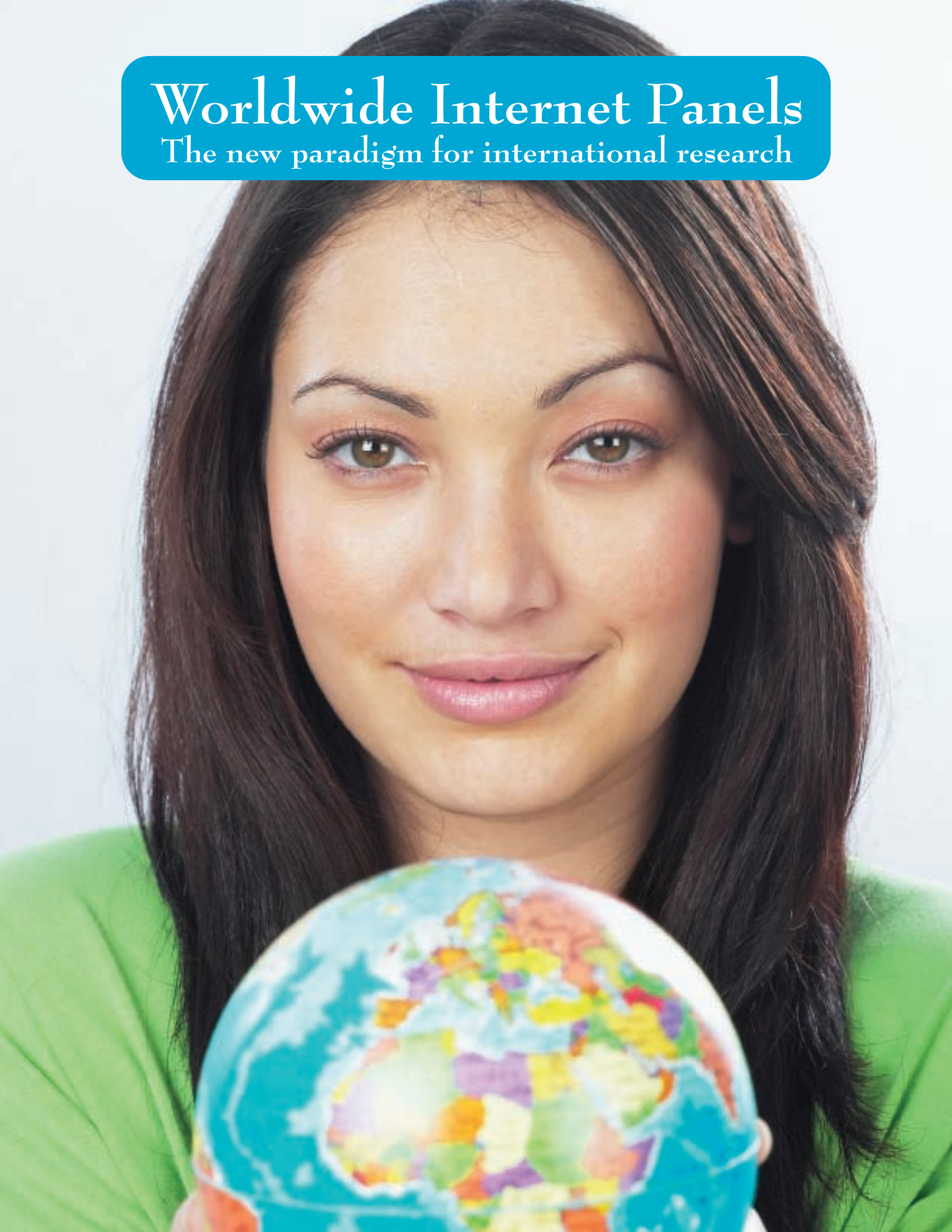


Worldwide Internet Panels

The new paradigm for international research





A New Paradigm

Our worldwide Internet panels set a new standard in data quality and comparability from country to country. These double opt-in panels are all carefully recruited and rigorously managed. Recruiting of new panel members is continuous.

Nonresponders, respondents who spend too little time

completing a questionnaire, and nonserious respondents are continuously purged from our panels.

Sophisticated sampling software balances the sample in each country to make it as representative as possible. The sample is metered out slowly to ensure equal response across time zones and frequency of Internet access. All survey participants are fairly paid for their time, and the number of surveys per person is limited. Here are our primary panels.

