

Panel Book



PARK
RESEARCH SOLUTIONS

2025

“About Us



Established in the year 2018, **PARK RESEARCH SOLUTIONS** delivers tailor made solutions in the field of personalized research. Its uniqueness lies in discovering what people actually want, need, or believe providing cutting edge to enterprises associated with Park Research. The strong background of the leadership team and the employees allows Park Research to deliver services with distinction.

Our services will assist you in understanding the market and identifying its needs. Our expertise and specific panelist profiling has made us one of the leading companies in online market research in The US & Canada- (North America), Europe, LATAM and Asia Pacific.

We constantly work on delivering quality samples and to avoid speeders and professional survey takers from accessing the survey. The in-depth profiling helps us in reaching niche audiences. We improvise our research panel capabilities by running industry specific recruitment campaigns through affiliate networks, industry websites, recruitment agencies etc.

”

Our Services



Qualitative Research

In-depth interviews, focus groups, ethnographic studies, diary studies



Quantitative Research

Surveys, data analytics, market segmentation, benchmarking studies



Online Research

Social media analysis, web analytics, online surveys, competitive analysis



Business Research

Market opportunity analysis, industry reports, competitive intelligence, feasibility studies

Our Approach



Integrity

We believe in honesty and transparency in all our dealings. You can trust us to provide unbiased, accurate insights.



Innovation

We leverage the latest tools and methodologies to stay ahead of market trends.



Excellence

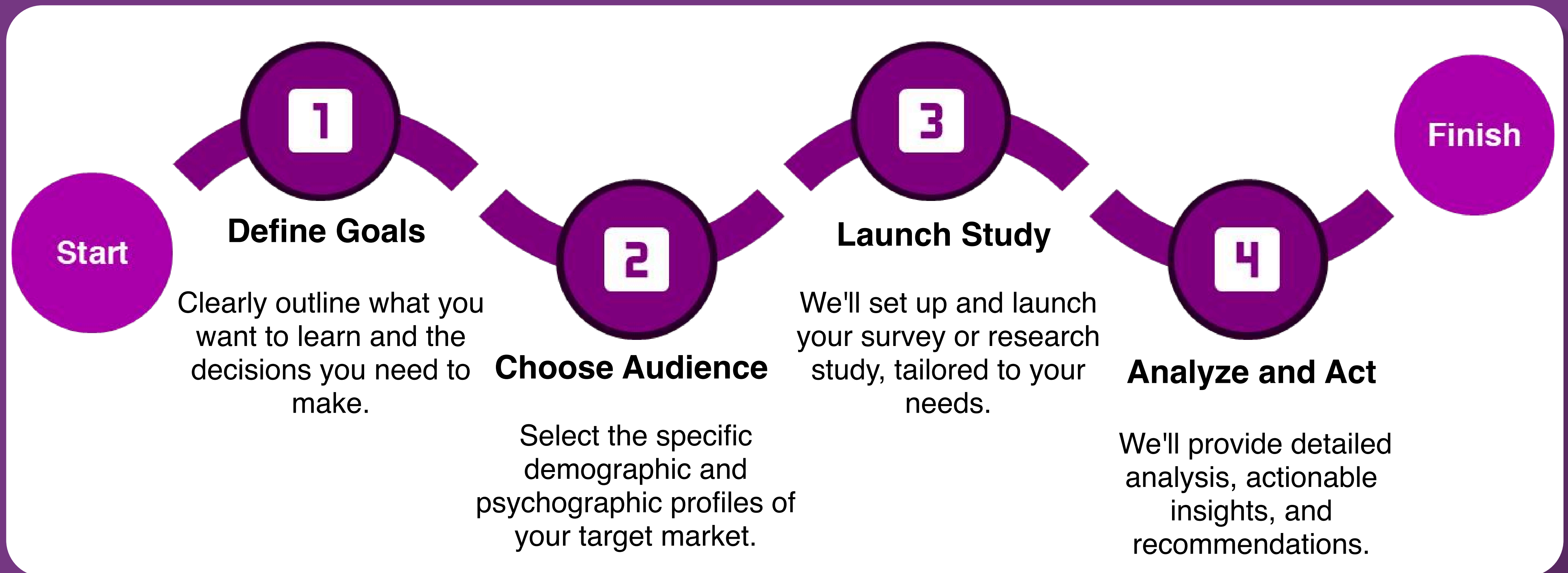
We are dedicated to the highest standards of quality and professionalism in our research and analysis.



Collaboration

We see our clients as partners and work together to achieve your business goals.

How We Recruit



Our Industries Coverage



Healthcare

Uncover market trends, patient needs, and industry shifts with our comprehensive healthcare research services.



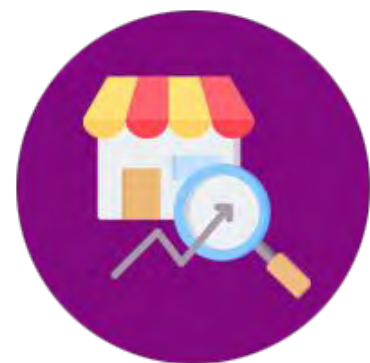
Automobile

Drive innovation and stay ahead of market demands with our detailed automotive sector analyses.



FMCG

Understand consumer behavior and optimize your supply chain with our tailored FMCG research.



Retail

Enhance customer experiences and refine your retail strategy with our in-depth market research.



Finance

Navigate financial markets and investment opportunities with our expert financial insights.



Telecom

Stay connected with industry trends and consumer preferences through our telecom research services.

What Profiles We Target



● AGE, GENDER, ETHNICITY, REGION

● EMPLOYMENT, LSM, INCOME

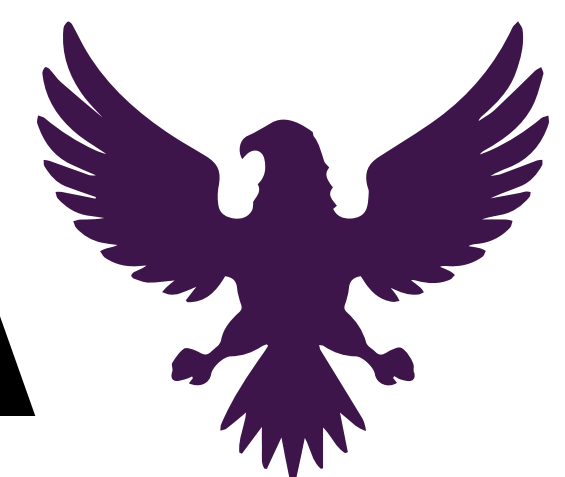
● CAR OWNERSHIP, HOME OWNERSHIP

● MARITAL STATUS, DEPENDENTS, SHOPPING PREFERENCES

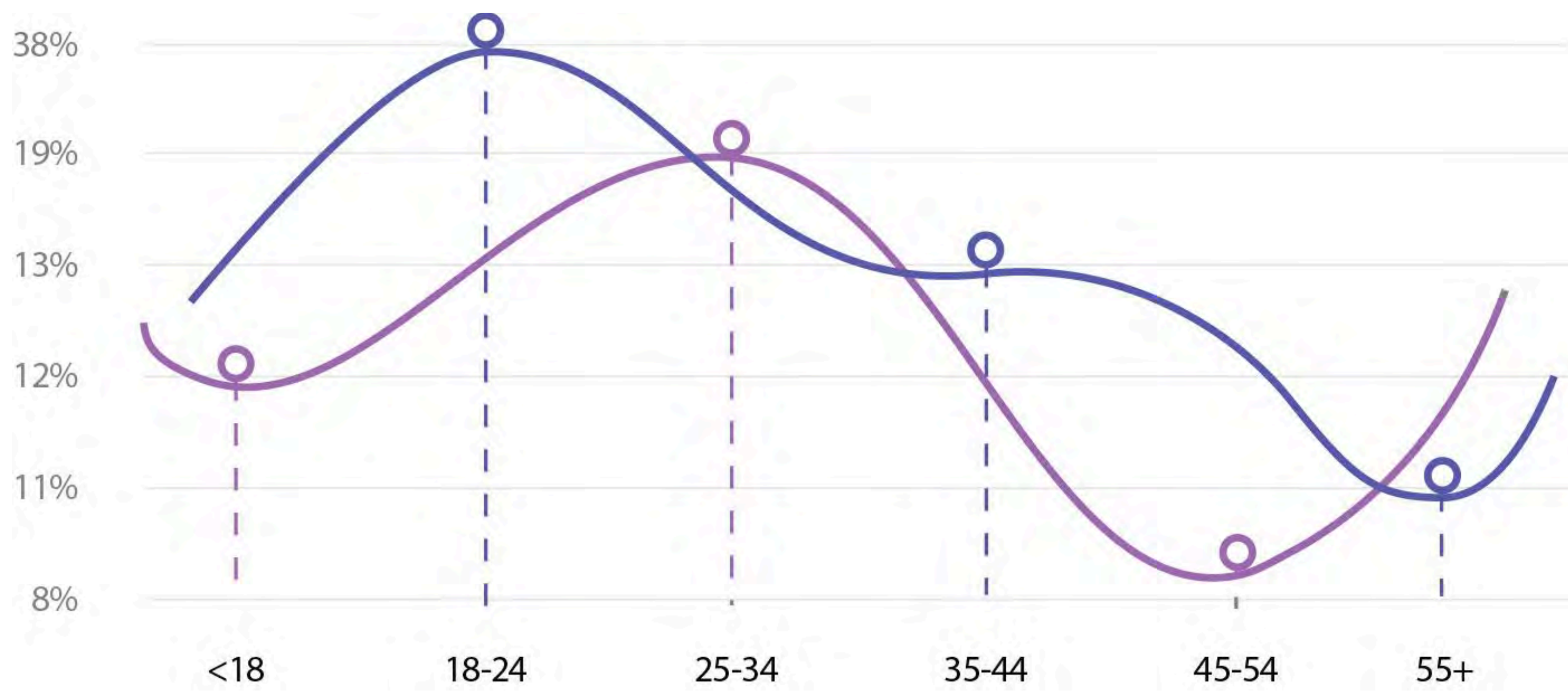
● FINANCIAL SERVICES ACCESS



Panel Demographics-USA

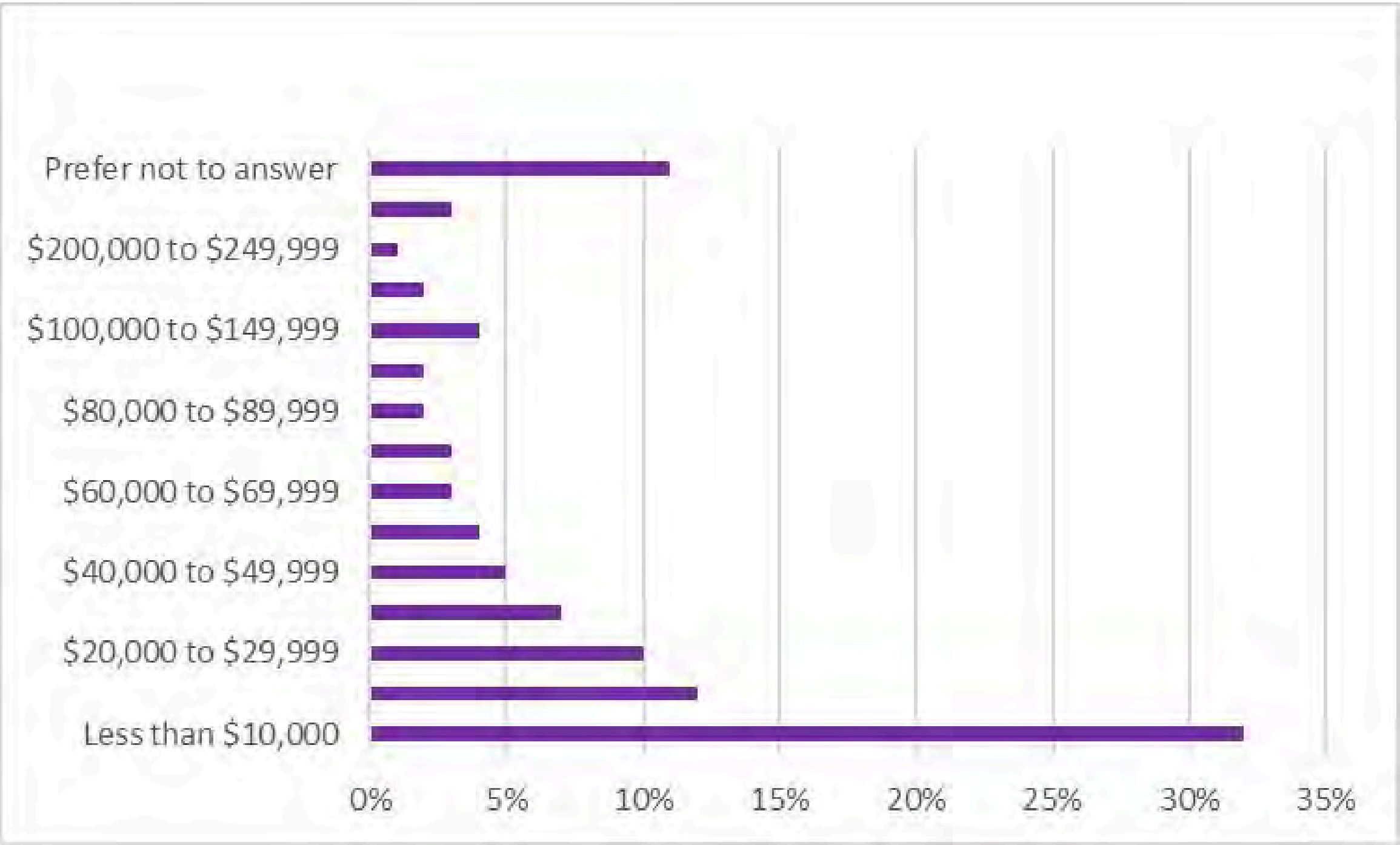
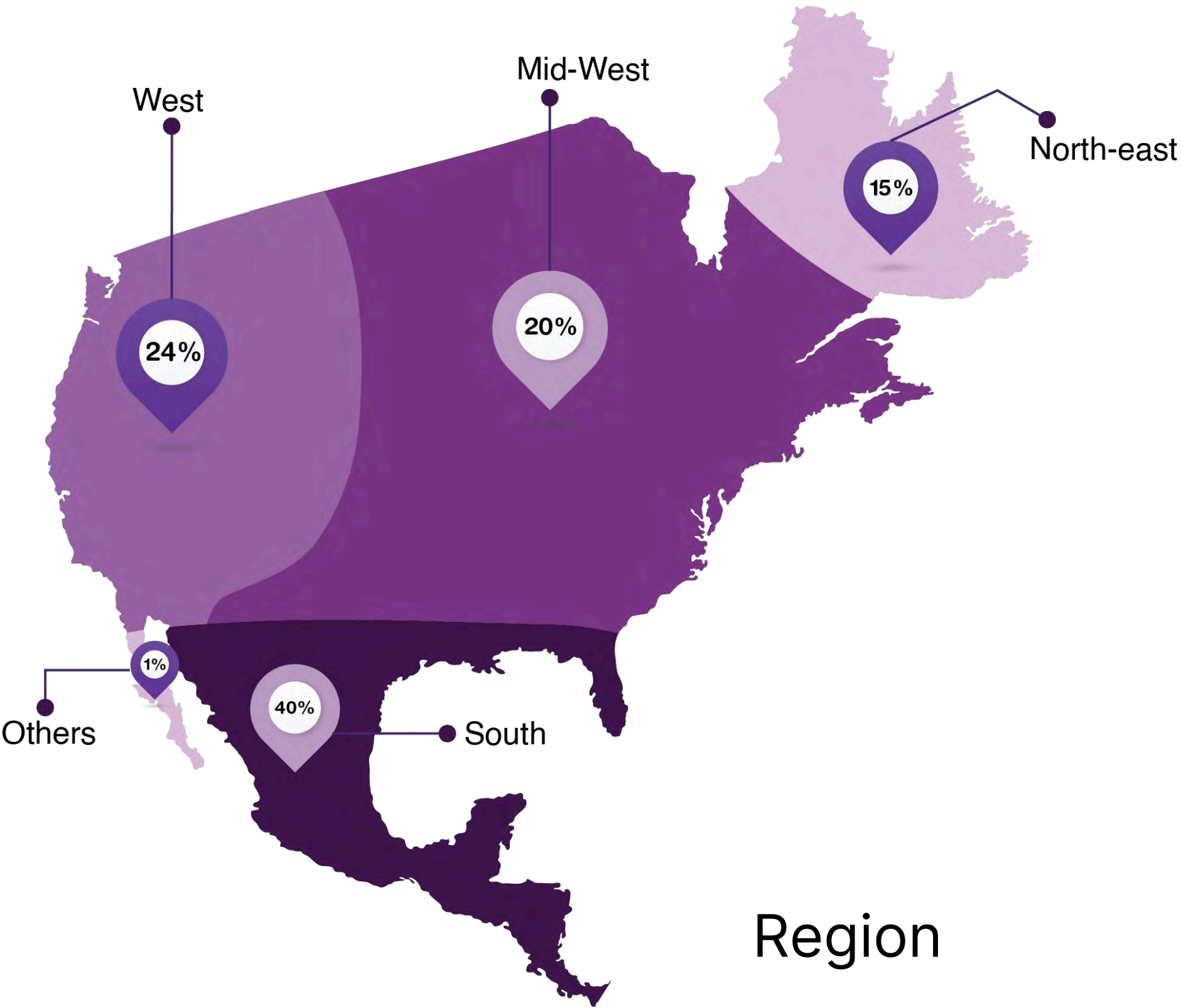


