

Panel Book

2025

Worldwide Research

 <https://worldwide-research.ai/>

GET STARTED 



ABOUT WORLDWIDE RESEARCH GROUP

MARKET RESEARCH SERVICES



Professional Experience

Excellent Team with a solid experience in handling 10K+ projects in 50+ markets across globe with Audiences such as - B2B, Healthcare and Consumer

Outstanding Quality Services

A Best-in-Class Quality Assurance (QA) and Quality Control (QC) process ensures that the products or services provided by a company meet the highest quality standards.

Professional Service

Preferred service provider to 20 top consultant firms for their data collection and data processing requirements



Skilled Expertise

Provides research services across key sectors including Automotive Studies, FMCG Studies, BFSI Studies, Healthcare Market Research, Pharmaceutical Research, ICT Market Research, Media Market Research

Unique Services

This involves gathering and analyzing data about a particular market, including market size, trends, and consumer behavior

Adaptable changes

Flexibility in accommodating specification changes: Clients can/may need to make changes to research specifications or project timelines during the course of a project





GLOBAL INSIGHTS PANEL ONBOARDING

Introducing '**Worldwide Research**' – a cutting-edge global online panel that's among the most diverse, dynamic, and forward-thinking in the industry. We empower brands and organizations to connect with the ever-evolving insights of online consumers worldwide.

At **Worldwide Research**, we place immense value on consumer opinions, driving innovation and actionable change for companies to enhance their products and services. By doing so, we create a win-win ecosystem where businesses thrive, and consumers enjoy enriched experiences.

With a thriving community of over 500,000 active and engaged members globally, our panel stands as a powerhouse of insights. As we continually expand our memberbase, we ensure we stay ahead of the curve to meet the unique and changing needs of our clients.

OUR APPROACH TO PANELIST ACQUISITION

OPTIMIZE RECRUITMENT STRATEGY

"Targeted Recruitment for Specialized Panels"

"Collaborate with Regional and Major Recruitment Partners"

"High-Quality Panelist Acquisition"

"Survey-Driven Panelist Enrollment"

OUR APPROACH TO PANEL DEVELOPMENT

EFFICIENT RECRUITMENT DEPLOYMENT

- ▶ Targeted Banner Ads on Portals/Websites: Strategically placed ads to attract the right audience and encourage registration as a member of Worldwide Research.
- ▶ Personalized Email Invitations: Members are sent tailored email invites to join Worldwide Research, highlighting exclusive incentives.
- ▶ WIIFT (What's In It For Them?): Attractive, instant rewards such as free online games, gift cards, mobile ringtones, airtime, and subscriptions to spark immediate interest and create a sense of urgency to join.



PANELIST REWARDS AND ENGAGEMENT STRATEGY

- ▶ We facilitate online surveys for top-tier companies across a variety of industries, including Electronics, ICT, Automotive, Healthcare, FMCG, and more. Our members are rewarded for sharing their valuable insights through survey participation.
- ▶ Whether you're a consumer looking to voice your opinion on product improvements or a dissatisfied customer wanting to influence changes in the banking sector, we invite you to make your voice heard and play a role in shaping better products and services.
- ▶ In addition to making an impact, members can enjoy exciting rewards for completing engaging and enjoyable online surveys.

OUR PRECISION RECRUITMENT STRATEGY



Through a Cost-Per-Acquisition (CPA) Model

We only use this approach when a client requires a specific sample

"Through an Enhanced Referral System

Members refer friends and family to complete their registration.

Through Exclusive Invitation Email

Targeted email invitations are sent to website owners' members.
"Members are then guided to Worldwide Research for seamless registration."

Through Targeted Banner Ads on Websites and Portals"

Visitors are redirected to a dedicated landing page featuring Worldwide research

B2B TARGETING PARAMETERS



BASIC ATTRIBUTES

PROFESSIONALS

- Title
- Occupation
- Functional Role
- Purchase Decision Makers
- Primary Role
- Human Resource capabilities

COMPANY

- Business Type
- Industry Segment
- Number of employees
- Annual Revenue

SPECIALISED

BUSINESS OWNERS

- Type of Business owners
- Decision making in business
- Segmentation by revenue

ITDM/IT ROLES

- Type of IT Professional
- Developer Roles
- Primary IT Functions / Responsibility
- Roles in Various IT Areas

INDUSTRIES

- Legal
- Education
- Banking
- Government related
- Manufacturing
- Retail
- Human resource
- Telecommunication
- Energy (renewable/ Petroleum)
- Tourism and others

B2C TARGETING PARAMETERS

BASIC DEMOGRAPHICS

- age
- marital status
- language
- number in household
- children
- education
- household income
- employment status
- own or rent
- region
- ethnicity (based on location)

AUTOMOTIVE

- Vehicles in Household
- Automobile owned
- Intent to Buy

GENERAL HOUSEHOLD

- Household decision makers
- Utilities decision makers
- Appliance owned

TOURISM

- Past travel history
- Travelling Intenders

GROCERIES

- Primary decision makers
- Influencers

SMOKERS

- Type of smokers
- Products used
- Smoking habits

TECHNOLOGY

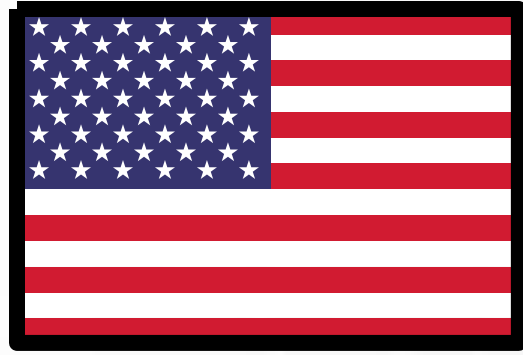
- Mobile phone brands
- Mobile contract
- Internet decision makers
- Type of internet used

WORLDWIDE COUNTRY-SPECIFIC PANELS



NORTH AMERICA

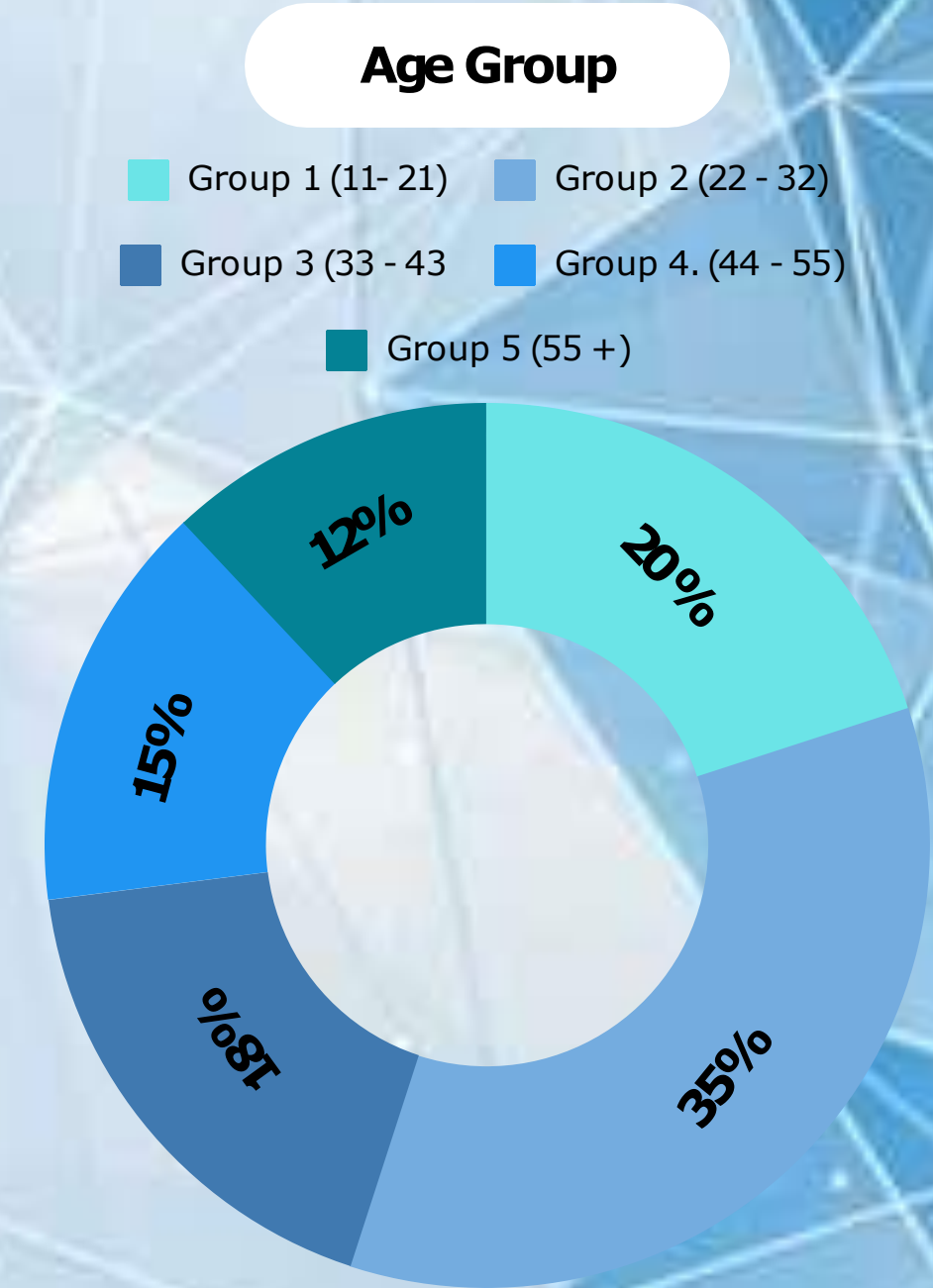
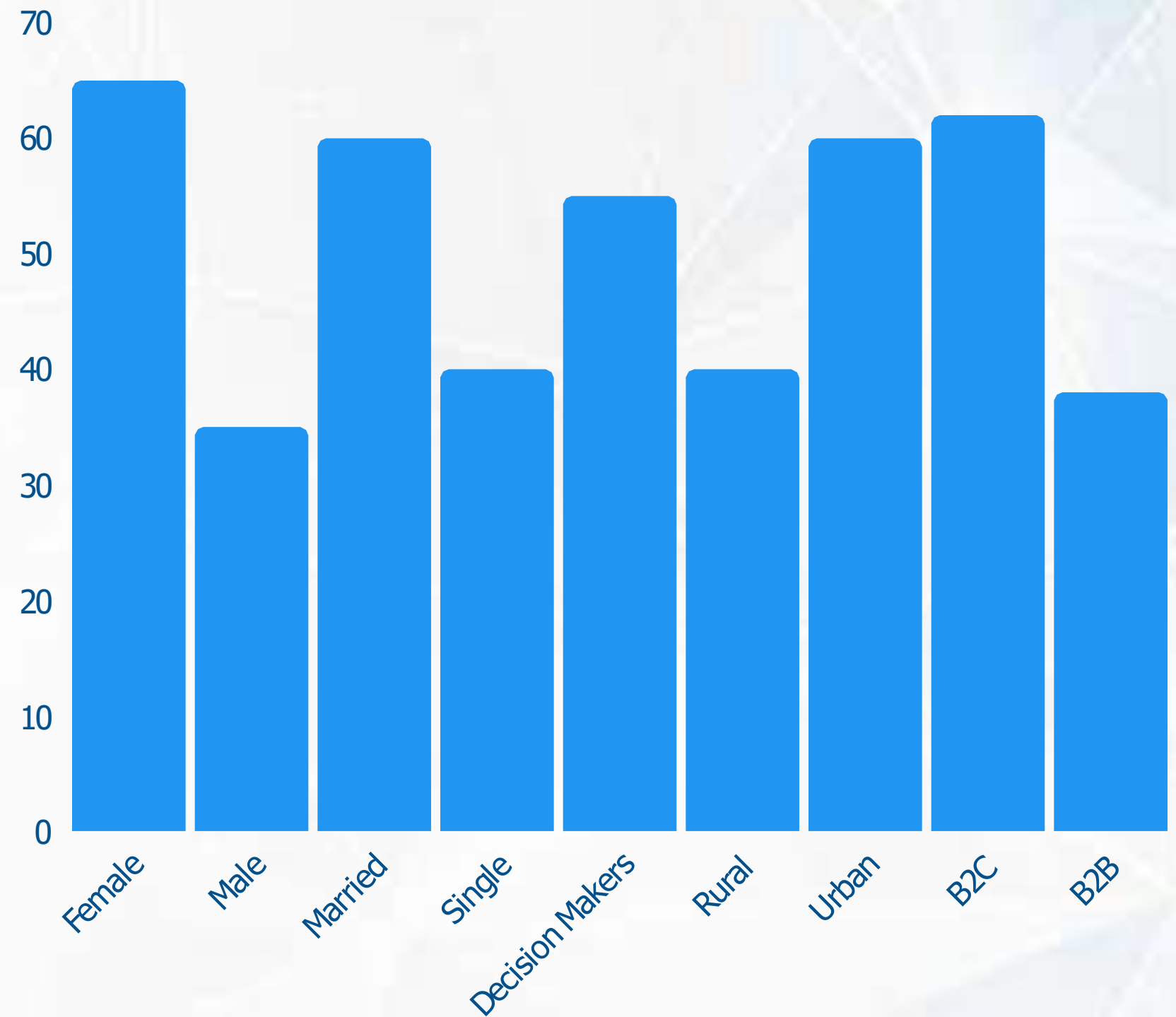




USA



Worldwide Research Panel Size	1,17,000
Mother of Kids (0- 12years)	35,100

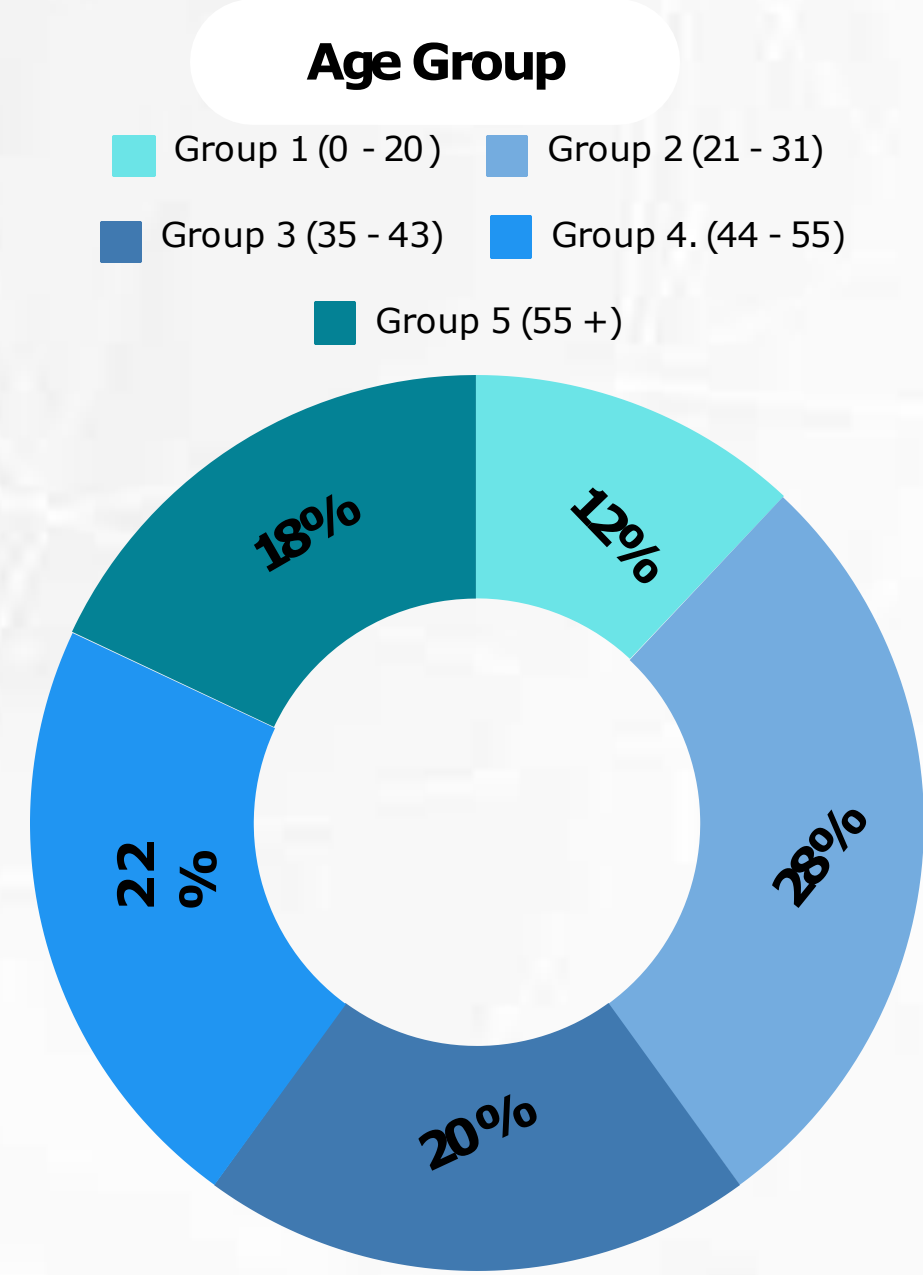
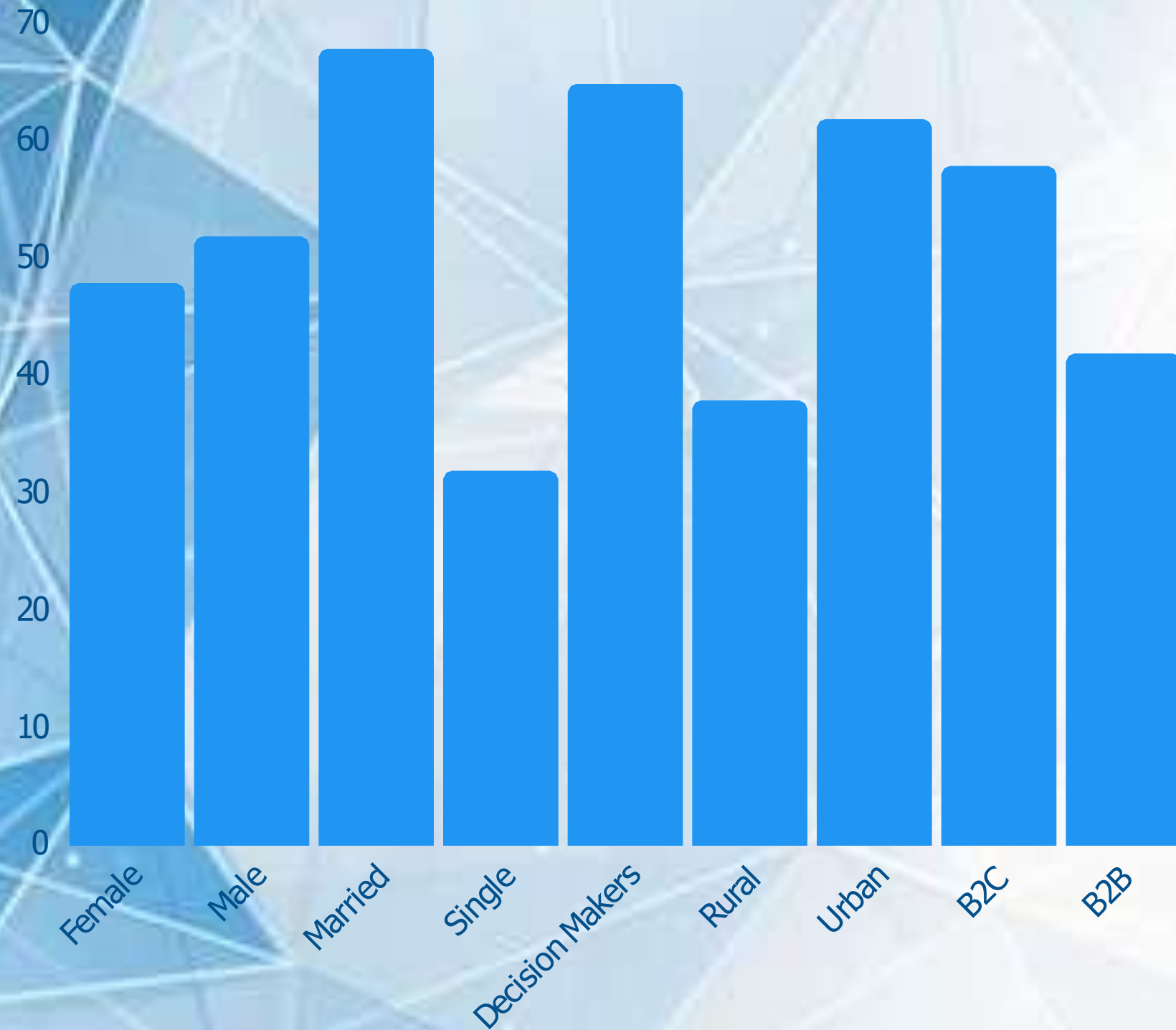




CANADA



Worldwide Research Panel Size	90,000
Mother of Kids (0- 12years)	12,000

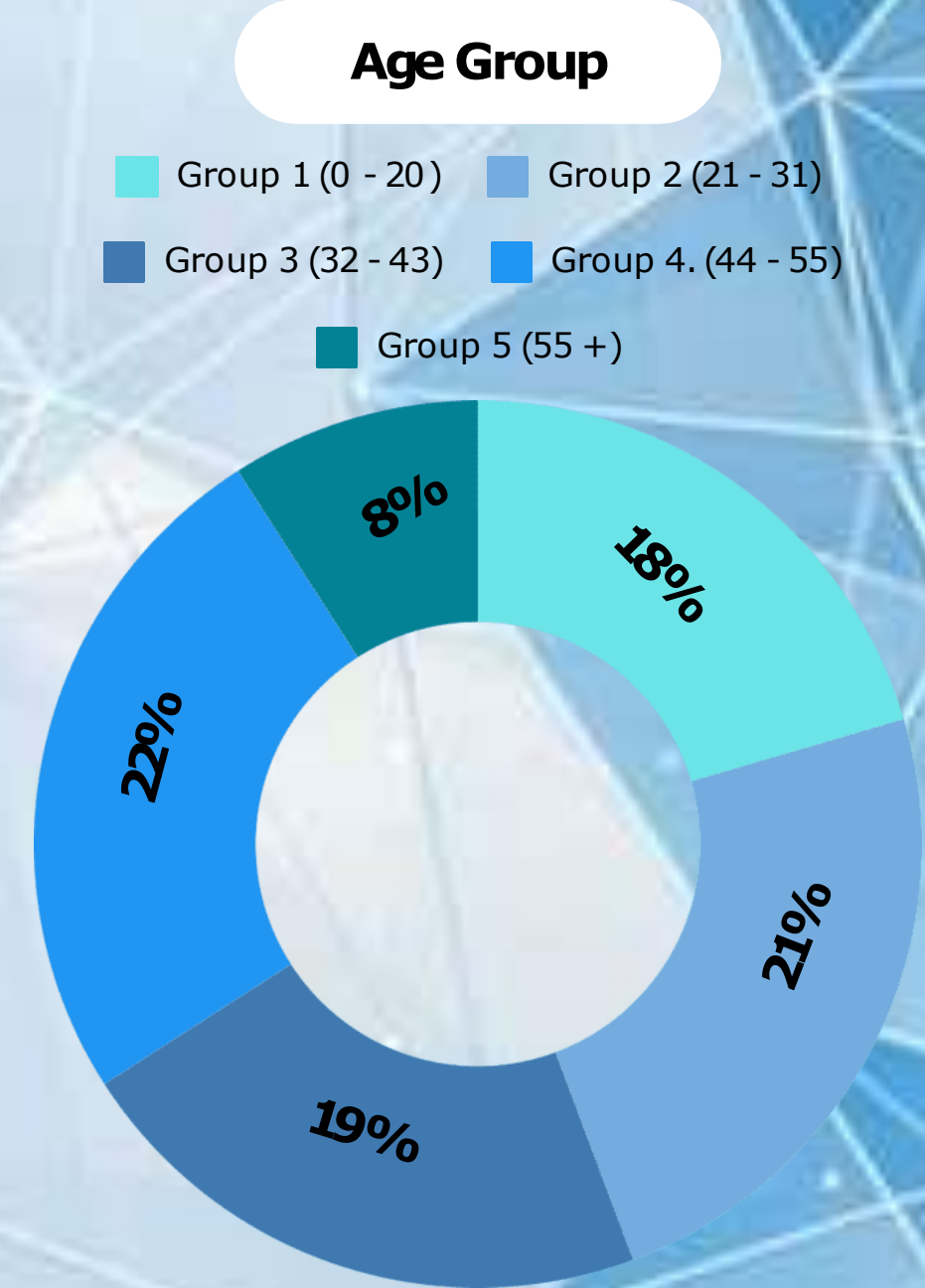
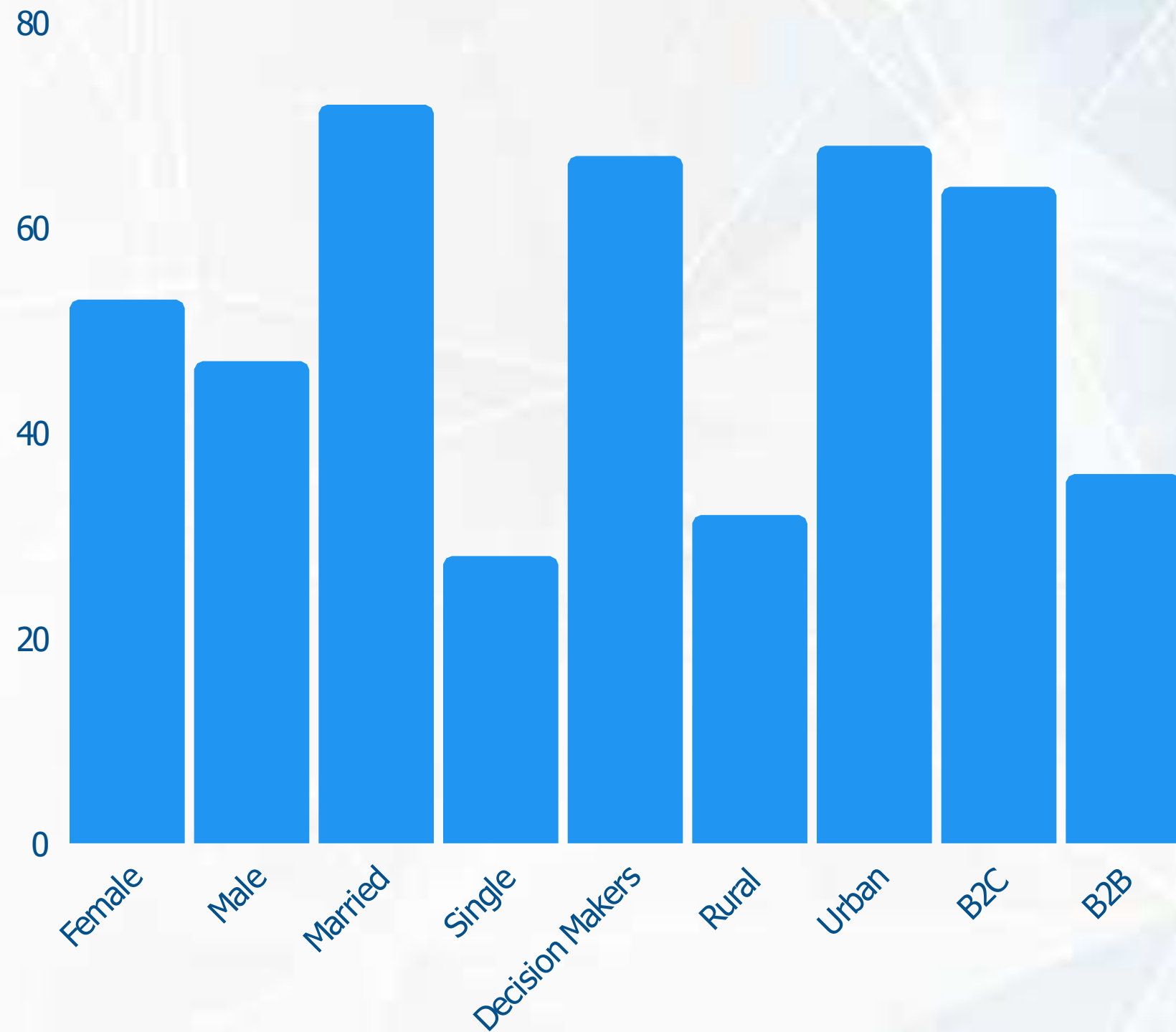




MEXICO



Worldwide Research Panel Size	75,000
Mother of Kids (0- 12years)	19,500



SOUTH AMERICA

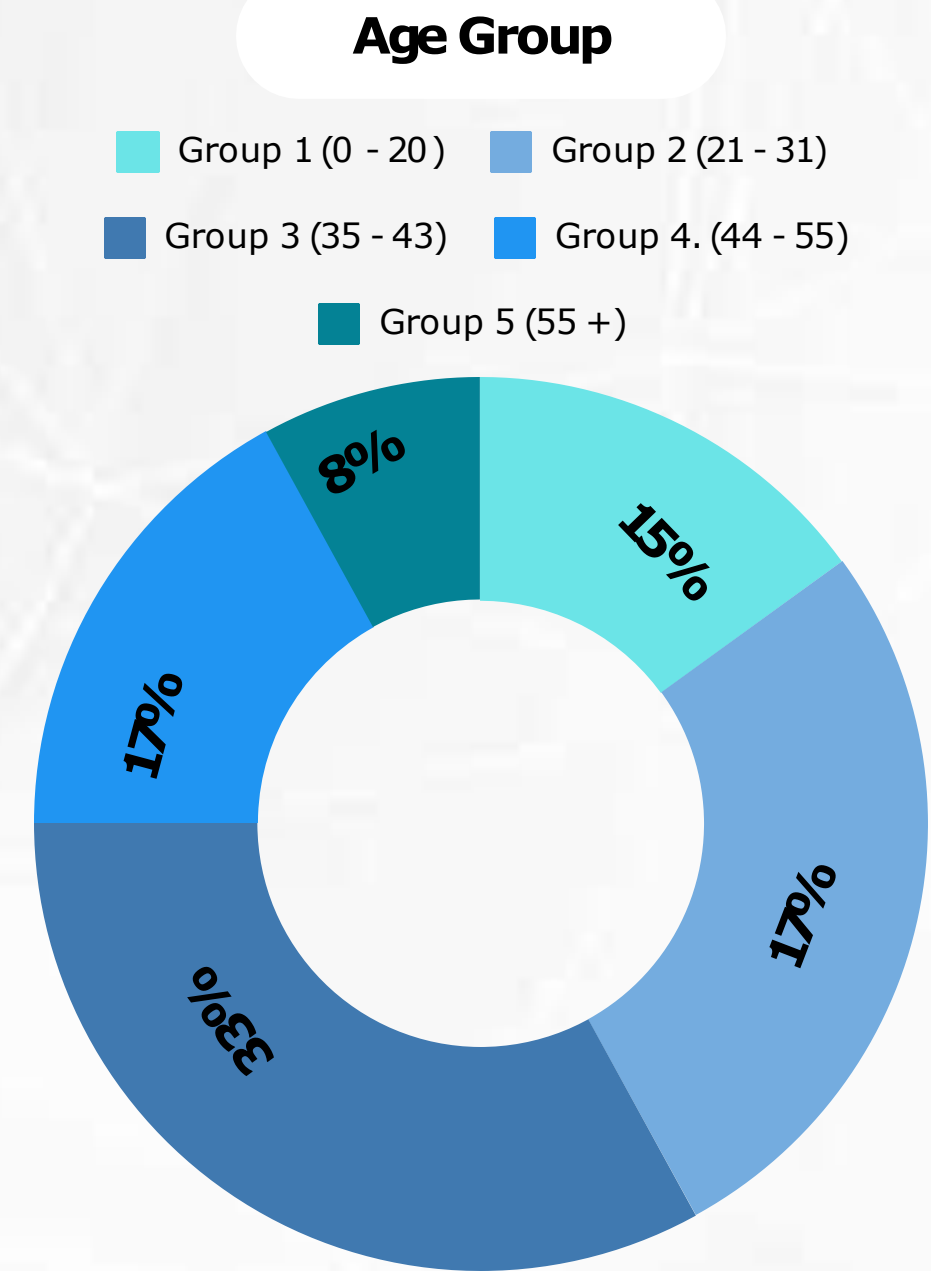
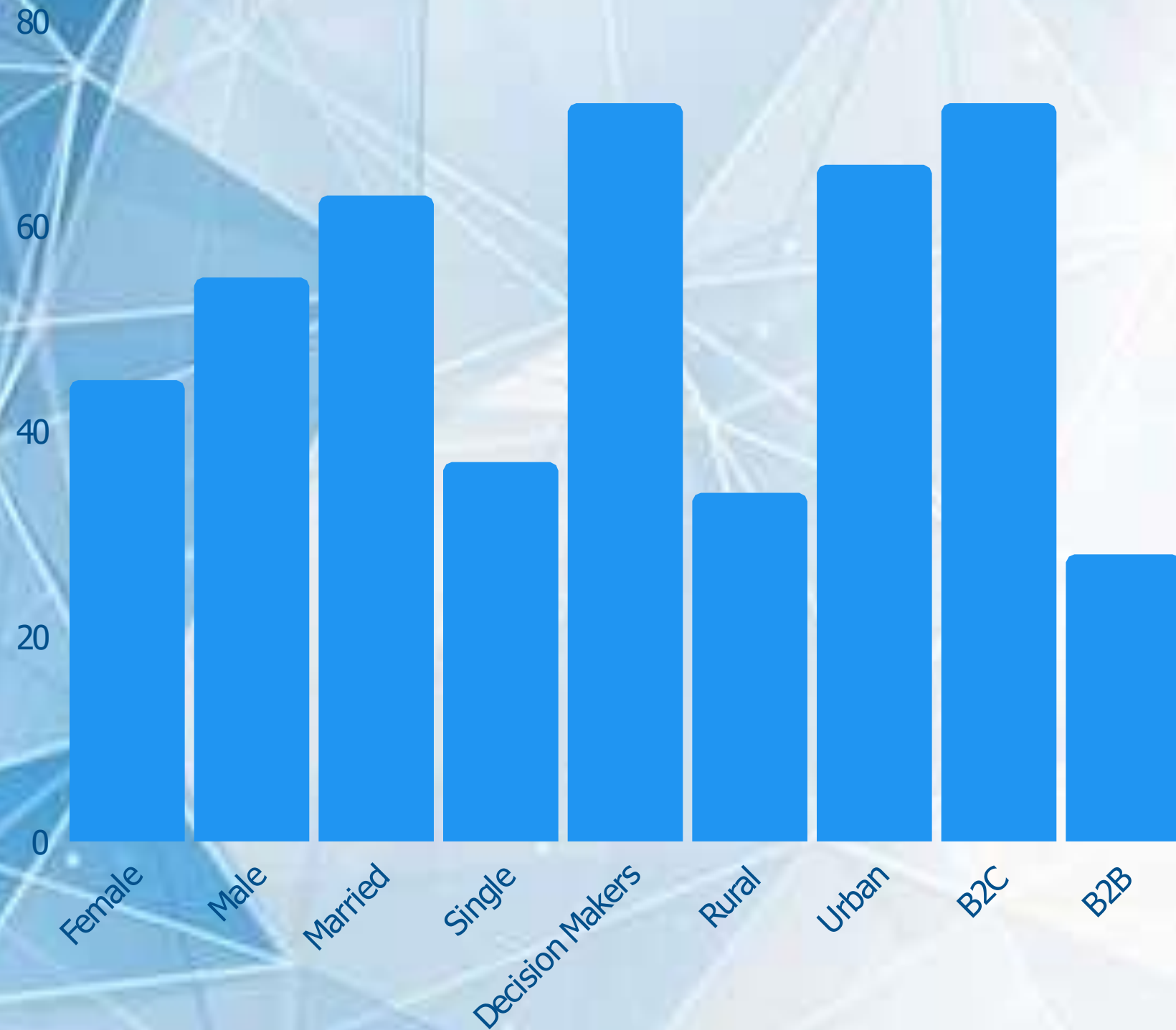




BRAZIL



Worldwide Research Panel Size	80,000
Mother of Kids (0- 12years)	8,000

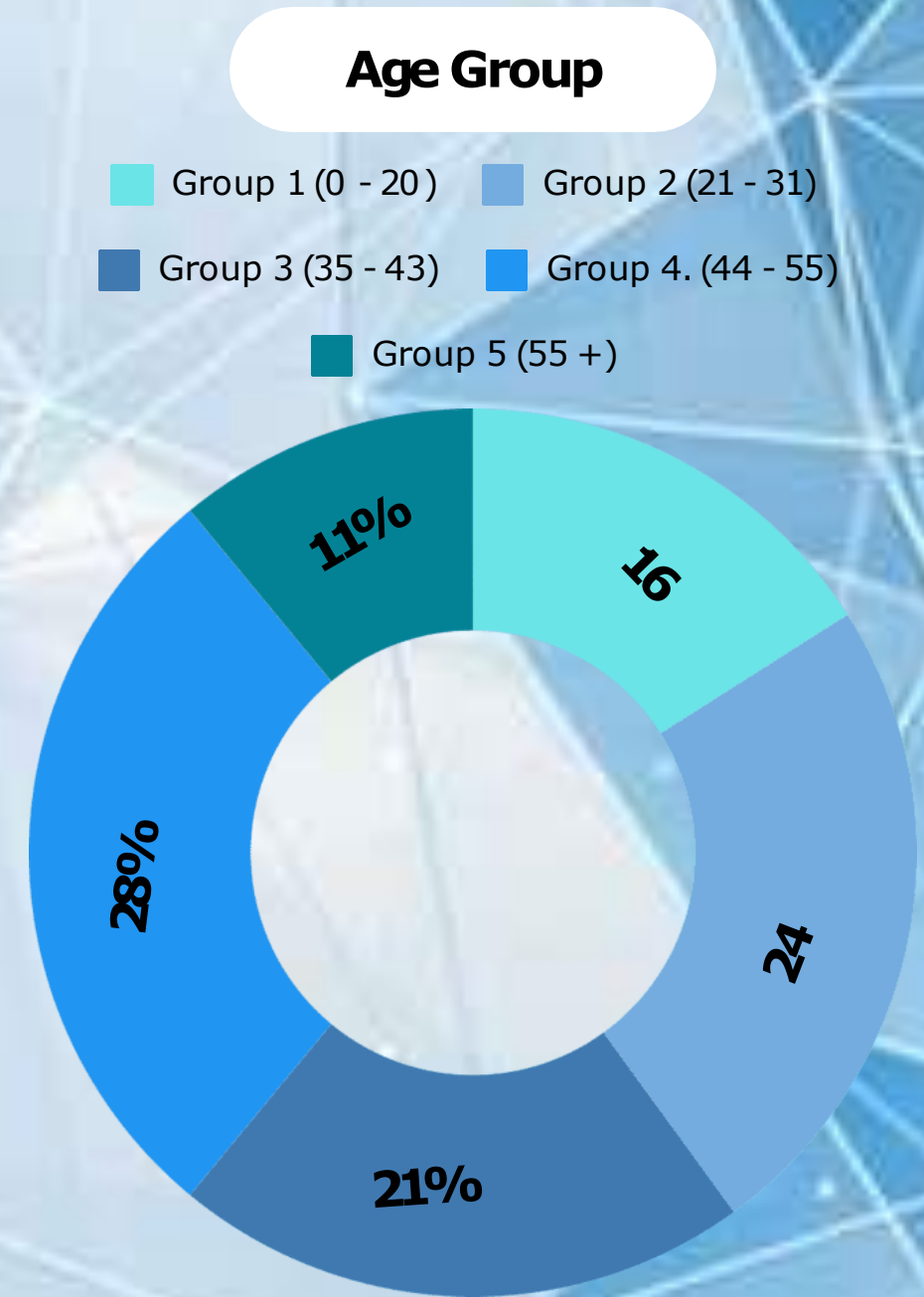
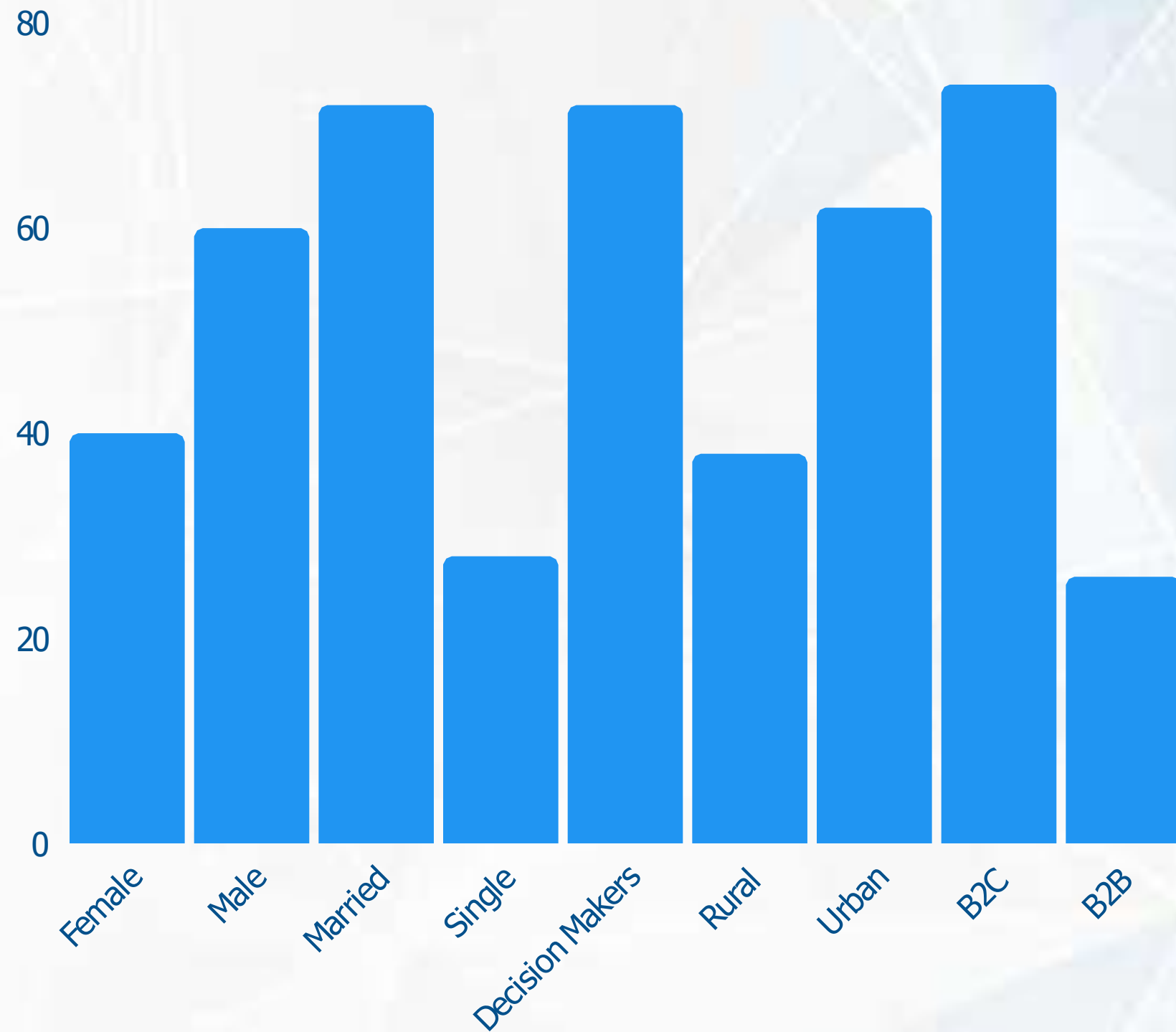




