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Esomar Questions

ESOMAR 26 QUESTIONS :

26 questions

to help research buyers

of online samples

Marketing **Insight**

26 Esomar Questions

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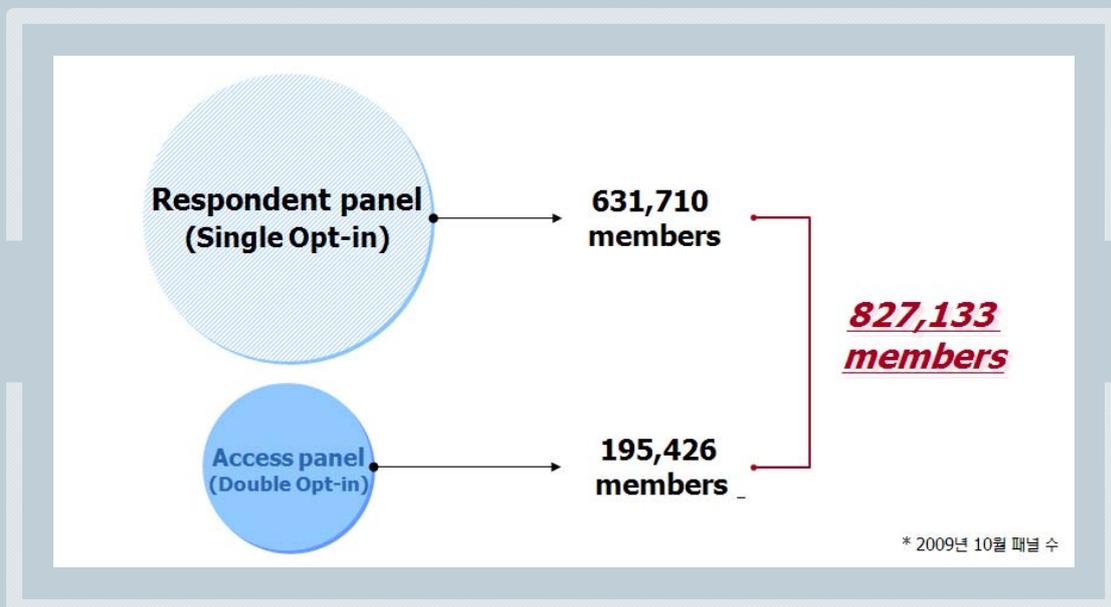
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Marketing **Insight**

Marketing Insight

I. COMPANY PROFILE

Q1. What experience does your company have with providing online samples for market research?

Marketing Insight (www.mktinsight.co.kr, President; Jin-Kook Kim) was established in 2000 as a full service marketing research firm focusing on online research. Marketing Insight has built around 800,000 online panel members which is the largest size in Korea. Marketing Insight has more than 190,000 Access Panel members who went through double opt-in process and more than 630,000 Respondent Panel members who went through single opt-in process.

Marketing Insight carries out at least 3 extra-large scale syndicated researches annually covering over 100,000 respondents based on this large-size panel. All the projects Marketing Insight carries out are for the end clients. Marketing Insight doesn't lease its panel to other agencies or doesn't carry out agency business just for data collection.

Respondent panel
(Single Opt-in) → **631,710 members**

827,133 members

Access panel
(Double Opt-in) → **195,426 members**

* 2009년 10월 패널 수

- Panel composition & The number of panel -

Marketing Insight

II. SAMPLE SOURCE

Q2. 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)?

Marketing Insight holds two kinds of panels, one of which is Respondent Panel (around 630,000) and the other is Access Panel (around 190,000). All of them have been recruited through e-mail surveys. Respondent Panel members went through single opt-in process after responding to Marketing Insight's survey and Access Panel members went through double opt-in process after responding. Therefore these two panels came from the same source and process, the syndicated researches of Marketing Insight.

Marketing Insight has periodically carried out extra-large scale syndicated researches (around 100,000 respondents per research, 19 researches since 2001, 2 million respondents accumulated). These researches are carried out with a strict sampling process upon which demographic population ratio is reflected with a consideration for representativeness of the sample.

Respondent Panel members of Marketing Insight are those who made clear intention to participate next survey at the end of a syndicated research and gave us permission to be contacted through e-mail, phone or SMS. And Marketing Insight's Access Panel members are those who showed positive intention to respond to other agency's survey and went through double opt-in process among Respondent Panel members.

