



QUEST
MINDSHARE

Panel Book 2022

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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 250+ 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

2021

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-paralleled prevention of fraudulent respondents from entering any survey that travels through Quest's systems.



2021 Achievements



Sales 2021 was a record breaking year that was highlighted by client loyalty. While clients come to us in many forms, 2021 was the year of client referrals – a sales person's favorite new lead. Referrals show confidence, trust and relationship – we return the favor whenever applicable. We couldn't be happier with the health of our relationships.

2022: Team growth – new sales hires joining shortly and hopefully more right after that. Growth within panel reach, Technology and support will help continue our trend of setting new records often!

- **Zach Grashow** SVP, Sales



Operations + Technology 2021: Operations embraced company-wide growth by formalizing more structural planning that looks to build a more robust training regime that is evaluation focused. By prioritizing measures that increase accountability and individual oversight, we've been able to accentuate our project management and client delivery strengths at the same time we address where we can improve. We've invested in our own adaptability and ability to troubleshoot by developing more advanced technological tools that benefit our team and our clients.

2022: Will bear the fruits of all the planning and work we've put into improving every aspect of our customer-based deliveries. We believe that our best qualities can be attributed to our people and are pleased to be putting them in a better position for them to succeed for our customers by driving forward the efficiencies and security we are achieving through technology.

- **Dave Herrman** VP of Technical Solutions



Marketing 2021: Quest had the pleasure of supporting MR conferences and events worldwide. Our energy radiated from Pasadena, CA all the way to Munich, DE -- with a substantial online presence at virtual Greenbook and ESOMAR events! Quest brought fascinating research-on-research through the data degradation series to arm researchers with knowledge on respondent engagement and survey interview lengths (an extremely well received and informative tour). Not to mention, we were outfitted with a new website to match!

2022: We're excited to make waves with The Quirk's Event as their Legacy Sponsor (Chicago, London and New York) as well as welcome ESOMAR Congress to our Hometown of Toronto!

- **Moneeza Ali** Director, Marketing



2021 Achievements



HR / Business Operations 2021: A healthy, strong labor relation is extremely important to the growth and prosperity of a business. Our hardworking team has consistently shown their quality work and dedication to Quest and our goals. In 2021, we made it a priority to show our appreciation for our “work-family”; we rolled out our first employee appreciation program where we recognize and reward one another for each other’s accomplishments. Whether big or small, we appreciate everything our teams do to support our goals! And may the monthly pizza days live on!

2022: Loyalty and trust are the building blocks of any prosperous relationship. Our valued clients have given us their trust and loyalty by continuously providing us the opportunity to work with them. We understand the importance of each partnership, which is why we have made it a priority to recognize our clients in a different way this year! From awesome swag to wonderfully hand-picked gift items, our clients are sure to love what we are sending over—because who doesn’t like gifts?

- **Nicole Antic** Director, Business Operations



Panel Management 2021 was the launch of two new high incentive B2B panels to enhance and extend our online panel systems. The two new panels, OC+ and TIQ, will provide access to thousands of business respondents and give us greater access to ITDMs and niche B2B audiences. Membership to these panels is based exclusively on industry-specific knowledge.

The third accomplishment I am particularly excited about is we will now offer more incentive programs to our panellists. Regardless of our member's rewards preferences, from PayPal to Uber Eats, they will now have more choices. More choices mean higher engagement and more completes.

2021 was a phenomenal year. However, we have lofty goals for 2022. We have some exciting things in the pipeline. We will be investing significantly in panel recruitment, panel engagement, and panel security to extend our global B2B and B2C best-in-class panel assets. Also, we will continue to focus on targeting and recruiting hard-to-reach segments and using advanced engagement techniques to gain more insights from each panellist and reward and engage these members by harnessing the power and reach of social media.

