



# 2025 PANEL BOOK

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🔥 This is Questie. You'll see him around...

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# QUEST'S HISTORY

**For more than 20 years, researchers have trusted Quest to reach the niche audiences and business segments that are considered the industry's 'hard-to-find' respondents.**

- ◆ Our partners, Greg and Joe, started their research careers in B2B phone data collection. They formed Quest together in 2003.
- ◆ Quest migrated to online research in the early 2000s when the industry shifted from phone-based approaches.
- ◆ B2B continues to make up a very large part of our panel and sample services to market researchers.
- ◆ During the past 20 years, we've grown to approx. 175 total employees, the majority being project managers, focused on sampling and data collection for our clients.
- ◆ The company has maintained its private ownership and its Toronto-area headquarters in Canada since our founding.
- ◆ We also have operations worldwide in the United States and Mexico, LATAM, EMEA and APAC.

# OUR SERVICES

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Quest has grown over time to supply panel and sample services internationally through our proprietary panels and in cooperation with best-in-class partners, offering a range of services:

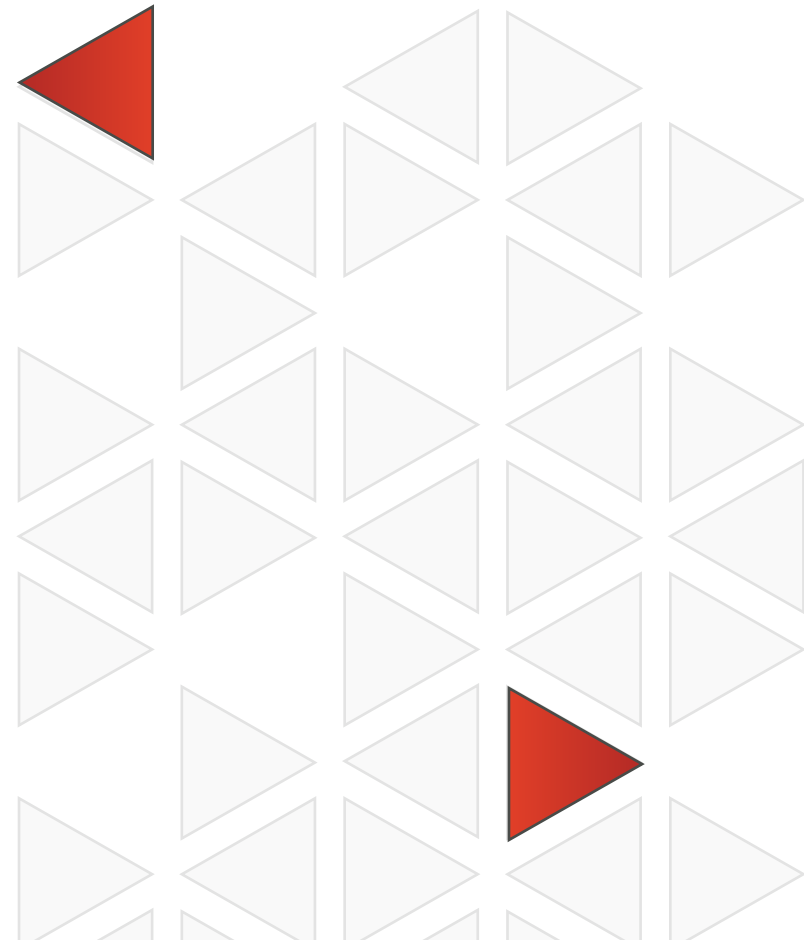
- ◆ **Data collection and panel management** – Quest manages B2B and B2C sample targeting, invitations, data collection, incentive fulfillment and data quality control for our client’s online research. If needed, we work with partners necessary to deliver full feasibility for a project.
- ◆ **Programming & Hosting** – Quest can provide all P&H services for surveys, including in-language versions for international data collection.
- ◆ **Translation & localization services** – Quest works with long-standing partners to translate/localize into all necessary languages, including open-end back translation and coding for open-ends.
- ◆ **Data crosstabs and tables** – When hosting data collection for a survey, Quest can also provide crosstabs, when requested.
- ◆ **Questionnaire review and design** – Quest can review your survey structure and content, advising and collaborating on best-practices questionnaire design.

# WHY WORK WITH QUEST?

Our clients come to Quest for delivery - providing the support needed as specialists in market research. We accomplish this through a tech-powered, human-led approach where quality sample and great execution are the main differentiators of Quest from the rest.

