# RESEARCH FOR GOOD

## Human Understanding Empowered

**2020 Market Research
Audience Book**

At RFG, our respondents are at the heart of everything we do. We embrace the human at the centre of all research, and enable a holistic understanding of individuals at scale.

We pride ourselves on the lasting relationships we create with our customers, built on a foundation of responsiveness, proactiveness and quality.

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# METHODOLOGY

Sampling technology built to bring you closer to understanding the humans at the center of your research.

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# METHODOLOGY

## BETTER REACH. BETTER REPRESENTATION

Our hybrid methodology combines the best attributes of:

- email panel
- social media
- real-time sampling
- reward sites
- mobile apps & games
- plus much more

We pride ourselves on delivering you the broadest possible representation of the internet population.

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# METHODOLOGY

**FRESH EYES**

**ENGAGEMENT**

**SPEED**

**PROFILING**

**FEASIBILITY**

**TRACKING RESPONDENT HISTORY & UNIQUE ID**

## BETTER QUALITY. BETTER DELIVERABILITY

Technologically advanced & nuanced sampling controls ensure RFG sample is:

- High-quality
- Reliable
- Replicable
- Representative

Our hybrid approach allows us to preserve research rigour while engaging respondents on their terms making us one of the most representative sample suppliers in the market today.

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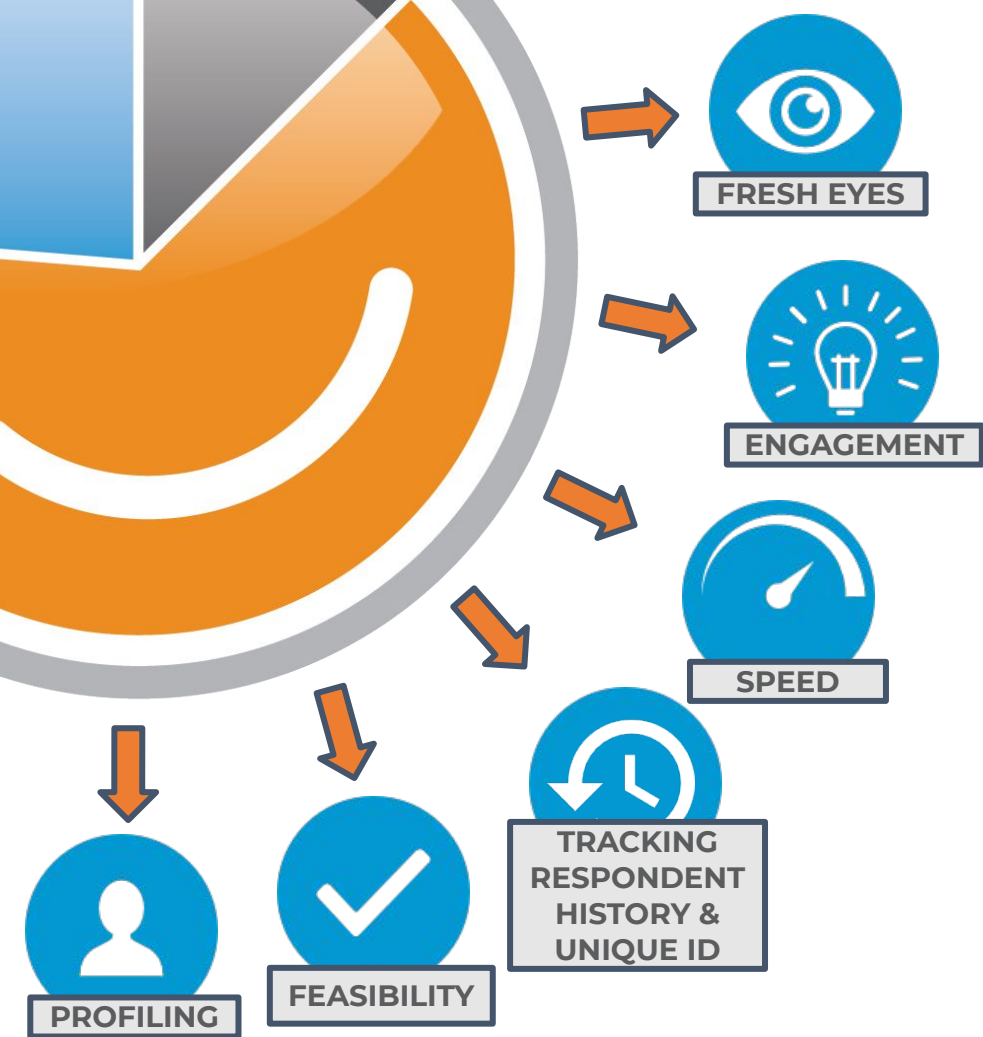
## PROFILING+

At RFG, we have created thousands of profiling points to enable you to get closer to your desired audience.

