

CONSUMER INTEL

PANEL BOOK



GLOBAL COVERAGE

- 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

ABOUT CONSUMER INTEL

At Consumer Intel, 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 Consumer Intel, 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, Consumer Intel delivers the intelligence behind informed choices.

WHO WE ARE

Consumer Intel 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.



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

Whether supporting a global product launch, conducting an international policy study, or analyzing regional consumer behavior, we bring:

✓ Precision ✓ Context ✓ Relevance

—to every engagement.

WHAT SETS US APART



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

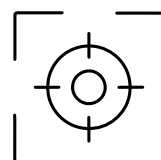
Our work goes beyond reports. We collaborate with clients to translate insights into measurable impact through strategic decision support.

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.



Secure Enrollment & Smart Profiling

Consumer Intel'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 Consumer Intel'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 Consumer Intel, 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 Consumer Intel, 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
- Main/ Possible survey
- Language
- Education
- Household Income
- Personal Income
- Social economic class

Household

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



Authority of decision (in Household)

- Groceries/Household Goods
- Cars
- Financial Services and
- Investments Real Estate, Housing
- Land Purchases

Cars

- Driver's license
- Household Number of cars
- Car type
- Car brand
- Car purchased year
- Purchased new or old
- Purchase decision making

Pets

- Dog(s)
- Cat(s)
- Bird(s)
- Fish
- Horse
- Reptiles
- Other pets

Employment

- Employment status
- Division
- Industry
- Number 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

Ride-sharing

- Ride-sharing apps
- Frequency

Travel

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

Gaming

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

Smoking

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

B2B PANEL



Job Title

- Director / General Manager / Vice President
- Owner / Partner / Self Employed
- Manager
- Executive / Supervisor / Officer and more...

Industry

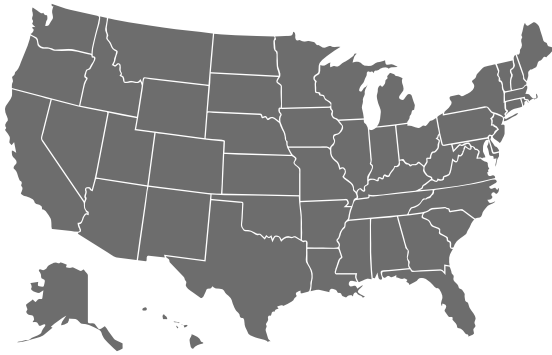
- Agriculture
- Manufacturing
- Mining
- Publishing/Printing
- Transport/Logistics
- Travel/Hotels
- Wholesale
- Finance/Banking
- Services
- Medical
- Education
- and more...

Decision making authority

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

Division

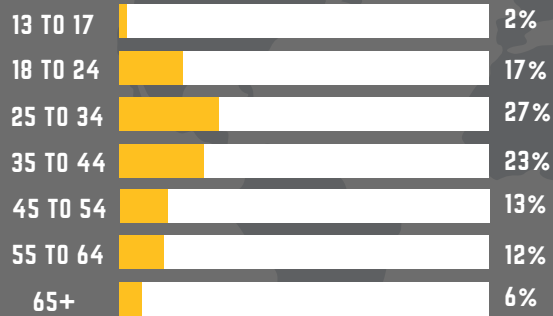
- Accounting / Finance
- Administrative / Clerical
- Human Resources
- Legal
- Marketing / Product
- Communications / PR / Advertising
- Manufacturing / Operations / Production
- Procurement
- Logistics / Distribution / Transportation
- Training / Education
- Building / Construction / Equipment
- and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



UNITED STATES

PANEL SIZE - 233150

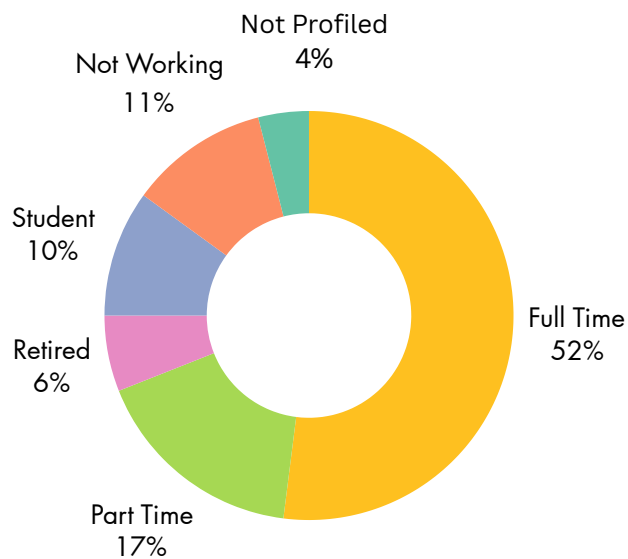
AGE



● FEMALE ● MALE

MALE
39%

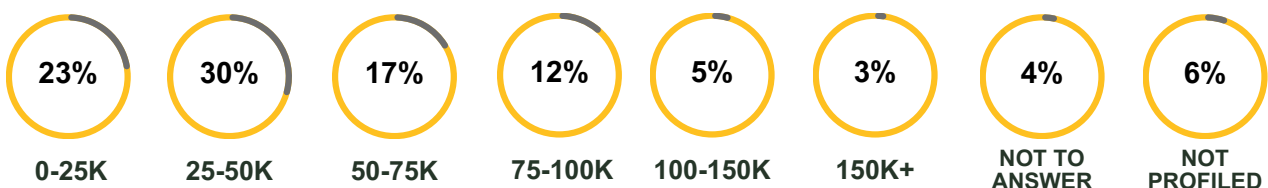
FEMALE
61%



EMPLOYMENT STATUS

JOB TYPE	%
Full Time	52%
Part Time	17%
Retired	06%
Student	10%
Not Working	11%
Not Profiled	04%

HOUSEHOLD INCOME (\$)

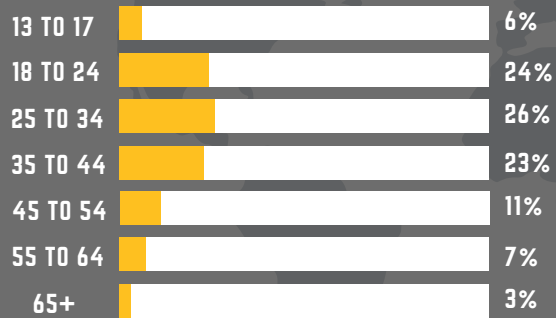




CANADA

PANEL SIZE - 155605

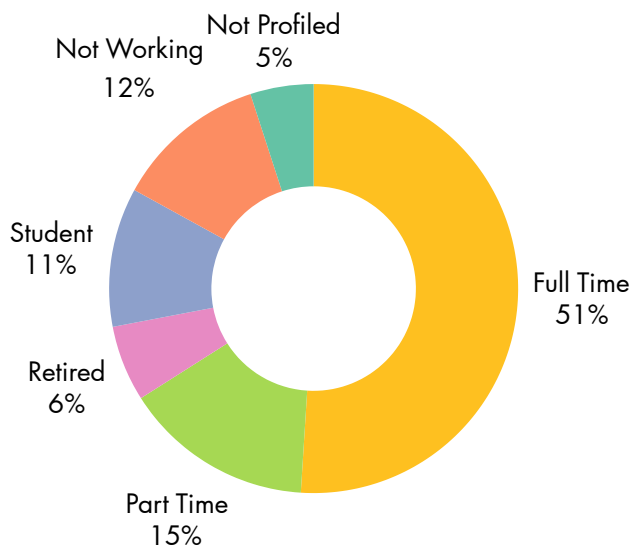
AGE



● FEMALE ● MALE

MALE
45%

FEMALE
55%



EMPLOYMENT STATUS

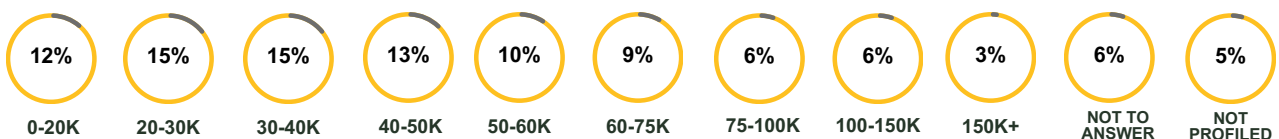
JOB TYPE

%

Full Time	51%
Part Time	15%
Retired	06%
Student	11%
Not Working	12%
Not Profiled	05%



HOUSEHOLD INCOME (\$)

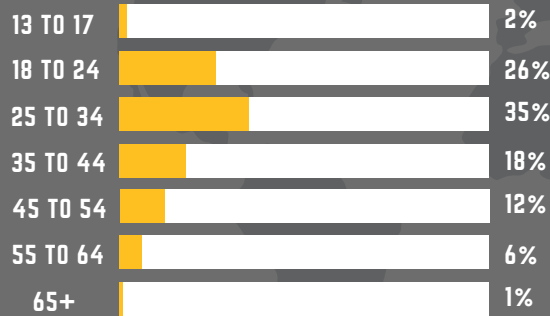




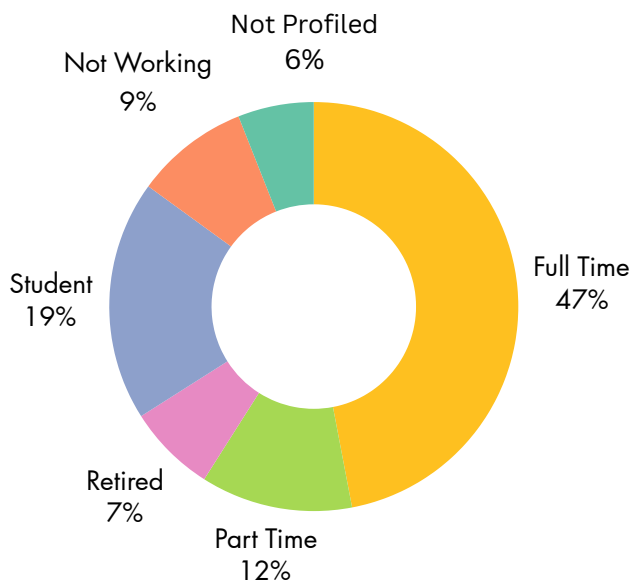
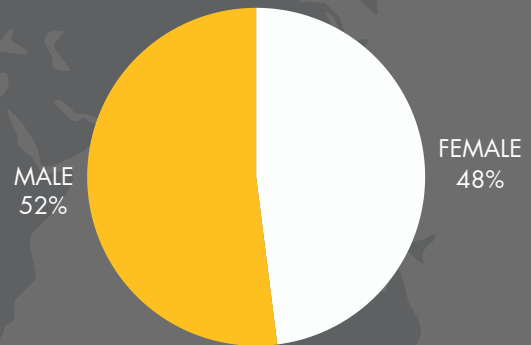
MEXICO

