

## Market Insights Panel Partners

To ensure that we can reach the right mix of unique respondents in each market, each month, we have partnered with five of the leading sample providers in the industry to direct respondents to our survey:

- Dynata
- Prodege
- Toluna
- MyPoints
- Cint

### Online Panel

Online panels consist of everyday people who have opted to join a panel and have agreed to share their opinions about various topics. Through our partnerships with these sample providers, we have access to millions of panelists from around the world, and that pool is continuously replenished through constant recruiting. Our panel providers maintain current demographic profiles and contact information for each person in their panel and engage in ongoing, rigorous testing to ensure data quality. Each month, a sub-set of panelists who qualify and who have not accessed our survey in the past 6 months are invited to take the Market Insights survey.

### Proprietary Sampling

Additional respondents are recruited by our panel partners from various online communities, social networks, and websites of all types. If the user chooses to participate and qualifies by passing rigorous opt-in processes and implemented quality checks, they may be directed to our study. Our panel providers' recruitment methods ensure that data assets are comprised of real people giving reliable responses. Our panel providers also help to monitor data quality and respondent satisfaction throughout fielding periods, providing Market Insights with that knowledge along the way to continuously improve the respondent experience.