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ESOMAR 26 – Questions & Answers

COMPANY PROFILE

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

M3 Research is one of the leading and most experienced market research agencies in the Nordic region. We help companies to gather feedback and opinions from virtually any target audiences and based on insight, experience and innovative thinking we focus on providing high-end quality research and actionable solutions to our clients.

M3 Research's highly profiled, broadly recruited, carefully managed Nordic research-only online panels are keeping our clients ahead. Our Nordic proprietary, research-only online panels in Denmark, Sweden, Norway and Finland comprise 166.000 double opt-in respondents.

Our proprietary recruitment and maintenance strategies provide our panels with in-depth profile information on our panel members and give us access to identify low incidence and hard to reach target groups like mothers with babies, responsible for purchases, IT professionals, decision makers within many branches, management people, doctors, ailment sufferers and many others.

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)?

M3 Research's proprietary, research-only online panels in Denmark, Sweden, Norway and Finland are actively managed!

We do not apply sourcing from databases, direct marketing lists, Web intercept sampling and river sampling or any similar of the above mentioned approaches.

Powered by our diversified multi-source recruitment approach using more than 1000 online and offline sources and our active panel management policies we constantly monitor and secure the composition and quality of our market research panels.

Panel Members are recruited exclusively using permission-based techniques. M3 Research's panels are recruited via both online and offline sources including:

- Radio – major networks
- Ads in newspapers
- Ads in magazines
- Telephone recruitment (CATI)
- Public relations
- Partnerships/Alliances
- Internet banners
- Internet newsletters
- Member-get-member program

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

Our active and carefully managed Nordic panels in Denmark, Sweden, Norway and Finland, our panels' Nordic reach and geographical breadth, flexible, quick and intelligent turn-around on projects, plus our local presence and expertise in all 4 Nordic countries represents a unique market offering that gives us a primary advantage in the marketplace.

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

M3 Research's proprietary panels are used solely for market and opinion research.

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

Powered by our diversified multi-source recruitment approach using more than 1000 online and offline sources we have access to low incidence and hard to reach target groups like mothers with babies, responsible for purchases, IT professionals, decision makers within many branches, management people, doctors, ailment sufferers and many others.

We spend a lot of efforts and are constantly using niche recruiting sources to attract and recruit hard to reach target groups.

6. What are people told when they are recruited?

When people are recruited to M3 Research's panels, they are informed and have agreed to participate in paid online research surveys and provide their honest opinions. All our panel members have agreed to our terms and conditions of panel membership as well as our privacy policy.

In exchange for their time and opinions, our panel members receive point rewards that can be exchanged to gifts in our panel shop, gift certificates and donations for charity organizations.

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

Powered by our active panel management program that nurtures and encourages our panel members to stay active participants we currently have an average voluntary attrition rate in our Nordic panels on 3%. This figure is calculated by dividing the total number of active panel members by the number of panel members whom have terminated their membership over a one year period.

8. Please describe the opt-in process

All our panel members have completed a double opt-in process.

In the recruitment process the first opt in is that all panel members are asked for basic information (sex, area, age).

Secondly all members are send an email where they are asked to read and agree to our terms and conditions of panel membership as well as our privacy policy and in the end click on a link to verify their membership (second opt in).

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.

We collect all panel members physical addresses when they sign up to our panels and via our quality management program we run checks for duplets.

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

In the recruitment process all panel members undergo an extensive socio – and psycho-demographic profiling. Upon registration we require all panel members to register:

- Gender
- Age
- Number, gender and age of children in the household
- Zip code and area
- Marital status
- Education
- Number of persons in household
- Type of household

- Personal income
- Household income
- Employment status hereunder type of branch and employment level
- Number of employees
- Level of decision making within major purchase areas in the company
- Approx. 50 psycho demographic variables used for segmentation modeling

After becoming an active panel member in M3 Research's panels, panel members are encouraged to extend their profiling within different categories such as:

- Use of various products and shopping pattern
- Illnesses and the use of medical products
- Use of media and internet
- Holiday and transportation
- Household
- Economy and insurances
- Telephony

All in all we have more than 300 background variables on most of our panel members.

Panel members are encouraged to update their profiles throughout the year and 4 times a year our in-depth profiling program collects and updates hundreds of variables on our active panel members.

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?

Our Nordic proprietary, research-only online panels in Denmark, Sweden, Norway and Finland comprise 166.000 active double opt-in respondents. Our country panels currently represent the following sizes:

- Denmark 55.000 active panel members
- Sweden 48.000 active panel members
- Finland 38.000 active panel members
- Norway 25.000 active panel members

To be defined as an active panel member in M3 Research's panels each panel member are required to complete at least one survey within the past 12 months.

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?

We draw stratified random samples from our panels based on known proportions of individuals in various demographic segments.

When applying our representative sampling we normally quote samples into a matrix with 56 cells including gender, age, area and our segmentation variable, defining the 6 segments in a population. The use of quotas in both the invitation process and in the closing process makes us reach nearly a perfect representative sample with almost no need for post weighting.

For special target groups we use a random sample on behalf of the criteria defined by the client.

We can exclude panel members from research in a variety of ways including but not limited to; subject matter, time of period and past participation depending on the specific needs for any given research project.

Naturally sampling can be deployed as batches/replicates, by time zones, geography etc. This is a feature of our sampling tool. We do this manually when we deploy batches 24x7x365 to accommodate needs of all clients or panel members in any time zone or sample needed in any geographic location.

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

We apply a standard invitation text format in all our panels that carefully informs the panel members of estimated participation time, incentivization and time of period for potential participation. Our standard invitation text complies with industry standards and laws in the Nordic region.

