

PANEL
BOOK



Introduction



A One MR has been managing and building an international panel since long. We combine our extensive experience in the field of market research with advanced technologies to conduct online fieldwork for a large number of market research bureaus and agencies. We differ from other panels in that we value the scope, and therefore the capacity of our panel is for all countries. This is unlike panels who have limited capacity in more countries

In this document we shall outline the history, scale and quality of our panel in the Netherlands and Belgium. We will provide you with information regarding our expertise, the quality of our panel, policies and procedures, our specialty panels, and panel demographics.



Team

Everyone in our team is very client-oriented. Our clients obviously have different demands on project layout and project times as well as the type of files delivered. A project team is set up for every project, with a project leader as a permanent contact person.



Projection

Various fields of expertise are present in each project team to ensure that all the operational aspects of the project are protected.



Monitor

We are online fieldwork specialists and do not compromise on the representativeness, integrity and quality of the data that our members generate. We are proud of our specialist knowledge and regularly advise market researchers



Vision

Mission

A One Research strives to be the leading global market research firm that clients rely on for all of their market research needs. We build lasting partnerships through

- ✓ Learning and understanding each client's business, goals, and objectives
- ✓ Collaborating with our customers
- ✓ Being a trusted partner that our clients can count on
- ✓ Applying proven market research techniques to business issues
- ✓ Providing meaningful solutions and actionable results

Quality Assurance Procedures



At A One Market Research, ensuring high-quality data is a top priority. Our multi-layered quality assurance procedures begin with the registration process, which includes the following five security checks:

- ✓ Automated system checks.
- ✓ Introduction of CAPTCHA to avoid bots.
- ✓ Duplicate email address, security image, phone number, post code, and mobile phone number verification by SMS (China only).
- ✓ Double opt-in with email verification.
- ✓ Name, address, email address, password pattern, and registered IP address are also checked to ensure the respondent is eligible to take the survey.

In addition to the registration process, we also implement the following checks on each survey attempt by a panelist :

- ✓ System-level check: Unique IP address, unique PID, device level validation, along with browser and language setting capture to screen at the first level.
- ✓ Assessment of respondent's attentiveness towards details, by applying a custom red-herring question that changes periodically to check subject knowledge.
- ✓ Open-end evaluator speeder check.

Our Global Panels



NORTH AMERICA

United States
Canada
Mexico

SOUTH AMERICA

Brazil
Chile
Argentina

OCEANIA

Australia
New Zealand

ASIA

Malaysia
Thailand
Indonesia
India
Singapore
South Korea
Hong Kong
China
United Arab
EmiratesJapan

EUROPE

Turkey
Romania
France
Spain
Portugal
Germany
Italy
Russia
United Kingdom

Profile Targets



With our real-time profiling capabilities, we're able to reach any audience for your project.

PERSONAL

Children in household including birth year and gender

Credit cards

Education

Expecting mothers/fathers due date month and year

Grocery shopping habits and box stores

Hispanic country of origin

Home value

Household DIY'ers

Household income

Insurance policies held

Investable assets

Languages spoken

Marital status

Mobile phone networks

Mortgage term and type

Pets

Residence description

Savings account

Sexual orientation

Smart phone ownership

Smoking habits and tobacco use

Stocks, bonds, and financial products

Tablet ownership



WORK

Company Size
Computer Services / Hardware /software
Consulting Services
Digital Marketing / Advertising
Employment Status
Financial Services / Banking / Business Credit
Hr / Employee Benefits / Training
Internet Services
Job Title
Legal Services
Line Of Business

Maintenance
Marketing / Advertising Services
Number Of Employees Supervised
Number Of Pcs In Organization
Office Services / Moving
Print / Copy / Photo Services
Raw Materials / Components
Revenue
Shipping / Mail Services
Telecommunications
Travel / Transport



AUTOMOTIVE

Access to a car
Primary decision maker
Car brand
Car type
Manufactured year
Year of purchase
Own/ used car
Next car purchase
Motorcycle

