



2026 PANEL BOOK

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QUEST MINDSHARE'S HISTORY

For more than 20 years, researchers have partnered with Quest Mindshare to deliver reliable sample across business and consumer audiences.

Founded in 2003 by industry veterans Greg Matheson and Joe Farrell, Quest began in phone-based research and evolved early alongside the industry's shift to online methodologies. That foundation shaped a deep understanding of respondent engagement, data integrity, and the realities of fieldwork at scale.

Today, Quest Mindshare is an all-in-one sample provider, supporting studies that span B2B, B2C, and mixed-audience designs. While B2B research remains a core strength, our panels now include a broad and diverse range of consumer, professional, and general population audiences.

With nearly 175 employees focused on sampling, fieldwork, and data collection, Quest delivers research support across global markets. As a privately owned company headquartered in the Toronto area, we remain agile, accountable, and closely connected to the researchers we support.

OUR SERVICES

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 and Hosting** – Quest can provide all programming and hosting services for surveys, including in-language versions for international data collection.
- ◆ **Translation and localization services** – Quest works with long-standing partners to translate/localize into all necessary languages, including open-end 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 and collaborate with you on best-practice 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.
 - From senior business decision-makers (executives, managers, IT, HR, finance, healthcare) to consumer, professional, general population, and hard-to-reach audiences, Quest supports full-spectrum sample needs at scale.
 - International project support for all countries where online surveys operate.
- **Support – Experienced, creative operations staff delivering volume with precision.**
 - 70+ employee project management team.
 - Quest delivers hands-on support across B2B and B2C studies. Our team advises on targeting, feasibility, and field strategy while actively managing projects through to delivery.
- **Quality is not a checkpoint at Quest, it's a continuous commitment.**
 - Quest's roots in B2B research required higher standards from day one. Reaching professional and hard-to-access audiences meant developing stronger safeguards earlier than many providers and applying those same standards across all B2C work today.
 - We continuously invest in data quality technology, operational processes, and human review to detect fraud and maintain panel integrity. The result is cleaner data, fewer surprises, and greater confidence in your findings.
 - Please see the Data Quality and Anti-Fraud details in the Appendix for a more thorough description.



Consumers

Reach any audience, anywhere in the world. We give you easy access to a diverse and expansive global network of highly engaged panel members, so you can connect with the right people to support your research objectives.

B2B Professionals

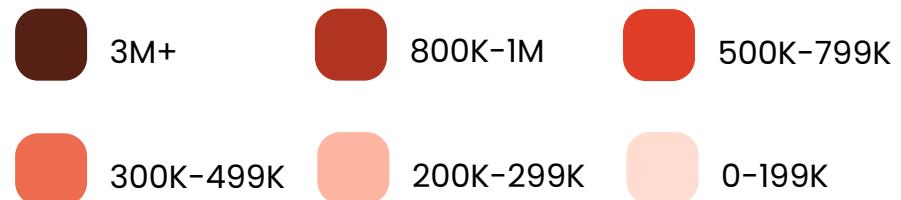
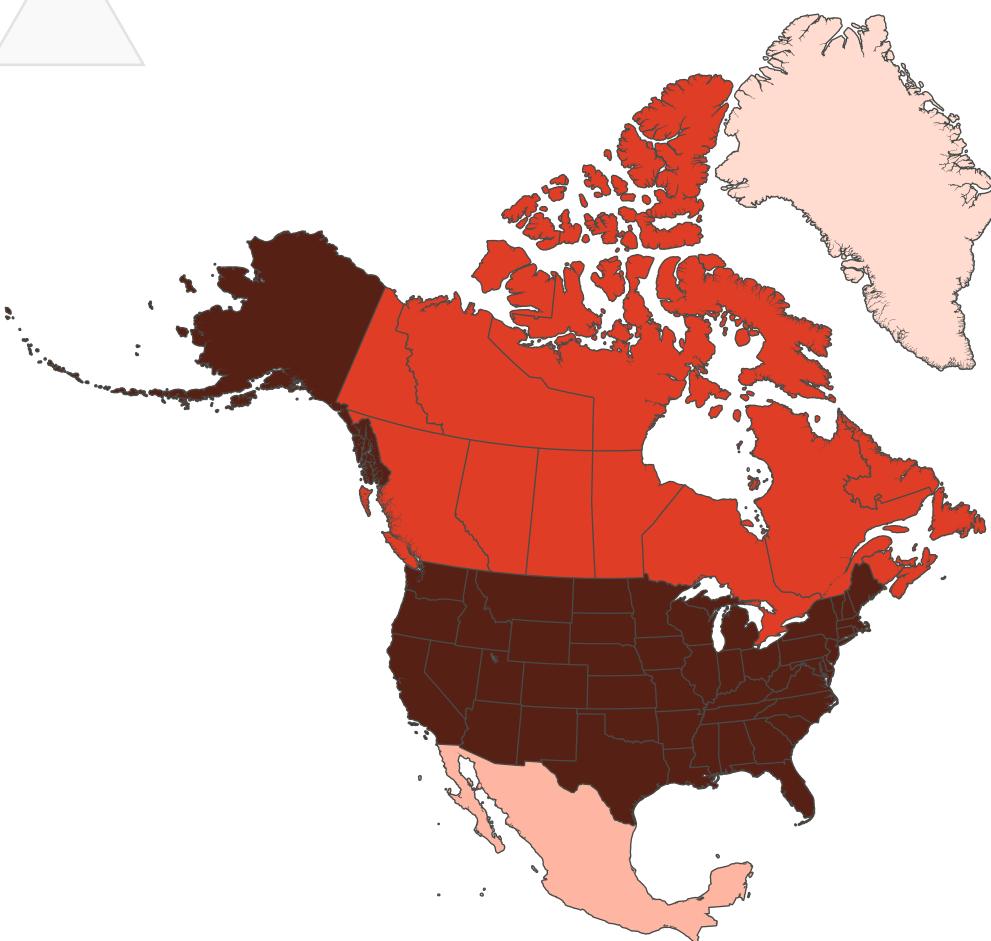
Tap into our curated network of verified B2B experts, pre-validated for their industry expertise and professional credibility. Our rigorous vetting process combines social network validation and human review to ensure accuracy and engagement for every study.

