

METHOD OF INTERVIEWING

This report presents the findings of an online survey conducted among 1,510 adults from March 6 - 8, 2018. In order to qualify for this survey respondents had to be 18 years of age or older and reside in Canada.

HOW TO READ TABLES

Data is percentaged vertically and, therefore should be read from top-to-bottom. The total number of interviews (in the case, un-weighted) appears at the top of each column. Percentages are calculated on the unweighted bases. Percentages may not add to 100% due to rounding or multiple responses. Where an asterisk (*) appears, it signifies any value of less than one-half percent.

PANEL RECRUITMENT

Our panel partners' processes for screening and accepting prospective panelists, and the incentive policies are designed to ensure a high measure of panelist integrity. Our panel partners do not engage in any practices which we believe introduce bias or encourage insincere or fraudulent survey response.

Panelists are recruited through thousands of web sites. Our panel partners work with web sites directly as well as with data aggregators. The majority of the recruitment is contracted through aggregators to help ensure expansive reach to thousands of web properties and millions of visitors to those properties. This approach is designed to optimize the probability that **the panel reflects the overall composition of that segment of the online population (close to 70%)**.

Our panel partners do not concentrate panelist recruitment among a limited number of sources. For example, recruited panelists who are 'loyal' to a product or activity (by virtue of membership in a loyalty program) may be significantly different from non-loyalists in the same demographic and thereby introduce response bias to surveys.

Our panel partners' recruitment policies are broad in scope but are not an "open door" methodology. Our panel partners' recruitment methodology combines a broad scope, which leads to the best representation of the online population, with multiple quality checks to ensure high respondent quality.

PROFESSIONAL RESPONDENTS

The term "professional respondent" is often used to refer to three distinct groups of responders: enthusiastic responders; those who provide poor quality responses; and those who deliberately cheat. Our panel partners view and treat each group differently.

Active, busy respondents are those who enjoy taking surveys, usually take the survey process seriously, and provide good responses. Our panel partners have researched this frequent responder group and found that their responses are not significantly different from those who respond less, and may, in some cases, be superior. Our panel partners monitor and rest a small fraction of the panel (one tenth of 1%) who have completed an unusually high number of surveys (more than two a week for several weeks in a row).

Well-intentioned people, who usually respond honestly, may give sub-standard or unacceptable input to a survey (e.g. straight lining a grid question) because they're bored, or the survey is taking too long, or the instructions are unclear. They are carefully monitored, and may be removed if a pattern of such behavior develops. There are many ways to discourage this type of behavior, and to convert this type of respondent into a high-quality responder. Examples include providing appropriate rewards, clear survey length information in the invitation, words of encouragement within the survey, and breaking up huge question grids into less visually daunting groupings.

Respondents who **deliberately give fraudulent** information don't belong in any sample or panel. Our panel partners immediately remove any panelist who exhibits such behavior, and with a proprietary system, puts procedures in place to help prevent that person from rejoining.

PANEL JOIN PROCESS

Membership on our panel partner panels is restricted. In order to gain entry and remain on the panel, panelists must...

- have clearly and actively indicated their intention to join
- be 18 years of age or older
- have received a welcome message with the opportunity to opt out
- not be a duplicate of another panelist (based on e-mail and postal address matching)
- possess confirmed validated data (geography, demographics) matched to postal address files and correct geographic assignment
- be assigned a unique panelist ID, which is their identifier and can be used for deduping, recontacts, and post-survey analysis, if needed
- understand that survey participation will not serve as a means to supplement their income
- agree to keep information confidential, such as new product concepts disclosed to them in surveys

Consistency of the join process gives all panelists a clear understanding of what it means to be a panelist. High quality input results in high quality respondents.

COMPLIANCE

Our panel partners' panels are compliant with:

- Spam regulations and the CANSPAM Act
- Market research industry association standards
- Regulations of the Better Business Bureau Online