

criticalmix

# GLOBAL PANEL BOOK



Call **0808-189-2040** or email [simplify@criticalmix.co.uk](mailto:simplify@criticalmix.co.uk)  
You can reach us anytime including nights and weekends

## ABOUT CRITICAL MIX

Critical Mix provides easy access to highly targeted global target audiences, survey programming and data visualisation services. We are driven by our passion for making it incredibly easy to survey audiences anywhere in the world, delivering high-quality responses and superior results.

We believe that you should be able to contact a human being to get a question answered or an issue resolved. That's why our local teams are available every day, after hours and on weekends, to take your calls, answer your emails and ensure that your project is executed flawlessly.

No matter the type or size of your research programme, you are supported by our team of the industry's best and brightest market researchers and sampling practitioners who have decades of experience in developing and managing online panels and sample sources.

Our respondent panels and sampling methods are built upon sophisticated technology, honest communications, and respectful compensation – encouraging participation, increasing completion rates and delivering high-quality results.



*Our mission is to simplify the data collection experience by offering easy access to engaged survey members and providing caring, thoughtful customer service.*

### Companies around the world choose Critical Mix because ...

- **We care about the survey participant.**

The people who complete our surveys are a limited resource and the core of any successful research project. It is our philosophy that they should be respected and treated as valued partners, thereby resulting in higher-quality responses and more valuable insights for your clients. Years of experience in building panels has taught us how to develop engagement strategies that produce respondent satisfaction and loyalty.

- **We ensure quality and accuracy.**

Our panel member validation and quality management procedures include a double opt-in registration process, digital fingerprinting (using RelevantID) and identity verification (using Verity and/or TrueSample). We also conduct matches against third-party databases and use various techniques to identify speeders, flat-liners and non-responders before they can enter a survey. We will work with any third-party validation/quality solutions.

- **We aim for perfection.**

Every project is serviced by smart, experienced research and sampling experts who anticipate your needs and proactively manage your account. Regardless of how difficult it is to find a specific type of respondent, our goal is to simplify the sampling process and provide you with the perfect sample for flawless results.

*We are always accessible, we deeply care about your business objectives and we do everything possible to get your job done perfectly.*

## **RECRUITMENT AND MANAGEMENT**

### **“Member-First” Philosophy**

Critical Mix believes that great sample and powerful research outcomes rely on having willing and engaged survey participants. That is why our panel was built based on a “member-first” philosophy. As a result, our members give us high ratings on satisfaction, and more importantly, they are willing participants in surveys, leading to higher-quality data and more valuable insights for you and your clients.

### **Modern Technology**

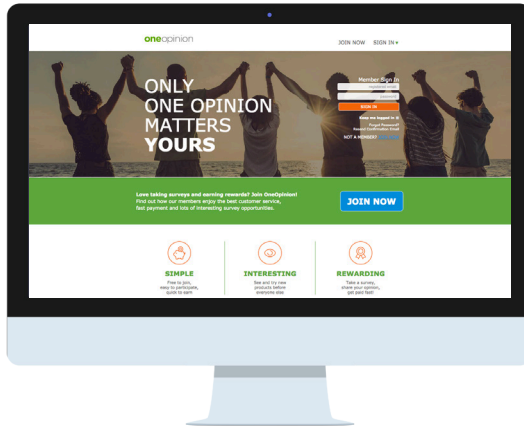
Our panel platforms were developed using the most modern and innovative research quality techniques and technology in the industry. We are consistently updating our systems with the latest technologies to ensure that the design truly encourages a positive survey-taking experience and redefines how people are communicated with while participating in research studies.

Critical Mix provides a clean, consistent, simple-to-use and intuitive interface that allows members to participate in market research studies regardless of the access point (online, mobile, offline – any type of device). Our completely modern approach enables us to effectively attract, motivate and retain even the most difficult-to-recruit survey respondents.

