



Market Mind Insight

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# MARKET MIND INSIGHT

## PANEL BOOK

### GLOBAL COVERAGE

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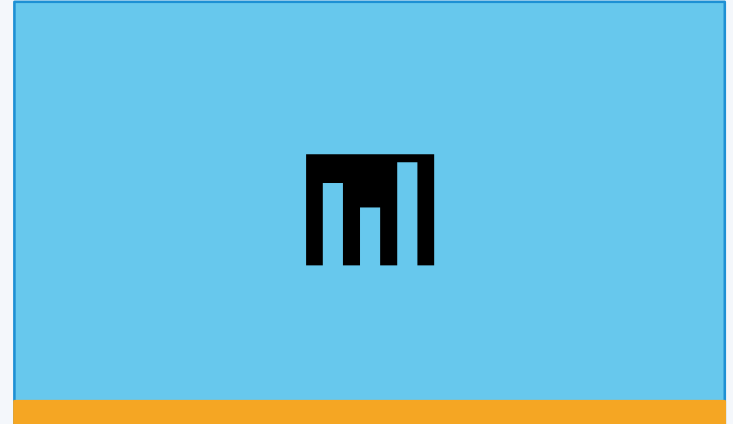
USA • CANADA • MEXICO • FRANCE • GERMANY • UK • ITALY • AUSTRIA  
NETHERLANDS • DENMARK • SPAIN • POLAND • BELGIUM • CHINA • SINGAPORE  
JAPAN • INDONESIA • INDIA • MALAYSIA • ARGENTINA • BRAZIL • CHILE  
AUSTRALIA • SOUTH KOREA • UAE • SAUDI ARABIA • KUWAIT • QATAR • NIGERIA • EGYPT

# ABOUT MARKET MIND INSIGHT



At Market Mind Insight, we decode public opinion and market trends to deliver actionable insights. Through data-driven research and expert analysis, we help businesses, institutions, and policymakers make informed decisions. Whether it's brand perception, voter sentiment, or consumer behavior—we bring clarity to complexity.

We provide access to extensive B2B and consumer panels, offer expert survey programming, and ensure continuous 24x7 project support to meet your research objectives efficiently and effectively.



## Our Capabilities :

At Market Mind Insight, we combine powerful research tools with expert execution to deliver insights you can trust. Our core capabilities include:



### Access to Extensive Panels

Tap into our robust B2B and consumer panels to reach the audiences that matter most.



### Expert Survey Programming

We ensure end-to-end survey excellence from design to deployment delivering reliable, high-quality data.



### 24x7 Project Support

Our global operations team ensures continuous support to keep your research on track day or night.

*Whether you're launching a new product, refining your messaging, or tracking sentiment over time, Market Mind Insight delivers the intelligence behind informed choices.*



# WHO WE ARE

Market Mind Insight is a global market research and opinion polling company delivering insights that drive smart, strategic decisions across industries and borders. With expertise in data science, behavioral analytics, and strategic advisory, we help brands, institutions, and governments understand what people think, feel, and choose—across markets and cultures.

## GLOBAL RESEARCH NETWORK

Our global research network spans North America, Europe, Asia, and emerging markets, enabling us to deliver both hyperlocal and cross-border insights. Whether it's a multinational product launch, an international policy survey, or regional consumer behavior analysis, we bring precision, context, and relevance to every study.

### Global Reach, Local Expertise

Our research network spans:

 Europe  North America  Asia  Middle East & Africa  Latin America

✓ Precision

✓ Context

✓ Relevance

—to every engagement.



# WHAT SETS US APART



🔍 Data Science · Behavioral Analytics · Strategic Advisory

## Truly Global Reach

Our research spans over 35 countries, across urban, semi-urban, and rural segments, capturing cultural, economic, and geographic diversity.

## Integrated Data Solutions

From online panels and mobile surveys to in-depth interviews and predictive analytics—we deliver full-stack research solutions aligned with your goals.

## Culturally Informed Research

We localize our methodologies to reflect the unique context of each region, ensuring insights are authentic, relevant, and actionable.

## Insight to Strategy

Our work goes beyond reports. We collaborate with clients to translate insights into measurable impact through strategic decision support.



# PANEL & PROFILING



## Robust Profiling for Precise Targeting

Our platform supports hundreds of profiling parameters, allowing highly customized respondent targeting. We believe quality research starts with willing, engaged participants. Our satisfied panel members participate voluntarily, delivering reliable and meaningful insights for our clients.

## Seamless Surveys, Smarter Insights

Market Mind Insight's advanced survey platform offers a smooth, intuitive experience that transforms how individuals participate in research. Free from outdated systems, it allows easy access across devices and locations. Our innovative approach ensures even hard-to-reach respondents are engaged and retained, delivering high-quality data and actionable insights.

## Secure Enrollment & Smart Profiling

Panelists provide key demographic details during enrollment, including name, age, gender, and date of birth. With Market Mind Insight's double opt-in process, each member confirms participation and receives secure login access. This initial data helps panelists complete their profiles, enabling precise targeting. Survey invitations are then tailored to individual profiles, ensuring relevance and higher engagement.

## Panel Commitment & Data Responsibility

We encourage panelists to regularly update their profiles for accurate targeting. At Market Mind Insight, panel satisfaction is a key priority. All members are clearly informed of their role, and must accept our terms and privacy policy before activation—ensuring transparency and trust.



# PANEL TARGETING ATTRIBUTES



At Market Mind Insight, we offer access to a highly localized panel comprising Consumers, Business Leaders, IT Decision Makers, and more.

