



**PanelBook**

**2021**





## **WORLDWIDE ACCESS TO B2B & B2C AUDIENCES**

Eyes4Research takes a surgical approach to recruiting consumers, B2B or hard to reach audiences, wherever they may be around the world. This provides you, the researcher, access to millions of respondents around the globe who are readily available to participate in a variety of research initiatives of any level of specificity. The integrity of your data is our priority.



# WHAT WE PROMISE



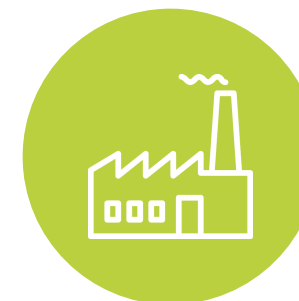
## HIGH RESPONSE RATE

Panels that are well managed, which results in above industry response rate to ensure good feasibility



## DEEPLY PROFILED MEMBERS

Hundreds of profile attributes on each respondents for high level sample selection



## INDUSTRY EXPERTS

Seasoned research staff with more than 10 years of industry experience in the art of sampling methodology



## DIGITAL FINGERPRINTING

Innovative technology to ensure respondents are unique which improves data integrity



## BROADER REACH

Access to a broader audience across the globe in various industry sector



## INNOVATIVE TECHNOLOGY

State of the art research software solutions, including mobile diaries, online focus group and IVR

**10**

**Million  
Panelists**

**40**

**Countries  
Served**

**10+**

**Niche  
Panels**

**20**

**Years  
Experience**

**1k+**

**of surveys  
Programmed**

**3M+**

**Surveys  
Completed**



# NICHE AUDIENCES



## PHYSICIANS

Thousands of physicians recruited daily, with over 32 specialties available



## CANNABIS USERS

Only dedicated panel of cannabis users in the continental US with more than 3000 cannabis users



## SPIRIT DRINKERS

From bartenders to spirit drinkers, tap into millions of qualified and active respondents



