

ESOMAR 28

28 QUESTIONS TO HELP RESEARCH
BUYERS OF ONLINE SAMPLE

MAY 2018



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COMPANY PROFILE



Q1. WHAT EXPERIENCE DOES YOUR COMPANY HAVE WITH PROVIDING ONLINE SAMPLES FOR MARKET RESEARCH?

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

Toluna is one of the world's leading online panel and survey-technology providers. With 24 offices in Europe, North America, MENA and Asia Pacific, we work with many of the world's leading market-research agencies, media agencies, and corporations. Through the years, Toluna has built and nurtured one of the largest and most diverse qualified online panels in the world. Our proprietary panel-recruitment methods, profiling technologies and sample management techniques yield access to several million respondents from 68 countries. Our panel profile includes nearly 500 questions on a wide variety of topics, thereby enabling companies to interview many reach hard-to-reach audiences with ease and efficiency. Toluna provides more than 18 million completed interviews each year.

Key acquisitions:

In 2008, Toluna welcomed Common Knowledge Research Services, and their Your2Cents® Online Opinion Panel, into the group, complementing our traditional strengths in Europe and Asia Pacific with solid online sample capability in the US and Canada. In 2009, Toluna acquired the survey services division of Greenfield Online/Ciao Surveys, expanding Toluna's global respondent reach, and footprint in the US market. Finally, in 2017, Toluna acquired KuRun Data, a leading provider of survey solutions and respondents in China.

Industry associations and guidelines followed:

Toluna adheres to the globe's most stringent guidelines for panel management and data quality. We are members of many industry associations committed to innovating data quality. The company has executive members of ESOMAR. The company and its executive staff are also member of the German Society for Online Research (DGOF), the German Association for Market and Social Research (BVM), the Australian Market & Social Research Society (AMSRS), the Japanese Market Research Association (JMRA), the Market Research Society Singapore (MRSS), the Korea Research Association (KORA), the Market Research Society (MRS). Toluna also has a corporate delegate on the Syntec Etudes Board (French research association).

A photograph of a woman with long, wavy brown hair, smiling warmly. She is wearing a light-colored blazer over a dark top. To her right, a man with glasses is partially visible, looking towards her. In the foreground, another man's hands are visible, holding a clipboard and a pen, as if taking notes. The background is slightly blurred, showing other people in a meeting setting. The entire image has a blue-green color overlay.

SAMPLE SOURCES & RECRUITMENT

Q2. PLEASE DESCRIBE AND EXPLAIN THE TYPE(S) OF ONLINE SAMPLE SOURCES FROM WHICH YOU GET RESPONDENTS. ARE THESE DATABASES? ACTIVELY MANAGED RESEARCH PANELS? DIRECT MARKETING LISTS? SOCIAL NETWORKS? WEB INTERCEPT (ALSO KNOWN AS RIVER) SAMPLES?

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

Toluna offers access to 68 actively managed proprietary panels around the world. We recruit members using various methods including web-banners, website referrals, pay-per-click, natural search optimization, affiliate marketing, email, and online public relations activities.

Toluna takes cues from social media and new technology to provide respondents with a relevant and rewarding experience. By enhancing the experience for Toluna.com's diverse members, we build loyalty, trust and engagement. This yields accurate and deep member profiles, and improves respondent targeting as well as data quality. Community features include:

- Personal member profile pages that provide information about rewards, and incentives earned.
The ability to post and respond to on-site comments from other members
- The ability to create on-site polls, and vote
- The ability to upload images, video and more
- A rich member App that enables members to engage with Toluna.com, post polls, 'thumb its' and battles on Toluna.com via mobile devices
- The ability to engage with and 'follow' others

In addition, Toluna has developed an approach to fulfill the sample requirements of researchers that differs fundamentally from existing, conventional online panel methods. This approach, referred to previously as "river samples," is known at Toluna as "Real-Time Sampling®" (RTS). It consists of recruiting individuals in real-time from a network of websites with which Toluna has developed referral relationships. This methodology taps into the many potential survey takers online who are willing to participate in surveys, but may not necessarily want to join a market research panel.

Potential survey respondents are then asked a series of demographic (and attitudinal) questions. They are then directed to available surveys for which they might qualify.

Toluna has the ability to track future visits from these survey takers using Duplicate Respondent Detection™ and Imperium's Relevant ID™ technologies, email address, and more.

Countries where RTS is used (usage varies by country):

- Australia
- Austria
- Belgium
- Brazil
- Canada
- China
- Denmark
- Finland
- France
- Germany
- Greece
- Hong Kong
- India
- Ireland
- Italy
- Japan
- Malaysia
- Mexico
- Netherlands
- New Zealand
- Norway
- Poland
- Portugal
- Russian Federation
- Spain
- Sweden
- Switzerland
- Thailand
- Turkey
- United Kingdom
- United States

Q3. IF YOU PROVIDE SAMPLES FROM MORE THAN ONE SOURCE: HOW ARE THE DIFFERENT SAMPLE SOURCES BLENDED TOGETHER TO ENSURE VALIDITY? HOW CAN THIS BE REPLICATED OVER TIME TO PROVIDE RELIABILITY? HOW DO YOU DEAL WITH THE POSSIBILITY OF DUPLICATION OF RESPONDENTS ACROSS SOURCES?

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

At Toluna, we refer to our process for ensuring data quality as SmartSample™. SmartSample ensures that respondents are (a) real, (b) valid, (c) de-duplicated, (d) engaged, and (e) representative, as described below:

A) Real – Respondents are GeoIP and postal-code validated using postal address files to check for a valid postal code format. In addition, each respondent completes a CAPTCHA confirmation process.