PANEL SIZE - 80540

AGE



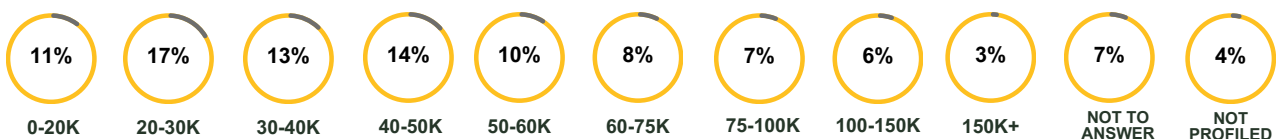
● FEMALE ● MALE

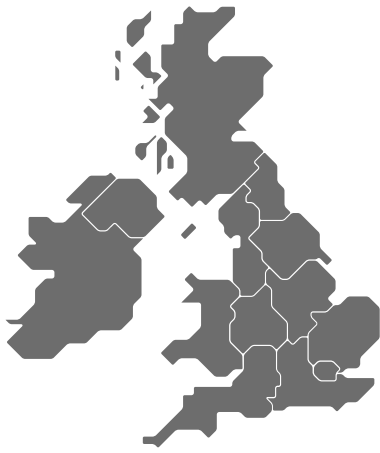


EMPLOYMENT STATUS

JOB TYPE	%
Full Time	47%
Part Time	12%
Retired	07%
Student	19%
Not Working	09%
Not Profiled	06%

HOUSEHOLD INCOME (MEX\$)

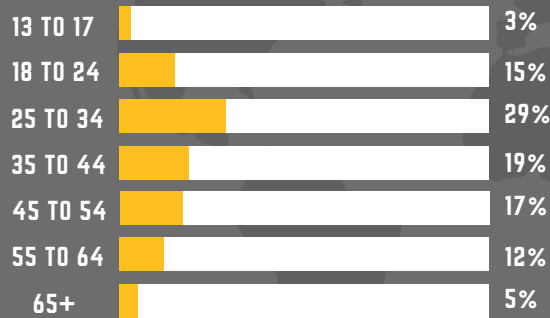




UNITED KINGDOM

PANEL SIZE - 160350

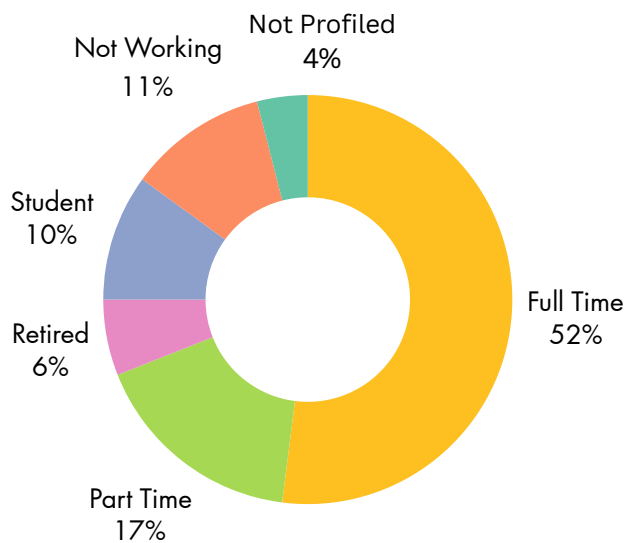
AGE



● FEMALE ● MALE

MALE
46%

FEMALE
54%



EMPLOYMENT STATUS

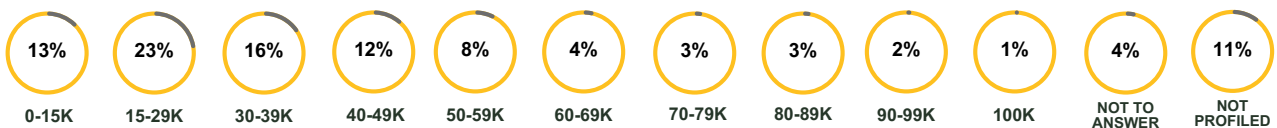
JOB TYPE

%

Full Time	52%
Part Time	17%
Retired	06%
Student	10%
Not Working	11%
Not Profiled	04%



HOUSEHOLD INCOME (£)

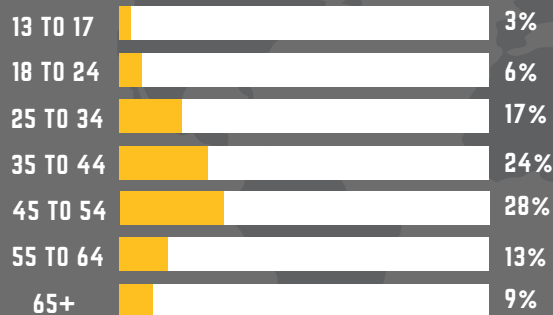




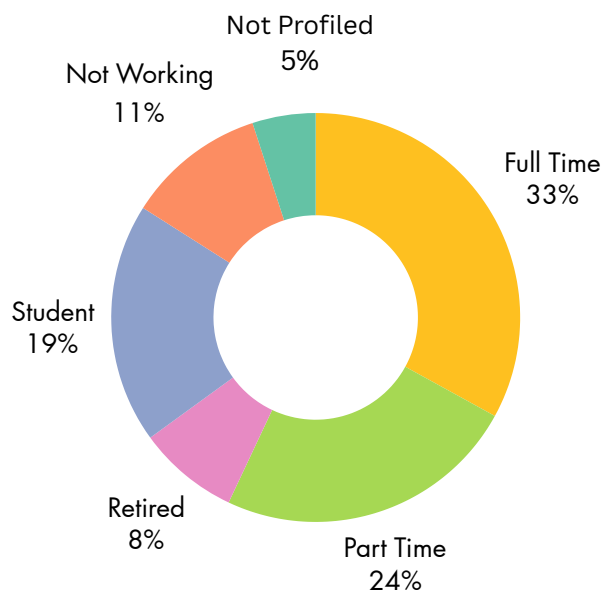
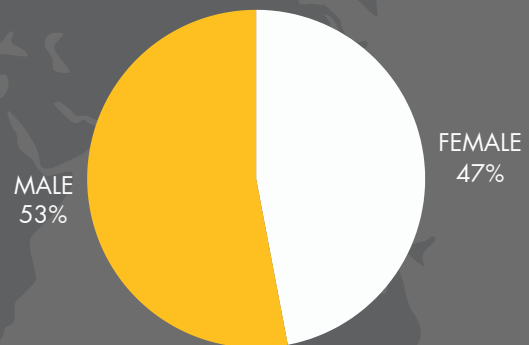
FRANCE

PANEL SIZE - 105540

AGE



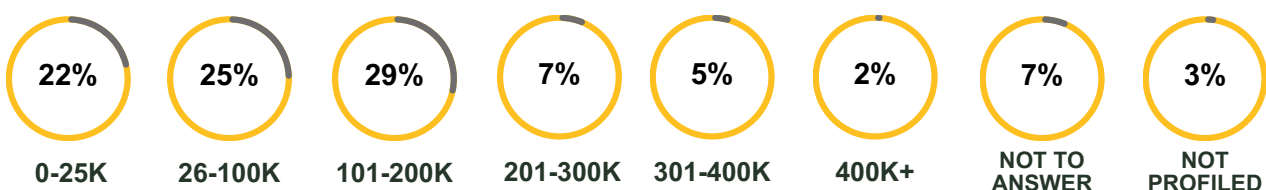
FEMALE MALE



EMPLOYMENT STATUS

JOB TYPE	%
Full Time	33%
Part Time	24%
Retired	08%
Student	19%
Not Working	11%
Not Profiled	05%

HOUSEHOLD INCOME (€)

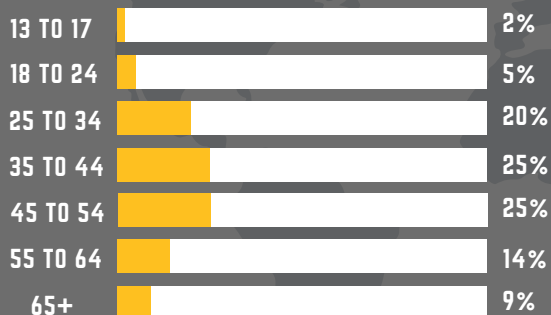




GERMANY

PANEL SIZE - 90858

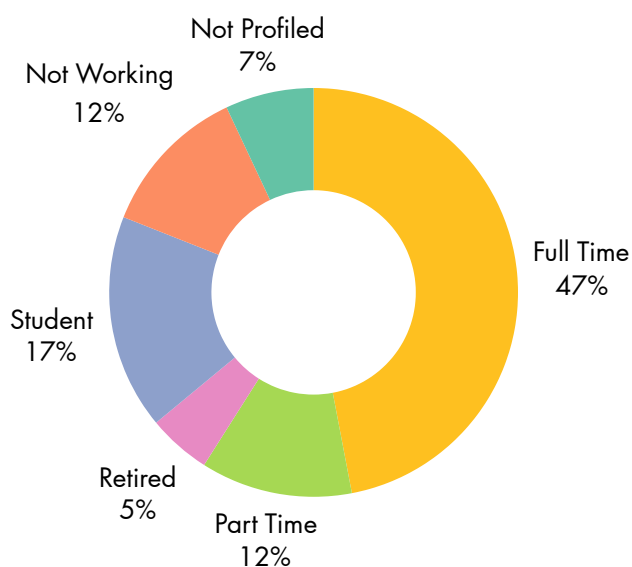
AGE



● FEMALE ● MALE

MALE
48%

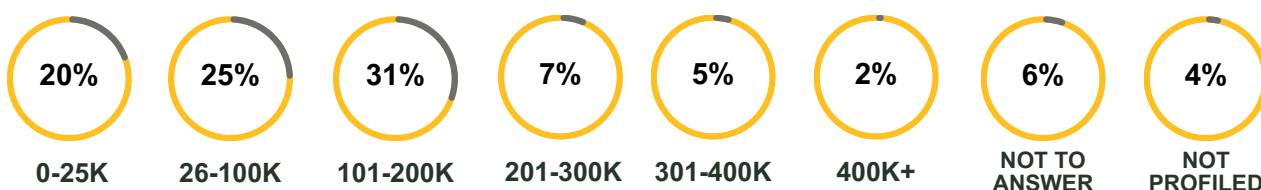
FEMALE
52%



EMPLOYMENT STATUS

JOB TYPE	%
Full Time	47%
Part Time	12%
Retired	05%
Student	17%
Not Working	12%
Not Profiled	07%