Therefore the panels of Marketing Insight are built through strictly probabilistic sampling process with a minimal exception around 1% of hard-to-get samples and totally not dependent on DM, banner, web interception or river sampling. In other words, the panels of Marketing Insight are invitational and distinguished from other agencies' panels qualitatively because it has no bias caused by self-selection.

Especially Marketing Insight's Access Panel is utilized mainly by Panel Insight (www.panelinsight.co.kr, CEO: Jin-Kook Kim) which is a subsidiary company of Marketing Insight and an independent panel supplying company.

Marketing Insight

Q3. What do you consider to be the primary advantage of your sample over other sample sources in the marketplace?

1. Marketing Insight's panels are recruited from the respondents who went through a well organized sampling process.

The Respondent Panel of Marketing Insight came from the responders of extra-large scale syndicated research which has been carried out through probability sampling process with a consideration for representativeness of the sample. Marketing Insight's extra-large scale syndicated research has been carried out every year since 2001 with over 100,000 participants and has 2 million accumulated respondents.

The sampling process of an extra-large scale syndicated research starts from framing quota for target samples which matches with the composition of the population. And then select media (portal sites and etc.) through which an e-mail sending agency would utilize and calculate the number of e-mails to be sent per media. Next step is executing the survey by sending e-mails to the e-mail users by which a sufficient number for next target samples is secured. Those who finished the survey and agreed on the question asking to contact them for next survey become the Respondent Panel.

2. The differentiated specialties of Marketing Insight are 'representativeness', 'purity', 'high level of involvement' and 'sincerity'.

1) Representativeness

Marketing Insight's panels have representativeness since they have been acquired from syndicated researches through probability sampling, which is proportional to the population ratio.

2) Purity

Marketing Insight 's panel members are not recruited through voluntary choice of their free will, aka; self-selection but are those who responded to the invitation for survey participation. This means that all the panel members have been selected through probability sampling process, thus there is minimal possibility to have occupational panel members who enroll several research agencies with duplicated membership.

3) High level of involvement

Marketing Insight's panel members have very high level of involvement because they have participated in the survey voluntarily after receiving invitation mail for survey in various areas of interest such as automobile, mobile communication, media broadcasting and politics.

4) Sincerity

They are sincere panel members who have participated in syndicated research surveys, which usually take around 20 minutes, with all sincerity.

Marketing **Insight**

3. We are capable of precise sampling on the basis of vast database from syndicated researches.

Marketing Insight's panel members are those who answered extensive amount of syndicated research surveys with sincerity. Therefore Marketing Insight has their socio-economic quality info as well as various information of panel members related to automobile and mobile communication area. This kind of huge data base from syndicated researches makes it possible to accomplish precise sampling by quota when sampling survey targets. In this context we call our sampling method as 'aquarium sampling'. This technique can be applied to not only regular quantitative research recruiting but also recruiting for FGD, clinic or gang survey etc. For example, we could sample those who have imported cars now and have plans to buy imported cars in the following year in their 30's and 40's without having any screening process. This is impossible for any other agencies.

Q4. If the sample source is a panel or database, is the panel or database used solely for market research? If not, please explain.

The panels and database of Marketing Insight are used exclusively for market research purpose.

Q5. How do you source groups that may be hard-to-reach on the internet?

Korea is one of the highest internet using countries in the world but not all the levels and types of people use the internet frequently. Marketing Insight utilizes following three methods to obtain samples from those hard-to-reach groups with difficulties of internet search or access such as old aged, low income and countryside community. But the panel members obtained through this kind of method does not surpass 1% of the entire panel members.

1. Marketing Insight recruit the hard-to-reach groups from the dedicated sites of the relevant field or websites with high usage by target samples (e.g. senior dedicated site) according to sampling principles and then we recommend them to enroll as panel members after having a brief survey.

2. We encourage our existing panel members, which is the largest in Korea and distributed evenly all around the country, to recommend their friends and family to join.

3. If recruiting is difficult even with these methods, Marketing Insight complements with off-line recruiting methods such as phone, mail or visiting.

Marketing **Insight**

Q6. What are people told when they are recruited?

The contents we offer at the time of panel recruiting are kinds of incentives, privacy protection and entry and withdrawal policies.

