



C O N N E C T I O N
RESEARCH & STRATEGY

ConneXion **Multicultural** Community

Who IS our community?



Our community members are from all over the country of various ethnicities, races, backgrounds, ages, gender, etc. It is a space where they feel heard and know that their opinions are truly valued.



Whereas Non-Hispanic Caucasians have been a part of market research for many years, the idea of getting paid for your opinions is still a foreign concept to other ethnic groups and races. Our community includes Non-Hispanic Caucasians, and our goal is to include everyone! This inclusion in market research begins with knowledge and education. We strive to make sure people are educated about market research and the important role they play.



Google us and check out our Google Reviews. Whereas most companies are concerned about reviews from their clients, we equally value reviews from our community members. We may be paying them for their opinions, but the voice of the consumer is priceless!

At ConneXion, diversity and inclusivity is not just a phrase or something that is now “trendy”.

This is the reality of who we are and who we have always been. While some are playing catch up, we are focusing on continuous growth and improvement.



Security and Validation



Security and Validation are key to ensuring our clients that ConneXion is providing valid participants and responses, and therefore we are doing our part to reduce margin of error. Our Quality Assurance (QA) is directly tied to our reputation and thus given top priority.



We have the standard security features:

Geolocation verification, unique IP address and unique code verification per study. Additionally, each community member has a unique identifier that also helps ensure the same person does not take the survey more than once.



We also conduct validation by phone:

We have dedicated personnel for the validation process; their role is to verify and activate every community member. For Qualitative studies, they validate all respondents through a rigorous re-screening process before they are formally invited to the study. For Quantitative studies, we conduct validation calls by selecting about 10% randomly and about another 10%+ based on their entries and anything else that may be deemed suspicious.

Transparent Registration



Community members complete a simple one-page form online (www.JointheConneXion.com), where they are asked for basic demographic/contact questions, agree to be part of our community/database and submit. The form is available in both Spanish and English and it is kept simple on purpose. NOTE: Once they join the ConneXion, they get automatic updates on upcoming studies and other communications.



They then receive a follow up email and/or text thanking them for completing their registration, at which point we further educate them on the importance of participating in research studies and invite them to join our Facebook page so they can stay up-to-date not just on upcoming studies but also receive “educational tips” – i.e., limits in participating in research studies, why not everyone qualifies, etc. To keep people engaged, we also post fun and entertaining articles in Spanish and English (nothing political or biased).



We then follow up with a call because in building a community a relationship is important. They want to talk to someone, ask questions and make sure they are signing up with a real person. This call allows us to further explain how research works and gather additional information to build their member profile.



At ConneXion, we believe that transparency is a two-way street. Not only do we ask our respondents to identify themselves, but we also clearly identify who we are and our purpose, improving the overall community experience.



The integrity of the ConneXion community is our highest priority. We work diligently to attract and maintain qualified respondents who are motivated and engaged. To do this, ConneXion applies the following strategies:

ConneXion **Hispanic** Community



We employ majority Bilingual recruiters and in some cases our recruiters are Spanish Dominant/Preferred.



We ensure we have a representative in most major markets. Although recruitment can be done remotely, having someone to represent us physically in these markets carries a lot of weight in terms of credibility and building trust in the Hispanic communities.



When needed, we partner with independent/local recruiters and leaders who have trusted and proven databases/connections and abide by our quality assurance methods.



We apply “grassroots” efforts, meaning we reach out and form relationships with organizations, churches and other events tailored to the Hispanic community.



We use the power of “word of mouth” to obtain referrals. As people become more educated and aware of market research, they are more likely to refer others to the community.



We also use popular social media sites such as Facebook to create awareness and further educate Hispanics on the importance of participating in research, and make sure their voices are heard.



We publish ads in popular Hispanic neighborhood publications and distribute flyers at swap meats/flea markets and other locations frequented by Hispanics (NOTE: This part is largely based on budget and permissions from local sites).



The registration and education process is the same for African Americans. To recruit them, we use similar methodologies as with Hispanics with a few distinct differences tailored to this target audience:

ConneXion African American/Black Community



Partner with non-profit/social service organizations that work directly with these communities.



Collaborate with churches and other religious organizations within the African American/Black community.



Work with professional organizations, businesses, sororities and fraternities that are African American/Black.



The registration and education process is the same for Asians. To recruit Asian Americans, we use similar methodologies with a few distinct differences tailored to this target audience:

ConneXion **Asian** Community



Partner with community leaders to gain their trust and credibility. This community can be very skeptical of “outsiders” but connecting with the right people makes all the difference.



Recognizing they are not all the same is very important. The South, Southeast, and East Asian segments of the region are comprised of more than twenty nations. They respect someone who knows the difference, and we show them that respect.



There is a wide variation in the number of generations, length of time since an Asian family immigrated to the U.S, which generates differences in acculturation level and socioeconomic status. We make sure to identify and recognize them accordingly.

THANK YOU!

GET IN TOUCH WITH US

ConneXion

Research and Strategy

Office: 281-815-4940 · Email: info@connexionresearch.com
1770 Saint James Pl., Ste. 400 · Houston, TX · 77056

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