HOUSEHOLD INCOME (€)

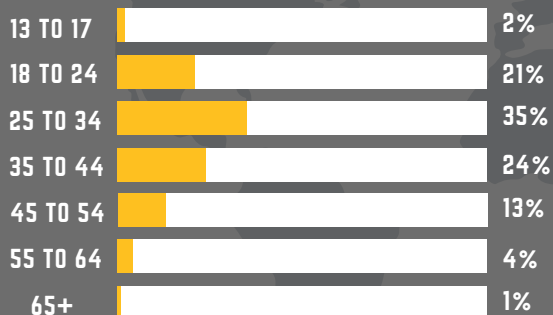




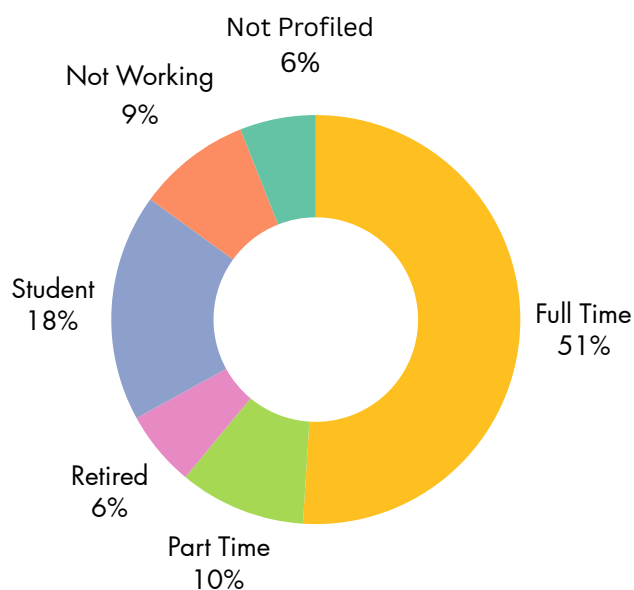
ITALY

PANEL SIZE - 85880

AGE



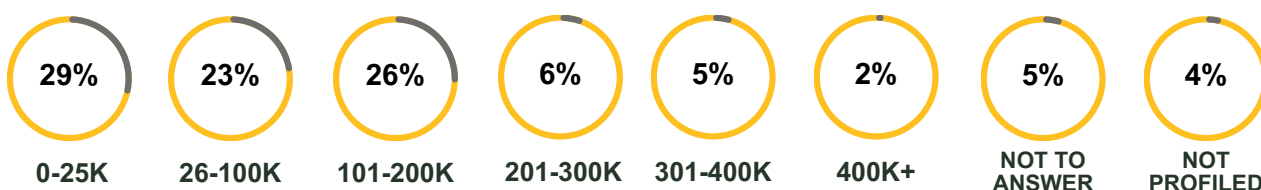
● FEMALE ● MALE



EMPLOYMENT STATUS

JOB TYPE	%
Full Time	51%
Part Time	10%
Retired	06%
Student	18%
Not Working	09%
Not Profiled	06%

HOUSEHOLD INCOME (€)

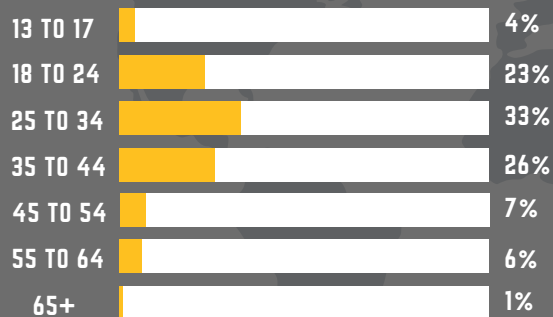




SPAIN

PANEL SIZE - 60954

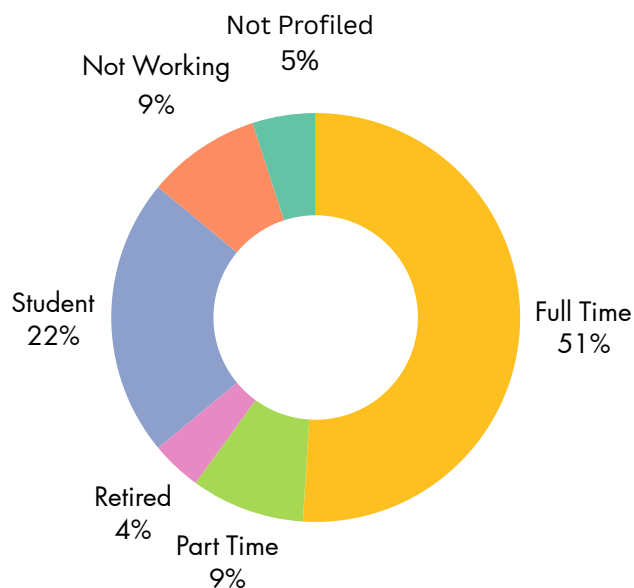
AGE



● FEMALE ● MALE

MALE
42%

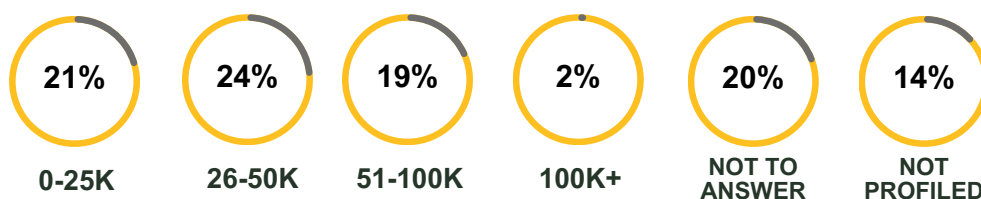
FEMALE
58%

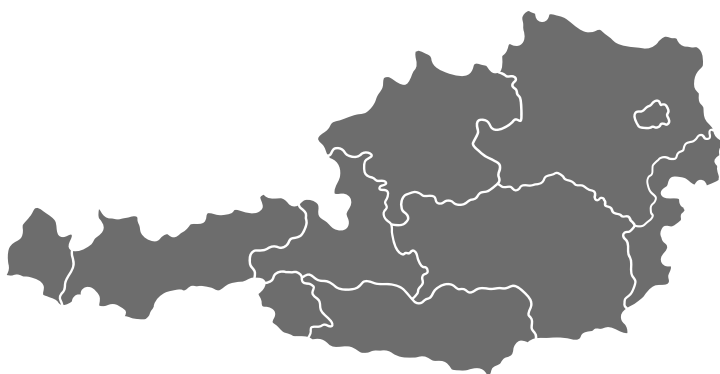


EMPLOYMENT STATUS

JOB TYPE	%
Full Time	51%
Part Time	09%
Retired	04%
Student	22%
Not Working	09%
Not Profiled	05%

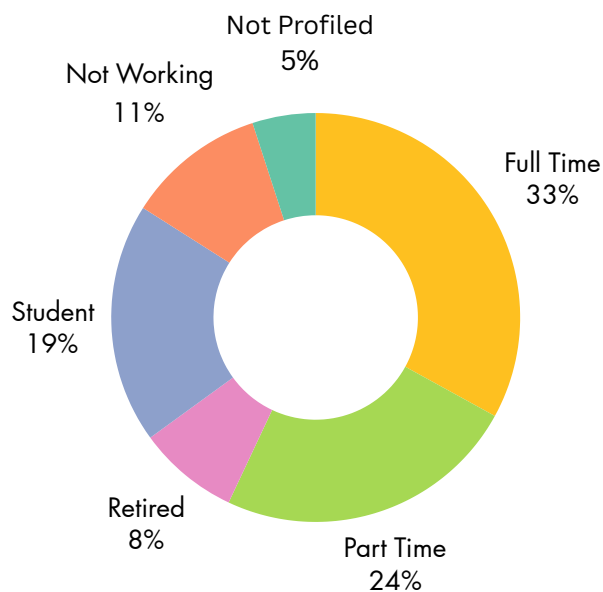
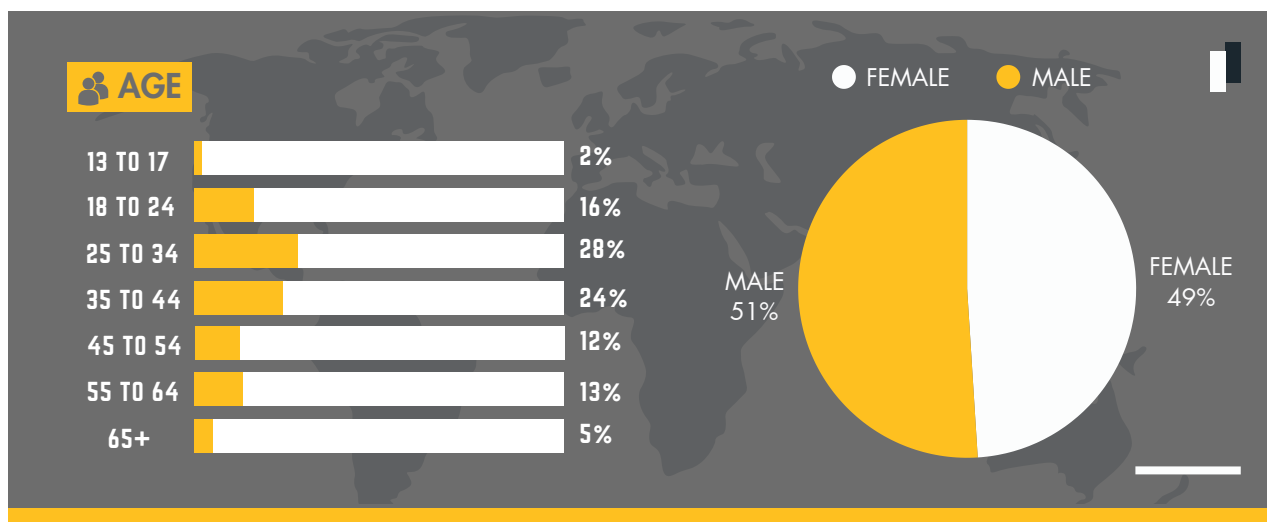
HOUSEHOLD INCOME (€)





