



# ESOMAR's 26 Questions

## GMI'S ANSWERS TO ESOMAR'S 26 QUESTIONS TO HELP RESEARCH BUYERS

### COMPANY PROFILE

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

Since its inception in 1999, GMI (Global Market Insite, Inc.) has long-standing experience providing online samples for market research. GMI was one of the first companies in the marketplace to start supplying global online consumer and specialty panels to market researchers at both market research firms and Global 2000 corporations. GMI's carefully managed panels span millions of panelists in over 200 countries and territories around the world, and are nurtured for market research purposes only.

### SAMPLE SOURCE

#### 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)?

GMI's global online panels represent a community of high-quality, highly profiled, double opted-in consumers and specialty panelists who are actively managed to specifically serve the sample needs of the market research industry. GMI is not involved in any of the other techniques mentioned above, whether river sampling, direct marketing lists or Web intercept sampling. GMI has its own proprietary panel, which, combined with the panel of its approved network of vendors, provides reach to 10 million households around the world. On the specialty panel side, by partnering with publisher TechTarget, GMI provides access to over two million IT professionals worldwide who expressed an interest in participating in online research.

GMI places a great deal of importance on engagement, so panelists maintain their membership for the long term, and provide high-quality responses to the online surveys they receive. Some of the techniques GMI employs to foster a sense of community amongst its global panelists include:

- Providing surveys in the panelist' respective native language
- Monitoring the volume of surveys administered to minimize panelist fatigue
- Continually evaluating response quality to ensure panel members remain active
- Providing panelist support 24x7x365 in 37 different languages around the globe
- Sending panelists a quarterly newsletter featuring news, contests, etc.
- Awarding redemption checks in the panelists' respective local currency
- Keeping the pulse on panelist satisfaction by conducting quarterly feedback surveys and taking action on survey results
- Refreshing the look and feel of panel member websites, survey invitations and formats annually
- Asking members to update their personal and profiling data for accuracy periodically throughout the year
- Sending members holiday greeting cards
- Engaging specialty panelists with targeted activities based on their areas of interest

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

GMI's sample offers two primary advantages over other sample sources in the marketplace: its global reach and its superior quality. Many panel suppliers cannot provide the geographical breadth that GMI offers (millions in over 200 countries and territories), nor do they have its global footprint and direct local presence in all three regions of the world. This enables GMI to not only work closer with its clients, but also to carefully select local panel partners as needed. Many customers choose to work exclusively with GMI because they regard the company as a trusted partner and source for quality panel in light of the many precautionary measures taken to continuously address the endemic issues facing the industry, including fraud, straight-line clickers, speedsters etc. (more details on these measures can be found below.)

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

GMI's global online panels are used solely for market research purposes. GMI does not send unsolicited email to its consumer or specialty panelists, or abuse their membership in any way, shape or form.

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

GMI offers a variety of panels for hard-to-reach demographics, from IT professionals and gamers to ethnicities. GMI's specialty panelists are always recruited from multiple and diverse sources, all of which cater specifically to that particular group. Recruitment techniques range from Web advertising and public relations, to partner-recruited panels and alliances with heavily trafficked portals. To name one example, GMI's IT Professional Panel is recruited from an international IT certification testing company, a networking company targeting IT professionals, recipients of IT / developer newsletters and IT media portals. More information on GMI Specialty Panels can be found online at [www.gmi-mr.com/global-panels/research-specialty-panels.php](http://www.gmi-mr.com/global-panels/research-specialty-panels.php).

### **6. What are people told when they are recruited?**

When panelists are recruited to GMI's GlobalTestMarket consumer panel, they agree to participate in paid online surveys, and provide honest opinions for market research studies that help corporations develop new products and services. In exchange for their time and opinions, GMI panel members receive cash rewards as well as the personal reward of feeling their opinion matters. GMI makes its surveys fun and interesting, encouraging panel members to make a difference in the development of future products and services. GMI's User Agreement is available at [www.globaltestmarket.com/useragreement.php](http://www.globaltestmarket.com/useragreement.php). The same approach applies for GMI's specialty panelists, who are incentivized accordingly.

## **PANEL RECRUITMENT**

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

GMI's average panel membership duration is approximately nine months to a year. It is calculated based upon all participants earning at least one MarketPoint™ and their subsequent participation.

### **8. Please describe the opt-in process.**

All of GMI's global consumer and specialty panelists are double-opted in without exception. GMI has learned that consumers willingly double-opt into panels that offer quality incentives. GMI's rigorous double opt-in process consists of two distinct steps:

- First step: panelists fill out a comprehensive online registration form.
- Second step: panelists activate their account by clicking a link sent to them via email immediately after registration.

