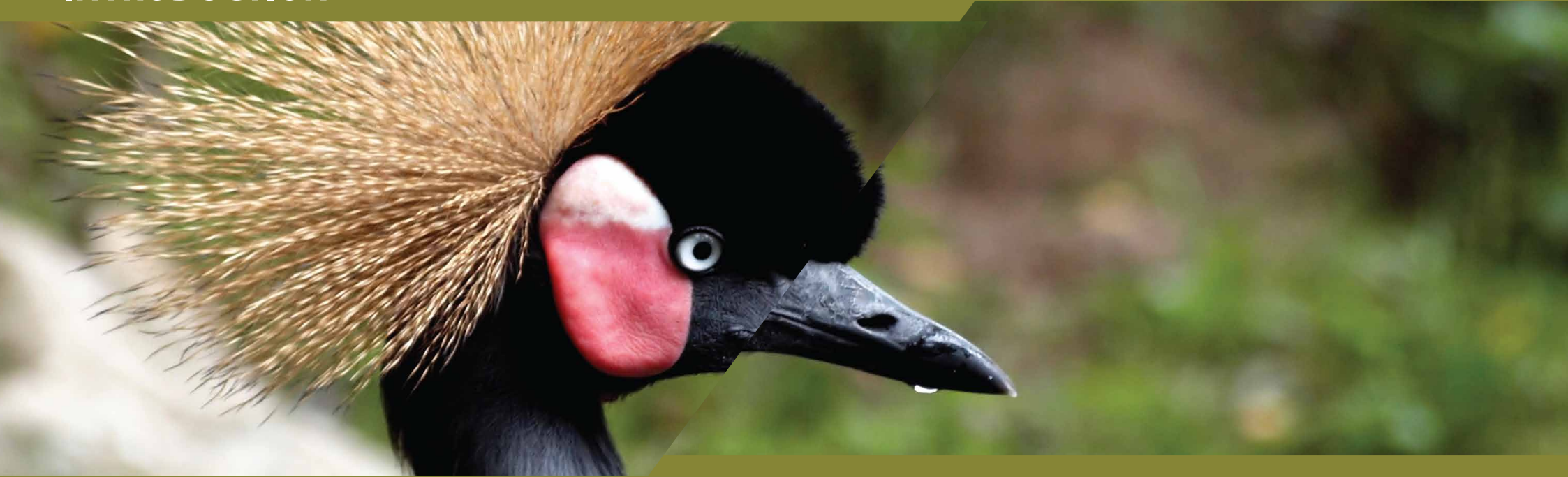


ESOMAR 28 QUESTIONS TO HELP BUYERS OF ONLINE SAMPLES

INTRODUCTION



One Continent. One Research Source. Welcome to Voices Africa.

Voices Africa is an online research panel focused on Africa. We're the largest on the continent.

Combining 60,000 panelists with strong panel, quality control, a high response rate and a presence in all major African markets, ours is a service that offers companies a platform for entry into Africa. Our panels generate accurate and accessible data, sufficient to guide market engagement for multiple industries and sectors.

COMPANY PROFILE

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

VoicesAfrica has been providing online samples for market research since 2011. These samples provided for 3rd party research as well as some proprietary studies that are conducted both ad hoc as well as in a tracking nature.

VoicesAfrica is a partially owned subsidiary of Consumer Insight Africa which has almost two decades of research experience on the African continent.

SAMPLE SOURCES AND 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?

VoicesAfrica panel is made up of respondents from totally varied sources to ensure diversity in reach and representation. This includes F2F recruitment, social media, online advertising in various websites and several recruitment partners in different countries.

We pride ourselves on being an actively managed market research panel which does not engage in any direct marketing activities with our panel members. We also as of the time of printing this document have not nor do we possess any plans to engage in satisfying client research respondents through river sampling means.

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?

As stated above, we work hard to ensure that we have a variety of recruitment sources in each market that we operate panels in. We have several methods to ensure that duplication does not occur and at the time of registration we preclude someone from registering multiple times with the same email address.

As our panels grow in both size and the number of recruitment sources the likelihood that our random sampling within the panel will provide skews will be minimized.

4. Are your sample source(s) used solely for market research? If not, what other purposes are they used for?

VoicesAfrica sample source is provided primarily for 3rd party research for our clients. However, as a form of engagement, we usually conduct some proprietary studies, with the gathered insights shared to our panellists through the VoicesAfrica community website.

They are not used for any purpose other than market research.

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

We combine our normal recruitment to include F2F recruitment especially in Kenya, Uganda and Tanzania. This guarantees inclusion of these rare target groups.

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?

As of the writing of this document, we have not come up short for any project. We have strict feasibility assessments that ensure this. Unfortunately or fortunately (depending on how you look at it) we do not have partners that we are able to rely on in our core markets of Kenya and Nigeria for online respondents. So in all markets we operate in, we prefer to underestimate our capabilities so that the client can know in advance if they should line up additional support. Currently we do not have plans to use other partners for back up / top up

SAMPLING AND PROJECT MANAGEMENT

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

We use one sample source, our panel. Within this panel we employ random sampling to maintain a consistent level of respondent bias.