In addition to the comprehensive profile that we build on our participants, we add to that profile continually using real-time custom data points to reach respondents in even the most unique projects.

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# PROFILING+

## Demographics
- Age
- Gender
- Geo (County, ZIP, Region, etc)
- Race/Ethnicity
- Language(s)
- Household Income
- Household Composition
- Marital Status
- Employment Status
- Student Status
- Level of Education

## Automobile
- Licensed drivers
- Car owners
- Car lease
- Car sharing
- Purchase Intenders
- Motorcycle

## Employment Information
- Employment Status
- Industry
- Job Title
- Purchase Decision Maker

## Health
- Ailments (Self)
- Ailments (Another in household)
- Caregivers
- Medication Types
- Alternative Therapies

## Travelers
- Business Travelers
- Leisure Travelers
- Travel Frequency
- Recent Hotel Stays
- Recent Airline/Flights
- Cruise

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# PROFILING+

## Finance
- Primary Financial Decision Makers
- Investable Assets
- Banking Services
  - Savings/checking
  - Credit Cards
  - Retirement accounts
  - Investments accounts
  - Mortgage Intenders
  - Loans

## Mothers/Parents
- Presence of Children in Household
- Age/Gender of Each Child

## Technology
- Technology Ownership
- Smartphone Ownership
- Early Adopters
- Device Type
- Mobile Carrier
- Webcam available

## Entertainment
- Television Viewing
- Movie Theatre Views
- Cord-cutters
- Media streamers
- Hobbies
- Gamers
- Fitness Enthusiasts

## Food and Beverage
- Beverage Consumption
- Primary Grocery Shoppers
- Restaurant Goers

## Gamers
- Console
- Mobile
- Time Spent
- Categories/Genres

## + Custom
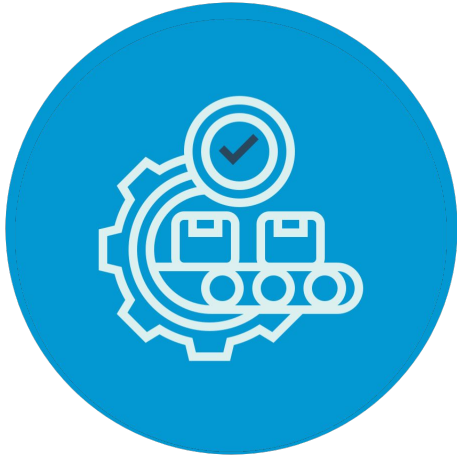Ask your RFG Project Manager to build you a custom pre-targeting question to reach any audience.

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# SAMPLE QUALITY

A 3-stage protocol for ensuring the highest-quality data.

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# FRAUD PREVENTION TECH

We prevent fraud using a comprehensive suite of custom-built and 3rd party quality control mechanisms including:

- Machine Learning & Artificial Intelligence
- Device Recognition & Linked Accounts
- Digital Fingerprinting
- SecureGeoIP
- Captcha
- Proxy Server Detection
- IP Filtering
- Authentication Via Suspect Online Activity Database

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# RESPECT THE RESPONDENT

By fostering a relationship of mutual respect between respondents, RFG & the researcher we ensure respondents WANT to provide their highest quality participation.

- Continuous UX enhancements for increased engagement
- Relevant personal incentives + charitable donation
- Connection with consumers where and when they are ready to engage
- Drop-rate monitoring as indicator of survey health
- Proactive project manager/client partnership for survey improvement

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# SAMPLING CONTROLS FOR QUALITY

The way you sample has just as much to do with quality as the people you sample.
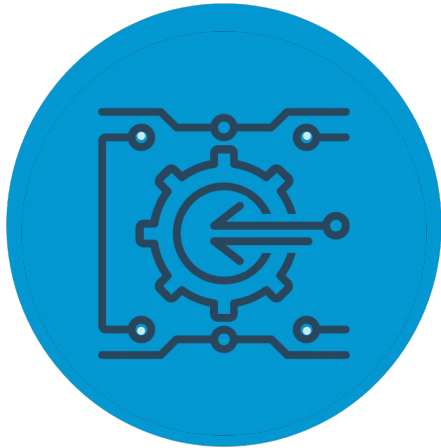
- Custom built sampling technology for speed when you need it; controlled and steady if you prefer
- Balanced Starts
- Nuanced sample controls
- Vigilant project management

