





Online Market Research

Panel Book 2017

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Introduction

PanelClix has been managing and building an international panel since 1999. We combine our extensive experience in the field of market research with advanced technologies to conduct online fieldwork for a large number of market research bureaus and agencies. We differ from other panels in that we value the scope, and therefore the capacity of our panel in just three countries; the Netherlands, Germany, and Belgium. This is unlike panels who have limited capacity in more countries.

In this document we shall outline the history, scale and quality of our panel in the Netherlands, Germany and Belgium. We will provide you with information regarding our expertise, the quality of our panel, policies and procedures, our specialty panels, and panel demographics.

1. Our company

We are online fieldwork specialists and do not compromise on representativeness, integrity and quality of the data that our members generate. We are proud of our specialist knowledge and regularly advise market researchers on the length and content of questionnaires, reward structures and techniques to generate an optimal sample and response.

PanelClix is member of Esomar, the European umbrella organisation of market research agencies and the Marktonderzoekassociatie (MOA) in The Netherlands. Therefore PanelClix complies with all rules of conduct, drawn up by Esomar and MOA, but also those of the Vereniging voor Statistiek en Onderzoek (VSO) and the Vereniging voor Beleidsonderzoek (VBO). In addition, PanelClix represents the Netherlands in an international discussion board, on request of the MOA, in order to formulate guidelines and standards for online data collection procedures worldwide.

The International Organization for Standardization (ISO) describes to which norms a panel for market-, opinion- and social-scientific research has to answer. PanelClix received the ISO-26362 certification in 2009 for the Netherlands and in 2010 for Belgium and Germany. We can guarantee that the distributed research will always be of high quality due to the standards of these certificates.

Everyone in our team is very client-oriented. Our clients obviously have different demands on project layout and project times as well as the type of files delivered. A project team is set up for every project, with a project leader as a permanent contact person. Various fields of expertise are present in each project team to ensure that all the operational aspects of the project are protected.

2. Our panel

The quality of a panel can make or break the quality of market research. We have been building the largest, most diverse online panel for years. PanelClix holds the biggest active panel in the Netherlands with 100.000 active members for online market research and is about to build the biggest panel in Germany with 25.000 active panel members. In Belgium we have more than 6.000 members and this is still growing. (count: September 2017) The combination of our panels scope and our detailed member profiles, gives us the opportunity to generate every favoured sample.

We ask our members to provide their profile details, which will only be used to target members for specific market research projects. By giving these details and keeping their profile up-to-date, members show their willingness to participate in market researches.

2.1 Recruiting new members

Members are recruited via text links, banners, email campaigns, mouth-to-mouth advertising, editorials and an extensive partner network. We also give members an extra incentive when they introduce us to their network, the so called member-get-member approach. We have been applying multi-sourcing selection to recruit new members from the very start.

Diversity is vitally important in the composition of a panel. Special recruitment campaigns are developed for youngsters, pensioners and people with a foreign background. Structural cooperation with reputable web partners, comprehensively tested banner promotions and simple registration procedures are factors for success and ensure a continuous influx of new high quality members.

Every new member consciously and unequivocally chooses to participate in the online market research. PanelClix was one of the first companies to introduce a double opt-in registration process. This means that every new member who registers via the website must also respond to the email sent to them. In addition, the members once again confirm they want to participate in market research by giving their details and keeping their profile up-to-date.

2.2 Quality of the panel

The quality of the panel is obviously highly important for the quality of the online fieldwork. The commitment of panel members is a central factor, which is why we try to build a strong relationship from the moment members sign up. We then strengthen the relationship via a clever retention programme, based on attention, trust and honesty. We personally congratulate them on their birthdays and they receive our best wishes and personal attentions on Valentine's day and other holidays. This relationship is core to the strength of our panel. Only a very small percentage of our members ends their membership within the first 6 months.

Our panel is our most important asset. That is why, over the years, we have developed an extensive management programme to keep our members involved. Here are a few of the components of this programme:

- We ask members on a periodical basis to keep their profiles up-to-date.
- We remove inactive members, bounced email addresses and people who indicate they wish to stop on daily basis, which ensures only the most committed members are invited to participate in market research.
- People who have been fraudulent in more than two surveys will be closely monitored and excluded from research if they continue this behaviour.
- We aim to give the perfect incentive per project, which will be a nice reward but is not high enough to allure people to give an opinion only for the incentive (which will lead to fraudulent responses).
- We hold on to internal anti-fraud procedures and check points to screen the integrity of new members.

2.3 Protection of privacy

Another important value of the relationship is that we guarantee to protect the privacy of our members. We do not supply any personal information to third parties, data can only be collected in an anonymous way. The privacy policy that we employ is also based on the code of conduct of Esomar. Furthermore, we've implemented additional EMMA requirements and the whole set up complies with the Personal Information Protection Law (Wet Bescherming Persoons-gegevens, "WBP").

