



SpiderMetrix.com Online Panel

Information last updated on January 9th, 2008

ESOMAR 25 Questions

This document has been prepared to assist those considering using online panels with providing essential information regarding the SpiderMetrix.com Panel, and it is based on ESOMAR's "25 Questions". All information contained herein is confidential, and intended to be used as a guide.

More up to date information may be obtained by contacting –



Jerry Evas,
Managing Director,
MicroFlex Pty Ltd, Australia
Phone +61 402 066 788
Email jerry @ spidermetrix.com

Q1. Is the Panel managed, or just a Database?

Our Panels are managed communities of respondents who have voluntarily joined our panel via the online registration form at SpiderMetrix.com website.

Members are encouraged to participate in online activities at the website, such as Competitions, Games, regular Weekly Polls and Discussion Forums. Over time, SpiderMetrix.com has achieved a 'family' feeling amongst its members.

This in turn has allowed us to closely monitor member activity, and ensure our members feel welcome and secure at the site. There is absolutely no advertising whatsoever, and we have never contacted any member for anything other than a Market Research project.

A unique approach we have taken is the introduction of a Member's Advisory Board (SpiderPanel), which serves in an advisory role to management of SpiderMetrix.com. Around 200 members are selected, representing a microcosmos of the entire population. These members actively participate in almost every decision regarding Member welfare and member related activities.

Q2. How large are the SpiderMetrix.com Panels?

In total, there are 350,000 members. Listed below are the countries where sufficient members exist to facilitate a study.

ID	Country	Active
14	Australia	50000
38	Canada	20000
44	China	1500
84	Greece	16000
99	India	7000
129	Malaysia	1000
154	New Zealand	5000
177	Russian Federation	2000
189	Singapore	2000
222	United Kingdom	20000
223	United States	100000

Q3. What is the percentage of Active Members, and how are they defined?

This varies by country. Generally around 2/3rds of our members are 'Active'. This is defined as a member who "has logged into their account in the last 12 months".

Q4. Where are the members sourced from, and how are they recruited?

Members are recruited via On and Off-line advertising.

On line includes around 50 affiliated websites, targeted advertising (eg. Google) and targeted advertising on general interest websites.

Off line includes newspapers, magazines and occasional promotional activities (eg. Sponsorship of events).

It is worth noting, that 52% of new members who join our site, list as their source of referral "Word of mouth".

Q5. Have members clearly opted-in? If so, how do you define a Double Opt-in?

Yes. Members voluntarily register, having accepted our Terms and Conditions and Privacy Policy as publicly listed on our WebSite – under the Info tab, Policy.

They "double opt-in" to a study when they respond to their emailed invitation to participate in that study.

Members are never forced (directly or indirectly ie. "if you don't participate we will close your account") to participate in any study or any activity on the site.

Q6. What exactly have they opted-in to?

It is clearly stated on the registration page, that the purpose of joining SpiderMetrix.com is to participate in online surveys, for which they will be invited, and if completed, they will receive a specific reward.

Q7. What do SpiderMetrix.com Members get in return for their participation?

Members are compensated for their time and effort by way of a points system. Members earn points for their participation, which they may then exchange for a number of items offered through our "Gift Shop".

Our "Gift Shop" includes donations to Charities (eg. World Vision), Amazon Vouchers, and Cash payments. They may also bid for various items at our regular auctions.

The amount of compensation a member receives for participation varies based on the time needed to complete, and the complexity of the survey.

A complex system of rewarding member loyalty is also in place.

Q8. Is the SpiderMetrix.com Panel used solely for Market Research?

Absolutely.

SpiderMetrix.com accepts no advertising whatsoever on our site, and members are never contacted about anything else except participation in a survey.

It has been our strict policy since 1999, that our members will not be used for any other activity apart from Market Research.

Q9. Is there a Privacy Policy in place?

Yes. Our Member Privacy Policy is stated in the Info section of our website, and repeated at the welcome page of EACH survey.

In the event where personal details are requested of a member during a survey, it is mandatory that this is done in a way that our member can choose not to disclose such information. A Non Disclosure Agreement is also requested from the Client prior to any sample being deployed.

Q10. What Research Industry Standards are complied with?

We comply with all standards published by ESOMAR.

Q11. Is the panel compliant with National, Regional, and Local laws?

Where applicable, we comply with all known laws and regulations on a study by study basis. For example, members under the age of 18, will not be allowed to participate in a study about Alcohol in Australia.

