

Panel Book



**PRECISE RESEARCH
SOLUTIONS**
Rediscovering Facts..

About Precise Research Solutions

Precise Research Solutions established in year 2007. Right from the beginning, Precise Research has been focused on online data collection and analyses. To begin with, as a consultancy within usability and later, as a supplier of web-based market research surveys.

In recent years, Precise Research has grown rapidly with large consumer and business panel in Australia, Canada, USA, UK, Japan, India, China, Indonesia, Vietnam, France, Germany, Italy and Spain. The size of the panels gives Precise Research a unique possibility to conduct surveys of specific segments of the population.

Precise Research currently serves various Market Research Firms, Consulting companies and Online Panel Companies with our proprietary panel and helping them in conducting online research. Precise Research has used various methods to recruit panelists for Online Surveys.

With our proprietary panel of over 1.6M profiled respondents in more than 20 geographies, our panel can help you in conducting consumer and B2B studies and help you in targeting different job titles like - ITDMs, HR DMs, Finance DM's and much more. Precise Research has achieved a solid and impressive trajectory of industry impervious growth sustained by trusted client partnerships and strategic initiatives supported by proprietary software and innovative tools.

Precise Research's senior management team comprised of veteran market research executives, the management pursued aggressive business initiatives while simultaneously maintaining the focus on highest product quality, speed of response and personalized customer service.

All Precise Research partners work in accordance with the highest quality standards, are members of ESOMAR and comply with the ICC / ESOMAR code of conduct for market research. To ensure the highest level of data quality for our clients, our quality management systems focus on the following:

Key areas

Multi-source recruitment system

Proprietary panels

Guaranteed response rates

Extensive panel management program

Incentivized according to local culture

Online Panels

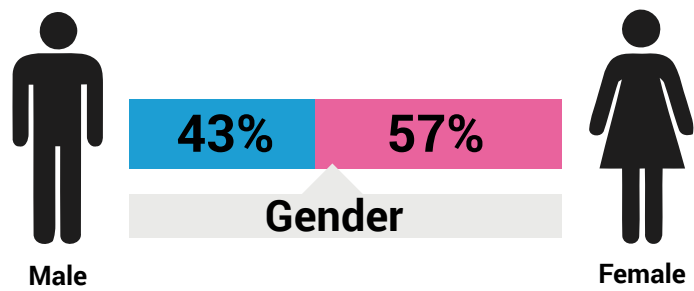


Our online panel is professionally managed databases of consumers and business professionals willing to answer online surveys.

A survey is set up and monitored in our online survey tool. A link is sent by e-mail to our panel members.