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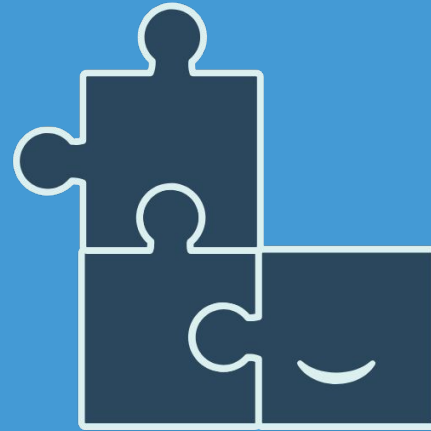
# SAMPLE WITH A SMILE

Empowering you to reach respondents
in the way that best supports your sampling needs.

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# API INTEGRATION

RFG's client API allows a sophisticated integration into your current project management system. This direct integration enables you the ability to streamline the purchase of your sample to:

- Automate the sampling process (no emails!)
- Speed up project delivery
- Receive instant feasibility calculations and cost estimates

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# MANAGED SERVICES

The RFG Managed Services Team are highly experienced in sample management and fieldwork. Based on years of experience they can enhance your project by offering custom solutions to your most difficult sample plans and operate as an extension of your team.

Availability:
- Rapid bid response times
- Efficient project launch turnaround
- 24 Hour weekday availability
- Weekend coverage

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# Global Reach

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# REACH



We continue to expand our reach into global markets in order to offer greater sampling capabilities to our clients.

The following pages outline briefly our international reach and a few key demographics across 61 countries.

