Research Results

Research Results' Responses to ESOMAR's 37 Questions

for Buyers of Online Sample

ESOMAR's 37 Questions provide a widely recognized framework for evaluating online sample providers. Designed to promote transparency and consistency, these questions help buyers better understand how sample is sourced, managed, and validated, while also serving as a foundation for more informed, productive conversations between research partners.

At Research Results, we believe that data quality, transparency, and thoughtful partnership are essential to successful research. We are pleased to share our responses to ESOMAR's 37 Questions, offering clear insight into how we approach sample sourcing, fieldwork management, and quality assurance. From our RADAR framework to our global network of vetted partners, this document is intended to help you understand not just what we do, but how and why we do it.

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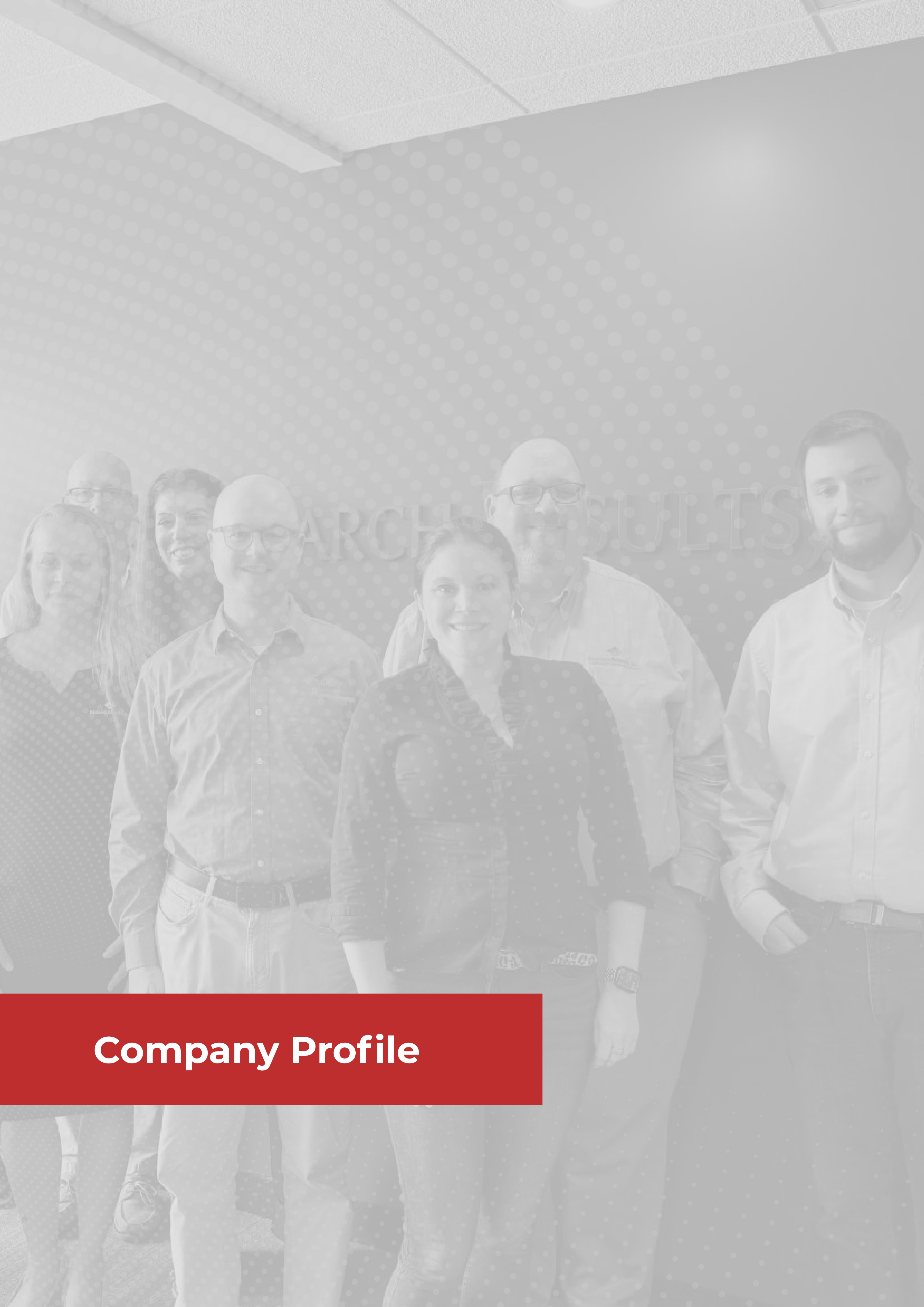

