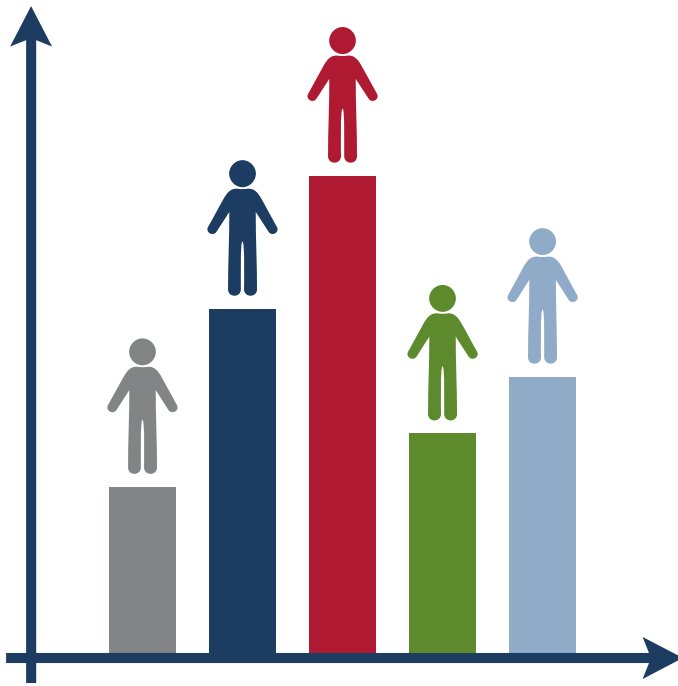


FPG Panel Book



Consumer
Healthcare
Patient
Business
Millennial
Gen Z

By embracing the advances of rapidly changing technology, including social media trends, internet search methods, and word-of-mouth referrals, FPG has built one of the largest and most diverse online qualitative panels in the industry.

The information presented in this panel book represents the diverse audience that comprises the FPG QualPanel™.

- Real people, deeply profiled, articulate and engaged. Suitable for all research methodologies.
- Growth Rate 22,000-24,000/month
- 210 profile data points
- 230,000 recruited annually
- Panel is actively managed and purged monthly of non-responsive panelists
- Profiles dynamically enriched on a routine basis

Consumers

Healthcare
Professionals

Patients

Business
Professionals

Millennials

Online Qualitative Research

Online Communities and Bulletin Boards
Webcam Interviews and Groups
Tele-Depth Interviews with Web Component
Quant-to-Qual
Multi-Mode Studies

Online Services

Online Surveys, including Mobile
Sample Matching
In-House Survey & Screener Programming
Custom solutions combining multiple online methods

In-Person Research

Focus Groups
In-Depth Interviews (IDIs)
Ethnographies
Usability Studies
Central Location Testing
Taste Tests
Home Use Tests (HUTs)
Jury Simulation

Clinical Research

Over-the-counter medications and supplements
Non-invasive devices
Behavioral & cognitive research
Tracking Studies

FPG Think Tank™

FPG Communities™
FPG Polling™
Gauge Mobile App
STARS Product Use Research Experience™

How We Build Our Panel

The FPG QualPanel™ welcomes over 800 new members every day. Our participant website, focusgroup.com, is ranked #1 on Google Search for “paid focus groups.”

Referrals

Participants are eager to share their focus group experience with friends, family, and colleagues, through the website Refer-A-Friend page, by sharing emails we send out, and by old-fashioned word-of-mouth.

Social Media

We engage over 82,300 Facebook fans and 32,200 Twitter followers with daily updates and encourage them to “like” and “share” our posts.

Online Advertising

We purchase display and banner ads on websites relevant to specific study topics, as well as on general interest pages to encourage overall panel growth.

Association/User Groups

We reach out to study-specific associations such as support groups and non-profit organizations to recruit respondents for both consumer and health-care-related jobs.

