QUEST MINDSHARE ™

Panel Book 2024

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.

When working with Quest, market researchers will have greater confidence in the accuracy and reliability of their study results through dtect™. Dtect™ combines the best of field management practices with security application to provide a one-stop solution to the highest standards of data collection. When information security is threatened across industries and data quality becomes everyone's problem, dtect is the no-brainer solution to bringing research security back into the hands of researchers.

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 10-15% and Quest positions itself as one of the most robust online sample providers in the industry.

2006 — **2010** — **2017** — **2021** — **2022**

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.

QUEST launches DTECT™

Quest supports the launch of the ResTech company Innovative Research Technologies (iResTech) and it's flagship product, dtect™ , which is adopted in-house to bring the highest standards of field management practices and security to the data collection world.

Our Expertise

Global Panels

Quest has a presence in over 110 countries with a network that spans the globe

A Focus on Security Technology

Our proprietary data security technology, **dtect™**, offers more up-front robust detection capabilities than standard 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 offers businesses and researchers the opportunity to access thousands of global respondents. Leveraging 1500+ profile attributes across B2B and B2C audiences, Quest maintains remarkable response rates and significant growth in hard-to-reach audiences.

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

B2C Profiling

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

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

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.

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.

Global Panel Overview
For select countries

Country	Total Panel Count	B2B Identified	Age				
			14-24	25-34	35-44	45-54	55+
USA	3,550,201	1,498,711	16%	42%	28%	9%	5%
Canada	506,266	405,148	16%	42%	26%	12%	4%
UK	761,102	156,653	30%	27%	19%	10%	14%
France	329,593	63,664	23%	30%	23%	14%	10%
Germany	293,266	74,867	25%	35%	21%	13%	6%
Italy	454,940	93,413	30%	27%	19%	14%	10%
Spain	485,243	94,997	26%	31%	24%	14%	5%
India	681,497	138,458	43%	38%	12%	4%	3%
Australia	271,904	55,546	36%	35%	20%	7%	2%
China	492,248	96,733	42%	42%	12%	3%	1%
Japan	340,545	68,109	26%	28%	24%	16%	6%
Brazil	301,915	40,723	36%	41%	10%	11%	2%
Argentina	93,988	13,691	37%	39%	12%	10%	2%
Mexico	252,667	52,292	23%	49%	13%	13%	2%
UAE	47,082	9,546	26%	29%	31%	11%	3%

Additionally, our access and network extends to the following countries:
Saudi Arabia, Indonesia, Philippines, Taiwan, Colombia, Netherlands, Poland, Russia, Singapore, South Africa, Peru, South Korea, Egypt, Kenya, Hong Kong, Thailand, Romania, Belgium, Ireland, Malaysia

Not seeing your target?
Contact your Quest representative for precise capability in your target country.

USA
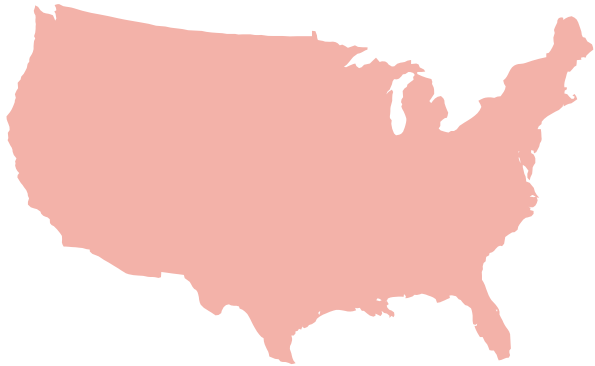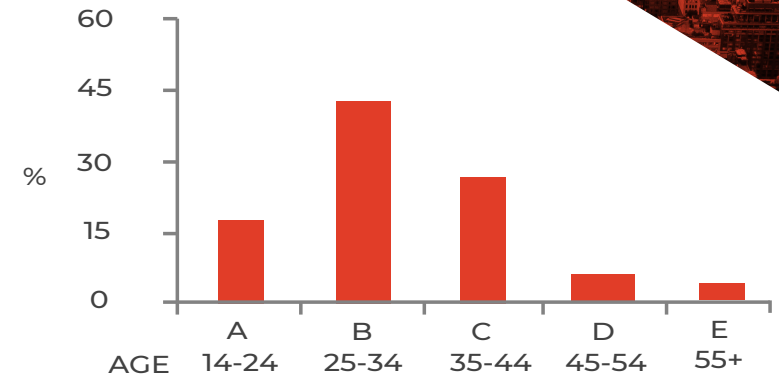
Panelists: **3,550,201**
Average Response Rate: **15-20%**
B2B Identified: **1,498,711**