We guarantee our members that:

- Email addresses and profile details are exclusively used to invite them to participate in relevant market research. Their profile details, needed to invite them to online market research, will be used exclusively for the purposes of these targeted invites.
- Market researchers only receive information from us in the form of anonymous profiles. Members'

- personal details will never be distributed to others.
- All profile details and all survey answers will be separated from their name, address, email address and other personal details. That is why we use two separated infrastructures: one for the database for market research, where members are identified by a personal code, and one for panel management, where the contact- and profile details are stored. This latter database is mostly used for our member service to provide personal service when members are experiencing difficulties. The physical separation of the systems ensures that our members' privacy is fully protected and that confidential market research data is not used for other purposes than those they were collected for.
- Participation in market research is completely voluntary. We never use market research to deceitfully offer commercial products or services.
- Members can decide at any moment to no longer receive invites for market research. They can also decide at any moment to cancel their membership and delete their details.
- The cookies that we use contain no personal details and are only used to track our members' participation. We use temporary cookies, files that are saved on their PC to recognize them and allow them to automatically access our website.

2.4 Reliability of individual respondents

The reliability of the individual respondents is another essential part for the quality of online data collection. Usually, respondents who perform fraudulent behaviour do this on a structural basis. PanelClix has developed a programme to structurally and continually determine the reliability of respondents. This programme consists of the following factors:

1. We check the completion time per respondent. We compare this to the average time the survey is completed, which shows us who we can identify as a speeder, and therefore as a fraudulent respondent.
2. We analyse the profile characteristics. Impossible or inconsistent changes of these characteristics will be monitored and panel members will be confronted with these changes if this occurs regularly.
3. We allow a limited number of accounts per IP-address and per bank account.
4. We check the matters mentioned above on daily basis.

PanelClix uses these reliability checks on respondent level to place possible respondents who have given unreliable responses on a grey list. If a respondent has been placed on the grey list twice in one year, the respondent is placed on the black list. This respondent will no longer be invited for online questionnaires by PanelClix. In addition to the checks on our side, we like to involve our clients in this process. After the online fieldwork we ask for an overview of possible fraudulent respondents including the reason for this suspicion. This usually includes speeders, inconsistencies in the data, or impossible answer combinations.

2.5 Profiling individual respondents

PanelClix is one of the few panel administrators who continuously monitor the questionnaires completed by respondents. PanelClix also maps what type of person a respondent is based on the surveys they complete. The following profile characteristics are collected:

- Motivation to become a member
- Number of memberships of other panels
- Types of surveys completed over the last 12 months
- Number of surveys completed in the last week or month

Based on these details, we can invite members with a certain interest to surveys that meet these interests.

2.6 National representativeness of the sample

For some researches national representativeness is key. PanelClix always aims to make a sample as representative as possible for both the online and the offline population. We are able to do this due to the extensive number of members we have. Although the percentage distribution differs per target group, we are still able to select the amount of members we need to assure national representativeness.

3. Specialty panels

Our panels in the Netherlands, Belgium, and Germany consist of several specialty panels. The categorization gives us the opportunity to invite specific types of respondents for all surveys. This means a limited number of respondents who are screened out in the surveys and a shorter period of fieldwork. We also use these details to estimate our feasibility for all target groups. The number of respondents within each specialty panel differs from time to time. Panel sizes can be delivered upon request.

Below we've shared a list of characteristics per specialty panel. Please note that we can estimate our feasibility for every target group, therefore these are examples of our possibilities for the selection of our members.



B2B panel

- Employment status
- Company size
- Job function
- Role in decision making
- Sector
- Yearly income



Medical panel

- General health
- Ailment symptoms
- Past health problems
- Exercise activities
- Use of medication
- Health problems of other family members



Automotive and mobility panel

- Owner/driver vehicle status
- Number of vehicles owned
- Most details of car, for example: new or second-hand, brand, mileage, manufacturing years, original price, types of fuel
- Decision making to purchase
- Vehicle purchase intent
- Use of public transport, including frequency and purpose



Financial panel

- Type of health insurance
- Insurance company/companies
- Other type of insurances

- Customer of bank(s)
- Financial products, such as credit cards, loans, stocks etc.
- Interest in financial services
- Home ownership
- Value of house
- Duration of mortgage
- Available free capital
- Gross family income



Data and telecommunication panel

- Possession of mobile phone
- Mobile type
- Type of subscription
- Mobile phone or PDA/smartphone manufacturer
- Use of mobile phone
- Monthly phone bill
- Internet provider
- Online purchases
- Type of Internet connection
- Type of television connection
- Cable provider



Drinking and smoking panel

- Smoking status
- Number of cigarettes a day
- Brand of cigarettes
- Purchase of non-alcoholic beverages
- Purchase of alcoholic beverages
- Drinking behaviour non-alcoholic beverages
- Drinking behaviour alcoholic beverage



Home and family panel

- Main breadwinner
- Marital status
- Number of persons in the household
- Number of children living at home
- Date(s) of birth and gender of children living at home
- Profession of working family members
- Pets
- Energy supplier
- Person responsible for daily groceries
- Primary supermarket



