



Research & Marketing Strategies, Inc.

VIEWPOINT RESEARCH PANEL PROFILE BOOK



ASK. LISTEN. SOLVE.



INTRODUCING THE RMS VIEWPOINT RESEARCH PANEL



INNOVATION STARTS HERE.

Research & Marketing Strategies, Inc. (RMS) is a full-service marketing and market research firm providing a wide range of custom-tailored market intelligence services for many diverse industries. RMS offers custom research using both traditional and Internet-based methodologies. RMS forms partnerships with clients by functioning as a seamless extension of marketing departments. Then we listen, analyze the results and help solve business problems through data and analytics.



● **RMS ViewPoint.**

RMS has a broad, fully vetted panel of individuals, who eagerly share their thoughts and experiences so effective business decisions can be made.

● **Priorities.**

Our top priorities are to ensure RMS ViewPoint members are truthful, highly-engaged and sincere. There are several control measures in place to provide the highest quality of data.

● **Participation.**

Consumers aid in decision-making by participating in focus groups, interviews, surveys and mystery shopping.

● **Speed and precision.**

RMS ViewPoint allows us to quickly recruit and receive responses from consumers at a fraction of most primary research costs.



ABOUT RMS VIEWPOINT MEMBERS

PROFILING PARAMETERS



PERSONAL AND CONTACT INFORMATION

- First and last name
- Email address
- Phone number
- Address

DEMOGRAPHIC INFORMATION

- Gender
- Date of birth
- Ethnicity
- Marital status
- Number of people in household
- Children in household
- Education level
- Employment status
- Annual household income

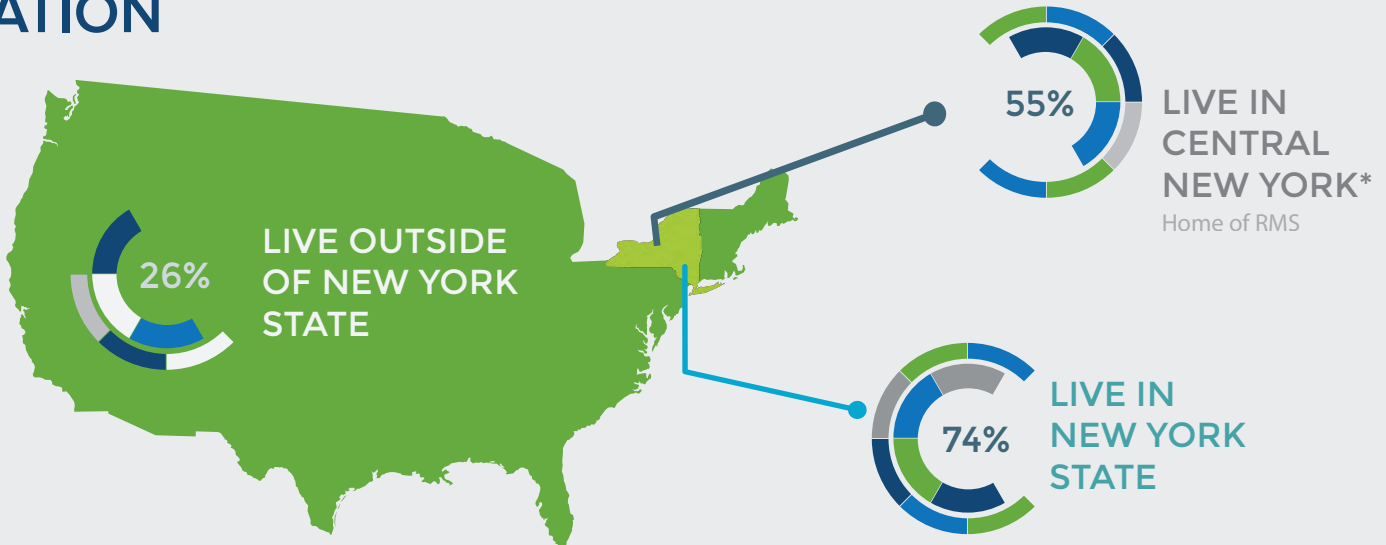
OTHER COLLECTED INFORMATION

- Industry or occupation
- Internet usage
- Social media usage
- Registered voter
- Household decision-maker status
- Behaviors

