

AUTHENTIC RESPONSE – PANEL DEMOGRAPHICS

Authentic Response offers the market research community access to the highest quality decision makers from around the world. With a panel of more than four million 100% opt-in survey respondents, Authentic Response helps research professionals reach their target audience quickly and cost effectively. Authentic Response panels are generated through hundreds of exclusive B2B, B2C, technology, and international websites, all adhering to the strictest privacy policies. As our panel grows, below a partial overview of demographics and psychographics that we have collected:

Demographic Selections

- Age
- Marital Status
- Gender
- Income
- Race
- Presence of Children/
Pregnancy
- Children's Ages
- Geographic Location
- Education

Shopping

- Items Purchased/
Purchase Behavior
- Purchase Decision-Maker
- Online Shopping

Occupational

- Job Titles (Including IT)
- Area of Responsibility
- Purchasing Influence
- Industry
- Number of Employees
- Technologies Used

Life events

- Weddings
- Pregnancy
- Family Planning
- New Baby
- Banking
- Credit Cards
- Financial Planners
- Career Change

Leisure activities

- Fast Food Dining
- Beverage Consumption
- Television
- DVD/Movie

Automotive

- Ownership
- Insurance
- Financing

Specialty Selections

- Pet Ownership
- General CPG Consumption

Electronics

- Communications
- Cell Phone
- Pager
- DVD
- Long Distance Service
- Video Games
- Teleconferencing
- Alarm System
- Satellite Dish
- Cable
- Dial-Up Speeds

Personal Finance

- Loans/Loan Types
- Credit Cards
- Online Banking

Health and Wellness

- Cholesterol
- Blood Pressure
- Exercise
- Diet
- Stress

Interests

- Arts and Music
- Film
- Photography
- Cooking
- Home Improvement
- Moving
- Home Buying/Selling
- Gardening
- Sports
- Politics
- Books
- Dining

Travel

- Airlines
- Cruises
- Family Vacations
- Car Rental
- Destinations
- Business Travel
- Associations
- Camping
- Hotels

Authentic Response is the premier provider of online sample and deployment for the global market research community.

GET MORE INFORMATION

www.authenticresponse.com
1-888-AR-PANEL

Sample Solutions

The Authentic Response approach to growing panels is unique. Using our Authentic Recruitment techniques, we grow our panel organically, from some of the top sites on the web. Our panelists are not incentivized to join our community and are genuinely interested in sharing their opinion with the market research community. All members are double opt-in and have provided information specific to their interests and expertise. Our goal is to facilitate an enjoyable experience that protects the privacy of our panelists and enables market research professionals to efficiently field their market research analysis.

About Us

We pride ourselves on the quality of our sample, our responsive customer service, and our ability to get projects completed with the highest quality, in record time.

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Recruitment Website Partners:



AskMen.com

Entrepreneur.com



CramSession

msnbc



monografias.com

Customer Service

Authentic Response's goal is to service our clients with the highest level of professionalism and responsiveness that will forge a long-standing relationship. Our state of the art technology enables Authentic Response to deploy sample with in hours of your request to specific target audiences. We encourage quarterly meetings on an individual basis to address your specific needs and your clients needs.

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State by State US Census vs Authentic Response

State	US Census %	Authentic Response %	State	US Census %	Authentic Response %
Alabama	1.48%	2.18%	Montana	0.35%	0.35%
Alaska	0.33%	0.56%	Nebraska	0.66%	0.64%
Arizona	2.20%	1.98%	Nevada	0.94%	0.65%
Arkansas	1.24%	1.25%	New Hampshire	0.52%	0.56%
California	9.21%	9.30%	New Jersey	2.77%	2.21%
Colorado	1.48%	1.62%	New Mexico	0.55%	0.50%
Connecticut	1.07%	0.99%	New York	5.71%	6.56%
Delaware	0.30%	0.30%	North Carolina	3.10%	2.97%
District of Columbia	0.16%	0.36%	North Dakota	0.27%	0.29%
Florida	6.45%	5.53%	Ohio	4.55%	4.29%
Georgia	2.71%	2.94%	Oklahoma	1.52%	1.29%
Hawaii	0.37%	0.41%	Oregon	1.70%	1.59%
Idaho	0.53%	0.52%	Pennsylvania	4.89%	4.20%
Illinois	4.02%	3.99%	Rhode Island	0.33%	0.27%
Indiana	2.63%	2.44%	South Carolina	1.33%	1.13%
Iowa	1.24%	1.31%	South Dakota	0.27%	0.31%
Kansas	1.21%	1.18%	Tennessee	2.05%	1.85%
Kentucky	1.53%	1.76%	Texas	7.13%	6.84%
Louisiana	1.23%	1.28%	Utah	0.79%	0.85%
Maine	0.66%	0.80%	Vermont	0.23%	0.26%
Maryland	1.83%	1.93%	Virginia	2.41%	2.48%
Massachusetts	1.91%	2.23%	Washington	2.54%	2.53%
Michigan	3.40%	3.24%	West Virginia	0.75%	0.79%
Minnesota	1.80%	2.72%	Wisconsin	2.14%	1.98%
Mississippi	0.79%	0.79%	Wyoming	0.22%	0.24%
Missouri	2.50%	2.26%			

Source: US Census Bureau 2000 and Authentic Response 2008 data



Since 1998, Authentic Response has led the market research industry with best of breed solutions for global online sample, including its Authentic Recruitment™ panelist recruitment technique, its patented double opt-in permission standards, and its Authentic Validation™ techniques to ensure the most legitimate, secure survey responses. With a panel of more than four million highly qualified respondents, more than 200 market research firms look to Authentic Response for their global online sample needs.