Insight Data Research Panel

We have all solution.

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info@insightdataresearch.com

Website:

www.insightdataresearch.com

Insight Data Research Abstract

Company Name : Insight Data Research

Establishment : 2020

BUSINESS SERVICES

1. Market Research

2. Online Panel Provision

3. Sales Consulting

4. Market Consulting

Content of Insight Data Research

▸ **Pioneership**

INSIGHT is a research company that conducted online qualitative research, established well reputed research institutes, conducted mixed mode researches (online + offline) We dare to challenge new methodology in the market.

▸ **Client first**

We have serviced our minds to flexibly cope up with customer needs along with keeping principles and guidelines of the company

We are not happy until our client in happy

Affordability

➤ We offers reasonable projects price to pursue the value for money.

➤ We offer best quality with affordable prices.

Well-prepared

➤ Through 1.74 million active panels through which we pre- secure the data points of target respondents.

➤ We are ready to provide data for sophisticated and difficult to reach respondents.

Insight Power Online Research Panel

- Fast and accurate target respondents thought million panelist.

- Pre secured difficult to reach research target through specialized panels.

Getting in touch with people!

- Online Research Panels helps around 150 of the world's best research focused companies. These organizations are willing to enjoy the best services provided by the integrated solutions of our online research samples, our online survey software's, and various custom panel building services.

- Insight is fastest growing online market research panels and online survey technology provider.

The leading world's professionals are constantly enjoying the reliable data collection and survey scripting services that are delivered through Insight's panel community of 1.50 Million active members in 25 countries around the world. Our panel has acquired a highly profiled and highly responsive reputation. Whatever is your online data need, Insight will be committed that your organization will get in touch with the people.

Insight Online Research Panels Quick facts

- 1.50 million active members
- Across 25 countries
- 20 specialist panels
- Survey software's
- Panel management software solutions
- Consumer opinion open communities
- Panel building services
- Pure market research and consultancy services
- Survey translation management
- Survey scripting advertise

Contact Online Research Panels

Even if it for sample survey, full market research service projects including survey scripting, panel building surveys, and panel management software solutions; Online Research Panels can help you take the advantage of internet as a method for collecting research data.

Please feel free to contact us, as soon as we get an email from you, our company representatives will revert your queries immediately

Email: info@insightdataresearch.com

INSIGHT SERVICES

- **Only sample services-** our specialist panels allows us to immediately address the feasibility of the projects offered by you and in turn helps make quick turnaround time which leads to faster completion then any other provider

- **Attract and engage your customers through advance survey scripting--:** INSIGHT has highly specialized team who can make your surveys look 3 D using animation, videos and audios.

- **Online advertisement tracking** Test the efficiency and effectiveness of the online advertisement campaigns

- Receive full detailed reports and comparison tables on measured brand perception.

- **Research Technology:** Along with our research technology our clients are able to test advertisements concepts, website effectiveness, customer satisfaction, and even new product development.

-

- **Creating your own Quick Surveys:** With INSIGHT, you can create your own quick online survey of 1-8 questions and can receive responses of 100- 1000, with live results within 24 hours.

Our Panels

- We manage a **panel community of 1.50 million** most engaged / active panelist across 25 countries. INSIGHT utilizes various web technology to increase the engagement, overall responsiveness, reliability and unbiased opinion of the panelist.

- Our panel communities enable the individuals to express and share views on qualitative and quantitative opinions.

- Due to the long experience across various cultures, we can provide you a deep understanding of the **national cultural variations** that highly affect your global projects.

- **The science of Research Panel–** our panel management team allows to manage the panel in such a manner that ensures to deliver the research professional the most reliable and trustworthy opinions.

- **Online panel quality–**the Panelist recruitment is deep and very continuous which allows us to have full profiling details of the Panelist. This allows fast and accurate estimates on the incidence rates for the most challenging research projects.

The panel quality policies

INSIGHT follows the most stringent quality policies in the industry.

❖ Bounce back email and duplicates are checked every day.

❖ Duplicates are also checked during and after the registration process.

❖ Panelist with inconsistent responses are removed

❖ Regular checks with the registration data

❖ Unresponsive Panelist is purged on weekly basis.

❖ Panelist regularly encouraged updating their profiles.

Multiple sources of recruitment of panelist

- Emails

- Referrals

- Banner Advertising

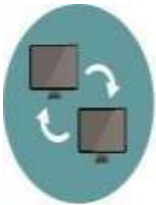- Pay per clicks advertising

- Face to face

Our Global Coverage

OVER 20 COUNTRIES AND 1.50 M SURVEY RESPONDENTS OUR SAMPLE VITALS

INSIGHT Research uses a variety of methods to ensure the highest
Quality of respondent data, including:

Proxy & Browser Detection
We make database calls at multiple points of execution, from registration through survey entries and exits, to confirm IP and browser specific identifying information.