- **Raymond Armstrong** Director, Panel Management



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



60+ 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. Leveraging 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



Entertainment

Sports
Gaming
Hobbies
Media Review

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
Wide range of ailment coverage and professions including IT, HR, Finance and much more

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

USA	3,087,131	Australia	236,438
Canada	440,231	China	428,042
UK	661,828	Japan	296,126
France	286,603	Brazil	231,110
Germany	255,014	Argentina	81,729
Italy	395,600	Mexico	219,710
Spain	421,950	UAE	40,941
India	592,606		



AND WE HAVE GREAT ACCESS

Saudi Arabia
Indonesia
Philippines
Taiwan
Colombia

Netherlands
Poland
Russia
Singapore
South Africa

Peru
South Korea
Egypt
Kenya
Hong Kong

Thailand
Romania
Belgium
Ireland
Malaysia

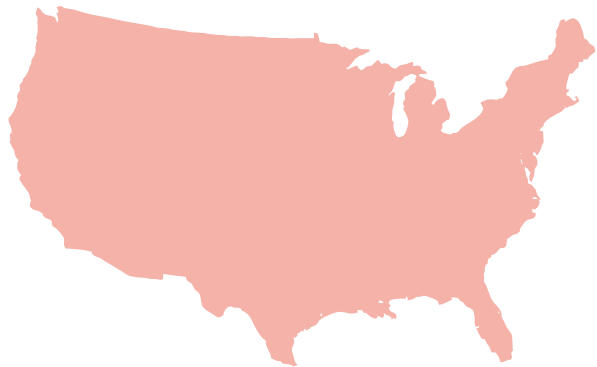
For more information on capabilities in above countries,
speak to your Quest Representative

Global Panel Overview

For select countries

Country	Total Panel Count	B2B Identified	Age				
			14-24	25-34	35-44	45-54	55+
USA	3,087,131	1,303,227	16%	42%	28%	9%	5%
Canada	440,231	352,303	16%	42%	26%	12%	4%
UK	661,828	136,220	30%	27%	19%	10%	14%
France	286,603	55,360	23%	30%	23%	14%	10%
Germany	255,014	65,102	25%	35%	21%	13%	6%
Italy	395,600	81,229	30%	27%	19%	14%	10%
Spain	421,950	82,606	26%	31%	24%	14%	5%
India	596,606	120,398	43%	38%	12%	4%	3%
Australia	236,438	48,301	36%	35%	20%	7%	2%
China	428,042	84,116	42%	42%	12%	3%	1%
Japan	296,126	57,110	26%	28%	24%	16%	6%
Brazil	231,110	35,411	36%	41%	10%	11%	2%
Argentina	81,729	11,905	37%	39%	12%	10%	2%
Mexico	219,710	45,471	23%	49%	13%	13%	2%
UAE	40,941	8,301	26%	29%	31%	11%	3%

USA



Panelists: **3,046,483**

Average Response Rate: **15-20%**

B2B Identified: **1,546,272**



ITDM



BDM



SBO



FDM

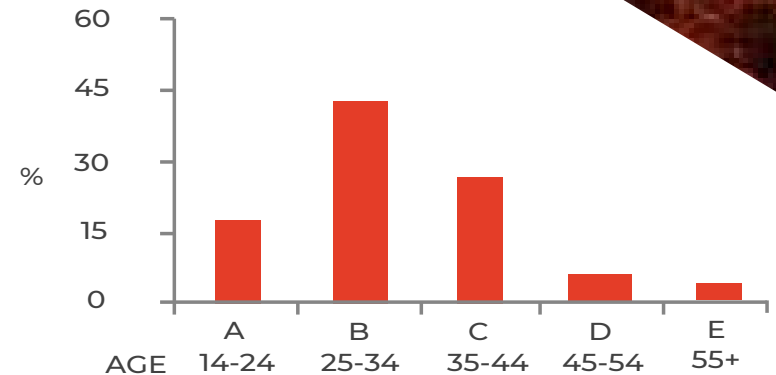


HRDM

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%



46%



54%

Niche Profiling Examples

ITDMs
Private Investors
Retail DMs
Architects

Fleet DMs
Accountants
Non-Profit
Directors

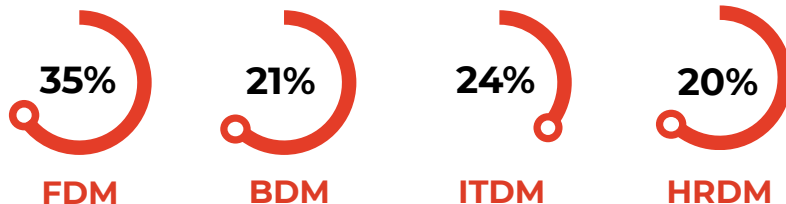
Canada



Panelists: **485,590**

Average Response Rate: **15%**

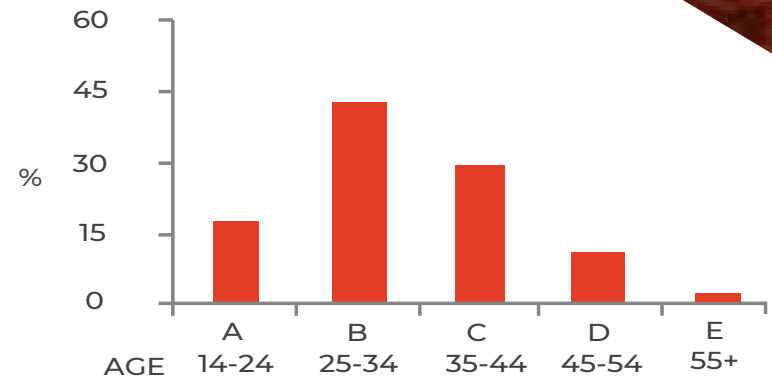
B2B Identified: **300,276**



Regions

Ontario 47%
Quebec 16%
BC 14%

Prairies 18%
Maritimes 3%
Territories 2%



Niche Profiling Examples

Human Resource DMs
Engineers
Purchasing DMs

Financial Advisors
Video Gamers

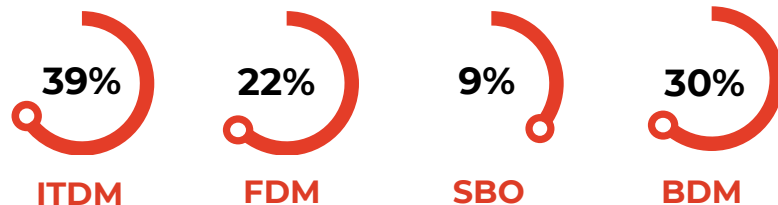
UK



Panelists: **649,704**

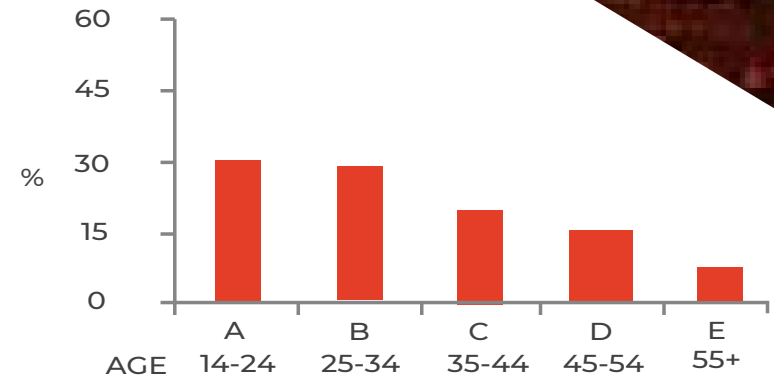
Average Response Rate: **15-20%**

B2B Identified: **129,940**



Regions

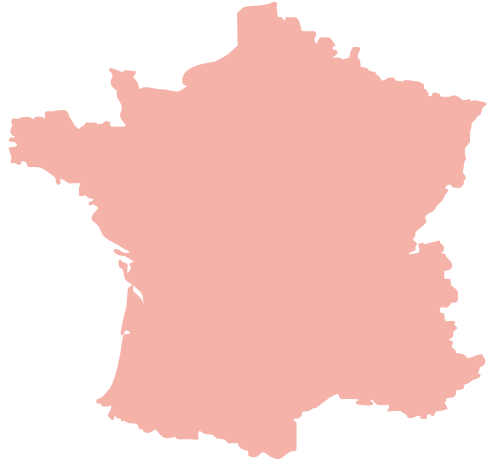
Eastern 9%	North East 3%
London 19%	North West and Isle of Man 9%
South East 12%	Yorkshire and the Humber 11%
South West 6%	East Midlands 7%
Northern Ireland 4%	West Midlands 4%
Scotland 12%	
Wales 6%	



Niche Profiling Examples

Healthcare DMs
Attorneys
Architects

France



Panelists: **268,689**

Average Response Rate: **15-20%**

B2B Identified: **53,737**



FDM



BDM



SBO

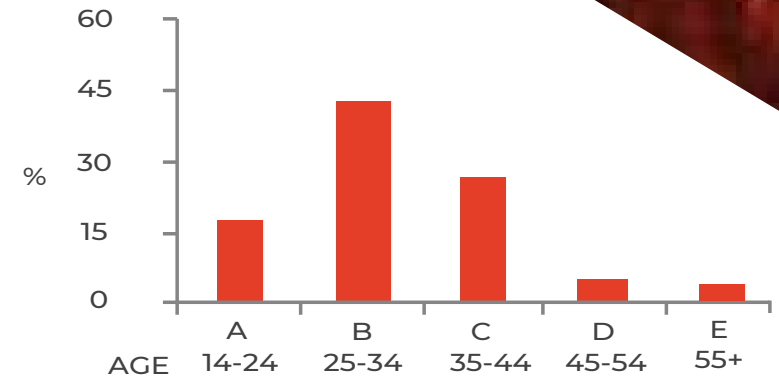


ITDM

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%



46%

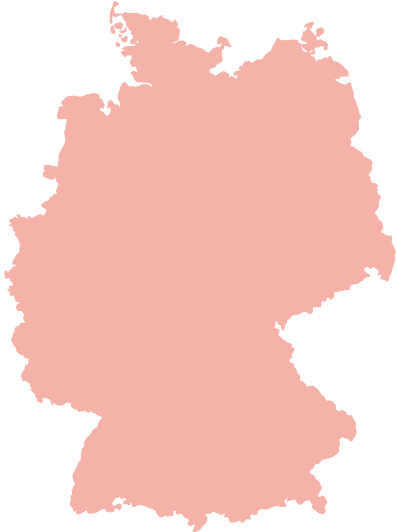


54%

Niche Profiling Examples

Architects
Chefs
Psoriasis Sufferers

Germany



Panelists: **311,033**

Average Response Rate: **15-20%**

B2B Identified: **62,206**



ITDM



FDM



SBO



BDM

Regions

Baden-Württemberg 16%

Bayern 8%

Berlin 11%

Brandenburg 7%

Hessen-Thüringen 6%

Mecklenburg-Vorpommern 4%

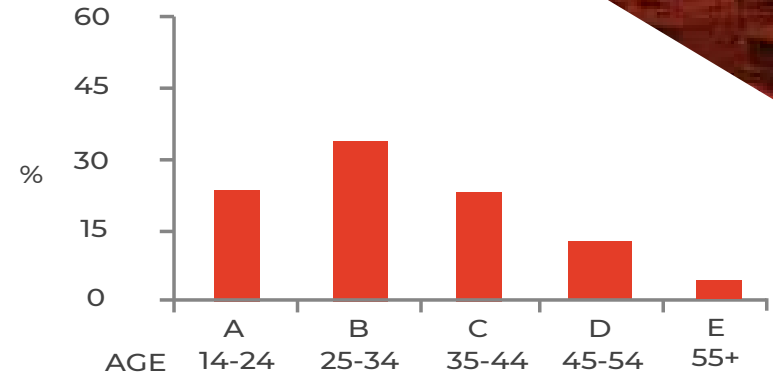
Niedersachsen-Bremen 12%

Nordrhein-Westfalen 22%

Rheinland-Pfalz-Saarland 7%

Sachsen- Sachsen-Anhalt 13%

Schleswig-Holstein-Hamburg 10%



47%



53%

Niche Profiling Examples

Marketing Directors
Motorcycle Owners
Manufacturing Managers

Italy



Panelists: **391,644**

Average Response Rate: **12-15%**

B2B Identified: **78,328**



ITDM



BDM



SBO



FDM

Regions

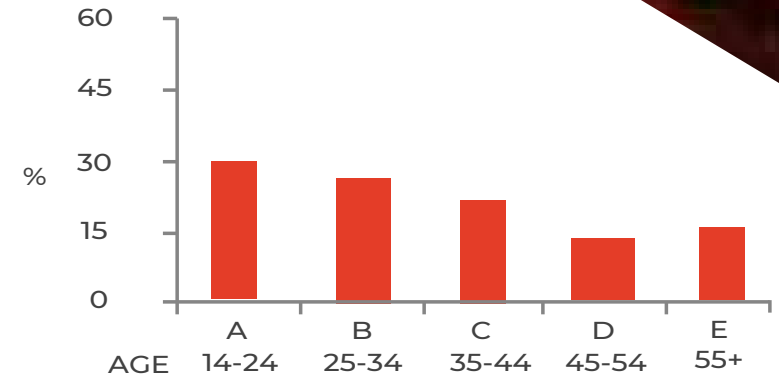
Northwestern 28%

Northeastern 16%

Central 18%

Southern 24%

Islands 14%



62%



38%

Accountants

Caregivers,
Hair Salon Owners/Stylists
Psychologists

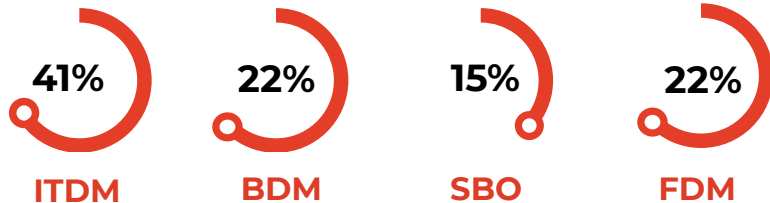
Spain



Panelists: **402,413**

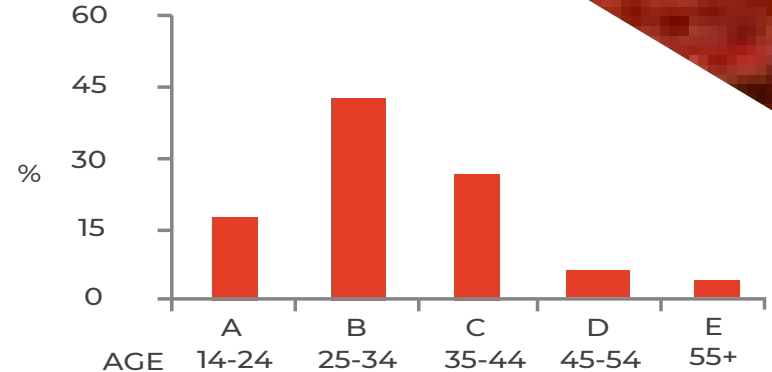
Average Response Rate: **10-15%**

B2B Identified: **80,484**



Regions

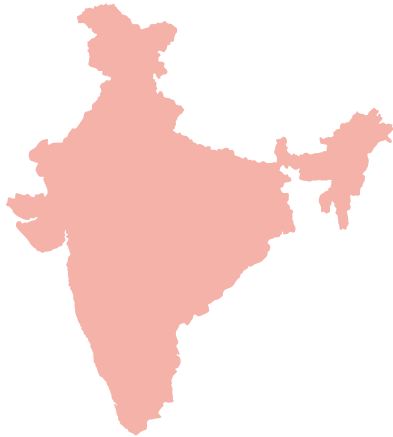
North East 6%	North Central 6%
Central East 13%	Barcelona 13%
South 15%	Madrid 34%
Central 5%	
North West 14%	



Niche Profiling Examples

Financial Advisors
Smokers
College Students

India



Panelists: **464,970**

Average Response Rate: **10-15%**

B2B Identified: **114,320**



ITDM



HRDM



SBO

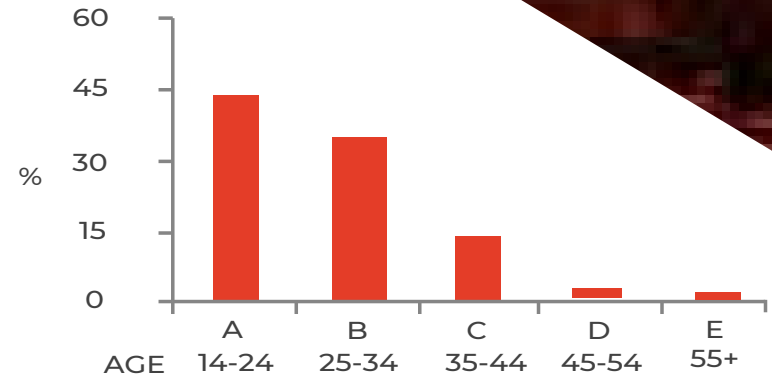


FDM

Regions

North 28%
South 33%
East 11%
West 21%

Central 3%
Northeast 4%



66%



34%

Niche Profiling Examples

Graphic Designers
Smart Phone Owners
Land Developers

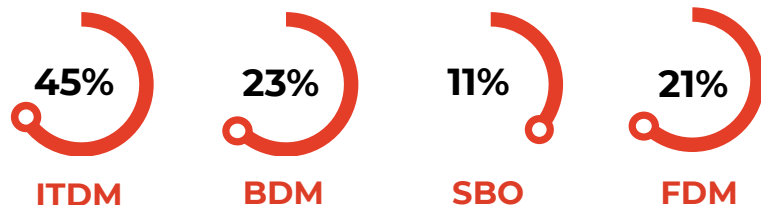
Australia



Panelists: **229,949**

Average Response Rate: **10%**

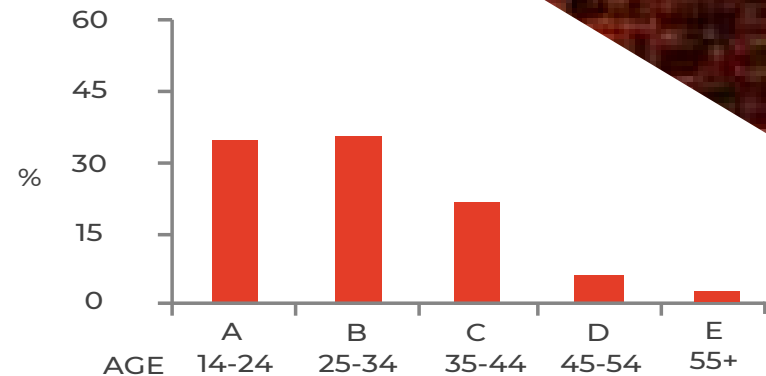
B2B Identified: **45,989**



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%



38%



62%

Niche Profiling Examples

Telecom DMs
Small Business Owners
Accountants

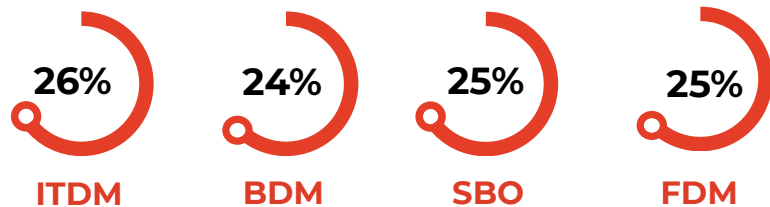
China



Panelists: **390,311**

Average Response Rate: **15-20%**

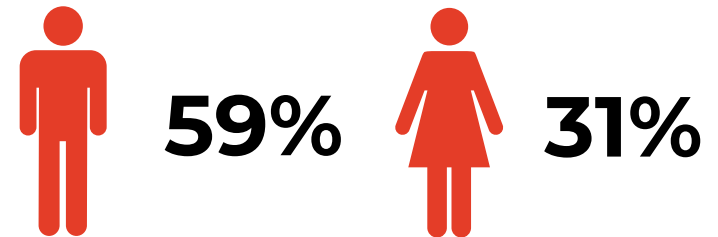
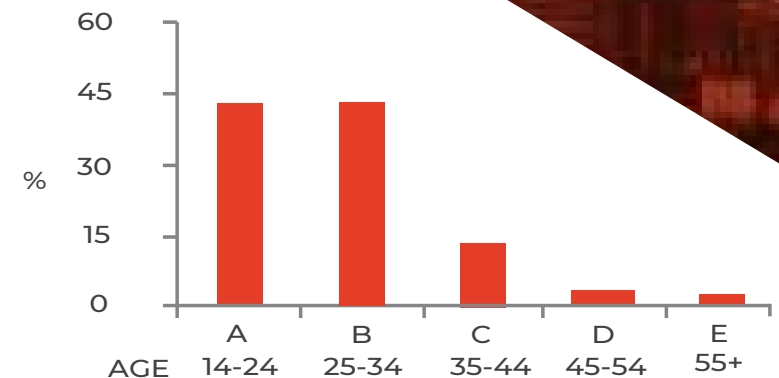
B2B Identified: **78,062**



Regions

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

South 12%
Southwest 8%
Northwest 2%



Niche Profiling Examples

Software Developers
Patients
Marketing DMs

Japan



Panelists: **269,205**

Average Response Rate: **10%**

B2B Identified: **57,110**



ITDM



BDM



SBO



FDM

Regions

Hokkaido / Tohoku 7%

Kanto 8%

Hokuriku 11%

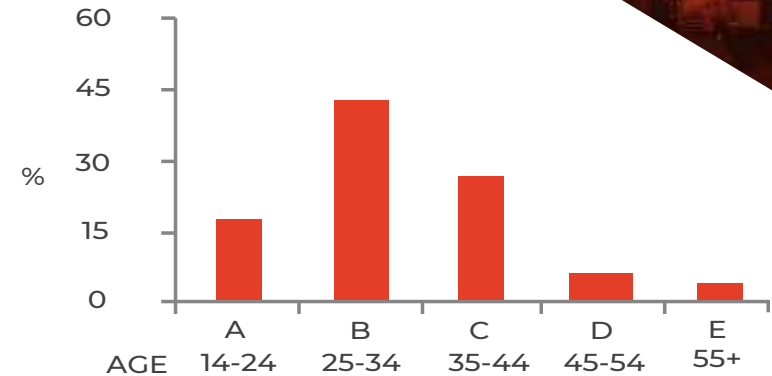
Chubu 7%

Kinki 10%

Chugoku 3%

Shikoku 3%

Kyushu / Okinawa 5%



46%



54%

Niche Profiling Examples

Auto DMs
Finance DMs
Diabetes Sufferers

Brazil



Panelists: **210,100**

Average Response Rate: **15-20%**

B2B Identified: **32,515**



ITDM



BDM



SBO



FDM

Regions

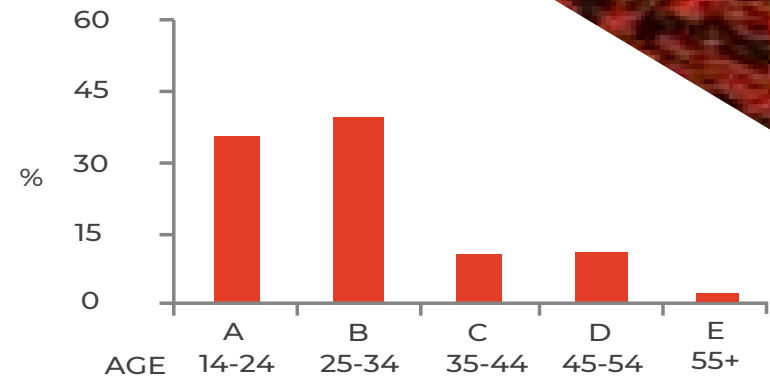
North 7%

Centre West 6%

Northeast 32%

Southeast 37%

South 18%



46%

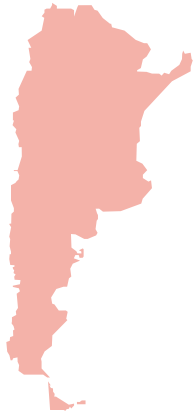


54%

Niche Profiling Examples

Painters
Shipping DMs
Veterinarians

Argentina



Panelists: **73,205**

Average Response Rate: **10-15%**