Additionally, Toluna panelists complete Toluna's double-opt-in registration:

- Step 1: A prospective panelist completes a panel registration form, which includes contact and demographic information. This is the first opt-in.
- Step 2: An automatic email is sent requesting verification of registration by clicking a link that confirms their log-in details.
- Step 3: Once the prospect has clicked the link he or she is officially a full fledge panelist. This is the second opt-in.
- Step 4: After double opt-in and our controls and validation, panelists become Survey Eligible for email invites.

Toluna also licenses Web Application Firewall (WAF), a cloud-based service from CD Networks, to obtain protection against hacking, business abuse and malicious attacks (aka "bots"). This protection is used upon member registration, Toluna.com, and individual surveys.

B) Valid – Toluna blocks individuals with known "fake" or "disposable" domains. Toluna also uses GeoIP and postal code validations to ensure that individual members provide a valid postal address. In addition, Toluna employs fraud detection procedures in order to identify and block from surveys individuals whose registration information is inconsistent with their machine and browser language and time zone settings. For our proprietary healthcare professional panels in the UK, France, Germany, Italy and Spain, we collect web urls and phone numbers for the physician's practice to validate. Our US physicians are AMA (American Medical Association) member validated when they first join, and again each time they attempt to take a survey.

C) De-duplicated - Respondents cannot enroll in the Toluna community, or participate in the same survey more than once, fraudulently or accidentally. Toluna's Duplicate Respondent Detection™ cookie-based duplication-detection technology is used during the panelist registration process, and at the beginning of every Toluna survey. This is coupled with Imperium's Relevant ID™ technology to prevent respondents from participating in surveys more than once. As a further measure to prevent duplication, Toluna uses technology to produce a proprietary, matching algorithm to flag similarities of new registrants with existing Toluna panelists.

D) Engaged – The following are some of the checks utilized to ensure respondent engagement:

Speed-checks are applied to any user who completes a survey in less than 1/2 of the median survey duration.

Straight-lining checks can be applied to any grid question with at least 4 scale levels and 15+ items (Toluna validates with clients the appropriateness of these checks on a question-by-question basis).

Red herrings (trap questions) are used in most questionnaires to validate the respondent attention.

In addition, we can accommodate other trap questions that compare prior responses within survey, or demographic questions against profile data.

E) Representative – Representativeness is achieved by selecting a sample that reflects the population-of-interest accurately. This can be achieved through the appropriate application of simple or stratified random sampling, quota sampling, or by using more advanced techniques, an individual respondent selection method that ensures that the characteristics of each respondent for each project, irrespective of originating sample source, match those of the target population of interest. At Toluna we offer all of these techniques and test them to ensure the results are representative of the population-of-interest. In addition to using appropriate sampling techniques, representativeness can be achieved by weighting the data to be representative of the population of interest. Toluna experts understand the appropriate weight function to apply and appropriate variables to use in the weighting algorithm.

Q4. ARE YOUR SAMPLE SOURCE(S) USED SOLELY FOR MARKET RESEARCH? IF NOT, WHAT OTHER PURPOSES ARE THEY USED FOR?

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

Yes, Toluna's panel communities are accessed solely for the purpose of market research. Under no circumstances do we

send any form of either advertising or direct marketing to our members.

Q5. HOW DO YOU SOURCE GROUPS THAT MAY BE HARD-TO-REACH ON THE INTERNET?

Context: Ensuring the inclusion of hard-to-reach groups on the internet (like ethnic minority groups, young people, seniors etc.) may increase population coverage and improve the quality of the sample provided.

Toluna's community panels, and the broad range of polls and opinions that they create, attract a wide variety of respondent groups, profiles and demographic clusters.

Together with the ability to attract panel community membership from niche audiences' using media placement, and partnerships with specialist media titles, Toluna has a unique capability to find and survey hard-to-reach audiences. In addition, we strongly leverage social and mobile platforms to attract people to Toluna.com.

The user-driven content and interactive value of Toluna's member community, Toluna.com has broad appeal, and has doubled visitor conversion via word-of-mouth/referral and/or natural search optimization, while attracting very broad and/or traditionally very hard to reach demographic profiles of consumers (such as teens) as well as consumers not normally pre-disposed to join an online panel.

Toluna's dedicated panel managers utilize a broad array of media and affiliate programs to recruit on demand specific socio-demographic segments for our global panel community network, and our team is highly experienced in tailoring communications for a multitude of diverse audiences - with surveys completed across 86 countries.

An optimized and carefully planned registration process ensures maximum conversion to membership while a robust profile management process ensures a seamless and gradual completion of additional profiling data - identifying those hard-to-reach respondents.

Toluna is uniquely equipped to provide reliable access to broad consumer targets, as well as, extremely niche profiles because of these sophisticated recruitment and profiling tools. In cases where we need to reach hard-to-reach respondents we may also consider using Toluna's QuickVotes, and profile Toluna.com community members in real-time, for future surveys. As younger respondents and other hard-to-reach targets may prefer to participate on mobile devices, Toluna Questionnaires can adopt a Mobile-first or Device Agnostic Design to increase their participation.

Q6. IF, ON A PARTICULAR PROJECT, YOU NEED TO SUPPLEMENT YOUR SAMPLE(S) WITH SAMPLE(S) FROM OTHER PROVIDERS, HOW DO YOU SELECT THOSE PARTNERS? IS IT YOUR POLICY TO NOTIFY A CLIENT IN ADVANCE WHEN USING A THIRD PARTY PROVIDER?