Postal Address Verification We verify the registrant's postal address and zip/postal code from a current local address directory.

IP Geofencing
Our servers locate the registrant's country location through his/her IP address and determines their eligibility for registration based on country-specific rules.

Email Address Verification This is checked through our database to ensure the email address is unique (all registrants must verify their email address through a double opt-in registration process)

USA Panel Statistics

United States

Gender

62% Female

38% Male

Education

- 10% < High School Graduate
- 16% High School Graduate
- 5% Associate's Degree
- 25% Bachelor's Degree
- 14% Master's Degree
- 26% Some College or Further Education
- 2% Vocational or Technical Degree
- 2% Doctoral or Professional Degree

Income

< $25K	$25K-$49K	$50K-$74K	$75K-$99K	$100K-$149K	$150K-$199K	>$200K
29%	21%	17%	12%	12%	4%	5%

Age

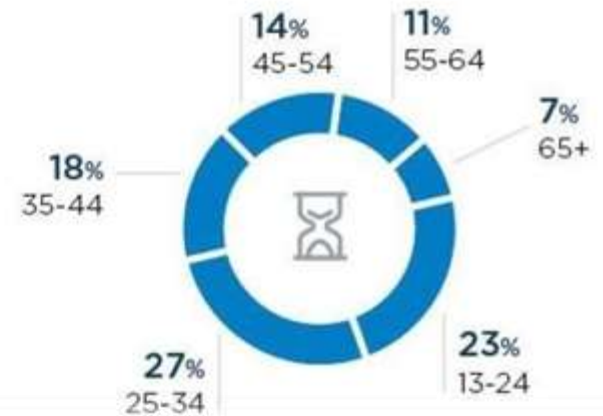- 14% 45-54
- 11% 55-64
- 7% 65+
- 18% 35-44
- 27% 25-34
- 23% 13-24

Selected Panel Attributes

Research Now maintains over 300 panel attributes collected across our B2B and B2C panels.

Business

Legal Services

- Legal Occupation
- Legal Role

Real Estate

- Type of Business
- Primary Real Estate Role

Business Owner

- Type of Business Owned/Operated
- Type of Personal Service

Education

- Educator Role
- Educator – Education Level Type
- Educator – Educational Institute

Banking/Financial Services/Insurance

- Type of Business
- Primary Role

Transport & Logistics

- Type of Business
- Professional Driver Work Type

Basic Attributes

- Business Type
- Industry Segment
- Annual Revenue
- Number of Employees at All Locations
- Number of Employees at Local Location

Business Professional

- Title
- Occupation
- Functional Role
- Purchase Decision Makers
- Primary Role
- Human Resources Role

Expanded Business Variables by Industry

- Business Services
- Computer Hardware
- Computer Software
- Consulting
- Consumer Products
- Consumer Services
- Entertainment/Sports
- Energy & Utilities/Oil & Gas
- Food/Beverages/Restaurant
- Media/Publishing
- Non-Profit
- Retail
- Telecommunications
- Equipment
- Travel/Hospitality/Leisure

Government/Military

- Law Enforcement/Emergency Service Types
- Military Branch of Part-Time Service
- Military Branch Served
- National Guard Service Branch
- Military Service Status
- Government Level of Employment

ITDM/IT Roles

- Type of IT Professional
- Developer Roles
- Primary IT Functions/Responsibility
- Roles in Various IT Areas Including:
  - PCs, Tablets, or Client Devices
  - Mobile Technology/Applications
  - Servers
  - Data Center
  - Cloud Computing
  - Network/Data Technology
  - Voice Technology
  - Business Applications & Process
  - Software
  - Business Intelligence, Big Data,
  - Analytics
  - Virtualisation Software
  - Unified Communications

Consumer

Basic Demographics

- Gender
- Age
- Marital Status
- Language
- Number in Household
- Children
- Education
- Household Income
- Employment Status
- Own or Rent
- Region
- Sexual Orientation
- Religious Affiliation
- Ethnicity or Race

Consumer Banking

- Interest
- Financial Advice (11 services)
- Online Trading Accounts
- Financial Advisor
- Investment Account Types (13 types)
- Investment Account Firm
- Primary Brokerage Firm
- Type of Checking Account
- Primary Mutual Fund Firm (61 firms)
- Retirement Firm (26 firms)
- Total Investable Assets
- Type of Investment
- Financial Products
- Credit Cards
- Financial Institutions (134 banks)

