



2014 PANEL BOOK

THE CLEAR CHOICE FOR RESEARCH AND DATA COLLECTION SERVICES

The qSample panel network provides you access to more than 5 million active members around the globe who are double opted-in, pre-screened and highly qualified to participate in a variety of research studies of any level of specificity.

Our industry experience gives us an unparalleled advantage to offer innovative tools and industry knowledge needed to tailor sampling and data collection solutions to meet the most stringent demands of our clients.

qSample prides itself in building a community of highly qualified and highly responsive panelists that accurately represent the general population. Using a variety of high level recruitment methods, we attract the right respondents to participate in your research study.

www.qSample.com



THE qSample ADVANTAGE

Technology

qSample offers its clients innovative technology with global integrated solutions that are readily available online and in real time. Each client is provided a secure login account, which allows access to real time panel count and project feasibility.

Custom Recruitment

While we employ a multi mode recruitment methodology to ensure the steady growth of our panel, our ability to recruit respondents through a variety of media channels make it possible to offer our clients the best price available for their sampling needs. Additionally, we have access to a selected number of panel partners who are carefully screened to ensure they adhere to the same standards uphold by qSample.

Speed. Accuracy. Reliability

Our competitive advantage lies in completing your project on time, on budget, while the integrity of your data is never compromised. Regardless of the type of research study (Gen pop or low incidence population) , we go above and beyond the call of duty to ensure deliverables are met as promised.

10 Reasons To Use The qSample Panel Network

- 1 Unified platform – Our sampling services will now allow you to complete your research project end-to-end under one roof.
- 2 Preferred panel partnership equals volume discounts that are passed on to you.
- 3 Panel balancing – Prequalified respondents that accurately represent the general population.
- 4 Panel Segmentation – Registered panelists must provide detailed demographic and background information, accounting for more than 300 data points collected from each member.
- 5 Participation control – Weed out bad panelists; Eliminating fatigue and bias by applying a variety of control measures through high level sampling filters.
- 6 Incentive model – Reasonable and effective incentive programs to reward panelists for their time taking surveys.
- 7 High Response rate – Thousands of members recruited daily, which results in panelists who are eager to participate in our research studies.
- 8 Double opt-in membership – Rigorous registration process to validate new members, and continuous profile updates through periodic survey screeners.
- 9 Low attrition rate –Good panel maintenance results in less than 2% of our members unsubscribing from the panel.
- 10 Experts at your fingertips – Highly skilled and dedicated project managers who understand the complexities of online data collection.

PANEL COUNT *n=5,040,942*

COUNTRY	COUNT	PERCENT
United States	2,337,000	46%
Canada	495,892	10%
Europe	897,425	18%
Latin America	125,100	2%
Asia	660,525	13%
Other	500,000	10%



DEMOGRAPHIC VARIABLES

Gender	Panel Network	Online Population
Male	46%	47%
Females	54%	53%
Age	Panel Network	Online Population
18 -24	22%	13%
25 – 34	31%	20%
35 – 44	16%	24%
45 – 54	28%	24%
55+	8%	20%
Ethnicity	Panel Network	Online Population
White/Caucasian	80%	87%
African American	8%	7%
Hispanic	7%	5%
American Indian	6%	4%
Asian	5%	6%
Other		



BASIC PROFILE DIMENSIONS – AT A GLANCE

Education

9-11 grade
HS Diploma
Bachelor
Masters
PhD
College
Associate
Other

Employment

Full time
Part time
Self Employed
Homemaker
Retired
Student
Disabled
Unemployed

Income

\$10k - \$29k
\$30k - \$49k
\$50k - \$75k
\$75k - \$125k
\$125k - \$175k
\$175 - \$200k
\$200k+
Under 10k

Language

English
French
Spanish
Italian
German
Hindi
Russian
Chinese

Shopping

Best Buy
Kmart
BJs
Target
Walmart
Cosctco
Sam's Club
TJ Max

Cell Phone

AT&T
Sprint
T-Mobile
Verizon

Cell OS

Android
Blackberry
Iphone
Standard
Windows

Beverage

Beer
Bourboun
Cognac
Rum
Tequilla
Vodka
Whiskey
Wine

Gamer

Gameboy
Gameboy DS
Nintendo
Wii
Playstation
Playstation2
Playstation 3
Xbox

Insurance

Auto
Health
Home
Life
Umbrella
None

CONSUMER DIMENSIONS - 300 panel attributes collected on each member.