Our panel profiling attributes are systematically updated at regular intervals—every 3, 6, or 12 months—depending on the specific data point. In response to our clients' diverse research needs, we leverage over 100 profiling variables to accurately target respondent segments. This precision in targeting not only ensures data relevance and quality but also optimizes both the cost and time associated with data collection.

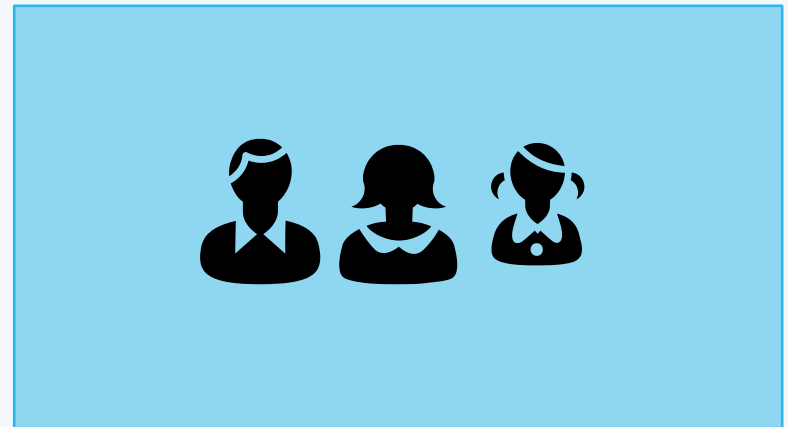
## Personal and Household

### Basic

- Province/State
- City/area
- Gender
- Age
- Race
- Language
- Education
- Household Income
- Personal Income
- Social economic class

### Household

- Marriage status
- Family size
- Number of kids
- Children's age
- Children's gender
- Expectant mothers



### Authority of Decision

- Groceries/Household
- Cars
- Financial Services
- Investments/Real Estate
- Land Purchases

### Cars

- Driver's license
- No. of cars
- Car type & brand
- Purchase year
- New or old

### Pets

- Dog(s)
- Cat(s)
- Bird(s)
- Fish, Horse
- Reptiles, Others

### Employment

- Employment status
- Division
- Industry
- No. of employees

### Finance

- Financial products ownership: credit cards, savings, insurance, etc.



# Lifestyle & Entertainment



## Food and Beverage

- Coffee & Tea
- Beer
- Soft drinks
- Wine
- Spirits & liquors
- Fast food frequency
- Primary grocery shoppers

## Gaming

- Games Platforms
- Frequency of games played
- Type of games
- Nintendo / PlayStation / Xbox
- PC game / Smartphone
- VR System / Tablet

## Ride-sharing

- Ride-sharing apps
- Frequency

## Travel

- No. of business trips in past 6 months
- No. of leisure trips in past 6 months

## Smoking

- Smoking frequency
- Tobacco type
- Number of cigarettes, brand

# B2B PANEL



## Job Title

- Director / General Manager / VP
- Owner / Partner / Self Employed
- Manager
- Executive / Supervisor / Officer...

## Decision Making Authority

- ITDMs (Computer Hardware/Software)
- Internet Service Provider
- HRDMs (Recruitment, Training)
- Finance DMs (Auditing, Insurance, Accounting, Banking)

## Industry

- Agriculture
- Manufacturing
- Mining
- Publishing/Printing
- Transport/Logistics
- Travel/Hotels
- Wholesale
- Finance/Banking
- Services
- Medical
- Education...

## Division

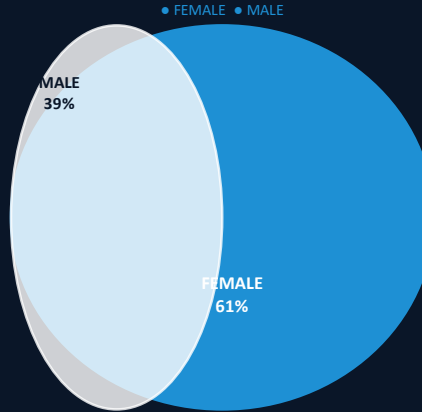
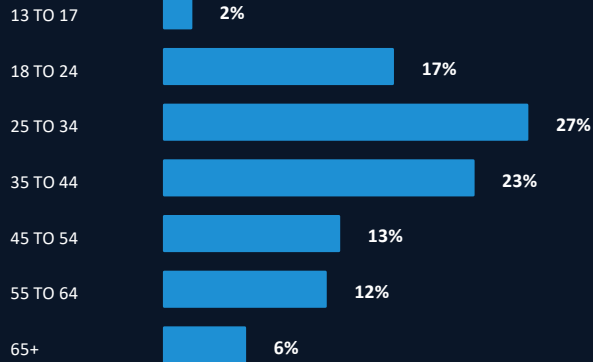
- Accounting / Finance
- Administrative / Clerical
- Human Resources
- Legal
- Marketing / Product
- Communications / PR / Advertising
- Manufacturing / Operations
- Procurement
- Logistics / Distribution
- Training / Education
- Building / Construction...

