



GLOBAL OPINION Research LLC

INSIGHTS THAT DRIVE DECISIONS

ESOMAR 37 Questions

To Help Buyers of Online Samples

Company Profile & About Us

At Global Opinion, we are dedicated to delivering high-quality, data-driven insights that empower businesses to make informed decisions. With a strong global presence and an extensive panel network spanning multiple countries, we specialize in providing reliable research solutions tailored to diverse industries.

Our leadership team brings extensive experience from leading global market research firms, with the expertise to manage projects of every scale and complexity. Backed by specialists across diverse industries, we help clients streamline research processes and deliver actionable insights that drive informed business growth.

Question 01: What experience does your company have with 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?

Global Opinion provides reliable market research solutions across the B2B, B2C, and Healthcare sectors. With 1+ million verified respondents across multiple countries, we deliver high-quality online samples backed by rigorous profiling and validation. Beyond online sampling, our expertise includes survey programming, OE coding, tabulation, and data processing, offering clients complete end-to-end research support. Leveraging strong local market knowledge alongside global research expertise, we deliver accurate, actionable insights that help businesses make confident strategic decisions.

Question 02: 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?

At Global Opinion, every project is managed by experienced professionals rather than relying solely on algorithms. Our project management team brings an average of four years of industry experience, ensuring accurate sampling and seamless project execution. New team members complete a comprehensive training program followed by hands-on mentoring with senior Project Managers. Regular refresher training and continuous skill development ensure our team consistently follows industry best practices while delivering high-quality service and meeting client expectations.

Question 03: What other services do you offer? Do you cover sample-only, or do you offer a broad range of data collection and analysis services?

Beyond sample delivery—including online, offline, mail, in-person, qualitative, and quantitative research—Global Opinion offers a full suite of end-to-end research services, all managed by our in-house teams and with the extended support of Tech team at our headquarters in Delaware, USA.

Our capabilities include survey programming, mail and media sample management, open-end (OE) coding, qualitative research, tabulation, advanced analytics and choice modeling, questionnaire design and analysis, as well as custom community and panel development. By bringing these services under one roof, we ensure seamless project execution, consistent quality, and faster turnaround times.

Sample Sources & Recruitment

Question 04: Using the broad classifications above, from what sources of online sample do you derive participants?

At Global Opinion, our proprietary panel is built on a rigorous triple opt-in recruitment process to ensure the highest standards of respondent quality. Participants complete a multi-step verification process—including registration, email validation, and a comprehensive quality assurance survey featuring validation checks and open-ended questions—before being accepted into our panel. Unlike many industry sources, our panelists join specifically to participate in market research, ensuring higher engagement, stronger data quality, and more reliable insights. This thorough onboarding process contributes to an average panel member tenure of over four years, reflecting the strength and stability of our community. In addition to our proprietary panel, we seamlessly integrate high-quality external sample sources through trusted partner networks and leading sample platforms, enabling us to deliver the right audience for every research project while maintaining rigorous quality standards.

Question 05: Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer?

Global Opinion operates international Consumer and B2B panels across 30+ countries and 11 languages, supported by quality respondents' sources that have been continuously developed for over four years. Every project is tailored to the client's research objectives. Depending on the study requirements, we may use our quality respondents exclusively or combine it with carefully vetted partner sources to achieve optimal reach and representation. We maintain complete transparency by clearly informing clients whether a project uses proprietary samples, blended sources, or both. We believe that thoughtfully blending high-quality sample sources helps minimize bias and improves data quality. Every study is reviewed by our experienced sampling specialists, who recommend the most effective sampling strategy to deliver accurate, reliable, and representative insights.

Question 06: 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?

At Global Opinion, a dedicated panel recruitment team focuses on building and maintaining high-quality Consumer and B2B panels through targeted recruitment strategies tailored to each audience. Our Consumer Panel is primarily recruited through our affiliate network, complemented by social media campaigns, referral programs, and digital advertising. For B2B and specialized audiences, we use industry-specific recruitment methods, including participation in trade shows, professional conferences, direct invitations, and targeted outreach. For example, our Technology Panel has been built through technology events, while our Physician Panel has been developed through medical conferences and direct engagement with healthcare professionals. With years of experience since 2022, we have developed proven methodologies to build engaged, verified, and highly responsive research communities across diverse industries.