Department Stores

- Shopping Frequency
- Items Purchased

General Household

- Pets or Animals
- Recreational Vehicles

Utilities

- Service Provider
- Role in Decision

Home Features/Improvements

- Home Improvement/Upkeep/Repair
- Role in Decision Making
- Lawn Equipment Used

Travel for Leisure

- Travel Websites Used
- Car Rentals
- Airlines
- Hotels

Tobacco Products

- Products Used
- Cigarettes by Brand (37 brands)
- Smoking Habits & History
- Smoking Cessation or Alternatives Used

Interests/Hobbies

- General
- Health/Fitness/Wellness
- Hobbies/Leisure
- Outdoor Activities
- Sports Activities

Groceries

- Primary Shopper
- Stores Shopped (56 stores)
- Amount Spent Per Week

Dining Out

- Frequency
- Amount Spent Per Person
- Type of Restaurant
- Considerations

Entertainment

- Television
- Books
- Movies
- Music
- Magazine Readership (40 genres, 270 titles)
- Radio Stations (39 markets)

Beer, Wine, Liquor

- Beverage Consumption
- Beer Consumption
- Domestic/Import/Craft Beer Brands (76 brands)
- Wine Purchases
- Liquor Type & Brands

Automotive

- Vehicles in Household
- Type of Automobile
- Primary Make, Model, Year
- Secondary Make, Model, Year
- DIY Maintenance
- Intent to Buy

Electronics/Gadgets

- Electronic Devices Owned (32 types)
- Desktop & Notebook Computer (19 brands)
- Printer (14 brands)
- Tablet or e-Reader (49 brands)
- Online Activities
- Internet (30 Providers)
- Video Game Accessories
- Video Game System (13 brands)

Insurance

- Auto Insurance Provider (152 providers)
- Home Insurance Provider (152 providers)
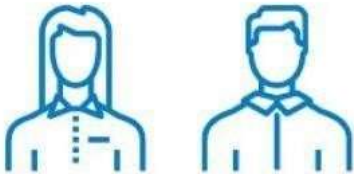- Health Insurance Provider (66 providers)
- Health Insurance Coverage

Mobile Phone

- Mobile Phone Use
- Type of Mobile Phone
- Mobile Only Phone User
- Operating Systems
- Network Providers (16 providers)
- Average Monthly Billing
- Contract Type
- Plan Type
- Role in Decision
- Phone Brand (22 brands)

United Kingdom

Gender

58% Female

42% Male

Education[1]

9% < High School Graduate

36% High School Graduate

23% Bachelor's Degree
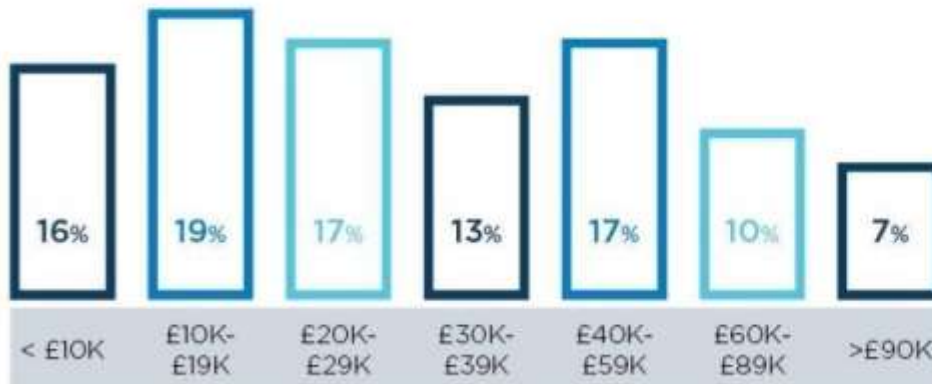
11% Master's Degree

11% Some College or Further Education
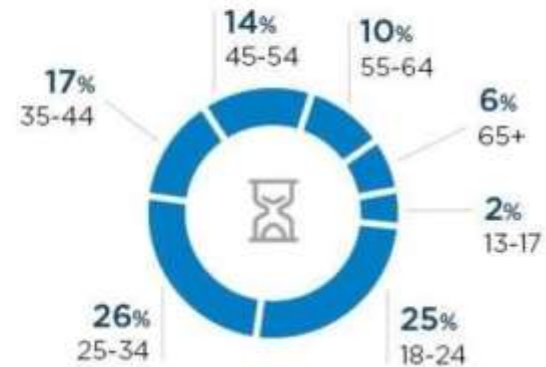
8% Vocational or Technical Degree

