



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**.



METHODOLOGY

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

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.



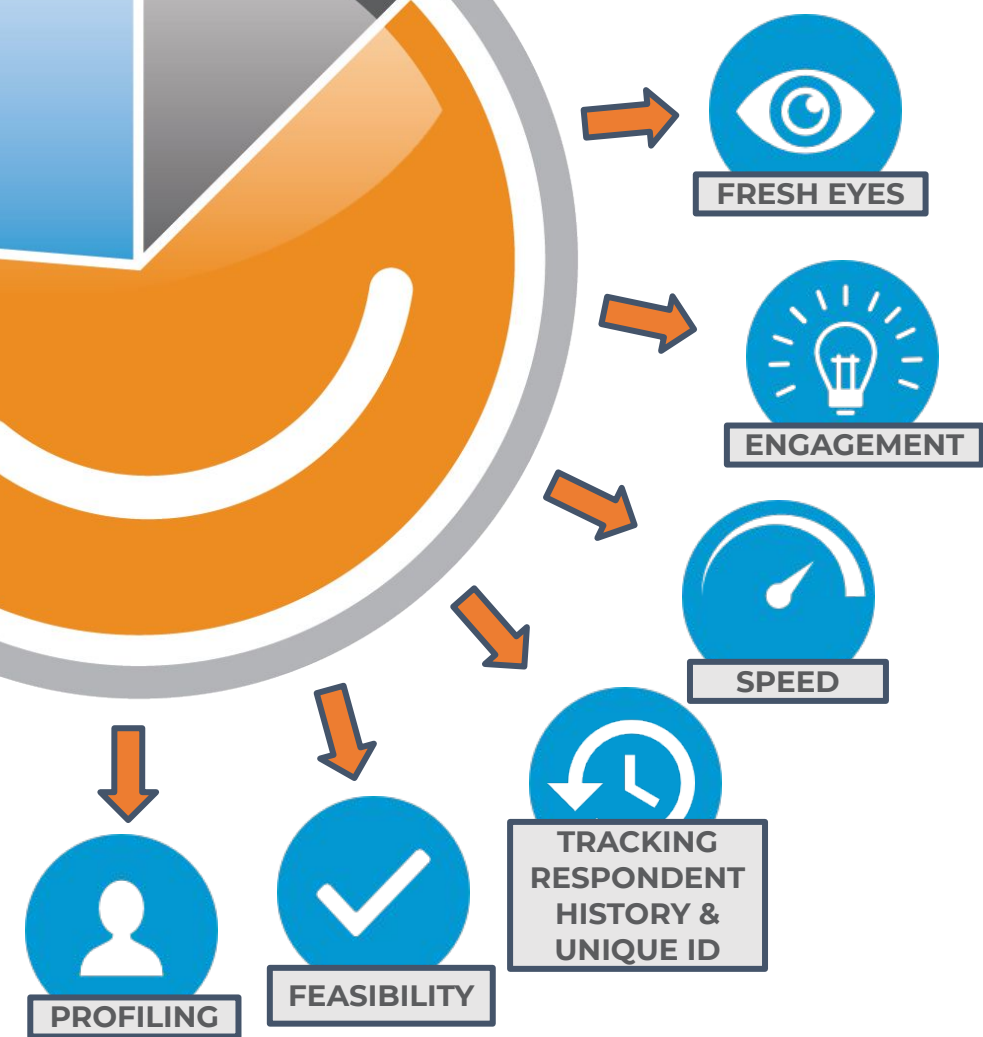
METHODOLOGY

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.



PROFILING+

At RFG, we have created hundreds 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.

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

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.

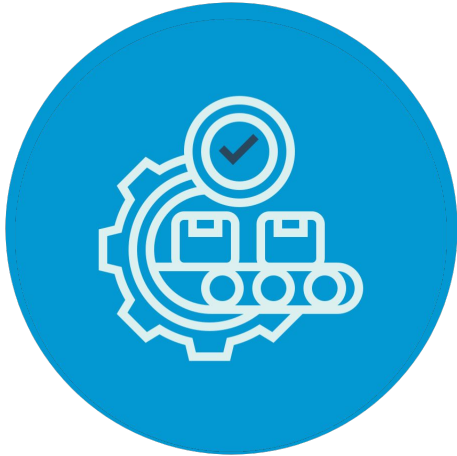


SAMPLE QUALITY

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

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

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.

