



Quality & Science

Our internet panel is now **your** panel

Harness the power of committed, deeply profiled, and well incented Canadians. For over 20 years, Opinion Search has set the quality benchmark for data collection. We wanted to make sure that our panel offering would live up to the same high standards that we've brought to our legendary telephone and qualitative services. The wait is over. We're proud to unveil one of Canada's largest panels – big enough to ensure that our panel members aren't inundated with invites and that your project receives the highest response rate possible. Your clients demand the best and now you can give it to them: The Opinion Search Internet Panel.

responsive service, reliable results



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The Opinion Search Internet Panel Advantage:

Quality

Strict limits on invitation frequency, validity testing, digital fingerprinting, a wide variety of recruitment methods and industry leading incentive programs ensure that our panelists are committed to the research process. The result: industry leading response rates and unsurpassed data quality.

Science

Our proprietary Propensity Score Weighting system goes beyond standard demographic weighting. By also taking into account attitudinal and behavioural characteristics of our panel members, Opinion Search goes the extra mile to ensure that your data is truly representative of the population.

- One stop online research data collection and tabulation processing
- Email and website invitation programming
- Survey programming and hosting in multiple languages
- Advanced programming techniques to improve respondent engagement including sliders, drag and drop, card sort, image mapping, and more.
- Multi-mode data collection (CATI / CAWI) in one database allows for respondent transfer and ensures the highest quality data every time
- Online system allows for complex questionnaire skip logic, eliminations, valid ranges, access-point tracking, and more
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- Panel development, hosting, and management
- Access to North American and International panels conducting millions of surveys in over 100 countries
- Total transparency with access to your survey data live and online, 24/7, via our secure dataCAP system

About Opinion Search

Opinion Search is your one stop shop for data collection. With 275 Internet enabled CATI stations, nine newly designed, modern focus group suites and a Canadian national online research panel, there is no need to look elsewhere. For online research, telephone surveys, qualitative recruiting and rooms, make Opinion Search your data collection partner.

For more information please contact:

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