Media panel

- TV station most frequently watched
- Favourite network
- Favourite TV programs
- Radio stations listened to

- Subscription to magazines/bought at the newsagent's
- Subscription national newspaper(s)/bought at the newsagent's
- Subscription regional newspaper(s)/bought at the newsagent's
- Subscription TV guide(s)/bought at the newsagent's



Travel panel

- Travel in past year by type: domestic, overseas, business, leisure
- Preferred transport
- Country/countries visited
- Overseas travel intent



Immigrants and religion panel

- Country of birth
- Country of birth of father
- Country of birth of mother
- Religion



Academics panel

- Highest completed level of education
- Field of study
- Graduation year
- Current study
- Field of current study
- Expected year of graduation

4. Panel demographics*

In this section we will show a selection of our panel demographics for the Netherlands, Germany, Wallonia and Flanders. To compare we've included the national statistics for gender and age. Exact numbers of our panel are available on request, but this will give you an overall glance of our demographics on gender, age, ethnicity, employment, education, and household income.

*The presented numbers represent the members within our panel who have chosen to fill in the panel characteristics offset against the entire panel population.



The Netherlands

PANEL

POPULATION of the NETHERLANDS

GENDER



60% FEMALE



40% MALE

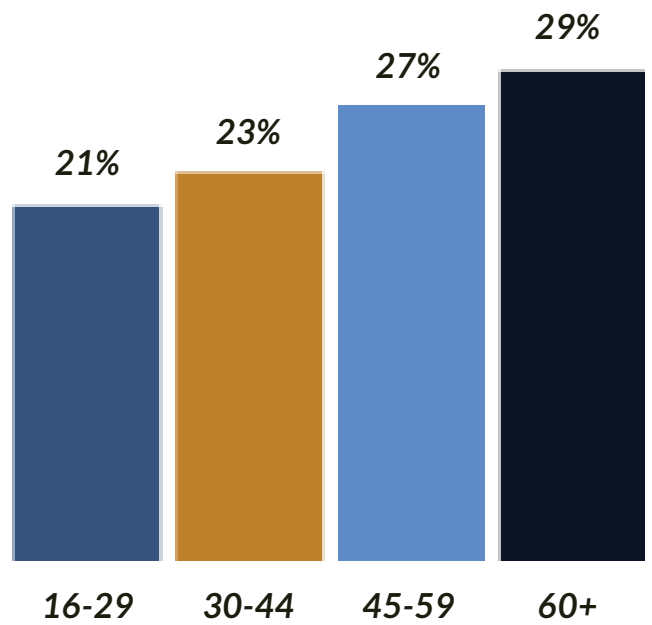
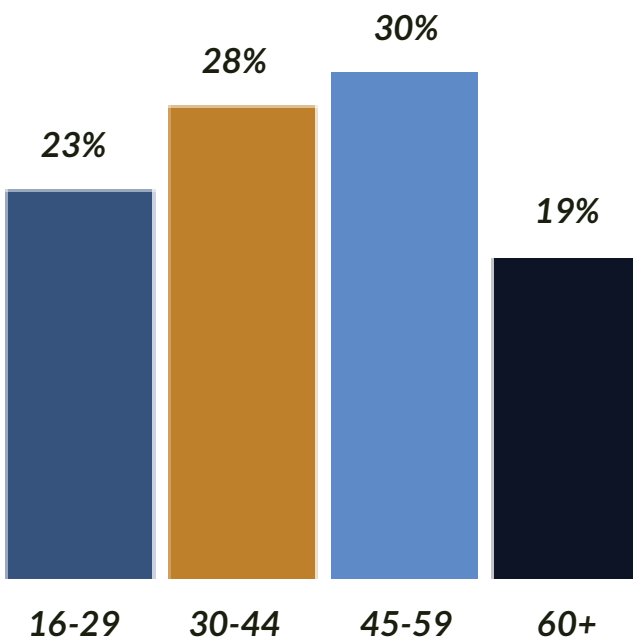