1. Incentives

Marketing Insight offers prize drawing and point system as our basic frame. Marketing Insight offer prize drawing to the Respondent Panel members, and point accumulation to the Access Panel members.

1) Prize drawing

Marketing Insight announces clearly that there will be relatively big amount of rewards (10% of the entire study expenditure) to compensate for participating in the survey. And the respondents will be ensured that prize drawing will be processed with transparent, fair and easy to understand method. Marketing Insight pays all the taxes for the rewards and discloses prize drawing procedure in detail. And the result of the drawing is posted on our panel website (http://mpanel.mktinsight.co.kr).

• Example

The winners will be selected by the entry number.

The ending Index of KSPI on May 23 2008	: 1,827.94
The ending Index of KOSPI 200 on May 23 2008	: 234.14
The ending Index of KOSDAQ on May 23 2008	: 649.00
The winning number	: 941400

– The announcing date of the drawing result
2 weeks later from the end of the survey

– The method of prize drawing
Draw the entry number in the order of the least difference with the winning number.

– Winning number
The combination of the 2 digit numbers after the decimal point of KOSPI, KOSPI 200, KOSDAQ Indexes of the day before the announcing.

– Entry number
Last 6 digit of the contact number being registered at the end of a survey
e.g.) with a phone number 02-543-5294, the entry number is "435294"

- Prize drawing method -

2) Point system

We pay thank-you money commensurate to the number of survey questions or time to complete. Generally we pay 1,000 won for 10 minutes after completing the survey as virtual money that member can withdraw when amount reaches 5,000 won (for cash 10,000 won). It also can be redeemed to wire transfer, cell-phone free minutes or on-line gift certificates.

2. Providing information

Marketing Insight carries out extra-large scale syndicated studies covering enormous amount of information throughout several areas including automobile, telecommunication and media broadcasting. The intellectual property of the study belongs to Marketing Insight thus there is no limit to disclose the result. And getting the final result of the survey they had participated is the most attractive compensation to the panel.

The distinguished feature of Marketing Insight's panel is that they were not invited to compose the panel but they were invited to take a survey from the beginning. At the end of each survey, they are asked whether to accept e-mail, phone call or SMS for other surveys from Marketing Insight in the future. If they agree, they are proposed to receive press releases of the results of our syndicated researches such as White Paper on Korean Automobile Quality (Booklet, PDF file), Automobile/Mobile Telecom Consumer Trend and Automobile/Mobile Telecom Issue Reports. About 2/3 of the respondents, who participate in the surveys first time, give us positive answers for this proposal.

| - White Paper on Korean Automobile Quality - | - Automobile Consumer Usage & Attitude - | - Mobile Telecom Report - |

3. Privacy protection Policy

Marketing Insight clearly displays privacy protection policy and attaches a link for rejection in the e-mails for their rejection of our data and opting-out the panel anytime according to their own will.

Marketing Insight

III. PANEL RECRUITMENT

Q7. If the sample comes from a panel, what is your annual panel turnover/attrition/retention rate and how is it calculated?

1. The annual panel turnover/attrition/retention rate of Marketing Insight

	Respondent Panel	Access Panel
Number of Panel	631,710	195,426
Turnover Rate	1.93%	0.39%
Attrition Rate	3.29%	0.06%
Retention Rate	94.78%	99.55%

* 827,133members by October 2009

2. Calculation Method

The definition of annual panel turnover/attrition/retention rate is in the below. Calculation is based on the activities of panel members within last 6 months.

1) Turnover Rate

Turnover rate is calculated based on the cases of which the panel member clicks on the rejection link.

2) Attrition Rate

Attrition rate is calculated based on the cases of hard bounce in which the e-mail account is deleted.

3) Retention Rate

Retention rate is calculated by subtracting turnover rate and attrition rate from 100% of the entire panel.

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Q8. Please describe the opt-in process.

The Respondent Panel members of Marketing Insight went through the single opt-in process and the Access Panel members went through the double opt-in process.

The opt-in process by panel is as follows.

1. Respondent Panel – Single opt-in process

1st step - When we initiate the extra large scale syndicated research (more than 100K sample size), we plan to compose the target sample half from our existing panel members and half from newly recruited fresh sample. After planning, an allotment chart of fresh sample by region, gender and age, which represents the e-mail users, is sent to an e-mail sending agency.

2nd step - The e-mail sending agency selects 20 to 30 appropriate portal sites and extracts email addresses per allotted cell which is proportionate to the population of e-mail users.