DEMOGRAPHICS

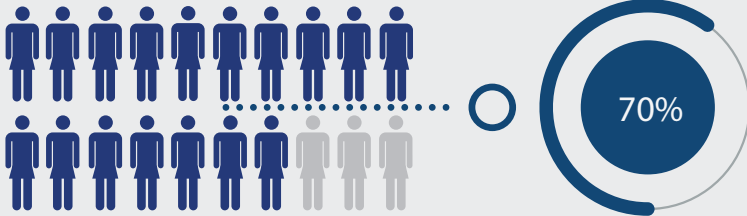


LOCATION



GENDER

FEMALE



MALE



FEMALE

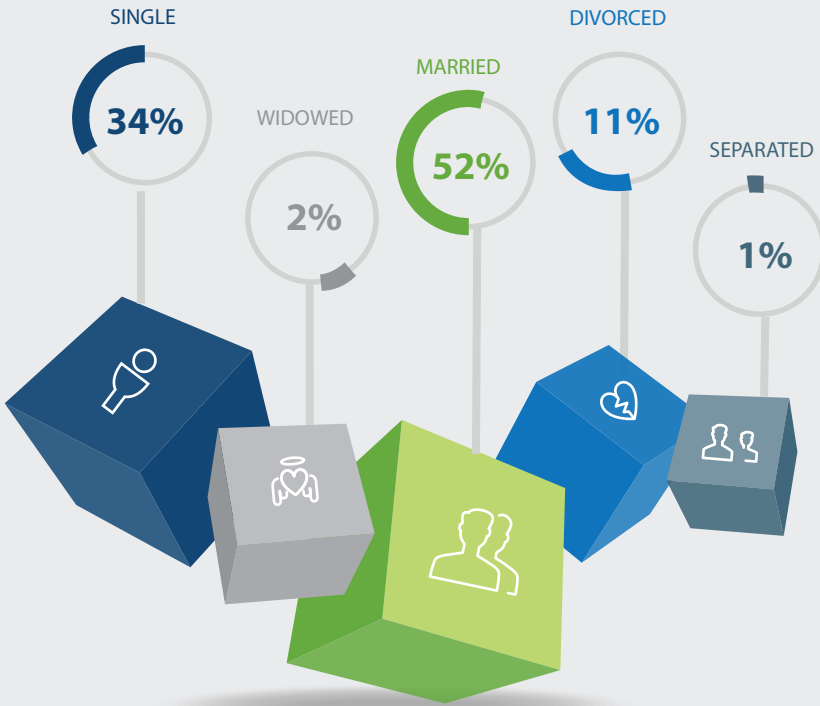
FEMALE & MALE AGE GROUPS

MALE

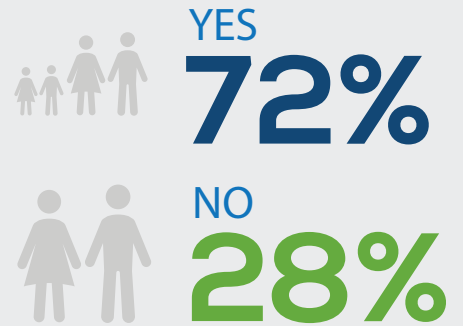


* Panel members' zip code within 30 miles of RMS, located in Central New York.