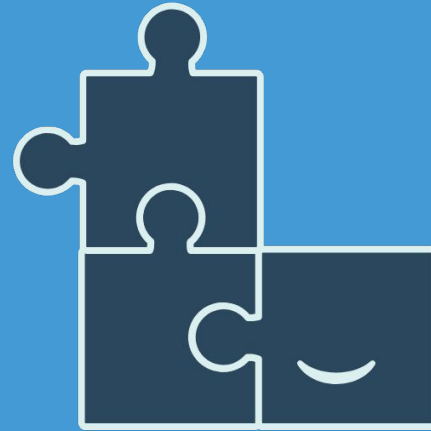
- Continuous UX enhancements for increased engagement
- Relevant personal incentives + charitable donation
- Connection with consumers where and when they are ready to engage
- Drop-rate monitoring as indicator of survey health
- Proactive project manager/client partnership for survey improvement

SAMPLING CONTROLS FOR QUALITY

The way you sample has just as much to do with quality as the people you sample.



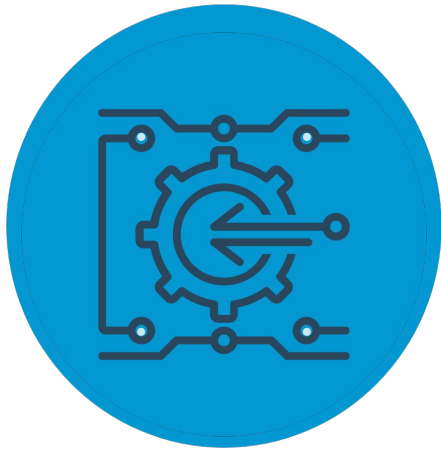
- Custom built sampling technology for speed when you need it; controlled and steady if you prefer
- Balanced Starts
- Nuanced sample controls
- Vigilant project management



SAMPLE WITH A SMILE

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

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

THE SAMPLING PLACE

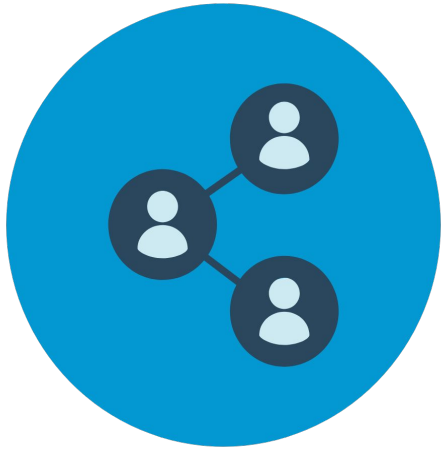
The Sampling Place dashboard includes a navigation bar with links for Home, Feasibility, Projects, Support, and Logout. A user profile icon is shown on the left. In the center, there are buttons for 'NEW PROJECT' and 'RUN FEASIBILITY'. Below these are dropdown menus for 'Customer ID' and 'Customer Manager', and a search box. On the right, a 'Donations' widget shows '902 Completes' with a photo of a child. The main content area features a tabbed interface with categories like Alerts, All Active, Pre-Launch, Soft Launch, In Field (selected), Paused, All Closed, Waiting for IDs, Ready to Bill, Billed, Paid, Dead/Zero, and Saved Specs. Below the tabs is a table with the following data:

RFG ID	PID	Country	Name	State	# Desired	# Starts	# Complete	# Terminate	# Quota Full	CR%	IR%	Alert
RFG3947998-001	391	US	Beer survey	In Field	2500	2473	1218	80	73	57.3%	94.7%	
RFG3948001-001	109	US	Smartphone owners	In Field	4000	3108	1122	1448	17	36.1%	43.7%	
RFG3948021-001	402	US	Parents of teens	In Field	2000	1752	669	62	383	38.2%	91.5%	

The Sampling Place is RFG’s DIY tool, which allows you to reach the respondents that you need to understand with ease, speed, and full control.

[Request A Demo >](#)

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.