3rd step - E-mail sending agency sends out invitation e-mails for the survey to the extracted sample.

4th step - The respondents, who are interested in the survey in progress, participate in the survey without any screening process as they are classified during the sampling process.

5th step - The participants are asked to join our panel and to participate in surveys continuously at the end of the survey.

6th step - The respondents, who expressed intention for continuous participation to surveys and agreed to receive invitations to surveys through e-mail, phone call or SMS, are registered as new Respondent Panel members

7th step - The new Respondent Panel members receive thank-you mails for the completion of registration.

2. Access Panel – Double opt-in process

1st step - Respondent Panel [Single opt-in process] members receive e-mails asking whether to have intention to be Access Panel members.

2nd step - Ones who have intention to be Access Panel members are provided an URL link to register.

3rd step - On the registration page, they go through ID verification process and put in various personal information.

4th step - Once they complete the process, they receive thank-you mail for registering as Access Panel members.

Q9. 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.

1. ID verification process of Respondent Panel

The main incentive for Respondent Panel is prizes. Marketing insight has been using a transparent and fair prize drawing method developed independently. Our Respondent Panel members register with correct personal information because we use personal unique numbers such as cell-phone numbers, license plate numbers and ID numbers for lottery entry numbers and ask personal information for proving a lottery winner when prizes are awarded. This kind of drawing method prevents fraudulent or duplicated registration for doubling the winning rate and our panel also understands this well.

If there is any attempt for duplicated registration, it only updates other information on the basis of the unique personal information of the panel and is not possible to be registered. Also Marketing Insight has maintained objectivity on the process of drawing by using the combination of the incidents happening in the future (Stock index or exchange rate) as for the drawing rule.
※ Prize drawing method – Refer Q6.

2. ID verification process of Access Panel members

Access Panel members are screened again from Respondent Panel members. Therefore there is no possibility for duplicated registration.

Q10. What profile data is kept on panel members?
For how many members are this data collected and how often is this data updated?

1. The composition of panel information

The information need to be put in when register as a panel member is consist of demographic information, automobile related information and mobile communication related information. The base demographic info contains the items of gender, age, job, personal/family income, education and region. The automobile related info contains the items of number of owned car, purchase date of owned car, purchase type of owned car and purchase plan in the future. The mobile communication related info contains the items of cell-phone number, purchase date of the phone, mobile service provider, manufacturer of the phone and intention to change the phone. And these are just a part of vast panel information collected.

Marketing Insight

2. Number of panel members

Marketing Insight has been holding, preserving, maintaining and using 631,710 Respondent Panel members and 195,426 Access Panel members with strong loyalty (827,133members by October 2009).

3. The interval of panel information update

Marketing Insight does update personal information which has no or little change but generally Marketing Insight doesn't update additional detailed information. That's because the updated information has a lot of limit to practical application and can cause systematic errors, contrary to general expectation.

For an example, in the case of extracting sample for the purchasers of new car during last 12 months, if we use the members' information collected 3 months ago for sample extraction, the purchasers whose purchase period is less than 3 month would be eliminated from the source. In other words, the member database only has the purchasers of 4 to 12 month period and 1 to 3 month purchasers have to be sought by other ways. This kind of problem is always encountered in the most of the market researches.

Q11. 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?

The active panel is defined as the members who have participated in more than one survey within the past year. The size of the active panel members are 30.9% (235,000) of Respondent Panel members and 81.3% (130,000) of Access Panel members. The source of the panel mostly comes from the extra-large size syndicated researches (more than 98%) which have more than 300k participants every year and the rate of panel came from recommendation, offline recruiting or homepage visit is less than 1%.

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IV. PANEL AND SAMPLE MANAGEMENT

Q12. 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?

A sampling for an individual research is processed through the 'Sampling System' in InsightWare which is an integrated management software for online research developed by Marketing Insight.

1. The process of sampling by the 'Sampling System'

1st step - receive a quota from the client.

2nd step - sort out panelists by quota.

3rd step - by quota, with consideration of prior response rate, estimate an appropriate number and do the sampling.

4th step - screen out recent survey participants and recent participants to survey in similar industry.

5th step - send emails to the 1/10 of the samples to verify the existence of error and to estimate incident rate.

6th step - by re-estimating the response rate, send emails to the 3/10 of the final samples for 3 times.

