

ESOMAR 26 QUESTIONS



the
online research
company



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ABOUT I-LINK

Founded in 2001, i-Link is an independent online field bureau providing a full suite of services including survey deployment, recruitment, analysis and data processing services.

i-Link is accredited under ISO 20252, the international standard for social, opinion and market research services. Additionally, i-Link is a registered Australian R&D company and continues to develop new and innovative methods.

i-Link staff have been undertaking research online since 1996 and our key staff are “QPMR” accredited (Qualified Practicing Market Researchers) and have extensive experience both within service and client-side market research.

Our extensive experience in researching online has meant we understand the nuances applicable to that medium. As a result, we design approaches specific to this form of data-collection rather than simply adapting research from traditional methods.

As a leader in online research solutions i-Link chooses to follow best practices for panel and online management. We provide cost-effective access to over 1.2 million participants across a network of global respondents via our proprietary and affiliate panels. Our participants are drawn from panels used exclusively for market and social research only.

We adhere to Australian Privacy and Anti-spam legislation on a global level and have been instrumental in developing best-practice for selection and validation of research respondents.

As a registered R&D company we utilise advanced stable technology; i-Link has invested and developed world class research applications for conducting market research online.

Our proprietary survey application is designed for use online and has a number of features to ensure data collected by this medium is valid and robust. To this end, our survey system aims to increase respondent concentration and interaction, whilst utilising a wide range

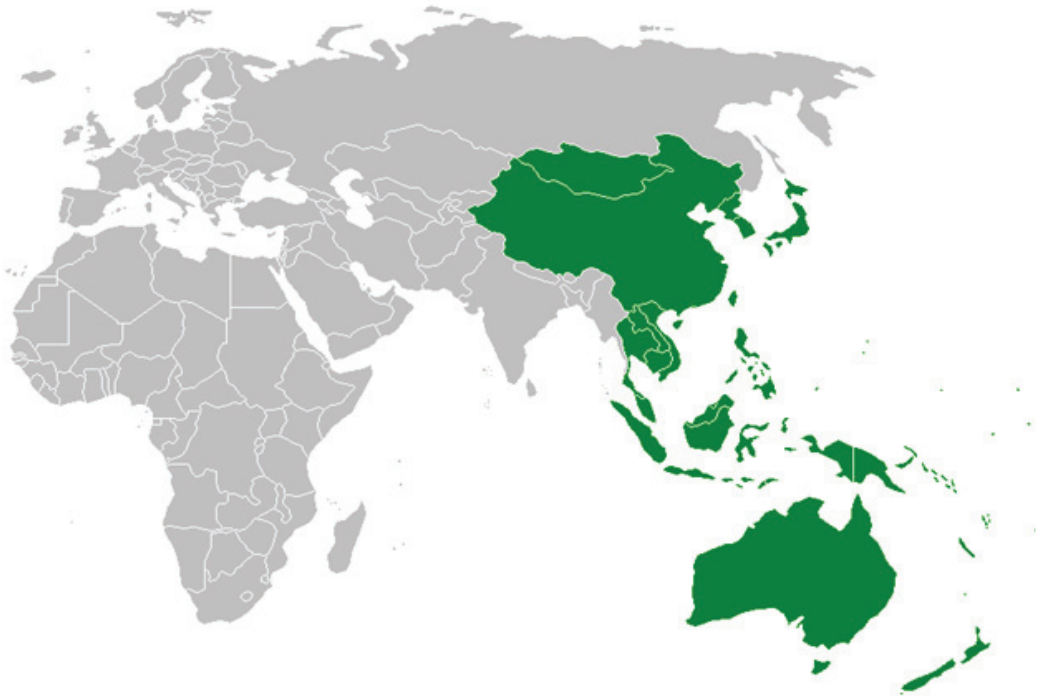
INDUSTRY ACCREDITATION

i-Link Research abides by industry standards and guidelines as prescribed by the Australian Market & Social Research Society (AMSRS) and the world association of research professionals (ESOMAR). The i-Link Research management team and project staff are active members of these organisations.

