



ESOMAR 37 Responses

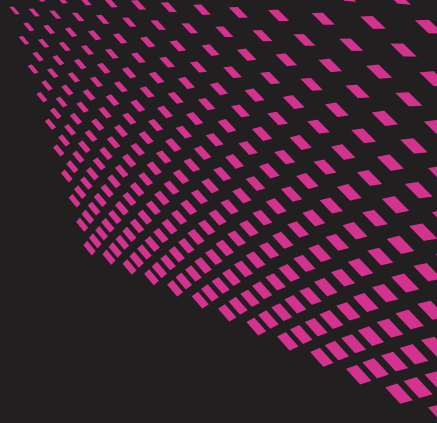


37 Responses to Help Buyers of Online Samples.

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About Us



Core Behaviour is a market research partner delivering high-quality evidence through structured design, disciplined validation, and reporting built for action.

At Core Behaviour, we deliver market research designed for real business decisions. We help organisations turn audience feedback into clear, usable insight that teams can act on with confidence. Our work combines structured methodology, disciplined quality controls, and reporting built for stakeholder alignment.

Our approach is built around reliability. From research design and questionnaire setup to fieldwork monitoring and validation checks, we focus on reducing noise and improving trust in the final dataset. This includes strong screening practices, controlled sourcing, and ongoing quality review throughout fieldwork.

Beyond data collection, we focus on interpretation and outcomes. Whether the objective is concept testing, customer experience measurement, brand diagnostics, or market sizing, we deliver summaries and takeaways that support next steps, planning, and growth.

With a clear commitment to data quality, transparency, and responsive delivery, Core Behaviour is a research partner teams can rely on for critical decisions.



What we do



- ① **Research Design:** Method, audience, and questionnaire are aligned to your objectives from day one.
- ② **Audience Access:** Reach the right profiles across industries using practical targeting and quota management.
- ③ **Data Quality:** Structured validation steps reduce noise and improve confidence in findings.
- ④ **Reporting & Insights:** Clear summaries and actionable takeaways that support alignment and next steps.

Approach and Delivery



Our approach

Core Behaviour is a market research partner focused on helping organizations make better decisions through high-quality evidence. We combine qualitative depth with quantitative measurement to understand what people think, what they choose, and why it matters. Our work prioritizes data integrity, careful interpretation, and reporting that stakeholders can use immediately for planning, positioning, and growth.

Scale and delivery

35+

**Markets
Supported**

1M+

**Responses
Collected**

Why choose us

Core Behaviour combines structured methodology, disciplined quality controls, and clear reporting to support critical decisions. We focus on accuracy, speed, and collaboration, ensuring stakeholders receive insight that is practical, defensible, and ready to use:

- Research design aligned to objectives, audiences, and KPIs
- Validation checks to reduce noise and improve reliability
- Multi-method capability across qualitative, quantitative, and online studies
- Clear topline and full reports built for stakeholder alignment
- Responsive project management with consistent timelines and updates

Company Profile



Research designed for clarity, confidence,
and action.





Q1 What experience does your company have in 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?

Core Behaviour has extensive experience in sourcing and managing online research participants for market research studies. We support both quantitative and qualitative programs and help clients reach the right audiences through defined targeting, screening, and quota controls across multiple industries.

We provide sample and fieldwork support across 35+ markets, and our delivery history includes 2,500+ projects and 1.2M+ verified responses monthly. This scale reflects consistent operational experience in managing varied study types, incidence levels, and respondent profiles, including harder-to-reach audiences when specific eligibility criteria are required.

In addition to supplying respondents, we support practical fieldwork execution so studies stay aligned to the intended sample plan. This includes managing pacing against quotas, monitoring conversion across key groups, and applying consistent quality checks during fielding to maintain reliable outcomes. Where feasibility risks appear, such as low incidence or strict screeners, we work with the buyer to adjust the approach in a controlled way while keeping the research objectives intact.

Our online sampling services are designed and governed for market research purposes. We do not operate direct marketing lists or provide online sample for unsolicited marketing outreach. Where participant communications are required, they are limited to research-related contact and managed in line with applicable privacy requirements and participant consent.

As a result, the proportion of our work is primarily market research focused, with online sampling used to support research studies and insight generation rather than direct marketing activity.





Q2 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?

Core Behaviour has dedicated staff responsible for the development, oversight, and ongoing improvement of our sampling logic and automated checks that support feasibility, targeting, quota management, and quality controls. This team combines practical market research operations experience with technical capability in data handling and workflow automation, ensuring that sampling decisions remain consistent, traceable, and aligned to project objectives.

Frontline project teams receive structured training so they can apply sampling techniques correctly in day-to-day delivery. Training typically covers core principles such as incidence and feasibility assessment, quota design and monitoring, use of screening criteria, fieldwork pacing, and common sources of sample bias. It also includes practical guidance on managing hard-to-reach audiences and maintaining respondent experience while protecting data quality.