UNITED STATES

# UNITED STATES

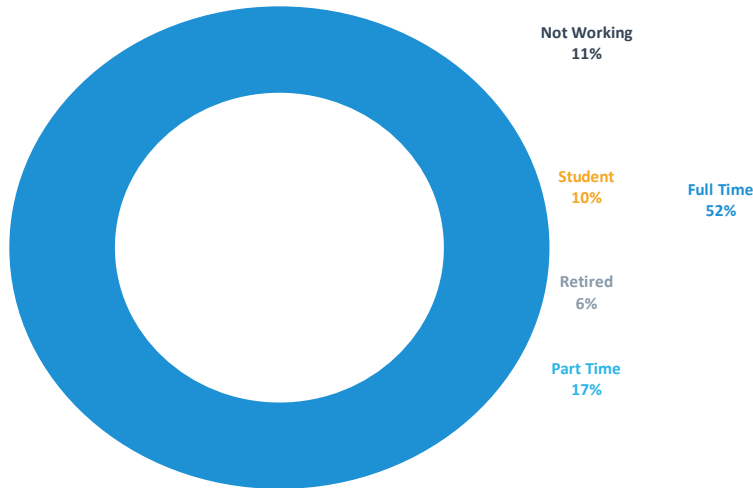
PANEL SIZE - 233,150

## AGE

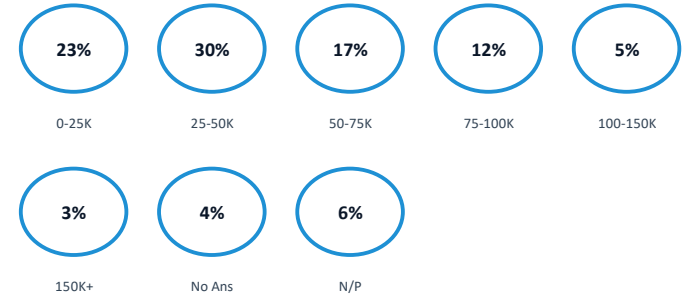


## EMPLOYMENT STATUS

JOB TYPE	%
Full Time	52%
Part Time	17%
Retired	10%
Student	6%
Not Working	11%
Not Profiled	4%



## HOUSEHOLD INCOME ( \$ )

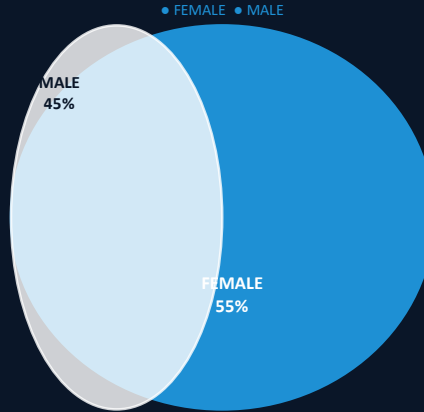
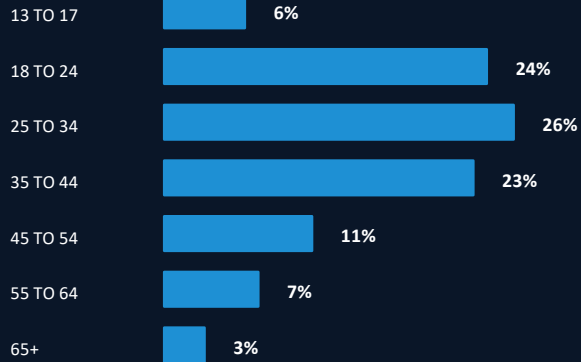


🇨🇦  
CANADA

# CANADA

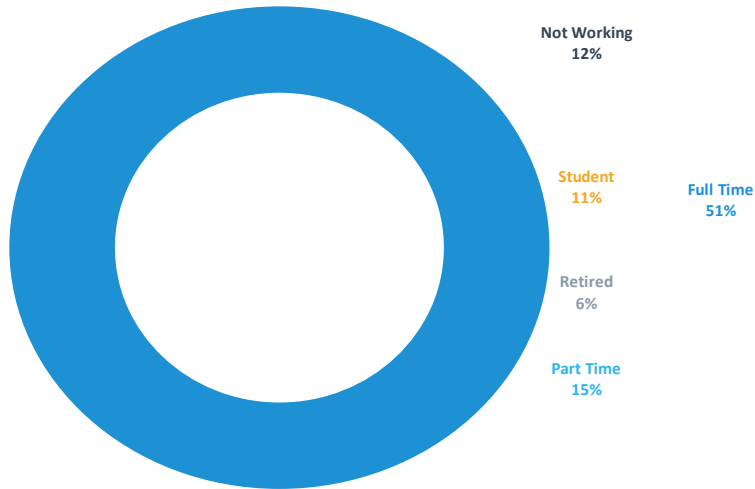
PANEL SIZE - 155,605

## AGE

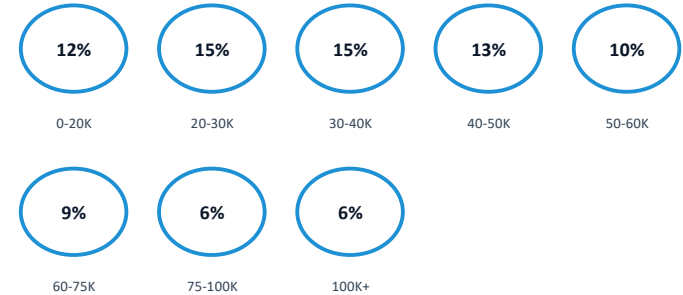


## EMPLOYMENT STATUS

JOB TYPE	%
Full Time	51%
Part Time	15%
Retired	11%
Student	6%
Not Working	12%
Not Profiled	5%



