



## Consumer audience targeting with the oversight to deliver decision-ready data

Drive Research is a full-service market research firm with deep experience in fielding studies among broad consumer audiences, niche segments, and harder-to-find behavioral targets.

We handle the sourcing strategy and quality controls behind the scenes, so you get credible responses from the right people and results you can use with confidence.

### Target by 180+ different profiling variables

We support B2C studies ranging from general population surveys to highly specific consumer profiles. Examples include: **Gen Pop U.S., parents of kids under 18, homeowners, luxury buyers, travelers, patients, banking customers,** and more.

- Demographics
- Geography
- Household income
- Marital status
- Parental status
- Employment status
- Highest level of education
- Hobbies and interests
- Primary decision-maker status
- Purchase behaviors
- Brand and competitor usage
- Technology and media usage
- Technical and device information
- Consumption habits
- Travel and leisure activities
- Political party affiliation

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*I've worked with Drive Research on several market research studies. They bring a unique blend of analytical and innovative thinking to our projects. They do not only collect the quality data necessary but always provide their interpretation and insights to the numbers to help us take action.*

**Vince R., Vice President of Client Relations**

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**44 million**

panel members

**11 million**

U.S. panel members

**800+**

Integrated supply partners

**130**

Countries

**600+**

Exclusive panels

Sample access is only part of the job. We add a layer of rigorous human and tech-led validation to ensure every response is authentic.

	Using a Single Panel Company	Working With Drive Research
Sourcing	Pulls respondents from <b>one panel platform</b> or marketplace.	Builds the <b>right sourcing mix</b> based on the audience, incidence, and study goals.
Data quality	Poor-quality responses get through automated screening, <b>forcing removals of up to 70%</b> in our experience.	Adds fraud-risk screening and <b>manual review of each response</b> to catch low-quality data that the built-in panel screening misses.
Sample delivery	Bad responses may not be caught until late, which can <b>shrink the usable results and extend fieldwork</b> .	We review and remove low-quality entries during fieldwork, so <b>results stay on time and high quality</b> .
Monetization	<b>Motivated to keep all responses</b> including those who fail quality checks because that's how they monetize their services.	After our quality checks we toss bad respondents and <b>replace them at no charge</b> .

## Proven success across diverse consumer segments



**Parents of Rising 3rd Graders**

[Read the case study](#)



**Females with Heart Disease + Diabetes**

[Read the case study](#)



**Rideshare App Users in Chile**

[Read the case study](#)



**Homeowners who plan to buy new windows**

[Read the case study](#)

### *What Drive Research reviews before results are delivered*

- ✔ Bot protection
- ✔ Duplicate IP addresses
- ✔ Location screening
- ✔ Open-end quality checks
- ✔ VPN and proxy detection
- ✔ Straightlining
- ✔ Red herring responses
- ✔ Completion-time



DriveResearch.com

(888) 725-DATA

projects@driveresearch.com

209 Second Street Suite 1C  
Liverpool, NY 13088