Health

Access the industry's most trusted and comprehensive healthcare panel, including a diverse network of physicians, allied health providers, payers, administrators, and key opinion leaders across specialties and practice settings.

See appendix for details regarding B2B and Health.

NORTH AMERICA

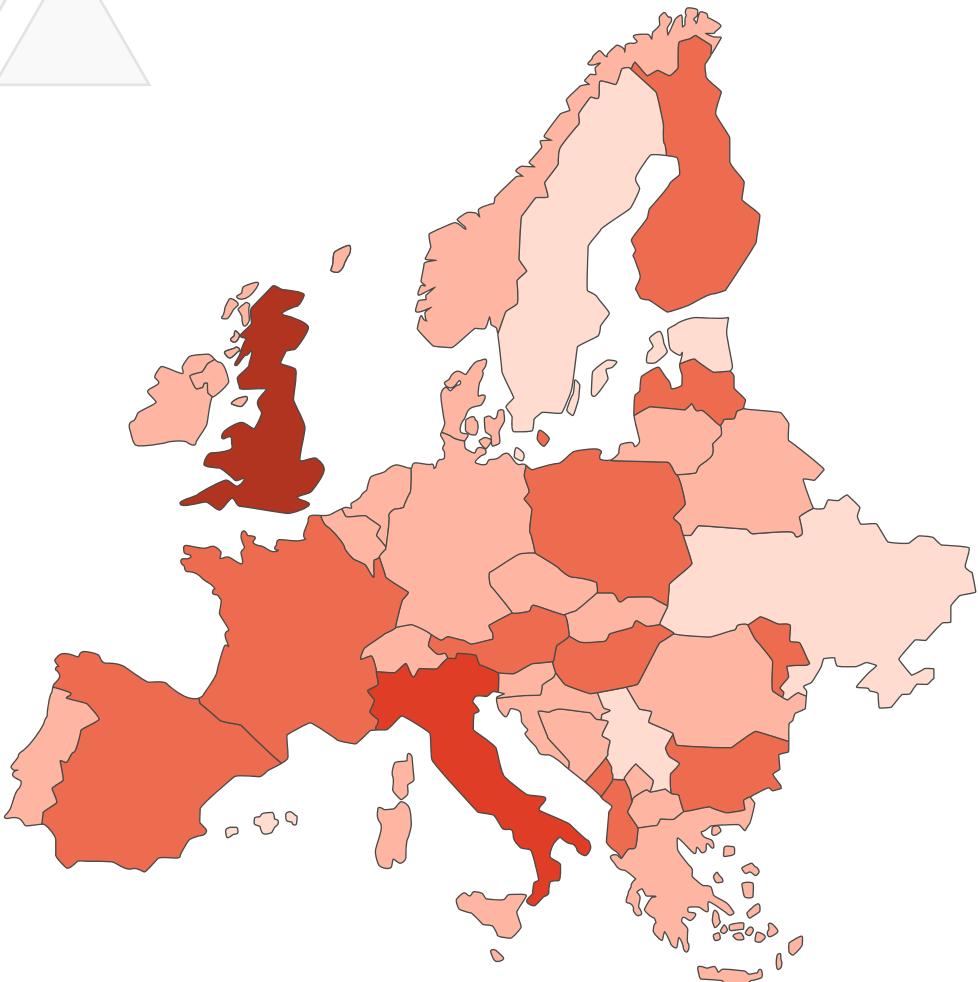


Panel demos and targeting details are available
on request and include, but are not limited to
Gender, Age, Ethnicity, Household Income, Marital status, etc.

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



EUROPE



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

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

Panel demos and targeting details are available

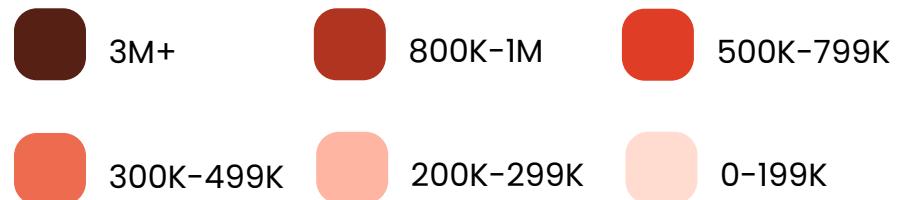
on request and include, but are not limited to
Gender, Age, Ethnicity, Household Income, Marital status, etc.

Not seeing your target?

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LATIN AMERICA



Additionally, our access and network extends to the following countries:
CAM, Chile, Colombia, Peru