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

The Toluna Affiliate Network is used in cases where we need to augment our proprietary panels, and Real-Time Sampling® capability.

Toluna work with local suppliers who are typically based in the country under study. We evaluate and select suppliers who have local knowledge of the regions where we are carrying out studies.

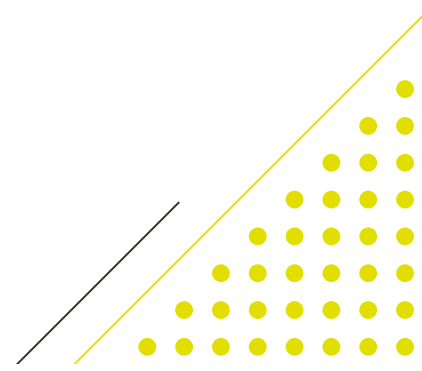
Suppliers follow all industry guidelines, provide adequate responses to ESOMAR's 28 questions, and partners are asked for opt-in policies, privacy policies, legal guidelines, and geographic locations.

Once a supplier is on-board, it is automatically and continuously monitored to gauge performance. If an agency fails to deliver against commitments on two studies, its status is set to probationary until the issues are resolved and performance is restored. If the supplier continues to fail to deliver while on probation, then it will be removed from our preferred supplier list.

Performance is measured on several factors:

- Speed of response
- Level of profiling
- Cost
- Ability to deliver
- Speed and efficiency

Toluna has a minimum of two to three suppliers in each country, so that we have backup in case one supplier fails to deliver. Clients are informed when a partner is required.



Q7. WHAT STEPS DO YOU TAKE TO ACHIEVE A REPRESENTATIVE SAMPLE OF THE TARGET POPULATION?

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

We take pride in our research sampling expertise, which requires investment not only in processes and systems, but in the skills of the team responsible for sampling.

For our panel, sample selection is made randomly using the profile criteria specified in client quotas, taking account of predicted response rates by target demographic and country to avoid over-contacting panelists and to ensure that we do not introduce a bias in the responses. Historical propensity to answer surveys is not used to select a sample. Respondents are randomly selected for surveys that they have a likelihood of qualifying for.

For tracking and other longitudinal studies, we regulate past-participation and participation frequency limits by tracking each respondent's participation over the full duration of the study, and setting past participation filters on the sample selected for such studies.

International Journal of Market Research:
A smarter way to select respondents for surveys?

Q8. DO YOU EMPLOY A SURVEY ROUTER?

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

Toluna does employ a survey router, or 'sample allocation engine' however it can be deactivated on a project level if requested by a client or if we decide to do so of our accord for a variety of possible reasons. The sample-allocation engine can allocate respondents to projects using filters or specific methods for sampling, including:

- Quota Sampling - As demographic breaks are established, we create quotas for the necessary number of respondents that meet specific criteria. Surveys traffic is distributed and routed to achieve these quotas.
- Targeted Screening - Pre-screening respondents to participate in surveys based on demographic, attitudinal or behavioral information.
- Census Outgo - At times, clients are looking to replicate census or another set of parameters on outgo and do not want quotas set to manage incoming survey data, for example, a census distribution of respondents touch their survey and don't necessarily complete it.

If a participant is screened out of a survey they will have the chance to re-enter the survey router and attempt to qualify to take another survey.

Using a survey router ensures that respondents that wish to participate in surveys, can do so (before survey routers were used, often respondents would fail to qualify for a survey they'd been invited to because quotas were full, the survey closed, etc.) and that multiple respondent sources can be used without introducing source bias.

Q9. IF YOU USE A ROUTER: PLEASE DESCRIBE THE ALLOCATION PROCESS WITHIN YOUR ROUTER. HOW DO YOU DECIDE WHICH SURVEYS MIGHT BE CONSIDERED FOR A RESPONDENT? ON WHAT PRIORITY BASIS ARE RESPONDENTS ALLOCATED TO SURVEYS?

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

Toluna's survey router is described in the response above. Toluna was one of the first companies to introduce a survey router as a means of ensuring that the right respondent, gets to the right survey, at the right time. Routing is now considered to be standard practice.

Toluna's router is proprietary and assigns respondents randomly, with differential probabilities, to surveys that appear

to be good fits. Routing can be used with every sample source (panel, Real-Time Sampling, third party providers, etc.) and in conjunction with all sample selection methods (quota sampling, targeted sampling and census outgo are mentioned above).

Again, one of the primary benefits of using a router is to ensure that multiple respondent sources can be used without introducing source bias.

Q10. IF YOU USE A ROUTER: WHAT MEASURES DO YOU TAKE TO GUARD AGAINST, OR MITIGATE, ANY BIAS ARISING FROM EMPLOYING A ROUTER? HOW DO YOU MEASURE AND REPORT ANY BIAS?

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

Respondents are randomly assigned to surveys for which they might qualify. This practice helps prevent the bias noted above

as person A is randomly assigned to a survey of the many open surveys for which they might qualify.

Q11. IF YOU USE A ROUTER: WHO IN YOUR COMPANY SETS THE PARAMETERS OF THE ROUTER? IS IT A DEDICATED TEAM OR INDIVIDUAL PROJECT MANAGERS?

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

Toluna's router is managed by the supply organization; however individual fieldwork project managers do have the ability to limit the percentage of sample generated by router traffic on a

project-by-project basis. Any changes to the router behavior is approved and tested by Toluna's Chief Technology Officer to ensure consistency of data.