ELECTRONICS

Electronic products
Early adopter
Primary decision maker
Smartphone use
Mobile operator/ network
Type of mobile phone plan
Smartphone brand
Smartphone operating system
Internet connection
Download movies/ games

COMPUTER GAMING

Gaming platforms
Kind of video/ computer games
Playing hours per week
Devices
Participation in virtual gaming
Purchase of video games

FOOD AND BEVERAGE

Primary grocery shopper
Fast Food consume
Fast Food restaurants
Beverage consume
Alcohol consume

HEALTHCARE

Illness/ conditions
Use of glasses/ contact lenses
Use of hearing aid

North America



Country

Panel Count



United States

367412



Canada

72365



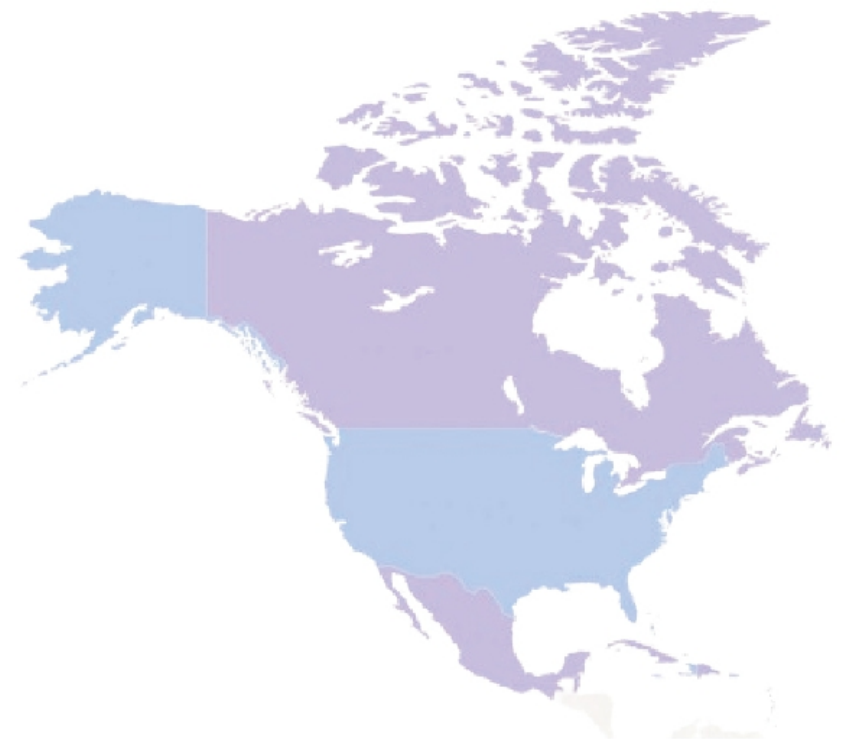
Puerto Rico

4436



Mexico

32565





Employee Size

1-10	21%
11-50	14%
501-100	11%
101-500	15%
501-1000	13%
1001-5000	12%
Greater than 5000	14%

Annual Revenue

Under \$100,000	8%
\$100,000- \$249,999	2%
\$250,000- \$499,999	3%
\$500,000- \$999,999	7%
\$1 Million - \$4.99 Million	4%
\$5 Million - \$9.99 Million	2%
\$10 Million - \$24.99 Million	8%
\$25 Million - \$49.99 Million	6%
\$50 Million - \$99.99 Million	1%
\$100 Million - \$249.99 Million	1%
\$250 Million - \$499.99 Million	2%
\$500 Million - \$999.99 Million	1%
\$1 Billion or more	1%
I don't work / I don't know	54%

Department

Administration/General Staff	10%
Customer Service/Client Service	10%
Executive Leadership	8%
Finance/Accounting	7%
Human Resources	6%
Legal/Law	2%
Marketing	4%
Operations	10%
Procurement	11%
Sale/Business Development	2%
Technology Development Hardware (not only IT)	5%
Technology Development Software (not only IT)	4%
Technology Implementation	7%
Other	5%
I don't work	9%

