



Meet our People.

The unique, engaged people on our panel are at-the-ready respondents for your market research needs.



About us.

The Op4G mission is to nurture and maintain a quality, engaged membership panel built to support our market research clients and to benefit non-profit organizations. Our unique approach to recruiting yields a highly engaged group of people who, as respondents, are dedicated to helping our market research clients fulfill their information needs.

We work in conjunction with non-profit partners and their resources to grow our membership panel. Our people join the panel to both give feedback and donate a portion of their cash incentive – at least 25% and up to 100% - back to non-profit organizations.

Our unique approach was created to benefit our clients by making real, untapped people available to help them succeed in their research initiatives. For which, we use proprietary technology to program, host and recruit sample across quantitative and qualitative studies.

About our panel.

We believe in panel integrity. The careful development and maintenance of online panels is critical, not just for Op4G but for the global market research industry at large. We adhere to the following panel quality standards:

- › Strict registration restrictions
- › Double opt-in procedures
- › One person per household
- › Anti-spam laws
- › Limit of one account per person
- › Frequent quality checks
- › Prevention of respondent fatigue
- › Extensive panel management
- › RelevantID technology
- › ESOMAR International Guidelines

About our people.

Our panel features many hard-to-reach demographics, like small business owners, high-income earners and patients diagnosed with a variety of health conditions. With 152,000 members and more than 50 available demographics, we can target the exact people you need by selecting any combination of attributes. Plus our people feel confident and ready to share more information with us as the need arises.

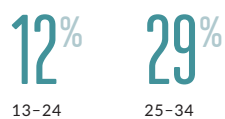
Not only are our people unique, we created our own way of managing panels and experience virtually no turnover. Our experienced team uses proprietary software to maintain and nurture our panel through active management. As a result, our people are highly engaged, motivated and responsive.

We empower the people on our panel to give their opinions for good. Take a look at who they are to see how they can solve your research needs.

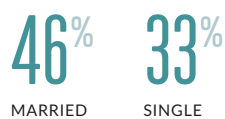
GENDER



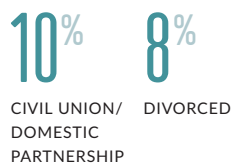
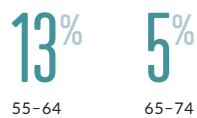
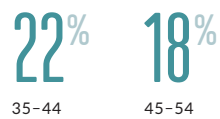
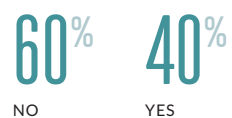
AGE



MARITAL STATUS



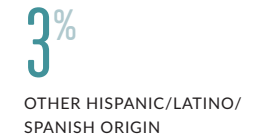
CHILDREN UNDER 18



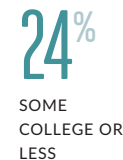
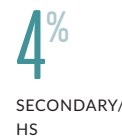
RACE