Gender



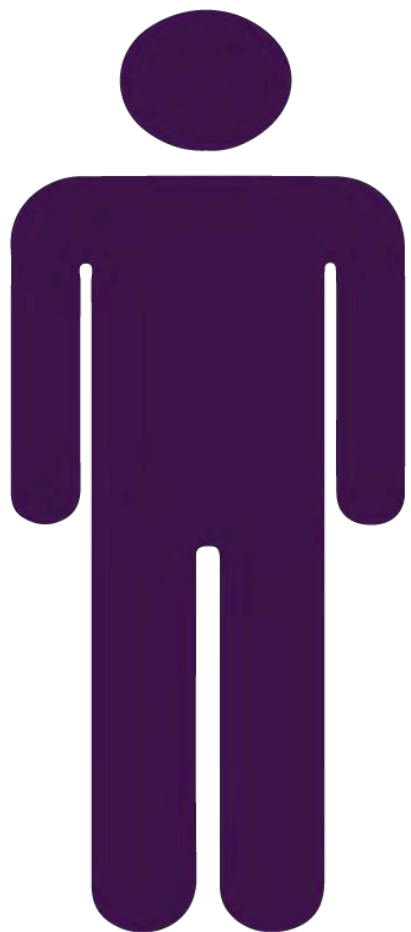
Age

Panel Demographics-USA

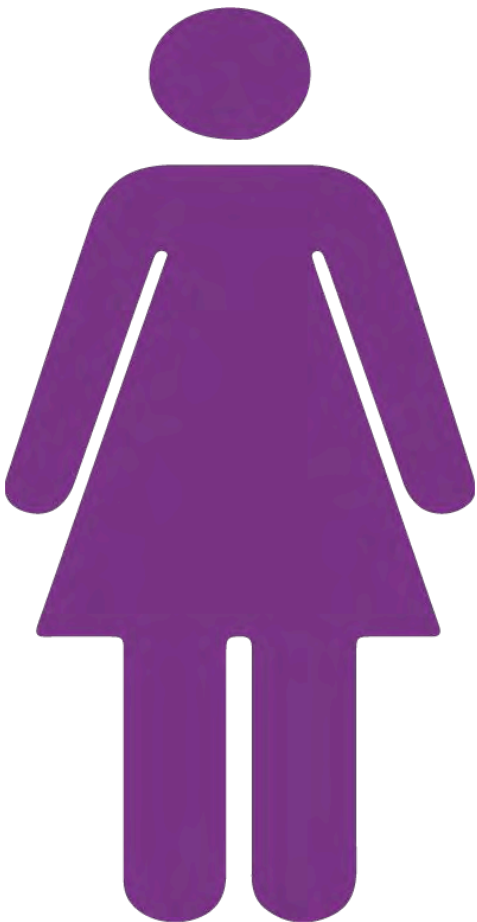


Household Income

Panel Demographics-UK

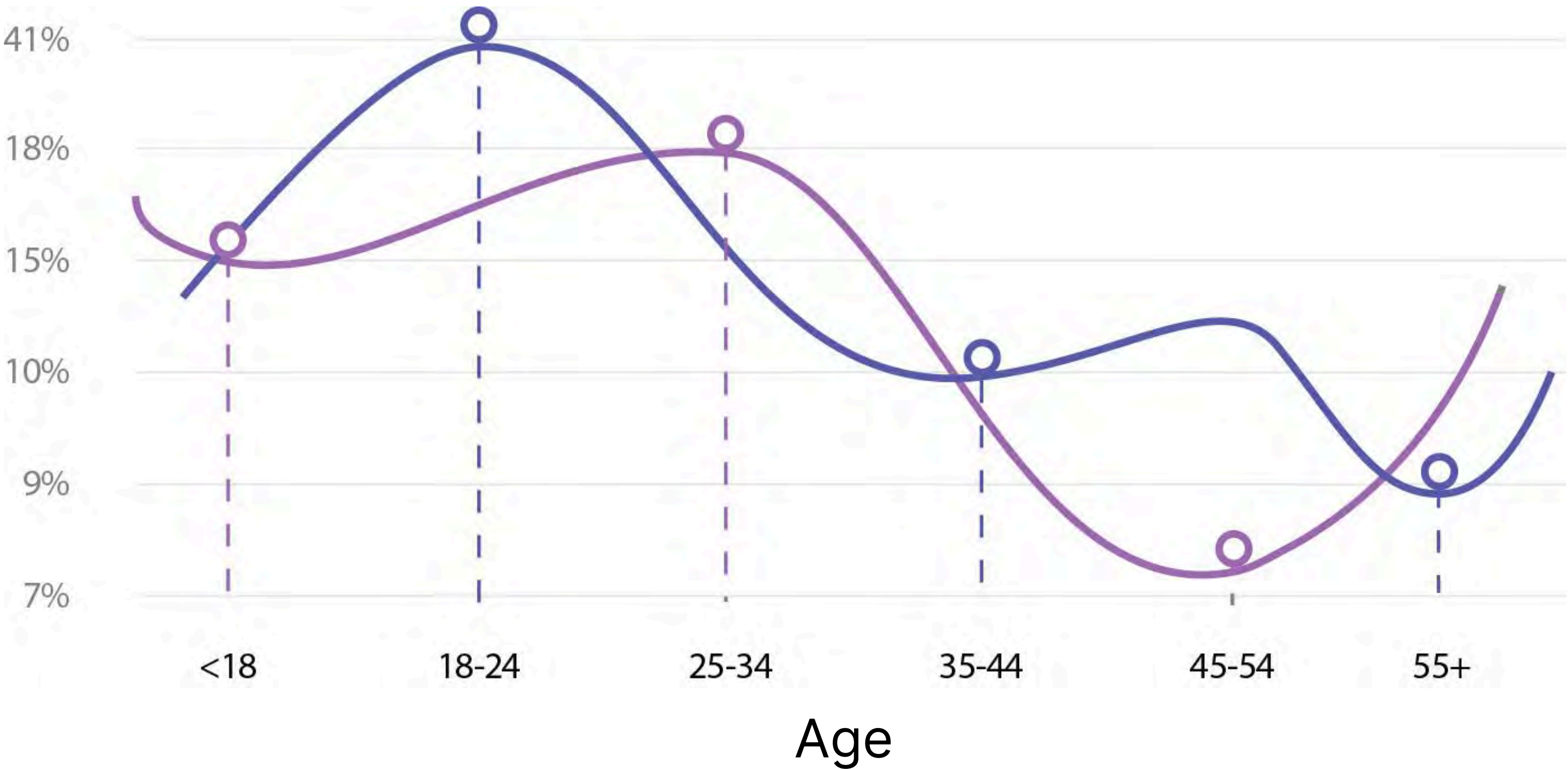


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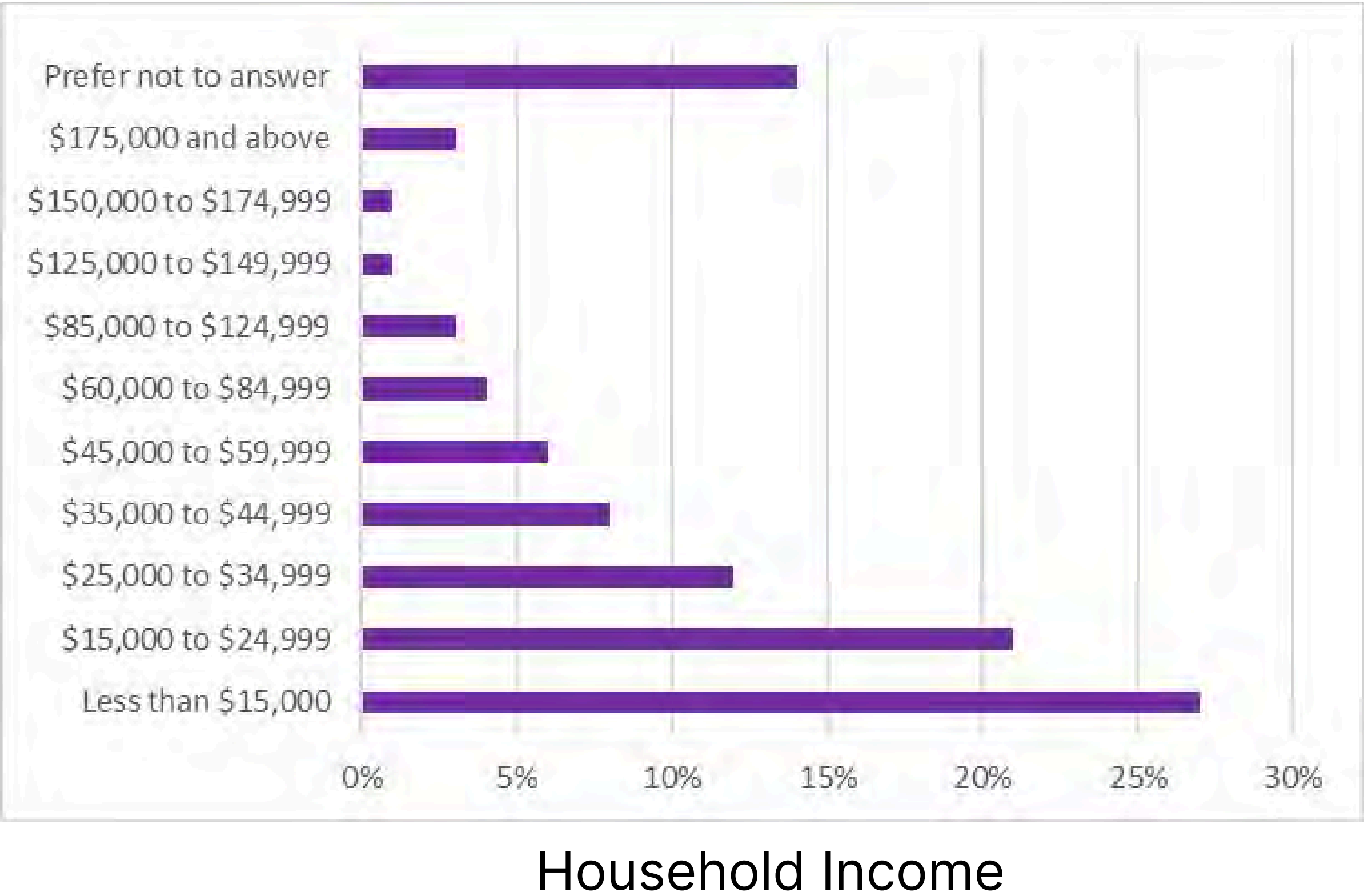


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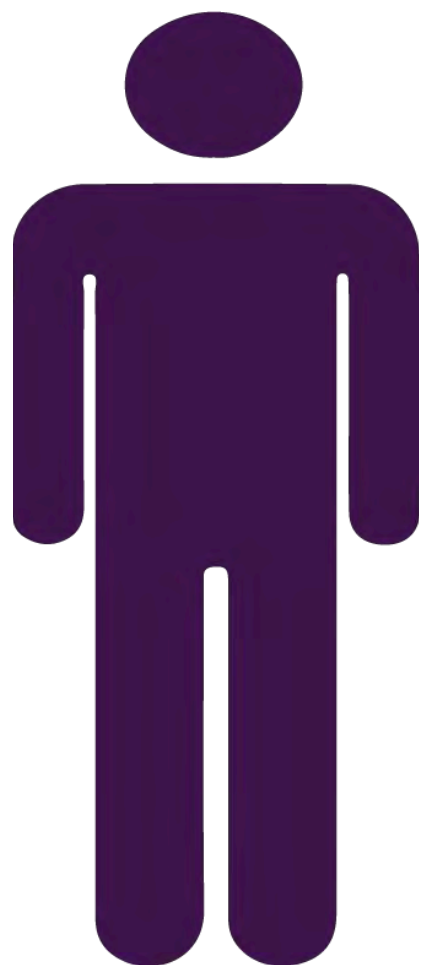
Gender