Roles / Designation

C-Level (e.g. CEO, CFO), Owner Partner, President	6%
Vice President (EV, SVP, AVP, VP)	7%
Director (Group Director, Sr. Director, Director)	9%
Manager (Group Manager, Sr. Manager, Manager, Program Manager)	14%
Analyst	20%
Assistant or Associate	7%
Administrative (Clerical or Support Staff)	6%
Consultant	9%
Intern	10%
Volunteer	4%
None of the above	8%

Industries

Accounting	3%	Government/Public Sector	2%
Advertising	1%	Healthcare	9%
Agriculture/Fishing	1%	Hospitality/Tourism	2%
Architecture	1%	Human Resources	1%
Automotive	3%	Information Technology/IT	9%
Aviation	0%	Insurance	1%
Banking/Financial	5%	Internet	1%
Bio-Tech	1%	Legal/Law	1%
Brokerage	0%	Manufacturing	5%
Carpenting/Electrical		Market Research	1%
Installations/VVS	1%	Market/Sales	0%
Chemicals/Plastics/Rubber	0%	Media/Entainment	1%
Communications/Information	1%	Military	0%
Computer Hardware	1%	Non Profit/Social services	2%
Computer Reseller (software/hardware)	0%	Personal Services	7%
Computer Software	3%	Pharmaceuticals	1%
Construction	6%	Printing Publishing	0%
Consulting	1%	Public Relations	0%
Consumer Electronics	1%	Real Estate/Property	0%
Consumer Packaged Goods	0%	Retail/Wholesale trade	2%
Education	8%	Security	4%
Energy/Utilities/Oil and Gas	1%	Shipping/Distribution	1%
Engineering	1%	Telecommunications	1%
Environmental Services	0%	Transportation	2%
Fashion/Apparel	0%	Other	1%
Food/Beverage	4%	I don't work	2%

Decision Makers

IT Hardware	3%
IT Software	3%
Printers and copiers	4%
Financial Department	3%
Human Resources	6%
Office supplies	4%
Corporate travel	8%
Telecommunication	9%
Sales	7%
Shipping	2%
Operations	1%
Legal services	1%
Marketing/Advertising	2%
Security	2%
Food services	4%
Auto leasing/purchasing	9%
Procurement	8%
Other	12%
I don't have influence or decision making authority	12%



South America



Country		Panel Count
	<i>Brazil</i>	59316
	<i>Argentina</i>	52512
	<i>Colombia</i>	22456
	<i>Chile</i>	15804
	<i>Peru</i>	6849
	<i>Ecuador</i>	3216
	<i>Panama</i>	1246





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None of the above	8%

Industries

Accounting	3%	Government/Public Sector
Advertising	1%	Healthcare
Agriculture/Fishing	1%	Hospitality/Tourism
Architecture	1%	Human Resources
Automotive	3%	Information Technology/IT
Aviation	0%	Insurance
Banking/Financial	5%	Internet
Bio-Tech	1%	Legal/Law
Brokerage	0%	Manufacturing
Carpenting/Electrical		Market Research
Installations/VVS	1%	Market/Sales
Chemicals/Plastics/Rubber	0%	Media/Entainment
Communications/Information	1%	Military
Computer Hardware	1%	Non Profit/Social services
Computer Reseller (software/hardware)	0%	Personal Services
Computer Software	3%	Pharmaceuticals
Construction	6%	Printing Publishing
Consulting	1%	Public Relations
Consumer Electronics	1%	Real Estate/Property
Consumer Packaged Goods	0%	Retail/Wholesale trade
Education	8%	Security
Energy/Utilities/Oil and Gas	1%	Shipping/Distribution
Engineering	1%	Telecommunications
Environmental Services	0%	Transportation
Fashion/Apparel	0%	Other
Food/Beverage	4%	I don't work

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Europe



Country Panel Count

	United Kingdom
	Germany
	France
	Spain
	Italy
	Ireland
	Poland
	Netherlands
	Sweden
	Belgium

Panel Count

165949
149364
132516
115459
90563
84693
65326
56389
49686
41305

Country

	Norway
	Denmark
	Austria
	Switzerland
	Greece
	Portugal
	Romania
	Czech Republic
	Hungary
	Finland

Panel Count

9458
9165
8576
8025
7968
7059
6838
5948
5196
4378



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Accounting	3%	Government/Public Sector
Advertising	1%	Healthcare
Agriculture/Fishing	1%	Hospitality/Tourism
Architecture	1%	Human Resources
Automotive	3%	Information Technology/IT
Aviation	0%	Insurance
Banking/Financial	5%	Internet
Bio-Tech	1%	Legal/Law
Brokerage	0%	Manufacturing
Carpenting/Electrical		Market Research
Installations/VVS	1%	Market/Sales
Chemicals/Plastics/Rubber	0%	Media/Entainment
Communications/Information	1%	Military
Computer Hardware	1%	Non Profit/Social services
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Asia



Country

Panel Count

	India
	China
	Singapore
	Vietnam
	Philippines
	Russia
	Indonesia
	Japan

109684
105693
80965
76523
60659
59682
45369
39486

Country

Panel Count

	Thailand
	Malaysia
	Turkey
	Taiwan
	South Korea
	Pakistan
	Bangladesh
	Kazakhstan

30689
29365
22896
20679
18694
8642
4489
356



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Education	8%	Security
Energy/Utilities/Oil and Gas	1%	Shipping/Distribution
Engineering	1%	Telecommunications
Environmental Services	0%	Transportation
Fashion/Apparel	0%	Other
Food/Beverage	4%	I don't work

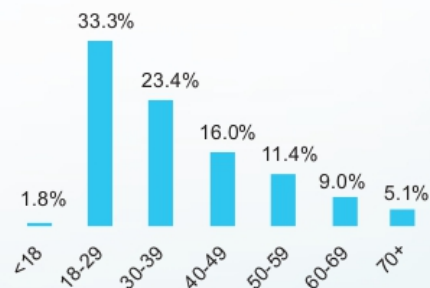
Decision Makers

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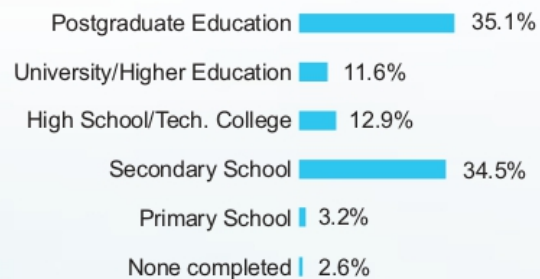




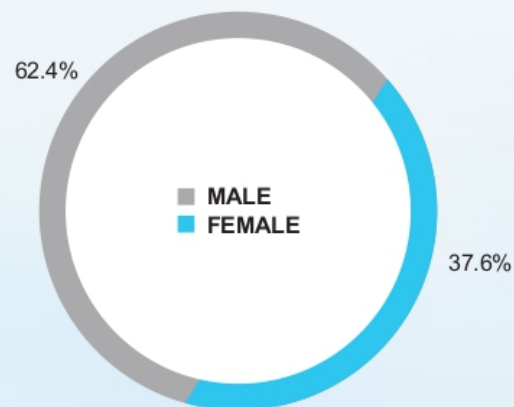
AGE



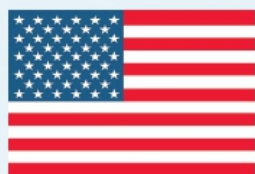
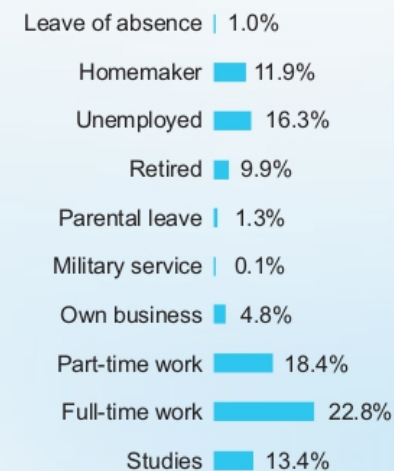
EDUCATION