## HOUSEHOLD INCOME ( \$ )

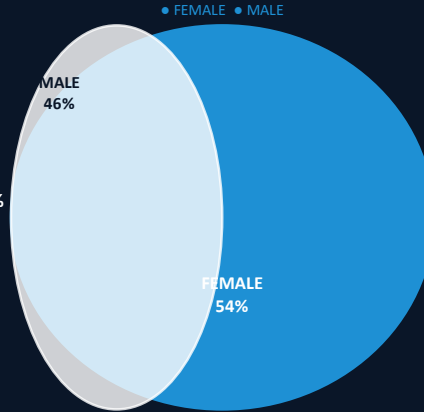
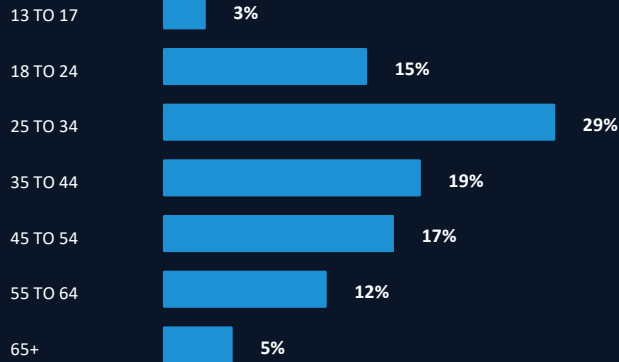


UNITED KINGDOM

# UNITED KINGDOM

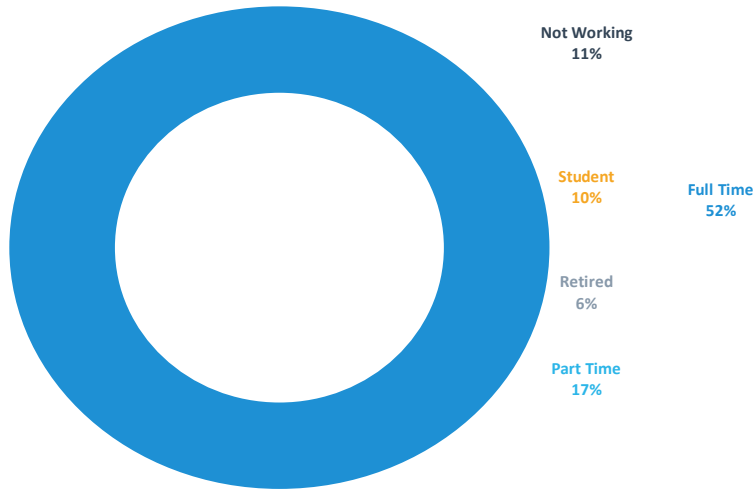
PANEL SIZE - 160,350

## AGE

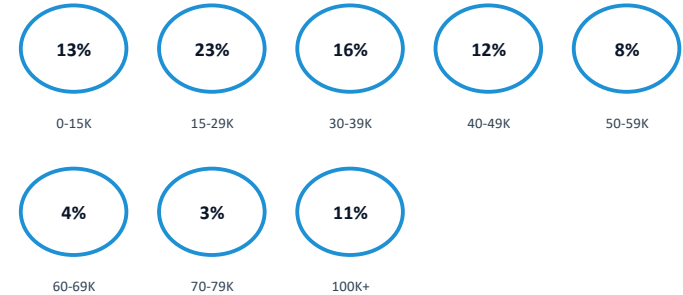


## EMPLOYMENT STATUS

JOB TYPE	%
Full Time	52%
Part Time	17%
Retired	10%
Student	6%
Not Working	11%
Not Profiled	4%



## HOUSEHOLD INCOME ( £ )

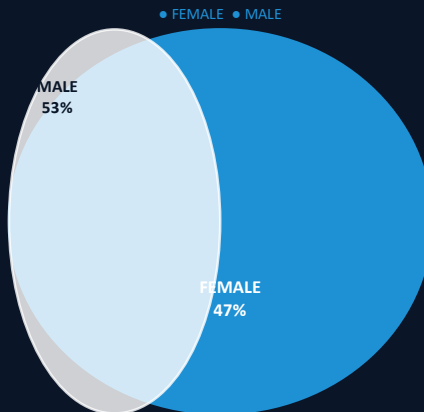
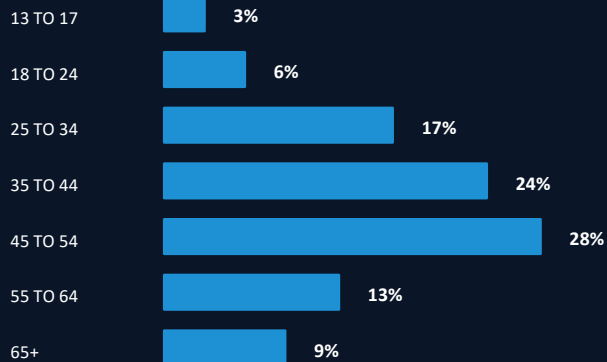


FRANCE

# FRANCE

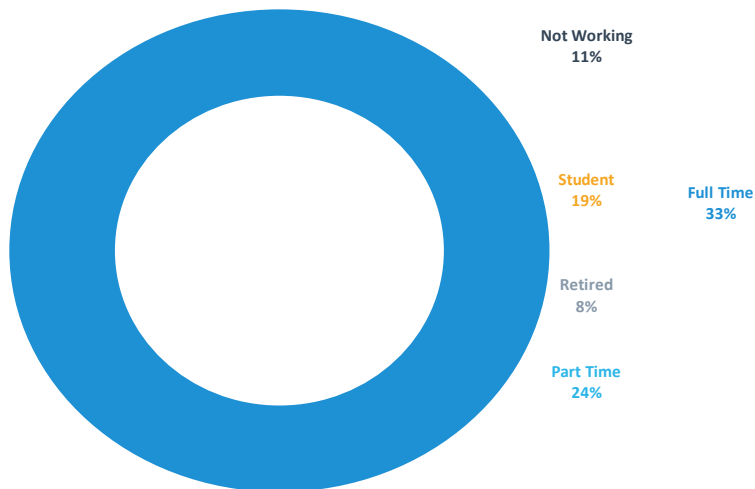
PANEL SIZE - 105,540

## AGE



## EMPLOYMENT STATUS

JOB TYPE	%
Full Time	33%
Part Time	24%
Retired	19%
Student	8%
Not Working	11%
Not Profiled	5%



