
Qualtrics Panels integrates your online sample with the world’s leading technology platform to help you collect the highest quality data and get measurable results. With this information, you can make data-driven decisions and find answers to your biggest questions.

Have respondents that are difficult to reach? No worries. We’ve partnered with the leading panel partners in the business to give you the best access and capabilities when it comes to reaching even the most niche respondents in 1/3 of the time it could take elsewhere.

The true secret to your success lies with our Qualtrics Project Managers. They give you one-on-one attention when you need it most. They’ll work with you to ensure your project’s success from start to finish, including quota set-up, working with providers, panel integration, launch, and fielding the results. You can’t beat the convenient, efficient, and cost-effective experience you’ll have with Qualtrics Panels.
To get started, all you have to do is tell us:

- Ideal sample size
- Target demographic
- Potential screen-outs & quotas
- How long the survey’s open (field time)
- Survey length

What we do for you:

- Find the respondents you need
- Manage your project from start to finish
- Let you see results in real time, as they come in
- Set up redirect links
- Build quotas
- Give feedback on potential issues
- Ensure data quality including a soft launch, survey monitoring, and quality checks

Then the Qualtrics Panels Team Will Take Care of the Rest!
### Qualtrics Customer Success Stories

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Solution</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Unable to collect and analyze data quickly and easily</td>
<td>• Capture consumer feedback on product concepts before investing additional company resources to conduct in-depth primary research</td>
<td>• <strong>10% increase</strong> in text message survey response rates</td>
</tr>
<tr>
<td>• Needed a fast and cost effective way to reach its Hispanic consumer population to capture feedback</td>
<td>• Test ad campaigns before launching to improve messaging and attract new customers</td>
<td>• <strong>97% reduction</strong> in analysis time, allowing the business to respond in near real-time to consumer feedback</td>
</tr>
</tbody>
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<td>• Shrinking budget for a global research program</td>
<td>• Leverage Qualtrics Panels to cost effectively and quickly reach the target audience</td>
<td>• <strong>Saved $1 million</strong> in the first year by doing more in-house research</td>
</tr>
<tr>
<td>• Needed to deliver research more quickly to the business</td>
<td>• Administer longitudinal brand health studies to capture brand awareness and provide feedback to help drive marketing initiatives</td>
<td>• <strong>Standardized</strong> on a single, enterprise platform for a global research team to deliver real-time consumer insights</td>
</tr>
<tr>
<td>• Wanted to reach targeted consumers to capture feedback</td>
<td>• Leverage Qualtrics Panels to cost effectively and quickly reach the target audience</td>
<td>• Ability to make more product and marketing decisions based on <strong>direct consumer feedback</strong></td>
</tr>
</tbody>
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801-709-2164 | panels@qualtrics.com
“We use Qualtrics Panels for our online studies where we need specific types of respondents across multiple industries. The Qualtrics Panels team has been great in helping us find the right participants in a short amount of time. We’re a small group, so having a dedicated Qualtrics project manager to oversee our projects is like having an extension of our team.”

Michael Stephenson
Director, Experience Strategy

“Managing the quantitative research requests for multiple product lines was challenging before implementing Qualtrics. With Qualtrics Panels, a library of surveys to choose from, and the ability to easily collaborate with other research team members, managing multiple requests is made so much easier.”

Nicole Lee
Consumer Insights Manager

“We have changed our mindset from limiting our market research to big projects only, because of the cost, to validating many of our decisions with data. We follow the voice of the customer and adjust course when it contradicts our initial hypothesis. Qualtrics gives us the tools to make better decisions and deliver products that our consumers love.”