**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.**

GMI collects all panelists' physical mailing addresses to be able to send them their reward checks in their local currency. GMI does not allow panelists to change their first name, last name and country after registration, and removes all clusters of similar sign-up information to control surrogacy. GMI maintains PureSample, a database which currently counts over 1,300,000 panelist email addresses that should be avoided.

**10. What profile data is kept on panel members? For how many members is this data collected, and how often is this data updated?**

GMI's consumer and specialty panelists undergo extensive psycho-demographic profiling to ensure quality data. Upon registration, GMI collects the following from all its consumer panelists: age, gender, geography, language, marital status, education status and employment status. After registration, another 500 unique data points are collected under the following 10 key qualifying personal profiles that cover all aspects of the panelists' lifestyle:

- Basic
- Household
- Financial
- Medical
- Travel
- Technology
- Motor vehicle
- Employment
- Purchasing
- Special interest

GMI asks its consumer panel members to update both their basic personal information as well as the above 10 personal profiles periodically throughout the year, and offers extra incentives (MarketPoints™) to encourage them to do so more frequently. Panel members are also required to update their personal information when they redeem their MarketPoints™ in order to protect against missing reward checks. Additionally, as part of the New Year holiday message, panelists are encouraged to update their personal information once again. Finally, they are able to edit their account information and public profile at any time with their unique user name and password. This is reinforced at the login stage, whereby members are asked to maintain their profiling surveys in order to receive more accurately targeted surveys in the future.

For more details on this topic, please go to [www.gmi-mr.com/global-panels/](http://www.gmi-mr.com/global-panels/).

**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?**

In its database, GMI maintains and tracks all active panelists in the past 12 months, but in countries where surveys are regularly conducted, such as the USA, GMI defines an *active panelist* as one who has earned a MarketPoint™ in the past six months. GMI uses that target group (6 months) for estimated feasibility. GMI's global consumer panel provides reach to 10 million households in 200 countries and territories worldwide, when combined with its approved partner network. GMI continually engages its panelists by communicating with them via email, newsletters and its Web site. To maintain a healthy, active panel, GMI removes inactive members from its panel monthly, as well as those whose emails bounced back.

GMI also regularly asks its panel members to update their account profiles. As mentioned in the response to Question 10, GMI implements 10 additional profiling surveys that cover all aspects of a panelist's lifestyle and contain the afore-mentioned 500 data points upon which GMI profiles its panel. Also, GMI can often run a short *screening survey* to tag respondents who may fit the desired profile of a client's target audience if GMI does not already have that profiling data available.

## PANEL AND SAMPLE MANAGEMENT

**12. Please describe your sampling process, including your exclusion procedures if applicable. Can samples be deployed in batches / replicates, by time zones, geography etc.? If so, how is this controlled?**

For general population research studies, GMI draws a sample from its global consumer panelist base that is in proportion with the general population. Then, GMI sends an invitation to request panelist participation in the survey. For clients with specific criteria, GMI pulls the sample based on the filters set, and then distributes invitations on a random basis.

A feature of GMI's sampling tool is the ability to deploy samples as batches. The sample is always randomized before deployment, except during re-contact studies. This process is controlled manually by the GMI service team as they are ready to deploy batches 24x7x365 to accommodate the needs of all clients or panelists in any geographic location.

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

GMI's panelists are typically invited to take part in a survey via an email invitation. At the client's request, panel members can also be directed to a client portal to complete a study, and then be passed back into the GMI database to ensure MarketPoints™ are awarded directly to the panel member's individual account. This transfer is always encrypted to protect the respondent's personal information.

Here are a couple of sample survey invitations that GMI typically sends out to its panelists:

The image shows a sample survey invitation email from GlobalTestMarket. At the top left is the GlobalTestMarket logo. To its right is a row of seven diverse people's faces. Below this is a dark blue header bar with white text: "{first\_name} {last\_name} » Account #{id\_panelist} » MarketPoints: {MPOINTS\_CURRENT}". The main body of the email is light blue and contains the text: "GlobalTestMarket is looking for your opinion." followed by a white box with a blue border. Inside the box, it says "A new survey is available" in blue italics, "Survey Number: {CUSTOM.ID\_STUDY}" in bold, "MarketPoints for survey: 5 -50" in bold, and a blue button with white text that says "Start Survey »". Below the box, it says "You can also access the survey by copying the following URL into your browser: {link}" with the link in blue. It then says "Best regards, GlobalTestMarket". At the bottom, there is a disclaimer: "GlobalTestMarket validates data by analyzing the quality of responses at several key points within the survey process. Additionally, there are automatic checks and alerts built into its systems that limit membership and check for multiple accounts upon redemption of awards. As a participant, you agree to abide by our [terms & conditions](#)." followed by "If for some reason you no longer wish to participate, please [click here](#) to log into your account. If you would like to contact us in regards to your account, please [click here](#)." and finally "GlobalTestMarket . 1100 112th Avenue NE . Suite 200 . Bellevue, WA 98004 . USA".



