with any sample provider, it is our responsibility to the research community to guard against panellist abuse and do everything possible to maintain healthy attitudes towards the research process in general.

If necessary, we will turn away projects if we deem the length of the interview to be excessive, the mode of contact unreasonable, the content to be offensive, or if we feel the survey will do damage to the long-term relationships we maintain with our panellists.

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 per-job analysis of such individual-level data?

Context: This type of data per respondent, including how the total population is defined and how the sample was selected and drawn, may increase the possibilities for analysis of data quality.

Panellists' individual-level data are maintained and can be made available 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 or at the point of entry to a survey or router. If you offer B2B samples, what are the procedures there, if any?

Context: Confirmation of identity can increase quality by decreasing multiple entries, fraudulent panellists, etc.

Respondent integrity is extremely important to us and taken very seriously. During the registration process, each potential panel member's identity is validated using industry-standard third-party software to detect and purge fraudulent respondents. And as a second precaution, we also use third-party digital fingerprinting technology at the individual survey level to exclude de-duplication of survey results.

Additionally we have complemented our own security processes with an additional layer of independent, third-party validity and support using RelevantID technology. This widely adopted de-duping system further enhances our offering at no added cost to our clients. We also offer the ability to match to database-driven identity confirmation tools such as RelevantID, Verity and TrueSample, as well as a wide variety of segmentation tools such as those available from Nielsen, Experian and Acxiom.

POLICIES AND COMPLIANCE

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

Context: The opt-in process indicates the respondents' relationship with the sample source provider. The market generally makes a distinction between single and double opt-in. Double opt-in refers to the process by which a check is made to confirm that the person joining a panel or database wishes to be a member and understands what to expect (in advance of participating in an actual survey for a paying client).

Panel members are required to double opt-in through a registration process on our website as well as through a confirmation link in a follow-up email that is provided upon registration. Registration confirmations happen in three steps.

- Step 1. After they complete the registration, panellists are required to pass a third-party verification based on name, address and age (only in countries where available).
- Step 2. Respondents are asked to double opt-in and to confirm their email.
- Step 3. Each new respondent is held in a new member status until they complete their first survey.

Our communication with respondents is simple and transparent. Panel members are clearly asked and have agreed to participate in online research surveys.

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

Context: Not complying with local and international privacy laws might mean the sample provider is operating illegally. An example privacy policy is given in the ESOMAR Guideline for Online Research.

Critical Mix has a detailed privacy policy in place that specifically states what kind of information will be collected and shared about respondents. We follow and in most cases exceed the protection standards of all regional, national and local laws with respect to privacy, data protection and children. We also comply with industry standards dictated by the European Union, CASRO and ESOMAR, and comply with COPPA law. Our privacy policy is certified by Truste in the US, and is Safe Harbour compliant in the EU.

Our member privacy policies are available at:

OneOpinion: www.oneopinion.co.uk/privacy-policy

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

Context: The sample provider usually stores sensitive and confidential information on panellists and clients in databases. This data needs to be properly secured and backed up, as does any confidential information provided by the client. The sample provider should be able to provide you with the latest date at which their security has been evaluated by a credible third party.

Critical Mix has security measures in place to prevent any breach against unauthorised access to our systems. Panellist identity is always protected because survey data remains completely anonymous and is only linked to the panel database by using generic respondents' IDs.

Participant data is collected and secured using standard industry networking and infrastructure protocols such as SSL, Firewalls, Encryption and rigorous software development processes. Data is located in a SAS-70 Certified Tier 1 managed facility which provides monitored secured access and is fully redundant.

Access to systems that can link any personal identification is limited to employees on an "as needed only" basis with an extensive system logging in place. All Critical Mix employees are required to adhere to a confidentiality agreement that is signed when they are hired.

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?

Context: There are no foolproof methods for protecting audio, video, still images or concept descriptions in online surveys. In today's social media world, clients should be aware that the combination of technology solutions and respondent confidentiality agreements are "speed bumps" that mitigate but cannot guarantee that a client's stimuli will not be shared or described on social media.

Our experienced team of market research practitioners works closely with each client to determine the most appropriate survey mechanism when exposing respondents to commercially sensitive materials. While no method is entirely infallible, we do employ a number of effective techniques to discourage copying and screenshots. Additionally, for extremely sensitive information, we require respondents to consent to a non-disclosure agreement prior to completing the survey.

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

Context: Being certified may require the supplier to perform tasks in a predetermined manner and document procedures that should be followed.

The International Organization for Standardization (ISO) issues standards for access panels both online and offline. It addresses a wide range of matters, such as responsibilities for quality management, confidentiality and transparency, methods and sources of recruitment, confirmation of identity, panel structure/size, and profile data of panels. It also covers aspects of panel management including use of incentives, sampling, frequency of participation, screening and validation of data.

Critical Mix is in the process of certification for the ISO20252 and ISO26362 (Market, opinion and social research – Vocabulary and service requirements) standards. We expect this certification to be completed within the next 12 months.

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?

Context: The ICC/ESOMAR International Code requires special permissions for interviewing children. These are described in the ESOMAR Online Research Guideline. In the USA researchers must adhere to the requirements of the Children's Online Privacy Act (COPPA). Further information on legislation and codes of practice can be found in Section 6 of ESOMAR's Guideline for Online Research.

Our methods for interviewing children and young people are in strict compliance with industry standards. All panel members must be at least 13 years of age before they can register for our panels or participate in surveys via LiveSample. For any survey requiring children under 13, participants will be recruited via their parent(s) and interviewed only with parental permission. We adhere to all COPPA rules in the US, and to ESOMAR guidelines globally.

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whenever you need us.
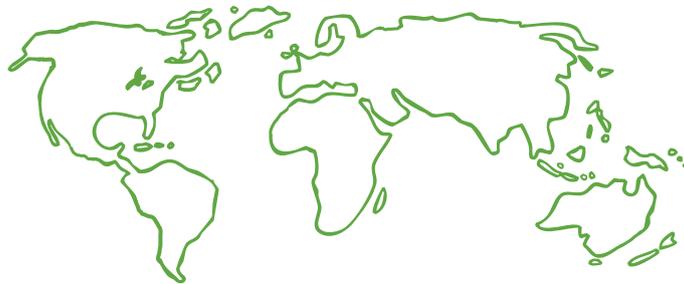
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