

SAGO

ASKINGCANADIANS PANEL BOOK

PROVIDING INNOVATIVE DATA
COLLECTION SOLUTIONS



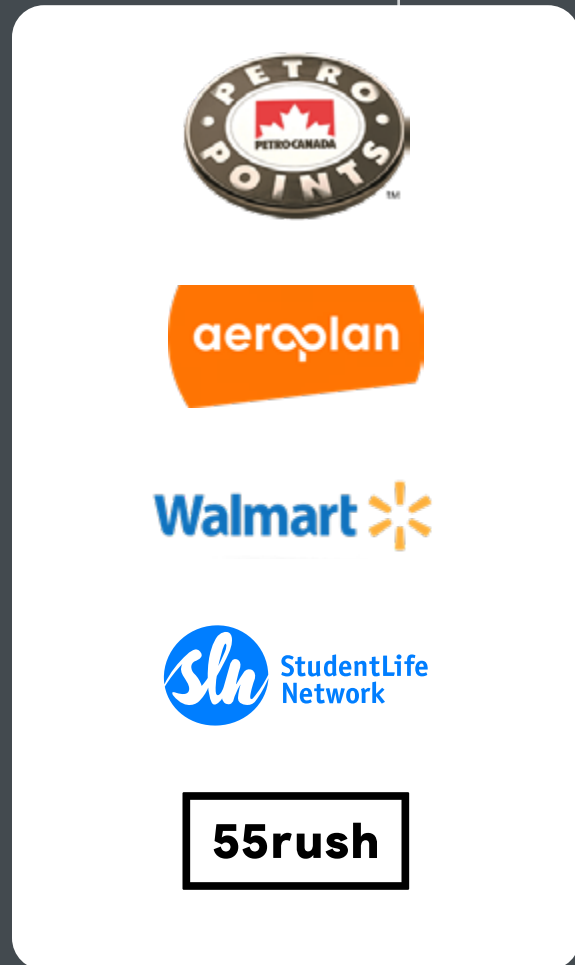
sago.com

ABOUT US

AskingCanadians, part of Sago, is an online data collection firm with access to more than one million Canadian professionals and consumers.

Our core service offerings include survey programming and hosting, online tools for testing rich media creative, one-on-one interviewing, custom recruitment and online panel management.

Established in 2005, AskingCanadians is Canada's premier proprietary research panel. Its French counterpart, Qu'en pensez-vous, provides Francophone panel members with a unilingual French interface and unique voice.



We've developed strong partnerships with some of Canada's most well-known and firmly established loyalty brands, including Aeroplan, Petro-Points, Walmart, The Student Life Network and 55Rush.

PANEL STATISTICS

- **100%** Canadian consumers
- Access to **one million+** Canadians
- Nationally representative by region
- Monitored against Statistics Canada data to gauge statistical representation
- Self profiled on **500+** variables
- Monthly profiling surveys
- Largest B2B reach with Aeroplan panel
- Largest representative youth reach with the Student Life Network panel.



Francophone considerations:

- Separate consumer portal for Qu'en pensez-vous
- Customer service provided to panelists in French
- Quality control guidelines in place specifically for Quebec
- Award-winning French translation and adaptation services

PROFILING

Our panelists are profiled on over 500 variables, including:



Basic

- Gender
- Marital status
- City, postal code
- Education
- Income



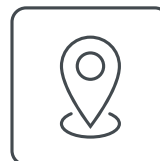
Beverages

- Alcoholic and non-alcoholic beverage consumption
- Beverage brands purchased
- Attitude toward alcohol consumption



Health Conditions

- Personal conditions / ailments (70+ profile questions)
- Household conditions / ailments (70+ profile questions)



Household

- Household composition
- Annual household income
- Own/rent
- Vehicle ownership
- Vehicle make, model and type

PROFILING CONTINUED



Mobile Computing

- Mobile phone service provider
- Mobile phone brand, usage and expenditure
- Mobile device ownership and planned purchases



Social Media

- Social media usage and behaviour
- Frequency of activities
- Brand interactions and planned purchases



Finance

- Principle banking institution
- Primary and secondary credit card
- Financial assets owned
- Combined investments value



B2B

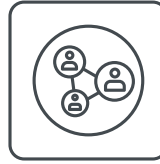
- Management title
- Company industry and revenue
- Decision makers
- Number of employees