In addition, i-Link holds the following membership and promotes adherence to these guidelines / codes of practice:

- Accredited to ISO 20252, the international standard for social, opinion and market research.
- Adheres to the ESOMAR guidelines on conducting market and opinion research using the internet.
- Is a member of the Australian Market and Social Research Organisation (AMSRO).
- Adheres to AMSRO privacy principles and fully conforms to the Australian national privacy principles as detailed in the Privacy Amendment Act (2000).
- Adheres to the AMSRS code of professional behaviour and guidelines on the confidential handling and delivery of respondent information.
- AMRSO Quality Standards for Online Research (Access panels).
- Adheres to the Australian Anti-spam laws and applies this on a global level.

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PANEL SIZE

Australia	282,000
New Zealand	29,323
Malaysia	104,722
China	228,318
Hong Kong	57,137
Japan	183,356
South Korea	109,026
Singapore	67,839
Thailand	41,831
India	94,134
Taiwan	103,211
Vietnam	42,179

1. WHAT EXPERIENCE DOES YOUR COMPANY HAVE WITH PROVIDING ONLINE SAMPLES FOR MARKET RESEARCH?

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2. PLEASE DESCRIBE AND EXPLAIN THE TYPES OF SOURCE(S) FOR THE ONLINE SAMPLE THAT YOU PROVIDE (ARE THESE DATABASES, ACTIVELY MANAGED PANELS, DIRECT MARKETING LISTS, WEB INTERCEPT SAMPLING, RIVER SAMPLING OR OTHER)?

LiveTribe is an actively managed panel of which members are recruited via various means for research purposes exclusively such as print media, online marketing initiatives, direct mail, affiliate partnerships, personal invitations, and a range of other recruitment initiatives. Respondents are sourced through various methods to minimise skews within the panel make up. The panel includes members from Australia, New Zealand, South East Asia, United Kingdom, Europe, USA and Canada.

3. WHAT DO YOU CONSIDER TO BE THE PRIMARY ADVANTAGE OF YOUR SAMPLE OVER OTHER SAMPLE SOURCES IN THE MARKETPLACE?

Our online panel is used exclusively for market and social research purposes to ensure members are not unduly biased from receiving direct marketing material from the same source.

Our panel offers access to a high-level profiling of each respondent utilising an intelligent sampling technique to ensure detailed panel knowledge and monitoring is maintained.

Our high-level profiling also enables us to create 'sub-panels' for a range of research topics. In addition we can conduct short screener surveys to help you identify some of the 'lower incidence' (or lesser occurring) populations as required.

Issues relating to representation can be managed through the application of quotas and a structured sample selection process. Our systems enable sample to be selected in representative patterns to assist in overcoming potential 'skews'.

We undertake regular 'audits' of our panel to assess behaviour patterns and to protect the quality of the data that we can provide.

Our sample selection tool ensures that the sample that is 'least used' is selected first whilst maintaining 'randomness' so as to not compromise the research methodology. Panelists who have completed interviews on similar categories in a specified time can also be excluded. Sample is never selected twice for the same study.

4. IF THE SAMPLE SOURCE IS A PANEL OR DATABASE, IS THE PANEL OR DATABASE USED SOLELY FOR MARKET RESEARCH? IF NOT, PLEASE EXPLAIN.

LiveTribe is a market and social research only panel. At no point are its members subject to direct marketing campaigns.

Our commitment to members of the LiveTribe panel is that they will never be directly marketed to and that their privacy and confidentiality is always guaranteed.

5. HOW DO YOU SOURCE GROUPS THAT MAY BE HARD-TO-REACH ON THE INTERNET?

LiveTribe is made up of a wide variety of groups within the community. Minority groups or hard to reach groups are recruited through the same means as other members.

We do try to ensure that hard to reach groups are proportionally represented on LiveTribe by targeting recruitment drives however, it remains principally a consumer panel and does not concentrate on niche recruitment.

