



# 2026 PANEL BOOK

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# TABLE OF CONTENTS

Quest Mindshare's History

1

Our Services

2

Why work with Quest?

3

Trusted B2B Experience

4

Quest's Coverage - Statistics

a. Major Regions

b. List of countries

6

Appendix:  
Data Quality and Anti-Fraud

10

Appendix:  
Ailments

11

# 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

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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 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

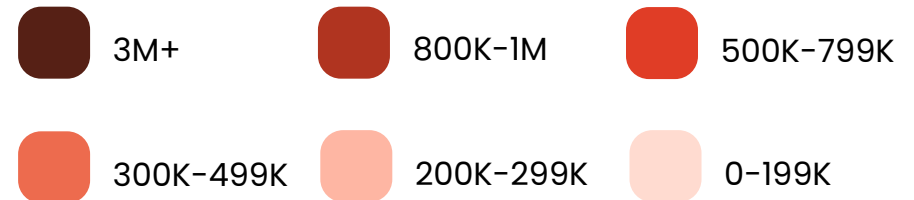
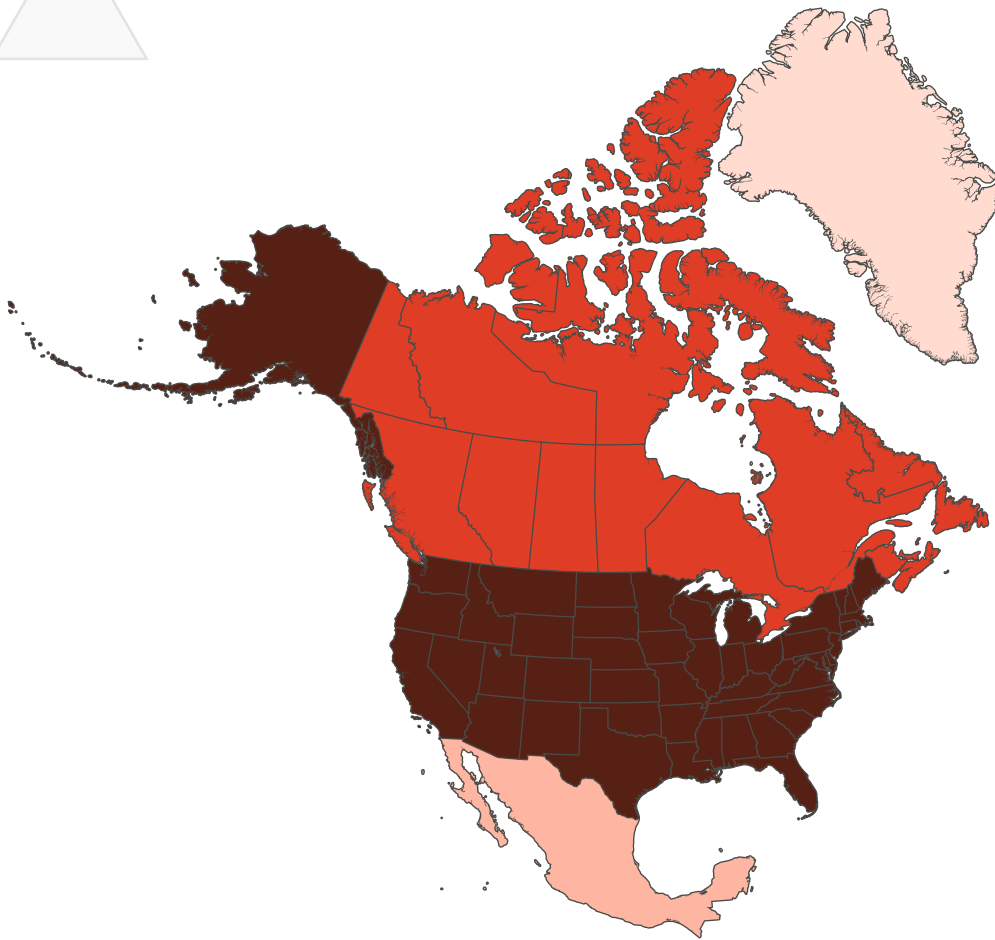
Tap into our curated network of verified B2B experts, pre-validated for their industry expertise and professional credibility. Our rigorous vetting process combines social network validation and human review to ensure accuracy and engagement for every study.