ARGENTINA



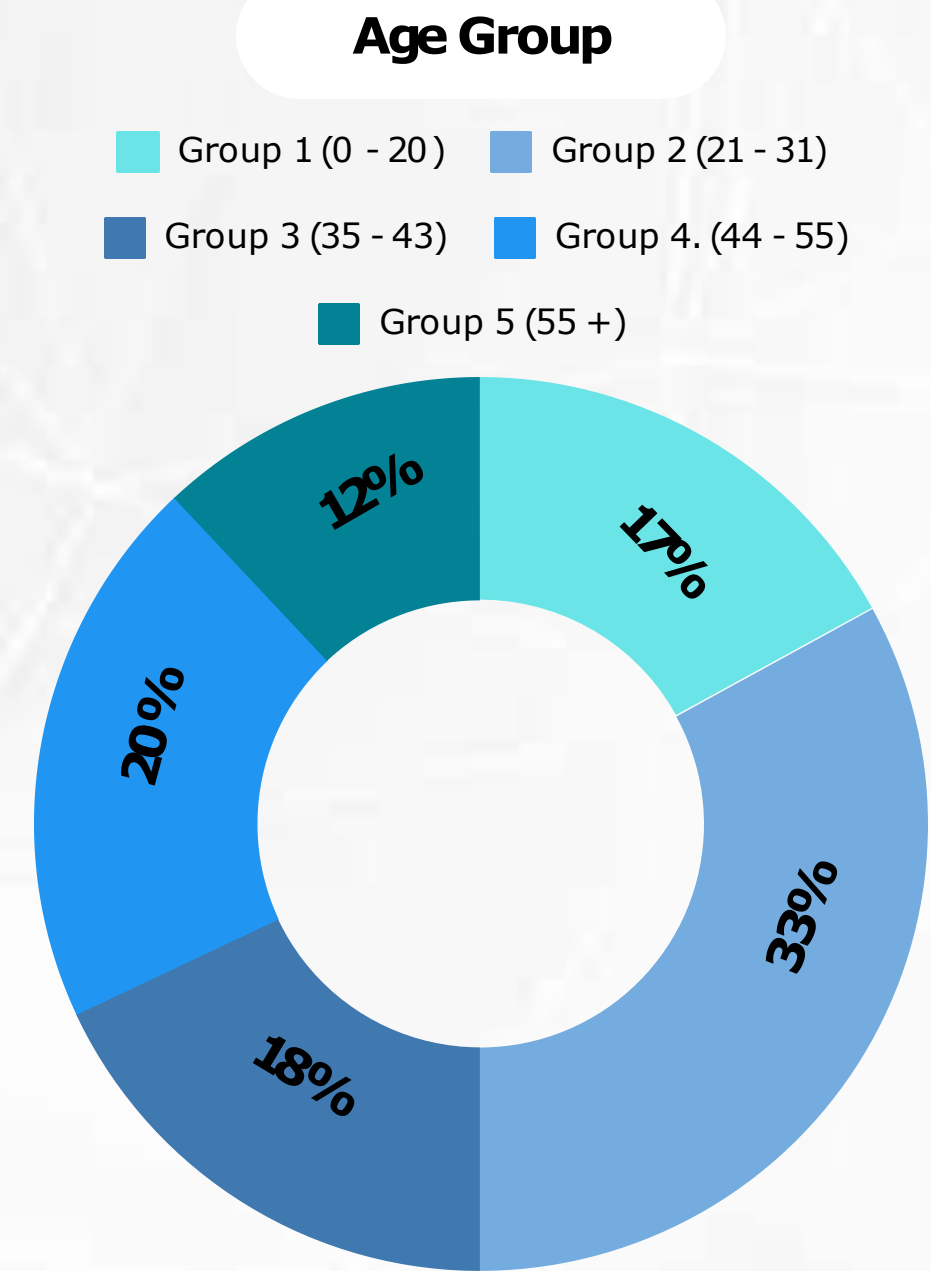
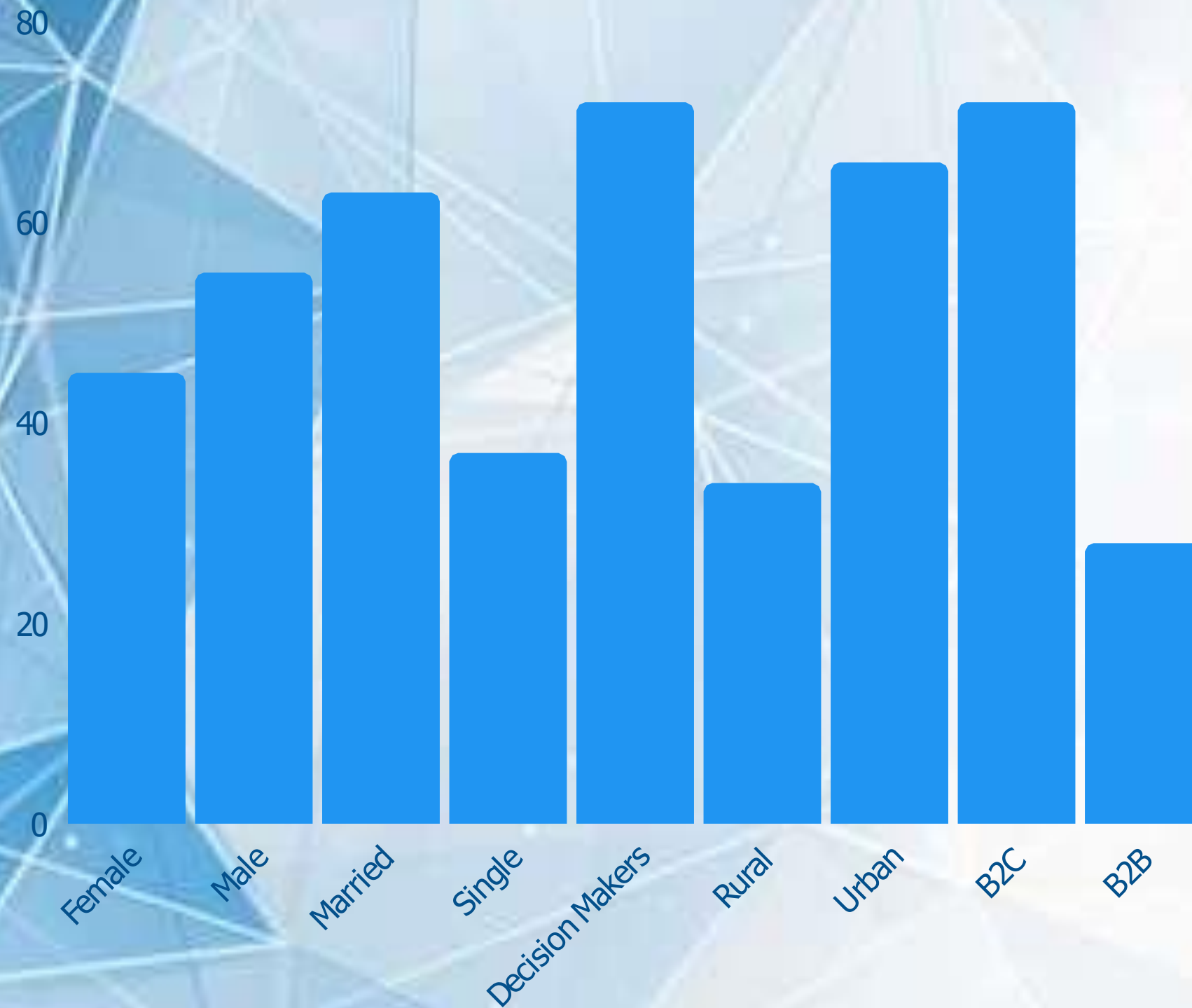
Worldwide Research Panel Size	76,000
Mother of Kids (0- 12years)	7,650

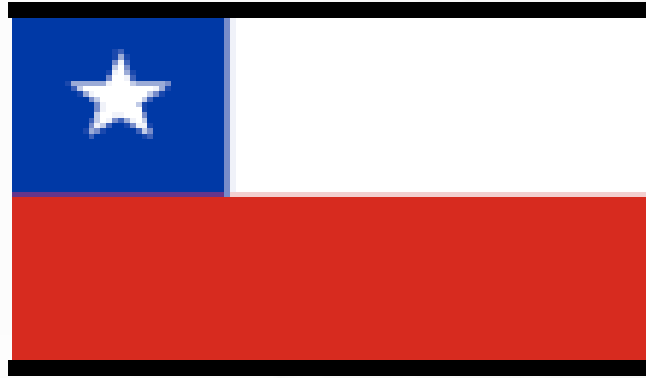


PERU



Worldwide Research Panel Size	54,000
Mother of Kids (0- 12years)	34,000

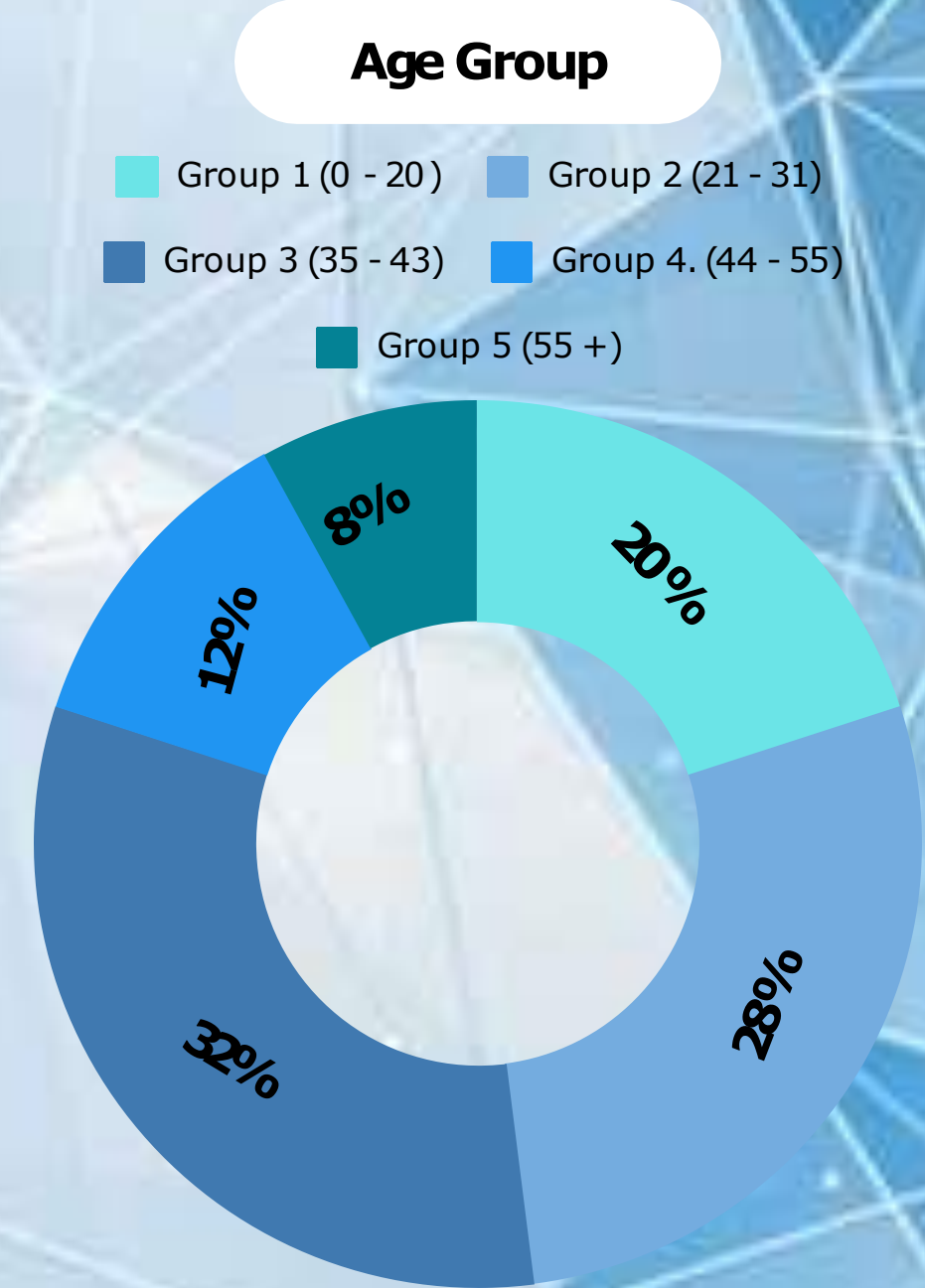
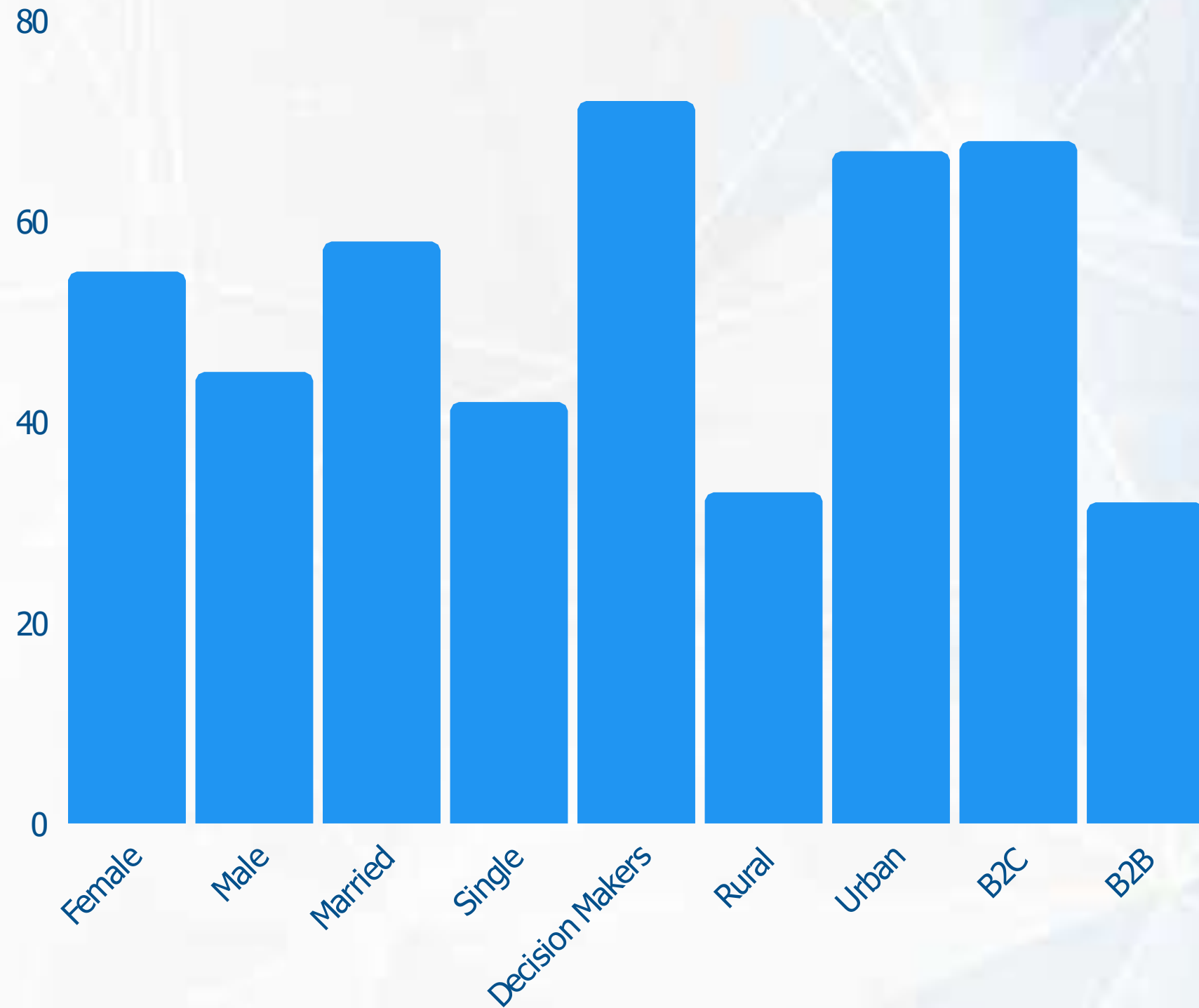




CHILE

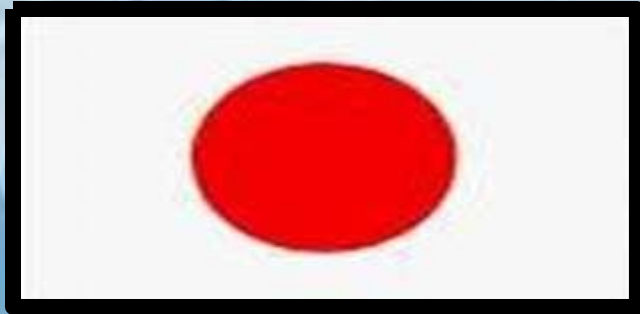


Worldwide Research Panel Size	35,000
Mother of Kids (0- 12years)	3,500



ASIA

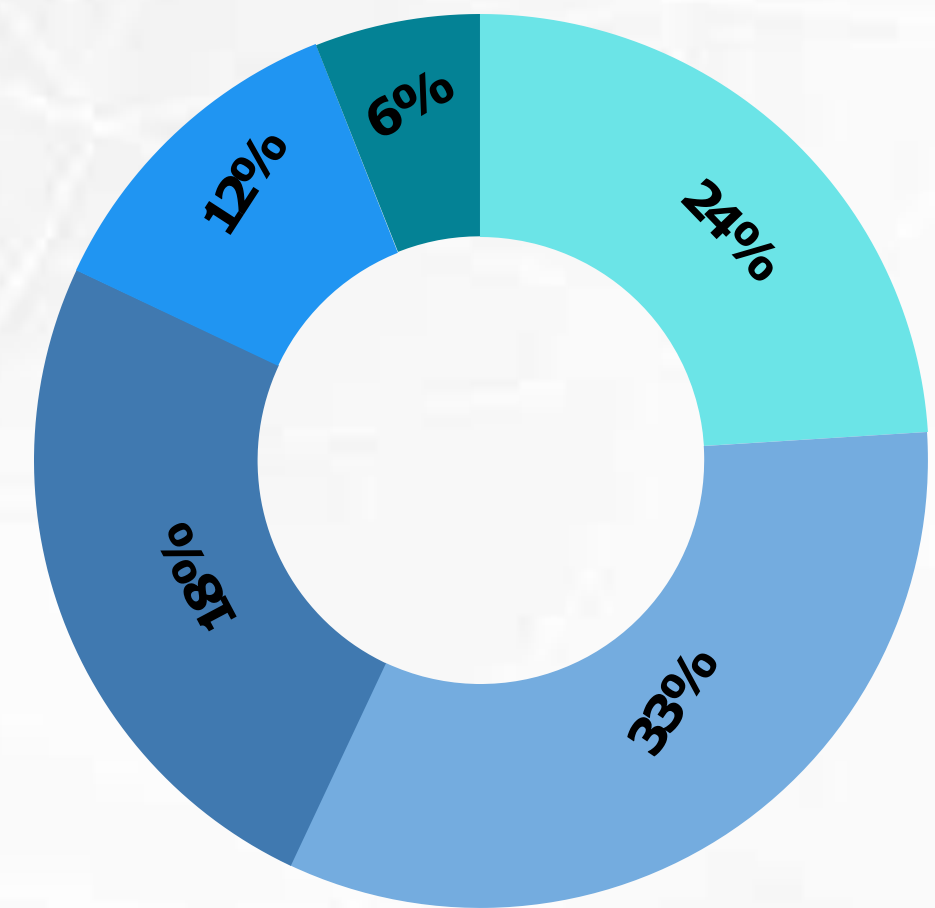
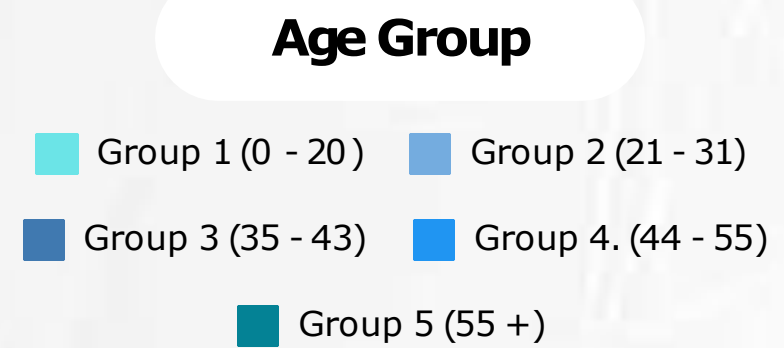
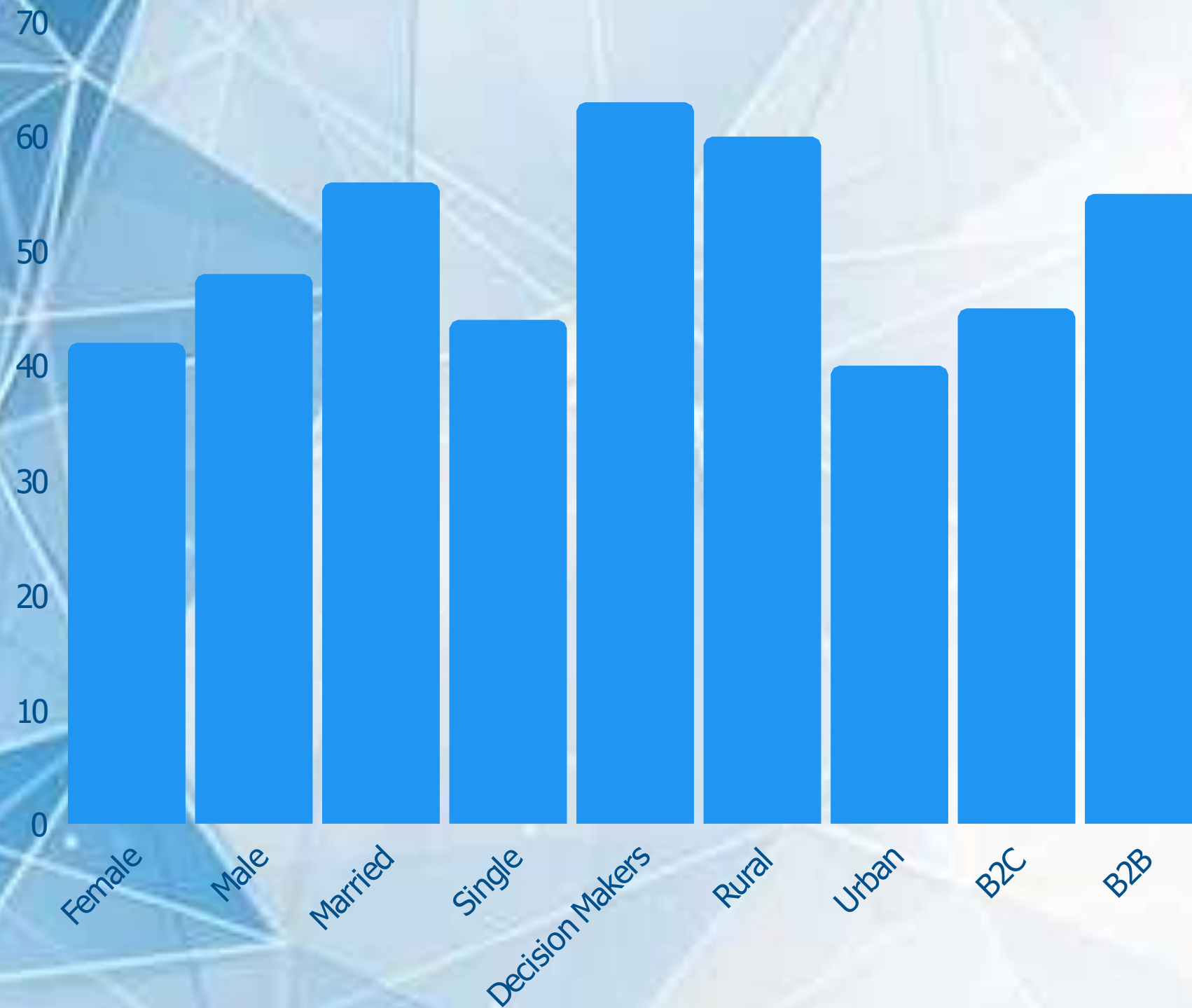




JAPAN



Worldwide Research Panel Size	91,027
Mother of Kids (0- 12years)	25,350

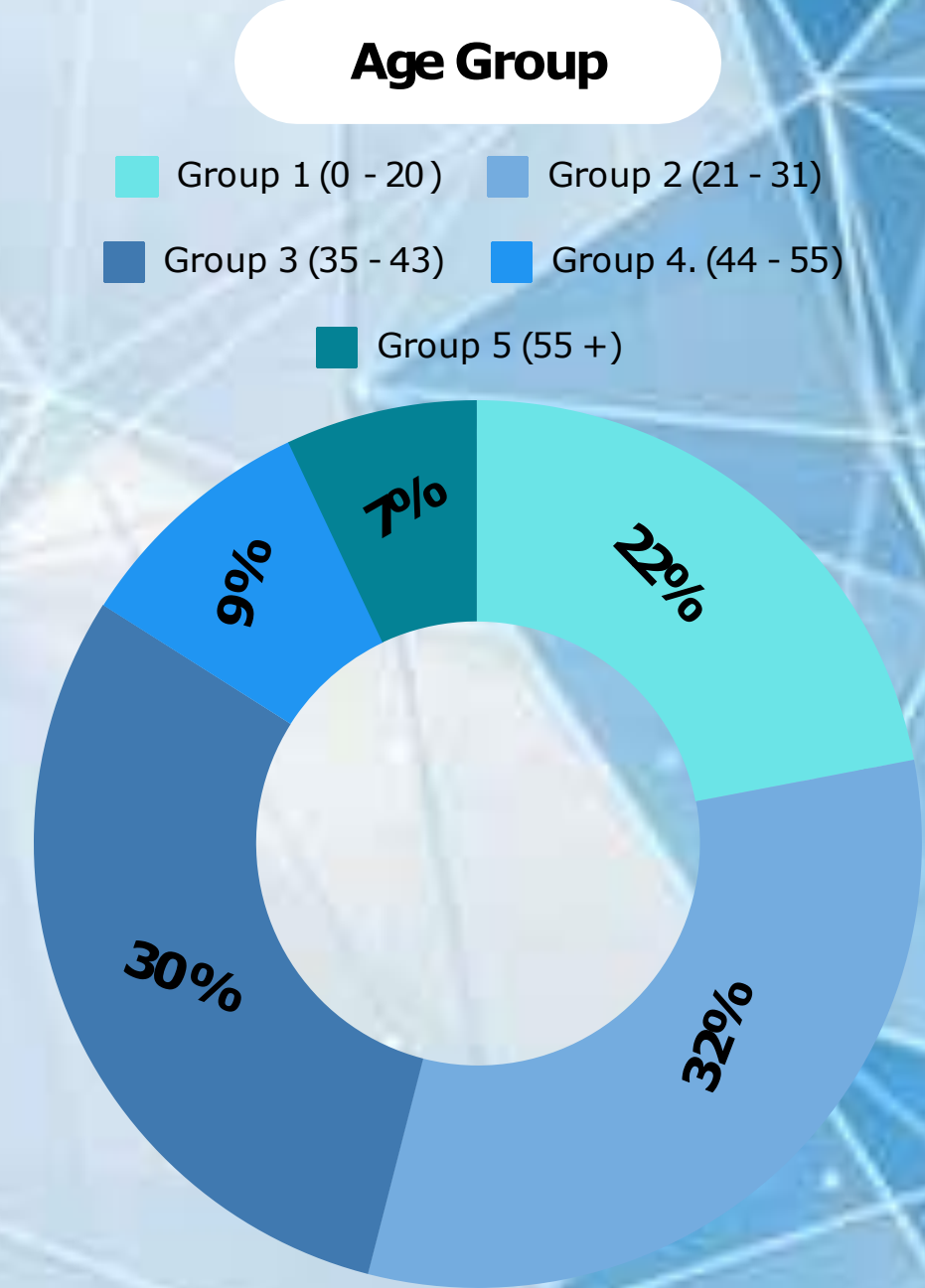
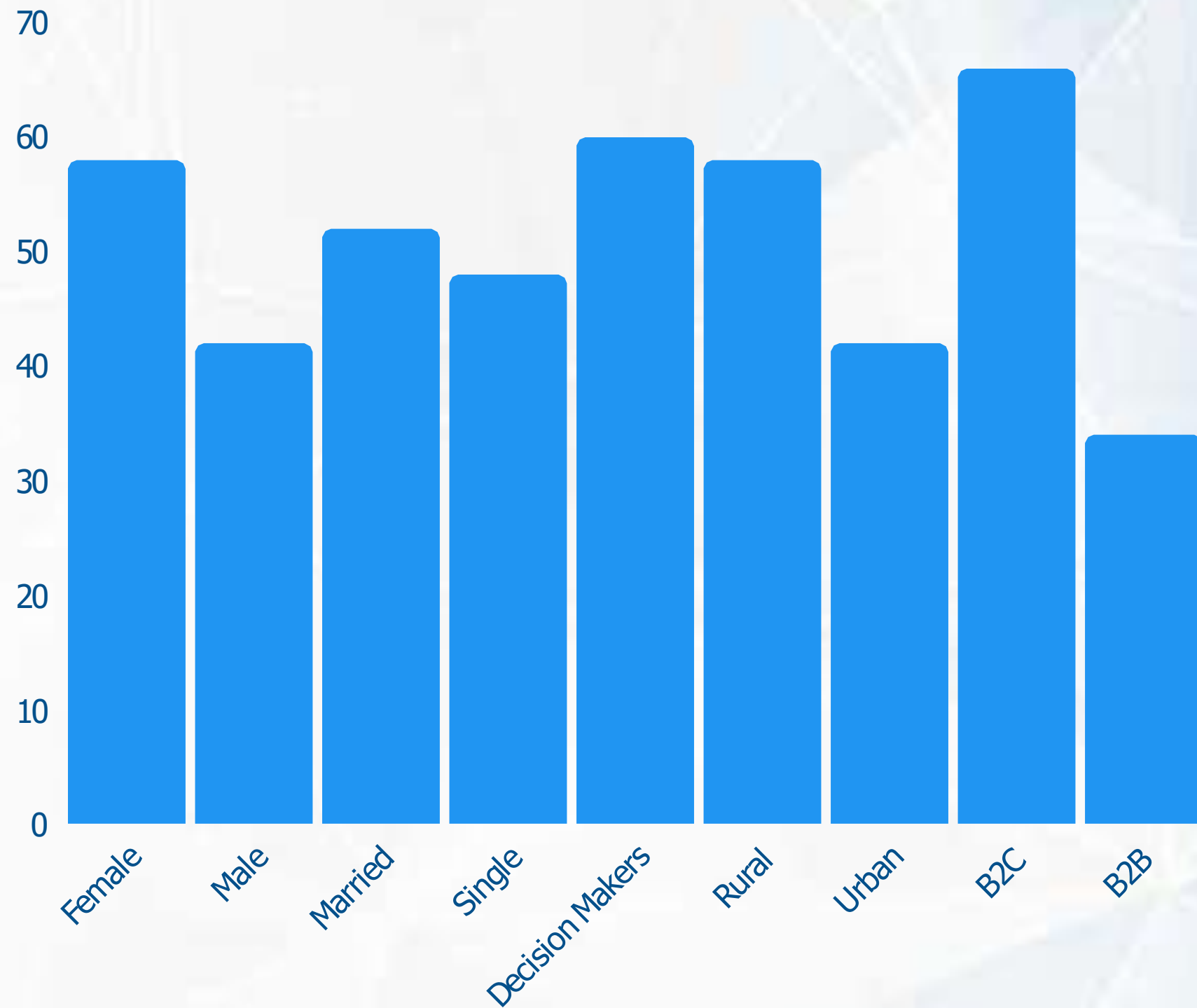




INDIA



Worldwide Research Panel Size	1,56,000
Mother of Kids (0- 12years)	25,350

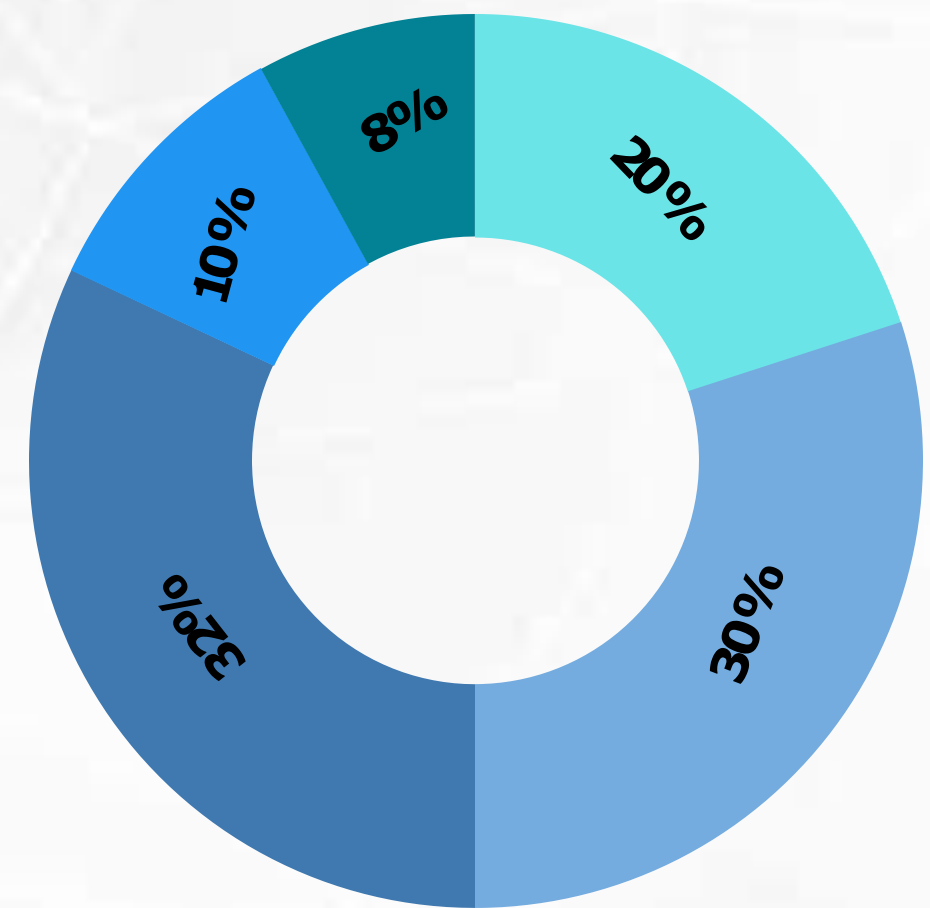
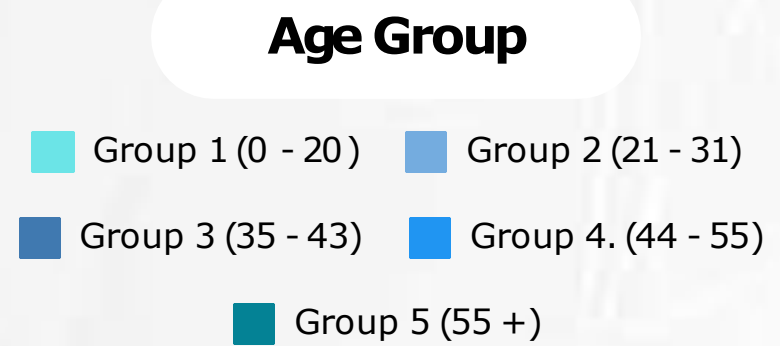
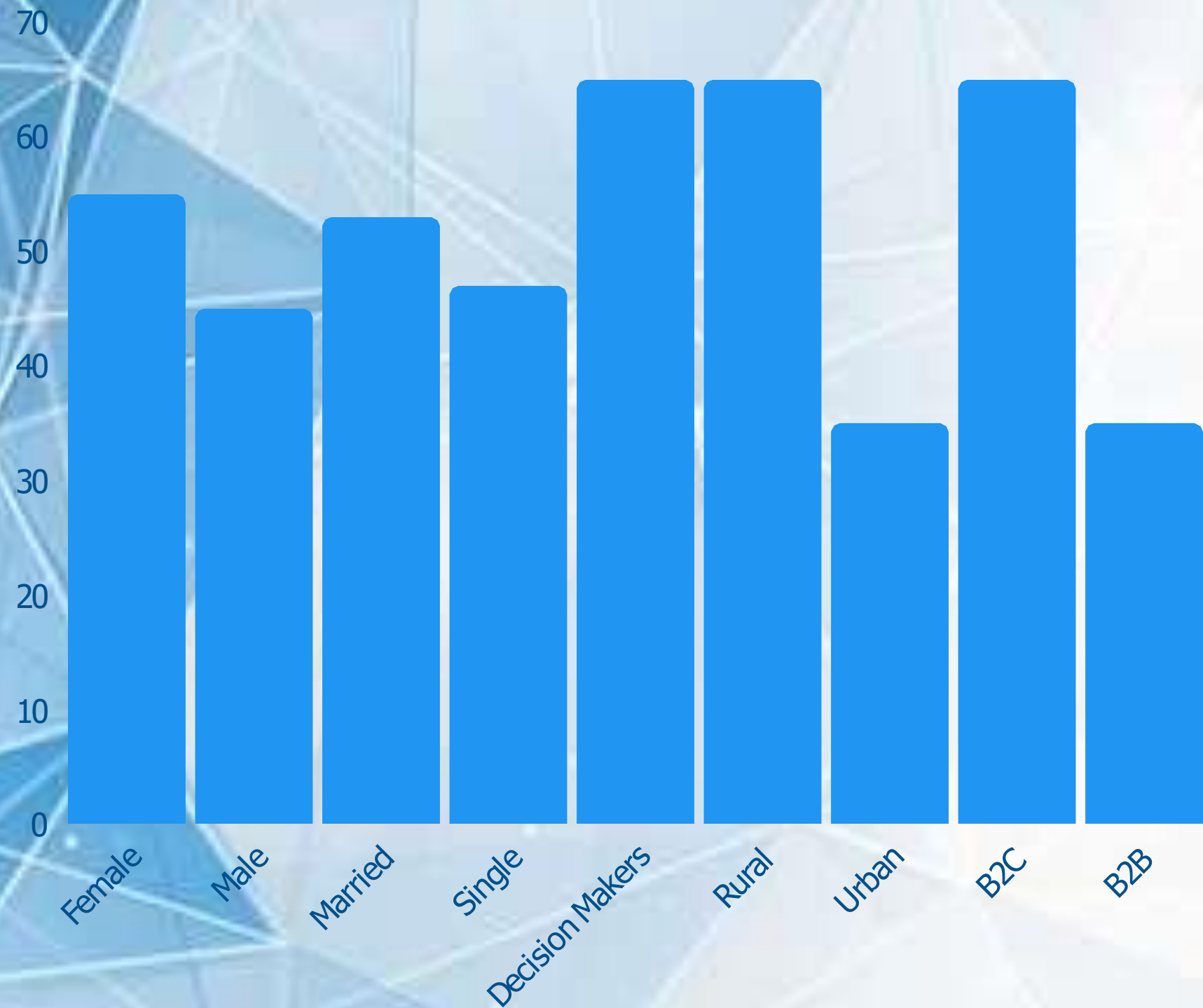




CHINA



Worldwide Research Panel Size	1,30,000
Mother of Kids (0- 12years)	39,000

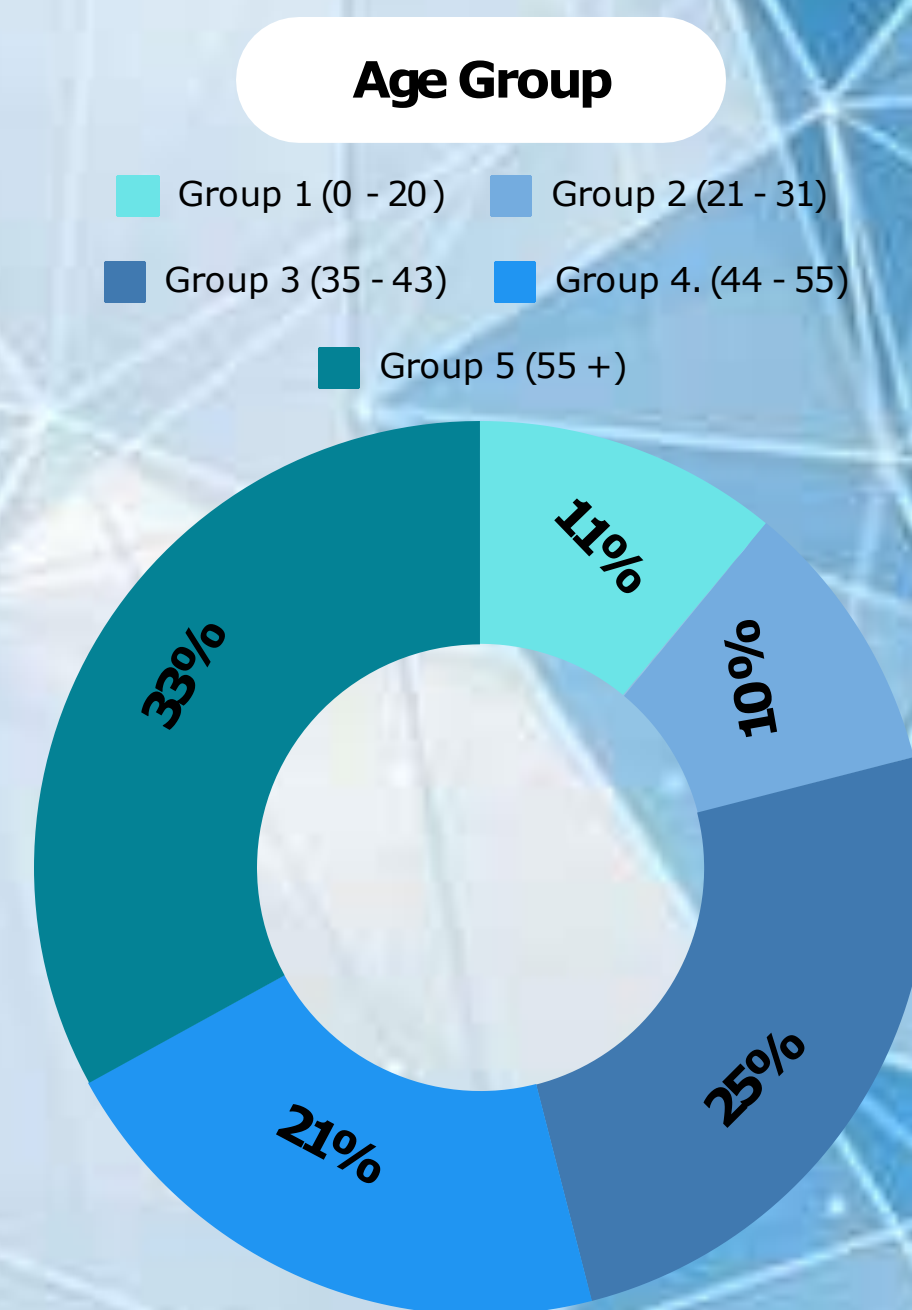
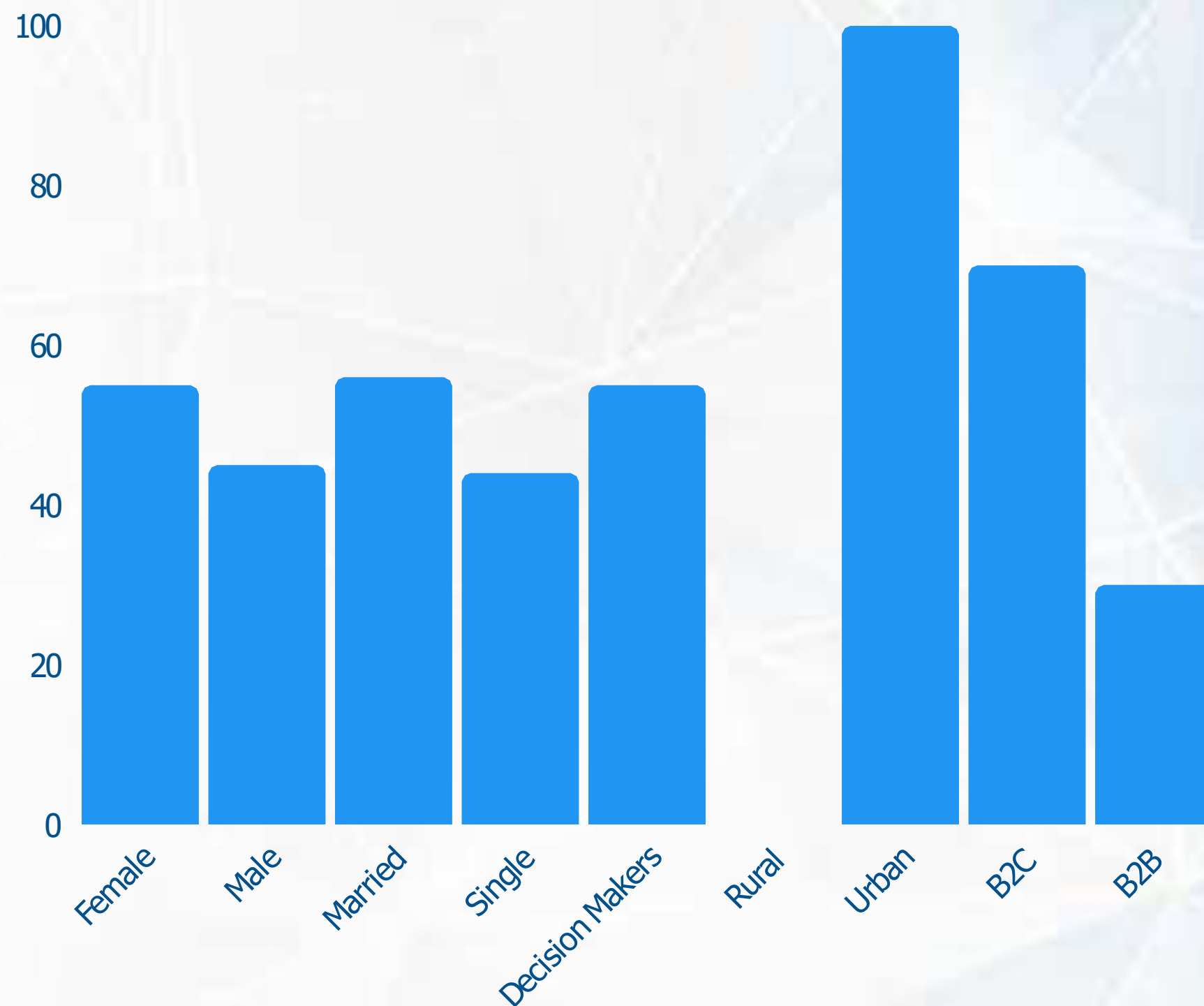