For custom feasibility, please contact
sample@researchforgood.com

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# THE AMERICAS

## Argentina
**Reach | 10,000**
Males | 47%
Females | 53%
16-24 | 20%
25-34 | 32%
35-44 | 19%
45-54 | 11%
55+ | 8%

## Brazil
**Reach | 1,200,000**
Males | 56%
Females | 44%
16-24 | 33%
25-34 | 32%
35-44 | 20%
45-54 | 10%
55+ | 5%

## Canada
**Reach | 1,100,000**
Males | 43%
Females | 57%
16-24 | 24%
25-34 | 24%
35-44 | 19%
45-54 | 14%
55+ | 19%

## Chile
**Reach | 34,323**
Males | 48%
Females | 52%
16-24 | 20%
25-34 | 25%
35-44 | 26%
45-54 | 18%
55+ | 11%

## Colombia
**Reach | 153,361**
Males | 51%
Females | 49%
16-24 | 26%
25-34 | 28%
35-44 | 28%
45-54 | 14%
55+ | 4%

## Costa Rica
**Reach | 13,688**
Males | 55%
Females | 45%
16-24 | 18%
25-34 | 35%
35-44 | 24%
45-54 | 16%
55+ | 7%

## Ecuador
**Reach | 11,739**
Males | 50%
Females | 50%
16-24 | 10%
25-34 | 40%
35-44 | 25%
45-54 | 13%
55+ | 12%

## El Salvador
**Reach | 12,830**
Males | 58%
Females | 42%
16-24 | 21%
25-34 | 28%
35-44 | 29%
45-54 | 19%
55+ | 3%

# THE AMERICAS

### Honduras
*Reach| 12,118*
Males| 57%
Females| 43%
16-24| 29%
25-34| 21%
35-44| 18%
45-54| 16%
55+| 16%

### Mexico
*Reach| 260,000*
Males| 53%
Females| 47%
16-24| 40%
25-34| 35%
35-44| 17%
45-54| 7%
55+| 3%

### Panama
*Reach| 11,832*
Males| 48%
Females| 52%
16-24| 15%
25-34| 25%
35-44| 28%
45-54| 21%
55+| 11%

### Peru
*Reach| 48,411*
Males| 59%
Females| 41%
16-24| 22%
25-34| 29%
35-44| 24%
45-54| 14%
55+| 11%

### United States
*Reach| 17,950,000*
Males| 49%
Females| 51%
13-24| 29%
25-34| 26%
35-44| 19%
45-54| 11%
55+| 15%

### Venezuela
*Reach| 19,028*
Males| 51%
Females| 49%
16-24| 18%
25-34| 26%
35-44| 27%
45-54| 21%
55+| 8%

# EUROPE

## Austria
*Reach| 12,349*
Males| 48%
Females| 52%
16-24| 24%
25-34| 27%
35-44| 21%
45-54| 17%
55+| 11%

## Belgium
*Reach| 15,290*
Males| 51%
Females| 49%
16-24| 24%
25-34| 22%
35-44| 21%
45-54| 19%
55+| 14%

## Bulgaria
*Reach| 8,811*
Males| 41%
Females| 59%
16-24| 16%
25-34| 30%
35-44| 24%
45-54| 19%
55+| 11%

## Czech Republic
*Reach| 14,702*
Males| 54%
Females| 46%
16-24| 31%
25-34| 33%
35-44| 21%
45-54| 8%
55+| 7%

## Denmark
*Reach| 16,008*
Males| 45%
Females| 55%
16-24| 16%
25-34| 20%
35-44| 21%
45-54| 20%
55+| 23%

## Finland
*Reach| 13,415*
Males| 44%
Females| 56%
16-24| 28%
25-34| 19%
35-44| 17%
45-54| 17%
55+| 21%

## France
*Reach | 245,000*
Males | 47%
Females | 53%
15-24 | 35%
25-34 | 25%
35-44 | 20%
45-54 | 10%
55+ | 10%

## Greece
*Reach| 21,279*
Males| 44
Females| 56
16-24| 20
25-34| 39
35-44| 27
45-54| 7
55+| 7

# EUROPE

## Germany
*Reach | 300,000*
Males | 53%
Females | 47%
16-24 | 36%
25-34 | 28%
35-44 | 18%
45-54 | 9%
55+ | 9%

## Hungary
*Reach | 12,276*
Males | 49%
Females | 51%
16-24 | 25%
25-34 | 35%
35-44 | 20%
45-54 | 11%
55+ | 9%

## Ireland
*Reach | 11,785*
Males | 46%
Females | 54%
16-24 | 27%
25-34 | 26%
35-44 | 25%
45-54 | 13%
55+ | 9%

## Italy
*Reach | 275,000*
Males | 49%
Females | 51%
14-24 | 24%
25-34 | 22%
35-44 | 24%
45-54 | 27%
55+ | 8%

## Netherlands
*Reach | 14,048*
Males | 44%
Females | 56%
16-24 | 26%
25-34 | 23%
35-44 | 19%
45-54 | 17%
55+ | 15%

## Norway
*Reach | 14,731*
Males | 42%
Females | 58%
16-24 | 24%
25-34 | 30%
35-44 | 22%
45-54 | 6%
55+ | 18%

## Poland
*Reach | 14,078*
Males | 44%
Females | 56%
16-24 | 25%
25-34 | 35%
35-44 | 21%
45-54 | 11%
55+ | 8%

## Portugal
*Reach | 23,344*
Males | 55%
Females | 45%
16-24 | 20%
25-34 | 31%
35-44 | 28%
45-54 | 12%
55+ | 9%

# EUROPE

## Romania
*Reach | 15,000*

Males | 51%
Females | 49%
16-24 | 18%
25-34 | 38%
35-44 | 32%
45-54 | 8%
55+ | 4%

## Russia
*Reach | 600,000*

Males | 54%
Females | 46%
16-24 | 18%
25-34 | 35%
35-44 | 29%
45-54 | 12%
55+ | 6%

## Spain
*Reach | 280,000*

Males | 54%
Females | 46%
14-24 | 27%
25-34 | 27%
35-44 | 24%
45-54 | 15%
55+ | 7%

## Sweden
*Reach | 34,046*

Males | 38%
Females | 62%
16-24 | 24%
25-34 | 21%
35-44 | 20%
45-54 | 17%
55+ | 18%

## Switzerland
*Reach | 10,440*

Males | 46%
Females | 54%
16-24 | 12%
25-34 | 20%
35-44 | 22%
45-54 | 23%
55+ | 23%

## Turkey
*Reach | 87,991*

Males | 51%
Females | 49%
16-24 | 31%
25-34 | 27%
35-44 | 22%
45-54 | 10%
55+ | 10%

## United Kingdom
*Reach | 775,000*

Males | 48%
Females | 52%
13-24 | 27%
25-34 | 30%
35-44 | 21%
45-54 | 12%
55+ | 10%