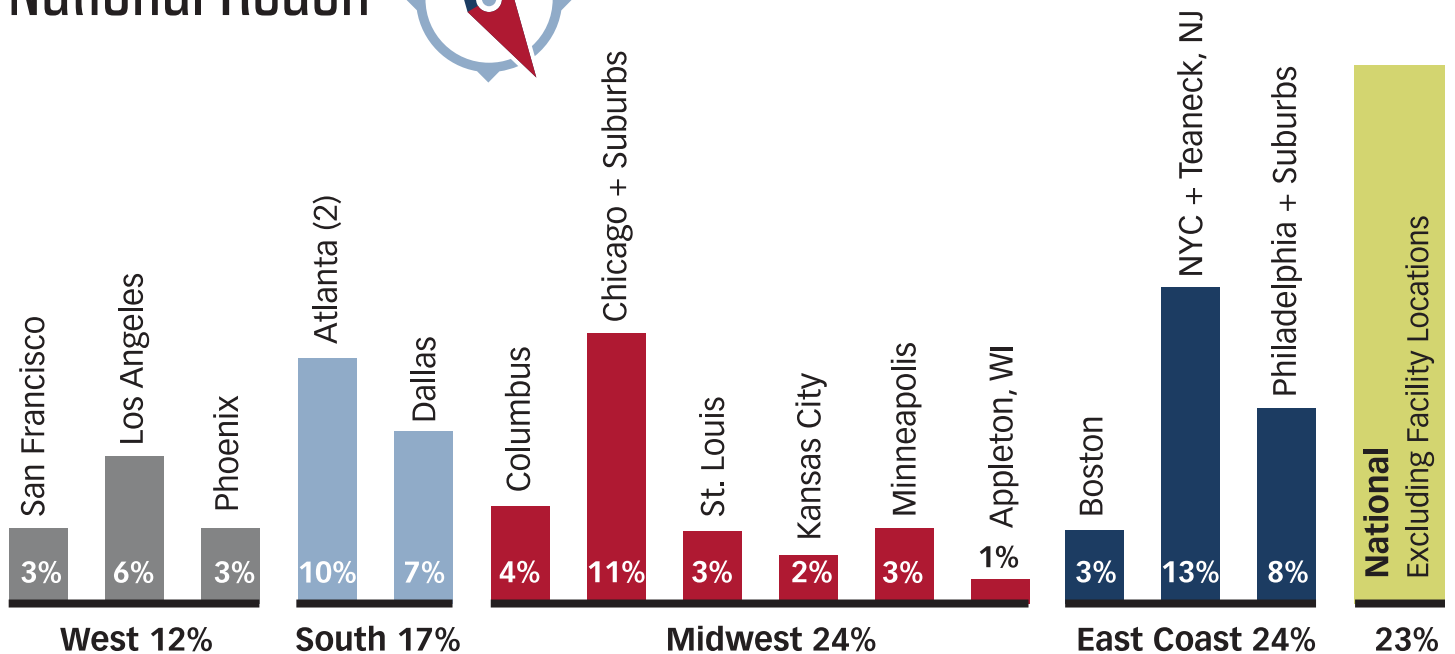
Article/Blog Submissions

FPG submits original, informational content to blogs and websites to educate readers about marketing research opportunities.

Grassroots Outreach

Onsite “Panel Champions” research local venues and associations to identify potential participants.

National Reach



Profile Data Points

Upon registration, participants fill out a Personal Profile that includes the data fields shown below. Medical conditions are shown on the FPG Healthcare section of this document.

Basics

First Name
Last Name
Date of Birth
Address
City
State
Zip
Phone
Mobile Phone
Fax
E-mail

Ethnicity
Marital Status
Sexual Orientation
Pets
Home owner or renter
Condo owner or renter
Children under 18
Currently pregnant
Planning to be pregnant
Education
Employment status
Household income

Health, Habits, & Hobbies

Member of a gym/activity center
Tobacco products
E-cigarettes
Corrective lenses
Sports (participant)
Sports (viewer)
Razors and shaving

Food & Beverage

Food allergies
Dietary restrictions (health)
Dietary restrictions (cultural)
Vegetarian or vegan
Alcohol preferences

Shopping

Customer loyalty programs
Car (own or lease)
Car (new or used)
Car (make and model)
Motorcycle or scooter

Technology

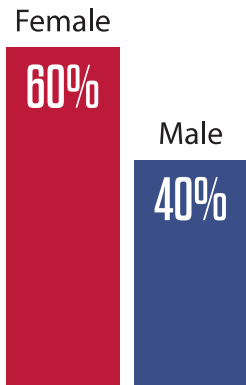
Desktop computer
Laptop/notebook
Smartphone
Cable/satellite
Internet
Operating systems
Service providers
Tablet computer
TV watching/streaming services

Business

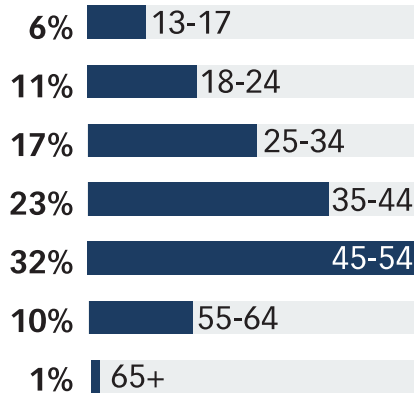
Industry
Profession
Own a business
Number of employees
Number of PCs/work stations
Company's revenue
C Level Executive
Director/Manager
Makes purchasing decisions
Travels for business
Work-related technology