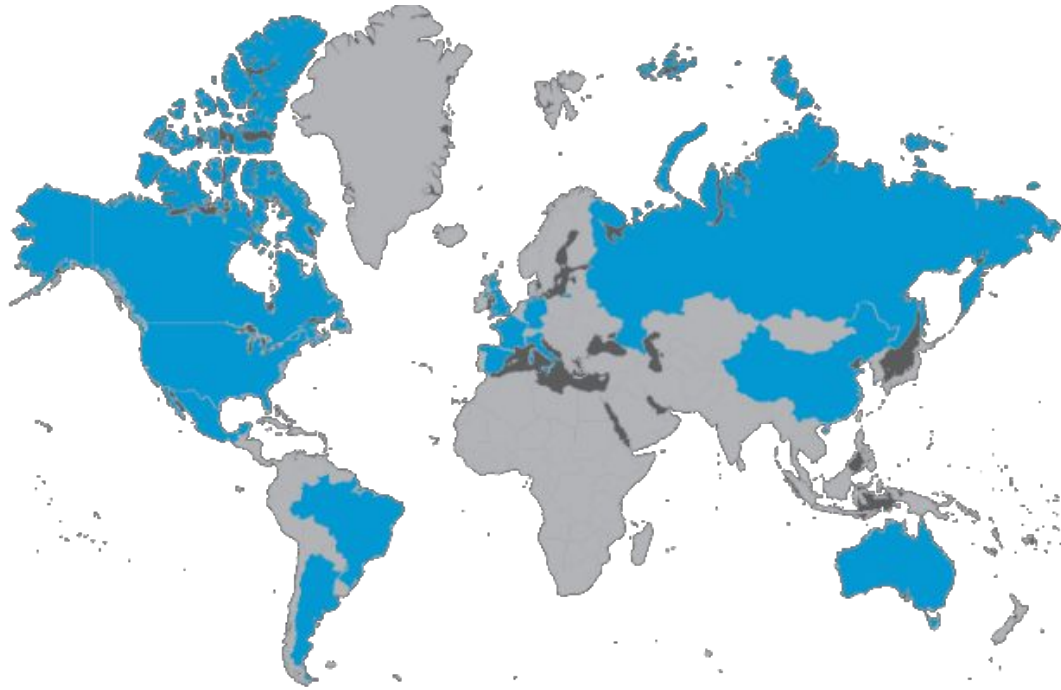
Availability:

- 2 hour bid response times
- 2 hour project launch turnaround
- 24 Hour weekday availability
- Weekend coverage



Global Reach

PROVIDING SAMPLE IN...



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

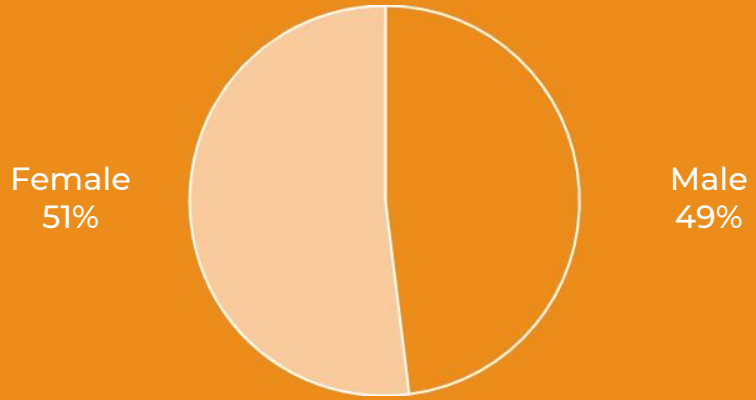
The following pages outline briefly our international reach and a few key demographics for each country.

For our specific country info sheets or custom feasibility, please contact sample@researchforgood.com

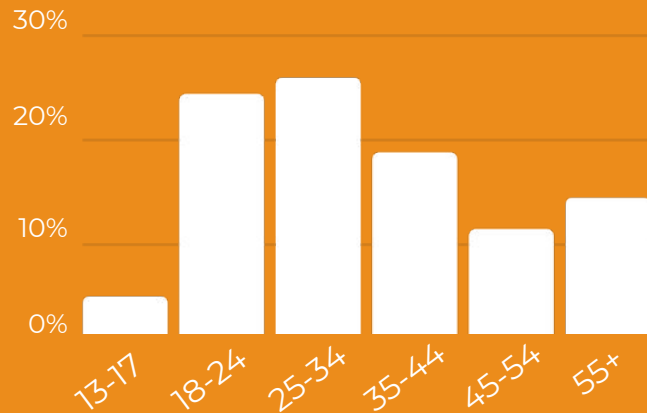
**USA | UK | Spain | Russia | Mexico | Italy | Germany | France | China |
Canada | Brazil | Australia | Argentina**