50% FEMALE



50% MALE

AGE



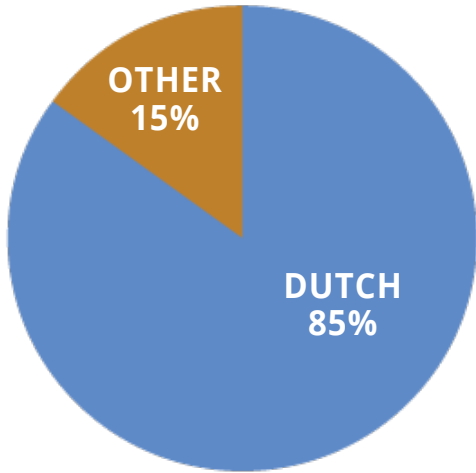
IN YEARS



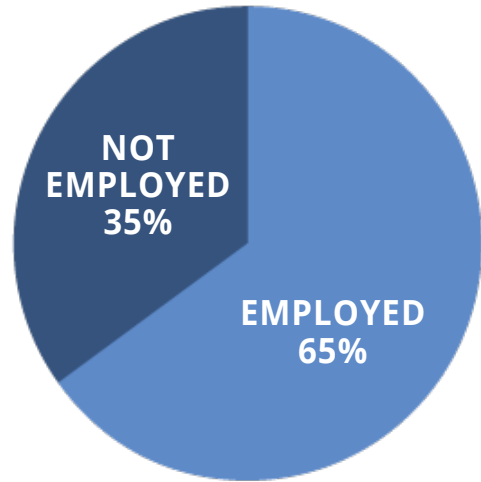
The Netherlands

PANEL

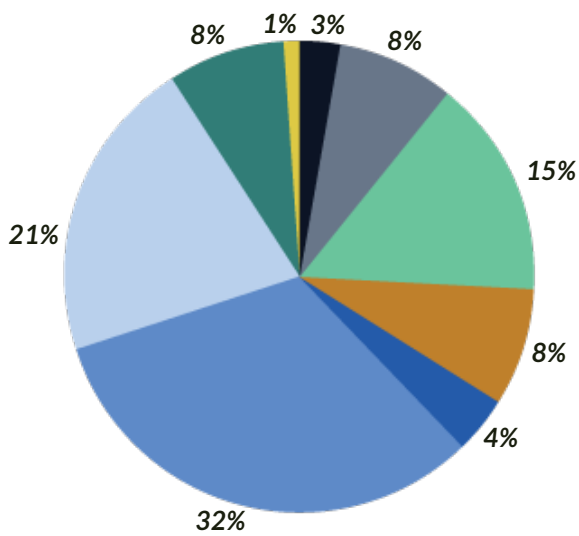
ETHNICITY



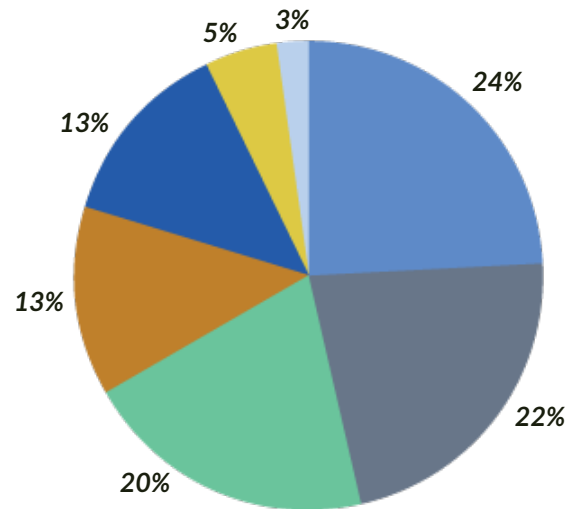
EMPLOYMENT 18-65 YEARS



EDUCATION



HOUSEHOLD INCOME



- Elementary
- LBO
- MAVO/VMBO
- HAVO
- VWO
- MBO
- HBO
- WO
- Other

- 0 - 20 K
 - 20 - 30 K
 - 30 - 40 K
 - 40 - 50 K
 - 50 - 75 K
 - 75 - 100 K
 - 100+ K
- IN EUROS PER YEAR



Germany

PANEL

POPULATION GERMANY

GENDER



44% FEMALE



56% MALE

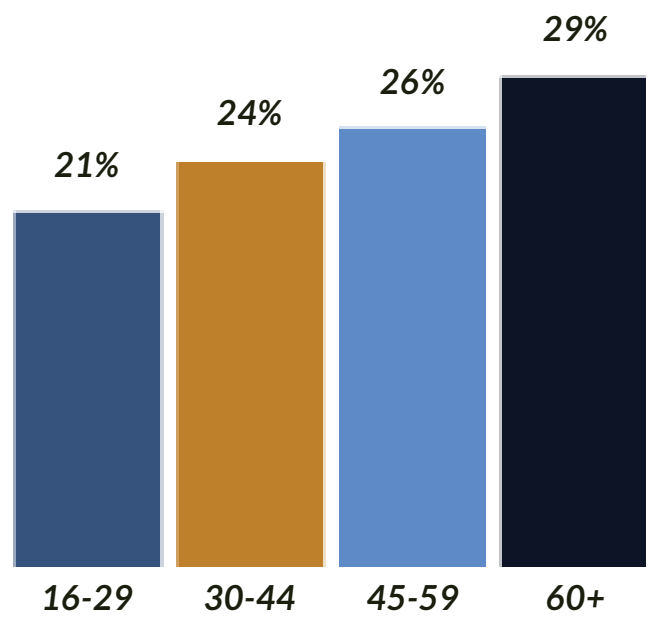
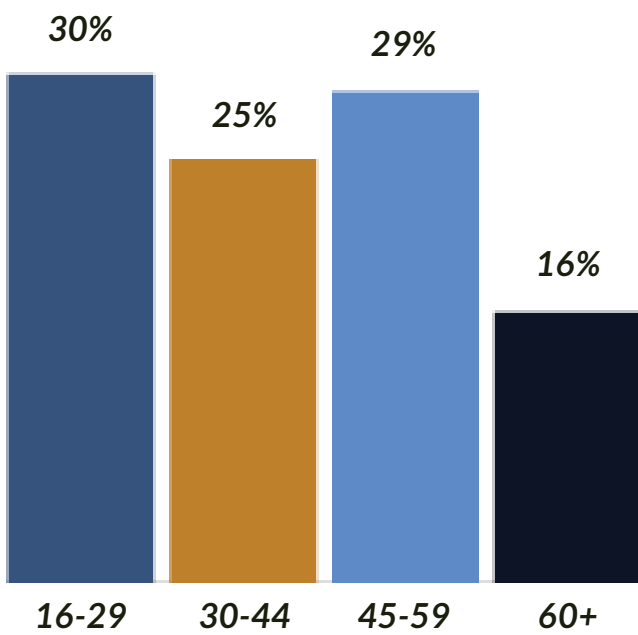


