Leading Digital Data Collection Worldwide

Who is Research Now?
As the established expert in digital market research data, Research Now optimizes market research through its data assets, innovative solutions, and consultative services to drive better business decisions and results for companies and agencies around the world. Founded in 1999, we were pioneers in originating online data sampling and created the first B2B panel, and continue to provide robust research data through rigorous first-party consumer and B2B data collection for more than 3,000 clients worldwide. As a trusted provider of comprehensive research services and data solutions – such as survey programming and optimizing sampling, and feature-rich automated research, integrated data, and advertising measurement – we enable powerful insights for competitive advantage.

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.

Our Total Research Quality® system is a comprehensive integrated system of tools, metrics, procedures, and policies that operates throughout the entire lifecycle of each panelist across every project we complete to ensure our clients are receiving the highest quality data available. The system begins long before the data is collected and ends long after the analysis is complete.


11M+ panelists worldwide
40+ countries
140M+ finished surveys annually
240M+ questions answered daily
1,100+ panel profile attributes
Panel Recruitment
At the heart of Research Now are our highly-diversified panels. We acquire panelists 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.

Research Now works to optimally blend these assets based on your project needs with a specific strength in large, census-balanced sampling that generates consistent, quality research data.

<table>
<thead>
<tr>
<th>How We Recruit</th>
<th>Members are recruited in partnership with over 70 global online publishers</th>
<th>Participants are recruited via hundreds of websites and online communities</th>
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</thead>
<tbody>
<tr>
<td>We partner with over 60 leading global brands to enable a “By-Invitation-Only”* recruitment methodology</td>
<td>The highest-quality global resource to reach B2B and B2C audiences</td>
<td>Unique access to hard-to-reach online (e.g. Youth) audiences</td>
</tr>
<tr>
<td>Who We Reach</td>
<td>A broad reach of diverse audiences on a global scale</td>
<td></td>
</tr>
<tr>
<td>How Many We Reach</td>
<td>4 million unique participants in the 10 key global research markets</td>
<td>4.1 million unique participants in 39 global research markets</td>
</tr>
<tr>
<td></td>
<td>2.9 million annual participants across 29 countries</td>
<td></td>
</tr>
<tr>
<td>Why People Take Our Surveys</td>
<td>Members earn points for completed surveys that are transferable to loyalty rewards applicable to the partner they’ve joined through</td>
<td>Members are enticed with monetary incentives with the ability to redeem through specific mechanisms or vouchers</td>
</tr>
<tr>
<td></td>
<td>Participants are rewarded virtual currency relevant to the publisher they joined through</td>
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</tbody>
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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 check

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.
Data Collection

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

We Know Who Our Panelists 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 panelist 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, as part of the Total Research Quality system, 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 panelist 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 1,100 attributes collected across our B2B and B2C panels.

**Business**

**Basic Attributes**
- Business Type
- Industry Segment
- Annual Revenue
- Number of Employees at All Locations
- Number of Employees at Local Location

**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

**Transport & Logistics**
- Type of Business
- Professional Driver Work Type

**Education**
- Educator Role
- Educator – Education Level Type
- Educator – Educational Institute

**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 Owner**
- Type of Business Owned / Operated
- Type of Personal Service

**Healthcare**
- Healthcare / Medical Professionals
- Nursing
- Physician Primary Specialty

**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
  - Virtualization 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
- Hispanic Origin
- Registered Voter
- Political Party Affiliation
- Voter History

Automotive
- Vehicles in Household
- Type of Automobile
- Primary Make, Model, Year
- Secondary Make, Model, Year
- DIY Maintenance
- Intent to Buy

Home Features / Improvements
- Home Improvement/ Upkeep / Repair
- Role in Decision Making
- Lawn Equipment Used

Utilities
- Service Provider
- Role in Decision

Travel for Leisure
- Travel Websites Used
- Car Rentals
- Airlines
- Hotels

Interests / Hobbies
- General
- Health / Fitness / Wellness
- Hobbies / Leisure
- Outdoor Activities
- Sports Activities
Electronics / Gadgets
- Electronic Devices Owned (32 types)
- Desktop & Notebook Computer (19 brands)
- Printer (14 brands)
- Tablet or e-Reader (49 brands)
- Online Activities
- Internet (30 Providers)
- Video Game Accessories
- Video Game System (13 brands)

Mobile Phone
- Mobile Phone Use
- Type of Mobile Phone
- Mobile Only Phone User
- Operating Systems
- Network Providers (16 providers)
- Average Monthly Billing
- Contract Type
- Plan Type
- Role in Decision
- Phone Brand (22 brands)

Tobacco Products
- Products Used
- Cigarettes by Brand (37 brands)
- Smoking Habits & History
- Smoking Cessation or Alternatives Used

Department Stores
- Shopping Frequency
- Items Purchased

Dining Out
- Frequency
- Amount Spent Per Person
- Type of Restaurant
- Considerations