SINGAPORE



Worldwide Research Panel Size	65,000
Mother of Kids (0- 12years)	19,500

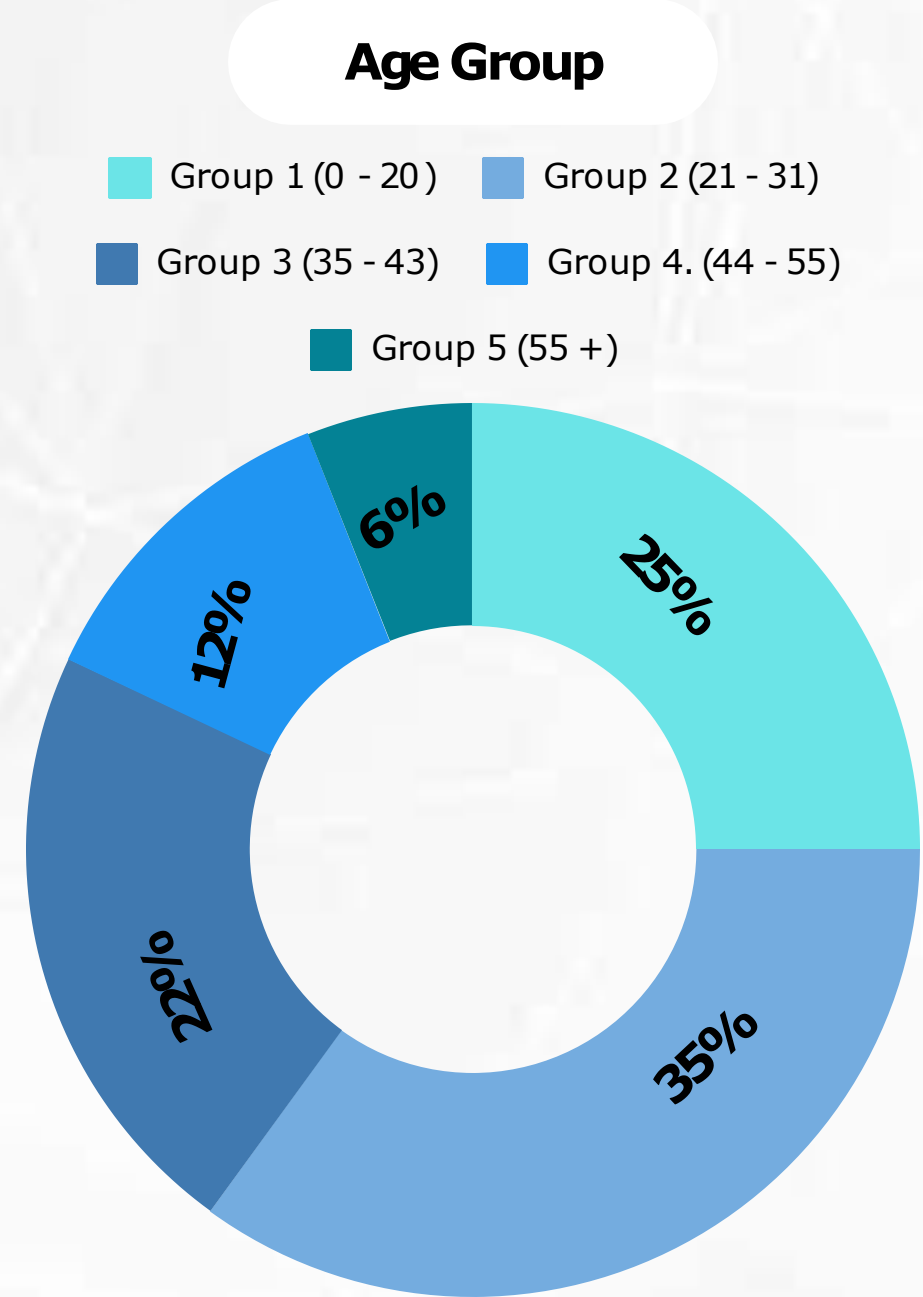
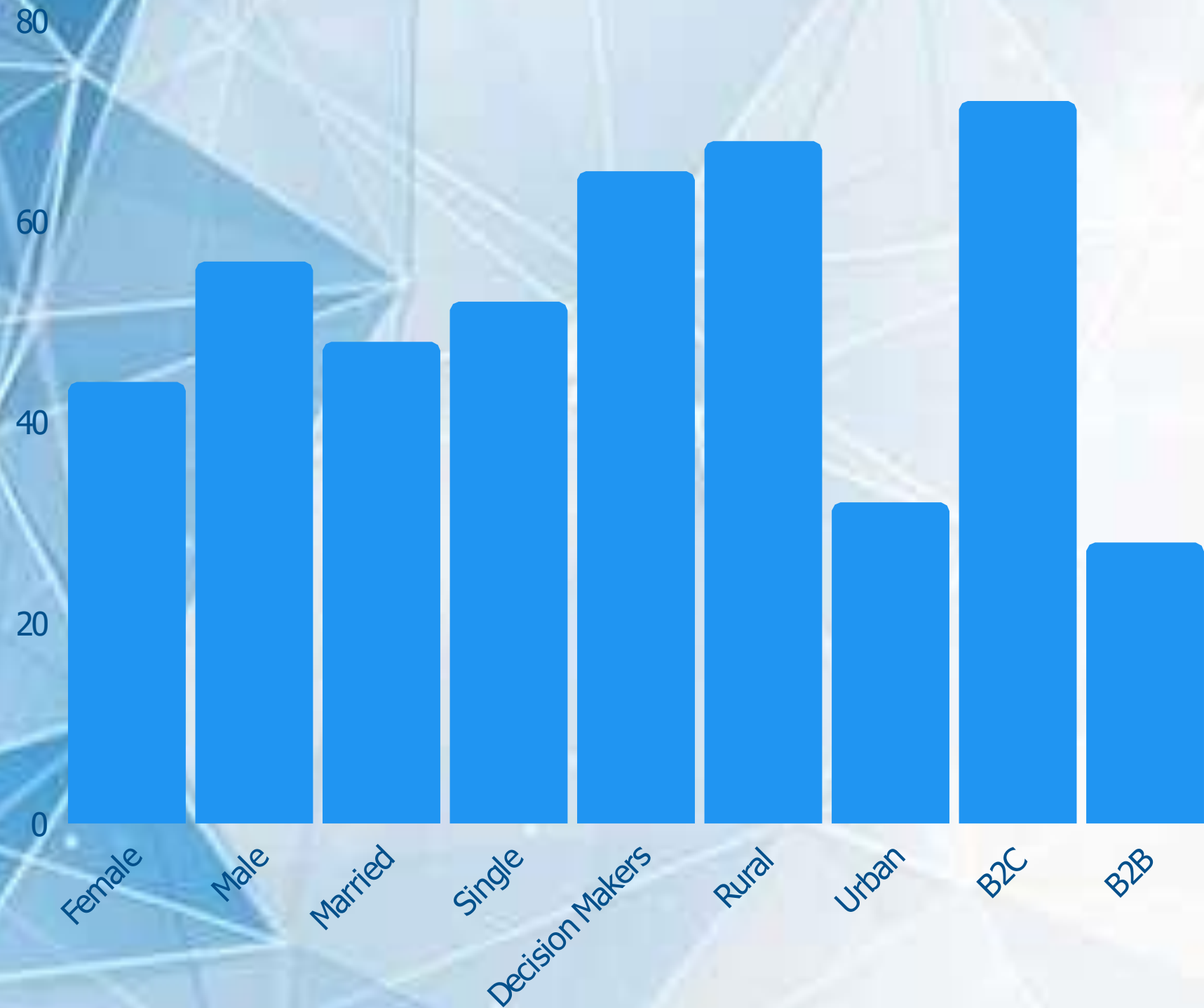




MALAYSIA



Worldwide Research Panel Size	65,000
Mother of Kids (0- 12years)	14,500

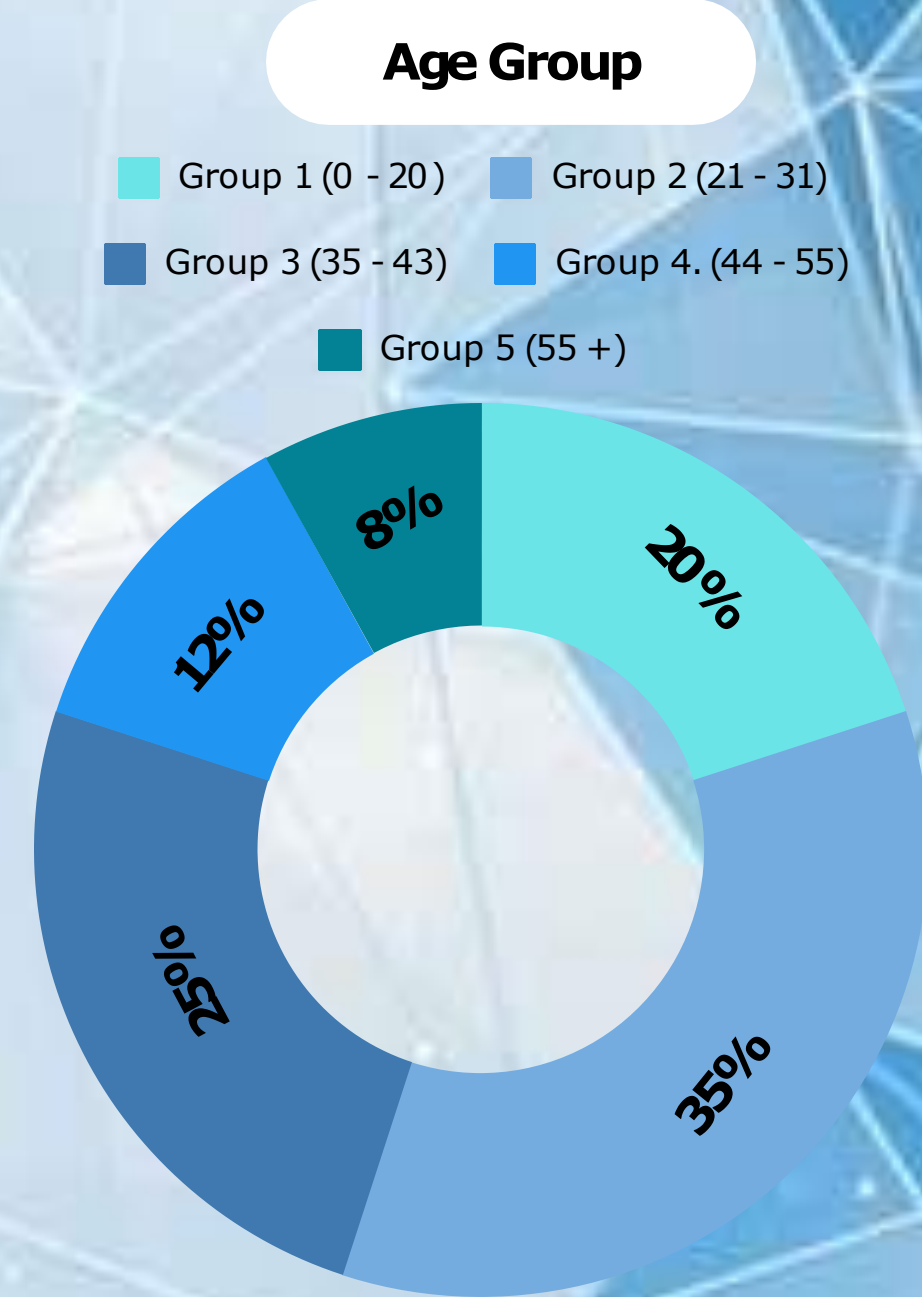
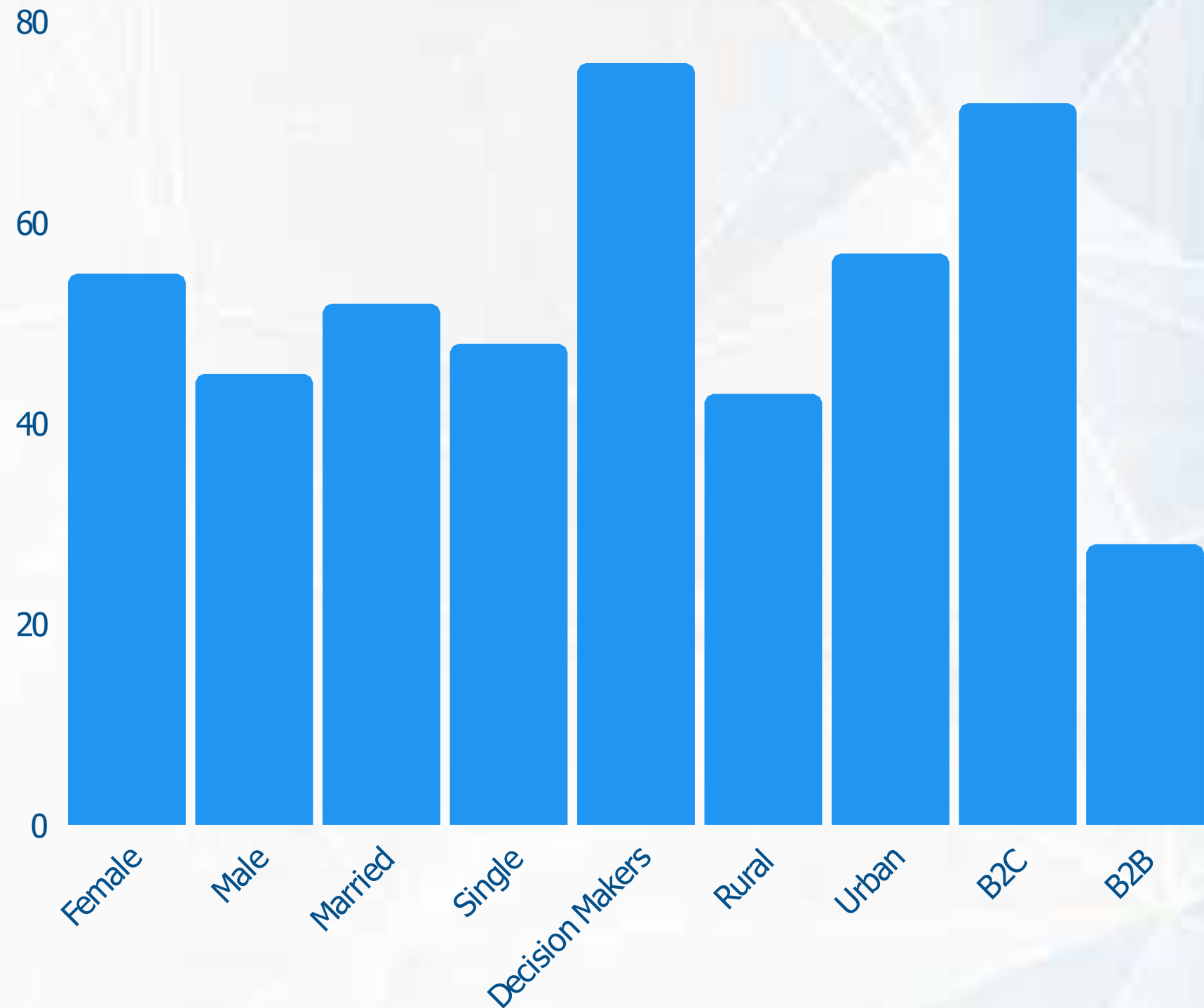




INDONESIA



Worldwide Research Panel Size	55,000
Mother of Kids (0- 12years)	13,500

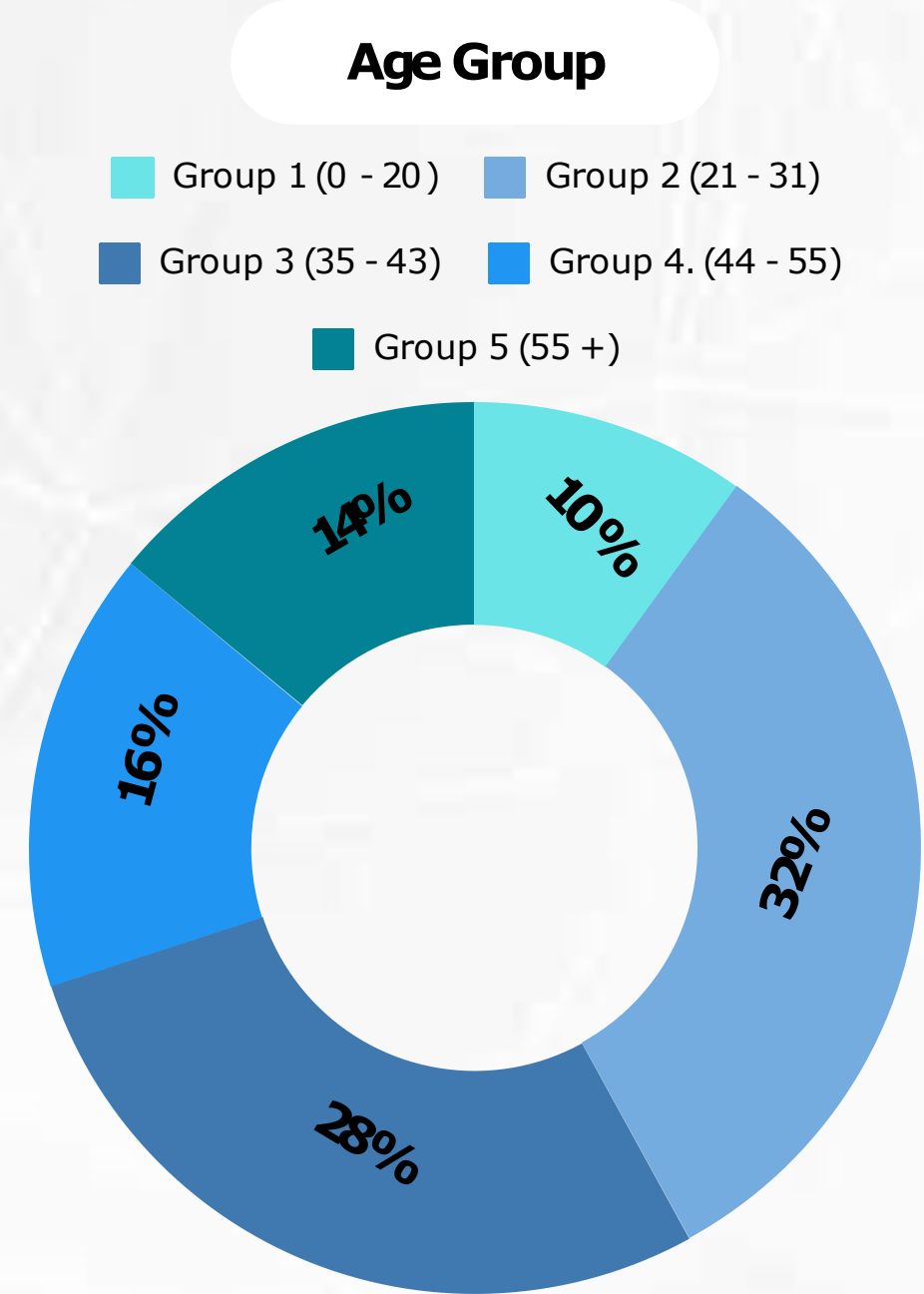
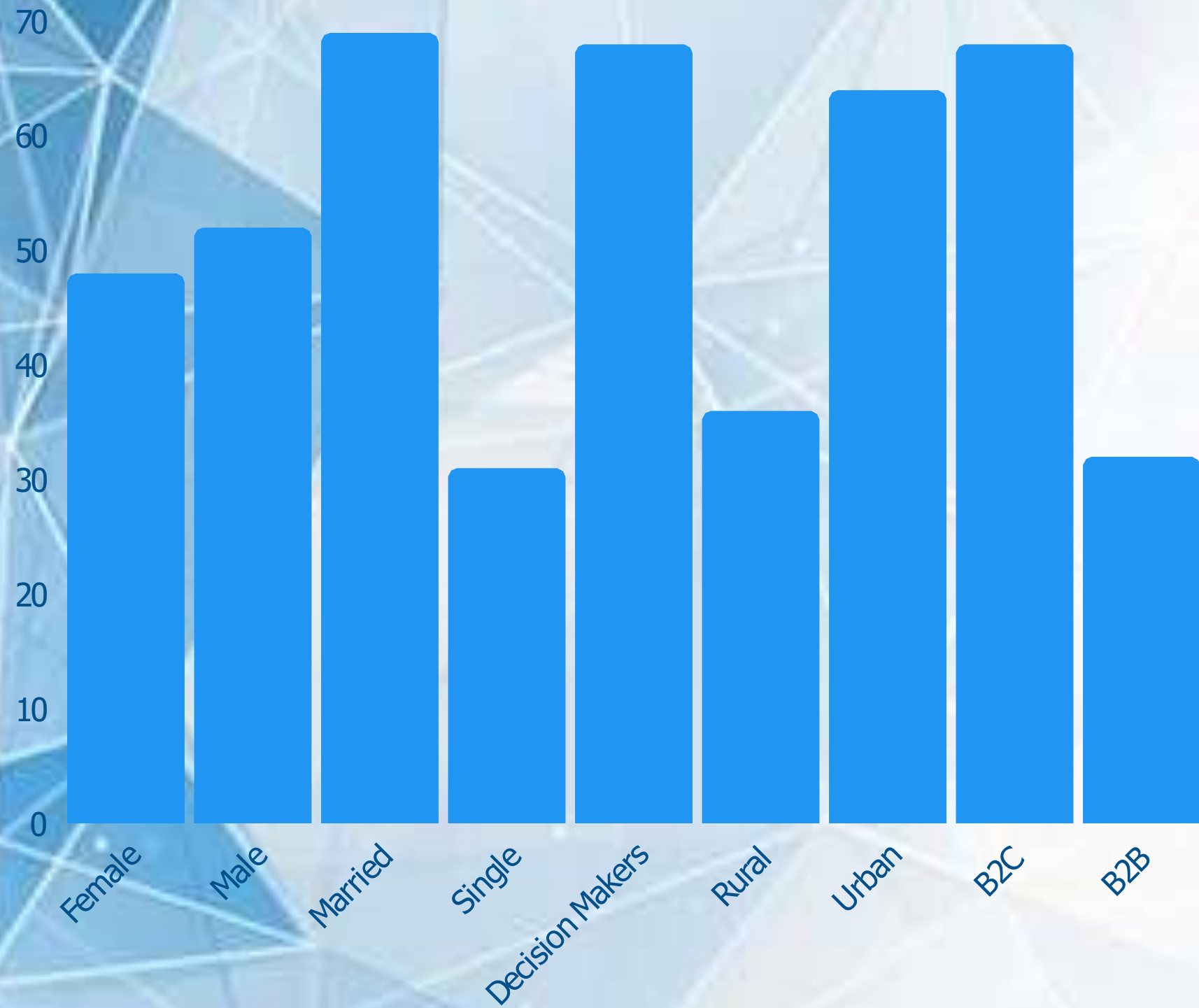




VIETNAM



Worldwide Research Panel Size	65,000
Mother of Kids (0- 12years)	19,500

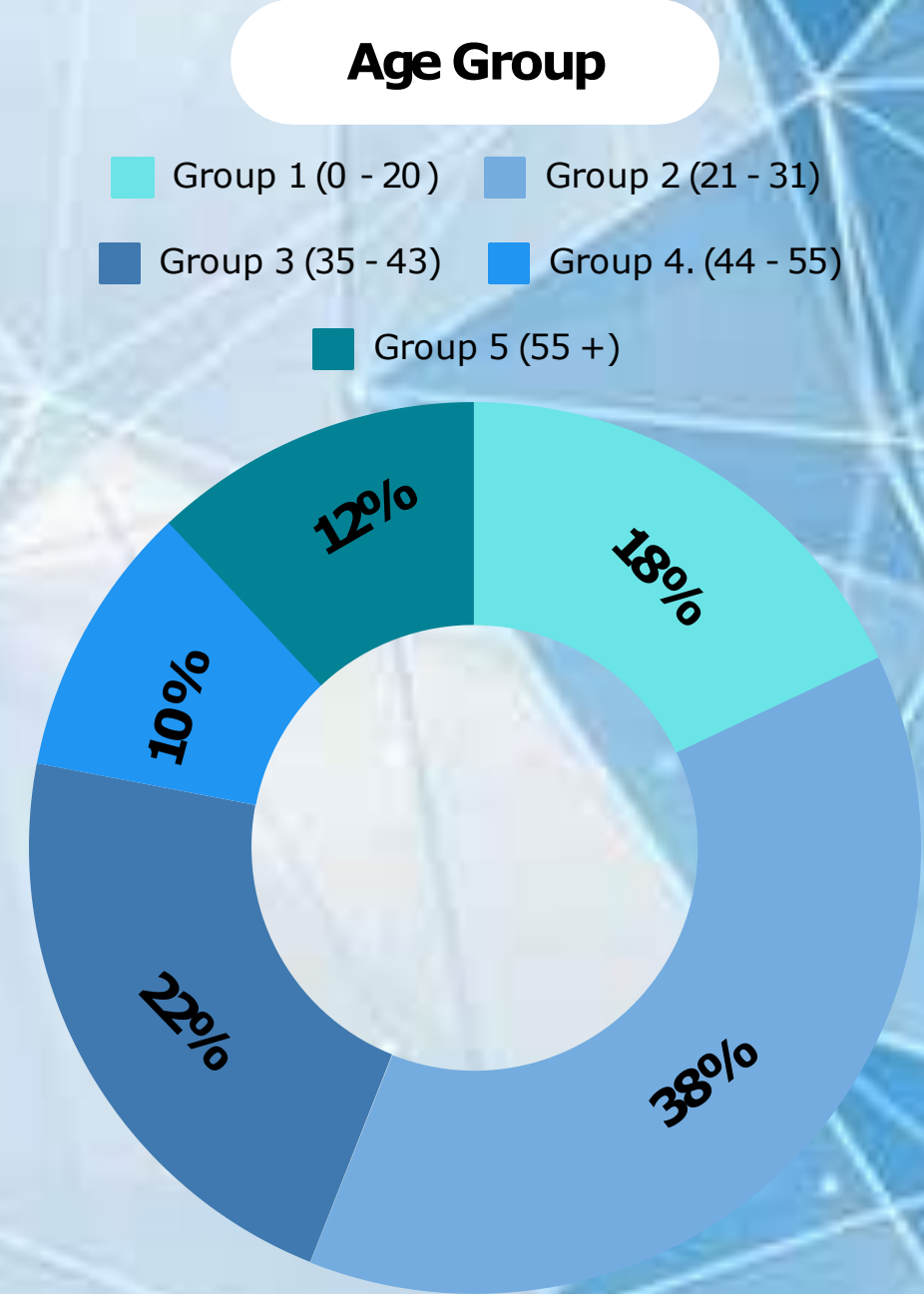
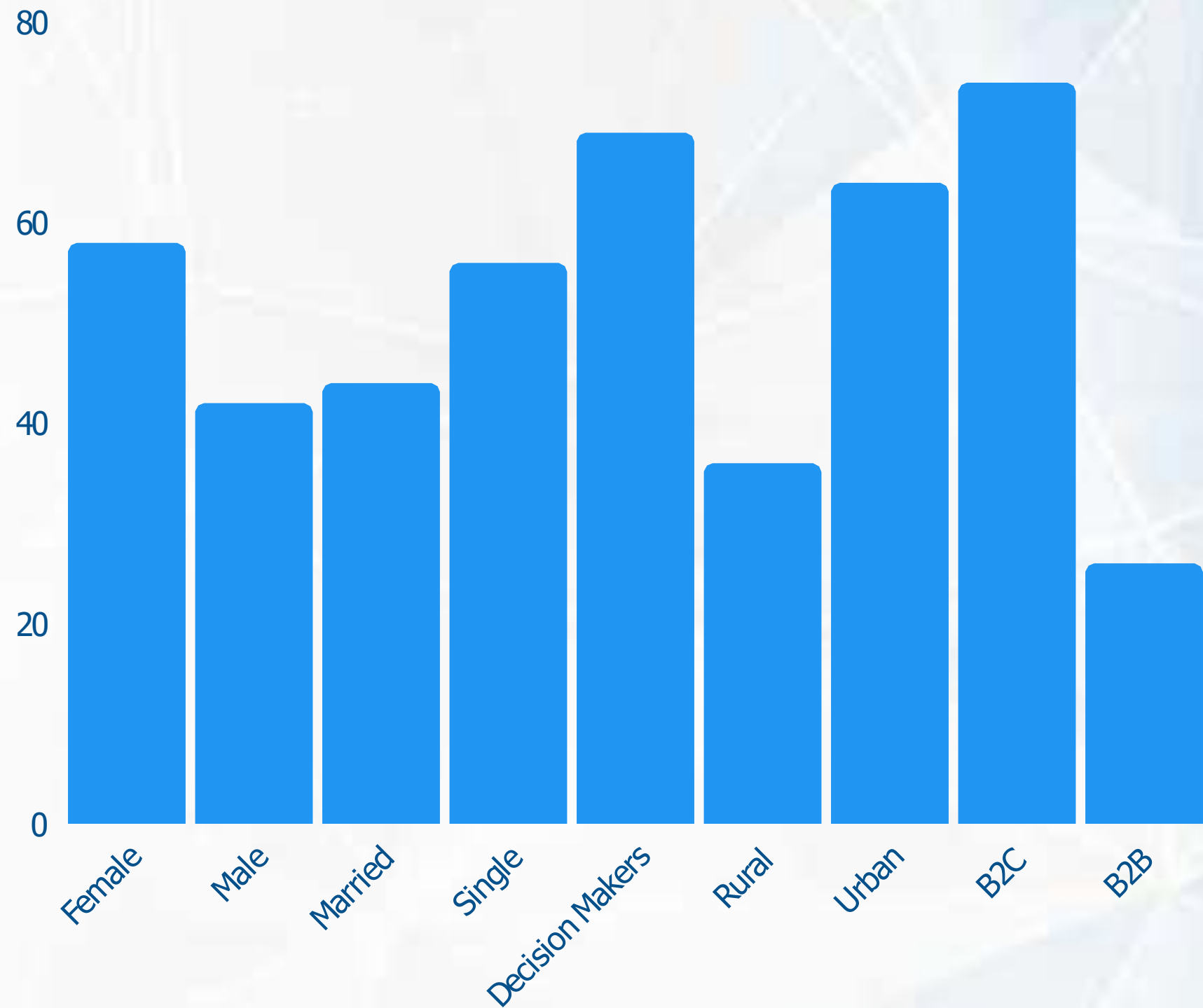




CAMBODIA



Worldwide Research Panel Size	65,000
Mother of Kids (0- 12years)	26,000

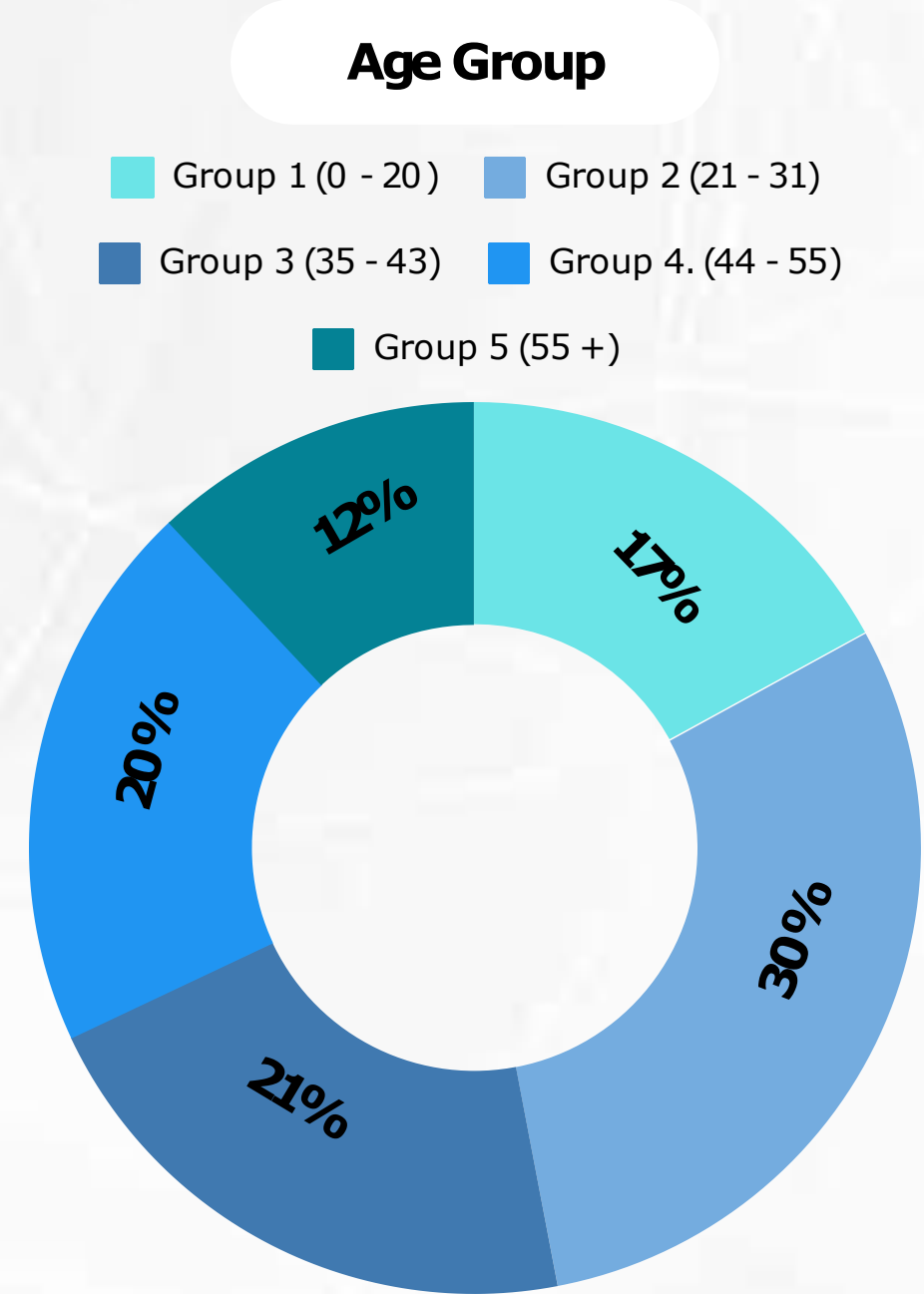
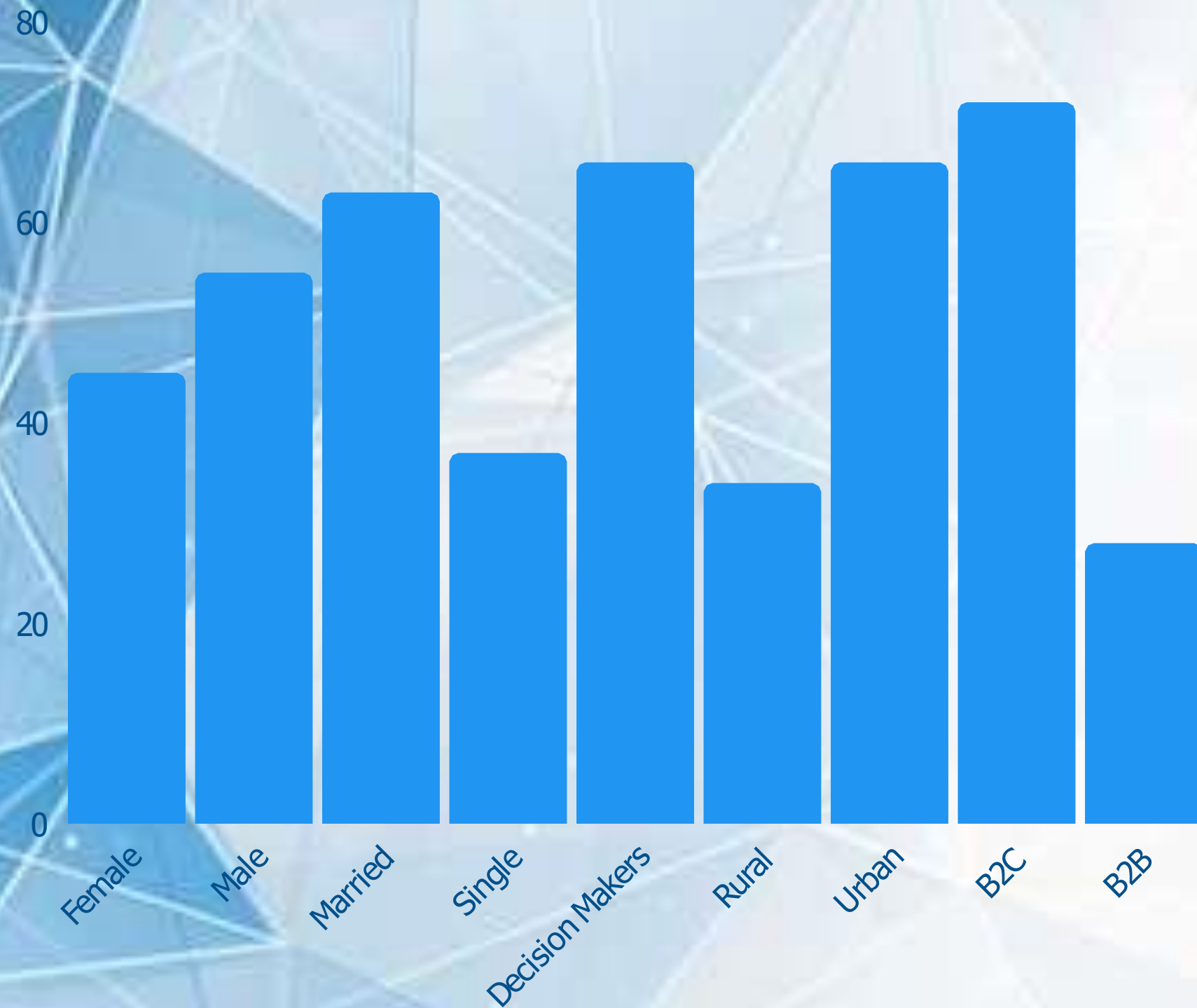




TAIWAN



Worldwide Research Panel Size	43,000
Mother of Kids (0- 12years)	4,300

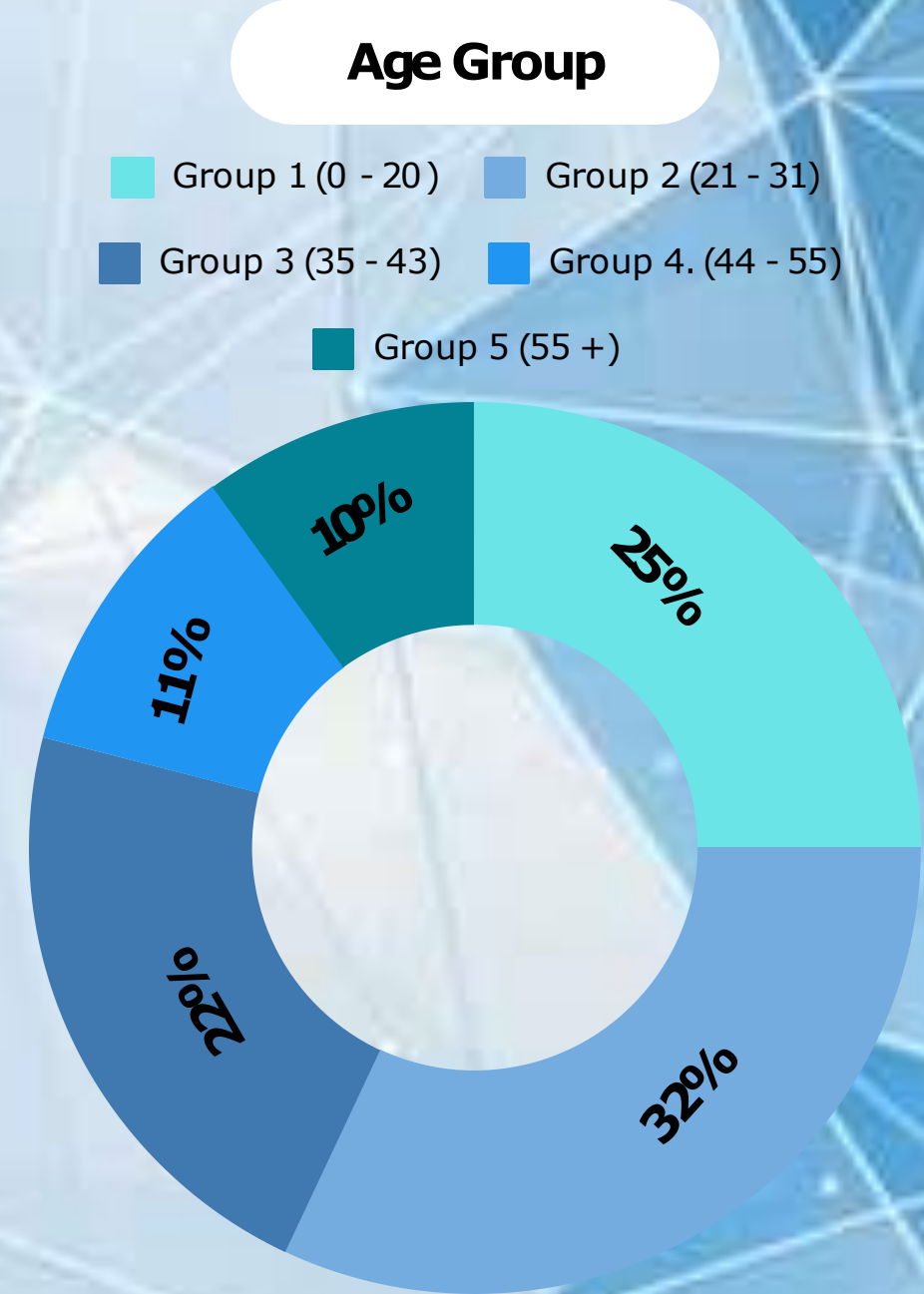
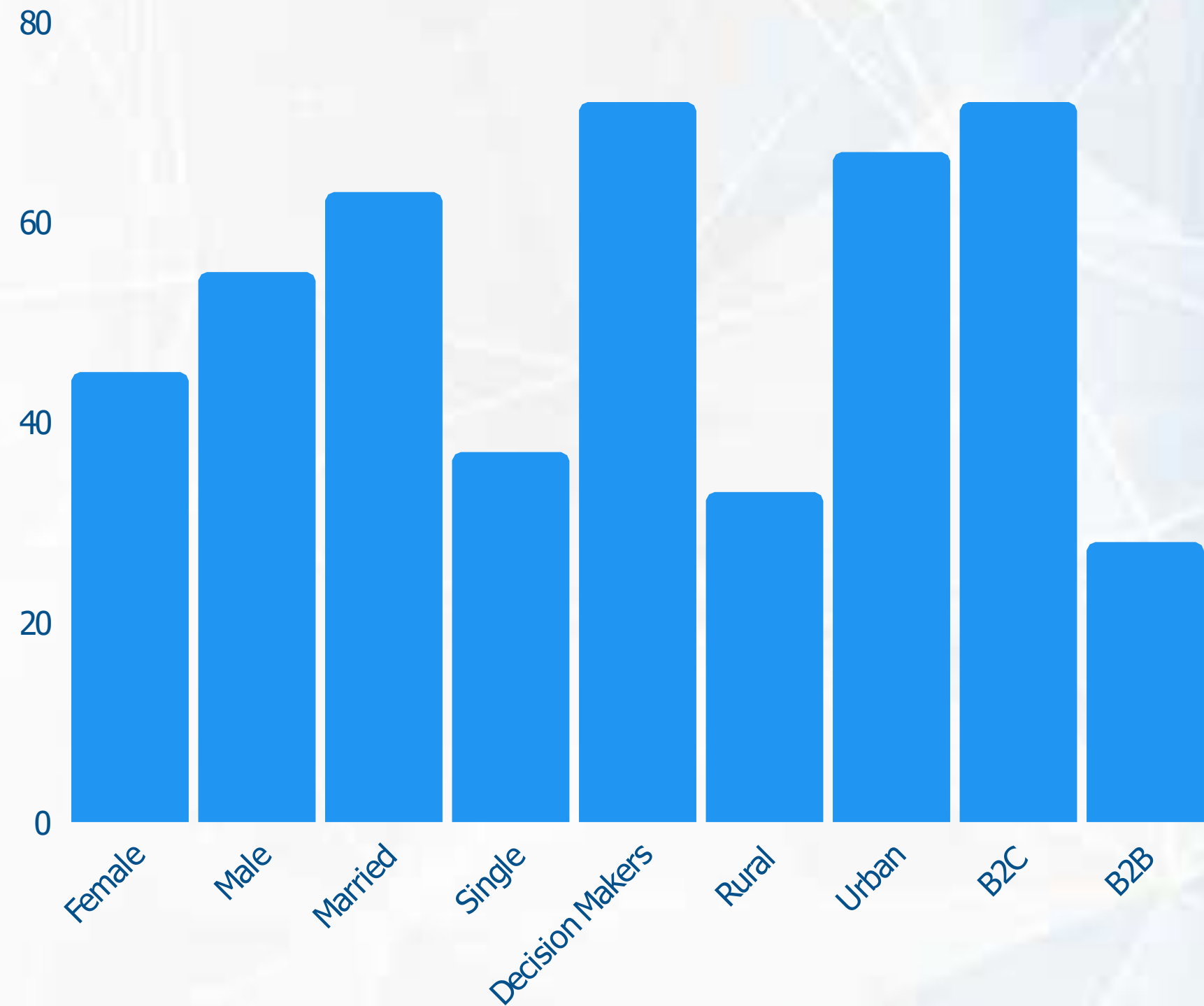




