

ESOMAR 2026



DIMENSION RESEARCH INC



Dimension Research Inc. has committed to its quality standards and controls built into its processes for conducting research. With the Dimension Research Inc. marketplace platform, online sample buyers have full control over their fieldwork, whether they want to handle it themselves (Self-service) or hire Dimension Research Inc. project managers with experience in research quality control. All procedures and systems follow international standards and that is how Dimension Research Inc. focuses on transparency to sample buyers.

WE HAVE CREATED ESOMAR OF 28 QUESTIONNAIRES TO HELP ONLINE RESEARCH BUYERS

ESOMAR helps researchers participate in an open discussion about the online research methodology and the appropriateness of the methodology of specific research. Dimension Research Inc. is delighted to provide clear answers to these questions to help you gain a better understanding of how we manage and maintain our panels to ensure the highest quality data.

This paper demonstrates how Dimension Research Inc.'s individual approach to undertaking online market research meets and often exceeds the requirement by ESOMAR.

The questionnaire covers the following areas:

- ✓ COMPANY PROFILE
- ✓ SAMPLE SOURCES AND RECRUITMENT
- ✓ SAMPLING AND PROJECT MANAGEMENT
- ✓ PANEL MANAGEMENT
- ✓ DATA QUALITY AND VALIDATION
- ✓ POLICIES AND COMPLIANCE



COMPANY PROFILE

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

Over the span of a decade, Dimension Research Inc. has established itself as a leader in the field of data collection, consistently delivering high-quality and comprehensive research solutions. Our platform has been fine-tuned over the years to address the specific challenges faced by various industries and professions, ensuring that our clients receive tailor-made insights and recommendations. With proprietary panels organized across more than 80 countries and a client base of over 115 companies worldwide, we have successfully navigated the landscape of market research.

We have built strong relationships with renowned market research agencies, digital clients, media entities, and public relations firms, serving as a trusted partner for their data collection needs. Our team handles an average of 2200 online projects annually, working with esteemed clients to gather samples from over 50 distinct global markets. Our success can be attributed to our unwavering commitment to quality control, meticulous attention to detail, and unwavering dedication to client satisfaction.

Dimension Research Inc. continues to push boundaries and set new standards in the realm of data collection, offering unmatched expertise and innovative solutions to meet the evolving needs of our clients. As the owner of a targeted type or brand of technology, you can purchase

our online panels

for yourself, your patients or other health professionals, students/retirees, media users of films, TV, and video games, mothers with babies or young children, and various B2B audiences.

With Dimension Research Inc you are provided with an extensive business market analysis of the latest funding advertising and e-commerce where all the details you might want are concentrated and simplified. It does not matter if it is up-to-date business case reports or guiding an associate on the business framework, you will find it at Dimension Research Inc. Together with our marketplace research agency, we do research for famous brands, FMCG or CPG clients, and retailers from many different industry divisions. This involves a large proportion of tracking work that was completed consistently for almost 10 years

2. Do you employ personnel with expertise and experience in this field who are also in charge of creating and overseeing the operation of the sampling algorithms and associated automated processes? What kind of sample technique training do you offer your frontline employees? Our

team of IT professionals develops its tools in-house. Using a sophisticated proprietary sample management tool, DMR can create intricate samples of demographic groups according to the expected distribution. While adhering to panel usage guidelines, the tool can combine multiple distribution variables and individual crossed combinations (e.g., limiting survey invites within the same category, excluding members who participated in previous studies, and setting a maximum number of invites per member per week). The Dimension Research Inc. tool

forecasts the anticipated response rate for each individual and the entire sample based on member activity history and project requirements stored in the database

Our IT experts continuously enhance our sample tools by monitoring their performance. Our workers receive ongoing internal training on the intricacies of cultural sampling in each nation, which local specialists conduct.

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

In addition to samples in 80 countries and global participant access via reliable partners, we offer a comprehensive range of services, such as survey scripting, data processing, tabulation, coding, translation, and hosting. We offer services for hybrid, qualitative, and quantitative research approaches. With Dimension Research Inc Discuss, we provide a robust solution with built-in AI capabilities for conducting qualitative research at scale, giving our clients faster access to deeper insights.

4. For each of the sources you listed, which hiring channels are you using? Is the hiring of procedure invitation-only or "open to all"? Do you make use probabilistic techniques? Do you use referral programs and affiliate networks, and if so, how much? How do you use these channels differently depending on where you live?

