

## **EXHIBITQ**

[Automotive Panel](#)
[Mobile Phone Users Panel](#)
[Expectant Mothers Panel](#)
[Healthcare Panel](#)
[Video Gamer Panel](#)
[Banking & Financial Services Panel](#)
[Decision Makers Panel](#)
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## Research Integrity



Quality insights need responsive, reliable and representative survey respondents.

So we use a range of highly effective techniques to identify and eliminate undesirable respondents.

### Member Verification Process

Upon enrollment, panel members complete an extensive member profile survey. This identifies the specific attributes of an individual – similar to a person's DNA – and we continuously monitor these data points for any changes.

### Digital Fingerprinting

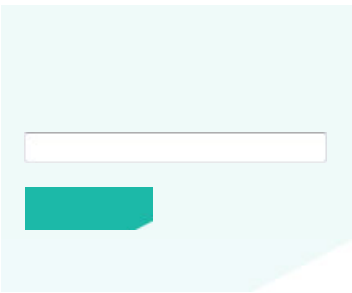
Utilizing Digital Fingerprinting technology we employ over 80 (non-PII) data points from a respondent's browser and operating system to create a unique ID for their computer. This means we are able to detect if more than one respondent is participating in a survey from the same computer. If a single computer is duplicated in a survey, the panel member is flagged and removed from the study.

### Geo-IP Validation

Upon sample deployment, we can use technology to identify the location from which a respondent is taking a survey. If the location of the IP Address of the respondent's computer doesn't match the targeted location of the survey, then the respondent is blocked from completing the study. If a respondent is flagged for multiple Geo-IP conflicts, a veracity audit is triggered to validate the legitimacy of the panel member.

Because of these checks and many other stringent validation measures, you can always be confident in the integrity of our panels.

After all, you want to spend your time providing quality insights, not worrying about the



integrity of your data source.

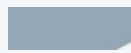
Select a Country and Audience to view a snapshot of the profile attributes we have available to target respondents for your next study.

**Country**

All Countries

**Audience**

Business



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- ▶ **Healthcare Panel**
- ▶


## Panel Quality


**You want** the best quality results from the best quality panels.

**We give you** the most consistent panels and the most dependable results.

[Find out more](#)

**\*As an ESOMAR Member, Research Now complies with the**

 [ICC/ESOMAR International Code of Marketing and Social Research Practice.](#)

 [Download Our Panel Quality Values](#)

**Services**

- Research Now Mobile™
- ADimension®
- RiverSelect™ Sampling
- Sample
- Programming and Hosting
- D-U-N-S® Numbers & SIC codes
- Omnibus Surveys
- EvoListen™
- Hybrid Interviewing®

**Panels**

- Targeting
- Research Integrity
- Recruitment
- Retention
- Incentives
- Automotive Panel
- Mobile Phone Users Panel
- Expectant Mothers Panel
- Healthcare Panel
- Video Gamer Panel

**Media/Events**

- News
- In the News
- Events
- Webinars

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- Our Parent Company
- Why Research Now ?
- Management Team
- The Team
- Industry Involvement
- Community Involvement
- Careers
- IOaddendum

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Tracking Studies  
Customer List Surveys  
IHUT Recruiting  
Phone Recruiting  
Qualitative Recruiting  
Mosaic® Segmentation

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Small Business Owners  
Panel

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