THAILAND



Worldwide Research Panel Size	75,000
Mother of Kids (0- 12years)	25,500

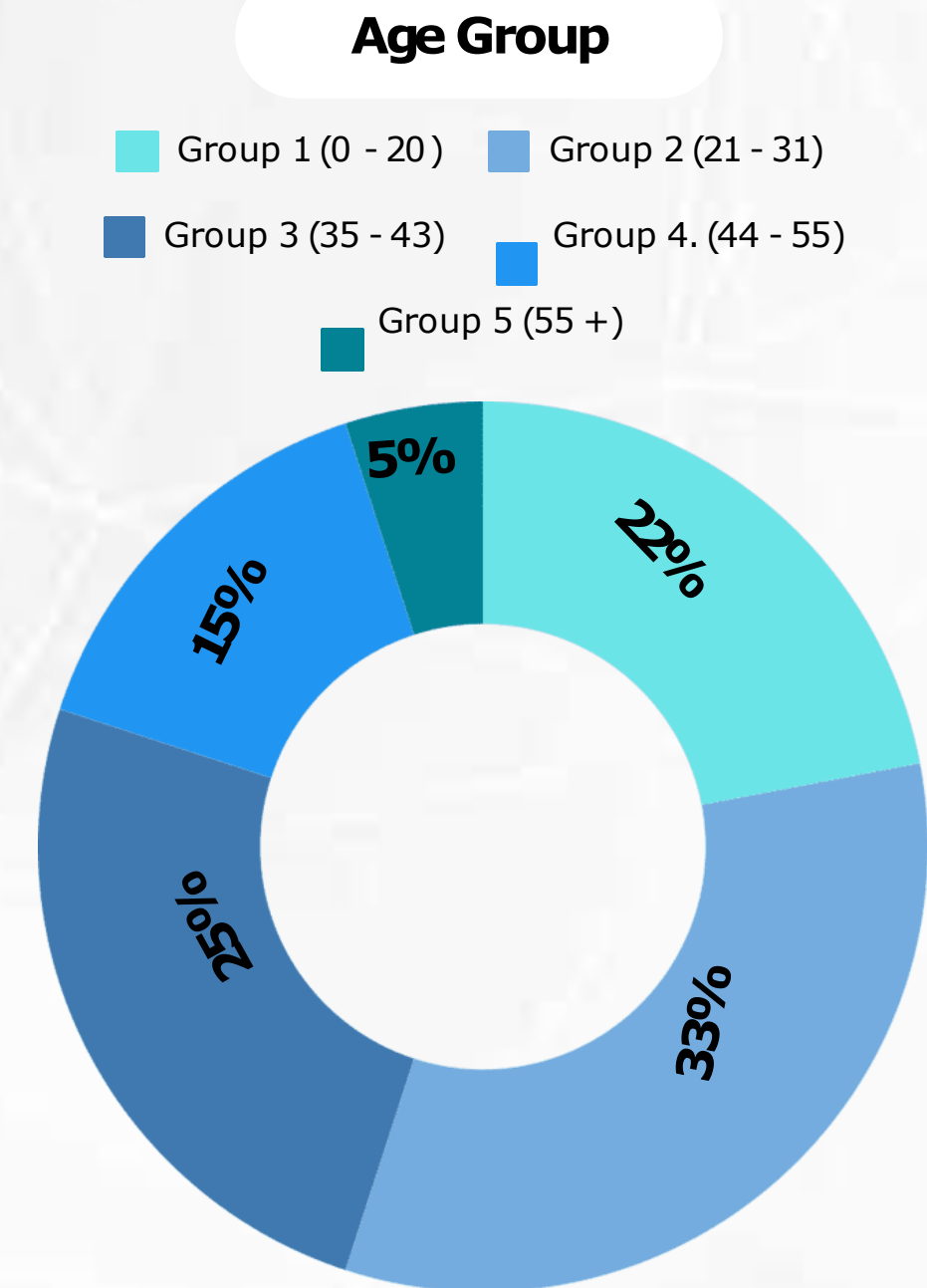
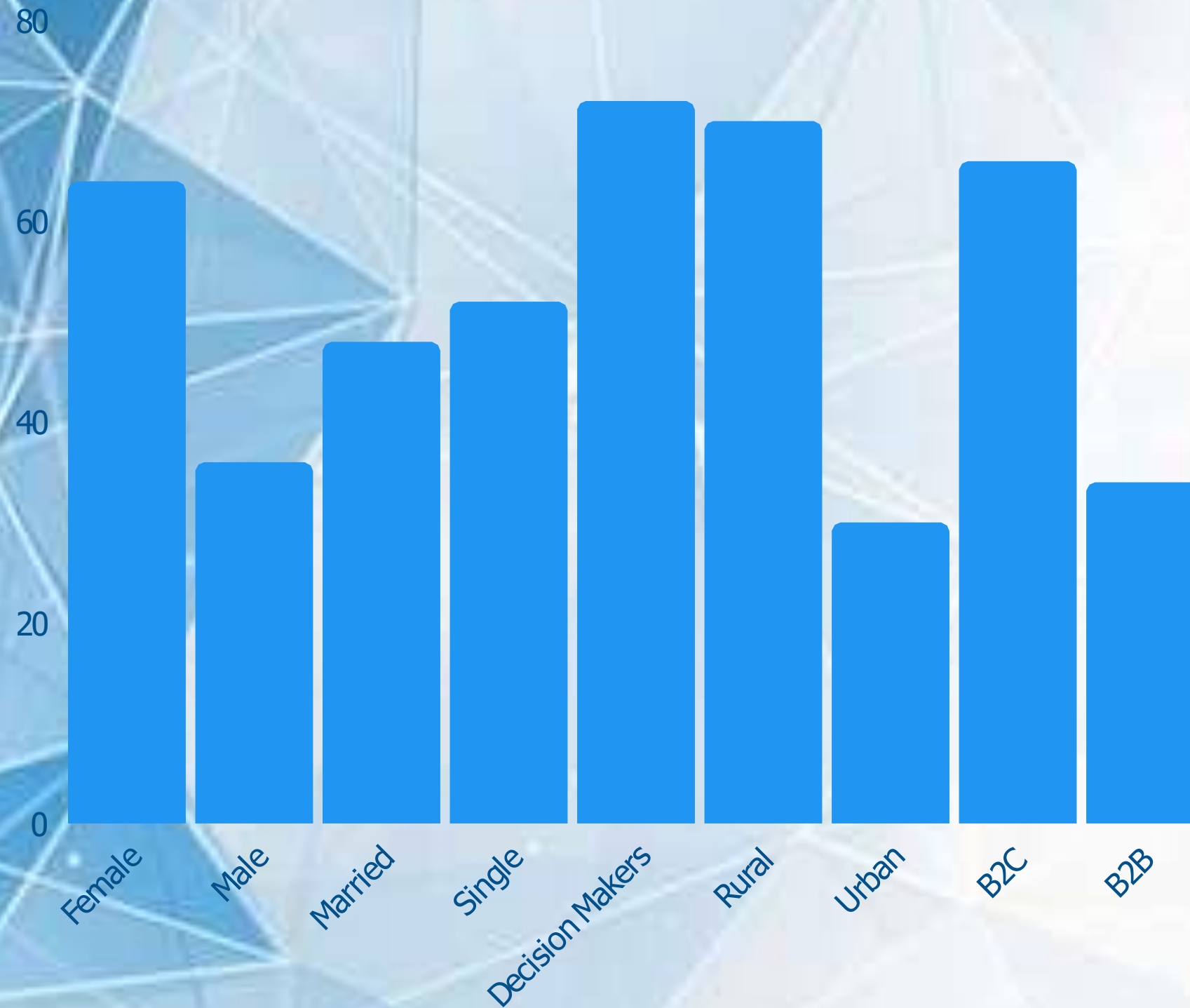




PHILIPPINES



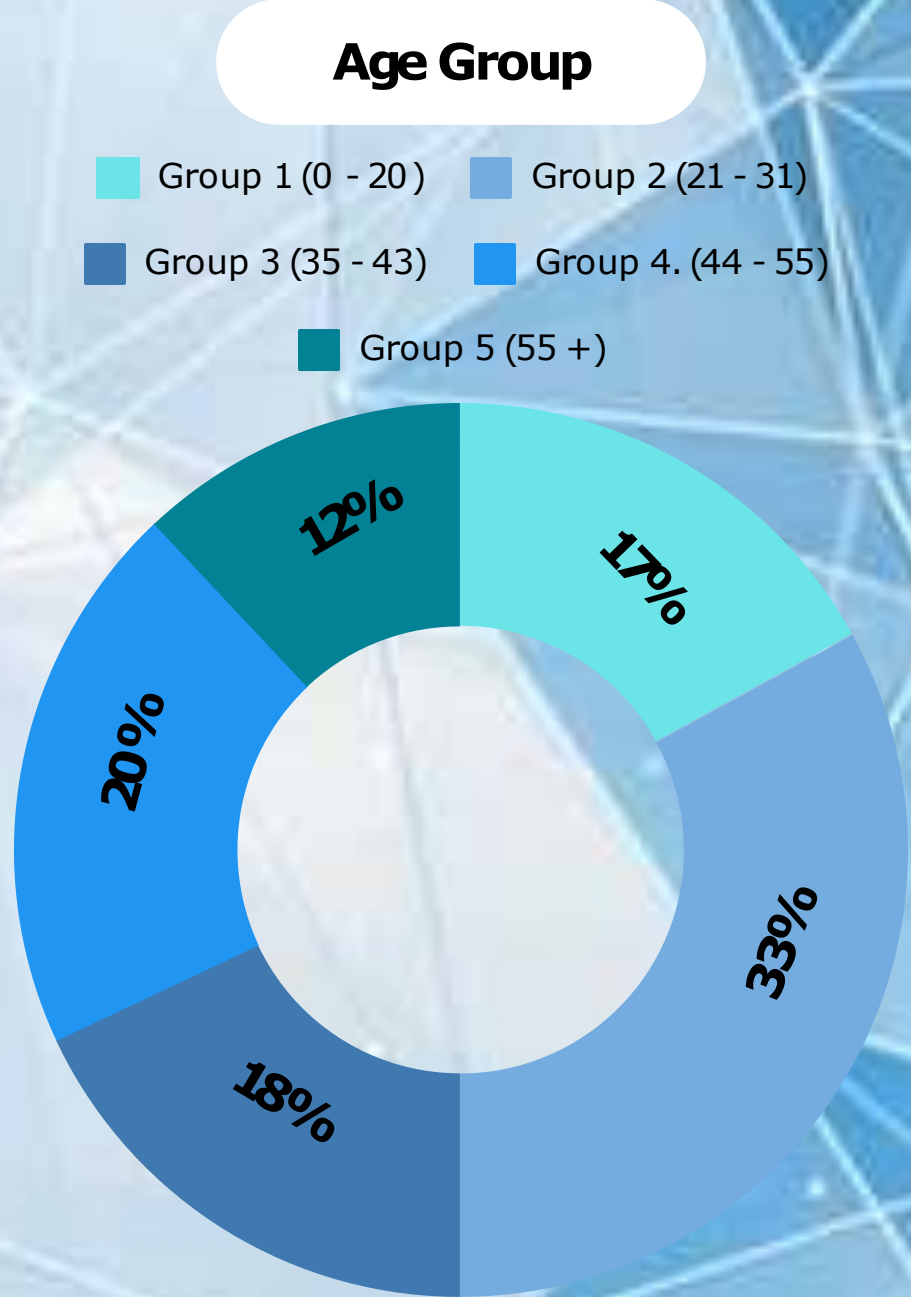
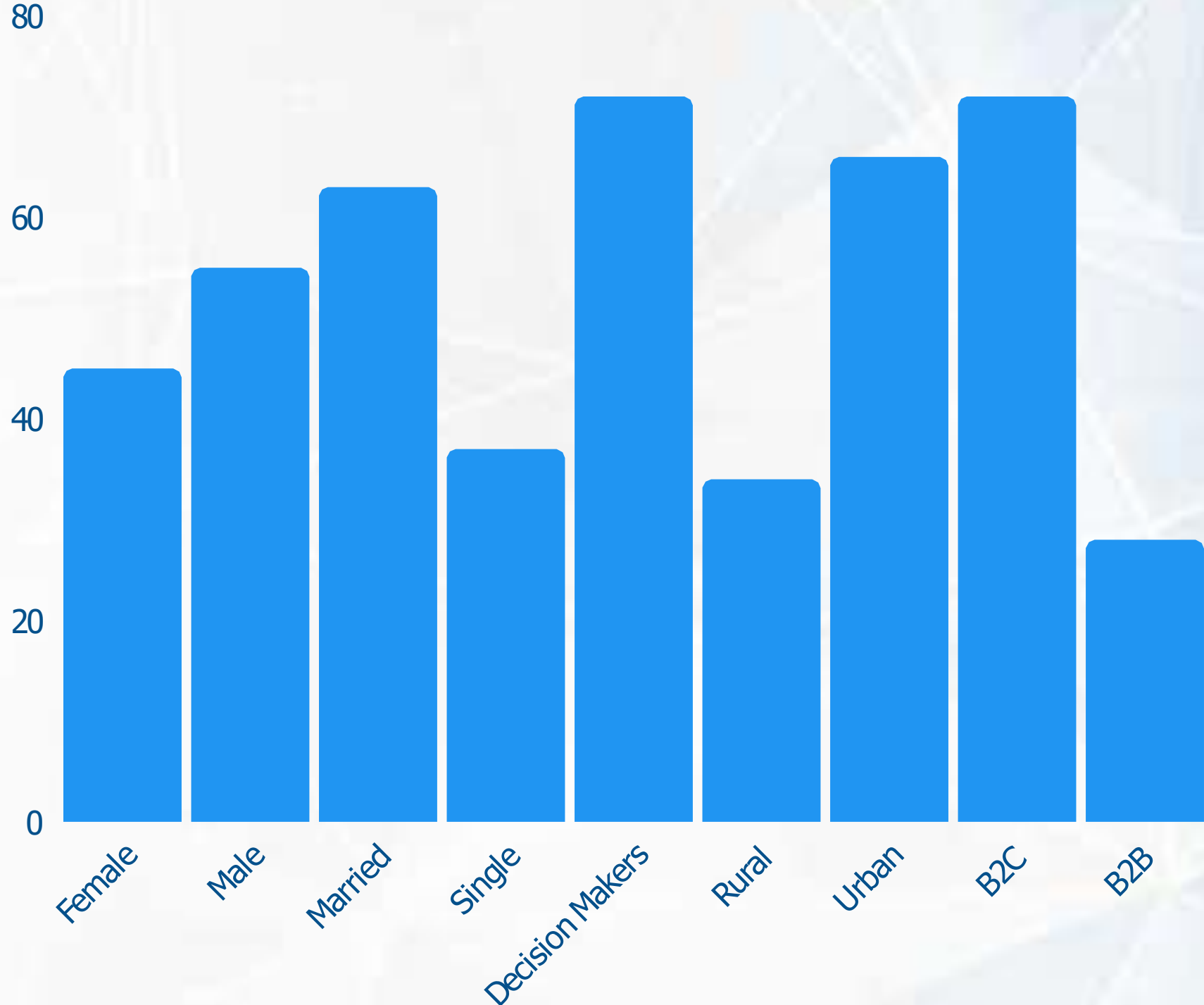
Worldwide Research Panel Size	72,000
Mother of Kids (0- 12years)	20,500



LAOS



Worldwide Research Panel Size	20,000
Mother of Kids (0- 12years)	5,500

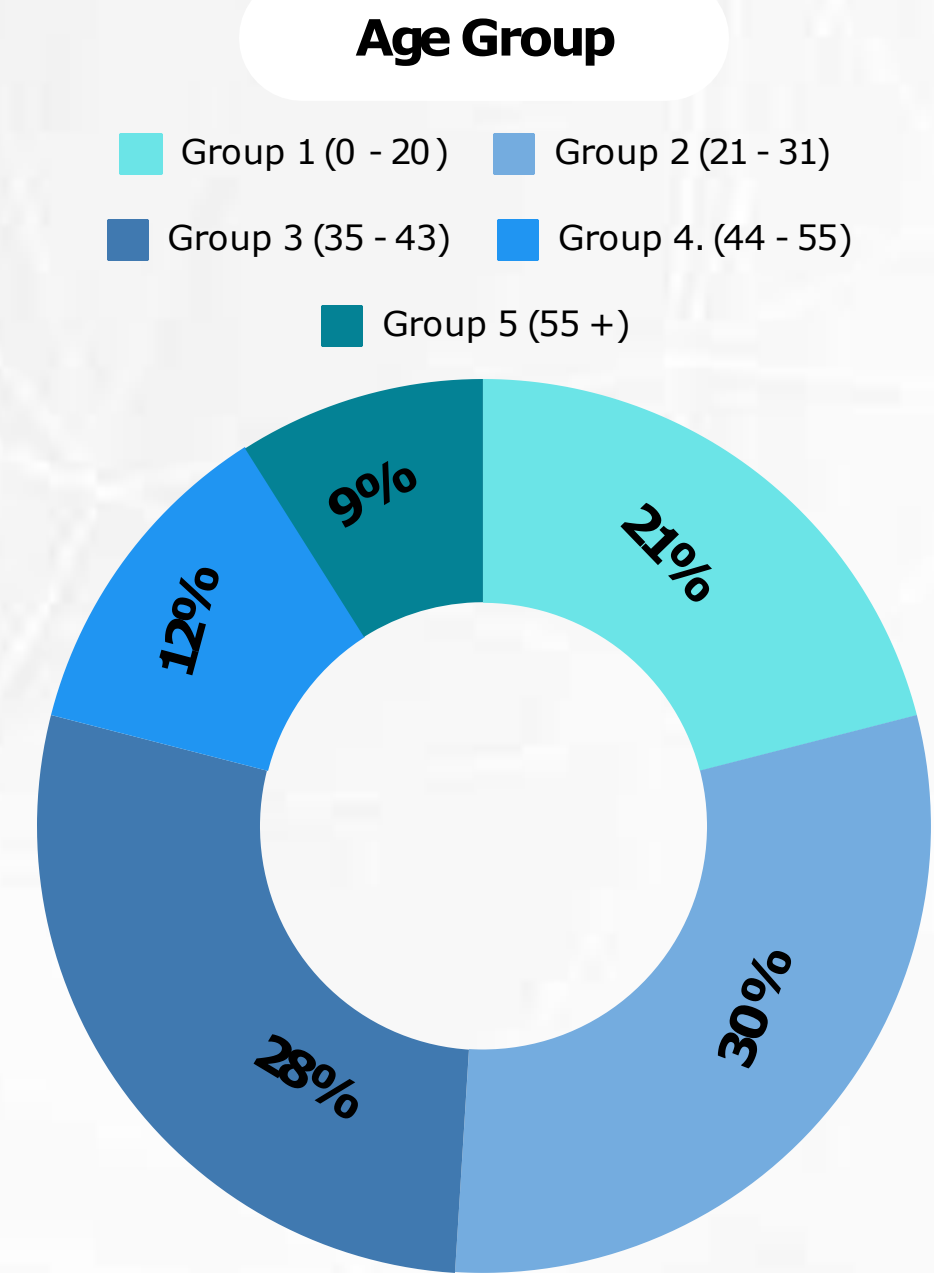
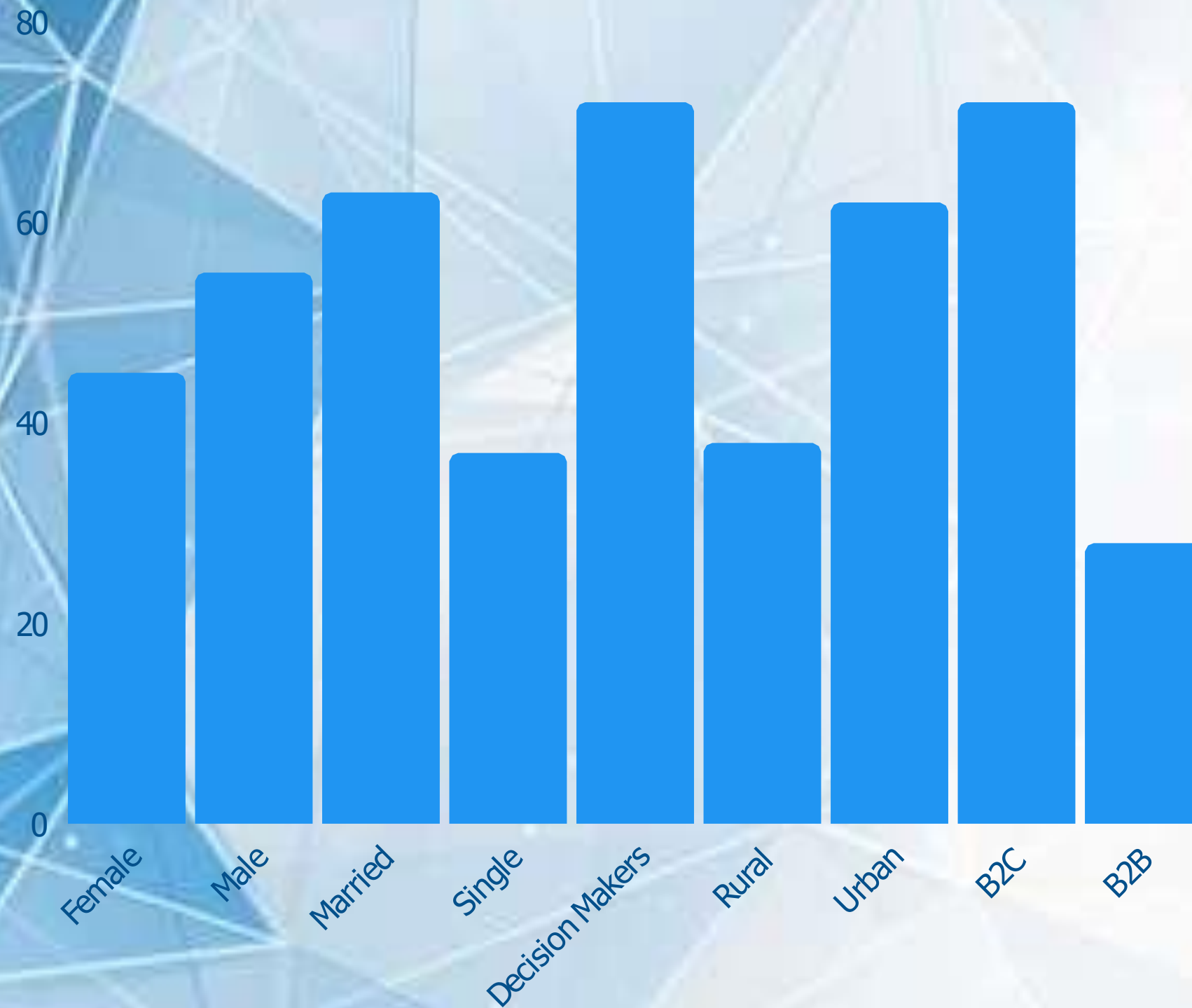




HONG KONG



Worldwide Research Panel Size	78,000
Mother of Kids (0- 12years)	23,400

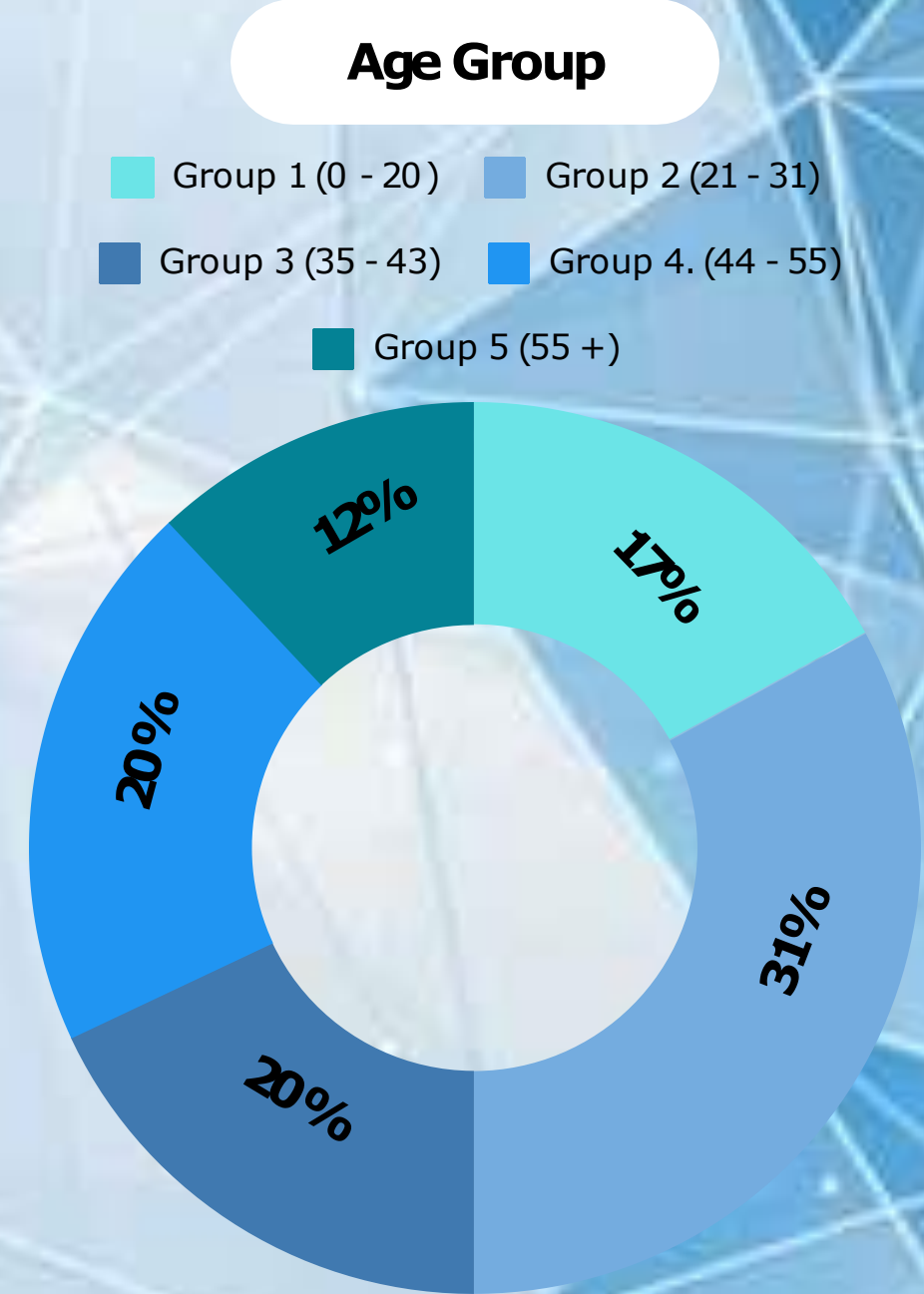
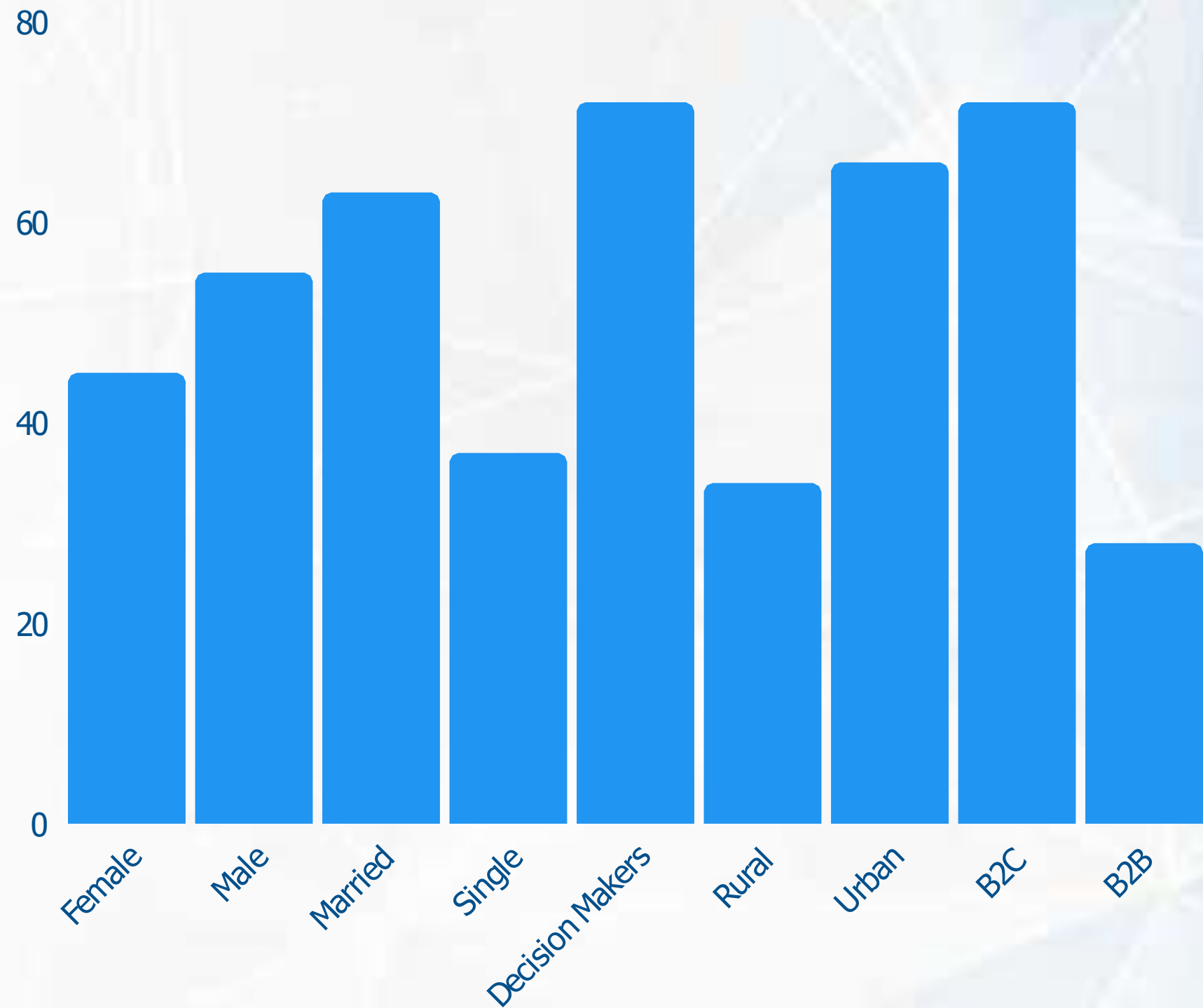




PAKISTAN



Worldwide Research Panel Size	32,000
Mother of Kids (0- 12years)	3,200

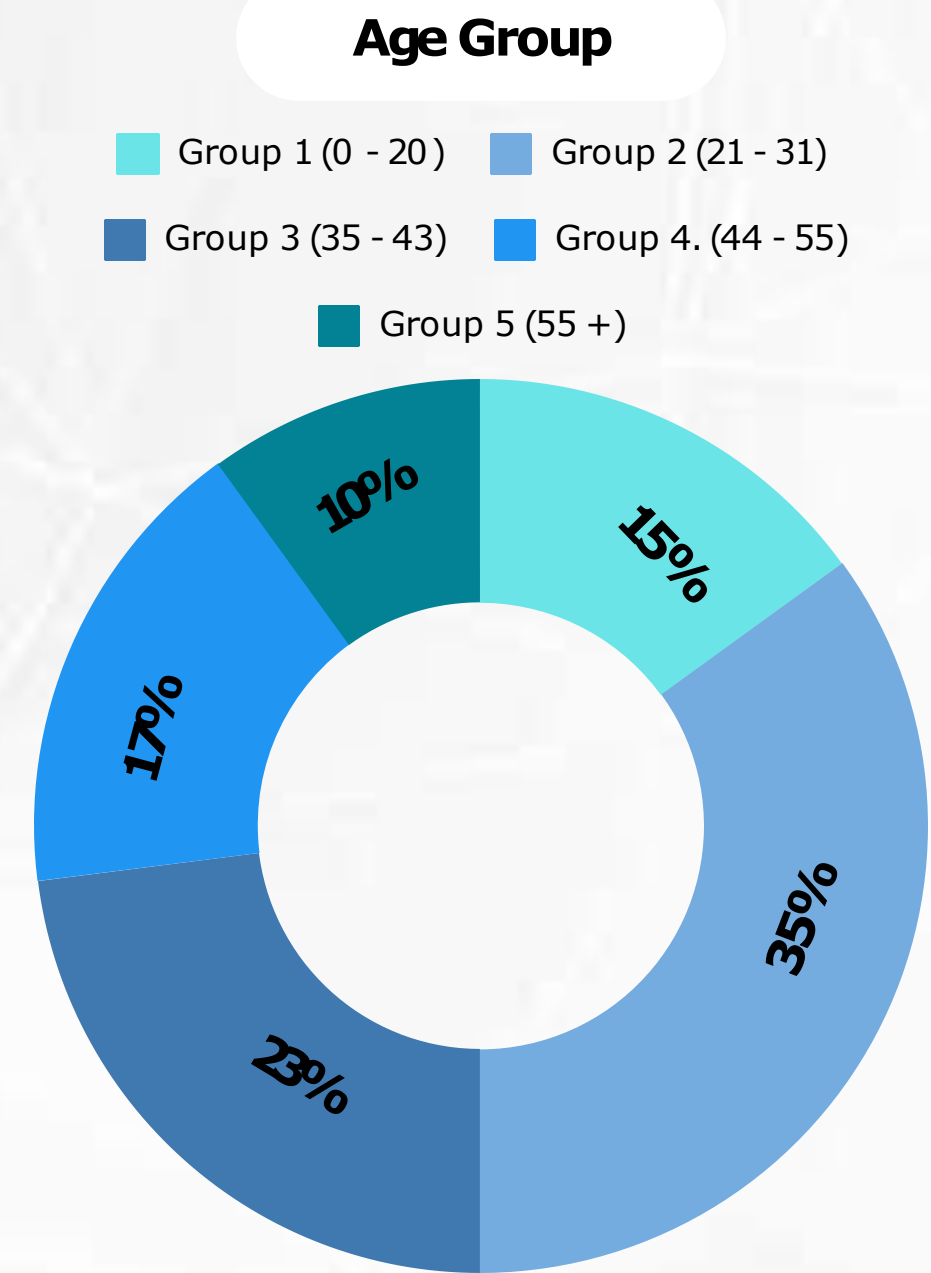
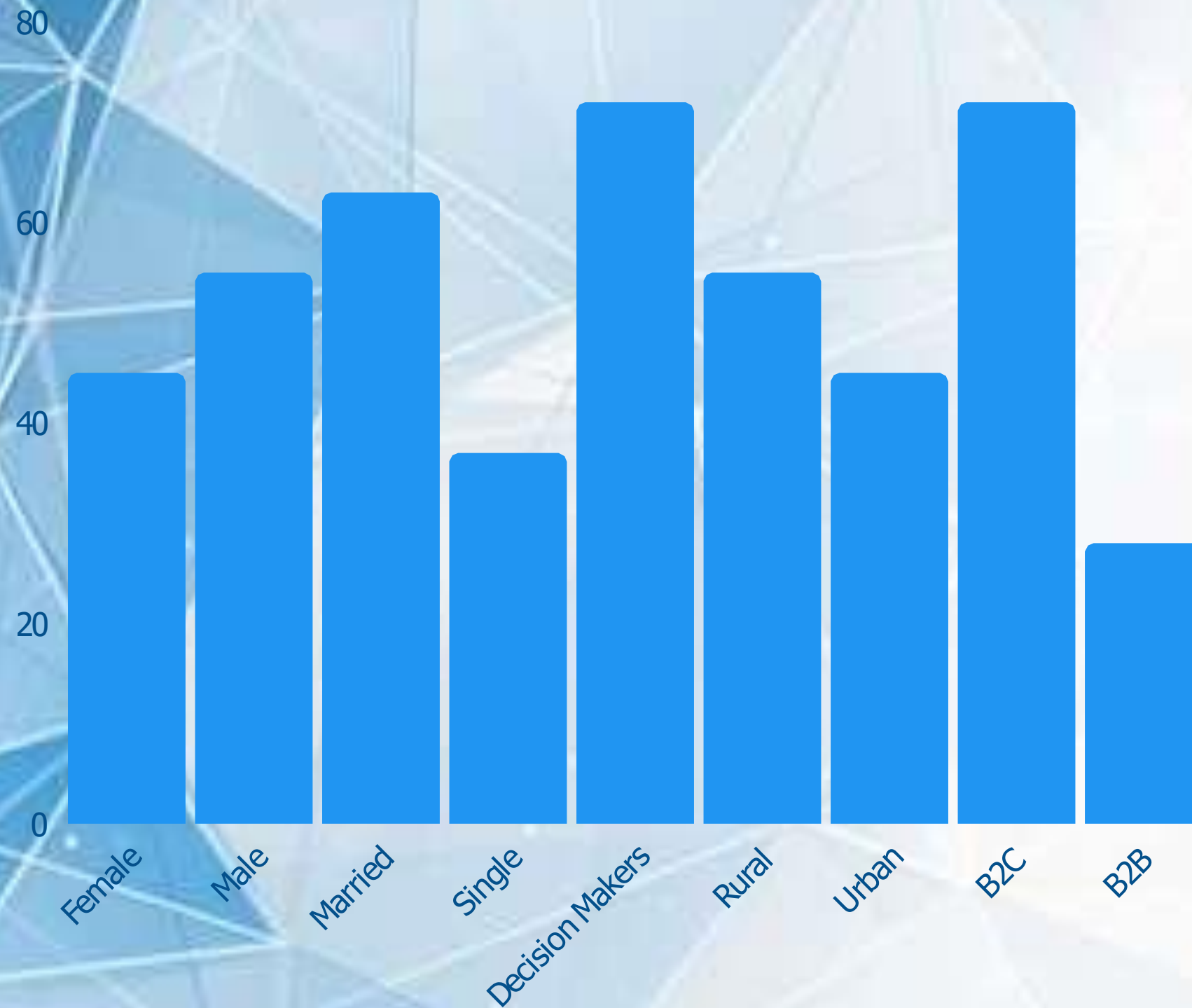




BANGLADESH



Worldwide Research Panel Size	20,000
Mother of Kids (0- 12years)	2,000



OCEANIA

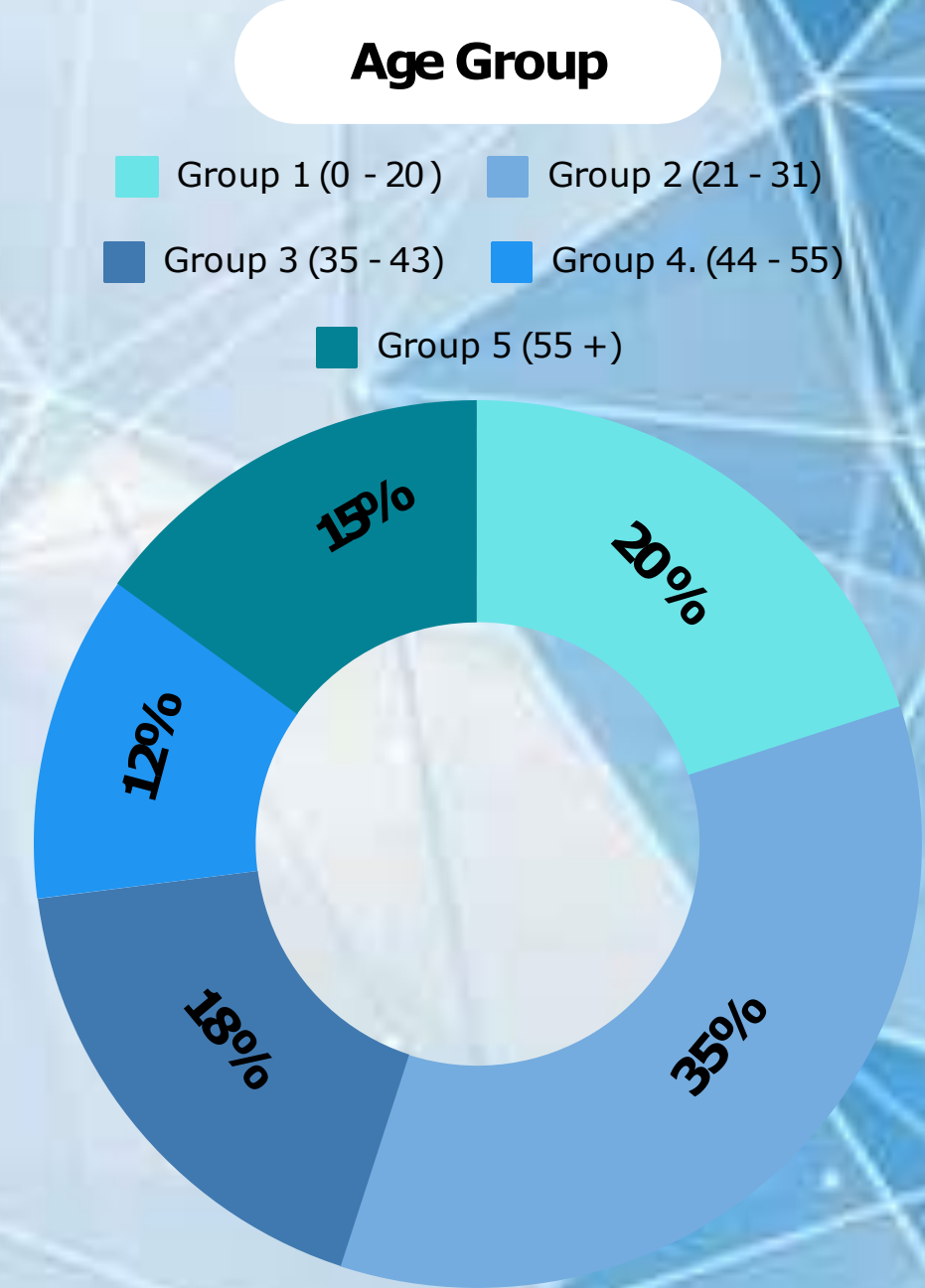
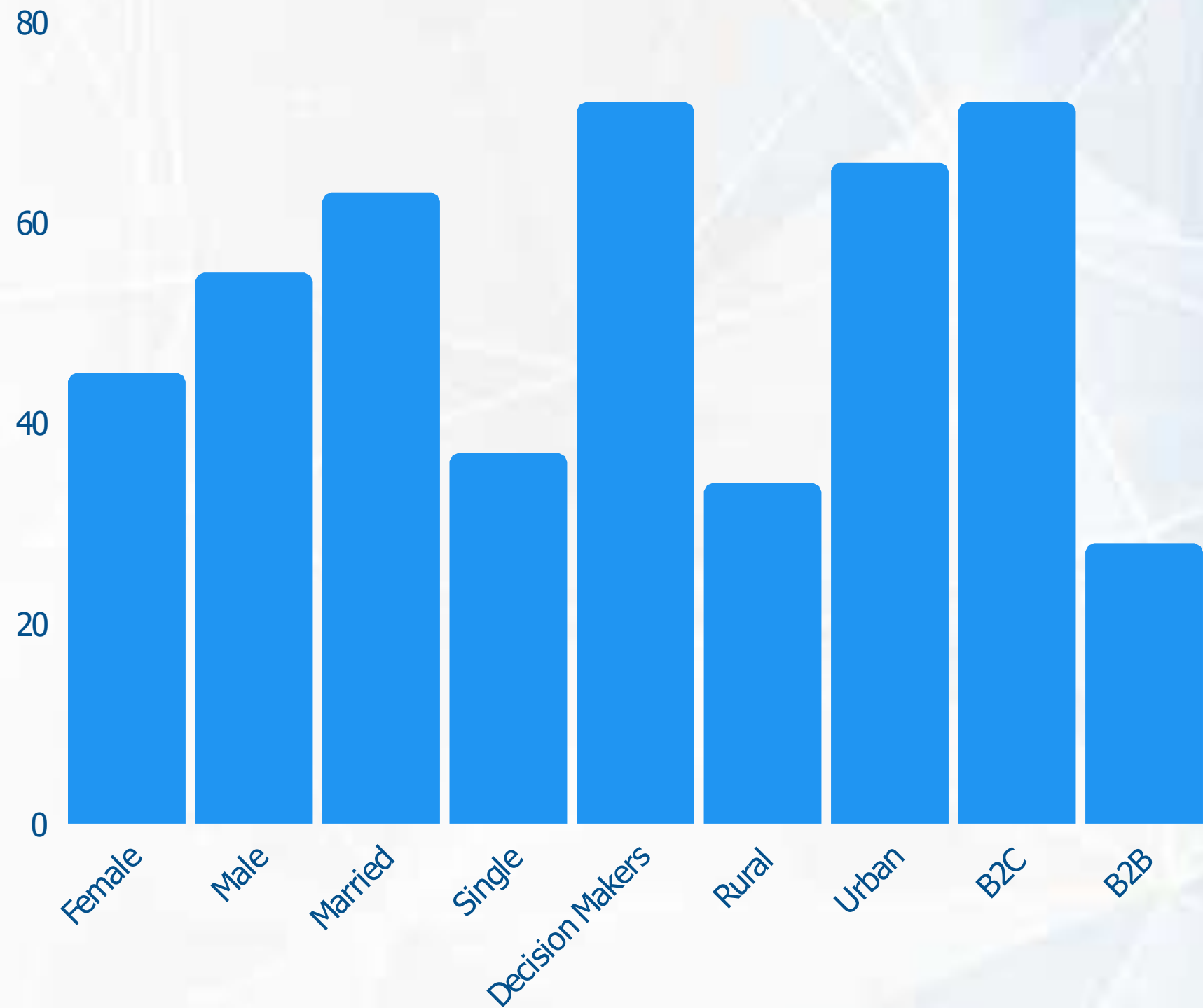




