

Panel Book

2020



Pushing The Industry Forward

With a Respondent First Approach



Table of Contents

Why Prodege	4-5
Data Quality	6
Sampling	7
International Coverage	8-9
Our Panel	10
Highlighted Audiences	11-19
Panel Demographics	20-21
Frequently Asked Questions	22

Why Prodege

Prodege is a leading provider of people driven insights powered by our engaged global proprietary panel of 120 million members. Our diversified recruitment methods and ability to collect behavioral data & target hard-to-reach audiences, paired with our world-class consumer model, delivers a more inventive, customized approach to research. Prodege's breakthrough approach fosters member retention and ongoing participation and allows for a 360-degree view of the consumer- when and where you need them through our omnichannel access.



Our Commitment



Each day we're committed to sampling integrity



With every survey, every question, we are committed to quality



We're committed because we understand that people are the foundation of meaningful research



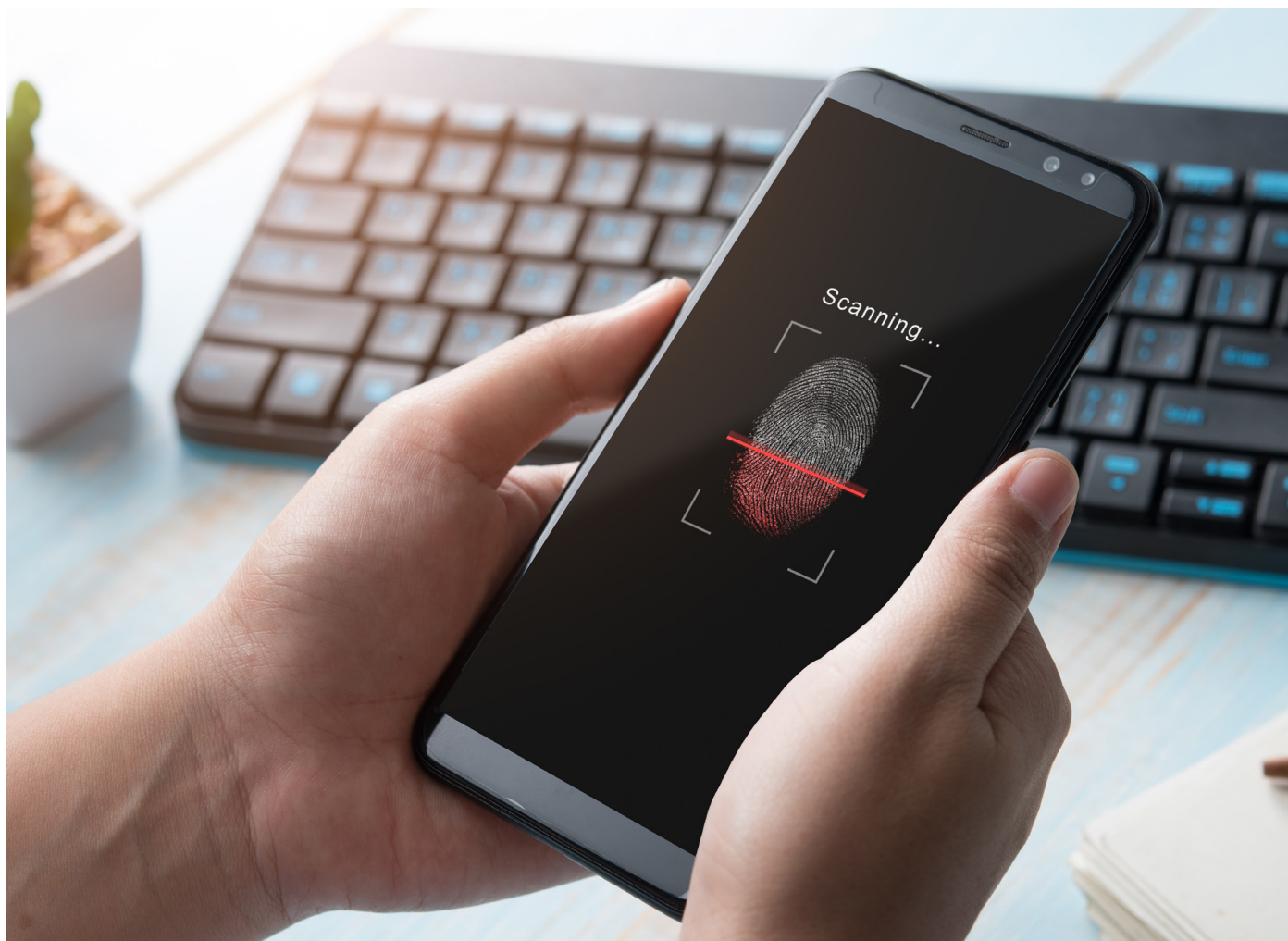
We do it all to create rewarding moments for our members, our employees and you

Affiliations and Awards



Data Quality

Quality is central to all we do. We utilize a variety of methods to ensure the highest data quality and are in compliance with GDPR and CCPA.



