

The background of the entire slide is a photograph of several African children. On the left, a vertical strip shows three children's faces. On the right, a larger image shows a young girl laughing joyfully. The entire image is covered with a semi-transparent yellow overlay.

# ESOMAR 28 QUESTIONS

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TO HELP BUYERS OF ONLINE SAMPLES

**VA** **VoicesAfrica**

## COMPANY PROFILE

## SAMPLE SOURCES AND RECRUITMENT



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 provide for 3rd party research, as well as some proprietary studies; both ad-hoc and trackers.

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

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 varied sources, ensuring diversity in reach and representation. This includes face-to-face recruitment, social media, online advertising and recruitment partners in several countries.

We pride ourselves in being an actively managed market research panel, which does not engage our panelists in any direct marketing activities. We also have not, nor do we have plans to engage in river sampling.

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?

While we work hard to ensure that we have a variety of recruitment sources in each market that we operate panels in, we employ several methods to ensure that duplication does not occur, for example IP filters and mandatory double-opt-in during registration.

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 commissioned market research. However, as a form of engagement, we also conduct internal proprietary studies, whose insights we share with our panellists through our community website.



## SAMPLING AND PROJECT MANAGEMENT

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

Our recruitment includes face-to-face recruitment which facilitates 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?

We have not had the need to use third party suppliers for any project; we have strict feasibility assessments to 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, South Africa and Nigeria for online respondents. In all markets that we operate in, we prefer to underestimate our capabilities, allowing the client to plan for additional support should the need arise. We do not have plans to use partners for top up.

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 representation.

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?**

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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?**

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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?**

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We collect general demographic data on registration. 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.

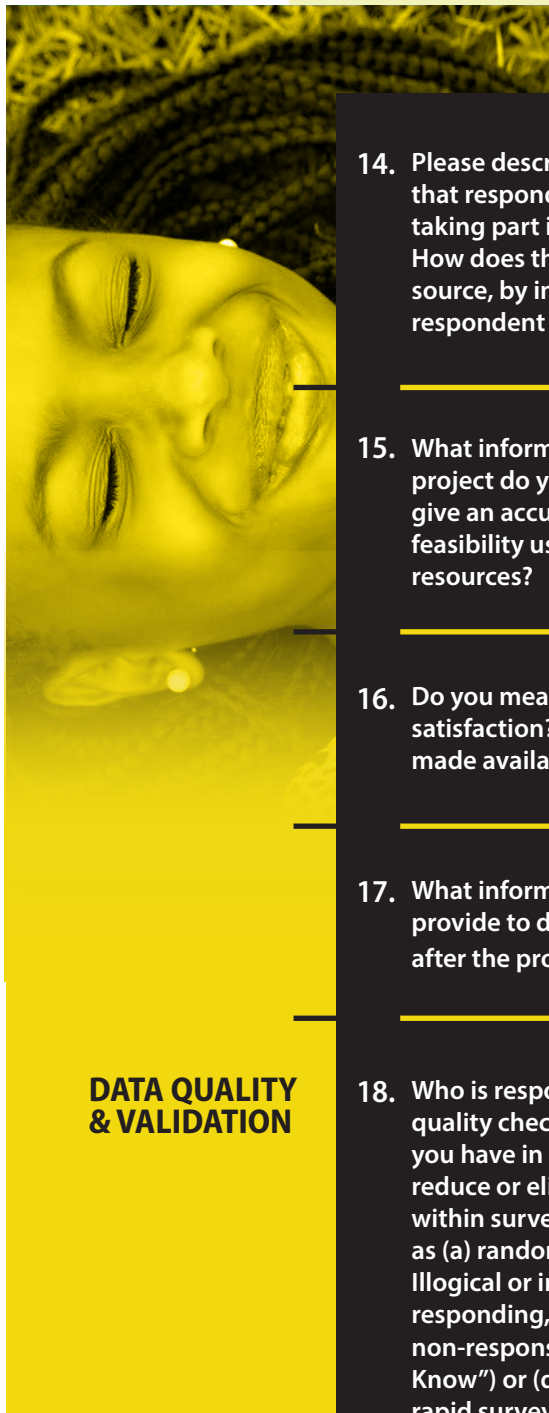
Therefore, we generally avoid low incidence projects that do not fit within our available profile data.