AUSTRALIA



Worldwide Research Panel Size	1,17,000
Mother of Kids (0- 12years)	35,100

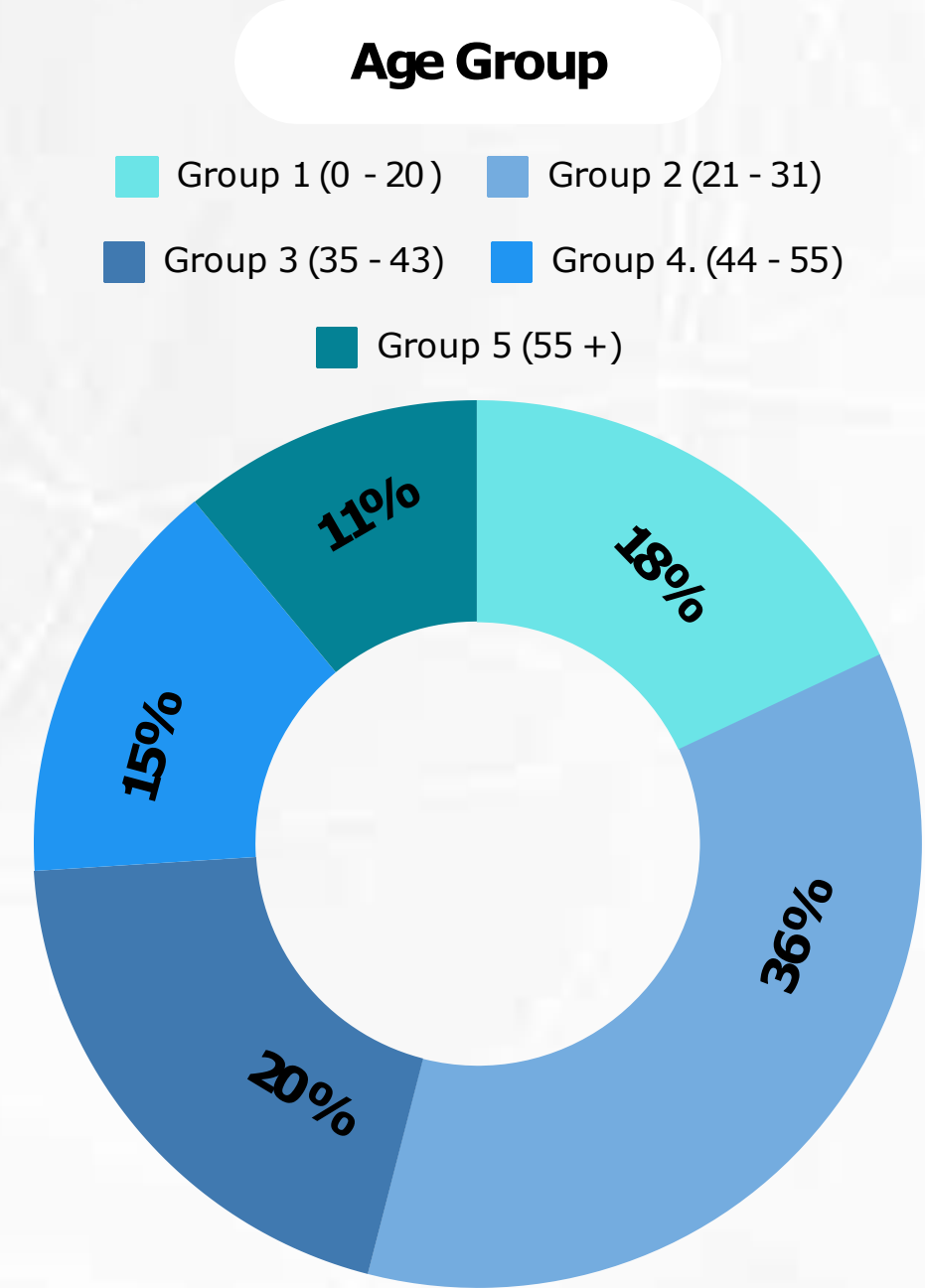
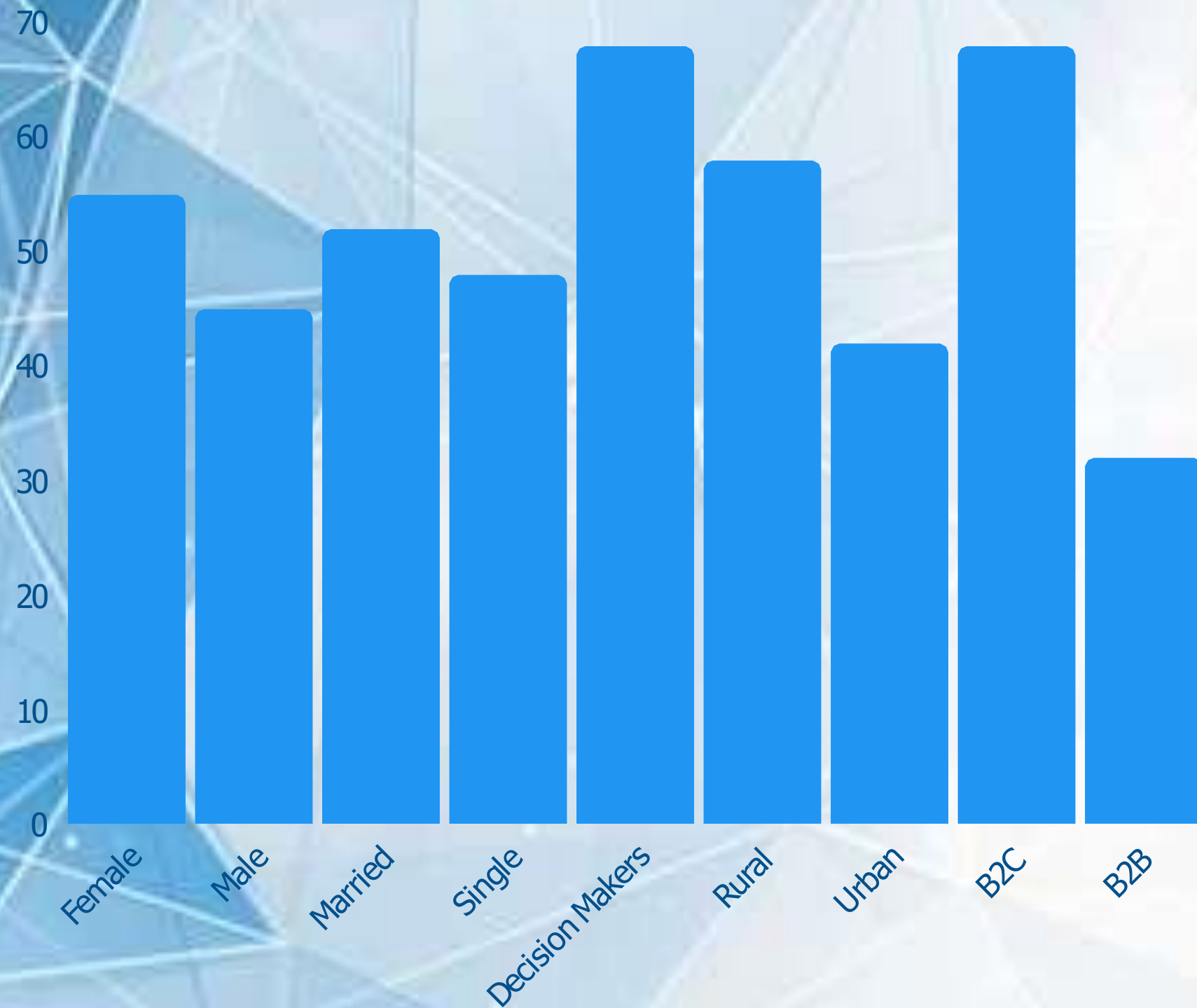




NEW ZEALAND



Worldwide Research Panel Size	65,000
Mother of Kids (0- 12years)	26,000



AFRICA

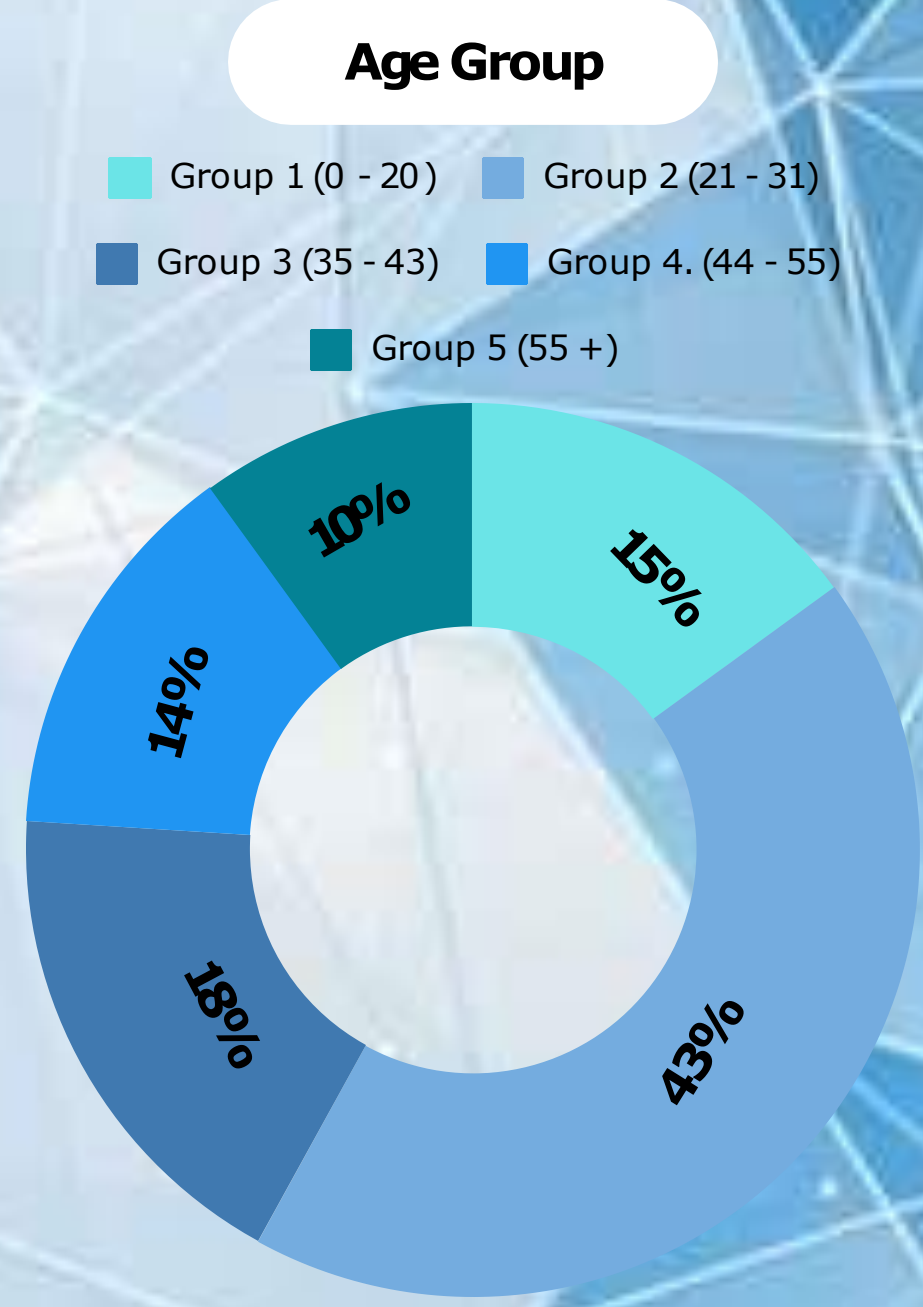
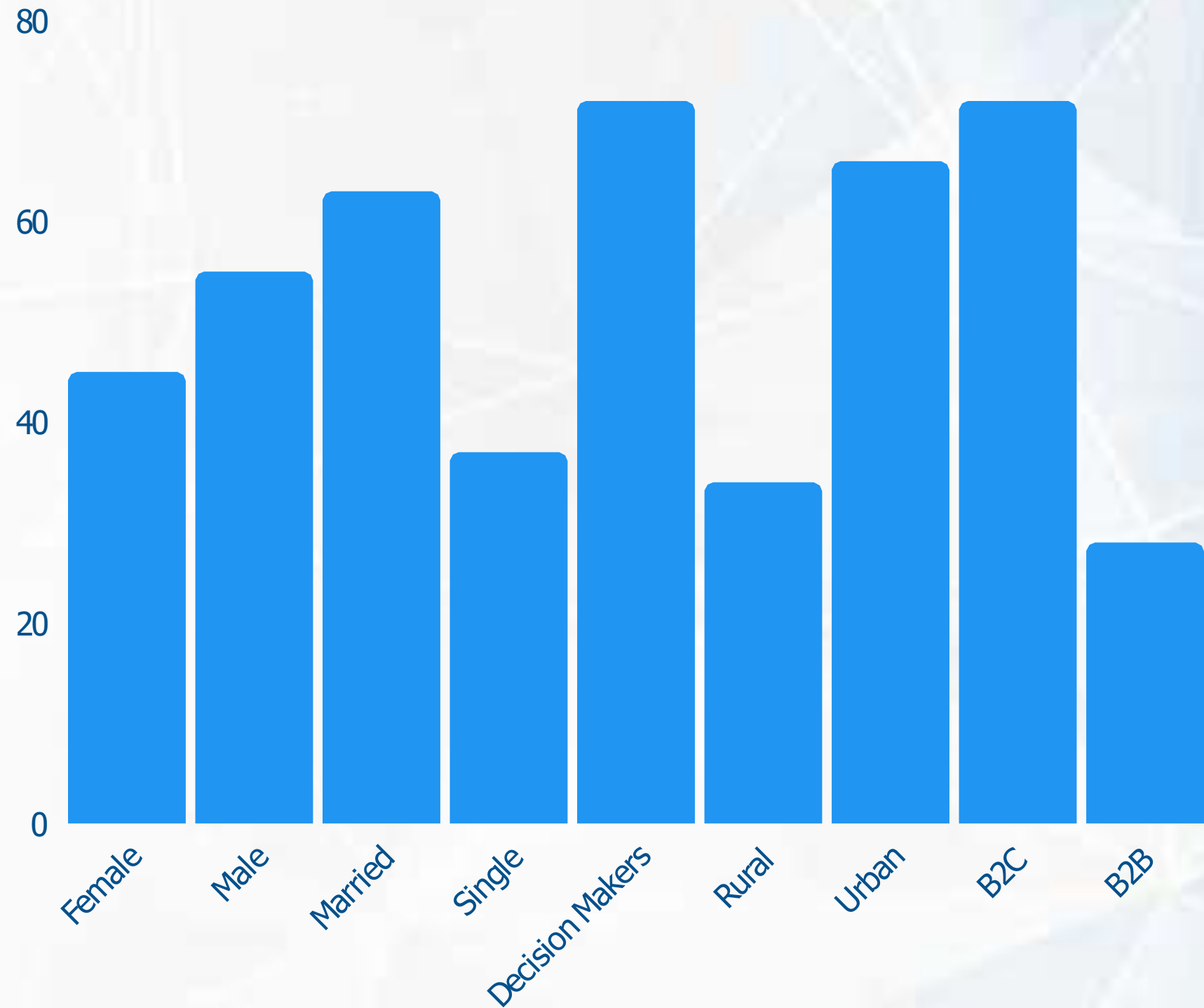




EGYPT



Worldwide Research Panel Size	65,000
Mother of Kids (0- 12years)	19,500



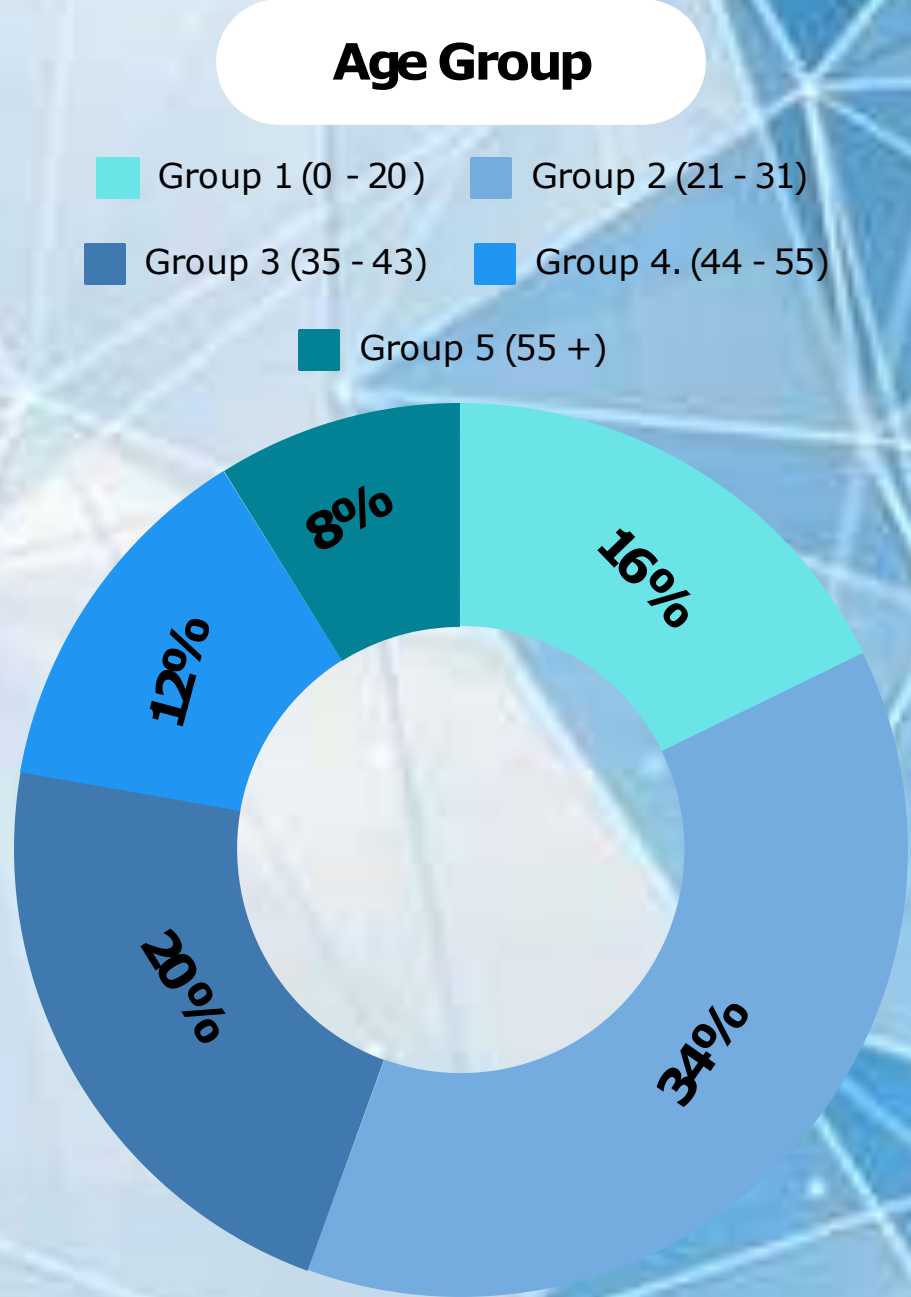
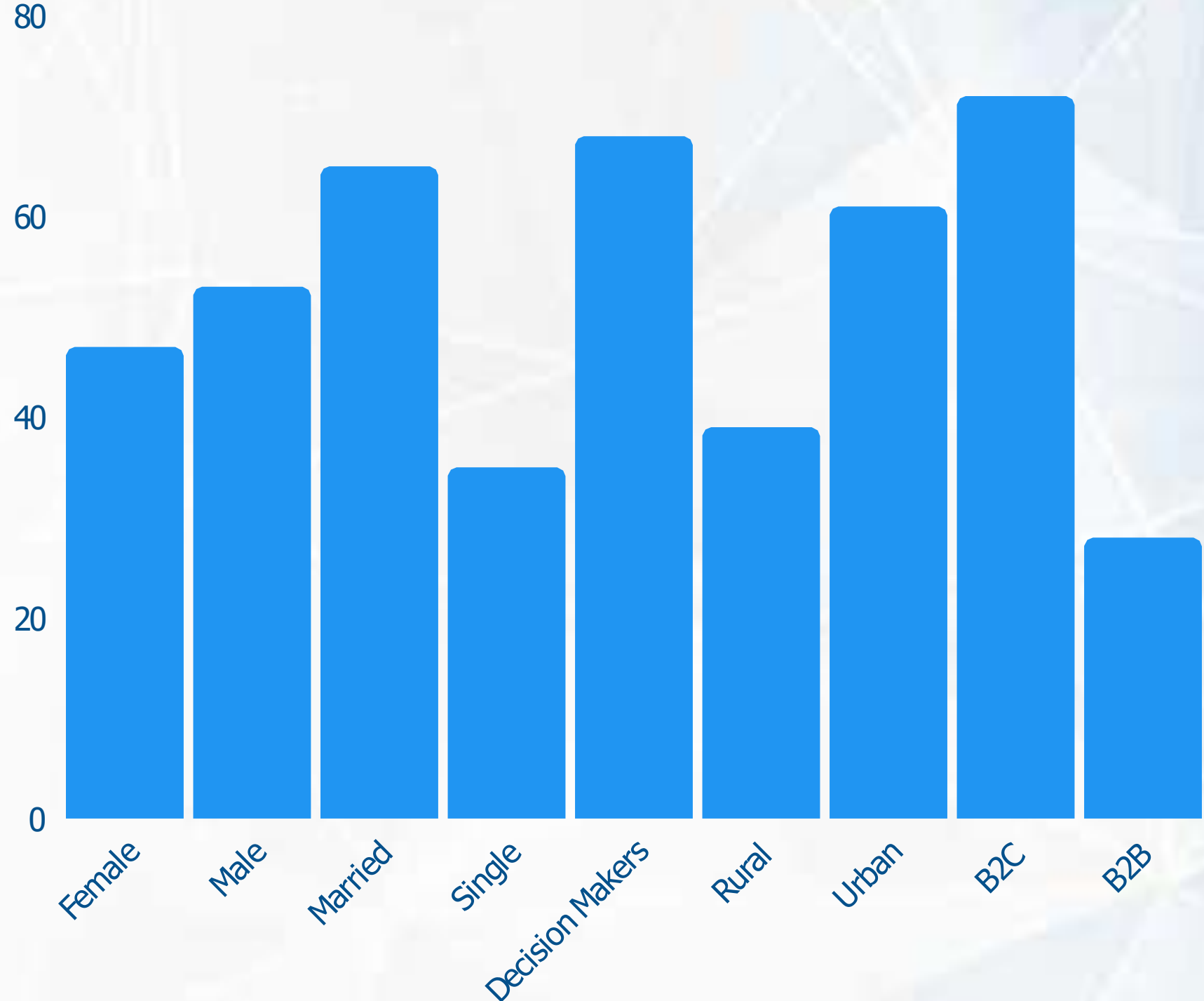
RUSSIA



RUSSIA



Worldwide Research Panel Size	76,000
Mother of Kids (0- 12years)	7,650



EUROPE

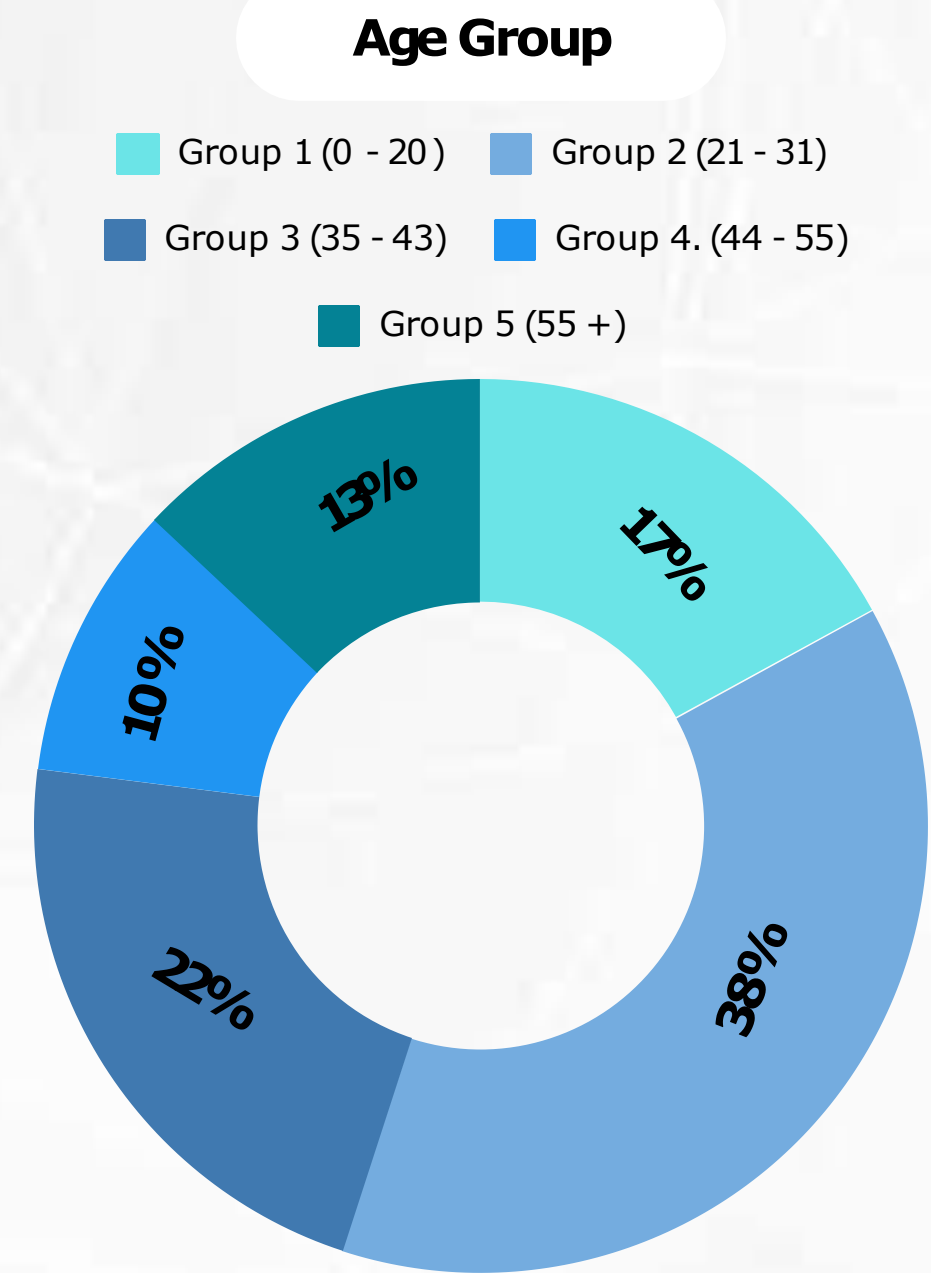
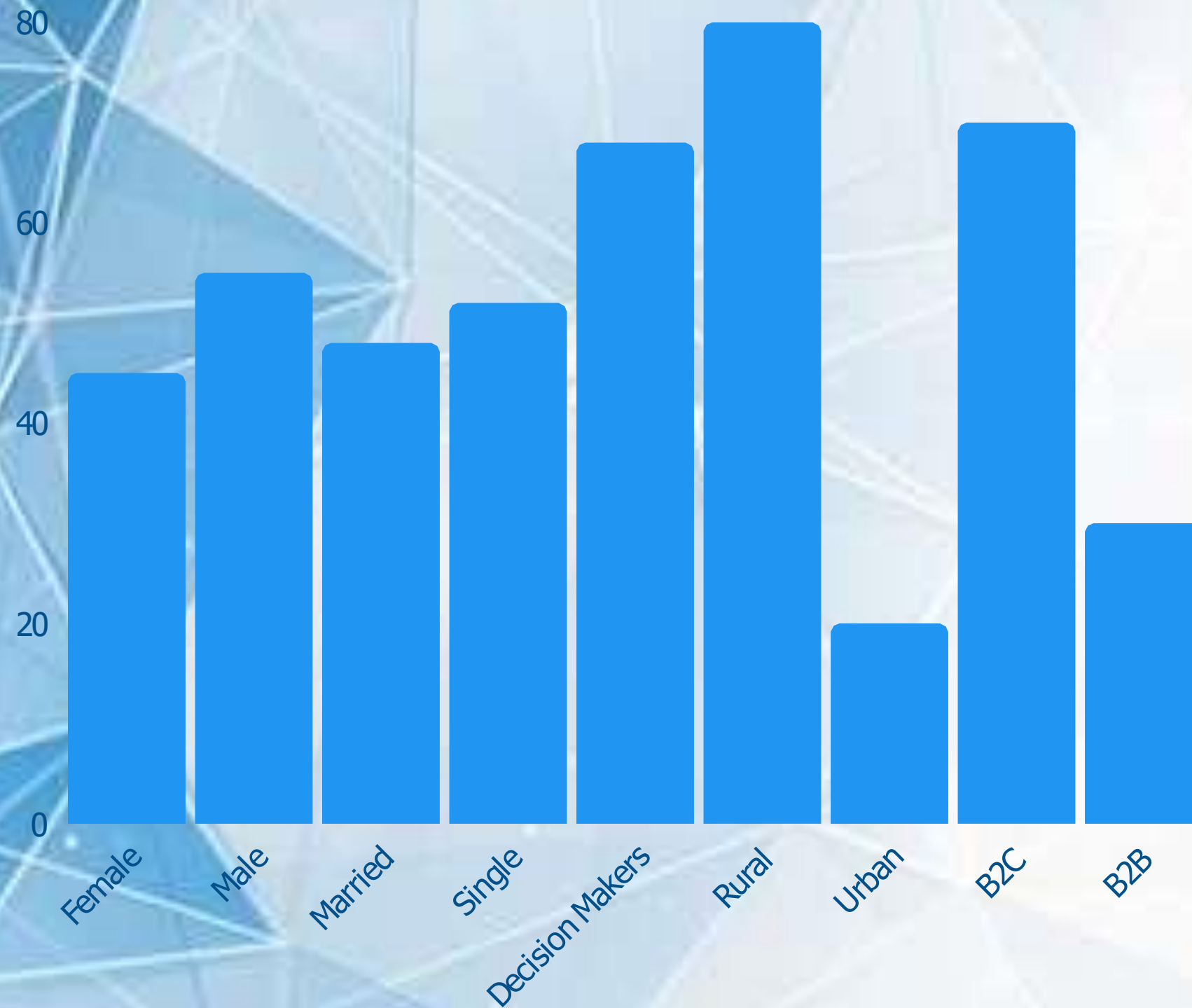


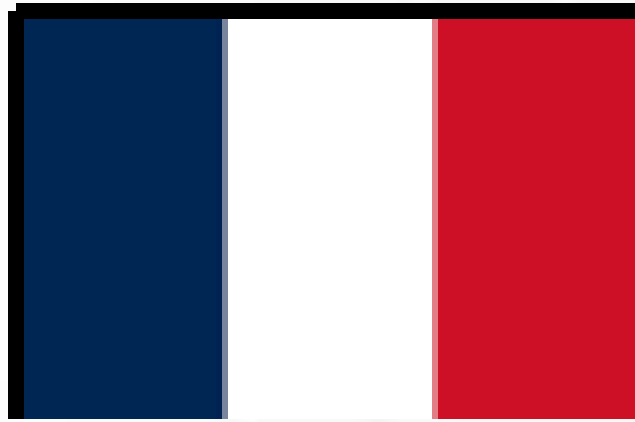


UK



Worldwide Research Panel Size	1,30,000
Mother of Kids (0- 12years)	39,000

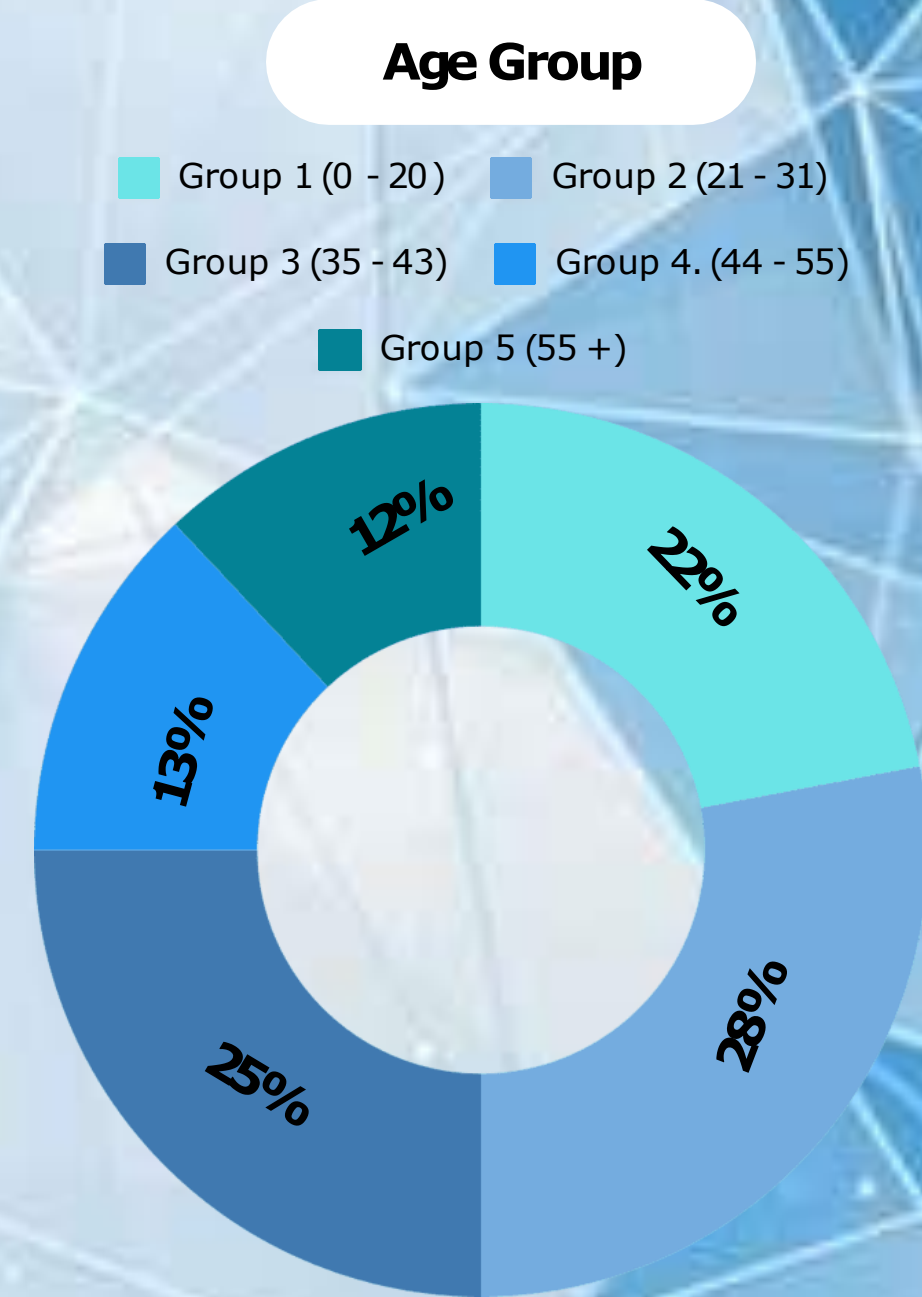
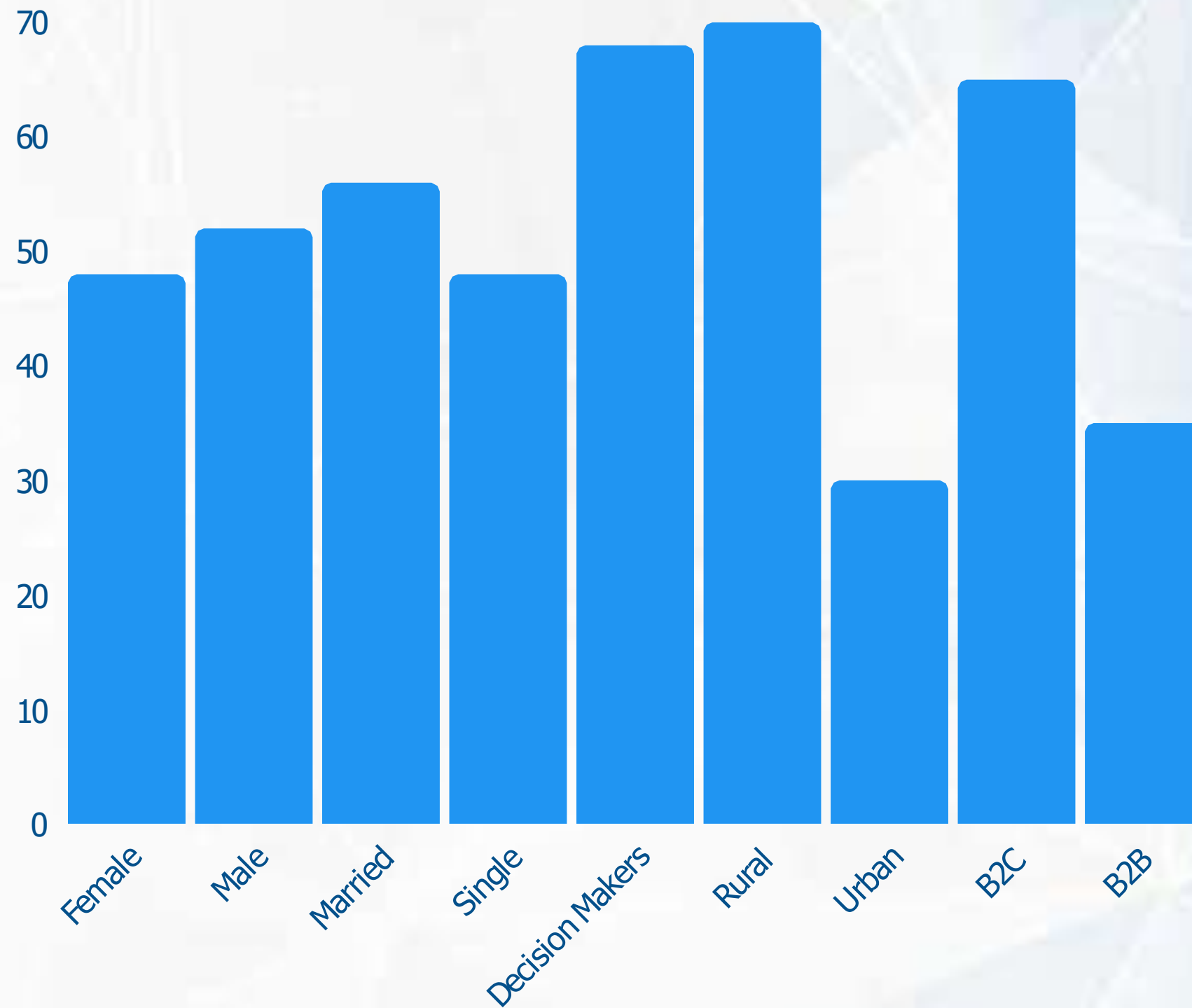




FRANCE



Worldwide Research Panel Size	1,10,000
Mother of Kids (0- 12years)	14,300

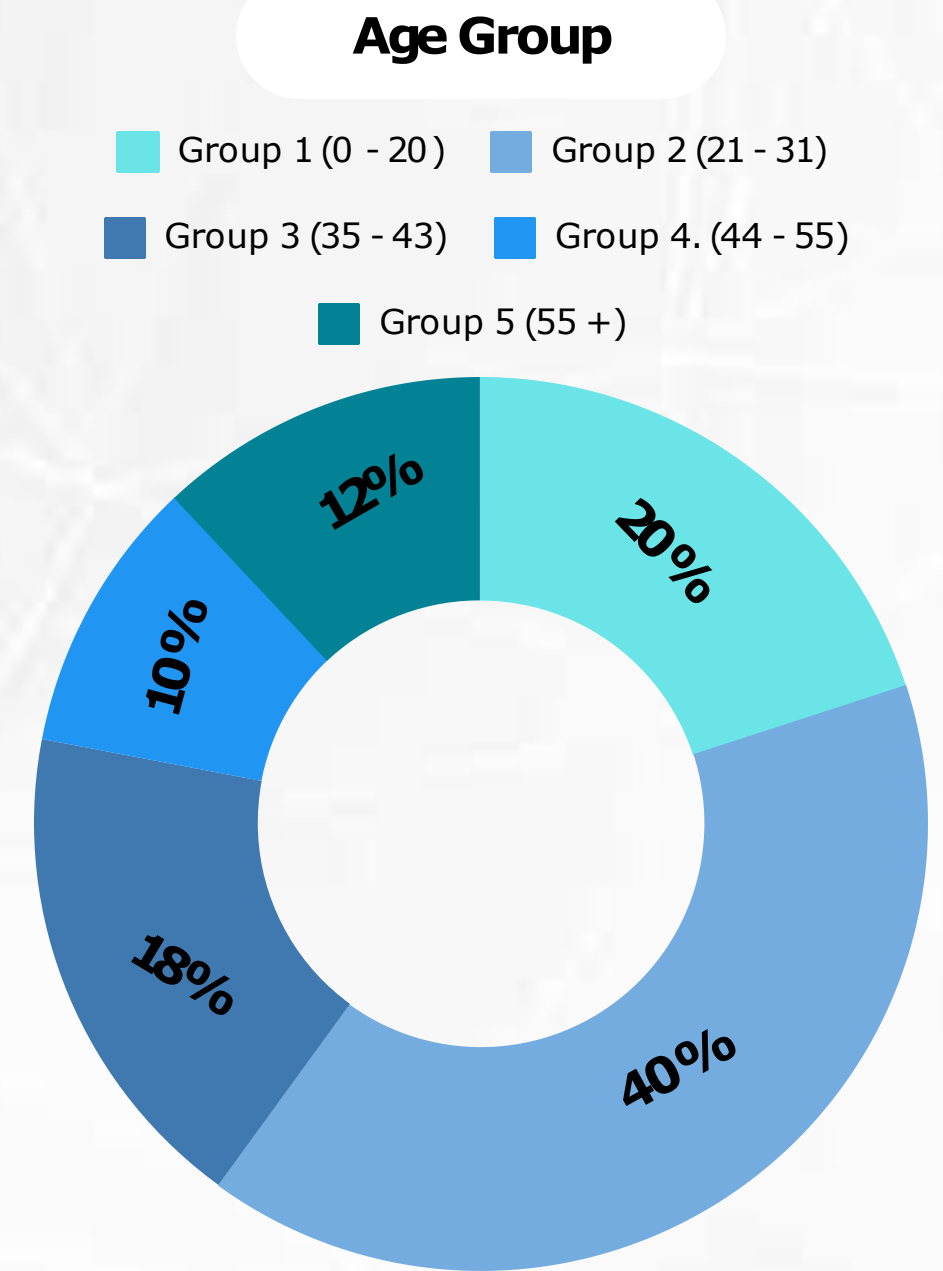
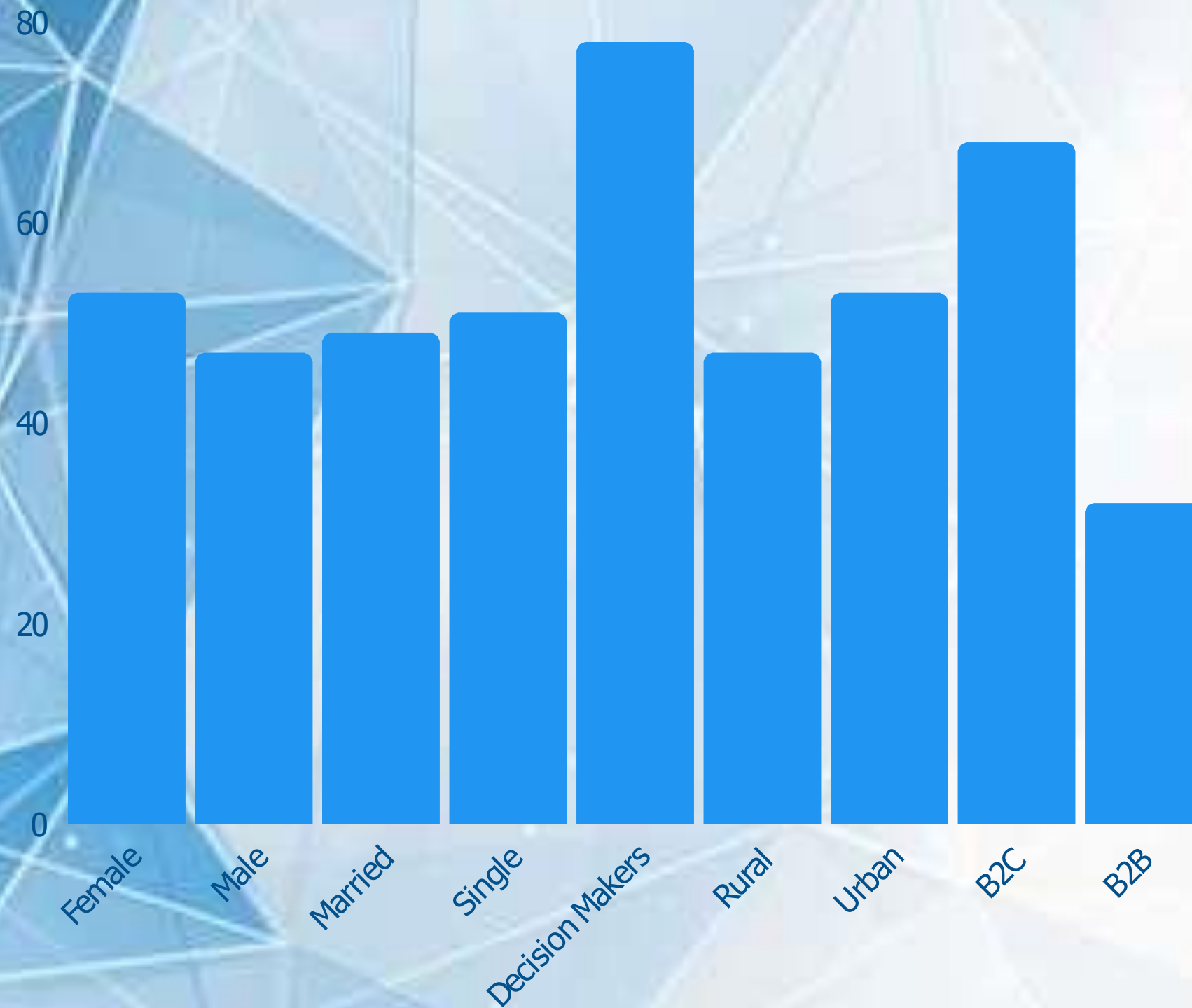