Insurance
- Auto Insurance Provider (152 providers)
- Home Insurance Provider (152 providers)
- Health Insurance Provider (66 providers)
- Health Insurance Coverage

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)

Groceries
- Primary Shopper
- Stores Shopped (56 stores)
- Amount Spent Per Week

Beer, Wine, Liquor
- Beverage Consumption
- Beer Consumption
- Domestic / Import / Craft Beer Brands (76 brands)
- Wine Purchases
- Liquor Type & Brands

Entertainment
- Television
- Books
- Movies
- Music
- Magazine Readership (40 genres, 270 titles)
- Radio Stations (39 markets)

General Household
- Pets or Animals
- Recreational Vehicles

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

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- Gastric / Digestive / Urinary
- Male / Female Health
- Mental Health
- Neurologic / Nervous
- Pain
- Skin / Dermatologic
- Sleep Disorders
- Vision / Hearing Impairments
Panel Demographics for Americas Selected Countries
Canada

Gender: 
- Female: 56%
- Male: 44%

Education: 
- Some Secondary Education: 18%
- Secondary Education: 22%
- University Degree: 1%
- Postgraduate Degree: 17%

Income: 
- $<15K: 16%
- $15K-$25K: 12%
- $25K-$49K: 20%
- $50K-$74K: 17%
- $75K-$99K: 13%
- $100K-$149K: 12%
- $150K-$199K: 5%
- $>200K: 5%

Age: 
- 18-24: 6%
- 25-34: 27%
- 35-44: 29%
- 45-54: 12%
- 55-64: 10%
- 65+: 6%

United States

Gender: 
- Female: 62%
- Male: 38%

Education: 
- Some Secondary Education: 14%
- Secondary Education: 26%
- University Degree: 5%
- Postgraduate Degree: 25%

Income: 
- $<25K: 29%
- $25K-$49K: 21%
- $50K-$74K: 17%
- $75K-$99K: 12%
- $100K-$149K: 12%
- $150K-$199K: 4%
- $>200K: 5%

Age: 
- 13-24: 7%
- 25-34: 23%
- 35-44: 18%
- 45-54: 14%
- 55-64: 11%
- 65+: 11%
Panel Demographics for Europe Selected Countries
**Czech Republic**

**Gender:**
- Female: 68%
- Male: 32%

**Education:**
- Some Secondary Education: 13%
- Secondary Education: 62%
- University Degree: 15%
- Doctoral or Professional Degree: 0%

**Income:**
- <120K Kč: 20%
- 120K Kč-239K Kč: 21%
- 240K Kč-599K Kč: 20%
- 600K Kč-839K Kč: 25%
- 840K Kč-1.79M Kč: 9%
- >1.80M Kč: 3%

**Age:**
- 25-34: 22%
- 18-24: 26%
- 13-17: 22%
- 26%
- 65+

**Denmark**

**Gender:**
- Female: 56%
- Male: 44%

**Education:**
- Some Secondary Education: 21%
- Secondary Education: 35%
- University Degree: 10%
- Doctoral or Professional Degree: 13%

**Income:**
- <110K kr: 17%
- 110K kr-219K kr: 20%
- 220K kr-329K kr: 17%
- 330K kr-549K kr: 23%
- 550K kr-769K kr: 13%
- 770K kr-989K kr: 6%
- >990K kr: 4%

**Age:**
- 25-34: 13%
- 18-24: 31%
- 13-17: 18%
- 55-64: 12%
Panel Demographics for Asia Pacific Selected Countries
**Hong Kong**

**Gender:**
- Female: 59%
- Male: 41%

**Education:**
- Some Secondary Education: 9%
- Secondary Education: 30%
- University Degree: 29%
- Postgraduate Degree: 7%

**Income:**
- < HK$100K: 20%
- HK$100K- HK$199K: 16%
- HK$200K- HK$299K: 13%
- HK$300K- HK$399K: 13%
- HK$400K- HK$699K: 24%
- HK$700K- HK$999K: 9%
- > HK$1M: 5%

**Age:**
- 15-17: 8%
- 18-24: 3%
- 25-34: 3%
- 35-44: 20%
- 45-54: 31%
- 55-64: 18%
- 65+: 5%

**India**

**Gender:**
- Female: 19%
- Male: 81%

**Education:**
- Some Secondary Education: 10%
- Secondary Education: 25%
- University Degree: 36%
- Postgraduate Degree: 15%

**Income:**
- < 1M: 29%
- 1M - 4M: 39%
- 5M - 9M: 17%
- 10M - 19M: 8%
- 20M - 39M: 3%
- > 40M: 2%

**Age:**
- 13-17: 8%
- 18-24: 1%
- 25-34: 3%
- 35-44: 49%
- 55-64: 6%
- 65+: 1%