## 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



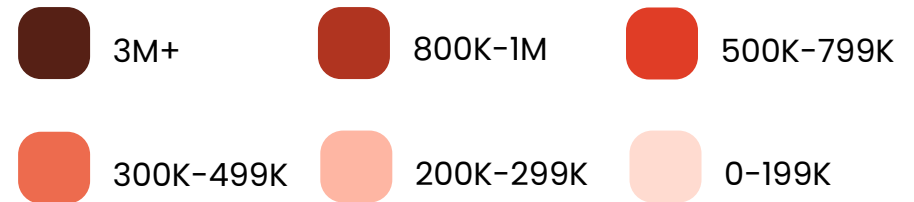
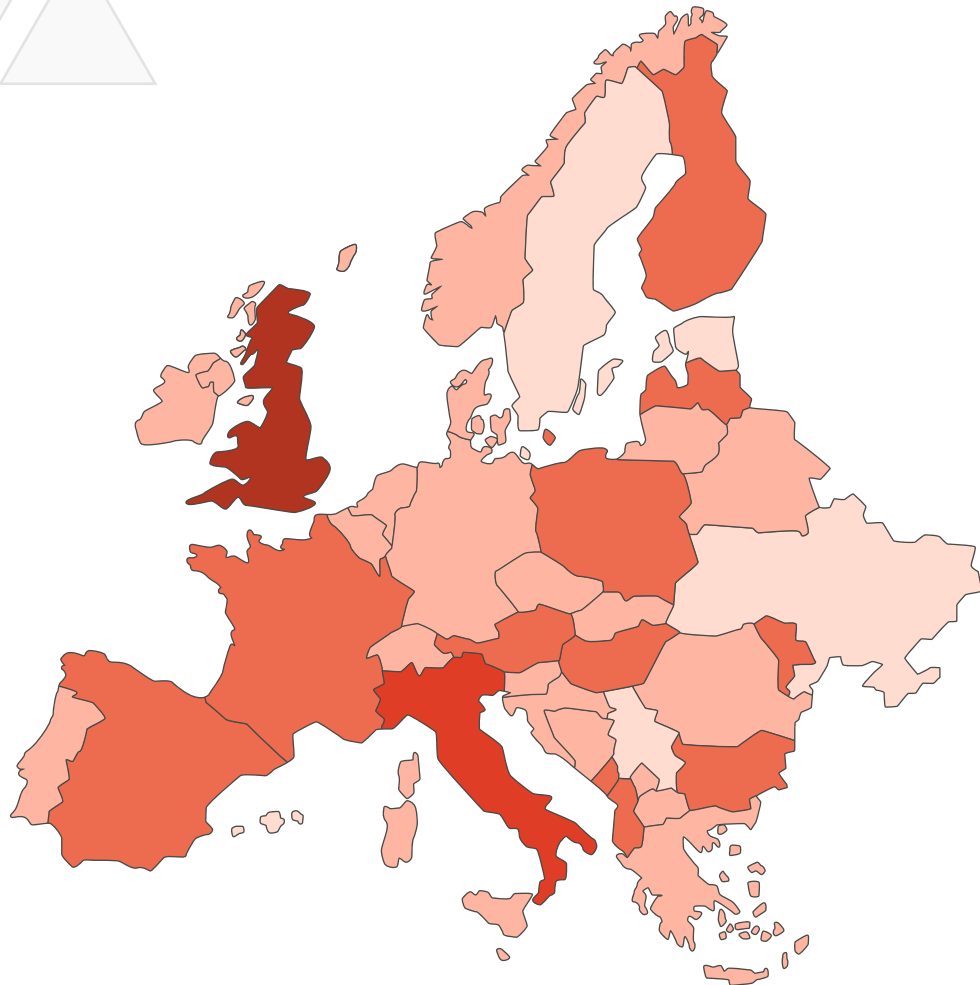
Panel demos and targeting details are available  
on request and include, but are not limited to  
Gender, Age, Ethnicity, Household Income, Marital status, etc.