Q12. What basic Socio-demographic information is kept on members?

The minimum information kept on each member is Gender, Age, Location.

A two tier Profile section is optionally completed by members. Around 75% of our members have completed the Basic Profile (such as Marital Status, Education level, Income) and around 45% of our members have completed the Extended Profile (information about their living arrangements, family life, shopping and holiday habits etc.)

Q13. How often is this updated?

All Profile information can be updated by the members online at any time.

Q14. In what other ways can users be profiled?

Each time a member participates in a study, some specific piece of data is added to their profile. For example, people who participated and completed an IT Decision Makers study, are flagged, and this information can be used for subsequent studies.

Q15. What is the turn-around time from Confirmation to “Go-Live” for a study?

Studies Hosted at SpiderMetrix.com

Depending on time required to script and test the Questionnaire. Generally, within 5 working days, for an average complexity 20 minute questionnaire.

Studies Hosted outside SpiderMetrix.com

Generally, we are able to Go Live and deploy first wave of sample within 8 business hours from receiving confirmation to proceed. During this time, an End to End test of the study takes place. Obviously, if there are issues, the start up may take longer.

On studies where we have worked with the Client in the past, and all ‘mechanics’ of communication (such as ensuring a member can access the remote survey, and is able to return to our site for payment) are already in place, we can Go Live within 2 business hours.

Q16. What are likely response rates, and how is response rate calculated?

The Response Rate varies from country to country, but averages across the Panel at around 21% within 24 hours of deployment, up to around 46% within three days. For studies that run over a week, Response rate can reach as high as 70%.

Some Countries (eg. Australia, Greece) have a higher than average Response Rate.

Response Rate is calculated as Number of Responses versus Number of Invitations Sent.

Q17. Can Panel Members be excluded from a Study, if they have recently participated in a similar study?

Certainly. We keep historical data on member participation for up to 12 months. This information is then archived, and still available if required.

Q18. Is Response Rate Guaranteed?

No. Response Rate cannot be guaranteed, but we will always alert our Clients if for seasonal reasons (for example, mid summer in Greece, local Public Holidays etc.) the expected response rate will be lower than usual.

Q19. How often are individual members contacted for Market Research?

Our proprietary Panel Invitations system queues Members according to past participation.

Firstly, Highest priority is given to members who were screened out or reached quota full on their last attempt. This is followed by new members, then by members who have not participated

last 9, 6, 3 months, and finally by members who participated and completed in their last attempt.

As a consequence of the Queuing system, members average less than 6 studies per year.

Q20. How is Sample Selection for a particular study undertaken?

Where possible, we utilize panel knowledge at hand, both from the profiles, and other data collected from previous studies. We aim to invite only members who have a high probability of qualifying for the study, thus reducing member screen out disappointment.

Q21. Can Sample deployment be time/geography specific?

Absolutely. Projects are locally managed in three time zones – America, Europe, Australasia. Further our Panel Invitation system can be programmed to automatically dispatch invitations based on virtually any criteria, at any time.

The facility also exists to 'slow down' member participation if it is required for the study. For example, our system can be programmed to achieve x number of completes per x number of hours.

Q22. Is the Sample randomized before deployment?

We have absolute control over our Panel Invitations system, and it can therefore accommodate any number of parameters, based on our Client's request.

Q23. Can the time of sample deployment be controlled, and if so, How?

Yes, our proprietary Invitations System is fully programmable. For example, we have run projects that required participation between 9am Saturday to midnight Sunday. In a different case, a tracker study required 600 participants on a quarterly basis, but no more than 50 per week, and no more than 'a handful' per day.

Q24. Can Members be re-directed to external sites for participation?

Yes. Where the actual study is not hosted at our server, the option exists to invite a member, who arrives initially at our survey introduction page. From there, the member is assigned a unique ID, and is redirected to the actual survey. Upon completion (or screen out / quota full) the member is returned to our end pages with the unique ID assigned, and a completion status.

Q25. What measures are taken to ensure member participation is honest?

Before a Study goes live, we perform a number of tests. One of the tests is to establish normal time needed to complete the survey (ie. with full attention to all questions, and due consideration before replying). We then perform a 'click-happy' test, to establish time needed to simply click anywhere and move on the next question.

Members that complete the study at 'click-happy' time are flagged and monitored. If the same member is flagged more than once, they no longer receive survey invitations.

Random checks are also performed by the Project Managers, aimed to identify discrepancies between what we know about the member, and what they responded in a particular study.