To create a recruitment and panel management strategy that effectively fulfils our client's goals, the teams tasked with selecting panelists monitor volume, profile, and quality elements. Initiatives for recruitment, re-engagement, or retention are launched in reaction to these KPIs. As the main objective of panelists is to frequently complete questionnaires, ensuring an adequate rate of panel renewal helps us avoid the "professionalisation" of panelists over time

Consequently, the marketing team conducts recruitment year-round through the following methods: ·

Search Engine Optimisation

Search Engine Advertising campaigns

Emailing campaigns

Website Display campaigns ·

Refer a Friend

Natural traffic

Marketing on Social Media Networks

To be as representative of the population as possible, to reach all audiences, to have a variety of profiles, and to prevent bias brought on by hiring from a small number of sources, we continuously diversify our sources of candidates. For instance, social networks will be used increasingly to recruit young people. Anyone 16 years of age or older is eligible to apply for the position.



5. What details regarding a project are necessary to give a feasibility estimate? How do you provide upper or lower bounds around these estimates, if at all?

For each of the sources you listed, which hiring channels are you using? Is the hiring procedure invitation-only or "open to all"? Do you make use of probabilistic techniques? Do you use referral programs and affiliate networks, and if so, how much? How do you use these channels differently depending on where you live?

To create a recruitment and panel management strategy that effectively meets our clients' objectives, the teams tasked with selecting panelists monitor volume, profile, and quality elements.

In response to these KPIs, recruitment, re-engagement, or retention initiatives are initiated. Since the primary goal of panelists is to frequently complete questionnaires, ensuring an appropriate panel refresh rate helps us avoid the "professionalization" of panelists over time. Therefore, the marketing team recruits throughout the year through the following methods:

Search Engine Optimization

Search Engine Advertising Campaigns

Email campaigns

Website display advertising campaigns

Refer a Friend

Organic traffic

Social Media Marketing

We continuously diversify our candidate sources to be as representative as possible, reach all audiences, have a wide variety of profiles, and prevent bias that comes with hiring from a small number of sources. For example, social networks will increasingly be used to recruit young people. Anyone 16 years of age or older can apply for this position.

SAMPLE SOURCES AND RECRUITMENT

6. Please Describe and explain the types 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?

Dimension Research Inc. prides itself on the meticulous management of its consumer panels, ensuring a high level of engagement and quality responses. The panelists who participate in online surveys have actively chosen to be a part of the panel through a rigorous double opt-in registration process, demonstrating their commitment to providing valuable feedback.

The ongoing supervision of panelists within an actively managed panel involves closely monitoring their involvement and ensuring the usability of the data collected. To attract and retain a diverse range of panelists, Dimension Research Inc. employs a variety of recruitment methods, including opt-in email campaigns, co-registration opportunities, e-newsletter



promotions, in-person recruitment efforts, and targeted online advertising on various platforms.

Additionally, the company utilizes its own portal and editorial space on media and publisher sources to reach potential panelists, as well as tapping into social networks and affiliate traffic to expand its reach. By engaging in a holistic approach to recruitment, Dimension Research Inc. can maintain a dynamic and engaged pool of panelists who provide valuable insights and feedback on a wide range of topics.

It is important to note that Dimension Research Inc. adheres to strict ethical guidelines and does not engage in any content that could be considered controversial or harmful, such as sexual content, hate speech, violence, or the promotion of dangerous substances. By maintaining a safe and respectful environment, the company can focus on generating meaningful data and insights through its consumer panels.

Recruitment into Dimension Research Inc. typically takes place through a link to a specific panel registration page after a panelist completes the entry of their contact details; they are acknowledged and informed that they have received an email with their account login details. Once they got their account login details through email, panel members double opt-in by logging into their account to activate it. A new panelist is given the chance to verify the personal information provided by the panel owner.

Dimension Research Inc. has a dynamic sample source. We provide access to high- quality, representative respondents in real-time.

Dimension Research Inc. re-validates the panel through email if the panel owner has an active panel on their own system and decides to move it if a potential panel owner has a list of contacts that have expressed interest in joining a panel but have not been recruited as such. It is to make it clear that the e-mail message contains their new panel account and login details as well as the link to their panel account page. To become or to continue being panel members they are requested to log in and activate their account.

Panelists are required to complete a double opt-in process by clicking on the panel link and then logging into their accounts.

7. If You provide Samples from more than one source: How are the different sample sources blended to ensure validity? How can this be replaced time after time to ensure Reliability? How Do you deal with the possibility of duplication of Respondents Across sources?

At Dimension Research Inc., we understand the importance of blending sources to ensure the feasibility of our projects. Our initial blend is carefully determined based on the number of completes each source can provide, considering factors such as sample size and reliability. This blend is then maintained throughout the duration of the project or for a specific client to ensure consistency in data collection.

To guarantee the deliverability of completes, we establish a small plus/minus tolerance around the blend. This tolerance is set at a level that does not compromise the accuracy of the data results. Additionally, we implement demographic quotas to further maintain consistency in our datasets.



Our company prides itself on utilizing cutting-edge technology for blending sources. Through extensive research and development, we have created a unique system that is capable of calibrating differences, counteracting instabilities, and optimizing and adjusting in real-time.

