QUEST MINDSHARE

Panel Book 2021

Contents

This is Quest

Data Collection Services for Market Research

Quest Mindshare is one of the largest providers of international B2B and B2C research with online panels that span the globe. Our experienced market research team has 'seen it all' when it comes to devising sample and data collection strategies to deliver on your hard-to-reach audiences. Whether it's IT or Financial Decision Makers, Web Developers, Small Business Owners, Moms or Geo-targeted Music Rating surveys, Quest has a solution.

Quest leads the battle against fraud and cyberattacks with the industry's premier security tool, Quest DETECT™. Simply put, Quest DETECT™ is the best tool available in the industry to prevent fraud and improve quality. It is employed on all work commissioned through Quest's network.

Why choose Quest?

For over 15 years, Quest has provided superior quality sample and customer service to hundreds of online researchers and is continuing to push for stronger measures for quality sample in the industry. Quest holds corporate memberships with all major industry organizations.

Quest through the Years

Quest has evolved from a world class telephone/CATI Operation to a multi-national, multi-audience panel provider specializing in hard-to-find B2B audiences.

WE OWN B2B

Curated to elicit only high level, Business audiences, Mindshare is accessed by 200+ Research agencies and end clients globally.

Quest dominates

Average response rates hit 20-25% and Quest positions itself as one of the most Robust online sample providers in the industry.

2006 — **2010** — **2017** — **2020**

The first officially branded Quest Panel

Quest builds a reputation for excellence in C-Level Execs, ITDMs, BDMs and Niche B2B audiences in the online space.

QUEST DETECT™

As a premier security technology, DETECT provides un-paralelled prevention of fraudulent respondents from entering any survey that travels through Quest's systems.

We are unique.

Global Panels

Quest has a presence in over 30 countries with a network that spans the globe

A Focus on Security Technology

Our proprietary data security technology, Quest **DETECT™**, far exceeds standard detection tools

45+ Project Managers

Our data collection field managers are experienced and the best in the industry. Quest offers 24/7 coverage on all studies

In-House Programming

Fast, Reliable and Accurate Programming capabilities are available in-house with 24/7 support services

Unmatched Feasibility and Pricing

Quest offers an outstanding reach for competitive rates and a premium data collection service

Quest is your B2B Provider

Dedicated to quality, security and a genuine respect for the respondent experience, Quest proudly leads Business-to-Business research in the online space

20-25% B2B Respondents Identified Globally

We are a strong B2B partner with highly engaged and qualified business panelists all over the globe. Find B2B panel counts in the country profile section of this panel book.

Hundreds of Business Researchers Depend on Quest

We service Researchers and End Clients for a variety of Decision Makers across all industry verticals. We can reach niche Small Business Owners all the way to Senior Level Executives

65% of our Transactional Volume is B2B

Business research makes up more than half of our client accounts - our expertise and speciality is widely recognized in the industry

B2B Project Management Specialists

We recruit the top talent and train highly specialized project managers to tend to business studies. Each study is assigned a dedicated PM team with end to end management solutions

B2B Profiling

Quest's online panel system provides access to thousands of business respondents all over the globe. Leverarging 1500+ profile attributes within B2B and B2C audiences, Quest averages a whopping 15% response rate — amongst the highest in the industry. Quest has experienced tremendous year-over-year growth, driving significant investments into our Support, Security and Supply.

Job Title/Occupation
Business unit
(IT, sales, office, marketing, etc.)
Number of employees
Number of computers
(laptops and workstations)
Company revenue
Personnel responsibility
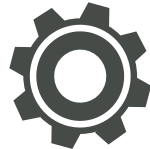
Office furniture and
office space related
decision-making
Telecommunications related
decision-making
(products and services)
Office equipment related
decision-making (printers, fax,
copying machines)
Production machine related
decision-making
Financial products and services
related decision-making
Logistic suppliers related
decision-making
HR related decision-making
Employment status

Work mobile phone
(model, OS, type)
Work mobile phone
(subscription, provider)
Company car fleet related
decision-making
Decision-making related to
training on the job
Office supplies related
decision-making
IT related decision-making
(hardware and software)

Educational qualification
Type of employment contract
(full-time, part-time)
Yearly individual income
Industry sector

Family

Monthly Personal Income
Monthly Household Income
Monthly Household Expense
Marital Status
Gender and Age of the
children in the household
Highest Education Level

Automotive

Car Owner
Number of cars in the household
Make and Model of car
Purchase year
Types of vehicles
Types of Driver's licenses

B2C Profiling

Quest focuses on recruiting a range of diverse individuals and uses advanced engagement techniques to dig deep into each profile. Quest panelists remain the most active and engaged panelists in the online universe.