UNITED STATES
17,950,000

Gender



Age

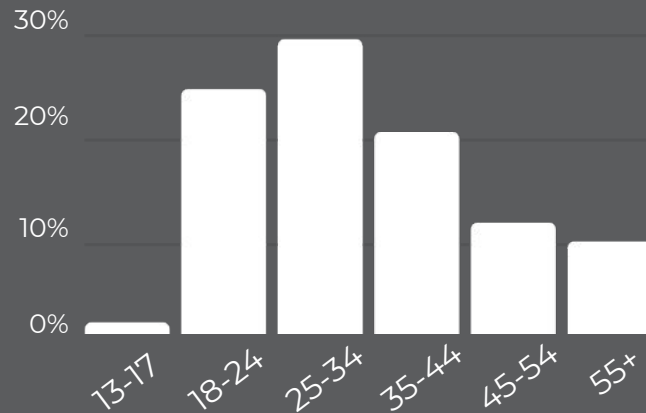


UK
775,000

Gender

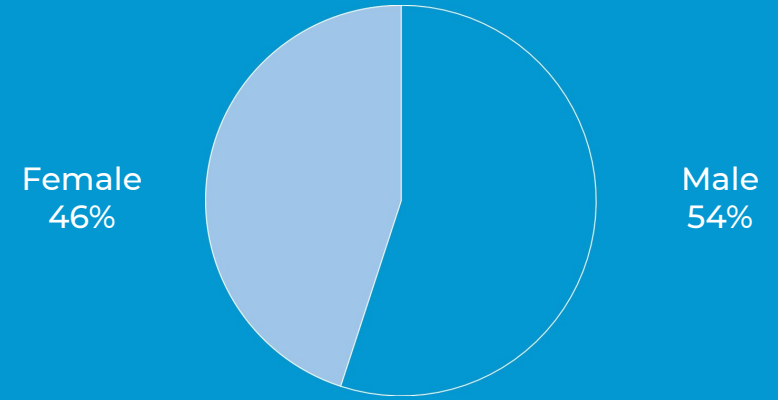


Age

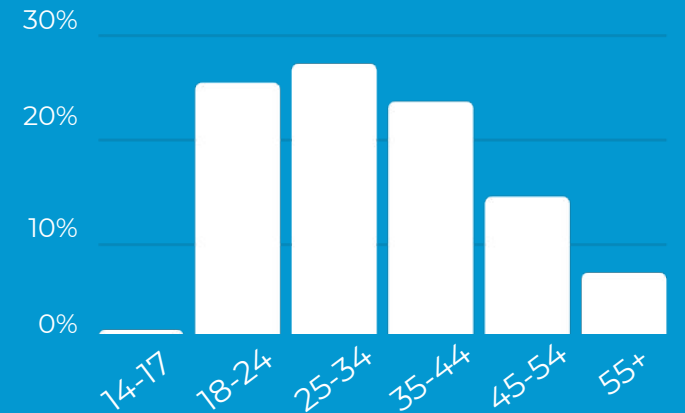


SPAIN
280,000

Gender

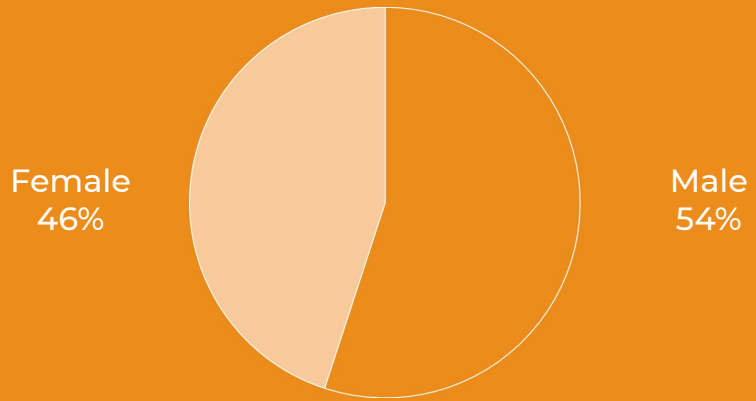


Age

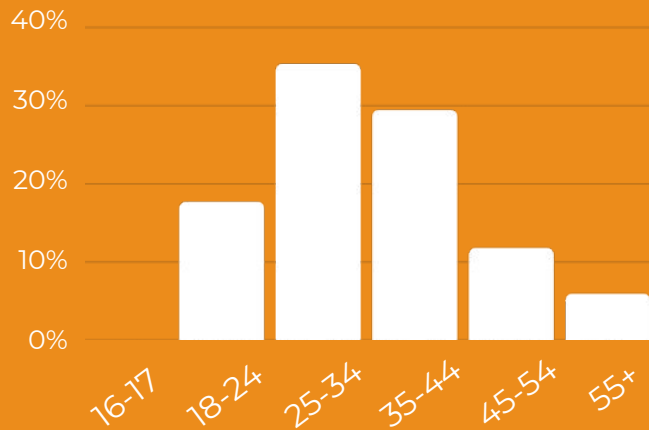


