

Company profile

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

42 market research were one of the pioneers in online market research when we first began operating in 2002. We have specialized solely on providing online market research to the pharmaceutical industry, and were often the first company to provide online capabilities in many of the global markets in which we work. Our client portfolio includes some of the top ten global market research agencies. With over seven year's experience, we are able to provide some of the highest maximum sample sizes in the industry coupled with superior quality and efficiency.

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)?

All 42 market research panels are built, operated, regularly updated, quality-controlled and owned exclusively by us. Our panels are actively managed internally to guarantee their validity and accuracy for each and every project. We do not undertake any form of web intercept sampling or river sampling. We do not use any sub-contractor panels for our fieldwork activities, instead focusing on developing and strengthening our panels of active respondents via our own quality-controlled processes. All panel members are cross referenced against multiple official sources before they are allowed to enter the panel for that market.

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

42 market research has concentrated solely on providing online market research to only the healthcare industry for over seven years. In that time, we have continually developed our processes to such an extent that we are now able to deliver some of the highest maximum sample sizes in the online field. We employ only degree level personnel who are native for each market that we operate in to further guarantee the highest level of quality and accuracy for that area. Our processes mean that we always deliver 100% results even for projects of very low incidence rates.

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

42 market research uses its panels only for market research purposes. Members will not be approached for any other reason, e.g. telemarketing, direct marketing activities, under any circumstances.

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

42 market research operates online panels across many global markets, using a variety of recruiting methods to attract even the hard-to-reach groups. Our dedicated team is well experienced in sourcing those hard-to-reach groups and employ a range of methods and processes in which to recruit them to the online panels. All sources and recruitment methods for these groups will always undergo our internal quality control procedures to ensure the legitimacy of the panel members before they are invited to any online survey.

6. What are people told when they are recruited?

42 market research members are always informed about the subject of the online survey and that should they agree to participate that they will receive remuneration for their time, which they can opt to receive from the options that we provide (those options are also clearly explained). We always explain that participation is on a completely voluntary "opt-in" basis and that they are under no obligation to complete the survey at any stage. We always inform them that they are free to "opt-out" of the survey and/or panel at any time without prejudice. 42 market research members are always informed about the processes involved and what to expect in terms of additional follow up mails. They are also always provided with the full contact information of our company and summary details about 42 market research to ensure that they are 100% clear on who we are. We ensure that the members are never aware of the final end client for the online surveys to maintain the results of the survey are free from any prejudicial bias.

Panel Recruitment

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

42 market research monitors the activities for every member of its online panels to ensure that we are aware of every communication and response to each project. From this we are able to identify who are consistently active, intermittently active or regular choose not to participate. As the responses of each member to every project is unique, the annual panel turnover/attrition/retention rates are very dynamic. We will always provide details of those figures upon request on a project-by-project basis.

8. Please describe the opt-in process.

To participate in any of the 42 market research online surveys, members must opt-in on multiple occasions. This includes their initial registration to our panels via our online forms, phone/fax/postal recruitment during which they opt-in to be considered for projects. For each project, we request that the members choose to opt-in for that specific online survey on at least two separate occasions – which is always very clearly indicated in all communications with the member. We maintain that they must opt-in on both occasions in order for them to participate, regardless of their previous online survey history.

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.

42 market research has developed very strict and tightly managed quality control procedures to ensure that all respondents are valid. These include, but are not limited to, the following:

- ✓ Cross-verification: Healthcare professionals are only added to panels after completion of cross-verifications against multiple official sources
- ✓ Pre-screening: Verified healthcare professionals are invited to the pre-screening process which allows for further checks to be undertaken
- ✓ Immediate checks: All results are checked immediately for completeness and plausibility
- ✓ Post-questionnaire verifications: Random post questionnaire verification undertaken on all data received
- ✓ Phone Verification: In instances of two or more members registering with the same email address, when our regular quality procedures cannot identify the genuine respondent, verification is confirmed via additional phone contact.
- ✓ Data Consistency: All data that a respondent provides, including contact information, is constantly checked to ensure that it remains consistent throughout all stages of our contact with that member. Any differences are flagged and are investigated to confirm the legitimacy of the information.