Basic Profile

Age
Marital status
Gender
Income
Race
Children at home
Children's age
Geographic location
Education
Grand children
Languages
Purchasing decision
Home value

Interests

Arts and music
Film
Photography
Cooking
Home improvement
Moving
Home buying/selling
Gardening
Sports
Politics
Books
Dining
Computing
Music
Fitness
Live events
Reading
Home electronics
Fashion
Fine arts
Bicycling
Parenting
Water sports
Pets
Skiing
Golf
Fishing
Theme parks
Tobacco products
Dieting
Medication/Allergies

Vehicle Information

Vehicles owned/leased
Primary vehicle
Make of vehicle
Model
Year
Date purchased
Location purchased
Decision maker
Service history
Mechanical Problems
Cost of vehicle
Sources used
Vehicle options

Electronic Device

PDA
DVD player
Digital Camera
MP3 player
Camcorder
Video game system
Home theater system
Mobile gaming device
DVD recorder
GPS
HDTV
Smartphone
Satellite radio
LCD TV
Combo HD/Flat TV

Online Activities

Banking
Download media
Host web sites
Make reservations
Online dating
Online chat
Online games
Pay bills
Research products
General surfing
Play games
Surf the web

Travel

Airlines
Cruises
Family vacation
Car rental
Destination
Business travel
Associations
Camping
Hotels
Domestic
International

Game console

Apex Extreme
Deamcast
Game Boy Advance
Game Boy Advance SP
Game Boy hand-held
GameCube
Gizmondo
Nintendo 64
Nintendo DS
Nokia N
Phantom
Playstation
Playstation 2 (PS2)
Super Nintendo
Sony Wii
Tapwave Zodiac
Xbox

Television Programs

Cartoons
Cooking
Crime
Dramas
Game shows
Home improvement
Movies
News
Reality shows
Sitcoms/Comedy
Soap operas
Science fiction

Occupation

Professional
Technical
Executive
Sales
Business
Owner
Clerical
Military
Retired
Student
Homemaker
Bartenders

Gamer Profile

Game purchase
Game system
Hours played
Hours online
New game
PC games
Primary gamer
Game genre
Membership
Ownership

BUSINESS PROFILE - *Clearly the right choice for your next business study.*

Job Title

CPA
CFO/Treasurer
CIO/CTO
Chairman
Developer/Programmer
Director
EVP/SVP
General Manager
Partner
President/CEO
Product Manager
Professional
Publisher
Supervisor
Technician
Tour Guide
Tradesman
VP/Principal

Industry Segment

Accommodation
Administrative
Agriculture
Architectural Services
Arts
Automotive
Banking and Finance
Casino
Chemical Industry
Communications
Construction
Education
Electrical
Engineering Services
Entertainment
Food/Consumer Products
Government
Health Care

Hotels/Restaurants
Insurance
Internet
Law Enforcement
Legal Services
Leisure & Recreation
Management Consulting
Manufacturing
Market Research
Manufacturing
Market Research
Military
Mining
Printing
Public Administration
Real Estate
Religious/Non-profit
Repair Services
Retail/Wholesale
Sales/Advertising
Technology
Travel
Utilities
Wholesale Trade

Decision Maker

Banking
Computer Services
Employee Benefits
Employment/Tax
Equipment
Financial Services
HR/Personnel Services
Internet Service
Legal Services
Maintenance

Marketing/Advertising
Meeting Accommodation
Office Services
Print/Copy
Raw Materials
Real Estate
Shipping/Mail Services
Training

Revenue

Under \$1 million
\$1 - 9.9 million
\$10 million - \$49.9 million
\$50 million - 99.9 million
\$100 mil - \$499 million
\$500 mil - \$999 million
\$1 billion - \$4 billion
\$5 billion or more

Business Locations

1 location
2-4 locations
5-10 locations
11-20 locations
21-50 locations
51-100 locations
100+ locations

IT Profile

IT role
IT management
Mainframe Analyst
MIS Manager
Multimedia Designer
Network Design
Network Engineer
Network Manager
PC Technician

Project Manager
QA Tester
Sales/Marketing
Security Analyst
Software Engineer
Tech Support
Telecomm Analyst
WAN Specialist
Web Administrator

Company size

1-19 employee
20-49 employees
50-99 employees
100-199 employees
200-499 employees
500-999 employees
1000-4999 employees
5000-9999 employees

Years in business

1-2 years
3-5 years
6-10 years
11-20 years
21+ years

OS

Mac
Linux
Windows 2000
Windows 3.1
Windows 95/98
Windows NT
Windows Vista
Windows XP
Other

For more information, contact: respondent.access@qsample.com

To request a quote, email: quote@qsample.com

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