Earn MarketPoints **now.** Qualify for more **later.**

A new profiling survey is available: **BASIC.**

Dear {first\_name},

Would you like to receive more market research surveys from GlobalTestMarket and earn bonus MarketPoints? [Complete our new profiling surveys](#) and you will not only receive more survey opportunities, but we will also pay you 10 MarketPoints each as a reward. Ten new profiling surveys are available, which means you can earn **100 MarketPoints** overall just by answering some basic questions.

**The benefits are clear:**

1. You automatically qualify
2. You receive 10 MarketPoints per survey, which means 100 MarketPoints overall
3. The more you complete, the more surveys you'll receive in the future (which means more MarketPoints!)

*The BASIC profile survey*

[Take the survey now >>](#)

You can also access the survey by copying the following URL into your browser:

[{link}](#)

**What is a profiling survey?**

Profiling surveys enable us to send you more surveys that directly pertain to your interests and lifestyle. By filling them out, you will qualify for more of the surveys you receive, which means less screen-outs and closed surveys and more opportunities to win MarketPoints. After all, how can we survey you about your next iPod purchase if no one knows you own one?

Best regards,



Gabriella McNabb  
The GlobalTestMarket team

We appreciate you being a valued member of GlobalTestMarket. If for some reason, you no longer wish to participate, [click here](#), login and follow the instructions to unsubscribe. If you would like to contact us with regards to your account, please [click here](#). [View our privacy policy](#).

GlobalTestMarket . 1100 112th Ave. Suite 200 . Bellevue, WA 98004 . USA

**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?**

Because of the global nature of the market research studies that GMI helps corporations conduct, GlobalTestMarket consumer panelists earn MarketPoints™ for participating in surveys, which are redeemable for a check in their local currency.

GMI's incentive system is a little different for specialty panelists. For example, GMI's IT panelists do not receive any incentive for joining the panel, but receive points worth a minimum of \$10.00 for each completed survey. More points are awarded for longer surveys or more sophisticated respondents. Points can be redeemed for a check that is mailed directly to the panelist's address in local currency. GMI also rewards IT panelists with research reports, IT test vouchers, and other relevant incentives.

**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?**

GMI panelists who have recently participated in a study on the same subject can be removed from a new sample at the client's request. However, this is not done automatically. GMI aims at limiting the number of surveys its panelists complete in a month to four only, an equivalent to no more than one per week. The survey-taking average of the GMI global consumer panel at large is 1.7 completed survey per month. Some panelists also choose to receive an optional quarterly newsletter.

## **POLICY AND COMPLIANCE**

**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 U.S.? What other research industry standards do you comply with, e.g. ICC / ESOMAR International Code on Market and Social Research, CASRO guidelines, etc.?**

GMI has a privacy policy in place which can be found online in full at [www.globaltestmarket.com/privacypolicy.php](http://www.globaltestmarket.com/privacypolicy.php). GMI's GlobalTestMarket privacy policy touches on, but is not limited to, the following topics:

- The types of personal information collected upon registration
- The security precautions GMI has in place to protect panel members from loss or improper usage of their personal information
- The policy on updating, correcting or deleting personal information
- GlobalTestMarket does not rent or sell user information to any third-party

Committed to safeguarding the privacy of its global consumer and specialty panelists' personal information online, GMI is a signatory of the European Union Safe Harbor Agreement on Data Privacy and the Children's Online Privacy Protection Act (COPPA) in the U.S. GMI complies with ESOMAR, CASRO, CARU and MRA research industry standards. GMI is also authorized to display the Better Business Bureau *OnLine* (BBB*OnLine*) Reliability seal on its Web site, as GMI meets all reliability, participation and membership standards. For more information on the BBB*OnLine* seal, please visit [www.bbbonline.org/cks.asp?id=104090214344246421](http://www.bbbonline.org/cks.asp?id=104090214344246421). It is GMI's corporate belief that it is essential to meet its panel management objectives consistently as follows:

- Provide a clear, accessible, current privacy policy for all panel participants
- Commit to supporting best practices in panel methodology research for online research
- Apply online best practices that are respectful of local and national norms

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

In addition to the elements highlighted in the response to Question 16 in regards to data protection, GMI has also put the following security measures in place to protect its consumer and specialty panelists:

- Email login and strong password restrictions are required for each panelist.
- Panelists cannot change certain personal information they provide during the registration process. There are various attributes that will never change during the lifetime of a panelist.
- Notification emails are sent to panelists when their personal information has been changed.
- The use of CAPTCHA technology is employed to prevent bots and scripts from creating or editing panel accounts.
- GMI aggressively enforces a *Three strikes, you're out* rule within its database. Panel members who have incurred one infraction will have their rating altered from an A to a B. If this happens again, the rating changes from a B to a C. Three infractions result in immediate removal from the panel.
- GMI permanently blocks suspicious email addresses, domains and IPs.
- Upon completion of a study, the data is scrubbed for duplicate members and bad responses, and the infractions are recorded on the respondent's records.
- Clients can include verification questions in their survey, and GMI tools will scan for consistency of panelist response.
- GMI has checks and alerts built into its systems to ensure there are no duplications within its panel.
- Controls are in place to catch and eliminate survey speedsters or straight-liners in real time.
- Upon redemption of rewards, a panelist review is conducted to ensure that the panelist has not created multiple accounts, and then simply switched the address upon redemption.
- GMI evaluates panelist responses for consistency of data, length of time taken to complete the survey compared to the study average, the number of words written in open-ended questions, etc.

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

GMI maintains PureSample, a database which currently counts over 1,300,000 panelist email addresses that should be avoided. GMI monitors its panels for speeding and surrogacy (multiple sign-up profiles).

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

Yes, GMI conducts online surveys with children and young people on behalf of its clients. If a client requests to interview a child 13 years or older directly, the process for permission requires that the child provide a parent's email address for notification and allow the parent to opt the child out of participating, before registration with a GMI panel can be completed. GMI does not currently offer direct access interviews with children under age 13 from internal panels, but in cases where vendors are used for this demographic, consent by parents must be collected by the vendor (phone, fax or email) prior to allowing the child to register for that panel.

If a client does not request to interview a child directly, the process for permission is on a survey-by-survey basis. All surveys are sent to empanelled parents with an invitation to allow their child to participate, and an explanation of the subject matter if appropriate or necessary to ensure the parent can make an informed choice about whether to allow the child to participate. This method is used for all ages, especially when any sensitive subject matter is present in a survey.

**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?**

GMI does supplement its samples with samples from other providers from time to time to meet a client's specific requirements. GMI's panel partners go through a rigorous selection process before becoming part of its approved network of panel providers. Approved panel partners are selected based on their panel quality. GMI's rigid qualification criteria include ensuring that panelists are double-opted in, that partners comply with industry research conventions, and that they adhere to the same quality standards GMI upholds. GMI regularly evaluates its partners to ensure that they are top-tier in the industry.

GMI provides cross-partner deduplication services. GMI is currently implementing this function across targeted partners.

## **PARTNERSHIP AND MULTIPLE PANEL MEMBERSHIP**

**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?**

GMI accepts any panelist in its panel until they violate a quality screen.

## **DATA QUALITY AND VALIDATION**

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

GMI's survey start / participation rates are 32%, with a 2% drop-out / incomplete rate.

**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?**

As highlighted in the response to Question 15, GMI keeps a history of every single panelist, including when they participated in a survey, when they registered, where they got recruited etc. GMI can provide a client with a per-job analysis of individual-level data upon request.

**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?**

GMI believes online market research is a valid and cost-effective way to gather fast and authentic results, but deceptive behavior in any company's panel has the potential to dilute the credibility of the industry. Maintaining high-integrity online panels is imperative for the entire industry, and GMI continually strives to do its part by adhering to strict quality standards. For this reason, GMI starts the panelist validation process at the very first entry point into its panel database:

- Email login and strong password restrictions are required for each panelist.
- Panelists cannot change certain personal information they provide during the registration process. There are various attributes that will never change during the lifetime of a panelist.
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- GMI evaluates panelist responses for consistency of data, length of time taken to complete the survey compared to the study average, the number of words written in open-ended questions, etc.

For more information on this topic, please visit [www.gmi-mr.com/global-panels/online-panel-integrity.php](http://www.gmi-mr.com/global-panels/online-panel-integrity.php).

## 25. Do you measure respondent satisfaction?

Yes, GMI places much importance on the satisfaction of all its panelists, and conducts quarterly satisfaction surveys to keep a finger on the pulse of what its panelists are thinking. GMI measures survey incomplete rates and attrition rates, which are the best measures of panelist satisfaction.

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

After a research project closes, GMI follows up with the client with an email or a phone call to confirm all deliverables and deadlines were met. GMI also sends the client a satisfaction survey, rating the following:

- Satisfaction with most recent project experience
- Impact of recent project experience on future work
- Responsiveness of Account Manager
- Responsiveness of Sales Executive
- Responsiveness of Programming Team
- Responsiveness of Sample Management Team
- Responsiveness of Data Processing Team
- Sample quality
- Survey programming quality
- Translation quality
- Data processing quality
- Timeliness
- Likelihood to recommend

For any other questions regarding GMI's global consumer and specialty panels, please contact us at [info@gmi-mr.com](mailto:info@gmi-mr.com).