6. WHAT ARE PEOPLE TOLD WHEN THEY ARE RECRUITED?

We actively promote our panel as an online community where members receive rewards, prizes and incentives for taking part in online research activities like surveys and discussion groups.

Our panel is also a great place to interact with other like minded people who understand that their opinions count and is a perfect way for our members to have their say so that companies understand what they think about their products and services.

Members are offered a whole host of activities that allow them to participate in surveys, live discussion groups, research blogs, forums and polls.

7. IF THE SAMPLE COMES FROM A PANEL, WHAT IS YOUR ANNUAL PANEL TURNOVER/ATTRITION/RETENTION RATE AND HOW IS IT CALCULATED?

Our panels are global and the average turnover varies from country to country for LiveTribe.

On average our panel has an attrition of 35% and new initiatives are constantly in progress to increase members base and refresh sample at all times.

Panel attrition rates are calculated monthly for the period of 12 months prior. Calculation is based on the following formula:

$$\begin{array}{lcl} A & = & \text{Number leaving or becoming inactive} \\ B & = & \text{Total panel size} \\ \text{Attrition} & = & A / (A + B) \end{array}$$

8. PLEASE DESCRIBE THE OPT-IN PROCESS.

LiveTribe members are required to join through a double opt-in process before registration is complete.

The first stage involves submission of a valid email address and completion of a short registration survey. The latter collects personal information such as name, address and phone number, as well as demographic information such as age and gender; members can only go through to the second stage if they declare abiding by the panel's terms of membership.

The second stage involves activation of their account through a confirmation email. This method ensures that members have provided a legitimate email address and that they have consented to being contacted by LiveTribe for market research purposes. Once they have confirmed their registration they are further prompted to complete more profiling information such as detailed demographics and consumer behaviour.

9. DO YOU HAVE A CONFIRMATION OF IDENTITY PROCEDURE? DO YOU HAVE PROCEDURES TO DETECT FRAUDULENT RESPONDENTS AT THE TIME OF REGISTRATION WITH THE PANEL? IF SO, PLEASE DESCRIBE.

Our proprietary panel software automatically tracks new registrants via their IP address to detect duplicate names for the same email address or email addresses for the same name. Members marked as suspicious do not get invited to participate in online research or are removed from the panel.

Every time participants agree to participate in a survey they go through an identification confirmation page on which they are asked to confirm details such as telephone number, postcode or password to ensure that they are the actual member participating.

10. WHAT PROFILE DATA IS KEPT ON PANEL MEMBERS? FOR HOW MANY MEMBERS IS THIS DATA COLLECTED AND HOW OFTEN IS THIS DATA UPDATED?

LiveTribe keeps a wide range of profile data. Basic demographic data is collected for every registering member as a compulsory step of the first stage of the sign up process. All members are encouraged to provide more in depth profiling information once they are registered.

We collect over 150 individually profiled questions of our members. Members profiles include the following detailed information:

- Personal details including location
- Health and well-being details
- Home, family and housing arrangements
- Personal interests
- Internet use
- Media and entertainment consumption
- Banking and insurance
- Shopping behaviour
- Work and education background
- Technology use

Members are regularly prompted to update their profile information as to keep panel information fresh and to increase incidence rates for online surveys by more accurate targeting.

11. WHAT IS THE SIZE AND/OR THE CAPACITY OF THE PANEL, BASED ON ACTIVE PANEL MEMBERS ON A GIVEN DATE? CAN YOU PROVIDE AN OVERVIEW OF ACTIVE PANELISTS BY TYPE OF SOURCE?

Member sizes vary from country to country however LiveTribe Australia has 282,000 members as of January 2009 and maintains 77% activity rate.

Our active members are those that have participated within a quantitative or qualitative research study or responded to the panel in any way within the last 12 months.

All members are tracked by source to ensure a broad range of recruitment has been maintained. Our sources for recruitment include television, radio, media, telephone, direct marketing and online partnerships amongst others.