Q12. WHAT PROFILE DATA IS HELD ON RESPONDENTS? HOW IS IT DONE? HOW DOES THIS DIFFER ACROSS SAMPLE SOURCES? HOW IS IT KEPT UP-TO-DATE? IF NO RELEVANT PROFILING DATA IS HELD, HOW ARE LOW INCIDENCE PROJECTS DEALT WITH?

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

Toluna collects answers to nearly 500 profile questions from its members. To promote profile surveys, members are rewarded for completion of each profile survey and we present profile survey offers within our router. Toluna also records the completion or latest update date for each member's participation all profile surveys. To keep our profile data current, the profile surveys are promoted to members who have not updated or completed that profile survey within the past 6 months.

Profiles of Toluna's specialist panels are optimized for a specific market sector as follows:

- Automotive
- Beauty
- Finance
- Home and Family
- Internet
- Media
- Shopping
- Sports
- Travel
- Video Games
- Mobile
- Health
- B2B/Employment
- Medical Professionals

Registration

Toluna's profiling process is continuous — the objective being to have broad and current attributes on each member. Each member has a personal dashboard and administration area within their Toluna.com account, and a dashboard indicator to help them manage their personal profile.

Members earn points by completing and updating their profile. This system ensures that Toluna's panelists are rewarded, motivated and enabled to continually monitor the depth and accuracy of their profiling information. As a result, Toluna can target its survey invitations extremely accurately and our clients enjoy consistently impressive response and completion rates. Regarding specialist profilers, across all countries and members, the average Toluna panelist completes above 40% of additional profile information for that county.

All of the data Toluna collects, specifically Toluna's panelist data, is compliant with GDPR regulations.

Q13. PLEASE DESCRIBE THE SURVEY INVITATION PROCESS. WHAT IS THE PROPOSITION PEOPLE ARE OFFERED TO TAKE PART IN INDIVIDUAL SURVEYS? WHAT INFORMATION ABOUT THE PROJECT ITSELF IS GIVEN IN THE PROCESS? APART FROM DIRECT INVITATIONS TO SPECIFIC SURVEYS (OR TO A ROUTER), WHAT OTHER MEANS OF INVITATION TO SURVEYS ARE RESPONDENTS EXPOSED TO? YOU SHOULD NOTE THAT NOT ALL INVITATIONS TO PARTICIPATE TAKE THE FORM OF EMAILS.

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

Toluna's proprietary panel management platform enables fieldwork managers to accurately estimate the number of available panel members with characteristics that match a client's desired target profile. Based on internal guidelines relating to historical response (for example by age, gender and country of residence), a random sample is then selected.

That fieldwork manager is responsible for the mailing of invitations and managing filling of required quotas. The invitation contains incentive information (dependent on length of survey and target group), and any project timelines along with approximate length of survey – together with a link to the survey and the entire URL, which recipients can paste into their browser so as to ensure there are no issues with pop-up blockers. No information linked to the target sought is included in the invitation so as not to introduce a bias in respondent answers to screening questions.

The following is a list of the ways panelists can be invited to participate in surveys:

Direct Invitations, or Targeted Auto Invitations - Respondents are selected for specific surveys based on the match of their profile information with the survey target, for precise targeting and on-time study completion. Invitations are delivered via email, mobile text, or through the Toluna App, with a link directly into a specific survey. Direct Invitations are sent by a project manager, whereas Targeted Auto Invitations are deployed via Toluna's sampling system.

My SurveyCenter Invitations - At My Survey Center, an area within Toluna.com, Toluna panelists can participate in surveys on-demand. Available surveys are listed on each panelist's personal web portal. Similar functionality is available to users of the Toluna App.

Real-Time Sampling® - Respondents view invitations within websites, and these can be banner advertisements, text links, and more.

All respondents can be routed if they do not qualify for the survey they've been invited to participate in.

Q14. PLEASE DESCRIBE THE INCENTIVES THAT RESPONDENTS ARE OFFERED FOR TAKING PART IN YOUR SURVEYS. HOW DOES THIS DIFFER BY SAMPLE SOURCE, BY INTERVIEW LENGTH, ETC?

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

Toluna's standard incentive process is a points-based system. Incentive levels are determined according to the following factors: subject matter, commitment (i.e., length of interview required), and incidence. Note that if the respondents are joining a panel and/or will participate in repeat surveys, an incentive would be appropriate to maximize response rates at each stage. If a client requires a custom incentive process, Toluna is capable of implementing one in order to ensure that the incentive does not bias the client's measurements. Toluna typical incentive system is one in which panelists earn points for each survey completed. These points are automatically redeemed as vouchers.

Toluna's panel management system is expert at accounting for incentive accumulation and redemption for points-based reward programs, sweepstakes awards, and prize distribution.

Points - Points are earned for completing a survey. Points are also rewarded for answering a sponsored poll. These polls differ from user-generated polls, as they are created by Toluna on behalf of clients wishing to gain instant top-line research data or to assess project feasibility on a particularly niche target profile. Points are also accumulated by members for completing their profiling questionnaires, and for regularly updating them.

Rewards - Our points-based incentive system enables members to use their points to exchange for vouchers and gifts from our reward partner network which is clearly highlighted to all members. Our program also includes Gifties™, which enables panelists to redeem points for 'gifts' that have a chance of becoming real.

Prize draws - Members can also enter into multiple prize draws for cash and products. Points earned can be exchanged for prize draw tickets.

Q15. WHAT INFORMATION ABOUT A PROJECT DO YOU NEED IN ORDER TO GIVE AN ACCURATE ESTIMATE OF FEASIBILITY USING YOUR OWN RESOURCES?

