Research Now® Panel Book
Leading Digital Data Collection Worldwide

Who is Research Now?

Research Now Group, Inc., is the global leader in digital data collection to power market research insights. We enable data-driven and confident decision making for our clients through access to millions of deeply-profiled business professionals and consumers. The company has been providing high-quality, proprietary, research-only online panel sample since 2001, with data collection available across the Americas, Europe, the Middle East, and Asia-Pacific, and is recognised as the quality, scale, and customer satisfaction leader in the market research industry.

Our Approach to Data Quality

From simple to complex surveying, Research Now has proven to be the leading online sample provider globally across all audience types. Quality data requires the strongest online panels, industry leading technologies and top research talent to execute flawless data collection.

Research Now works to protect data quality across three main areas: Panel Recruitment, Data Collection, Data Cleaning & Analysis. Our three-phase approach ensures that our panels are comprised of valid respondents who are real people providing real insights. Ongoing data audits are Research Now’s commitment to quality and customer satisfaction.

Source: 2016 Annual Survey of Market Research Professionals (MarketResearchCareers.com)
At the heart of Research Now are our highly-diversified panels. We acquire panellists through three distinct programs: eRewards® opinion panel, Valued Opinions® panel, and Peanut Labs® program. Through the network effect of these in-house assets, Research Now can give you access to one of the largest representative and highest quality audiences in the industry.

We have the ability to deliver census-balanced general population consumer data, and with our deep panel profiling, we make it easier and more efficient to reach complex audiences. Our recruitment methods allow you to gain access to hard-to-reach business professionals and consumers, including low-incidence audiences, who are less likely to join panels.

Panel Recruitment

<table>
<thead>
<tr>
<th>How We Recruit</th>
<th>Who We Reach</th>
<th>How Many We Reach</th>
<th>Why People Take Our Surveys</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-Rewards®</td>
<td>Members are recruited in partnership with over 70 global online publishers</td>
<td>4 million unique participants in the 10 key global research markets</td>
<td>Members earn points for completed surveys that are transferable to loyalty rewards applicable to the partner they’ve joined through</td>
</tr>
<tr>
<td>Valued Opinions®</td>
<td>A broad reach of diverse audiences on a global scale</td>
<td>4.1 million unique participants in 39 global research markets</td>
<td>Members are enticed with monetary incentives with the ability to redeem through specific mechanisms or vouchers</td>
</tr>
<tr>
<td>Peanut Labs®</td>
<td>Unique access to hard-to-reach online (e.g. Youth) audiences</td>
<td>2.9 million annual participants across 29 countries</td>
<td>Participants are rewarded virtual currency relevant to the publisher they joined through</td>
</tr>
</tbody>
</table>

Healthcare Specialty Panel

Connect to hard-to-reach healthcare professionals via our e-Rewards® Medical Market Research® panel.

- Access to more than 180,000 physicians, nurses, and other healthcare professionals via our “By-Invitation-Only”® recruitment methodology
- One of the largest, highest-quality medical market research panels available to the professional healthcare community
- These healthcare professionals enjoy making a difference and sharing their expertise through their membership. They are given monetary incentives for completing surveys and are able to redeem a virtual e-Rewards Medical Visa® Prepaid Card (currently only US), physical Prepaid Card or cheque.
Data Collection

Data quality is at the forefront of Research Now’s role as the leading provider of digital data. Our processes help ensure our panels are comprised of real people who are giving considered, accurate responses.

We Know Who Our Panellists Are and We Keep Them Safe

Research Now tracks and stores all panel member activity and assigns a unique ID number which stays with the panellist throughout their entire panel membership. These tracking records consist of profile information provided during enrollment, profile updates, survey screeners, past survey participation, and client feedback. In addition to this, our member privacy policies ensure respondents’ identities are protected when supplying data to our clients.

Data Cleaning & Analysis

Research Now monitors the quality of our data through various quality checks to save you time and give you confidence in data accuracy. These quality checks include participation limits, screening questions, digital fingerprinting, random and illogical responding, capturing and removing flatliners and speeders, and more.

We also regularly measure panellist satisfaction on elements such as frequency of invitations, value and diversity of incentives and redemption choices, their willingness to complete various lengths of surveys, and our level of responsiveness to any questions or concerns they share with our Member Services team.
Selected Panel Attributes
Research Now maintains over 300 panel attributes collected across our B2B and B2C panels.

