



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 276,000 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.

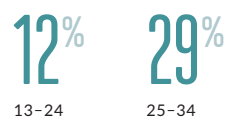
Not only are our people unique, we created our own way of managing panels and experience virtually no turnover. Our experienced team uses proprietary software to maintain and nurture our panel through active management. As a result, our people are highly engaged, motivated and responsive.

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.

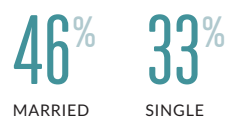
GENDER



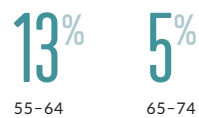
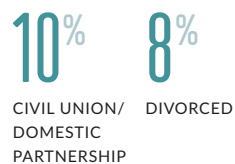
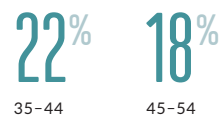
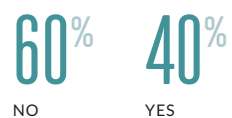
AGE



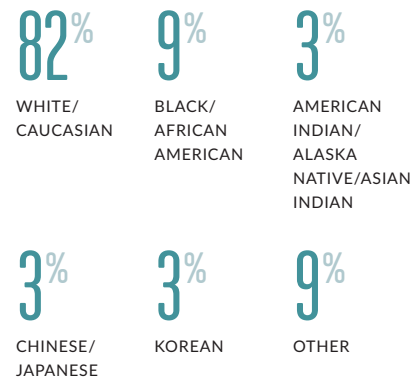
MARITAL STATUS



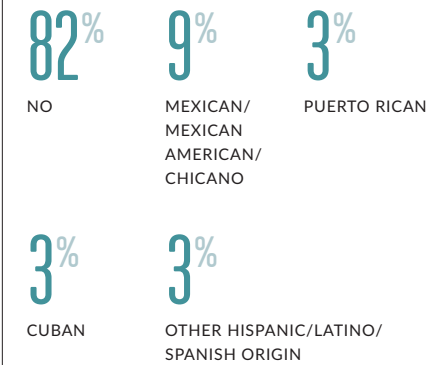
CHILDREN UNDER 18



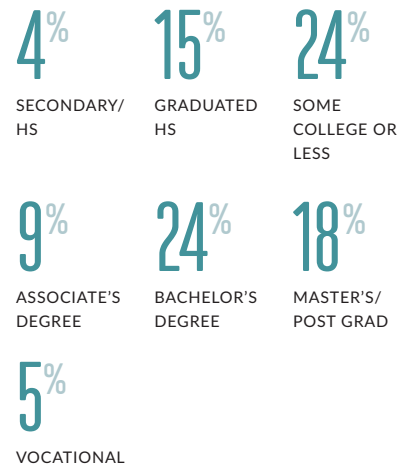
RACE



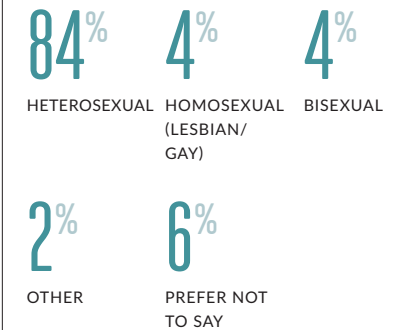
LATINO



EDUCATION



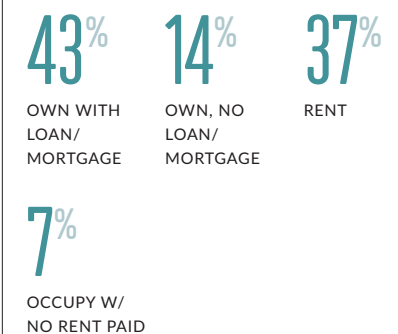
SEXUALITY



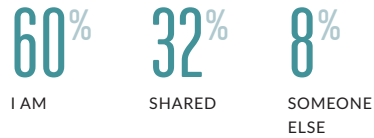
PETS



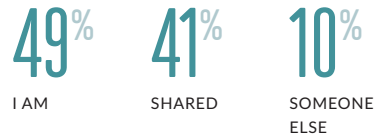
HOME OCCUPATION



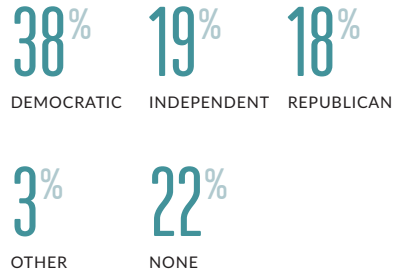
DAILY PURCHASE RESPONSIBILITY



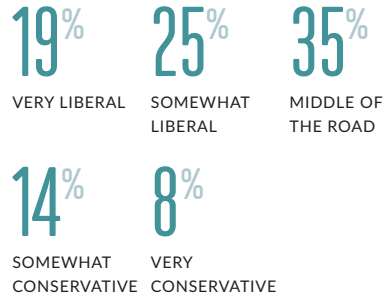
LARGE PURCHASE RESPONSIBILITY



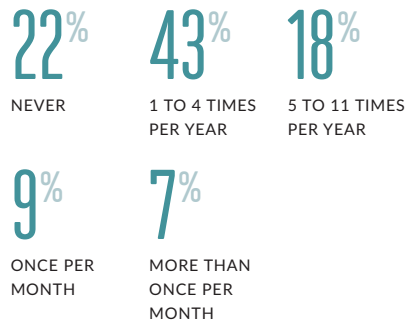
POLITICAL PARTY



POLITICAL VIEWS