FPG Consumer Panel

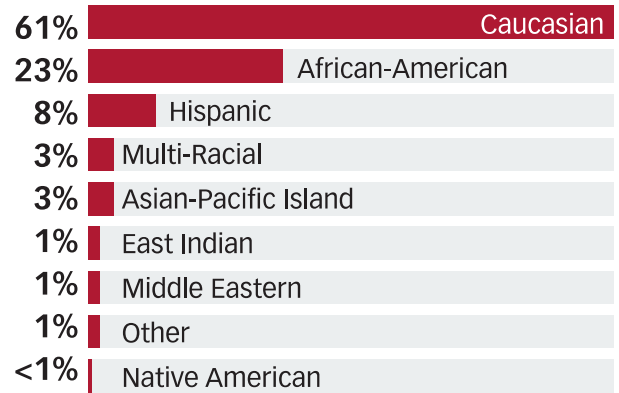
Gender



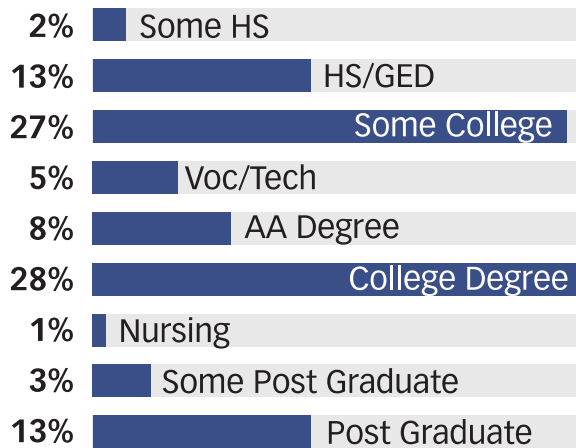
Age



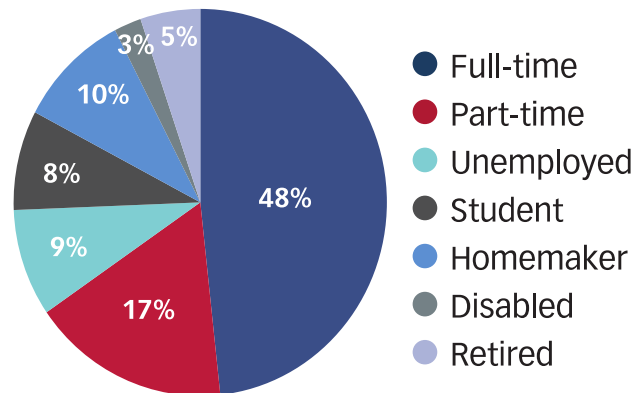
Ethnicity



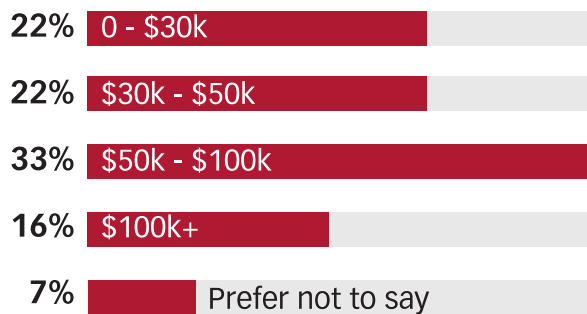
Education



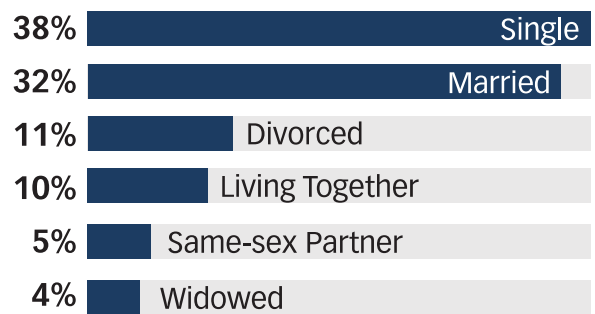
Employment



Household Income

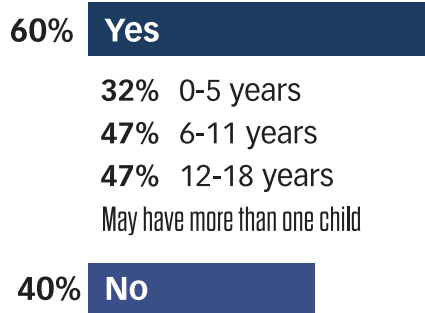


Relationship Status

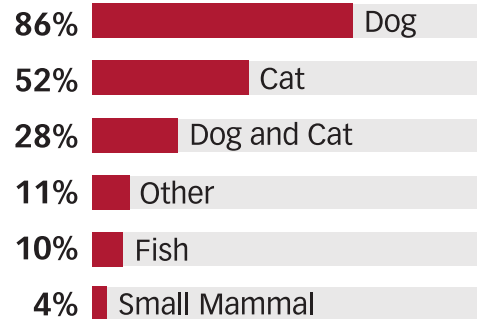


FPG Consumer Panel

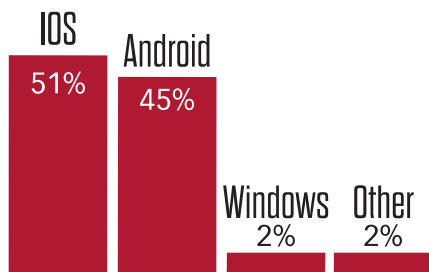
Have Children Under 18



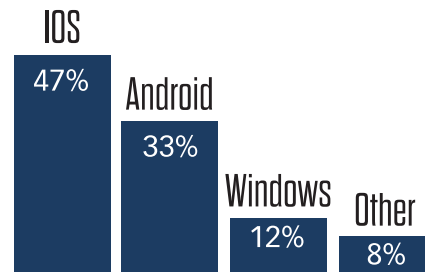
Pets [% shown are among pet owners - some overlap occurs]



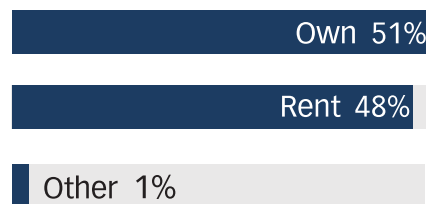
Smartphone OS



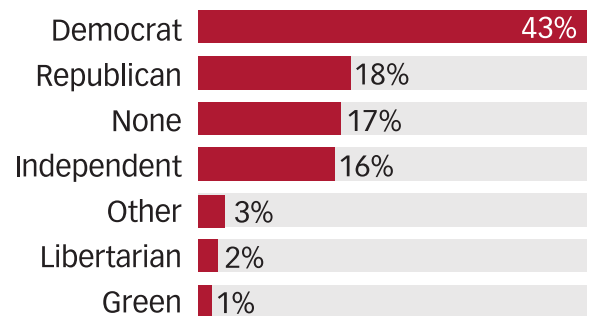
Tablet OS



Own or Rent



Political Party



FPG Healthcare Panel

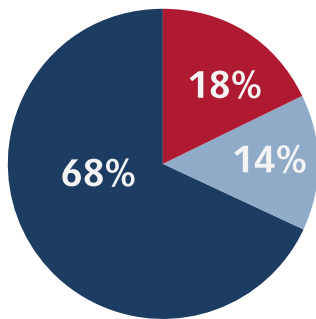
