

## Quantitative Research Powered by a Robust Qualitative Panel

### FPG QualPanel™

FPG applies the best practices in online marketing research to qualify, screen, and verify candidates for research studies involving large numbers of respondents. Panelists are entering the FPG QualPanel™ through a rigorous recruiting system at an average rate of 800 per day. The result is a panel populated by carefully selected decision makers, thought leaders, and influencers in the consumer, business, and healthcare spheres.

- 1.6 million opt-in panelists
- Consumer, healthcare, B2B
- Survey programming, coding, and tabulation
- Entered panel via social/professional referrals
- Online- and offline-authenticated

### Sampling

Our sampling methods hone in on your targeted demographics through an increasingly precise matrix of demographic selects. Preventing panel fatigue is a priority because our panel population trends toward higher-level professionals and consumers. The results? Consistently high response rates and quick project turnaround.

- Hundreds of demographic selects
- Targeting tools increase participation velocity
- Mixed mode capabilities broaden reach

### Programming

- Survey programming and reporting
- Coding and authenticity utilities
- Real-time reporting, multiple reporting formats

### Field Management

- All aspects of your data collection managed
- Cost-saving experience and one-stop service
- Multi-panel coordination

### Webcam Focus Groups and Multi-Mode Options

- Expanded geographic reach
- Increased speed to market
- Real-time virtual face-to-face exchange

### Bulletin Boards/Communities

- Complete control over respondent tasking
- Plan and schedule activities in advance or in real time
- Easy-to-use interface