2. Sorting samples and the sampling standard

1) Sorting by demographic variable

Marketing Insight sorts the panel basically on the basis of demographic variable such as gender, age and region.

2) Sorting by the response results of the syndicated research

Marketing Insight utilizes the results of the questions, presented in omnibus type in automobile and mobile communication syndicated researches and other researches, as the clue of sorting.

Q13. Explain how people are invited to take part in a survey. What does a typical invitation look like?

Email is the mainly used method for an invitation to a survey and the composition of invitation email is as follows.

<The contents of survey invitation email>

1. **It contains company introduction, survey introduction and an invitation to the survey.**

2. **It notifies incentive details (prize or reserve points).**

3. **It notifies that our company complies with the privacy protection law.**

4. **It notifies that the respondent can refuse the reception of the mail.**

The image of a sample survey mail is in the below. The basic means of the invitation to survey is email. But in some cases, phone call (wired/wireless) or SMS is used as a complementary means.

- The image of the invitation mail -

There are four ways of giving incentive to the respondents. The direct payment, prize drawing, reserve points for later liquidation and providing the results of the survey are those. We have a policy of spending more than 10% of the research budget for the incentive to the respondents in any form.

1. Direct payment

For the case of relatively small sample size with high in difficulty rate survey, a direct payment is mostly used. The most frequently used example is a prepayment of cell-phone charges.

2. Prize drawing

We have been keeping the policy of spending more than 10% of the survey contract amount for the incentive in the case of prize drawing. The drawing is processed with transparent and fair lottery drawing method that everyone can understand and all the taxes and charges are our responsibility.

3. Reserve points

The reserve point system applies only to the Access Panel members by now. We pay 1,000 Won per each 10 minutes as a guideline and once the point is over 5,000 Won, members can cash out the points by 5,000 Won increments.

4. Providing the survey result

Marketing Insight has been recognized that providing the result of the survey, in which the respondents had participated, is a very useful incentive and has been carrying out the belief. The result of syndicated researches that our firm has the copyright and the right to utilize has been published in the forms of white books, trend reports, telecom reports and issue reports. All these info can be provided to the respondents who expressed to receive them.
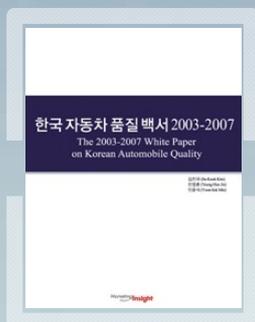
- White Paper on Korean Automobile Quality -

- Mobile Telecom report (English) -

- Press release of Automobile Syndicated study -

Q15. 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?

The participation history of all the panel members is recorded and stored by the 'Panel Management System' of InsightWare, our integrated management software for online research.

1. The number of invitation to survey

Marketing Insight has a policy of not sending invitation email more than twice to the same member in a week. For the survey in the same industrial area (e.g. automobile), an invitation mail can be sent after 3 months. For the survey in the same area and same subject, an invitation mail can be sent after 6 months. For a tracking study which has recurring surveys, the sampling process excludes the participants in the existing surveys.

2. Panelist history management

The personal records of survey participation including the number of response, the cycle of response and the number of delinquent response are being managed.

Marketing **Insight**

V. POLICIES AND COMPLIANCE

Q16. 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 do you comply with e.g. ICC/ESOMAR International Code on Market and Social Research, CASRO guidelines etc.?

Marketing Insight observes the Korean laws and regulations for privacy protection and ICC/ESOMAR standards regarding privacy protection and security of confidential data. The privacy protection policy can be found on the panel website of Marketing Insight (http://mpanel.mktinsight.co.kr) and in all the survey emails. Under any circumstances, we don't sell the personal information of the respondents to a third party. But only in the case where the member explicitly agreed on providing the personal information to others, the items such as name and phone number can be provided to client companies.

Marketing Insight also follows the Korean child protection law. The Korean law allows a survey invitation only to a person in the age of 13 or over and for under 13, the parent's explicit agreement is required. We observe this law and when we recruit youth panelists, we make sure to get the parent's agreement.

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Q17. What data protection/security measures do you have in place?

Marketing Insight takes all the thorough measures to protect personal information and confidential data.

<Data protection/Security measures>

1. Password protection system
All the PCs can be used after login with ID and password. ID and password are subject to be changed periodically.