New team members follow a documented onboarding program that blends process training with supervised project work. Ongoing development is supported through periodic refreshers, internal knowledge sessions, and role-based upskilling focused on quality standards, updated platform workflows, and lessons learned from live projects. This approach ensures teams stay consistent in execution while improving performance over time.

To maintain consistency across studies, we also use internal documentation and checklists that guide teams through standard sampling steps, including quota setup, screening review, and in-field monitoring. When new requirements arise, such as a novel audience definition or a new quality control need, learnings are captured and shared so the approach becomes repeatable across future projects.





Q3 What other services do you offer? Do you cover sample-only, or do you offer a broad range of data collection and analysis services?

Core Behaviour offers both sample-only support and end-to-end research delivery, depending on the client's scope and internal capabilities. We work across qualitative and quantitative programs, with services designed to cover the full research lifecycle from planning through reporting.

Our services typically include:

- Sample-only delivery with targeting, screening, and quota management across online audiences.
- Full-service data collection including study setup, fieldwork management, and day-to-day monitoring for pace, quality, and quota delivery
- Questionnaire and research design support to align objectives, measures, and respondent flow before launch.
- Survey programming and testing to ensure clean routing, consistent logic, and a reliable respondent experience.
- Data processing and validation including structured checks to reduce noise and improve consistency before analysis.
- Reporting and insights ranging from quick topline to full reports with clear findings and recommended next steps.
- Feasibility checks and fieldwork planning to confirm incidence expectations, timeline, and quota practicality before launch.
- Multi-wave tracking support including consistent sourcing, quota continuity, and documented wave-over-wave comparability.

In short, we support sample-only engagements when clients want to manage analysis internally, and we also provide a broader set of data collection and insight services when clients need a full-service partner.

Sample Sources & Recruitment



Clear sourcing, controlled recruitment,
and validation built for data integrity.





Q4 Using the broad classifications above, from what sources of online sample do you derive participants?

Core Behaviour sources online participants through a blended approach designed to support reach, feasibility, and targeting requirements across studies.

Our primary sources include:

- Opt-in panel and community respondents recruited through digital channels and partner pathways, where individuals join to participate in research activities.
- Partner networks and supply collaborations used to extend reach in specific markets or when projects require additional scale, niche profiles, or tighter turnaround.
- Targeted recruitment for specific audiences when the study requires harder-to-reach or highly screened profiles. This may include controlled recruitment routes that are purpose-built for research participation.

Across all sources, participants are engaged for research purposes and are routed through eligibility screening and validation checks before contributing to a study. The mix of sources used for any project depends on audience requirements, incidence expectations, market coverage, and the client's quota specifications.





Q5 Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer?

Core Behaviour provides online sample through a combination of proprietary sources and trusted partner supply, selected based on feasibility, market coverage, audience requirements, and quota specifications.

Proprietary or exclusive sources:

Around 70% of the total sample we provide comes from Core Behaviour proprietary sources. These are audiences managed through our owned and controlled research participation channels, allowing closer oversight of recruitment, profiling, and quality controls.

Partner and non-exclusive sources:

Around 30% of the total sample comes from vetted partner networks. These are used to extend reach, support additional markets, and deliver specific profiles where additional scale or niche targeting is required. Partner supply is monitored to ensure it meets the same baseline quality and privacy expectations applied to proprietary sources.

For transparency, we can share the sourcing mix used on a specific project upon request, along with the screening and validation steps applied across each source.





Q6 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?

Core Behaviour uses a mix of recruitment channels to support both our proprietary sources and our partner supply. The channel mix is adjusted based on the market, audience type, and feasibility requirements.

Proprietary sources

Recruitment is primarily through controlled digital channels intended for research participation, including targeted online outreach, community-based recruitment, and selective referral-led growth.

Partner sources

Partner supply is accessed through vetted sample providers using their established recruitment channels and panel assets. We use partner sources to extend reach, support niche audiences, and meet volume or turnaround requirements.

Open vs invitation only

Recruitment is not purely open to all. Entry is controlled through eligibility checks, profiling, and validation. Invitation-led approaches are used more often for specialist audiences.

Affiliate networks and referral programs

Referral-led recruitment is used selectively in proprietary channels. Affiliate-led recruitment varies by market and is more commonly associated with partner sources.

Variation by geography

Approaches differ by region due to digital penetration, response behavior, and audience availability. In markets where specialist audiences are harder to recruit, we rely more on invitation-led approaches and partner support to meet targeting and quota needs.





Q7 What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are?

