



Infoholic Research
Opportunity · Insight · Strategy

Infoholic Research Panel Book - 2020



www.infoholicresearch.com



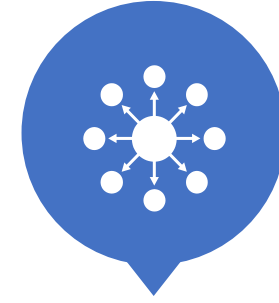
Vision

To be the preferred and trusted partner for market intelligence and consulting for global clients from diverse backgrounds



Mission

To support and accelerate clients growth through quality information and consulting services



Values

- High Customer Satisfaction
- Building Trust and Relationship
- High Professional Standards
- Collaborative Approach



Quality and security checks on every projects
to ensure you get answers from authentic respondents

Identity Validation to Remove ID Duplication:
Checks likelihood of frauds to prevents respondents from entering the same survey more than once

Link Security:
Prevents link tampering that aims to fraudulently show a completed survey response (without actually answering the questions)

We ensure that you get **best possible price** to stay within your budget

We provide you with **comprehensive project management** – from reaching niche audiences, to deploying high-volume studies, or executing quick turnaround projects - we can handle it

Strategic alliance with partner’s network to support global large country base and provide quality sample at a very low cost

We ensure **consistent blends** on tracker studies, wave after wave

We ensure full sampling service – **from consultation to execution**. Our people are experts in providing solutions for your most complex fielding challenges

Available survey takers by region



Share of respondents by country

North America		Europe		Europe (Cont.)		Asia Pacific (Cont.)	
Canada	7%	Andorra	<1%	Serbia	<1%	Thailand	4%
Dominican Republic	<1%	Austria	1%	Slovakia	<1%	Vietnam	2%
Mexico	7%	Belgium	1%	Slovenia	<1%	Middle East	
Puerto Rico	<1%	Bulgaria	<1%	Spain	8%	Bahrain	<1%
United States	85%	Croatia	<1%	Sweden	2%	Israel	6%
Central/South America		Czech Republic	1%	Switzerland	<1%	Jordan	1%
Argentina	14%	Denmark	1%	Ukraine	1%	Kuwait	1%
Bolivia	<1%	Estonia	<1%	United Kingdom	26%	Oman	<1%
Brazil	58%	Finland	1%	Asia Pacific		Pakistan	6%
Chile	8%	France	13%	Australia	8%	Qatar	<1%
Colombia	11%	Germany	13%	Bangladesh	<1%	Saudi Arabia	18%
Costa Rica	<1%	Greece	1%	China	14%	Turkey	56%
Ecuador	1%	Hungary	1%	Hong Kong	1%	United Arab Emirates	12%
El Salvador	<1%	Ireland	1%	India	28%	Africa	
Guatemala	<1%	Italy	7%	Indonesia	10%	Algeria	2%
Honduras	<1%	Latvia	<1%	Japan	12%	Egypt	30%
Jamaica	<1%	Lithuania	<1%	Kazakhstan	0%	Ghana	<1%
Nicaragua	<1%	Netherlands	3%	Malaysia	2%	Kenya	6%
Panama	1%	Norway	1%	New Zealand	1%	Morocco	6%
Paraguay	<1%	Poland	3%	Philippines	8%	Nigeria	24%
Peru	5%	Portugal	1%	Singapore	2%	South Africa	32%
Uruguay	<1%	Romania	1%	South Korea	5%	Tunisia	<1%
Venezuela	1%	Russia	11%	Taiwan	3%		

Key Panel Demographics

Gender		Marital Status		Annual Household Income	
Male	47%	Single	29%	Under \$15K	
Female	53%	Married	52%	\$15,000 - 19,999	
Age		Divorced / Separated	11%	\$20,000 - 29,999	
13-17	6%	Living with Partner / Unmarried	8%	\$30,000 - 34,999	
18-34	28%	Education		\$35,000 - 39,999	
35-44	25%	Less than High School	3%	\$40,000 - 44,999	
45-54	18%	High School	23%	\$45,000 - 49,999	
55-64	17%	Some College	32%	\$50,000 - 54,999	
65+	6%	College Graduate	26%	\$55,000 - 59,999	
Ethnicity		Graduate Degree	16%	\$60,000 - 69,999	
African American / Black	8%	Primary Vehicle Type		\$70,000 - 79,999	
Asian	6%	Compact Car	12%	\$80,000 - 89,999	
Mixed	12%	Mid-size Car	14%	\$90,000 - 99,999	
Caucasian	70%	Full-size Car	9%	\$100,000 - 124,999	
Other	4%	Luxury Car	4%	\$125,000 - 149,999	
Household Income		Sports Car	3%	\$150,000 - 199,999	
<\$25,000	12%	Compact Van	1%	\$200,000+	
\$25,000 - \$49,999	29%	Mid-size Van	6%	Employment Status	
\$50,000 - \$74,999	26%	Full-size Van	2%	Paid Employment (Fulltime)	
\$75,000 - \$99,999	17%	Light-Duty Pickup	5%	Self Employment (Fulltime)	
\$100,000 - \$149,999	10%	Medium-Duty Pickup	3%	Paid Employment (Part-time)	
\$150,000 - \$200,000	4%	Heavy-Duty Pickup	14%	Self Employment (Part-time)	
>\$200,000	2%	Compact SUV	8%	Homemaker	
		Crossover SUV	5%	Retired	
		Mid-Size SUV	4%	Temporarily not working	
		Luxury Sport SUV	3%	Student	
		Full-Size SUV	6%	Active Military Duty	
		Station Wagon	1%	Voluntarily Unemployed	

In addition to these, we also have panels based on:

- Highest Education Completed
- Recent/Future Events
- Employment Industry
- Department / Functional Area
- Job Title
- Number of Employees in Company
- Company's Annual Revenue
- IT Areas of Speciality etc.

We can share the details based on the requirement



THANK YOU

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