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

46% **54%**

Niche Profiling Examples

ITDMs
Private Investors
Retail DMs
Architects

Fleet DMs
Accountants
Non-Profit
Directors

Canada

Panelists: 506,266
Average Response Rate: 15%
B2B Identified: 405,148

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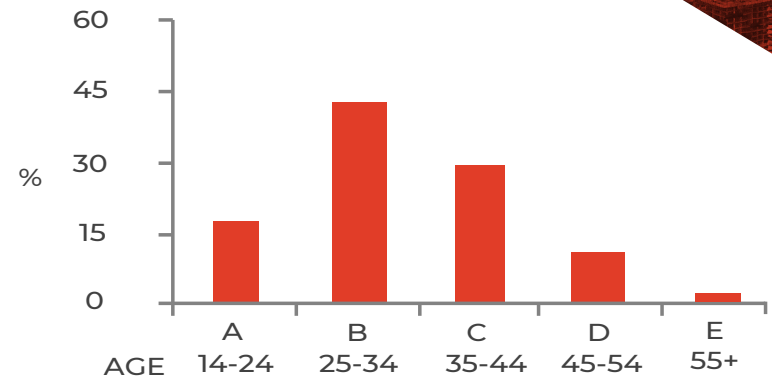
Regions

Ontario 47%   Prairies 18%
Quebec 16%   Maritimes 3%
BC 14%   Territories 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

Human Resource DMs   Financial Advisors
Engineers   Video Gamers
Purchasing DMs

UK

Panelists: 761,102
Average Response Rate: 15-20%
B2B Identified: 156,653

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%
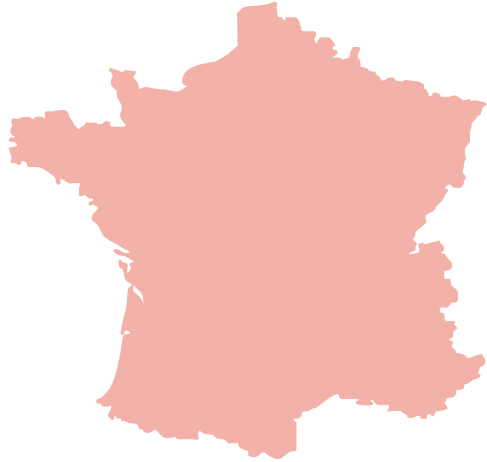East Midlands 7%
West Midlands 4%

