

paneldirect
online

US Online B2C Panel

***Over 500K
validated US
online double
opt-in panelists
motivated
to share their
opinions in
research!***

950 West Valley Road, Suite 2700
Wayne, PA 19087

P: 215.367.4100 F: 610.964.0345
www.paneldirectonline.com

US Online B2C Panel

Since 2003, Panel Direct (Formerly Focus Forward Online) has provided superior quality, targeted, high response B2C online panelists for all types of research. Our panel is rapidly becoming the first choice for all US based studies where targeting and robust responses are a key element of the research.

Providing high value audiences, we collect hundreds of data points and get right to the perfect research participant with speed and accuracy.

Ensuring Your Success

We offer quite a few services throughout the research lifecycle that are unique. Starting right from our call center recruiting process and ending with how we incentivize panelists, we are:

- Mixed Mode Panel Recruitment
- Our call center is the backbone of our panel building and supplemented by traditional online advertising methods
- Validated Panel – First Name, Last Name & Physical Address
- Incentive checks/rewards mailed to a physical address ensures that panelists are who they say they are; just another layer in our commitment to data quality
- Dedicated Project Management from our Research Professionals
- High Quality Sample
- Programming & Hosting

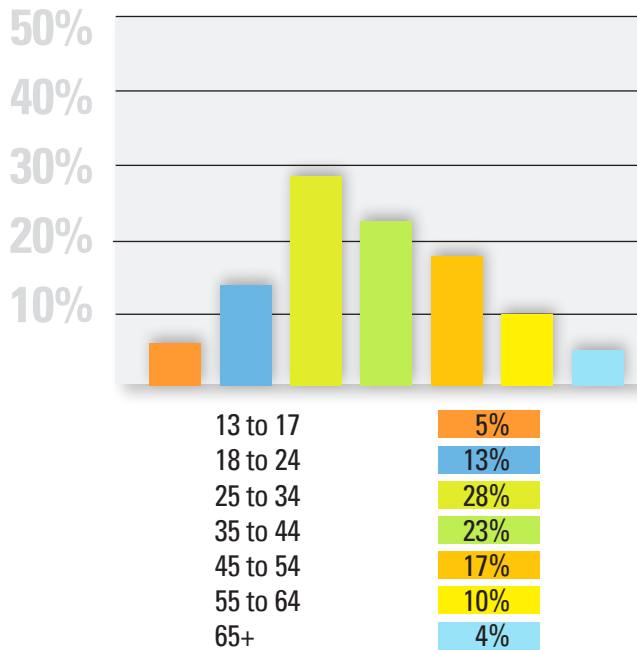
Targeting that is second to none...

We begin with the demographic criteria that you need to know on every panelist. Then, we start to drill down. Continuous profiling allows us immediate access to those really hard to reach audiences. Increased profiling capabilities not only decreases panel fatigue but also shortens field time on your project, when required.