This technology has been tested in numerous studies and has been proven to deliver high-quality, reliable, and consistent datasets regardless of the sample source.

By using this real-time, production-ready application hosted by Dimension Research Inc., our clients can benefit from a set of robotic features that streamline the data collection process. These features ensure efficiency and accuracy, ultimately leading to better outcomes for our clients.

8. Are your Sample Source used solely for market Research? If not, what other Purposes are they used for?

Dimension Research Inc. operates a carefully curated panel of individuals who have voluntarily signed up to participate in market research activities. These panel members are informed that their personal information and responses will only be used for research purposes, and they are asked to consent to this before joining. By focusing on market research participants exclusively, Dimension Research Inc. aims to gather accurate and unbiased data to help companies make informed decisions about their products and services.

To maintain the integrity of the research conducted, Dimension Research Inc. strictly follows the guidelines set forth by ESOMAR, an organization that sets ethical standards for market research. Panel members are made aware of these standards and are assured that their privacy and confidentiality will be always protected.

Furthermore, Dimension Research Inc. has established agreements with its clients, whether they using the self-service platform or opting for managed services, to ensure that the data collected from the panel is used solely for market research purposes. This agreement prohibits the clients from using the data for other purposes, such as direct marketing or sales.

By setting clear boundaries and guidelines for the use of its panel and data, Dimension Research Inc. can maintain the quality and reliability of the research it conducts, thus providing valuable insights to its clients without bias or manipulation.

9. How do you source groups that may be hard to reach online?

To ensure a comprehensive and high-quality panel for research purposes, it is imperative to collaborate with a wide range of panel recruiting partners. Dimension Research Inc. recognizes the importance of partnering with broad-reach portals and special-interest sites to cultivate a diverse pool of panelists with varied backgrounds and perspectives. By establishing these strategic partnerships, we can access various source groups and effectively target hard-to-reach demographics when necessary.

Furthermore, Dimension Research Inc. employs a variety of recruitment messages tailored to different audiences to enhance the diversity of our panel composition. Leveraging the power of social media platforms, we can reach out to a larger pool of potential participants and engage with them in a meaningful way. Additionally, in certain regions, we complement our online



recruitment efforts with traditional methods such as postal and computer-assisted telephone interviewing (CATI) to ensure a more comprehensive outreach strategy.

By utilizing a multi-faceted approach to panel recruitment and engaging with a variety of partners and platforms, Dimension Research Inc. can build a robust and diverse panel that accurately represents the population being studied.

10. If on a particular project, you need to supplement your sample(s) with sample(s) from providers, how do you select those partners? Is it your policy to notify a client in Advance when using a Third-party provider?

At Dimension Research Inc., we prioritize understanding the distinctions between blending and selecting appropriate sample sources for our clients.

We go above and beyond to ensure that we maintain transparency in our communication with clients, both in the estimating phase and during fieldwork.

Our formal panel partnership program sets us apart, as we adhere to industry standards and best practices. Panel partners undergo a rigorous selection process and are evaluated continuously to ensure their quality. Through a thorough request for information process that provides quantifiable assessments, we empower our clients to choose how they want to sample and from which unique panels. This allows for personalized sampling strategies, including single-source or panel blending at the project level.

In cases where we need to source panelists from third-party sources, we follow a meticulous procedure to guarantee international standards are upheld. Our commitment to excellence extends to every aspect of our operations, ensuring that clients receive the highest quality data and insights.

SAMPLING & PROJECT MANAGEMENT

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

Dimension Research Inc. stands out in the industry with its exclusive sampling platform, a sophisticated system that seamlessly integrates panel management and sampling functions. This platform allows us to effortlessly balance samples across various variables simultaneously, ensuring the accuracy and representativeness of the data collected.

When a study is initiated, our team at Dimension Research Inc. meticulously defines the criteria and selects panelists based on their background information stored within the platform. This information is gathered during the registration survey and through ongoing profiling and screening surveys that our panelists participate in.

The sample size for each study is determined based on response rates for the entire sample or within specific quotas, ensuring that the data collected is statistically significant. Throughout the fieldwork process, our team closely monitors the progress and may invite additional panelists to complete the study within the designated timeframe.

Moreover, our clients have the flexibility to tailor their sampling strategies by adding quotas or sending out surveys to specific target groups. This customization allows our clients to gather insights from their desired demographics effectively.



Overall, Dimension Research Inc.'s cutting-edge sampling platform and expertise in panel management enable us to deliver high-quality research data that meets the unique needs of each client.

12. Do you employ a survey router?

Dimension Research Inc. Maximiser is revolutionizing the way panel research is conducted by providing an integrated survey router and dynamic profiler. This innovative tool addresses the shortcomings of first-generation stand-alone router systems, which often lead to a poor panelist experience and increased panelist agitation. With Dimension Research Inc. Maximiser, panel research and sample efficiency are significantly increased.