PROFILING CONTINUED



Travel

- Travel behaviour
- Airline travel
- Vacation destinations and frequency
- Annual travel expenditure



Immigration and Ethnicity

- Ethnic and cultural origins (40+ profiled)
- Place of birth
- Migration year



Online Retail Activity

- Online shopping attitude and behaviour
- Product categories purchased and spending patterns
- Total spending and payment preference



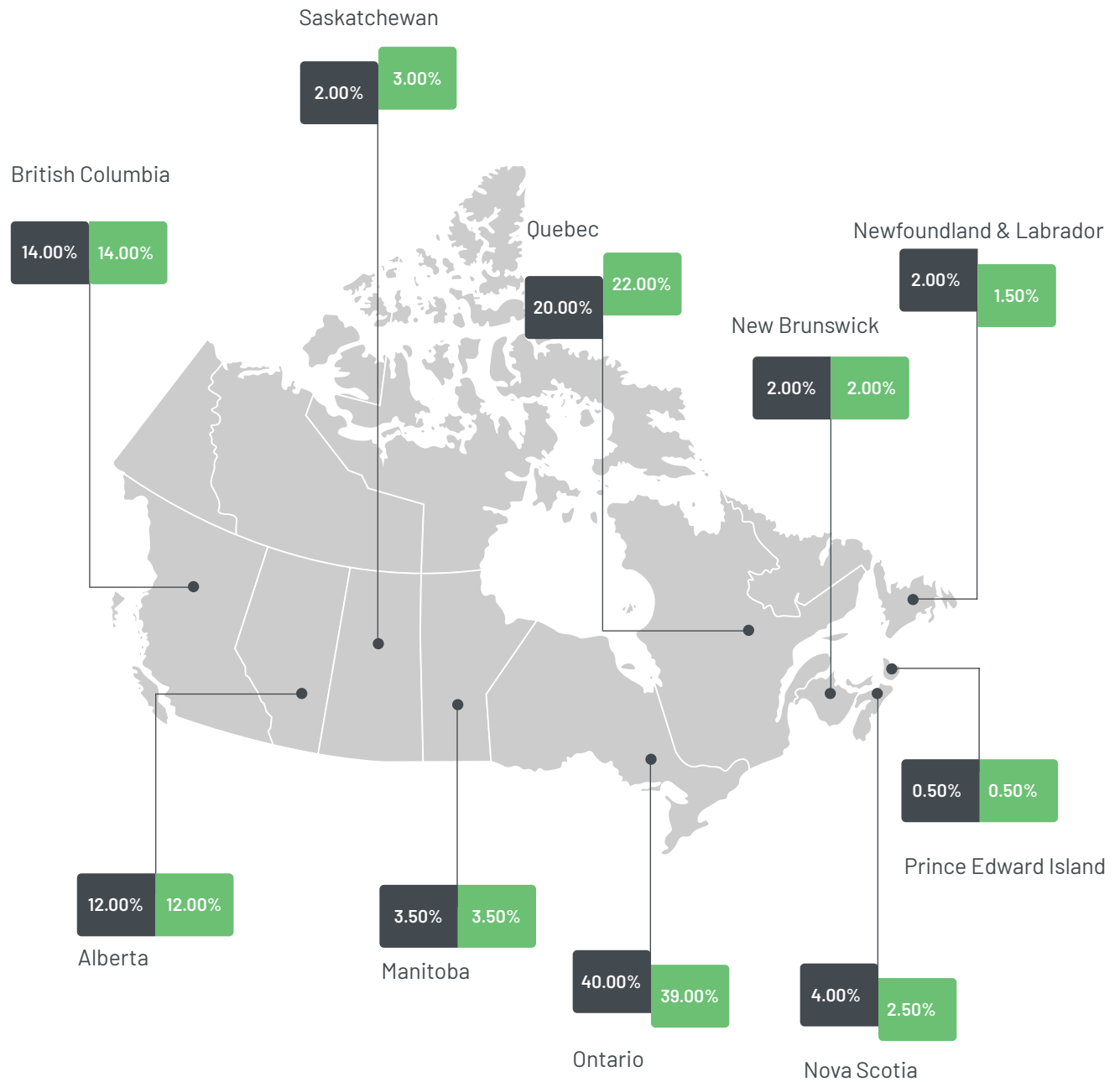
Loyalty

- Rewards program membership
- Favorite loyalty programs

NATIONAL DISTRIBUTION

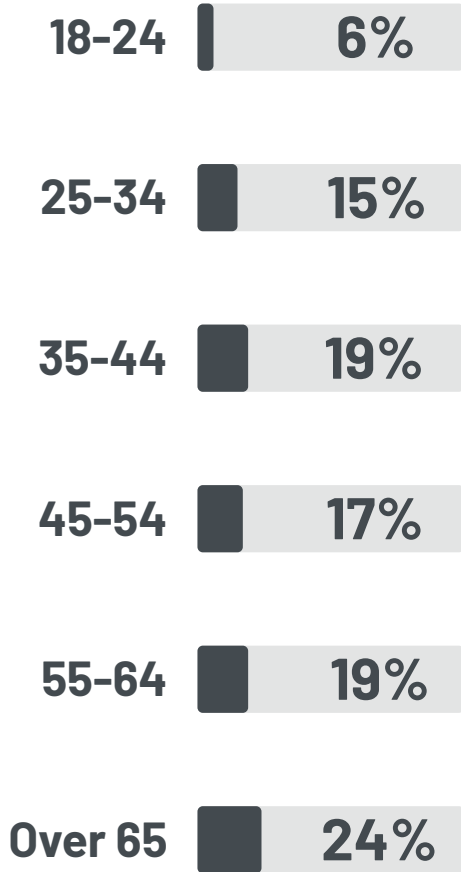
 AskingCanadians

 Stats Canada

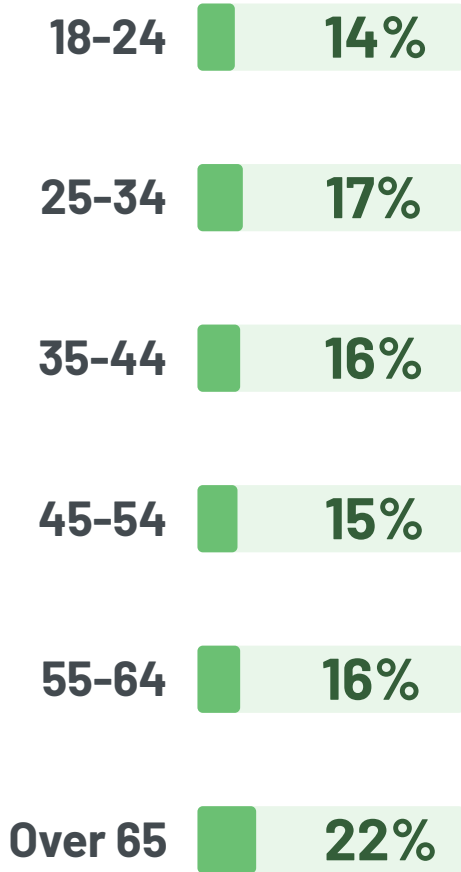