Leila El Awar
Director, New Products
Respondent Map

**The Americas**
- Argentina
- Brazil
- Canada
- Chile
- Colombia
- Mexico
- Peru
- United States

**EMEA**
- Austria
- Belgium
- Bulgaria
- Czech
- Denmark
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Russian Federation
- S. Africa
- Spain
- Sweden
- Switzerland
- Tunisia
- Turkey
- UAE
- United Kingdom
- Ukraine

**APAC**
- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- New Zealand
- Pakistan
- Philippines
- South Korea
- Singapore
- Taiwan
- Thailand
- Vietnam

This is a subset of available countries. Qualtrics provides panel sample in over 100 countries and can provide that information upon request.
Consumer Profile Data
**BASIC**
- Age
- Children:
  - Date of Birth
  - Gender
- Country of Birth
- Education
- Employment
- Ethnicity
- Gender
- Hispanic Origin
- Income
- Languages Spoken
- Major Life Events
- Major Purchases
- Marital Status
- Mixed Racial Ancestry
- Pet Ownership
- Preferred Language
- Race
- Sexual Orientation
- Specific Interests/Hobbies
- Sports

**AUTOMOTIVE**
- Car Maintenance and Vehicle Purchase Decision Maker
- DIY Maintenance
- Financing
- Insurance Provider
- Internet Role in Purchase
- Make (52 Manufacturers)
- Motorbike
- Number of Cars Per Household
- Other Vehicles you Own or Plan to Buy in the Next 12 Months
- Primary Car
  - Year
  - Make
  - Model
  - Style
  - Own or Lease
  - Year Purchased
  - Purchased New or Secondhand
  - Fuel
  - Owner
- Purchase Type
- Recreational Vehicles
- Scooter
- Secondary Car
- Seller Type
- Vehicle Category

**BEAUTY**
- Luxury Products Purchased in Last 12 Months
- Personal Care Products Used Once per Week
- Stores Where Personal Care Products are Purchased

**HOUSEHOLD**
- Education Level of Main Salary Earner
- Home Ownership
- Household Income (Monthly and Annually)
- Mothers:
  - Age and Gender of Children in Household
  - Marital Status
  - Employment Status
  - Online Purchases Made in Last 12 Months
  - Online Travel Bookings Made in Last 12 Months
  - Preferred Social Networks
  - Social Network Frequency
- Permanent Residence Location
- Position of Main Salary Earner
- Primary Decision Maker
- Type of Residence
HEALTH
Allergies
Bone/Joint/Muscle Conditions
Breathing and Respiratory Conditions (Including Asthma)
Cancer Conditions
Diabetes Types
Digestive Conditions
Eye/Ear/Nose/Throat Conditions
Food Allergies
Health and Medical Areas Affecting Others in your Household
Health and Medical Areas Affecting You
Health and Medical Areas that you Provide Care for
Heart/Blood Conditions
Immunological conditions
Medical Conditions in Household
Medical Devices Used by Others
Medical Devices You Use
Mental Health and Behavior Conditions
Neurological/Brain-related Conditions
Physical Appearance Conditions
Prescription and Non-prescription Products
Sexual Health Conditions
Skin Conditions
Sleep Conditions
Vision/Eye conditions:
  • Vision Correction
  • Glasses
  • Contact Lenses
  • LASIK Surgery
  • No Vision Correction
Weight Conditions

BEVERAGES
Bottled Water
Bottled/Canned Iced Tea
Carbonated Soft Drinks
Coffee
Diet/Weight Loss Drinks
Energy Drinks
Flavored/Fortified Water
Hot Tea
Juice
Mixed Drinks/Hard Liquor
Nutritional Drinks
Protein Drinks/Shakes
Sports Drinks
Tea

WINE, BEER, LIQUOR
Beer Brands
Beer Consumption by Week
Wine Purchase
Wine Varietal
Liquor Brand
Liquor Type

TOBACCO PRODUCTS
Cigarettes by Brand
Pipe Tobacco
Non-smoker
Smokeless Tobacco by Brand Cigars

FINANCE
Auto Loan
Certificate of Deposit
Checking Account
Financial Institutions (Over 200 Banks)
Gambling Preferences
Home Equity Loan/Line of Credit
Home Insurance Provider
Home Mortgage
Individual Stock or Bond Account
Life Insurance
Money Market Account
Mortgage
Mortgage Company
Mutual Fund Account
Number of Credit Cards
Number of Debit Cards
Personal Loan/Line of Credit
Recreational Vehicle Loan
Savings Account
Type of Investment
This is a subset of available consumer segmentation attributes. Qualtrics has thousands of additional attributes available and can provide that information upon request.
BASIC COMPANY ATTRIBUTES