LATINO



EDUCATION



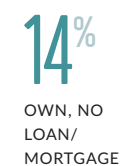
SEXUALITY



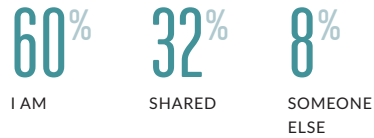
PETS



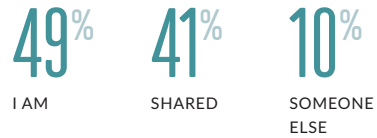
HOME OCCUPATION



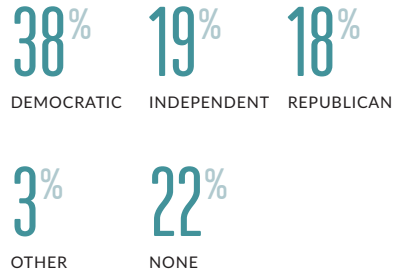
DAILY PURCHASE RESPONSIBILITY



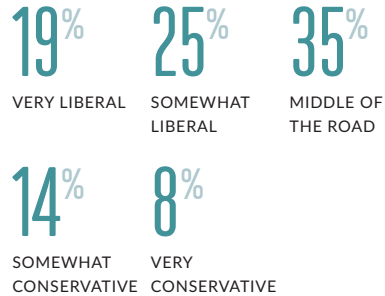
LARGE PURCHASE RESPONSIBILITY



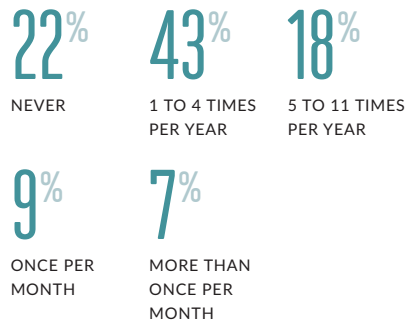
POLITICAL PARTY



POLITICAL VIEWS



MOVIE THEATER

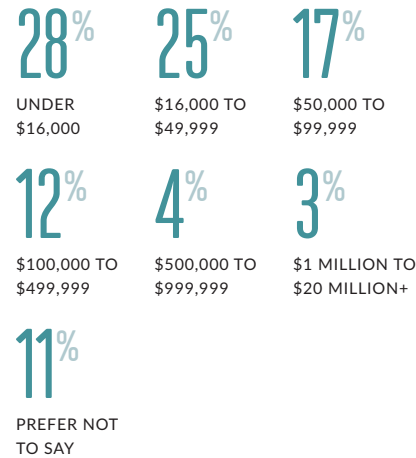


WE HAVE ADDITIONAL DEMOGRAPHICS FOR:

Type of pet
Valid driver's license

Food + drink consumption
Purchase intent within 12 months across categories

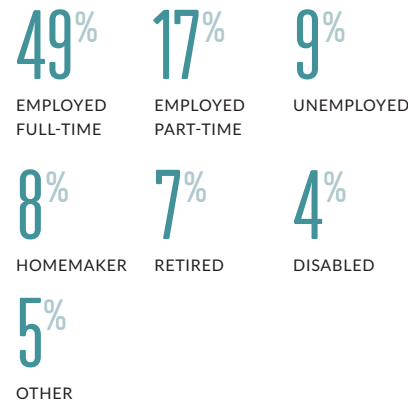
INDIVIDUAL NET WORTH



HOUSEHOLD INCOME



EMPLOYMENT STATUS



SELF EMPLOYED



WE HAVE ADDITIONAL DEMOGRAPHICS FOR:

Job title + occupation
Industry
Company revenue size

Number of employees
Number of company computers

CHECKING ACCOUNT

60% YES
40% NO

MUTUAL FUND ACCOUNT

18% YES
82% NO

CERTIFICATE OF DEPOSIT

16% YES
84% NO

BANK/STORE CREDIT CARD

55% YES
45% NO

HOME EQUITY LOAN/CREDIT LINE

16% YES
84% NO

INDIVIDUAL STOCK/BOND ACCOUNT

19% YES
81% NO

DEBIT CARD

63% YES
37% NO

LIFE INSURANCE

35% YES
65% NO

AUTO LOAN

24% YES
76% NO

SAVINGS ACCOUNT

52% YES
48% NO

MONEY MARKET ACCOUNT

17% YES
83% NO

RECREATIONAL VEHICLE LOAN

10% YES
90% NO

LOAN/CREDIT LINE

19% YES
81% NO



ASTHMA/RESPIRATORY

42% YES
58% NO

CANCER/CANCER-RELATED

10% YES
90% NO

STOMACH/BOWEL/DIGESTION

21% YES
79% NO

KIDNEY/BLADDER

12% YES
88% NO

SKIN CONDITIONS

20% YES
80% NO

DIABETES/THYROID

24% YES
76% NO

BLOOD DISORDER

9% YES
91% NO

NEUROLOGICAL/MENTAL HEALTH

22% YES
78% NO

EYE/VISION/HEARING

31% YES
69% NO

INFECTIOUS DISEASES

8% YES
92% NO

SLEEP DISORDERS

24% YES
76% NO

HEART/CARDIOVASCULAR

13% YES
87% NO

BONE/JOINT

23% YES
77% NO

WE HAVE ADDITIONAL DEMOGRAPHICS SPECIFIC TO MEN'S AND WOMEN'S HEALTH CONDITIONS (E.G., MENOPAUSE).

DESKTOP/LAPTOP

86% YES
14% NO

SOCIAL MEDIA

65% YES
35% NO

WE HAVE ADDITIONAL DEMOGRAPHICS RELATED TO PORTABLE/DIGITAL MUSIC PLAYERS AND E-BOOK READERS.

GAMING COMPUTER

52% YES
48% NO

TABLET COMPUTER

52% YES
48% NO

VIDEO GAME SYSTEM

71% YES
29% NO

BLURAY PLAYER

57% YES
43% NO

CELLULAR/IPHONE

70% YES
30% NO





Get in touch.

603.766.5858

support@op4g.com

93 Middle Street in Portsmouth, New Hampshire, 03801

With offices in Chicago, San Francisco, Dallas and Washington, D.C.