AGE OF PANELISTS

Asking Canadians

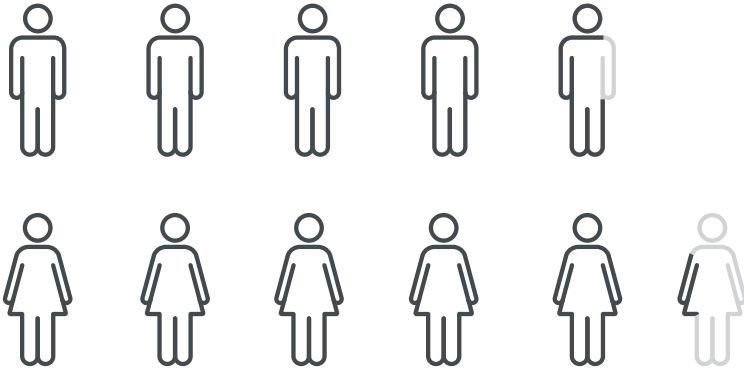


Stats Canada



GENDER

AskingCanadians



49% Male

51% Female

Stats Canada



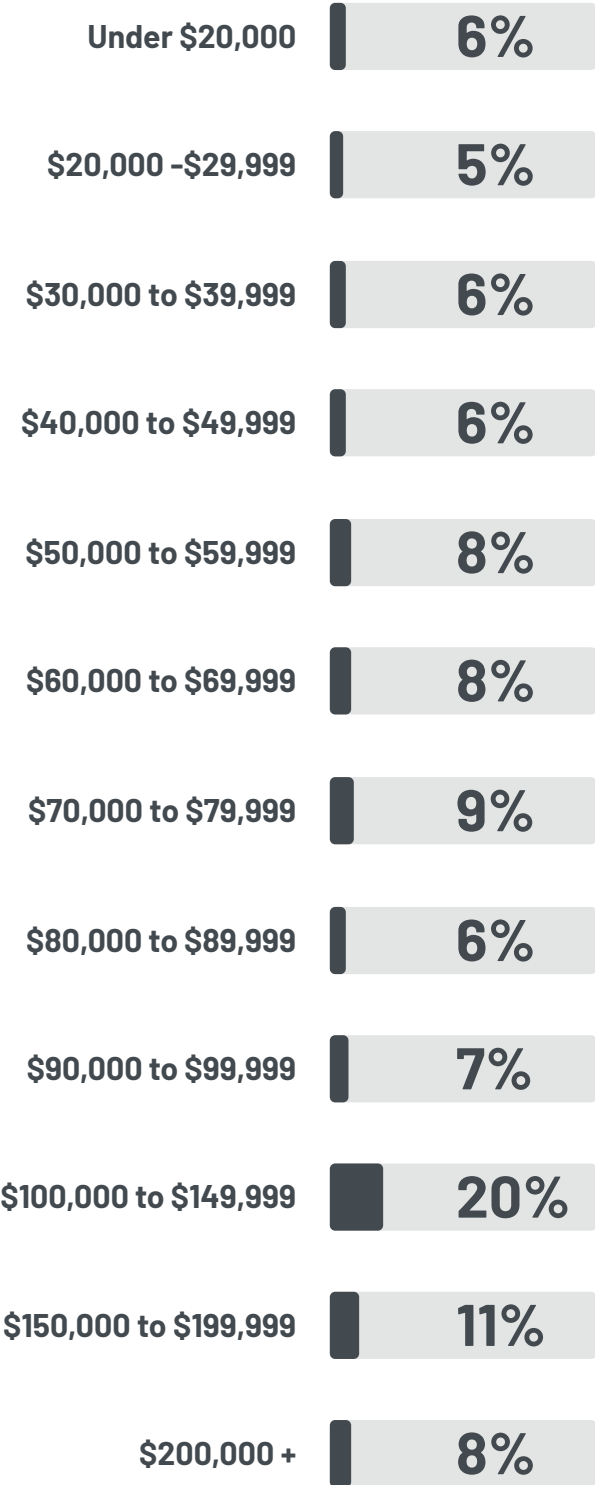
49% Male

51% Female

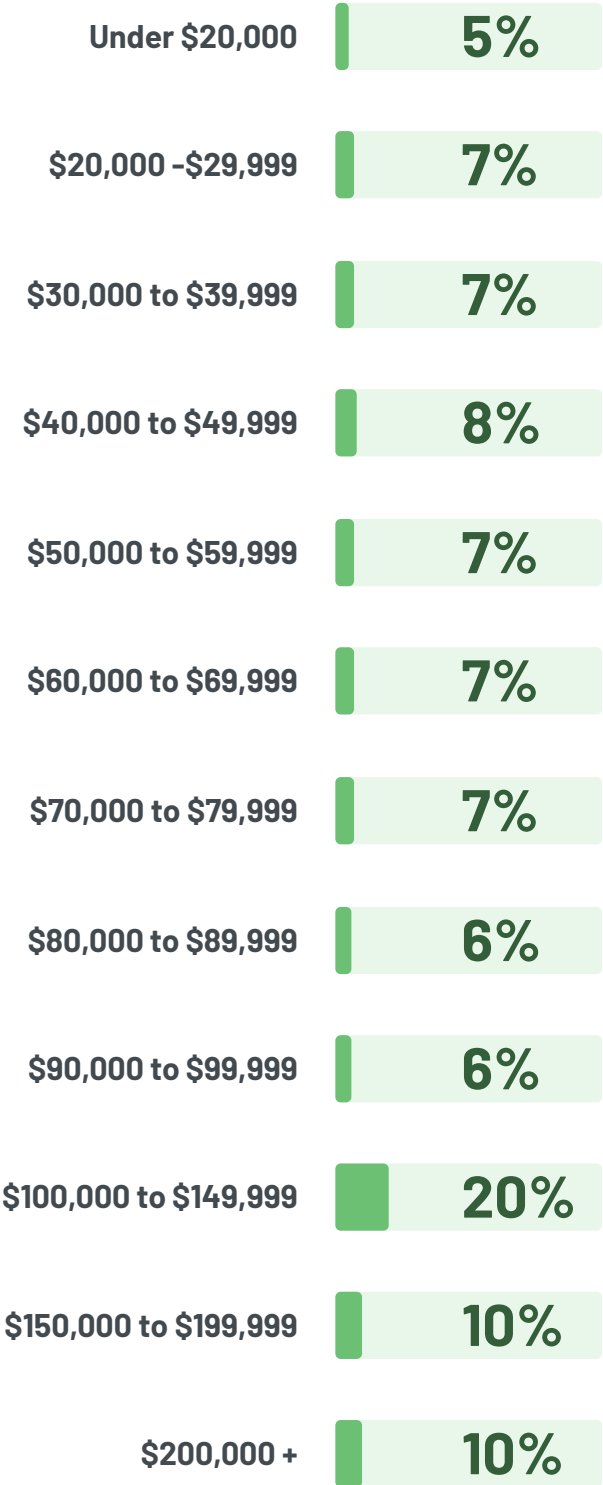


HOUSEHOLD INCOME

Asking Canadians



Stats Canada



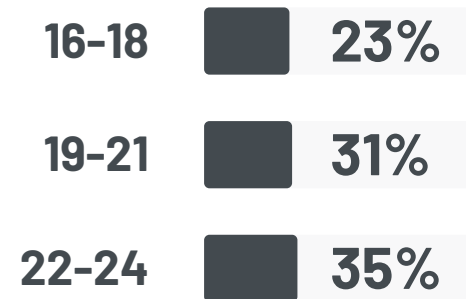
YOUTH PROFILING

Youth Population Under 25



Age Breaks

Asking Canadians



Stats Canada



PANEL INTEGRITY

20%

Panel growth in the last 12 months

20%

Average survey response rate

48
Hours

Average field time of 75% of studies



Certified





ESOMAR 37