*Treating each member like a partner, providing clear communications on expectations and exceptional customer support, respecting them, and truly compensating them fairly for participation in surveys.*

## Simple and Transparent Recruitment

When someone visits our panel member recruitment websites, they are clearly asked to participate in online surveys. Every communication we have with members during the registration process, as well as throughout their membership, is straightforward and transparent. Potential panel members always have easy access to our privacy policy and must agree to our terms and conditions of panel membership before they can become active panellists.



## CONSUMER PANEL

# oneopinion

Critical Mix has established itself as a leader in online sampling by providing high-quality global online consumer, business and health-related samples. Companies around the world rely on our online panels to inform marketing decisions, publish university case studies, conduct political polling, develop public and private investment strategies, and even to construct defence strategies in legal cases.

We understand that a market research study is only as good as the quality of its data. That is why Critical Mix works hard to develop the “right” sampling plan to match the specific objectives of each client’s project.

The OneOpinion panel was started with the goal of creating the best survey community in the world. Since then, our panel members have completed hundreds of thousands of online surveys, helping businesses create new products, services and entertainment and influencing the outcome of important decisions. We are committed to putting our members’ needs first and value the time and cooperation of everyone who participates in our surveys.

★★★★★ “Very impressed”

*I have been a member with many survey companies throughout the years and recently found information online about OneOpinion. I am very impressed with the surveys as well as the quick redemption process. Thank you very much!! – Christopher*

### Consistent Sampling Platform

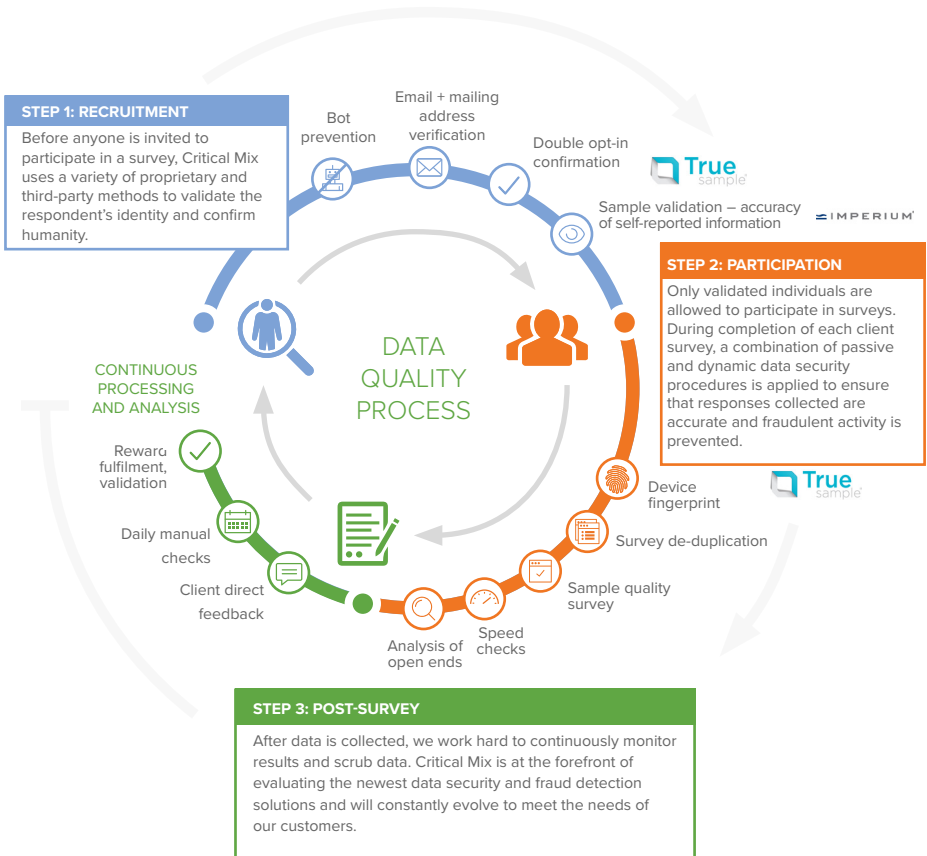
Validity is maintained using Critical Mix’s proprietary sampling platform. Our system was built specifically with the goal of mitigating bias, reducing the opportunities for human error and improving the quality of online research.