Core Behaviour uses a layered validation approach during recruitment to confirm that participants are real, unique, and consistent with the profile information they provide. These steps are designed to reduce duplicate accounts, limit automated or fraudulent sign-ups, and improve the overall reliability of respondent identity and eligibility.

Key validation measures include:

- Email verification to confirm that a participant controls the email used for registration and contact.
- IP and location checks to validate geography against the stated profile and to identify proxy, masked, or high-risk traffic patterns.
- Device and browser fingerprinting to detect duplicate registrations and prevent repeat participation from the same device environment.
- Bot and automation protection such as CAPTCHA and automated threat detection during sign-up and high-risk activity.
- Profiling consistency checks using structured onboarding questions and periodic re-confirmation, with flags for contradictory or rapidly changing details.
- Behavioral monitoring to review participation patterns, completion speed, and response consistency. Unusual patterns are flagged for review or removal.
- Targeted professional verification for B2B where higher confidence is required, which may include role and industry confirmation through controlled screening questions and reasonable cross-checks when appropriate.
- Manual review for exceptions where accounts are flagged by automated checks, or when the profile is high value and requires additional verification before us.

These controls are applied across both proprietary and partner sources, with additional monitoring in fieldwork to ensure ongoing integrity beyond recruitment.



Q8 What brand (domain) and/or app are you using with proprietary sources?

Core Behaviour uses its proprietary respondent access through our branded website domain, www.corebehaviour.com.com, which serves as a central touchpoint for participant engagement and survey access. The platform is designed to work smoothly across common devices so respondents can participate using mobile, tablet, or desktop browsers.

Survey opportunities are primarily shared via email invitations that include a secure link to the survey entry point. Where relevant, participants may also access available studies through the Core Behaviour portal after login.

In terms of device usage, approximately 68% of participants complete surveys on mobile, while 32% complete surveys on desktop and other devices. We monitor engagement and completion performance to maintain a consistent respondent experience and support reliable fieldwork delivery.

Q9 Which model(s) do you offer to deliver sample? Managed service, self-serve, or API integration?

Core Behaviour delivers sample through a managed service model.

Our team supports the full sampling workflow, including feasibility alignment, audience targeting, screening setup, quota design and monitoring, fieldwork pacing, and quality controls. We provide regular status updates during fielding and coordinate closely with the client team to ensure the right respondents are reached and that the study delivers clean, usable data.





Q10 What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are?

Core Behaviour provides clear transparency on sample composition when projects use more than one source. During project setup, we align with the client on the sourcing approach and can outline whether the sample will be delivered from proprietary sources, partner sources, or a controlled blend.

Where a blend is used, we can share the sourcing mix at the project level and document the agreed approach so expectations are clear from the start. Clients can also specify sourcing preferences during planning, such as using proprietary sources only, excluding certain partner supply routes, or maintaining a consistent blend across waves for tracking programs.

If third-party sources are used to meet specific audience or market requirements, Core Behaviour manages the integration and applies consistent screening and validation standards across sources. This helps reduce duplication risk and supports comparability, especially for multi-wave and multi-market studies.





Q11 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?

Core Behaviour's sample sources are designed to support a range of research applications across quantitative and qualitative work. Suitability is determined by audience type, recontact needs, questionnaire design, and device requirements.

Recruit and recall, product testing, and recontact

For studies that require follow-up or recruit and recall, we can support recontact where participant consent and the project design allow it. This is commonly used for sequential surveys, product feedback programs, and multi-wave tracking where continuity is required.

Shorter vs longer questionnaires

Our audiences can support both shorter and longer questionnaires, with practical guidance provided during setup on recommended length and complexity based on target profile and market norms. For longer surveys, we emphasize clear structure, routing, and respondent experience to protect completion quality.

Mobile-only or desktop-only studies

Surveys are accessible across devices, and we can restrict participation by device type when required by the research design. This supports mobile-only testing, desktop-only tasks, or mixed-device approaches.

Recruitment for communities and online qualitative formats

We can recruit participants for ongoing online communities and qualitative formats such as online focus groups and in-depth interviews. Targeting and screening are used to identify suitable participants, and scheduling and participation expectations are set clearly to support show rates and contribution quality.

Overall, we select the most appropriate sourcing and controls based on the research use case, and we align the approach with the buyer during setup to ensure feasibility and data quality.



Sampling & Project Management



Expert-led sampling and delivery with disciplined controls throughout fieldwork.





Q12 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?

Core Behaviour’s process is designed to move from invitation to completion in a controlled and traceable way, while maintaining targeting accuracy and data quality.