51% FEMALE



49% MALE

AGE



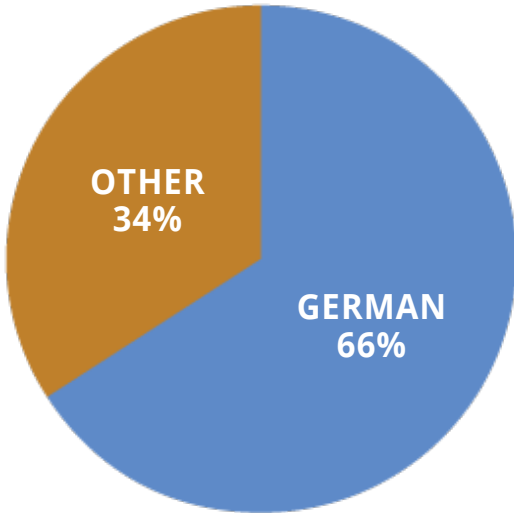
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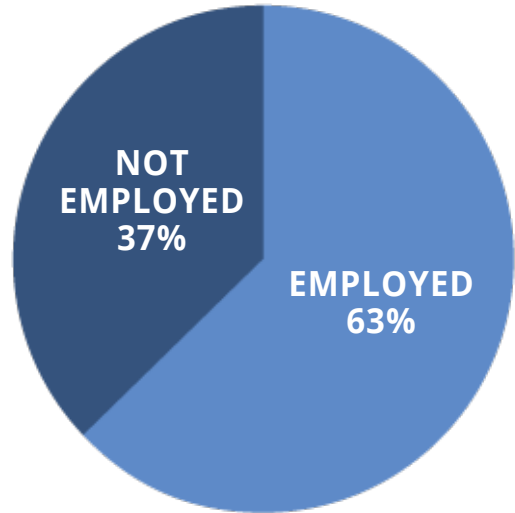
Germany

PANEL

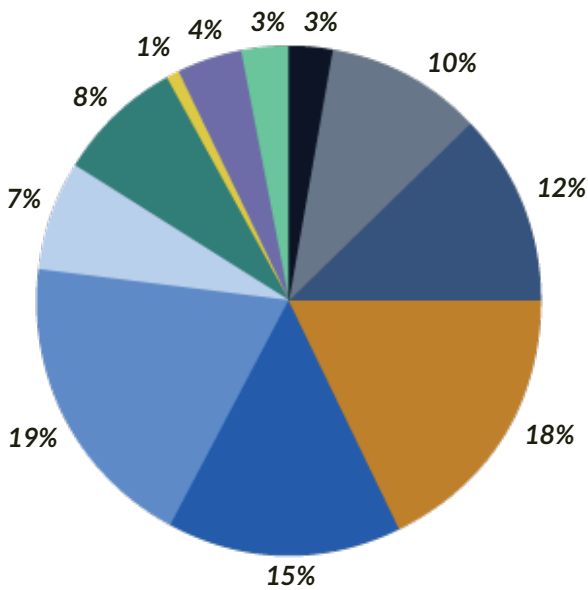
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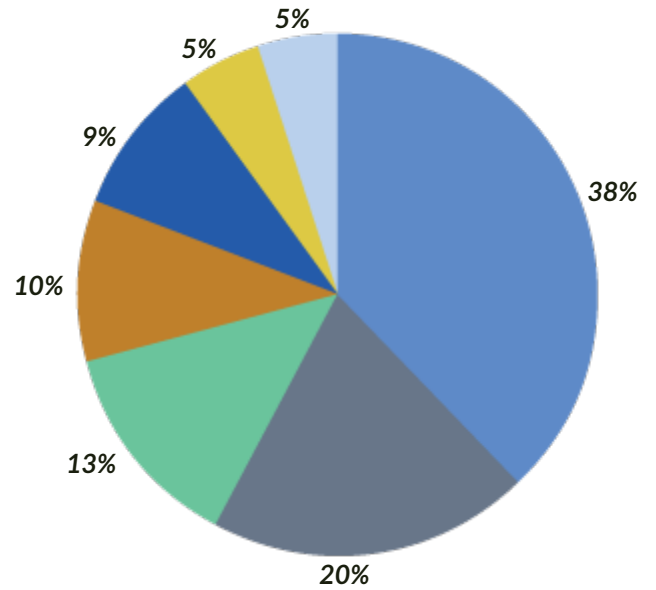
EMPLOYMENT 18-65 YEARS