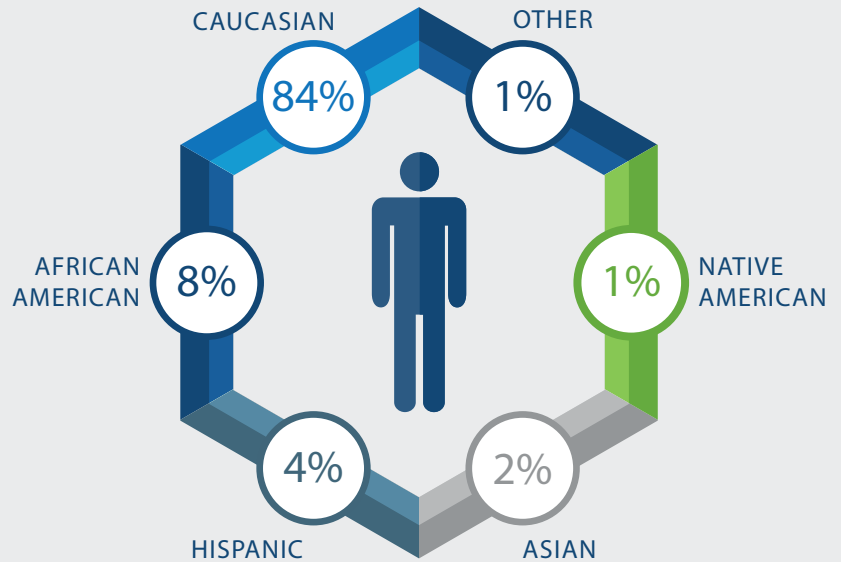
MARITAL STATUS



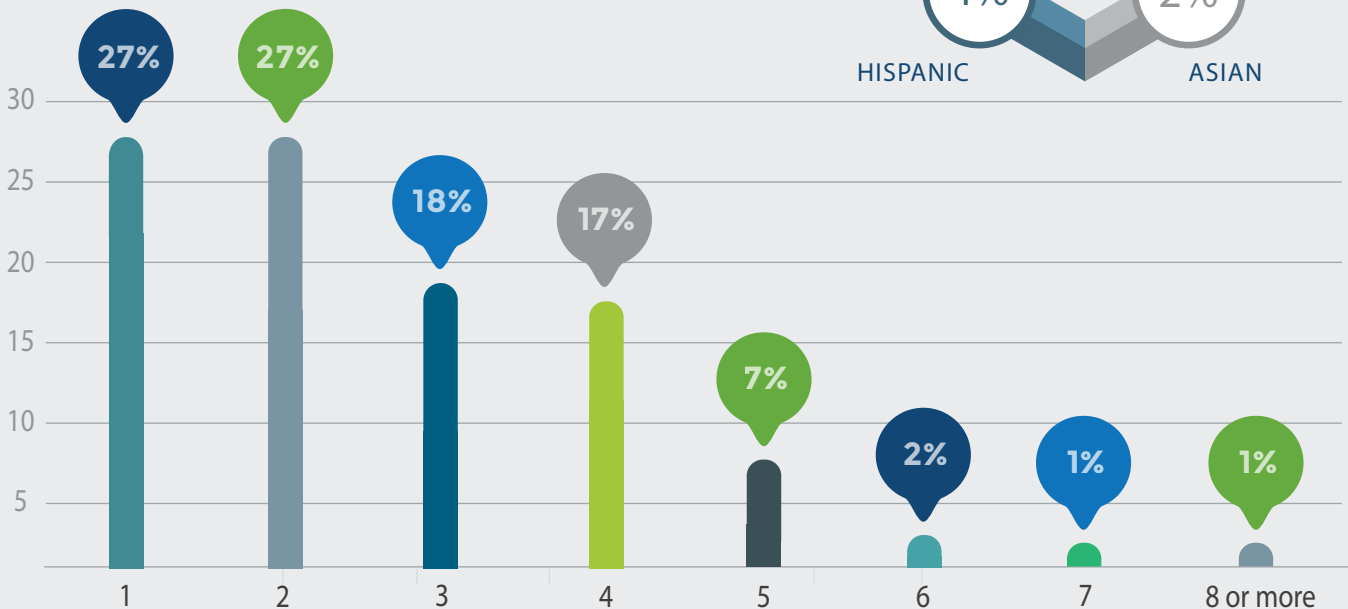
HAVE CHILDREN IN HOUSEHOLD UNDER AGE OF 18