**BUILDING CONTRACTORS**  
80,000+ members



**VETERINARIANS**  
40,000+ members



**COLLEGE STUDENTS**  
250,000+ members



**MOBILE USERS**  
130,000+ members



**PET OWNERS**  
40,000+ members



**REGISTERED VOTERS**  
Millions of members



**HOMEOWNERS**  
300,000+ members

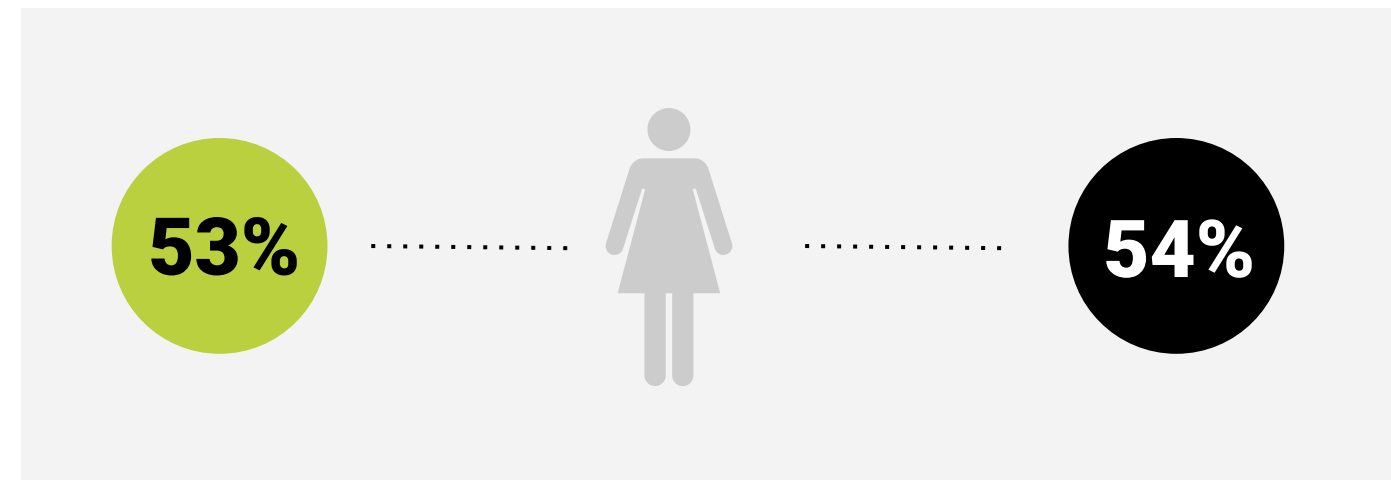
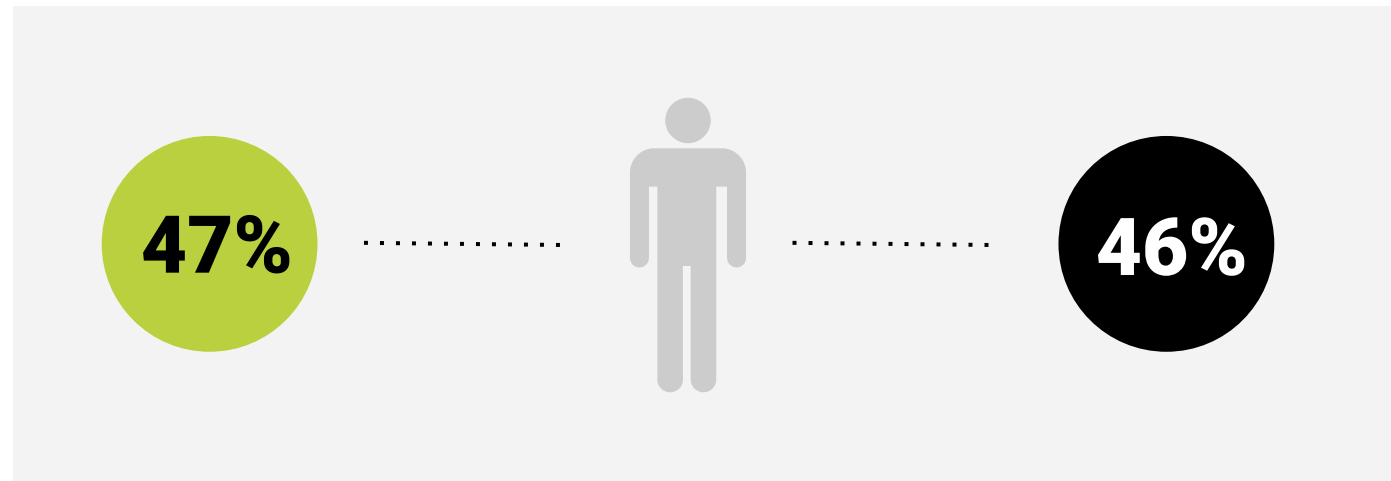