Question 07: What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are?

Global Opinion does not own a proprietary panel. Understanding and evaluating the validation techniques of our panels is a key part of our Partner Assessment Process. By pairing the evaluation discovery of 1,000 panels over the years with a quantifiable Quality Optimization Rating for sample field, Global Opinion has intimate knowledge of the effects of different validation techniques on infield quality performance. Our verification process combines advanced technology with expert human review to ensure the highest standards of data quality. Before a respondent is admitted to our panel, our dedicated Quality Assurance team carefully validates each application for authenticity and accuracy. To strengthen respondent verification, we utilize industry-leading validation tools alongside our proprietary quality systems, including address verification, browser and device validation, and fraud detection technologies. For B2B panels, we further verify professional credentials by cross-checking company information, contact details, and business affiliations through trusted professional sources, ensuring respondents genuinely represent the organizations they claim to work for.

Question 08: What brand (domain) and/or app are you using with proprietary sources?

Our sample sources utilize a wide range of methods, apps, and domains to allow respondents to access a survey. We feel strongly that a respondent should have the ability to access all surveys via the method that best suits them – either via an email, a portal, an app notification, or other methods. The proportion of respondents accessing the survey via each method varies based upon numerous factors, including country, sample target, LOI, whether the survey is designed to be mobile-first or not, survey topic, survey complexity, etc. We leverage the ideal sample design based upon these factors.

Question 09: Which model(s) do you offer to deliver sample? Managed service, self-serve, or API integration?

Global Opinion offers sample through fully managed services and, where required, supports API integrations for seamless project execution. Rather than taking a transactional approach, we provide every client with a dedicated Project Management team that carefully reviews study specifications, recommends the most appropriate sample sources and methodologies, and oversees execution from start to finish. This consultative approach ensures every project is delivered with the highest levels of quality, efficiency, and accuracy.

Question 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?

Global Opinion provides full and complete transparency to our clients regarding the sample providers we use on each study. We are happy to share the partners, the allocations, the blends, how respondents access the survey, or any other information to our clients to ensure the project is successful. Buyers can control which sources to include in their sample, either via our DIY tool, Connector, or through our managed services option. We agree that different sample sources can produce different results and have seen this firsthand through our ongoing research-on-research on the sample industry. We have been conducting this

research for over four years and have seen not only how sample sources differ from one another, but that they change over time. Each strategic blend is customized depending on the client specifications.

Question 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?

At Global Opinion, panel members can choose to opt in or opt out of specific research categories, ensuring that survey invitations are relevant to their interests and increasing engagement and response quality. When appropriate and with the necessary permissions, we support the collection of Personally Identifiable Information (PII) for recall or follow-up studies. Our panel management system also enables secure respondent re-contact for longitudinal or unforeseen follow-up research while maintaining strict data governance practices. Our respondents regularly participate in a wide range of research methodologies, including online and offline qualitative studies, such as online communities, focus groups, and in-depth interviews, as well as quantitative surveys of varying lengths and complexity. Most of our surveys are device agnostic, providing respondents with a seamless experience across platforms. Where a study requires a specific device, our technology automatically detects the respondent's device and either provides appropriate guidance or restricts access to ensure compliance with the study requirements and maintain data quality.

Sampling & Project Management

Question 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 take numerous other steps to ensure the sample looks like the target population. We customize a sample plan for each study ensuring the sample blend best ensures representativity by determining the sample providers that are ideal for the study. Demographic and other quotas are determined by the study objectives and sample plan. We recommend a discussion between the client and suppliers to understand the benefits and risk of applying quotas or other methods to control sample.

Question 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?