One of the key benefits of Dimension Research Inc. Maximiser is the enhanced permission-based profiling depth. By easily storing routing qualification data in a panel member's profile, researchers can better target surveys to specific panel members. This targeted approach not only improves the quality of data collected but also ensures that panel members receive surveys that are relevant to their interests and demographics.

Additionally, Dimension Research Inc. Maximiser offers a superior optimization and routing experience for panel members. Leveraging existing profile information, the system matches panelists to surveys with greater efficiency and accuracy. This personalized approach not only increases panelist engagement but also leads to higher response rates and more valuable insights for researchers.

Overall, Dimension Research Inc. Maximiser is transforming panel research by providing a more efficient, targeted, and engaging experience for both researchers and panel members.

13. If you use a router: Please describe the allocation process within your Router. How do you decide which survey Q.12 might be considered for a respondent? On what priority basis are respondents allocated to surveys?

In most cases, the Dimension Research Inc. router employs a random selection process. Participants are assigned to random surveys, considering the amount of work required to complete each question satisfactorily. The required effort is calculated by weighing the likelihood of receiving a participant in each survey based on the following factors:

- Volume of needed completes
- Incidence rate
- Time in field
- Priority survey setting
- With random selection, it is not possible to predict which respondent will go to which survey (unless the order, timing, and behavior of each respondent and pseudo-random number generator seed are known).

Random selection:

- Introduces direct randomness into the fielding process.
- Creates an environment where EVERY survey has a chance of being chosen EVERY time. Does not allow the survey with the most need to always get a respondent.



14. 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?

The Dimension Research Inc. router must maintain a stable and reliable output, as it plays a crucial role in ensuring the accuracy of research outcomes. The automated and regular sample distribution within the router not only helps in achieving this stability but also guarantees the reliability of the results generated. This is particularly important for tracker programs, where consistent and trustworthy data is essential.

Furthermore, by not routing low-incidence studies through the Dimension Research Inc. router, the representativeness of all other surveys in the router is preserved. This decision is made to prevent any distortion that may occur if low-incidence respondents were to be directed primarily to low-incidence surveys within the router. As a result, the accuracy and integrity of the overall research data are safeguarded.

On a weekly basis, demographic data for people in the router is surveyed and organized, and it is compared to census data.

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

At Dimension Research Inc., project managers play a crucial role in deciding whether a project will utilize routing for efficient communication and workflow management. However, all routing parameters are not controlled by individual project managers; instead, they are set globally by a centralized operations team. This approach ensures consistency and uniformity across all projects within the organization.

To maintain control and prevent any unauthorized changes or disruptions, only a carefully selected and limited number of administrators have access to view or modify these routing parameters. This restricted access helps safeguard against any potential errors or inconsistencies that could arise from multiple individuals making changes to the global routing preferences.

It is important to note that project managers themselves do not have the ability to view or alter the global routing preferences. This limitation ensures that the routing system remains secure and in line with the organization's objectives and standards.

Additionally, Dimension Research Inc. does not offer the router on a Do-It-Yourself (DIY) basis for self-service work. This decision is intentional and aligns with the company's strategy to centralize control over routing parameters to maintain efficiency, consistency, and security in project management processes.

PANEL MANAGEMENT

16. 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 deal with?



Dimension Research Inc., a leading market research company, utilizes a sophisticated system to meticulously track the panel composition and necessary variables for sample selection. This process involves gathering detailed household and demographic information from each panelist, allowing for a comprehensive understanding of their socio-demographic profile. This information is collected through a series of sector-specific screener surveys covering a wide range of industries, including automotive, business-to-business, beauty/personal grooming, beverages, family/household, finance, health and wellness, media consumption, mobile phone, small business, sports/hobbies, and travel.

Through their global profiling process, Dimension Research Inc. can effectively conduct sample surveys and manage their panels, enabling them to provide quick and accurate feasibility approximations for each project. Their dynamic profiling platform ensures that every profiled attribute is assigned an expiration date, prompting the system to serve up relevant questions to panelists during their online sessions to keep all profiled information current and up to date. By maintaining this level of precision and attention to detail, Dimension Research Inc. can deliver high-quality, reliable market research data to their clients.

17. 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 router), what the means of invitation to surveys are respondents exposed to? You should note that not all invitations to participate take the form of emails.

The project manager at Dimension Research Inc. works closely with the customer to streamline the survey process by utilizing an automatic following system to send email invitations at scheduled intervals. This system ensures that each panelist receives the survey link promptly, either through their password-protected individual surveys or by accessing the Dimension Research Inc. panel home page which contains a secure link to the survey.

Before being able to access the survey link, panelists are required to visit the Dimension Research Inc. website and input their email addresses and passwords to ensure the security and authenticity of the respondents. This method of sending survey links ensures that only authorized individuals have access to the surveys, as opposed to sending them via email where the link could potentially be accessed by unauthorized users.