12. PLEASE DESCRIBE YOUR SAMPLING PROCESS INCLUDING YOUR EXCLUSION PROCEDURES IF APPLICABLE. CAN SAMPLES BE DEPLOYED AS BATCHES/REPLICATES, BY TIME ZONES, GEOGRAPHY, ETC? IF SO, HOW IS THIS CONTROLLED?

As a registered R&D company we develop technology specific to the needs of our clients of undertaking recruitment needs.

Our members are constantly tracked and identified on the basis of past survey participation, research category, invitation history amongst other historical tracking and can be excluded from participation in any campaign upon request. Furthermore, members can be excluded from any sample drawn for the duration of a study.

Samples can be deployed as specific batches on a systematic approach based on any required filter.

13. EXPLAIN HOW PEOPLE ARE INVITED TO TAKE PART IN A SURVEY. WHAT DOES A TYPICAL INVITATION LOOK LIKE?

LiveTribe members get two notifications when new surveys are available for them to participate in. They get an email invitation where they can click on a link that will take them directly to the start of the survey.

From: LiveTribe - Qualified Opinions [mailto:system@livetribes.com]
Sent: Friday, 25 September 2009 10:54 AM
To: John Smith
Subject: Survey Invitation



Survey Invitation from LiveTribe!
(formerly Qualified Opinions)

Dear John,

Congratulations! As a member of LiveTribe (formerly Qualified Opinions) you have been chosen to participate in a survey

The survey is being undertaken by and is hosted by Best Research.

Your opinion counts! By taking part in the survey you will receive:

- 10 standard lines in Saturday night lotto (syndicated entry).
- An entry into the current Chance to Win \$50,000 A Month promotion.
- The chance to win \$50 cash or voucher instantly (notified upon completion of the survey).

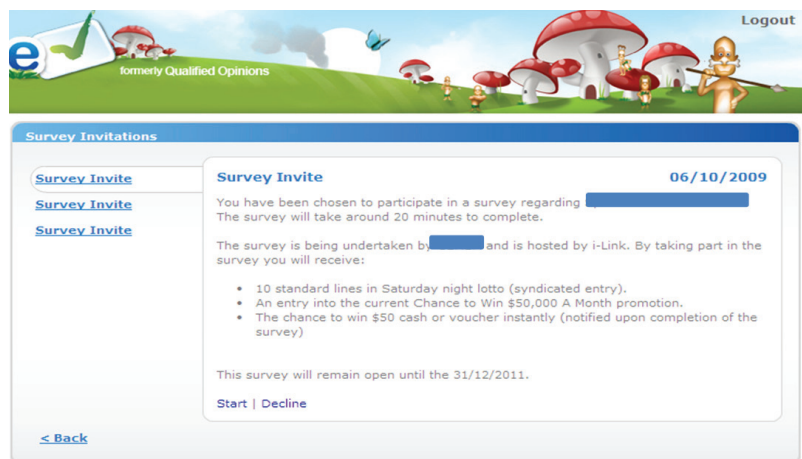
This survey will remain open until the...

[CLICK HERE TO START SURVEY](#)

Note: If you are having trouble clicking on the link please copy and paste the link below into your address bar:

<http://www.LiveTribe.com/bounce.php?actid=&session=1309882349>

Members also get a notification within their LiveTribe account (inbox) within the members area. Furthermore our members who opt in can also receive invitations via their favourite social networking site.



Survey results can sometimes be influenced by the wording used in subject lines or in the body of an invitation

14. PLEASE DESCRIBE THE NATURE OF YOUR INCENTIVE SYSTEM(S). HOW DOES THIS VARY BY LENGTH OF INTERVIEW, RESPONDENT CHARACTERISTICS, OR OTHER FACTORS YOU MAY CONSIDER?

It is our view that panel members completing a project should be provided with a suitable reward for their participation. We are aware that excessive payment can lead to bias in research and the development of 'professional respondents' and it is to this point that we do not directly incentivise with cash incentives.

