



Viewpoint Forum

Panel Briefs

- Response Rate is averaging over 65%
- Panel is matched to census specifications
- Annual Churn Rate is less than 15%
- Panelists are recruited via phone, in-person, e-mail, on-site and by referral

Gateway Facilities In-person	12%
Website	22%
E-mail Recruitment	54%
Other Sources (Phone, Banner Ad, Referrals)	12%

- Panelists are incented through a point system for each completion, equating to roughly \$2 per basic survey
- Username/password is required for security
- Image Protection—Concepts and Video
- Proprietary Survey Building/Survey Reporting Tools are able to handle the most complex survey designs including conjoint, discrete choice, etc.

Panelist Rules

- Panelists can complete no more than two surveys a month and can only complete one survey in a similar category in a three-month period
- A panelist is removed if non-compliant after a few surveys
- Panelists cannot be competitively employed
- Panelists must be 18 years of age or older

Additional Capabilities

- Product Home Use Testing
- Custom developed Video/Sound Advertising Testing
- Teen Interviewing
- Kids Interviewing and Paired Studies
- Frozen/Refrigerated Product Testing
- Qualitative Recruitment