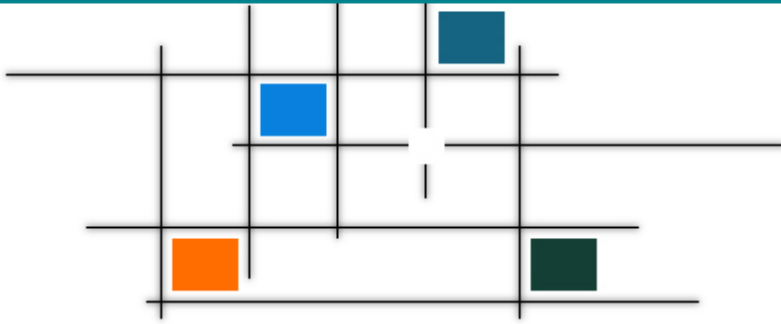# WebCruisers Product Guide

This guide is for internal use only. It aims to cover the positioning and the specifications of the product, as well as its pricing and implementation details

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Ipsos Interactive Services

Summary

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Ipsos Interactive Services

Product Positioning

WebCruisers is an exploration tool composed of a maximum of 15 questions

· Monthly Online Screener conducted with Ipsos Interactive Services Online Panels
· Standard questionnaire for all countries covered (as much as it can be achieved)

Main Objectives

Support Global Online Research Business – WebCruisers should help Ipsos clients reach information about various markets in all countries where we have panels and contribute to the creation of uniform category data across Europe. Webcruisers gives clients an accurate idea about online panels capacity and represents the perfect tool for identifying rare or difficult targets at very competitive prices.

Screen and Collect Data to refresh, add variables and enrich existing Panels databases.

Maintain Online Panels Quality and Activity by giving all active panel members the opportunity to take part in Ipsos Online Surveys on a regular basis

Key Benefits

Key Benefits

- A powerful tool to Identify hard-to-reach and/or complex targets
- Cost-effective Online Sample Solution
- A flexible solution running every month
- The opportunity to recontact panel members for follow up surveys 3 days after WebCruisers

Panels Benefits

- Give the opportunity to ALL panel members to take part in Online Surveys on a regular basis
- Boost members loyalty
- Enrich panels database with new variables
- Enables creation of subpanels thru screening by categories

Characteristics

Sample	All active Online Panellists
Country Coverage	UK, Germany, France, Italy, Spain, Sweden, Belgium, Netherlands,Denmark, Switzerland,Norway, Finland, Belgium
Frequency	Monthly
Questionnaire	15 questions booked based on business and panel management needs
Questions	1. Standard demos (2Q) 2. Panel management (3Q) 3. Panel communication (3Q) 4. Clients (up to 7Q) – 3 questions per client as a maximum
Timings	1. Deadline for receiving questions: xth of the month* 2. Preparations: x -14 of each month 3. Launch dates: 15th ….(3 countries per day)** 4. Fieldwork Period: 7 days 5. Cut Off Date : 22nd …. 6. Data Delivering: 25th, 26th … * 7. Follow ups can be launched on the 4rd day following Webcruisers launch date. * Please check Webcruisers Schedule ** Launch date could vary accordingly with the country, Panel Usage Policy approach
Who can book questions	All Ipsos Companies, IIS Panel Management

How can you book your questions?	Fill in a Question Registration Form and send it to webcruisers@ipsos-interactive.com
Webcruisers Methodology	All active panellists are extracted from data base.Invitation letter is addressed to the Contact Person (Panel Member or Respondent) and this person will fill in the questionnaire. If the questions are at individual level, Contact person answers on behalf of all other persons within the HHLD)
How can you follow on the results?	WebCruisers project manager will provide clients with a URL together with a username and password, to access results page
Deliverables	1. Datamap and ASCII files sent via email. 2. Standard Tables: split by standard demos (Age, Gender, Region, Market Size, Household Size, Social Grade)* * Market Size, Household Size, Social Grade are not available for all countries.
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Questionnaire

General

The average duration of the questionnaire should not exceed 6 to 7 minutes. This aims to stick with the Prize Draw incentive policy defined for the WebCruisers. It should also minimize the impact resulting from the launch of the WebCruisers on the entire panels while other online surveys' fieldworks are on as well.

Category questions

In an attempt to create uniform category data across European Online panels, WebCruisers project team will strongly support multi-country category questions.

Localizations

In case you wish your questions to include country-specific response items (eg, product brands, shops names, etc.) please make sure you provide us with localizations for each country covered as no search is carried on at our end in that respect.

Translations

All questions booked shall be sent in English to WebCruisers Project Manager. Translations can be provided by Ipsos companies directly or handled at IIS end. This needs to be agreed on when questions are booked.