America

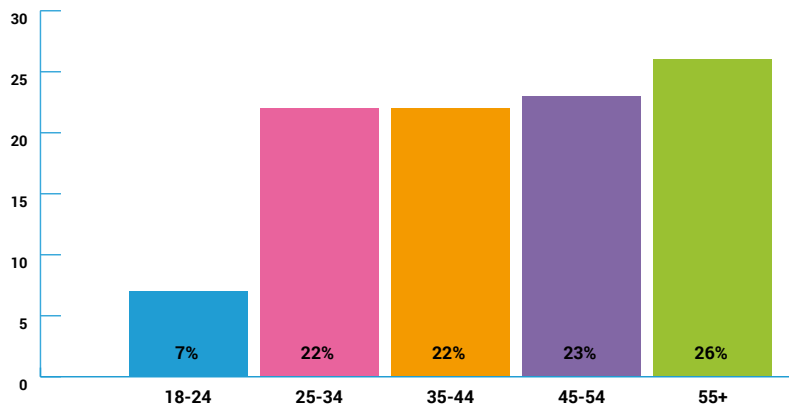
Panel > 1,78,220



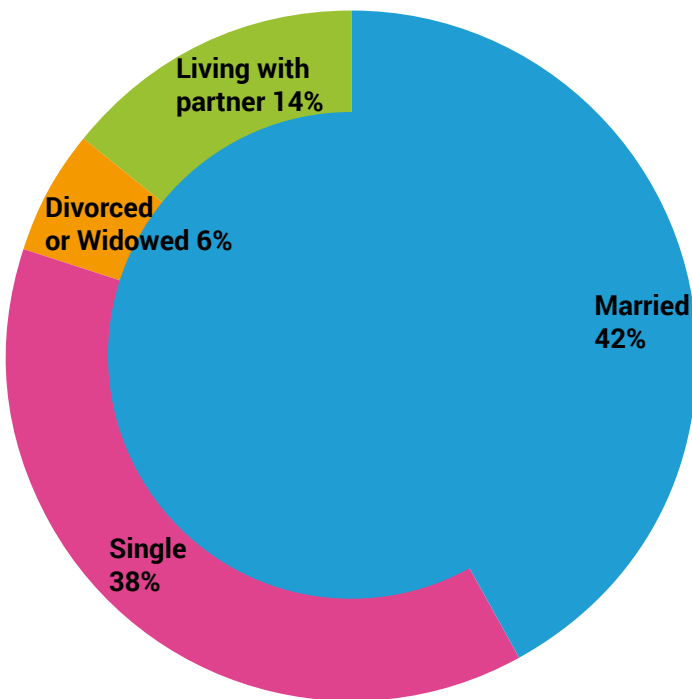
America

Population

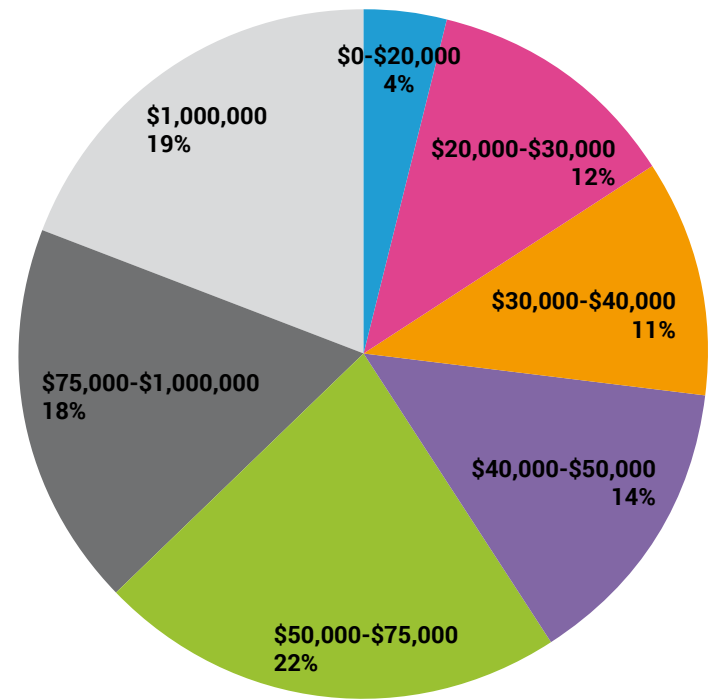
Age



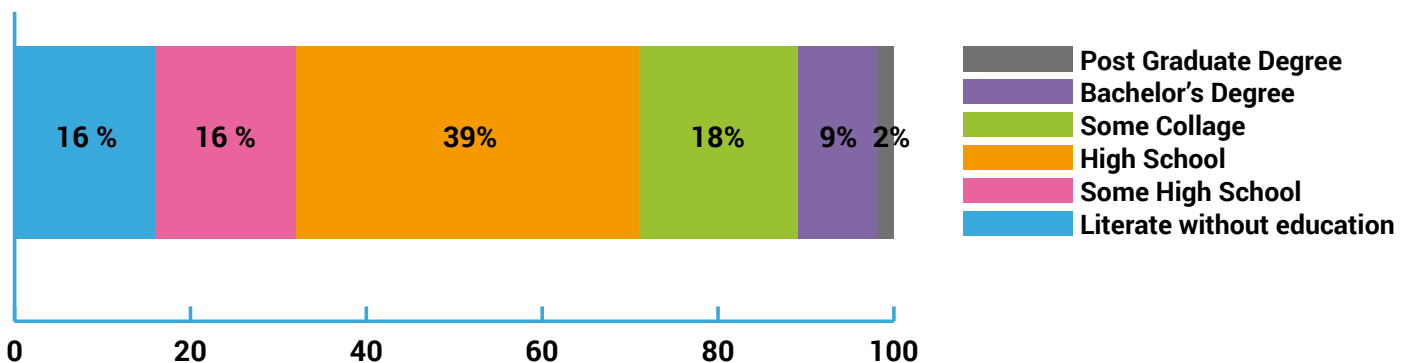
Marital Status



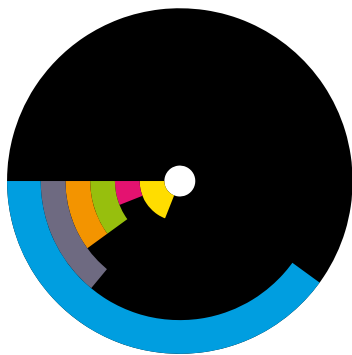
Income Level



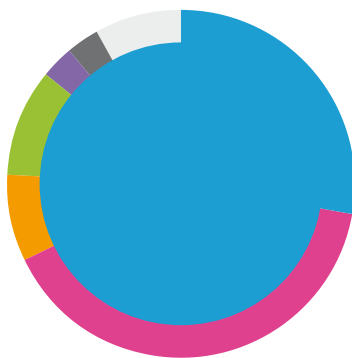
Education



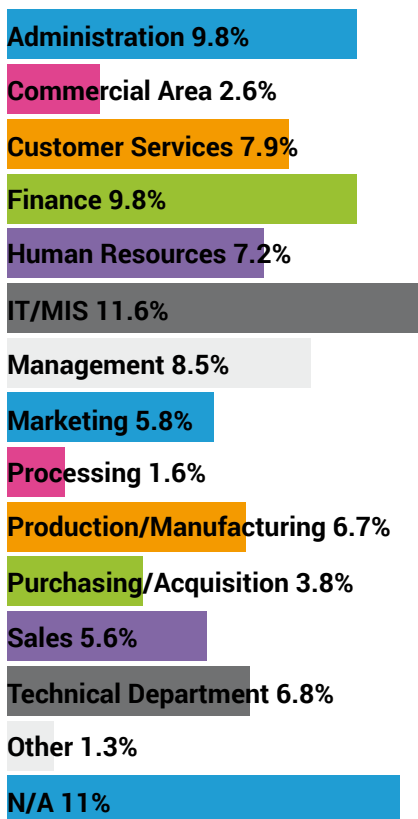
America



- 40% Full Time Employment (30+ hour a week)
- 14% Part Time Employment
- 10% Self Employment
- 10% Unemployment
- 6% Student
- 19% Retired

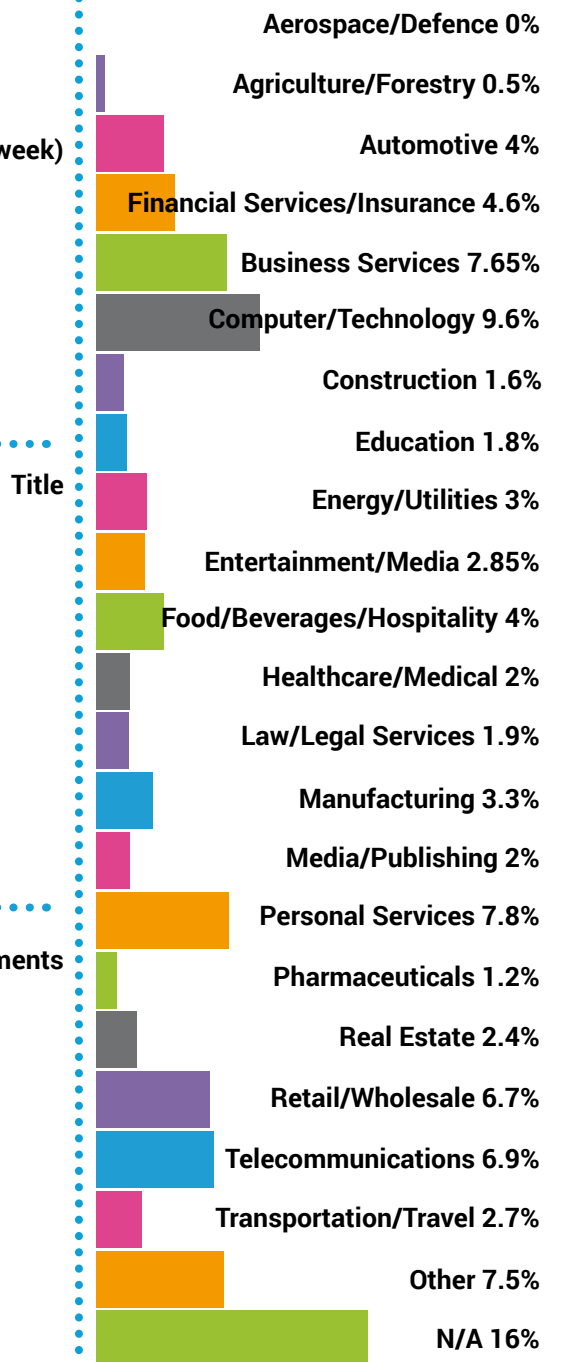


- 28% Junior
- 40% Senior
- 8% Managerial Level
- 10% D Level (Director)
- 3% C Level (ceo, cfo, cio etc.)
- 3% Business Owner
- 8% Others