Company Profile

1 | What experience does your company have in providing online samples for market research? How long have you been providing this service? Do you also provide similar services for other uses such as direct marketing? If so, what proportion of your work is for market research?

Research Results, Inc. has **35+ years of experience supporting market research data collection**, including extensive expertise in procuring and managing online samples for quantitative and qualitative research across **60+ countries** for consumer and B2B audiences.

We operate as an independent provider and do not maintain proprietary panels; instead, **we manage sample through vetted partners**. We oversee feasibility assessment, supplier selection, quota management, and performance monitoring throughout fieldwork to ensure quality, consistency, and representativeness.

All sample, whether sourced externally or through managed panel solutions, is governed by our multi-layer quality framework, RADAR (Respondent Analysis & Data Anomaly Recognition). RADAR incorporates identity and duplication controls, behavioral and engagement monitoring, logic and consistency validation, open-ended response assessment, and ongoing source performance evaluation to protect data integrity across research activities.

Research Results provides services exclusively for market research, not for marketing or promotion.

2 | Do you have staff with responsibility for developing and monitoring the performance of the sampling algorithms and related automated functions who also have knowledge and experience in this area? What sort of training in sampling techniques do you provide to your frontline staff?

Research Results maintains dedicated technical and operational teams responsible for developing and overseeing automated sampling and quality systems within **RADAR**. These teams continuously monitor performance, refine controls, and adapt to evolving respondent behavior.

Automated processes **support identity validation**, **behavioral monitoring**, and **response quality checks**, with performance reviewed through ongoing reporting and continuous improvement.

At the same time, frontline staff receive structured training in sampling fundamentals, feasibility assessment, quota management, and quality indicators, ensuring a strong balance between automation and experienced human oversight.

3 | What other services do you offer? Do you cover sample-only, or do you offer a broad range of data collection and analysis services?

Research Results provides both **sample-only** and **full-service research support** at any stage of the product lifecycle.

Our services include:

- Survey programming and secure hosting
- Questionnaire review and fieldwork consultation
- Global data collection and fieldwork management
- Managed panel and recruitment solutions, including specialty and hard-to-reach audiences
- Data processing, validation, and tabulation
- Open-end coding and verbatim review
- Data visualization and dashboard reporting
- Multilingual survey coordination and translation management
- Recruit-to-qualitative and hybrid research support

Clients can choose **modular** or **full-service solutions**, all governed by consistent quality standards.

Sample Sources and Recruitment

4 | Using the broad classifications above, from what sources of online sample do you derive participants?

Our sample is sourced through a network of vetted, permission-based partners, rather than a single panel.

Sources include:

- **Third-party panels**
- **Managed communities**
- **Specialty recruiters**
- **Targeted digital recruitment**

All sources are evaluated and continuously monitored to ensure compliance with privacy standards and consistent data quality.

5 | Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer?

Most of the sample is non-proprietary and sourced from external partners. Occasionally, managed or custom sources are used, but they are project-specific.

We do not maintain a standard percentage share by source type; instead, the sample is blended across validated providers to optimize quality, feasibility, and representativeness.

6 | What recruitment channels are you using for each of the sources you have described? Is the recruitment process 'open to all' or by invitation only? Are you using probabilistic methods? Are you using affiliate networks and referral programs and in what proportions? How does your use of these channels vary by geography?

Research Results primarily sources participants through **vetted partners**, typically using a mix of the following:

- **Digital ads**
- **Email invites**
- **Panel registration**
- **Loyalty/reward programs**

Participation may be open or invite-only, depending on the provider. Channel mix is tailored by geography and project requirements to ensure appropriate reach and engagement.