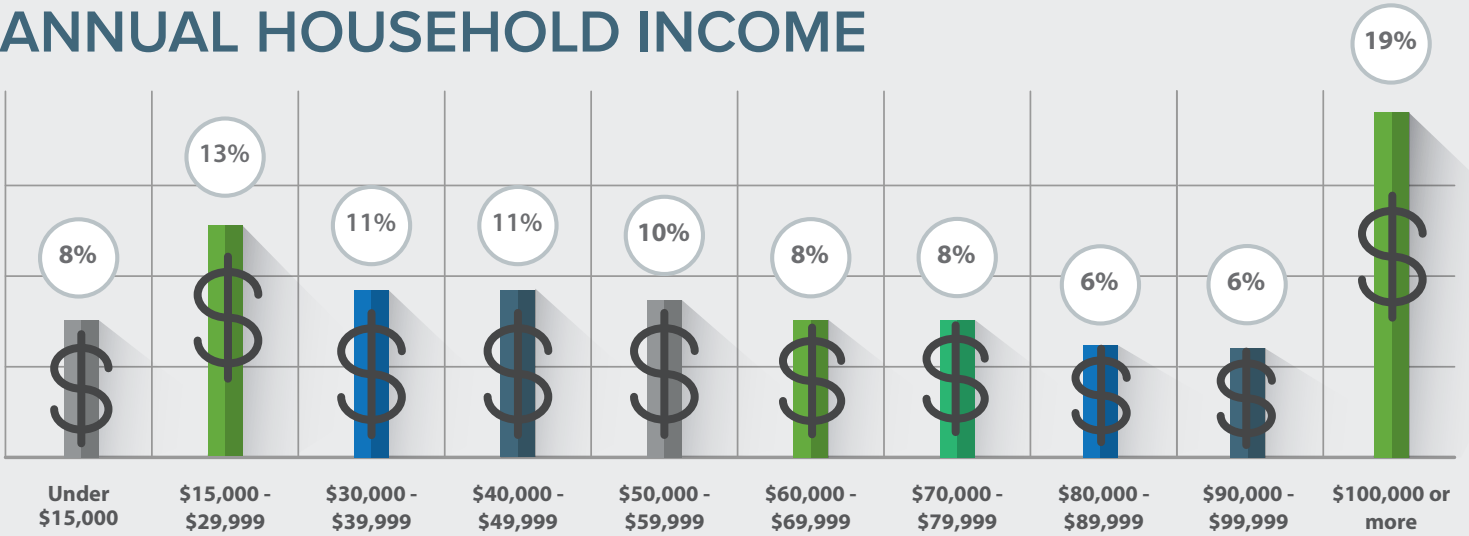
ETHNICITY



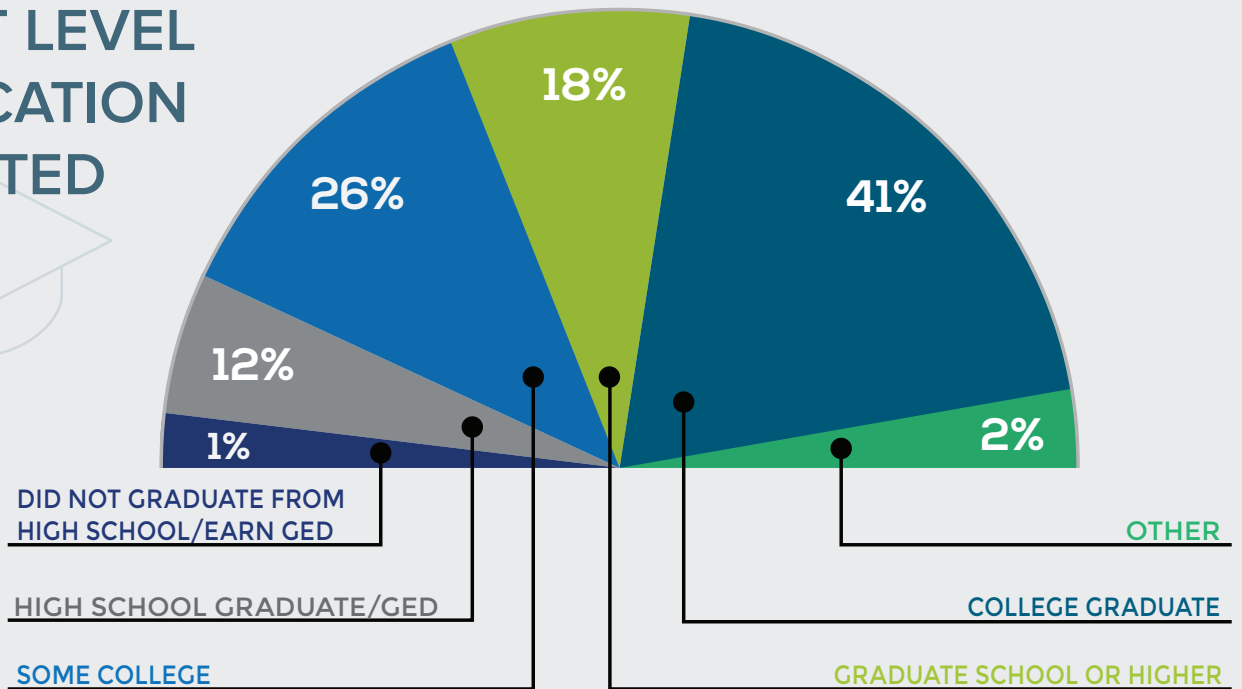
NUMBER OF PEOPLE IN HOUSEHOLD



ANNUAL HOUSEHOLD INCOME




HIGHEST LEVEL OF EDUCATION COMPLETED



EMPLOYMENT STATUS (ViewPoint member may fit more than one category)



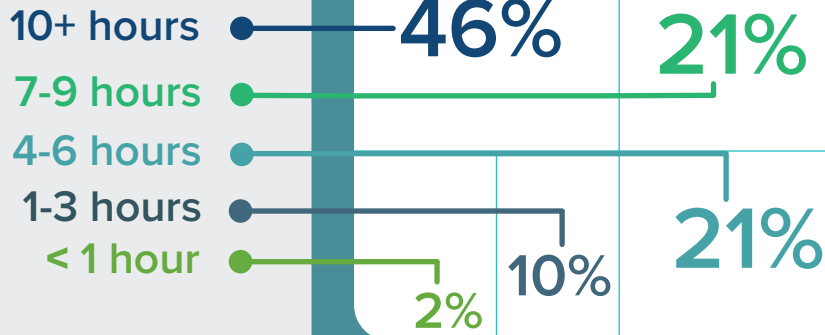
A black and white photograph showing a smartphone, a laptop, and a notebook with a pen. The smartphone is at the top right, the laptop is on the left, and the notebook with a pen is at the bottom. The text "RMS VIEWPOINT CONSUMER BEHAVIORS" is centered in the middle of the image.

RMS VIEWPOINT
CONSUMER BEHAVIORS

RMS VIEWPOINT BEHAVIORS



HOURS OF TELEVISION WATCHED PER WEEK



81%
watch cable channels
(ESPN, FX, MTV, etc.)

73%
watch local channels

50%
watch streaming
(Netflix, Hulu, etc.)

32%
watch premium channels
(HBO, Showtime, etc.)

