



2015 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 innovative technology with global integrated solutions that are readily available online and offline. 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 panels, our ability to recruit respondents through a variety of media channels makes it possible to offer the best price available for 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

We complete projects on time, within budget and without compromising data. Regardless of the type of research study, we go above and beyond to ensure that deliverables are exceeded.

Top 10 Reasons To Use qSample

Unified Platform - Our sampling services allow you to complete your research project end-to-end under one roof.

Preferred Panel Partnership - This equals volume discounts that are passed onto you.

Panel Balancing - Prequalified respondents accurately represent the population you need.

Panel Segmentation - Registered panelists provide detailed demographic and background information, accounting for more than 400 data points collected from each member.

Participation Control - We weed out bad panelists. We eliminate fatigue and bias by applying a variety of control measures through high-level sampling filters.

Incentive Model - We implement reasonable and effective incentive programs to reward panelists for their time taking surveys.

High Response Rate - Thousands of members are recruited daily, which results in panelists who are eager to participate in our research studies.

Double Opt-In Membership - We have a rigorous registration process to validate new members, and continuous profile updates through periodic survey screeners.

Low Attrition Rate - Good panel maintenance results in less than 2% of our members unsubscribing from panels.

Experts At Your Fingertips - Highly skilled and dedicated project managers understand the complexities of online data collection.

PANEL LOCATION DEMOGRAPHICS n=8,222,495

COUNTRY	COUNT	PERCENT
United States	4,337,000	52%
Canada	965,892	12%
Europe	997,429	12%
Latin America	189,125	2%
Asia	796,529	10%
Other	936,520	11%



SPECIALTY PANELS

GENERAL CONTRACTORS

over 80,000 members

VETERNARIANS

over 40,000 members

PET OWNERS

over 40,000 members

VOTERS

MILLIONS of members

COLLEGE STUDENTS

over 250,000 members

MOBILE USERS

over 133,000 members

HOMEOWNERS

over 300,000 members

SMALL BIZ OWNERS

over 200,000 members

DEMOGRAPHIC VARIABLES

Gender	Panel Network	Online Population
Male	46%	47%
Female	54%	53%
Ages	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%
Other	5%	6%

For more information or a quote, contact: sales-team@qsample.com

Visit us at: www.qsample.com

Facebook: www.facebook.com/qsampldotcom

BASIC PROFILE DIMENSIONS – AT A GLANCE

<p>Education</p> <ul style="list-style-type: none"> 9-11 grade HS Diploma Bachelor Masters PhD College Associate Other 	<p>Employment</p> <ul style="list-style-type: none"> Full time Part time Self Employed Homemaker Retired Student Disabled Unemployed 	<p>Income</p> <ul style="list-style-type: none"> \$10k - \$29k \$30k - \$49k \$50k - \$75k \$75k - \$125k \$125k - \$175k \$175 - \$200k \$200k+ Under 10k
<p>Language</p> <ul style="list-style-type: none"> English French Spanish Italian German Hindi Russian Chinese 	<p>Shopping</p> <ul style="list-style-type: none"> Best Buy Kmart BJs Target Walmart Cosctco Sam's Club TJ Max 	<p>Cell Phone Providers</p> <ul style="list-style-type: none"> AT&T Sprint T-Mobile Verizon <p>Cell OS</p> <ul style="list-style-type: none"> Android Blackberry Iphone Standard Windows
<p>Beverage</p> <ul style="list-style-type: none"> Beer Bourboun Cognac Rum Tequilla Vodka Whiskey Wine 	<p>Gamer</p> <ul style="list-style-type: none"> Gameboy DS, Light Nintendo 3DS Wii Wii-U Xbox Original Xbox 360/ Xbox One Playstation 1-4 	<p>Insurance</p> <ul style="list-style-type: none"> Auto Health Home Life Umbrella Renters None

For more information or a quote, contact: sales-team@qsample.com

Visit us at: www.qsample.com

Facebook: www.facebook.com/qsamplidotcom

CONSUMER PANEL 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 Devices

PDA
DVD player
Digital Camera
MP3 player
Camcorder
Video game system
Home theater system
Mobile gaming device
DVD or BluRay 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 Consoles

Apex Extreme
Deamcast
Game Boy Advance
Game Boy Advance SP
Game Boy hand - held
GameCube
Gizmondo
Nintendo 64
Nintendo DS/3DS
Nokia N
Phantom
Playstation
Playstation 2-4
Super Nintendo
Sony Wii & Wii U
Tapwave Zodiac
Xbox 360 & One

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 PANEL 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
Windows 7/8

For more information or a quote, contact: sales-team@qsample.com

Visit us at: www.qsample.com

Facebook: www.facebook.com/qsampledotcom