**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.

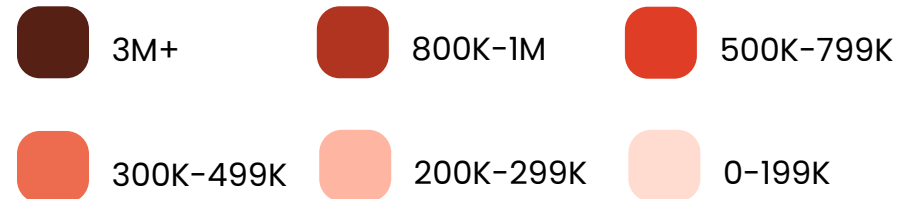
**Not seeing your target?**

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





# LATIN AMERICA



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

CAM, Chile, Colombia, Peru

**Panel demos and targeting details are available**

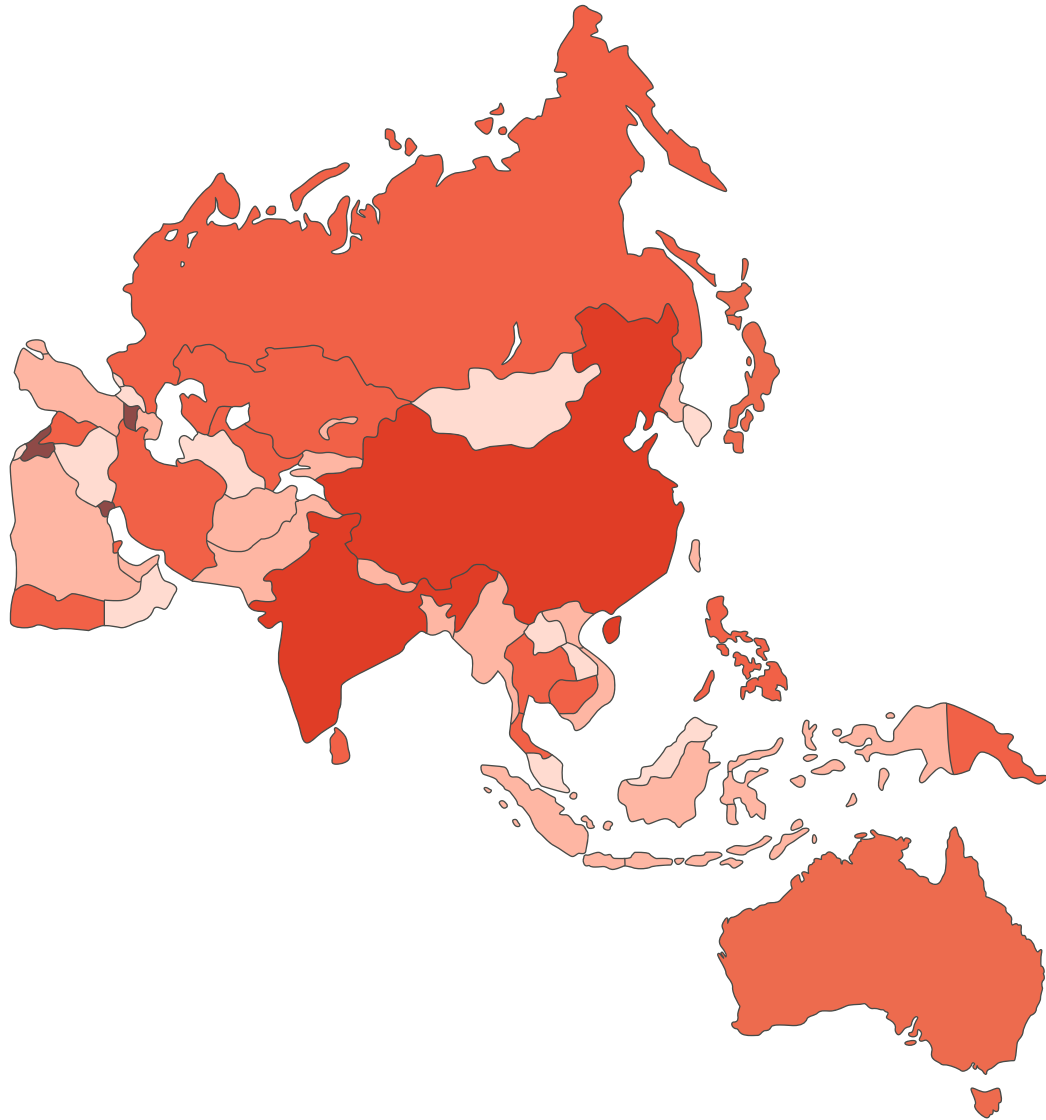
on request and include, but are not limited to  
Gender, Age, Ethnicity, Household Income, Marital status, etc.

**Not seeing your target?**

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



# 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

Carpentering/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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