To the largest extent possible respondents are provided with token incentives: We give our members the choice to decide what type of reward they wish to receive at the end of a study.

Depending on the country being used for the study some of the rewards that our members may choose to receive are:

- Instant reward of lottery lines in the national Australian lottery
- Chance to win \$50,000
- Chance to receive an instant \$50 reward (cash or voucher)
- Instant rewards (accumulated over time to redeem for gifts)
- Donate to charity

LiveTribe reviews its reward system regularly to continuously suit its member base.

15. HOW OFTEN ARE INDIVIDUAL MEMBERS CONTACTED FOR ONLINE SURVEYS WITHIN A GIVEN TIME PERIOD? DO YOU KEEP DATA ON PANELIST PARTICIPATION HISTORY AND ARE LIMITS PLACED ON THE FREQUENCY THAT MEMBERS ARE CONTACTED AND ASKED TO PARTICIPATE IN A SURVEY?

Members have the choice to choose how often they wish to be invited to participate in an online research study. The rolling 12 month average that respondents are contacted to participate within a project is 3.95.

16. IS THERE A PRIVACY POLICY IN PLACE? IF SO, WHAT DOES IT STATE? IS THE PANEL COMPLIANT WITH ALL REGIONAL, NATIONAL AND LOCAL LAWS WITH RESPECT TO PRIVACY, DATA PROTECTION AND CHILDREN E.G. EU SAFE HARBOUR, AND COPPA IN THE US? WHAT OTHER RESEARCH INDUSTRY STANDARDS TO YOU COMPLY WITH E.G. ECC/ESOMAR INTERNATIONAL CODE ON MARKET AND SOCIAL RESEARCH CASRO GUIDELINES, ETC.?

i-Link Research holds the ISO Accreditation - AS ISO20252-2007 global Standard for Market Opinion & Social Research; furthermore we consider the issue of privacy and security an extremely important one.

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We uphold and are committed to strict ethical guidelines with regards to the confidentiality and privacy of our clients, research respondents with whom we undertake research.

i-Link values and abides by the Code of Professional Behaviour with regards to respondent confidentiality. Where i-Link undertakes recruitment for research purposes, all information obtained as a result of research conducted is provided to clients without any personal identification of the respondent.

We will not provide identifying details or give the contact information obtained from respondents to any other organisation. The information obtained from respondents is provided to clients for statistical purposes and does not rely on respondent identification.

i-Link fully conforms to the Australian National Privacy Principles as detailed in the Privacy Amendment Act (2000) for the private sector. In addition we abide by industry standards for privacy as espoused by the Market Research Society of Australia, the Market Research Society of New Zealand, the World Association of Research Professionals (ESOMAR) and the American Marketing Association.

i-Link Research Solutions may construct databases of individuals who have provided their express consent to do so. Ownership of an individual's details will remain the property of the individual. i-Link will always enable an individual to remove themselves from our databases. Records which are removed are entirely deleted.

i-Link will never send unsolicited e-mails to any individual for the purpose of research recruitment. All e-mails sent when recruiting for research are to the best of our knowledge from subscribed individuals who have agreed to receive such information.

Transfer of information

Information that is collected is transferred in aggregate form only. No personal information on members is made available to other individual or organisations.

17. WHAT DATA PROTECTION/SECURITY MEASURES DO YOU HAVE IN PLACE?

Data collection is the principle focus of our systems and it is therefore important that we provide effective data management to ensure data is not lost, stolen or compromised in any way. We do this by the following actions:

Data is collected live to highly secure databases within our system. Several security levels are implemented to prevent unlawful entry. To date, we have not had any breaches of security. In addition, sensitive data can be encrypted as it is passed from our system to the data storage area. Further survey data is stored as coded responses while code-frames and variable labels are stored separately.