Quest's panel assets cover a wide range of consumers. Everything from niche groups like patient specific or unique product users to wide ranging, major media market segments, are available. Quest launches hundreds of projects a week and boasts a PM team of 45 strong that has delivered on every possible consumer audience in the online research space. Quest assets, combined with management technology in Quest TITAN™, and security in Quest DETECT™, deliver on speed, quality and budget that is dependable and reliable every time.

While Quest collects data for thousands of ad hoc consumer studies daily, a long-standing fixture in consumer research lies in the brand tracking and awareness survey space. Whether it's music rating, product testing, shopping experiences etc., Quest is the industry leader for consumer tracking studies. Quest understands distinctly the difference between actionably trending data and how to sample that effectively, vs. poor sample strategies that result in tracking data with major deviations and spikes in brand awareness and segment-able data.

Travel

Travel experience in the past year
Frequency of trip overseas
(Business/Leisure)
in the past 12 months
Country traveled for private trip
Country traveled for business trip

Mobile

Type of mobile phone
owned
Mobile phone carrier for
private usage
Smartphone model

Healthcare

MEDICAL
Job Title (Doctor, Dentist,
Pharmacist, Nurse, etc.)
Doctor Specialty
AILMENTS
Current Ailments
Past Ailments
Smoking Status

How We Ensure Quality: Quest DETECT™

With a variety of passive detection, device mining tools and commitment to shared resources, Quest has been able to remove the vast majority of professional respondents and undesirable characters through cutting edge security technology called **Quest DETECT™**.

Passive Detection

Built with the latest and greatest in security technology, **DETECT™** operates passively to avoid the attention of fraudulent characters and employs a variety of detection signatures that determine real versus automated interaction.

DETECT™ and TITAN™

Seamlessly integrated with the Quest **TITAN™** Sampling Platform, components of **DETECT™** include Geo technologies:
- Device Mining
- Bot/Auto-Fraud Signatures
- Location lock (IP Intel) Server to Server IP Mapping Geo-tagging
- Intelligent response analysis
- Blacklist
- Pattern Detection

Development

DETECT™ is consistently improved by a team of in-house developers working in conjunction with Third Party, non-industry, development teams. Quest personnel provide round-the-clock support services to clients worldwide, 24-7

Quality Assurance

Trust in Quest's primary objective: providing quality sample and data, with an un-rivaled, customer service experience. We understand that quality management is an ever changing challenge. Quest takes an industry leading role in understanding quality issues that arise and pivoting quickly to address them.

WE ARE GLOBAL

Country	Value	Country	Value
USA	3,046,483	Australia	229,949
Canada	485,590	China	390,311
UK	649,704	Japan	269,205
France	268,689	Brazil	210,100
Germany	311,033	Argentina	73,205
Italy	391,644	Mexico	214,105
Spain	402,413	UAE	34,559
India	464,970		

AND WE HAVE GREAT ACCESS

Saudi Arabia	Netherlands	Peru	Thailand
Indonesia	Poland	South Korea	Romania
Philippines	Russia	Egypt	Belgium
Taiwan	Singapore	Kenya	Ireland
Colombia	South Africa	Hong Kong	Malaysia

For more information on capabilities in above countries,
speak to your Quest Representative

Global Panel Overview

For select countries

Country	Total Panel Count	B2B Identified	Age				
			14-24	25-34	35-44	45-54	55+
USA	3,046,483	1,146,272	16%	42%	28%	9%	5%
Canada	485,590	320,276	16%	42%	26%	12%	4%
UK	649,704	129,940	30%	27%	19%	10%	14%
France	268,689	53,737	23%	30%	23%	14%	10%
Germany	311,033	62,206	25%	35%	21%	13%	6%
Italy	391,644	78,328	30%	27%	19%	14%	10%
Spain	402,413	80,484	26%	31%	24%	14%	5%
India	464,970	114,320	43%	38%	12%	4%	3%
Australia	229,949	45,989	36%	35%	20%	7%	2%
China	390,311	78,062	42%	42%	12%	3%	1%
Japan	269,205	57,110	26%	28%	24%	16%	6%
Brazil	210,100	32,515	36%	41%	10%	11%	2%
Argentina	73,205	10,308	37%	39%	12%	10%	2%
Mexico	214,105	42,800	23%	49%	13%	13%	2%
UAE	34,559	6,911	26%	29%	31%	11%	3%