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

AGE
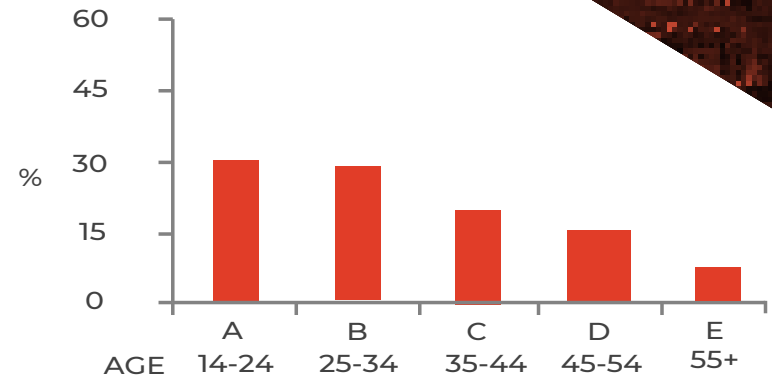
48% 52%

Niche Profiling Examples

Healthcare DMs
Attorneys
Architects

France

Panelists: 329,593
Average Response Rate: 15-20%
B2B Identified: 63,664

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%

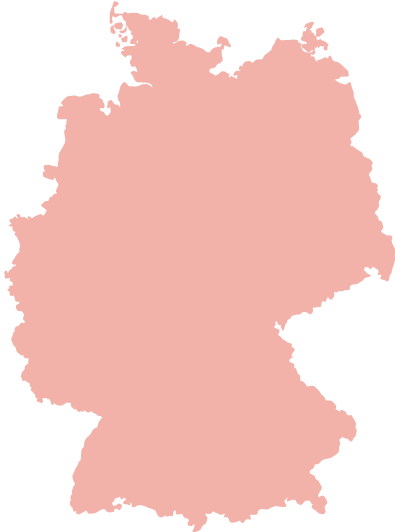AGE — A 14-24 | B 25-34 | C 35-44 | D 45-54 | E 55+
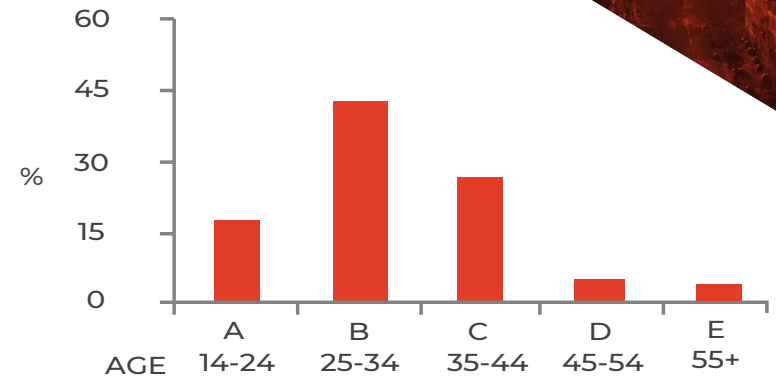
46% 54%

Niche Profiling Examples

Architects
Chefs
Psoriasis Sufferers

Germany

Panelists: 293,266
Average Response Rate: 15-20%
B2B Identified: 74,867

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

Regions

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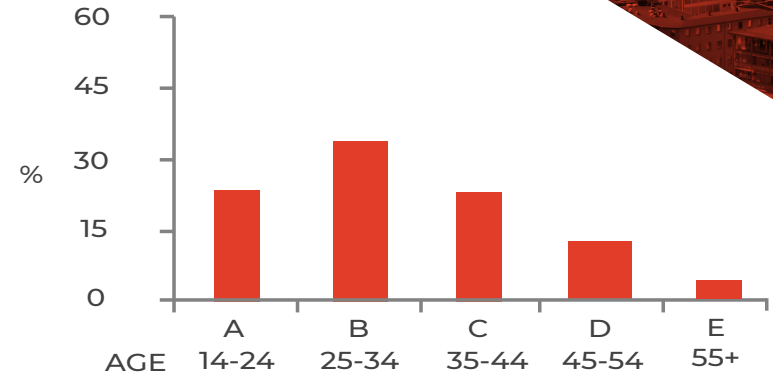Brandenburg 7%
Hessen-Thüringen 6%
Mecklenburg-Vorpommern 4%

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

60
45
30
15
0

%

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

47%   **53%**

Niche Profiling Examples

Marketing Directors
Motorcycle Owners
Manufacturing Managers

Italy

Panelists: 454,940
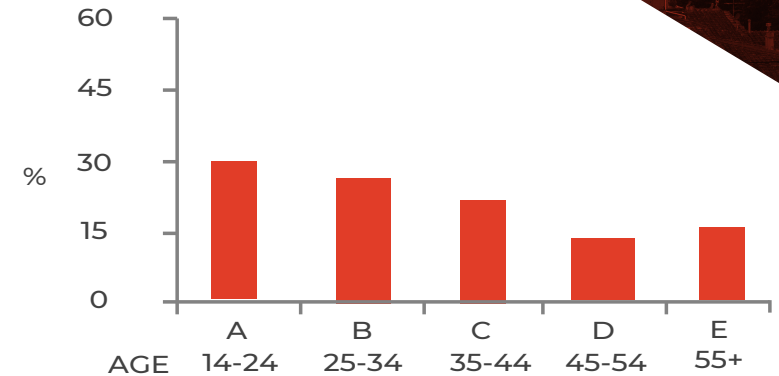**Average Response Rate:** 12-15%
B2B Identified: 93,413

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

Regions

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

%

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

AGE

62% 38%

Accountants

Caregivers,
Hair Salon Owners/Stylists
Psychologists

Spain

Panelists: 485,243
Average Response Rate: 10-15%
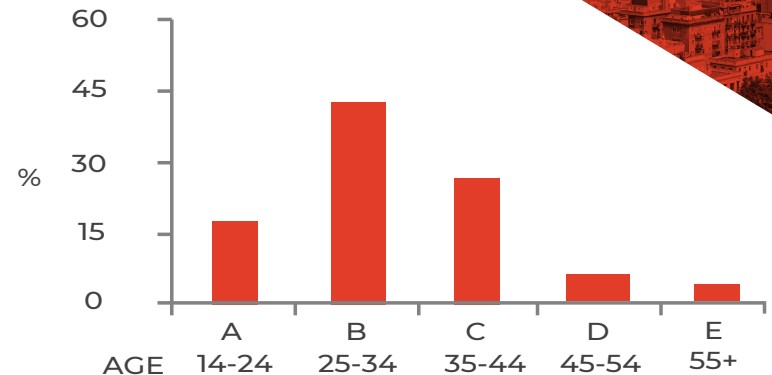**B2B Identified:** 94,997

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 28%

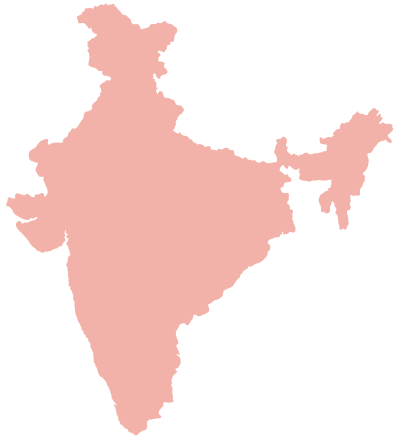| AGE	A 14-24	B 25-34	C 35-44	D 45-54	E 55+

46%   54%

Niche Profiling Examples

Financial Advisors
Smokers
College Students

India

Panelists: 681,497
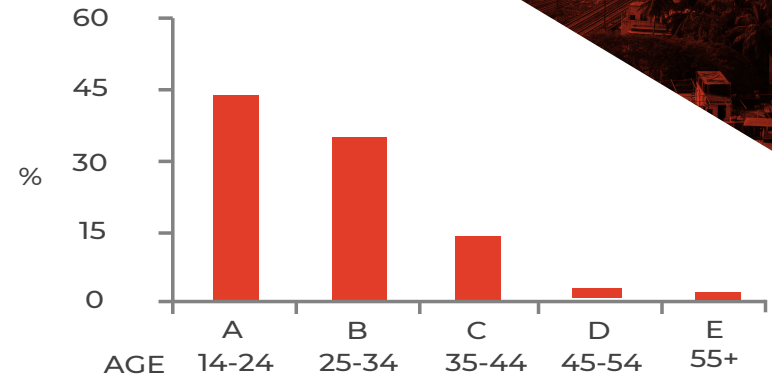**Average Response Rate:** 10-15%
B2B Identified: 138,458

30%
ITDM

24%
HRDM

25%
SBO

21%
FDM

Regions

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

Central 3%
Northeast 4%

60
45
30
15
0

%

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

66%   **34%**

Niche Profiling Examples

Graphic Designers
Smart Phone Owners
Land Developers

Australia

Panelists: 271,904
Average Response Rate: 10%
B2B Identified: 55,546

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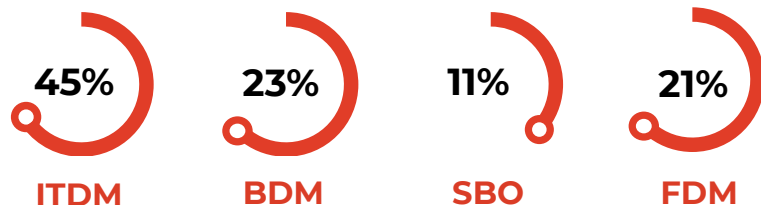
Regions

Australian Capital Territory 2%
New South Wales 32%
Northern Territory 1%
Queensland 20%

South Australia 7%
Tasmania 2%
Victoria 25%
Western Australia 11%

%

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

38%   62%
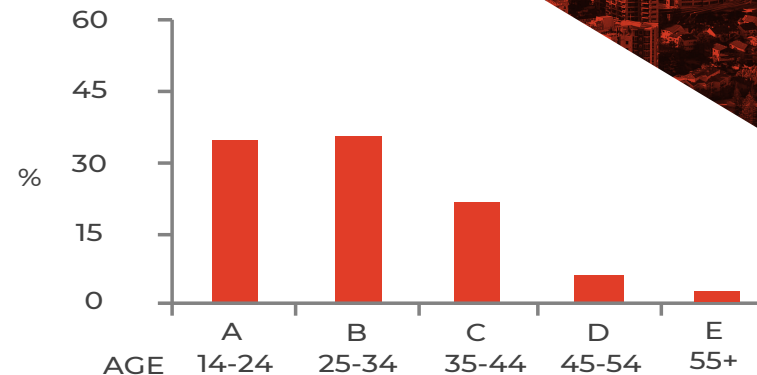
Niche Profiling Examples

Telecom DMs
Small Business Owners
Accountants

China

Panelists: 492,248
Average Response Rate: 15-20%
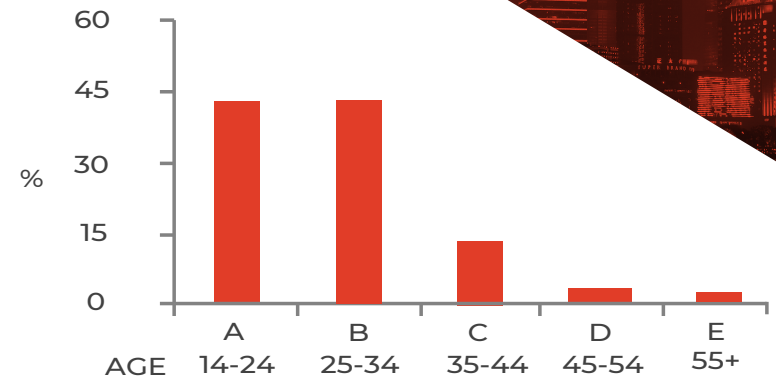**B2B Identified:** 96,733

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

Regions

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

South 12%
Southwest 8%
Northwest 2%

	%
A 14-24	~44
B 25-34	~44
C 35-44	~14
D 45-54	~3
E 55+	~2

AGE

59% 41%

Niche Profiling Examples

Software Developers
Patients
Marketing DMs

Japan

Panelists: 340,545
Average Response Rate: 10%
B2B Identified: 68,109

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%

%

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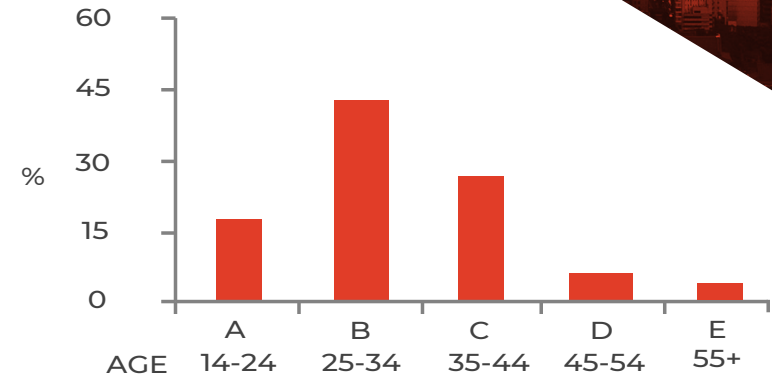
46% 54%

Niche Profiling Examples

Auto DMs
Finance DMs
Diabetes Sufferers

Brazil

Panelists: **301,915**
Average Response Rate: **15-20%**
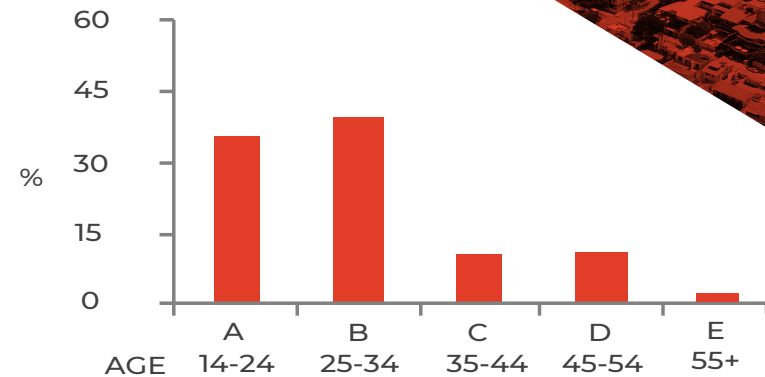B2B Identified: **40,723**