**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 notifications of new surveys on the homepage of the VoicesAfrica community website and on our social pages. Depending on the urgency, we also invite via mobile phone text messages. Very soon, we will also utilize our mobile application to invite participants too.

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





## DATA QUALITY & VALIDATION

**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 rewards including Airtime. Point values are assessed based on survey length, IR and duration in field.

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

We require information on sample size, incidence rate, length of survey and region.

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

From time to time we invite respondents to participate in our survey on satisfaction levels and relevant performance related feedback. We can make aggregated results available to clients, on request.

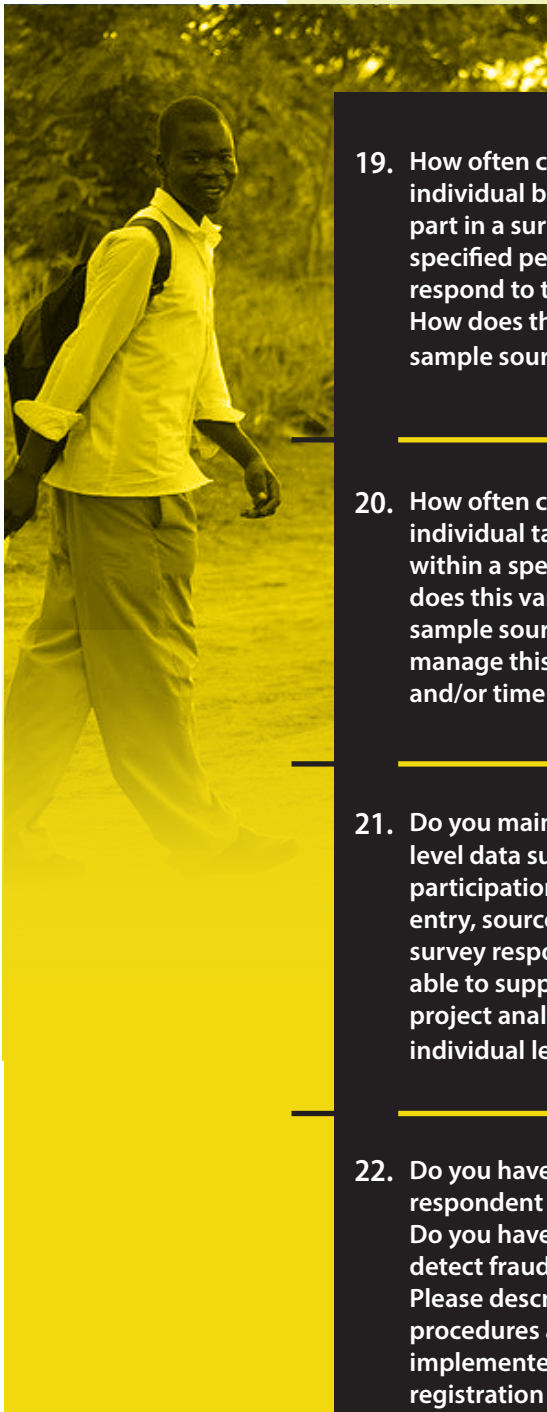
**17. What information do you provide to debrief your client after the project has finished?**

In the post report we can provide clients with the effective completion rate, incidence rate and length of interview and any feedback about the survey from panellists.

**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 open ended questions thoughtfully.

When we become aware of issues with any respondents we issue a warning. If further violation occurs, we blacklist them from participation in any surveys.



**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?**

As we only use our own sample source, we are able to ensure optimum breaks between invitations,. We are also constantly recruiting to ensure a minimum percentage of fresh sample.

**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?**

We try to keep this to a minimum, but, upon client request, we can ensure only relevant sample is contacted.

**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 respondent participation, and are able to supply clients 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 sample 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?**

Our privacy policy is available for all respondents via our community website.

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

Secure servers are used for all our online needs. Online backups are performed daily and 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, our panelists must agree to our general terms and conditions when registering. If a project contains client sensitive data, we can ask our panellists -prior to accessing the client survey- to accept an amended agreement. As, often, we do not host the surveys, controlling any screen capture, or downloadviolations would be up to the client survey host.

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

We have in place longstanding effective practices from our associate company, 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, all our respondents are aged 18 years and above.



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