Employment

Industries

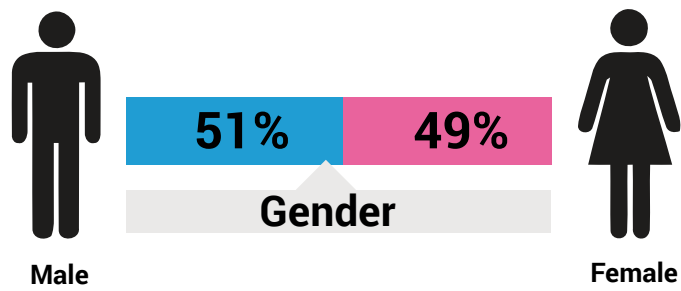


Title

Departments

Australia

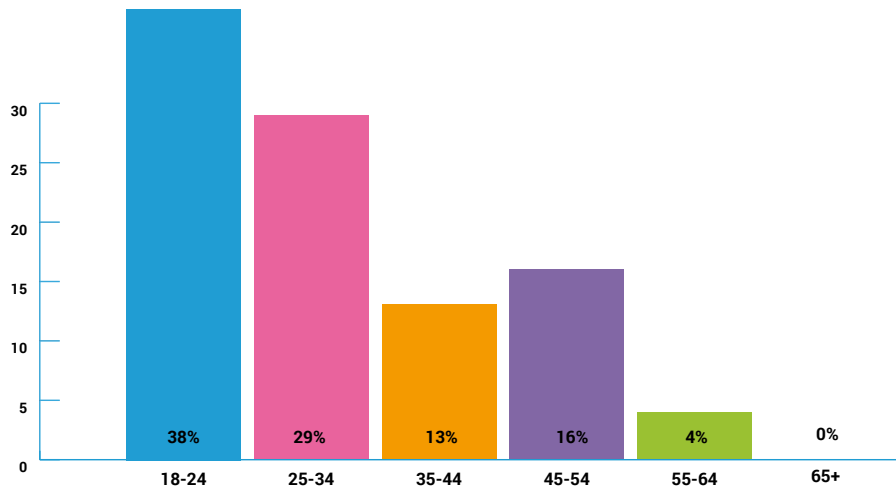
Panel > 93,541



Australia

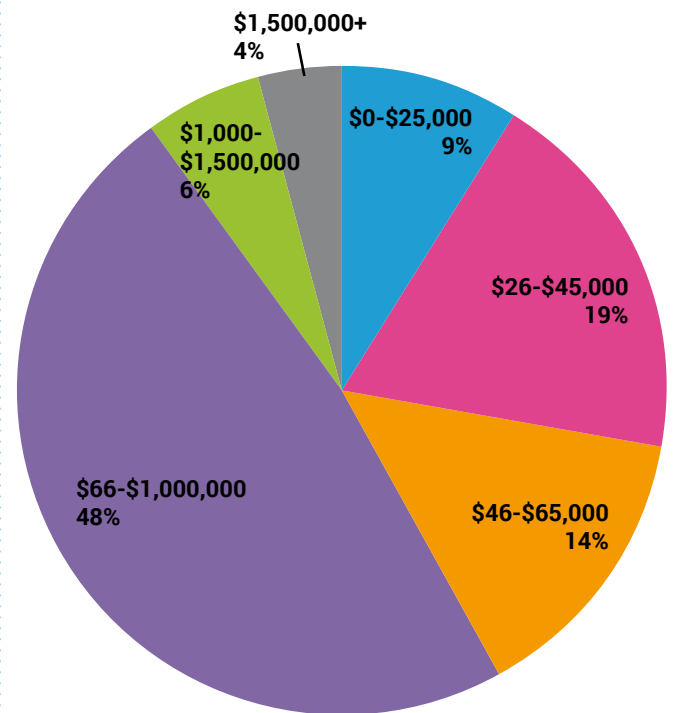
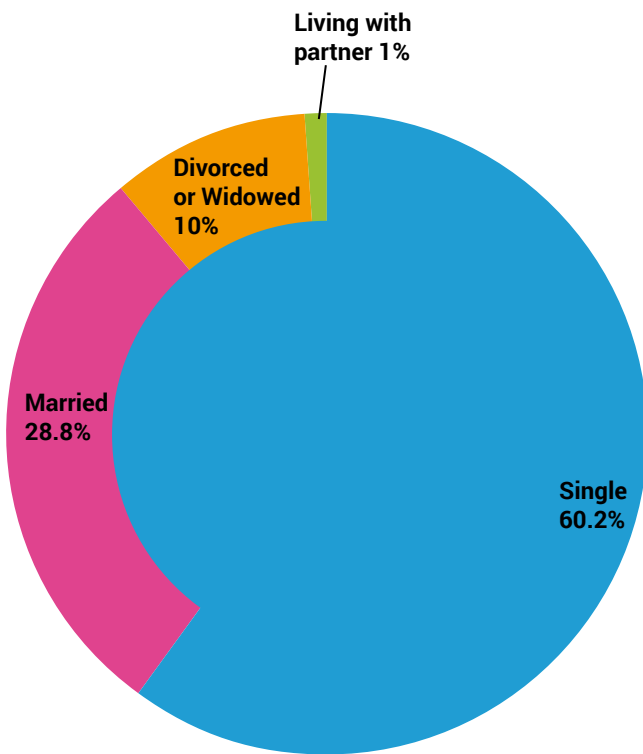
Population

Age

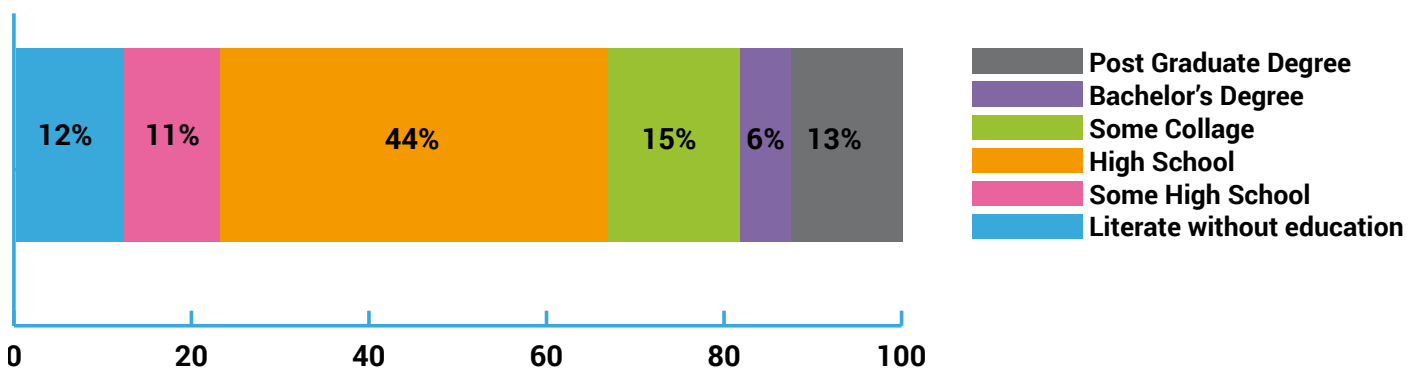


Marital Status

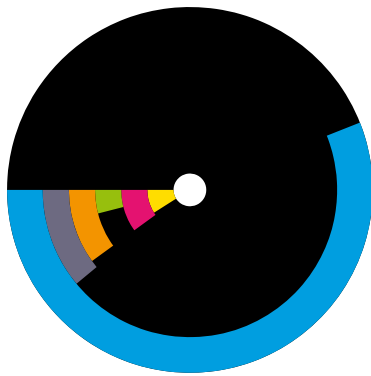
Income Level



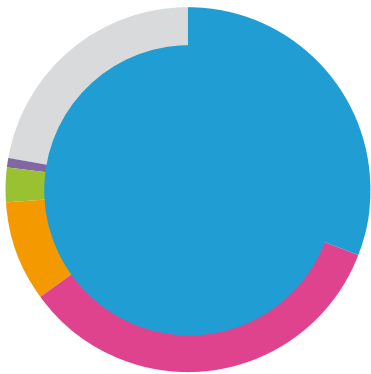
Education



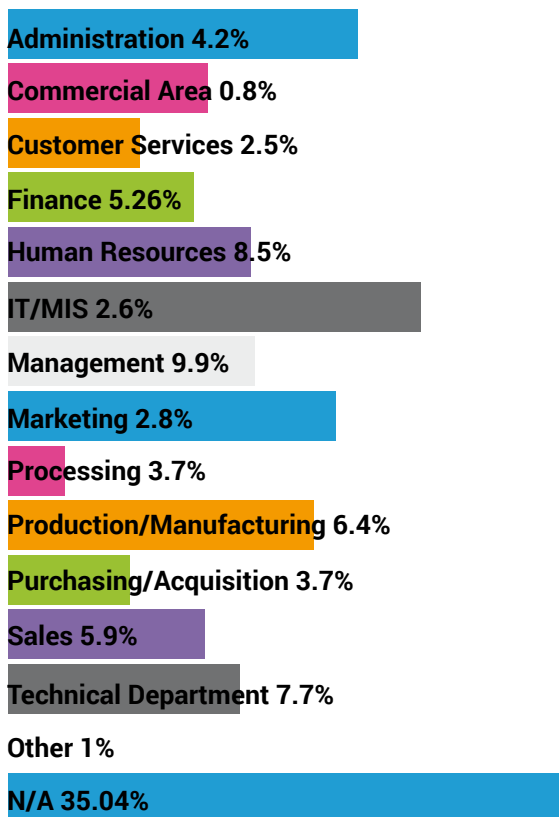
Australia



- 56% Full Time Employment (30+ hour a week)
- 11% Part Time Employment
- 10% Self Employment
- 4% Homemaker
- 10% Student
- 9% Retired



- 31% Junior
- 34% Senior
- 9% Managerial Level
- 3% D Level (Director)
- 0% C Level (ceo, cfo, cio etc.)
- 1% Business Owner
- 22% Others



Employment

Industries

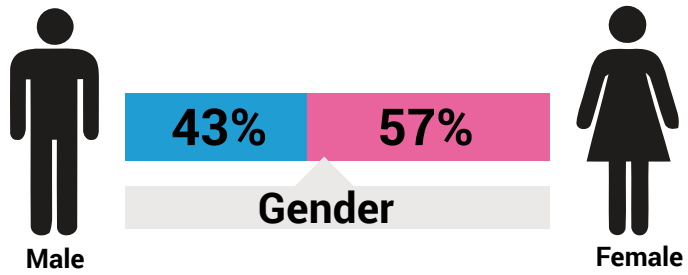
- Aerospace/Defence 0%
- Agriculture/Forestry 0%
- Automotive 5.2%
- Financial Services/Insurance 4.3%
- Business Services 6.9%
- Computer/Technology 7.5%
- Construction 2.4%
- Education 4.2%
- Energy/Utilities 3.1%
- Entertainment/Media 2.44%
- Food/Beverages/Hospitality 5.9%
- Healthcare/Medical 3.6%
- Law/Legal Services 2.8%
- Manufacturing 5.8%
- Media/Publishing 3.5%
- Personal Services 10.5%
- Pharmaceuticals 3%
- Real Estate 4.2%
- Retail/Wholesale 9.6%
- Telecommunications 8.92%
- Transportation/Travel 6.14%
- Other 0%
- N/A 0%

