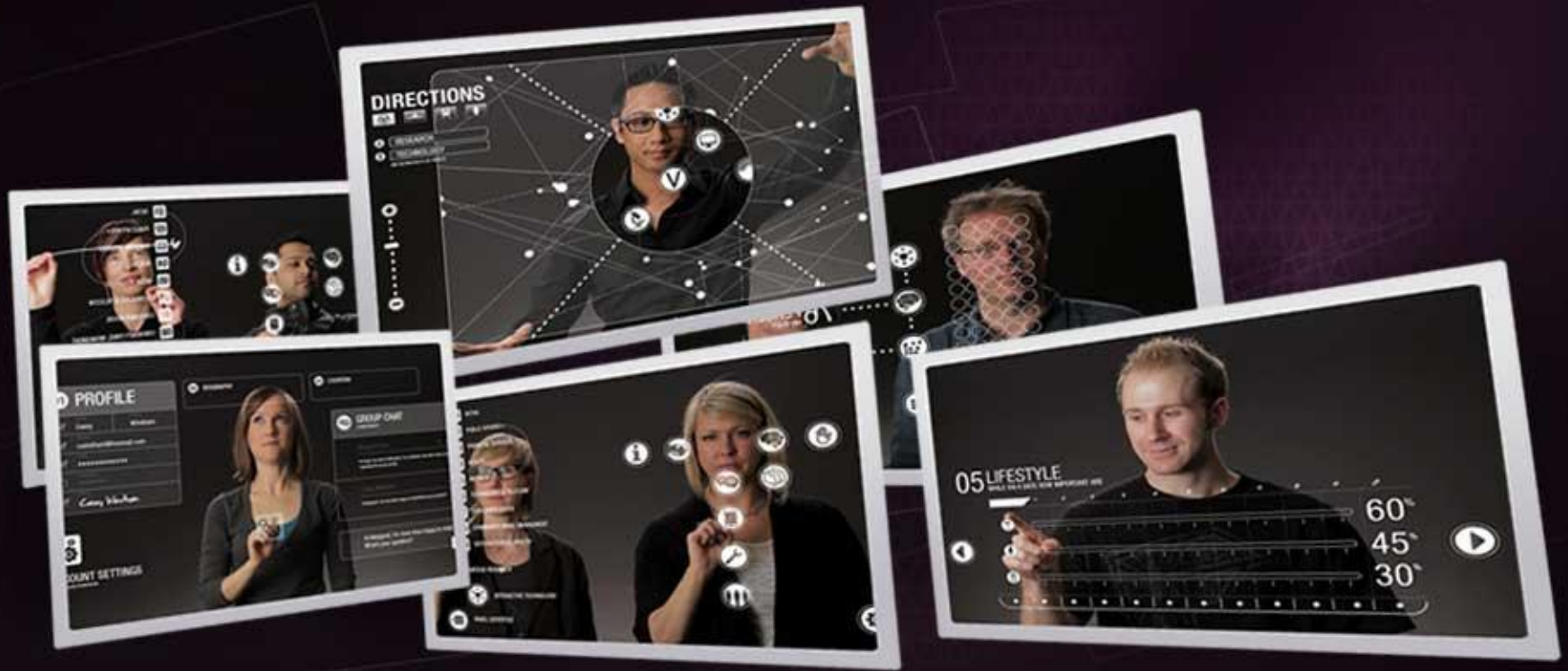


VISIONCRITICAL™



Vision Critical Panel Book v1.0

National Panels in Canada, United Kingdom and the United States

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The Way We See It...

01



334 USERS ON THE NETWORK 

PLEASE NOTE THAT WHILE THIS MAP SHOWS THE BEST (SIPULATION) OF THE NETWORK ACCORDING TO THE BEST INFORMATION OBTAINABLE, NO CLAIM CAN BE MADE FOR ITS ACCURACY.

▶ The goal of research should be to inspire better decisions. Not just avoid making the wrong ones.

▶ Research doesn't have to be a single project but an ongoing platform for acquiring customer wisdom.

▶ We're in the transformation business. From data to insight, insight to action, and action to results.

Samples you need. Data you can trust.