2. Firewall
Network servers are protected by the firewall and file servers are accessed differentially by the privileges of users.

3. Recording date access rout and task detail
The access route and task detail after login are recorded in a history server.

4. Data storing
All the data on the network are saved and stored on the IDC (Internet Data Center) server separately once a day and on a private network once a week.

5. Security education
Internal cyber security education for all the employees is held in regular basis (every 6 month).

Q18. Do you apply a quality management system? Please describe it.

Marketing Insight has policies for survey quality management and owns a software to evaluate the quality. Especially we value the satisfaction of the panelists who participated in the survey rather than the accomplishment of a specific project. Therefore we strictly eliminate all the elements that make the panelists doubt their activity or respond with insincere answers. Our goal in a study is basically to make our panel feel worthwhile after answering the questionnaire.

### 1. The principles of survey quality management

1) Guides for project quality management

① No lengthy survey (Too much Time consuming)
   Marketing Insight doesn't carry the survey that takes more than 30 minutes to complete.
② Under any circumstances, Marketing Insight doesn't offer a deceptive proposal.
   For instance, we don't say that the survey will take 20 minutes to complete that will actually take 30 minutes.
③ Marketing Insight doesn't use a rating question or grid type question that are expected to have insincere response. We don't use a rating question with more than 15 items or a grid question with more than 4 stimuli and 4 attributes.
④ Marketing Insight doesn't carry a survey with less than 10% incidence rate or with complicated screening.
⑤ Under any circumstances, Marketing Insight excludes trapping questions in which panel feels to be tested and to answer repetitive questions.
⑥ Marketing Insight tries hard to eliminate any activity that hinders the face validity of a survey.

2) Guides for panel response quality management

① The answers of panel members are evaluated in real time.
② The speed, pattern and logical errors of panel's response can be monitored in real time and if any of them doesn't reach pre-specified standard, the panel will get a feedback.
   (e.g. "Your answer is too fast. Please answer after reading the question carefully.")
③ When a panelist receives 3 warnings like this in a survey, the survey will be terminated and the answers will be wasted.
④ After completing the survey, the answers for the survey are being used to evaluate the sincerity of the panel.
⑤ The panelist with more than 2 insincere response in a row will be classified as a insincere panel and removed from the panel.

Marketing Insight

2. InsightWare - S/W for quality management
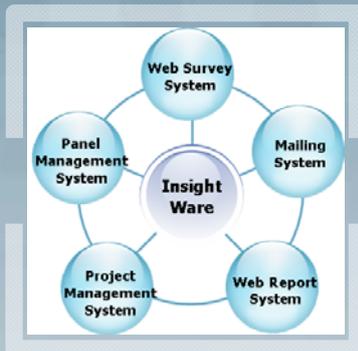
Marketing Insight has been using 'InsightWare', an integrated management solution for online research that was developed by our firm. 'InsightWare' is an online research integrated solution that manages all the areas of online research automatically in real time with the power of computer. InsightWare is composed of 5 systems of survey, mailing, project management, panel management and web report. These 5 systems are composed of 20 detailed solutions for controlling the each step of the research.

1) Web Survey System

Web survey system manages all the contents of research from survey preparation to survey result analysis such as online questionnaire writing, setting quota, survey process analysis, survey results analysis automatically in real time by computer. This system constantly evaluates the collected and having been collected data for finalizing the survey with high credibility.

① Web-up solution

It transforms almost all kinds of questions and answers into online questionnaire through easy and simple process.

② Quota control solution

It carries out the functions of setting quota, real time response count by quota and automatic execution of survey by the number of response per quota.

③ Real-Tab solution

It provides the real time analyzing tool (frequency and tabulation analysis) for response status during a survey.

④ Raw data, Questionnaire download solution

It functions as to download data and questionnaire into excel or graph format.

⑤ Keyword mining

It counts the given keyword to facilitate the open question analysis.

2) Mailing System

Mailing system functions as to perform sampling automatically and to send emails. It automatically analyzes the survey progress status and sends required SMS or additional emails.

① Sampling solution

It functions to perform the first stage sampling on the basis of size, target and conditions and the final sampling with the consideration of response rate, recent survey participation and survey participation in similar industry.

② Mailing solution

Mass email sending system can send 50k mails simultaneously in a minute and perform functions such as instant sending, scheduled sending and resending to yet-opened panel.

