Pushing The Industry Forward
With a Respondent First Approach
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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

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

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

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
- Physical Address Verification
- Device Verification
- CAPTCHA
- Mobile Verification
- Third Party Validation Methods
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
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
<table>
<thead>
<tr>
<th>Mobile</th>
<th>Finances</th>
<th>Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Personal Annual Income</td>
<td>Access to a Car</td>
</tr>
<tr>
<td>Arrival Time</td>
<td>Household Income</td>
<td>Automotive Decision Maker</td>
</tr>
<tr>
<td>Dwell Time</td>
<td>Investable Assets</td>
<td>Brand of Car(s) Owned / Leased</td>
</tr>
<tr>
<td>Departure Time</td>
<td>Primary Banking Relationship</td>
<td>Car Manufactured Year</td>
</tr>
<tr>
<td></td>
<td>Types of Investments</td>
<td>Car Purchased / Leased Year</td>
</tr>
<tr>
<td></td>
<td>Credit Cards</td>
<td>New or Used Car Purchase</td>
</tr>
<tr>
<td></td>
<td>Financial Products</td>
<td>Timeframe</td>
</tr>
<tr>
<td></td>
<td>Stock Trading Participation</td>
<td>Type of Car(s)</td>
</tr>
<tr>
<td></td>
<td>Stock Trading Method</td>
<td>Considering</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Auto Insurance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Motorcycle Ownership</td>
</tr>
</tbody>
</table>
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
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

Gender

- Male: 35%
- Female: 65%

Marital Status

- Single: 41%
- Married/Living with Partner: 53%
- Separated/Divorced: 6%

Age Distribution

- 13-17: 6%
- 18-24: 23%
- 25-34: 25%
- 35-44: 20%
- 45-64: 21%
- 65+: 5%

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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>13-17</td>
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<tr>
<td>18-24</td>
<td>25%</td>
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<td>25-34</td>
<td>26%</td>
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<tr>
<td>35-44</td>
<td>17%</td>
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<tr>
<td>45-64</td>
<td>19%</td>
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<tr>
<td>65+</td>
<td>5%</td>
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Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Less than C$25k</td>
<td>23%</td>
</tr>
<tr>
<td>C$25k - C$49k</td>
<td>25%</td>
</tr>
<tr>
<td>C$50k - C$74k</td>
<td>17%</td>
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<tr>
<td>C$75k - C$99k</td>
<td>16%</td>
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<tr>
<td>C$100k or more</td>
<td>19%</td>
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</tbody>
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Gender

- Male: 38%
- Female: 62%

UK

Age Distribution

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<th>Percentage</th>
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<tr>
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<td>45-64</td>
<td>19%</td>
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<tr>
<td>65+</td>
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Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
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<tbody>
<tr>
<td>Less than £15k</td>
<td>26%</td>
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<tr>
<td>£15k - £29k</td>
<td>28%</td>
</tr>
<tr>
<td>£30k - £54k</td>
<td>29%</td>
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<tr>
<td>£55k - £74k</td>
<td>9%</td>
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<tr>
<td>£75k or more</td>
<td>8%</td>
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Gender

- Male: 40%
- Female: 60%

Germany

Age Distribution

<table>
<thead>
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<th>Age Group</th>
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<tbody>
<tr>
<td>13-17</td>
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<tr>
<td>18-24</td>
<td>37%</td>
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<td>2%</td>
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Household Income

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<td>14%</td>
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<tr>
<td>€75k or more</td>
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</table>

Gender

- Male: 52%
- Female: 48%
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.