Title

Departments

Canada

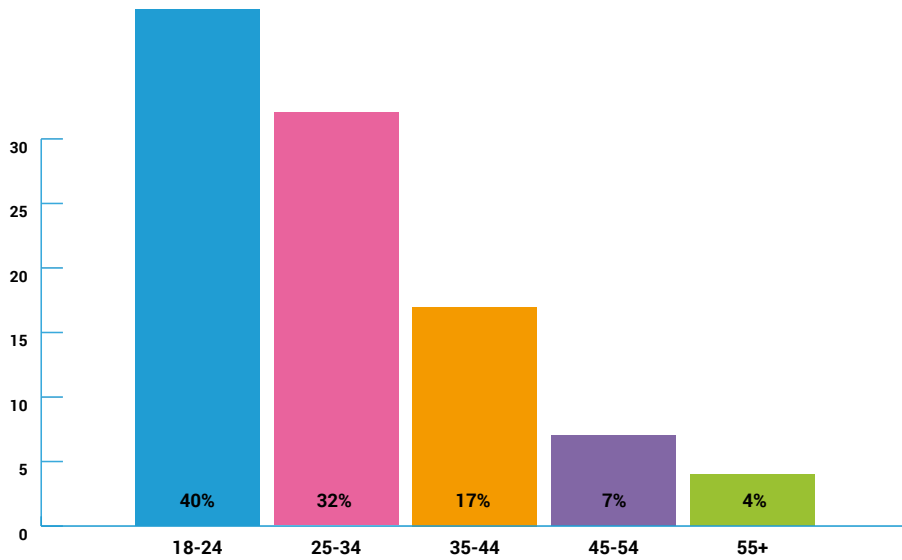
Panel > 112,186



Canada

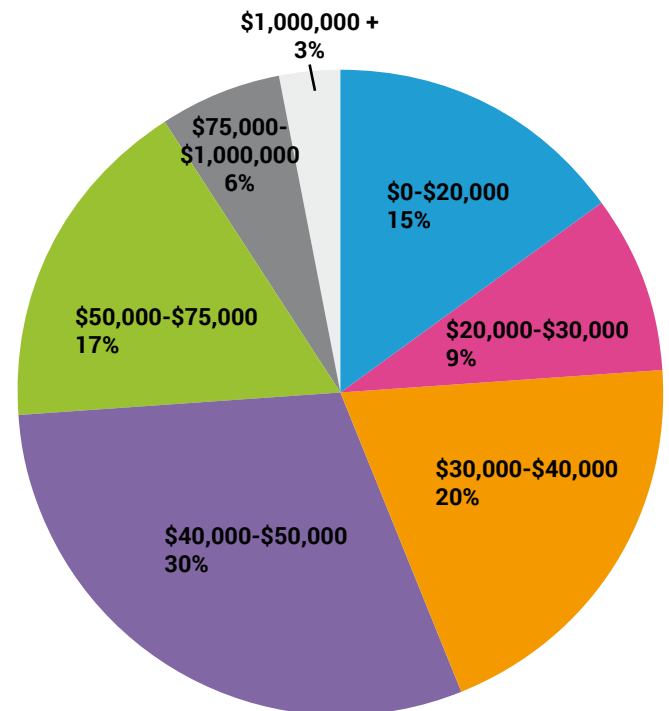
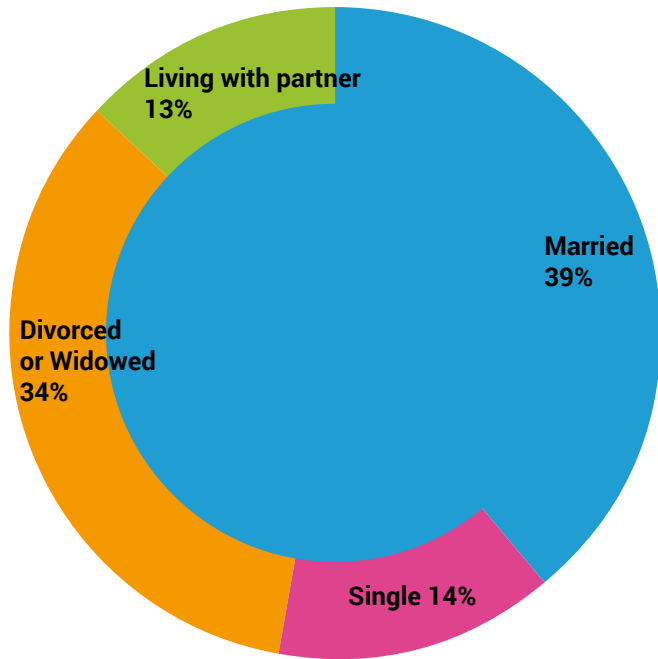
Population

Age

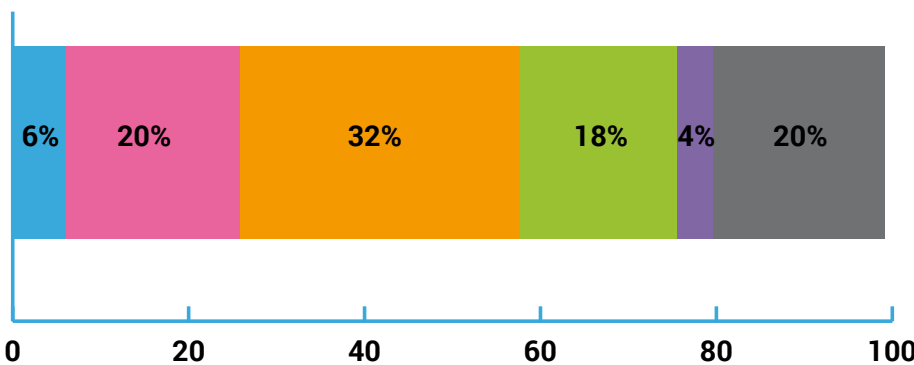


Marital Status

Income Level

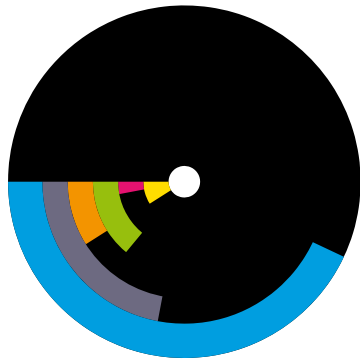


Education



- Post Graduate Degree
- Bachelor's Degree
- Some Collage
- High School
- Some High School
- Literate without education

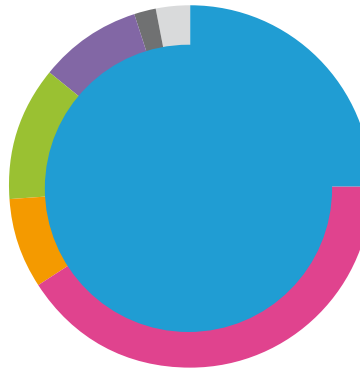
Canada



- 43% Full Time Employment (30+ hour a week)
- 22% Part Time Employment
- 9% Self Employment
- 14% Homemaker
- 3% Student
- 9% Retired

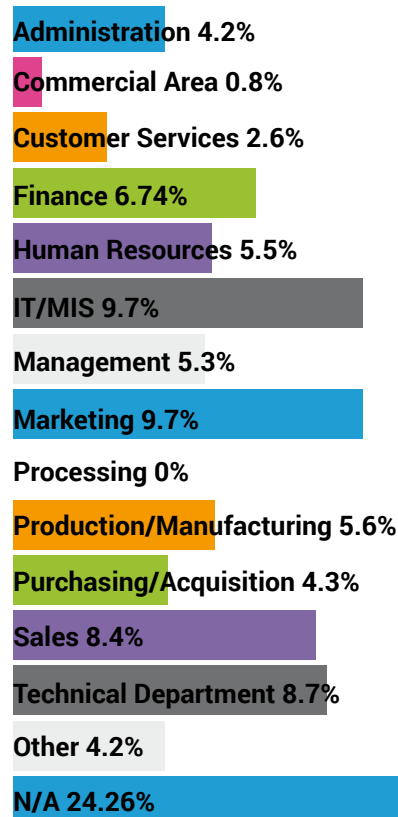
Employment

Industries

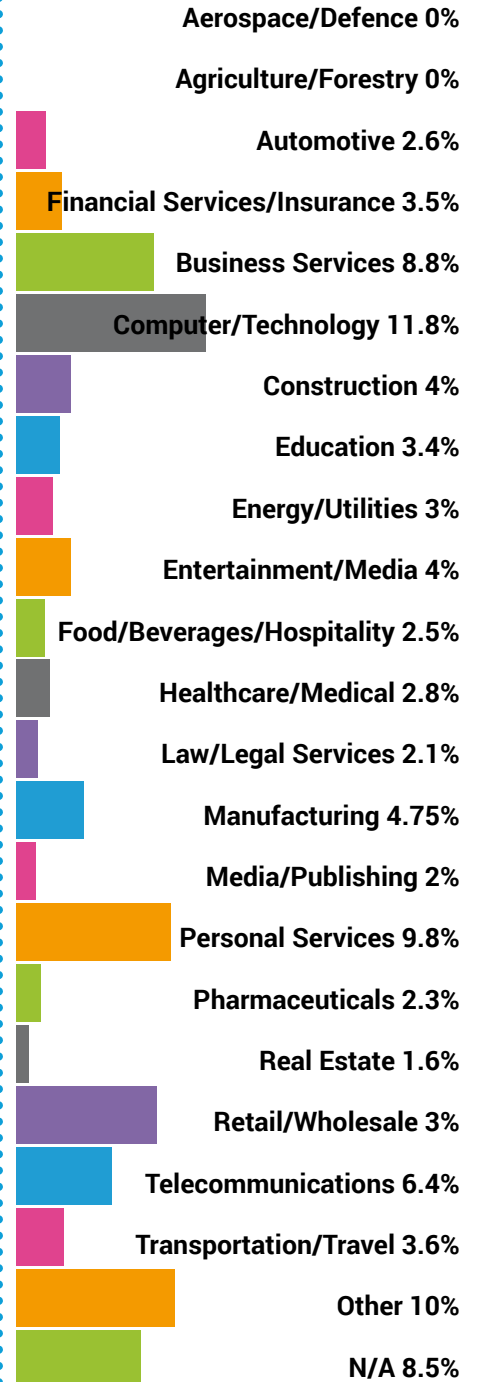


- 25% Junior
- 41% Senior
- 8% Managerial Level
- 12% D Level (Director)
- 9% C Level (ceo, cfo, cio etc.)
- 2% Business Owner
- 3% Others