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

To run feasibility on a potential project Toluna requires job specifications for the total sample size desired, target audience, questionnaire length, and projected incidence vis a vis the population of interest. With this information our fieldwork

management staff can predict with a high degree of accuracy the internal feasibility of a project, and realistic timelines for completion.

Q16. DO YOU MEASURE RESPONDENT SATISFACTION? IS THIS INFORMATION MADE AVAILABLE TO CLIENTS?

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

Toluna has a regular panelist Satisfaction Survey – reflecting our belief that each member is an important asset. Panelist satisfaction questionnaires ask members to provide feedback on:

- Surveys
- Email invites
- Newsletters
- Incentives
- Web usability
- Support quality

Q17. WHAT INFORMATION DO YOU PROVIDE TO DEBRIEF YOUR CLIENT AFTER THE PROJECT HAS FINISHED?

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

For every project we provide the following as standard:

TolunaAnalytics provides live fieldwork information for Toluna projects (excluding 'Sample Only') and provides real-time feedback to clients.

We close projects when we have confirmation that we have met all specified criteria, including number of completes (overall and per quota cell). Upon request we can provide: completion rates, respondent dropout rate, response rate per cell/target profile, total number of invitations sent, number of screen outs, timings of email delivery and responses, number of reminders sent during fieldwork.

Each project concludes with a Client Satisfaction survey, and a call from the client service manager to appraise the success of the project in terms of data, timeline, process and client experience.

A photograph of a person in a white shirt pointing at a laptop screen. Another person's hand is visible holding a pen. A pair of glasses is on the desk in the foreground. The image has a blue and green color overlay.

DATA QUALITY & VALIDATION

Q18. WHO IS RESPONSIBLE FOR DATA QUALITY CHECKS? IF IT IS YOU, DO YOU HAVE IN PLACE PROCEDURES TO REDUCE OR ELIMINATE UNDESIRABLE WITHIN SURVEY BEHAVIORS, SUCH AS (A) RANDOM RESPONDING, (B) ILLOGICAL OR INCONSISTENT RESPONDING, (C) OVERUSE OF ITEM NON-RESPONSE (E.G. "DON'T KNOW"), OR (D) SPEEDING (TOO RAPID SURVEY COMPLETION). PLEASE DESCRIBE THESE PROCEDURES.

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

Toluna's dedicated quality management team use a variety of different techniques for monitoring and limiting fraudulent respondents through active cleaning and exclusion of observed offenders from the panel.

Inactive, unresponsive, inattentive and fraudulent panelists are regularly eliminated from the panel.

Fraudulent panelists are put in a blacklist (to avoid any possible re-registration). Under no circumstance will these members be sent an invitation email to complete a survey or are included in the size of our panels.

During a project our team will run systematic checks to ensure the quality of data generated for our client is of the highest standard. We include open end response checks for most

languages and consistency checks on demand for speeding, straight-lining and 'red herring'. The following are performed as standard:

- Speed-checks are applied to any user who completes a survey in less than 1/2 of the median survey duration.
- Straight-lining can be applied to any grid question with at least 4 scale levels and 15+ items (Toluna validates with clients the appropriateness of these checks on a question-by-question basis).
- Red herrings (trap questions) are used in most questionnaires to validate the respondent attention.

In addition, we can accommodate other trap questions that compare prior responses within survey, or demographic questions against profile data.

Q19. HOW OFTEN CAN THE SAME INDIVIDUAL BE CONTACTED TO TAKE PART IN A SURVEY WITHIN A SPECIFIED PERIOD WHETHER THEY RESPOND TO THE CONTACT OR NOT? HOW DOES THIS VARY ACROSS YOUR SOURCES?

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

Frequency of contact:

We aim to contact panelists regularly, without burdening them. Our system allows respondents to be contacted with survey invitations daily, although we do so, in practice, less frequently. This excludes reminders, and other member communications.

Participation in surveys:

On average over the course of a respondent's lifetime, most respondents take an average of 10.1 surveys.

Email reminders:

Email reminders => the maximum number of reminders is set to 2 reminders per project and 24 hours between Invite and reminder 1 and 24 hours between reminder 1 and reminder 2.

Q20. HOW OFTEN CAN THE SAME INDIVIDUAL TAKE PART IN A SURVEY WITHIN A SPECIFIED PERIOD? HOW DO YOU MANAGE THIS WITHIN CATEGORIES AND/OR TIME PERIODS?

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

The average panelist completes 10.1 surveys over the course of their lifetime with Toluna.

Q21. DO YOU MAINTAIN INDIVIDUAL LEVEL DATA SUCH AS RECENT PARTICIPATION HISTORY, DATE OF ENTRY, SOURCE, ETC., ON YOUR SURVEY RESPONDENTS? ARE YOU ABLE TO SUPPLY YOUR CLIENT WITH A PROJECT ANALYSIS OF SUCH INDIVIDUAL LEVEL DATA?

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

Our proprietary panel and community management system enables us to record a complete and automatically updated history of all panelist participation and interaction. We record such data as recruitment source, incentives awarded/claimed,

emails opened, surveys taken, profiling data and questions answered. This data can be provided to clients on a batch level to retain respondent anonymity.

Q22. DO YOU HAVE A CONFIRMATION OF RESPONDENT IDENTITY PROCEDURE? DO YOU HAVE PROCEDURES TO DETECT FRAUDULENT RESPONDENTS? PLEASE DESCRIBE THESE PROCEDURES AS THEY ARE IMPLEMENTED AT SAMPLE SOURCE REGISTRATION AND/OR AT THE POINT OF ENTRY TO A SURVEY OR ROUTER. IF YOU OFFER B2B SAMPLES WHAT ARE THE PROCEDURES THERE, IF ANY?