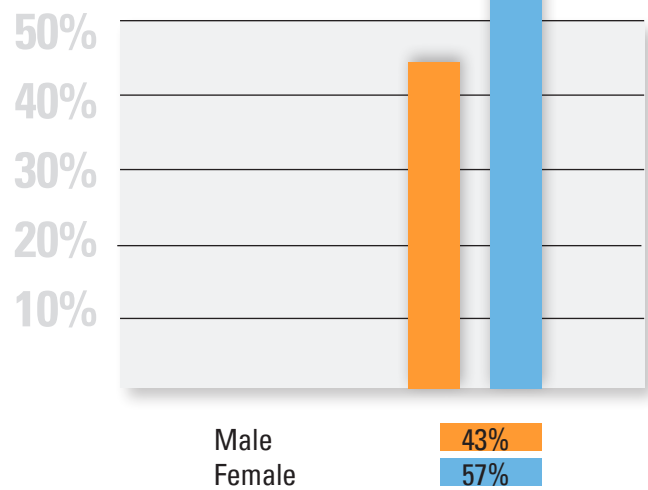
Basic B2C Demographics

- AGE
- GENDER
- DMA & ZIP CODE
- EDUCATION
- MARITAL STATUS
- CHILDREN
- ETHNICITY
- EMPLOYMENT
- JOB TITLE
- INDUSTRY

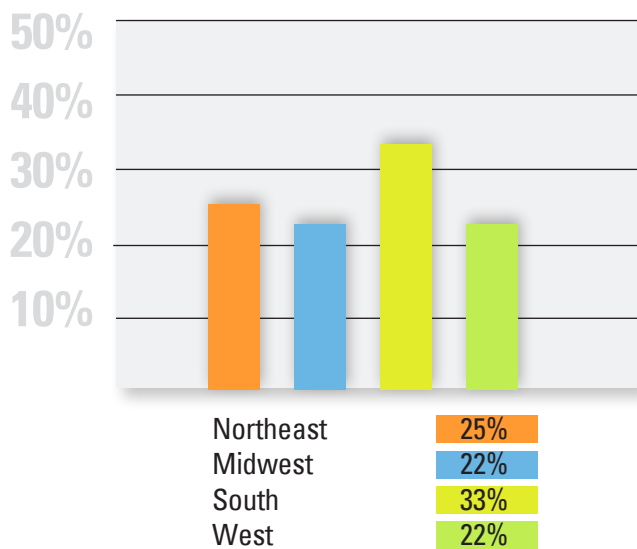
Age



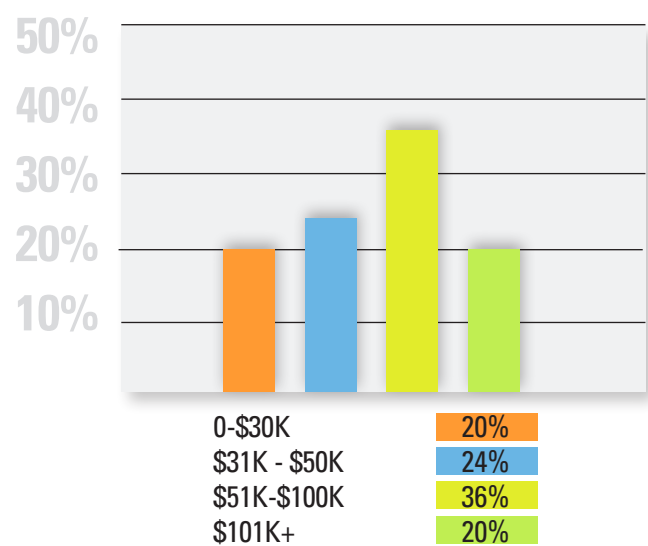
Gender



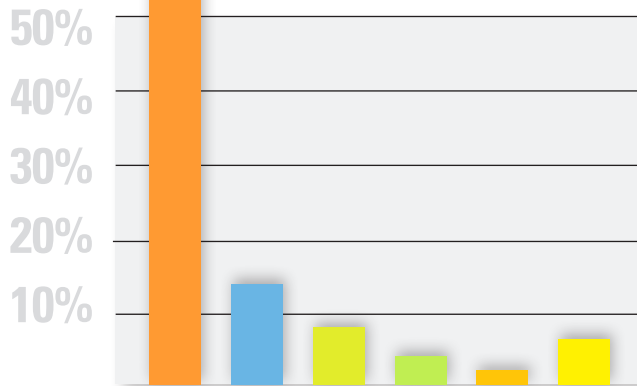
Region



HHI

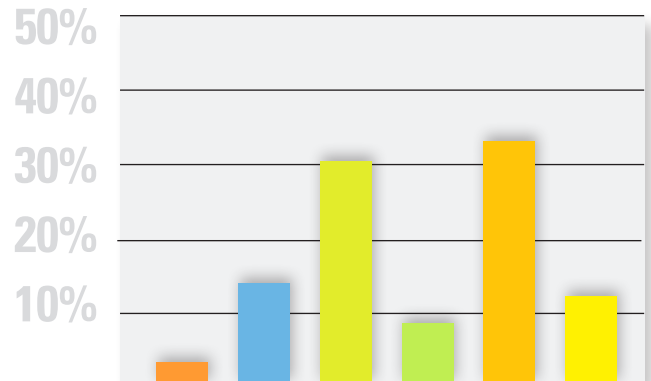


Ethnicity



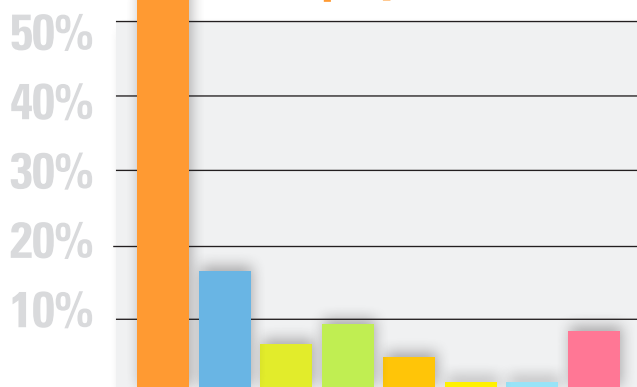
Caucasian	68%
AA	14%
Hispanic	7%
Asian	3%
Native American	2%
Other	6%

Education



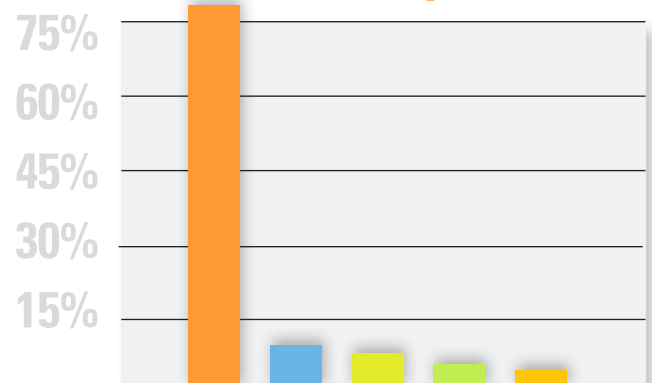
Some HS	3%
HS / GED	14%
Some College	30%
Associate Degree	9%
College Degree	32%
Post Graduate	12%

Employment



FT	55%
PT	16%
Self Emp	7%
Student	9%
Retired	3%
Disabled	1%
Active Military	1%
Unemployed	8%

Family



No Children	78%
1 Child	8%
2 Children	7%
3 Children	4%
4+ Children	3%

As a panelist strengthens their relationship with us, we collect additional information and invite them to be part of our specialty panels. **Enhanced data points include but are not limited to:**

TECHNOLOGY

- Computers & Internet
- Type of Computers
- Internet Connection Type
- Primary Internet Service Provider
- Wired/ Wireless Home Network
- Household Electronics & Media
- PDA
- Cell Phone Provider
- Television Type
- Cable Type
- DVD Player
- MP3 Player
- Satellite Radio
- GPS
- Digital Camera
- Digital Video Camera
- Video Game Console
- Video Game Hours

LIFESTYLE

- Credit Card
- Type
- Personal
- Corporate
- Rewards Program
- Drinks
- Alcohol
- Non-alcohol
- Cars
- Own/ Lease
- Make
- Model
- Year
- Motorcycle/Bike
- Boats
- Pets
- Cat
- Dog
- Other
- Smoking
- Type
- Brand
- Strength

FAMILY

- Children
- Gender
- Date of Birth
- Age
- Travel
- Domestic
- International
- Business
- Leisure
- Frequent flyer club/ Hotel club

EMPLOYEE INFORMATION

- Employment Status
- Employer
- Industry
- Position
- Company Size
- Direct Employees
- Revenue
- Medical Specialty

**Panel Direct offers
custom profiling for your
future research needs**

950 West Valley Road, Suite 2700
Wayne, PA 19087

P: 215.367.4100 F: 610.964.0345
www.paneldirectonline.com

ALLERGIES

Airborne Allergies
Asthma
Bronchitis
Chronic Obstructive Pulmonary Disease (COPD)
Cystic Fibrosis
Emphysema
Food Allergies
Hay Fever
Pleurisy
Sinus Infections