GERMANY



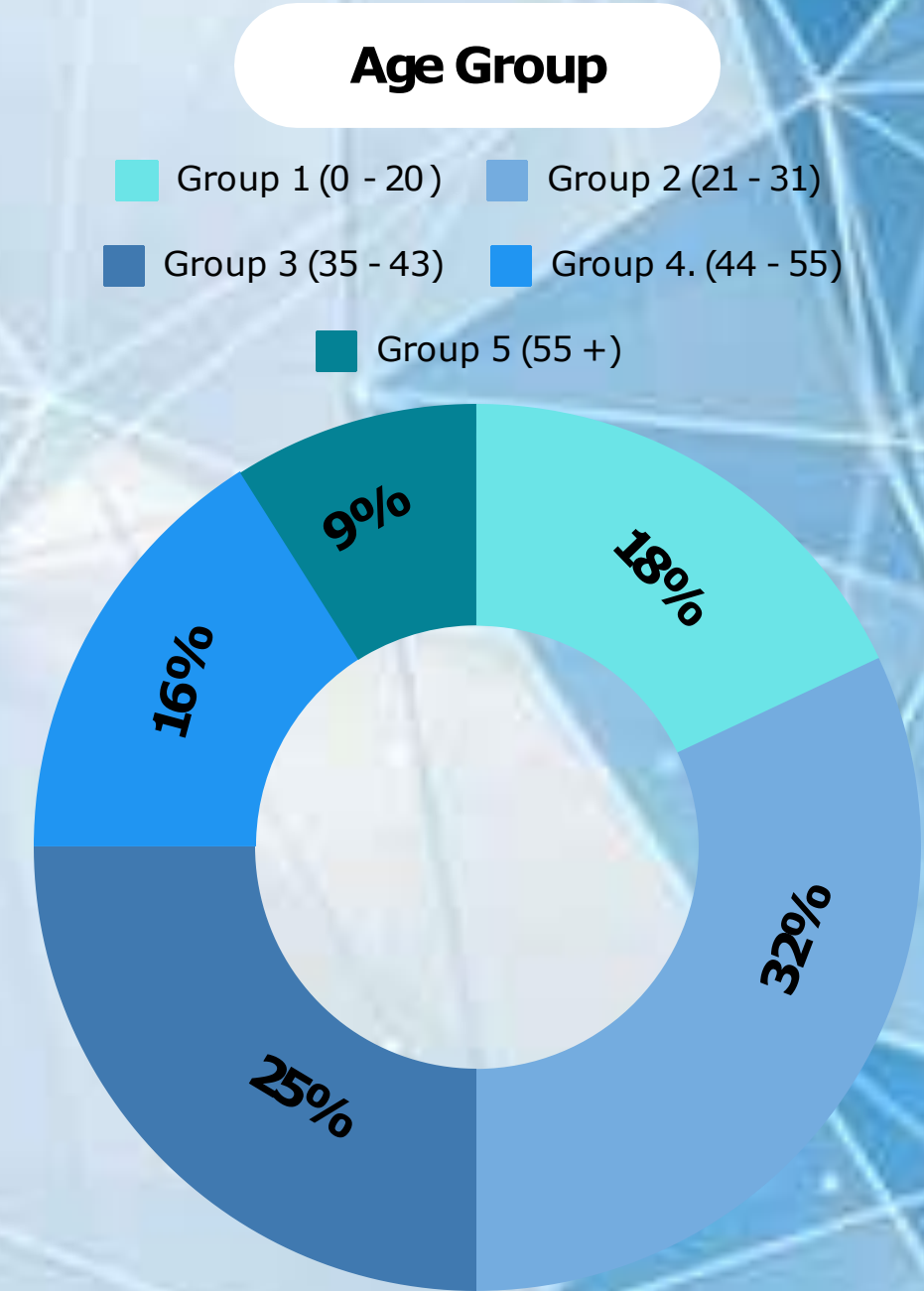
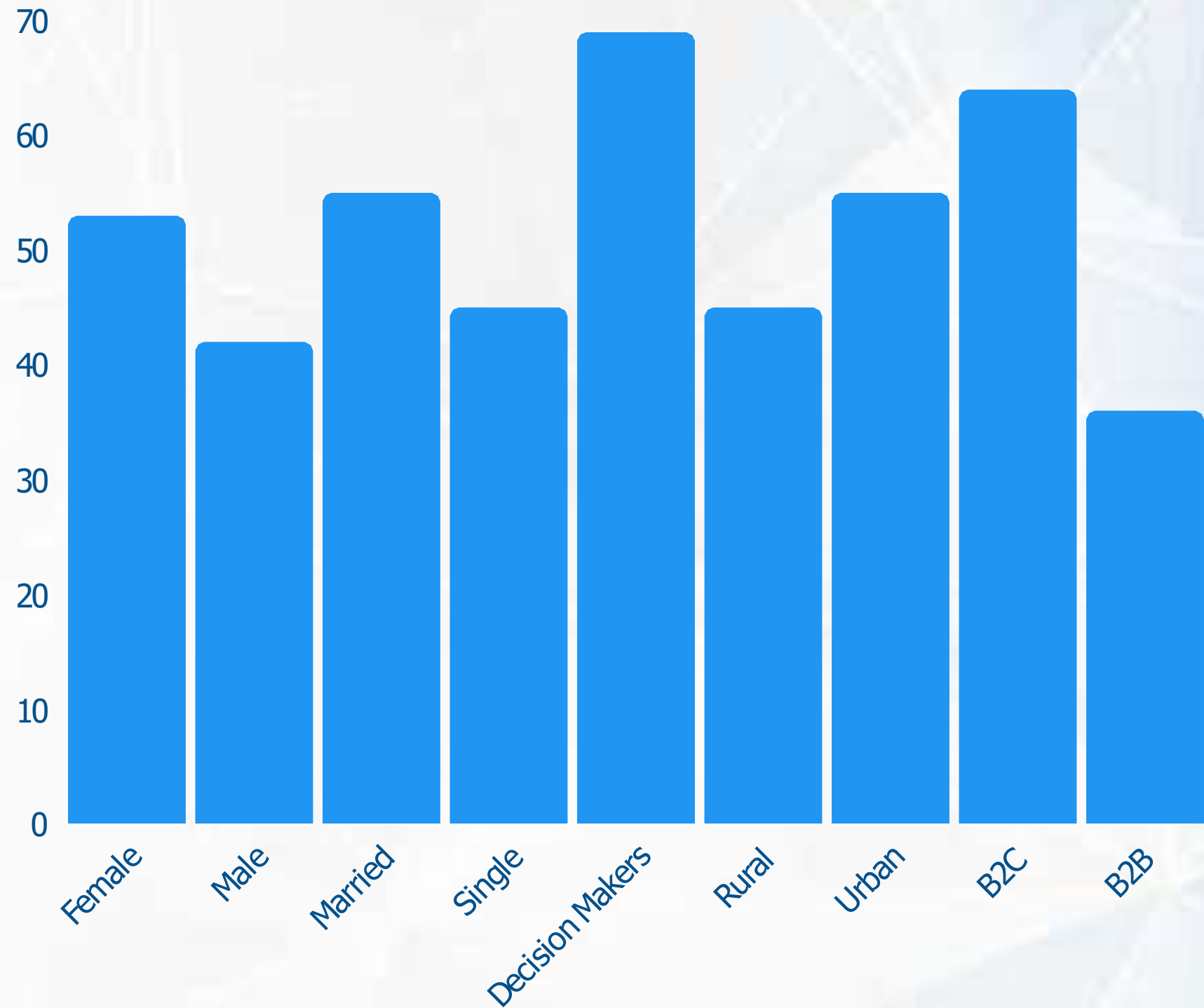
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Mother of Kids (0- 12years)	16,500





SPAIN

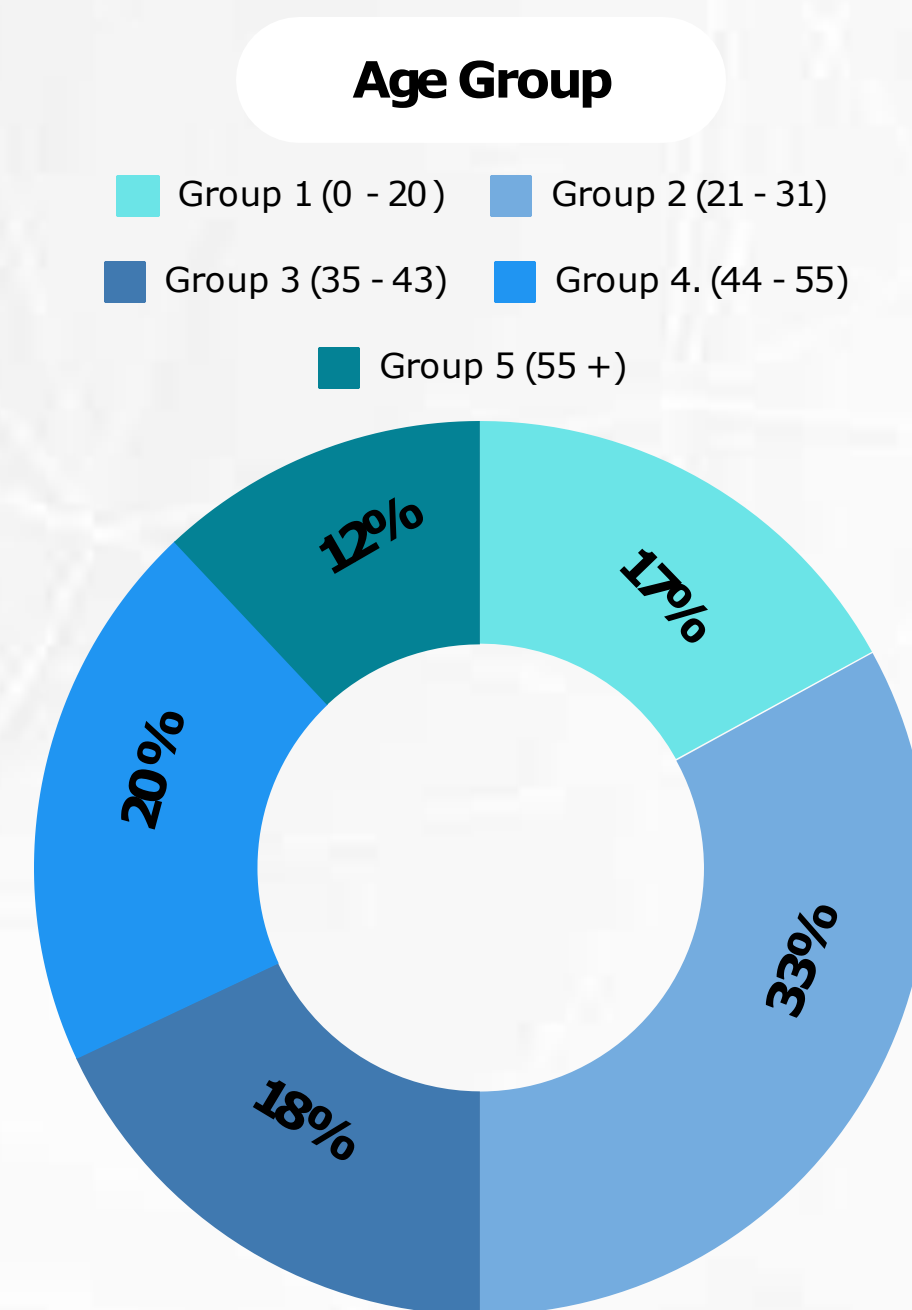
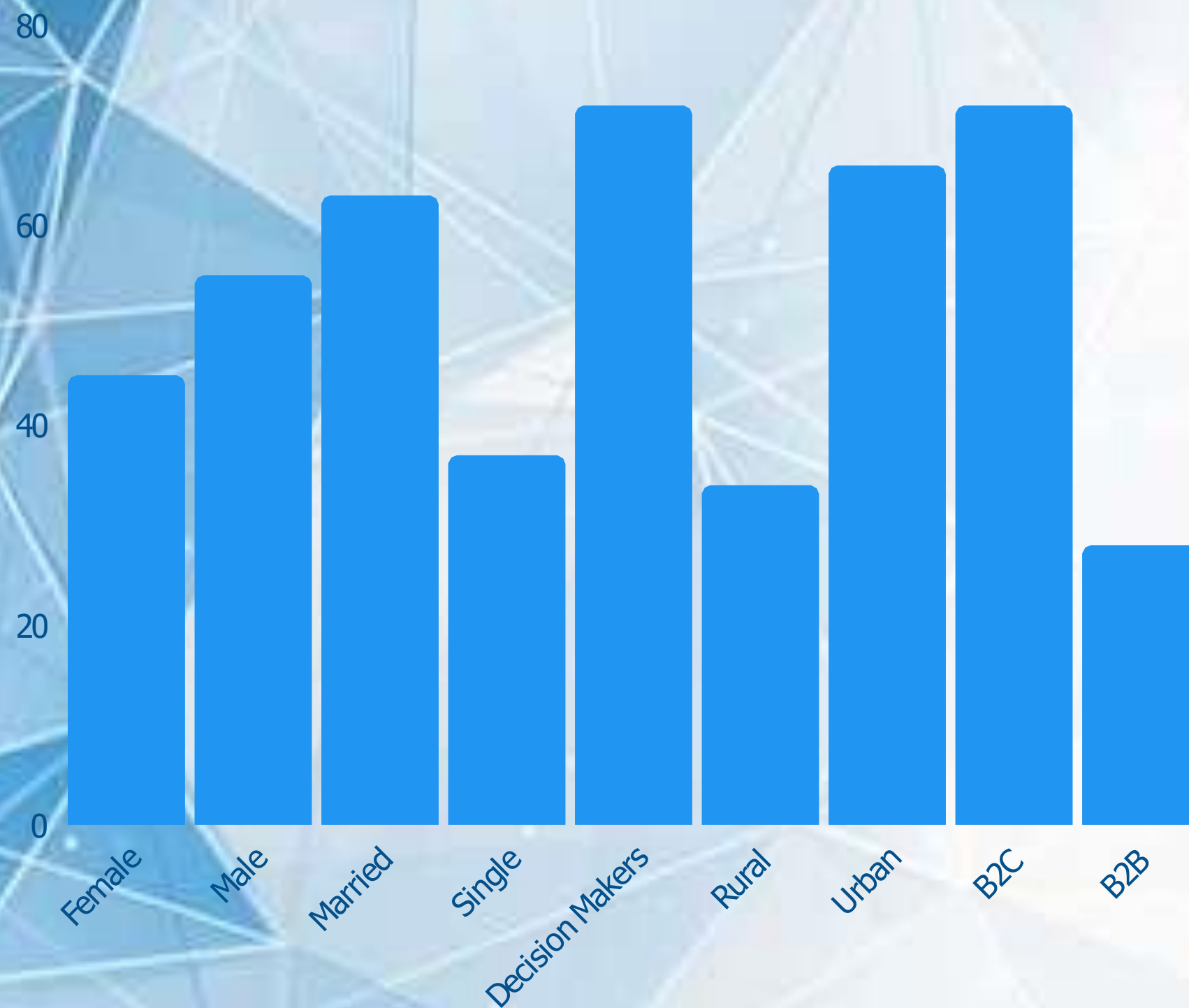
Worldwide Research Panel Size	78,000
Mother of Kids (0- 12years)	7,800

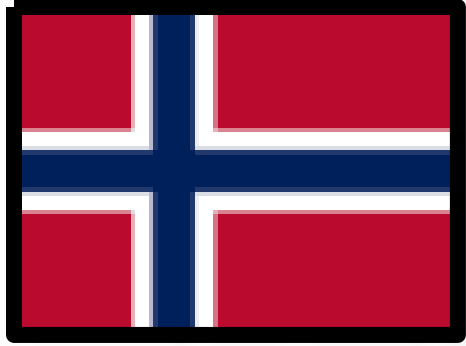


ITALY



Worldwide Research Panel Size	85,000
Mother of Kids (0- 12years)	8,500

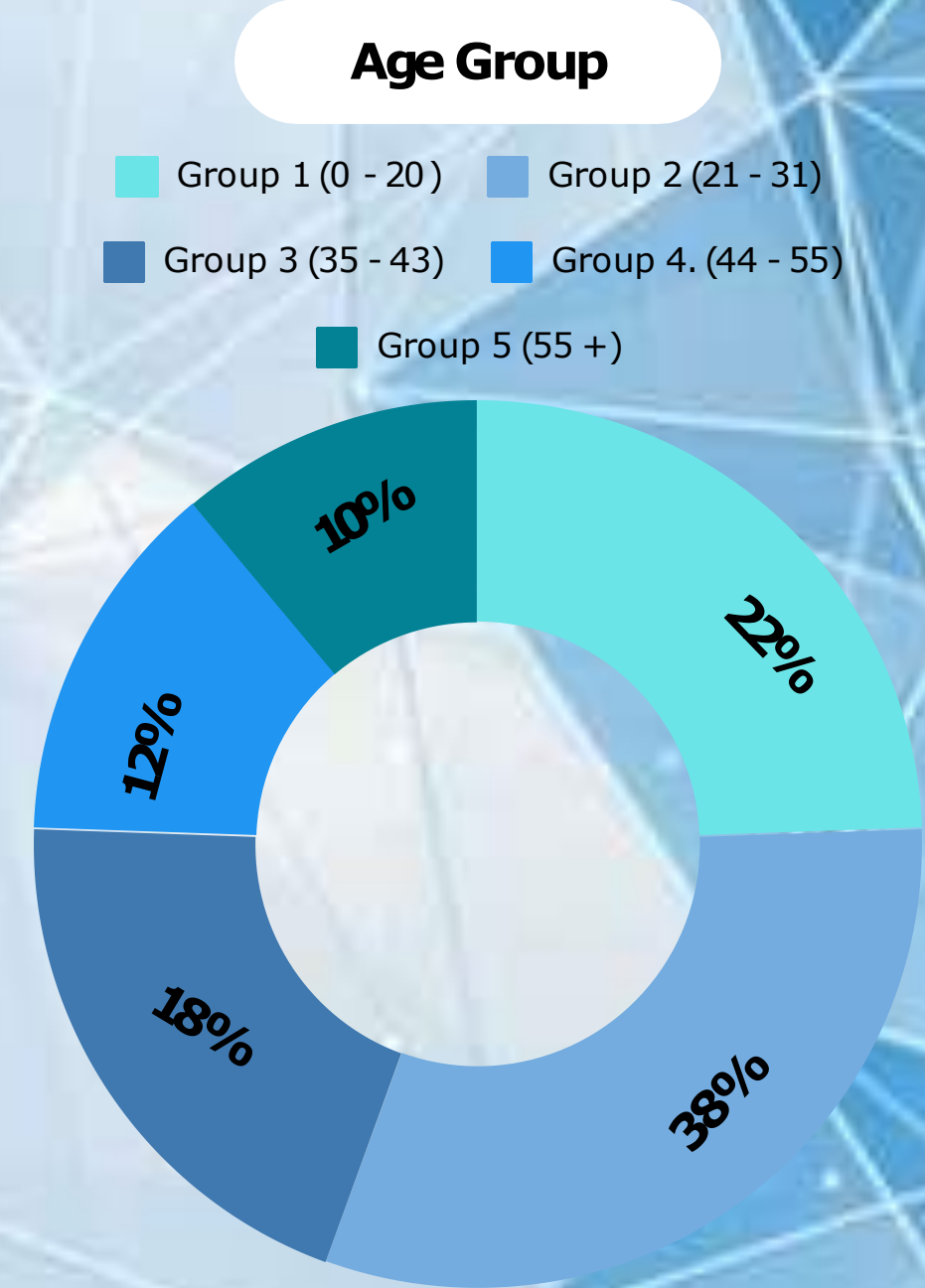
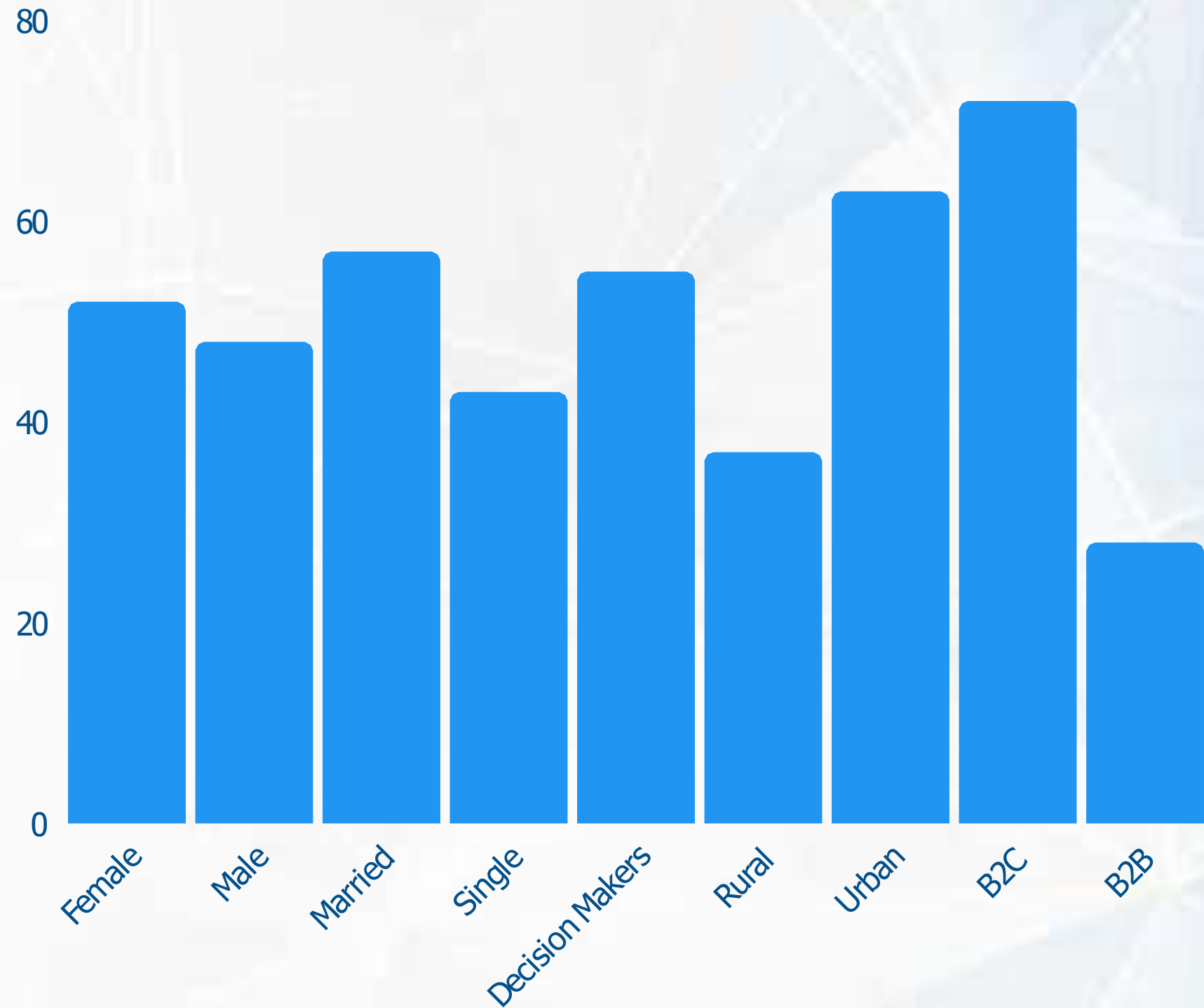




NORWAY



Worldwide Research Panel Size	35,000
Mother of Kids (0- 12years)	3,500

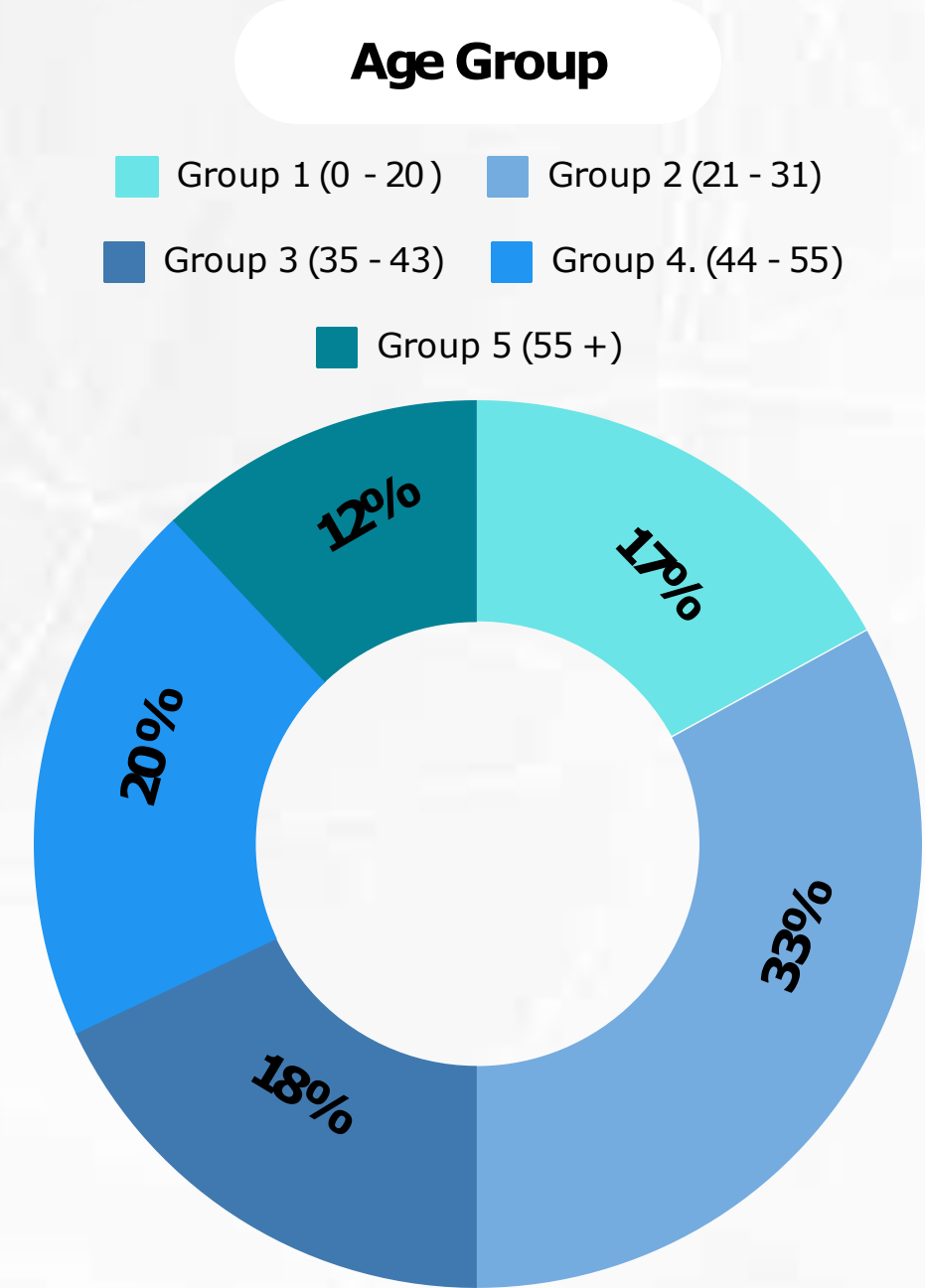
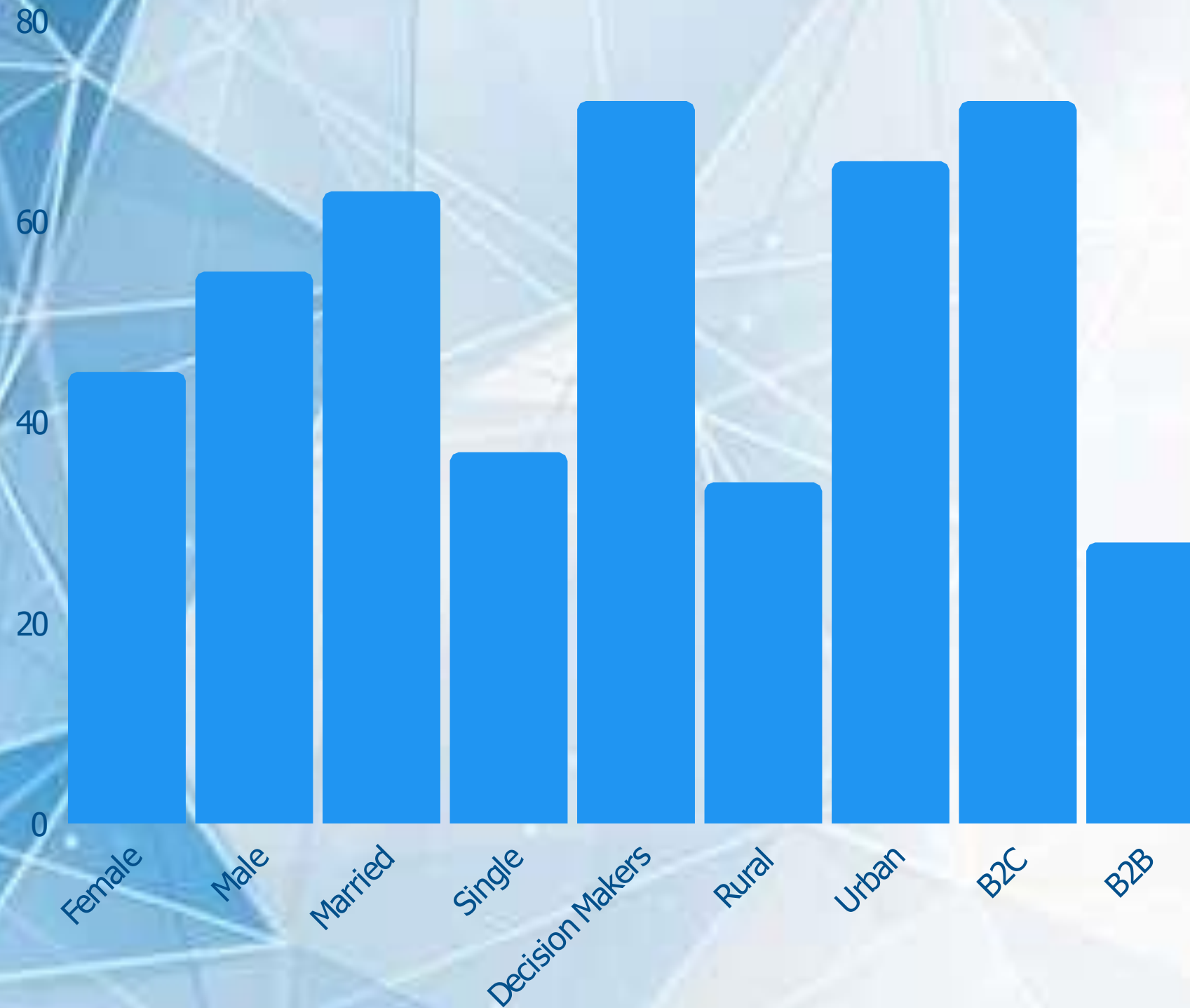


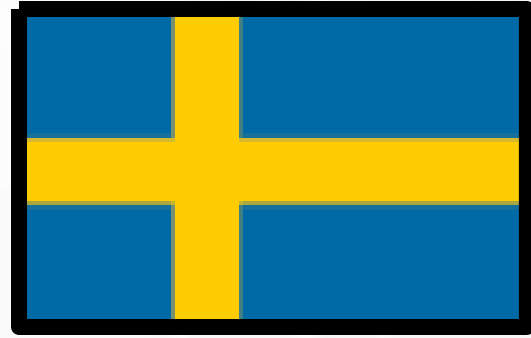


NETHERLAND



Worldwide Research Panel Size	54,000
Mother of Kids (0- 12years)	5,400

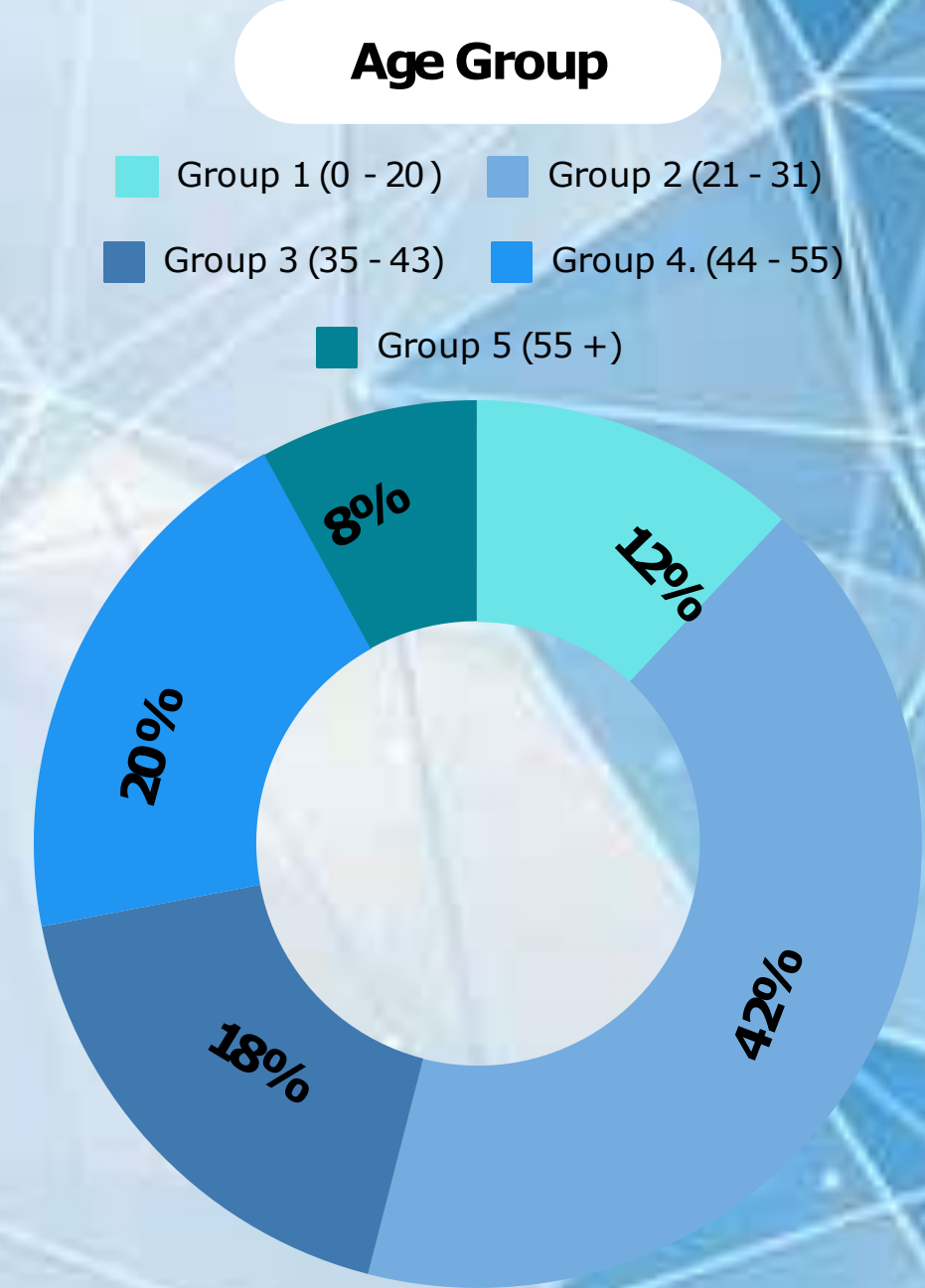
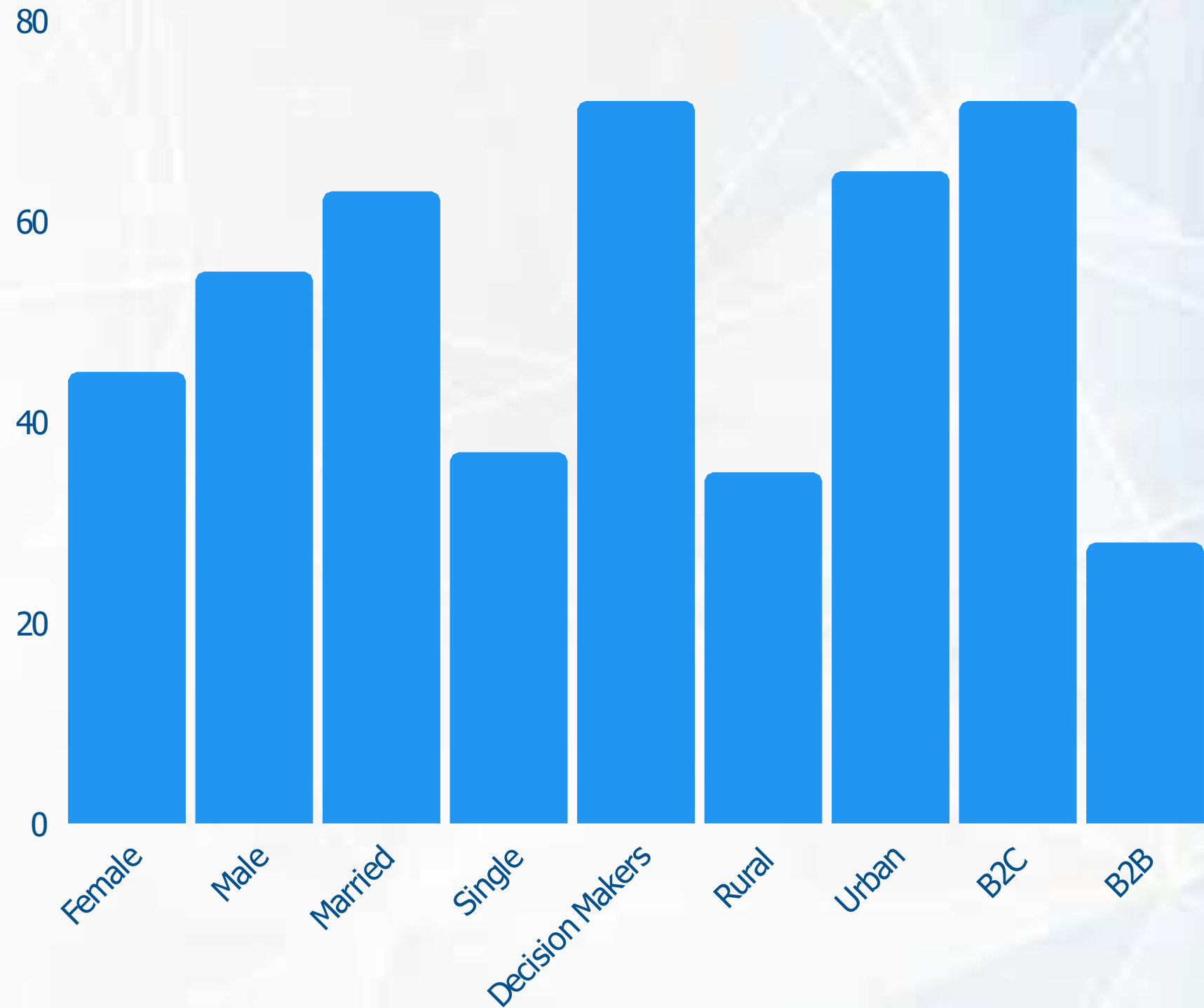