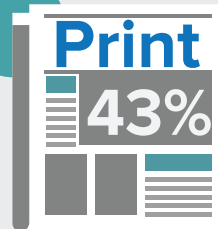


Online List Services

11%



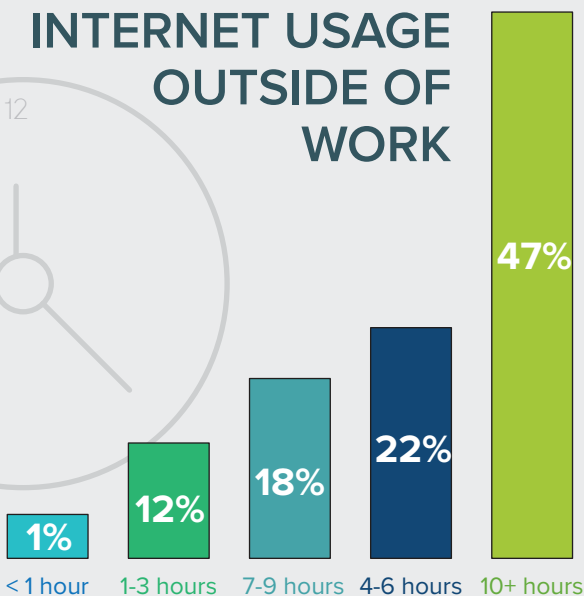
PREFERRED NEWS SOURCES



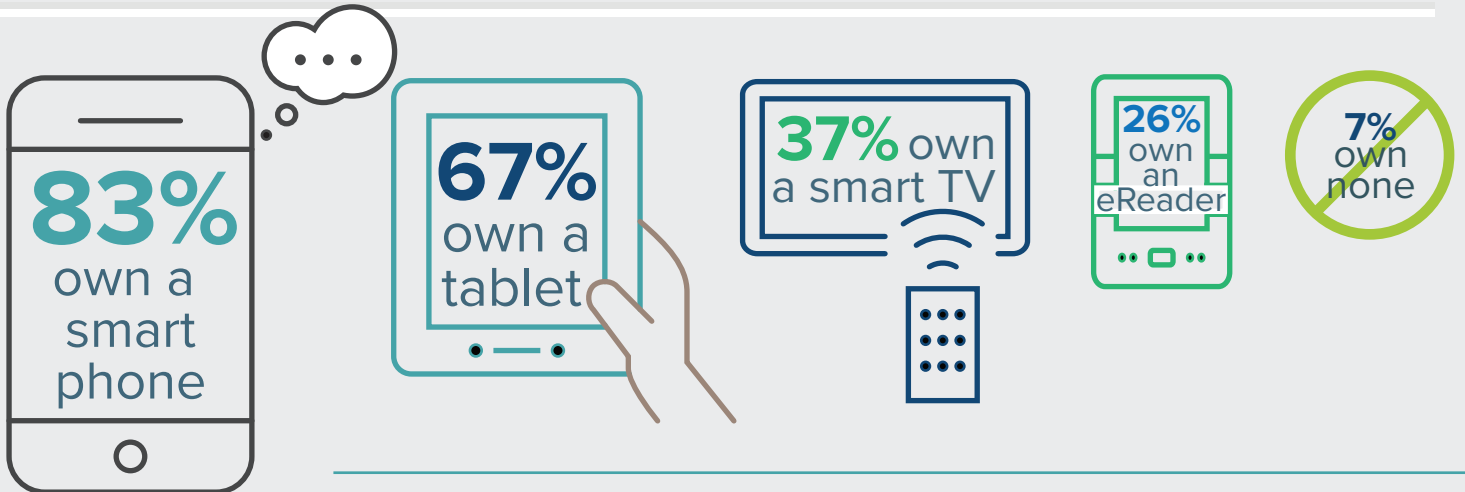
Word of mouth
41%