RUSSIA
600,000

Gender



Age

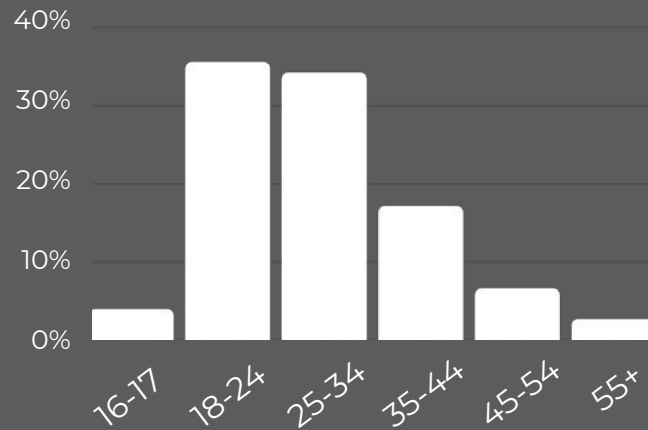


MEXICO
260,000

Gender

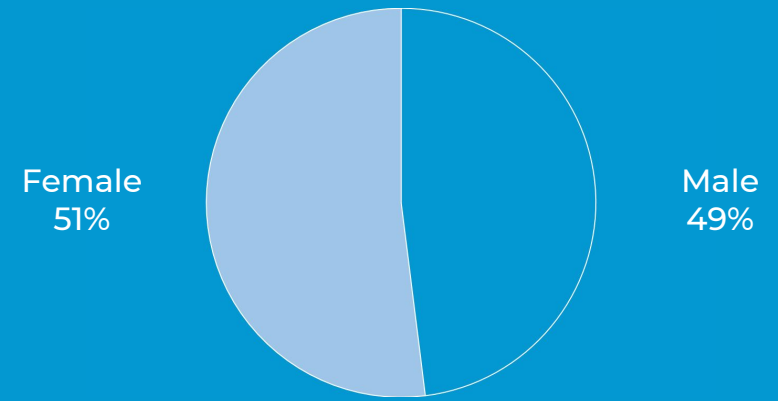


Age

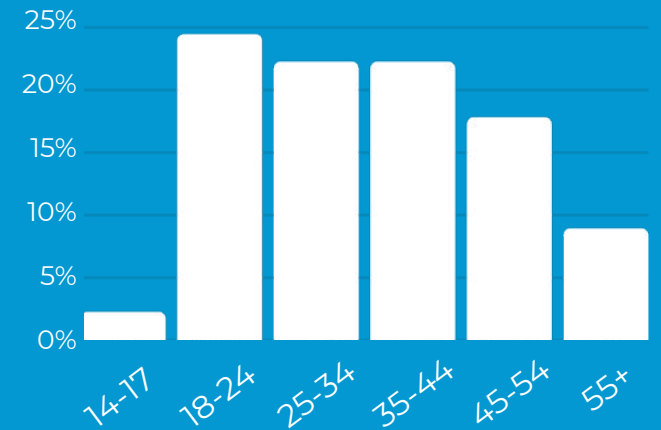


ITALY
275,000

Gender

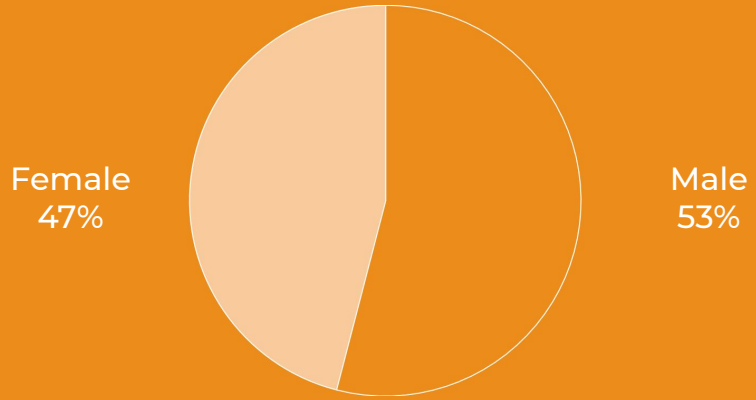


Age

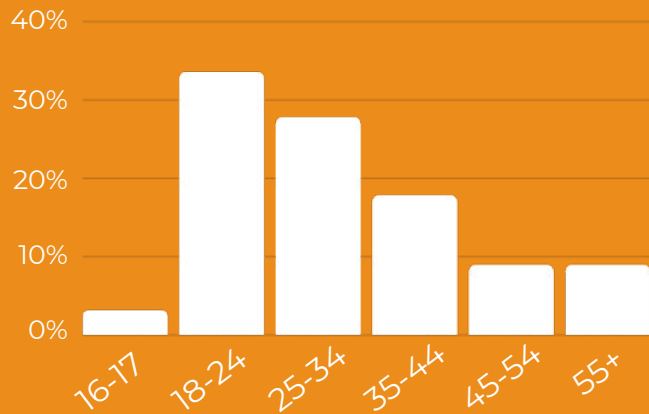