We typically follow this workflow:

- Project alignment and setup: We confirm research objectives, target audience definition, key eligibility criteria, markets, and any required quotas.
- Sample selection and invitation: Participants are selected based on profile data and targeting rules. Invitations are issued through controlled outreach, typically via email with a secure survey link.
- Screening and entry: Respondents complete screening questions to confirm eligibility before entering the main survey. Screen-outs are managed to protect quotas and reduce sample bias.
- Fieldwork monitoring: During fielding, we monitor quota progress, pace, and quality signals. Adjustments are made as needed to maintain the agreed sample composition.
- Survey completion and validation: After completion, responses pass through validation checks to identify low-quality submissions and remove noise before delivery.

Demographic quota controls we recommend Quota recommendations depend on the study purpose. Common controls include:

- Age and gender (baseline for general population studies)
- Region or city tier (to reflect geographic distribution)
- Socioeconomic indicators where relevant (such as income band, education, or household characteristics)
- Industry and role variables for B2B studies (such as sector, job function, seniority, and company size)

We agree quota plans with the client during setup and manage delivery against those quotas throughout fieldwork.



Q13 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?

Core Behaviour maintains structured profiling information for the majority of participants in our proprietary sources and captures relevant profiling inputs for partner and project-based sources through screening and survey interactions. This profiling supports accurate targeting, quota management, and quality checks.

Profiling data we typically hold for at least 80% of proprietary participants

- Core demographics: age, gender, location, education, and household characteristics where relevant
- Employment and professional details: employment status, industry, job function, seniority, and company size for B2B targeting
- Category and behavior indicators: purchase behavior, brand usage, product or service ownership, & other relevant indicators depending on market and study type
- Device and participation preferences: preferred contact method and device usage, where captured through participation history

How it differs by source

- Proprietary sources: richer and more consistent profiling due to ongoing participation and profile maintenance.
- Partner sources: profiling is based on what is available through the partner's panel records plus project-specific screening. Depth can vary by market and provider.

How often data is updated: Core profile data is refreshed every 6 months, supported by ongoing verification through survey participation and screening responses.

Appending profiling to datasets: Yes. Where contractually agreed and appropriate for the research purpose, Core Behaviour can append relevant profile variables to the delivered dataset to support segmentation, analysis, and weighting.

Data source: Profiling for proprietary participants is collected directly from participants through onboarding and ongoing research interactions. Partner-supplied profiling is provided through the partner's panel records and is complemented by project-level screening and validation within the study.





Q14 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 estimate feasibility, Core Behaviour typically needs a clear view of the study requirements and the expected field conditions. The key inputs we request are:

- Research objective and method (quantitative, qualitative, or mixed approach)
- Target audience definition including key screening criteria and any specialist requirements
- Markets and geography (country, region, city tier, language needs)
- Required number of completes and any subgroup targets
- Quota plan (age, gender, region, role, industry, or other controls)
- Expected incidence rate or any available assumptions about eligibility
- Length of interview and survey complexity (routing, grids, open ends)
- Fieldwork timing including start date, end date, and required turnaround
- Any additional constraints such as device-only, recontact needs, or specific quality rules

To provide practical boundaries around feasibility, we benchmark against performance from comparable studies and apply conservative assumptions where incidence is uncertain. Feasibility is often presented as a range, with clear notes on what would move the result up or down, such as tighter screening, longer survey length, or short field timelines. We also revisit feasibility during fielding and adjust recommendations if early response patterns suggest a change is needed.



Q15 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/sub-contractors?

If a project becomes at risk due to feasibility issues, Core Behaviour addresses it early and transparently. We monitor fieldwork closely, and if indicators show that completes cannot be achieved within the agreed specifications, we inform the client promptly and explain the cause, such as lower-than-expected incidence, overly restrictive screening, or timing constraints.

We then work with the buyer to agree the most practical path forward. Options may include adjusting quotas, extending field time, refining eligibility criteria, or rebalancing sourcing to improve reach while protecting data quality. Any change is discussed and documented before implementation.

When additional third-party supply is required to complete delivery, it is managed under Core Behaviour's quality and compliance expectations. We use vetted partners and apply consistent controls across sources, including eligibility screening, validation checks, and ongoing monitoring during fieldwork. Partner performance is reviewed based on delivery reliability and quality outcomes, and sources that do not meet expectations are restricted or removed from use.

Where the buyer requires transparency or has sourcing restrictions, we align during setup and follow those requirements if supplemental sourcing becomes necessary.





Q16 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.

Core Behaviour uses a structured allocation approach to match participants to surveys and to manage yield across active projects. The goal is to route the right respondents to the right studies while meeting quotas, protecting respondent experience, and maintaining data quality.

How participants are allocated

For proprietary sources, allocation is based on the study's targeting and quota requirements, participant profile data, and current field status. We manage pacing to avoid overfilling quotas and to maintain balanced representation across key demographic and screening groups. Allocation also considers participation history to reduce repeat exposure and improve response quality.

For partner sources, allocation follows the agreed targeting and quota plan, with additional controls applied through screening, device checks where relevant, and ongoing monitoring of quality and conversion performance.