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?

Various studies and our experiences have shown that to achieve high response rates and reliable data you have to incentivize according to the time used by the respondent.

In exchange for our panel members' time and opinions, they receive point rewards that can be exchanged to gifts in our panel shop, gift certificates and donations for charity organizations.

Based on the length of interview panel members will receive various point rewards per research projects. As a rule of thumb we incentivize 10 points (according to 0.14 Euro) per estimated minute used. In specialist or B2B panels we intensive with 80 points (according to 1.07 Euro) points per minute used.

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?

In general, our panel members can take part in surveys 3 times a month. We can exclude panel members from research in a variety of ways including but not limited to; subject matter, time of period and past participation depending on the specific needs for any given research project.

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.?

M3 Research's privacy policy is based on "THE RIGHTS OF RESPONDENTS" as it is defined in "ICC/ESOMAR INTERNATIONAL CODE OF MARKETING AND SOCIAL RESEARCH PRACTISE". Furthermore all national laws regarding data collection, - protection and - storage are being respected. The privacy policy listed on our four websites in native languages includes:

- The type of personal information collected at the registration.
- The security connected to the storage and use of information and the protection from loss or improper usage of information.
- Policy on updating, correcting and/or deleting of personal information.
- That M3 Research does not sell or rent any personal information to third party.

Furthermore M3 Research is also attached to the EU Safe harbour and the MRA standards to ensure the highest level of quality in all aspects of the data collection and analysis process.

M3 Research is compliant with all the regional, national and local laws in the countries where we operate.

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

In addition to the elements highlighted in the above answer to Q16 we add the following security measures to strengthen our high quality standards further.

- Email login and password protections are applied.
- Inconsistency responding puts panelist into quarantine segments for further analysis. If inconsistency responding occurs more than 3 times panelist are excluded from our panels.
- Permanently block suspicious email addresses, IPs, and domains.
- Upon completion all data are screened for duplicates, bad responses and infraction are recorded on the respondents' record.

- Included verification questions and tolls are able to scan for consistency between survey data and background data.
- Evaluating responses for consistency of data, length of completion time (compared with the estimated time for completion), number of words written in open-ended questions etc.
- All data is subject to stringent data backup policies and practices.

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

The rapid growth of the internet has opened new opportunities for conducting market and opinion research using the internet and today this market research method is used and preferred by many market research professionals.

In that connection it is of vital importance that internet based market and opinion research lives up to certain quality standards and aspects. The M3 Research Quality Management program is the cornerstone of M3 Research and formulates strict guidance in all stages of the value chain for conducting high-end quality data collection and market research.

The M3 Research Quality Management program involves 3 areas.

1. Panel recruitment & management
2. Project management
3. ESOMAR - Code to internet research

Panel recruitment & management

Powered by our diversified multi-source recruitment approach using more than 1000 online and offline sources and our active panel management policies we constantly monitor and secure the composition and quality of our market research panels.

Project management

Our experienced project management department is involved in all stages of the value chain for a research project. The M3 Research project management department closely monitors surveys in field and secures that data collection lives up to our quality standards.

ESOMAR - Code to internet research

We believe in the ESOMAR code of conduct for conducting market and opinion research using the internet and we adhere to or exceed its standards.

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

Research projects among children and teens are conducted from time to time. Our policies for conducting research projects among children comply with the legal codes of conduct in each country in which we conduct research projects.

When conducting research projects among children and teens below 15 years old, we collect approval from parents and request that parents take part in children and teens' interviewing.

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?

Due to our panels Nordic reach, we rarely supplement with samples from other provides. We only work with certain panel providers that live up to our high quality standards and naturally we always inform our clients if external sample is needed to complete their research projects.

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?

Via our panel satisfaction surveys, we continuously monitor the potential rate for multi-panel membership in our proprietary panels. Our latest evaluation of this issue in November 2009 indicated that only 0.81% of our panel population currently is a member of another panel.

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?

We put a lot of efforts in constantly improving the response rates of our research projects since we see this criterion as the primary indicator for high-end quality data collection.

Powered by our active panel management program that nurses and encourages our panel members to stay active participants we currently have a response rate of 55% on average taking different survey topics, survey lengths, incentives, and target groups in to account. The response rate is calculated as the number of completed responses divided by total numbers of invitations sent.

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?

We keep historical track of all our panel members and all their individual actions as a panel member over time. Thus we upon request can provide our client with a per-job analysis of individual level data such as participation history, date of entry, recruitment source a.o.

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?

The cornerstone of M3 Research is to provide high-end quality data collection thus we continuously investigate panel members actions and behaviors.

We have taken all precautions against fraud, happy clickers, multiple accounts etc. Our panel management system allows us to:

- Permanently block suspicious email addresses, IPs, and domains.
- Upon completion to screen all data for duplicates, bad responses and infraction are recorded on the respondents' record.
- Include verification questions and our tools are able to scan for consistency between survey data and background data.
- Evaluate responses for consistency of data, length of completion time (compared with the estimated time for completion), number of words written in open-ended questions etc.

25. Do you measure respondent satisfaction?

Bi-annually we conduct panel satisfaction surveys of all panelists to monitor and evaluate pros and cons of being an active panel member in M3 Research's panels. On top of that we continuously run various internal checks on all our research projects to keep a finger on the pulse of how panel members act and participate in our surveys.

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

We monitor all our research projects closely and after a research project is completed, we naturally are in dialogue with the client to confirm that we have delivered all according to our agreement. On top of that we provide our client with a detailed survey report indicating number of completes, incidence rate, response rate, sample outgo etc.