GERMANY
300,000

Gender



Age

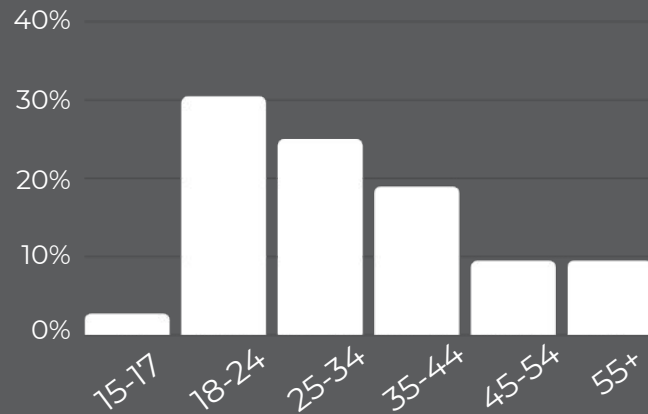


FRANCE
245,000

Gender

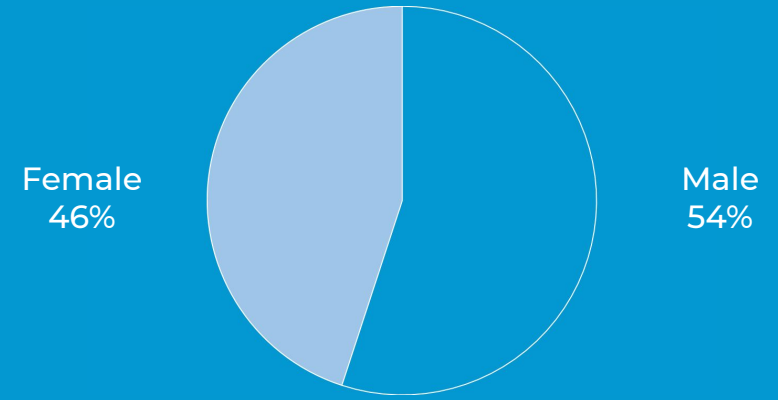


Age

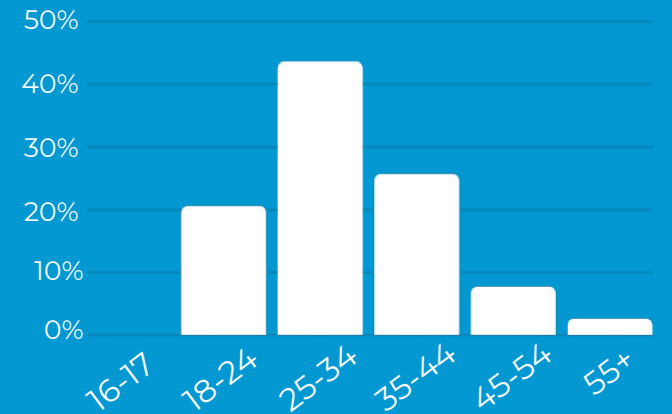


CHINA
1,750,000

Gender

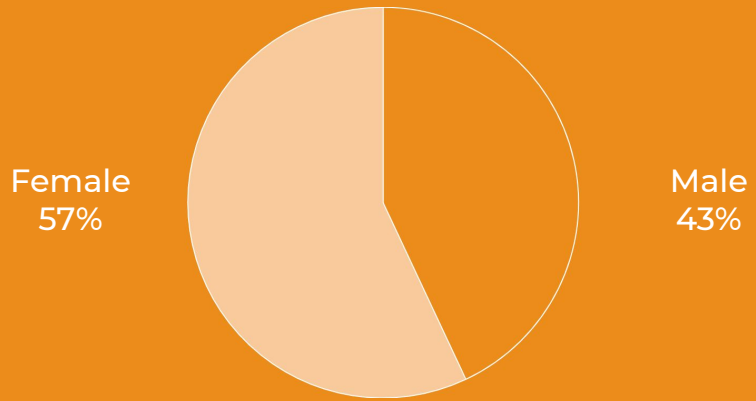


Age

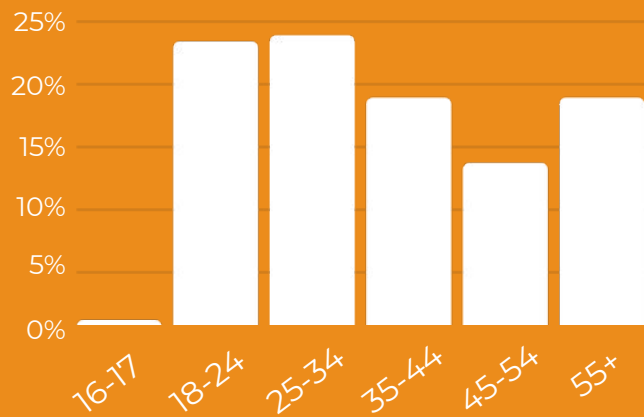