- Nationwide panels comprised of adults 18+ and include members from all geographical areas within these countries.
- Benchmark panel composition to known Census targets, such as age, gender, region, income, education, etc.
- Use a multi-pronged recruit strategy to gather a diverse and engaged cross-section of the population with a focus on quality rather than quantity.
- Further access through our Springboard Network which scientifically blends samples from around the world to ensure your sample blends are correct and executed with rigour you'd expect from a market research company



Market leader with 500+ Community Panels under management globally.



Has correctly predicted the results of 7 consecutive regional and national elections with a higher level of accuracy than all our competitors.



44th fastest growing technology company in North America (Deloitte fast 500).

VISIONCRITICAL™

The Vision Critical Story

What makes us different?

Quality

Through in-depth profiling and rigorous quality control, we minimize panel pollution and fatigue.

Panel Members

We profile our panels on a number of demographic, consumer, and social variables to help clients gain a deeper understanding of the audiences most relevant to their research needs.

Engagement

Our Panelists remain engaged both during and in-between surveys. We send monthly newsletters featuring recent poll highlights and news results as well as offering incentives to build interest and maintain participation.

Technology

Our National Panels are run on our own technology – Sparq™ – the most widely used panel research platform in the world.

Proven Record

Elections are one of the few occasions in which research findings are tested against real outcomes. The Canadian panel specifically was vetted by the Grand Mean test through MKTG. Inc and proven to be of the highest quality, [see this press release](#)

We've now correctly predicted the results of 17 consecutive Canadian and US regional and national elections with a higher level of accuracy than all our competitors.

The Difference: In Our Own Words

Recruitment

Members are recruited using multiple recruitment methods and sources. Recruitment campaigns are carefully targeted, and designed to avoid over-used commercial lists. So far, over 5,000 different campaigns have been used to recruit our panel members. Each recruitment campaign is individually tracked and monitored for quality control.

Our ad messaging and creative artwork is carefully positioned to appeal to a wide range of individuals on topics of interest to them, avoiding the generic message of 'take surveys and get paid.' As a result, our panels tend to attract a wider range of individuals.

We also try to maximize our reach into the population by using recruitment sources that other panel companies do not:

- online sources such as direct media buys of target email lists, website display ads and social media sites (rather than reliance on ad and affiliate networks).
- offline methods where appropriate e.g. print ads and radio spots in specific target geographic areas.
- strategic partnerships with organizations to provide us access to non-commercially-available online and offline media properties.

The Angus Reid name brings in up to 11% of panel members on its own.

Vision Critical CEO Angus Reid is a household name in Canada so many of our panelists (11%) simply come to us. The extensive media coverage our research receives inspires many people to search us out.

The advantage of the Angus Reid name is one that no other firms can gain. On top of the sheer numbers that the name Reid brings in, it also attracts many high income, business oriented individuals; a target that most other panels have trouble recruiting.

This phenomenon is especially prominent during election periods. During the last Canadian federal election (May 2011), for example, the percentage of self-recruited panelists jumped from 6%-11%.

Panel Incentive Scheme

Vision Critical's National Panels operate a per-complete incentive model – panel members receive a small cash incentive if they complete the survey. The cash incentive amount offered varies according to survey length and the range is typically between \$1-\$5 (US) and £0.50 - £3 (UK). In addition, each panel operates a schedule of regular prize draws with cash prizes as a supplement to the cash credits system.

Engagement & Burden Regulation

We ensure that every member receives at least one study per month, in addition to our monthly newsletter and community portal content to maintain a minimum level of contact and keep members engaged.

An engaged panel is a more responsive panel.

A controlled survey load environment can lead to higher data quality. We retain a complete history of each panel member's participation which we use to determine response propensities as well as to implement the 'burden rules' which govern contact frequency. These rules ensure that no single member is invited to too many studies in any one month (no more than 8), or more than one study within too close a time frame (within 3 days of another invitation). We strictly enforce rules against surveys longer than 25 minutes, as well as ensure the use of pre-screened samples for the majority of our work (to avoid blasting our panel with low incidence).

Profiling

Comprehensive and regular profiling of panel members is key to the way in which Vision Critical National Panels are managed. Our profiling activities allow us to:

- pinpoint sub-samples quickly and accurately for our clients
- reduce the number of occasions in which panel members are invited to participate in a study but disqualified after a number of questions.

How do we profile: Here are the top three ways that we keep up to date with our panelists.