USA
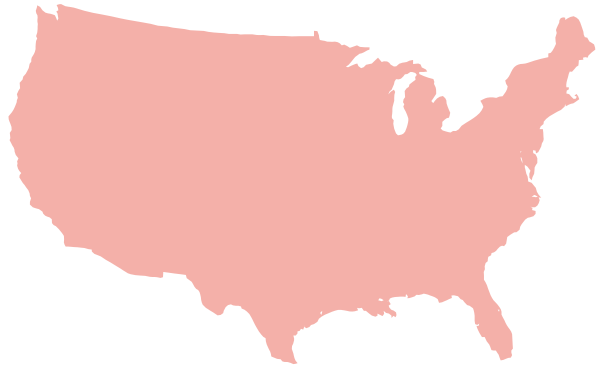
Panelists: 3,046,483
Average Response Rate: 15-20%
B2B Identified: 1,146,272

35% ITDM
23% BDM
11% SBO
21% FDM
10% HRDM

Regions

East North Central 16%
East South Central 8%
Middle Atlantic 11%
Mountain 7%
New England 4%

Pacific 12%
South Atlantic 22%
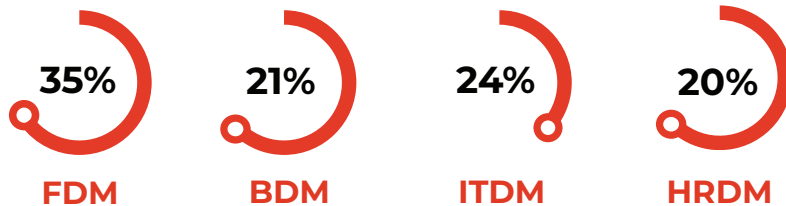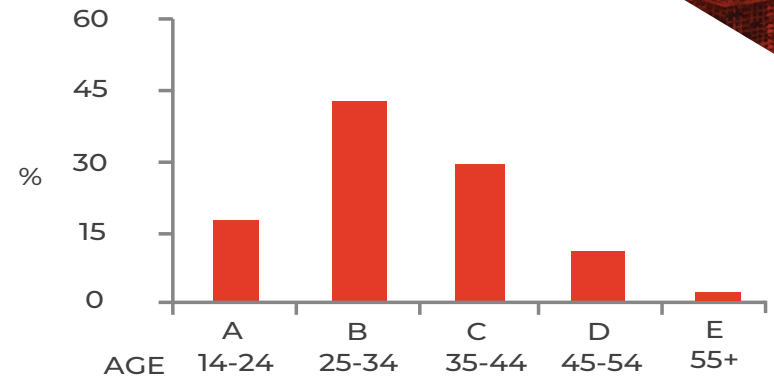West North Central 7%
West South Central 13%

AGE

A	B	C	D	E
14-24	25-34	35-44	45-54	55+

%: 0, 15, 30, 45, 60

46%   **54%**
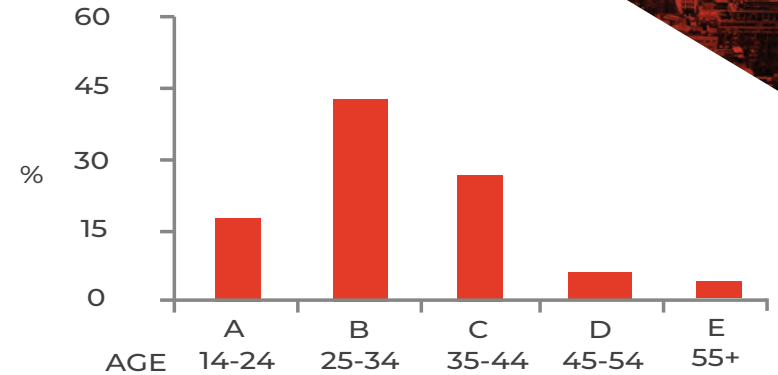
Niche Profiling Examples

ITDMs
Private Investors
Retail DMs
Architects

Fleet DMs
Accountants
Non-Profit
Directors

Canada

Panelists: 485,590
Average Response Rate: 15%
B2B Identified: 320,276

35% **FDM**
21% **BDM**
24% **ITDM**
20% **HRDM**

Regions

Ontario 47%
Quebec 16%
BC 14%

Prairies 18%
Maritimes 3%
Territories 2%

| AGE | A 14-24 | B 25-34 | C 35-44 | D 45-54 | E 55+ |

46% 54%

Niche Profiling Examples

Human Resource DMs
Nurses
Purchasing DMs

Financial Advisors
Video Gamers
Engineers

UK

Panelists: 649,704
Average Response Rate: 15-20%
B2B Identified: 129,940

39% **ITDM**
22% **FDM**
9% **SBO**
30% **BDM**

Regions

Eastern 9%
London 19%
South East 12%
South West 6%
Northern Ireland 4%
Scotland 12%
Wales 6%

North East 3%
North West and Isle of Man 9%
Yorkshire and the Humber 11%
East Midlands 7%
West Midlands 4%