Annual Revenue
Business Industry:
• Services
• Manufacturing
• Retail
• Wholesale
• Not-For-Profit
• Government
Business Occupation
Business Title
Company Global Revenue
Decision Makers
Direct Reports
Domestic, International, or Both
Employment Status
Industry Segments
Number of Employees in your office
Number of Total Employees in your Company
Primary Role
Size of Business
Software Purchases
Years in Business
Years in Current Role

INDUSTRY VERTICALS

Banking/Financial Services:
• Banking/Financial Services/Insurance Industry
• Banking/Financial Services/Insurance Role
Business Owner:
• Type of Business Owned/Operated
• Personal Service Business Owned
Business Services Industry
Computer Hardware Industry
Computer Software Industry
Construction:
• Construction Industry
• Primary Construction Role
Consulting Industry
Consumer Products Manufacturing Industry
Education:
• Educator Role
• Education Level Type
• Educational Institute
• Students Enrolled
Energy & Utilities Industry
Entertainment/Sports Industry
Food/Beverages/Restaurant Industry
Government/Military:
• Law Enforcement/Emergency Services Type

• Military Branch of Part-Time Service
• Military Branch of Former Service Branch
• Military Service Status
• Government Level of Employment
Healthcare:
• Medical Professionals
• Pharmaceuticals
• Healthcare Professionals
• Physician Specialty
Legal Services:
• Legal Occupation
• Legal Role
• Attorneys in Organization
Media/Publishing Industry
Real Estate:
• Industry
• Primary Role
Retail Industry
Telecommunications Equipment Industry
Transport & Logistics:
• Automotive/Transport/Transportation/Logistics
• Professional Driver Work Type
Travel/Hospitality/Leisure Industry

This is a subset of available B2B segmentation attributes. Qualtrics has thousands of additional attributes available and can provide that information upon request.
Q: What experience does your company have with providing online samples for market research?
A: Qualtrics, the world’s leading enterprise survey technology solution, has been providing online samples for over five years. We partner with over 20 online panel providers to supply a network of diverse, quality respondents to our worldwide client base. Our Qualtrics Panels Team has completed over 15,000 projects across every industry vertical including travel, financial services, healthcare, retail, consumer goods, technology, and manufacturing both in the US and across the world.

Q: What is the advantage of using your panel?
A: Our team has worked with the largest sample providers in the world. We bid out projects to multiple vendors to get you the best price and give you the widest range of options. In addition, you get the added value of a dedicated project manager to make sure everything runs as smoothly as possible. By integrating your panel with the world’s leading technology platform, Qualtrics makes sure you get the right data at the right time.

Q: What do project managers do?
A: Project managers (PMs) facilitate the data collection from start to finish and help alleviate the three major pain points associated with every project - time, worry, and risk. Our PMs are survey experts who can help you with every aspect of your project in no time. They’ll also oversee project integration, ensure quota fulfillment, monitor redirects and send you updates along the way.

Q: How do you find hard-to-reach respondents?
A: For hard-to-reach groups, Qualtrics utilizes niche panels brought about through specialized recruitment campaigns. Hundreds of profiling attributes are included in our panels to guarantee accurate and detailed knowledge of every potential respondent. We are regularly adding new specialized panels and working with our partners to increase their profiling capabilities.

Q: Please describe the nature of your incentive system(s). How does this vary by length of interview, respondent characteristics, or other factors you may consider?
A: Qualtrics respondents will receive an incentive based on the length of the survey, their specific panelist profile and target acquisition difficulty. The specific types of rewards vary and may include cash, airline miles, gift cards, redeemable points, sweepstakes entrance and vouchers.

Q: What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?
A: Qualtrics requests the following from every client: description of target audience, desired sample size, expected survey length, and all screening criteria. After project expectations are clarified with the prospective client, Qualtrics will give an estimate on the timeline for desired deliverables.
Q: How are medical and B2B study panelists recruited?
A: The respondents gain access to surveys by invitation only. Potential recruits must go through an additional layer of validation to ensure that they are verified medical professionals or B2B respondents.