How participants are invited

Participants are primarily invited through email with a secure survey link. Invitations are designed to provide clear expectations such as estimated survey time and the general nature of the task. Routing decisions and quota controls are applied at entry and during fielding to ensure respondents who qualify can complete the study while maintaining the intended sample mix.





Q17 Do you set limits on the amount of time a participant can be in the router before they qualify for a survey?

Core Behaviour manages respondent routing to minimize time spent attempting to qualify. Where a routing or multi-opportunity entry flow is used, we apply practical limits so participants are not kept in a long qualification loop.

If a participant is not eligible within the defined entry flow, they are exited from that attempt and can be considered for other suitable opportunities later. This approach helps protect participant experience and reduces fatigue, while also supporting cleaner data by avoiding repeated rapid screen-outs.

Q18 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?

Core Behaviour provides clear, practical information to participants before they choose to start a survey. The intent is to set expectations, support informed participation, and protect respondent experience.

For proprietary sources, invitations typically include:

- A brief description of the survey topic or general category
- Estimated time to complete the survey
- Any participation terms that are relevant, such as language or device requirements
- Incentive or reward information, where applicable

For partner sources, the same core information is presented through the partner's invitation or entry flow, aligned to the agreed project setup. The exact format may vary by provider, but the participant is still given basic expectations on topic, time, and any key requirements before proceeding.





Q19 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?

Core Behaviour generally invites participants to a specific survey based on profile fit and project requirements, rather than presenting a broad menu of surveys to choose from. This helps protect targeting accuracy and supports quota delivery.

Before participating, respondents are provided with key details that help them decide whether to proceed, typically including the survey topic or general category, estimated time to complete, and incentive information where applicable. This ensures participants can make an informed choice while keeping the routing process focused and efficient.

Q20 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?

Core Behaviour can manage incentive levels during fieldwork when needed to support delivery, especially for harder-to-reach audiences, low-incidence targets, or quotas that are progressing more slowly than expected. Any changes are controlled and applied in a targeted way so that the overall respondent experience remains consistent and fair.

Where incentive differentiation is used by subgroup or quota, we can capture and provide an incentive indicator in the dataset when it is required for analysis and has been agreed as part of the project setup.





Q21 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)?

Core Behaviour monitors participant experience as part of fieldwork quality management and uses engagement and completion indicators to identify potential issues at the project level. This may include reviewing signals such as drop-off points, completion patterns, and feedback captured through survey end questions where used.

Normative benchmarking can be provided in a practical way by comparing performance across similar studies, typically grouped by factors such as survey length, study type, target audience, and market. The specific satisfaction measures and benchmarks shared depend on the study design and what feedback items are included in the survey flow.

Q22 Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?

Core Behaviour can provide a project debrief after completion when requested. The debrief is designed to document how fieldwork performed against the agreed plan and to capture any learnings that may improve future waves or similar studies.

A typical debrief may include:

- Project overview and fieldwork approach
- Targeting and quota delivery summary
- Fieldwork timelines and pacing notes
- Key operational metrics such as invitation volumes, conversion, and completion outcomes
- Quality observations and any removals based on validation checks
- Issues encountered during fielding and how they were resolved
- Recommendations for future runs, such as quota adjustments or LOI considerations

An example debrief format can be shared on request, tailored to the client's preferred reporting style and the type of study.



Data Quality & Validation



Clean, consistent data through disciplined screening and quality controls.





Q23 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?

Core Behaviour manages participation frequency to reduce respondent fatigue, protect data quality, and avoid over-surveying the same individuals across active projects. Participation rules are applied through our allocation controls and monitored during fieldwork.

For proprietary sources, we limit participation so that an individual can complete surveys up to twice within a 24-hour period. Participation history is used to manage invitations and reduce overexposure, which helps maintain response quality.

For partner sources, frequency management follows the controls available through the partner supply and the project's agreed requirements. Where feasible, we align partner delivery to similar participation expectations and monitor for patterns that may indicate over-participation.

The time a person may have already spent taking surveys before entering a specific study depends on their recent activity and the entry flow used. We manage this by limiting repeated routing attempts, monitoring completion patterns, and adjusting allocation when we see signs of fatigue or reduced data quality.





Q24 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?

Core Behaviour maintains operational data points at the individual participant level to support quality management, frequency controls, and transparent fieldwork delivery.

This typically includes:

- Participation history such as recent completes, screen-outs, and project activity where tracked
- Panel entry or first-seen date for proprietary sources
- Source or channel type at a project level, such as proprietary versus partner supply
- Survey activity indicators such as invite date, start time, and completion status for a given project
- Device and location signals where captured for validation and routing controls
- Incentive records where incentives are used and tracked for participation
- Quality flags and review outcomes where responses are marked for validation checks or removed based on defined criteria
- Recontact eligibility indicators where a study design includes follow-up participation and consent supports it
- Participation pacing controls such as recent invite frequency or router exposure limits where applied for fatigue management

We can provide buyers with project-level analysis based on these data points when requested, for example participation patterns, completion behavior, and sourcing mix.