%

60
45
30
15
0

| AGE | A 14-24 | B 25-34 | C 35-44 | D 45-54 | E 55+ |
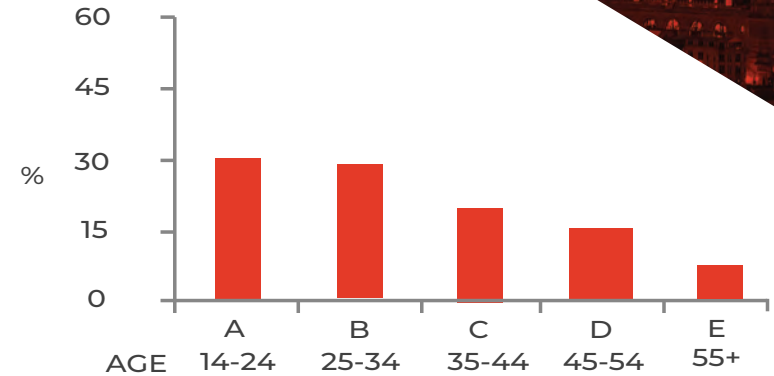
48% 52%

Niche Profiling Examples

Healthcare DMs
Attorneys
Dermatologists

France
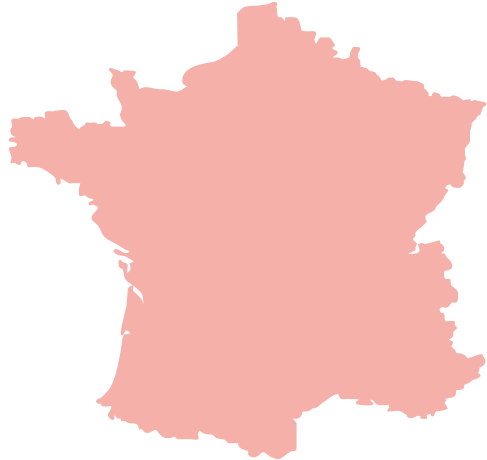
Panelists: 268,689
Average Response Rate: 15-20%
B2B Identified: 53,737

42% **FDM**
33% **BDM**
12% **SBO**
13% **ITDM**

Regions

Île De France 16%
Bassin Parisien 8%
Est 11%
Ouest 7%
Sud-Ouest 4%

Centre-est 12%
Méditerranée 22%
Départements D'outre-Mer 2%

%

60
45
30
15
0

| AGE | A 14-24 | B 25-34 | C 35-44 | D 45-54 | E 55+ |
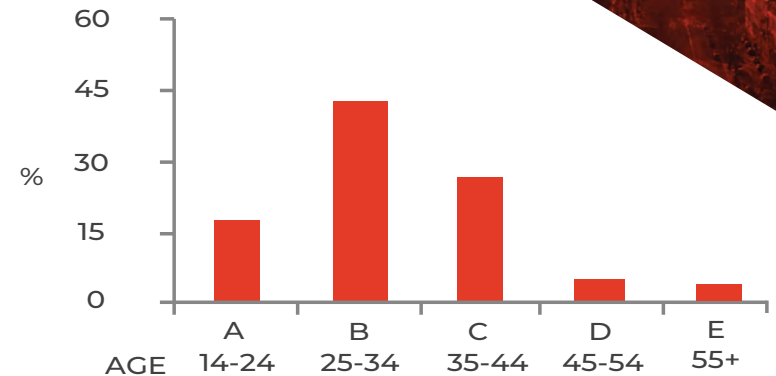
46%   54%

Niche Profiling Examples

Architects
Chefs
Psoriasis Sufferers

Germany
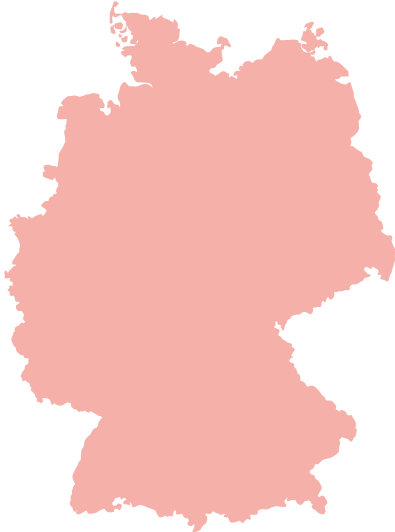
Panelists: 311,033
Average Response Rate: 15-20%
B2B Identified: 62,206

38% ITDM
24% FDM
11% SBO
27% BDM

Regions

Baden-Württember 16%
Bayern 8%
Berlin 11%
Brandenburg 7%
Hessen-Thüringen 6%
Mecklenburg-Vorpommern 4%

Niedersachsen
Nordrhein-Wes
Rheinland-Pfa
Sachsen- Sach
Schleswig-Hols

%

60				
45				
30				
15				
0				

A	B	C	D	E
14-24	25-34	35-44	45-54	55+

AGE
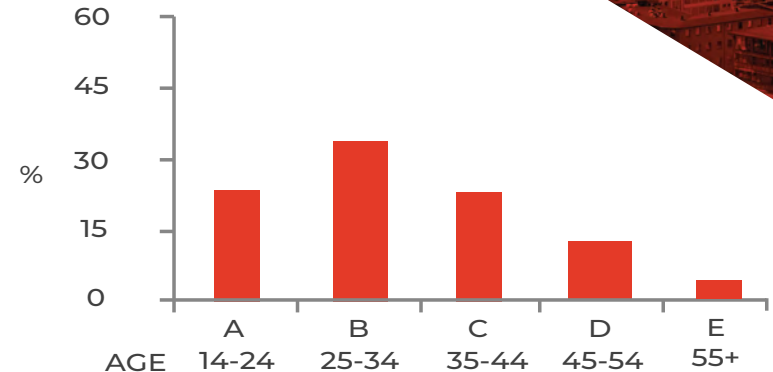
47% **53%**

Niche Profiling Examples

Marketing Directors
Motorcycle Owners
Manufacturing Managers

Italy

Panelists: 391,644
Average Response Rate: 12-15%
B2B Identified: 78,328

45% ITDM
23% BDM
11% SBO
21% FDM

Regions

Northwestern 28%
Northeastern 16%
Central 18%
Southern 24%
Islands 14%

AGE
A 14-24
B 25-34
C 35-44
D 45-54
E 55+
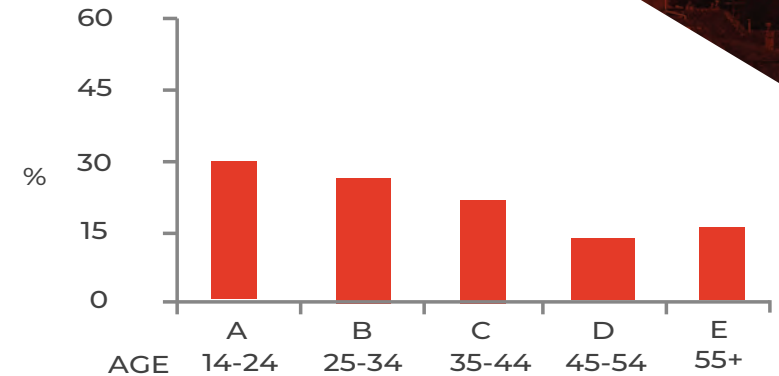
62% 38%

Niche Profiling Examples

Physicians,
Hair Salon Owners/Stylists
Psychologists

Spain

Panelists: 402,413
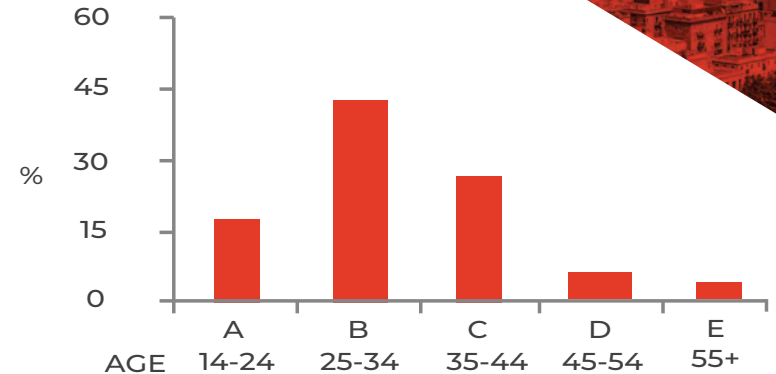**Average Response Rate:** 10-15%
B2B Identified: 80,484

- 41% **ITDM**
- 22% **BDM**
- 15% **SBO**
- 22% **FDM**

Regions

North East 6%
Central East 13%
South 15%
Central 5%
North West 14%

North Central 6%
Barcelona 13%
Madrid 34%

AGE

	A 14-24	B 25-34	C 35-44	D 45-54	E 55+

46% 54%

Niche Profiling Examples

Financial Advisors
Smokers
Dentists
College Students

India
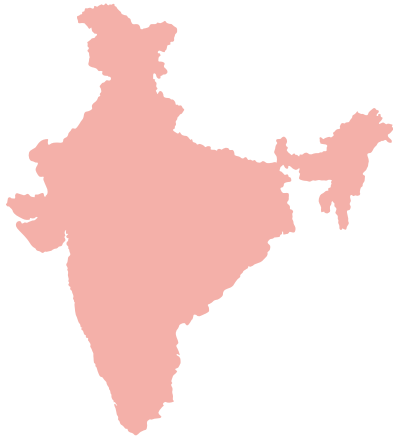
Panelists: **464,970**
Average Response Rate: **10-15%**
B2B Identified: **114,320**