42 market research is constantly improving its quality control measures and processes to avoid any instance of fraudulent participations.

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

42 market research collects only the data that is absolutely necessary in order for us to include the member in online surveys, but at the same time to validate that they are genuine respondents. This includes the members' contact details; areas of expertise plus the sources against which we have verified them at a minimum. Each time that a member is considered for a project is also logged. This information is kept permanently in case of queries post-fieldwork. Member data is updated at regular intervals and all of our panels are kept on remote, secure and encrypted servers which are backed-up twice a day. We allow all panel members to choose to opt-out and remove their data from the panels at any time. Our processes also mean that we can then ensure that we never contact that member again if this is what they have indicated.

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?

42 market research online survey panels are comprised of physicians, nurses, dentists, opticians, pharmacists. Our panels contain physicians of all specialty type within the various countries that we are active in, and includes both public and privately based physicians. Exact figures on active panelists will vary according to country and member, but can be provided upon request at any time.

Panel and Sample Management

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

The sampling processes of 42 market research allow us to deploy our sample in any method as required by that specific project; this includes deploying batches according to time zones, geography, demographical requirements etc. Only members that are relevant to a specific project subject are contacted. If required, we are able to contact only participants who completed previous waves of a study, or we can exclude them from the sample. Our sampling processes allow us to tightly control who is invited to the online survey to ensure that the fieldwork distribution is as required. We are also able to set-up pre-screening notices to inform respondents of any special requirements for any specific project, for example a specific type of software that may be required in order to participate etc.

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

42 market research members are typically invited via an email invitation to a project when we have pre-identified from the information that they have provided during registration that they may wish to participate in the current project. The invitation will clearly inform the member why they are being contacted, the subject of the project, the remuneration methods and how to confirm their first "opt-in" to that project. They will also be informed about how to opt-out of the project/panel, who we are and how to contact us. Should the member choose to opt-in at this stage, they will be sent an email containing additional information a remuneration rates, timings etc and will be asked to confirm by opting-in for a second time for that project.

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?

Every 42 market research panel member will receive incentives once they have fully completed an interview. The incentive a member will receive will vary according to the length of the interview, the project incidence rates, the type of questionnaire and level of detail / effort it requires from the member. The member is free to choose how to receive their incentive payment from the options available to them for that country, or alternatively they can instruct us to donate their incentive to our chosen charity Médecins sans Frontières (Doctors Without Borders).

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?

42 market research avoids pre-defining who is invited to any online survey at any time wherever possible, and so all members are given the opportunity to either opt-in or opt-out of any project through their own choosing, and without obligation or prejudice. If requested, we can exclude or only invite participants who have participated previously

either via a screen out question, or by pre-selecting target members prior to deploying our sample. We maintain data on every member for every stage of a project that they are considered for and can identify how they have responded a project-by-project basis – allowing us to place limits on who is invited to participate should this be requested by the client.

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

Yes, 42 market research has a privacy policy, which is readily online at <http://www.42mr.com/en/privacy.php> and is also available in seven languages.

Yes, 42 market research panels are compliant with all regional, international, and local laws with respect to privacy, confidentiality, and children – in fact our panels do not include children whatsoever.

Storage of all information is held on secure, password encrypted remote servers that do not have direct connection to the internet and that are also backed up twice a day. Internally, when we access panels, information can only be uploaded to the panels. It is not possible to download and distribute any information. All internal activities on our panels are 100% traceable.

42 market research adheres to all of the international industry standards including those of ESOMAR, EphMRA and CASRO amongst others. All of our procedures are routinely checked against all available standards to ensure that we maintain our adherence to the very latest changes in those standards.

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

42 market research employs strict measure to maintain the protection of the data for all of its members, including, but not limited to:-

- ✓ Member Registration online is completed via a secure, encrypted link. Subsequent links that are issued for projects hosted by us are also secure, encrypted links. We encourage our customers to adopt a similar approach for any projects not hosted on our systems.
- ✓ All member data is held on remote, secure, password encrypted servers which have no direct connection to the internet. All data is backed up twice a day to limit any loss of data should a server be compromised.
- ✓ All project data that we collect is also hosted on secure, encrypted servers, with all online data entered on surveys hosted by us, accessed via secure, encrypted links.

