

MEDIA RELEASE

Reaching Respondents on the Go – New Study Reveals the Potential of SMS and WAP to Target Elusive Panellists

Research Now reports findings from new international study at the Esomar Panel Conference 2006.

London, 5th December 2006: Research Now, (LSE:RNOW) the leading European online fieldwork and panel specialists, concluded in a study presented at the Esomar Panel Conference last week that SMS and WAP technologies can be useful for boosting response rates among the more “hard-to-reach” respondents online. The parallel test study was a multi-country exercise conducted across 5 of Research Now’s 20 online panels. It revealed that SMS can be used most fruitfully to boost response rates among groups such as males and young people (18-24 year olds). It also revealed that the timing of sending an SMS alert has an impact on response – the sooner the message was sent following an initial survey invitation, the more likely respondents were to reply.

The paper’s presenter, Senior Vice President of Business Development, Research Now, Charles Pearson commented:

“The results of our SMS test were extremely interesting. The ability to improve response rates with this approach can mean the difference between being able to complete a complex quota study or not. It also allows us to reach out and speak to the more elusive respondents within a tighter field timeframe.”

Research Now also looked at the impact of offering a WAP-enabled response to a short poll among its panellists. Although response rates to polls from WAP respondents was lower compared to traditional online and SMS options, the uptake of WAP as a survey response option by some revealed the potential to use this as an additional tool for fast-turnaround projects where researchers can contact respondents who are on the move.

The full paper was authored by Kevin Goldberg (Director, Development and Panels), Lucy Evers (Panel Manager) and Charles Pearson. More information about the study is available from Research Now (www.researchnow.co.uk).

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ABOUT Research Now

- Research Now is the leading European online fieldwork and panel specialist
- Research Now owns the “Valued Opinions” family of panels across 20 countries (UK, Germany, France, Italy, Spain, Republic of Ireland, Austria, Sweden, Poland, Denmark, The Netherlands, Norway, Finland, Portugal, Russia, the Czech Republic, Hungary, Belgium, Greece and Australia, comprising close to a million panellists globally)
- Research Now’s online panels are used by leading research agencies and some of the world’s best known companies
- Research Now has offices in London, New York, Frankfurt, Hamburg, Paris, Athens, Sydney, Melbourne and San Francisco
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange