

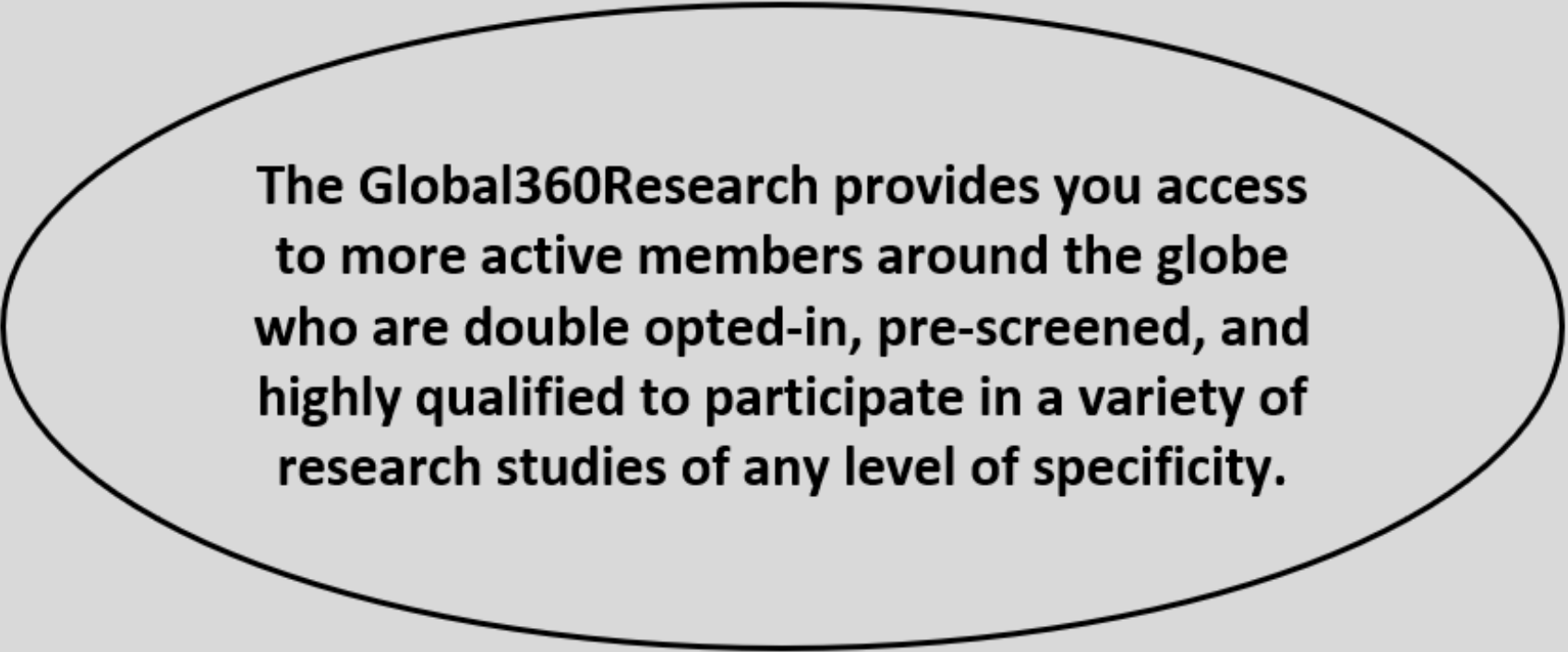


GLOBAL 360° RESEARCH PANEL BOOK

www.global360research.com



To Clear Decision For Research and Data Collection Service



The Global360Research provides you access to more active members around the globe who are double opted-in, pre-screened, and highly qualified to participate in a variety of research studies of any level of specificity.

Technology

GLOBAL360RESEARCH offers imaginative innovation with worldwide coordinated arrangements that are promptly accessible on the web and disconnected. Every customer is given a protected login account, which permits admittance to constant board tally and task plausibility. Gadget Key Sign

Accuracy - Speed - Reliability

We complete activities on schedule, inside financial plan, and without bargaining information quality. Notwithstanding the sort of exploration study, we do an amazing job to guarantee that expectations are surpassed



Top Motivation To Utilize Global360 Research



Panel Segmentation

Enrolled specialists give natty gritty socioeconomics and foundation data representing in excess of 300 information focused gathered from every par



Incentive Model

We execute sensible and viable impetus projects to compensate specialists for their time taking reviews.



Participant Control

CUSTOMER DIGITAL FINGERPRINT Framework to recognize every respondent and forestall extortion. This wipes out copy respondents and guarantees overview information is special to every member



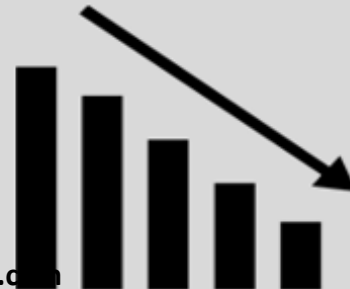
High Response Rate

We have a thorough enrollment interaction to approve new individuals and constant profile refreshes through occasional review screeners.