EDUCATION



HOUSEHOLD INCOME



- Grundschulabschluss
- Hauptschulabschluss
- Lehre
- Realschulabschluss
- Abitur
- Ausbildung
- Fachhochschulabschluss
- Universitätsabschluss
- Promotion/Habilitation
- Andere
- Keine

- 0 - 20 K
- 20 - 30 K
- 30 - 40 K
- 40 - 50 K
- 50 - 75 K
- 75 - 100 K
- 100+ K

IN EUROS PER YEAR



Wallonia (Belgium)

PANEL

POPULATION WALLONIA

GENDER



44% FEMALE



56% MALE

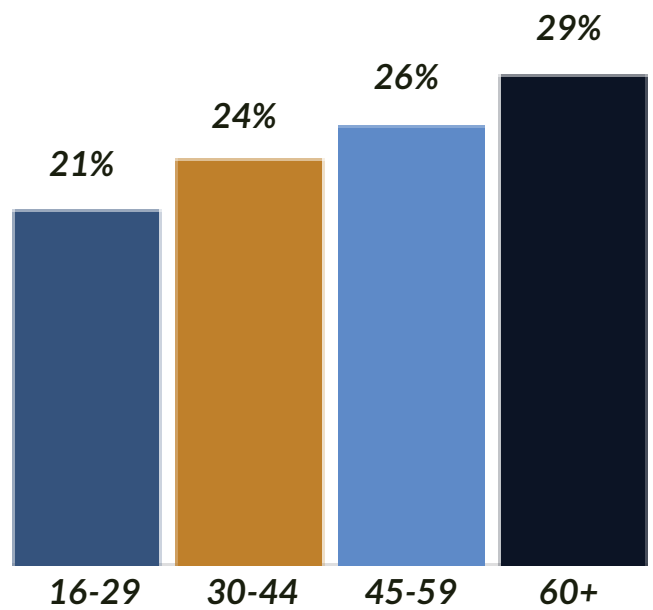
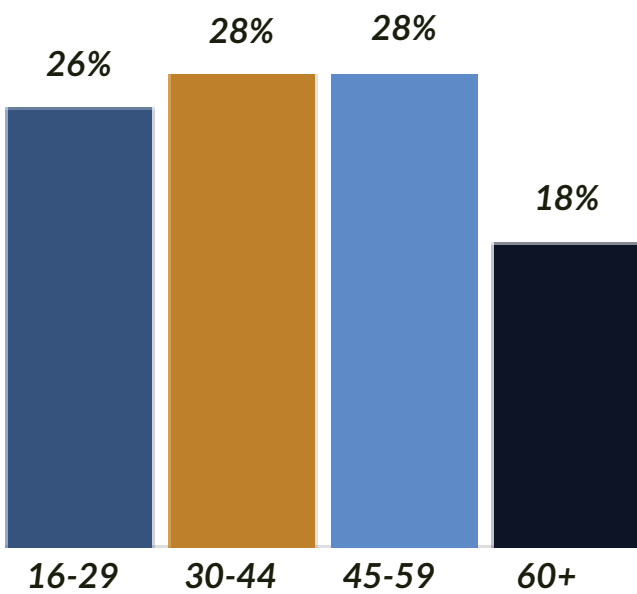


51% FEMALE



49% MALE

AGE



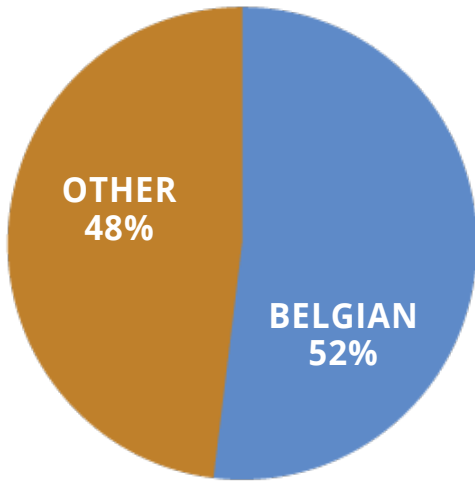
IN YEARS



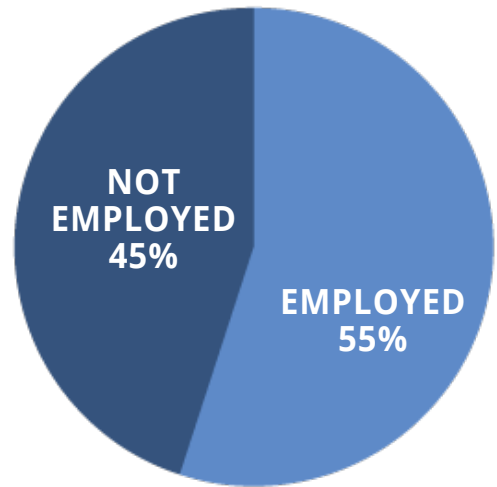
Wallonia (Belgium)