2% Doctoral or Professional Degree

Income

< £10K	£10K-£19K	£20K-£29K	£30K-£39K	£40K-£59K	£60K-£89K	>£90K
16%	19%	17%	13%	17%	10%	7%

Age

14% 45-54

10% 55-64

17% 35-44

6% 65+

2% 13-17

26% 25-34

25% 18-24

France

Gender

53% Female   **47%** Male

Education[1]

8% < High School Graduate

19% High School Graduate

21% Bachelor's Degree

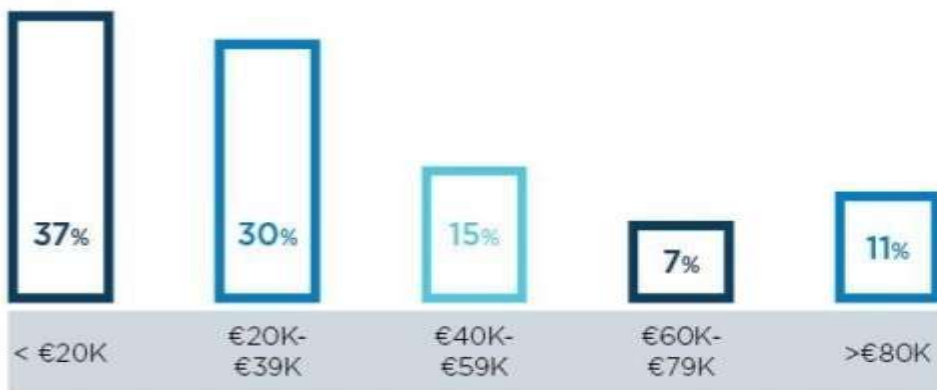**16%** Master's Degree

17% Some College or Further Education

8% Vocational or Technical Degree

11% Doctoral or Professional Degree

Income

< €20K	€20K-€39K	€40K-€59K	€60K-€79K	>€80K
37%	30%	15%	7%	11%

Age

- **13%** 45-54
- **8%** 55-64
- **5%** 65+
- **18%** 35-44
- **25%** 25-34
- **31%** 18-24

Germany

Gender

49% Female

51% Male

Education[1]

7% < High School Graduate

36% High School Graduate

14% Bachelor's Degree

3% Master's Degree

8% Some College or Further Education

29% Vocational or Technical Degree

3% Doctoral or Professional Degree

Income

Range	Percentage
< €20K	32%
€20K-€39K	30%
€40K-€59K	15%
€60K-€79K	8%
€80K-€119K	5%
€120K-€159K	3%
>€160K	7%

Age

- **16%** 35-44
- **12%** 45-54
- **6%** 55-64
- **3%** 65+
- **4%** 13-17
- **29%** 18-24
- **30%** 25-34

Italy

Gender

48% Female

52% Male

Education[1]

13% < High School Graduate

48% High School Graduate

13% Bachelor's Degree

14% Master's Degree

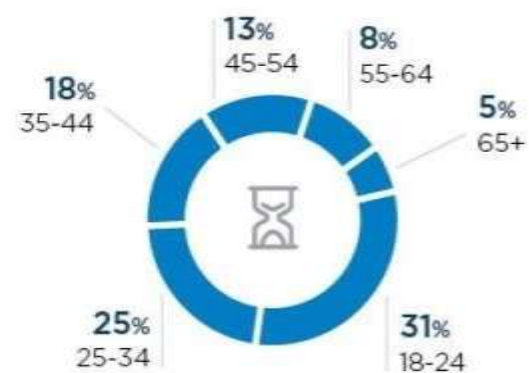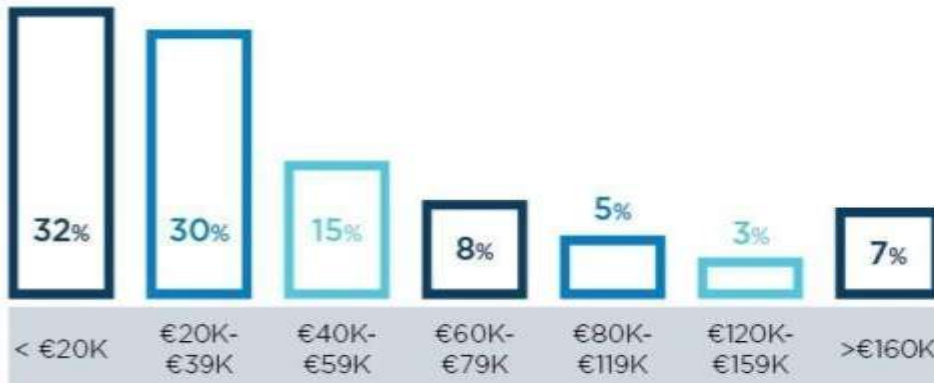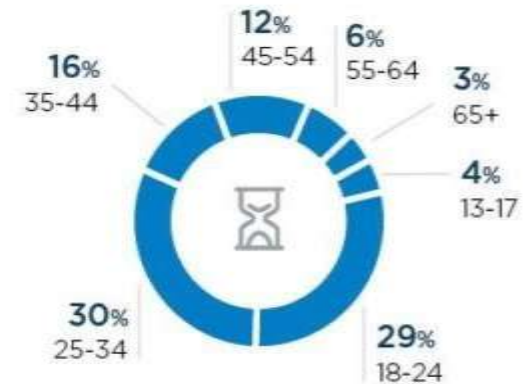3% Some College or Further Education