AUSTRIA

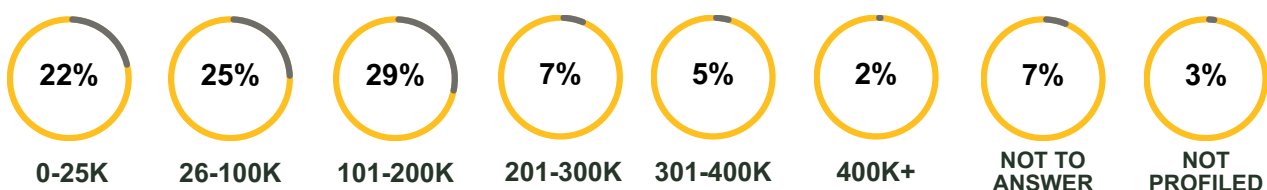
PANEL SIZE - 50680



EMPLOYMENT STATUS

JOB TYPE	%
Full Time	33%
Part Time	24%
Retired	08%
Student	19%
Not Working	11%
Not Profiled	05%

HOUSEHOLD INCOME (€)

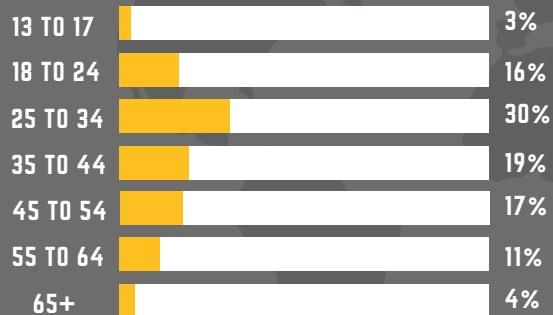




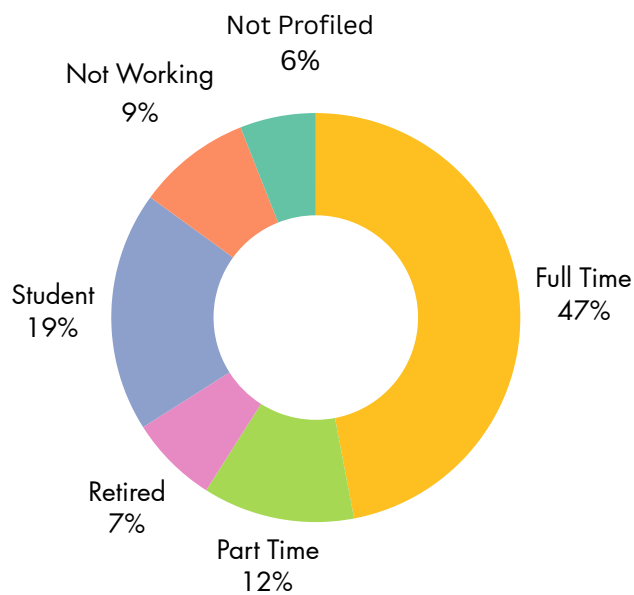
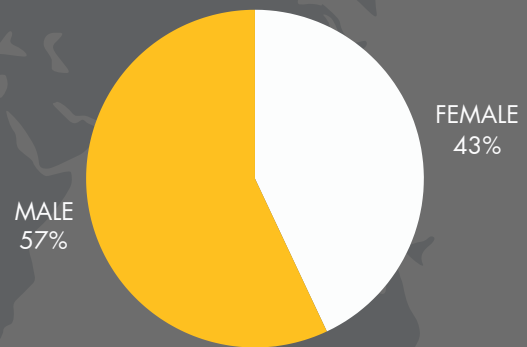
NETHERLAND

PANEL SIZE - 40250

AGE



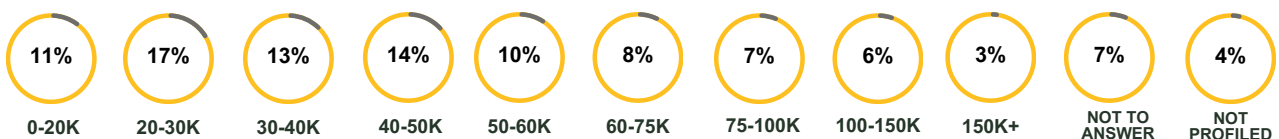
● FEMALE ● MALE



EMPLOYMENT STATUS

JOB TYPE	%
Full Time	47%
Part Time	12%
Retired	07%
Student	19%
Not Working	09%
Not Profiled	06%

HOUSEHOLD INCOME (€)

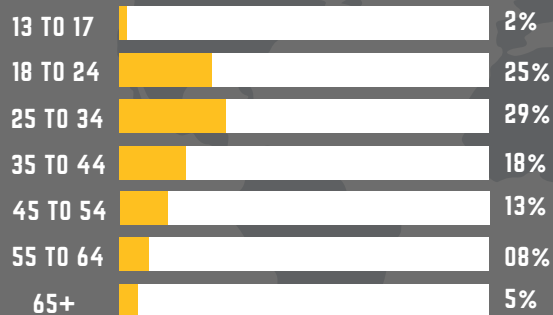




DENMARK

PANEL SIZE - 26785

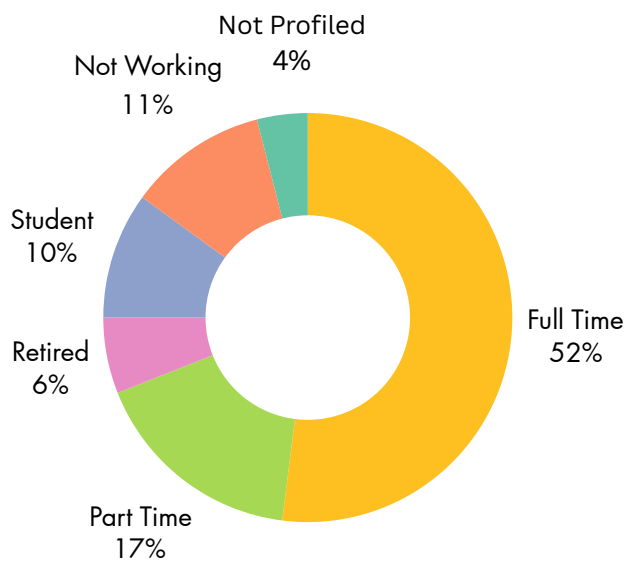
AGE



● FEMALE ● MALE

MALE
47%

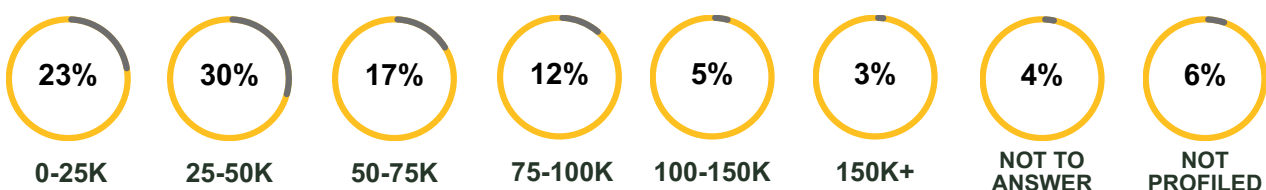
FEMALE
53%



EMPLOYMENT STATUS

JOB TYPE	%
Full Time	52%
Part Time	17%
Retired	06%
Student	10%
Not Working	11%
Not Profiled	04%

HOUSEHOLD INCOME (KR.)

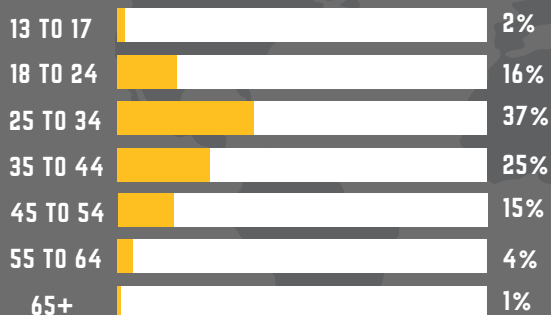




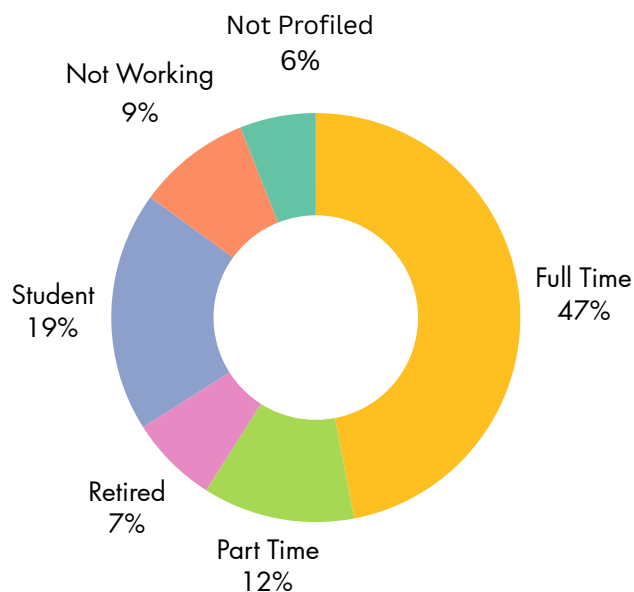
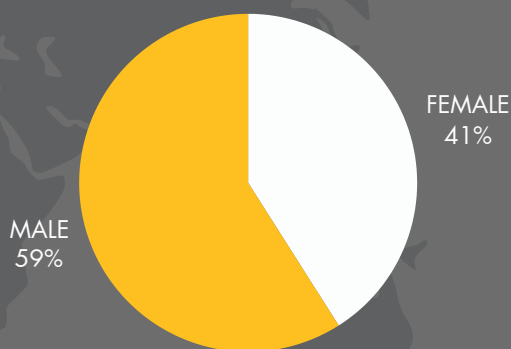
POLAND

PANEL SIZE - 40402

AGE



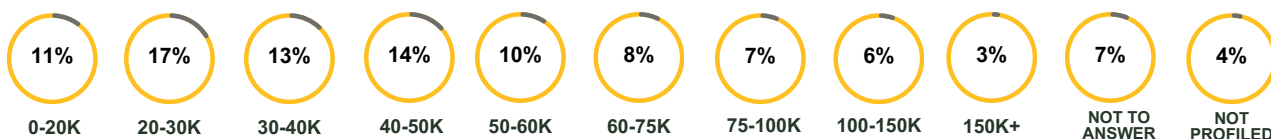
● FEMALE ● MALE



EMPLOYMENT STATUS

JOB TYPE	%
Full Time	47%
Part Time	12%
Retired	07%
Student	19%
Not Working	09%
Not Profiled	06%

HOUSEHOLD INCOME (PLN)