At Global Opinion, in-depth level of knowledge on all of our suppliers allows us to custom fit targeting and profiling information to the study itself. We frequently select a panel blend based on their profiling capabilities and profiling depth in order to increase IR and survey efficiency and economy. Depending on the study requirements, this profile data can either be seamlessly appended to survey responses or revalidated within the questionnaire, providing clients with a complete and consistent dataset.

Question 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?

To prepare an accurate proposal, we typically require the incidence rate (IR), survey length (LOI), target number of completes, qualification criteria, and project timeline. Based on these requirements, our team works closely with you to recommend the most suitable sampling approach. Whether you prefer our proprietary panel exclusively or a blended solution combining our panel with trusted partner sources, we maintain complete transparency and tailor our recommendations to meet your research objectives.

Question 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/subcontractors?

In the rare event that Global Opinion is unable to fulfill a project entirely through our carefully vetted third-party sample providers to achieve the required completes. While the identities of our supplier partners remain confidential, we are happy to accommodate client preferences or exclusion requests when planning the sample strategy. Every third-party source approved for a project has successfully completed the Global Opinion Supplier Onboarding and Quality Assessment Process. To ensure consistency and data integrity, all third-party respondents are subjected to the same rigorous quality controls, including advanced validation, fraud detection, and proprietary deduplication processes to identify and eliminate potential overlap between sample sources.

Question 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.

Global Opinion does not own or use sample routers. We believe in a quality-first, respondent-centric approach, relying on carefully managed partner sources rather than router-based sampling. Our commitment to controlled sampling ensures greater transparency, higher respondent quality, and more reliable research outcomes.

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

Global Opinion does not own or use sample routers. We believe in a quality-first, respondent-centric approach, relying on carefully managed partner sources rather than router-based sampling. Our commitment to controlled sampling ensures greater transparency, higher respondent quality, and more reliable research outcomes.

Question 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?

Our partner network employs a range of proven engagement strategies to maximize response rates and encourage active participation from panel members. To minimize potential bias, survey invitations typically disclose only the estimated interview length and the incentive offered, while the research topic remains undisclosed. In certain cases, additional study information may be shared when appropriate, although this is not standard practice.

Question 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?

No. Every project at Global Opinion begins with a dedicated sample selection based on the client's specific targeting requirements. As strong advocates of a quality-first sampling approach, we believe in carefully selecting the most appropriate respondents, inviting that targeted audience directly, and allowing sufficient time for responses before sending reminder invitations. This methodology helps maximize completes from the original sample while preserving sample integrity, representativeness, and overall data quality.

Question 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?

Global Opinion does not maintain a proprietary panel and does not compensate panel respondents directly. We generally recommend avoiding changes to respondent incentives once fieldwork has commenced to ensure consistency and minimize potential bias. However, if an incentive adjustment is agreed upon in consultation with our client, all such changes are carefully tracked, and respondents who receive a revised incentive can be identified and flagged for analysis.

Question 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)?

Most of the panel providers that Global Opinion partners with regularly collect respondent satisfaction feedback, and this information can be made available to clients upon request. We can also advise clients on incorporating a brief respondent satisfaction survey into their questionnaire to help measure the participant experience and identify opportunities for improvement.

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

Upon request, Global Opinion provides a comprehensive survey performance report summarizing key fieldwork metrics and respondent feedback. Typical insights include incidence rates (IR), quota fulfillment, screen-out activity, and qualitative feedback shared by respondents during the study. While these reports are not provided as a standard deliverable for every project, they are readily available upon request and are shared in a clear, concise email format, offering valuable insights into survey performance and respondent experience.

Data Quality & Validation

Question 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?

Each panel provider within the Global Opinion partner network follows its own respondent contact and survey invitation policies to manage participation frequency. We work closely with our partners to understand and monitor these practices, ensuring that respondents who participate in multiple studies are not invited to surveys within the same category during any client-specified exclusion period. Additionally, upon request, we can suppress or exclude respondents from future waves of a study to support longitudinal research integrity and prevent respondent fatigue.

Question 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?