6% Vocational or Technical Degree

3% Doctoral or Professional Degree

Income

< €20K	€20K-€39K	€40K-€59K	€60K-€79K	€80K-€99K	>€100K
39%	35%	12%	5%	3%	6%

Age

14% 45-54

6% 55-64

24% 35-44

2% 65+

29% 25-34

25% 18-24

Spain

Gender

46% Female

54% Male

Education[1]

7% < High School Graduate

26% High School Graduate

35% Bachelor's Degree
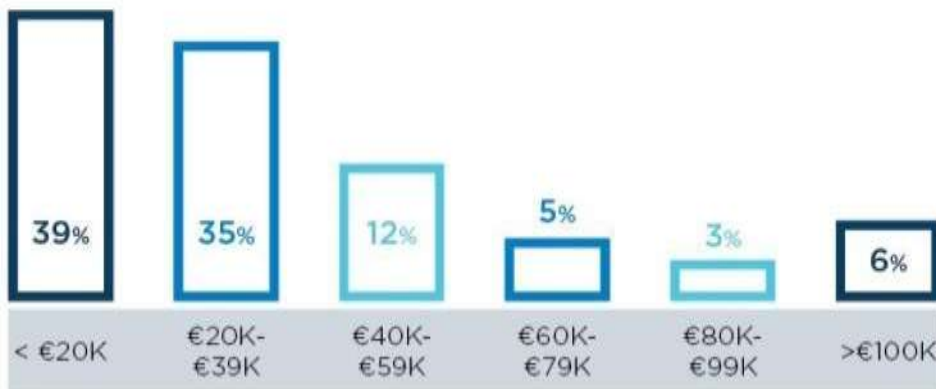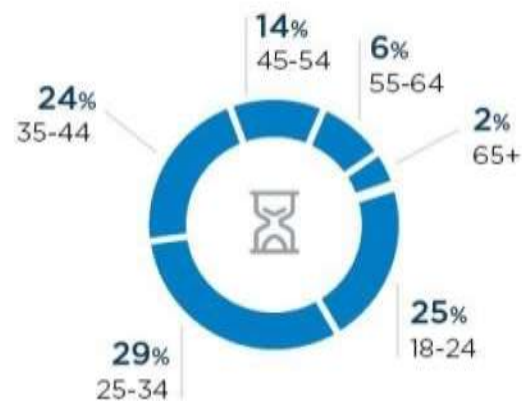
9% Master's Degree