Panel demos and targeting details are available

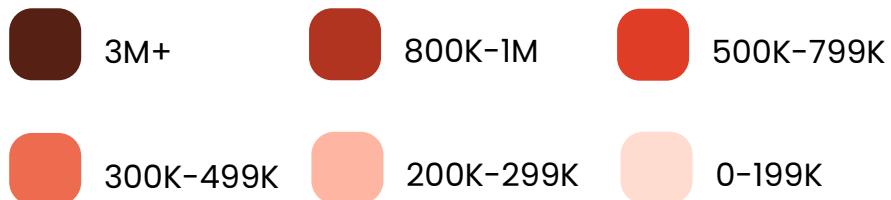
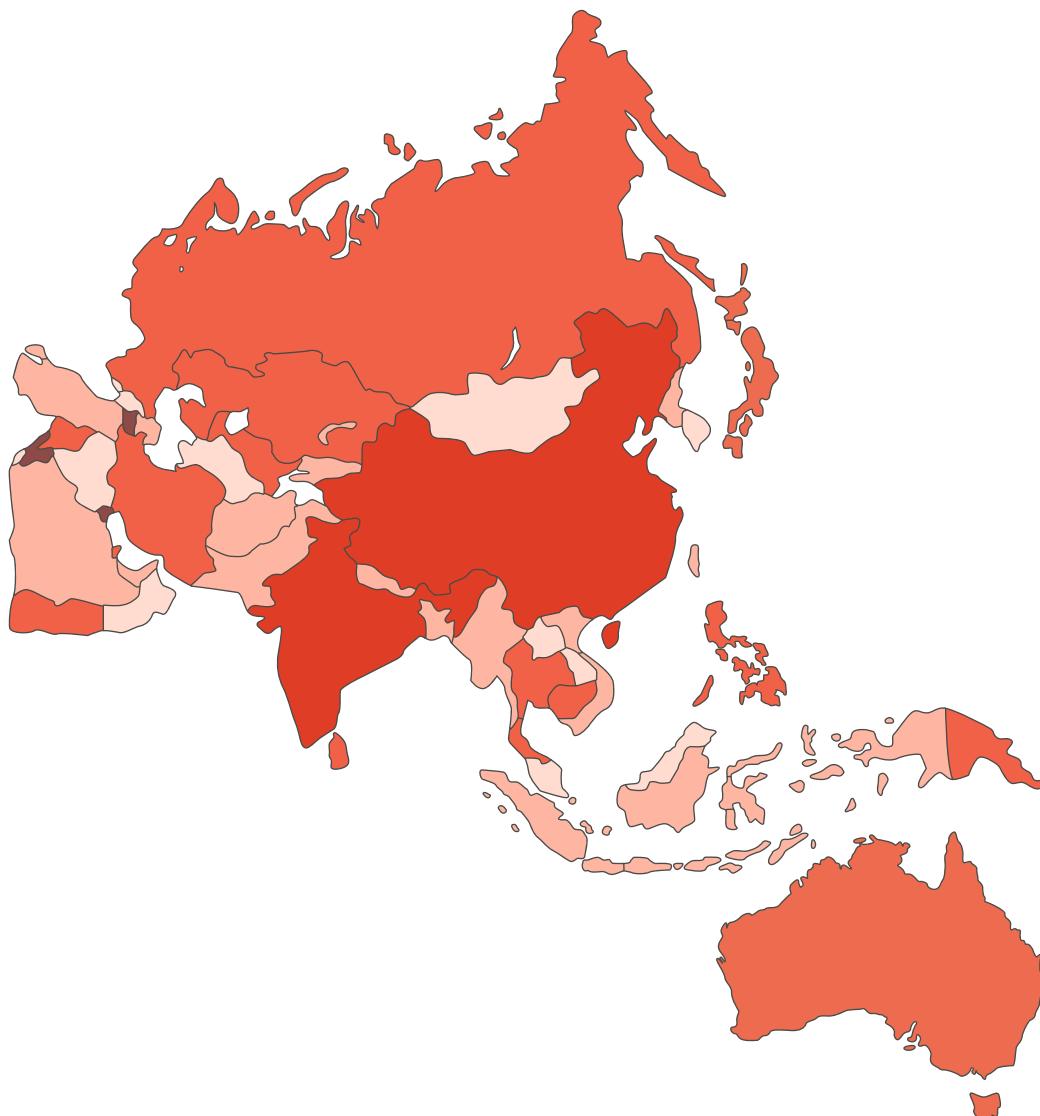
on request and include, but are not limited to
Gender, Age, Ethnicity, Household Income, Marital status, etc.

Not seeing your target?

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ASIA PACIFIC



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.





APPENDIX DATA QUALITY AND ANTI-FRAUD

Survey fraud affects every study—B2B and B2C—but B2B projects are especially attractive to fraudsters. Because Quest was founded in B2B research, we encountered these threats early and built strong protections into our data collection from the start.

Today, we continuously invest in advanced anti-fraud measures to protect data quality. Our safeguards operate both behind the scenes and in real time to prevent fraud and ensure reliable results.

Our process has two major components:

1. Always-On Technology

Automated systems identify and block common fraud tactics using industry-leading tools and multi-layered defenses, including:

- Advanced duplication and location detection
- Digital fingerprinting and geo-fencing
- AI-driven analysis of respondent behavior
- CAPTCHA and fraud-scoring technologies
- Ongoing monitoring of industry fraud trends

2. Expert Human Screening

We use knowledge-based screening questions tailored to each audience. Our long B2B experience allows us to set higher qualification standards for specialized roles (e.g., IT decision-makers) and adjust screening appropriately for broader audiences.

The Result

A consistent, transparent, and proven approach to data quality, combining technology and expertise to deliver trustworthy results. We're always open about how our anti-fraud practices work and why they're effective.