CANADA
1,100,000

Gender



Age

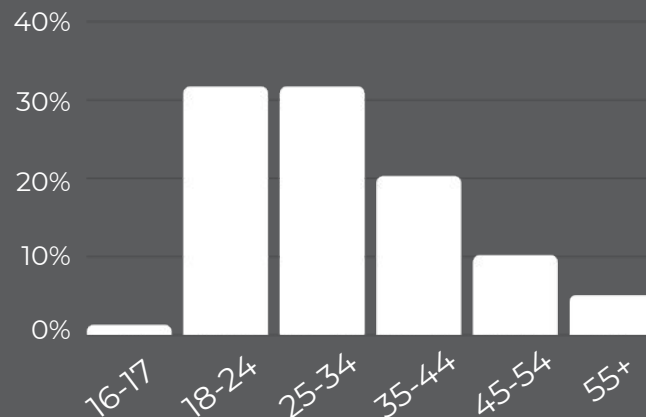


BRAZIL
1,200,000

Gender

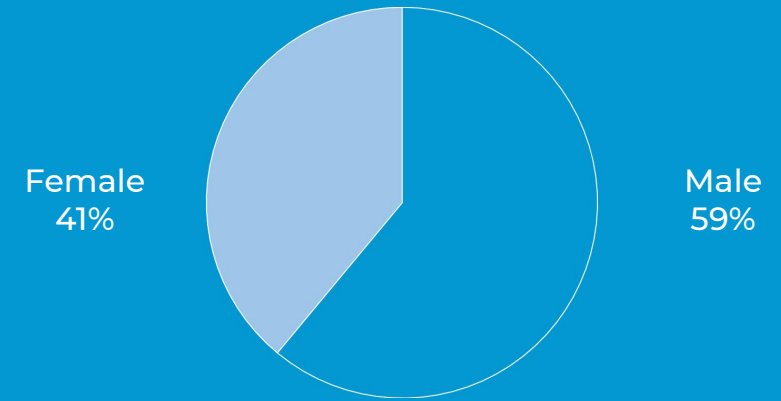


Age

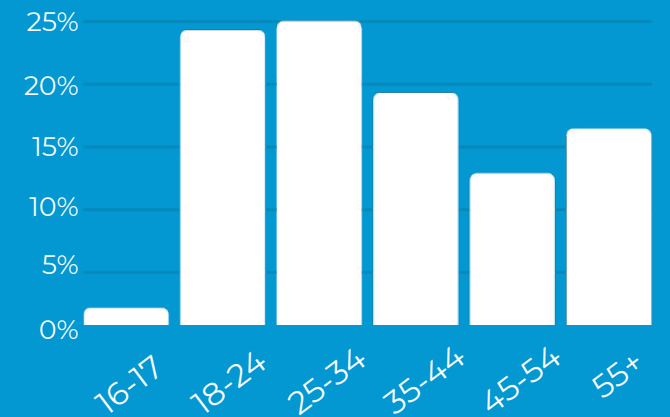


AUSTRALIA
370,000

Gender



Age





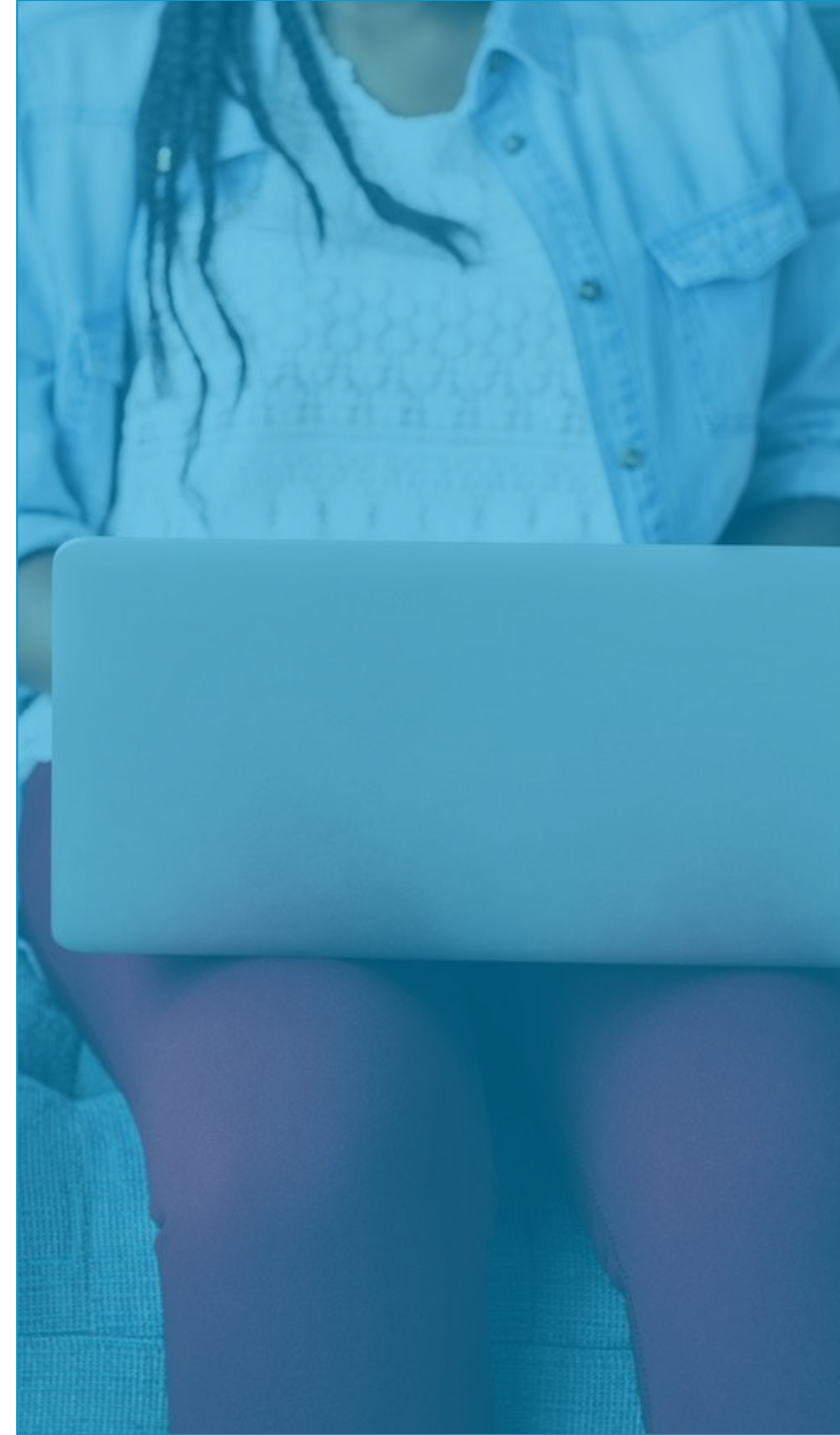
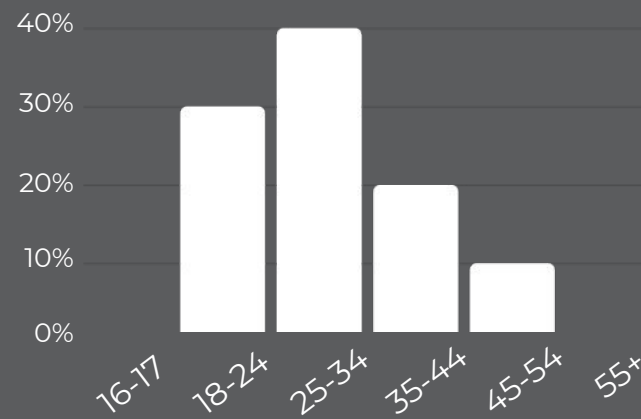
ARGENTINA

33,000

Gender



Age





For Good



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.



RESEARCH^{FOR}GOOD

Human Understanding Empowered

Website www.researchforgood.com
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Projects Request A Quote