Title

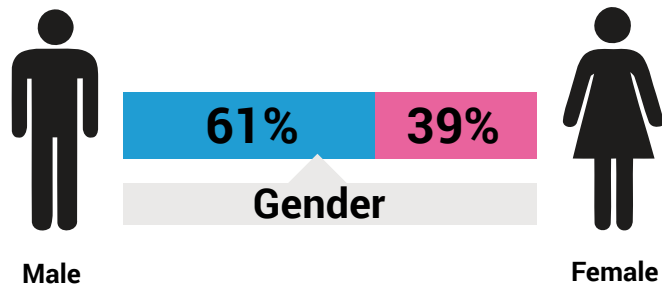
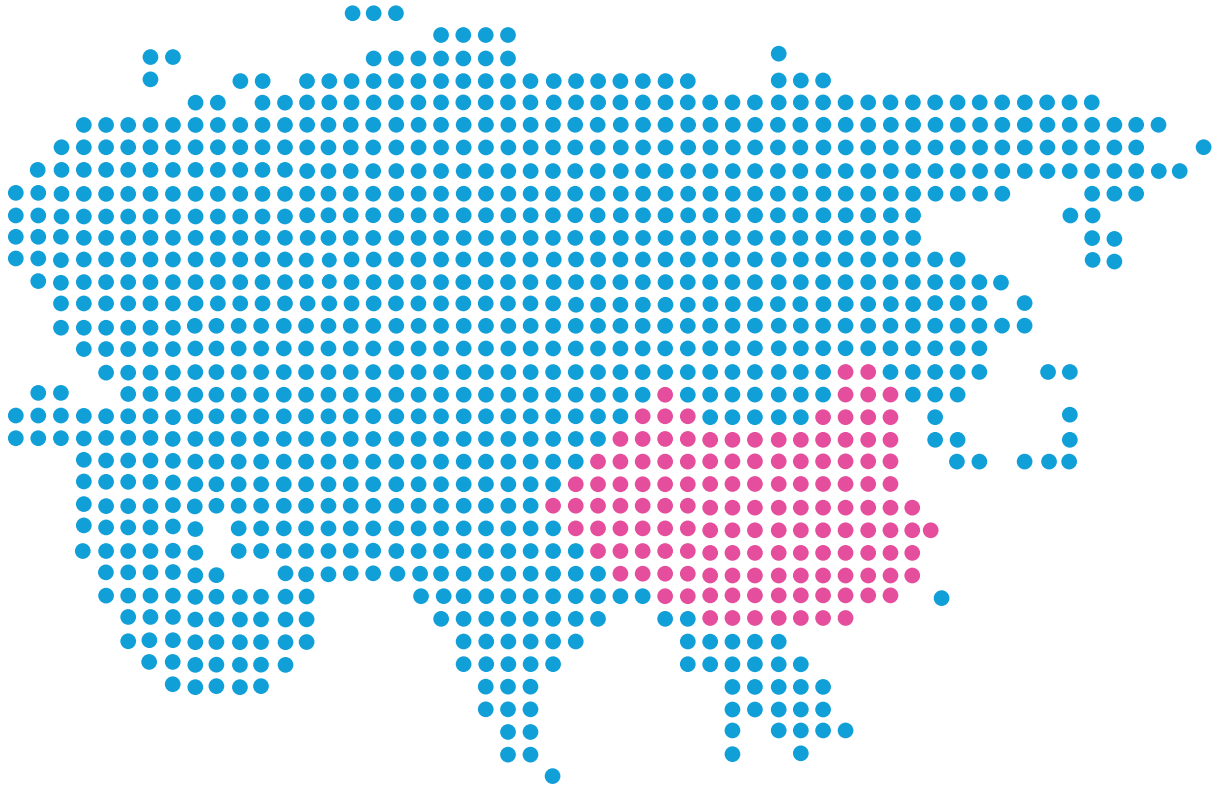


Departments



China

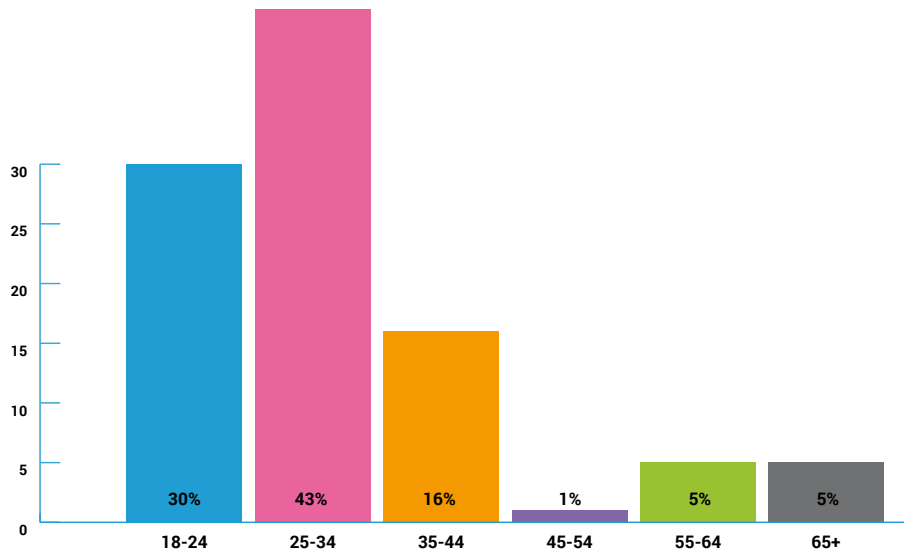
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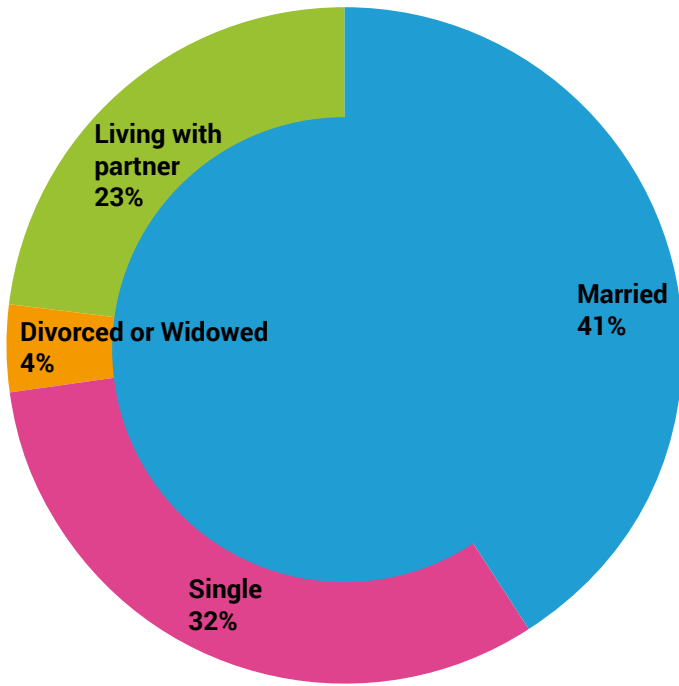
China

Population

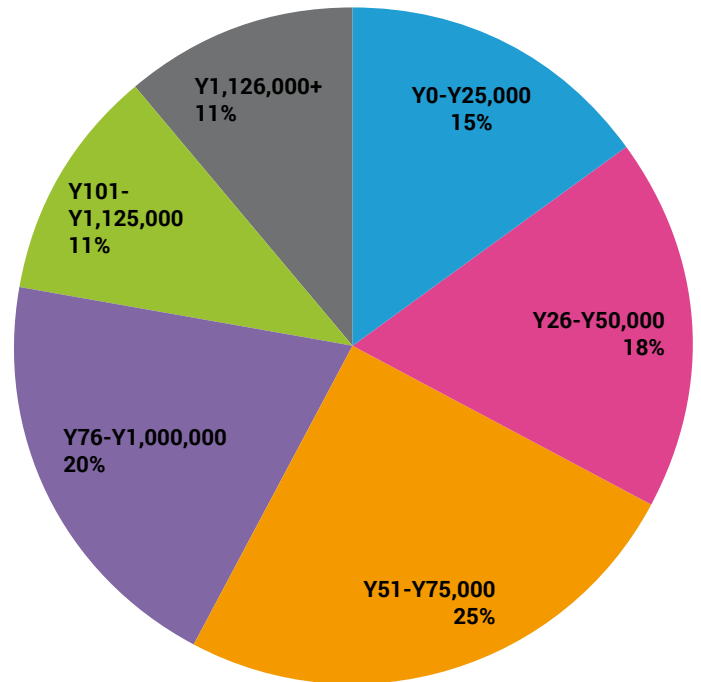
Age



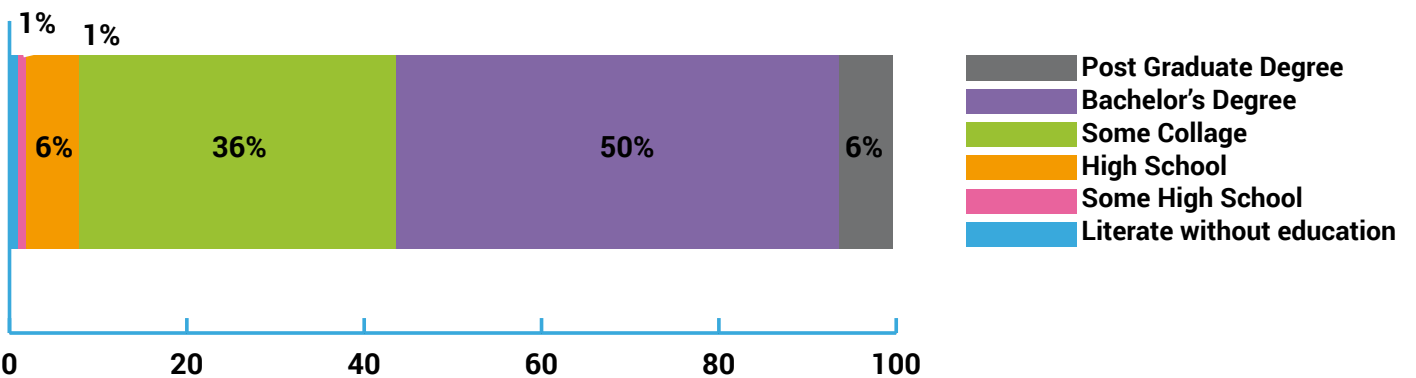
Marital Status



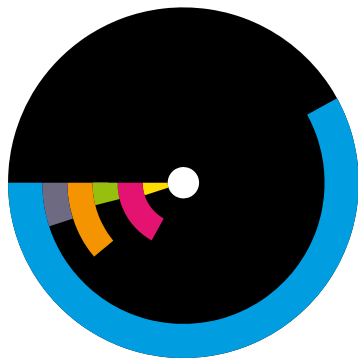
Income Level



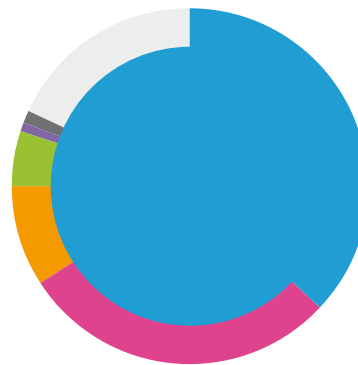
Education



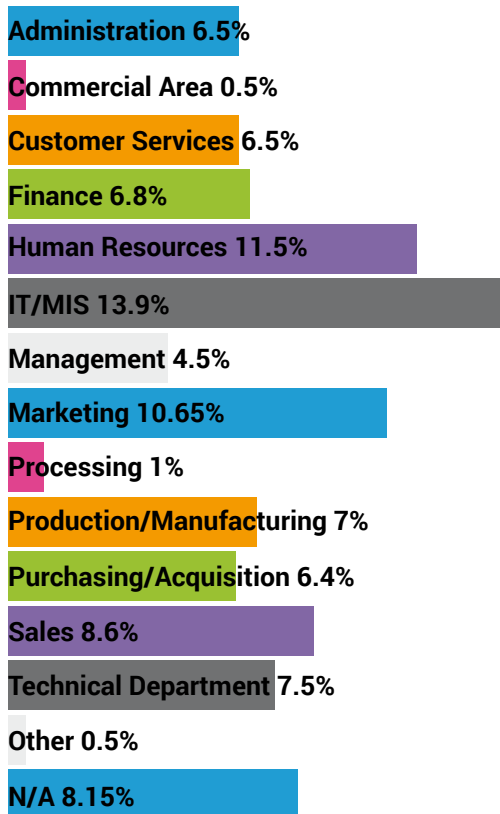
China



- 58% Full Time Employment (30+ hour a week)
- 5% Part Time Employment
- 11% Self Employment
- 4% Homemaker
- 17% Student
- 5% Retired



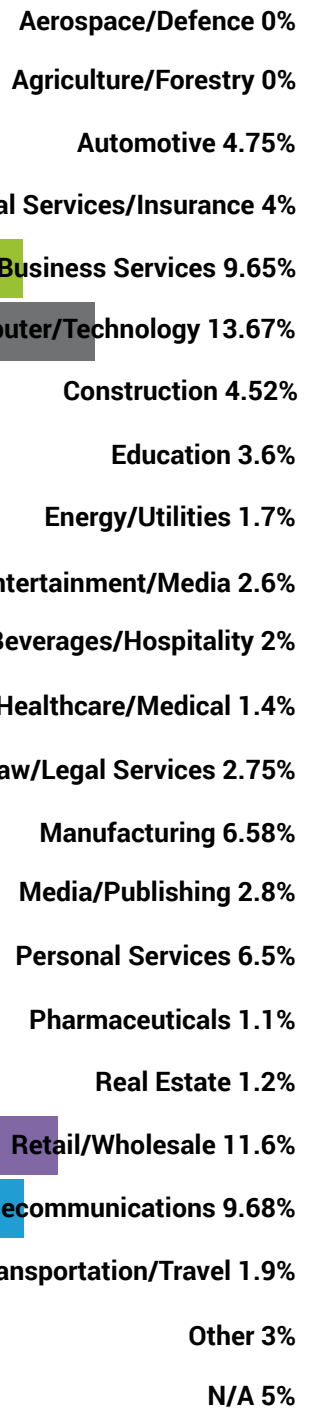
- 37% Junior
- 29% Senior
- 9% Managerial Level
- 5% D Level (Director)
- 1% C Level (ceo, cfo, cio etc.)
- 1% Business Owner
- 18% Others



- Administration 6.5%
- Commercial Area 0.5%
- Customer Services 6.5%
- Finance 6.8%
- Human Resources 11.5%
- IT/MIS 13.9%
- Management 4.5%
- Marketing 10.65%
- Processing 1%
- Production/Manufacturing 7%
- Purchasing/Acquisition 6.4%
- Sales 8.6%
- Technical Department 7.5%
- Other 0.5%
- N/A 8.15%

Employment

Industries



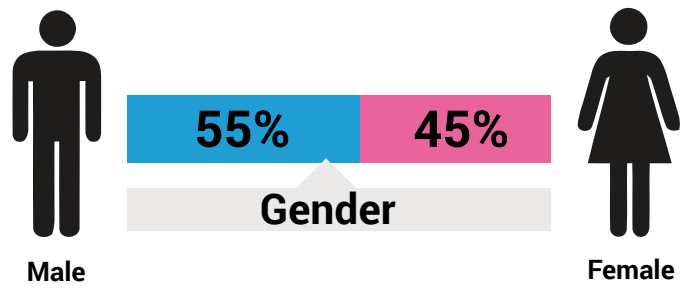
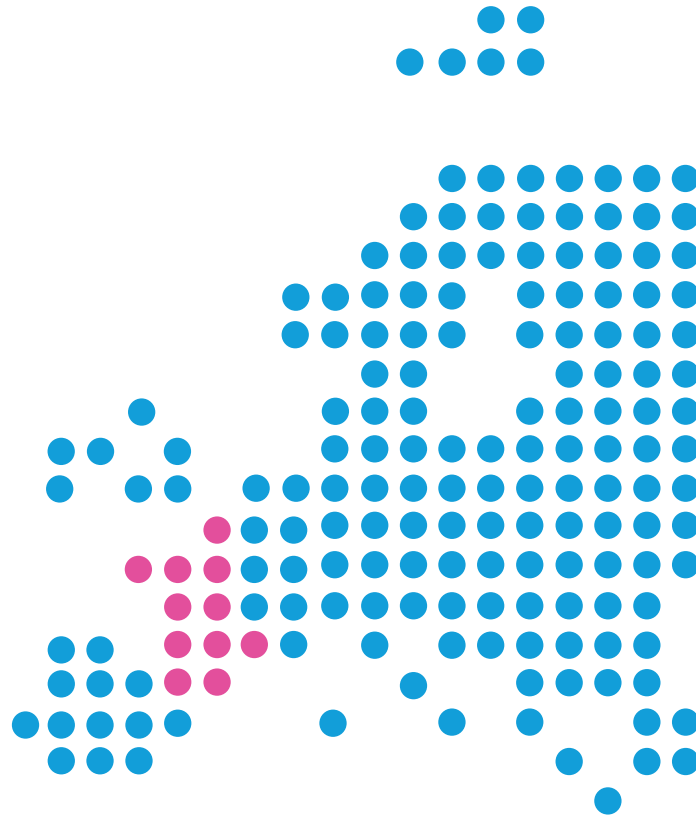
Title

Departments

- Aerospace/Defence 0%
- Agriculture/Forestry 0%
- Automotive 4.75%
- Financial Services/Insurance 4%
- Business Services 9.65%
- Computer/Technology 13.67%
- Construction 4.52%
- Education 3.6%
- Energy/Utilities 1.7%
- Entertainment/Media 2.6%
- Food/Beverages/Hospitality 2%
- Healthcare/Medical 1.4%
- Law/Legal Services 2.75%
- Manufacturing 6.58%
- Media/Publishing 2.8%
- Personal Services 6.5%
- Pharmaceuticals 1.1%
- Real Estate 1.2%
- Retail/Wholesale 11.6%
- Telecommunications 9.68%
- Transportation/Travel 1.9%
- Other 3%
- N/A 5%

France

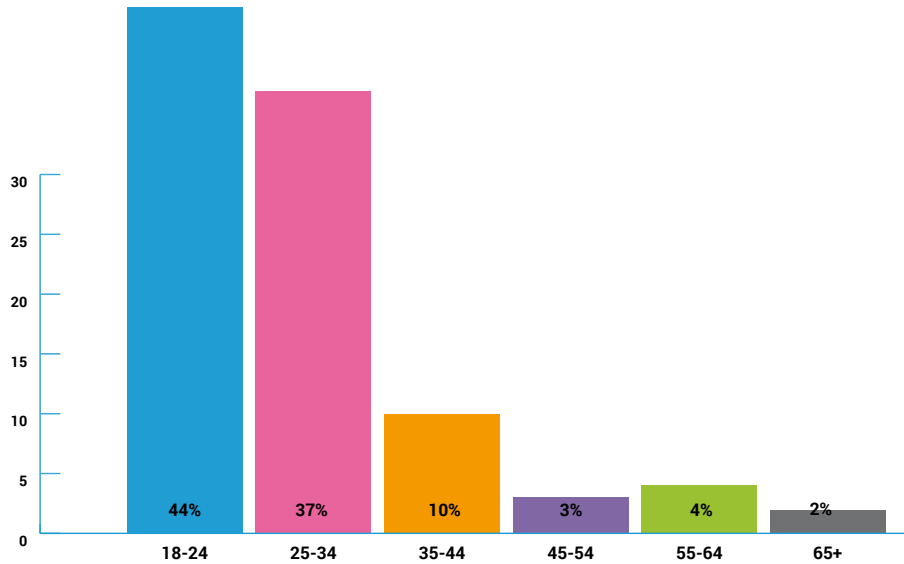
Panel > 66,149



France

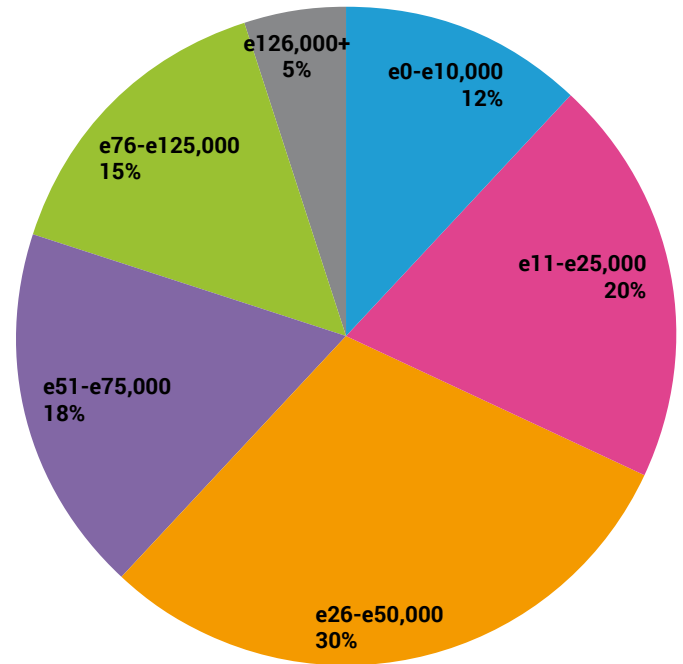
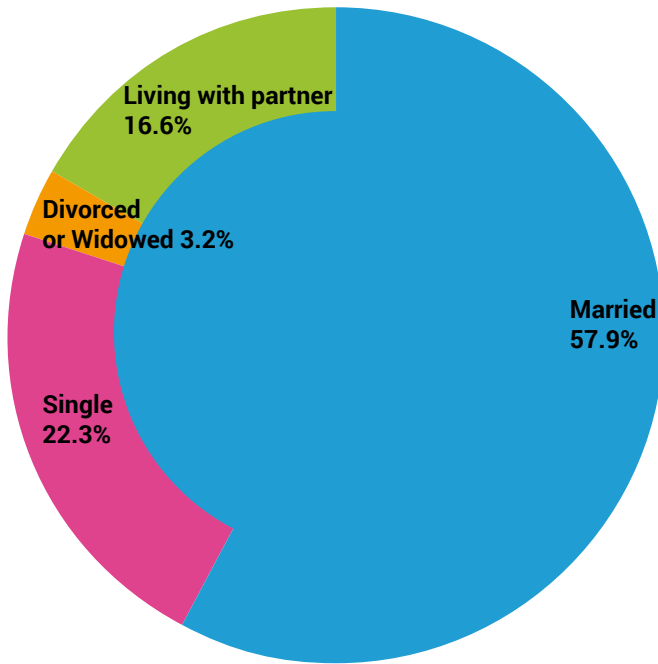
Population