The origin of every panellist is captured in the system giving us the full history of how sampling was conducted and is instantly repeatable and consistent over time. We also collect information relating to the attitudes and unique characteristics of each respondent so that if the composition changes over time, we can control for and react to that change, thereby lessening the risk that those included in the sample would answer in ways inconsistent with past data.

# VALIDATION & SECURITY

## Ensuring data quality along every step of the way.

At Critical Mix, we understand that a market research study is only as good as the quality of its data. Using a proven combination of skill, applied techniques and sophisticated technology, we guarantee that the data we deliver is high quality and reliable.



# **BASIC DEMOGRAPHICS**



# United Kingdom

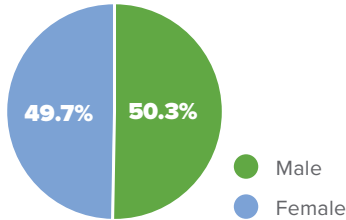
Population – 64,430,428

Internet Penetration – 92.6%

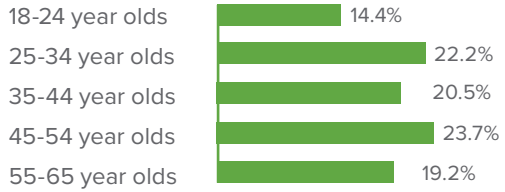
Nationally representative samples of up to N=5,000+



## GENDER



## AGE



## REGIONS

England	
South East	13.70%
Greater London	12.90%
North West	11.20%
East	9.30%
West Midlands	8.90%
South West	8.40%
Yorkshire & Humberside	8.40%
East Midlands	7.20%
North East	4.10%
Scotland	8.40%
Wales	4.70%
Northern Ireland	2.80%

## SOCIAL GRADES

A	4%
B	23%
C1	29%
C2	21%
D	15%
E	8%



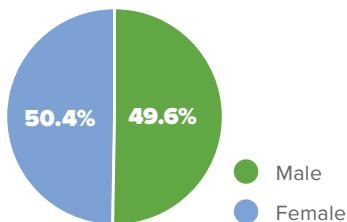


# United States

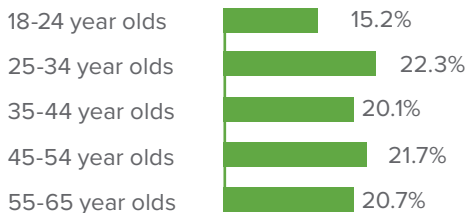
Population – 323,995,528  
Internet Penetration – 88.5%  
Nationally representative samples of up to N=5,000+



## GENDER



## AGE



## HOUSEHOLD INCOME (Annual US Dollars)

Less than \$15,000	20.4%
\$15,000 - \$19,999	10.2%
\$20,000 - \$29,999	12.7%
\$30,000 - \$39,999	11.2%
\$40,000 - \$49,999	9.4%
\$50,000 - \$74,999	16.7%
\$75,000 - \$99,999	8.5%
\$100,000 - \$124,999	4.8%
\$125,000+	6.1%

## EDUCATION

College Degree	24.0%
High School Graduate	37.8%
Post Graduate	8.3%
Some College	14.9%
Some High School	13.2%
Technical or Vocational School	1.8%

## ETHNICITY

African American	16.7%
American Indian or Native Alaskan	1.9%
Asian	6.9%
Other	3.0%
Pacific Islander or Native Hawaiian	0.7%
Prefer not to answer	1.4%
White	69.4%