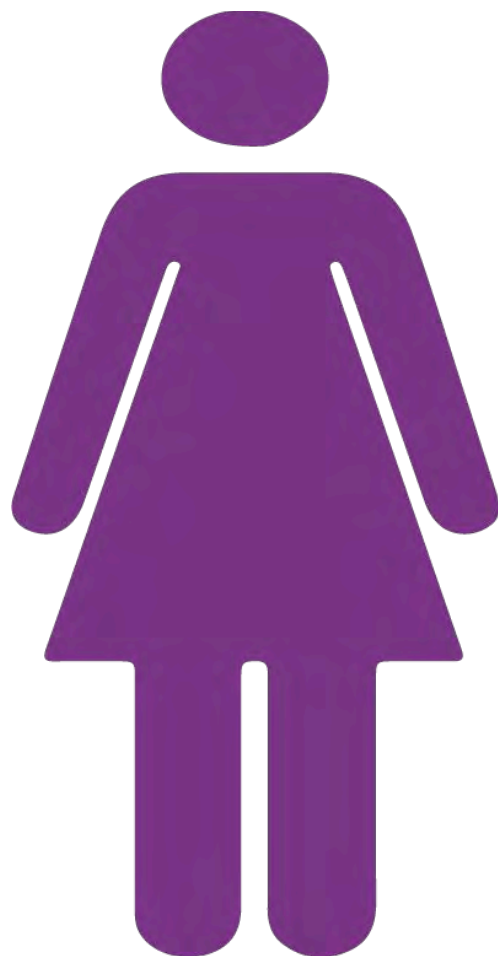
Panel Demographics-UK



Panel Demographics-Canada

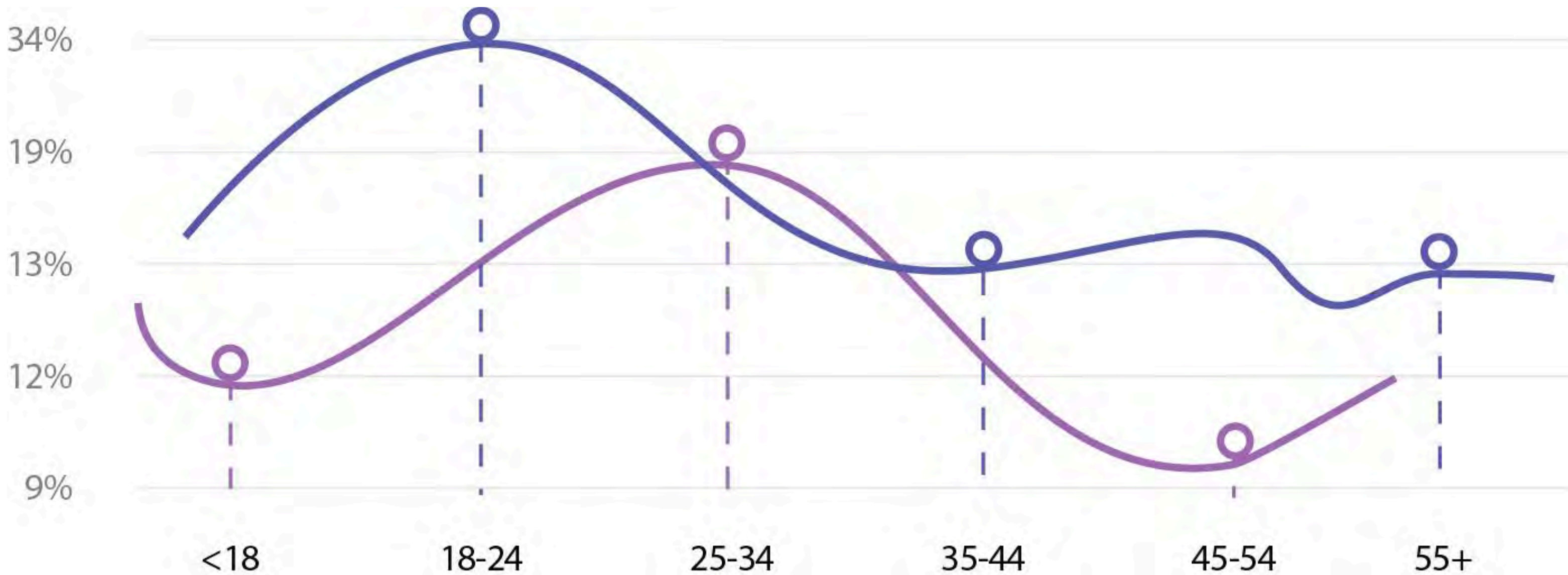


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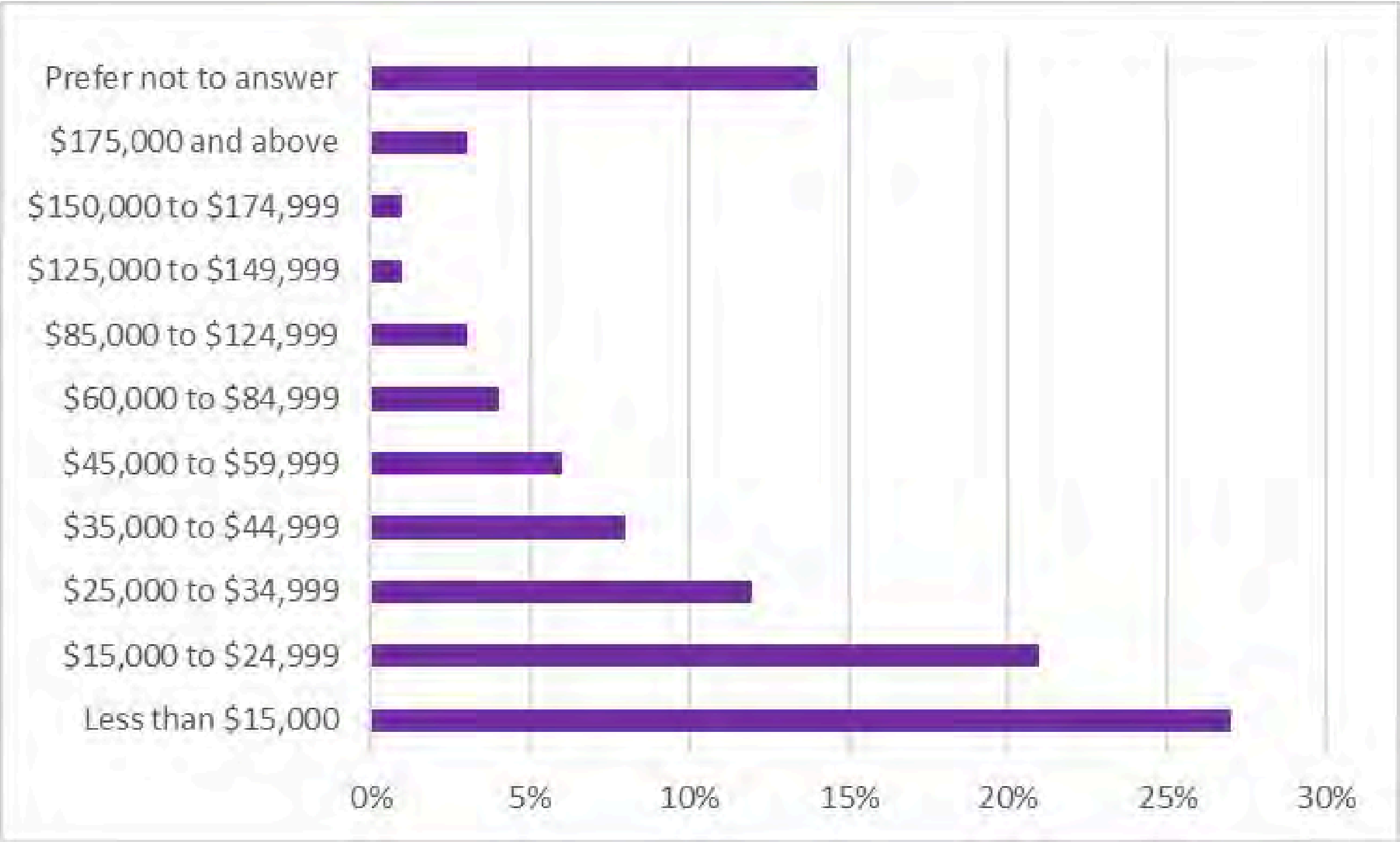
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Gender



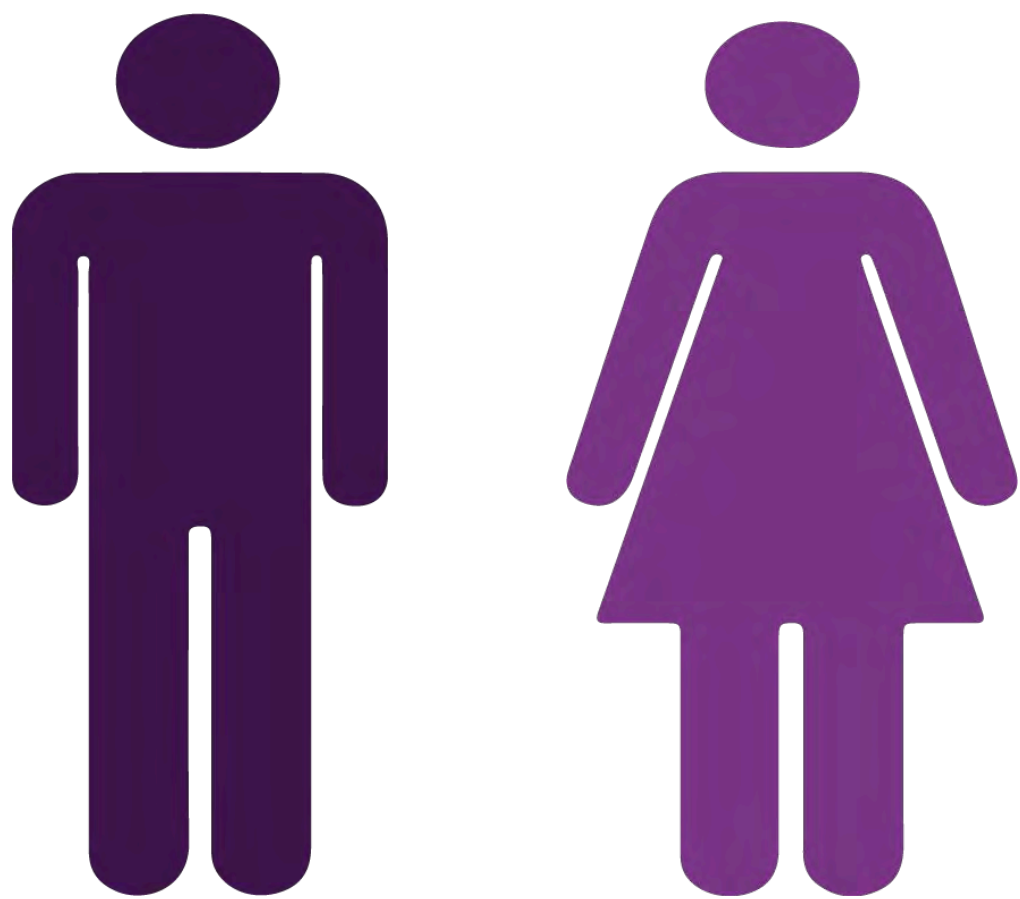
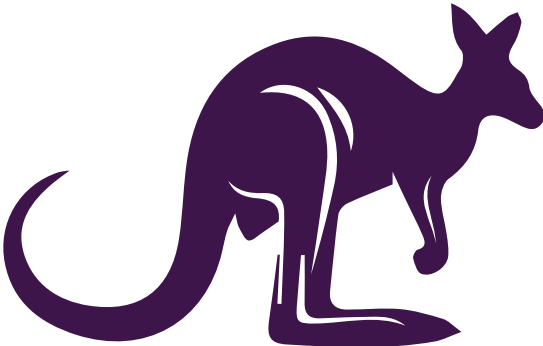
Age

Panel Demographics-Canada



Household Income

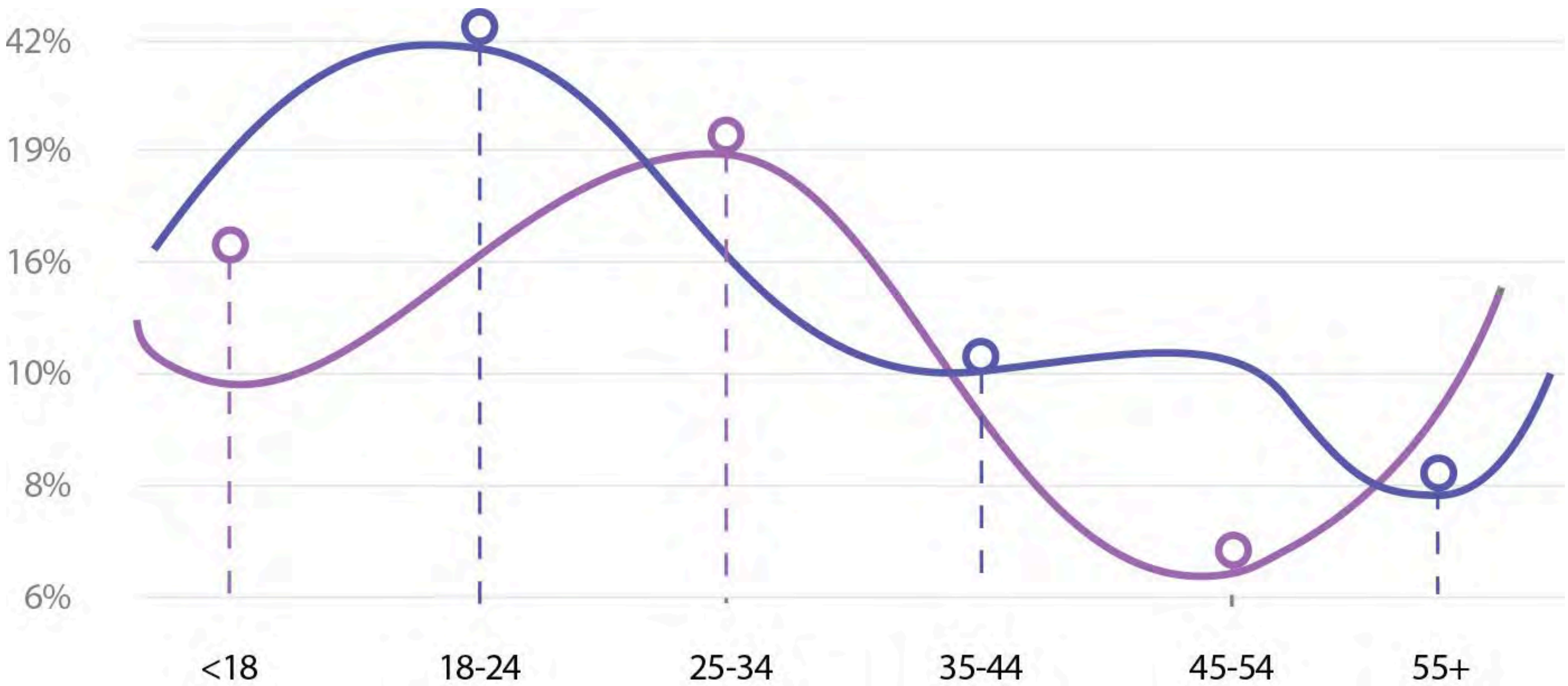
Panel Demographics-Australia



52%

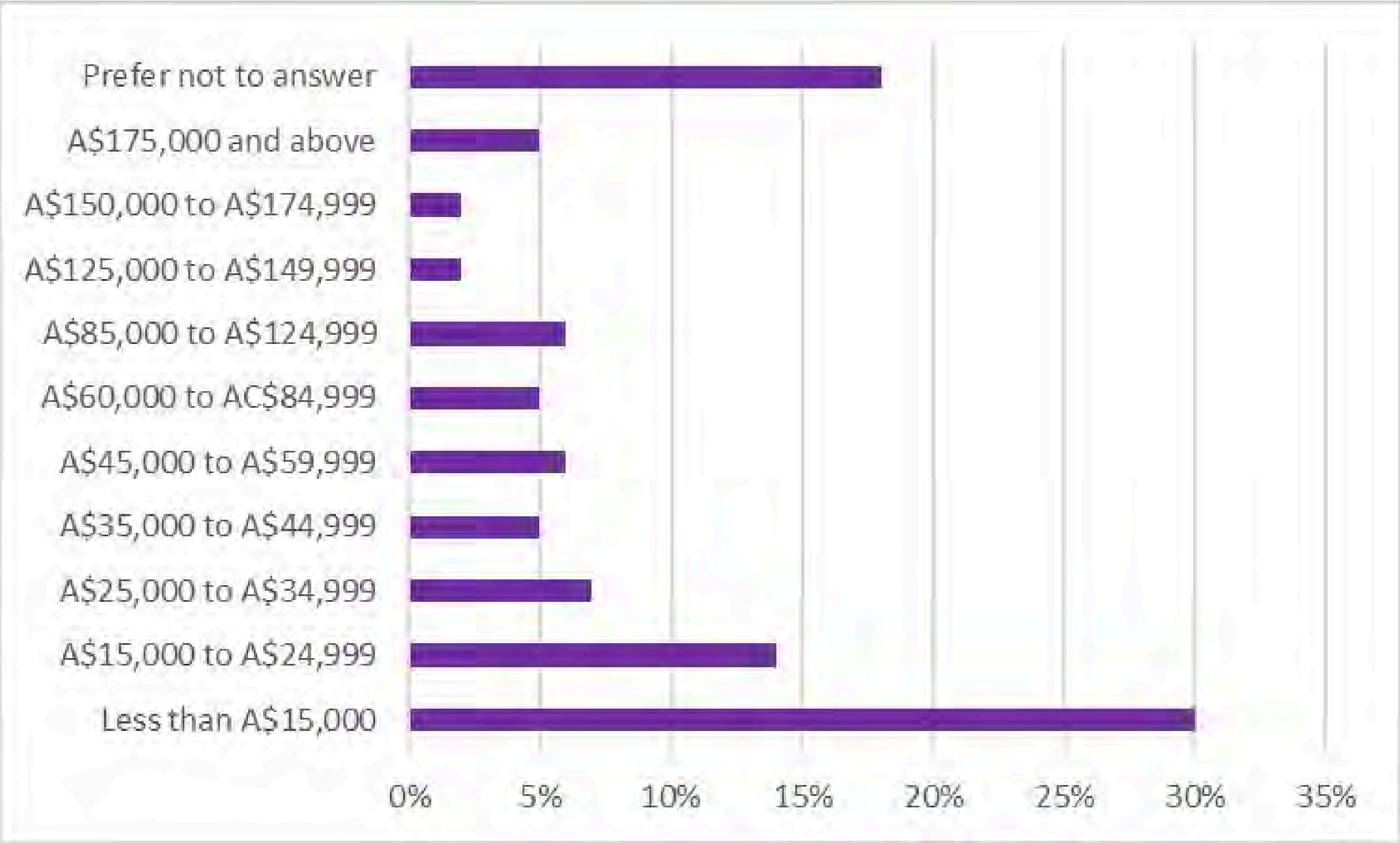
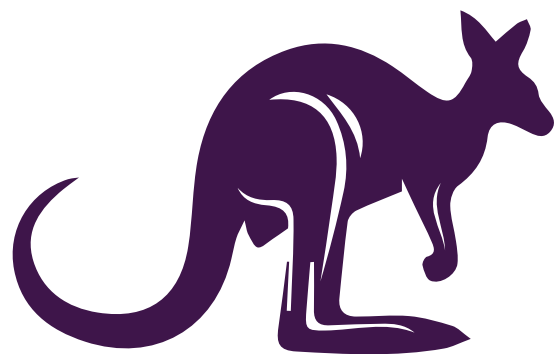
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Gender



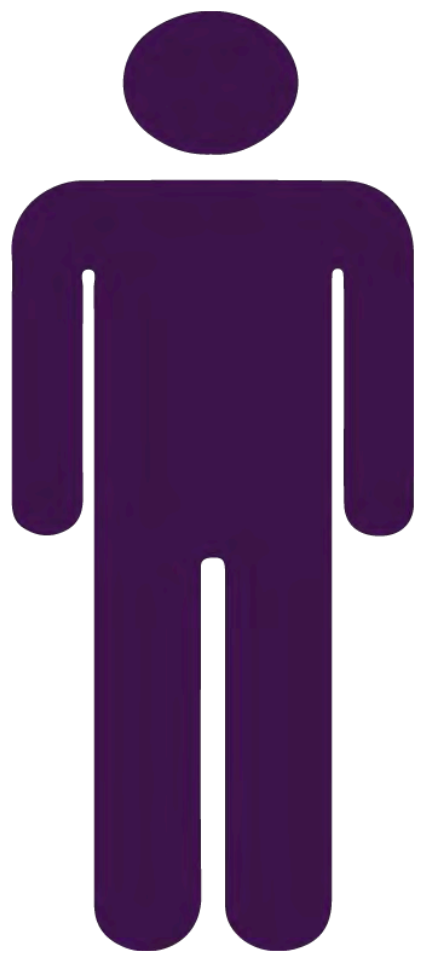
Age

Panel Demographics-Australia

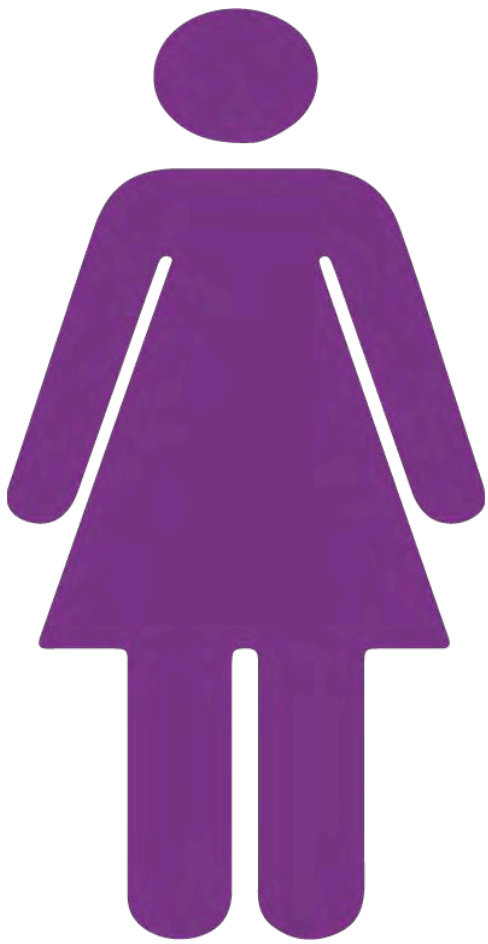


Household Income

Panel Demographics-Mexico

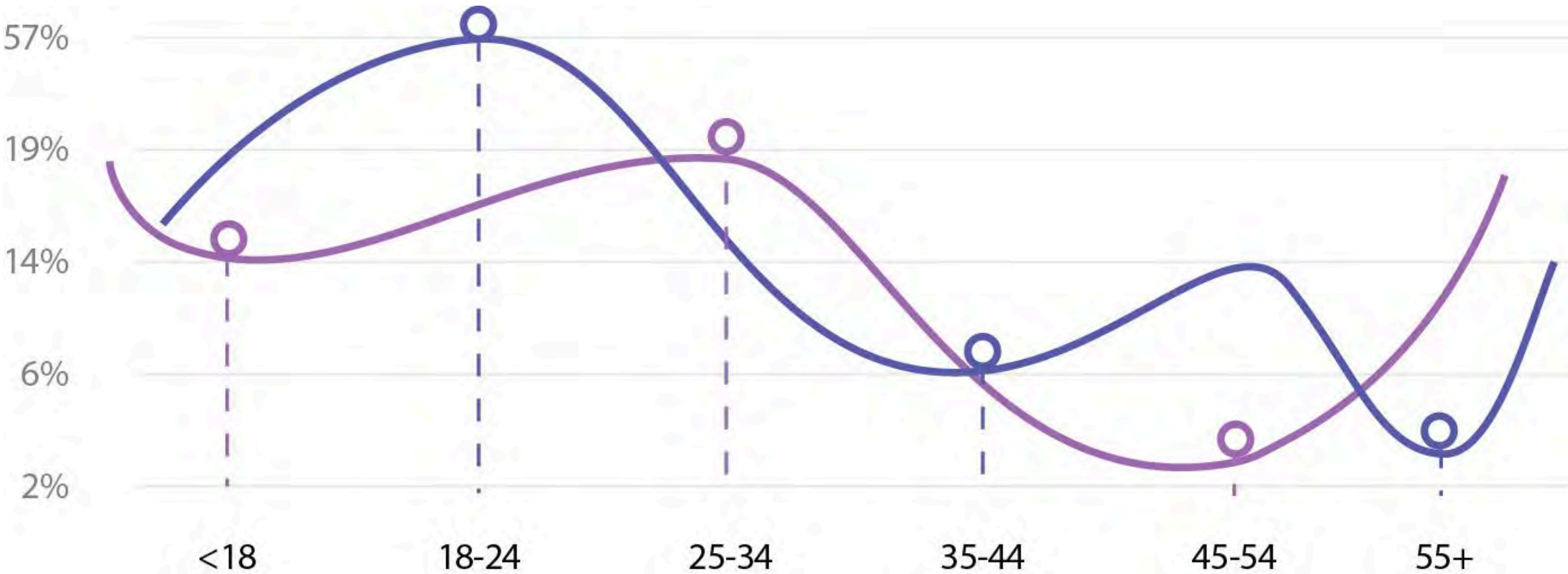


70%



30%

Gender

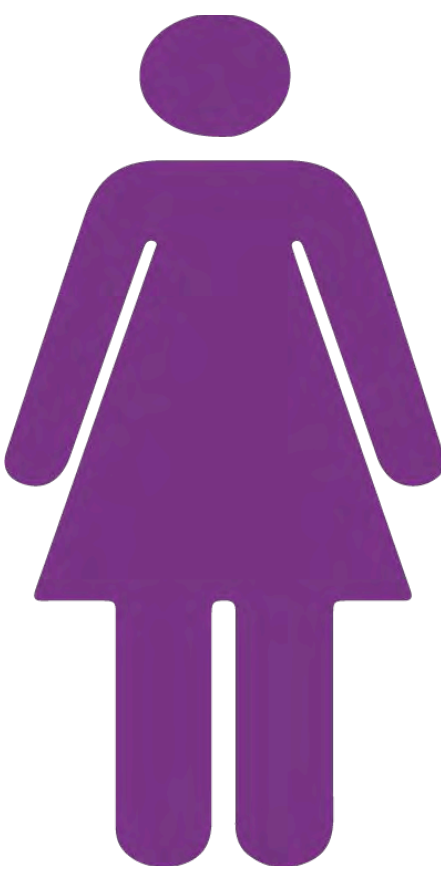


Age

Panel Demographics-Germany

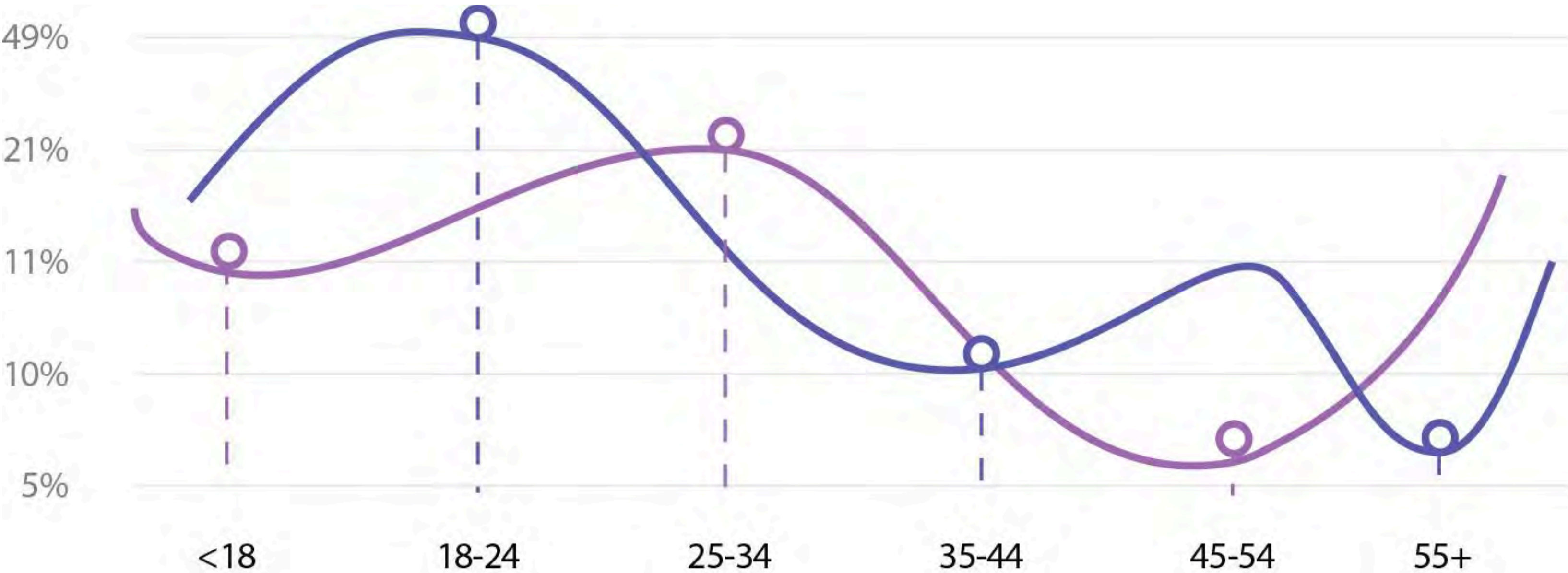


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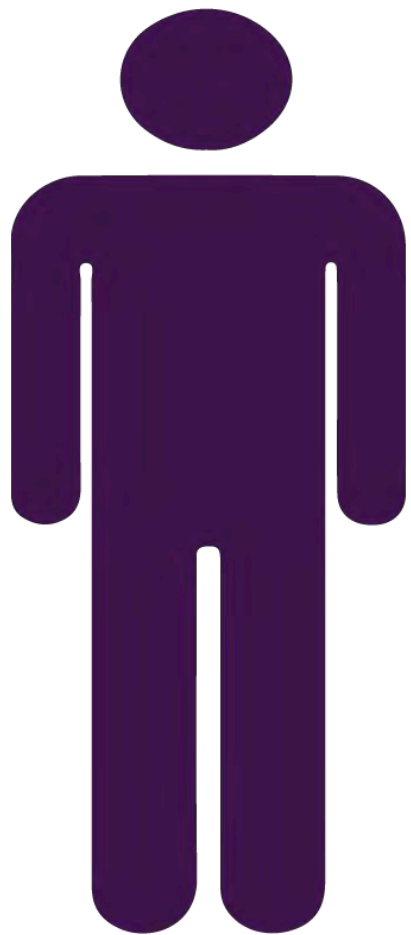
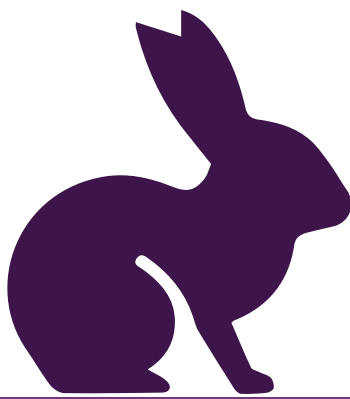
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Gender

