

# Recruitment conditions

Qualitative and quantitative studies

**senso**plus

service  
management  
partners



## Overview

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### Document information

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## 1 Basis of supply

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Our offers are based on the target group, screening and quota criteria available at the time the offer is made. Changes to these criteria after the offer has been submitted are considered an adjustment of the scope of services and may result in additional costs and/or adjustments to the schedule.

## 2 Incidence

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Unless otherwise agreed, our calculations are based on an assumed incidence, which is shown when the offer is submitted. By incidence we mean the proportion of the target group in the Swiss resident population that meets the defined criteria (population incidence).

The actual incidence within our panel may differ from the population incidence. If the panel incidence differs greatly, this can cause additional recruitment effort, longer recruitment times or additional costs.

If it is determined in the course of the project that the actual incidence is lower than assumed, this can lead to additional costs or longer recruitment times. In addition, we reserve the right to reassess previously accepted adjustments to the screening criteria and, in the event of disproportionate additional effort, to make appropriate adjustments in consultation with the client.

In addition to the overall incidence, there may be significantly different incidences for individual subgroups or quota cells. These deviations are usually not known at the time of the quotation and can have a significant impact on feasibility or effort.

If, in the course of recruitment, it is determined that the effective incidence in one or more cells is significantly lower than the overall incidence, we reserve the right to reassess the impact on the budget and schedule. This applies in particular if the combination of target group characteristics (e.g. gender × age × region × use) results in a disproportionate additional effort.

In such a case, we inform the client immediately and propose a fair solution, which may include additional measures (e.g. longer recruitment period, external sources, adjustment of criteria) as well as an appropriate adjustment of costs.

If the incidence is below 10% of the Swiss resident population, all offers are considered best effort, unless otherwise stated. In this case, we cannot guarantee that the agreed number of participants will be recruited. Only the participants who are actually successfully recruited and confirmed as well as the associated recruitment effort including setup and PM costs will be charged.

If the incidence is 10% or higher, we will do everything we can to recruit the agreed number of participants. If it is not possible to achieve this number in full despite reasonable effort, we will inform the client immediately.

For quantitative recruitment (e.g. CLT, online or telephone surveys), the sample size is guaranteed with a tolerance of ± 5% on the total sample.

## 3 Recruitment criteria, exclusions and quotas

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### 3.1. Standard exclusion criteria

Unless otherwise agreed, the following exclusion criteria apply to recruitment:

- Employees of market research institutes or advertising/media agencies
- Employees of companies that are directly related to the industry or the subject of the study
- People who have participated in market research on this topic in the last 3 months

The industry exclusion only applies to the participant himself and not automatically to household members / close relatives and also only to current employment, not to past jobs.

### 3.2. Quotas

Our offers are based on the quota information known at the time of the quote request.

- **Minimum standards:** Within small groups (e.g. 6-8 people), we ensure that there is no one-sided composition (e.g. only one gender or an extreme age concentration), unless otherwise agreed. However, a 50/50 distribution is not automatically assumed.
- **Subsequent quotas:** Quotas that are introduced or tightened after the offer has been made (e.g. gender quotas, age quotas, regional distributions) are considered a change in the scope of services and may cause additional costs or delays.
- **Interlocks:** The combination of several quotas (e.g. age × gender × region × target group characteristics) is only binding if it has been communicated in writing when the offer is made. Interlocks that are not mentioned or introduced later cannot be guaranteed.

### 3.3. Other exclusion criteria and quotas

Beyond the exclusion criteria or specific requirements set out in 3.1 and 3.2 shall only apply if they have been communicated in writing at the time of the request for quotation. Subsequently introduced exclusion criteria are considered a change in the scope of services.

## 4 Unexpected recruitment effort

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There may be additional expenses that are not foreseeable and not caused by us, for example due to seasonal effects (e.g. holidays, public holidays), major events, exceptionally high cancellation rates or short-term availability problems of the target group.