## REGIONS

Northeast	17.4%
Midwest	21.1%
South	37.7%
West	23.8%



# Canada

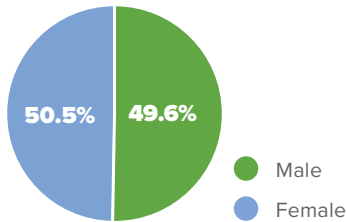
Population – 35,362,905

Internet Penetration – 88.5%

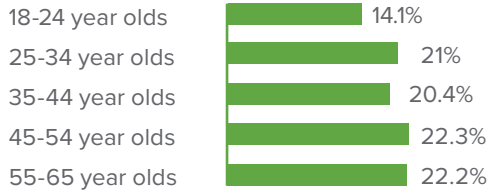
Nationally representative samples of up to N=5,000+



## GENDER



## AGE



## REGIONS

British Columbia	13.1%
Alberta	11.7%
Saskatchewan	3.2%
Manitoba	3.6%
Ontario	38.5%
Quebec	23.0%
New Brunswick	2.1%
Prince Edward Island	0.4%
Nova Scotia	2.6%
Newfoundland and Labrador	1.5%
Yukon	0.1%
Northwest Territories	0.1%
Nunavut	0.1%



# Germany

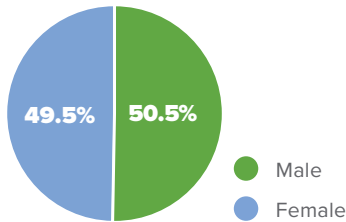
Population – 80,722,792

Internet Penetration – 88.0%

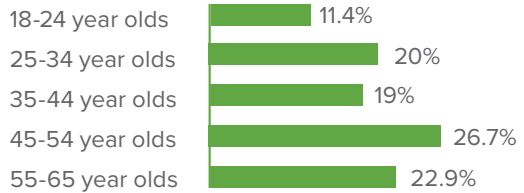
Nationally representative samples of up to N=5,000+



## GENDER



## AGE



## REGIONS

Baden-Württemberg	12.8%
Bayern	14.9%
Berlin	4.1%
Brandenburg	3.1%
Bremen	0.8%
Hamburg	2.1%
Hessen	8.3%
Mecklenburg-Vorpommern	2.1%
Niedersachsen	9.6%
Nordrhein-Westfalen	21.7%
Rheinland-Pfalz	4.9%
Saarland	1.2%
Sachsen	5.2%
Sachsen-Anhalt	3.1%
Schleswig-Holstein	3.3%
Thüringen	2.8%

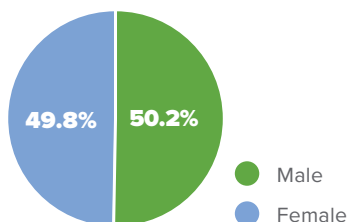


# France

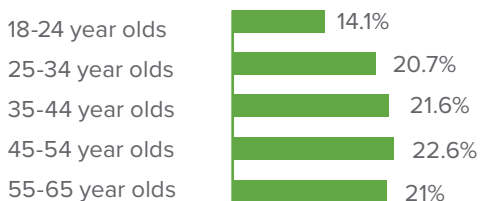
Population – 66,836,154  
Internet Penetration – 86.4%  
Nationally representative samples of up to N=5,000+



## GENDER



## AGE



## REGIONS

Hauts-de-France	9.4%
Normandy	5.1%
Ile-de-France	19.0%
Grand Est	8.7%
Brittany	5.1%
Pays de la Loire	5.8%
Centre-Val de Loire	4.0%
Bourgogne-Franche-Comté	4.3%
Nouvelle-Aquitaine	9.3%
Auvergne-Rhône-Alpes	12.4%
Occitanie	9.1%
Provence-Aples-Côte d'Azur	7.8%