We currently employ multiple methods to ensure all sensitive information is secure. Demographic and statistical information is coded and stored separately from personal information. All pieces of information are matched by a unique identification tag (UID) with a unique identifier. Personal information and members' unique ID tag are encrypted.

All files are routinely backed up on an hourly basis. Two servers are resident in well monitored, highly secure, and fire protected areas with 100 Mb Ethernet connections to the internet. Physical access to servers is via palm print access panels.

We provide highly secure data collection and storage. Personal information is stored in encrypted form and cannot be deciphered by gaining access to our database. All data is held on secure servers. We guarantee to treat the identification and repair or resolution of any potential security issue with absolute priority.

18. DO YOU APPLY A QUALITY MANAGEMENT SYSTEM? PLEASE DESCRIBE IT.

i-Link Research is ISO 20252 accredited and follows a strict quality management system and we continuously seeks to improve our quality management system by conducting regular internal audits and maintains systems integrity checks in line with ISO standards.

We employ a Quality and System Manager who internal audits projects and management and we are also audited on an annual basis to ensure our IS accreditations are maintained.

19. DO YOU CONDUCT ONLINE SURVEYS WITH CHILDREN AND YOUNG PEOPLE? IF SO, PLEASE DESCRIBE THE PROCESS FOR OBTAINING PERMISSION.

The LiveTribe panel does not directly invite people under the age of 18 years to participate within online research. For studies that involve younger age groups we always seek the permission of a parent or guardian first.

It is our experience that response rates are more effective and that our responsibility of care as panel managers and owners is to undertake this practice.

20. DO YOU SUPPLEMENT YOUR SAMPLES WITH SAMPLES FROM OTHER PROVIDERS? HOW DO YOU SELECT THESE PARTNERS? IS IT YOUR POLICY TO NOTIFY A CLIENT IN ADVANCE WHEN USING A THIRD PARTY PROVIDER? DO YOU DE-DUPLICATE THE SAMPLE WHEN USING MULTIPLE SAMPLE PROVIDERS?

Most adhoc projects can be undertaken from an effective and well managed panel, however for studies that require more than one supply for recruitment the options are always discussed with the client and the decision will remain with the buyer if this is an area they wish to explore.

Prior to a project commencement we try to ensure that we undertake sample feasibility to ensure requirements can be met, where sample is required from more than one supply we endeavor to do the following:

- Source the whole project from one source if possible
- Recruit people who have not participated in a study of the same nature within a given period of time
- Avoid recruiting the same demographic requirements from more than one supplier
- Utilise the services of a market research only panel of the same standard
- Always gain permission from the client to proceed

21. DO YOU HAVE A POLICY REGARDING MULTI-PANEL MEMBERSHIP? WHAT EFFORTS DO YOU UNDERTAKE TO ENSURE THAT SURVEY RESULTS ARE UNBIASED GIVEN THAT SOME INDIVIDUALS BELONG TO MULTIPLE PANELS?

Panelists are asked to indicate in profiling the number and details of other panels they belong to and at the clients request may be screened out based on this criterion from participation in studies where more than one panel is being used.

22. WHAT ARE LIKELY SURVEY START RATES, DROP-OUT AND PARTICIPATION RATES IN CONNECTION WITH A PROVIDED SAMPLE? HOW ARE THESE COMPUTED?

LiveTribe panelists maintain a 20 – 35% response rate. This rate will vary depending on the length of survey or activity. Invitations to panelists always state the anticipated length of a survey and longer surveys will typically receive a lower response rate.

Response rate is based on the percentage of all panelists who start an activity. Completion rates are based on those who are either screened out from, or complete, an activity. Completion rates will vary from survey to survey depending on selection criteria. LiveTribe can improve completion rates by selecting from the 120 pieces of profiling data on each panelist.

Incompletion or drop-out rates are based on those panelists who fail to complete a survey or other research activity. Drop-out rate is also correlated to survey length and complexity. i-Link discourages its clients from surveys that take more than 15-20 minutes to complete. We can provide indicative data that shows the effect on respondent fatigue, response rate and incompletion rate for longer surveys.