At Global Opinion, we maintain detailed records of respondent participation across all projects. Our systems track survey invitations, project participation, login times, survey completion, and screen-out (DNQ) activity, providing complete visibility into respondent engagement. This information is securely maintained and can be shared with clients upon request, supporting project transparency, quality assurance, and research validation where appropriate.

Question 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.

At Global Opinion, every online survey we host whether we provide the sample or not is subject to rigorous data quality and integrity controls. Responses that fail to meet our established quality standards are automatically identified and removed from the final dataset to ensure accurate and reliable results. We continuously monitor respondent performance, and members who repeatedly provide low-quality or unusable data are removed from our panel. In such cases, incentives are withheld, and the respondent is no longer eligible to participate in future studies. To safeguard data quality, we employ multiple anti-fraud and respondent verification systems throughout the research lifecycle, including survey entry, and ongoing participation. We also validate profile information against survey responses to identify inconsistencies, detect suspicious behavior, and prevent fraudulent activity. This multi-layered quality assurance framework helps ensure that every project is supported by genuine, verified respondents and high-quality data.

Question 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?

Our Panel Management System provides complete visibility into respondent sourcing, enabling us to track each participant's origin, apply pre-screening criteria, and manage quotas at both the overall project and individual source/provider levels. For tracking and longitudinal studies, we can establish provider-specific quotas to ensure a consistent sample blend across every wave, helping maintain methodological consistency and reliable trend analysis over time. Upon request, Global Opinion can provide detailed reports outlining

sample sources and blend composition. Additionally, a sample source identifier can be appended to the survey URL or respondent data records, allowing clients to analyze results by source while maintaining efficient project management and data transparency.

Question 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?

Since we do not own a proprietary panel, Global Opinion has designed an industry leading quality measurement calculation used to evaluate the quality of the sample that we provide to our clients. This metric aids in monitoring and tracking over time how well a panel's supply performs within Consumer, B2B, and Healthcare work, both domestically and globally. These metrics are evaluated per study and at an overall account level. Panels that do not meet our quality rating standards are removed from our network.

Core Quality Components:

- 1) Copy Paste: Abandon Copy Paste feature so that robots don't hack your sample
- 2) Bots Auto Fill: Get a system with bots detection, so that your the study does not get into bias
- 3) Speeder - Min Time (LOI) auto-detection
- 4) Geo IP Detection: Detect Mismatch Geo Location & Disqualify Respondent immediately
- 5) Exclusion: Multiple-time respondent exclusion based on the previous study
- 6) Identifies survey cookie deletion intention to commit fraud
- 7) Verification: Respondent Email Domain Reachable & Email ID Verification in pre-screen
- 8) VPN Detection
- 9) Unique IP

Question 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 behaviors, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item non-response (e.g., "Don't Know") (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

At Global Opinion, every project undergoes a rigorous data validation process conducted by our dedicated Data Quality Team at the conclusion of fieldwork. We combine advanced automated analytics with expert manual review to ensure the highest standards of data integrity. Our quality algorithms evaluate multiple indicators of respondent quality, including completion time, response consistency, grid and matrix response patterns, straight-lining, survey engagement, and consistency with both historical survey responses and profile information. Responses flagged by the system are then carefully reviewed by our analysts, who assess additional factors such as illogical or contradictory answers and other quality indicators that require human judgment. The findings from these reviews are incorporated into our ongoing quality monitoring framework. Respondents who consistently exhibit poor-quality or fraudulent behavior are removed from the panel, helping to ensure that every project benefit from accurate, reliable, and high-quality data.

Policies and Compliance

Question 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.