Dimension Research Inc. places a high emphasis on the security and confidentiality of the survey responses, which is why they recommend sending general survey invitations with limited information about the survey to maintain the integrity of the research data. By following these guidelines, Dimension Research Inc. aims to provide a safe and secure platform for respondents to share their feedback and insights without compromising their privacy or data security.

Please note that Dimension Research Inc. strictly prohibits any content related to sexual content and profanity, hate speech, violence, violent extremism, sensitive events, bullying and harassment, dangerous products, and the promotion or misuse of marijuana, tobacco, and alcohol to maintain a professional and respectful environment for all participants.

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



Dimension Research Inc. values the participation of its panelists and rewards them based on the points they earn in the marketplace. The number of points awarded is directly proportional to the length of the LOI, ensuring that panelists are fairly compensated for their time and effort. Once panelists reach a redemption level set by the panel owner, they have the option to redeem their rewards through various online payment partners that are linked to the platform.

The size of the redemption is dependent on the total number of points earned by the panelist. They can choose to receive their rewards in cash, which can be transferred to their bank accounts through platforms like PayPal, or they can shop online with partnered merchants. Additionally, some panels offer the option to donate a portion of their rewards to a charity of their choice.

Alternatively, panel owners have the flexibility to provide rewards directly to panelists if they prefer. Incentive levels have been carefully set to encourage long-term participation and discourage individuals who may try to exploit the system by taking surveys solely for monetary gain.

A key feature that drives long-term participation is the ability of panel owners to customize an incentive model that best suits the needs and preferences of their members. This ensures that panelists feel valued and motivated to continue engaging with surveys and providing valuable feedback.

19. What information about a project do u need to give an accurate estimate of feasibility using your resources?

If Dimension Research Inc. is given the intended sample definition, incidence rate, and desired number of completes, feasibility can be assessed. However, having extra information, such as the following, can help you get a more accurate assessment of feasibility:

- Study objectives,
- Survey length,
- Lock out or exclusions periods,
- Screening criteria,
- Survey quotas,
- Census balancing requirements,
- Field time.

20. How do you monitor and abide by additional laws and rules that may be relevant, such as those that could affect the incentives given to participants?

Our internal experts possess knowledge of both local and international laws and regulations, always guaranteeing compliance with them. We closely monitor any potential changes in these laws to ensure they are adhered to accordingly. The incentive system for our panelists varies depending on the panel the participant is registered in, with options including a point system or direct cash payments. For more detailed information on how our incentive system works, please refer to our privacy policies.



21. Do you measure respondent satisfaction? is this information made available to clients? After

each survey, a standard set of questions is presented to gauge the satisfaction level of our panelists. This optional section allows respondents to provide valuable feedback on their overall experience, from the clarity of the questions to the ease of navigation throughout the survey. Although not mandatory, we encourage our panelists to share their thoughts, as their input plays a crucial role in shaping the future of our surveys. Typically, around 85 percent of respondents choose to answer the satisfaction questions. These responses are carefully analyzed to identify trends and patterns that can guide us in enhancing the survey-taking experience for our panelists. Feedback is not only utilized internally to improve our programming techniques but also shared with our clients to help them refine the quality of their survey questions. To ensure a continuous cycle of improvement, a survey satisfaction questionnaire is incorporated into every survey that we develop and conduct in-house. This questionnaire is automatically distributed to a random subset of 10 percent of respondents, providing a diverse range of perspectives on the survey experience. Each day, our team evaluates surveys that receive lower satisfaction ratings, delving into the feedback to pinpoint areas for enhancement. Through this meticulous process, we strive to create a positive and engaging environment for our panelists, ultimately delivering surveys that are both insightful for our clients and enjoyable for our respondents.

22. What information do you provide to describe your client after the project has finished?

During and after the project, our project team communicates all important information with clients. After the first 24 hours of fielding, we usually provide our clients with crucial statistics such as the incidence rate and length of interviews to assist them in determining the direction of the rest of the fieldwork. In addition, for all Dimension Research Inc. hosted projects, the following information is provided.

- a. Response rate
- b. Incidence rate
- c. Dropout rate (overall and by question)
- d. Length of interview
- e. Invitation text
- f. Incentive amount
- g. Total invitations sent
- h. Where respondents screen ou



DATA QUALITY & VALIDATION

23. Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired survey behaviors, 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.

Dimension Research Inc. goes above and beyond to ensure the quality of its goods and services with the help of a dedicated quality assurance team. This team is responsible for constantly monitoring and improving the quality of all products and services offered by the company. Through the implementation of project and company-wide procedures, Dimension Research Inc. can maintain a high standard of quality in everything they produce.

The company's quality monitoring program is rigorous and thorough, leaving no room for error or subpar products. Every aspect of the manufacturing and service delivery process is scrutinized and tested to ensure that only the best reaches the customers. This commitment to quality not only sets Dimension Research Inc. apart from its competitors but also instils trust and confidence in the minds of its customers.

