

NEWSLETTER DIALEGO 06-2010
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NEWS @ DIALEGO

Dear Reader

Welcome to the 101st edition of your News @ Dialego. We would like to update you with current topics taken from the world of online market research and let you know about some exciting internal news.

Your feedback on any of the featured articles or any other online topic is always welcome.

Your topics in News @ Dialego 06-2010:

1. DIALEGO NEWS
2. DIALEGO MARKET TRENDS
3. DIALEGO PANEL
4. DIALEGO PRESS CLIPPING
5. IMPRESSUM

In August our newsletter is taking a summer break. Dialego News will be back at the usual time in September.

1. DIALEGO NEWS

Traveling with Discount Shops

A survey by Dialego in June 2010 among 1,000 consumers in Germany

The booking of trips with discount shops have nearly doubled in the course of the last two years (2008 – 3 percent, 2010 - 5 percent). 5 out of 100 interviewees have by now already been on such a vacation. A quite remarkable number showing that many tour operators are fighting for their share in the market of this branch.

Furthermore, consumers who have already been on such a trip are exceedingly satisfied with the services. In nearly all cases, such as board, travel service or sanitation at the hotel etc., customer satisfaction reaches maximum values.

The results of the survey can be found at:

<http://www2.dialego.de/studien.0.html?&size=&L=3>

2. DIALEGO MARKET TRENDS

You have to be Eleven Friends

Time and again it is quite astounding what is possible in the course of a World Cup: The great football nations France and Italy already failed during the preliminary round and also the English team had to pack their bags quite early in the tournament while outsiders such as Paraguay and Uruguay made it to the quarter and semifinals.

Yet what is it that determines a team's success? Is it technique or endurance, the desire to win or is it experience that counts? Most likely it is a bit of everything. Without a sense of identification, without team spirit and coherence, however, the best football skills are useless.

Dialego does not function any differently: Our dedicated team of research experts works with passion and accuracy. We form a well-practiced team where we help one another in order to deliver the best results.

Our in-house Dialego Research Center (DRC) is the team's innovative brain and develops new products and research methods. In doing so, we quite consciously strike new paths far beyond the usual proceedings. This is where our award-winning tools such as the Dialego MindVoyager, VisualConceptMapping as well as our virtual test shelf the Future MarketShelf have been developed.

But there is still more to it than that. Our team's career has just reached a new peak with the development of an individual, interactive online report focusing on complex, external datasets. Our client was delighted that the variety of information is now easily and intuitively accessible.

Do you have just collected complex datasets online or offline such as a usage & attitude survey, long-term diaries, longitudinal or tracking information? It would be a pleasure for us to develop an easy-to-use interface to make this treasure of data more easily accessible. Everything is possible, be it scales, charts or filters. Our technical team is open to any new kind of challenge. Regarding our special online competence and passion concerning the subject we are sure to jointly take the project to a successful conclusion.

Feel free to contact us! Our team of experts is at your service:

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3. DIALEGO PANEL

"26 ESOMAR Questions" - Comment by Dialego on Question 16

Dialego comments on the questions of "26 ESOMAR Questions". „E26" is meant to help the ordering customer to choose the right sample provider. Thus we offer you a comprehensive insight into the contents of „E26". Each month we will provide you with an answer to one or more questions. Today is about question E16.

E16: Is there a privacy policy in place? If so, what does it state? Is the panel compliant with all regional, national and local laws with respect to privacy, data protection and children e.g. EU Safe Harbour, and COPPA in the US? What other research industry standards do you comply with e.g. ICC/ESOMAR International Code on Market and Social Research, CASRO guidelines etc.?

Context and explanation: Not complying with local and international privacy laws might mean the sample provider is operating illegally.

Comment by Dialego:

In all countries where Dialego runs online panels (Germany, France, UK, Austria, Switzerland and Poland) the institute conforms with the respective national laws on confidentiality, data privacy and child protection. In Germany for example, Dialego assures the confidential treatment of all personal data according to the Federal Data Protection Act, the Media Services Data Protection Act as well as the Tele Services Data Protection Act. In France, the panel (as a data base) is registered at the CNIL („Commission nationale de l'informatique et des libertés"), an organisation dealing with data privacy in France. The panel website offers detailed information on privacy policies: <http://panel.dialego.de/23.0.html&L=3>

Dialego also follows the panel policies (ESOMAR, ADM). The compliance with the ESOMAR- and ADM-policies to accomplish and assure panel quality plays a central role in our online interviews. These policies concern amongst others rules for member recruitment, project management and panel maintenance. With the help of statements and lectures concerning panel quality Dialego commits itself to contributing to a more transparent and more practicable online market research.

"26 ESOMAR Questions" was published in April 2008. By publication of E26, ESOMAR created a list of the 26 most important questions a

purchaser of online surveys or samples is meant to ask himself before making a buying decision. E26 is about different issues: Company profile, sample sources, panel recruitment, panel, sample management, compliance with rules, cooperations and multi cooperation as well as data quality. Reference: Dialego does not sell samples, but is a mere full-service provider. Against this background it is the sample quality that is most important to us.

For the fulltext and a complete list of „26 ESOMAR Questions“ go to:

<http://www2.dialego.de/709.0.html?&L=3>

In case of questions feel free to contact Laetitia Sassinot-Uny, laetitia.sassinot-uny@dialego.de, +49 241 97828-130.

4. DIALEGO PRESS CLIPPING

Dialego in the press. If you are interested in one of the following clippings, please send an E-mail to: angelika.tings@dialego.de. We will gladly send you a copy.

Current Samples:

22.06.2010 Raus aus der Sprachlosigkeit, BioHandel
24.06.2010 Krimskrams zum Kleinstpreis, [Südwest Presse](#)
19.06.2010 Entdeckungsreise mit dem Kunden, media spectrum
19.06.2010 Ein Euro und das große Geld, tagesspiegel-online.de
13.06.2010 Verpackung, Der Tagesspiegel
09.06.2010 Aachen: Die Karmeliterhöfe sind wachgeküsst, deal-magazin.de
05.06.2010 Was die Wirtschaft in Deutschland von dem Phänomen Lena lernen kann, Aachener Zeitung
04.06.2010 Wie viel "bio" darf es sein, Cuxhavener Nachrichten
01.06.2010 Mehr Macht den Konsumenten, Research & Results
31.05.2010 Krimskrams zum Kleinstpreis ködert Kunden, Grafschafter Nachrichten

Click here for some clippings and links on our press web page:
<http://www2.dialego.de/79.0.html?&size=&L=3>

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