AskingCanadians Partners with Research For Good to Expand Sample Capacity

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AskingCanadians is pleased to announce a strategic partnership with Research For Good Inc. (RFG), an online sample company committed to providing reliable, high-quality respondents while also supporting registered charities and not-for-profits by making donations with every survey complete.

The partnership gives AskingCanadians combined access to more than 600,000 Canadiansâ€"the largest singular sample reach in Canadaâ€"and significantly increases the breadth and depth of the AskingCanadians online research community. By partnering with RFG, AskingCanadians is now including respondents from hundreds of unique sources using RFGâ€™s proprietary Virtual Panelâ„¢ methodology. Virtual Panelâ„¢ blends the best of traditional email panel, social-media and profiled river methodologies to create a real-time, yet targetable, replicable and representative sample source. Utilizing this methodology, AskingCanadians is now able to offer the most diverse and comprehensive sample sourcing in Canada â€“ and every RFG complete generates a donation to charity. â€œAskingCanadians has established itself as the fastest growing online research community in Canada,â€• said AskingCanadians VP Raj Manocha. â€œThis partnership with RFG complements our growth strategy and provides us with the capacity we require to meet the needs of our clients. The partnership also provides our Canadian clients with a single access point for sample in the United States, the United Kingdom, Germany, Italy, Spain and France.â€• â€œWe are excited to build upon our relationship with AskingCanadians,â€• sa RFG Co-founder Matthew Ronco. â€œWe chose to partner with AskingCanadians because of the firmâ€™s reputation within the Canadian marketplace, its panel management experience, flexibility and strict privacy policies.â€• For more information please visit: www.researchforgood.com | corporate.askingcanadians.com Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group