

Ask. Listen. Solve.

Research & Marketing Strategies, Inc. (RMS)
15 East Genesee Street / Suite 210
Baldwinsville, NY 13027

info@rmsresults.com
315.635.9802
866.567.5422
rmsresults.com

RMS VIEWPOINT® RESEARCH

Panel Book.

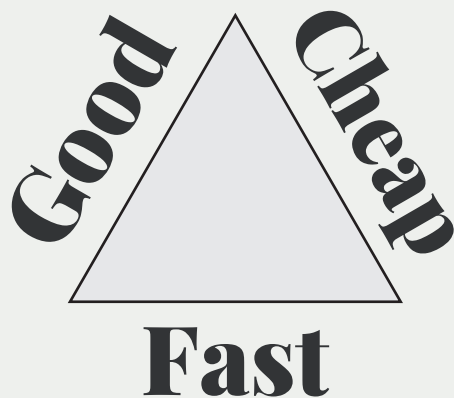
Pre-screened individuals who want
to participate in research studies



RMS

RESEARCH & MARKETING
STRATEGIES, INC.





Innovation starts here.

Research & Marketing Strategies, Inc. (RMS) is a full-service market research firm dedicated to helping organizations make smarter decisions through data. We partner with clients as an extension of their marketing teams — asking the right questions, listening to the voices that matter, and solving business challenges through actionable insights. **Ask. Listen. Solve.** It's how we turn information into strategy. Let's work together to tackle your biggest obstacles and solve your biggest strategy puzzles.

What's a panel? Why use one?

A research panel is a group of individuals who have agreed to provide their opinions and feedback through interviews, surveys, focus groups, and other research initiatives. The RMS ViewPoint® research panel is an inexpensive means to reach real, highly-engaged consumers directly and quickly.

Companies/organizations can and should use a research panel when they desire quick research and/or they are looking to obtain feedback from distinct, defined respondents. Key research activities for panels include: online surveys, focus groups, user interviews, and in-home product testing. The RMS research panel can target quality, hyper-specific demographics quickly and affordably.

With the RMS ViewPoint research panel, you get all three.

Panel development & integrity

The power of the RMS ViewPoint panels lies in our recruitment — based on specific criteria such as demographics, interests, behaviors and rigorous screening for potential project studies. Our pre-built, vetted panel makes it faster and cheaper to find qualified, quality respondents for your research projects. Panel participants are more engaged and willing to provide thoughtful feedback, with recruitment assembling abilities that can include hyper-specific demographics or expert groups, ensuring the data is relevant to the questions your team is looking to answer.

The RMS ViewPoint panel is carefully managed by our team of reputable and experienced market research professionals. Known for our integrity of data, RMS updates the RMS ViewPoint panel on a regular basis, incorporating the application of industry-standard quality assurance.

The data collected by means of the RMS ViewPoint research panel allows our research team to analyze findings and make informed decisions about product features and launch campaigns, marketing strategies, messaging, and other critical business and organizational objectives.



More engaged. Higher quality. Readily available. Affordable. Accurate.

Why use a panel?



Why use a panel?

RMS conducts market research for a wide variety of clients across multiple industries including healthcare, education, manufacturing, retail, banking and finance, non-profit, advertising, urban planning and economic development, as well as many others.

Deep dive into RMS client case studies to see how research panel utilization initiates efficient, precise, verified and affordable market research data collection.

- > **Quality Data Findings**
- > **Cost Efficiency**
- > **Rapid Deployment + Results**
- > **Targeted Demographic Respondents**

Urban Planning & Economic Development Case Study Example #1

RMS conducted a Resident Study of individuals living in a downtown urban area. The goal of this study was to better understand residents' likes, dislikes, and wishes regarding the area surveyed. Ultimately, the data was used to promote changes ranging from building amenities to improvements in outdoor walkways and community centers, to attracting needed retail variety, creating a vibrant and enjoyable urban living environment for all residents.

Overview of Key Findings

The survey presented numerous interesting data points and provided a robust understanding of individuals' experiences and preferences regarding urban downtown living. By utilizing RMS' verified research panel, ViewPoint, the client was able to quickly obtain feedback from its targeted sample. Many respondents expressed high satisfaction with their current living space. The most desired amenities were in-unit laundry, garage parking, better security and gym access. Individuals with families cited the preference for more family-friendly options downtown, including more green spaces and playgrounds. Some individuals shared that they wanted more bike trails, sidewalks, lighting and better road quality. From a retail perspective, respondents were looking for grocery and daily living convenience products. Overall, the findings showed what individuals prioritize when considering moving to, or living in, an urban setting.