**SMALL BUSINESS OWNERS**  
200,000+ members

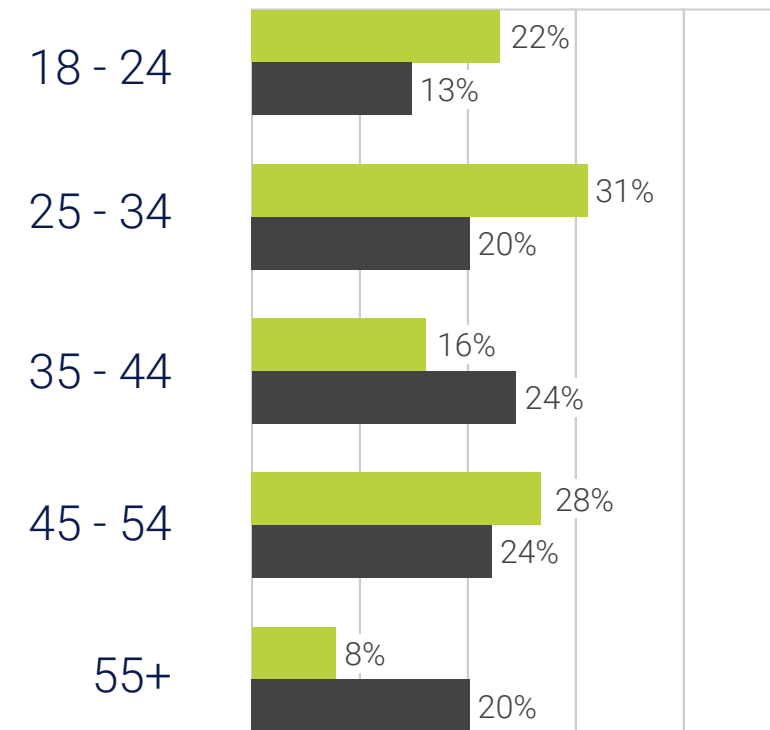
# DEMOGRAPHIC VARIABLES



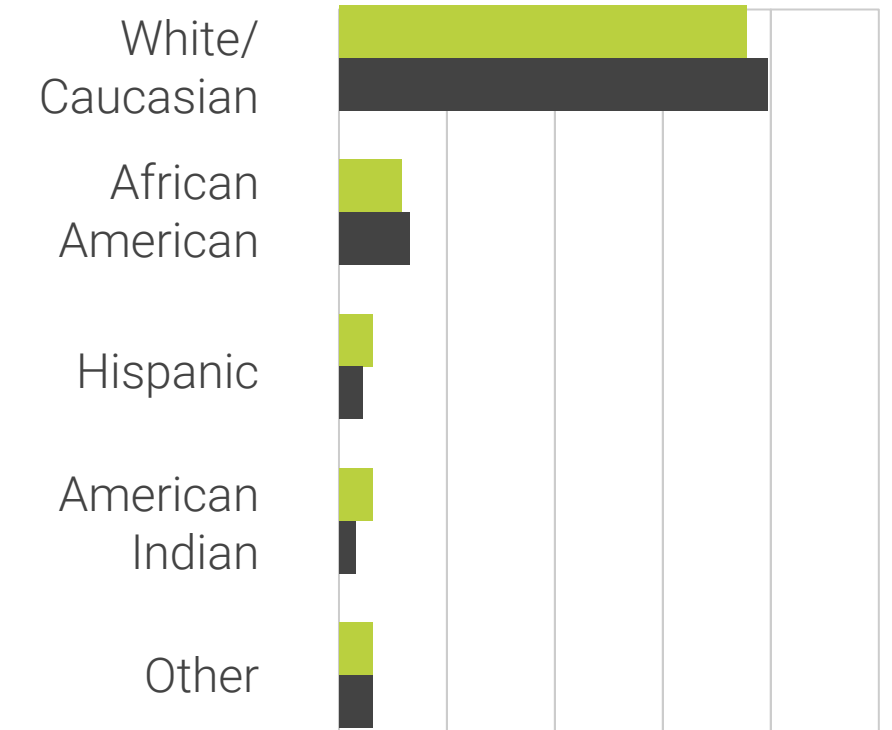
**ONLINE POPULATION**



## AGE



## ETHNICITY



# CONSUMER PROFILES

## Basic Profile

- Age
- Marital status
- Gender
- Income
- Race
- Children at home
- Children's age
- Geographic location
- Education
- Grandchildren
- Languages
- Purchasing decision
- Home value

## Vehicle Information

- Vehicles
- owned/leased
- Primary vehicle
- Make of vehicle
- Model
- Year
- Date purchased
- Location purchased
- Decision maker
- Service history
- Mechanical Problems
- Cost of vehicle
- Sources used
- Vehicle options

## Travel

- Airlines
- Cruises
- Family vacation
- Car rental
- Destination
- Business travel
- Associations
- Camping
- Hotels
- Domestic
- International

## Occupation

- Professional
- Technical
- Executive
- Sales
- Business
- Owner
- Clerical
- Military
- Retired
- Student
- Homemaker

## Interests

- Fitness
- Live events
- Fashion
- Bicycling
- Parenting
- Water sports
- Skiing
- Golf
- Fishing
- Skiing
- Theme parks
- Tobacco products
- Dieting
- Gaming
- Sports
- Reading
- Food
- Festivals
- Music

## Electronic Devices

- Apex Extreme
- Dreamcast
- Game Boy Advance
- Game Boy Advance
- SP Game Boy hand - held
- GameCube
- Gizmondo
- Nintendo 64
- Nintendo DS/3DS
- Nokia N
- Phantom
- Playstation
- Playstation 2-4
- Super Nintendo
- Sony Wii & Wii U
- Tapwave Zodiac
- Xbox 360 & One

## Online Activities

- Banking
- Download media
- Host web sites
- Make reservations
- Online dating
- Online chat
- Online games
- Pay bills
- Research products
- General surfing
- Play games
- Surf the web

## Television Programs

- Cartoons
- Cooking
- Crime
- Dramas
- Game shows
- Home improvement
- Movies
- News
- Reality shows
- Sitcoms/Comedy
- Soap operas
- Science fiction

