

## Vision Critical Scores High in Online Panel Quality Measure

**Mktg, Inc. commends the high quality of Canada's leading online market research panel.**

**Vancouver, February 2, 2010** – [Vision Critical's](#) Angus Reid Forum (ARF) has scored top marks in a global quality measurement initiative called the [Grand Mean Project](#)<sup>™</sup> – a nearly three-year study of more than 200 online panels from 35 countries.

The study, from US research firm [Mktg, Inc.](#), matched performance data from the [Angus Reid Forum](#) against aggregated Canadian Grand Mean metrics and gave the panel a glowing report card for quality.

“Based upon our quality measure, Q-Metrics<sup>™</sup>, we see little room for improvement in the Vision Critical sample,” says Steven Gittelman, President and CEO of Mktg, Inc. “The ‘worst respondent’ category is statistically so low as to be nothing more than background noise. We rarely see this in an opt-in panel.”

A key finding for The Angus Reid Forum – the Canadian arm of Vision Critical's [Global Panel services](#) – is its balance, in terms of panel tenure, including especially low numbers of multi-panel members, minimizing overlap with other panels in the market. Angus Reid Forum members are far less likely than other respondents to speed or straight-line through survey questions. Forum members are also less likely to be “professional” panelists – frequent survey takers who belong to more than five panels.

Since its launch in 2006, the Angus Reid Forum has prioritized quality over quantity. The Forum has run studies for a diverse client base, with exacting panel management practices unmatched among the industry. The ARF applies in-depth profiling and rigorous quality control to minimize panel pollution and fatigue, promising clean and accurate data.

“We're extremely proud, though not surprised, by these results, which show us to be a quality leader amongst sample providers in Canada,” says [Laura Davies](#), Vision Critical's Senior Vice President of Panel Strategy. “They validate our recruitment techniques, which emphasize the value of the panel member's experience, as well as our rigorous approach to panel management.”

For the Grand Mean research, 500 interviews were conducted online between January 6 and 14, 2010, using a sample drawn from the Angus Reid Forum online panel. Nine other Canadian online panel providers have participated in the Grand Mean Project.

Based in East Islip, New York, Mktg, Inc. has built its reputation as the “go-to” experts on the strengths and weaknesses of various online data collection solutions. For 30 years, Mktg, Inc. has maintained an independent view on the merits of various partners that is not tied to any sample source.