Other tips

WebCruisers are like other online self-completion questionnaires addressed to panellists: they are not face-to-face or other offline methodology-like questionnaires!
So, the more concise and clearer the questionnaire will be, the more attractive, easier and less time-consuming the survey will be to complete.

Timings

WHAT	WHEN
HOW OFTEN	Once a month – Every Xth of the month
SET UP STAGE	Day - 14
FIELDWORK LAUNCH PERIOD	UK, France and Germany : launch on Day 15 of each month Launch of other countries to be prioritized according to business needs. These countries currently include : Italy, Spain, Sweden, Belgium, The Netherlands, Denmark, Switzerland, Norway, Finland Total fieldwork launch period : 4 business days
FIELDWORK PERIOD	7 days for each country, including a week-end
CUT OFF DATE	Based on the launch date + 7 days
DATA DELIVERY	Cut off Date + 2 Business Days

Standard Deliverables

Deliverables are sent by email 2 days after fieldwork cut off date. Please note that UK, France and Germany deliverables shall be prioritized over new panels, namely, Italy, Spain, Sweden, Belgium, The Netherlands, Denmark, Switzerland, Norway and Finland. These will be delivered according to clients requests and needs.

Standard deliverables include :

1. Free of charge: ASCII data file +data map

2. Tables (Excel format) will be delivered in a standard format: standard split only by Age, Sex,Standard Region, Market Size, Household Size, Social Grade*

The split by Main Demos depends on whether the question is at Household or Individual Level:

1. HHLD Level QuestionSplit by : Standard Region, Market Size, Household Size, Social Grade *
(see Appendix 2 for Table Specifications)

2. Individual Level Question (Respondent answers the question on behalf of all members within the HHLD) Split by: Age (for all members within the HHLD) Sex (for all members within the HHLD), Standard Region, Market Size, Household Size, Social Grade*
(see Appendix 2 for Table Specifications)

 * Market Size, Household Size, Social Grade are not available for all countries

Extra demographics

All extra demographics are to be included in your initial order. This is to ensure that all final results will be delivered on time, based on schedule.

Extra deliverables & other deliverables formats

Any other format table, extra demos and/or weighting are available upon request. If you are interested in these, please send us an email at webcruisers@ipsos-interactive.com as this entail additional cost and timing.

Pricing

	← N U M B E R O F C O U N T R I E S C O V E R E D →											
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**
Reference price - HHLD LEVEL	500 €	850 €	1000 €	1100	1200	1300	1400	1500	1600	1700	1800	1900
Reference price- INDIV LEVEL	750 €	1350 €	1750 €	1850	1950	2050	2150	2250	2350	2450	2550	2650

Open-ended Questions*

The above mentioned prices should apply, topped with fixed rates for coding as follows :
0.3 € cents per verbatim coded **OR** 100 € per list of verbatims/country if no coding is required. Note that coding is to be negotiated time wise separately as it does not come as a standard delivery..

Stimuli (audio, video, pictures)

50 euros per object, 40 euros for more than 5 objects if still pictures
250 euros per object if multimedia files
Please ask for advice and special quote if a higher number of objects is required.

Follow ups Pricing Policy

When quoting for a follow-up study to re-contact a target group identified thru WebCruisers, the following apply:

Discount – Half of the webcruiser cost is to return upon commissioning of a follow up study.

Incidence to use in the quotation grid - 100% (in the section – "variable not in the panel") or leave section blanc

Q&A

What's the difference between « household » and « individual » levels ?

For each household registered in Online Panels, Ipsos Interactive Services owns ONE email address which is used to contact panel members. Therefore, each WebCruisers is addressed to the household's main contact, using this email address.When asking a question at individual level, the invitation email also goes to the main contact in the household. The difference lies in the question wording, within the scripted questionnaire and can be as follows :

Which of the following products have the members of your household bought within the last 12 months?

	<INSERT INDIV1 FIRST NAME>	<INSERT INDIV2 FIRST NAME>	<INSERT INDIV3 FIRST NAME>	<INSERT INDIVX FIRST NAME>
Chewing-Gum				
Candees				
…				

How can I contact respondents of the WebCruisers for follow-up surveys?

Timespan – As a general rule, the target group identified thru the WebCruisers can be re-contacted for follow up studies 4 days after launch date of WebCruisers fieldwork. This aims is to ensure that :

▪ Panels quality is not jeopardized due to sample over-fishing

▪ All involved team and business partners can complete internal procedures according to company's standards

How to book a follow up sample?