A double opt-in registration process including:

Digital Fingerprinting

CAPTCHA

Physical Address Verification

Mobile Verification

Device Verification

Third Party Validation Methods

Sampling

We offer the deepest sampling expertise in the industry.



Every project we support on our clients' behalf is managed by intelligent and experienced sampling design experts.

Our project managers' objective is to anticipate our clients' needs and proactively ensure we deliver on time and on budget to project specifications, no matter how difficult a target audience may be.

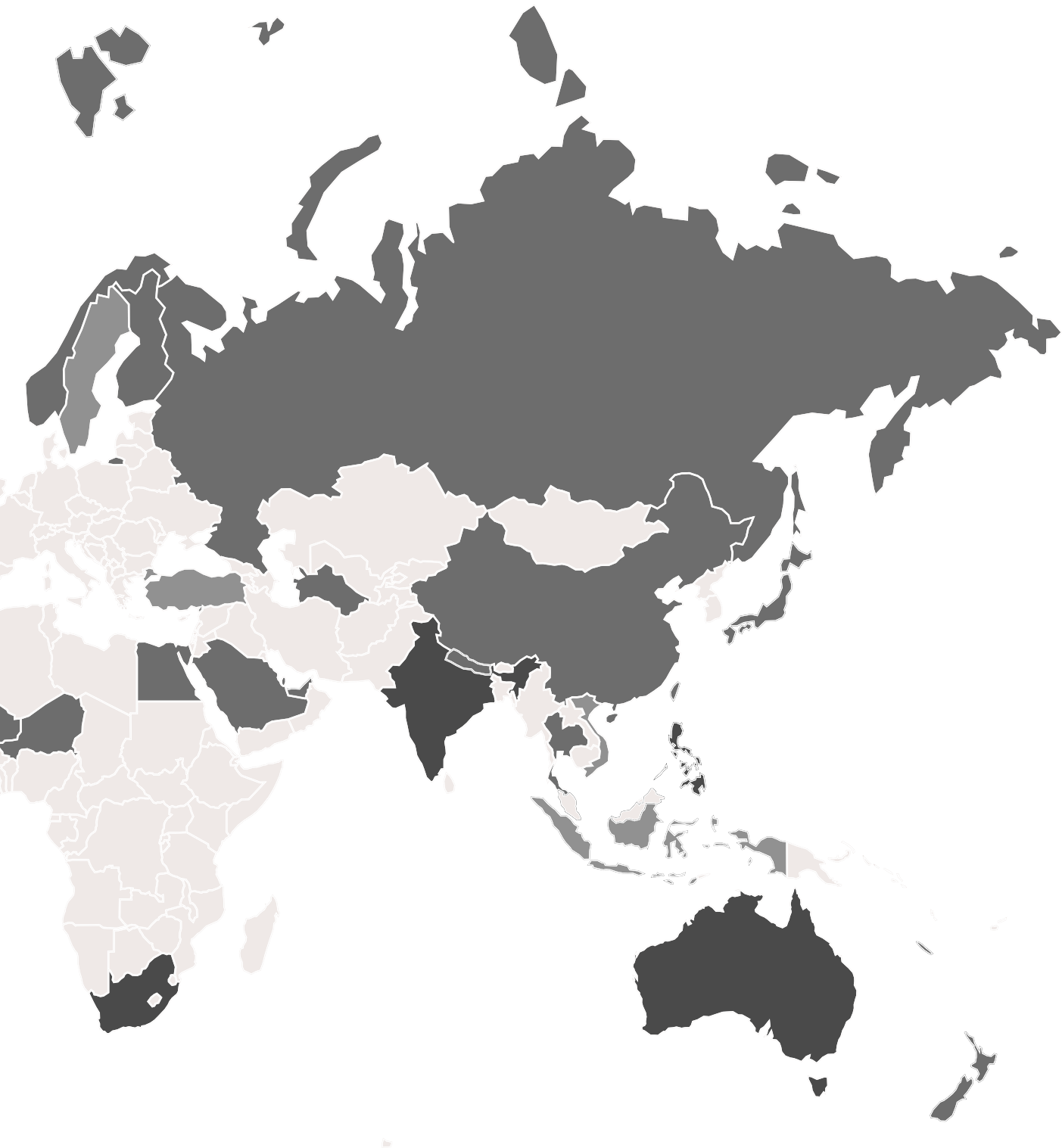
Global Panel Access



Prodege's
International Reach



Reach a Global Audience
of 120M+ Respondents





Our Panel



Prodege is a leading provider of people driven insights for the market research industry. Through diversified recruitment methods and a world-class consumer engagement model for over 60 million members, we deliver a more thoughtful approach to research.

Our breakthrough model fosters member retention and ongoing participation. This brings many benefits to our clients, including delivery of re-contact surveys, longitudinal studies, in-home use tests, and ongoing research programs.



Established in 1996, MyPoints has built one of the longest running and most respected online market research panels in the industry. Through its long- standing partnerships with firms such as United Airlines, Hilton Hotels and many more, MyPoints has developed extremely strong profiling for B2B, B2C and many specialized audiences. With precise targeting capability across over 500 data points of information, MyPoints consistently delivers the highest quality results and is universally recognized as a trusted sample source.



InboxDollars proprietary panel joins Prodege and expands our global access to an additional audience of 40 million. Founded in 2000, with expansion into the UK in 2012 and Canada in 2014, this unique group of registered members enhances the scale and breadth of our overall reach.



Highlighted
Audiences

Personal and Household

Household

Gender
Age
Ethnicity (US)
Hispanic (US)
Household Size
Household Location
Marital Status
Number of Children
Ages of Children