## HOUSEHOLD INCOME ( € )

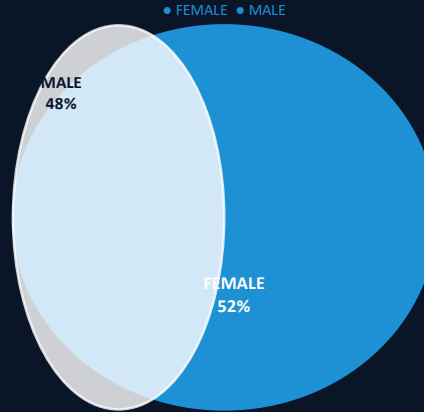
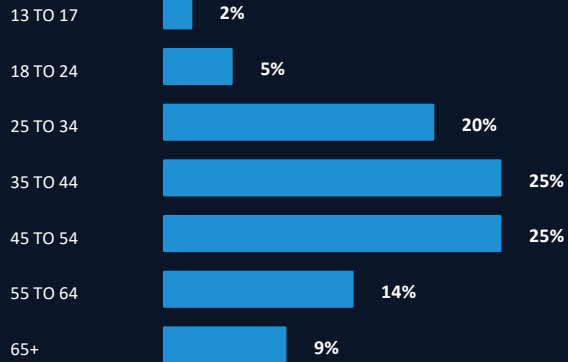


GERMANY

# GERMANY

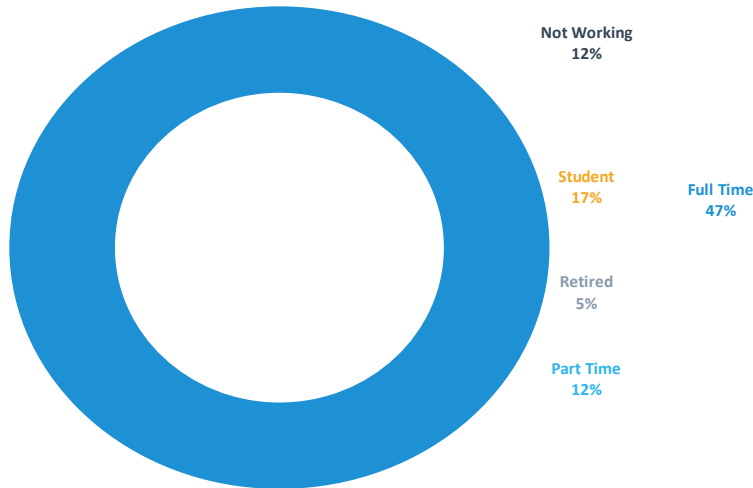
PANEL SIZE - 90,858

## AGE



## EMPLOYMENT STATUS

JOB TYPE	%
Full Time	47%
Part Time	12%
Retired	17%
Student	5%
Not Working	12%
Not Profiled	7%



## HOUSEHOLD INCOME ( € )

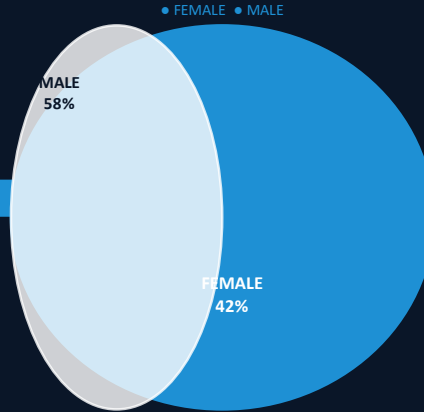
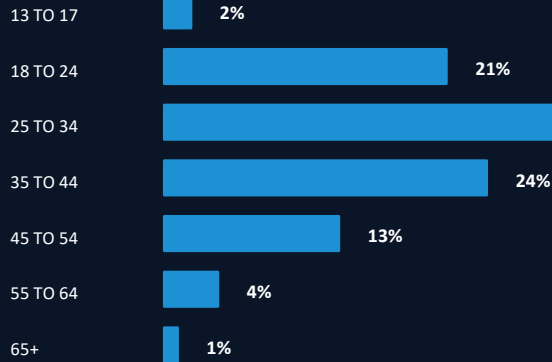


ITALY

# ITALY

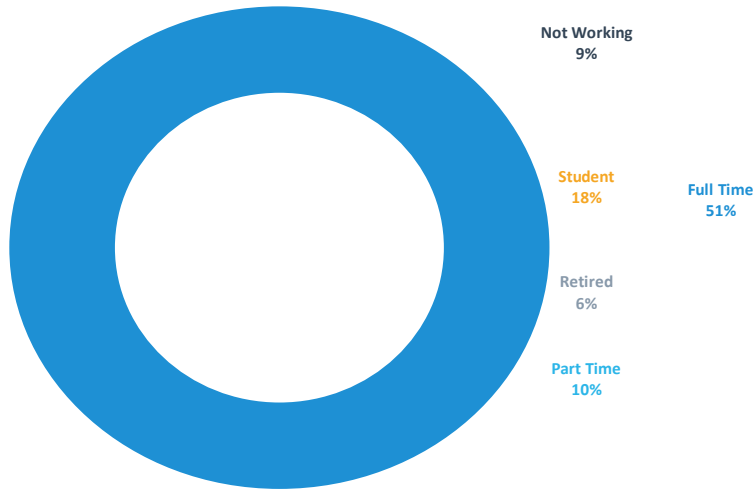
PANEL SIZE - 85,880

## AGE



## EMPLOYMENT STATUS

JOB TYPE	%
Full Time	51%
Part Time	10%
Retired	18%
Student	6%
Not Working	9%
Not Profiled	6%