- ✓ Internally, 42 market research employees can only access the panels via unique password encrypted portals, which allow all activities to be traceable. Additionally, it is not possible for employees with access to the panels to be able to download the data on the panels.
- ✓ Additionally, 42 market research respects the total privacy of its members and will never forward, sell or communicate the personal details to any third parties under any circumstances. All projects that are run are thoroughly checked to ensure that participating members are never asked for their contact details, nor can be identified from the questions that they are asked. If a project is hosted externally, we will randomly check the survey during fieldwork to ensure that this does not occur. We also ask the respondents to also verify that they were not asked any personal information during a project once they have completed the study.

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

42 market research employs strict quality controls on all procedures and on all data collected. During the initial stages of a project, all data that is collected is analyzed to verify that the respondent not only meets the criteria of the study but also that these early results make sense. Any discrepancies are checked individually with the respondent to clarify if they are authentic and genuine. During live fieldwork, random questionnaires will be pulled and the answers checked to ensure completeness and plausibility – this checks for things such as a click-through patterns; duplicate responses; contradictory answers; nonsensical answers etc.

Members that are identified as failing the quality control checks on things such as click-through patterns are flagged within our system to not be considered for future projects.

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

42 market research does not undertake online surveys with children or with young people.

Partnerships and multiple panel partnership

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?

42 market research undertakes all of its fieldwork activities itself and does not use sub-contractors, or samples from sub-contractors. We own and use our own panels as these are the only panels with which we can guarantee the quality and authenticity of the respondents from.

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?

Because we use our own panels, we do not have nor need a policy on multi-panel membership. If required, we can, or our customers can, use cookies limiters to prevent duplicate survey participation by respondents. Alternatively, this can be an automated screen-out question within the study.

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?

As each project is unique from our perspective, the drop-out rates vary accordingly. Much of this is closely tied to the length of the survey, the type of survey, the content of the survey, incidence rates, qualifying criteria and then the respondent specialty type. We monitor the rates throughout a project and are happy to provide this information upon request for any project being worked on.

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?

42 market research maintains records on each individual member on their participation / responses to each online survey. This is available upon request to a certain level so that we maintain the confidentiality of any individual respondent.

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?

For projects that 42 market research hosts, all data is subjected to top line analysis to identify data that does not fit within the expected norm for that question. The data which is identified is further examined, with call-backs to the respondents for further clarification if required. In addition to this, random questionnaires will also be checked for validity.

For projects not hosted by us, we encourage our customers to alert us to any data that is not deemed to be correct for us to investigate. We will then follow similar procedures to verify the authenticity of the data as quickly as possible.

In all circumstances, we will always perform initial checks on all members who respond to the survey to ensure authenticity of the respondent.

The above is also in addition to our other quality control procedures that we undertake regularly, and before we invite a member to a survey.

Our processes also involve other checks at various stages of the project to confirm the respondent is genuine and is the expected person.

25. Do you measure respondent satisfaction?

All employees of 42 market research are taught that the respondent satisfaction is paramount. To facilitate that satisfaction, all employees are native to the markets in which they work to maximize knowledge and business etiquette. We offer the respondents maximum opportunities to convey any concerns, feelings or grievances that they may have with a study and pride ourselves on our very quick response rates to those communications. We are happy to fully investigate and go that extra mile to ensure that our respondents are happy and comfortable with the whole interviewing process.

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

42 market research is able to provide, upon request, almost any details that our client is interested in. This may include details on sample demographics, sample drop-out rates, final incidence figures, full screener question results, total sample contacted, total sample response rates, average duration of interview etc.

We will always be careful, however, not to reveal any information that makes it possible to identify any of the respondents, regardless of whether they completed the interview or not. We maintain that one of our key fundamentals is the confidentiality of the respondents and so the above information will always be provided as relatively top-level reports.

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