

Harris Interactive Service Bureau

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What is the process for getting a bid?

Each client has an assigned account representative. If you don't know who your account representative is, feel free to submit a bid via "Request a Bid" form or call one of our contact numbers (based on your office location). Once you provide us with the initial project information, we will contact you to confirm your study specifications. We will then send you a proposal back with the estimated costs.

Are time and budget constraints truly relieved by the benefits of Internet-based research? If so, how?

For most projects, data collection costs are less expensive and field cycle times are reduced. This is the rule, but there are exceptions. Of the four phases through which a project advances (design, data collection, analysis, and reporting), data collection is where the benefits of Internet research are most pronounced. Data collection is the longest phase of a traditional project timeline so time saved is usually significant with online methodologies (both quantitative and qualitative).

What measures are taken to ensure that side-by-side studies are as similar as possible?

Parallel studies must be coordinated in concert with one another to ensure comparable survey design and quality criteria. HISB has helped clients conduct parallel studies where we have been either the Internet and telephone provider or the facilitator with your telephone service provider. We leave the decision to you. As the client, you have the best understanding of your needs and resource constraints.

How do I know my CATI survey will work online?

Internet research is akin to traditional research in that good survey and research designs are crucial to success. But it

doesn't stop there. We have a thorough quality assurance step built into our standard process to ensure smooth transition to online application. This includes attention to details including visuals, the order and layout of questions, and sensitivity issues.

Is there any cost associated with using HISB resources to find an unknown incidence rate?

These situations are addressed case by case. The most popular solution is to use one of Harris Interactive's low-cost, quick-turnaround omnibus surveys to assist confirming your incidence rate.

What are the next steps after I award the HISB a project?

Once you award the project and sign our contract, a Project Manager is assigned and we arrange a brief 'kick-off' call to verify the project expectations as well as develop a project schedule for your review.

Actual work on the project begins when you provide your final questionnaire in electronic format. The Project Manager will adapt the questionnaire for Internet use, and review final design with you for your approval.

What is the fulfillment cycle time for HISB data collection?

Our average time is 10 to 15 days. Depending on the survey complexity and the target respondent, this fulfillment time may vary.

Does HISB design the questionnaire?

HISB does not create questionnaires from "scratch." We do provide value by sharing recommendations on how best to present your questionnaire online. These recommendations are based on our parallel research.

What measures are taken to ensure that the integrity/ideology of my original survey is represented in your online presentation?

As the client, you are involved in every step of the preparation and executing processes including review of all online survey adaptations. Our quality assurance process strictly prohibits fielding a survey without your consent. As the client, you always have final authorization.

Does the survey have to be Harris Interactive branded? Is co-branding available?

Yes, all surveys using the Harris Poll OnlineSM Panel database must use the Harris Interactive brand identity and adhere to our corporate identity guidelines.

Yes, co-branding is available. In such cases, Harris Interactive is always first.

What is HISB's quality assurance process?

Whether we're using sample from the Harris Poll OnlineSM Panel, your sample, or a combined sample we take pride in our workmanship. HISB takes the same protective measures your company takes with its brand identity. Whatever the circumstances, the survey must abide by our online quality standards. Our QA is Internet-focused so you can be confident our quality check takes into consideration the many nuances inherent in Internet research. We always review recommendations before implementing.

Will HISB allow me to include questions about panelists' experiences that are not directly relevant to my survey subject?

Yes, as long as it is for an omnibus-type survey. If, however, inclusion of a question is included in an effort (intentional or inadvertent) to collect intelligence about Harris Interactive's practices, we reserve the right to rephrase or exclude that particular question.

Does HISB have a standard set of demographic questions included with all surveys?

Yes, in fact, we have a detailed set of standard demographic questions included in all surveys. Supplemental and alternative demographic questions are reviewed case by case.

Can you balance geography and demographics?

Yes, HISB can create balanced sample plans based on your first-tier demographic criteria (age, gender, region) and in further detail based on focused regions or geography. Any sample needs should be discussed at the bidding stage and then reviewed with your Project Manager.

Can you survey from my mail list?

Yes, as long as each record has an email address collected/recorded using a bona fide opt-in policy.

Can you control quotas online?

Yes. Response rates and the demographics of those who respond to online surveys can vary widely. Therefore, we've recognized the importance of controlling quotas in order to maintain the distribution of data collected. Quotas can be 'hard' where panelists who respond after a quota is filled are terminated or 'soft' where panelists are not terminated. Many clients use this technology to control for the demographic distribution of respondents who see product concepts and ad copy.

Are reminder emails an additional cost?

No, reminder emails are included at no additional cost.

What are your recommendations for incentives when mailing my list?

HISB will make recommendations case by case. In general, we recommend offering a sweepstakes where respondents are included in a cash drawing for their participation. Where subject matter, incidence rate, and survey lengths dictate, we will work with you to determine if respondent level incentives are appropriate.

What happens when a project is bid at one incidence rate, but the results yield a much different incidence rate? Is there an upcharge/downcharge?

The client owns, per se, the incidence rate. We look to you as researchers to be responsible for estimating incidence rate. Therefore, should you advise HISB of an expected incidence rate of 30% and the actual incidence rate is 10%, you own the outcome.

If the incidence rate is far from what was expected, we will review the project in detail with you to determine the best course of action. At that time, an upcharge/downcharge will be determined.

Can you protect my graphic images from being captured by a respondent?

We offer a proprietary suite of online security products that

- protect non-animated GIF and JPEG images
- prevent printing of protected images
- disable screen print capability
- disable save, save as, drag and drop, and copy capabilities and defeat third-party capture applications.

Can I get real-time reports? My client wants to make some decisions as soon as results start to arrive.

Real-time, online reports are available for the majority of data collection projects. It's important that the client understands that the data is unweighted, and decisions should be made in consultation with your Project Manager. Remember that interim data can be misleading. We advise clients that the value of online, real-time reporting is to monitor progress and to make modifications when necessary.

Do you have a real time reporting tool?

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What format is available for deliverables?

Your deliverables are provided as customized electronic data files or raw data based on your individual request. Preferred formats typically include SPSS, ASCII, or Microsoft® Excel. Customizable additional data analysis can be provided in the event you will need it. Discuss this with your account representative, or project manager for additional details and costs.

How can I be assured that my data is kept confidential?

We abide by the most stringent privacy and protection measures applicable to online research providers. This includes survey password protection and strict adherence to CASRO standards.