# Italy

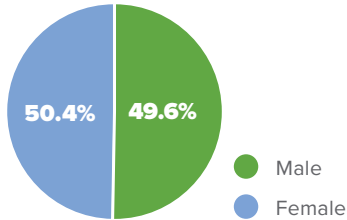
Population – 60,007,540

Internet Penetration – 65.6%

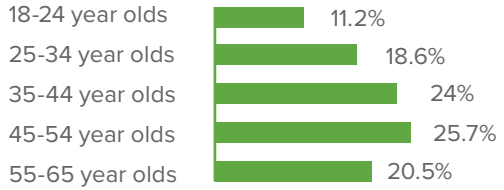
Nationally representative samples of up to N=5,000+



## GENDER



## AGE



## REGIONS

North West	26.6%
North East	19.2%
Centre	19.9%
South	23.3%
Islands	11.0%



# Spain

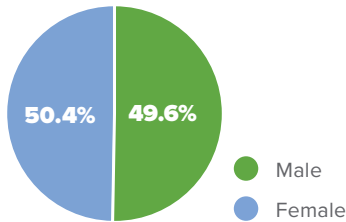
Population – 48,563,476

Internet Penetration – 82.2%

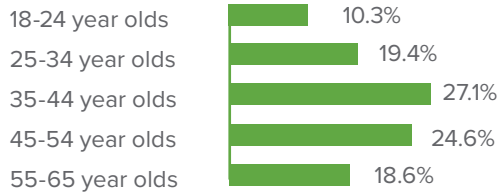
Nationally representative samples of up to N=5,000+



## GENDER



## AGE



## REGIONS

Andalusia	17.90%
Catalonia	16.00%
Community of Madrid	13.80%
Valencian Community	10.90%
Galicia	5.90%
Castile and León	5.40%
Basque Country	4.60%
Castile-La Mancha	4.50%
Canary Islands	4.50%
Murcia	3.10%
Aragon	2.90%
Balearic Islands	2.40%
Extremadura	2.30%
Asturias	2.30%
Navarre	1.40%
Cantabria	1.20%
La Rioja	0.70%



# Netherlands

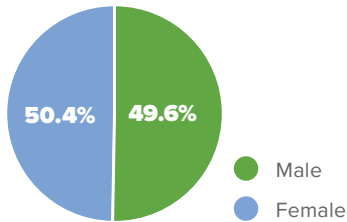
Population – 17,016,967

Internet Penetration – 93.7%

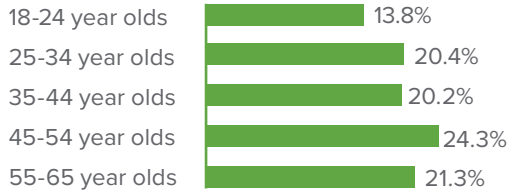
Nationally representative samples of up to N=5,000+



## GENDER



## AGE



## REGIONS

Drenthe	2.90%
Flevoland	2.40%
Fryslân	3.80%
Gelderland	11.90%
Groningen	3.40%
Limburg	6.60%
North Brabant	14.80%
North Holland	16.50%
Overijssel	6.70%
South Holland	21.30%
Utrecht	7.50%
Zeeland	2.20%



# SPECIALTY PROFILES



No matter who you need to target, our extensive speciality profiles give you the ability to reach a wide variety of behavioural segments anywhere in the world.