Business
- Legal Services
  - Legal Occupation
  - Legal Role
- Real Estate
  - Type of Business
  - Primary Real Estate Role
- Legal Services
- Business Owner
  - Type of Business Owned/Operated
  - Type of Personal Service
- Educational Attributes
  - Educator Role
  - Educator - Education Level Type
  - Educator - Educational Institute
- Banking/Financial Services/Insurance
  - Type of Business
  - Primary Role
- Transport & Logistics
  - Type of Business
  - Professional Driver Work Type
- Basic Attributes
  - Business Type
  - Industry Segment
  - Annual Revenue
  - Number of Employees at All Locations
  - Number of Employees at Local Location
- Healthcare
  - Healthcare/Medical Professionals
  - Nursing
  - Physician Primary Specialty
- Government/Military
  - Law Enforcement/Emergency Service Types
  - Military Branch of Part-Time Service
  - Military Branch Served
  - National Guard Service Branch
  - Military Service Status
  - Government Level of Employment
- Business Professional
  - Title
  - Occupation
  - Functional Role
  - Purchase Decision Makers
  - Primary Role
  - Human Resources Role
- Expanded Business Variables by Industry
  - Business Services
  - Computer Hardware
  - Computer Software
  - Consulting
  - Consumer Products
  - Consumer Services
  - Entertainment/Sports
  - Energy & Utilities/Oil & Gas
  - Food/Beverages/Restaurant
  - Media/Publishing
  - Non-Profit
  - Retail
  - Telecommunications
  - Equipment
  - Travel/Hospitality/Leisure
- ITDM/IT Roles
  - Type of IT Professional
  - Developer Roles
  - Primary IT Functions/Responsibility
  - Roles in Various IT Areas Including:
    - PCs, Tablets, or Client Devices
    - Mobile Technology/Applications
    - Servers
    - Data Center
    - Cloud Computing
    - Network/Data Technology
    - Voice Technology
    - Business Applications & Process
    - Software
    - Business Intelligence, Big Data,
      - Analytics
    - Virtualisation Software
    - Unified Communications
Consumer

Basic Demographics
• Gender
• Age
• Marital Status
• Language
• Number in Household
• Children
• Education
• Household Income
• Employment Status
• Own or Rent
• Region
• Sexual Orientation
• Religious Affiliation
• Ethnicity or Race

Ailments and Health Conditions
• Allergy/Asthma/Respiratory
• Arthritis/Joint Ailments
• Autoimmune/Blood
• Cancer
• Cardiovascular/Heart
• Diabetes/Thyroid/Obesity
• Gastric/Digestive/Urinary
• Male/Female Health
• Mental Health
• Neurologic/Nervous
• Pain
• Skin/Dermatologic
• Sleep Disorders
• Vision/Hearing Impairments

Consumer Banking
• Interest
• Financial Advice (11 services)
• Online Trading Accounts
• Financial Advisor
• Investment Account Types (13 types)
• Investment Account Firm
• Primary Brokerage Firm
• Type of Checking Account
• Primary Mutual Fund Firm (61 firms)
• Retirement Firm (26 firms)
• Total Investable Assets
• Type of Investment
• Financial Products
• Credit Cards
• Financial Institutions (134 banks)
Panel Demographics for Selected Countries
United Kingdom

Gender

- 58% Female
- 42% Male

Education¹

- 9% < High School Graduate
- 36% High School Graduate
- 23% Bachelor's Degree
- 11% Master's Degree
- 11% Some College or Further Education
- 8% Vocational or Technical Degree
- 2% Doctoral or Professional Degree

Income

- 16% < £10K
- 19% £10K-£19K
- 17% £20K-£29K
- 13% £30K-£39K
- 17% £40K-£49K
- 10% £50K-£59K
- 7% > £60K

Age

- 17% 35-44
- 14% 45-54
- 10% 55-64
- 26% 25-34
- 25% 18-24
- 6% 65+
- 2% 65+
- 2% 13-17

France

Gender

- 53% Female
- 47% Male

Education¹

- 8% < High School Graduate
- 19% High School Graduate
- 21% Bachelor's Degree
- 16% Master's Degree
- 17% Some College or Further Education
- 8% Vocational or Technical Degree
- 11% Doctoral or Professional Degree

Income

- 37% < €20K
- 30% €20K-€39K
- 15% €40K-€59K
- 7% €60K-€79K
- 11% > €80K

Age

- 18% 35-44
- 13% 45-54
- 8% 55-64
- 5% 65+
- 25% 25-34
- 31% 18-24

¹ US education categories applied. For local equivalents contact the Research Now team | infouk@researchnow.com | +44 (0)20 7084 3000
Australia

Gender

- 60% Female
- 40% Male

Education

- 15% < High School Graduate
- 23% High School Graduate
- 21% Bachelor’s Degree
- 13% Master’s Degree
- 6% Some College or Further Education
- 22% Vocational or Technical Degree

Income

- 24% < $30K
- 11% $30K-$44K
- 12% $45K-$59K
- 11% $60K-$74K
- 14% $75K-$99K
- 16% $100K-$149K
- 12% > $150K

Age

- 14% 45-54
- 12% 55-64
- 8% 65+
- 2% 65+

New Zealand

Gender

- 65% Female
- 35% Male

Education

- 28% < High School Graduate
- 13% High School Graduate
- 32% Bachelor’s Degree
- 12% Master’s Degree
- 8% Some College or Further Education
- 6% Vocational or Technical Degree
- 1% Doctoral or Professional Degree

Income

- 16% < $21K
- 20% $21K-$40K
- 19% $41K-$60K
- 16% $61K-$80K
- 15% $81K-$90K
- 12% > $100K

Age

- 19% 45-54
- 12% 55-64
- 10% 65+
- 4% 65+
- 16% 18-24
- 18% 18-24

* US education categories applied. For local equivalents contact the Research Now team | infouk@researchnow.com | +44 (0)20 7084 3000
It’s important to understand the heart of our panel members. Engaging our participants is crucial to ensure we deliver the highest quality for our clients. If our members are attentive and content, that means accurate, thoughtful answers and, ultimately, better data quality.

Better Decision. Better Results.

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Voted no. 1 in client satisfaction for 7 years running

2014, 2015 & 2016 winner in 4 categories:
Thought Leadership, Best Employees,
Use of Technology, and Quality

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