③ SMS sender

It sends SMS to the panel according to the recipient's response for the email sent previously.

④ Mail response analyzer

It analyzes the panel members' response for the email sent in real time including the success rate of sending email, the rate of click, the rate of opening the email, and the rate of participation to survey.

3) Project Management System

Project management system records and manages all the status of a survey in real time. It also helps our clients to browse completed survey data easily by putting all the data from surveys into the database. This prevents duplicated surveys and enables us to have effective survey and result analysis in connection with completed surveys.

① Project management solution

This solution manages and analyzes basic project information, progress schedule, client and reserve points effectively. By providing various reports and statistics about the whole projects, it improves business efficiency.

② Project analysis solution

It analyzes time to complete, response status by quota and response status of whole questions in real time.

③ Cost management solution

It helps cut the cost by analyzing project expenses by item.

4) Panel Management System

Panel management system carries out overall process of managing panel from recruiting and sampling to management automatically. And the analysis result of individual panelist's survey participation records, monitored in real time, is actively used for panel sampling and panel vitalization plan.

① Panelist statistics

It analyzes the composition status of the whole panel, the status of survey participation, the level of active panel in view of incentive data, efficiency evaluation and individual panel's answering habit and response. The analysis result from this solution is used to design a panel re-activation plan.

② Panel homepage

Individual panel members can check their own information about survey participation, reserved points and prizes, and share various information through bulletin boards. This is designed to guide panel's participation actively.

③ Panel reward solution

This is designed to manage incentives for panel in transparent and fair way for maximizing panel's participation and loyalty.

5) Web Report System

Web report system supports to verify the data collected from survey in fast and easy method with user-friendly interface. It provides the function to express the survey analysis result into a table or graphs that enables the persons without professional knowledge of statistical data process to handle and analyze the data anyway they want.

① Easy cross tabulation

It is an exclusive solution for crosstab which can easily analyze the statistics data in various types that is hard to process with ordinary statistical package.

② KJK test solution

This solution enables the individual comparison of a number of averages and rates presented in crosstab and automatically display the statistical significance.

③ Tracking solution

It performs timeseries analysis on the result of tracking surveys.

④ High data accessibility

Web report can be accessed from anywhere and anytime with internet connection for easy and fast analysis.

⑤ Simple and versatile additional analysis

On top of the basic analysis, it is capable to customize for advanced analysis to suit the need of a project.

Marketing **Insight**

Q19. Do you conduct online surveys with children and young people? If so, please describe the process for obtaining permission.

Marketing Insight follows the Korean Child Protection Law. In Korea, a person with 13 or over in age can register as a panelist and a person 12 or under has to have a parent's consent.
We carry out online research through the following process, if the panel is under 13.

<The way to request a permission to participate for a child>
We send an invitation mail for a child with an introduction of the survey to the parent of the child who is under 13. Once approved by parent, we send a survey participation mail to the parent's email account or the child's.

VI. PARTNERSHIPS AND MULTIPLE PANEL MEMBERSHIP

Q20. 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?

The Respondent Panel and Access Panel of Marketing Insight is the largest in Korea with one and only representativeness and no self-selection bias. Marketing Insight has no reason to use panel from a third party provider in quantity or quality need and have never used a third party provider.

Marketing Insight has developed and operated an incentive system that fundamentally blocks the motive for bigger incentive with multiple responses by a single panelist. Marketing Insight uses authentic and non-duplicable personal information such as ID number or cell-phone number as a clue for a prize drawing. Therefore multiple responses can not increase the winning probability and our panel well knows about that. That makes no separate scrutinized elimination process necessary.

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Q21. 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?

Our panel members have been recruited through a push type process with representative sampling followed by email sending. This is entirely different from the pull type panel that had been colleted through banner, visiting to web site or recommendation. In other words, anybody can join other panels but only the ones who received our emails after a satisfying sampling process can join our panel. That's the difference and that's why we have minimal number of duplicated membership.

1. Principle and elimination method for multiple panels

1) The panel members of Marketing Insight are composed of the ID verified respondents who had been recruited from gigantic portal sites through random invitation mail.

2) We have a limited number of multi-panel members because this method makes the professional panelists hard to access our panel.

3) We check the multi-panel membership with a question asking whether to have a membership in other panels at the time of registration and at the end of survey questionnaires or through a quick poll. But the rate is insignificant.