We are passionate about recruiting the right participants for your research. Whether you require physicians, patients, caregivers, nurses, hospital personnel, pharmacists, social workers, physical therapists, or dieticians, our panel can support your research.

Healthcare Research Methodologies

- Focus Groups
- Combination In-Person/Webcam Enabled Groups
- In-Depth Interviews (IDIs)
- Tele-Depth Interviews
- Webcam Focus Groups
- Communities/Bulletin Boards
- Ethnographic Research
- Mixed-Mode Quant-to-Qual
- Online Surveys

Top Physician Specialties

- Internal Medicine
- General Practice
- Family Practice
- Family Medicine
- Pediatrician
- Cardiologist
- General Surgeon
- Obstetrician
- Gynecologist
- Hematologist Oncologist
- Neurologist
- Anesthesiologist
- Psychiatrist
- Orthopedic Surgeon
- Gastroenterologist
- Endocrinologist
- Emergency Medicine



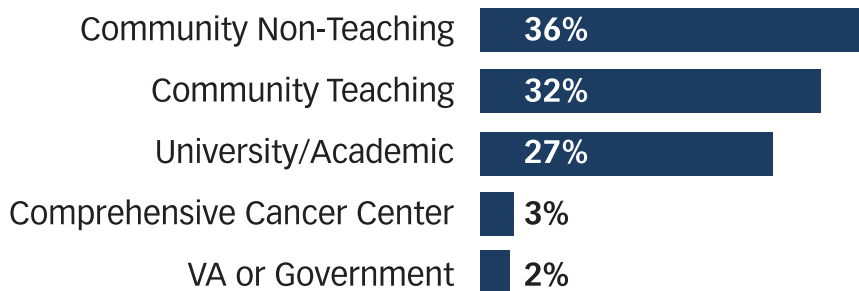
Specialists

- Physician Specialists
- Nurse Specialists
- Other HCPs

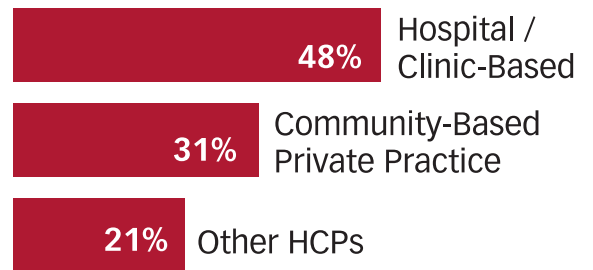
Tracking:

- 115 Physician Specialties
- 43 Nurse Specialties
- 21 Other HCPs

Hospital Affiliation



Practice Setting



FPG Healthcare Panel

Physician Specialties

Addiction Medicine
Aesthetician
Allergist
Anesthesiologist
Audiologists
Bariatric/Bariatric Surgery
Cardiothoracic Surgeon
Cardiovascular Disease/Cardiologist
Cardiovascular Surgeon
Chiropractor
Colorectal Surgeon
Critical Care Medicine
Dentist
Dermatologist
Diagnostic Radiologist
Electrophysiologist
Emergency Medicine Physician
Endocrinologist
Endodontist
Family Practice/Family Medicine
Gastroenterologist
General Practice
General Surgeon
Geriatrician/Geriatrics
Gynecological Oncologist
Gynecologist
Hand Surgeon
Head & Neck Surgeon
Hematologist
Hematologist Oncologist
Hepatologist
HIV Specialist
Hospitalist
Infectious Diseases Specialist
Intensivist
Internal Medicine/Internist
Interventional Cardiologist
Interventional Radiologist
Kidney Transplant Physician
Kidney Transplant Surgeon
Liver Transplant Physician
Maxillofacial Surgeon
Neonatologist
Nephrologists
Neurologist
NeuroOnc
Neurosurgeon
Nuclear Medicine
Nuclear Radiologist
Nutritionist
Obstetrician
Obstetrician & Gynecologist
Oncologist
Ophthalmologist
Optician
Optometrist
Oral Surgeon
Orthodontist
Orthopedic Surgeon
Orthopedic Surgeon, Spine Surgery
Orthopedic Surgeon, Sports Med
Orthopedic Trauma Surgeon
Otolaryngology
Pain Specialist
Pathologist
Pediatric Allergist
Pediatric Cardiologist
Pediatric Critical Care Specialist
Pediatric Emergency Medicine
Pediatric Endocrinologist
Pediatric Gastroenterologist
Pediatric Hematologist-Oncologist
Pediatric Infectious Disease Specialist
Pediatric Nephrologists
Pediatric Neurologist
Pediatric Ophthalmologists
Pediatric Orthopedic Surgeon
Pediatric Psychiatrist
Pediatric Pulmonologist
Pediatric Radiologist
Pediatric Surgeon
Pediatric Urologist
Pediatrics
Pedodontist
Periodontist
Physiatrist
Physical Medicine/Rehabilitation
Physician
Plastic Surgeon
Podiatrist
Psychiatrist
Pulmonary Disease/Pulmonologist
Radiation Oncologist
Radiologist
Reproductive Endocrinologist
Retinal Specialist/Retinal Surgeon
Rheumatologist
Sleep Specialists
Surgical Oncologist
Thoracic Surgeon
Trauma Surgeon
Urologist
Vascular Surgeon
Veterinarian

FPG Healthcare Panel

Nurse Specialties

Allergy & Immunology
Anesthetist - CRNA
Cardiology
Case Manager
Cath Lab
Critical Care
Dermatology
Diabetes Educator
Dialysis
Emergency Room
Gastroenterology
General Hospital/Floor
Geriatrics
Hematology
Home Care
Hospice
Intensive Care Unit
Infection Control/Prevention
IV
Long Term Care
Midwives

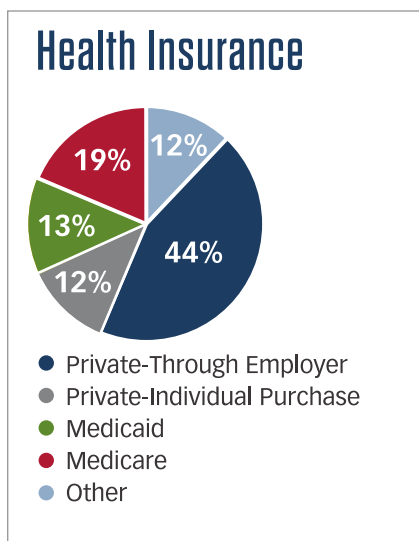
Nephrology
Neurological Surgery
NICU
NICU Respiratory Therapist
OB/GYN
Oncology/Infusion Center
Ophthalmology
Otolaryngologist
Pathology
Pediatric
Physical Medicine & Rehabilitation
Plastic Surgery
Practitioner
Primary Care (IM, FP, GP)
Psychiatry
Pulmonary
Radiology
Rheumatology
Surgery
Urology
Wound Care

