



ONLINE SAMPLE FOR THE MARKET RESEARCH COMMUNITY

Reach your target population quickly and efficiently with Authentic Response

Since 1998, Authentic Response has led the market research industry with best of breed solutions for global online sample, including its Authentic Recruitment panelist recruitment technique, its patented double opt-in permission standards, and its Authentic Validation techniques to ensure the most legitimate, secure survey responses. With a panel of more than 4 million highly qualified respondents, more than 200 market research firms look to Authentic Response for their global online sample needs.

Authentic Panels

Market research data is only as good as the panel that supplies it. While many online panels are grown through affiliate or co-registration Web sites that provide financial incentives to encourage panelists to sign-up, Authentic Response takes a different approach –we built our highly-profiled and reliable panel by engaging respondents at their favorite Web sites. Our diverse recruitment pool ensures access to a multi-sourced, active, and reliable panel with varied backgrounds and interests that truly represents the population.

Highlights of our 4 million-member panel include:

- **Invitation Only:** We recruit via invitation only. Unlike the vast majority of panel providers who use an open recruitment process, you cannot “Google” us to register for our panel. By knowing our audience before they join we help stop professional panelists at the front door.
- **A Large, Active Panel:** You can rely on us to deliver sample that consistently reflects the desired population, based on Census figures or the Internet population. Looking for rapid access to low-incidence and international respondents? We've got you covered.
- **Diverse Partner Web sites:** More than 400 leading B2B, B2C, technology, and international partner Web sites ensure a diverse panel with diverse interests.
- **New Panelists:** Adding over 20,000 new panelists every day increases responsiveness and helps us reach your desired population faster and more cost effectively.
- **Specialty Panels:** With Authentic Response you have access to numerous specialty panels including hard to reach respondents such as international households, IT decision makers, teens, new car intenders, video game enthusiasts, and many others.
- **Current Profiles:** Panelist profiles are continuously updated, providing you highly targeted and granular samples, when appropriate. Not only does this help ensure reliable data, it also saves time and money.
- **Highest Permission Standards:** Our industry leading, patented double opt-in registration process boosts panel quality and responsiveness, which enables us to reach your desired population faster and more cost effectively.

THE AUTHENTIC RESPONSE ADVANTAGE

400+ Partner Web Sites

msnbc
TechRepublic
AskMen.com
babies online
Entrepreneur.com
c|net
TAGGED



10,000+ new panelists/day
Comprehensive profiling

4M+ High Quality Panelists

Authentic Response

Quality panelists provide quality data.

AUTHENTIC RESPONSE - PANEL DETAILS

Proprietary Technology

- **Authentic Recruitment:** Each respondent is confirmed, through our patented double opt-in process, after registering to receive surveys. During this process information such as demographics, firmographics, and psychographics are collected to progressively profile each respondent. This process also increases responsiveness, enabling us to reach your desired population quickly and cost effectively.
- **Authentic Validation:** Holding online security and panel integrity to the highest standard, we employ proprietary technology to identify and remove professional survey takers, 'gamers', and 'satisficers'. With security checks from the panel registration process to post survey analysis, you can rest comfortably knowing you have the best possible protection against duplication and fraudulence.
- **Global Incentive Management:** Targeted survey incentives increase panel responsiveness and retention, while maintaining data integrity. We also use our incentive platform as another layer of data security, ensuring valid panel IDs and matching e-mail accounts to panelist profiles.

Demographics

Below is a partial list of available demographics and targeted criteria. Many more categories are available –please contact us for more information.

Demographic Selections

- Age
- Marital Status
- Gender
- Income
- Race
- Presence of Children/
Pregnancy
- Children's Ages
- Geographic Location
- Education

Life Events

- Weddings
- Pregnancy
- Family Planning
- New Baby
- Banking
- Credit Cards
- Financial Planners
- Career Change

Interests

- Arts and Music
- Film
- Photography
- Cooking
- Home Improvement
- Moving
- Home Buying/Selling
- Gardening
- Sports
- Politics
- Books
- Dining

Health & Wellness

- Cholesterol
- Blood Pressure
- Exercise
- Diet
- Stress

Electronics

- Communications
- Cell Phone
- Pager
- DVD
- Long Distance Service
- Video Games
- Teleconferencing
- Alarm System
- Satellite Dish
- Cable
- Dial-Up Speeds

Occupational

- Job Titles (Including IT)
- Area of Responsibility
- Purchasing Influence
- Industry
- Number of Employees
- Technologies Used

Travel

- Airlines
- Cruises
- Family Vacations
- Car Rental
- Destinations
- Business Travel
- Associations
- Camping
- Hotels

Leisure Activities

- Fast Food Dining
- Beverage Consumption
- Television
- DVD/Movie

Personal Finance

- Loans/Loan Types
- Credit Cards
- Online Banking