Gender of Children
Pet Ownership
Languages Spoken
Accommodation / Home Ownership

Personal

Political Party Affiliation
Political Ideology
Gun Ownership
Registered to Vote
Religion
Sexual Orientation

Education

Major at University / College
University Degree
Currently Enrolled
Year Graduated
Level of Studies – Current
Full-Time / Part-Time Student

Occupation

Employment Status
Professional Position
Primary Industry
Primary Department
Number of Employees
Role in Organization

Decision Making Authority Over
Corporate Purchase:

- Telecommunications
- Office Supplies
- IT
- Marketing / Advertising Sales
- Shipping
- Corporate Travel

Finance Sector Position IT Position
Business Smartphone Brand
Veteran – Military
Branch of Service – Military
Military – Family Member



Mobile

Location
Arrival Time
Dwell Time
Departure Time

Finances

Personal Annual
Income
Household Income
Investable Assets
Primary Banking
Relationship
Types of Investments
Credit Cards
Financial Products
Stock Trading
Participation
Stock Trading Method

Auto

Access to a Car
Automotive Decision Maker
Brand of Car(s) Owned / Leased
Car Manufactured Year
Car Purchased / Leased Year
New or Used Car Purchase
Timeframe
Type of Car(s)
Considering
Auto Insurance
Motorcycle Ownership

Media Usage



Media

Radio Listening Frequency
Television – Hours Per Week
Cable / Satellite Service
Streaming Services
Type of Publications Read
Social Media Actively Used

Computer and Video Gaming

Gaming Device
Gaming Platform
Online and Virtual Gaming
Spending on Games
Types of Games
Video / Computer Games per Week
Early Adopter
Electronic Products
Electronic Products Household DM
Internet Connection
Internet Provider
Media Receiver – Download Movies Ability
Mobile Phone Features
Mobile Phone Plan
Personal Smartphone Brand
Operating System
Personal Mobile Phone Carrier

Lifestyle

Travel

Flights – Airlines Flown
Flights – Domestic or Int'l
Flights – Purpose of Travel
Hotels Frequented
Travel Destination Past Year
Types of Travel Occasions
Transportation Methods
Rideshare

Hobbies and Interests

Gambling Types
Hobbies and Interests
Movie Theater Frequency
Music Preference
Purchase Movies
Rent/Download Movies
Sports/Exercise – Hours Spent per Week