7 | What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are? Describe this both in terms of the practical steps you take within your own organisation and the technologies you are using. Please try to be as specific and quantify as much as you can.

Research Results applies our **multi-layer validation framework**, RADAR, designed to ensure that participants are real, unique, and engaged.

This includes supplier-level vetting and fraud controls, participant-level identity and behavioral checks, and technology-enabled validation such as device fingerprinting, IP verification, and AI-assisted response review. Quality is continuously monitored throughout fieldwork, with underperforming sources addressed as needed.

8 | What brand (domain) and/or app are you using with proprietary sources? Summarise, by source, the proportion of sample accessing surveys by mobile app, email or other specified means.

Research Results does not rely primarily on a single proprietary panel or branded respondent community. Most online sample is sourced through **vetted third-party partners** who manage their own participant brands, domains, and applications. Participants typically access surveys via **email invitations**, **panel portals**, **mobile-optimized links**, or **partner applications**.

We encourage **mobile-first survey design** to support accessibility and respondent experience. Participants typically access surveys via email invitations, panel portals, mobile-optimized links, or partner applications.

While mobile participation represents a significant and growing share of responses, device mix varies by study design and audience.

9 | Which model(s) do you offer to deliver sample? Managed service, self-serve, or API integration?

Research Results primarily provides online sample and fieldwork through a **managed service model**, with teams overseeing sourcing, quotas, and quality.

While a self-serve marketplace is not offered, clients benefit from collaborative planning, real-time visibility, and flexible workflows. Custom integrations may be supported where appropriate.

10 | If offering intercepts, or providing access to more than one source, what level of transparency do you offer over the composition of your sample (sample sources, sample providers included in the blend)? Do you let buyers control which sources of sample to include in their projects, and if so how? Do you have any integration mechanisms with third-party sources offered?

Transparency into sample composition is provided as needed, and clients are welcome to collaborate on sourcing strategies and supplier selection. Post-fieldwork reporting can include source contribution and performance insights.

Research Results maintains integration with a broad network of partners to support **secure data exchange** and **real-time field monitoring**.

11 | Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, is there sample suitable for product testing or other recruit/recall situations where the buyer may need to go back again to the same sample? Is the sample suitable for shorter or longer questionnaires? For mobile-only or desktop-only questionnaires? Is it suitable to recruit for communities? For online focus groups?

Research Results works with a diverse network of vetted partners, allowing sample to be matched to the specific requirements of different research applications. The suitability of a given source depends on factors such as target population, geography, incidence, study design, and engagement requirements. **Key applications supported include:**

- **Product testing, IHUTs, and recruit-to-recall studies**
- **Short and long questionnaires**
- **Device-specific research (mobile or desktop)**
- **Community recruitment and longitudinal research**
- **Online qualitative recruitment (e.g., focus groups, IDIs, bulletin boards)**

Sampling and Project Management

12 | Briefly describe your overall process from invitation to survey completion. What steps do you take to achieve a sample that "looks like" the target population? What demographic quota controls, if any, do you recommend?

We follow a structured process from invitation through completion, including **screening**, **validation**, **quota management**, and **active field monitoring**.

To align with target populations, quota frameworks are typically based on key demographics such as age, gender, and geography, with additional controls applied as needed based on study design.

13 | What profiling information do you hold on at least 80% of your panel members, plus any intercepts known to you through prior contact? How does this differ by the sources you offer? How often is each of those data points updated? Can you supply these data points as appends to the data set? Do you collect this profiling information directly, or is it supplied by a third party?

Research Results does not maintain a universal proprietary panel. However, **we manage profiling information in two primary ways**: (1) through managed or client-specific panel communities where we directly support profiling, and (2) through profiling data provided by vetted third-party partners.

Core variables generally include demographics such as age, gender, location, and income, with depth varying by source.

Data is refreshed according to supplier practices and may be appended to datasets where permitted and appropriate.

14 | What information do you need about a project in order to provide an estimate of feasibility? What, if anything, do you do to give upper or lower boundaries around these estimates?