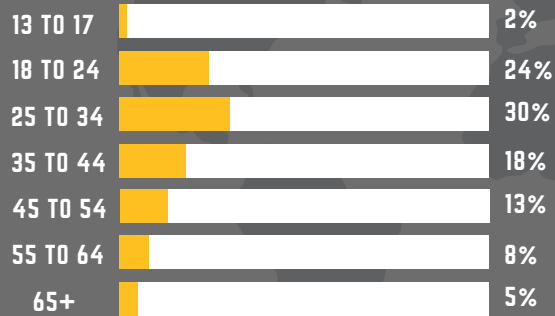




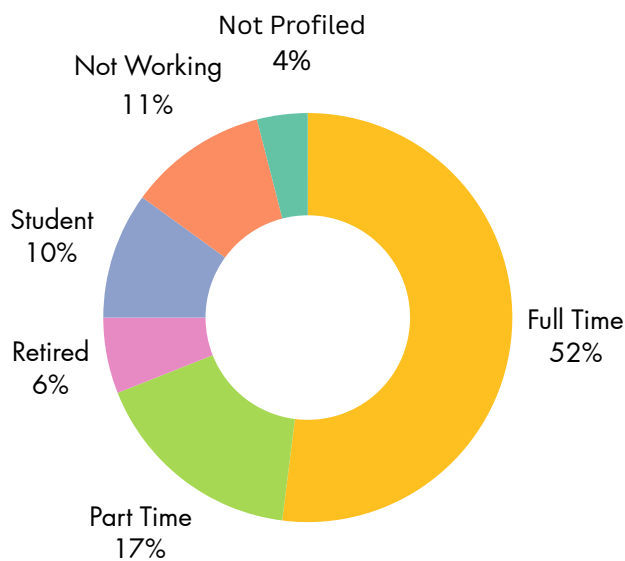
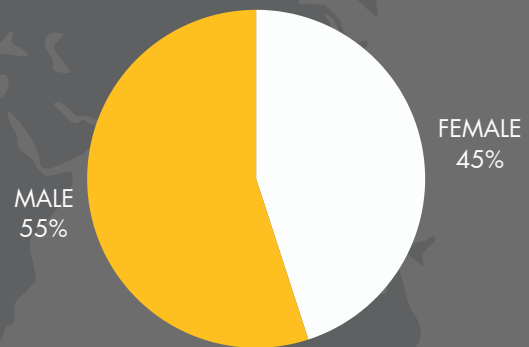
BELGIUM

PANEL SIZE - 35625

AGE



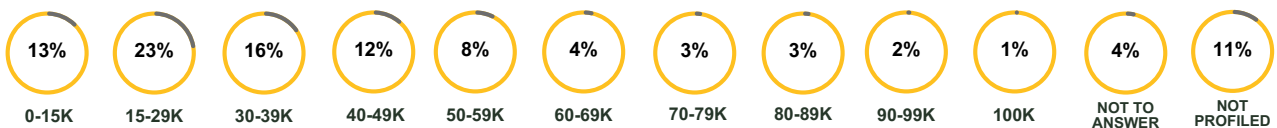
● FEMALE ● MALE



EMPLOYMENT STATUS

JOB TYPE	%
Full Time	52%
Part Time	17%
Retired	06%
Student	10%
Not Working	11%
Not Profiled	04%

HOUSEHOLD INCOME (€)

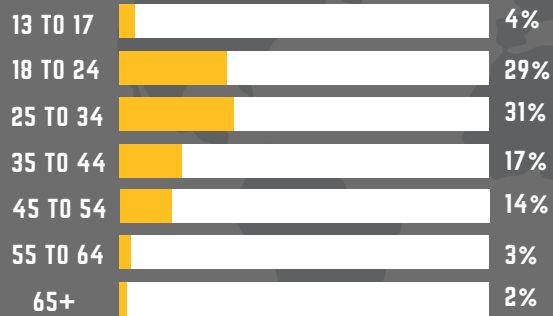




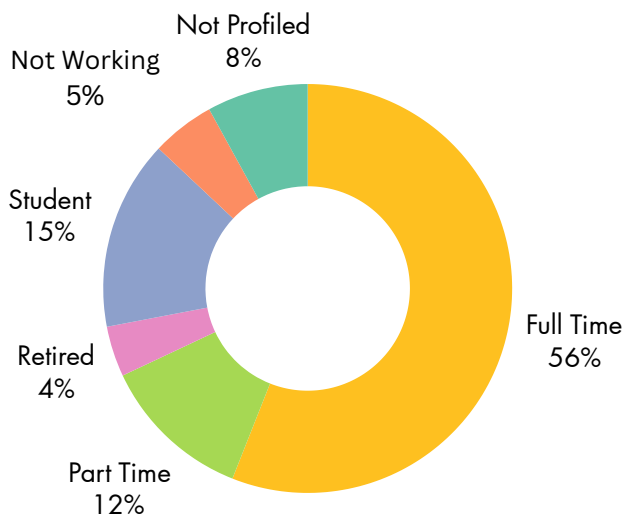
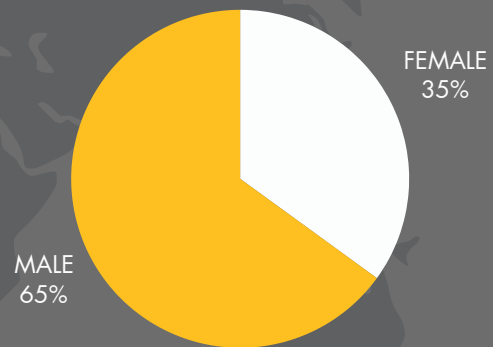
CHINA

PANEL SIZE - 20600

AGE



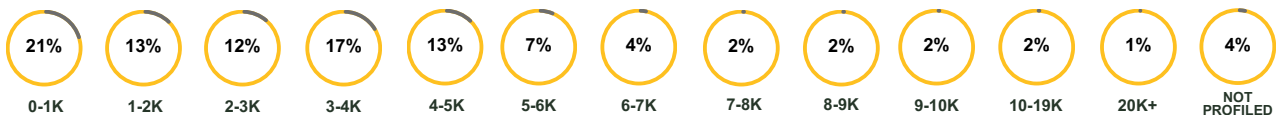
● FEMALE ● MALE

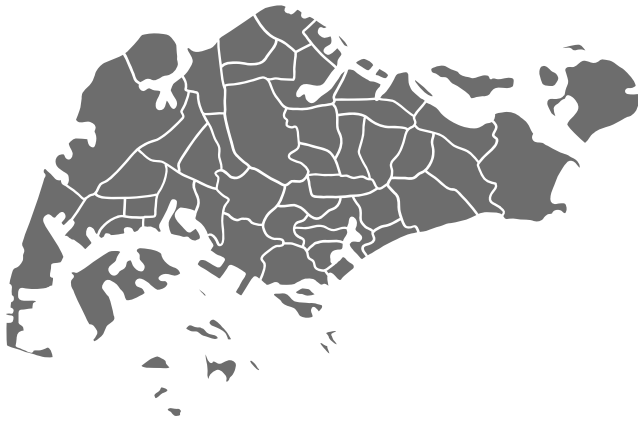


EMPLOYMENT STATUS

JOB TYPE	%
Full Time	56%
Part Time	12%
Retired	04%
Student	15%
Not Working	05%
Not Profiled	08%

HOUSEHOLD INCOME (CN¥)

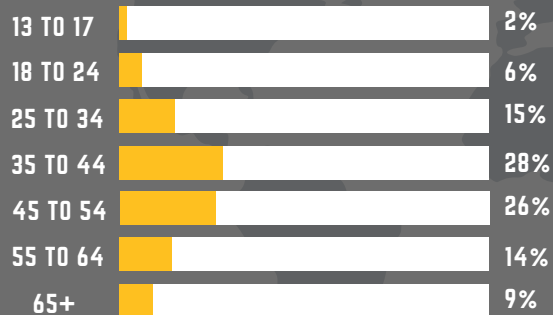




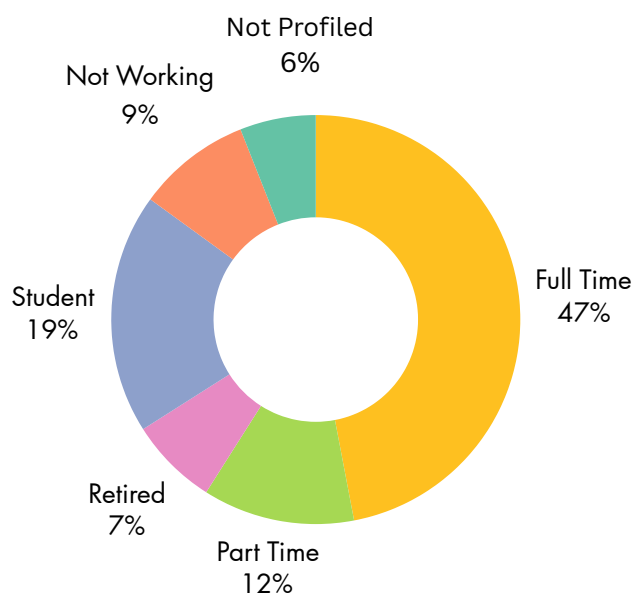
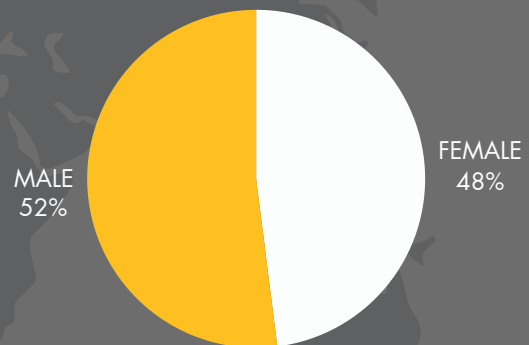
SINGAPORE

PANEL SIZE - 15385

AGE



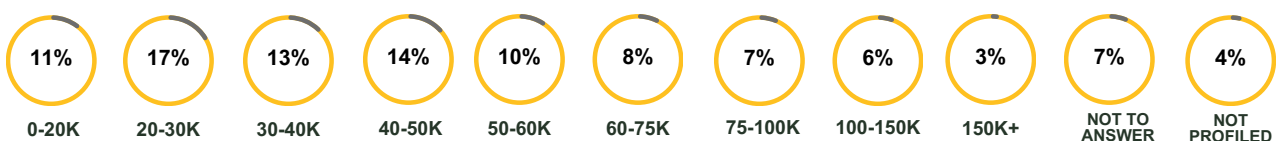
● FEMALE ● MALE



EMPLOYMENT STATUS

JOB TYPE	%
Full Time	47%
Part Time	12%
Retired	07%
Student	19%
Not Working	09%
Not Profiled	06%