## HOUSEHOLD INCOME ( € )

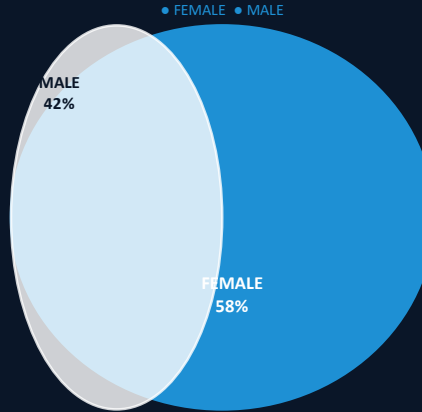
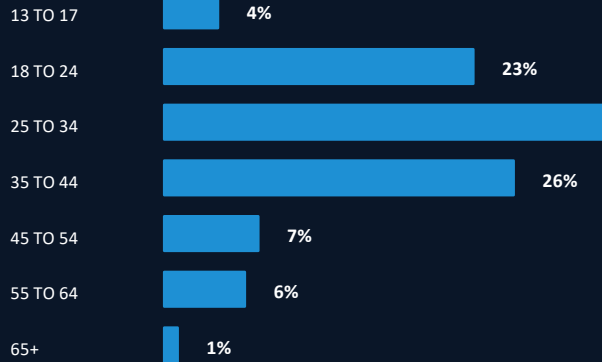


SPAIN

# SPAIN

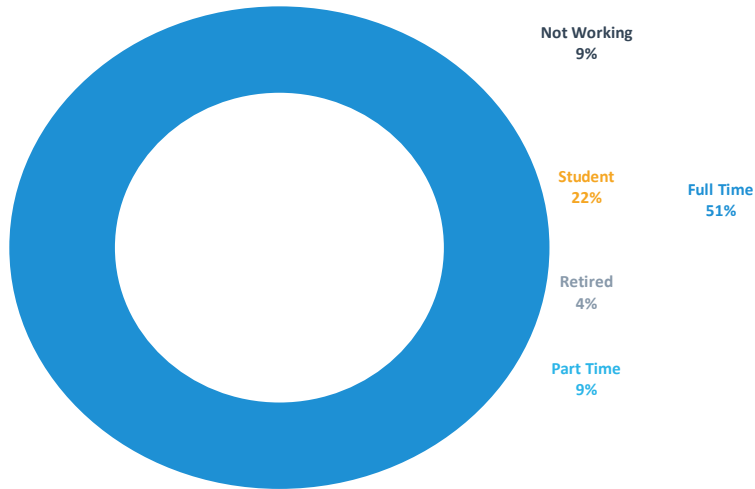
PANEL SIZE - 60,954

## AGE

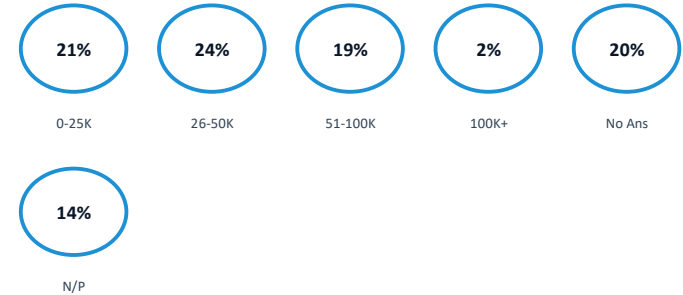


## EMPLOYMENT STATUS

JOB TYPE	%
Full Time	51%
Part Time	9%
Retired	22%
Student	4%
Not Working	9%
Not Profiled	5%



## HOUSEHOLD INCOME ( € )

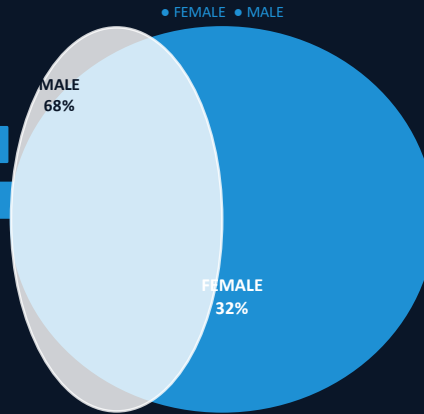
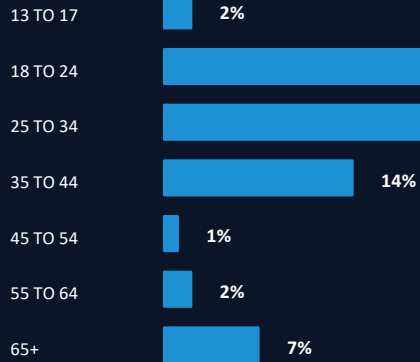