30% ITDM
24% HRDM
25% SBO
21% FDM

Regions

North 28%
South 33%
East 11%
West 21%
Central 3%
Northeast 4%

%

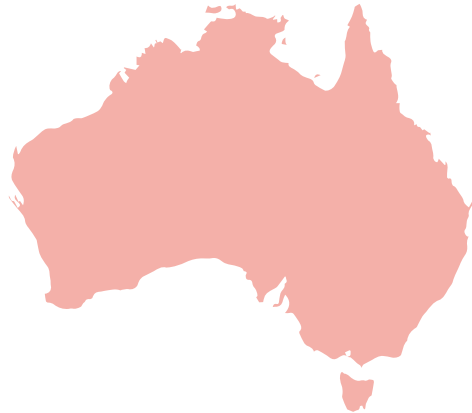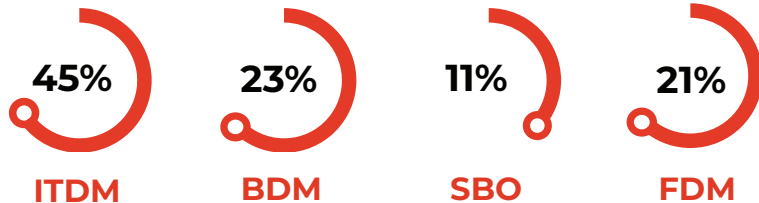|	A 14-24	B 25-34	C 35-44	D 45-54	E 55+

AGE
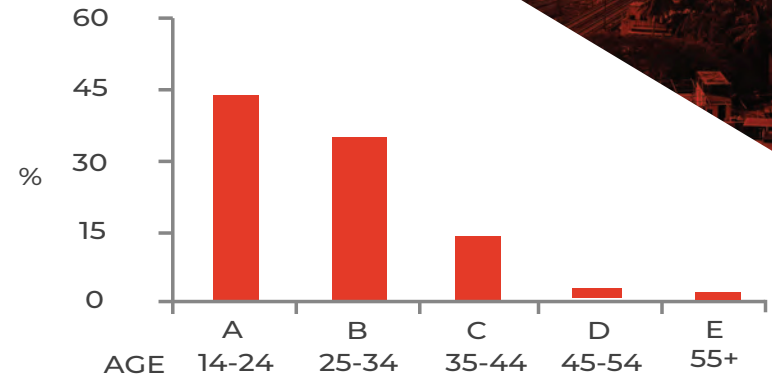
66% **34%**

Niche Profiling Examples

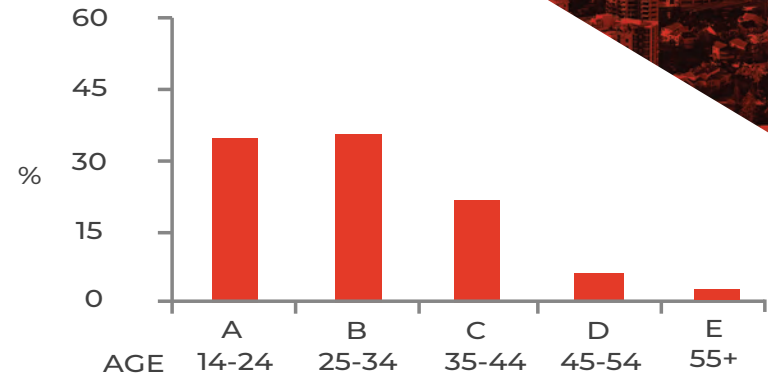Graphic Designers
Smart Phone Owners
Land Developers

Australia

Panelists: 229,949
Average Response Rate: 10%
B2B Identified: 45,989

45% ITDM
23% BDM
11% SBO
21% FDM

Regions

East North Central 16%
East South Central 8%
Middle Atlantic 11%
Mountain 7%
New England 4%

Pacific 12%
South Atlantic 22%
West North Central 7%
West South Central 13%

%

60
45
30
15
0

| AGE | A 14-24 | B 25-34 | C 35-44 | D 45-54 | E 55+ |

38% **62%**

Niche Profiling Examples

Telecom DMs
Small Business Owners
Accountants

China

Panelists: **390,311**
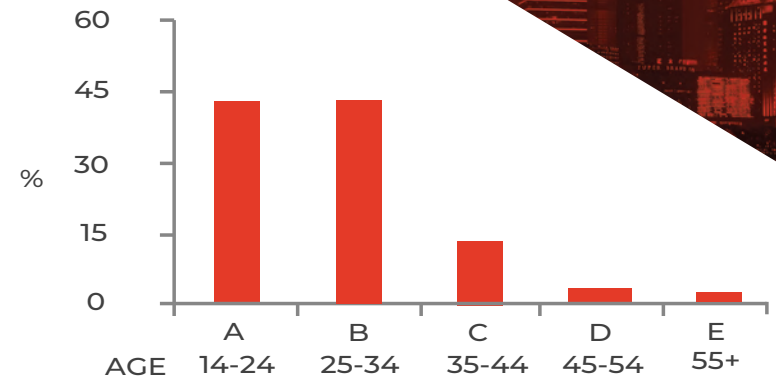Average Response Rate: **15-20%**
B2B Identified: **78,062**