GENDER



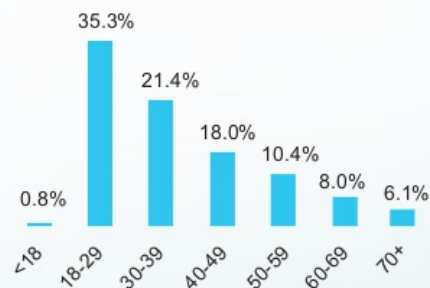
OCCUPATION



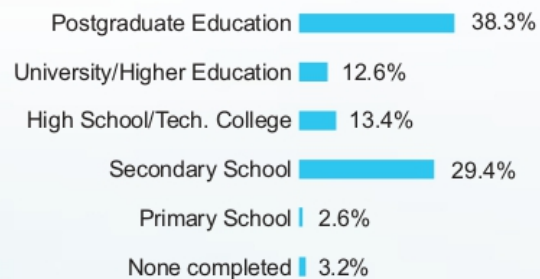
USA
367412
PANEL COUNT



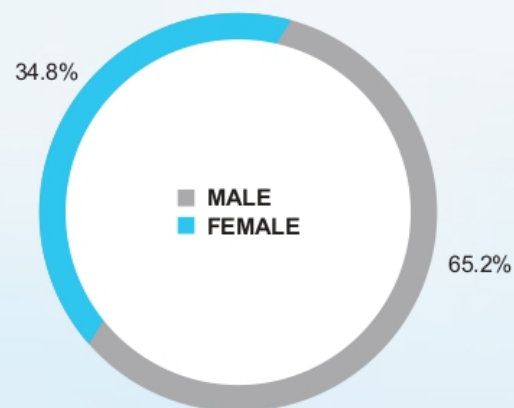
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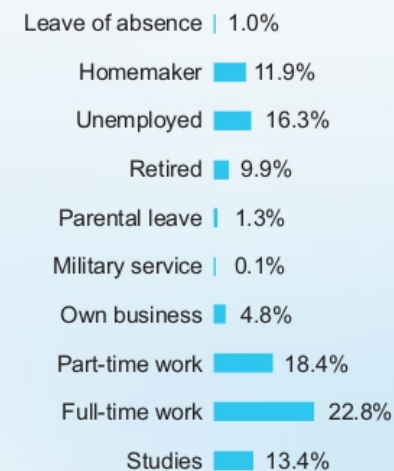
EDUCATION



GENDER



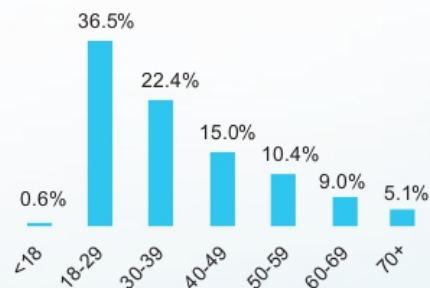
OCCUPATION



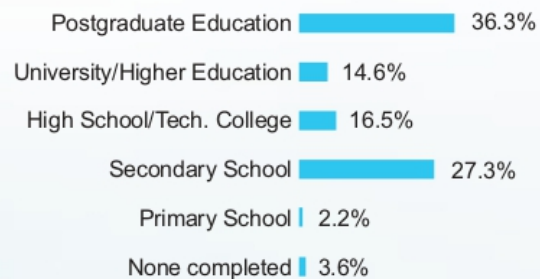
Canada
72365
PANEL COUNT



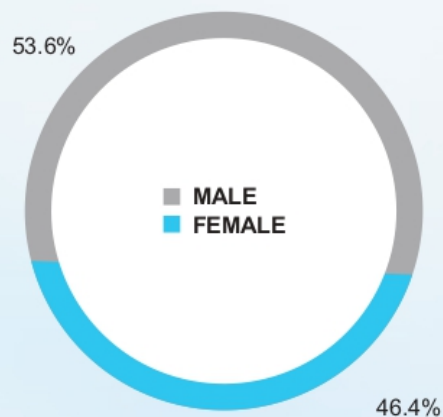
AGE



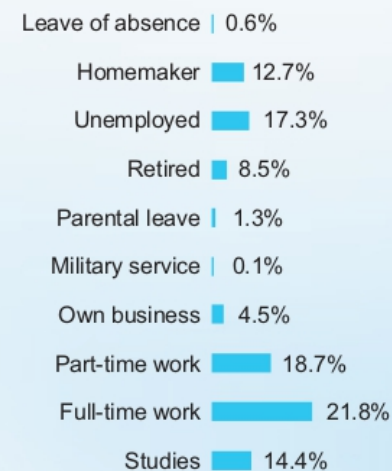
EDUCATION



GENDER



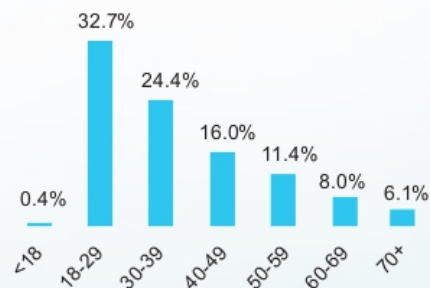
OCCUPATION



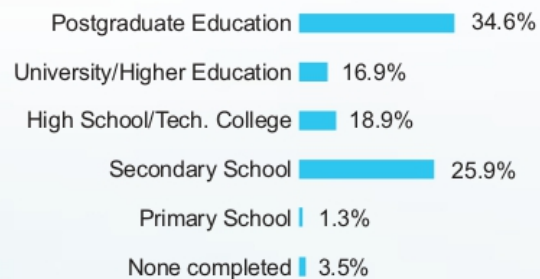
UNITED KINGDOM
165949
PANEL COUNT



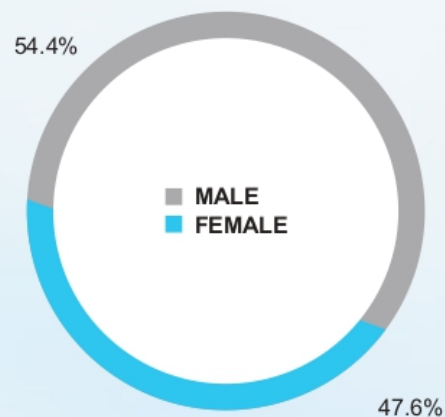
AGE



EDUCATION

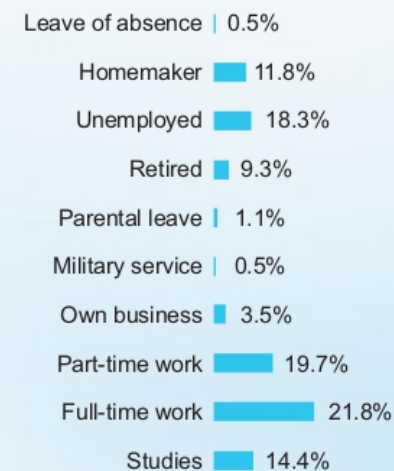


GENDER



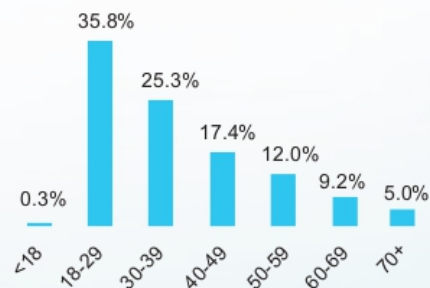

FRANCE
132516