8. Do you employ a survey router?

No.

9. If you use a router: Please describe the allocation process within your router. How do you decide which surveys might be considered for a respondent? On what priority basis are respondents allocated to surveys?

We do not use a router.

10. If you use a router: What measures do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure and report any bias?

We do not use a router.

11. If you use a router: Who in your company sets the parameters of the router? Is it a dedicated team or individual project managers?

We do not use a router.

12. What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up-to-date? If no relevant profiling data is held, how are low incidence projects dealt with?

We collect general demographic data on registration and post registration we incentivize our panellists to undertake a series of more in depth types of profiling. In total we have over 100 points of information on the majority of our panellists at any given time. We also from time to time send out internal surveys which collect information that we can use later for sampling purposes.

We do not take on extremely low incidence projects but for ones that are potentially feasible we will check with our client if it is ok to preprofile a subset of our panel for inclusion to the main survey.

13. Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to? You should note that not all invitations to participate take the form of emails.

We primarily invite the panelists through emails. We also post every new survey on the homepage of the VoicesAfrica community website and on our social pages too. In extreme cases that we urgently need respondents invite these respondents via SMS's.

In these invitations we will inform the panelist of the approximate length of the survey and the amount of points that the respondent will earn. We do not provide information on the survey specifics within the invitation.

14. Please describe the incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

Our respondents earn points through participation in surveys. These points are redeemable for cash and other prizes including shopping vouchers. Point values tend to increase for longer surveys or if we have shorter than normal time to complete a survey for a client.

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

We take into account our panel size, recent response rates, length of time in field, the estimated incidence rate, and the length of the interview (longer surveys are much more difficult to complete in Africa than in other parts of the world due to internet connection speeds/reliability).

16. Do you measure respondent satisfaction? Is this information made available to clients?

From time to time we will send out an invitation to an internal survey where we will ask for suggestions and satisfaction levels. We will make aggregated information available to clients on request.

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

In the post report we will let our clients know the effective incompleteness rate, the incidence rate the length of interview and whether or not we received any feedback about the survey from panellists.

DATA QUALITY AND VALIDATION

18. Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviours, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item non-response (e.g. "Don't Know") or (d) speeding (too rapid survey completion)? Please describe these procedures.

Both our clients and ourselves have a responsibility to optimize quality. Our clients will check data in a soft launch setting. We normally suggest that our clients aim for 110% of the sample so that we can jointly eliminate speeders, straightliners and respondents who do not answer thoughtfully to open ended responses.

When we become aware of issues with a particular respondent we will warn them and if there is a second violation we will quarantine them so they are not used again for research.

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?

At this point this is not an issue for us, as supply is greater than demand and we are still actively recruiting.

20. **How often can the same individual take part in a survey within a specified period? How does this vary across your sample sources? How do you manage this within categories and/or time periods?**

This is upon client request.

21. **Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your survey respondents? Are you able to supply your client with a project analysis of such individual level data?**

Yes, we keep a running record of all survey respondents, and are able to supply client with this upon request.

22. **Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration and/or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?**

We have in place a strict Double –opt –in policy for each panellist at the sample source registration.

We then use the panellists email addresses as their unique identifiers at the point of entry to a survey but also take into account their names, addresses, and phone numbers to mitigate against duplicates.

We currently do not offer B2B samples.

POLICIES AND COMPLIANCE

23. **Please describe the ‘opt-in for market research’ processes for all your online sample sources.**

VoicesAfrica as a panellist registration is done on a strict DOI basis. All potential panellists registering on our panel automatically receive an email with a link to confirm registration. Only upon this confirmation, is the registration complete.

24. **Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?**

http://www.voicesafrica.com/index.php?option=com_content&view=article&id=7&Itemid=9

25. Please describe the measures you take to ensure data protection and data security.

Online backups are performed daily, offline backups every 2 days. Offline backups are 2 copies – one set stored on site, the other offsite.

26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

Since we are primarily a sample provider and not a full service provider we have an agreement in our general terms that a panellist must accept when registering. If there is a project which requires an added level of security, we can ask our panellists prior to reaching the client survey to accept an amended agreement. Since we do not host the surveys, we can not control from a technical standpoint any screen capture, or downloads, that is up to the firm hosting the survey.

27. Are you certified to any specific quality system? If so, which one(s)?

We have longstanding practices from our sister company which have been proven to be effective when dealing with the analysis of data. Our sister company is one of the leading research firms in Africa.

28. Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides? What other rules or standards, for example COPPA in the United States, do you comply with?

No, at this stage we do not.

Contact Us:

Proposal requests: rfp@voicesafrica.com

Enquiries: cs@voicesafrica.com