MOVIE THEATER

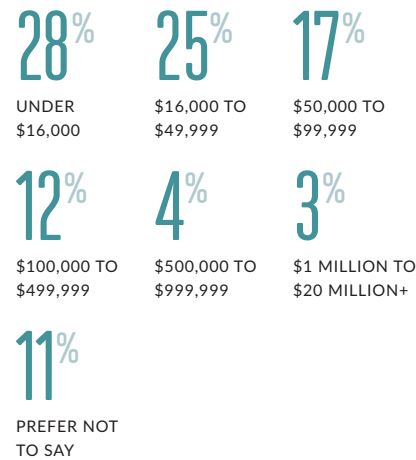


WE HAVE ADDITIONAL DEMOGRAPHICS FOR:

Type of pet
Valid driver's license

Food + drink consumption
Purchase intent within 12 months across categories

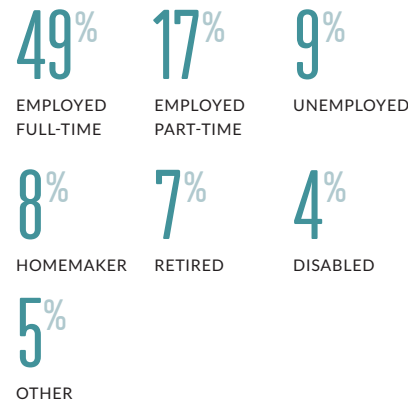
INDIVIDUAL NET WORTH



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% 40%
YES NO

MUTUAL FUND ACCOUNT

18% 82%
YES NO

CERTIFICATE OF DEPOSIT

16% 84%
YES NO

BANK/ STORE CREDIT CARD

55% 45%
YES NO

HOME EQUITY LOAN/CREDIT LINE

16% 84%
YES NO

INDIVIDUAL STOCK/BOND ACCOUNT

19% 81%
YES NO

DEBIT CARD

63% 37%
YES NO

LIFE INSURANCE

35% 65%
YES NO

AUTO LOAN

24% 76%
YES NO

SAVINGS ACCOUNT

52% 48%
YES NO

MONEY MARKET ACCOUNT

17% 83%
YES NO

RECREATIONAL VEHICLE LOAN

10% 90%
YES NO

LOAN/CREDIT LINE

19% 81%
YES NO



ASTHMA/ RESPIRATORY

42% 58%
YES NO

CANCER/ CANCER-RELATED

10% 90%
YES NO

STOMACH/ BOWEL/ DIGESTION

21% 79%
YES NO

KIDNEY/ BLADDER

12% 88%
YES NO

SKIN CONDITIONS

20% 80%
YES NO

DIABETES/ THYROID

24% 76%
YES NO

BLOOD DISORDER

9% 91%
YES NO

NEUROLOGICAL/ MENTAL HEALTH

22% 78%
YES NO

EYE/VISION/ HEARING

31% 69%
YES NO

INFECTIOUS DISEASES

8% 92%
YES NO

SLEEP DISORDERS

24% 76%
YES NO

HEART/ CARDIOVASCULAR

13% 87%
YES NO

BONE/JOINT

23% 77%
YES 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.

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