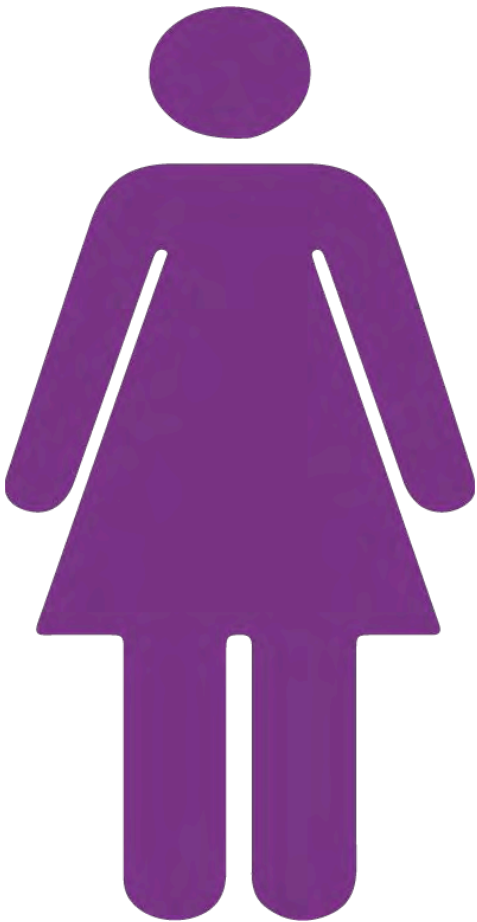


Age

Panel Demographics-France

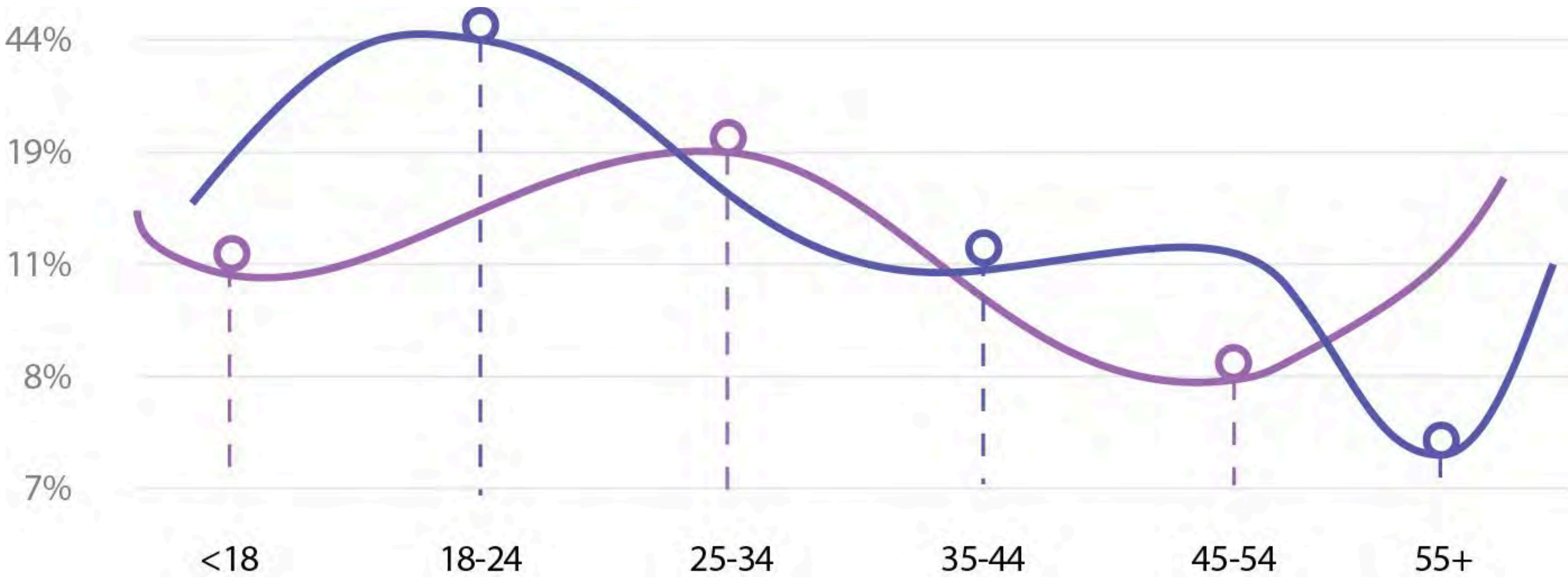


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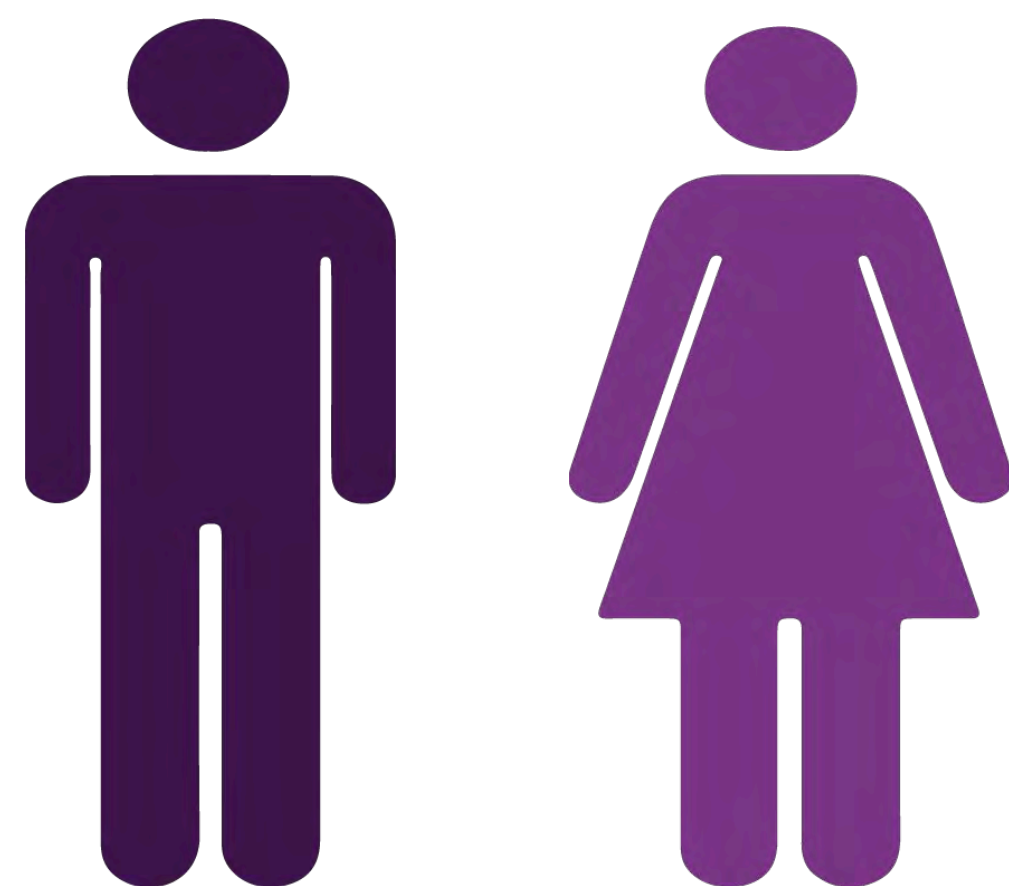
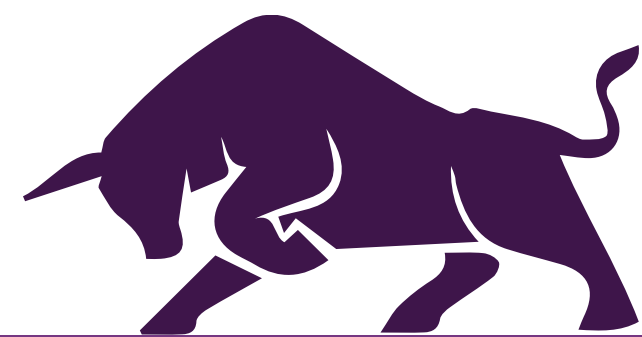
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Gender



Age

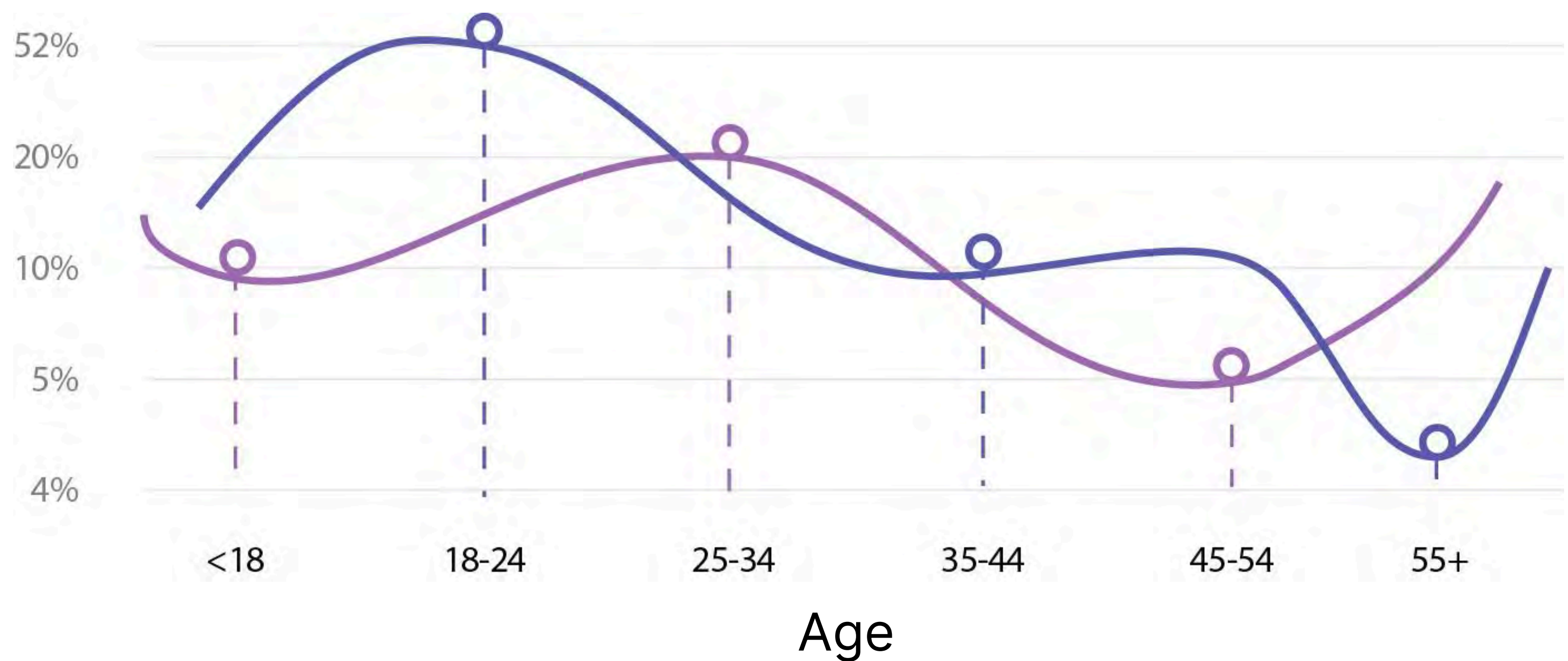
Panel Demographics-Spain



58%

42%

Gender



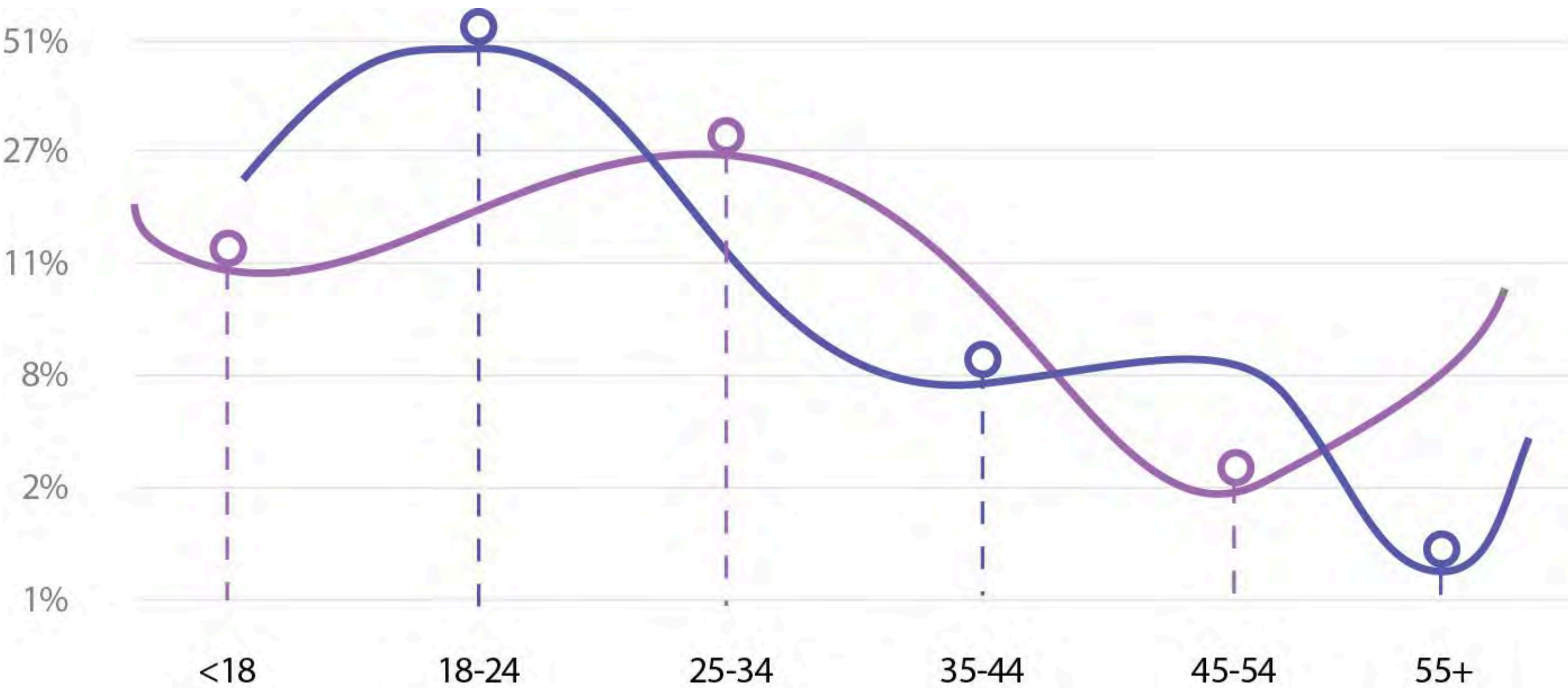
Panel Demographics-Philippines



42%

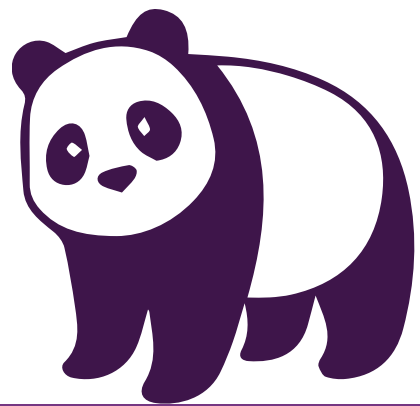
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Gender



Age

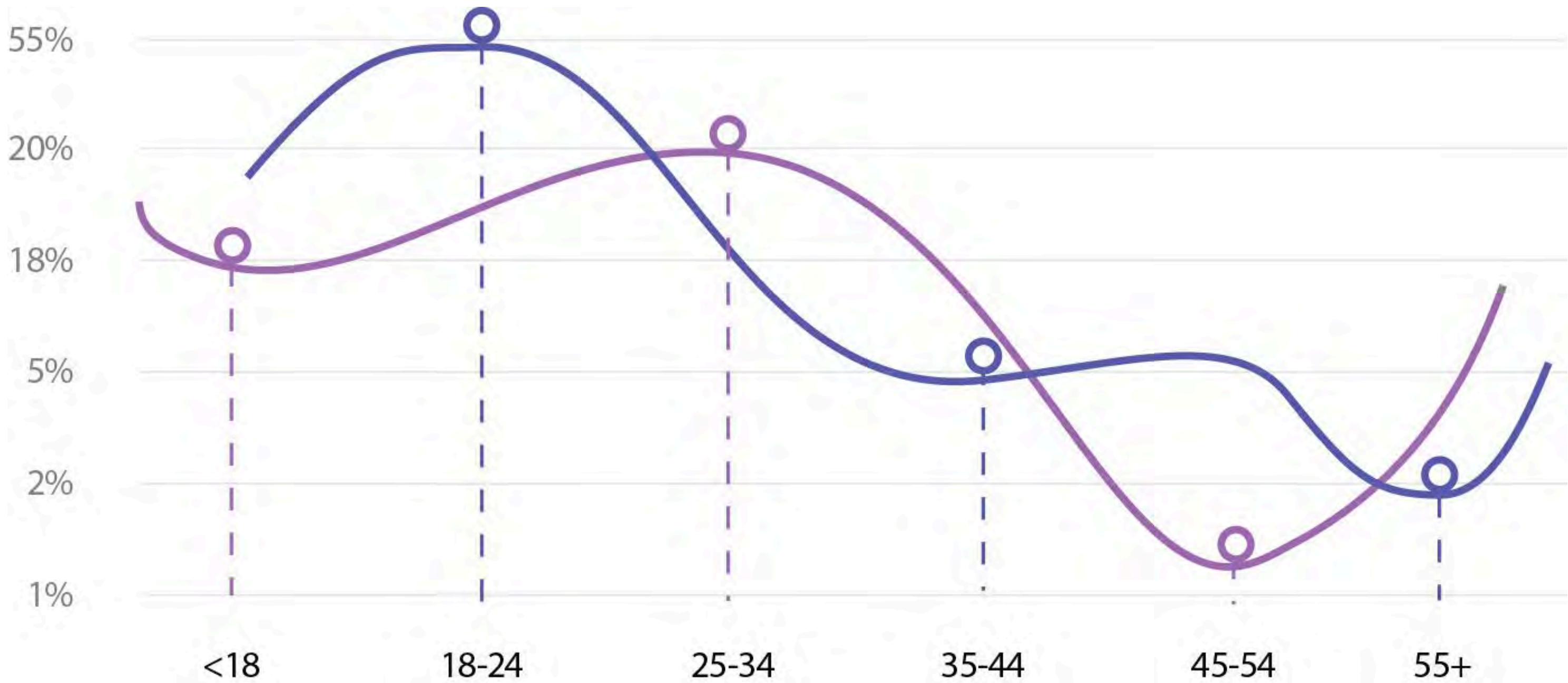
Panel Demographics-China



62%

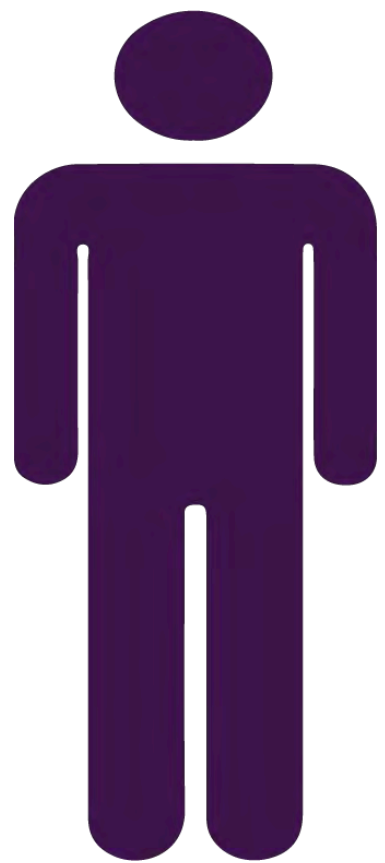
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Gender