B2B Identified: **10,308**



ITDM



BDM



SBO



FDM

Regions

NOA - Northwest 16%

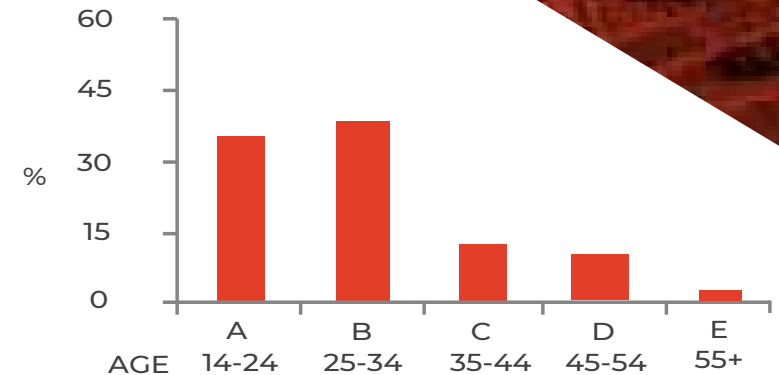
Cuyo 15%

Humid Pampa 10%

NEA - Northeast 4%

Patagonia 8%

Buenos Aires 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**



ITDM



BDM



SBO



FDM

Regions

Northeast/Pacific 16%

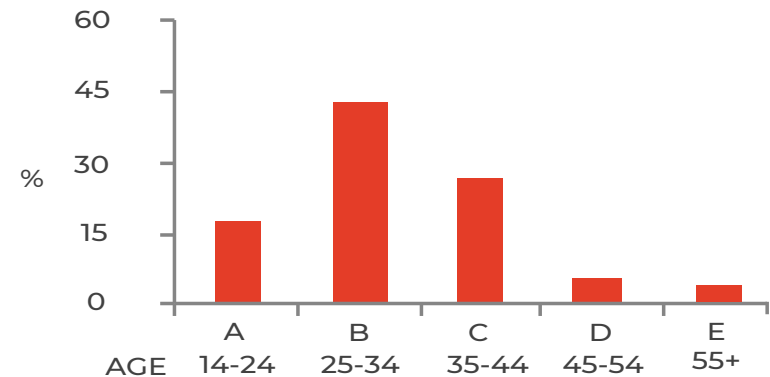
North 8%

Bajio 11%

Centre 7%

DF 4%

Southeast 5%



46%



54%

Niche Profiling Examples

Home Builders

Mothers

Laptop Owners

UAE



Panelists: 29,669

Average Response Rate: 10-15%

B2B Identified: 4,930



ITDM



BDM



SBO



FDM

Regions

Abu Dhabi 27%

Dubai 43%

Ajman 11%

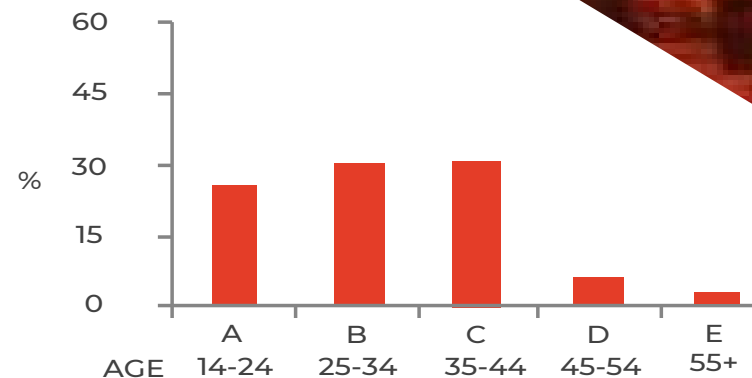
Sharjah 7%

Ras al Khaimah 4%

Fujairah 12%

Umm al-Quwain 22%

Ras al Khaimah 4%



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

+1 (416) 860-0404
info@questmindshare.com
sales@questmindshare.com
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!