By prioritizing quality control, Dimension Research Inc. can consistently deliver top-notch goods and services that meet and exceed customer expectations. This dedication to excellence is reflected in every aspect of the company's operations, from product development to customer service. Customers can rest assured that when they choose Dimension Research Inc., they are choosing a company that values quality above all else.

In general, Dimension Research Inc. does not host the questionnaires for data collection. Accordingly, Dimension Research Inc. mostly works with clients to have them deploy appropriate validation checks, including but not limited to: analysis of questionnaire completion time, data outliers, unanswered questions patterned responses and other data quality checks to their surveys. Respondents who do not pass these checks do not qualify as completes and do not qualify for an incentive.

Dimension Research Inc. does not host data-gathering questionnaires in general. As a result, Dimension Research Inc. primarily works with customers to have them implement proper validation checks to their surveys, such as analyzing questionnaire completion time, data outliers, unaddressed questions and patterned responses, and other data quality checks. Respondents who fail these checks are not considered complete and are not eligible for an incentive.

When a client reports cheaters in a survey, Dimension Research Inc. project managers use a management tool to remove them from the survey and notify the panel operations department. They will then notify the panel's owner (with the list of impacted panelist IDs). Internally, Dimension Research Inc. keeps track of its IDs as well. A panelist is removed from the Dimension Research Inc. Panel after receiving "three

strikes." Every participant who agrees to participate in a study is placed in a separation system. This ensures that a panelist cannot be invited to research more frequently than the frequency level specified in the panel owner's agreement with Dimension Research Inc.



24. 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?

Dimension Research Inc. utilizes a comprehensive database to track detailed survey participation data for each panelist to ensure the integrity and accuracy of their research. This data includes the survey response status, as well as the start and completion times for each survey completed by panelists. Sample selection is based on various factors, such as the panelists' prior participation levels, to prevent overutilization and maintain the quality of responses.

Despite efforts to limit survey invitation volumes, the effectiveness of volume limits has diminished in the digital age. Panelists now can sign up for multiple survey panels, allowing them to receive a higher number of survey opportunities. This shift in control from the panel companies to the panelists themselves has resulted in varying guidelines for survey invitation volumes from country to country.

It is important to note that while panel companies strive to maintain a balance in survey volumes, ultimately it is the panelists who have the power to determine the frequency at which they receive survey invitations. This dynamic has led to a more fluid and flexible approach to survey participation, with panelists having greater autonomy in selecting which surveys to participate in.

25. 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 periods?

In fact, within survey panels, there are typically no strict limits on the number of surveys a panelist can complete. However, it is observed that most panelists tend to complete no more than one survey per month. This is likely due to a combination of factors, such as time constraints, survey fatigue, and the desire to provide thoughtful responses.

Moreover, the frequency of completed surveys varies significantly based on demographic characteristics. For example, younger panelists may be more inclined to complete multiple surveys in a month compared to older panelists. Additionally, panelists from certain regions or with specific occupations may also exhibit different survey completion patterns.

Understanding these variations in survey participation is crucial for researchers and survey administrators to ensure a diverse and representative sample of responses. By analyzing and adjusting for these demographic differences, researchers can obtain more accurate and reliable data from their surveys.

26. Do you maintain individual-level data such as recent participation history, Date of Entry, Source, etc. on your survey respondent? Are you able to supply your client with a project analysis of such individual-level data?

Apart from standard demographics and profiling information, Dimension Research Inc. stores a database of comprehensive data on each panelist including:

- Recruitment Partner



- Registration Partner
- Registration date
- Total number of Survey invitations
- Time and date of each survey participation
- Result of each survey invitation – complete, screen out, quota full, drop out, no response

We can supply individual level data that is not considered personally identifiable information to a client on request.

27. Do you have a confirmation of respondent identity procedure? Do you have procedures Fraudulent respondent? Please Describe these procedures as they are implemented at sample sources 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?

At Dimension Research Inc., when faced with the challenge of dealing with duplicate or professional respondents, a meticulous process is in place to ensure the validity and reliability of the survey results. The technique employed involves using stratified sampling to carefully select individuals from various categories, such as active and inactive panelists.

To maintain the integrity of the data collected, the length of the surveys is closely monitored and compared to the responses provided by each participant. Additionally, the project manager meticulously reviews each respondent to identify and exclude multiple panelists by

cross-referencing email addresses and names. If necessary, further scrutiny is applied by checking postal addresses and bank details to eliminate any potentially fraudulent activity. Dimension Research Inc. prides itself on its commitment to maintaining the

highest standards

of integrity in its research practices. This includes implementing a rigorous approach that not only safeguards the quality of the gathered data but also ensures those at research findings accurately reflect the opinions and experience of genuine respondents. To achieve this, project managers at Dimension Research Inc. prioritize the quality of response by carefully crafting questionnaires that elicit meaningful and insightful feedback. They also provide ongoing feedback to clients to address any potential issue that could affect the fieldwork, both before the project launch and upon completion. By prioritizing the integrity of its research practices, Dimension Research Inc can deliver meaningful insights to its clients that drive informed decision making.