Other HCPs

Acupuncturist
Dieticians
Director of Imaging
Home Health Aide
Hospital Administrator
Lab Directors
Material Managers
MCO Medical Directors
Medical Assistants
Office Manager
Patient Care Coordinator
Pharmacist
Clinical Pharmacist
Hospital Pharmacist
Retail Pharmacists
Pharmacy Director
Hospital Pharmacy Director
MCO
Physical Therapist
Physician Assistants
Psychologist
Public Health
Respiratory Therapists
Social Worker
Speech Therapist
Transplant Coordinators

FPG Healthcare Panel

Medical Conditions: Patients & Caregivers



Cardiovascular Conditions

AFib
Arrhythmia
Angina
Congestive Heart Failure
Heart Attack
Hypertension
High Cholesterol

Cancer

Breast
Prostate
Pancreatic
CRC
Leukemia/CLL/CML
Melanoma
Myeloma
Liver
Brain
Lung
Cervical
Uterine
Other

Breathing Difficulties

Asthma
COPD
Emphysema
Bronchitis/Chronic Bronchitis
Cystic Fibrosis

Sleep Disorders

Restless Leg
Narcolepsy
Insomnia
Sleep Apnea

Psychological

Depression
Bipolar
Schizophrenia
Anxiety
OCD

Neurological/Movement Disorders

Alzheimer's
Epilepsy
Parkinson's Disease
ALS

Cerebral Palsy
Multiple Sclerosis
Muscular Dystrophy
Seizures
Stroke/TIA

Migraines

Gastrointestinal Disorders

Irritable Bowel
Crohn's
Colitis
Celiac Disease
GERD
Heartburn
Acid Reflux

Urinary Tract Disorders

Urinary Incontinence (UI)
BPH (Enlarged Prostate)
OAB (Over Active Bladder)
LBL (Light Bladder Leakage)
Chronic UTI

Gynecological Issues

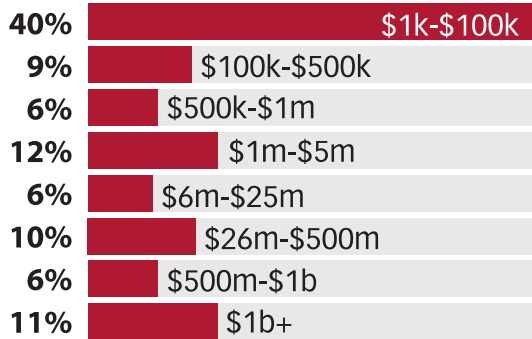
Endometriosis
Infertility
Heavy Menstruation
Ovarian cysts
Post-Menopausal
Menopause

Skin Conditions

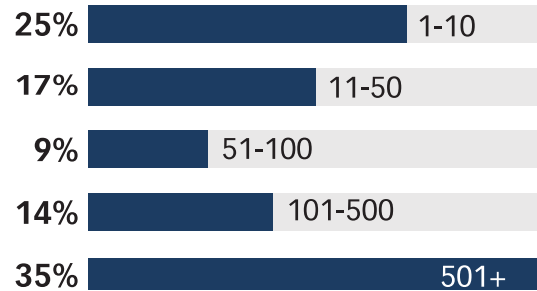
Acne

Psoriasis
Eczema
Rosacea
Eye Problems
Glaucoma
Cataracts
Macular Degeneration
Dry Eye
Allergies
Allergic Rhinitis
Chronic Sinusitis
Seasonal Allergies
Hay Fever
Food Allergies
Arthritis
Rheumatoid Arthritis
Osteoarthritis
Psoriatic Arthritis
Ankylosing Spondylitis
Eating Disorders
Anorexia
Bulimia
Pain
Chronic Pain
Fibromyalgia
Diabetic Neuropathy
Diabetes
Type 1
Type 2
Other
Anemia
HIV
AIDS
ED
Gout
Hep B
Hep C
Lupus
Lyme Disease
Osteoporosis
Overweight/Obese
Hemophilia