BONE/JOINT CONDITIONS

Osteoarthritis
Osteoporosis
Rheumatoid Arthritis

CARDIOVASCULAR DISORDERS

Anemia
Angina
Arrhythmia
Congestive Heart Failure
Hemophilia
High Cholesterol
Hypertension (High Blood Pressure)
Hypotension (Low Blood Pressure)
Myocardial Infarction (Heart Attack)
Stroke

DENTAL CONDITIONS

Gingivitis
Sensitive Teeth Gums
Tooth Decay

DEPENDENCIES

Alcoholism
Drug Addiction
Cigarettes/Tobacco

DIABETIC CONDITIONS

Adult Onset
Gestational
Hyperglycemia
Hypoglycemia
Juvenile

EATING DISORDERS

Anorexia
Bulimia
Obesity

EYE/VISION IMPAIRMENT

Astigmatism
Color Blind
Far Sighted
Glaucoma
Legally Blind
Near Sighted
Wears Contacts Regularly
Wears Glasses Regularly

GASTRO-INTESTINAL

Acid Reflux
Crohn's Disease
Diarrhea
Heart Burn
Hemorrhoids
Hernia
Indigestion
Irritable Bowel Syndrome
Induced Ulcers
Peptic Ulcer Disease

GENERAL

Alzheimer's Disease
Back or Neck Pain
Bursitis
Deaf
Ear Infections
Fibromyalgia
Hearing Impaired
Sarcoidosis

HEADACHES

Cluster Headaches
Hormonal Headaches
Migraines
Sinus Headaches
Tension Headaches
Transformed Migraines

INFECTIOUS DISEASE

Common Cold
Hepatitis B
Hepatitis C
HIV/AIDS
Influenza

LEARNING DISORDERS

ADD
ADHD
Dyslexia

MENTAL/NERVOUS SYSTEM

Autism
Bi-Polar
Depression
Downs Syndrome
Obsessive Compulsive Disorder
Post-traumatic Stress Disorder
Retardation
Schizophrenia

ONCOLOGY

Brain Cancer
Breast Cancer
Cervical Cancer
Chronic Myeloid Leukemia
Colorectal Cancer
Hodgkin's Disease
Leukemia
Liver Cancer
Lung Cancer
Lymphoma (Non-Hodgkin's)
Melanoma
Pancreatic Cancer
Throat Cancer
Uterine Cancer

SKIN CONDITIONS

Acne
Dandruff
Eczema
Foot Fungus
Nail Fungus
Psoriasis
Rosacea
Skin Rash
Warts

SLEEP DISORDERS

Apnea
Insomnia
Narcolepsy
Restless Leg Syndrome

UROLOGY

Andropause (Low Testosterone)
Bed Wetting
Erectile Dysfunction
Urinary Incontinence

WOMEN'S HEALTH

Endometriosis
Menopausal
Menstrual Cramps
Ovarian Cysts

Customer Quotes

"I wanted to drop a quick note to say how thrilled we were in the quality of respondents and the data that was compiled through the use of Panel Direct on our last project. Because of the outstanding data, we're excited to bring to market a new service for which we've now identified an absolute and immediate need. We're anxiously awaiting the opportunity to partner together on an upcoming project."

"Thanks to your detailed targeting and profiling, we've been able to close all projects that other panel companies passed on. You're team is truly the best!"

"I'm not sure how you were able to turn this project around so quickly, but your team really helped me out of a bind on our last project. From having your quote to me within half an hour to the project being tested and in field within the hour, allowed me to deliver my project to our client on time. You're a real life saver."

"Panel Direct has been an absolute pleasure to work with. Everyone has always been able to answer any questions that I have and their pricing is extremely competitive. I'm always confident in referring my colleagues to Panel Direct."

Our dedicated experienced research professionals are excited to work with you on your next project for the best possible results!

Contact our team at RFP@paneldirectonline.com.

You can anticipate a confirmation of your bid request in less than one hour. We have a companywide goal of feasibility and pricing available with same day turnaround whenever possible to ensure the highest probability of you submitting the winning bid to your client.

Once entrusted with your project, our dedicated team members who are well versed in project management will be a valued asset throughout the process.

We are excited to be working with you!