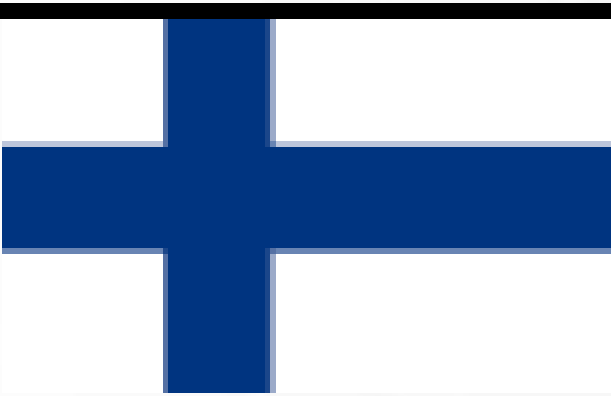


SWEDEN



Worldwide Research Panel Size	34,000
Mother of Kids (0- 12years)	3,400

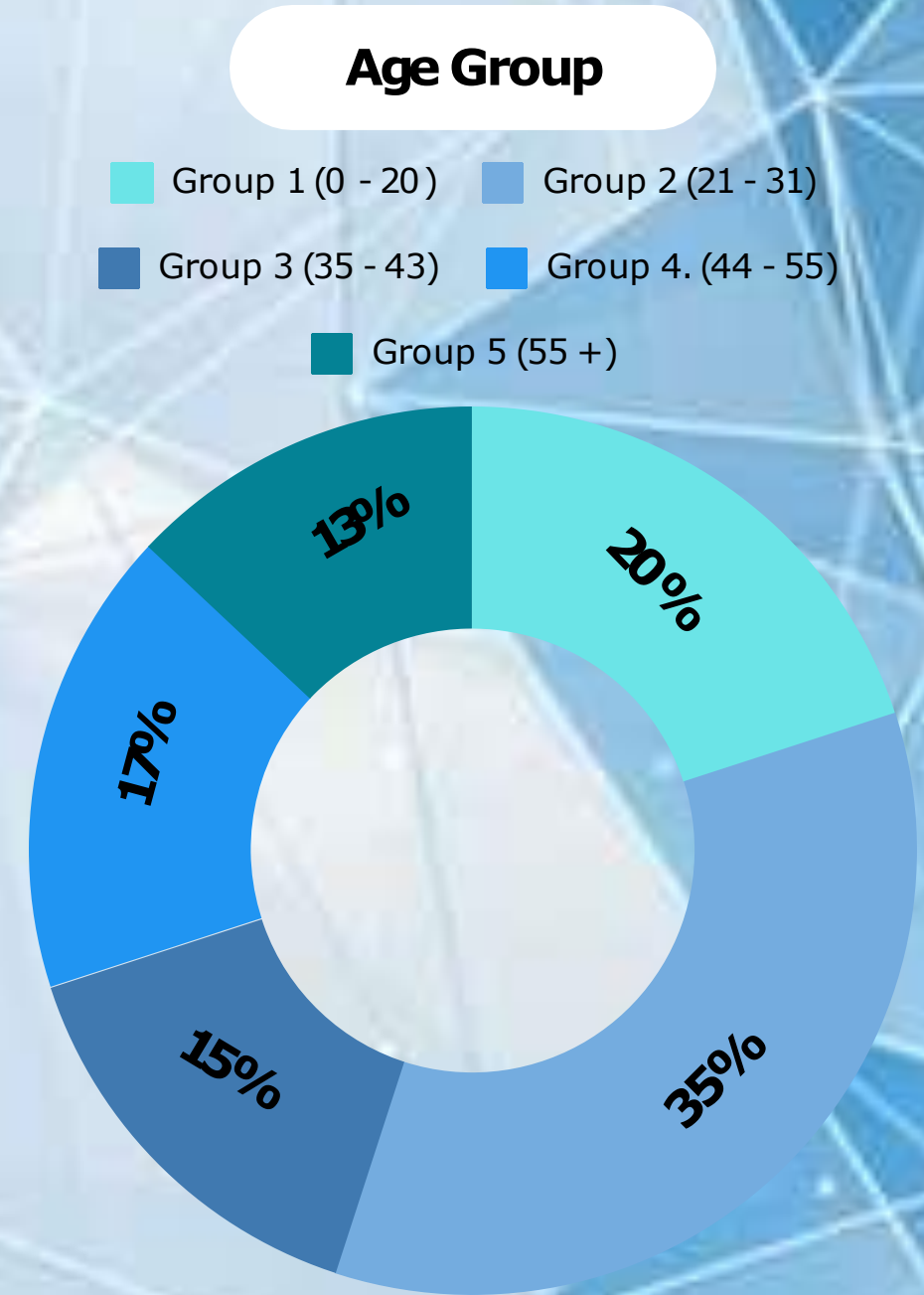
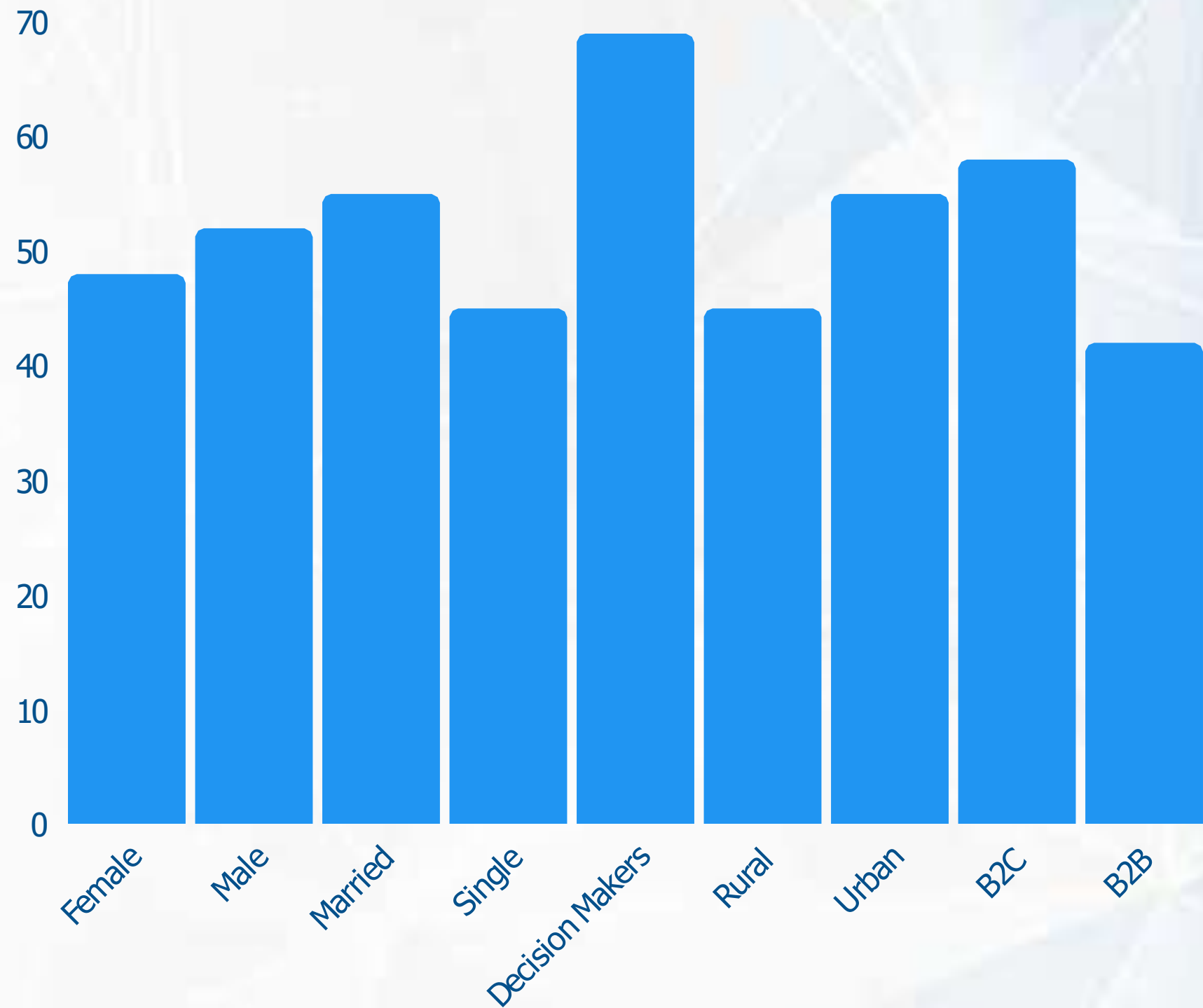




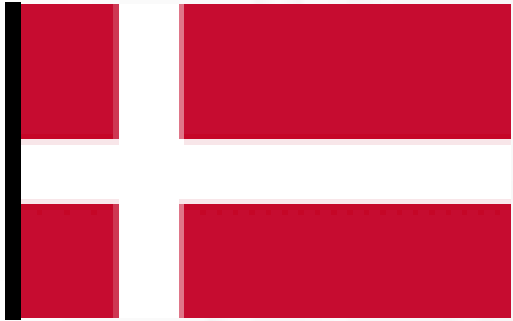
FINLAND



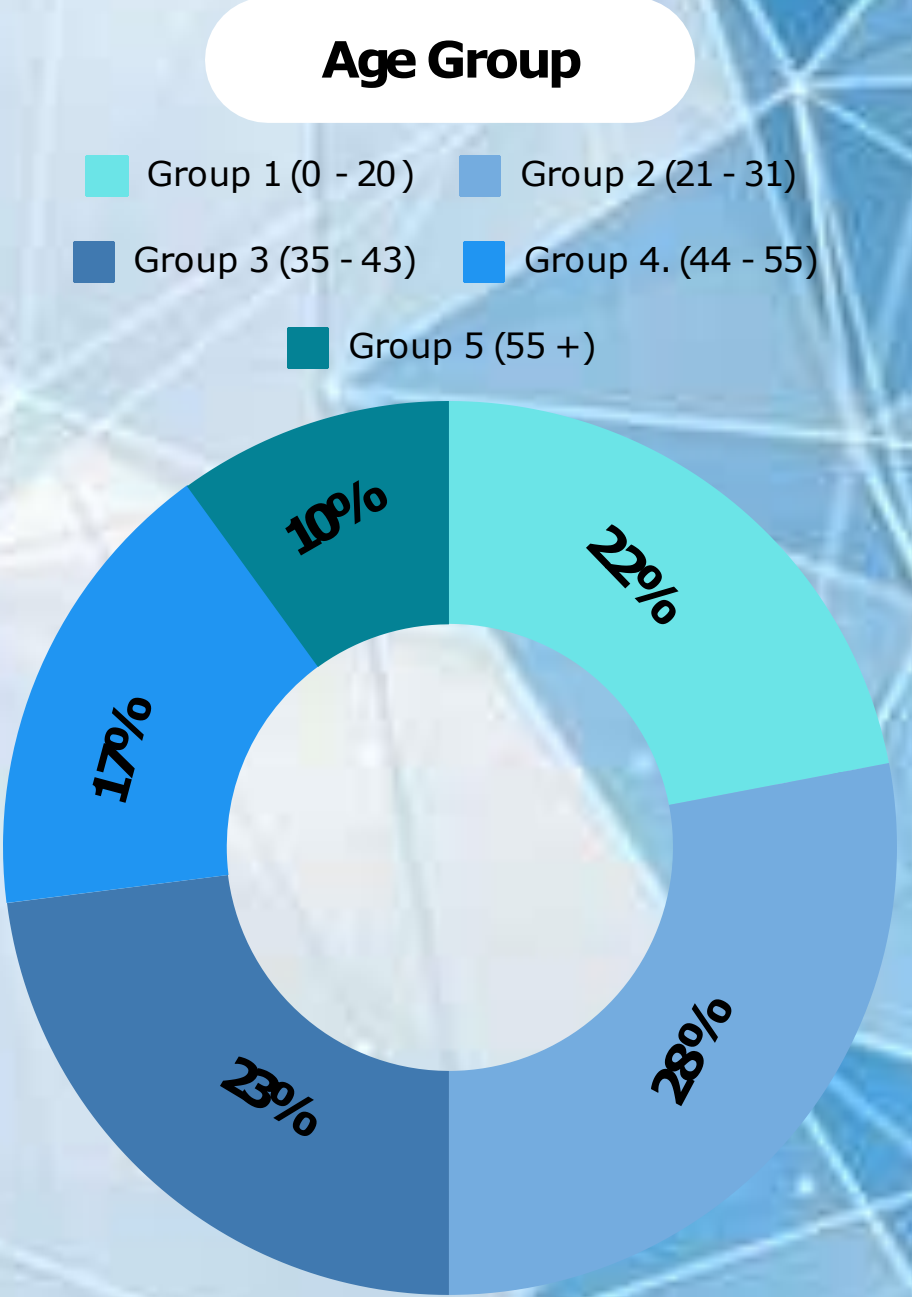
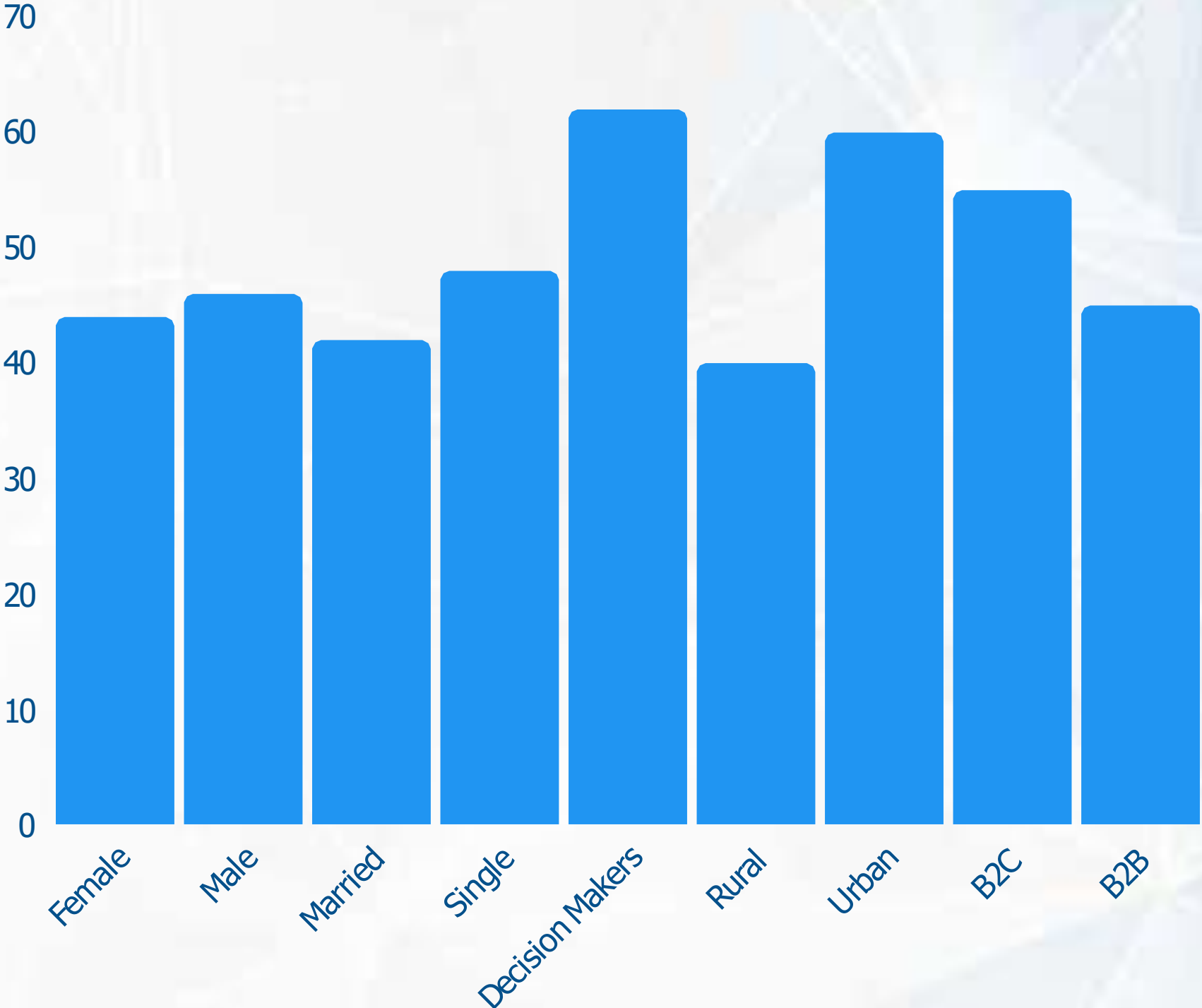
Worldwide Research Panel Size	30,000
Mother of Kids (0- 12years)	3,000



DENMARK



Worldwide Research Panel Size	46,500
Mother of Kids (0- 12years)	4,650

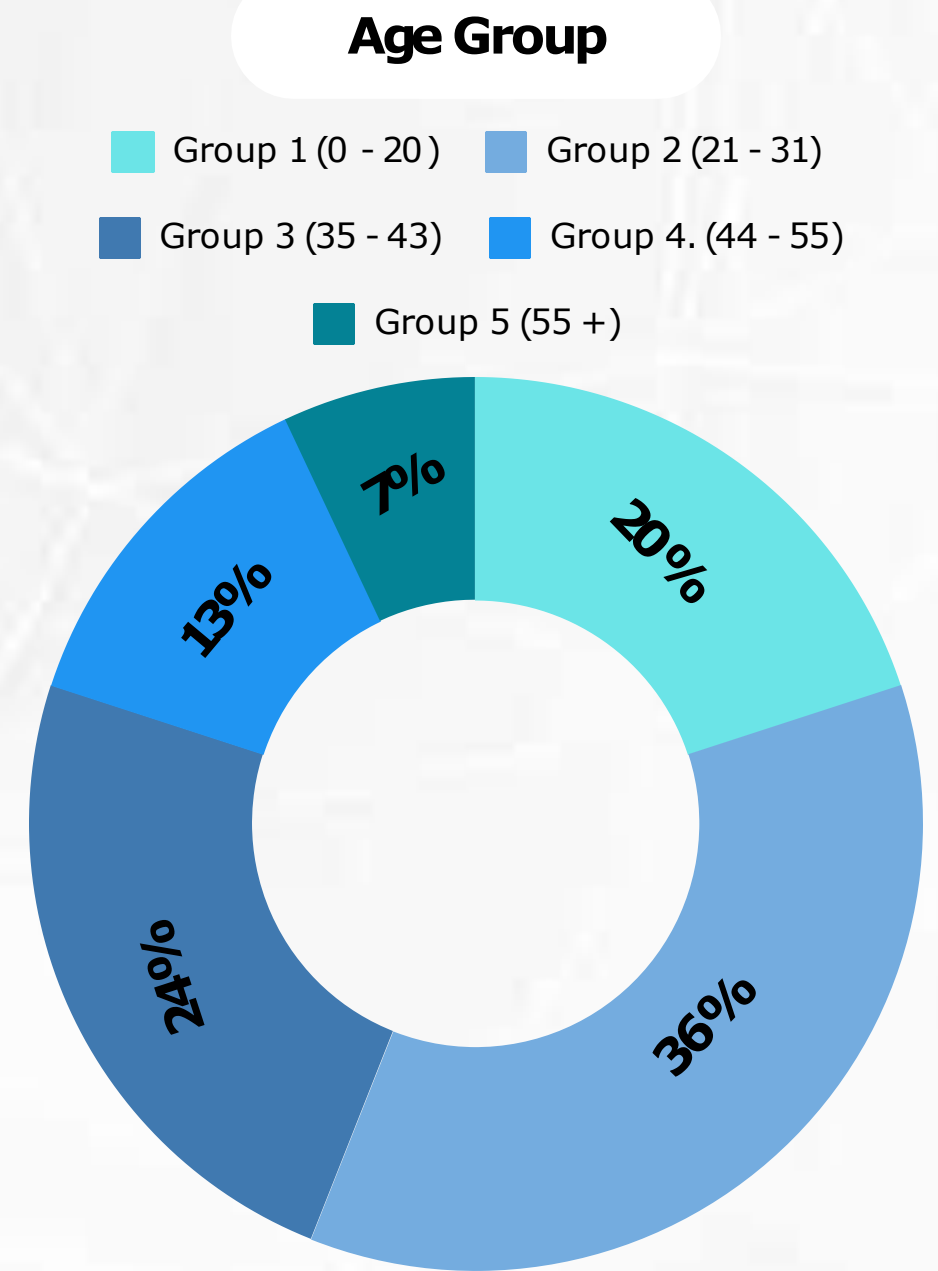
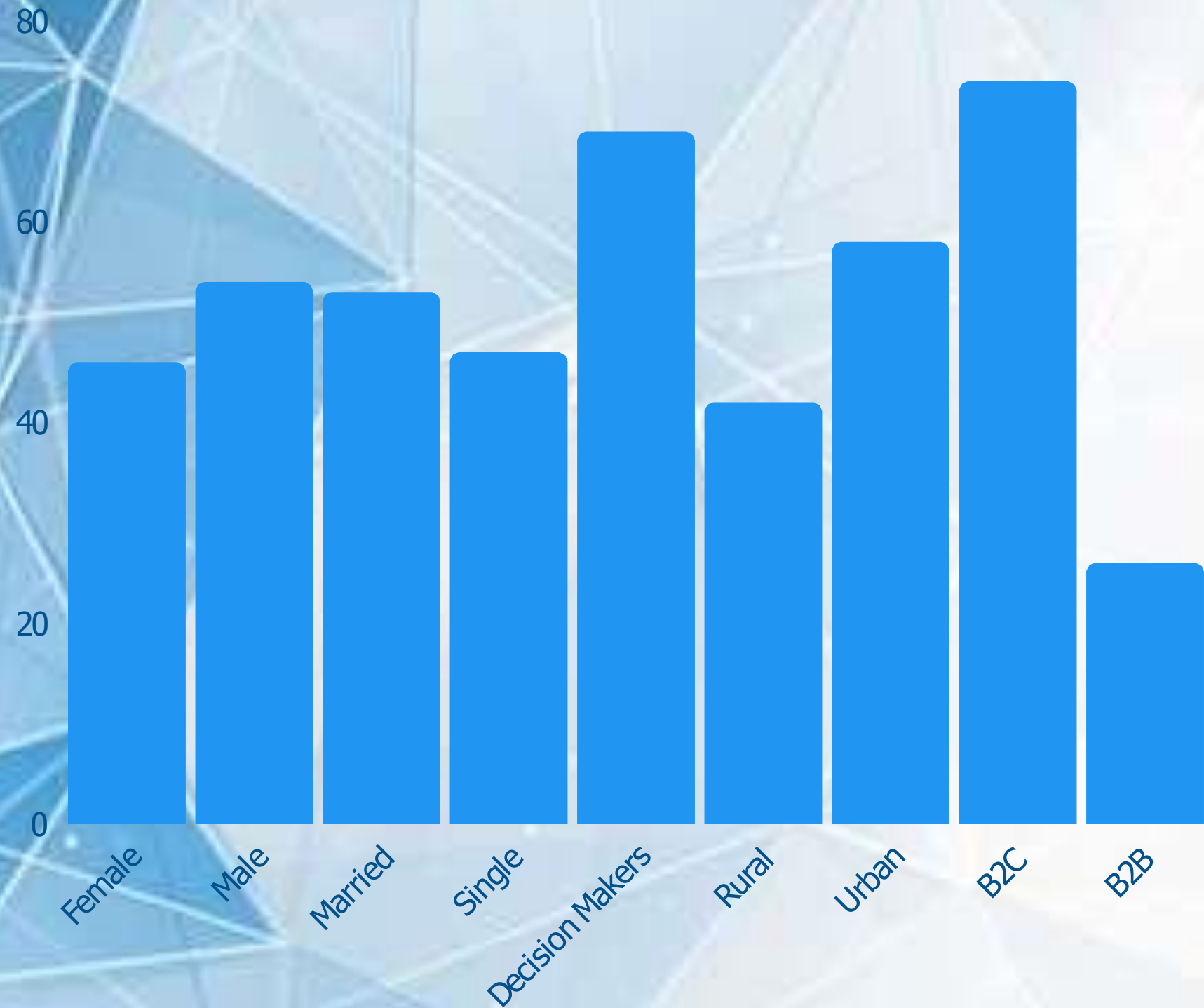




GREECE



Worldwide Research Panel Size	34,000
Mother of Kids (0- 12years)	3,400

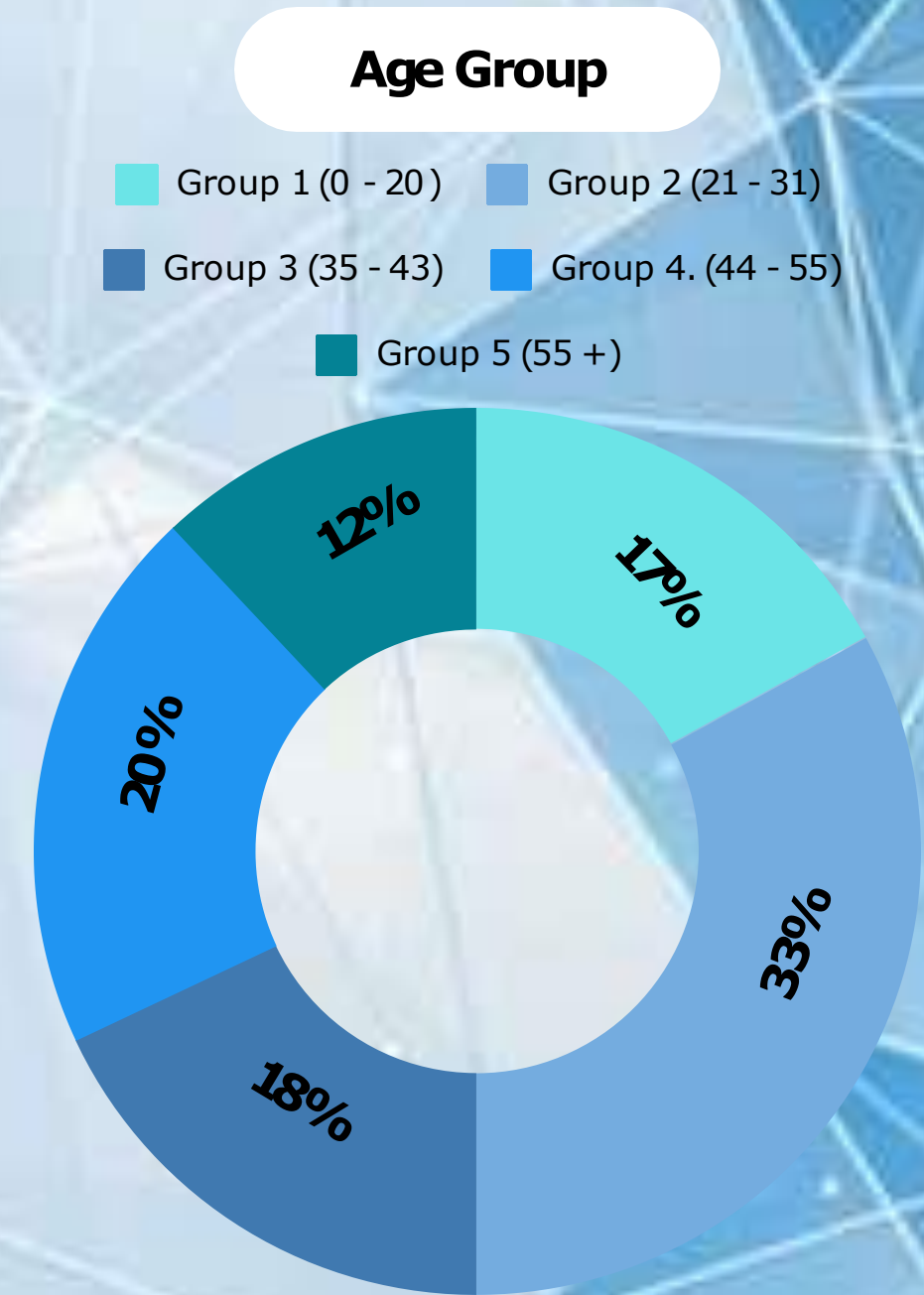
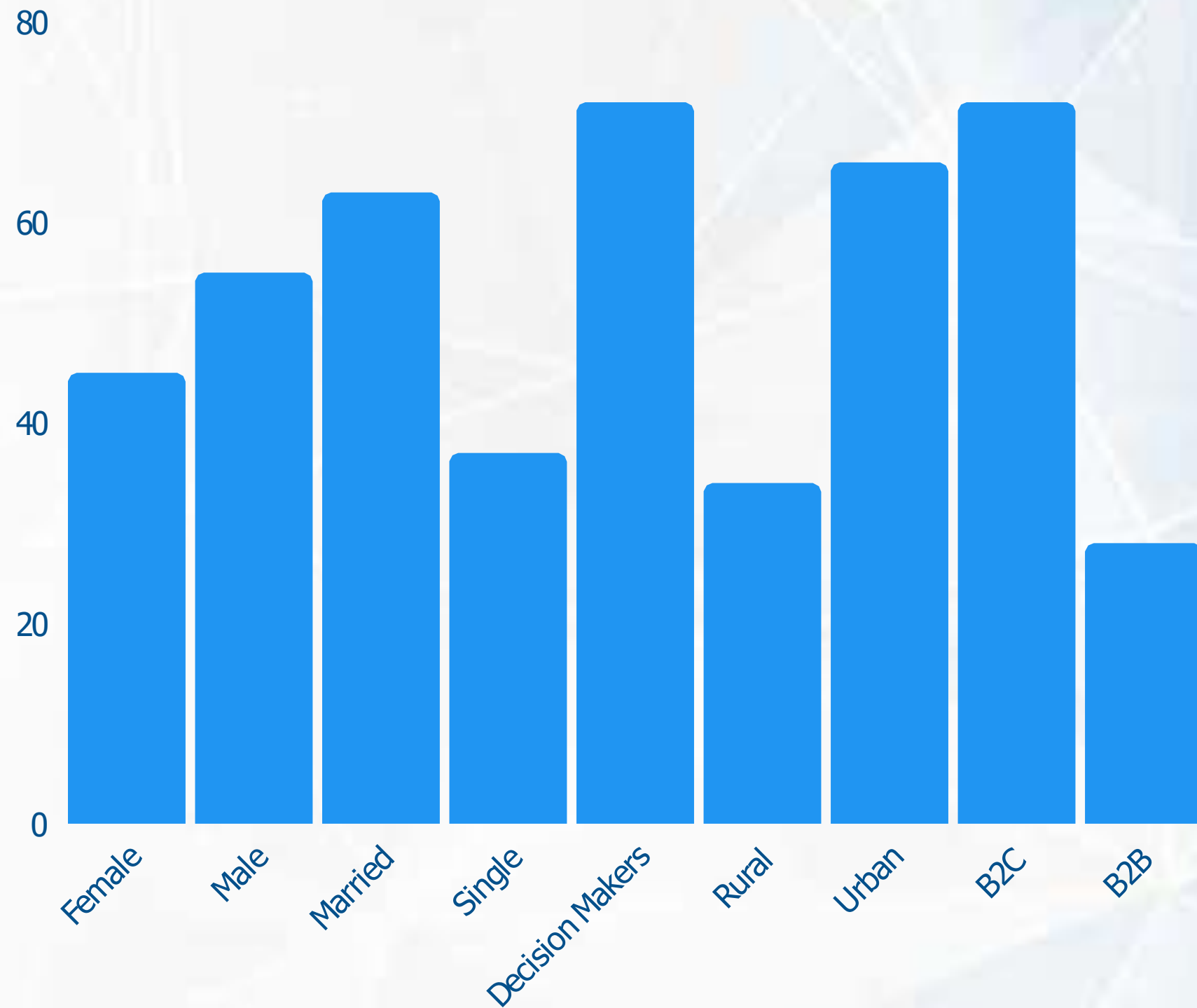




POLAND



Worldwide Research Panel Size	65000
Mother of Kids (0- 12years)	6,500

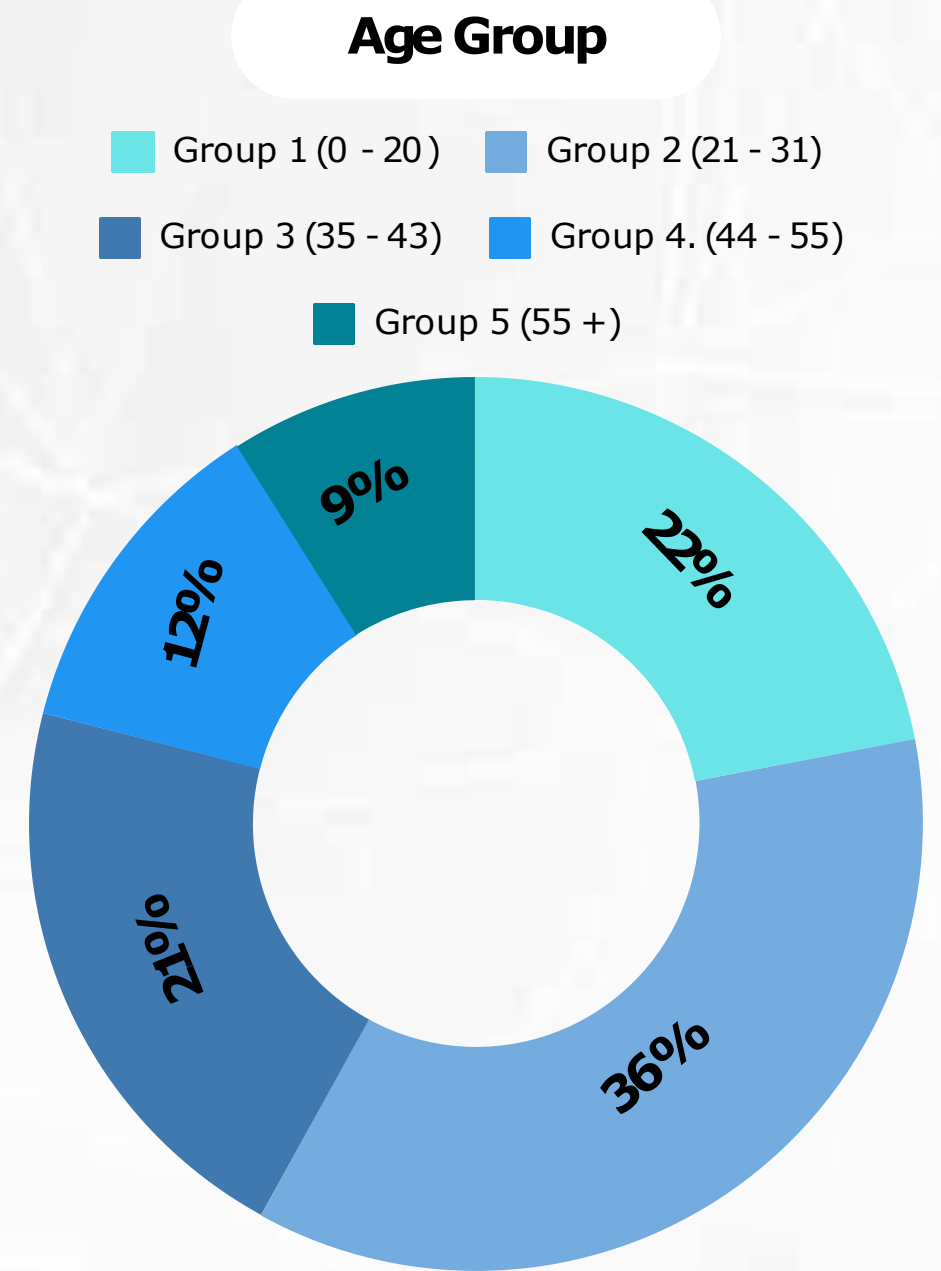
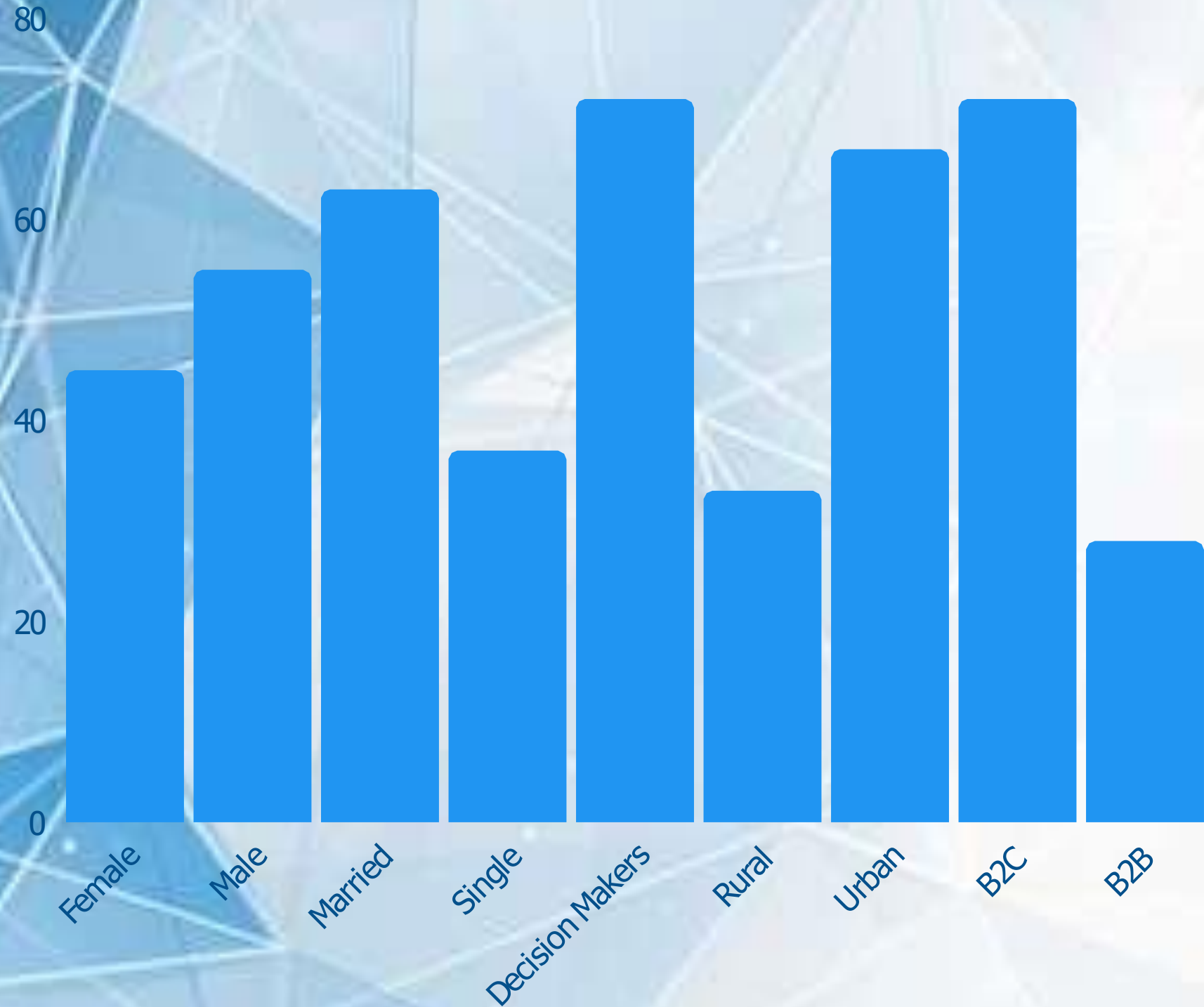




ROMANIA



Worldwide Research Panel Size	34,000
Mother of Kids (0- 12years)	3,400



MIDDLE EAST

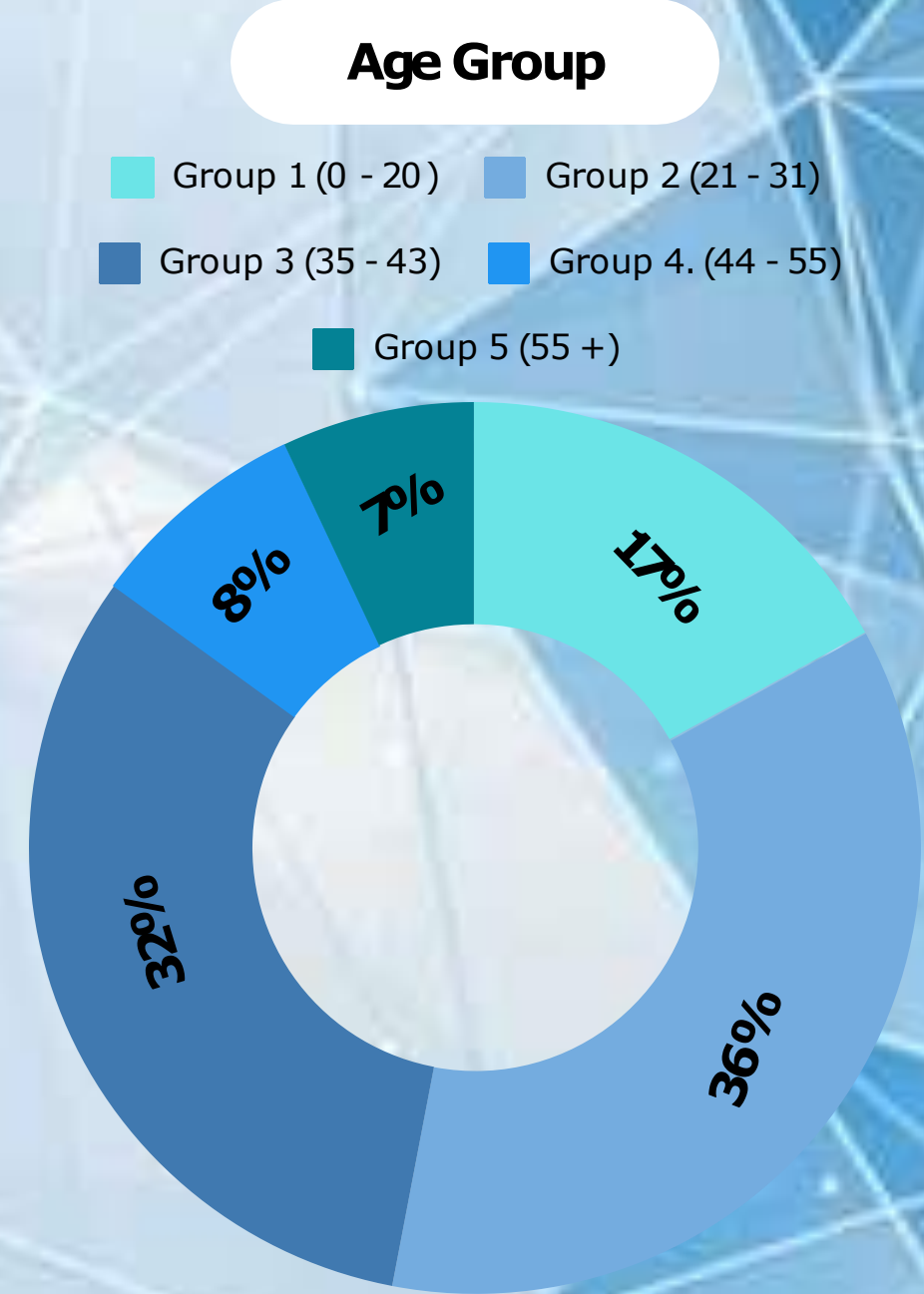
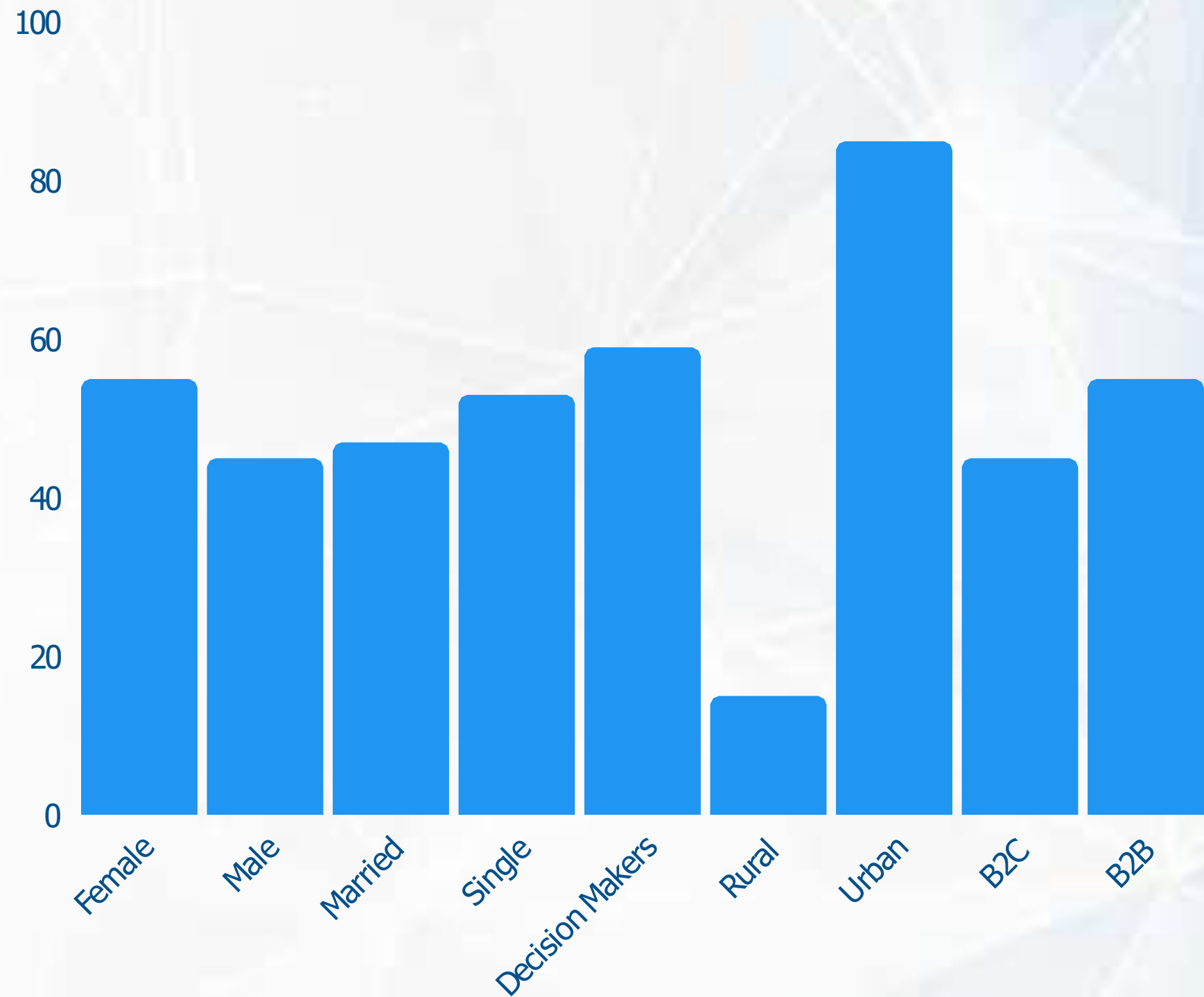