B2B: Annual Revenue



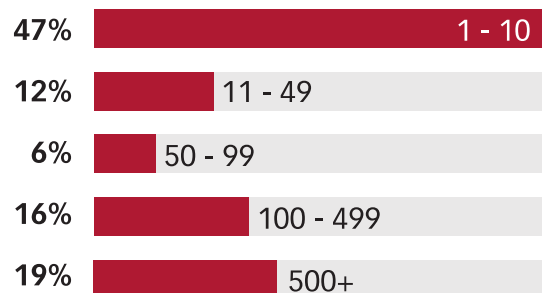
B2B: Number of Employees



B2B: Number of Offices



B2B: Number of Computers



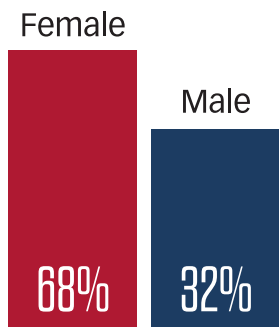
B2B: Positions



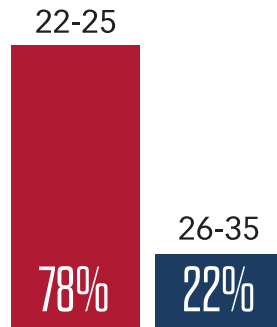
B2B: Frequent Flyers



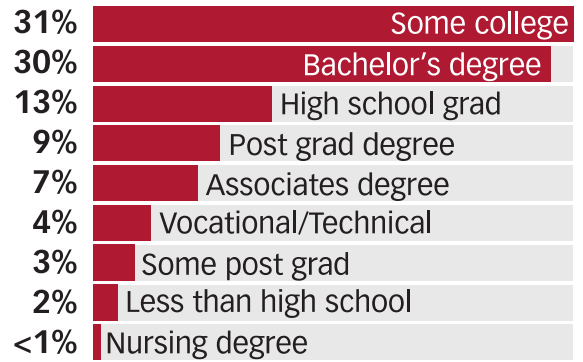
FPG Millennial Community



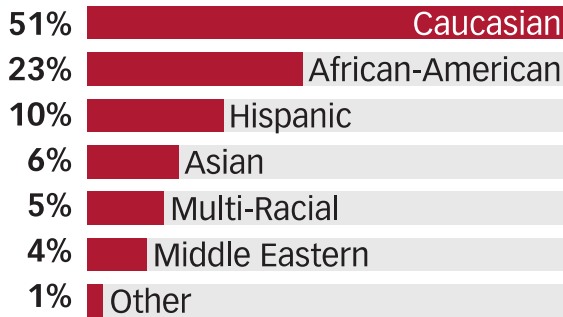
Gender



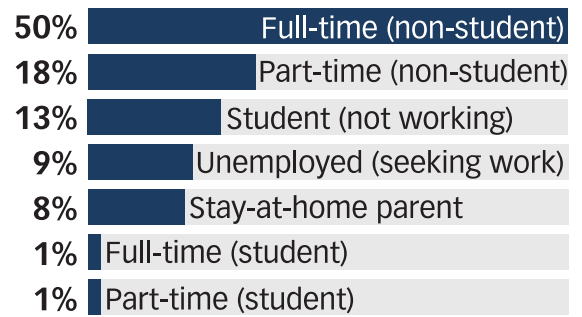
Age



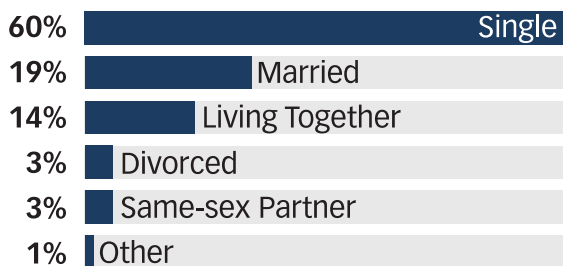
Education



Ethnicity



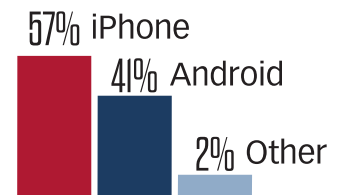
Employment



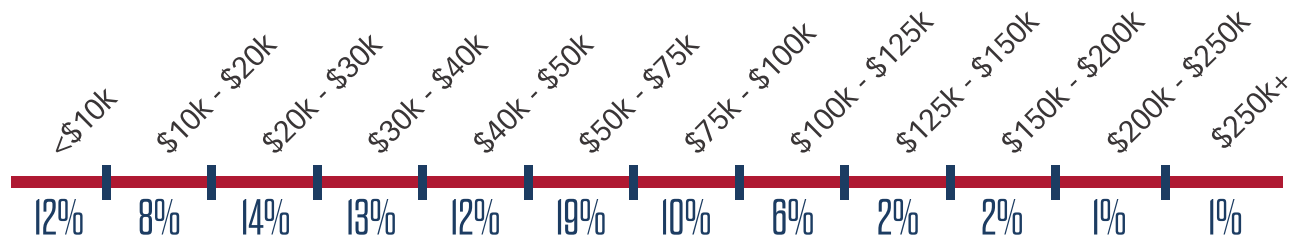
Marital Status