HOUSEHOLD INCOME (S\$)

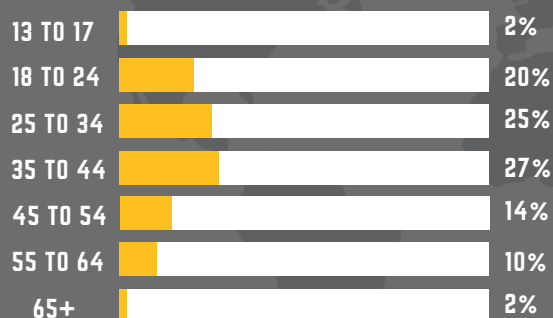




JAPAN

PANEL SIZE - 70795

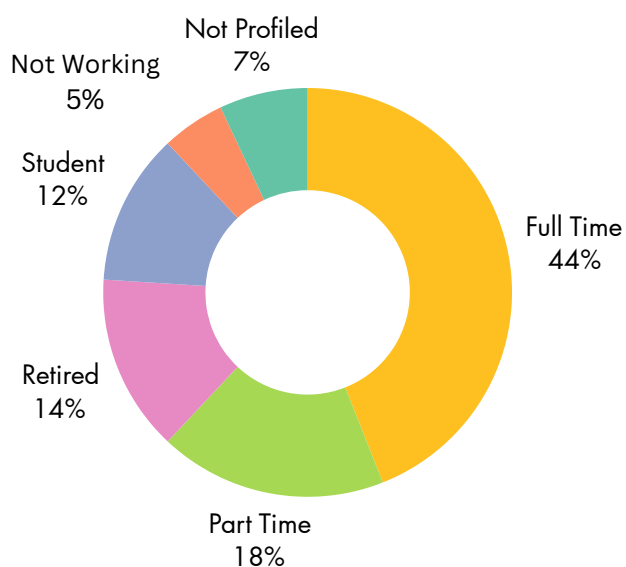
AGE



● FEMALE ● MALE

MALE
47%

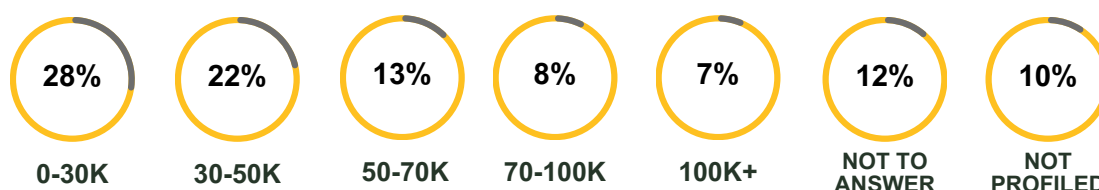
FEMALE
53%

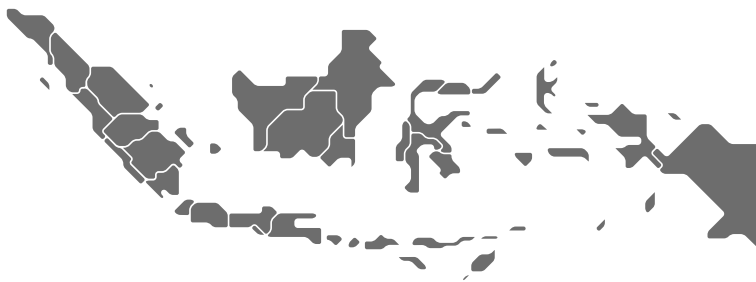


EMPLOYMENT STATUS

JOB TYPE	%
Full Time	44%
Part Time	18%
Retired	14%
Student	12%
Not Working	05%
Not Profiled	07%

HOUSEHOLD INCOME (¥)

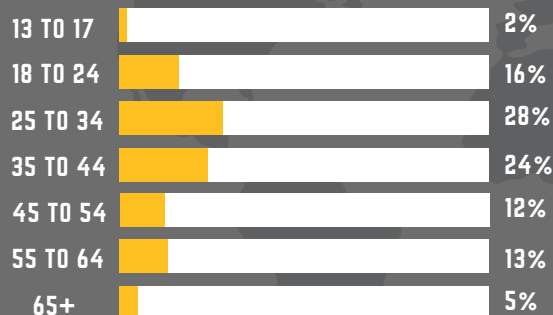




INDONESIA

PANEL SIZE - 50151

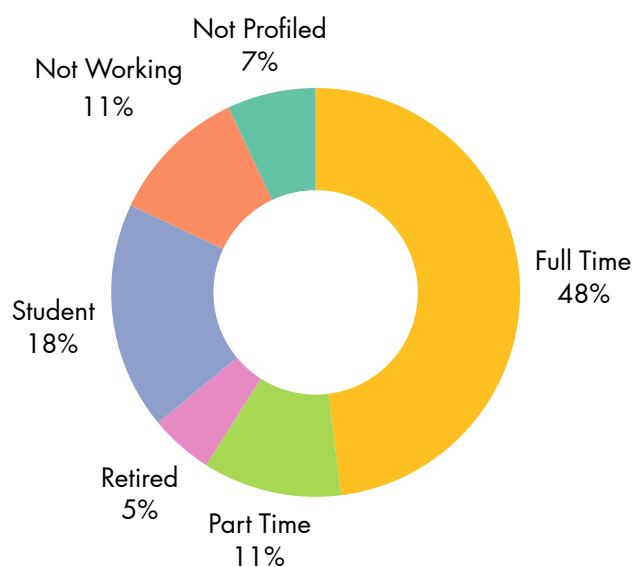
AGE



● FEMALE ● MALE

MALE
51%

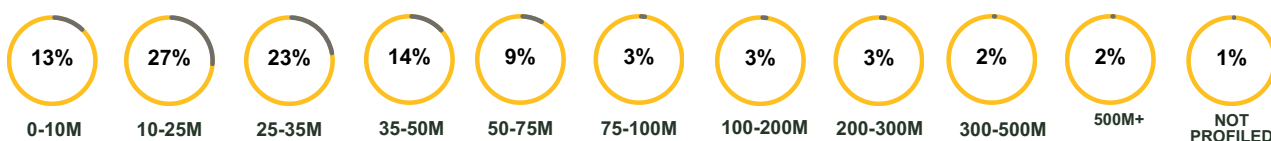
FEMALE
49%



EMPLOYMENT STATUS

JOB TYPE	%
Full Time	48%
Part Time	11%
Retired	05%
Student	18%
Not Working	11%
Not Profiled	07%

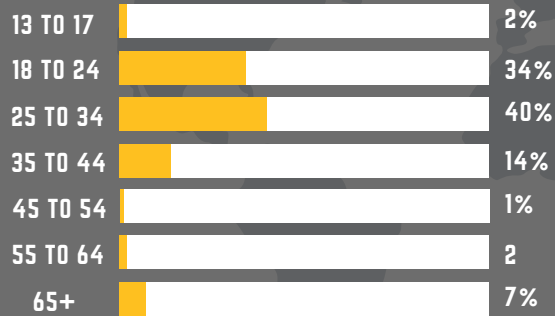
HOUSEHOLD INCOME (RP)



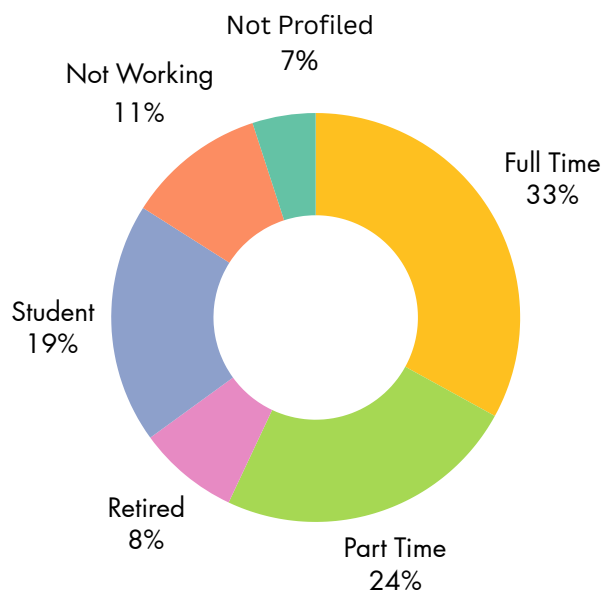
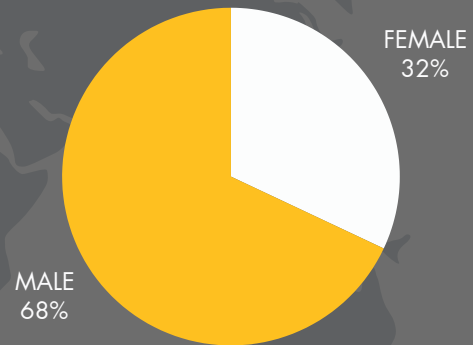


PANEL SIZE - 100280

AGE



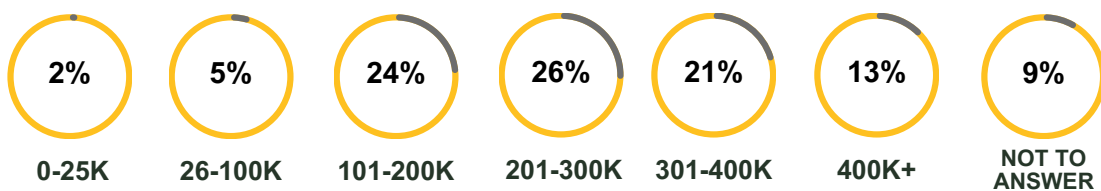
● FEMALE ● MALE



EMPLOYMENT STATUS

JOB TYPE	%
Full Time	47%
Part Time	11%
Retired	05%
Student	19%
Not Working	11%
Not Profiled	07%

HOUSEHOLD INCOME (₹)