1) Profiling Questionnaire (PQ):

Basic profiling questionnaire when they register to become a member of the panel. These core variables are collected for ALL panel members.

2) Updatable Profiles:

Members can update their profile information themselves via the member portals.

3) Monthly 'Mosaic' Profiling Surveys:

All members are invited to a panel-wide survey conducted each month called our 'Monthly Mosaic'. The primary purpose of these studies is to supplement the registration profile information held on panel members.

Quality over Quantity

Panel size means nothing if your panel isn't responsive.

We can achieve the same feasibility on projects as a panel that is three times the size, because our panel members are more highly engaged and therefore three times more responsive.

The following processes are in place during registration in order to prevent fraudulent individuals from joining the panel:

- a) No individual may sign up more than once using the same email account.
- b) A digital finger-printing solution is used to detect if the same individual is completing the profiling questionnaire more than once (as defined by a certain level of 'match' in terms of their computer characteristics, in combination with other known demographic variables).
- c) Internal consistency checking e.g. requiring that the zip code matches to the state of residence selected earlier in the registration process.

Post-registration measures:

- 'Match 3' process, which looks for panel members that match on three or more basic details and determines if they are a multiple registration on the panel.
- Industry leading validation solution which checks on a per survey level for duplicate survey responses, i.e. the same individual taking the same surveys using more than one registered account.
- Geo-IP checking to ensure that members are located where they say they are.
- Real-time "speeder" checks to determine whether an individual has completed the survey in an unacceptably short time.
- A tighter definition of what constitutes an 'active' member, which is defined as a member that has participated in at least one survey, or updated his/her profile, or registered to join the panel, within the last six months (the proposed ISO standard suggests 12 months).

Our Approach: Summarized

Products and Services

Custom Express (Field & Tab)

Clients simply hand over their finalized survey, we will program it, host the data collection and deliver results tables in a matter of days.

Omnibus (OmniPass, OAS)

A daily service which delivers a 1000 Nat Rep interviews, with NEXT DAY results. Clients can buy as little as just one question to gain quick fire insight from a national audience.

Parallel Plus

You design and program the study using the industry leading SPARQ panel software. Once programmed we simply import the study to the appropriate National Panels. All the data is then sent back to your own panel for analysis.

Pulse Program

A unique program developed to replace your current blind panel and to meet the timely marketing research needs on an ongoing basis (using an “Omnibus-style” survey vehicle).

Sample Only

An option where respondents are directed to a survey programmed and hosted on client’s own platform.

Products and Services

Panel Attributes: Canada, United Kingdom and the United States

Demographics

Age
Country of birth
Education
Employment Status
Ethnicity/Race
Gender
Personal Income
Household Income
Language(s)
Marital Status
Postal Code/Post Code/Zip Code
Region
Religion
Aboriginal Identity
Sexual Orientation
Presence of children
Social Grade

Employment/Work

Business revenue
Business travel
Employment status
Employment type
Home business
Primary employer locations
Primary employer sector
Size of employer
Small business owners
Tenure of employment
Position/role within company
Company structure
Side business
Student status
Volunteer work
Labor Union
Military

Family/Household

Children in household
Combined household income
Home type
Household appliances
Household size
Language spoken in household
Own or rent home
Own Vacation Property
Pets
Shopping
Frequent shopper points programs
Grocery shopping habits
Primary shoppers
Recreational shopping
Mortgage on home
Type of home insurance
Years lived in Residence

Finance

Account types
Charitable donations
Credit cards
Finance attitudes
Highest income earner's sector
Household Finance:
Household Debt
Household financial decision maker
Household investable assets
Insurance policies
Mortgages
Online trading
Personal annual income
Personal financial institution(s)
Prepaid cards
Student loans
Use of financial planner
Changes in behavior due to economy
Primary way to access accounts
Rewards programs