Have Children

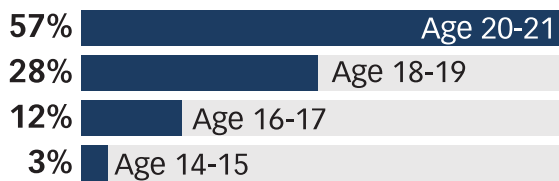


Smartphone

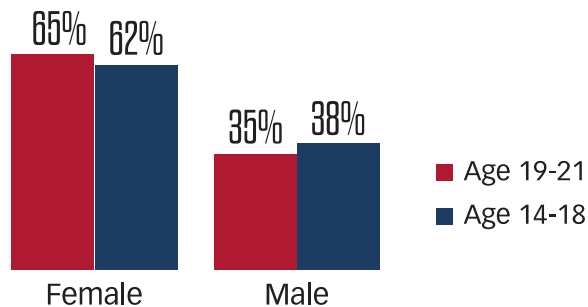


Household Income

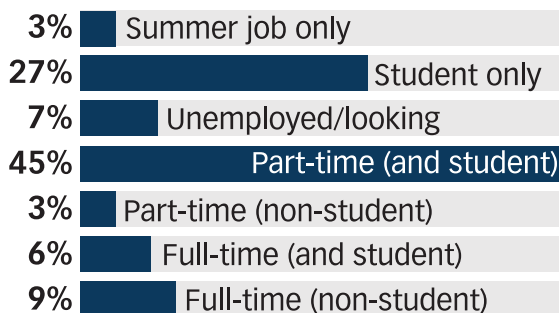
FPG Gen Z Panel



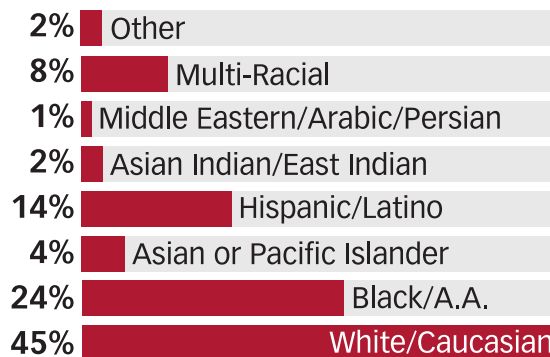
Age



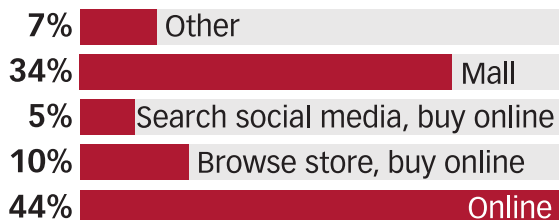
Gender



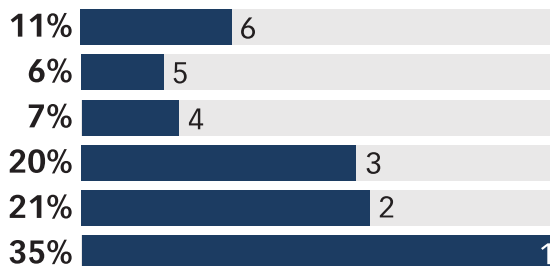
Employment



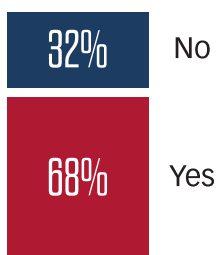
Ethnicity



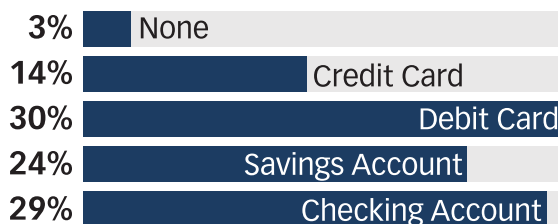
Primary Shopping Places



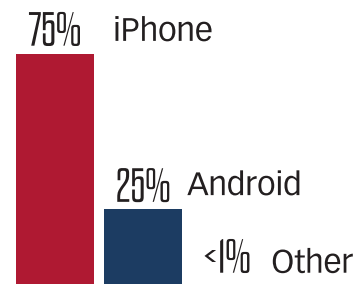
Number of Credit Cards



Play Games on Phone



Banking Options Currently Owned



Smartphone