Our three pillars for how Quest earns our clients' trust and ongoing business:

- ◆ **Experience – Nothing can replace years of successfully delivering results for clients.**
  - 20+ years under the same ownership and management.
  - Throughout, we have an unmatched B2B history and focus.
  - International project support for all countries where online surveys operate.
- ◆ **Support – Experienced, creative operations staff delivering volume with precision.**
  - 90+ employee project management team.
  - Our project managers field more than 250 new projects weekly for our clients.
  - For B2B and B2C we can advise on how best to target, field, and deliver for your projects.
- ◆ **Quality – Quest shows you our commitment to preventing fraud and ensuring the best data quality possible.**
  - Our early focus on B2B projects motivated us to develop better protections sooner than others. Our higher incentive payouts have always caught the attention of fraudsters, so we had to be better!
  - Quest invests more time, resources and tech development than any other panel company for data quality technology, processes and practices. We work harder to protect your survey data.
  - Please see the Data Quality and Anti-Fraud details in the Appendix for a more thorough description.



QUEST IS YOUR  
**B2B  
PANEL  
PROVIDER**

**Quest leads business research in the online space – we've been helping clients like you reach the most challenging B2B and niche audiences for a very long time.**

- ◆ Business research makes up approx. 65% of our client accounts – our expertise and specialization are widely recognized in the industry. Our services extend internationally as well, giving our clients confidence for a global B2B perspective.
- ◆ Quest's services extend internationally as well, giving our clients confidence for a global B2B perspective.
- ◆ We train highly specialized project managers and have an outstanding reputation for achieving our clients' objectives in each study. Quest's operations teams know feasibility and delivery really matter when targeting B2B audiences.
- ◆ Leveraging hundreds of profile attributes across B2B audiences, Quest maintains above average response rates and can support diverse and challenging business studies.

**Standard targetable demographics in the B2B space include:**

- Job Title/Occupation.
- Business unit
- (IT, sales, office, marketing, etc.)
- Number of employees
- In-house technology information
- Company revenue
- Personnel responsibility

**Reach out to a sales representative for more detailed information regarding targeting and delivery.**



# PANEL RESOURCES AND REACH

Quest's online research panels and reach span the globe. Our specialty delivering niche business audiences, starting from our call centre days, continues for profiled, engaged, knowledge-specific online global B2B communities we draw on daily. On the consumer side, you'll find a range of validated respondents who are continuously recruited from different mediums. To increase feasibility for your toughest surveys, we enlist a trusted network of partners that have proven their reliability and delivery over time.

# NORTH AMERICA



## Country

## Panel count

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Canada

567,018

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United States

3,976,225

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Mexico

282,987

**Panel demos and targeting details are available** on request and include, but are not limited to Gender, Age, Ethnicity, Household Income, Marital status, etc.

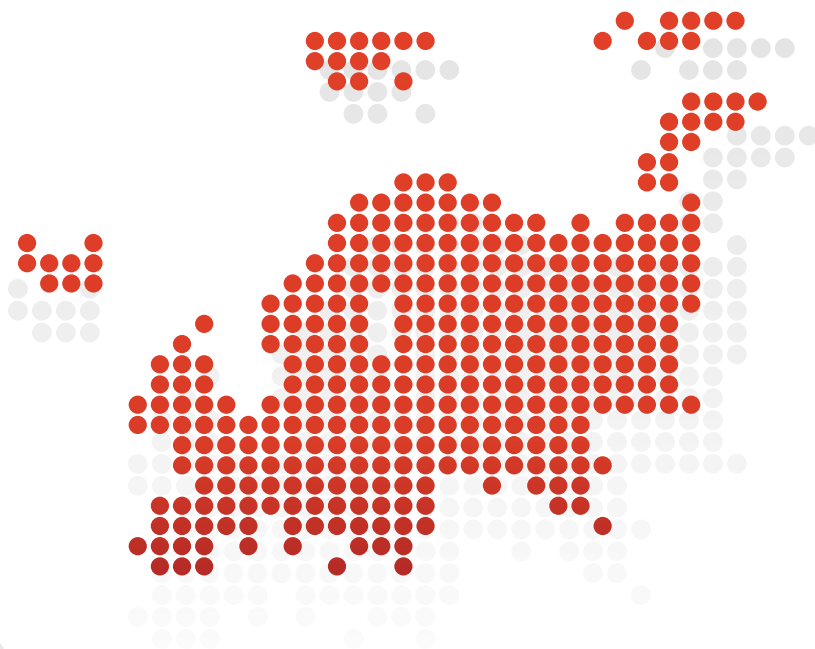
### **Not seeing your target?**

Contact your Quest representative for precise capability in your target country.





# EUROPE



Country	Panel count
UK	852,434
Germany	228,458
France	329,593
Spain	369,144
Italy	509,533

**Additionally, our access and network extends to the following countries:**

Poland, Russia, Romania, Belgium, Ireland, Nordic countries

**Panel demos and targeting details are available** on request and include, but are not limited to Gender, Age, Ethnicity, Household Income, Marital status, etc.

**Not seeing your target?**

Contact your Quest representative for precise capability in your target country.



# LATIN AMERICA



Country	Panel count
Brazil	335,125
Mexico	282,987
Argentina	104,326

**Additionally, our access and network extends to the following countries:**

CAM, Chile, Colombia, Peru

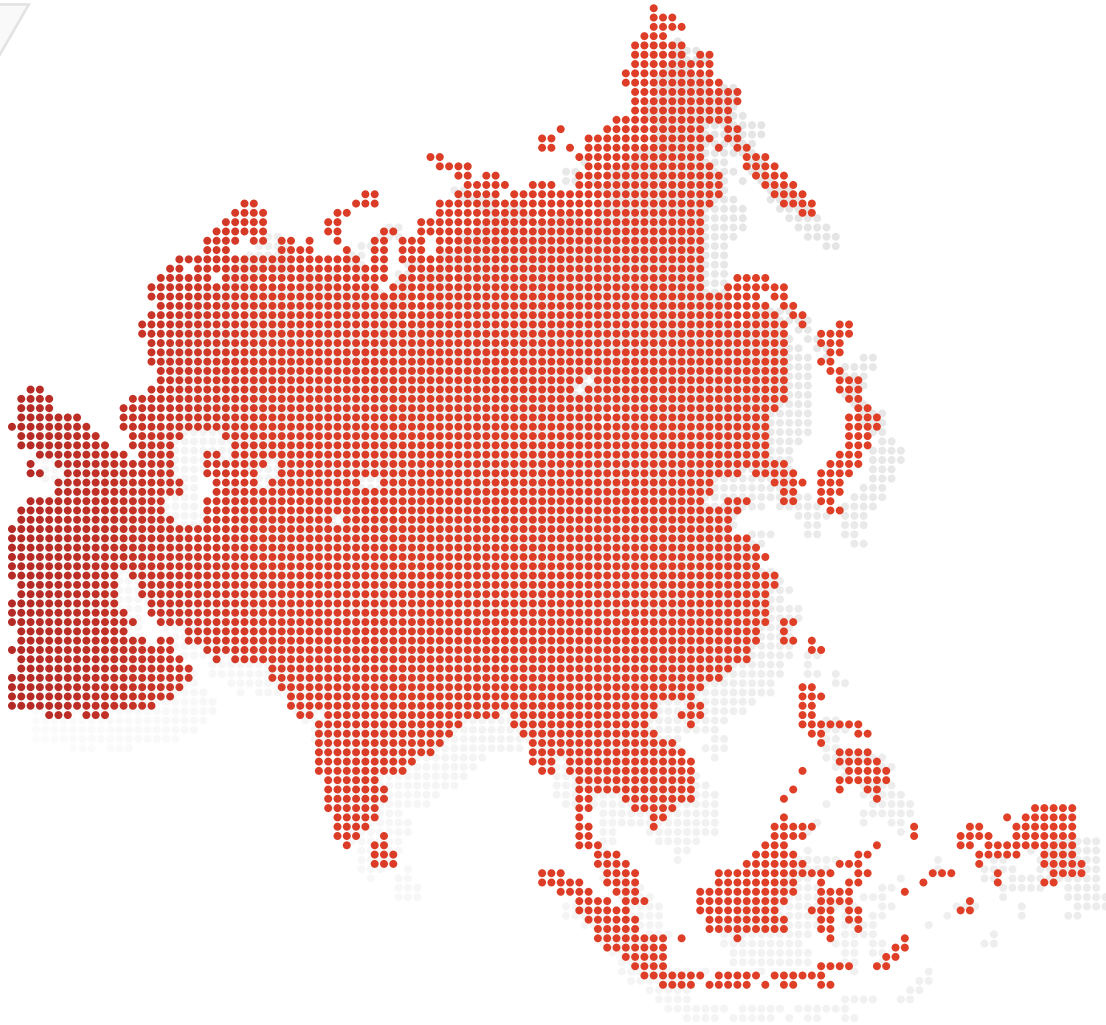
**Panel demos and targeting details are available** on request and include, but are not limited to Gender, Age, Ethnicity, Household Income, Marital status, etc.

**Not seeing your target?**

Contact your Quest representative for precise capability in your target country.



# ASIA PACIFIC



Country	Panel count
China	551,318
Japan	381,410
India	763,277
Australia	304,532

**Additionally, our access and network extends to the following countries:**

Indonesia, Philippines, Singapore, Thailand, Malaysia

**Panel demos and targeting details are available** on request and include, but are not limited to Gender, Age, Ethnicity, Household Income, Marital status, etc.

**Not seeing your target?**

Contact your Quest representative for precise capability in your target country.



# DETERMINING FEASIBILITY AND DELIVERY FROM **PANEL NUMBERS**

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Country-level panel numbers and reach overall are important, but only a starting point for what you really need to know. What matters most is *your* study and *your* target - and how Quest's coverage will provide the feasibility and delivery you require.

Quest's experience has shown several factors are critical to consider for how our reach in a particular area, for a particular audience, translates to specific project feasibility and delivery.

## **Ability to Target vs. Screening**

Experience weighs heavily in knowing what sampling criteria can be targeted vs. those which must be actively screened.

- Ask us about our proprietary technology for employing carefully chosen screener questions.
- Our system qualifies and validates potential respondents prior to them entering your survey, raising incidence and lowering CPI costs.

## **LOI, Special Requirements (such as PII) and Drop Rate**

LOI (Length of Interview), the time required to complete a survey, can significantly impact a target respondent pool.

- Longer surveys reduce completion rates and require a different strategy for sampling approach.
- Quest can advise on questionnaire design efficiency, suggesting changes to mitigate associated impacts of longer LOIs.

**Often enough, surveys have Special Requirements such as PII (personally identifiable information) collection. Or clients ask for specific data collection methods as facial analysis, eye tracking, and video/audio recording.**

- Quest sees these requirements weekly and knows what respondents will accept vs. not comply with readily.
- We can advise on what the impact of these "special" features will be for data collection timing and survey completion rates.

# DETERMINING FEASIBILITY AND DELIVERY FROM **PANEL NUMBERS**

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**Continued...**

## **Field Timing – What Pace is Achievable**

Quite often Quest has to ask clients what time will be allowed for data collection. Field timing goes hand in hand with what characteristics can be targeted vs. those which must be screened for to determine feasibility and delivery.

- The biggest panel around can't deliver well if the fielding time is very short for the audience needed.
- Quest's project managers are expert at knowing what to expect during data collection to adjust invitation volume, incentives, and even when partners may be needed to meet our clients' expectations.

## **CPI – Trade-Off Between Cost and Audience Attention**

Quest takes budgetary requirements seriously – for our business and for yours.

- While we can meet low-cost project requirements any time, doing so has serious implications for data quality and final delivery.
- Lower CPIs mean less incentive for the sample needed.
- At times the audience desired simply won't take the time to participate, especially if you're after a particular B2B professional sample.
- And a lower than justified cost attracts only fraudsters at some point.
- Determining the most appropriate CPI (and rewarding panelists appropriately for their time spent) simply saves time, resources and frankly, a giant headache.



# APPENDIX

## Data Quality and Anti-Fraud

Every survey, all the time, B2B and B2C will see attacks by fraudsters trying to cheat and gain the incentive. B2B projects are a more attractive target for fraudsters - Quest experienced this early from our foundation in B2B research. We had to “armor up” our data collection when faced with more frequent and more motivated attacks by fraudsters, and have continued an increased pace and devotion of resources to combatting survey fraud ongoing. Quest has developed significant protections for our operations, both active and behind the scenes, to prevent fraud and ensure our data quality is the best possible.

Our process has two major components:

**1. Technology-based solutions run automatically to identify and counter typical attacks and the deceitful methods fraudsters use.** Quest has adopted industry-leading data quality technology, which offers a multi-layered defense well beyond the basics.

**Our always-on solutions are differentiated from basic industry offerings:**

- Enhanced Duplication detection using the latest in digital fingerprinting technology.
- Enhanced Geo fencing using the latest in digital fingerprinting technology.
- Employing hCaptcha coupled with industry leading fingerprint technology to create an AntiFraud Detection Score.
- AI busting tools that analyze respondent interaction.
- Enhanced location spoofing detection utilizing the same third party tech as companies like Amazon and Netflix
- Respondent tracking among our panels to monitor past performance and match best supply to client projects.
- Continually monitoring fraud within the market research industry to spot emerging trends and develop new anti-fraud techniques.



# APPENDIX



## Data Quality and Anti-Fraud continued...

**2. Active screening using knowledge-based questions.** This is where our long experience benefits clients greatly – we know how to qualify prospective respondents using specific language and detailed questions they must pass to access a survey. This screening and qualifying is activated through an internal Quest system that is flexible and adaptable. For example, we set the bar very high for technical audiences such as ITDMs or specialty B2B management, but apply fewer hurdles for moms of young kids, for example.

Our systematic approach provides consistent results to Quest's clients using the latest anti-fraud technology and practices. We'll openly provide details about this part of our business - we're happy to share what we do, how we do it, and why our two-pronged data assurance practices are so effective.





**QUEST  
MINDSHARE™**

Proud members of  
the Insights Association,  
ESOMAR, WIRe  
and the CRIC.

**Thank you!**

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