# ASIA PACIFIC

## Australia
*Reach| 370,000*
Males| 59%
Females| 41%
16-24| 26%
25-34| 25%
35-44| 19%
45-54| 13%
55+| 17%

## Bangladesh
*Reach| 38,046*
Males| 53 %
Females| 47%
16-24| 37%
25-34| 30%
35-44| 25%
45-54| 5%
55+| 3%

## China
*Reach| 1,750,000*
Males| 54%
Females| 46%
16-24| 20%
25-34| 44%
35-44| 26%
45-54| 8%
55+| 2%

## Hong Kong
*Reach| 17,790*
Males| 49%
Females| 51%
16-24| 34%
25-34| 35%
35-44| 18%
45-54| 9%
55+| 4%

## India
*Reach| 159,311*
Males| 33%
Females| 67%
16-24| 35%
25-34| 33%
35-44| 18%
45-54| 8%
55+| 6%

## Indonesia
*Reach| 200,871*
Males| 58%
Females| 42%
16-24| 38%
25-34| 33%
35-44| 17%
45-54| 8%
55+| 4%

## Japan
*Reach| 773,329*
Males| 59%
Females| 41%
16-24| 13%
25-34| 14%
35-44| 25%
45-54| 23%
55+| 25%

## Malaysia
*Reach| 130,720*
Males| 52%
Females| 48%
16-24| 31%
25-34| 44%
35-44| 18%
45-54| 5%
55+| 2%

# ASIA PACIFIC

### New Zealand
*Reach| 19,246*
Males| 42%
Females| 58%
16-24| 17%
25-34| 31%
35-44| 25%
45-54| 13%
55+| 14%

### Philippines
*Reach | 64,716*
Males | 47%
Females | 53%
16-24 | 32%
25-34 | 40%
35-44 | 18%
45-54 | 6%
55+ | 4%

### Singapore
*Reach| 39,432*
Males| 51%
Females| 49%
16-24| 21%
25-34| 43%
35-44| 25%
45-54| 7%
55+| 4%

### South Korea
*Reach| 24,978*
Males| 49%
Females| 51%
16-24| 27%
25-34| 27%
35-44| 23%
45-54| 16%
55+| 7%

### Pakistan
*Reach| 57,569*
Males| 62%
Females| 38%
16-24| 33%
25-34| 27%
35-44| 24%
45-54| 7%
55+| 8%

### Taiwan
*Reach | 12,632*
Males | 60%
Females | 40%
16-24 | 26%
25-34 | 25%
35-44 | 27%
45-54 | 7%
55+ | 5%

### Thailand
*Reach| 29,503*
Males| 45%
Females| 55%
16-24| 30%
25-34| 43%
35-44| 17%
45-54| 6%
55+| 4%

### Vietnam
*Reach| 86,209*
Males| 61%
Females| 39%
16-24| 42%
25-34| 40%
35-44| 12%
45-54| 4%
55+| 2%

# AFRICA/MIDDLE EAST

**Algeria**
*Reach | 17,375*
Males | 51%
Females | 49%
16-24 | 38%
25-34 | 30%
35-44 | 19%
45-54 | 8%
55+ | 5%

**Egypt**
*Reach | 30,423*
Males | 54%
Females | 46%
16-24 | 30%
25-34 | 40%
35-44 | 15%
45-54 | 10%
55+ | 5%

**Kenya**
*Reach | 21 911*
Males | 53%
Females | 47%
16-24 | 36%
25-34 | 42%
35-44 | 12%
45-54 | 7%
55+ | 6%

**Morocco**
*Reach | 23,750*
Males | 56 %
Females | 44%
16-24 | 33%
25-34 | 33%
35-44 | 19%
45-54 | 9%
55+ | 6%

**Nigeria**
*Reach | 34,997*
Males | 51%
Females | 49%
16-24 | 30%
25-34 | 37%
35-44 | 18%
45-54 | 8%
55+ | 7%

**Saudi Arabia**
*Reach | 60,895*
Males | 65%
Females | 35%
16-24 | 15%
25-34 | 35%
35-44 | 30%
45-54 | 14%
55+ | 6%

**South Africa**
*Reach | 124,552*
Males | 52%
Females | 48%
16-24 | 27%
25-34 | 35%
35-44 | 14%
45-54 | 16%
55+ | 8%

**UAE**
*Reach | 19,646*
Males | 65%
Females | 35%
16-24 | 24%
25-34 | 31%
35-44 | 28%
45-54 | 9%
55+ | 8%

For Good

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ACTION
AGAINST
HUNGER

At RFG, we believe that no human should be left hungry.
That's why we operate on a one-for-one incentive model. For each completed survey, our respondents receive a personal incentive and, in addition, we make a donation to a charity partner.

Together, we can support our current partner, Action Against Hunger and help make zero hunger a human reality by 2030.

RFG has donated over $700,000 to date, one complete at a time.

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# RESEARCH FOR GOOD
## Human Understanding Empowered

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