POLICIES & COMPLIANCE

28. Please Describe the 'OPT-IN for market research 'processes for all your online sample sources.

Dimension Research Inc. takes great care in ensuring the quality and authenticity of its panelists. When a potential respondent shows interest in joining the panel by clicking on a panel



ad, whether on a partner's website or through an email campaign, they are immediately taken to a tailored registration survey based on their country and language preferences. This survey includes questions about their demographics and household information, which helps create a diverse and representative panel.

In addition to providing this information, each respondent must go through validation checks to verify their identity and ensure the accuracy of their data. Only after successfully completing these checks and agreeing to the website's terms and privacy policy are they considered for membership in the panel.

Once a potential panelist passes all the necessary checks, they are sent an email asking them to confirm their email address. This double opt-in process ensures that the respondent truly wants to be a part of the panel and strengthens the integrity of the data collected. By clicking on the validation link in the email, the respondent officially becomes a member of the Dimension Research Inc. panel, ready to share their valuable insights and opinions on various research topics.

29. Please provide a link to your privacy policy. How is your privacy policy provided to your Respondents?

The Dimension Research Inc. privacy policy builds trust with panelists. In most of the countries where we operate consumer panels, we require and incorporated localised legislative guidelines and needs into our policy. During the registration process for our panel sites, panelists must agree to our privacy policy. Our panelists can always access our Dimension Research Inc. panel websites to view our privacy policy, which contains local privacy regulations, rights, and information usage.

Dimension Panelist Privacy Policy: <http://www.DimensionMR Inc..com/panelist-privacy-policy/>

30. Please Describe the measures you take to ensure Data Protection and Data security.

Dimension Research Inc. and its clients must all abide by local data privacy laws and regulations. Dimension Research Inc. panel owner agreements reflect this. Dimension Research Inc. treats all information provided by its clients with the utmost confidentiality and follows to all applicable national laws, regulations, and quality standards authentication criteria.

If a customer provides research results or confidential information, it is not used in any other research project unless the client specifically approves it.

Other security measures in place include:

Sampling security:

- Access to project information is only granted to the user who excess each project.
- Users are automatically logged off after a given period of non-activity.
- Users must sign in using a username and password.
- Respondents reach their surveys by guidance with global unique identifiers. Panel

Management security:



- Access to panel and panelist information is only granted to the company that owns the panel. This doesn't include any personally identifiable data.
- Security Assessments, the Dimension Research Inc. SaaS Environment:
- The Dimension Research Inc. SaaS environment has been designed with security, high availability, and performance by keeping in mind.
- All servers, services and networks are monitored 24/7 by both Dimension Research Inc. and our hosting partner with operation teams on continuous availability.
- Dimension Research Inc. uses Secure Sockets Layers (SSL) for all sampling, panel management and critical panelist information.

31. What Practices do you follow to decide whether online Research Should present commercially sensitive client Data or materials to survey respondents?

The decision regarding whether to show sensitive material to online respondents is typically delegated to the client, as they ultimately hold the responsibility for determining what information should be shared. However, when it comes to handling sensitive data, our team always provides guidance and advice, cautioning that there is no foolproof method for safeguarding such confidential information.

In this digital age, where privacy breaches and data leaks are unfortunately all too common, it is crucial for organizations to exercise caution and implement robust security measures to protect sensitive data from falling into the wrong hands.

Moreover, it is important to adhere to ethical guidelines and best practices when conducting online research, to ensure that respondents are not exposed to content that is inappropriate or harmful in any way. This includes refraining from sharing material that involves explicit sexual content, profanity, hate speech, violence, violent extremism, sensitive events, bullying, harassment, dangerous products, or the promotion or misuse of marijuana, tobacco, and alcohol. By maintaining a high standard of professionalism and integrity in our research practices, we can build trust with our respondents and uphold the reputation of our clients.

32. Are you certified in any specific quality system? If So, Which one(s)?

Dimension Research Inc. Quality Suite employs a comprehensive collection of proprietary internal tools to verify quality. The Quality Suite is a thorough validation strategy that eliminates over-reporters, and duplicates, and ensures panelist involvement by preventing fake responders from entering the panel.

The Client Operations fieldwork management team at Dimension Research Inc. is responsible for delivering high-quality respondents and results that satisfy our client's expectations. Before they can start working on client projects, each member of the Client Operations team must complete the rigorous training. To supply trustworthy, actionable data, the Client Operations team follows detailed protocols and processes for each project, with necessary checks and sign-offs. Our industry-leading survey management system ensures that projects are set up and executed consistently.