Food and Beverage

Primary Grocery Shopper
Primary Grocery Store
Average Alcohol Consumption
Beverages Consumed
Fast Food Frequency
Fast Food Restaurant
Favorites
Recent Purchasers of Specific
Food & Beverage Brand
Recent Visitors to Restaurants
and Grocery Stores



Health and Wellness

Healthcare

ADD / ADHD

Allergies

Anxiety Disorders

Asthma

Arthritis

Back Pain

Bipolar Disorder

Botox

Cancer & Stage

Chronic Pain

Colitis

Dementia

Depression

Diabetes

Elective / Plastic

Surgery

Emphysema

Erectile Dysfunction

Glasses / Contact

Lenses

Hearing Aid

High Blood Pressure

High Cholesterol

Hypertension

Infertility

Menopause

Migraines

Multiple Sclerosis

Obesity

Parkinson's Disease

Pneumonia

Psoriasis/Eczema

Rheumatoid Arthritis

Shingles

Sinusitis / Rhinitis

Sleep Disorders

Stroke

Ulcerative Colitis





Mother and Baby

Expecting a Baby
Expecting – Month
Expecting – Year
First Time Parent
Breast Feeding
Products Used Regularly
Brands of Baby Food
Child Allergies

Smoking and Tobacco

Other Tobacco Products
Tobacco – Cigarette Amount
Tobacco – Cigarette Brands
Cigarette Quitting Methods
Tobacco – Do You Smoke
Vape/Electronic Cigarette Usage

Business to Business



Account Managers & Directors

Admin & Executive Assistants

Administrator

Analyst / Senior Analyst

Architect

Asst. Manager / Asst. Director

Attorney

Business Development Director

Buyer

Certified Public Accountant

Chairman / Board Member

Chemist / Scientist

Chief Executive Officer

Chief Financial Officer

Chief Information Officer

Chief Operations Officer

Chief Technology Officer

Computer Analyst

Consultant

Controller

Counselor

Customer Service Representative

Database Administrator

Dentist / Dental Hygienist

Designer

Director / Department Head

Editor / Writer

Educator

Engineer

Executive Officer

Executive VP / Senior VP

Financial Advisor

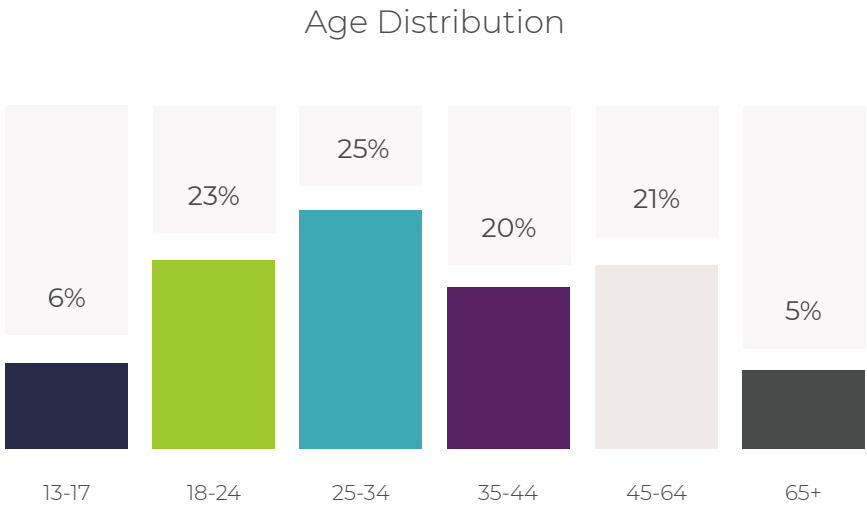
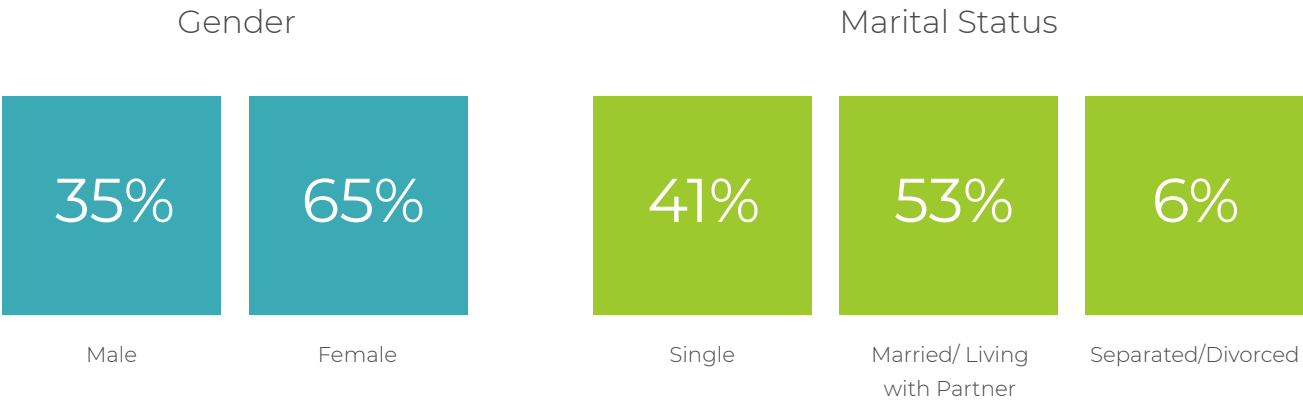
General Manager
Graphic Designer
Human Resources Director
IT Consultant
IT Manager
Manager / Senior Manager
Marketing Manager / Director
Military / Government
MIS Director
Nurse
Occupational / Physical Therapist
Opticians / Optometrist
Owner / Proprietor / Principal
Pharmacist
Physician / Medical Doctor
Planner / Scheduler
Police Officer / Fire Fighter
President
Product Manager