Feasibility is assessed based on key inputs such as the **target audience**, **incidence**, **interview length**, **completion rate**, and **geography**.

Estimates are informed by historical data, supplier performance, and market conditions, and may be presented as ranges when uncertainty exists.

15 | What do you do if the project proves impossible for you to complete in field? Do you inform the sample buyer as to who you would use to complete the project? In such circumstances, how do you maintain and certify third party sources/sub-contractors?

Research Results actively monitors fieldwork performance throughout **data collection** to identify and address any risks to successful completion. In most cases, projects are completed within the agreed specifications; however, if challenges arise, the company works collaboratively with the client to adjust targeting, expand sources, or refine timelines as needed.

All additional suppliers are subject to the same vetting and quality standards, with full transparency and oversight of sourcing, quality controls, and field execution maintained throughout.

16 | Do you employ a survey router or any yield management techniques? If yes, please describe how you go about allocating participants to surveys. How are potential participants asked to participate in a study? Please specify how this is done for each of the sources you offer.

Research Results does not operate a survey router and does not recycle or re-route participants between surveys within its ecosystem. **Each approved sample supplier is provided a single, direct path into the assigned survey**, and participants are not redirected to alternate studies following disqualification or termination.

Participants are invited to research studies by vetted partners using permission-based methods, in accordance with research and privacy standards. Once a participant accepts an invitation, they are directed to the assigned survey via a secure link, where eligibility and quality checks are applied.

While Research Results does not use a router, we actively apply **yield- and field-performance-management techniques**. These include real-time monitoring of incidence, quota fill, and supplier performance, as well as dynamic adjustment of provider-level allocation and balancing to support consistent delivery and appropriate distribution throughout fieldwork.

17 | Do you set limits on the amount of time a participant can be in the router before they qualify for a survey?

This question is not applicable to Research Results, as **we do not use a survey router and do not route or recycle participants between surveys**.

Participants are directed through a single, direct path into a specific survey via vetted panel and recruitment partners. If a participant does not qualify for the assigned study or is screened out, they are not redirected to alternative surveys within the Research Results environment.

18 | What information about a project is given to potential participants before they choose whether to take the survey or not? How does this differ by the sources you offer?

Participants are provided with key information before entry, typically including **survey length**, **incentive**, and a **general topic description**. We maintain oversight of participant-facing disclosures and do not permit partners to share detailed study information beyond an approved topic or category description without prior authorization.

All recruitment partners are required to operate on a permission-based basis and to comply with applicable privacy, consent, and ethical research standards. Participants are informed that their responses will be used for research and that participation is voluntary.

Because Research Results works with multiple vetted sample and recruitment partners, the format and delivery of this information may vary depending on the partner's platform and recruitment method.

19 | Do you allow participants to choose a survey from a selection of available surveys? If so, what are they told about each survey that helps them to make that choice?

We do not provide participants with a selection of surveys within our environment. **Participants are directed to a specific survey through vetted partners** and do not select among multiple studies once routed into a Research Results-managed survey.

20 | What ability do you have to increase (or decrease) incentives being offered to potential participants (or sub-groups of participants) during the course of a survey? If so, can this be flagged at the participant level in the dataset?

In most cases, **participant incentives are administered by third-party partners** rather than directly by Research Results. However, we work closely with suppliers to manage incentive levels as part of overall fieldwork performance and feasibility management.

Where required, incentive adjustments may be implemented during fieldwork, for example, to **support hard-to-reach subgroups**, **low-incidence targets**, or **challenging quota cells**. These adjustments are typically coordinated at the supplier, segment, or quota level and may vary by subgroup, geography, or sourcing strategy depending on project needs.

21 | Do you measure participant satisfaction at the individual project level? If so, can you provide normative data for similar projects (by length, by type, by subject, by target group)?

Research Results primarily sources participants through independent partners, many of whom conduct their own panel health and satisfaction monitoring. In addition to supplier-level monitoring, we evaluate participant experience at the project level using operational indicators such as **completion behavior**, **early-termination patterns**, **engagement signals**, and r**esponse quality metrics**.