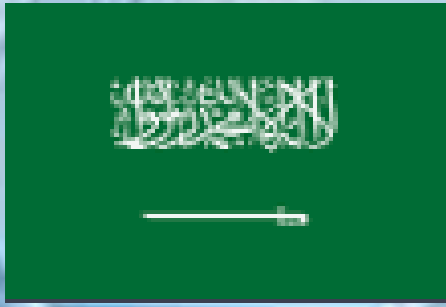


UAE



Worldwide Research Panel Size	65,000
Mother of Kids (0- 12years)	26,000

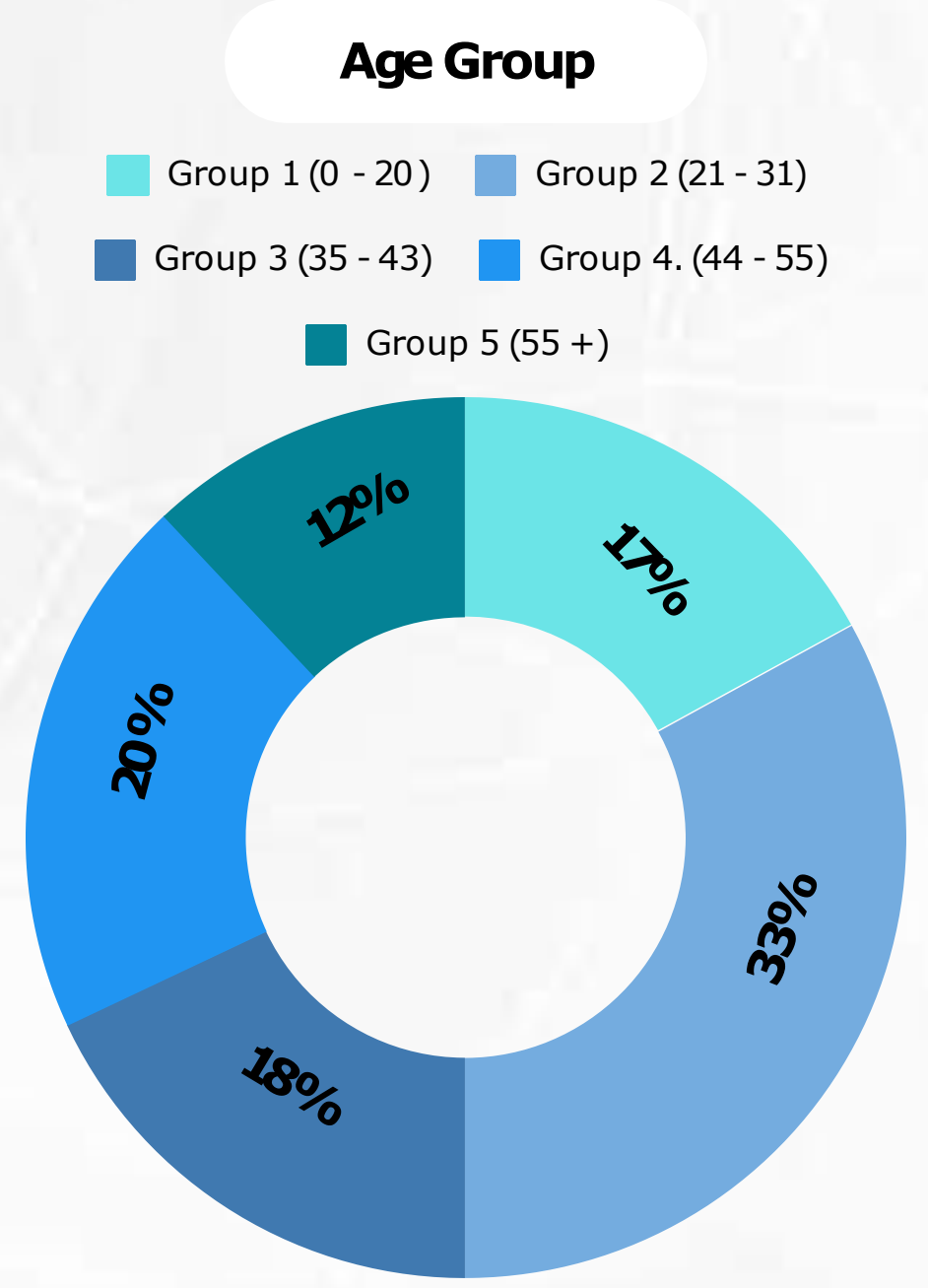
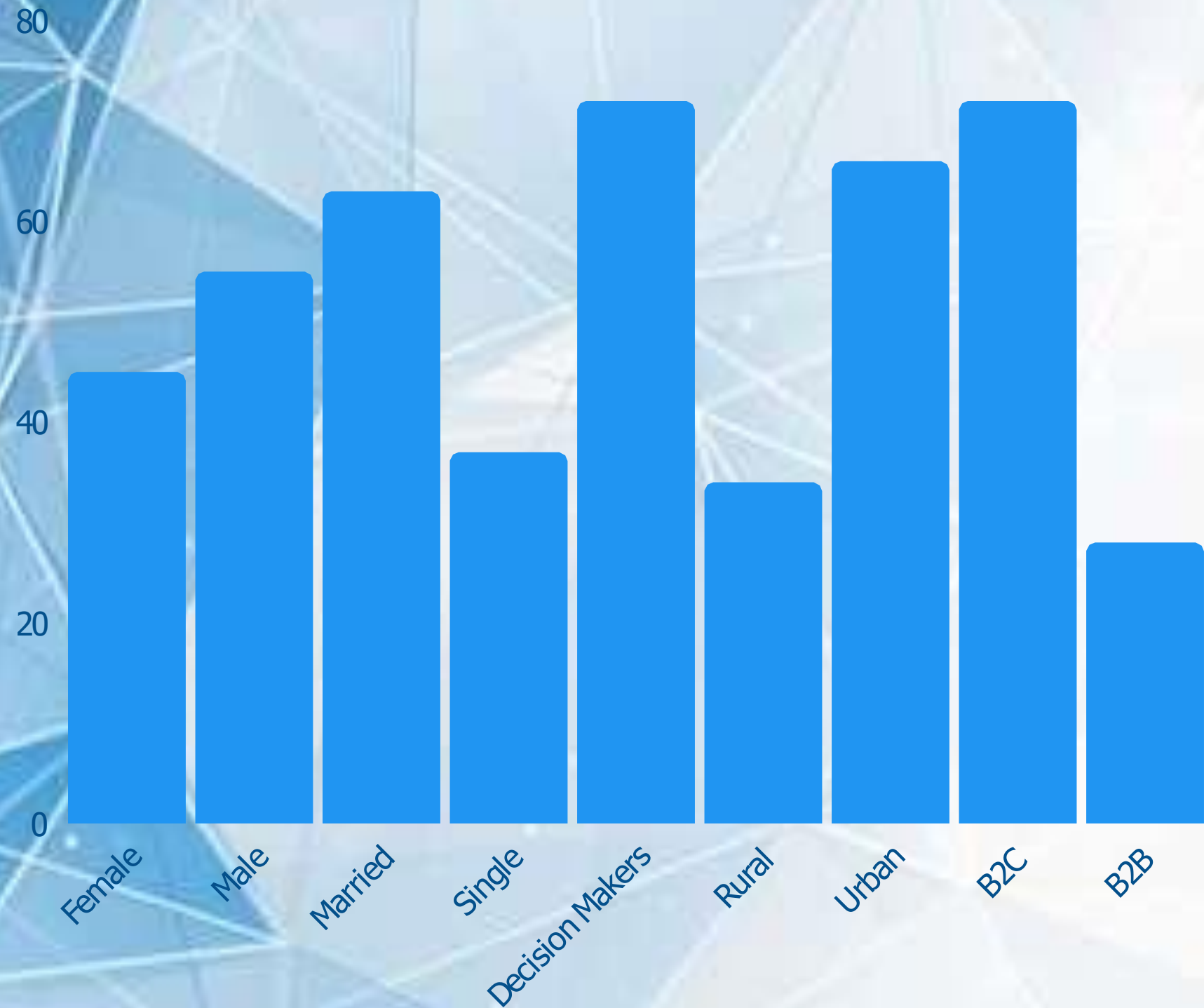




SAUDI ARABIA



Worldwide Research Panel Size	65,000
Mother of Kids (0- 12years)	19,500

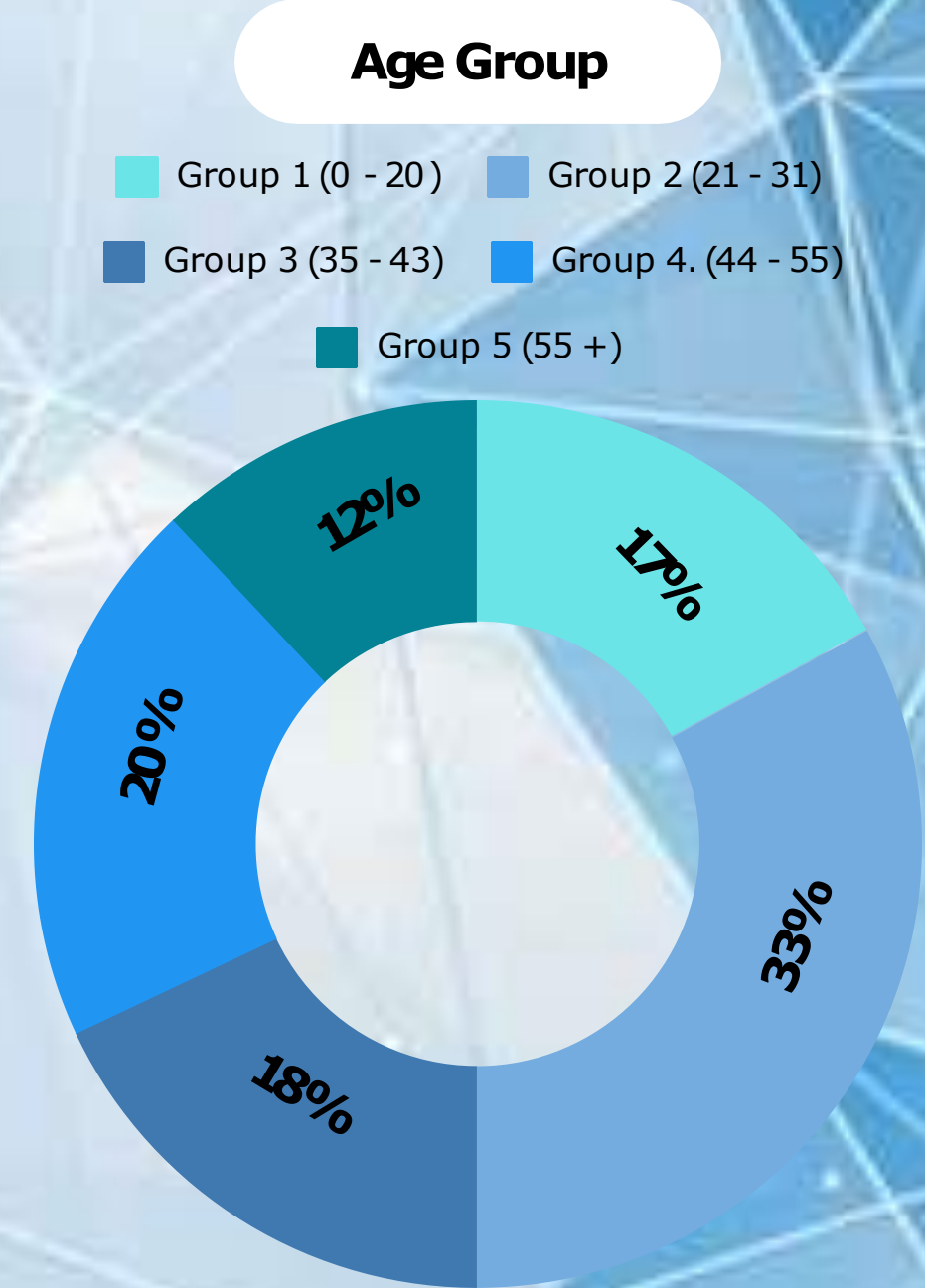
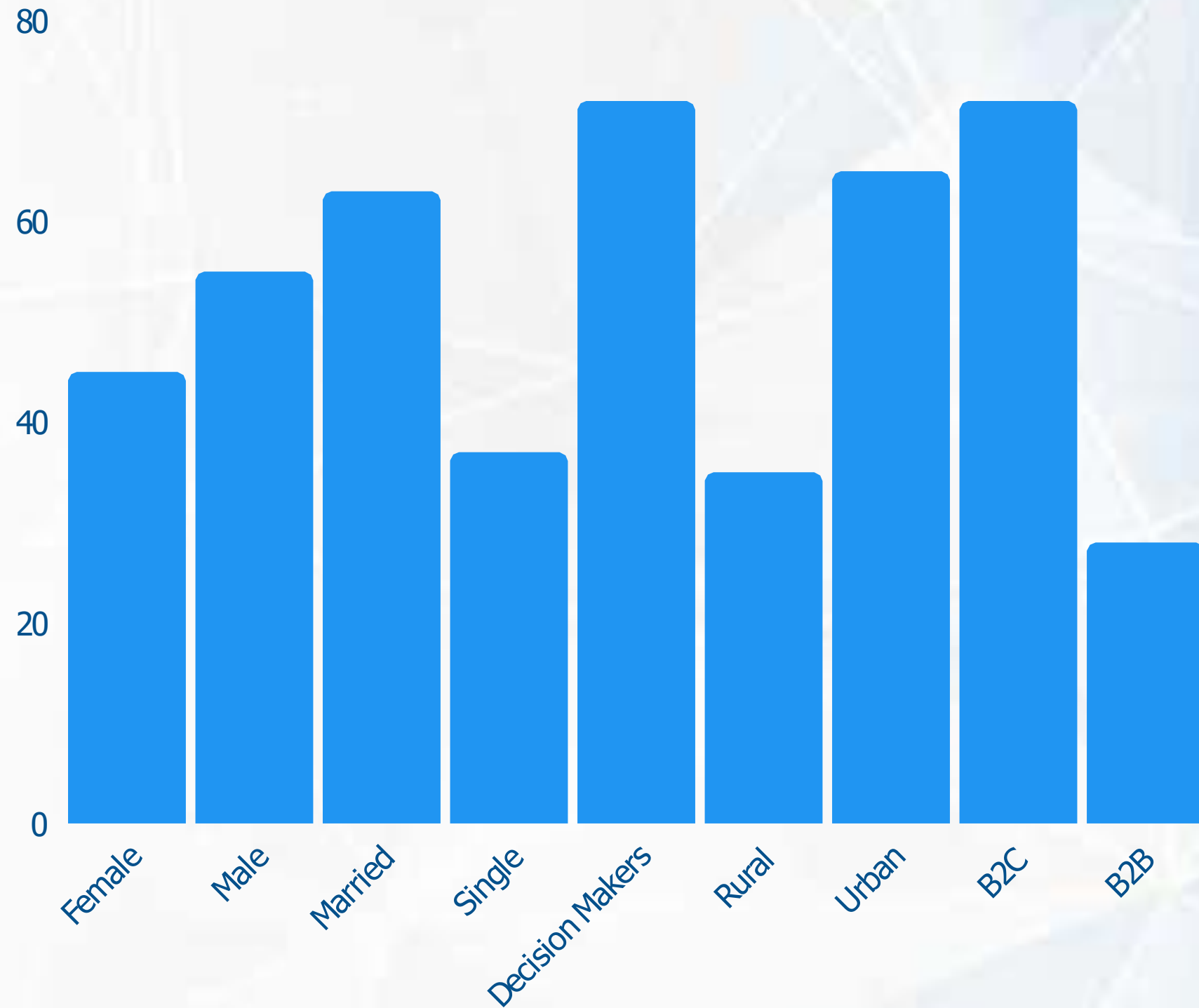




QATAR



Worldwide Research Panel Size	65,000
Mother of Kids (0- 12years)	19,500

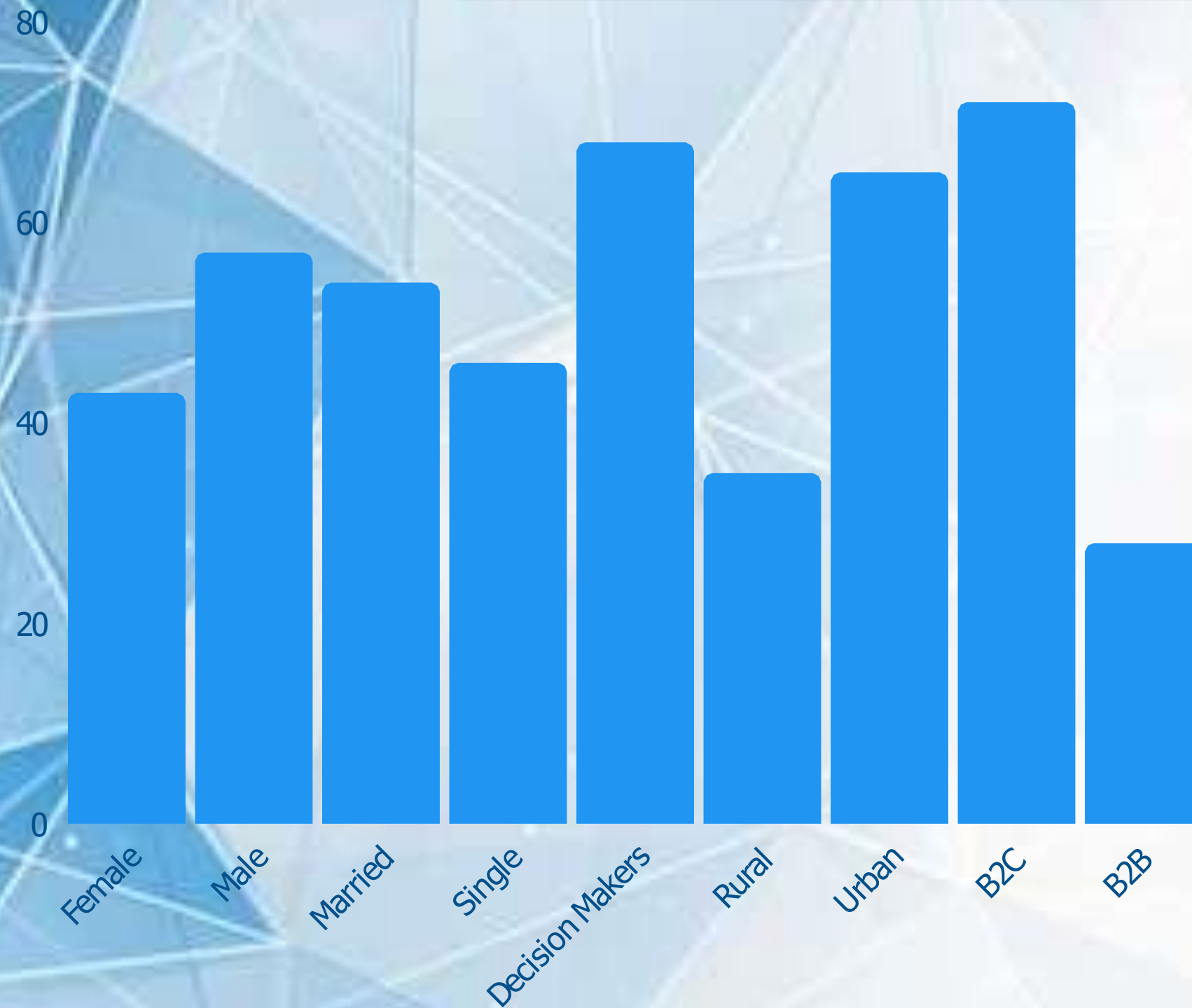




KUWAIT

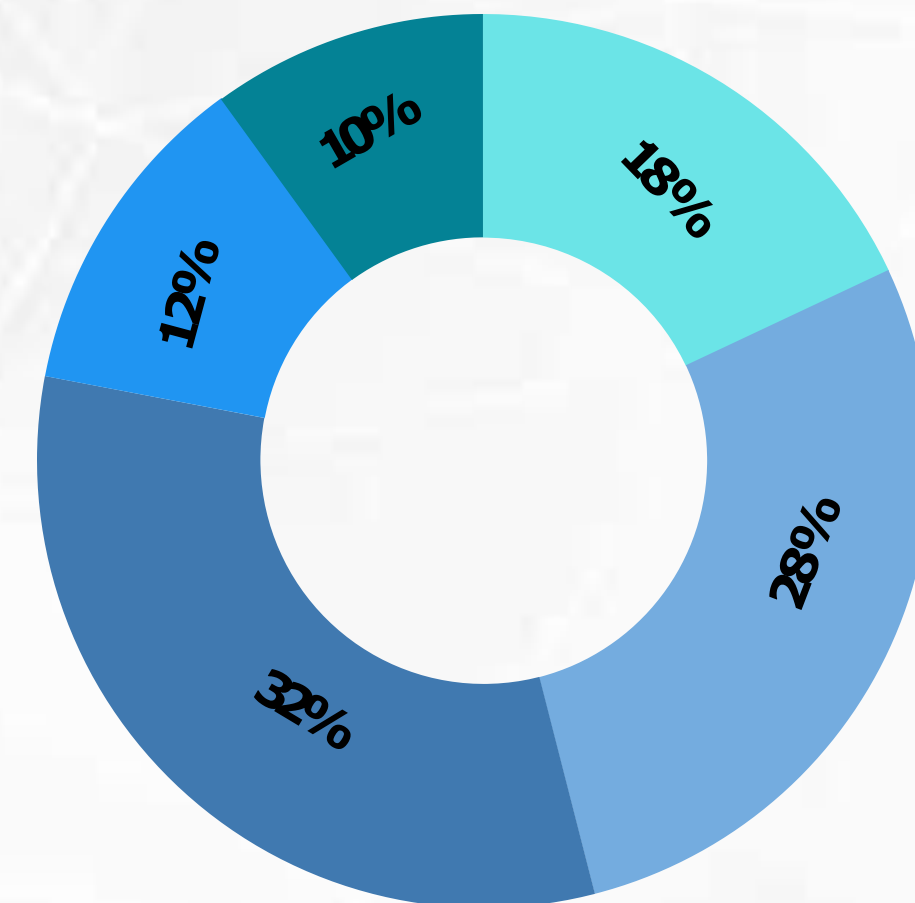


Worldwide Research Panel Size	34,000
Mother of Kids (0- 12years)	3,400



Age Group

- Group 1 (0 - 20)
- Group 2 (21 - 31)
- Group 3 (35 - 43)
- Group 4. (44 - 55)
- Group 5 (55 +)

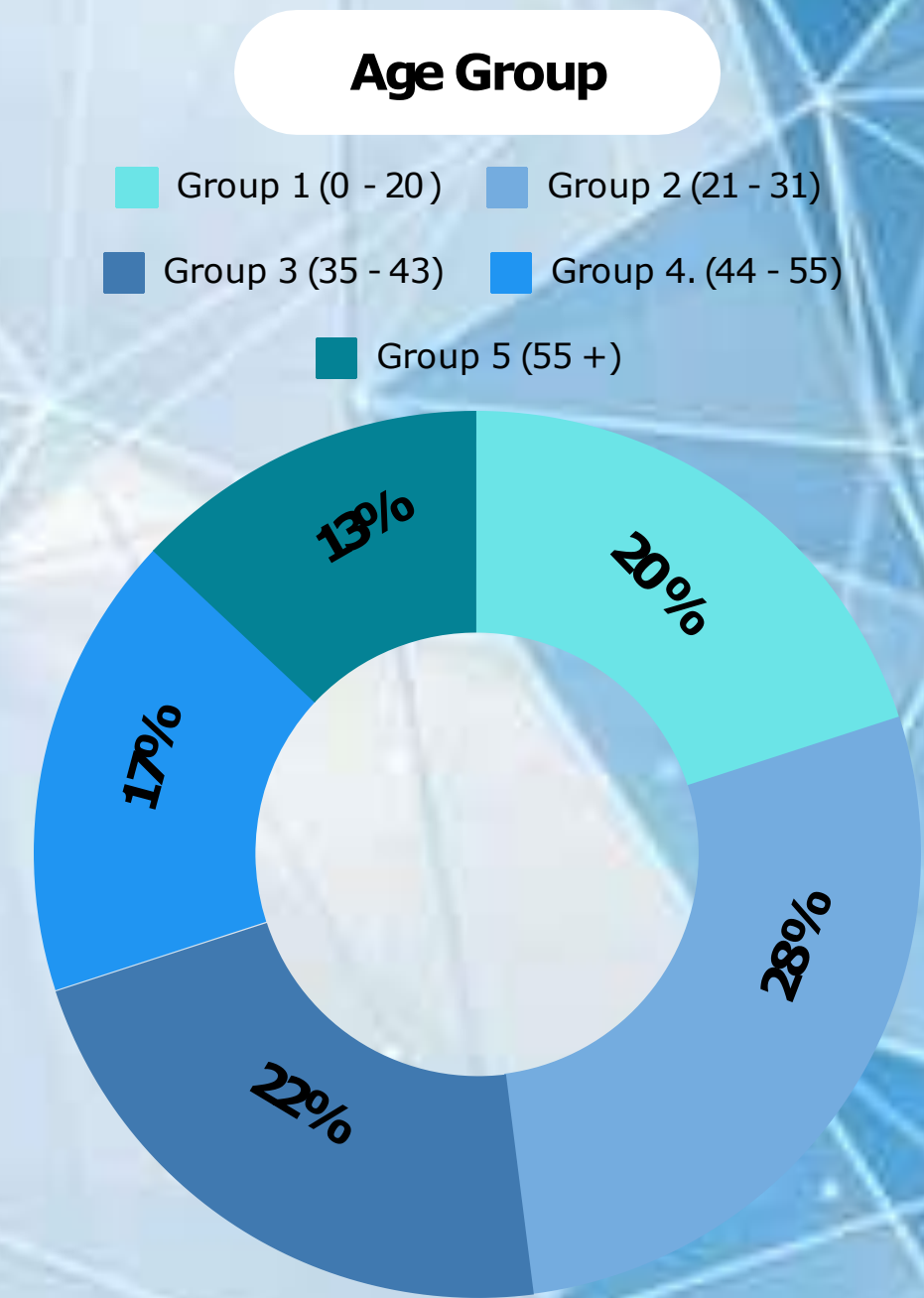
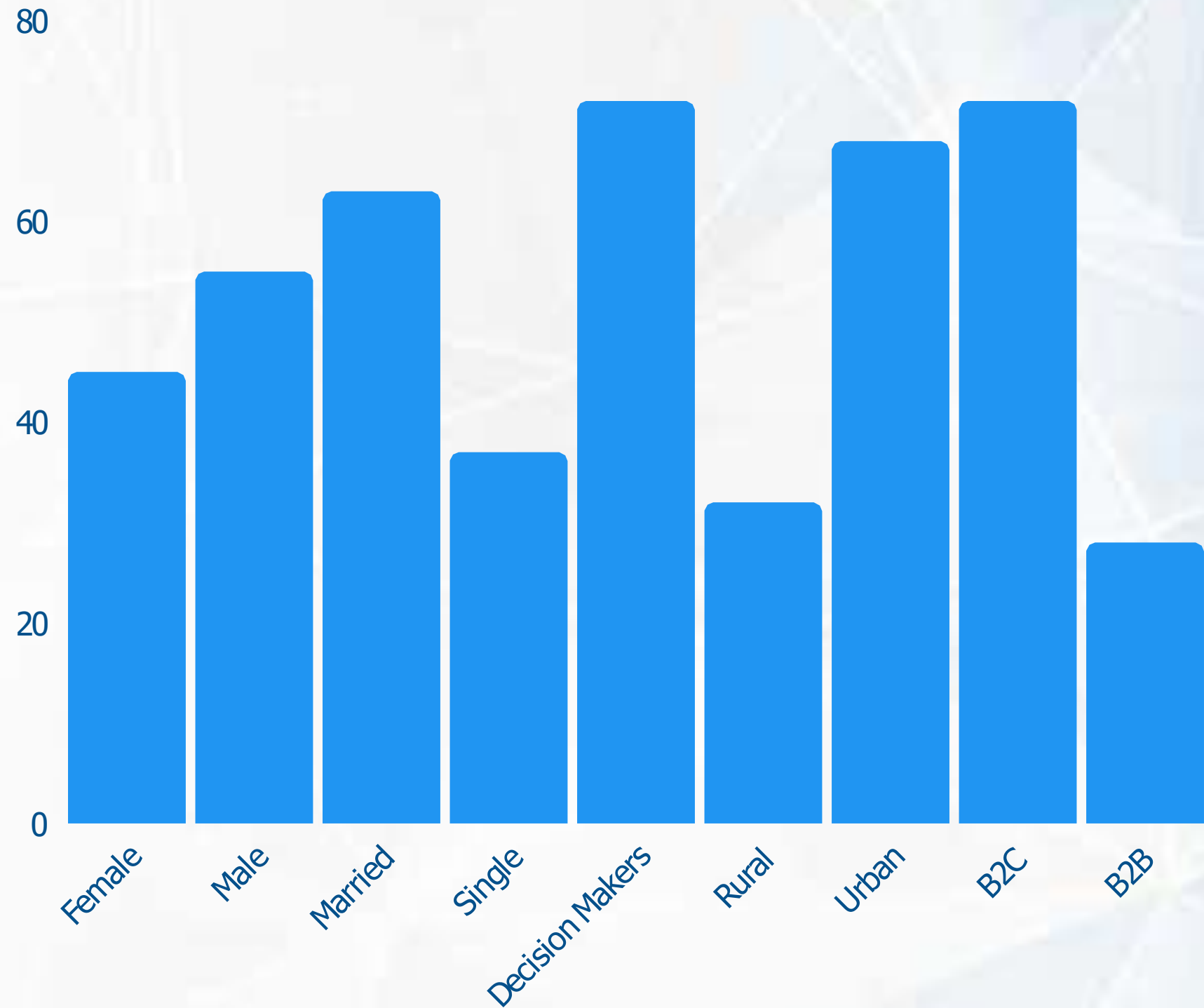




BAHRAIN



Worldwide Research Panel Size	23000
Mother of Kids (0- 12years)	2,300

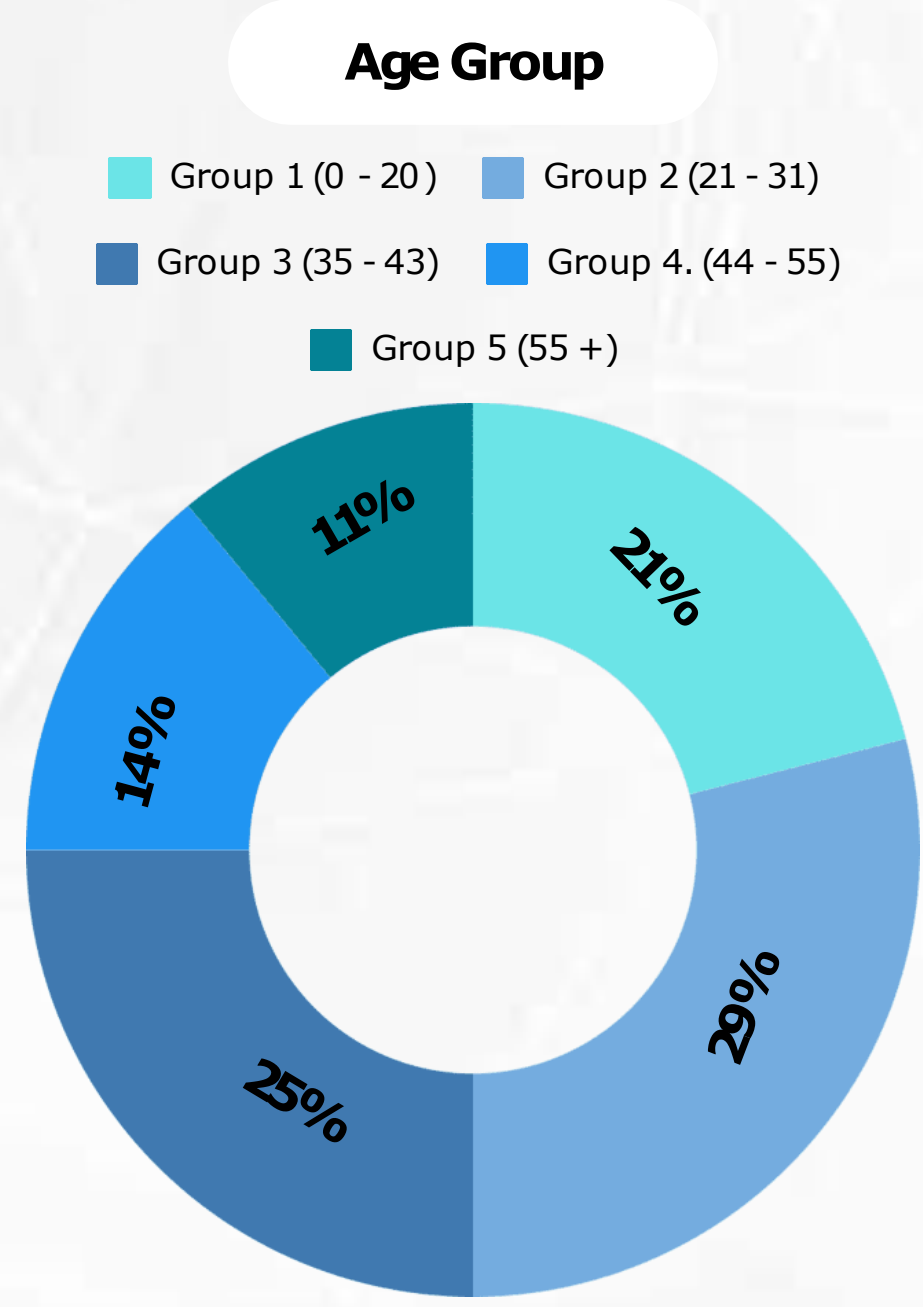
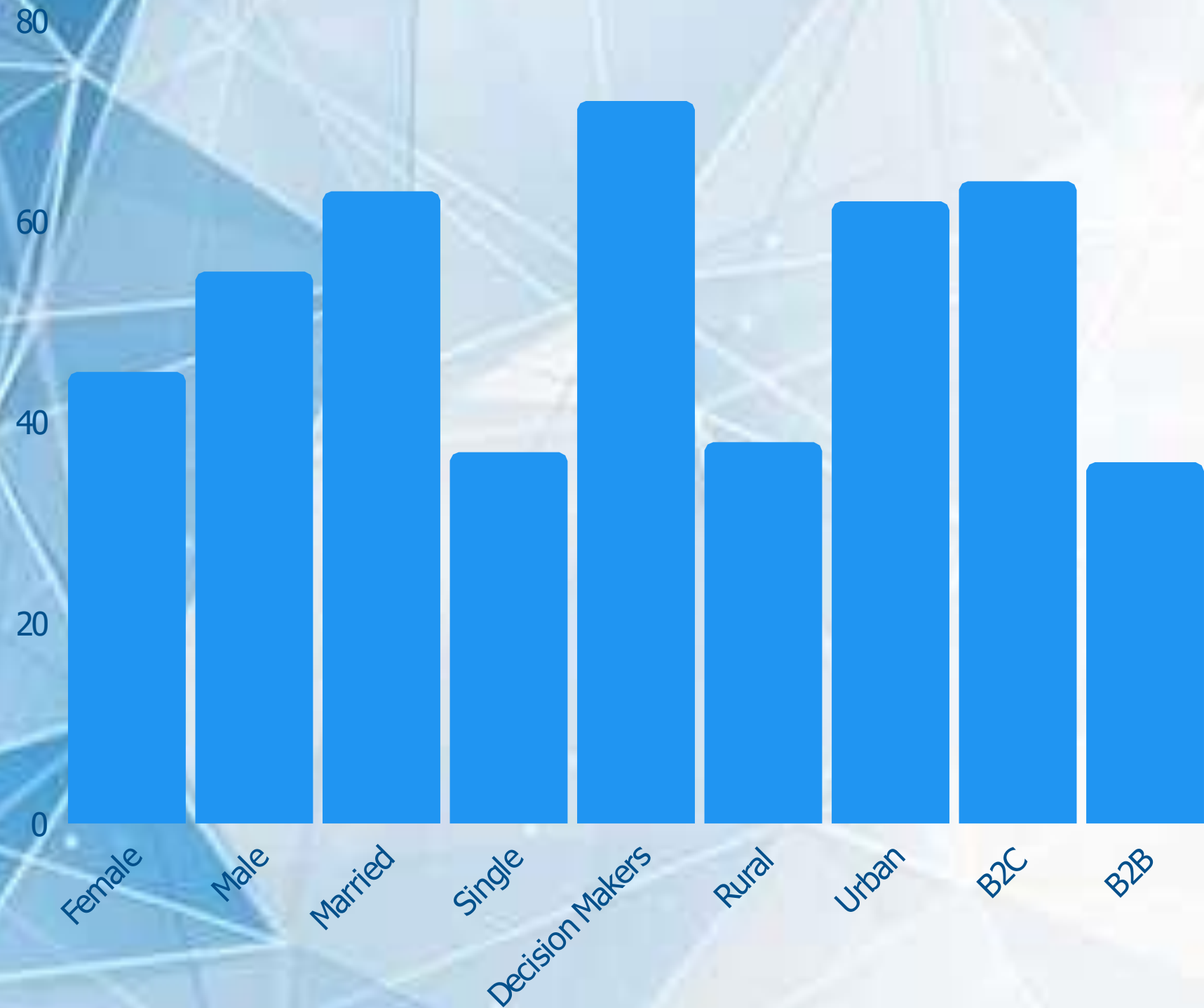




OMAN



Worldwide Research Panel Size	20,000
Mother of Kids (0- 12years)	2,000

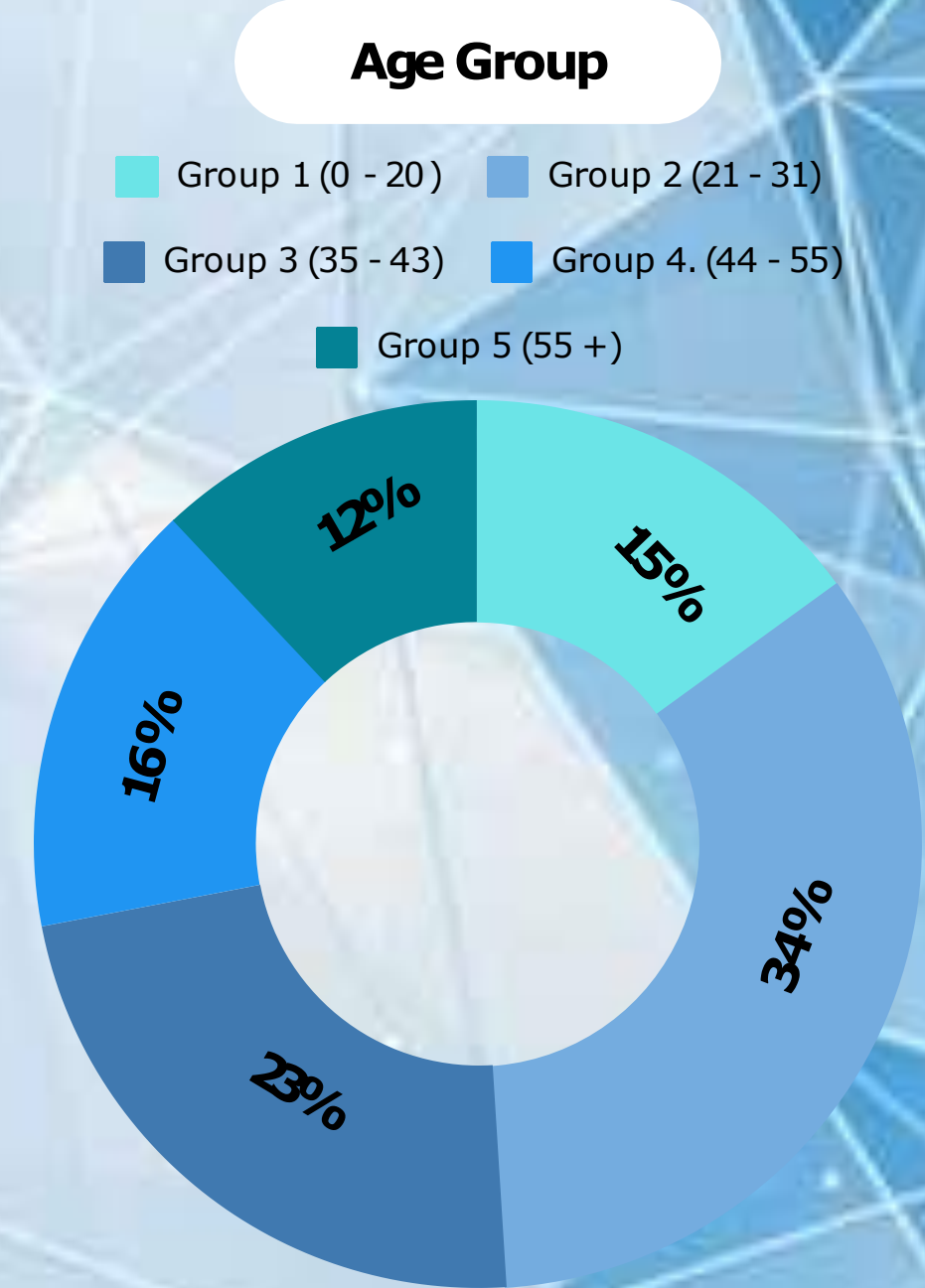
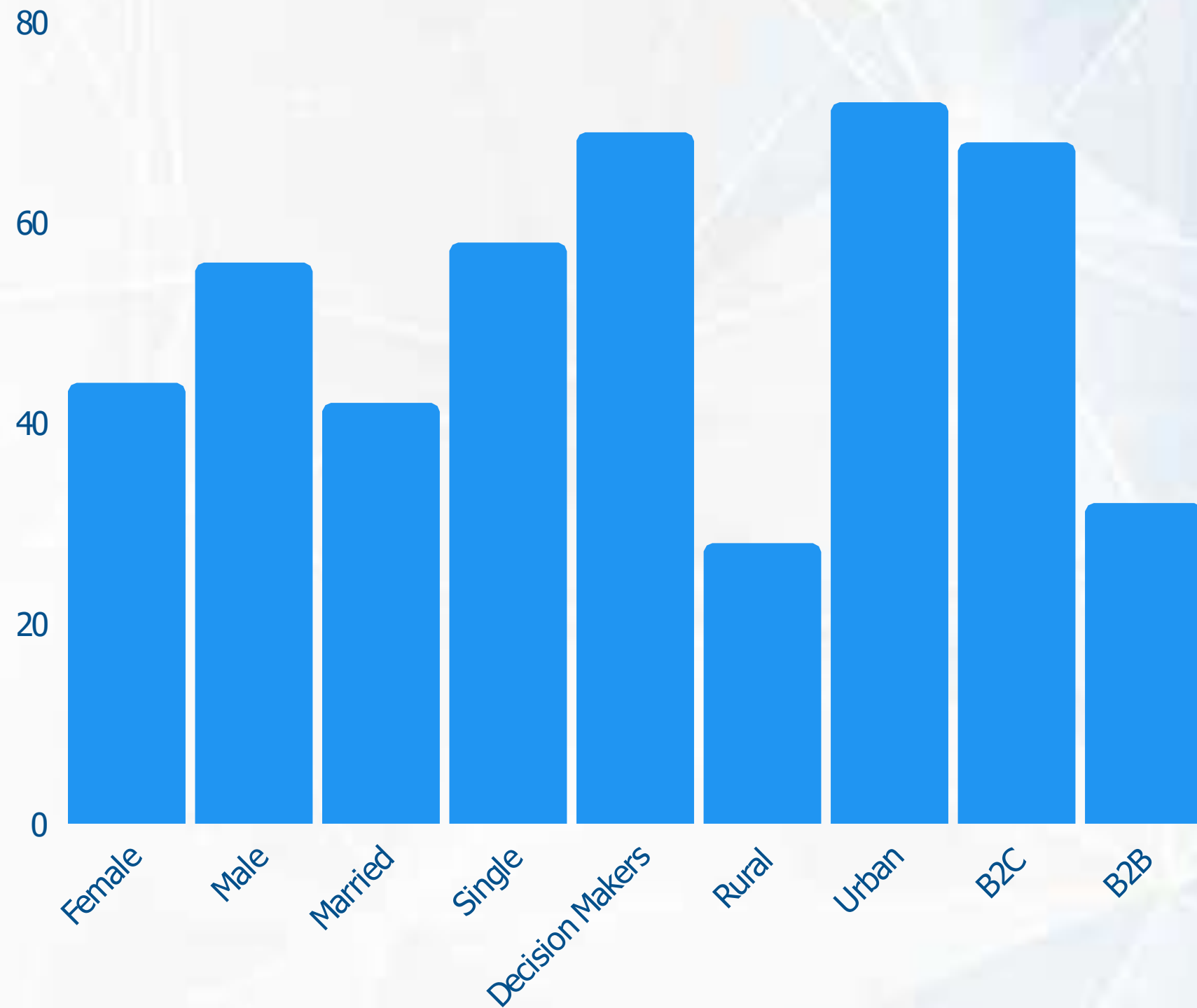




IRAN



Worldwide Research Panel Size	65,000
Mother of Kids (0- 12years)	19,500





TURKEY



Worldwide Research Panel Size	1,20,000
Mother of Kids (0- 12years)	12,000