Programmer
Project Manager
Psychologist
Publisher / Producer
Representative / Sales
Secretary / Treasurer
Social Worker
Software Developer
Student
Supervisor
Systems Administrator
Technicians / Technician
Specialists
Tradesman / Trade Specialist
Treasurer
Veterinarian
Vice President / Assistant VP
Web Developer
Webmaster



Global Panel Access

USA



Household Income

Less than \$25k	26%
\$25k - \$49k	25%
\$50k - \$74k	21%
\$75k - \$99k	13%
\$100k or more	15%

Ethnicity

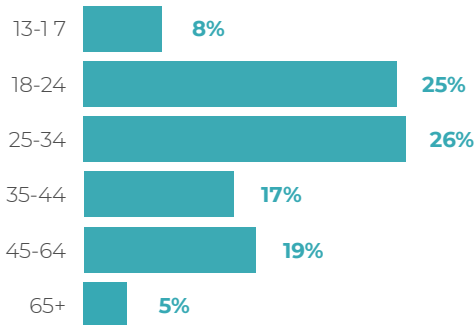
White	71%
Black/African American	10%
Asian	9%
Other	10%
Hispanic or Latino	15%

Education

Advanced degree	11%
Undergraduate degree	29%
Some College	27%
High School Diploma	21%
Some High School or Less	12%

Canada

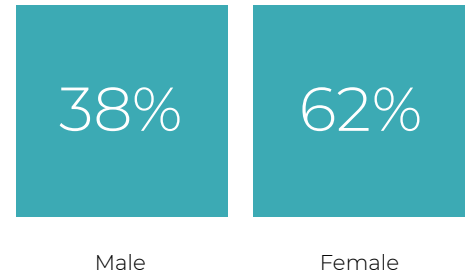
Age Distribution



Household Income

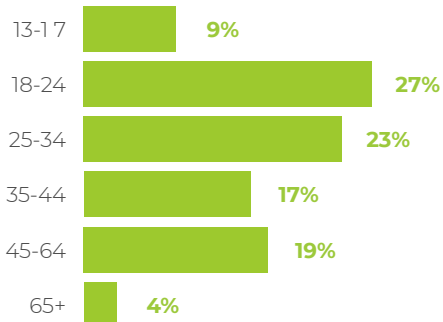
Less than C\$25k	23%
C\$25k - C\$49k	25%
C\$50k - C\$74k	17%
C\$75k - C\$99k	16%
C\$100k or more	19%

Gender



UK

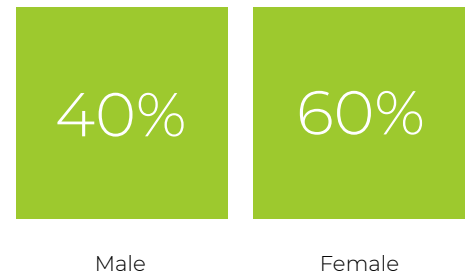
Age Distribution



Household Income

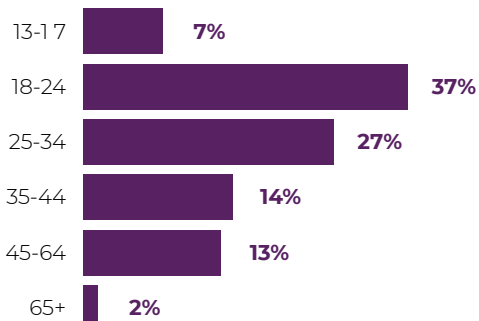
Less than £15k	26%
£15k - £29k	28%
£30k - £54k	29%
£55k - £74k	9%
£75k or more	8%