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

See Q3 for information about Toluna's SmartSample data quality program and means of ensuring respondents are Real, Valid, Engaged, De-duplicated, and Representative. Information from that prior response is also included below. All Toluna respondents are authenticated. Respondents are GeoIP and postal-code validated to check for a valid postal code format

In addition, each respondent completes a CAPTCHA confirmation process.

Panelists must complete Toluna's double-opt in registration processes, which requires individuals to confirm membership by clicking on an emailed link upon enrollment in the Toluna panel. All respondents are validated using email address validation measures (Toluna blocks known 'fake' or 'disposable' IP domains). Our system automatically identifies duplicate email addresses and machine fingerprints, and performs IP checks to ensure that the respondent is coming from the correct geography. Panelist information is compared against our own 'black list' of excluded respondents who are not allowed to join or re-join our community. Further, there is a more detailed check using a combination of date of birth, name, address and password. All duplicated members are removed. We also identify and block 'high-potential' duplicate email addresses such as alpha numeric variations upon an original address e.g., jon01@smith.com /jon02@smith.com. Members also confirm their postal address when ordering incentives or when registering for an in-home-product tests.

We also use Duplicate Respondent Detection™ or DRD digital fingerprinting technology to detect duplication, both at registration, and at the point of survey. Lastly, we continually run consistency checks between members' basic registration characteristics and survey responses to identify and eliminate members whose survey activity provide inconsistencies with their initial registration information.

For our proprietary healthcare professional panels in the UK, France, Germany, Italy and Spain, we collect web urls and phone numbers for the physician's practice to validate. Our US (AMA) member validated when they first join, and again each time they attempt to take a survey.

Finally, Toluna licenses Web Application Firewall (WAF), a cloud-based service from CD Networks, to obtain protection against hacking, business abuse and malicious attacks (aka "bots"). This protection is used upon member registration, Toluna.com, and individual surveys.

De-duplication

Respondents can't enroll in the Toluna 'community,' or take a survey more than once, fraudulently, or accidentally. To prevent this from happening, Toluna uses a 'Match 2' process to flag similarities amongst Toluna panelists upon enrollment. This automated process clusters individuals and helps to identify members that may have attempted to register as members of the Toluna panel more than once. In addition to this process, Toluna has developed Duplicate Respondent Detection™ technology. This cookie-based technology is used during the panelist registration process, and at the beginning of every Toluna survey. This is coupled with Imperiums' Relevant ID™ digital fingerprinting technology used at the beginning of every Toluna survey. Toluna's process for preventing respondent duplication is proactive, meaning that respondents are prevented from participating in joining our panel, or participating in surveys more than once – no matter how an individual is invited to participate (via email, Real-Time Sampling® etc).



POLICIES & COMPLIANCE

Q23. PLEASE DESCRIBE THE 'OPT-IN FOR MARKET RESEARCH' PROCESSES FOR ALL YOUR ONLINE SAMPLE SOURCES.

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

New panelists are required to double opt-in. The process is as follows:

- Step 1: A prospective panelist completes a panel registration form, which includes contact and demographic information. This is the first opt-in.
- Step 2: An automatic email is sent requesting verification of registration by clicking a link that confirms their log-in details.
- Step 3: Once the prospect has clicked the link he or she is officially a full fledge panelist and is presented with an opportunity to complete additional profiling. This is the second opt-in.
- Step 4: After double opt-in and our controls and validation, panelists become Survey Eligible for email invites.

Q24. PLEASE PROVIDE A LINK TO YOUR PRIVACY POLICY. HOW IS YOUR PRIVACY POLICY PROVIDED TO YOUR RESPONDENTS?

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

Toluna adheres to the globe's most stringent guidelines for panel management and data quality, and respondent privacy.

The Toluna Panel Privacy Policy has its own page on the panel website and is easily accessible from any page on the site. A link to the Privacy Policy is contained in all survey invitations as a standard practice. The Policy complies with established

industry guidelines and states that members' personally identifiable information will never be rented, sold, or revealed to third parties except in cases where Toluna must share it in order to comply with the law.

The full policy can be viewed on our member website www.toluna.com.

Q25. PLEASE DESCRIBE THE MEASURES YOU TAKE TO ENSURE DATA PROTECTION AND DATA SECURITY.

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

Toluna executes best practices by ensuring that respondents are not associated with the personal identifying information that they provide.

Our data center is redundant ensuring data is quickly recovered in the case of natural disaster.

Toluna is accredited for ISO 27001. Applications and The Management of Information Security for the processes supporting the production environment of our Research solutions is accredited for ISO 27001.

We have an uptime rate of 99.97 percent. Scheduled maintenance and feature upgrades are announced 48 hours in advance, and completed during off-hours.

Toluna USA has elected to self-certify to the EU-US Privacy Shield Framework administered by the US Department of Commerce ("Privacy Shield"). Toluna USA is responsible for the processing of personal information it receives, under the Privacy Shield and subsequently transfers to a third party acting as an agent on its behalf. Toluna USA adheres to the Privacy Shield Principles of Notice, Choice, Accountability for Onward Transfer, Security, personal data Integrity and Purpose Limitation, Access, and Recourse, Enforcement, and Liability.

Q26. WHAT PRACTICES DO YOU FOLLOW TO DECIDE WHETHER ONLINE RESEARCH SHOULD BE USED TO PRESENT COMMERCIALY SENSITIVE CLIENT DATA OR MATERIALS TO SURVEY RESPONDENTS?