7% Some College or Further Education

11% Vocational or Technical Degree

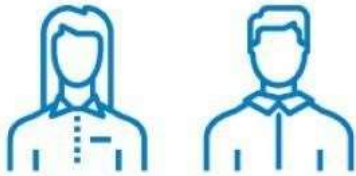5% Doctoral or Professional Degree

Income

< €20K	€20K-€39K	€40K-€59K	€60K-€79K	€80K-€99K	€100K-€149K	>€150K
42%	30%	13%	6%	3%	2%	4%

Age

- 13% 45-54
- 5% 55-64
- 2% 65+
- 1% 13-17
- 23% 35-44
- 27% 18-24
- 29% 25-34

Ireland
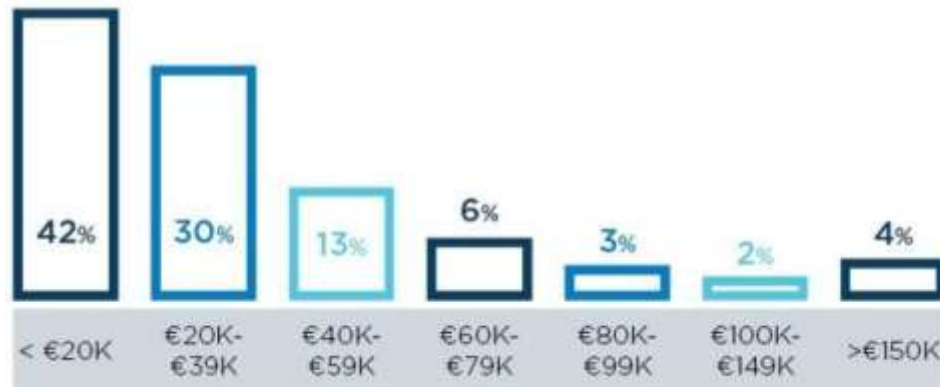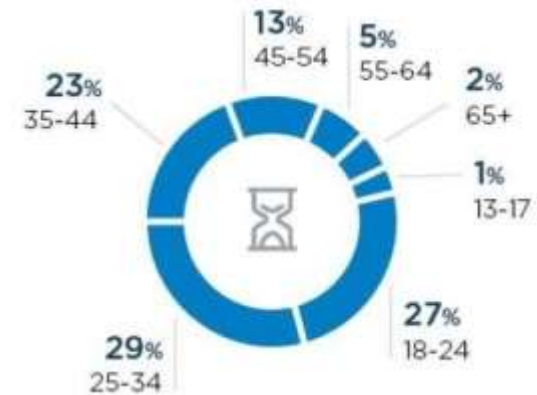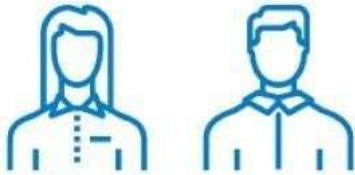
Gender

68% Female **32%** Male

Education[1]

12% < High School Graduate

32% High School Graduate

24% Bachelor's Degree

15% Master's Degree

2% Some College or Further Education

15% Vocational or Technical Degree

Income

< €20K	€20K-€39K	€40K-€59K	€60K-€79K	€80K-€99K	€100K-€149K	>€150K
40%	40%	9%	6%	3%	2%	1%

Age

- **15%** 45-54
- **8%** 55-64
- **2%** 65+
- **2%** 13-17
- **24%** 35-44
- **22%** 18-24
- **27%** 25-34

Canada
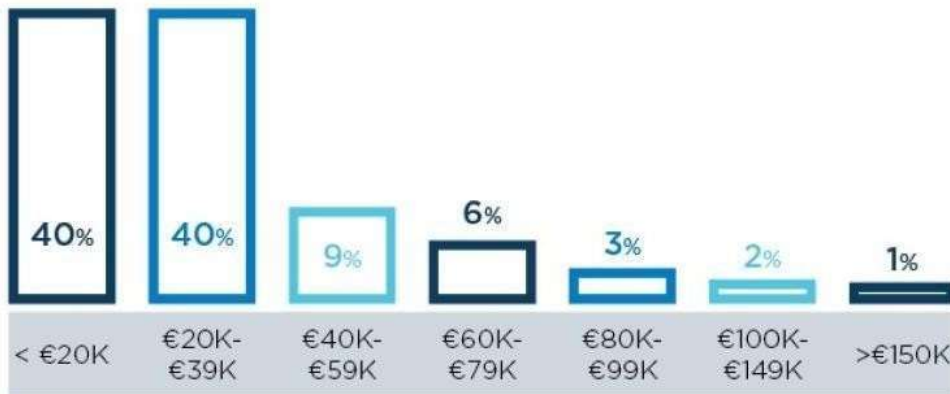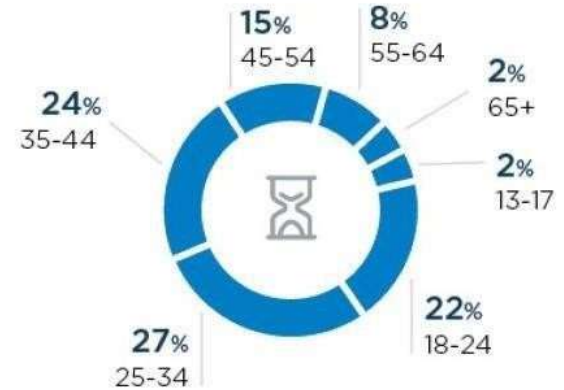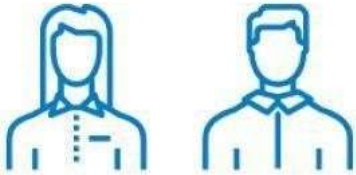
Gender

