

# It Pays To Share Your Opinion!

Become a consumer panelist and participate in market research studies in Orland Park.



## Product Dynamics

A Division of RQA, Inc.  
10608 W. 163rd Place  
Orland Park, IL 60467  
Recruiting: 708.364.7656  
Fax: 708.364.7061  
Email: [productdynamics@rqa-inc.com](mailto:productdynamics@rqa-inc.com)  
[www.consumerproductdynamics.com](http://www.consumerproductdynamics.com)



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## How do I Sign up?

You may sign up by calling our recruiting department at (708) 364-7656. If you are uncomfortable giving personal information over the phone, you may request that a sign-up form be mailed to you. If you have access to the internet, you may sign-up online at [www.consumerproductdynamics.com](http://www.consumerproductdynamics.com).



## Market Research Studies:

### Gathering Consumer Opinion via the Panelist

To participate in a Product Dynamics market research study, you must first complete a screening questionnaire to determine if you qualify. (*Screening criteria are different for each study and based on a client's needs.*) After qualifying, you will receive information on the type of product you will be testing, the incentive amount, and the testing times available. Participation involves testing a product and either answering a short questionnaire or participating in a group or one-on-one discussion. The information collected is used by our client to make decisions about modifying current products or marketing a new product. Therefore, as a consumer panelist, you have the opportunity to influence what consumer product manufacturers and retailers make and sell to the public.

### Types of Studies:

#### Taste Tests (Central Location Test)

Taste tests involve tasting two or more food products (for example, two different brownies or cookies) and filling out a questionnaire. These are usually bigger testing groups and take place in our large multipurpose testing room. This can be interesting, because sometimes you are tasting a product that isn't even in the marketplace yet!



#### Fragrance Tests (CLT)

Fragrance tests can involve simple sniffing and questionnaire completion. However, sometimes these tests also involve critiquing ads or concepts presented by the client in relation to the scents. If you love fragrance, you will enjoy this test!



#### Salon Tests (CLT)

Salon tests take place at nearby offsite locations. These tests can involve: getting your hair shampooed, conditioned or styled with product. As usual, a questionnaire is completed by the panelist to evaluate the product used.

#### Focus Groups

Focus groups are unlike taste tests, fragrance tests or salon tests as panelists are scheduled in small groups of 5 - 12 persons and participate in a discussion led by a trained moderator. These studies are usually video recorded for the client's research purposes (so they don't miss any important opinions being expressed by the panelists!). The video will not be used for anything other than our client's research on the product being discussed.



#### Home Use Tests (HUTs)

Home use tests require use of the product in your home. After qualifying for a study, panelists come to our facility in Orland Park to pick up product, instructions and a questionnaire. Panelists are asked to use the product as instructed, complete the questionnaire, and sometimes complete an online or written journal as well. Home use tests are conducted for both adults and children, and can last anywhere from one week to a few months. Some products tested in HUTs are food, condiments, food preparation products, and personal care items such as shampoo, hair styling products, and deodorant.



#### Sensory Panels

Occasionally we expand our screening as qualification of panelists to be part of a specialized panel. Specialized panels are used in analytical sensory testing. This type of testing is not about how well you like a product, but how you perceive the characteristics of a product. If qualified, from time to time you will be asked to participate in testing sessions in which you are asked to determine if a product is different, how large a difference exists between two products how do two products compare in sweetness.



## Frequently Asked Questions

### How often will I be contacted?

Panelists are contacted on an as-needed basis. Each study is conducted using panelists who meet specific criteria defined by our client. If your past participation is acceptable, we will contact you when we have a study in your age group. The type of studies we run and how often we run them varies throughout the year. Therefore, so does the amount of contacts you/your household may receive.

### How many times can I participate?

If you participated in a study with us, you will not be contacted until 90 days has passed since your last participation date (unless you are on a specialized panel, or our client has a different past participation request for a specific study).

### How long does a study last?

Studies range anywhere from 20 - 60 minutes (CLTs), to 1 - 3 hours (focus groups), to several weeks (HUTs).

### How much is the incentive for participating?

Incentives are based on the type and length of study, as well as our client. Incentives can range from \$30 - \$300.

### Does my information remain private?

Yes. The information we collect is for internal client use only. *We will never sell or give out any personal information.*

### Do you have studies for children?

Yes, we conduct children's studies for children aged 5 years and above. Most children have fun testing products!

### If I participate and find I don't like it, can I choose to no longer be contacted?

Yes, you can request to be removed from our database at any time. You may do this by calling our recruiting department at (708) 364-7656 or emailing with subject "Remove" to [productdynamics@rqa-inc.com](mailto:productdynamics@rqa-inc.com).

### What if I qualify for a study, but after finding out what the product is, I don't want to participate?

Participation is voluntary. You can always decline participating after you qualify.

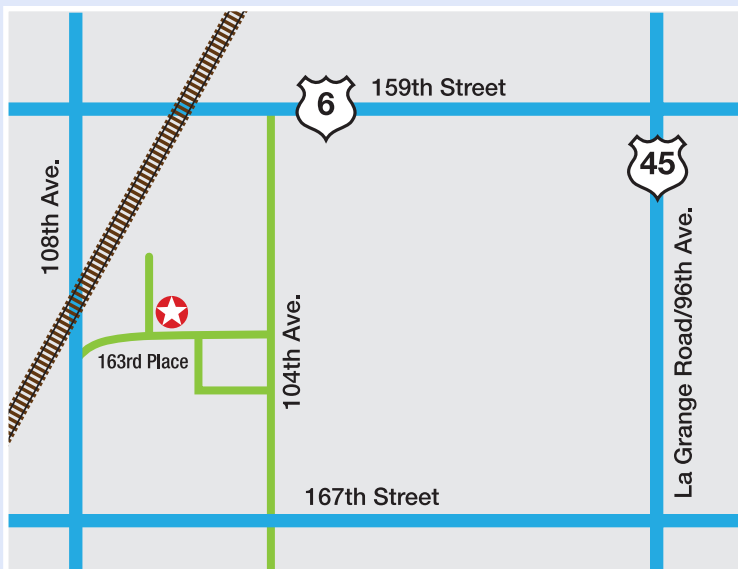
### How can I refer a friend to join your panel?

If you know someone who would like to join our consumer panel, please refer them to [www.consumerproductdynamics.com](http://www.consumerproductdynamics.com) or the "How do I sign up?" section on the first page of this brochure.

**Product Dynamics**, a division of RQA, Inc., has over twenty years of experience in the market research industry. Our company partners with Fortune 500 consumer goods companies to assist them with product development and consumer acceptance testing, ranging from food and beverage products to personal care items. Our testing facility, **located in Orland Park, Illinois**, has state-of-the-art kitchens, focus group rooms and product development laboratories.

We provide companies with access to consumers via our database of approximately 27,000 demographically diverse, local residents.

**Panelists are paid an incentive fee** for their participation in our market research studies, which range from taste tests to focus groups to home-use tests using panelists aged from five years to senior citizens. **By participating in our studies, local residents contribute to the decision-making process of the companies** and may help determine the types of products that enter the marketplace, or the adjustments needed to improve products currently on the shelf.



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