26% ITDM
24% BDM
25% SBO
25% FDM

Regions

Northeast 16%
North 8%
East 11%
Mid 7%

South 12%
Southwest 8%
Northwest 2%

%

60
45
30
15
0

| AGE | A 14-24 | B 25-34 | C 35-44 | D 45-54 | E 55+ |

59% **31%**

Niche Profiling Examples

Software Developers
Orthodontists
Marketing DMs

Japan

Panelists: 269,205
Average Response Rate: 10%
B2B Identified: 57,110

45% ITDM
25% BDM
9% SBO
21% FDM

Regions

Hokkaido / Tohoku 7%
Kanto 8%
Hokuriku 11%
Chuba 7%
Kinki 10%

Chugoku 3%
Shikoku 3%
Kyushu / Okinawa 5%

%

60
45
30
15
0

| AGE | A 14-24 | B 25-34 | C 35-44 | D 45-54 | E 55+ |
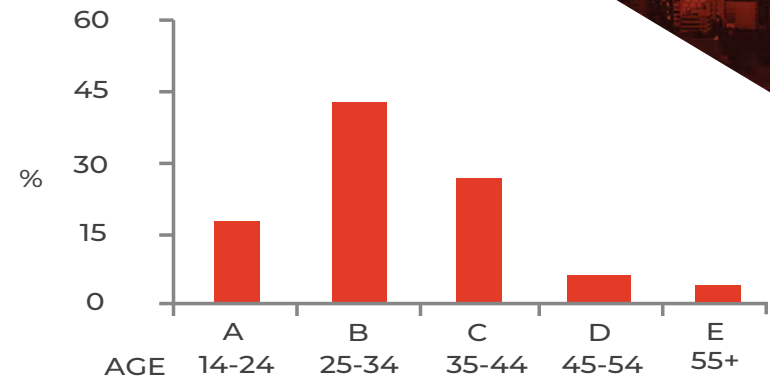
46%   **54%**
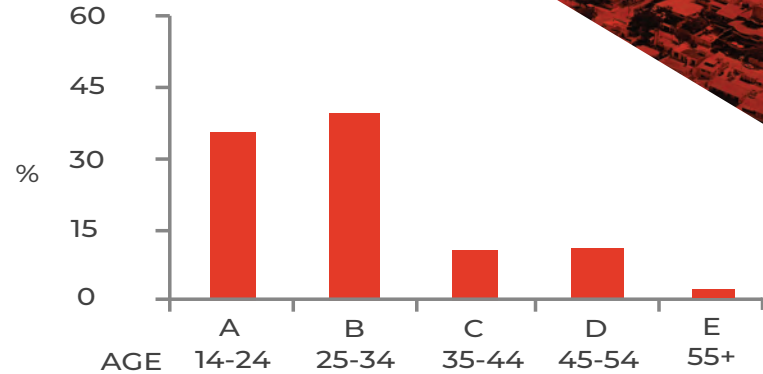
Niche Profiling Examples

Auto DMs
Physicians
Diabetes Sufferers

Brazil

Panelists: 210,100
Average Response Rate: 15-20%
B2B Identified: 32,515

37% ITDM
21% BDM
15% SBO
27% FDM

Regions

North 7%
Centre West 6%
Northeast 32%
Southeast 37%
South 18%

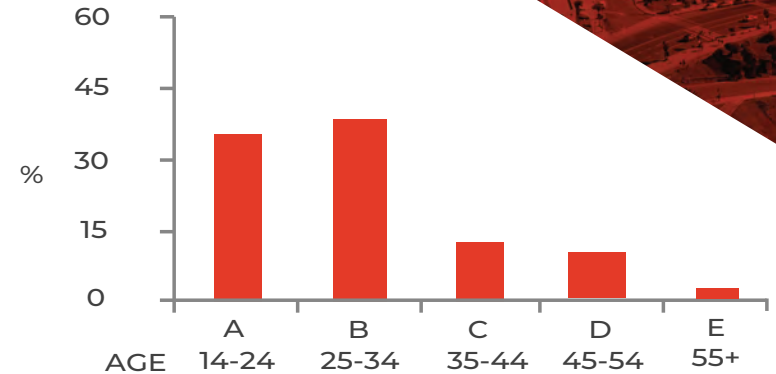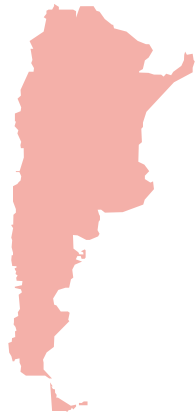| AGE	A 14-24	B 25-34	C 35-44	D 45-54	E 55+