AILMENTS



ADD/ADHD
AIDs
Airborne Allergies
Alcohol abuse
Allergies
Alopecia
Alzheimer's
Amyotrophic Lateral Sclerosis (ALS, Lou Gehrig's Disease)
Andropause
Anemia
Angina
Ankylosing Spondylitis
Anorexia Nervosa
Anxiety
Arrhythmia
Arthritis
Asthma
Astigmatism
Athlete's foot
Atrial fibrillation/Afib
Autism
Back Pain
Bed Wetting
Bipolar
Bladder Cancer
Blood Disorders
Bone and Joint Conditions
Borderline Personality Disorder
BPH (enlargement of the prostate)

Colon Cancer
Color Blind
Congestive Heart Failure
Conjunctivitis (pink eye)
Constipation
Coronary Artery Disease
Crohn's Disease
Cystic Fibrosis
Dandruff
Deaf
Deep Vein Thrombosis
Brain Cancer
Breast Cancer
Bronchitis
Bulimia
Bursitis
Cancer in General
Cardiomyopathy
Carpal Tunnel Syndrome
Cataract
Celiac
Celiac Disease
Cervical Cancer
Chronic Bronchitis
Chronic Fatigue syndrome
Chronic Kidney Disease
Chronic Lymphocytic Leukemia
Chronic Obstructive Pulmonary Disease/COPD
Chronic pain
Cigarettes / Tobacco Users

Cluster Headaches
Colitis
Dental Problems
Depression
Dermatitis
Diabetes
Diarrhea
Digestive disorder
Down Syndrome
Drug abuse
Dry skin
Dyslexia
Ear Infection
Eating disorder (e.g., Anorexia, Bulimia, etc.)
Eczema
Emphysema
Endocrine System (incl. Diabetes & Thyroid Conditions)
Endometriosis
Enlarged Prostate
Epilepsy
Erectile Dysfunction
Eye Conditions
Fibroids
Fibromyalgia
Foot Fungus (Athletes Foot)
Gallstones
Gastro Esophageal Reflux Disease / GERD / Acid Reflux
Gastroenteritis
Gestational Diabetes



TRUSTED EXPERIENCE IN **B2B** RESEARCH

Quest Mindshare is a trusted partner for business research, with a long-standing track record of helping researchers reach complex and hard-to-access B2B audiences in the online space.

B2B research represents approximately 65% of our client work, making it a core area of expertise and a foundation of our broader sampling capabilities. This specialization is widely recognized across the industry and extends globally, giving clients confidence when fielding business research across regions and markets.

Our project managers are trained to support the unique demands of B2B studies, and our operations teams are deeply experienced in feasibility assessment, incidence management, and delivery—critical factors when targeting business audiences. This expertise translates into reliable execution and consistent outcomes for our clients.

By leveraging hundreds of profile attributes across business audiences, Quest delivers above-average response rates and supports a wide range of B2B studies, from broad professional samples to highly specific, hard-to-reach roles.

B2B Top Segments

Non DM

(FTE's entry level+ with targeting on EE size/Revenue/Industries)

Director/VP levels

Enterprise with 1000+ EE size & \$500M revenue

Large Enterprise with \$1M revenue size or 2000 EE size

C-Level with \$50 EE size or \$25M revenue size

Industries

Accounting
Advertising
Agriculture/Fishing
Architecture
Automotive
Aviation
Banking/Financial
Bio-Tech
Brokerage
Carpenting/Electrical installations/VVS
Chemicals/Plastics/Rubber
Communications/Information
Computer Hardware
Computer Reseller (software/hardware)
Computer Software
Construction
Consulting
Consumer Electronics
Consumer Packaged Goods
Education
Energy/Utilities/Oil and Gas

Engineering
Environmental Services
Fashion/Apparel
Food/Beverage
Government/Public Sector
Healthcare
Hospitality/Tourism
Human Resources
Information Technology/IT
Insurance
Internet
Legal/Law
Manufacturing
Market Research
Marketing/Sales
Media/Entertainment
Military
Non Profit/Social services
Personal Services
Pharmaceuticals
Printing Publishing
Public Relations
Real Estate/Property

Retail/Wholesale trade
Security
Shipping/Distribution
Telecommunications
Transportation

Revenue

Under \$100,000
\$100,000 - \$249,999
\$250,000 - \$499,999
\$500,000 - \$999,999
\$1 Million - \$4.99 Million
\$5 Million - \$9.99 Million
\$10 Million - \$24.99 Million
\$25 Million - \$49.99 Million
\$50 Million - \$99.99 Million
\$100 Million - \$249.99 Million
\$250 Million - \$499.99 Million
\$500 Million - \$999.99 Million
\$1 Billion or more

Company Size

1 - 10 employees
10 - 50 employees
50- 100 employees
100- 200 employees
200- 500 employees
500+ employees

B2B INDUSTRIES WE COVER



QUEST MINDSHARE™

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

Thank you!

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