Food & Beverage

Beverage consumption

Beer consumption

Wine consumption

Spirit consumption

Non-alcoholic beverage consumption

Coffee consumption

Food Purchasing

Organic food purchasing

Snack and meal purchasing

Foodservice industry employment

Primary grocery shoppers

Monthly amount spent on food

Home cooking/baking

Health

Attitudes about health care system

Health insurance type and provider

Satisfaction with health care

Ailments and conditions

Allergies

Breathing conditions

Bone/joint/muscle conditions

Cancer

Diabetes

Eye correction and conditions

Heart and blood conditions

Infectious diseases and STDs

Neurological disorders

Skin conditions

Stomach conditions

Blood tests

Medications and treatments

Pain medication

Sexual health

Sleep

Smoking behavior

Work in healthcare field

Weight loss

Weight/Height

Exercise

Vaccines

Pregnant/new parents

Media

Film/documentaries

Newspapers, magazines and periodicals

Non-fiction

Online activities

Banking

Blogs and blogging

Downloading videos, music and podcasts

Forum and survey participation

News sites

Shopping

Social media and networking

Uploading photos

Trading stocks, bonds or mutual funds

Online games

Research

Radio habits

Specialty television channels

Television watching

Hours spent surfing the internet

Social & Political

Important issues in the nation

Nation on right/wrong track

Party allegiance

Political interest

Voting

Past voting

Registered voter

Voting eligibility

Voting frequency

Voting propensity

Environmental concern

Organization involvement



Hobbies, Sports & Entertainment

Entertainment

Casinos

Bar/pub attendance

Live music, dance and night club attendance

Concerts, cinema and live performances

Art galleries and museums

Hobbies

Card, board and online games

Reading books

Rent videos or DVDs

Collections

Music and instruments

Club, charity and organization involvement

Play video or PC based computer games

Online gambling or gaming

Shopping

Lottery games

Sports

Live sporting events attendance

Watching sporting events on TV

Sport fan type

Sport/leisure activity participation

Race participation (ex. Marathons)

Technology & Telecommunications

Answering survey questions via SMS

Cell phone ownership

Personal and business

Make/brand

Service provider

Smart phones

Data plans

Devices

Desktop computer

Digital cameras

Laptops

DVD player

Gaming systems

MP3 players

PVRs

Televisions

Tablets

TV programming (ex. HD, Satellite etc)