PANEL

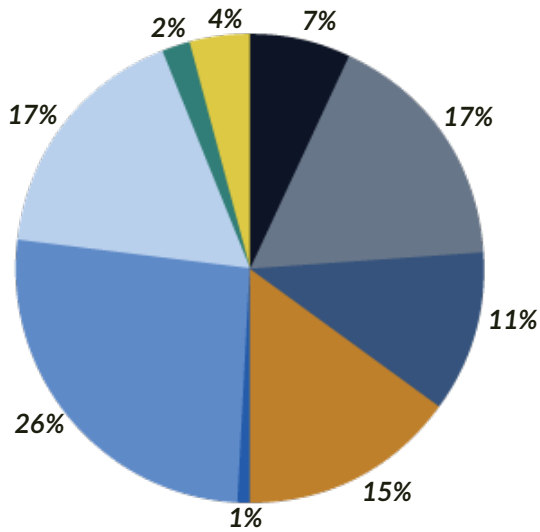
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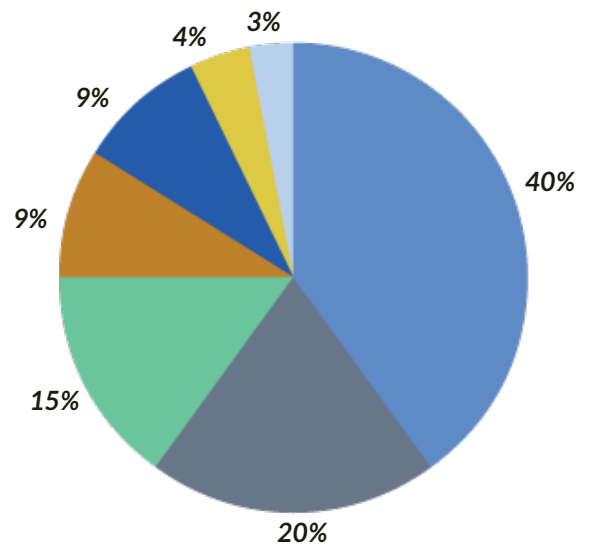
EMPLOYMENT 18-65 YEARS



EDUCATION



HOUSEHOLD INCOME



- Ecole primaire
- ESG
- EST
- ESP
- ESA
- École supérieure
- Université
- Post-universitaire/soutenant
- Autre

- 0 - 20 K
 - 20 - 30 K
 - 30 - 40 K
 - 40 - 50 K
 - 50 - 75 K
 - 75 - 100 K
 - 100+ K
- IN EUROS PER YEAR



Flanders (Belgium)

PANEL

POPULATION FLANDERS

GENDER



50% FEMALE



50% MALE

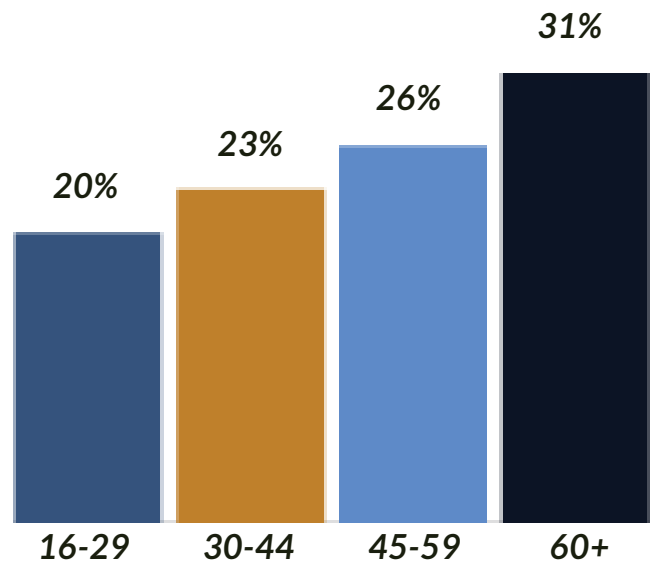
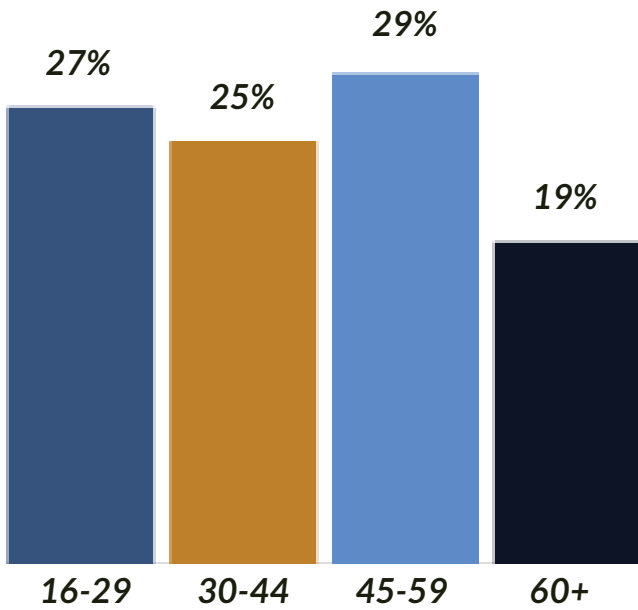