23. DO YOU MAINTAIN INDIVIDUAL LEVEL DATA SUCH AS RECENT PARTICIPATION HISTORY, DATE OF ENTRY, SOURCE ETC, ON YOUR PANELISTS? ARE YOU ABLE TO SUPPLY YOUR CLIENT WITH A PER JOB ANALYSIS OF SUCH INDIVIDUAL LEVEL DATA?

LiveTribe admin system reports provide extensive historical data for each panelist:

- Panelists' health status, joined date and last participated date.
- Number of activities invited to, responded to and completed.
- Each activity undertaken, the activity subject, research provider, status, rewards received and the time taken to complete.

24. DO YOU USE DATA QUALITY ANALYSIS AND VALIDATION TECHNIQUES TO IDENTIFY INATTENTIVE AND FRAUDULENT RESPONDENTS? IF YES, WHAT TECHNIQUES ARE USED AND AT WHAT POINT IN THE PROCESS ARE THEY APPLIED?

For projects where i-Link is hosting the survey and undertaking data collection, fraudulent respondents are assessed by a range of criteria including:

- Time to complete. i-Link can set a minimum threshold for acceptable time to complete.
- Junk responses in verbatim data
- Consistent flat-lined responses in scaled data

i-Link also encourages clients to design surveys which will identify fraudulent responses, such as repeating questions for confirmation and using reverse scoring techniques in scaled data.

Fraudulent panelists can be suspended from further participation in the LiveTribe panel. Administration maintains an active banning list against reported members.

25. DO YOU MEASURE RESPONDENT SATISFACTION?

All participants are invited to complete a single page satisfaction survey that identifies their satisfaction on the following:

- Survey length meeting their expectations
- Survey system performance
- Survey questions were straight forward and easy to understand
- Reward was appropriate

Participants are given the option to provide comments. All methodologically related comments are forwarded to respective research managers and clients.

26. WHAT INFORMATION DO YOU PROVIDE TO DEBRIEF YOUR CLIENT AFTER THE PROJECT HAS FINISHED?

Each project undertaken with LiveTribe is provided with the following report detailed over.

PROJECT REPORT: A3170

PROJECT DETAILS

Title:	Telecom
Activity ID:	A3170
Est By:	Jane Smith
Reference:	TC4291
Survey Host:	i-Link Research Solutions
Research Company:	ABS Research Group
Survey Link:	http://iquestion.i-linkintegrate.com/Q360000/
Return Link (Complete):	http://www.LiveTribe.com/return.php?session=[MEMBER_SESSION]&status=736886B5
Return Link (Terminated):	http://www.LiveTribe.com/return.php?session=[MEMBER_SESSION]&status=0033E319

FIELD PERIOD

Date Established:	28 Apr 2010	
Close Date:	05 May 2010	
Field Period:	168 Hours	
Auto Shutoff:	Disabled	

Participation Rates

Total Sent:	3000	
Participation:	(900) 30%	<div style="width: 30%;"></div>
Completing:	(540) 60%	<div style="width: 60%;"></div>
Screening Out:	(351) 39%	<div style="width: 39%;"></div>
Incomplete:	(9) 1%	<div style="width: 1%;"></div>
Final Incidence Rate:	39%	<div style="width: 39%;"></div>

SAMPLE DETAILS

SURVEY COMPLETION TIME

Status	Median	Mean
Complete	10m51s	11m48s
Terminated	1m52s	2m07s

PROJECT REWARDS

Condition	Reward Name	Frequency
complete	Saturday Night Lottery	1
complete	Monthly \$50,000 Draw	1
complete	Donation to The Brain Foundation	1
complete	Save 25 square metres of rainforest in Ecuador	1
complete	Numbers Game - pick 3 from 12 to win \$50!	1
complete	650 Points	1
terminate	Saturday Night Lottery	1
terminate	Monthly \$50,000 Draw	1
terminate	160 Points	1