HOUSEHOLD	TRAVEL
<ul style="list-style-type: none"> <li>• Number of adults in household</li> <li>• Children under 18 living in household</li> <li>• Age/gender of children</li> <li>• Own/rent home</li> <li>• Type of residency</li> <li>• Appliances in home</li> <li>• Pets</li> <li>• Total household income</li> <li>• Years at present location</li> <li>• Languages spoken in home</li> <li>• Internet connection type at home</li> <li>• Research project types willing to participate in</li> </ul>	<ul style="list-style-type: none"> <li>• Trips per year leisure</li> <li>• Trips per year business</li> <li>• Airlines used and number of trips by air</li> <li>• Passport</li> <li>• Hotel category types and number of nights by category</li> <li>• Vacation types</li> <li>• Countries visited</li> <li>• Car rentals</li> </ul>
HOBBIES & INTERESTS	TEEN
<ul style="list-style-type: none"> <li>• Hobbies and interest categories</li> <li>• Musical interests</li> <li>• Political interests</li> <li>• Method of survey participation</li> <li>• Method of consuming news</li> <li>• Frequency of online news consumption</li> <li>• Blogging activity</li> <li>• Website ownership</li> </ul>	<ul style="list-style-type: none"> <li>• Product ownership</li> <li>• Internet usage</li> <li>• Movie/film types</li> <li>• Music types</li> <li>• Video game types</li> <li>• Teen hobbies and interests</li> <li>• Reading habits</li> <li>• Health and beauty</li> </ul>
MOBILE	MOVIES, TV & MEDIA
<ul style="list-style-type: none"> <li>• Phone type</li> <li>• Phone brand</li> <li>• Mobile phone number</li> <li>• Mobile phone provider</li> <li>• Number of household mobile phones</li> <li>• Mobile phone activities</li> <li>• Types of mobile research projects</li> <li>• Application usage</li> </ul>	<ul style="list-style-type: none"> <li>• Movie/film categories</li> <li>• TV show categories</li> <li>• Magazine categories</li> <li>• Number of movies/films at cinema per year</li> <li>• Number of hours of TV per week</li> <li>• Number of magazines subscribed</li> <li>• Number of DVDs purchased per year</li> <li>• Online TV viewing</li> <li>• DVD ownership</li> <li>• Movies/films purchased from TV</li> <li>• Cable TV</li> </ul>

# SPECIALTY PROFILES



CONSUMER PRODUCTS	VIDEO GAMES
<ul style="list-style-type: none"><li>• Health product usage</li><li>• Beauty product usage</li><li>• Household cleaning product usage</li><li>• Baby and toddler product usage</li><li>• Pet care product usage</li><li>• Food product usage</li><li>• Beverage product usage</li><li>• Personal care product usage</li></ul>	<ul style="list-style-type: none"><li>• PC vs. consoles</li><li>• Consoles owned</li><li>• Number of games purchased per year</li><li>• Video game genres</li><li>• Hours per month</li><li>• Online gaming</li><li>• Average spend per year</li><li>• Where games purchased</li></ul>
MUMS & BABIES	AUTOMOTIVE
<ul style="list-style-type: none"><li>• Pregnancy/plan to become pregnant</li><li>• Children birth date</li><li>• First-time mums</li><li>• Feeding preferences</li><li>• Formula use/purchasing habits</li><li>• Products used</li><li>• Nappy brands used</li><li>• Shops for product purchase</li></ul>	<ul style="list-style-type: none"><li>• Car ownership</li><li>• Brand/type of car</li><li>• Purchase intent</li><li>• Car accessories</li><li>• Filed car insurance claim</li><li>• Insurance provider</li><li>• Use roadside assistance</li><li>• Other types of vehicles owned</li></ul>
FINANCE & INVESTING	SMOKING
<ul style="list-style-type: none"><li>• Number of credit cards</li><li>• Number of debit cards</li><li>• Credit card types</li><li>• Average credit card balance</li><li>• Type of accounts (saving, checking, money market)</li><li>• Investment real-estate</li><li>• Net worth</li><li>• Brokerage account</li></ul>	<ul style="list-style-type: none"><li>• Frequency</li><li>• Brand</li><li>• Type</li><li>• Past history</li><li>• Place of purchase</li><li>• Plans to quit</li><li>• Habits</li><li>• Spouse smokes</li><li>• E-cigarette usage</li></ul>
SHOPPING	FOOD & BEVERAGE
<ul style="list-style-type: none"><li>• Shop types</li><li>• Shops by names</li><li>• Brands by names</li><li>• Online shopping</li><li>• Products purchased</li><li>• Amount spent per month</li><li>• Recent large purchases</li><li>• Credit card ownership</li></ul>	<ul style="list-style-type: none"><li>• Meals eaten out per week</li><li>• Type of restaurants</li><li>• Names of restaurants</li></ul>