INDIA

# INDIA

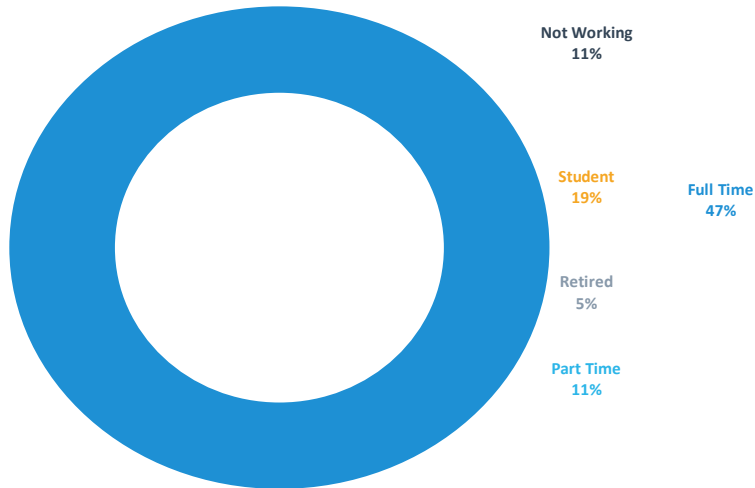
PANEL SIZE - 100,280

## AGE



## EMPLOYMENT STATUS

JOB TYPE	%
Full Time	47%
Part Time	11%
Retired	19%
Student	5%
Not Working	11%
Not Profiled	7%



## HOUSEHOLD INCOME ( ₹ )

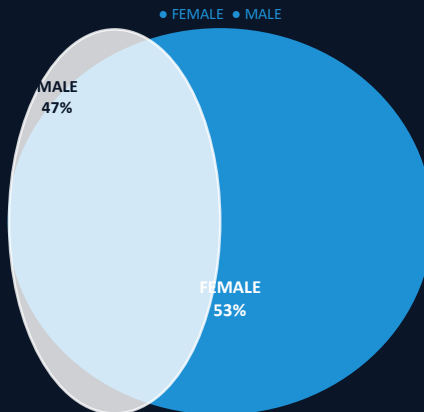
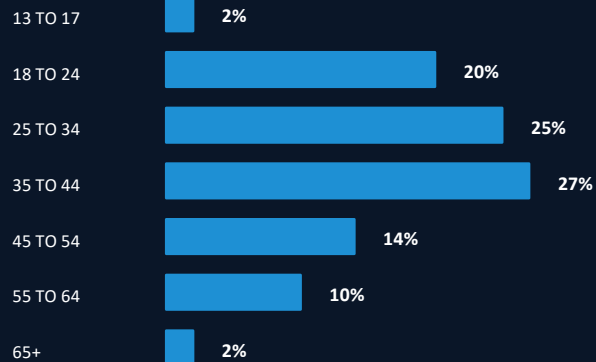


JAPAN

# JAPAN

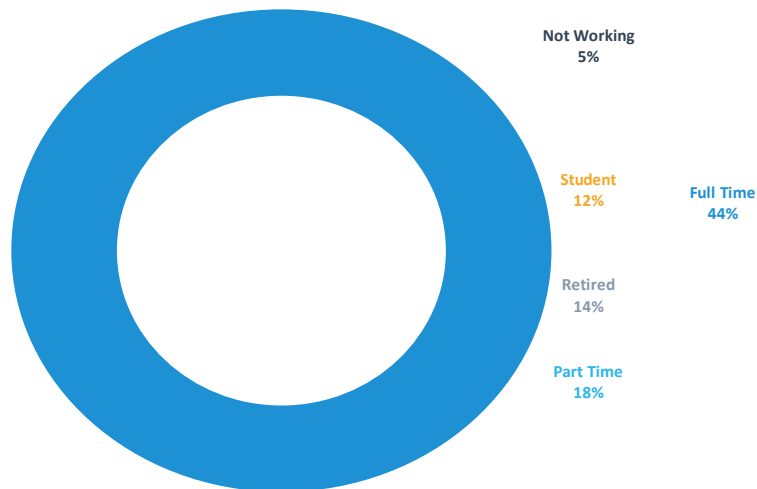
PANEL SIZE - 70,795

## AGE

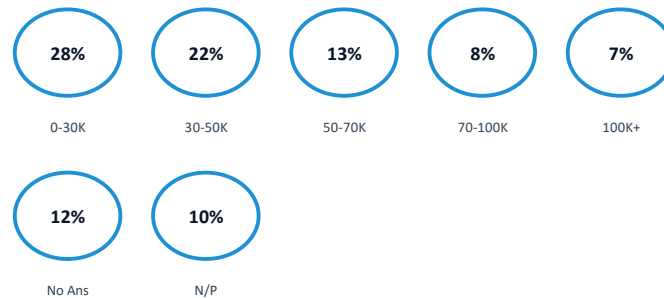


## EMPLOYMENT STATUS

JOB TYPE	%
Full Time	44%
Part Time	18%
Retired	12%
Student	14%
Not Working	5%
Not Profiled	7%



## HOUSEHOLD INCOME ( ¥ )

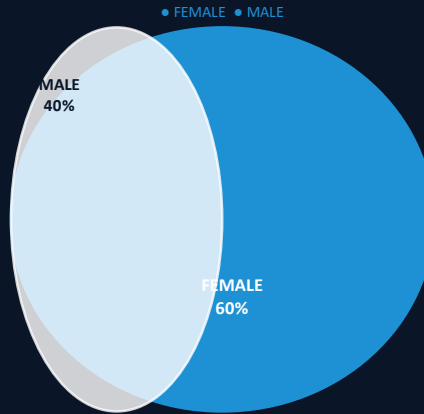
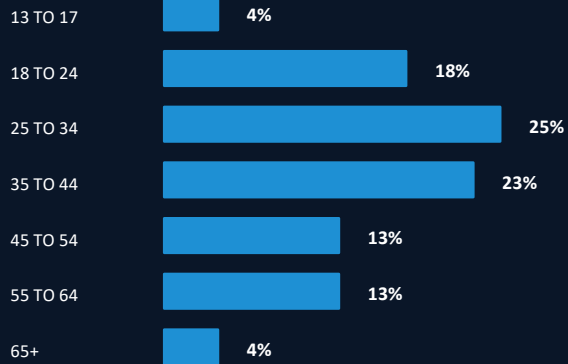