Gender



Germany

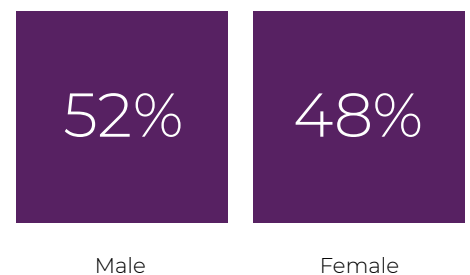
Age Distribution



Household Income

Less than €15k	26%
€15k - €29k	22%
€30k - €49k	23%
€50k - €74k	14%
€75k or more	14%

Gender



Frequently Asked Questions

What steps do you take to achieve a representative sample of the target population?

Through our wide range of recruitment channels and offerings, Prodege ensures a diverse composition of people that represent the population required. We maintain a database of over 1,000 demographic and behavioral attributes that are utilized to access sample for our clients' projects. Our experienced Project Management Team starts by understanding our clients' requirements (e.g. a nationally representative sample, or a specific targeted group) and the number of responses needed, ensuring the sample plan is optimized and executed accurately.

What profiling data is held on respondents and how is it kept up-to-date? If no relevant profiling data is held, how are low incidence projects addressed?


Prodege tracks and stores thousands of demographic and behavioral attributes through several channels, including completion of a 20-question profiling survey upon joining the panel. In addition, our members participate in our Daily Poll in which we receive up to 100,000 unique responses in a day which are then appended to their profile. Behavioral data is collected

through member engagement with our Search, Offers and Shopping channels to create additional data points passively. If a project requires targeting on criteria not currently captured in member profiles, we can prescreen in real-time and gather tens of thousands of responses within a matter of hours.

Member profiles are updated on an ongoing basis, with continuous refreshing to ensure data remains current. Utilizing our proprietary technology, member data is collected and stored real-time during the registration process, in follow-up surveys, and on the member website. Members can proactively update their profile at any time, or we may send out push notifications letting them know their profile is not complete, or needs updating. Additionally, profiling data collected in a survey can be sent to our database and updated real-time.

What are your quality process? Do you have in place procedures to reduce or eliminate undesired within survey behaviors, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item non-response, or (d) speeding?

At Prodege, we take data quality very seriously. We have our own in-house compliance department dedicated to monitoring and eliminating fraudulent panel



members. We combine industry-standard data quality solutions provided by third-party partners, along with our own proprietary techniques to ensure our panel meets the highest level of standards. Observed offenders are removed from the panel and not allowed to re-register with the panel.

When we are not providing survey programming for a project, we work with our clients to understand whether undesirable survey taking behavior is detected in their surveys. Respondents who fail quality metrics are removed and/or replaced, so clients do not pay for poor quality survey completes. These members are then flagged, and monitored within our panel. Any repeat offenders are removed from our panel.

**Do you have a confirmation of respondent identity procedure?
Do you have procedures to detect fraudulent respondents?**

Prodege has a series of processes to handle member identity and detect fraud. To confirm respondent identities, we work with third-party industry standard data quality solutions to ensure a member is real and unique upon registration. Members are subject to a double opt-in process by initially joining, then opt-in again to join the research panel. Members cannot enroll more than once, meaning they cannot have more than one profile account in the panel database.

In addition, our in-house compliance department continuously monitors fraud and eliminates threats. This may result in removing panel members or shutting out alien technologies caught cheating the system. As part of our reward verification procedure, Prodege's compliance team has also implemented IP address and mobile phone verification. We continue to evaluate and/or implement additional data quality procedures as new capabilities emerge.





✉ TalkToUs@prodege.com

🌐 www.prodege.com

in [/ProdegeLLC](https://www.linkedin.com/company/prodege/)

📍 **Los Angeles (Headquarters)**
100 N. Pacific Coast Highway, 8th Floor
El Segundo, CA 90245