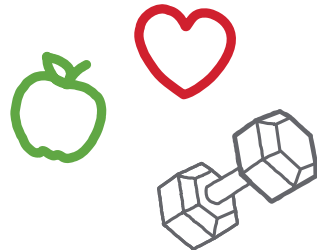
# HEALTH & WELLNESS PROFILES

With unique access to hard-to-reach ailment categories, Critical Mix offers easy access to patients and family caregivers in the following areas (and many others):

- ADD/ADHD
- A fib
- Allergies
- Alzheimer's Disease
- Anxiety Disorders
- Asthma
- Arthritis
- Autism
- Back Pain
- Bipolar Disorder
- Botox
- Cancer - all types
- Chronic Pain
- Colitis
- COPD
- Crohn's Disease
- Cystic Fibrosis
- Dementia
- Depression
- Diabetes
- Elective/Plastic Surgery
- Emphysema
- Epilepsy
- Erectile Dysfunction
- Fibromyalgia
- Gastric Bypass Surgery
- GERD
- Glaucoma
- Gout
- Hepatitis (all types)
- High Blood Pressure
- High Cholesterol
- Hypertension
- IBS
- Infertility
- Lupus Vasculitis
- Menopause
- Migraines
- Multiple Sclerosis
- Obesity
- Osteoporosis and Osteo Arthritis
- Parkinson's Disease
- Pneumonia
- Psoriasis/Eczema
- Rheumatoid Arthritis
- Schizophrenia
- Shingles
- Sinusitis/Rhinitis
- Sleep Disorders
- Spinal Chord Injury
- Strokes
- Ulcerative Colitis

## Additional Health & Wellness Profiles

- Dietary habits
- Physical activities
- Glasses
- Smoking
- Alcohol consumption
- Participation in clinical trials



## INTERNATIONAL COVERAGE

**Critical Mix offers easy access to anyone in the world. The unique combination of our OneOpinion member panel, real-time recruitment techniques, partnerships and third-party databases gives us the ability to deliver any type of target audiences across the following countries and regions.**

- United Kingdom
- United States (English & Spanish)
- Canada (English & French)
- Germany
- France
- Italy
- Spain
- Netherlands
- Africa
- Asia
- Asia Pacific
- Australia
- Middle East
- South America
- Southeast Asia



# FREQUENTLY ASKED QUESTIONS

## FREQUENTLY ASKED QUESTIONS

### What are people told when they are recruited?

Our communications with respondents during the registration process are simple and transparent. When someone visits our panel websites, they are clearly asked to participate in online surveys. Potential panel members have easy access to our privacy policy and are referred to the terms and conditions of panel membership.

### Explain how people are invited to take part in a survey. What does a typical invitation look like?

Panel members are typically invited to take part in a survey via an email invite. The typical invitation will include the length of the survey, the incentive amount for completing the survey and a link to the survey. Respondents are also provided with an opt-out link in the email. LiveSample respondents are directed to a landing page. The landing page includes the length of the survey, the incentive amount for completion and a link to the actual questionnaire.

### Please describe the nature of your incentive system(s). How does this vary by length of interview, respondent characteristics or other factors you may consider?

The Critical Mix incentive system is built on the belief that respondents must be treated fairly and compensated for their valuable time. People join panels for a wide variety of reasons - to get their opinions heard, to have fun, to make a difference, to earn money, etc. Regardless of their motivation, we are passionate about providing every panel member with a positive experience when they take our surveys.