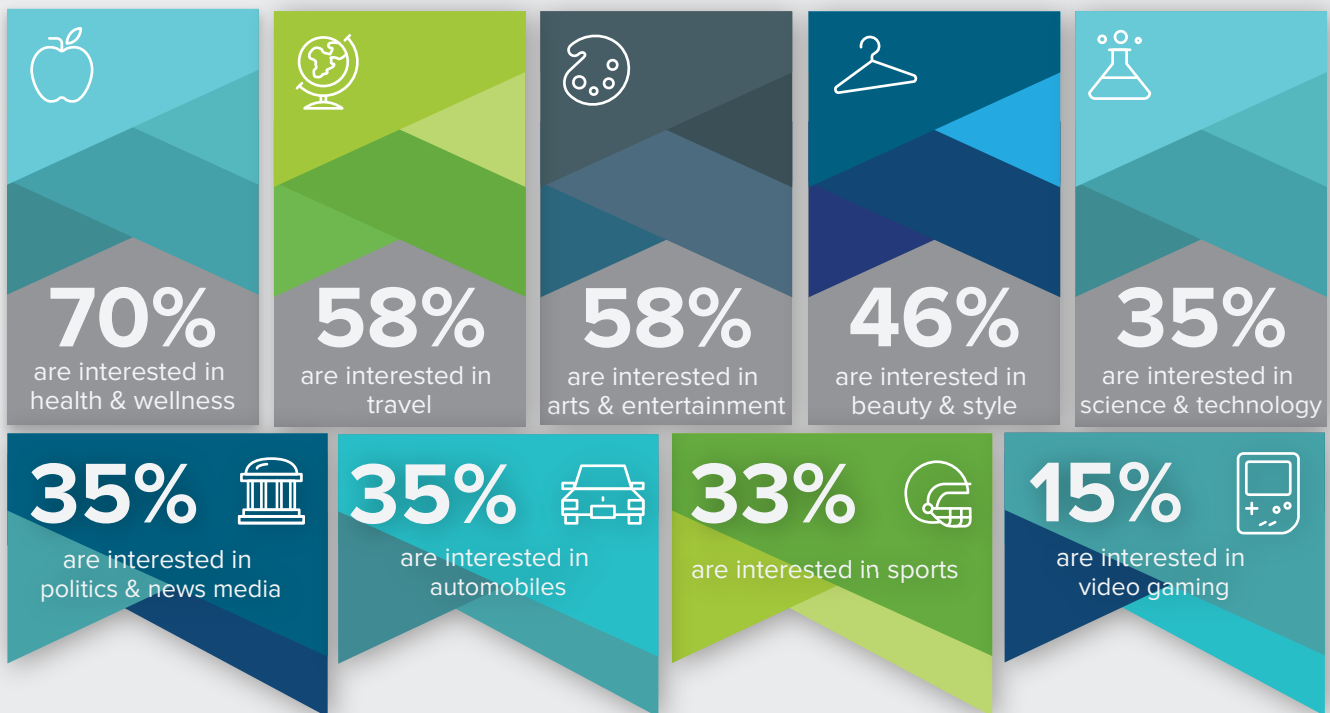
INTERNET USAGE OUTSIDE OF WORK



RMS VIEWPOINT BEHAVIORS



RMS VIEWPOINT INTERESTS



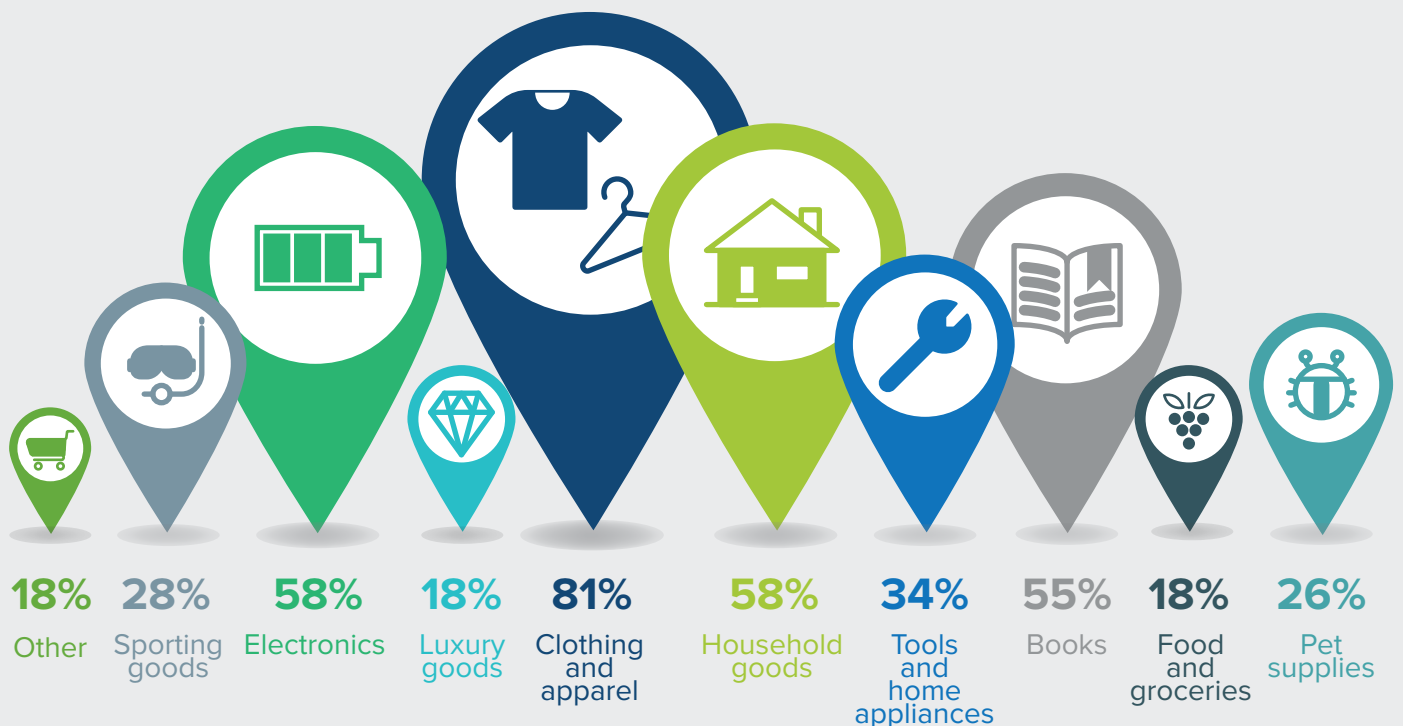
PURCHASING PLANS OVER THE NEXT 12 MONTHS