Q25 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.

Core Behaviour applies project-level identity and eligibility confirmation at the point a participant enters a survey or routing flow. The goal is to confirm that the entrant is a real participant, reduce duplicate participation, and ensure the respondent matches the required geography and profile.

At entry, controls typically include:

- Secure link validation so access is tied to the intended invitation or entry flow
- IP and location checks to confirm geography and identify proxy or high-risk traffic patterns
- Device and browser fingerprinting to detect duplicates and repeated participation from the same environment
- Bot and automation controls such as CAPTCHA and threat detection where risk is higher
- Eligibility screening to confirm the respondent meets project criteria before they proceed to the main survey

These steps are applied in real time at the point of entry, with flagged cases exited or routed for review to protect data integrity.





Q26 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?

Core Behaviour manages source consistency and blend through upfront planning, controlled delivery, and ongoing monitoring during fieldwork. For each project, we align the intended sourcing approach during setup, whether proprietary only, partner only, or a defined blend.

Managing blend at the project level

We track sourcing at delivery to maintain the agreed composition, such as the typical 70% proprietary and 30% partner mix, unless the client requests a different approach. Fieldwork is monitored so that shifts in pace or availability do not unintentionally change the blend.

Consistency for trackers and multi-wave studies

For tracking programs, we define the sourcing approach at the start and apply the same sourcing rules and quota structure across waves. Where market conditions require an adjustment, we flag it early and align the change with the buyer so comparability is protected.

Reporting on blends and sources

On request, we can provide a project-level summary of sourcing and blend, including the composition used and any deviations from the planned approach.

Appending source to data

Yes. Where agreed and appropriate, we can append a source indicator to the delivered dataset at the respondent record level using anonymized identifiers, without disclosing personally identifiable information.

Additional controls may be applied to protect blend consistency in practice, especially on trackers. For example, we may lock a sourcing plan per market, apply the same partner set across waves where feasible, and monitor conversion and quality signals by source to confirm that the blend remains stable. If differences appear between sources that could affect comparability, we raise it with the buyer and recommend practical adjustments before the next wave.





Q27 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?

Core Behaviour tracks participant quality using a combination of behavioral, technical, and data-level health metrics. These metrics are used to guide who is invited to studies, how participation is monitored during fieldwork, and when accounts should be restricted or blocked to protect data integrity.

Quality tracking and health metrics

We monitor indicators such as:

- Completion behavior including high drop-off rates, repeated screen-outs, and abnormal completion patterns
- Speed and engagement signals such as unusually fast completes relative to survey length
- Response quality patterns including straight-lining, repetitive answers, inconsistent open ends, and low-effort input
- Technical and risk signals including duplicate device environments, unusual IP behavior, and other high-risk traffic patterns
- Project-level flags based on quality outcomes from prior studies

How metrics are used

- Invite and allocation controls: Participants with stronger quality history are prioritized for suitable projects, while risky patterns reduce invite frequency or restrict access.
- In-field monitoring: Responses can be flagged during fieldwork for additional checks or removal before delivery.
- Quarantine and blocking: Participants who trigger repeated quality flags may be temporarily restricted while reviewed. Persistent low-quality or fraudulent behavior results in removal or blocking from future participation.

Comparing profile data to in-survey responses

We use consistency checks that compare known profile attributes and prior responses against in-survey answers, especially on stable variables such as age band, gender, location, and employment indicators where relevant. Material inconsistencies are flagged for review, and repeat mismatches can lead to restrictions or removal.



Q28 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 behaviours, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item nonresponse (e.g., “Don’t Know”) (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

When Core Behaviour programs, hosts, and delivers survey data, we apply a set of design controls and validation checks to reduce low-quality in-survey behavior and protect data integrity. These controls are used during survey build, during fielding, and again during data review.

Key controls include:

- Random responding: Attention checks and logic-based validation points can be included where appropriate, and responses that fail key checks are flagged for removal.
- Illogical or inconsistent responding: We use consistency checks across related questions and review contradictory answers, especially on key measures that should align.
- Overuse of item nonresponse: We monitor excessive use of options such as “Don’t know” or “Prefer not to say” and flag cases that exceed practical thresholds.
- Inaccurate or inconsistent profile alignment: Where relevant, we compare stable profile attributes against in-survey responses to identify mismatches that may indicate misrepresentation.
- Incomplete responding: Partial interviews are removed from final delivery unless the client requests otherwise. We also review drop-off patterns to identify survey design issues.
- Too rapid completion: We monitor completion time against the expected length and flag cases that finish unusually quickly for further review or exclusion.