56% Female   **44%** Male

Education

18% < High School Graduate

22% High School Graduate

1% Incomplete Postgraduate

17% Bachelor's Degree

12% Master's Degree

27% Some College or Further Education

3% Doctoral or Professional Degree

Income

< $15K	$15K–$25K	$25K–$49K	$50K–$74K	$75K–$99K	$100K–$149K	$150K–$199K	>$200K
16%	12%	20%	17%	13%	12%	5%	5%

Age

- **12%** 45-54
- **10%** 55-64
- **6%** 65+
- **16%** 35-44
- **27%** 25-34
- **29%** 18-24

Australia
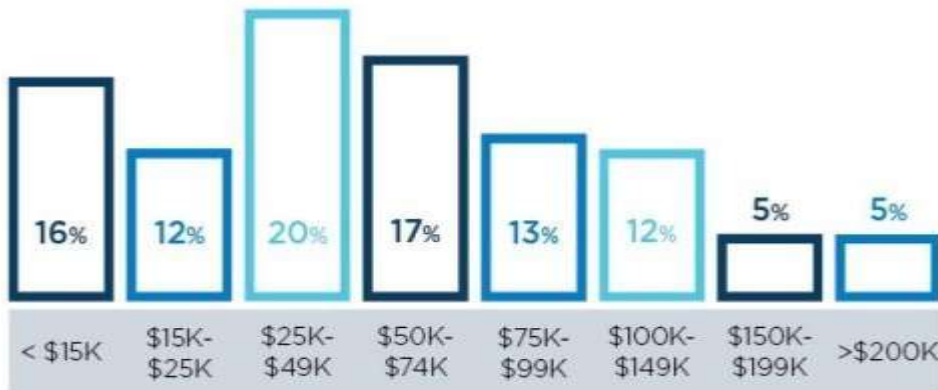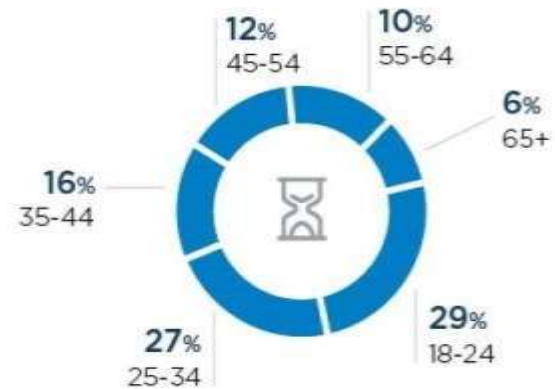
Gender

60% Female

40% Male

Education[1]

15% < High School Graduate

23% High School Graduate

21% Bachelor's Degree

13% Master's Degree

6% Some College or Further Education

22% Vocational or Technical Degree

Income

< $30K	$30K-$44K	$45K-$59K	$60K-$74K	$75K-$99K	$100K-$149K	>$150K
24%	11%	12%	11%	14%	16%	12%

Age

14% 45-54

12% 55-64

8% 65+

2% 14-17

17% 35-44

22% 18-24

25% 25-34

New Zealand
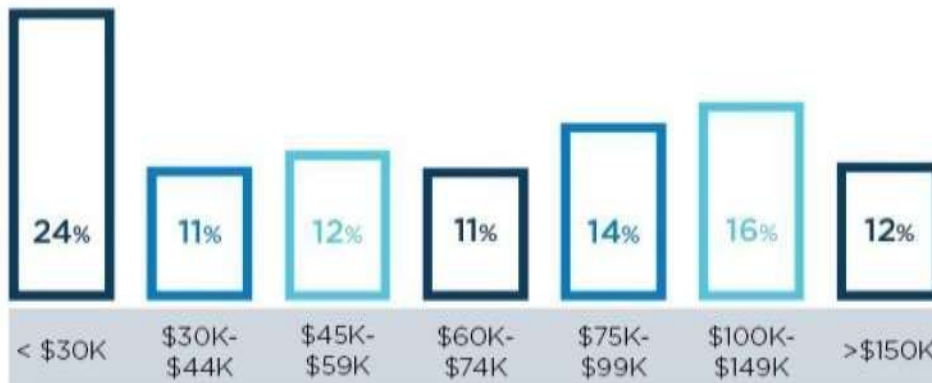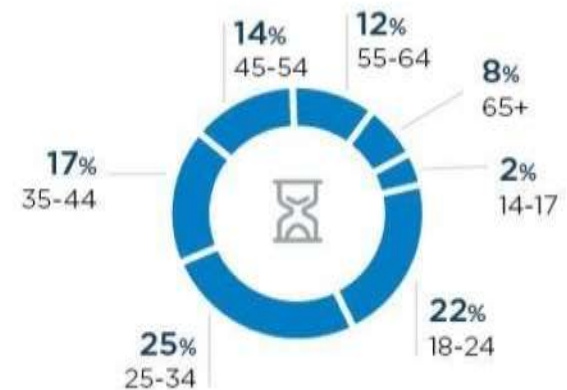
Gender
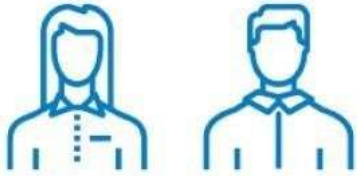
65% Female