	55%	plan to purchase a vacation				21%	plan to purchase a vehicle		37%	plan to spend money on home repair
			29%	plan to purchase appliances				38%	plan to purchase furniture	
	19%	do not plan to purchase any of these items			5%	plan to purchase a recreational vehicle/boat			12%	plan to purchase a home

ONLINE SHOPPING FREQUENCY

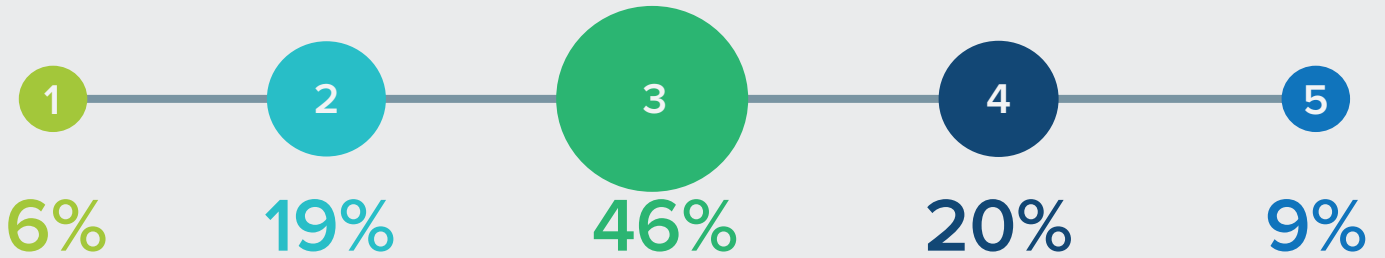


TYPES OF ITEMS PURCHASED ONLINE

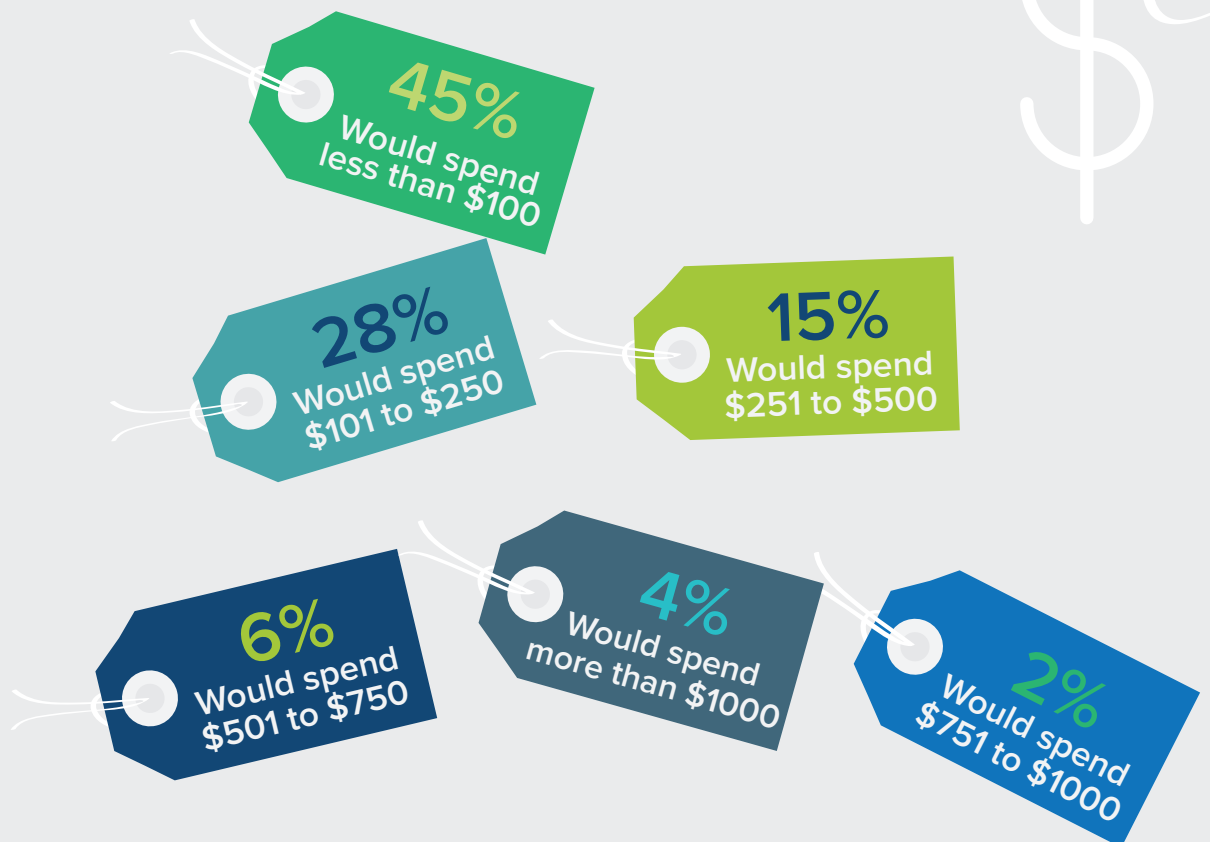


IMPORTANCE OF SEEING AN ITEM IN-PERSON PRIOR TO ONLINE PURCHASE

Not at all important —————> Very important



AMOUNT SPENT SHOPPING ONLINE WITHOUT SEEING THE ITEM IN-PERSON FIRST



BEHAVIORS PRIOR TO MAKING AN ONLINE PURCHASE



AVERAGE COMMUTE TIME TO WORK



CENTRAL NEW YORK IS YOUR IDEAL TEST MARKET



CNY & USA — by the numbers

Onondaga County Total Population: 467,026 — United States Total Population: 308,745,538

Race	Onondaga County	U.S.
White	81%	72%
Black	11%	13%
American Indian/Alaska Native	1%	1%
Asian	3%	5%
Other	1%	6%
Multi-race	3%	3%

Age	Onondaga County	U.S.
0-4	6%	7%
5-14	13%	13%
15-19	8%	7%
20-24	8%	7%
25-34	12%	13%
35-44	12%	13%
45-54	15%	15%
55-64	12%	12%
65-74	7%	7%
75-84	5%	4%
85+	2%	2%

Household Income	Onondaga County	U.S.
\$0 - \$15,000	14%	13%