We also incorporate participant satisfaction measurement into RADAR, including a brief post-participation feedback step designed to capture respondents' experiences following survey completion. These measures allow us to evaluate participants' experiences at the individual project level and monitor trends over time.

22 | Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?

We can provide project debriefs and post-fieldwork summaries upon request. The format and level of detail may vary depending on the nature of the study, client requirements, and scope of services provided, and typically include **fieldwork performance**, **quota outcomes**, **source contribution**, and **quality metrics**.

Because reporting needs differ by project, Research Results does not rely on a single standardized debrief template; however, structured summaries and supporting documentation can be prepared based on client needs.

Data Quality and Validation

23 | How often can the same individual participate in a survey? How does this vary across your sample sources? What is the mean and maximum amount of time a person may have already been taking surveys before they entered this survey? How do you manage this?

Because we primarily source participants through independent partners, overall survey participation frequency across all studies is largely determined by the **individual providers who maintain direct relationships with participants**.

At the project or program level, Research Results may implement participation controls as required by study design or client agreements, such as duplicate prevention, recency rules, and recontact restrictions.

We continuously monitor supplier performance, engagement patterns, and response quality indicators, and sources showing signs of over-participation or reduced engagement may be adjusted or restricted.

24 | What data do you maintain on individual participants, such as recent participation history, date(s) of entry, source/channel, etc.? Are you able to supply buyers with a project analysis of such individual-level data? Are you able to append such data points to your participant records?

Research Results maintains **operational and quality-related metadata associated with participant activity** within its research environment, including timestamps, status, and device information to support validation and field monitoring.

We also maintain **internal quality** and **behavioral indicators** used to evaluate participation integrity and engagement, such as proprietary measures related to honesty, engagement, behavioral patterns, articulation/response quality, and consolidated participation risk.

Individual-level data is not shared, but aggregated insights and reporting are available.

25 | Please describe your procedures for confirmation of participant identity at the project level. Please describe these procedures as they are implemented at the point of entry to a survey or router.

We apply a layered approach to participant identity validation to confirm that **participants are real**, **unique**, and **eligible** to participate in the research. Identity validation begins at the panel or recruitment partner level and is supplemented by additional checks within our quality framework, including:

- **Supplier-level identity validation**
- **Project-level validation at survey entry**

Research Results does not routinely perform PII-based identity comparisons across all projects. However, depending on the audience, research sensitivity, or client requirements, enhanced identity verification may be supported by specialized recruitment partners that offer higher-validation or "ID-verified" participants.

26 | How do you manage source consistency and blend at the project level? With regard to trackers, how do you ensure that the nature and composition of sample sources remain the same over time? Do you have reports on blends and sources that can be provided to buyers? Can source be appended to the participant data records?

Research Results actively manages sample source selection and blending at the project level to support **feasibility**, **quality**, and **representativeness**. Source allocation and balancing are monitored throughout fieldwork, and adjustments may be made as needed to maintain appropriate distribution, address performance variation, and support quota fulfillment.

For tracking studies, consistent supplier blends are maintained over time, with aggregated reporting available to support transparency. We can provide project-level reporting on sample composition, including aggregated information on source contributions and blend consistency.

To protect participant privacy and comply with data protection requirements, individual-level source identifiers are not typically appended to respondent datasets. However, source information may be shared in aggregated or summarized form, consistent with project agreements and applicable data governance standards.

27 Please describe your participant/member quality tracking, along with any health metrics you maintain on members/participants, and how those metrics are used to invite, track, quarantine, and block people from entering the platform, router, or a survey. What processes do you have in place to compare profiled and known data to in-survey responses?

Research Results maintains a multi-layer quality monitoring approach through our **RADAR framework**, designed to evaluate participant integrity, engagement, and behavioral consistency across studies. We track a range of quality and health indicators, including **engagement patterns**, **response consistency**, **technical and behavioral risk signals**, and **open-ended response quality**, which are combined into an overall participation risk assessment. These metrics are used in real time to identify duplicate or suspicious activity, detect low-quality or automated responses, and monitor ongoing source and participant performance.