A privacy notice is required under various data protection laws, regulations, and market research industry codes. It outlines the types of personal data a sample provider collects and processes, as well as how that data is used, stored, shared, and protected. Reviewing a sample provider's privacy notice provides valuable insight into its data handling practices and helps assess its compliance with applicable legal, regulatory, and industry requirements. The Global Opinion privacy policy can be found at: <https://mrglobalopinion.com/>

Question 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 personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

Various resources are monitored for changes in data protection (and other) laws and regulations. Consent is built into applications and processes and is generally the foundation for the Legal basis for processing personal information. Data breach requirements, cross-border transfer, and data retention are defined in specific client agreements. Changes to applications and processes to match client requirements regarding consent and legal basis are also performed. We employ third-party legal resources to ensure that we are compliant with all applicable laws and regulations. We also require that all panels, prior to admittance to our network, acknowledge compliance with state specific and national regulations that apply to their databases.

Question 31: How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants?

We do not maintain a database of members; however, respondents can escalate privacy concerns on a survey level via help links to Global Opinion that we communicate back to their panel owner.

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

Global Opinion continuously monitors developments in data protection and market research regulations and works with independent legal experts to ensure compliance with all applicable laws, regulations, and industry standards. In addition, every panel provider must confirm compliance with all relevant national and regional legal requirements before being accepted into our partner network, ensuring that their respondent databases meet the required regulatory standards.

Question 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?

Global Opinion strictly adheres to the guidelines established by ESOMAR, as well as all applicable national and regional legislation governing research involving individuals under the age of 18. Where required, appropriate parental or legal guardian consent is obtained before minors are invited to participate in research.

As a prerequisite for joining the Global Opinion partner network, every panel provider must confirm compliance with all applicable local, regional, and national laws relating to research involving children and other vulnerable populations. We are committed to protecting the rights, privacy, and well-being of these groups and work closely with our panel partners to assess the suitability of each study involving minors on a case-by-case basis. Global Opinion collaborates exclusively with panel providers that comply with ESOMAR guidelines and all relevant legal and ethical requirements when collecting data from minors.

Question 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.

All of Global Opinion systems implement privacy by design and are compliant to the latest GDPR and data privacy and protection regulations. All employees within Global Opinion only have access to information that is required for them to be able to their daily duties with member PII and sensitive information restricted. All members are anonymized using an ID to identify themselves which is then encrypted and masked for each survey that the member takes part in, both internally and externally to prevent any information to be built up due to survey data or surveys that a member has taken part in. When a project is internally hosted, members of the data team who work with the live survey data only have access to the encrypted survey-specific ID and are unable to link this up to the members ID to ensure that they are unable to link any survey responses to any specific member, or any survey responses given in any other survey.

Question 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?

The information security compliance program is currently informal. ISO compliant security compliance programs (and other ISO 27001 compliance programs/standards) are currently being developed. ISO 27001 compliant standards are being implemented over the next few years. All programs and standards will be modified within the ISO 27001 framework during this implementation.

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

We are not ISO 20252 certified. We do comply with many market research quality standards and follow laws and rules and regulations globally.

Metrics

Question 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.

Metric Description	Availability
1. Average qualifying or completion rate, trended by month?	Yes
2. Percent of paid completes rejected per month/project, trended by month?	Yes
3. Percent of members/accounts removed/quarantined, trended by month?	Not applicable
4. Percent of paid completes from 0-3 months tenure, trended by month?	Not applicable
5. Percent of paid completes from smartphones, trended by month?	Yes
6. Percent of paid completes from owned/branded member relationships versus intercept participants, trended by month?	Not applicable
7. Average number of dispositions (survey attempts, screen outs, and completes) per member, trended by month (potentially by cohort)?	Yes
8. Average number of paid completes per member, trended by month (potentially by cohort)?	Yes
9. Active unique participants in the last 30 days?	Yes
10. Active unique 18-24 male participants in the last 30 days?	Not applicable

11. Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview?

Yes

12. Percent of quotas that reached full quota at time of delivery, trended by month?

Yes

We continuously monitor and internally report key fieldwork metrics, including completion rates and respondent dispositions (completes, terminations, over quotas, duplicates, fraud, and removals) across panels, clients, devices, countries, and audience classifications. While member- and participant-level data is accessible, it is managed directly by our network of panel suppliers to ensure data integrity and compliance.

Contact Us

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Digital & Social Networks

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