## IT Profile

- Game purchase
- Game system
- Hours played
- Hours online
- New game
- PC games
- Primary gamer
- Game genre
- Membership
- Ownership

# BUSINESS PROFILES

## Job Title

- CPA
- CFO/Treasurer
- CIO/CTO
- Chairman
- Developer/  
Programmer
- Director
- EVP/SVP
- General  
Manager/Partner
- President/CEO
- Product Manager
- Professional
- Publisher
- Supervisor
- Technician
- Tour Guide
- Tradesman
- VP/Principal

## Decision Maker

- Banking
- Computer Services
- Employee Benefits
- Employment/Tax
- Equipment
- Financial Services
- HR/Personnel  
Services
- Internet Service
- Legal Services
- Maintenance
- Marketing/Advertising
- Meeting Accomodation
- Office Services
- Print/Copy
- Raw Materials
- Real Estate
- Shipping/Mail Services
- Training

## Revenue

- Under \$1 million
- \$1 million - \$9.9 million
- \$10 million - \$49.9 million
- \$50 million - \$99.9 million
- \$100 million - \$499 million
- \$500 million - \$999 million
- \$1 billion - \$4 billion
- \$5 billion or more



## Business Locations

- 1 location
- 2 - 4 locations
- 5 - 10 locations
- 11 - 20 locations
- 21 - 50 locations
- 51 - 100 locations
- 100+ locations

## Years in Business

- 1 - 2 years
- 3 - 5 years
- 6 - 10 years
- 11 - 20 years
- 21+ years

## Company Size

- 1 - 19 employees
- 20 - 49 employees
- 50 - 99 employees
- 100 - 199 employees
- 200 - 499 employees
- 500 - 999 employees
- 1000 - 4999 employees
- 5000 - 9999 employees
- 10,000+ employees

## Gamer Profile

- IT role
- IT management
- Mainframe Analyst
- MIS Manager
- Multimedia Designer
- Network Design
- Network Engineer
- PC Technician
- Project Manager
- QA Tester
- Security Analyst
- Software Engineer
- Tech Support
- Telecom Analyst
- WAN Specialist
- Web Administrator