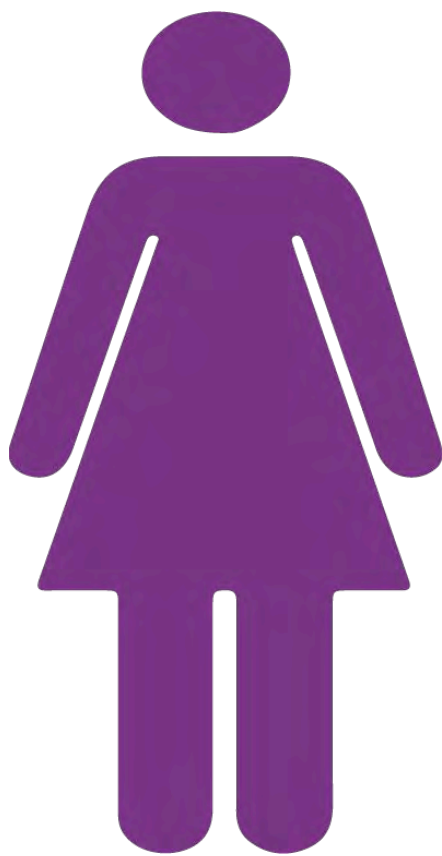


Age

Panel Demographics-Japan

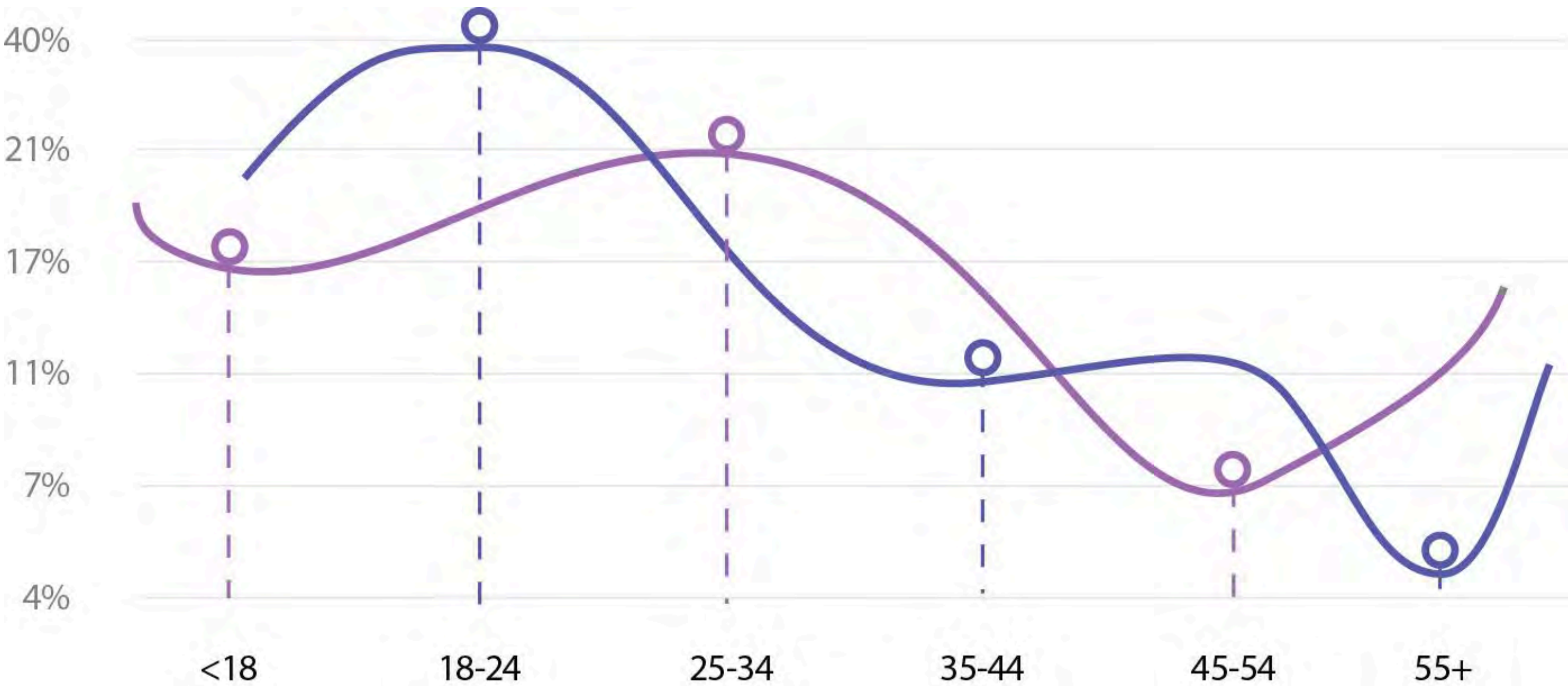


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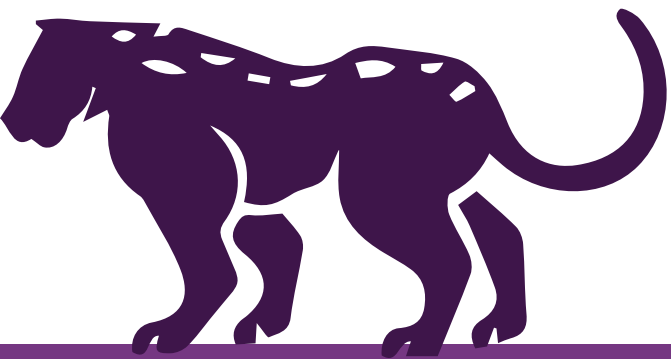
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Gender

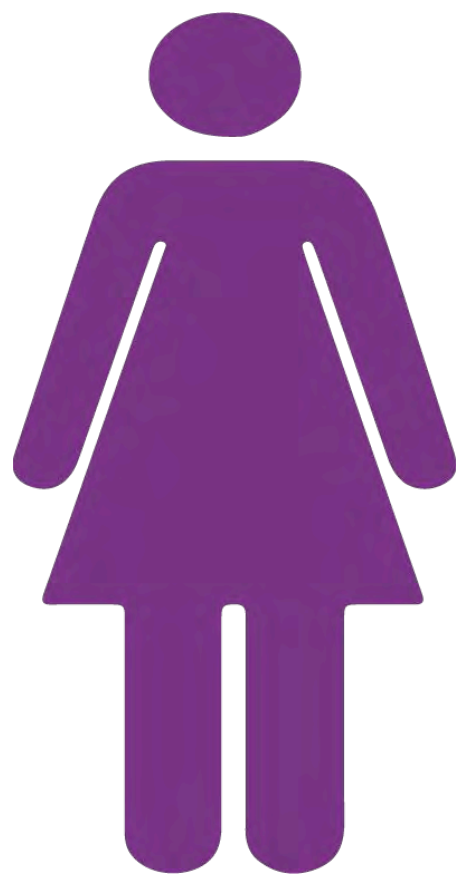


Age

Panel Demographics-Brazil

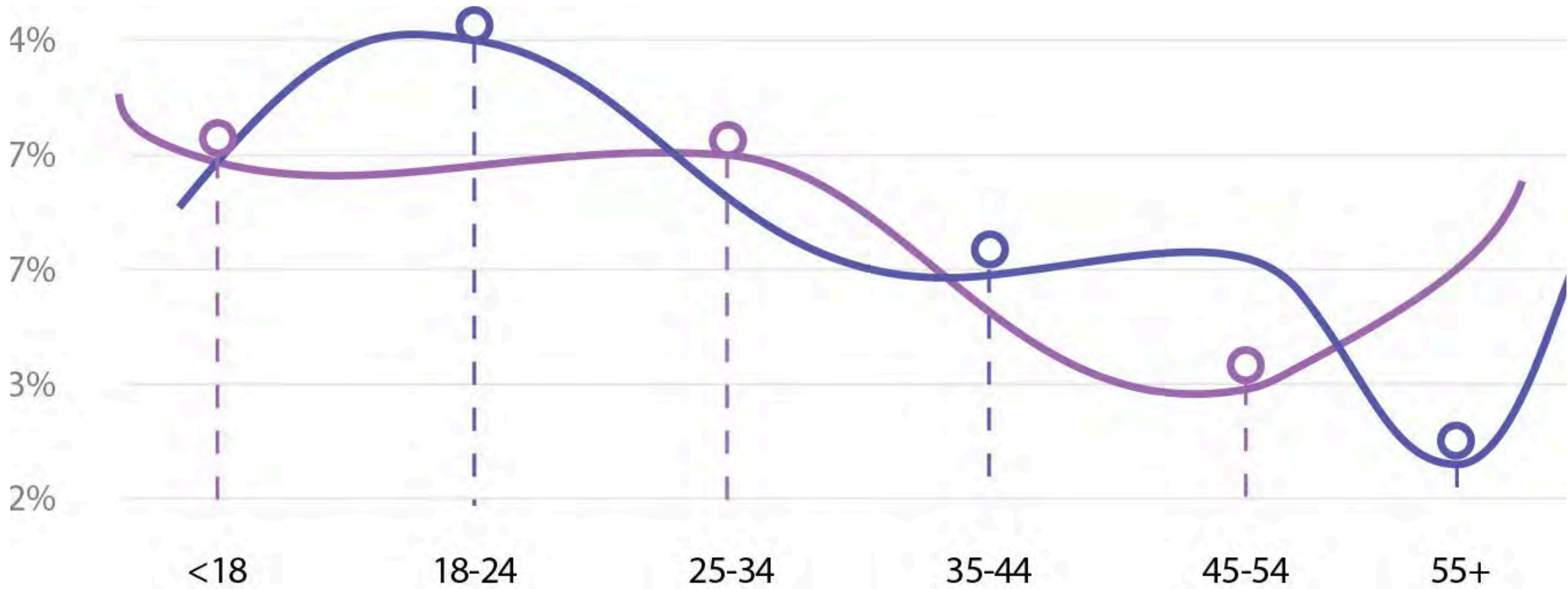


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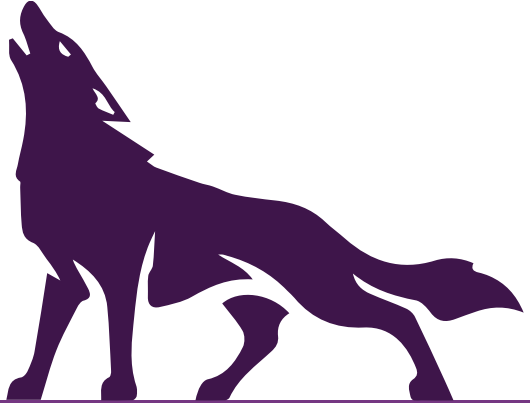
46%

Gender



Age

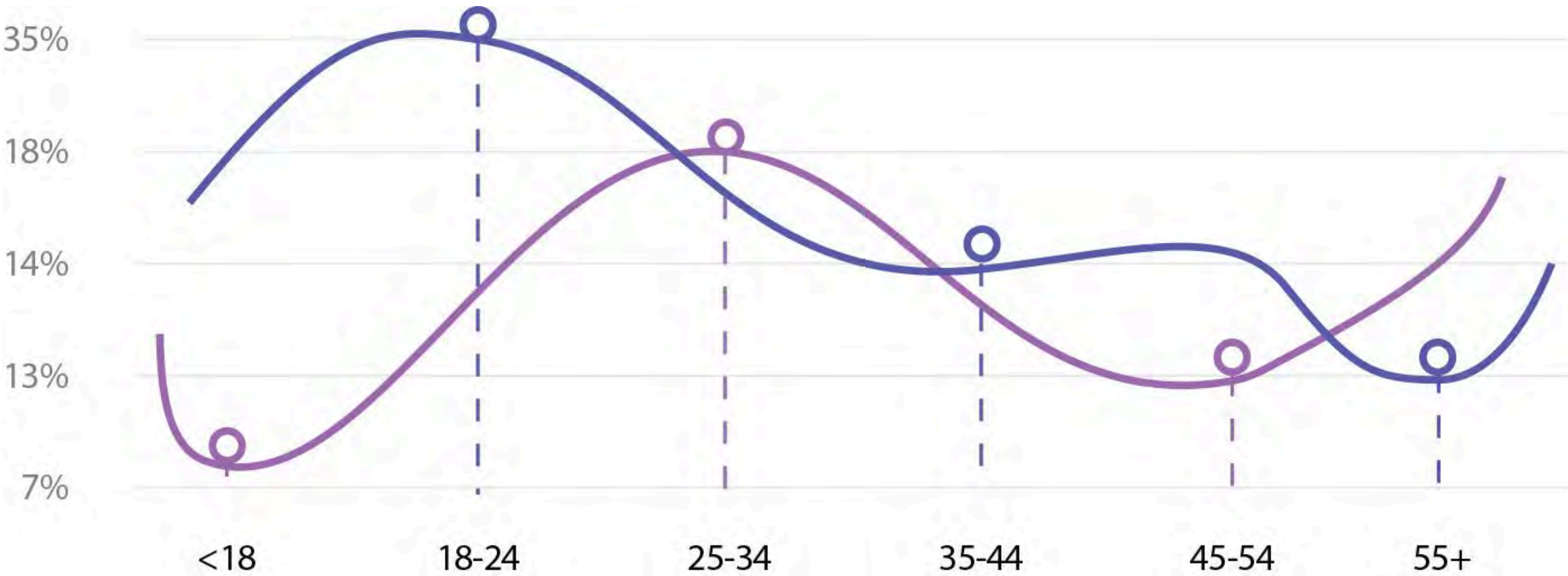
Panel Demographics-Italy



48%

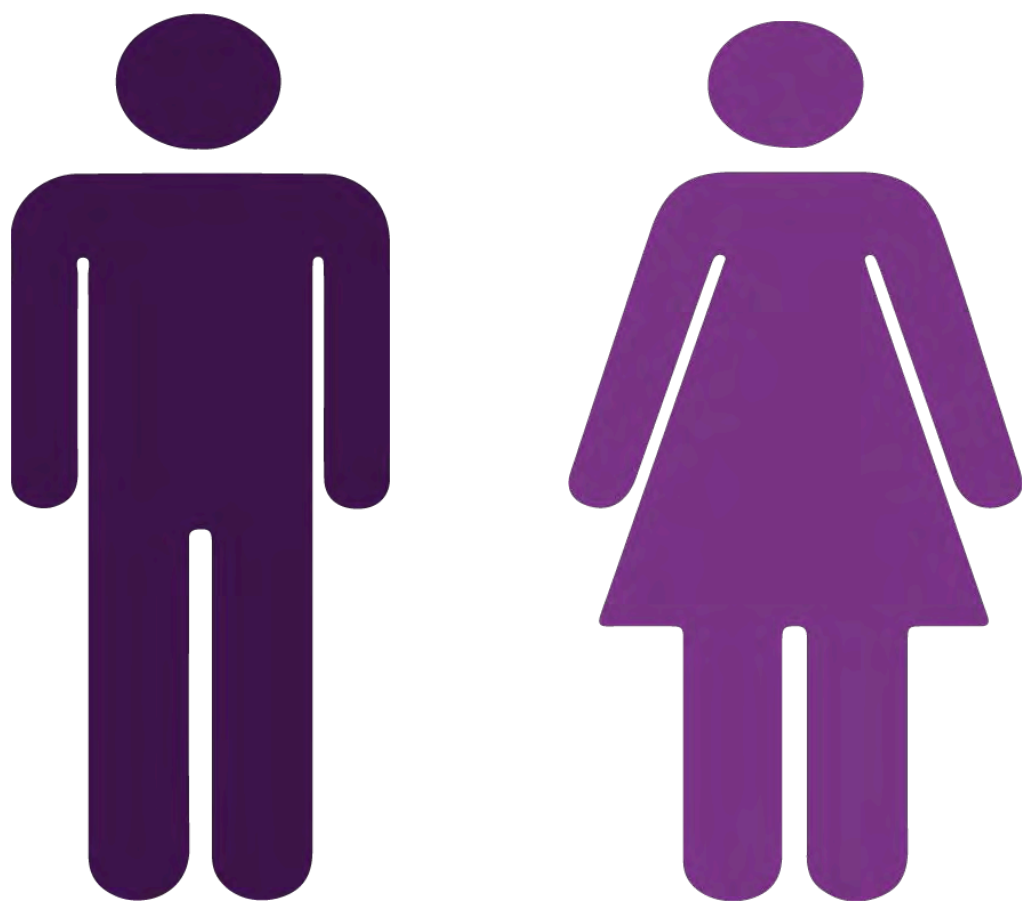
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Gender