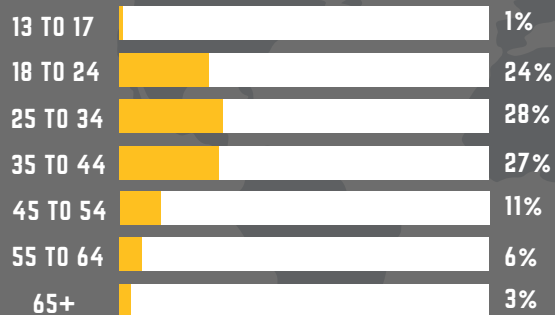




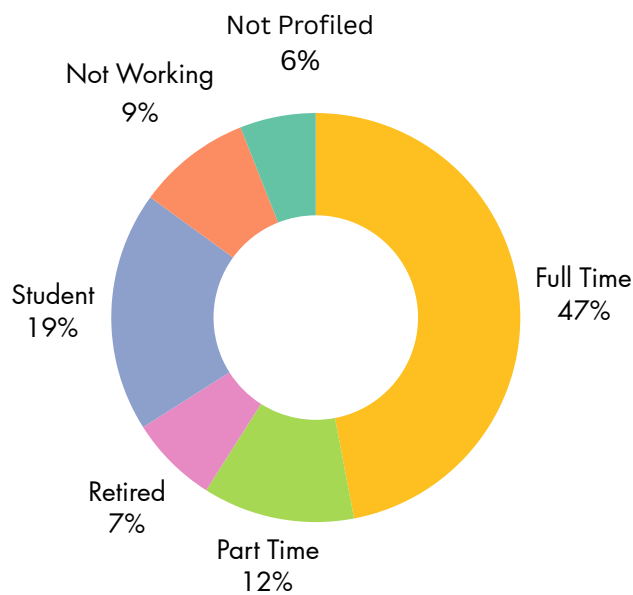
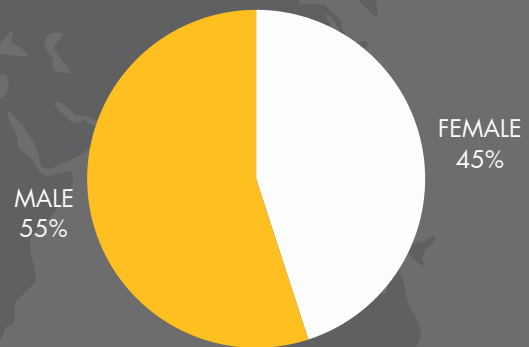
MALAYSIA

PANEL SIZE - 40430

AGE



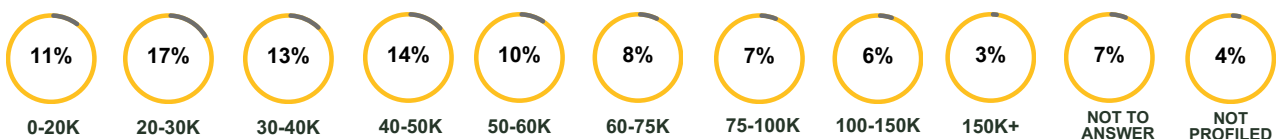
● FEMALE ● MALE



EMPLOYMENT STATUS

JOB TYPE	%
Full Time	47%
Part Time	12%
Retired	07%
Student	19%
Not Working	09%
Not Profiled	06%

HOUSEHOLD INCOME (RM)

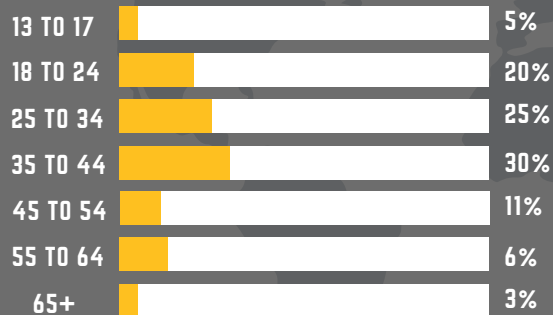




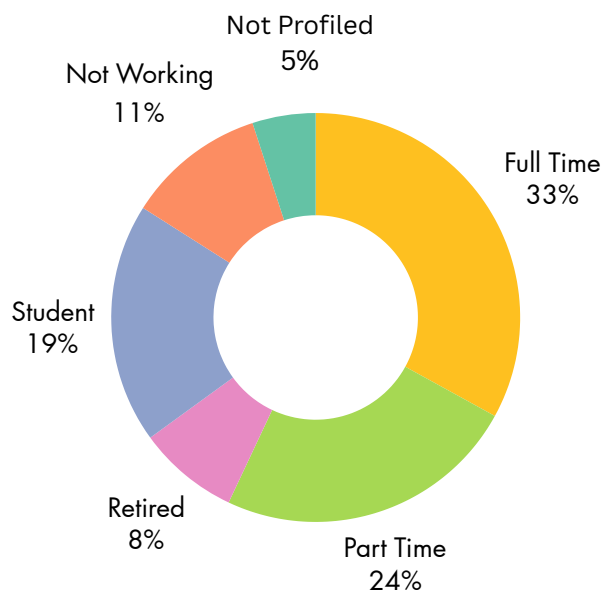
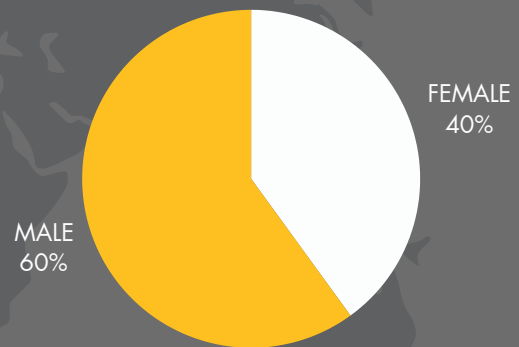
ARGENTINA

PANEL SIZE - 20630

AGE



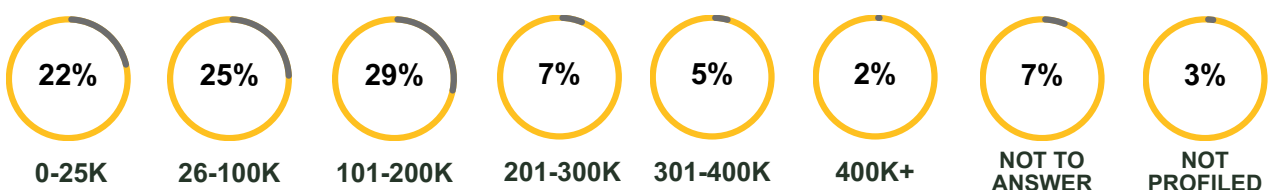
FEMALE MALE



EMPLOYMENT STATUS

JOB TYPE	%
Full Time	33%
Part Time	24%
Retired	08%
Student	19%
Not Working	11%
Not Profiled	05%

HOUSEHOLD INCOME (\$)

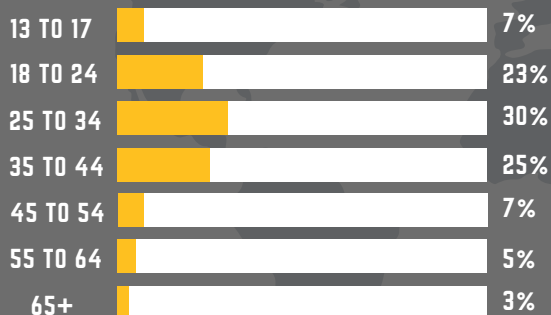




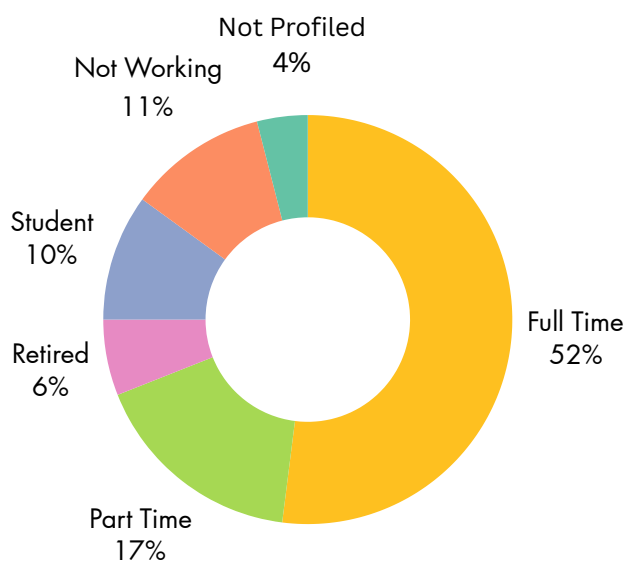
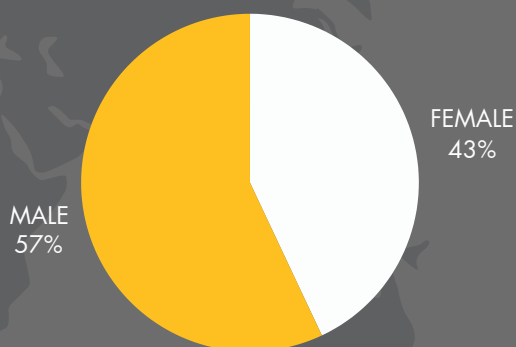
BRAZIL