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

Toluna panelists are informed that they may be presented with confidential material in the terms & conditions when they first join the panel, and they are asked to agree not to share concepts that they are shown in Toluna surveys. We can also make this an 'opt-in' process on an individual survey, if necessary.

In cases where an ironclad approach to security and confidentiality is required we leverage SafeView™ is a Java-based program that ensures additional concept security vs. the standard data quality checks. Mouse right-click, "save-as", printing, Windows Clipboard, cache storage, screen capture software (i.e. SnagIt) are all disabled with SafeView. This technology prohibits survey respondents from saving images, video or audio files locally, or forwarding them to others.

Q27. ARE YOU CERTIFIED TO ANY SPECIFIC QUALITY SYSTEM? IF SO, WHICH ONE?

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

Toluna has a dedicated in-house team dedicated to quality management. This group defines, trains staff and measures against our quality processes.

Our quality management procedures are detailed below for both providing sample and for programming client's questionnaires. Our company operations are governed by documented processes, including those for project management, survey programming, quality control, sampling, panel management, and confidentiality and security of information provided by clients, panelists, and other proprietary records. These processes are reviewed and updated on a continuous basis. We have reviewed the proposed ISO standards for market research access panels and have found our processes to be substantially in compliance.

Quality Checking

At Toluna we believe quality starts at the early stages of project management, by ensuring all parties have a clear understanding of the research objectives and client requirements.

Toluna is committed to delivering data of the highest quality, ensuring that the final results of the research are meaningful, client specifications on programming, data collection, and data processing are met, and the overall client experience with the Toluna Project Management and Operations teams is smooth.

The following is a brief overview of the quality checks – many automated – that are performed on the execution of every operations project at Toluna:

- Internal review of the overall project specifications including a review of project details discussed between client & Toluna sales team
- Toluna review of the final questionnaire including a review of questionnaire logic, qualifying criteria, and termination conditions Toluna and client review questionnaire and overall project details, including clarifying logic of the questionnaire plus a review of programming and data requirements.
- Survey programming then performs the following quality checks:
 - Survey Programming personnel do two to three runs of peer-to-peer manual and random data generation (RDG) testing of the survey links programmed, and any programming issues identified at this stage are sent back to the programming team and are fixed by the programmers;
 - The project manager does final manual test before sending it to the client and any programming issues identified at this stage are sent back to the programming team and fixed by the programmers;
 - Client reviews the programmed survey, and notes if any changes are required;
 - Project manager reviews changes and sends the survey to Survey Programming for the final changes; and
 - Final testing is then confirmed by the Project Manager and the client.
- Before field launch, and after receiving final sign-off from client, Toluna does a final test using automated testing, through which randomly generated data is tested to verify the logic.
- The fieldwork manager also double-checks quotas and tests the survey invitation before sending sample.
- After field launch, the Data Processing team processes partial data files and tests the data for errors, formats, file types, and so on.

Client Satisfaction Survey

Toluna has a Quality Team charged with continual, real-time mapping, measuring, and improving processes. The Quality Team approves and monitors process changes, eliminating the possibility of adverse effects. On a 24/7 basis, the Quality Team is monitoring and reporting on the current health of the business, while converting those reports into recommendations and actions that will deliver continuous improvement.

The team has developed two main tools to fulfill its objectives. The first is a client-satisfaction survey. For each project we service at Toluna, we send out a short questionnaire to clients, in order to assess our performance. In 2016, 98.1% of our clients (4077 respondents) were satisfied.

The second tool is a set of defined KPIs (Key Performance Indicators) that are backed by a real-time reporting system. The system reports on three main areas, defined below.

- Business Metrics, those indicators are that are client-impacting. These are high-level and reflect the business health of Toluna and focus on "defective percentages," areas where we perform contrary to client expectations. The goal is to improve the "what we say to what we do ratio," in other words, improving delivery on promises.
- Functional Metrics are focused on internal impact, those areas where the delivery is internal and has ramifications for other Operations groups. These metrics indicate department health and mainly focus on quality of internal deliverables and cycle time.
- Process Metrics are focused on compliance with standards and process quality.

Q28. DO YOU CONDUCT ONLINE SURVEYS WITH CHILDREN AND YOUNG PEOPLE? IF SO, DO YOU ADHERE TO THE STANDARDS THAT ESOMAR PROVIDES? WHAT OTHER STANDARDS, FOR EXAMPLE COPPA IN THE UNITED STATES, DO YOU COMPLY WITH?

Context: The ICC/ ESOMAR International Code requires special permissions for interviewing children. These are described in the ESOMAR Online Research Guideline. In the USA researchers must adhere to the requirements of the Children's Online Privacy Act (COPPA). Further information on legislation and codes of practice can be found in Section 2 of ESOMAR's Guideline for Online Research and in the ESOMAR Guideline on Interviewing Children and Young People.

Toluna is sensitive to concerns of parents, consumer groups and legislators about the potential exploitation of children and young people on the internet. The definition for 'children' or a 'child' varies from country to country, however where there is no age definition, Toluna complies with COPPA, the EU "Safer Internet programme" and the ESOMAR guidelines. ESOMAR defines 'children' as being 12 and under and a "young person" as aged 13 to 17 in the absence of a national definition.

Toluna will not knowingly collect any information from any child without permission from his/her parents legal guardian or an adult responsible for the care of the child. The minimum age requiring adult permission varies by country. Eligible young people are invited to participate in our Teens panel. Toluna is happy to consult with any client wishing to conduct research relating to young people across Europe, Asia and North America.



