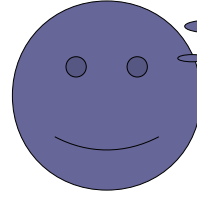
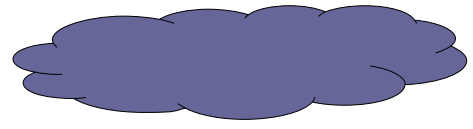


CALIBRATION MODEL

FOR RANDOM POPULATION STUDIES
Online Sample Management & Quality



Tested data quality

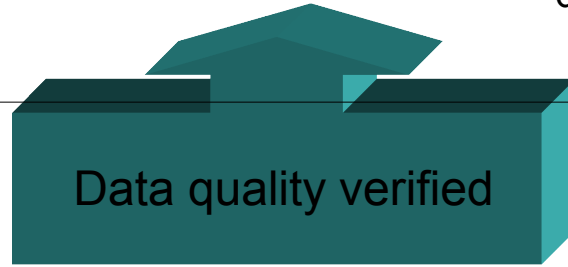


TELEPHONE POLLING

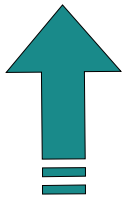
Key data questions

WEBMONITOR

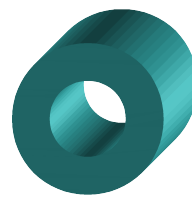
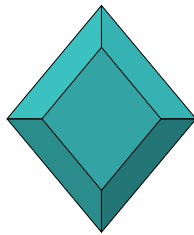
Calibration of data; varify and representiveness



Data quality verified



Boost n=?



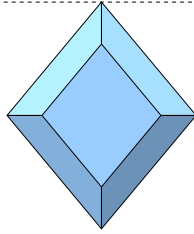
2nd phase



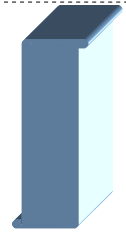
WEBMONITOR

Identify & remove
Insistent data

n=?

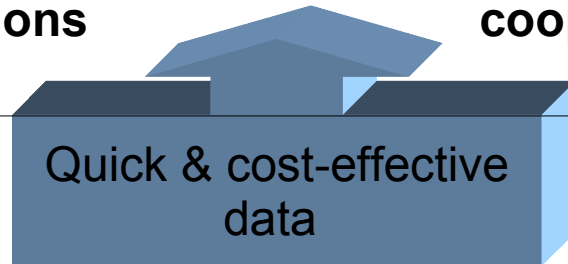


Quality control
relationship



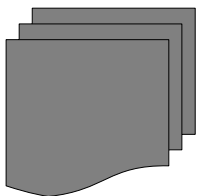
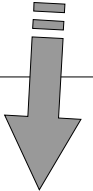
Warn & seek
cooperation

Add varifying
questions



Quick & cost-effective
data

CHOICE



GRAY LIST

WEBMONITOR

Online survey hosting &
data analysis

**ONLINE SAMPLE
SUPPLIERS**

Panel management &
rewards