35% Male

Education[1]

28% < High School Graduate

13% High School Graduate

32% Bachelor's Degree

12% Master's Degree

8% Some College or Further Education

6% Vocational or Technical Degree

1% Doctoral or Professional Degree

Income

< $21K	$21K-$40K	$41K-$60K	$61K-$80K	$81K-$90K	>$100K
16%	20%	19%	15%	12%	18%

Age

- **12%** 55-64
- **10%** 65+
- **4%** 13-17
- **16%** 18-24
- **21%** 25-34
- **18%** 35-44
- **19%** 45-54
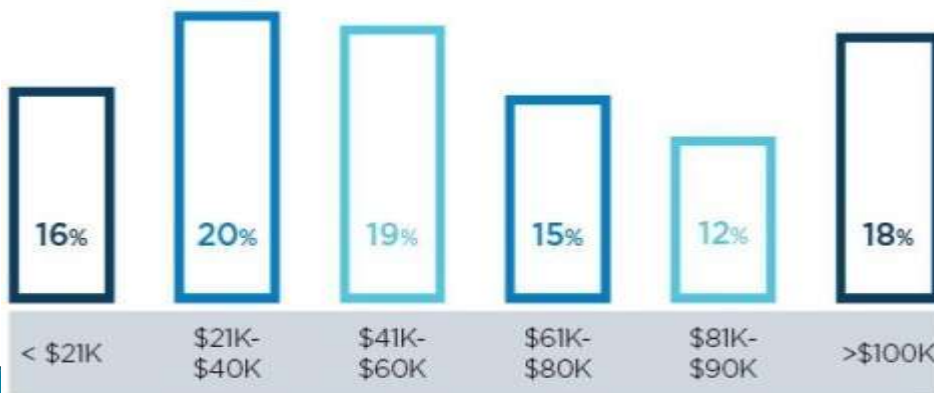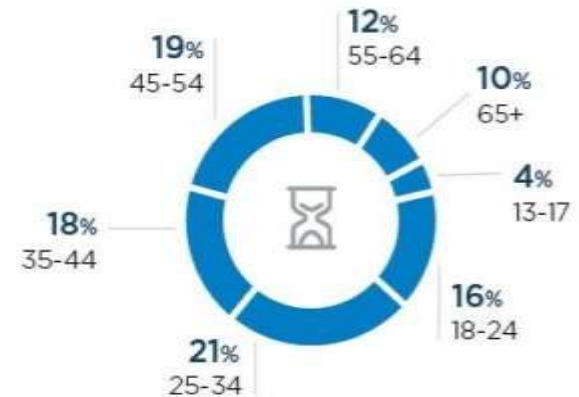
INSIGHT POWER

MARKETING RESEARCH

Marketing Research Power

▸ **Based in the largest online research panel infra, INSIGHT develops various qualitative and quantitative research methods.**

▸ **Capable to conduct any type of marketing research.**

Marketing research		
	Qualitative	• FGI/FGD/Delphi/Shadowing/Home visiting/Shop along/ Web-board(DDI)/Ethnography/Workshop
	Quantitative	• Interview/Telephone/Online/Intercept/Gang/CLT/HUT/ Mystery shopping
	Social opinion research	• Public policy/Election/Social issue/Academic or index research
	Online research	• Web survey/Mobile research • On-line quantitative/On-line focus-group

Secondary Research

- Our team is highly specialized to conduct secondary research across various areas which primarily include: Healthcare, Industrial, Consumer lifestyle and behavior, rare earth compositions, information technology, and consumer electronics.

- Our secondary research involves summary, collation and synthesis of the existing research.

- It includes and overall systematic review through usage of meta analytic statistical techniques.

THANK YOU

INSIGHT DATA RESEARCH