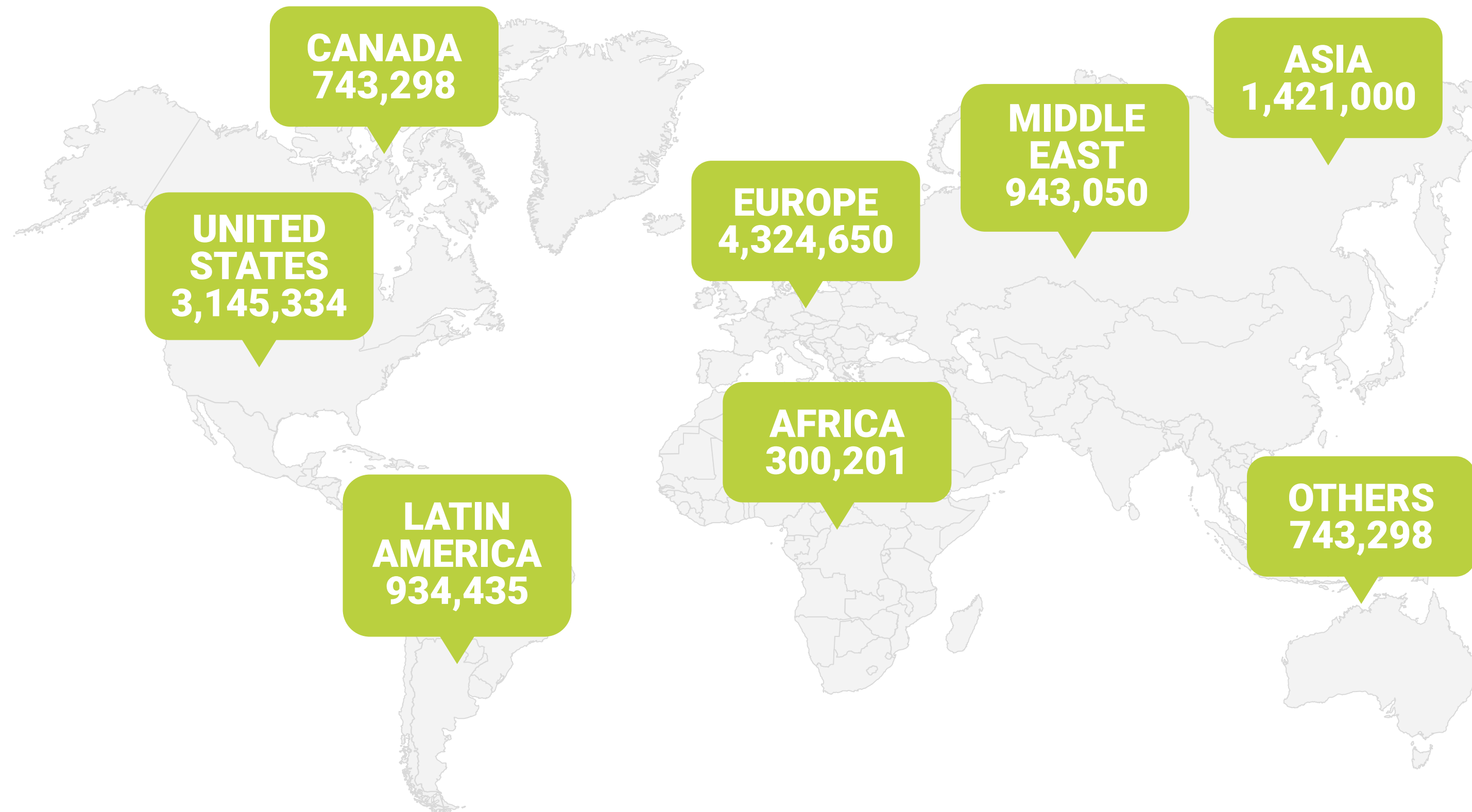
## OS

- Mac
- Linux
- Windows 2000
- Windows 3.1
- Windows 95/98
- Windows NT
- Windows Vista
- Windows XP
- Windows 7/8

## Industry Segment

- Cartoons
- Cooking
- Crime
- Dramas
- Game shows
- Home improvement
- Movies
- News
- Reality shows
- Sitcoms/Comedy
- Soap operas
- Science fiction

# GLOBAL PANEL COUNT



# AMERICAS

**4,743,754 PANELISTS**

US	<b>3,145,334</b>
CANADA	<b>743,298</b>
MEXICO	<b>175,519</b>
BRAZIL	<b>125,000</b>
ARGENTINA	<b>215,000</b>
COSTA RICA	<b>32,000</b>
COLOMBIA	<b>143,973</b>
URUGUAY	<b>19,243</b>
CHILE	<b>75,450</b>
PERU	<b>68,937</b>





# EU

## 4,803,000 PANELISTS

UK	1,234,000
FRANCE	526,000
DENMARK	142,000
SWEDEN	147,000
RUSSIA	532,000
NETHERLANDS	195,000
PORTUGAL	45,000
BELGIUM	160,000
IRELAND	50,000
SPAIN	375,000
SWITZERLAND	190,000
GERMANY	750,000
GREECE	38,000
ROMANIA	75,000
POLAND	114,000



# APAC

**2,673,853 PANELISTS**

CHINA	<b>1,244,000</b>
JAPAN	<b>187,832</b>
SOUTH KOREA	<b>36,619</b>
VIETNAM	<b>12,000</b>
SINGAPORE	<b>78,402</b>
THAILAND	<b>125,000</b>
INDIA	<b>425,000</b>
AUSTRALIA	<b>389,000</b>
PHILIPPINES	<b>47,000</b>
INDONESIA	<b>89,000</b>
MYANMAR	<b>8,000</b>
NEW ZEALAND	<b>32,000</b>



# AFRICA

**387,660 PANELISTS**

KENYA	<b>85,140</b>
SOUTH AFRICA	<b>125,000</b>
NIGERIA	<b>115,520</b>
GHANA	<b>62,000</b>





# MIDEAST

**2,070,126 PANELISTS**

BAHRAIN	121,945
CYPRUS	39,882
EGYPT	104,337
IRAN	94,231
IRAQ	78,834
ISRAEL	301,153
JORDAN	358,976
KUWAIT	67,502
LEBANON	105,362
OMAN	137,289
QATAR	95,231
SAUDI ARABIA	258,177
TURKEY	166,905
UAE	288,257
YEMEN	92,845





# **START YOUR RESEARCH ON THE RIGHT PATH**

**800-701-1091 | E: [support@eyes4research.com](mailto:support@eyes4research.com)**

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