Key Take Aways

In addition to providing recommendations for better accommodating the needs and preferences of downtown residents and guiding the city's decisions on new businesses and amenities, the data highlights the need for enhanced public services by identifying specific challenges related to transportation, safety, and sanitation. Local businesses can also use the insights to tailor their products and marketing strategies, ensuring they effectively reach and serve the downtown community. The data can also help inform city policies on housing, zoning, and urban planning which, in turn, contributes to a more vibrant and inclusive downtown environment. Survey data also serves as a valuable tool for tracking the progress of future initiatives, establishing benchmarks to measure success. By addressing the specific concerns and opportunities identified by residents, the data can foster greater community engagement. Finally, the information was used to highlight the strengths of downtown living, helping to attract new residents and businesses to the area.

Non-Profit Community Awareness Case Study Example #2



A regional non-profit organization recently partnered to conduct primary market research about community awareness and understanding regarding issues related to Lyme disease and tick-borne illnesses prevalent within the region, as well as gain further information about the community's understanding and awareness surrounding the non-profit organization's mission: "to support research, drive education and promote awareness to combat tick-borne diseases." The client wanted to gain insight on how it could improve upon its programming to better serve the community. This was achieved by collaboratively developing a survey instrument that was administered directly to community members in the tri-county region that the non-profit served. The survey was conducted online and was sent to targeted RMS panel members residing in the non-profit's service area.

Methodology

RMS administered a brief 10-minute online survey to eligible, targeted participants on our ViewPoint Panel. The survey instrument was developed collaboratively with RMS staff and a designated client project team. It consisted of less than 30 questions of different types, including open-ended, single choice, Likert-scale, and multiple-choice questions. The survey was kept brief so as to improve response rate among the targeted audience while also gaining insightful input from the respondents.

The survey was sent directly to RMS panel members who qualified, as well as promoted through our and the client's social media outlets. After the survey was "closed," RMS analyzed the data using descriptive statistics and then reported the findings to the client in the aggregate which maintained confidentiality among the survey respondents.

Key Take Aways

After RMS analyzed the results of this community engagement survey, the client was provided with a detailed report which outlined the analysis of each question and delivered key recommendations to help them achieve their stated goals. Based on the survey results, the client developed strategies to continue to spread awareness surrounding their mission by improving their outreach and engagement efforts throughout the tri-county region they serve. RMS provided these recommendations to encourage the client to leverage the data from this study and take action on items as appropriate to work toward improved community engagement and ultimately expand upon their mission and services. Furthermore, this survey provided several key insights for the client including the potential for future projects to delve deeper into the client's outreach and engagement efforts.



A community college located in upstate New York recently partnered to conduct market research about its perception and brand awareness within the community. The client wanted to explore what the community thought about the programs and services offered, understand the community's general perception of community colleges, as well as the client's specific programs and services. The client was also interested in learning how to further engage the community and improve its marketing/advertising efforts. This was achieved by collaboratively developing a survey that was administered directly to the community in an online format. The survey was administered via email to the RMS panel in order to reach the intended audience. By utilizing an online methodology, RMS was able to track the data in real time as well as send out targeted reminders.

Methodology

RMS administered a brief, 10-minute online survey to the RMS ViewPoint panel. The survey instrument was

Education Image/Brand Awareness & Perceptions Case Study Example #3

was developed collaboratively with RMS staff and a designated client project team. It consisted of various questions of different types, including open-ended, single-choice, and multiple-choice questions. The survey was kept brief so as to improve the response rate among the target audience (individuals residing in the community college's 5-county service area who are interested in pursuing continuing education).

Key Take Aways

The data analysis revealed that, overall, the community has a positive perception of the community college and the programs it has to offer. The community is well aware of the community college when compared to the region's other colleges and universities. The data analysis further revealed that the college has a very positive image within the community and throughout the region. Many survey respondents cited that the community college has a diverse student body and provides the community with great workforce-development programs. Based on the survey results, the client developed strategies to further engage the community they serve by improving their marketing/advertising efforts and highlighting their strong programs and services across the region.