Age

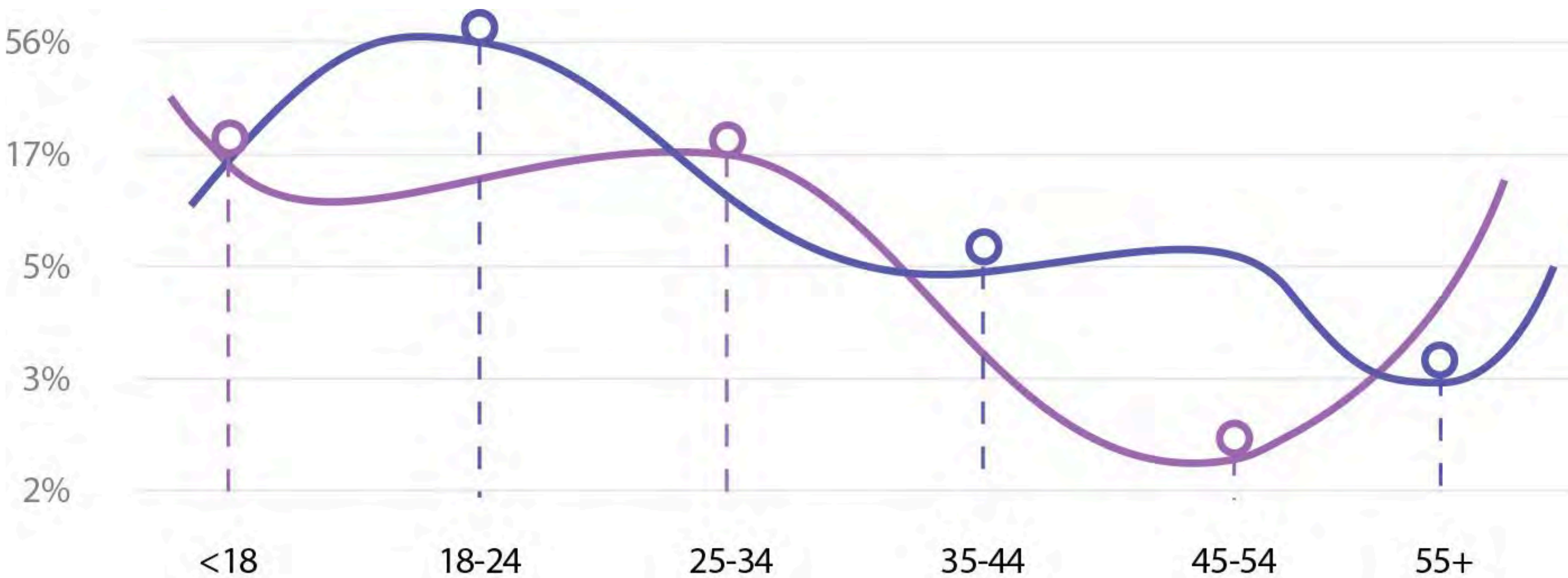
Panel Demographics-India



85%

15%

Gender



Age

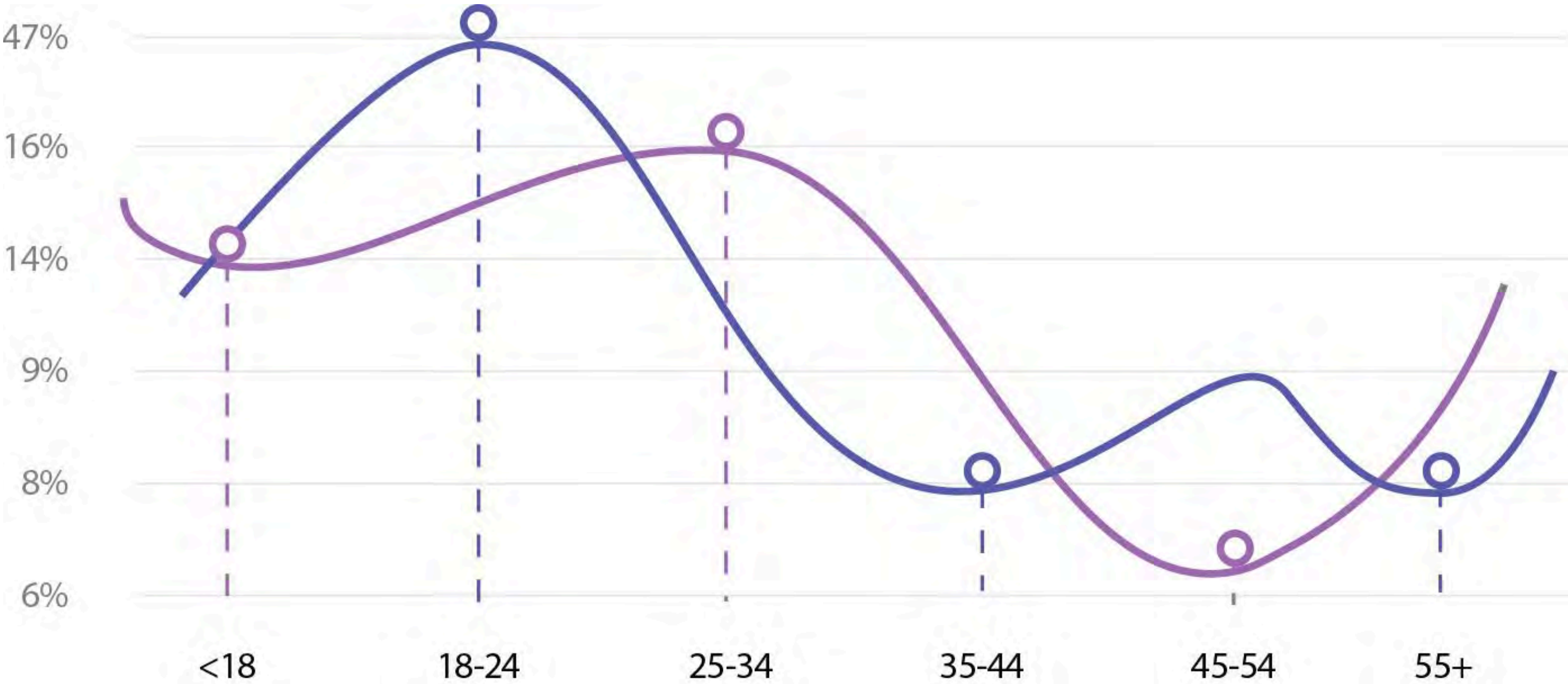
Panel Demographics-Netherlands



57%

43%

Gender



Age

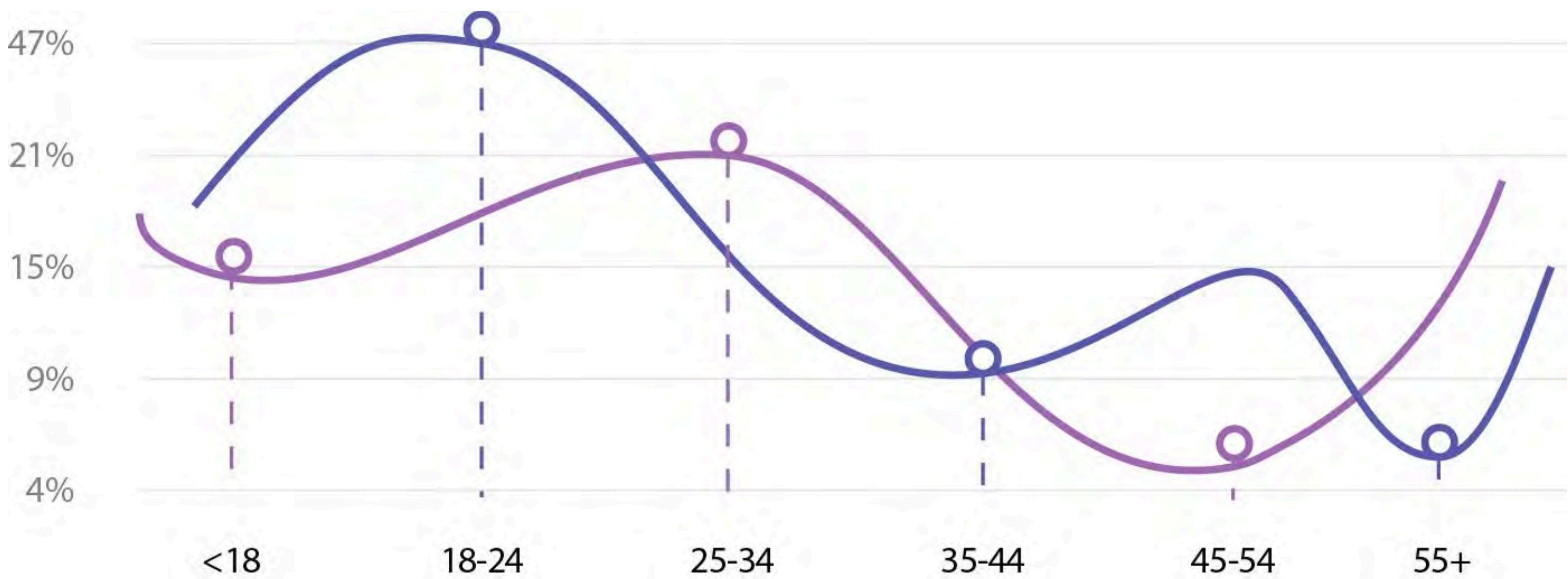
Panel Demographics-Singapore



61%

39%

Gender



Age

Panel Demographics-Hong Kong

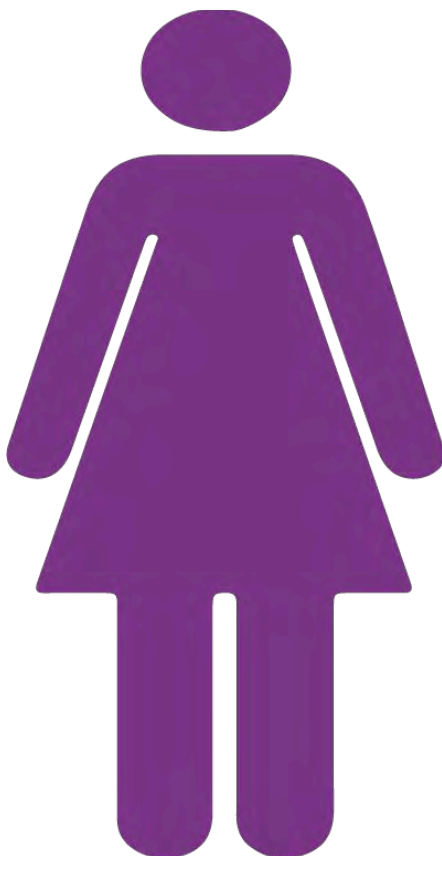


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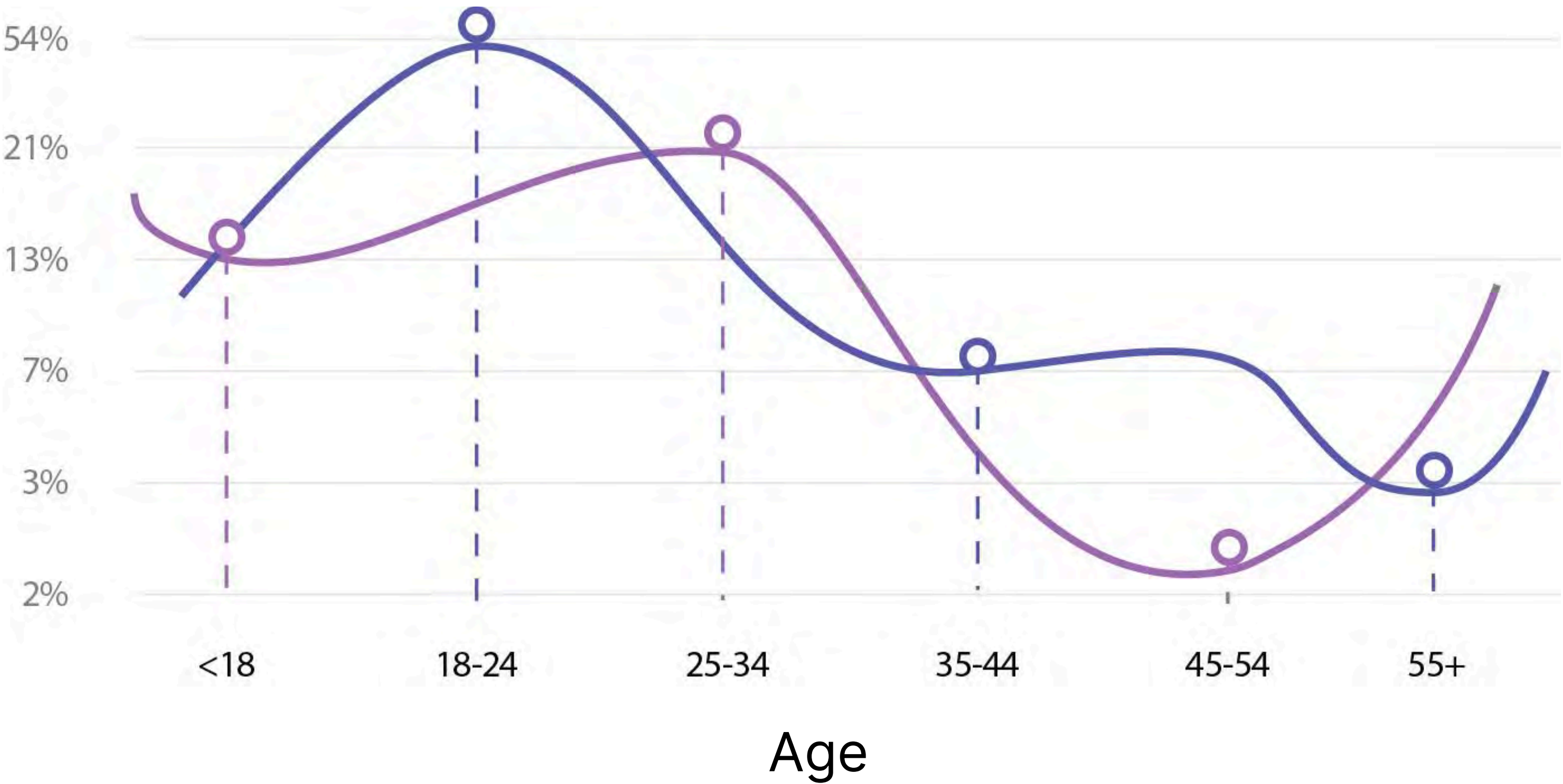