In addition, it may happen that there are barriers to participation that were not known at the time the offer was made or whose effects on the willingness to participate were not recognizable. Such hurdles can significantly reduce the willingness of the target group to participate, even if the screening criteria remain unchanged.

We contribute our experience to identify possible hurdles at an early stage and make them transparent. However, due to the diversity of the course content, it is not always possible to estimate all effects in advance.

In such cases, we undertake to inform the client at an early stage and to find a viable solution together. This may include adjusting the schedule, making the criteria more flexible or fairly regulating additional costs.

## 5 Attendee availability and replacements

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It is customary in the industry for about 10% of the participants not to show up despite registering (no-shows). For groups of less than 10 people, experience has shown that this corresponds to about one person per group.

It is not always possible for us to provide a replacement within a reasonable period of time in the event of cancellations or no-shows. If a complete replacement is to be ensured, the client can choose between the following options (booking required before the start of the project):

- **Overrecruitment:** Additional participants will be recruited and invited to the field meeting. All recruited persons as well as the incentives incurred will be charged. There will be no invitation of participants.
- **Springer:** Additional participants are recruited who are on standby at the field date and can be deployed at short notice. For jumpers who are not needed, the recruitment costs and 75% of the agreed incentive will be charged.
- **Adhoc recruitment:** If the project runs for a sufficiently long time that new participants can be recruited ad hoc in the event of failures, an additional 1.5x the recruitment costs will be charged for each participant who is recruited in this way. If the failure is already above the expected 10% failure rate or 1 per cell, the additional recruitment will not be charged.

If none of the options is booked, the aforementioned shrinkage is expected. In this case, participants who are unable to attend will be invited again for a later date – as far as possible. There will be no additional replacement recruitment, unless the shrinkage exceeds the industry's usual expectations. In this case, we will try our best efforts to find substitute participants.

The recruitment costs for all recruited persons will be charged up to a failure rate of 10%. If the default rate is higher, these persons will not be charged. If n=100 people are recruited and 90 people participate, the full amount will be charged. If 88 people participate, 2 people will not be charged.

## 6 Cancellations and project cancellations

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SensoPLUS grants the Client a right of withdrawal at any time. The expenses incurred up to the time of the cancellation will be charged as well as the expenses for the reversal of the project, in particular for contacting, cancelling participants, adjusting scheduling, rebooking or cancellations.

Services that can no longer be reversed at the time of cancellation (e.g. room reservations, technical bookings, incentives, external service providers) will be charged in full.

## **7 Communication**

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We undertake to inform the client immediately in the event of foreseeable deviations (e.g. low incidence, high sausage rates). The Client undertakes to respond promptly to queries and suggestions in order to avoid delays.

The Client also undertakes to provide the necessary materials (e.g. stimuli, briefings) in a timely manner and to issue approvals (e.g. screeners, quotas) in a timely manner. Delays in approvals or missing documents can affect the schedule as well as the costs and are the responsibility of the client.

## **8 Delays, obligations to cooperate and follow-up costs**

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If agreed deadlines for deliveries (e.g. of information, materials, releases) or feedback from the client are not met, we reserve the right to charge for additional expenses as well as any express or rescheduling work. This is especially true if the field start has to be postponed, external resources have to be activated at short notice or recruitment steps that have already been taken have to be carried out again.

Delays due to a lack of cooperation or information on the part of the client are not our responsibility and may lead to additional costs.

## **9 Data protection**

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All personal data of the participants will be treated confidentially by the client and used exclusively for the agreed purpose of the study. Only the data that is necessary for the implementation will be passed on to the client.

## **10 Liability**

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Our liability is limited to intentional or grossly negligent conduct. We assume no liability for delays or additional costs caused by incomplete or subsequently changed information provided by the client.

We will not be liable for any delay or failure to perform due to force majeure, including acts of God, pandemics, governmental orders or similar circumstances beyond our control.