Home telephone services

Internet, television and cable service provider

Next cell phone purchase

Software used

Use of App's

Travel & Transportation

Number of vehicle in household

Household Ownership/Lease

Cars

Motorcycles

Motorhomes

Boats

Jet skis

Auto insurance type and provider

Passport ownership

Purchase intent

Cars

Motorcycles

Travel habits

Commuting

Public transport usage

International travel

Air travel

Car Rental

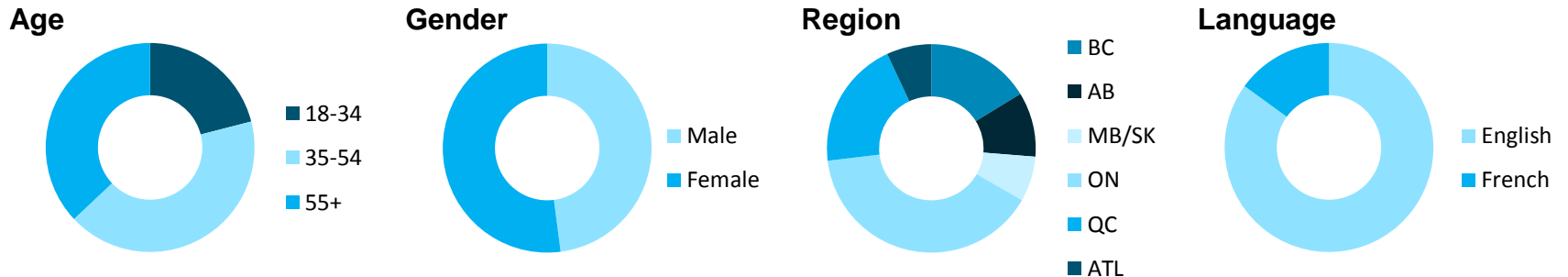
Number of trips in the past year

Countries visited

Canada Panel Size and Composition



Angus Reid Forum Panel Size: 120, 000



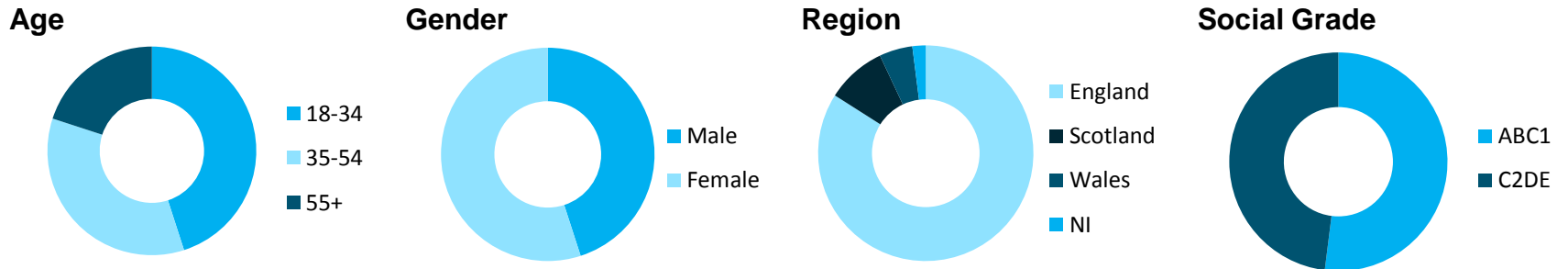
Attributes taken at registration:

Name	Postal Code	Affluent Items	Own/Rent home
Email	Education	Travel (Business/Personal)	Popular culture/Media Attitudes
Age	Employment Status	Children in household	Technology Habits
Gender	Household Income	Age of Children in household	Electronics owned
Ethnicity	Labor Union Involvement	Adults in household	Previous voting
Province	Language spoken at home	Pets	Party alliance
		Gaming (PC or Console)	Political Attitudes

United Kingdom: Panel Size and Composition



Springboard UK Panel Size: 70,000



Attributes taken at registration:

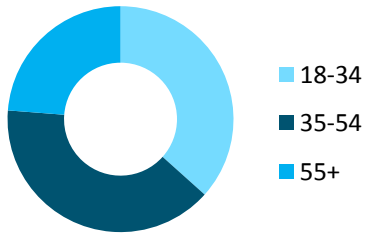
- | | | | |
|-----------|------------------|------------------------------|---------------------|
| Name | Urban/Rural | Own/Rent home | Online activity |
| Email | Post code | Children in household | Party ID |
| Age | Education | Age of Children in household | Political Awareness |
| Gender | Work Status | Adults in household | Registered voter |
| Ethnicity | Marital Status | Household decision maker | Past voting |
| Country | Social Grade | ITV channel | Voting frequency |
| District | Household Income | Newspaper readership | |

United States: Size and Composition

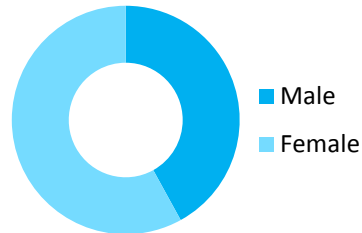


Springboard America Panel Size: 250,000

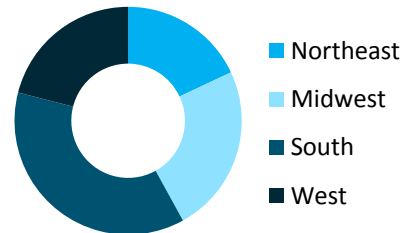
Age



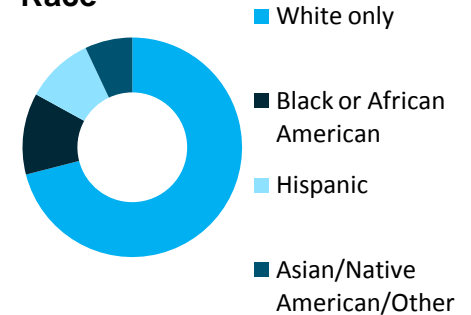
Gender



Region



Race



Attributes taken at registration:

- | | | | |
|----------------|-----------------|------------------------------|-------------------------|
| Name | Religion | Children in household | Language spoken at home |
| Email | Zip Code | Age of children in household | Online activity |
| Age | Census Division | Adults in household | Political awareness |
| Gender | Census Region | Own/Rent home | Party ID |
| Race | Education Level | Household income | Registered voter |
| Marital Status | Working Status | Household responsibilities | Past voting |
| | | | Voting frequency |

Contact Us

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For more information on Vision
Critical and our National Panels go to
our website at visioncritical.com



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