In addition, we consult with advice clients about questionnaire design, sampling considerations, and data collection strategies. At the client's request, we carefully review



questionnaires to ensure they are online-ready, respondent-friendly, and logically accurate. We closely monitor response levels, drop-out rates, and panelist feedback to make sure that the survey meets performance expectations.

33. 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?

Dimension Research Inc. conducts online surveys with children and young teenagers on behalf of its clients. If a client requests to interview of 8-year child or above age directly, the process for permission requires that the child must have a parent's email address for notification and allows the parent to opt the child out of participating before registration with our panel can be completed.

Dimension Research Inc. does not currently offer direct access interviews with children under the age of 10 years from internal panels, but in some cases where vendors are used for this demographic, agreement by parents must be collected by the vendor (phone, fax, or email) prior to allowing the child to register for that panel.

If a client does not request to interview a child directly, the process for permission is on a survey-by-survey basis. All surveys are sent through the panel to parents with an invitation to allow their children to participate, and an explanation of the subject matter if appropriate or necessary to ensure the parents can make an informed choice about whether to allow the child to participate or not. This process is applied to all ages, especially when any sensitive topic is present in a survey.

About the US

Dimension Research Inc. provides services that assist clients in developing path-breaking business and marketing strategies, as well as streamlining the process of positioning a product, or brand, and developing appropriate platforms for exploration and business.

Data Collection Fieldwork

Our approach is by using different survey methods and tools such as face-to-face interviews; telephonic and online surveys. We are using these methods with the desired amount of fieldwork operations experience and different degrees of skills and effort to administer the data collection process, execute the task for accurate collection of data, and finally data that is ready to use for expert analysis.

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We guarantee the security and authenticity of the data, as well as the privacy and confidentiality of the respondents.



Market Segmentation

We assist you in determining the importance and position of competing brands, as well as cross- verifying brands across many regions and determining consumer penetration in a certain universe. Many companies have failed or are unable to reach the markets or a particular area in which they wish to succeed with their products or services. That is where our unique expertise in market research comes to support and provide guidance to the client. We have the best ability to analyze and assess to draw lines for market segmentation and make it easier to the client to address the requirements of customer experiences and help the client to reach the desired goals.

Data Analysis, Processing & Tabulation

We provide extraordinary data processing and tabulation outsourcing administrations to businesses all over the world, and we deliver coordinated packages for all their data handling and organization requirements. We help our customers to influence our aptitude and get advantages such as lessened expenses, reduced time utilization and extraordinary quality expansion.

Through our enormous information classification forms, we approve and dissect the information fastidiously and convey impeccable tables according to our customers particulars, giving them the splendid upshots that they justify. We verify that all through the complete information investigation process, rigorous quality control checks are solidly run. It is this methodology of our own to regard quality certification as a focal piece of our operations, which has made us one of the pioneers in the business.

The Data Processing & Tabulation offerings at Dimension Research Inc. contain:

As a data analyst, my responsibilities include utilizing SPSS, SAS, and Quantum programming to implement tab/analysis plans. This involves coding and creating Banner Tables (cross tabs) to organize and analyze data effectively. Additionally, I am tasked with preparing charts based on the tab plan to visually represent key findings and trends. Another crucial aspect of my role is data conversion, where I extract, clean, and load data from spreadsheets into SPSS, Quantum, or SAS format. This process ensures that the data is accurately transformed and ready for analysis, ultimately contributing to informed decision-making and strategic planning within the organization.

Survey Programming Overview

Scripting- Ability to script overviews with different multifaceted nature levels. Scripting for trackers, omnibus and specially appointed studies in multi-nation and multi-mode philosophy effectively taken care of by the group. **Functionality-** Model designing, complex customization, advanced quotas, conjoint, max-diff, segmentation, speed trapping, and straight liners are designed and programmed by the expert team. **Custom tool implementation-** To make an easy and understandable survey look and behavior for respondents, the survey is enhanced by embedding third-party tools such as tools developed in Flash, image optimizer, sliders, highlighters, and other custom tools.



Custom Setup Clock image exposure, vertical and horizontal slider, Self-checking grid, image selection, Box selection, Text drag and drop, image map, Image drags and drop, Sound effects and reporting capabilities are often used in projects.

Our Expertise:

Flowchart Programming

Multi-country & Multimode projects Max-diff

Conjoint Trackers

CATI / CAWI/ CAPI specific Programming

Global Coverage

Deploying our proprietary panels, we cater to more than 80 countries worldwide. We have grown high in these businesses through model quality control, focused attention to detail and overall client satisfaction.

We are headquartered in #47 12711 64 Avenue,

Surrey BC V3W1X1 CANADA

For more details do not hesitate to get in touch with us: at www.dimensionresearchinc.com

Email: Bids@Dimensionresearchinc.com