Q: What is the IR?
A: The incidence rate, otherwise known as the Qualifying Rate. This refers to what percentage of the population would actually fully qualify to complete the survey (e.g., if you took 100 people and 70 of them fit your qualifications then your incidence rate is 70%). Incident rates help determine how many potential respondents need to receive the survey and its associated cost. A very basic survey of the general population will have a higher incidence rate than a survey of doctors would. The incidence rate can be offset by targeting specific professions or demographics. As demographic targeting gets more specific, incidence rates drop and prices rise.

Q: Explain how people are invited to take part in a survey. What does typical invitation look like?
A: Potential respondents are sent an email invitation informing them that the survey is for research purposes only, how long the survey is expected to take and what incentives are available. Members may unsubscribe at any time. To avoid self-selection bias, the survey invitation does not include specific details about the contents of the survey.

Q: How long will the data collection take?
A: Specific timelines vary depending on response and incidence rates. Most consumer projects with a sample size of 500 or less will be completed within 3-5 days. Samples of 1,000+ can take 7-10 days in the field (M-F).

Q: Where do you get your panels and online samples?
A: By partnering with the largest and most well-known panel companies in the world.

***For more specifics read Qualtrics answers to ESOMARs 28 Questions.

Q: What steps do you take to achieve a representative sample of the target population?
A: Qualtrics panel partners randomly select respondents for surveys where respondents are highly likely to qualify. Certain exclusions take place including category exclusions, participation frequency and so on. Each sample from the panel base is proportioned to the general population and then randomized before the survey is deployed. We work to guarantee that the population surveyed meets the requirements of the specific survey as defined by our clients’ needs.
View our answers to ESOMAR’s 28 Questions [here.](#)

To learn more contact us at 801-709-2164 or [panels@qualtrics.com](mailto:panels@qualtrics.com)
Research Services Offering

1. DESIGN & PROGRAMMING
   - Survey Methodology/Design
   - Thought Leadership
   - Expert Survey Review
   - Programming
   - Translations

2. FIELDING
   - Panel/Sample (30M+ in 90+ countries)
   - Project Management/List Distribution
   - Omnibus
   - Incentive Distribution
   - Custom Panel Recruitment
   - IHUT Studies
   - Qualitative (IDI’s, focus groups, computer moderations)

3. DATA PROCESSING
   - Data Weighting
   - Open-Ended Coding
   - Data Cleansing

4. ANALYSIS & REPORTING
   - Conjoint/MaxDiff
   - Regression Analysis
   - Segmentation Analysis
   - TURF Analysis
   - Pricing Analysis
   - Key Driver Analysis
   - Multivariate Analysis
   - Perceptual Mapping
   - Tabulations (stats testing)
   - Topline Report
   - Executive Summary
   - Full Report
Whether you are looking for us to take on a full service project from design through analysis and reporting, or help with anything in between, our team can piece together a custom solution that meets the needs for any type of project.

Qualitative Research
Conjoint
MaxDiff
Ad / Concept Testing
Brand Tracking
Brand Awareness
Segmentation

Campaign Effectiveness
In Home Product Testing
Competitive Benchmarking
Longitudinal Studies
World Class Loyalty Research
And More

We have worked on over 19,000 projects with 2,000 different brands and over 800 academic institutions.
1. We can create your survey from scratch to make sure it aligns with your research goals.

Survey Design and Survey Methodology
Thought Leadership and Consultation
Professional Survey Programming
Translations

2. We can find the exact target audience you are looking for whether it is domestic or international.

Online Sample and Panels
  • Consumer
  • Business Professionals
  • Medical
Custom Panel Recruits
Omnibus
International Research
Client List Distribution
Incentive Management

3. We can do the heavy lifting for data cleaning and processing.

Data Scrubbing
Transposing
Open Ended Coding
Weighting

4. We can deliver insights that have a meaningful business impact for you and your team.

Analysis
Reporting
Tabulation / Data Cleaning
Interactive Powerpoints
Topline
Executive Summary

Benefits of project management on each project and support offered

Quality Assurance
We provide a full service project manager and team assigned to make sure your project is handled to our highest standards of quality.

Support
Customer support team available to help answer any of your questions anytime.

Transparency
Our team keeps you in the loop with regular updates on your project and deliverable status.

Expertise
We have a team of experienced market researchers and PhDs that are ready to jump on a project and help whenever you need it.

Experience
A custom research experience unlike any other.
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