46%   54%

Niche Profiling Examples

Painters
Shipping DMs
Veterinarians

Argentina

Panelists: 73,205
Average Response Rate: 10-15%
B2B Identified: 10,308

45% **ITDM**
27% **BDM**
7% **SBO**
21% **FDM**

Regions

NOA - Northwest 16%
Cuyo 15%
Humid Pampa 10%
NEA - Northeast 4%
Patagonia 8%
Buenos Aires 55%

%

| AGE | A 14-24 | B 25-34 | C 35-44 | D 45-54 | E 55+ |

46% 54%

Niche Profiling Examples

Restaurant Owners
Leisure Travelers
Finance DMs

Mexico

Panelists: 214,105
Average Response Rate: 15-20%
B2B Identified: 42,800

45% **ITDM**

23% **BDM**

11% **SBO**

21% **FDM**

Regions

Northeast/Pacific 16%
North 8%
Bajio 11%
Centre 7%
DF 4%
Southeast 5%

AGE
A 14-24
B 25-34
C 35-44
D 45-54
E 55+
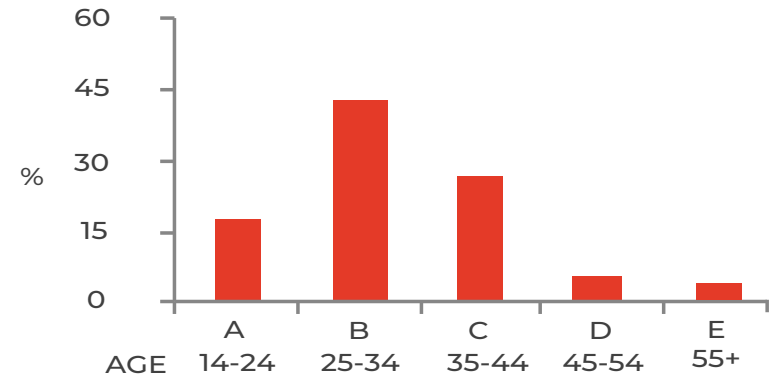
46% 54%

Niche Profiling Examples

Home Builders
Mothers
Laptop Owners

UAE

Panelists: 29,669
Average Response Rate: 10-15%
B2B Identified: 4,930

25% ITDM
23% BDM
20% SBO
22% FDM

Regions

Abu Dhabi 27%
Dubai 43%
Ajman 11%
Sharjah 7%
Ras al Khaimah 4%

Fujairah 12%
Umm al-Quwain 22%
Ras al Khaimah 4%

AGE
A 14-24
B 25-34
C 35-44
D 45-54
E 55+
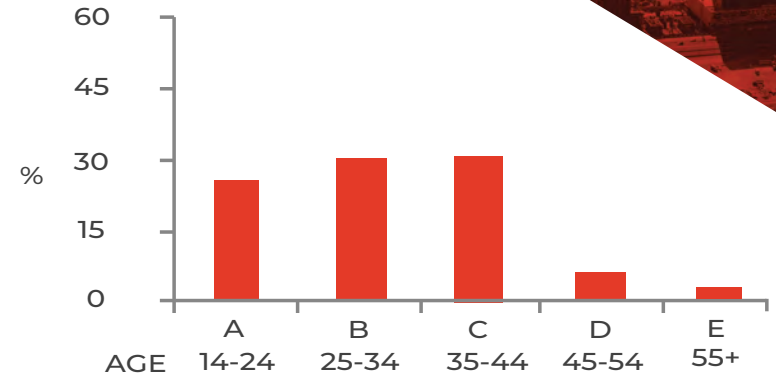
57% 43%

Niche Profiling Examples

IT/Tech DMs
Facility Managers
Pregnant Women

Meet some of the Team

Head Office

125 Lakeshore Road East
Suite 305
Oakville, Ontario
L6J 1H3 Canada

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www.questmindshare.com

Locations

Alpharetta, Georgia
Camp Hill, Pennsylvania
Greensboro, North Carolina
Gurugram, India
Oregon City, Oregon
Philadelphia, Pennsylvania
San Diego, California
Toronto, Ontario
Trumbull, Connecticut

Thank you!