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ESOMAR 28

# 28 Questions to Help Buyers of Online Samples

## Introduction

Welcome to the Qualtrics ESOMAR 28 Questions! These questions are meant to provide transparency into the online sample process and associated practices. We want to make sure that both corporate and academic researchers



## Company Profile

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

## Sample Sources & Recruitment

2. 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?
3. 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?

6. 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?

## Sampling & Project Management

7. What steps do you take to achieve a representative sample of the target population?



15. What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

19. 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 sample sources?

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