PANEL COUNT

OCCUPATION

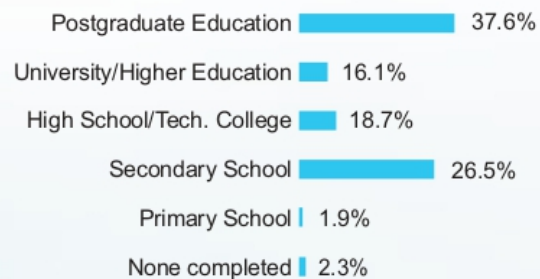




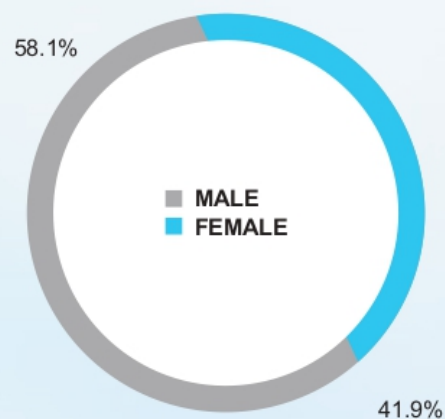
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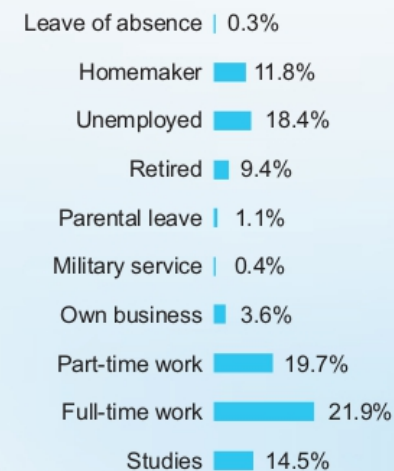
EDUCATION



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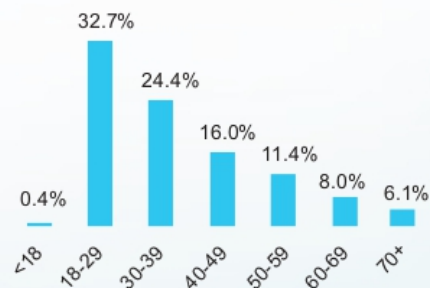
OCCUPATION



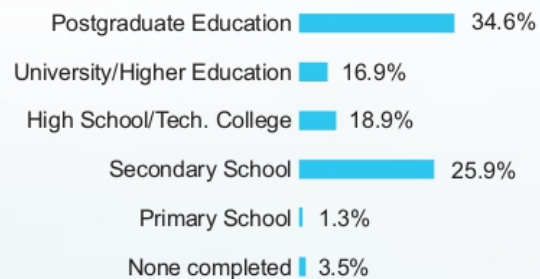
GERMANY
149364
PANEL COUNT



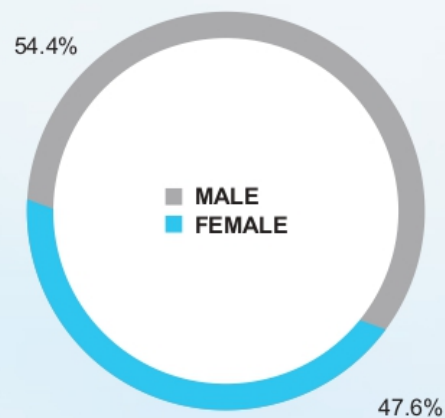
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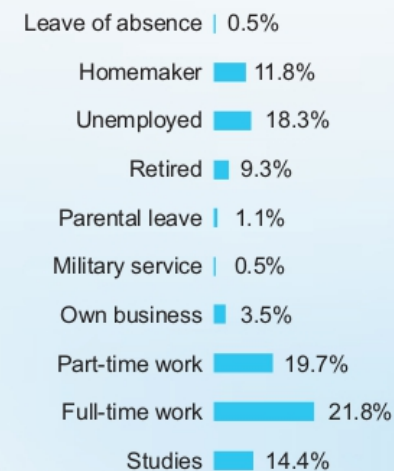
EDUCATION



