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 upheld 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**  \( n=5,040,942 \)

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>COUNT</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>2,337,000</td>
<td>46%</td>
</tr>
<tr>
<td>Canada</td>
<td>495,892</td>
<td>10%</td>
</tr>
<tr>
<td>Europe</td>
<td>897,425</td>
<td>18%</td>
</tr>
<tr>
<td>Latin America</td>
<td>125,100</td>
<td>2%</td>
</tr>
<tr>
<td>Asia</td>
<td>660,525</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>500,000</td>
<td>10%</td>
</tr>
</tbody>
</table>

**DEMOGRAPHIC VARIABLES**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Panel Network</th>
<th>Online Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>46%</td>
<td>47%</td>
</tr>
<tr>
<td>Females</td>
<td>54%</td>
<td>53%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Panel Network</th>
<th>Online Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>31%</td>
<td>20%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>16%</td>
<td>24%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td>55+</td>
<td>8%</td>
<td>20%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Panel Network</th>
<th>Online Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>White/Caucasian</td>
<td>80%</td>
<td>87%</td>
</tr>
<tr>
<td>African American</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>American Indian</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Asian</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[www.qSample.com](http://www.qSample.com)
# 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
- $175k - $200k
- $200k+
- Under 10k

## Language
- English
- French
- Spanish
- Italian
- German
- Hindi
- Russian
- Chinese

## Shopping
- Best Buy
- Kmart
- BJs
- Target
- Walmart
- Costco
- 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
- Tequila
- 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

**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

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

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

**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

**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

**Game console**
- Apex Extreme
- D统统cast
- 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

**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

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

**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

#### 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 million - $499 million
- $500 million - $999 million
- $1 billion - $4 billion
- $5 billion or more

#### Company size
- 1-19 employees
- 20-49 employees
- 50-99 employees
- 100-199 employees
- 200-499 employees
- 500-999 employees
- 1000-4999 employees
- 5000-9999 employees
- 10,000+ employees

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

#### Years in business
- 1-2 years
- 3-5 years
- 6-10 years
- 11-20 years
- 21+ years

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

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

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

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For more information, contact: respondent.access@qsample.com
To request a quote, email: quote@qsample.com
Visit us at: www.qsample.com