\$15,000 - \$24,999	11%	11%
\$25,000 - \$34,999	11%	10%
\$35,000 - \$49,999	14%	13%
\$50,000 - \$74,999	20%	18%
\$75,000 - \$99,999	13%	12%
\$100,000 - \$149,999	13%	13%
\$150,000+	6%	10%

Employment	Onondaga County	U.S.
Total labor force	64%	64%
Employed	92%	90%
Unemployed	8%	9%
In Armed Forces	0%	1%
Not in labor force	36%	36%

Housing Units	Onondaga County	U.S.
Owner occupied	60%	58%
Renter occupied	33%	31%
Vacant	7%	11%

Source: U.S. Census Bureau (2010 Census, 2014 American Community Survey)

IDEAL DEMOGRAPHIC



Central New York is one of the nation's top test markets due to its 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.

GOING NATIONAL— WITH CONFIDENCE



Onondaga County has become the choice market to test and refine campaigns and products before going national. RMS ViewPoint is a highly accurate representation when determining a product's future and success.





RMS VIEWPOINT MEMBERS LIVING IN CENTRAL NEW YORK

ETHNICITY



GENDER

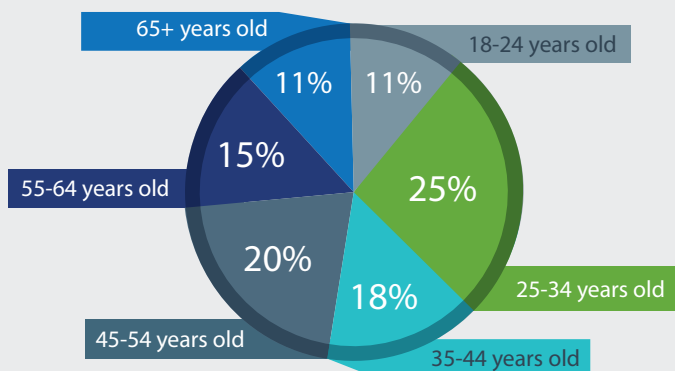


FEMALE

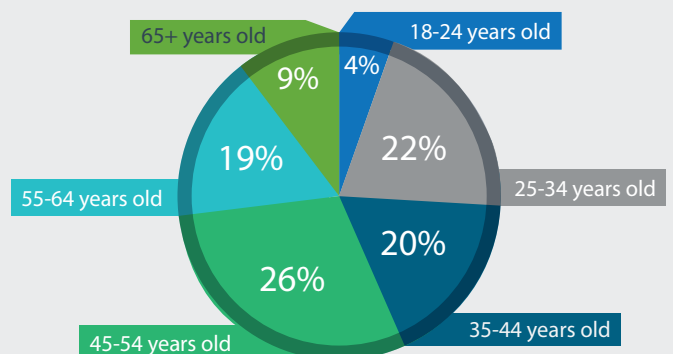


MALE

MALE AGE GROUP



FEMALE AGE GROUP





15 East Genesee Street, Suite 210
Baldwinsville, NY 13027
RMSresults.com
315.635.9802
info@RMSresults.com

ASK. LISTEN. SOLVE.

050923