

Safecount Viewpoint Community

Safecount Viewpoint Community (SVC) is a global research community for people to voice their opinions and share their thoughts about products and services across a vast array of categories.

Off to a Great Start and Growing Rapidly, In Both Breadth and Depth

SVC has recruited over 100,000 members in the first nine months. We're adding many new members daily, and project to have over 150,000 members by the end of Q4 2009.

At the same time, our profiling capabilities and the number of selection variables available is constantly growing. We strive to add new and interesting profiling surveys regularly, and are constantly looking for input from clients to meet their specific needs.

Fresh Respondents Drawn from Surveys Across the Internet

Members are recruited from live intercept surveys run across the Safecount network of over 1,000 websites. The broad reach of these websites helps ensure a community that is representative of the online population.

The vast majority of people who join our panel have participated in a live intercept survey run by Safecount and/or Dynamic Logic. This drastically reduces the number of "active survey takers" who join multiple survey panels primarily for financial gain.

A Wealth of Profiling Data

Site exposure information is available from all of 1,000+ websites. On average, each member has exposure data for over 10 sites.

Safecount is continuously posting new surveys in order to widen each profile of each member. This allows the community to not only grow in size but also in the depth of the profiles of our members, making it a more powerful database. We currently have over 1,200 attributes that have been collected via dozens of profiling surveys, relating to basic demographics, B2B, health & fitness, automotive, travel, vehicles, sports, entertainment, video games, hobbies, and much more.

Across many of these surveys, brands and company names usage/ownership is asked. This consumption and usage information currently spans over 800 brands across multiple categories.

A powerful, integrated database platform that allows us to easily and quickly segment our panel into an endless number of subgroups based on any combinations of site exposure and profiling variables.

Great User Experiences

We pride ourselves on presenting short surveys for members in a simple and fast survey format. In addition to contributing to our survey's high response rates, this keeps the members interested and increases the chances they will return for additional surveys.

Because our platform is highly dynamic, each member's experience is unique based on the responses to the surveys they complete. The questions in the follow up and future surveys, as well as content in site features, are personalized and based on one's responses and profile.

SVC has a robust sweepstakes program that rewards ongoing participation and member loyalty. Members earn points for taking surveys or referring friends to the community. These points are cumulative, and are entered repeatedly in a variety of drawings, including our \$100 a day sweepstakes and survey-specific supplemental contests.

Conduit Systems – Brands | People | Connected

Website Categories

The site exposure for the Safecount Viewpoint Community continues to grow. With over 1,000 sites being tracked, they represent numerous key categories from news and lifestyle to travel and shopping. The following table breaks out the number of sites by category, showing the representation of a large cross-section of the Internet.

<u>Category</u>	<u># of Sites</u>
Advertising/Marketing	72
African American	8
Aging/Elderly	5
Animals	14
Auction/Classifieds/Marketplace	14
Business/Financial	68
Cars/Vehicles	28
Dating	4
Education/Schools	6
Employment	3
Entertainment	49
Environmental/Green	9
Family (Children/Babies, Pregnancy/Parenting)	47
Fashion/Clothing/Retailer	23
Food/Drink	20
Games/Video Games	23
Gay/Lesbian	9
Government/Military/Law/Politics	5
Health/Fitness/Medical	42
Home Goods/Furnishings/Improvement	16
International page	335
Luxury	8
Men's websites	15
Movies/Film	13
Music	48
News/Newspapers (including local)	81
Outdoors	4
Pictures	6
Politics	3
Real Estate	9
Science	10
Search Engines/Directories/Portals	24
Social Networking/Chats	32
Spanish	35
Sports	74
Tech/Computer/IT	105
Television	46
Travel/Directions/Maps	42
Weather	7

Safecount Viewpoint Community Selection Variables

Business

- Employment status
- Industry
- Current occupation
- Business title of current job
- Current functional role at work
- Category of business
- Business annual revenue
- Number of employees at company
- Number of years company has been in business
- Direct and indirect reports
- Role in purchase of business products and services
- Frequency of using Internet for business item research or purchase
- And more...

Financial

- Number of credit cards currently have
- Which credit cards currently have
- Frequency of paying credit card bill in full
- Method of bill payment
- Involvement in bill paying in household
- Primary bank a member of
- Types of financial products
- Types of loans currently have
- Primary bank for mortgage
- Likelihood to refinance a mortgage
- Responsibility for preparing taxes
- Method of tax preparation used
- Tax service used
- Internet based tax program used
- Tax preparation software used
- Likelihood to switch tax preparation method
- Involvement in selecting insurance products
- Which insurance companies used
- Types of insurance products currently have
- And more...

Travel

- Business vs pleasure travel
- Trip planning responsibility
- Method of planning and booking travel
- Vacation destinations
- Types of travel activities
- Frequency of domestic and international travel
- Hotels/motels visited
- Frequency of airline travel
- Airlines flown
- Frequent flyer membership
- Car Rental frequency
- Car rentals used
- Cruise lines
- And more...

Health, Fitness, & Medical

- Frequency of exercise
- Location of exercise
- Gym memberships
- Reasons for dieting
- Doctors/healthcare professionals visited
- Frequency of vitamins/mineral supplements taken
- Types of vitamins/mineral supplements taken
- Frequency of prescription drugs taken
- Conditions/ailments currently have
- Involvement in selecting insurance products
- Types of insurance products currently have
- Which insurance companies used
- And more...

Vehicles

- Number of vehicles owned by individual and household
- Number of drivers in household
- Types of vehicles owned/leased
- Make of vehicles owned/leased
- Bought vs leased vehicles
- Payments remaining on any vehicles
- Likelihood to purchase/lease a vehicle & type of car considered
- Important factors when considering purchase/lease
- Ownership of motorcycles, RVs, ATVs, etc
- And more...

Sports

- Sports websites visited
- Sports publications read or looked at
- Sports networks viewed
- How closely individual sports are followed
- And more...
- Attendance of sporting events
- Participation in sports activities
- Ownership or intent to purchase sports equipment
- Participation in fantasy sports

Television

- Hours of television watched during the week and on the weekend
- Type of television service subscribed to (cable, satellite, etc)
- Cable service providers currently use
- Satellite service providers currently use
- Television features and products currently have/use
- Networks watched
- Frequency of watching television shows on the Internet
- And more...

Computers & Internet Usage

- Number of years using the Internet
- Number of hours spent online at home and at work
- Type of Internet Service Providers (ISP)
- Internet Service Provider company
- Brand of computer owned
- Online activities
- Use of Instant Messenger & which applications used
- And more...

Cell Phones

- Brand of cell phones owned
- Cell phone service providers
- Average monthly cell phone service cost
- Cell phone features & activities used
- And more...

Electronics & Technology Adoption

- Electronics owned
- And more...
- Adoption of new technology

Hobbies & Interests

- Hobbies/activity participation
- Types of items collected as a hobby
- Sports equipment owned or intend to purchase
- Sports participation
- Attending sporting events
- Attending live events (i.e. music, theatre, dance, etc)
- And more...

Video Games

- Ownership of video game consoles/handhelds
- Household members involvement in games
- Types of video game consoles/handhelds owned
- Length of time owned consoles/handhelds
- Frequency of playing video games via console/handheld
- Number of games purchased
- Number of games rented
- Amount spent on all aspects of video games
- Category of video games
- Statements about video game usage
- Intention to buy video game console/handhelds in future
- Which brands of video game console/handhelds consider purchasing
- Frequency of playing games on the Internet
- Frequency of playing games via computer software
- Frequency of playing games on cell phone/PDA
- And more...

Stores & Restaurants

- Which retail stores shopped at
- Which grocery stores shopped at
- Which entertainment stores shopped at
- Which automotive stores shopped at
- Which restaurants dined at
- Which catalogues, online retailers/stores shopped at
- And more...

Beverages

- Frequency of drinking various beverages (non-alcoholic)
- Frequency of drinking regular & diet soda
- Types of regular & diet soda consumed
- Frequency of drinking alcoholic beverages
- Frequency of drinking beer
- Types of beer consumed
- Brands of beer consumed
- Frequency of drinking wine
- Type of wine consumed
- Frequency of drinking spirits/hard liquor
- Types of spirits/hard liquor consumed
- And more...

Environment/Green

- Interest level in environmental issues
- Level of concern for the environment
- Biggest environmental problems currently faced
- And more...

Pet Ownership

- Pet Ownership
- Type of pets owned
- Amount of money spent on pet products (food, toys, grooming, etc)
- Frequency of making pet related purchases
- Involvement in pet related purchased
- Intention to get a pet in future
- Type of pet considering in the future
- And more...