



**Ipsos Ampario & Cortext Online Sampling
Primary Sample Providers
Spring 2018**

At Ipsos we believe in the importance of data quality. Every day we make a commitment to our clients to ensure that the highest quality results come out of every piece of research we do. To that end, we have created and implemented quality assurance processes at every step of the way, from recruitment to panel management; and from sample eligibility to survey response.

Data quality begins with recruitment. The vast majority of our panelists are referred to us through various online suppliers. Based on our many years of experience, we know that multi-source recruitment is the best option for maintaining a representative base of respondents. We only use high-quality recruitment sources to attract people who are eager to take surveys.

Our multi-source recruiting comes from both panel providers and from non-panel based river sampling. For more on Ipsos panels or Ampario river sampling, please see the associated documents. Our primary panel providers are below:

Core Online Sample Suppliers

- Ipsos iSay
- Research Now / SSI
- Research for Good (RFG)
- Critical Mix
- P2Sample (P2S)
- Cint
- Lightspeed / GMI
- ROI Rocket (ROI)
- Precision sample