



# QUALITATIVE

Online and Offline  
Qualitative Work With  
Our Online Panel



Our panelists have a **70%** show rate for online and offline qualitative projects.  
Our panel average tenure is **4 years**.

Our panelists have been groomed for qualitative work for over **20 years**.

We have schedulers on staff who can provide the reminder phone calls and emails.

Our panels are made up solely of people who want to give their opinions and help shape the future of products.

## Some examples of online and offline qualitative work our panels excel in:



**Online depths interviews/IDIs**



**iHUTs of all kinds**

(with an 80% completion rate, so less product needs to be shipped)



**Online focus groups**



**In-person focus groups or depths interviews**



**Webcam interviews**



**Taste tests**



**Phone interviews**



**Mystery shopping**



**Car clinics**



**Simulated shopping labs**