Our panels offer cash-based and point-based incentives to all respondents. The reward amount varies by the length of the survey and the likelihood of finding the targeted respondents. Once the respondents have reached the minimum cash-out balance, they can redeem it for cash. Panellists are also entered into sweepstakes and other prize draws to reward panel participation not related to surveys, such as profiling, tenure, non-qualifying surveys, etc.

### What profile data is kept on panel members? For how many members is this data collected and how often is this data updated?

At registration, every panel member provides basic profile data (e.g., name, address, date of birth), including some demographic information (e.g., gender, education). Panellists are also asked to provide more detailed

## FREQUENTLY ASKED QUESTIONS

profile information in various categories. There are hundreds of potential profile questions that are presented to a respondent based upon his or her demographics. We encourage panellists to update their profile data a minimum of once a year, but also give them the opportunity every time they log in to their account.

### **Please describe your sampling process, including your exclusion procedures if applicable. Can samples be deployed as batches/replicates, by time zones, geography, etc.? If so, how is this controlled?**

Depending upon the specific needs of the research project, respondents can be excluded from the study based upon a wide variety of criteria, including, but not limited to, subject matter/category, time period and past participation rates.

As soon as the survey is ready to launch, sample can be deployed as batches/replicates/by time zone/geography. A random selection of emails, based upon the targeted profile of respondents, is generated and sent out in batches over the course of the study fielding period. We carefully monitor and calculate the predicted response rate by target demographics in order to avoid panel usage waste.

### **How often are individual members contacted for online surveys within a given time period? Do you keep data on panellist participation history and are limits placed on the frequency that members are contacted and asked to participate in a survey?**

Panellists can be contacted anywhere from once a week to daily. All panel members are given the opportunity to select their own level of contact frequency and we honour that selection. And, in order to avoid respondent bias, we enforce contact frequency procedures to restrict panellists from participating in too many surveys during a given period of time. We effectively manage a delicate balance between over-contacting respondents (and annoying them) and under-contacting (and disengaging them).

Critical Mix maintains a full history of all member activity regardless of which source a member is recruited from. We use this history to enforce past participation requirements at the project level and to identify lapsed members. This history is taken into consideration on all projects and is made available to clients as needed.

## FREQUENTLY ASKED QUESTIONS

### **Do you conduct online surveys with children and young people? If so, please describe the process for obtaining permission.**

Our methods for interviewing children and young people are in strict compliance with industry standards. All panel members must be at least 13 years of age before they can register for our panels or participate in surveys via LiveSample. For any survey requiring children under 13, participants will be recruited via their parent(s) and interviewed only with parental permission. We adhere to ESOMAR guidelines globally and to all COPPA rules in the US.

### **What are likely survey start, drop-out and participation rates in connection with a provided sample? How are these computed?**

Survey start/drop-out/participation rates can vary depending on many factors, such as length and interest in the survey, country the survey is fielded in, the demographic group being surveyed, the time of the year, etc. Average survey response rates can range anywhere from 5% to 60%.

### **Do you maintain individual-level data, such as recent participation history, date of entry, source, etc., on your panellists? Are you able to supply your client with a per-job analysis of such individual-level data?**

Yes, individual-level data is stored for all panellists. Clients can receive data at the respondent level on an as-requested basis.

### **Do you measure respondent satisfaction?**

Respondent satisfaction is what sets Critical Mix apart from other sample providers. We've developed several processes to ensure that our survey participants are highly engaged and responsive:

- Collect feedback on both survey and incentive satisfaction on a regular basis.
- Solicit comments from respondents on the homepage and ask for overall ratings using a five-star rating system in their dashboard.
- Ask respondents to evaluate their satisfaction after completing a survey.
- Provide our panellists a thorough FAQ on our website that answers their most popular questions.
- Use a Support Centre ticketing system to make sure any issues are responded to immediately.





# criticalmix

You can reach us anytime  
whenever you need us.



Contact us at 0808-189-2040 or email [simplify@criticalmix.co.uk](mailto:simplify@criticalmix.co.uk)

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