Healthcare — Community Health Needs Assessment Case Study Eaxample #4

An Upstate NY hospital partnered to conduct their Community Health Needs Assessment (CHNA) – a requirement of all nonprofit hospitals. The client needed to outline its primary service area's health needs and strengths, and then develop a Community Health Improvement Plan (CHIP) based on the needs identified. This was achieved by analyzing both primary and secondary data sources through the use of multiple research modalities. The primary data was collected through an online survey, In-Depth Interviews (IDIs), and focus groups. Secondary data was then compiled and reviewed in order to fully assess and understand the needs of this community. Secondary data sources included county, state, and federal-level data, including the County Health Rankings², New York State Department of Health (NYSDOH) Prevention Agenda³, the U.S. 2020 Census⁴, and others. The client worked with us to develop a detailed report about areas in which its community is thriving and areas in which the community needed improvement specifically regarding the health and well-being of the residents within the primary service area.

Objective:

The main objective of this community-based research was to understand the community's overall needs regarding health and well-being. Based on the survey results, the IDIs, and the focus groups, as well as the secondary research, the client developed a thorough, meaningful CHIP to address the most pressing health needs of the community. The health assessment provided key insights the hospital could act upon to support community health and well-being.

Methodology:

RMS utilized three different research modalities, both quantitative and qualitative, to gather primary data from the community the hospital serves. First, the project team collaboratively developed an online survey instrument that was administered to community members residing within the primary service area of the hospital. This included utilizing our vetted research panel, ViewPoint. The survey contained 50 questions and was distributed by the hospital leadership team through promotional

flyers and social media outlets. Second, community input was collected through 12 In-Depth Interviews (IDIs) with key stakeholders in the community. And third, focus groups were conducted with 15 community members from various health insurance demographic groups – commercial/private, Medicaid, and Medicare. Once the primary data was collected and the secondary data sources were reviewed, the primary data was analyzed using descriptive statistics and was then reported to the client in the aggregate so as to maintain confidentiality among the sampled community members.

Results:

The data analysis revealed several significant health needs in the community:

- Improved access to specialty care providers
- Improved availability and access to mental/behavioral health services
- Improved access and infrastructure for health services in rural areas
- Improved health outcomes by focusing on prevention and wellness
- Improved access to healthcare services for medically indigent and homeless populations

This community assessment revealed there was room for improvement in several areas, which enabled the client to develop a targeted CHIP to be implemented over the next three years of the CHNA cycle. It also enabled the client to continue highlighting and promoting the great services they were already providing to the community.

Impact:

Through the data analysis of this community health needs assessment, RMS provided the client with key insights and data that helped them develop a meaningful, impactful CHIP to help improve their services and maintain a strong relationship with their community. After analyzing the research results from the various modalities, the client was provided with a detailed report which outlined the analysis of each and delivered several key findings to help them achieve their stated goals. RMS provided these findings to support the client's reporting requirements so they could take action on items as appropriate and leverage the data from this research to work towards improved overall health and well-being of their community.

Sources:

1. National Center for State, Tribal, Local, and Territorial Public Health Infrastructure and Workforce (2018) CDC - Community Health Assessment, Centers for Disease Control and Prevention. Centers for Disease Control and Prevention. Available at: <https://www.cdc.gov/publichealthgateway/cha/index.html#:~:text=A%20community%20health%20assessment%2C%20also,comprehensive%20ata%20collection%20and%20analysis>. (Accessed: March 28, 2023).
2. County Health Rankings (no date) New York - County Health Rankings, County Health Rankings & Roadmaps. Available at: <https://www.countyhealthrankings.org/explore-health-rankings/new-york?year=2023> (Accessed: March 29, 2023).
3. National Center for State, Tribal, Local, and Territorial Public Health Infrastructure and Workforce (2018) CDC - home - community health assessment - STLT gateway, Centers for Disease Control and Prevention. Centers for Disease Control and Prevention. Available at: <https://www.cdc.gov/publichealthgateway/cha/index.html#:~:text=A%20community%20health%20assessment%2C%20also,comprehensive%20ata%20collection%20and%20analysis>. (Accessed: March 28, 2023).
4. Bureau, U.S.C. (no date) Explore census data, Explore Census Data. Available at: <https://data.census.gov/> (Accessed: March 29, 2023).

From the heart of New York, say hello to your ideal test market



Central New York is one of the nation's top test markets due to its broad demographic representation of the United States as a whole. RMS ViewPoint is available for those who are looking for the most accurate portrayal of the entire country, conveniently located in one place.



Onondaga County has long stood as a choice market to test and refine campaigns & products before going national. RMS ViewPoint is a highly accurate representation when determining a product's future and success due to the majority of vetted panel members residing in this desirable marketplace.