Just like other online surveys conducted at Ipsos Interactive Services, all you need to do is to commission your job with quotation team, before your identified target sample is booked. Please make sure you mention the related WebCruisers reference and month. For any question on this, please write at : quotation@ipsos-interactive.com

Why should your questions always be finalized when they are received by WebCruisers Project Manager?

Changing a question after deadline is passed will directly affect the scripting process, thus strongly impairing the project's efficiency, with repercussions for all WebCruisers clients. For this reason, exceptions to the defined timings are really not encouraged.

What format should I use for stimuli?

Preferred formats for objects you wish to insert together with your questions are as follows :

Pictures : (size+file type)
Sounds/ Video : (size+file type)

Standard Variables

Table Text	Standard Break Name / Definition		
TOTAL	Total		
SEX (QA)	Male Female		
Age (QB)	1. 15-24 or 18-24 (accordingly with the target) 2. 25-34 3. 35-44 4. 45-54 5. 55+		
Standard Region (QF)	**UK**	**France**	**Germany**
Standard Region (QF)	North / York North / West Midlands SW & Wales South East & Anglia London Scotland	Nielsen I Nielsen II Nielsen III Nielsen IV Nielsen V	Nielsen I Nielsen II Nielsen IIIa Nielsen IIIb Nielsen IV Nielsen V(a&B) Nielsen VI Nielsen VII
Standard Region (QF)	**Italy**	**Spain**	**Belgium**
	1- Nord Ovest & Lombardia 2- Nord Est & Emilia-Romagna 3- Cantro & Lazio & Abruzzo-Molise 4-Campania & Sud & Sicilia & Sardegna 5- Sicilia & Sardegna	1-Noroeste & Noreste 2-Madrid & Centro 3-Este 4-Sur & Canarias	1-Brussels & Brabant 2-Antwerpen, Limburg & Vlanderen 3-Region Walonne exluded Brabant Wallon
Standard Region (QF)	**Sweden**	**Finland**	**Denmark**
	1- Stockholm 2- South 3- North	1 - Etelä-Suomi (Southern Finland) 2 - Uusimaa (suuralue) (Western Finland) 3 - Itä-Suomi (Eastern Finland) 4 - Väli-Suomi (Oulu) 5 - Pohjois-Suomi (Lapland) 6 - Åland	1- Storkøbenhavn 2- Øerne i øvrigt 3- Jylland

Standard Region (QF)	Switzerland	Netherlands	Norway
	1 - Geneve 2 - Fribourg 3 - Vaud 4 - Neuchatel-Jura-Jura bernois 5 - Valais 6 - Bern 7- Biel & Umgebung 8 - Zurich 9 - Zentralschweiz 10 - Ticino 11 - Solothurn 12 - Ostschweiz 13 - Beider Basel 14 – Aargau	1 - Noord & Oost Nederland; 2 - West-Nederland 3 - Zuid-Nederland	1 - Oslo og Akershus 2 - Hedmark og Oppland 3 - Sør-Østlandet 4 - Agder og Rogaland 5 - Vestlandet 6 - Trøndelag 7 - Nord-Norge

Market Size	UK	France	Germany
	1 - 0 to 39 999 inhab. 2 - 40 000 to 99 999 inhab. 3 - 100 000 to 199 999 inhab. 4 - 200 000 and more inhab.	1 - 0 to 19 999 inhab. 2 - 20 000 to 99 999 inhab. 3 - 100 000 to 199 999 inhab. 4 - 200 000 and more inhab.	1 - 0 to 19 999 inhab. 2 - 20 000 to 99 999 inhab. 3 - 100 000 to 499 999 inhab. 4 - 500 000 and more inhab.

Social Grade	UK	France	Germany
	1- A level 2- B level 3- C1 level 4- C2 level 5- D level 6- E level	1- Managerial 2- Clerical 3- Manual 4- Self Employed 5- Retired / Unemployed.	1- Managerial 2- Clerical 3- Manual 4- Self Employed 5- Retired / Unemployed.

Household Size	UK Italy Sweden Switzerland	France Spain Finland Netherlanden	Germany Belgium Denmark Norway
	1 - Household with 1 individual 2 - Household with 2 individuals 3 - Household with 3 individuals 4 - Household with 4 individuals 5 - Household with 5 individuals or more	1 - Household with 1 individual 2 - Household with 2 individuals 3 - Household with 3 individuals 4 - Household with 4 individuals 5 - Household with 5 individuals or more	1 - Household with 1 individual 2 - Household with 2 individuals 3 - Household with 3 individuals 4 - Household with 4 individuals 5 - Household with 5 individuals or more

Please feel free to write us at webcruisers@ipsos-interactive.com if you wish to receive a template for deliverable tables until the fieldwork period ends(please check Webcruisers Schedule)