GENDER



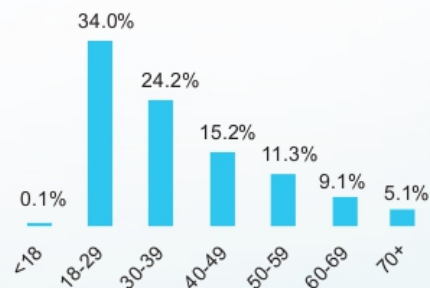
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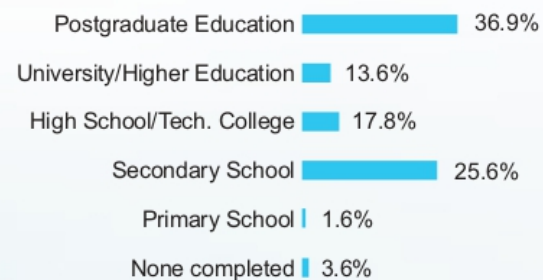
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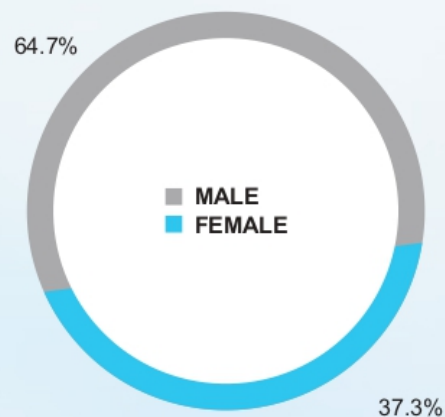
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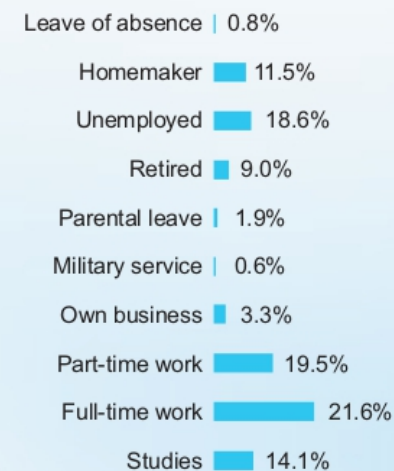
EDUCATION



GENDER



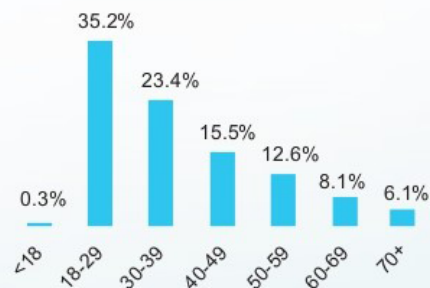
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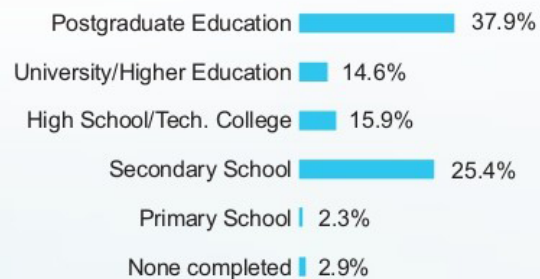
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109684
PANEL COUNT



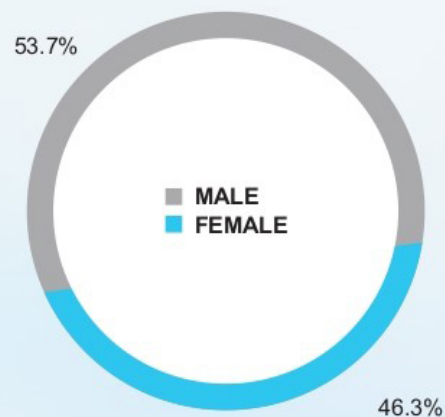
AGE



EDUCATION



GENDER



AUSTRALIA
219064
PANEL COUNT

OCCUPATION



Thank You

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