These indicators directly inform how participants are managed throughout fieldwork. Based on risk thresholds, participants or sources may be flagged, suppressed, quarantined, or blocked from further participation to protect data quality. In addition, when profiling data is available through panel partners or managed programs, we compare known attributes to in-survey responses to identify inconsistencies or implausible answers. Any discrepancies may trigger further validation, quality flags, or removal from the dataset as appropriate.

28 | For work where you program, host, and deliver the survey data, what processes do you have in place to reduce or eliminate undesired in-survey behaviours, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item nonresponse (e.g., "Don't Know"), (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

When Research Results is responsible for programming, hosting, and delivering survey data, a combination of design, validation, and monitoring controls is applied to reduce and detect low-quality or non-genuine responses. Supported by our **RADAR framework**, these measures include response quality and engagement monitoring, logical consistency checks, speed and timing analysis, and detection of straightlining or patterned responses. We also evaluate open-ended responses, monitor item nonresponse and disengagement, and identify technical anomalies such as copy/paste behavior or non-human response patterns.

These controls are **complemented by human review**, particularly for flagged cases and open-ended responses, to ensure that quality decisions are accurate and proportionate. When material issues are identified, such as random responding, inconsistent answers, or overly rapid completion, respondents may be flagged, removed, or replaced based on predefined criteria. This combined automated and human approach helps maintain data integrity while minimizing unnecessary exclusions.

Policies and Compliance

29 | Please provide the link to your participant privacy notice (sometimes referred to as a privacy policy) as well as a summary of the key concepts it addresses.

Research Results maintains a comprehensive privacy program aligned with **GDPR**, **CCPA**, and other applicable regulations. We are also certified to **ISO/IEC 27001** for information security management and apply structured security, governance, and data protection controls across our systems and operations.

Data is collected and used solely for research purposes, with clear consent, participant rights, and strong security controls in place.

Privacy-by-design principles are embedded throughout systems and processes, and a designated Privacy Officer oversees compliance. Participants can access, update, or withdraw consent through established support channels.

Privacy policy: http://researchresults.com/privacy-statement/

30 | How do you comply with key data protection laws and regulations that apply in the various jurisdictions in which you operate? How do you address requirements regarding consent or other legal bases for the processing of personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

We comply with applicable data protection and privacy laws across all jurisdictions in which we operate, including the **GDPR**, the **CCPA**, and other **regional frameworks**. Personal data is processed only where a valid legal basis exists, such as participant consent, contractual necessity, or legitimate research purposes, and participants are clearly informed about how their data will be used. The company is **ISO/IEC 27001-certified** and maintains strong security and governance controls to protect data confidentiality, integrity, and availability, with access restricted by role and necessity.

Comprehensive policies also address **data breach response**, **cross-border transfers**, and **data retention**. Documented procedures are in place to identify and respond to potential security incidents, including notification of affected parties where required. International data transfers are managed using appropriate safeguards and recognized mechanisms, such as the **Data Privacy Framework**. Personal data is retained only as long as necessary for research and legal purposes, with defined retention and deletion policies. Oversight is led by a designated **Privacy Officer**, who is responsible for ensuring ongoing compliance and governance.

Privacy Officer

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31 | How can participants provide, manage, and revise consent for the processing of their personal data? What support channels do you provide for participants? In your response, please address the sample sources you wholly own, as well as those owned by other parties to whom you provide access.

Research Results manages consent across both **third-party partners and any managed or client-specific panel programs**. For participants sourced through external panels, consent for participation and data processing is obtained and managed by the panel provider. We require all partners to operate on a permission-based basis, with clear privacy notices, transparent data use, and accessible options for participants to withdraw consent or request data deletion.

For managed or client-specific programs, consent is obtained directly at recruitment or participation, with participants informed about how their data will be used and their rights. **Participants can access, update, or withdraw consent through multiple support channels**, including Research Results' privacy contact, partner support teams, or project-specific resources. Where personally identifiable information or recontact is involved, additional disclosures and consent language are included to ensure compliance with applicable regulations.

32 | How do you track and comply with other applicable laws and regulations, such as those that might impact the incentives paid to participants?