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APPENDIX

SAMPLE QUALITY STANDARDS

QUALITY CHECKS TO ENSURE QUALITY RESPONDENTS

At Toluna we recruit members to the Toluna panel through various methods including web-banners, website referrals, pay-per-click, natural search optimization, affiliate marketing, email and online public relations activities using our SmartSample process. SmartSample ensures that respondents are a) real, b) valid, c) unique, d) engaged and e) representative.

A) Real: Respondents are GeoIP and postal-code validated to check for a valid postal code format. In addition, each respondent completes a CAPTCHA confirmation process. New panelists are required to double opt-in. The process is as follows:

- Step 1: A prospective panelists completes a panel registration form, which includes contact and demographic information. This is the first opt-in.
- Step 2: An automatic email is sent requesting verification of registration by clicking a link that confirms their log-in details.
- Step 3: Once the prospect has clicked the link he or she is officially a full fledge panelist. This is the second opt-in.
- Step 4: After double opt-in and our controls and validation, panelists become Survey Eligible for email invites.

B) Valid: Following completion of the double opt-in process, each entry to each survey is protected by Web Application Firewall technology provided by CDNetworks to deny survey entry to users employing bots. Toluna blocks individuals with known "fake" or "disposable" domains. Toluna also uses GeoIP and postal code validations to ensure that individual members provide a valid postal address. In the United States, members are further validated using Verity, a third-party identity validation service that confirms members' name and address. For our proprietary healthcare professional panels in the UK, France, Germany, Italy and Spain, we collect web URLs and phone numbers for the physician's practice to validate. Our US physicians are AMA (American Medical Association) member validated when they join, and each time they take a survey.

C) De-duplicated: Respondents cannot enroll in the Toluna community, or participate in the same survey more than once, fraudulently or accidentally. Toluna's Duplicate Respondent Detection™ cookie-based duplication-detection technology is used during the panelist-registration process, and at the beginning of every Toluna survey. This is coupled with a Imprerium's Relevant ID™ digital fingerprinting technology to prevent respondents from participating in surveys more than once. As a further measure to prevent duplication, Toluna uses technology to produce a proprietary, matching algorithm to flag similarities of new registrants with existing Toluna panelists.

D) Engaged: The following are some of the checks utilized to ensure respondent engagement:

- Speed-checks are applied to any user who completes a survey in less than 1/2 of the median survey duration.
- Straight-lining checks can be applied to any grid question with at least 4 scale levels and 15+ items (Toluna validates with clients the appropriateness of these checks on a question-by-question basis).
- Red herrings (trap questions) are used in most questionnaires to validate the respondent attention.

E) Representative: Representativeness is achieved by selecting a sample that reflects the population-of-interest accurately. This can be achieved through the appropriate application of simple or stratified random sampling, quota sampling, or by using more advanced techniques.

In addition to using appropriate sampling techniques, representativeness can be achieved by weighting the data to be representative of the population-of interest. Toluna experts understand the appropriate weight function to apply and appropriate variables to use in the weighting algorithm.

DATA QUALITY STANDARDS

QUALITY CHECK	How it works	Application
DUPLICATE RESPONDENT PREVENTION	To ensure respondents do not take your survey more than once, either fraudulently or accidentally, we use a proprietary technology called Duplicate Respondent Detection (DRD) with Toluna.com panelists and respondents from our affiliate network of partners. DRD is coupled with a third-party digital fingerprinting technology to ensure respondents can only complete your survey once.	All surveys fielded by Toluna
SPEEDERS	After the soft launch has been completed the median interview length is determined. Respondents who completed the survey in less than 50% of the median interview duration are classified as speeders and removed from the data set. An automated terminate status will be implemented for the remainder of fielding to ensure your data is comprised of thoughtful responses by engaged respondents.	All surveys
PARTICIPATION STATUS EXCLUSION	To ensure a respondent who has taken a recent version of the same survey we can exclude respondents based upon their status in another survey.	Trackers, multiple surveys with similar or recent fielding dates
STRAIGHTLINE PREVENTION	Some respondents may apply the same ratings for a series of attributes in grid questions, thereby 'straightlining' to complete the question with minimal effort. Checks can be applied to relevant grid questions with at least 15 attributes and four or more scale levels. Respondents are flagged if the standard deviation is less than 0.5.	Full Service surveys with relevant grid questions
RED HERRING QUESTIONS	These are questions added to the survey to ensure the respondent is paying attention to the questions being asked. Red herring questions involve asking the respondent to select a specific answer option to confirm that they are paying attention.	Full Service surveys with questions containing long answer lists, or long duration
COHERENCE CHECKS	To ensure respondents are providing thoughtful answers, questions can be repeated at different points in the survey. If the responses are different for each version of the question we know the respondent was not attentive, and they can be removed from the data set.	Full Service surveys with respondents who have a special or specific experiences, etc
QUALITY CHECKS APPLIED TO EACH SURVEY	Manual checks of the survey link are completed by members of the programming team, and then by the Project Manager before being sent to you for review. Random data generation (RDG) testing is conducted prior to the survey being launched in field.	All Full Service Surveys
CLEANING SCRIPTS	Data cleaning is the process by which we correct errors and anomalies in the case data. To do this we write cleaning scripts to ensure respondents followed the correct path through your survey.	All Full Service Surveys
OPEN END CHECKS	Respondents who consistently respond to open ended questions with nonsensical or offensive entries may be doing so due to lack of engagement. Our data processing team will flag such respondents and remove them if deemed appropriate to do so.	All Full Service Surveys with open end questions



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