Central New York & the United States, by the numbers

Compare Central New York (home to the RMS ViewPoint market research panel) demographics to those of the United States — you'll see why we're home to the ideal test market, with an easily accessible research panel to boot.



ONONDAGA COUNTY POPULATION: 777,758
UNITED STATES POPULATION: 334,922,499

UNITED STATES	ONONDAGA COUNTY
POPULATION MALE: 49.50% FEMALE: 50.50% MEDIAN AGE: 38.9	POPULATION MALE: 49.22% FEMALE: 50.78% MEDIAN AGE: 40.7
RACE WHITE: 61.00% BLACK OR AFRICAN AMERICAN: 12.20% AMERICAN INDIAN & ALASKA NATIVE: 0.90% ASIAN: 6.00% NATIVE HAWAIIAN & OTHER PACIFIC ISLANDER: 0.20% OTHER RACE: 7.10% TWO OR MORE RACES: 12.60% HISPANIC OR LATINO: 19.30% NOT HISPANIC OR LATINO: 80.70%	RACE WHITE: 80.92% BLACK OR AFRICAN AMERICAN: 7.30% AMERICAN INDIAN & ALASKA NATIVE: 0.36% ASIAN: 2.87% NATIVE HAWAIIAN & OTHER PACIFIC ISLANDER: 0.03% OTHER RACE: 1.67% TWO OR MORE RACES: 6.84% HISPANIC OR LATINO: 4.89% NOT HISPANIC OR LATINO: 95.11%
EMPLOYMENT EMPLOYED: 59.70% UNEMPLOYED: 3.30% ARMED FORCES: 0.50% NOT IN LABOR FORCE: 36.50%	EMPLOYMENT EMPLOYED: 57.80% UNEMPLOYED: 3.20% ARMED FORCES: 0.20% NOT IN LABOR FORCE: 38.90%
HOUSING OCCUPIED HOUSING UNITS: 89.90% VACANT HOUSING UNITS: 10.10%	HOUSING OCCUPIED HOUSING UNITS: 90.58% VACANT HOUSING UNITS: 9.42%

Source: U.S. Census Bureau (2023 Census, 2024 American Community Survey)

Real people, real insights. No bots, no synthetic sample.

THE RMS VIEWPOINT RESEARCH PANEL IS SUPERIOR TO AI PANELS THANKS TO ITS SUPREME DEPTH AND VALIDATED HUMAN INSIGHTS. THIS APEX OF ANALYTICS IS THE BY-PRODUCT OF USING A REAL, RELIABLE SAMPLE OF HUMAN BEINGS, WHETHER IN A FOCUS GROUP, THROUGH PHONE CALLS, USER INTERVIEWS, OR SHARING OPINIONS VIA SURVEYS.

HERE'S WHY:

DEEP QUALITATIVE INSIGHT

Panels allow for follow-up questions and probing into the "why" behind certain behaviors, as well as professional assistance to guide clients' investigations toward actionable initiatives, whereas AI often excels only at the "what"

REDUCED BIAS & DISTORTION

AI models are prone to synthetic errors, factual mistakes, and reinforcing skewed or influenced data, whereas human panels such as RMS ViewPoint provide bona fide, verified input

AUTHENTIC EMOTIONAL VARIATION

People pick up on body language, tone, inflection, and underlying emotional drivers that Artificial Intelligence is incapable of detecting

CONTEXTUAL UNDERSTANDING & NUANCES

Human research participants understand

complex, real-world circumstances, cultural subtleties, and hidden workarounds better than AI models

VALIDATION OF UNEXPECTED INSIGHTS

Human panels can explain irrational behaviors or outlier cases, while Artificial Intelligence typically treats anomalies as errors

RELIABILITY

Superior research panels are vetted for engagement and attentiveness, reducing the collection of ineffectual automated or poor quality responses

HUMANS RELATE TO HUMANS

For projects requiring high-risk decision-making, complex storytelling, or involved consumer empathy, the nuanced input of a human panel remains superior to the speed of artificial intelligence





RMS

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The RMS ViewPoint® Research Panel is available for your research needs

The ViewPoint panel can be used for a multitude of research studies.
If you want to learn more, contact us at Research & Marketing Strategies, Inc. (RMS).

Email: info@rmsresults.com

Phone: 315.635.9805 / 866.567.5422

Our research analysts can discuss your needs and assist with accessing the panel participants.

Typically there is a modest set-up and rental fee associated with panel use.