American Consumer Opinion®

American Consumer Opinion® Online is our worldwide Internet panel of over eight million consumers in the United States, Canada, Latin America, Europe, and Asia. Consumers can sign up to become members in one of 10 languages. Complete demographic profiles are maintained for each household, including:

- Age and Gender
- Family Composition
- Education
- Marital Status
- Occupation
- Employment Status
- Ethnic Background
- Type of Dwelling
- Household Income

Technology Advisory Board®

The Technology Advisory Board® is our worldwide Internet panel of information systems professionals, engineers, scientists, and other technologists. Background data on each panelist includes:

- Education
- Age and Gender
- Number of Employees
- Type of Industry
- Specialization
- Job Function
- Products and Services Purchased



How Are Our Panels Recruited?

Panels are recruited by a combination of online and offline methods (telephone, mail, banner advertising, email, print advertising, and publicity). The recruiting is designed to make each panel as representative of its target population as possible. American Consumer Opinion® is linked to over 1,000 other Internet sites to produce a steady stream of new panelists. The other panels are recruited by carefully controlled direct marketing methods to ensure that only qualified panelists are enrolled.

Icion® Sampling

Sophisticated sampling is key to successful Internet research. With Icion®—our proprietary multivariate sampling software—we can design and pull stratified quota samples representative of target populations. Icion® simultaneously balances samples by specified variables such as geography, gender, age, income, and ethnicity—with random selection of respondents within each sample cell.



Physicians Advisory Council®

The Physicians Advisory Council® is our Internet panel of physicians and surgeons from around the world, including both general practitioners and specialists. Background information on each physician includes:

- Gender
- Medical Specialty
- Board Certifications
- Surgery Practice
- Years of Experience
- Insurance Acceptance
- Patient Load
- Hospital Affiliation



Medical Advisory Board™

Our Medical Advisory Board™ is an online panel of nurses, optometrists, pharmacists, dietitians, pathologists, laboratory technicians, radiologists, veterinarians, and other healthcare professionals. Background information includes:

- Age and Gender
- Medical/Clinical Specialty
- Board Certifications and Education
- Number of Employees
- Organizational Structure
- Hospital Bed Size

Executive Advisory Board®

The Executive Advisory Board® is a worldwide panel of managers, executives, and directors of major corporations and other large organizations, as well as executives in small- to medium-sized companies. Information maintained for each executive includes:

- Education
- Age and Gender
- Number of Employees
- Annual Sales in Dollars
- Type of Industry
- Job Function and Title
- Products and Services Purchased
- Languages Spoken

Contractor Advisory Board®

The Contractor Advisory Board® is an international panel of general contractors and subcontractors from all segments of the building and construction industry, including remodeling, retrofit, and new construction in residential, commercial, and industrial markets. Information recorded for each contractor includes:

- Age and Gender
- Number of Employees
- Contracting Specialties
- Markets Served
- Job Title
- Ownership
- Annual Sales
- Number of Offices



Why Use Internet Panels?

- Respondents can take an Internet survey at a time of their own choosing, when they can give it their full attention.
- Participants see (not just “hear”) the questions and the answer choices. Seeing is better than hearing.
- Every interview is conducted precisely the same way, without interviewer bias or error.
- Individuals can take as much time as they need to think about the answer to a question.
- Pictures, sounds, and video can be incorporated into the online questionnaire.

Why Use Our Internet Panels?

- Our precisely managed, double opt-in panels are white-listed by most of the world’s major Internet service providers, so no sample distortion is caused by spam-filtering systems.
- Our panel members are fairly paid for completing surveys: the longer the survey, the greater the cash incentive. Therefore, our Internet questionnaires can be longer and more detailed than telephone or mall-intercept surveys.
- Members’ privacy, confidentiality, and anonymity are always protected.
- The usage of panel members is monitored and limited. The average panelist participates in only three to five studies per year.
- Panel members are entitled to special benefits, services, and links available through our panel websites.
- An online help desk provides “live” assistance to respondents during surveys.
- Out-of-date email addresses are continuously cleaned from each panel.
- All nonresponders, “speedsters,” and nonserious panelists are systematically removed from the panels.
- “Trap” quality-assurance questions are included in screeners and questionnaires for added data reliability.
- New panelists are constantly added to keep each panel “fresh.”
- Recruiting goals are adjusted monthly to keep the panels balanced and representative.



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