61%

Gender



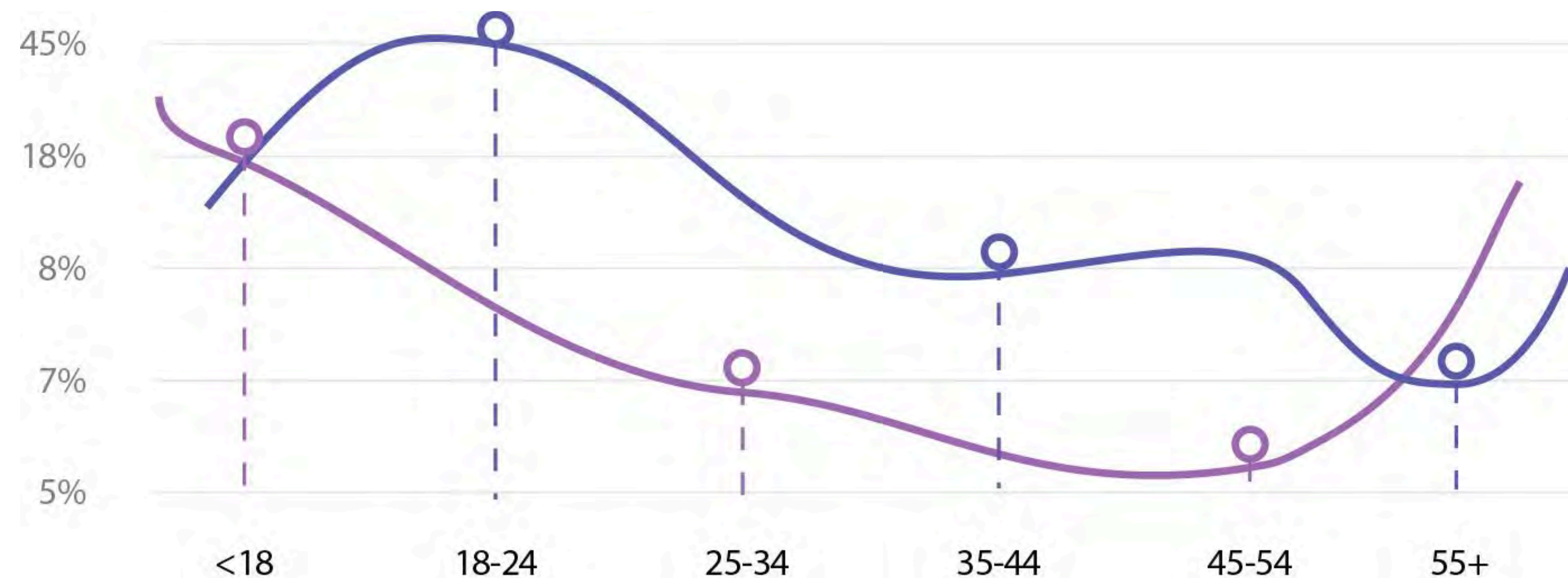
39%



Panel Demographics-Sweden

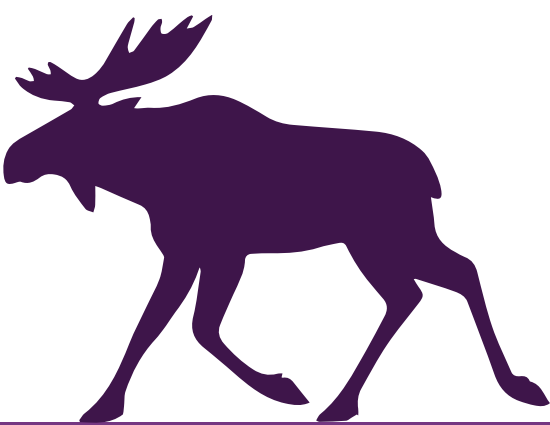


Gender



Age

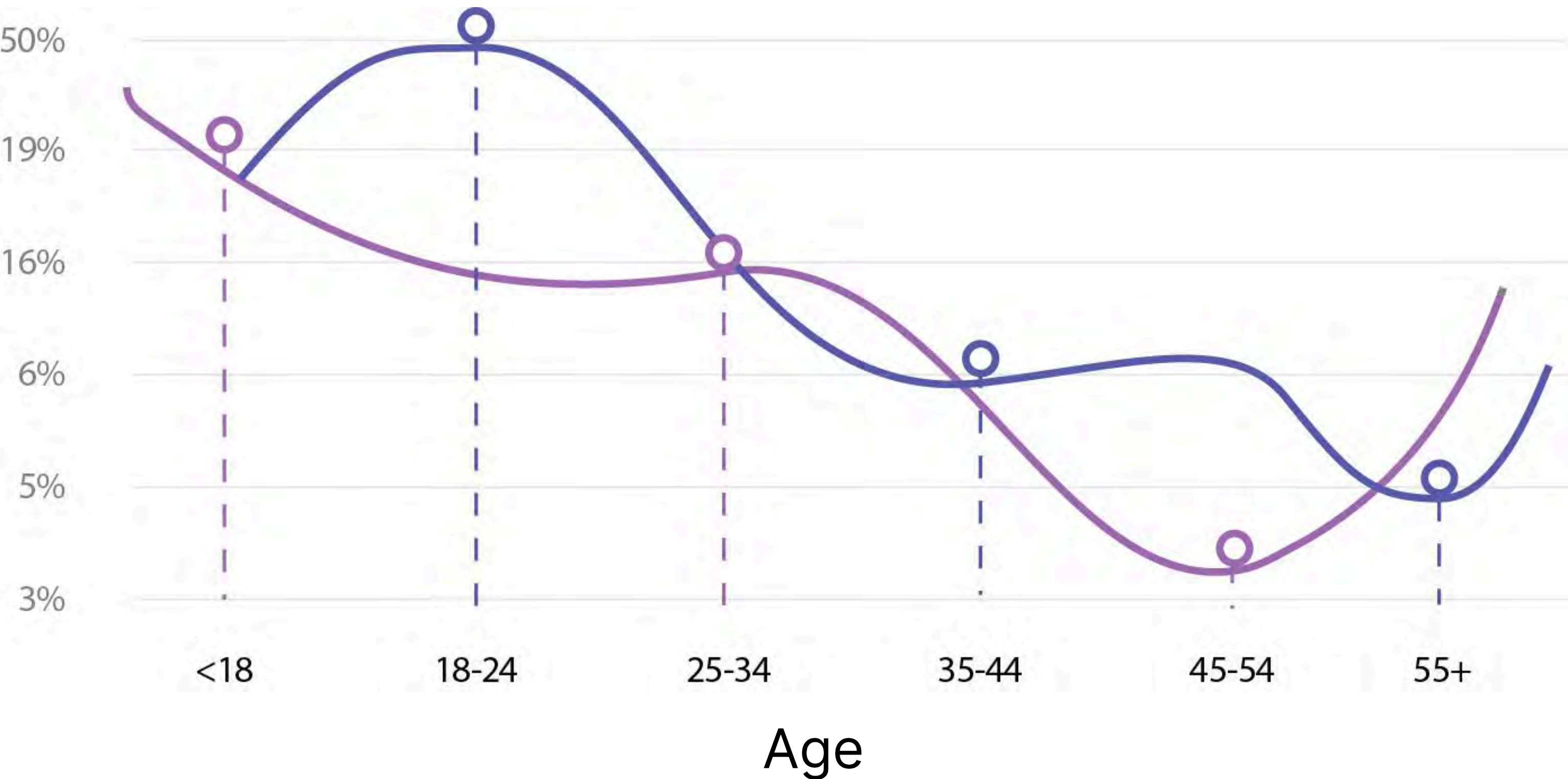
Panel Demographics-Norway



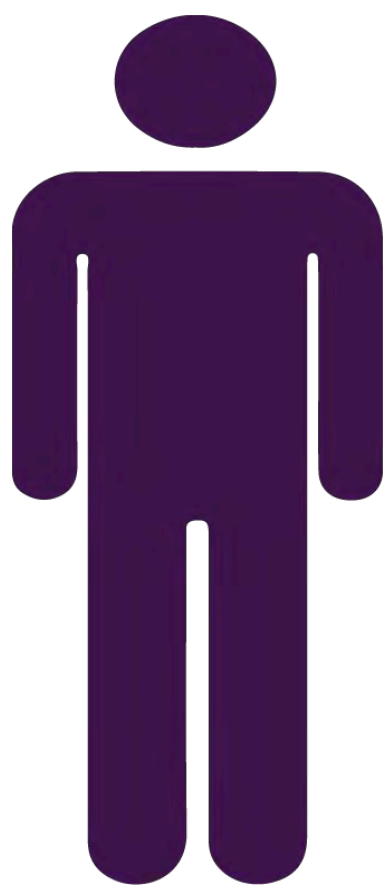
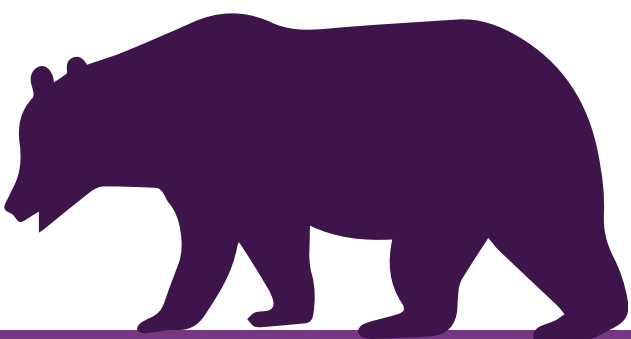
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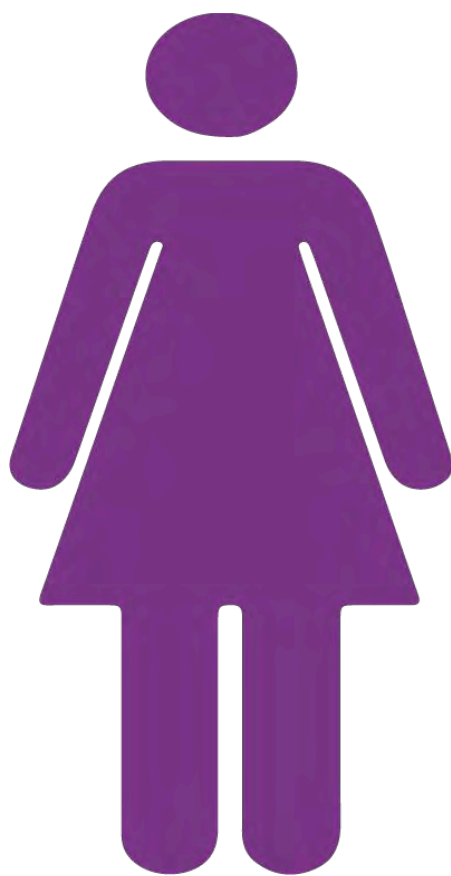
Gender



Panel Demographics-Finland

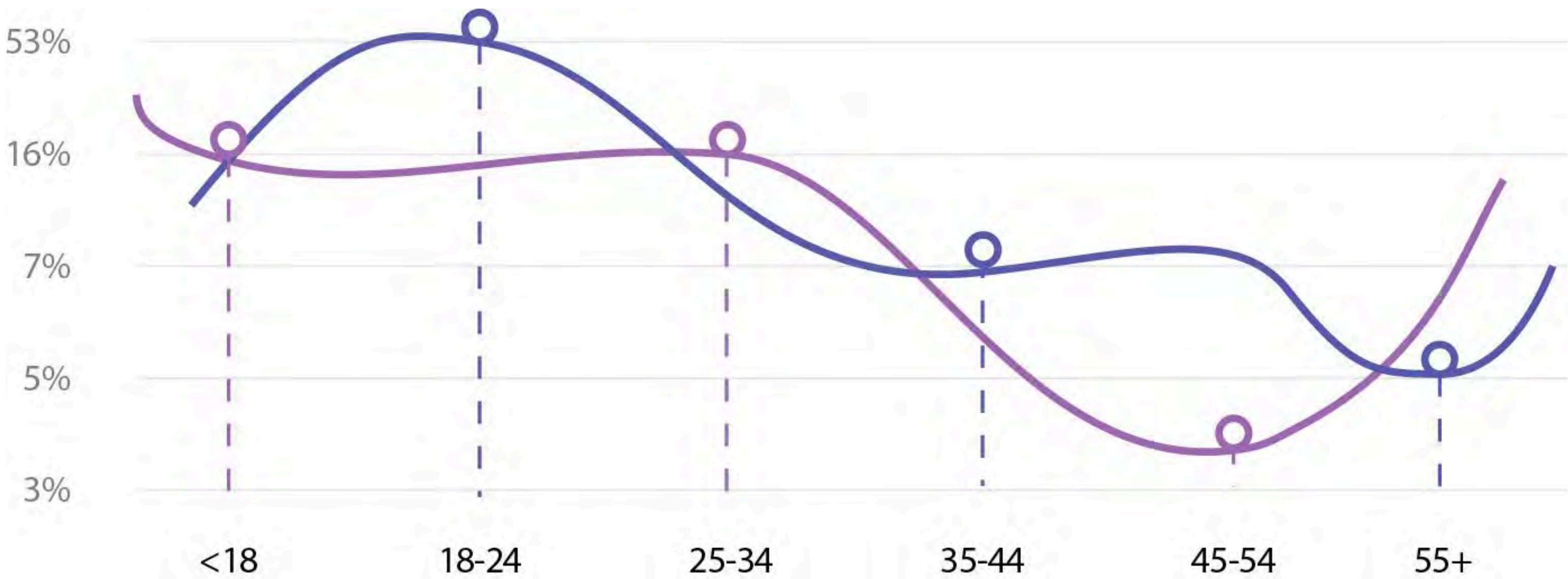


65%



35%

Gender



Age

Profiling Data Points



Profiling Data Points



BASIC

- Birthday
- Gender
- Ethnolinguistic group
- Region



FINANCE

- Credit card owned
- Type of loan made
- Financial asset amount (savings, stock, bond, mutual fund, etc.)



INTERNET

- SNS/Messenger experience
- Online shopping experience (product/service)
- Place of internet usage
Social Medi
Accounts



OTHER

- Willingness to participate in offline surveys.
- Language able to handle at a daily conversational level.
- English skill level based on TOEI

Profiling Data Points



FAMILY

- Monthly Personal Income
- Monthly Household Income
- Monthly Household Expense
- Marital Status
- Number of people in the household
- Age of family members (including own)
- Mother of child/children under the age of 18 living at home
- Child with Gender and Age of children in the household
- Items bought for children in the past 12 months

- Role in household purchases (appliance, assets, food, electronics, etc.)
- Residence type
- Pregnancy status
- Highest Education Level
- Belonged item at home
- Purchased from own selection in the past 12 months

Profiling Data Points



B2B

- Employment Status
- Occupation Category
- Company Type
- Corporate status of your employed company
- Type of Industry
- Department
- Company Size (Worldwide)
- Number of Computers (Worldwide)
- Annual Revenue of Company
- Official Position
- Level of Involvement in contract and purchasing
- Role in decision-making
- Primary Role at Work (IT)

- Job Responsibility (IT)
- Have Formal IT/IS/MS Department in the company
- Belonging to Formal IT/IS/MS Department
- Primary Role at Work (IT Pro): ITI, ITDM
- Job Responsibility (IT)
- Software Design / Development
- Primary Role at work
- Occupation (Medical)
- Medical specialty of doctors
- Practitioner / Work for a hospital
- Type of education facility working for
- Academic department currently enrolled in
- Medical department of nurse
- Number of hospital beds
- Number of patients seen regularly

Profiling Data Points



AUTO

- Type of driver's license
- Number of cars at home
- Owner of car
- Main driver of car
- Decision making to purchase car
- Manufacturer of car (Mainly uses)
- Body type of car (Mainly uses)
- Type of energy source (Mainly uses)
- Manufactured year of the car (Mainly uses)
- Month and Year Purchased of the car (Mainly uses)
- New/Used Car (Mainly uses)

- Purchased Car Tire (Mainly uses)
- Number of motorcycles at home
- Size of Motorcycle (Mainly uses)
- When do you intend to purchase a new car?
- Intendency to of new/used
- Body types considering purchasing
- Types of energy source considering purchasing
- Budget to purchase the intended car

Profiling Data Points



TRAVEL

- Travel experience in the past year
- Frequency of trip overseas (Private) in the past 12 months
- Decision making role for private trips
- Country traveled for private trip
- Frequency of trip overseas (Business)

- Country traveled for business trip
- Mode of travel used in the past one year
- Intending level of traveling overseas in the future

Thank You!!



For more information about the PARK RESEARCH Audience Network or to speak with one of our experts about our Market Research solution.

Please Contact-

✉ prashant.mulage@parkresearchsolutions.com

✉ sales@parkresearchsolutions.com

 www.parkresearchsolutions.com