50% FEMALE



50% MALE

AGE



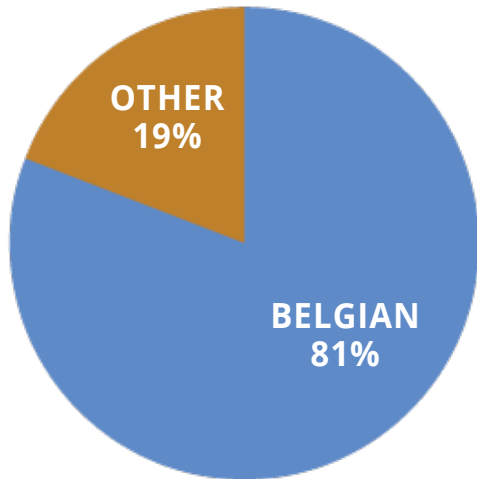
IN YEARS



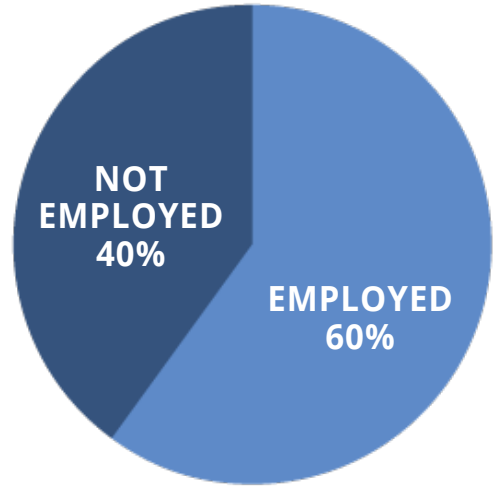
Flanders (Belgium)

PANEL

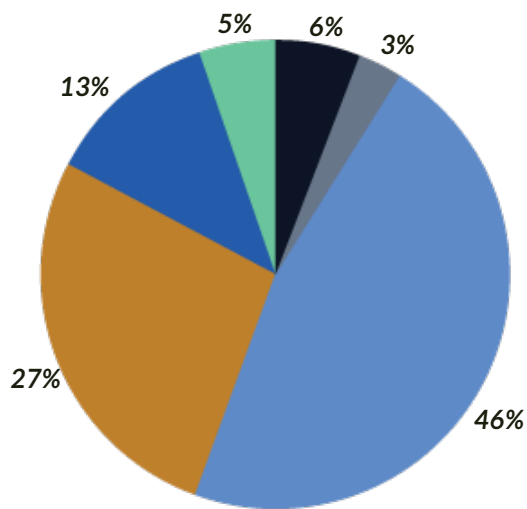
ETHNICITY



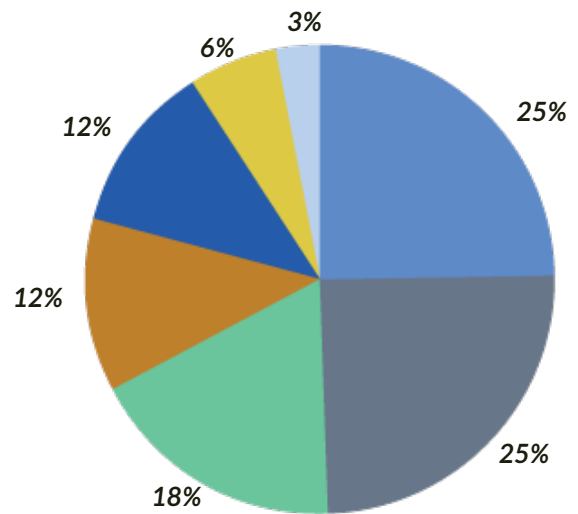
EMPLOYMENT 18-65 YEARS



EDUCATION



HOUSEHOLD INCOME



- Lager Onderwijs
- BuSO
- GSO
- Hogeschool
- Universiteit
- Anders

- 0 - 20 K
- 20 - 30 K
- 30 - 40 K
- 40 - 50 K
- 50 - 75 K
- 75 - 100 K
- 100+ K

IN EUROS PER YEAR