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

Regions

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

%

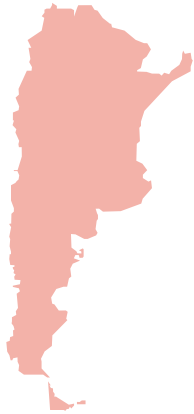| AGE	A 14-24	B 25-34	C 35-44	D 45-54	E 55+

46% **54%**

Niche Profiling Examples

Painters
Shipping DMs
Veterinarians

Argentina

Panelists: **93,988**
Average Response Rate: **10-15%**
B2B Identified: **13,691**

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+
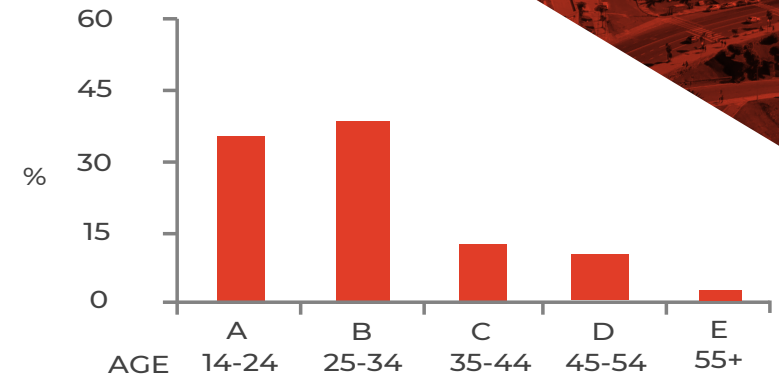
46% **54%**

Niche Profiling Examples

Restaurant Owners
Leisure Travelers
Finance DMs

Mexico

Panelists: 252,667
Average Response Rate: 15-20%
B2B Identified: 52,292

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+
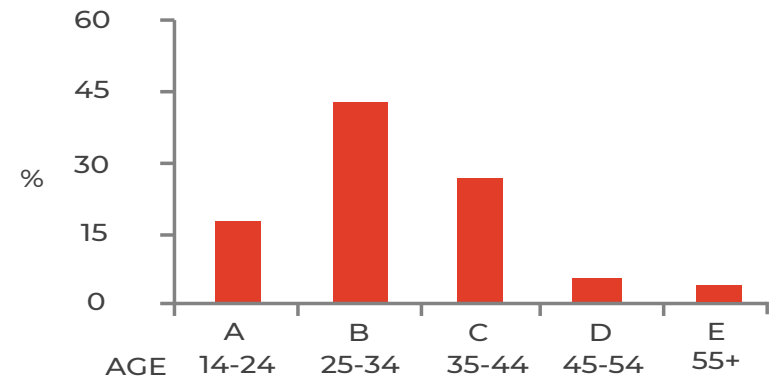
46% **54%**

Niche Profiling Examples

Home Builders
Mothers
Laptop Owners

UAE

Panelists: 47,082
Average Response Rate: 10-15%
B2B Identified: 47,082

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+ |
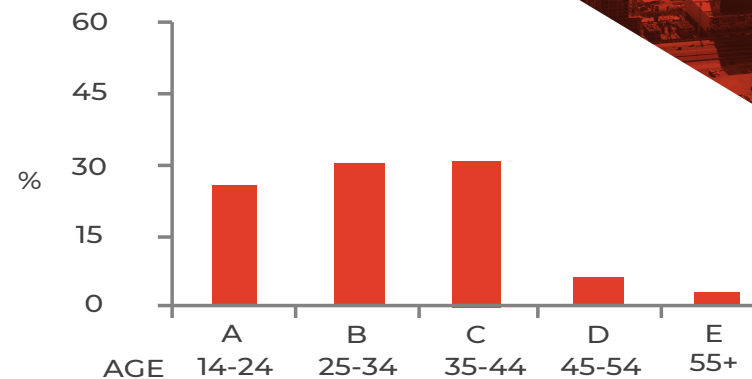
57% 43%

Niche Profiling Examples

IT/Tech DMs
Facility Managers
Pregnant Women

Meet some of the Team

Head Office

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Gurugram, India
Oregon City, Oregon
Philadelphia, Pennsylvania
San Diego, California
Toronto, Ontario
Trumbull, Connecticut

Thank you!