2. The method to prevent multi-panel membership

1) Our panel is an invitation based panel that had been recruited through the extra-large size syndicated research following the process of representative sampling. There is no way to prevent them from visiting the sites of other agencies or becoming a panelist by following the banner on their sites. But it is almost impossible for a member of other panels to be our panelist unless they get a chance by accident.

2) We do have a open door for visitors of our homepage and recommendation by our members to acquire hard-to-get panelists but the registered members from this way is less than 1% (7,761 members) by October 2009. They are subject to special management and used only as a gap-filler in special circumstances.

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VII. DATA QUALITY AND VALIDATION

Q22. What are likely survey start rates, drop-out and participation rates in connection with a provided sample? How are these computed?

The status of survey participation by Marketing Insight's panel and the calculation methods are in the below.

1. Survey participation status

	Respondent Panel	Access Panel
Number of Panel	637,710	195,423
Open rate	21%	55%
Click rate	11%	48%
Drop-out rate	3%	6%
Participation rate (Response rate)	8%	42%

* 827,133members by October 2009

2. Calculation Method

The definitions of open rate, click rate, drop-out rate and participation rate (response rate) are in the below. Calculation is based on the activities of panel members within last 6 months.

1) Open rate

Open rate counts the case of checking a survey mail including the case of yet participated in the survey after checking the survey mail

2) Click rate

Click rate counts the case of clicking a online research mail and starting a survey within 6 months including drop-outs and give-ups.

3) Drop-out rate

Drop-out rate is the rate of dropped-outs by stopping the survey with the recipient's own will.
The status of drop-out is monitored by the panel management system automatically in real time.

4) Survey participation rate (Response rate)

Survey participation rate is defined as counting the cases of participation survey and completing the answers within 6 months. Response rate is different according to the kind of survey, survey recipient, survey season and incentive.

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Q23. Do you maintain individual level data such as recent articipation 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?

Marketing Insight constantly records the survey participation data of panelists with the panel management system of InsightWare automatically. Panelists' survey participation records are managed by individual and composed of participated survey, applicable prize/incentive, survey participation date, prize drawing date, open rate, response rate and drop-out rate. Panelists themselves can browse the information of participated survey, applicable prize/incentive, survey participation date and prize drawing date anytime.

Q24. 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?

Marketing Insight has a system to screen out inattentive respondents at each stage of survey; before starting survey, in the middle of survey and after completing survey.

1. Before starting survey
If the personal information in the panelist's database doesn't match with the results of the respondent screening questions in the beginning of the survey questionnaire, the survey stops.

2. In the middle of survey
During a survey, if the answer is counted as inattentive or insincere, a warning window pops up and more than 3 warning terminates the survey. We use following 4 methods to reduce insincere answers.

1) Measuring response speed
If the response time is shorter than pre-defined time, a warning message is presented.
2) Pattern analysis
If the answers continue in a certain pattern, a warning message is presented.
For instance, a same answer is being repeated

3) Present question and instance with time-lapse
To give enough time to read and think each question, the questions and instances are presented sequentially after a certain period of time.

4) Logical check
By selecting the answers that have high possibility of logical error or contradiction, we filter them out (ramification) or call the attention. For instance, a owner of mini-car answers 2000cc for its engine displacement or a 18 years old panel answers management/administration for the type of job. These cases are checked as errors.

3. After survey
① At the stage of data cleaning, we closely examine for missing value, outliers and wild codes.
② Through a cross analysis, we correct logical errors.
③ We verify the correctness of answers by checking the accordance of the panel with the real respondent through phone calls or SMS.

Q25. Do you measure respondent satisfaction?

We take feedbacks at the end of some surveys but that can't be generalized since that is from the respondents who completed the survey. In other words, that is for identifying problems and finding improvement tasks rather than measuring satisfaction.

We measure satisfaction level with a separate survey from the panel members who has not been over 2 days from latest survey. The satisfaction rate of respondents is 80% (top 3 box % on 10 points scale).

Q26. What information do you provide to debrief your client after the project has finished?

Marketing Insight always does its best to provide valuable information to client to the utmost.

1. Project result report and table

2. Web report
It is possible to verify the research result and to re-analyze online (Additional cost may apply).

3. Technical report
This report enables to carry out further research without the working groups of client and our firm in accordance with same standard and process by recording the whole content and background of the research in detail from the beginning to the end (At additional cost).