Double Opt-In Membership

A great many individuals are enrolled every day, which brings about specialists who are anxious to take part in our examination considers



Low Attrition Rate

Good panel maintenance results in less than 2% of our members unsubscribing from panels.

World Wide Coverage

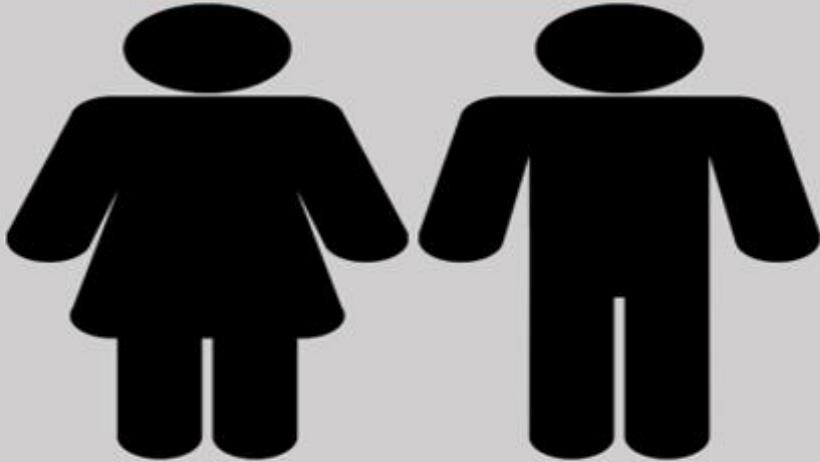


Demographic Variables

Gender

Panel Network
53%

Online Population
52%



Panel Network
47%

Online Population
48%

Age	Panel Network	Online Population
18-24	21%	13%
25-34	26%	20%
35-44	13%	23%
45-54	23%	24%
55+	17%	20%

Ethnicity



Profiling Parameters

Education



9-11 grade
HS Diploma
Bachelor
Masters
PhD
College
Associate
Other

Marital status



Single
married
Engaged
Married
Living with partner
Separated
Divorced
Widowed
Civil union

Language



English
French
Spanish
Italian
German
Hindi
Russian
Chinese

Income



Under 10k
\$10k - \$29k
\$30k - \$49k
\$50k - \$75k
\$75k - \$125k
\$125k - \$175k
\$175 - \$200k
\$200k+

Employment



Full time
Part time
Self Employed
Homemaker
Retired
Student
Disabled
Unemployed

Ethnicity



White
Hispanic
African American
American indian
Other

Home ownership



Own primary residence
Rent primary residence
Live with Family members

Gender



Male
Female

Geo target



Postal code
2-digit postal code



Business to Consumer



CONSUMER PANEL

Basic Profile



Age
Marital Status
Gender
Income
Race
Children at home
Children's age
Geographic location
Education
Grand children
Languages
Purchasing decision
Home Value

Vehicle Information



Vehicles owned/leased
Primary vehicle
Make of vehicle
Model
Year
Date of 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
Bartenders

Interests



Arts and music
Film
Photography
Cooking
Home improvement
Moving
Home buying/selling
Gardening
Sports
Politics
Books
Dining
Fitness
Live events
Fashion
Bicycling
Parenting
Water sports
Skiing
Fishing
Theme parks
Tobacco products
Dieting

Electronic Devices



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

Gamer Profile



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

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



Business to Business



Business Panel

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

Company Size



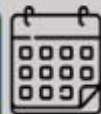
1-19 employees
20 - 49 employees
50 -99 employees
100 -199 employees
200 -499 employees
500 - 999 employees
1000 -4999 employees
5000 -9999 employees

IT Profile

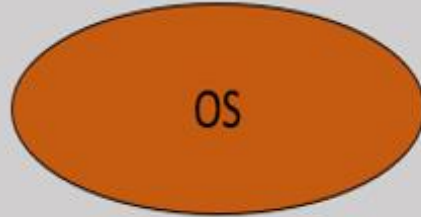


IT role
IT management
Mainframe Analyst
MIS Manager
Multimedia Designer
Network Design
Network Engineer
PC Technician
Project Manager
QA Tester
Security Analyst
Software Engineer
Tech Support
Telecom Analyst
WAN Specialist
Web Administrator

Years in Business



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



- Mac
- Linux
- Windows 2000
- Windows 3.1
- Windows 95/98
- Windows NT
- Windows Vista
- Windows XP
- Windows 7/8/10


- Accommodation
- Administrative
- Agriculture
- Architectural Services
- Arts
- Automotive
- Banking and Finance
- Casino
- Chemical Industry
- Communications
- Construction
- Education
- Electrical
- Engineering Service

- Food/Consumer Products
- Government
- Health Care
- Hotels/Restaurants
- Insurance
- Internet
- Law Enforcement
- Legal Services
- Leisure & Recreation
- Management Consulting
- Manufacturing
- Market Research
- Entertainment


- Military
- Mining
- Printing
- Public Administration
- Real Estate
- Repair Services
- Retail/Wholesale
- Religious/Non-Profit
- Sales/Advertising
- Technology
- Travel
- Utilities
- Wholesale Trade




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