These controls combine automated detection with manual review on flagged cases, helping ensure delivered data is clean, consistent, and fit for analysis.



Policies & Compliance



Data protection and governance designed for responsible research delivery.





Q29 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.

Core Behaviour's participant privacy notice can be accessed here:
<https://corebehaviour.com/pages/privacy-policy/>

Key concepts addressed in the notice typically include:

- What data is collected: registration and profile details provided by participants, survey responses, and technical data such as device and browser information and IP-based signals where applicable.
- Why data is collected and how it is used: to manage research participation, deliver surveys, apply quality controls, and support market research analysis and reporting
- How data is shared: the circumstances under which data may be shared with clients or research partners, usually in aggregated or de-identified form, and subject to confidentiality requirements.
- Data security: measures used to protect information from unauthorized access, including secure storage and access controls.
- Data retention and deletion: how long data is retained and how it is removed when no longer needed or when a valid request is made.
- Participant rights: how participants can access, correct, or request deletion of their information, and any region-specific rights that apply.
- Policy updates and contact details: How participants are informed of changes and how to contact Core Behaviour with privacy questions or requests.





Q30 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 of personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

Core Behaviour follows a structured privacy and security framework to comply with applicable data protection laws in the jurisdictions where projects are delivered. Our approach is designed to ensure lawful processing, transparency to participants, and controlled handling of personal data throughout the research lifecycle.

Lawful basis and consent: For participant data used in market research, we rely on appropriate lawful bases depending on the context, most commonly informed participant consent for research participation and related processing. Participants are provided clear information about what is collected, why it is collected, and how it will be used. Where additional consent is required for specific activities such as recontact or follow-up studies, this is captured explicitly within the research flow.

Data breach response: We maintain an incident response process to identify, contain, investigate, and remediate suspected data incidents. Where notification obligations apply, we follow relevant legal and contractual requirements, including client and authority notifications when required.

Cross-border transfers: When data is transferred across borders, we apply appropriate safeguards and contractual controls with service providers and partners. This includes ensuring processors and subprocessors meet required security and confidentiality standards and that transfer mechanisms align with applicable jurisdictional requirements.

Data retention: We retain personal data only for as long as necessary to support the research purpose, contractual requirements, and legal obligations. Data is securely deleted or anonymized once it is no longer required, and retention schedules are applied consistently.

Data Protection Officer: Core Behaviour has appointed a Data Protection Officer. Privacy-related queries can be directed to dpo@corebehaviour.com





Q31 How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants?

Core Behaviour enables participants to provide and manage consent through clear notices at registration and at the point of survey participation. Participants are informed about the purpose of data collection, how their information will be used for market research, and how they can change their choices over time.

Providing and managing consent

- Consent is captured during onboarding and reinforced through participation flows where relevant.
- Participants can withdraw consent for future participation and related processing by opting out of communications or requesting account closure.
- Where specific consent is needed for activities such as recontact or follow-up studies, it is requested separately and recorded at the time of the request.

Revising, accessing, and deleting data

Participants can request to access, correct, or delete their personal data in line with applicable legal requirements. Requests are handled through support channels and routed to the appropriate privacy contact for review and action.

Support channels for participants. Participants can contact Core Behaviour for privacy and consent support via:

- General support: support@corebehaviour.com
- Data Protection Officer: dpo@corebehaviour.com

Where partner sources are used, Core Behaviour aligns expectations with suppliers to ensure consent and participant rights are handled appropriately, and we apply privacy standards suitable for market research delivery.



Q32 How do you track and comply with other applicable laws and regulations, such as those that might impact the incentives paid to participants?

Core Behaviour tracks and complies with applicable laws and regulations across the jurisdictions where studies are delivered, including rules that may affect participant incentives. Our approach is built around documented policies, operational controls, and ongoing monitoring of regulatory requirements.

Key practices include:

- **Compliance oversight:** Internal responsibility is assigned for monitoring relevant regulatory updates, including incentive-related restrictions, participant eligibility requirements, and tax or reporting considerations where they apply.
- **Standard operating procedures:** Incentive handling is governed through defined processes that set rules for incentive types, value thresholds, and eligibility conditions, with adjustments made based on market requirements.
- **Project-level checks:** Before fieldwork begins, incentive plans are reviewed against the project geography and target audience to ensure they are appropriate and compliant.
- **Partner alignment:** Where partner sources are used, we require alignment on incentive handling so that participant compensation follows applicable local rules and accepted market research standards.
- **Documentation and auditability:** Incentive decisions and changes are documented at the project level so delivery can be explained and reviewed if required.

This combination of governance and operational checks helps ensure incentives are managed fairly, transparently, and in line with applicable legal obligations.