At AskingCanadians, we believe the ESOMAR 37 questions – designed to assist buyers in the identification of high quality providers of online samples – serve as a minimum set of criteria.

There are several other important factors that buyers need to consider if they truly want to find the best service providers delivering the highest quality, most reliable and accurate data.

Contact us to find out what AskingCanadians has to offer and to ask for our answers to ESOMAR's 37 questions.

PANELIST EXPERIENCE

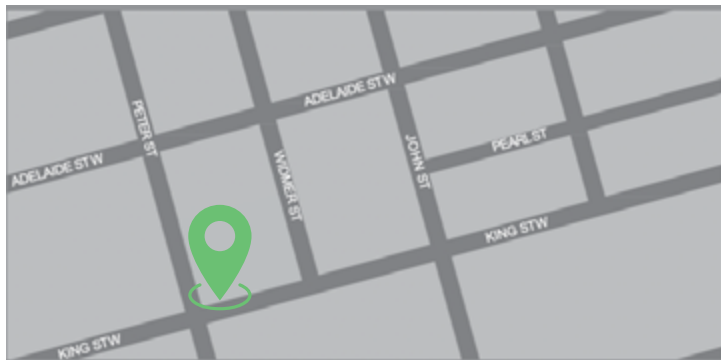
Managing the panelist experience is a key aspect of our approach. Every decision we make about the panel has a respondent-first mentality:

- We control the number of monthly invites to minimize respondent fatigue.
- We cleanse the panel every 6 months to reduce non-participative respondents.
- We scale incentives based on survey length and complexity.
- We respond to all customer service inquiries within 24 hours.
- We include satisfaction questions in our profiling surveys and analyze verbatim quotes and customer service feedback.



CONTACT

To request a quote or to learn more about AskingCanadians, contact us at connect@sago.com.



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SÄGO

Adaptive solutions, confident decisions.

Let's Work Together

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