# AUSTRALIA

# AUSTRALIA

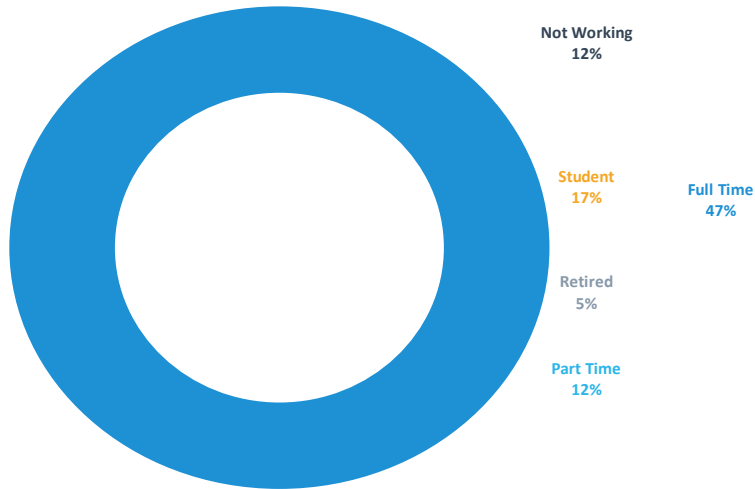
PANEL SIZE - 40,740

## AGE



## EMPLOYMENT STATUS

JOB TYPE	%
Full Time	47%
Part Time	12%
Retired	17%
Student	5%
Not Working	12%
Not Profiled	7%



## HOUSEHOLD INCOME ( \$ )

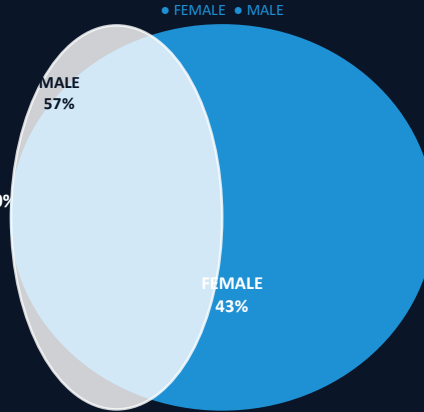
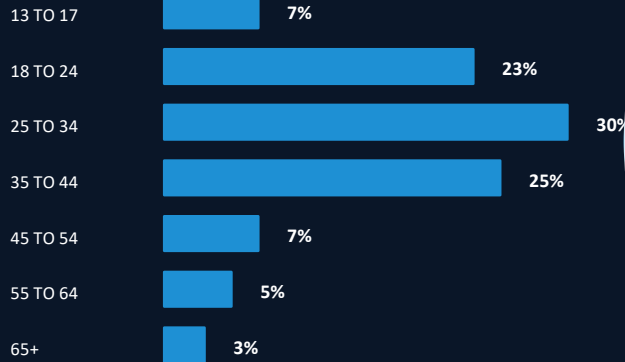


**BRAZIL**

# BRAZIL

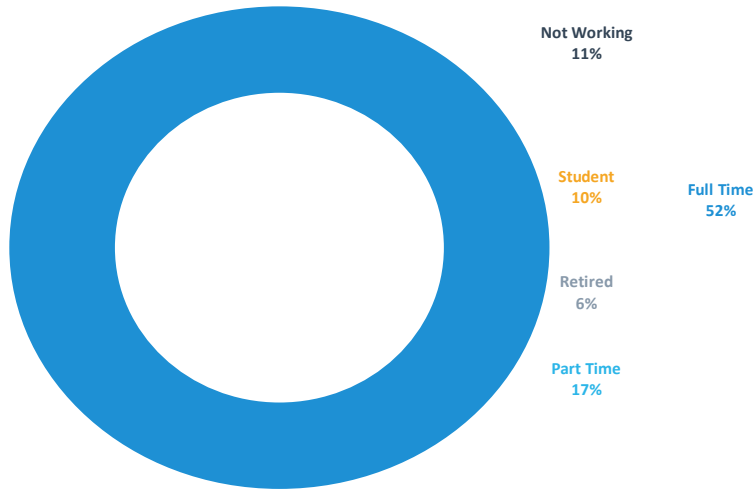
PANEL SIZE - 52,226

**AGE**

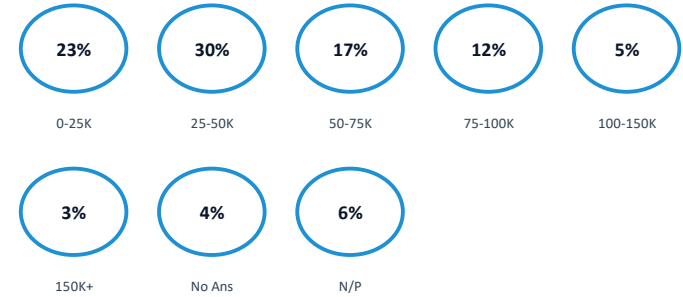


**EMPLOYMENT STATUS**

JOB TYPE	%
Full Time	52%
Part Time	17%
Retired	10%
Student	6%
Not Working	11%
Not Profiled	4%



**HOUSEHOLD INCOME ( R\$ )**





## Market Mind Insight

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🌐 <https://www.marketmindinsight.com>

in [/marketmindinsight](#)