

# ESOMAR

WORLD RESEARCH

Surveyföreningen Seminarium 18 Februari 2016

Pär Rahm BV Group

## Bakgrund

### Surveys Face Growing Difficulty Reaching, Persuading Potential Respondents

	1997	2000	2003	2006	2009	2012
	%	%	%	%	%	%
<b>Contact rate</b> (percent of households in which an adult was reached)	90	77	79	73	72	62
<b>Cooperation rate</b> (percent of households contacted that yielded an interview)	43	40	34	31	21	14
<b>Response rate</b> (percent of households sampled that yielded an interview)	36	28	25	21	15	9

PEW RESEARCH CENTER 2012 Methodology Study. Rates computed according to American Association for Public Opinion Research (AAPOR) standard definitions for CON2, COOP3 and RR3. Rates are typical for surveys conducted in each year.



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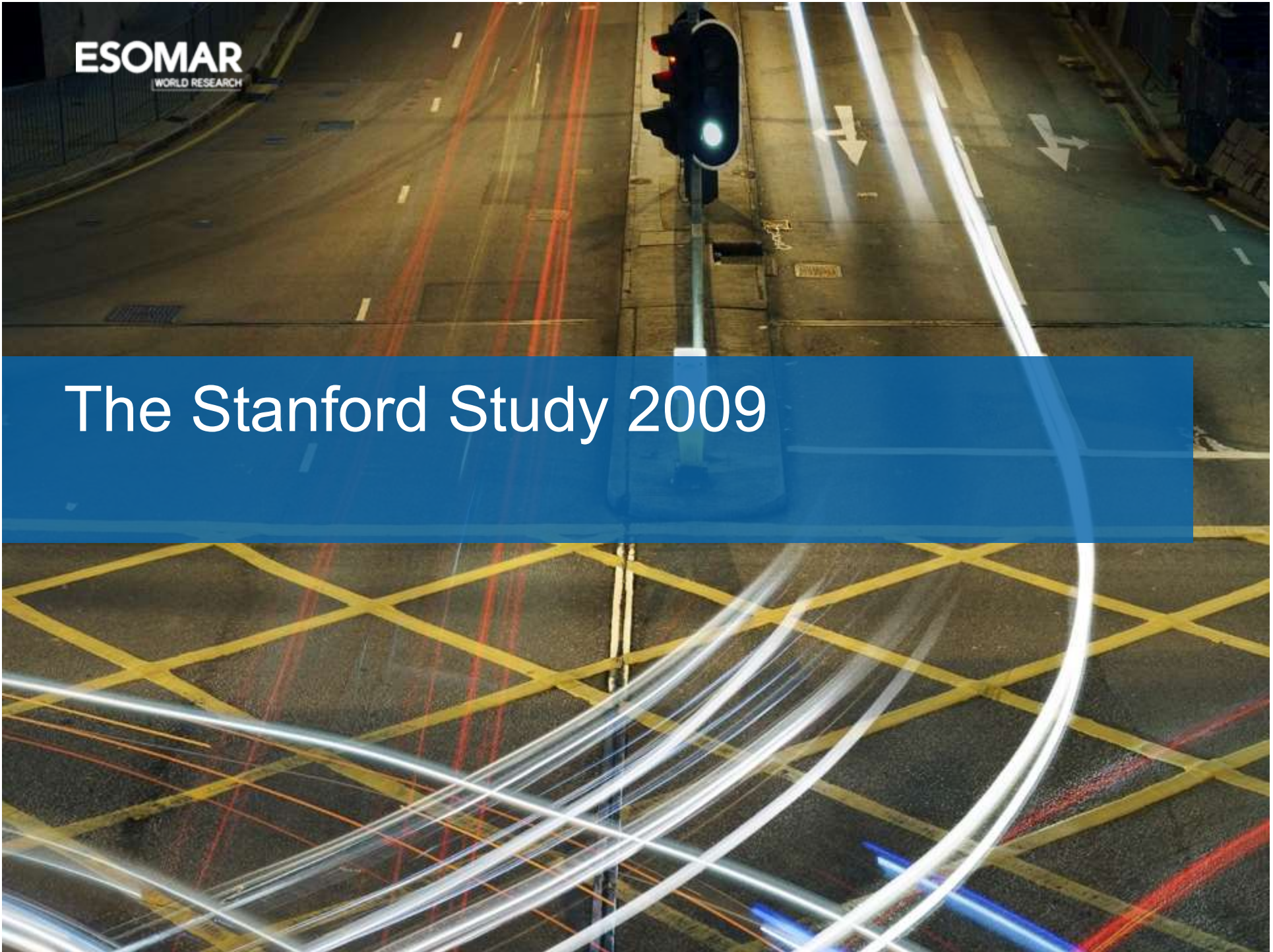
# Parlamentsvalet i UK 2015

British Social Attitudes (BSA) 4328 F2F

Prof John Curties

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# The Stanford Study 2009



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CASRO-ESOMAR-ARIA-GRBN-AAPOR-WAPOR

Validity PII Opt-Out Participation Rate River Sample  
Validity Sample Blending  
Fraudulent Panel Member Dublication  
De Dublication Bias Profile Data Database  
Device ID Incentive Participation rate Free Pricedraw  
Geolocation Access Panel Sample Frame  
Completion rate Continues Panel  
Inattive Panel Member Double Opt-In Online sample provider  
Passive validation Methods  
Data Controller Screening Access Panel Member  
Transborder Transfers Law Protecting Privacy Router  
Passive Data Collection  
LSO's Cookies Fraudulent Responding Digital Fingerprint  
Tracking Pixels Paradata Opt-In Cloud Computing

ISO 20252 Market Research (2006)

ISO 26362 Access Panels (2009/2014)

CASRO / CIRQ

## ESOMAR 28 Questions (2012)

Vad är nytt?

Multiple Sources

Routers

New Technology



Company Profile	1
Sample Sources & Recruitment	5
Sampling & Project Management	11
Data Quality & Validation	5
Policies & Compliance	6



# ESOMAR Professional Standard Committee

60 complaints 2015

23 complaints 2014

## Varför nya Guidelines

- Professionella Panelister
- Öärliga Panelister
- Dubbletter av respondenter
- Representativitet

Alla typer av online samples

# MUST & SHOULD

## Respondentvalidering B2C

- Fullständigt namn
- Adress
- Telefonnummer
- Födelsedata
- E-mailadress

Krav ISO 26362

## Respondentdubletter

- Device ID
- Operating System
- Browser type
- IP address
- etc

## Övrigt

- Respondentengagemang (Mätas och Rapporteras)
- Persondata
- Unga (14 /14-17)
- Formulärlängd ( ESOMAR 18 min)
- Subcontracting
- Data Cleaning & Vägning
- Cookies
- Devices (Mobile) Svaresmöjlighet - Antal Genomförda - Representativitet
- Social Media Research (Foto, Ljud, Video)
- Exkludering

VI KAN VÄNTA OSS ÖKADE KRAV PÅ YTTERLIGARE TRANSPARENS !!

# ESOMAR & WAPOR 11 Requirements

Decision-makers, journalists and the public need to be able to differentiate between professional and unprofessional polls.

Researchers and those publishing survey data must make available sufficient information to enable the public and other stakeholders to evaluate the results.



## 3 Viktiga dokument

1. ESOMAR / GRBN Guideline for online sample quality
2. ESOMAR / GRBN Global Guideline Online Research
3. ESOMAR 28 Questions to help buyers of online samples

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**TACK !**



## Q & A