PANEL SIZE - 52226

AGE



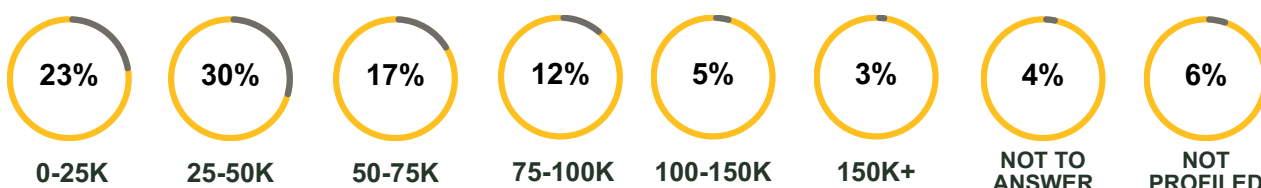
● FEMALE ● MALE

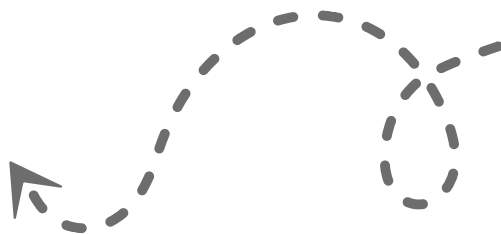


EMPLOYMENT STATUS

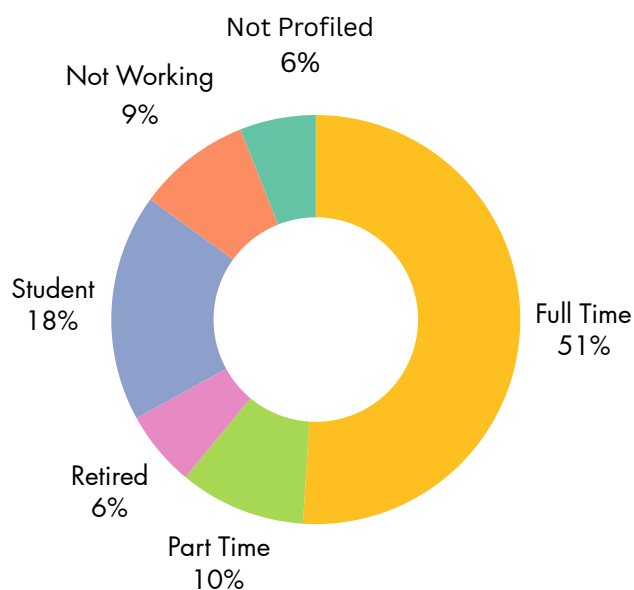
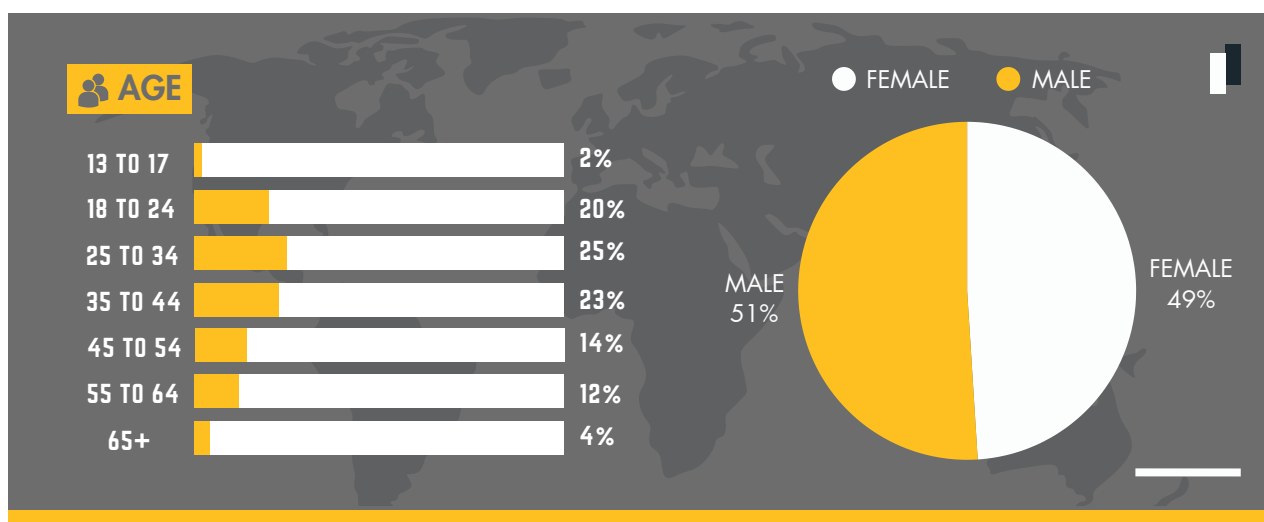
JOB TYPE	%
Full Time	52%
Part Time	17%
Retired	06%
Student	10%
Not Working	11%
Not Profiled	04%

HOUSEHOLD INCOME (R\$)



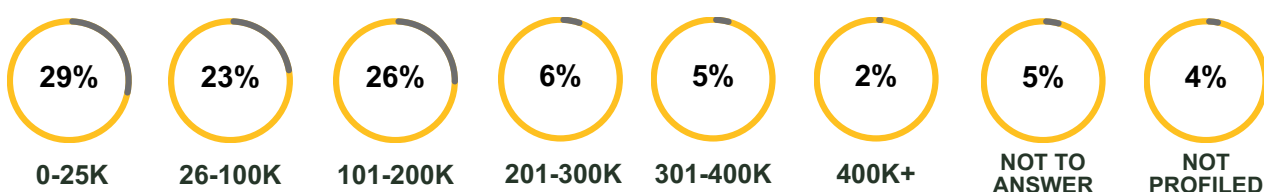


PANEL SIZE - 20995



JOB TYPE	%
Full Time	51%
Part Time	10%
Retired	06%
Student	18%
Not Working	09%
Not Profiled	06%

HOUSEHOLD INCOME (\$)

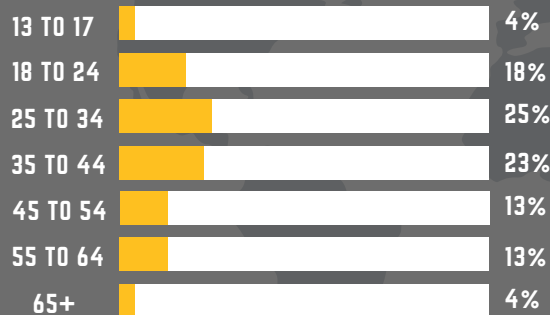




AUSTRALIA

PANEL SIZE - 40740

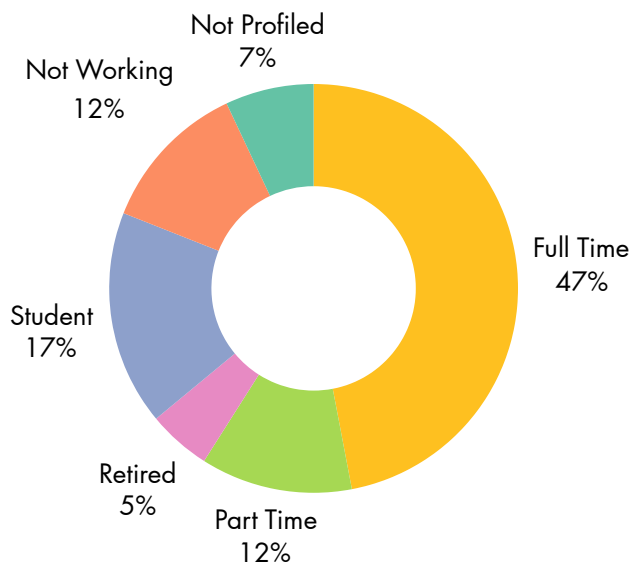
AGE



● FEMALE ● MALE

MALE
40%

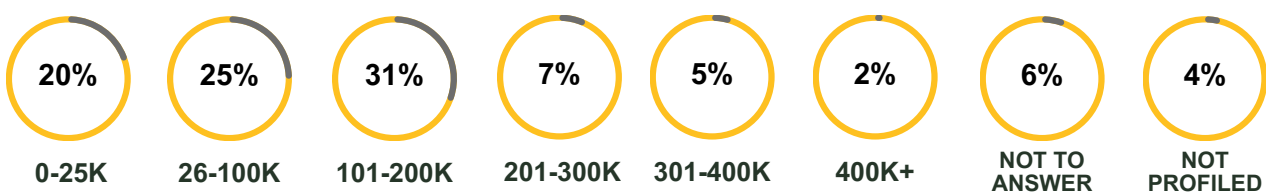
FEMALE
60%

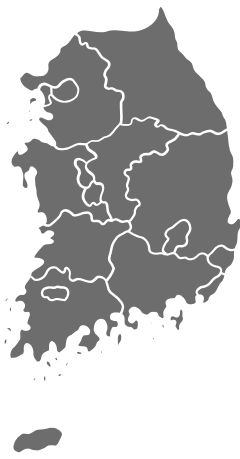


EMPLOYMENT STATUS

JOB TYPE	%
Full Time	47%
Part Time	12%
Retired	05%
Student	17%
Not Working	12%
Not Profiled	07%

HOUSEHOLD INCOME (\$)

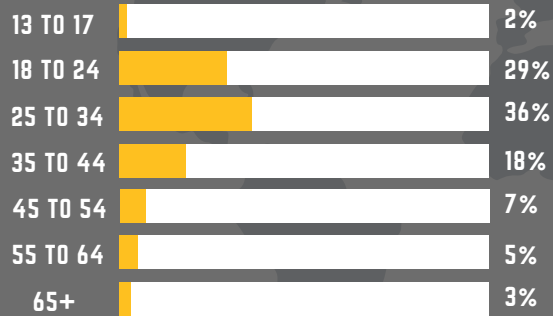




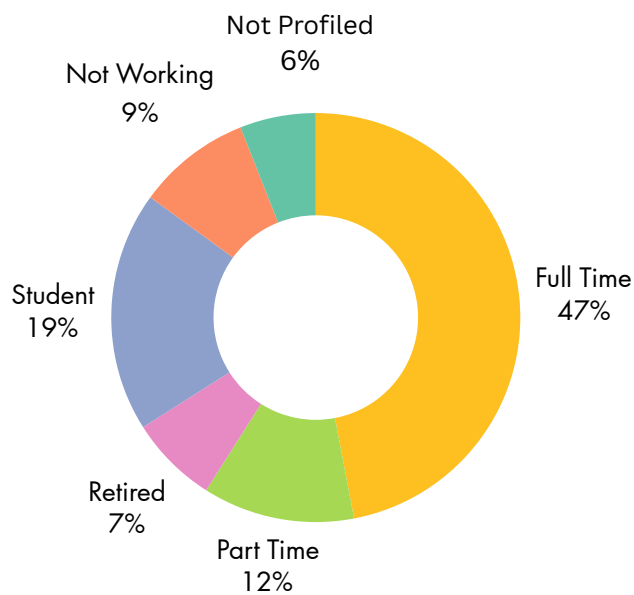
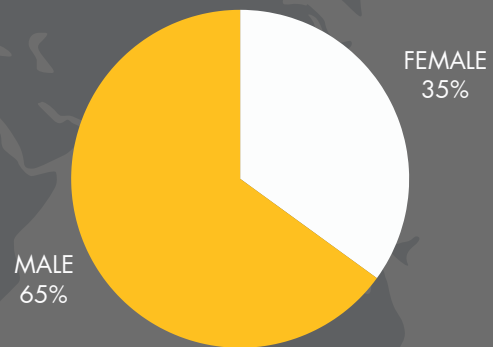
SOUTH KOREA

PANEL SIZE - 17630

AGE



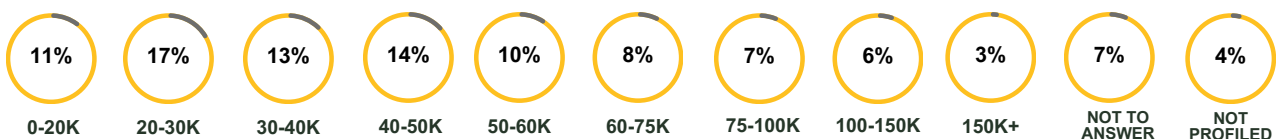
● FEMALE ● MALE



EMPLOYMENT STATUS

JOB TYPE	%
Full Time	47%
Part Time	12%
Retired	07%
Student	19%
Not Working	09%
Not Profiled	06%

HOUSEHOLD INCOME (₩)





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