Q33 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?

Core Behaviour's approach to children and young people is designed to ensure strong ethical safeguards and compliance with applicable privacy laws.

Age screening and participation controls

As a standard practice, Core Behaviour focuses on adult research participation and applies age screening to prevent underage participation where a study is intended for adults. Where research requires participation from people under 18, participation is only permitted under an approved approach that includes appropriate parental or guardian consent and age-appropriate survey design.

Standards and guidelines

We align our practices with relevant ESOMAR guidance and accepted market research standards for interviewing minors, including clear consent requirements, appropriate communications, and safeguards around sensitive topics.

Legal compliance and data minimisation

For any work involving minors, we apply strict controls around lawful basis, consent capture, data minimisation, and retention. Personal data is collected only as necessary for the research purpose, stored securely, and handled in line with applicable local regulations and client requirements.





Q34 Do you implement “data protection by design” (sometimes referred to as “privacy by design”) in your systems and processes? If so, please describe how.

Core Behaviour implements data protection by design across our systems and operational processes. Privacy considerations are built into project setup, platform workflows, and how we collect, store, and share data throughout the research lifecycle.

Key elements include:

- Data minimisation: We collect only the information needed for the defined research purpose and avoid unnecessary personal data.
- Purpose limitation and clear controls: Data is used only for the agreed research activities and handled under documented procedures.
- Security by default: Appropriate technical safeguards are applied to protect data in transit and at rest, supported by secure storage and access controls.
- Role-based access: Access to personal data is restricted to authorised staff based on job responsibilities, using least-privilege principles.
- De-identification where possible: Survey outputs are typically handled using anonymised or pseudonymised identifiers to reduce exposure of direct identifiers.
- Privacy review in delivery: We consider privacy and cross-border handling requirements during project planning and vendor selection, especially where partner sources are involved.
- Ongoing governance: Staff are trained on data handling expectations, and controls are reviewed periodically to ensure they remain effective and aligned with applicable requirements.

This approach helps ensure privacy is not an add-on, but a core requirement embedded in how Core Behaviour delivers market research.





Q35 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?

Core Behaviour operates an information security compliance program designed to protect the confidentiality, integrity, and availability of information across our research delivery activities.

Our controls are aligned with internationally recognised standards, including ISO/IEC 27001:2022 for information security management and ISO 20252:2019 for market research quality management.

Key elements of the program include:

- Documented governance and security policies covering access control, secure data handling, supplier oversight, and incident response
- Role-based access and least-privilege controls to restrict systems and data access to authorised personnel only
- Security monitoring and vulnerability management to reduce risk and respond to emerging threats
- Controlled handling of research data, including secure storage and appropriate de-identification of outputs where applicable
- Incident management procedures for identification, containment, investigation, remediation, and required notifications
- Staff training and awareness to ensure consistent secure practices across delivery teams

Yes, our program includes an asset-based risk assessment process to identify and manage risks across key systems and information assets. We also maintain an internal audit and management review process to assess control effectiveness and support continuous improvement.



Q36 Do you certify to or comply with a quality framework such as ISO 20252?

Yes. Core Behaviour is certified to ISO 20252:2019, which reflects our commitment to consistent, transparent, and methodologically sound market research delivery.

This certification supports how we operate across the full project lifecycle, including:

- Standardised processes: documented procedures and clear responsibilities to ensure consistent delivery across projects and markets.
- Quality controls: defined checks across sampling, fieldwork, data handling, and reporting to support reliable outputs.
- Governance and accountability: structured oversight to ensure requirements are followed and issues are addressed in a controlled way.
- Continuous improvement: periodic reviews and corrective actions to strengthen performance and maintain quality over time.

ISO 20252:2019 helps ensure clients receive research that is defensible, repeatable, and aligned to recognised industry best practice.



Metrics



Key measures we use to assess sample integrity and fieldwork health.





Q37 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.

Core Behaviour can provide buyers with aggregated reporting by country and by source (proprietary versus partner) for key operational and quality metrics. Reporting is typically shared as a structured summary aligned to the project setup.

Common metrics we can provide include:

- Sample composition and blend (including the project sourcing mix, typically 70% proprietary and 30% partner, unless otherwise agreed)
- Demographic distributions (for example age, gender, region or city tier, and other quota variables used)
- Fieldwork performance (invitations sent, starts, completes, screen-outs, conversion rates, and pacing over time)
- Length of interview and completion time patterns (expected LOI versus observed timings)
- Drop-off and partials (break points and abandonment rates)
- Quality outcomes (flags and removals based on validation checks, where applicable)
- Device split (mobile versus desktop where captured for the study)

Sample report templates can be shared with buyers on request, based on the metrics used for their specific project.





Core Behaviour

Reach us out



Want to know more or discuss a project?
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