In most cases, participant incentives are administered directly by **independent partners** who maintain the primary relationship with participants. These partners are responsible for ensuring that incentive structures and distribution comply with applicable local, regional, and international laws and regulations.

Research Results requires that all partners operate in accordance with **relevant legal and ethical standards**, including applicable consumer protection, privacy, and research participation regulations. Compliance expectations are addressed through supplier onboarding, contractual agreements, and ongoing performance and governance review.

Where a research project involves specific legal, regulatory, or jurisdictional considerations related to incentives, we work collaboratively with partners and clients to **ensure appropriate handling in line with applicable requirements and ethical research practices**.

33 | What is your approach to collecting and processing the personal data of children and young people? Do you adhere to standards and guidelines provided by ESOMAR or GRBN member associations? How do you comply with applicable data protection laws and regulations?

Research Results conducts research with children and young people only under **carefully controlled conditions** and in full compliance with applicable legal, ethical, and industry standards. We follow guidance from **ESOMAR**, **GRBN member associations**, and **relevant regulatory frameworks** when handling personal data related to minors.

For studies involving children or adolescents, additional safeguards are implemented before fieldwork, including verification of parental or guardian consent, age-appropriate participation controls, and alignment with applicable laws, such as **COPPA in the U.S.** and **GDPR in the EU**. Where we manage recruitment or panel programs directly, data is collected and processed only where lawful, with verified consent and in accordance with established privacy and research ethics requirements.

34 | Do you implement "data protection by design" (sometimes referred to as "privacy by design") in your systems and processes? If so, please describe how.

Research Results incorporates data protection by design and by default across its systems, processes, and research operations. Privacy and data protection principles are embedded in system architecture, data-handling practices, and project workflows to help ensure that personal data is processed lawfully, securely, and only to the extent necessary for research purposes.

Key elements of this approach include:

- **Data minimization and purpose limitation**
- **Pseudonymization and separation of identifiers**
- **Controlled access and role-based security**
- **Secure system design**
- **Embedded quality and validation safeguards**
- **Lifecycle data protection**

35 | What are the key elements of your information security compliance program? Please specify the framework(s) or auditing procedure(s) you comply with or certify to. Does your program include an asset-based risk assessment and internal audit process?

We maintain a **comprehensive information security and compliance program designed to protect the confidentiality, integrity, and availability of data across our systems and operations**. The company is ISO/IEC 27001 certified and follows established security governance, risk management, and operational best practices. This includes documented policies and procedures, role-based access controls, encryption, and secure data handling protocols, as well as ongoing employee training to support secure data practices.

The program also incorporates formal, asset-based risk assessment and internal audit processes to evaluate and improve security controls continuously. This includes regular reviews of system risks, vendor and third-party oversight, and active monitoring and incident response procedures to detect and address potential security events. Together, these measures ensure **a structured, continuously improving approach to information security and compliance**.

36 | Do you certify to or comply with a quality framework such as ISO 20252?

Research Results is not currently ISO 20252-certified, but **we maintain structured quality management and operational governance processes aligned with industry best practices**. Documented procedures, operational controls, and continuous monitoring across key areas, including sample sourcing, fieldwork management, data validation, and reporting support quality.

This approach is further strengthened by our **RADAR framework**, which supports participant validation and ongoing quality oversight across research activities. In addition, **we adhere to ESOMAR and other industry guidelines and are ISO/IEC 27001 certified** for information security, reinforcing our commitment to quality and data integrity.

Metrics

37 | Which of the following are you able to provide to buyers, in aggregate and by country and source? Please include a link or attach a file of a sample report for each of the metrics you use.

Because we source participants through a network of independent partners rather than a single proprietary panel, certain panel-level metrics are not centrally maintained. However, **we can provide a range of aggregated, project-level, and source-level metrics to support transparency and performance evaluation**.

Available metrics may include qualification and completion rates, quality removal rates, device distribution, source contribution and performance summaries, quota fulfillment, and feasibility modeling based on historical data. Panel-level lifecycle metrics, such as tenure, account removals, or total panel size across supplier ecosystems, are generally not available in a standardized format but may be accessed on a case-by-case basis through specific partners where needed.

Research Results