Age

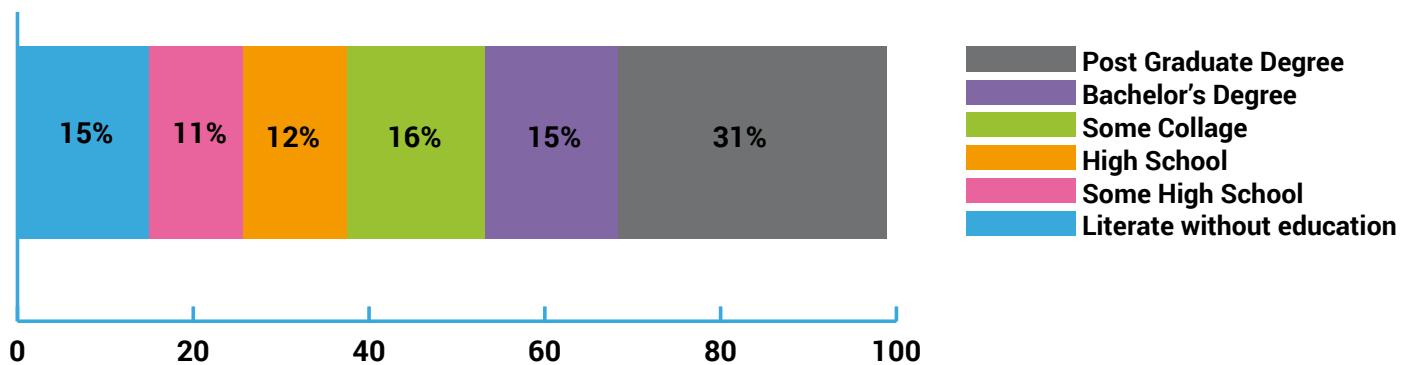


Marital Status

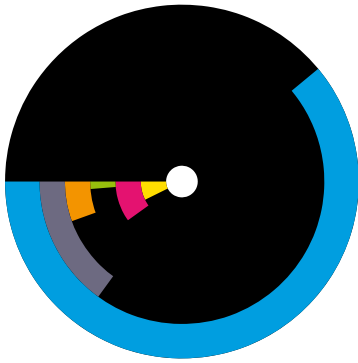
Income Level



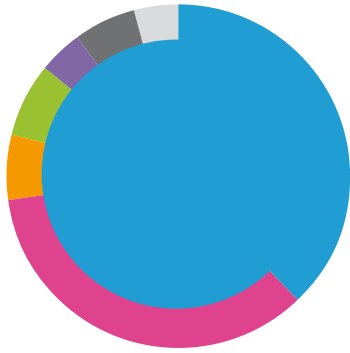
Education



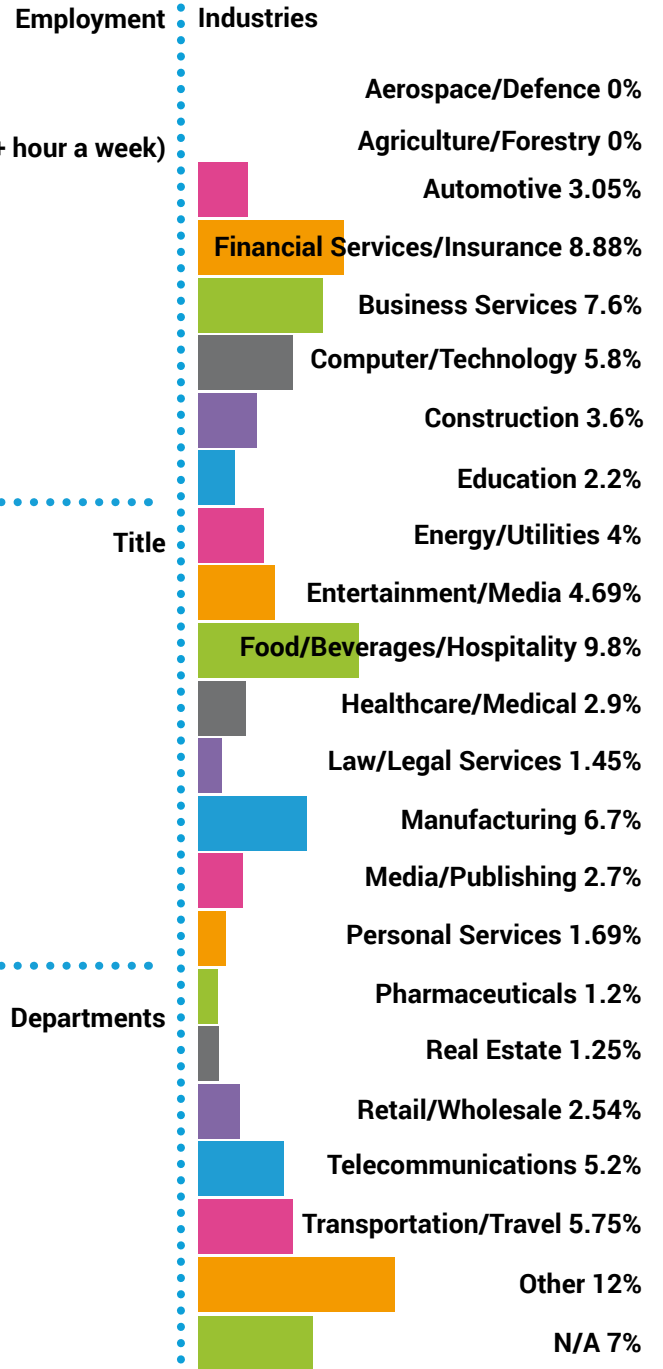
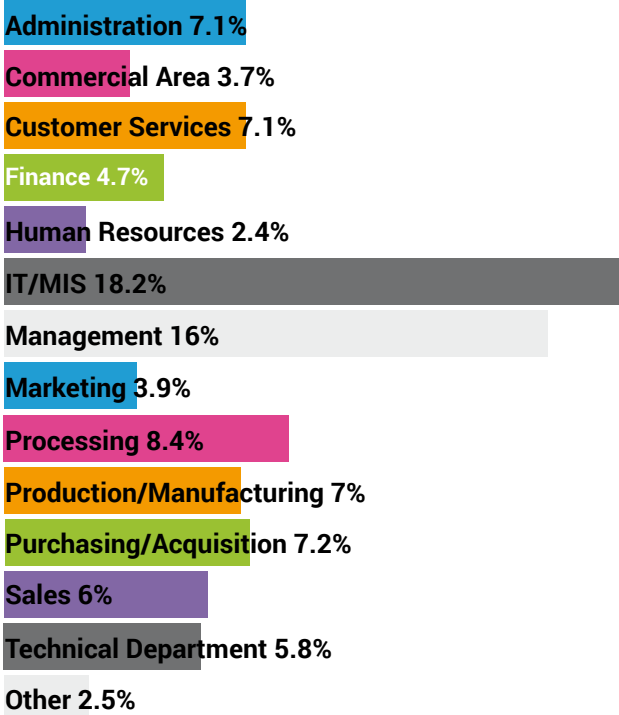
France



Employment Status	Percentage
Full Time Employment (30+ hour a week)	61%
Part Time Employment	15%
Self Employment	5.5%
Homemaker	1.3%
Student	9.9%
Retired	7.3%
Business Owner	0.9%



Job Title	Percentage
Junior	38%
Senior	35%
Managerial Level	6%
D Level (Director)	7%
C Level (ceo, cfo, cio etc.)	4%
Business Owner	6%
Others	4%



Employment

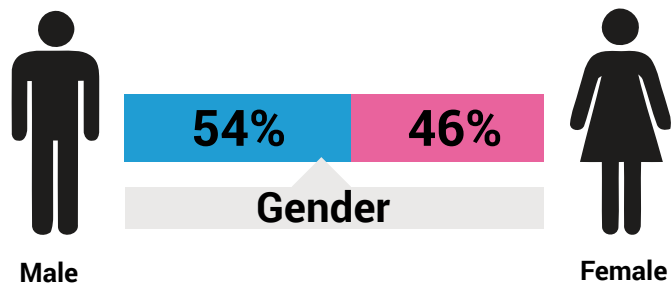
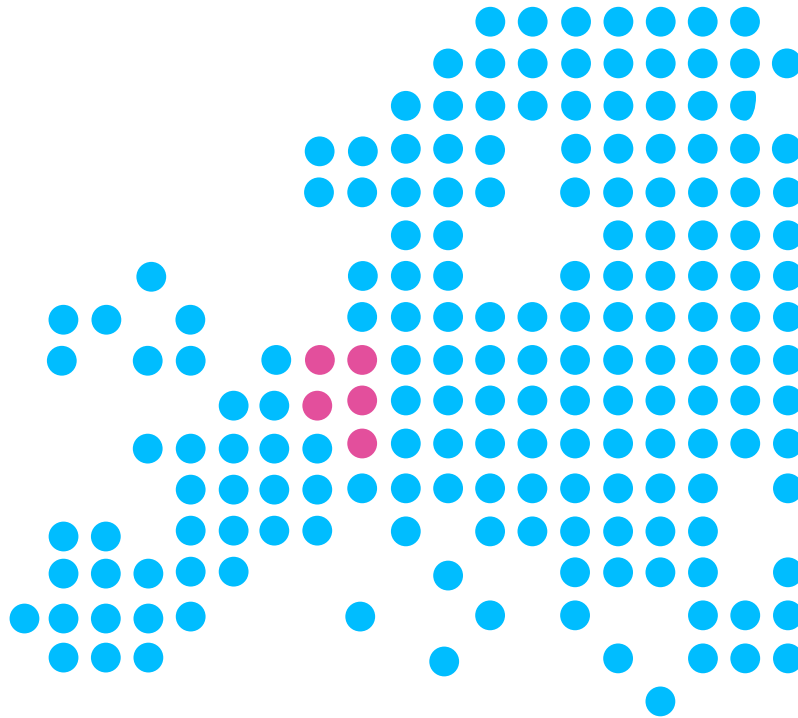
Industries

Title

Departments

Germany

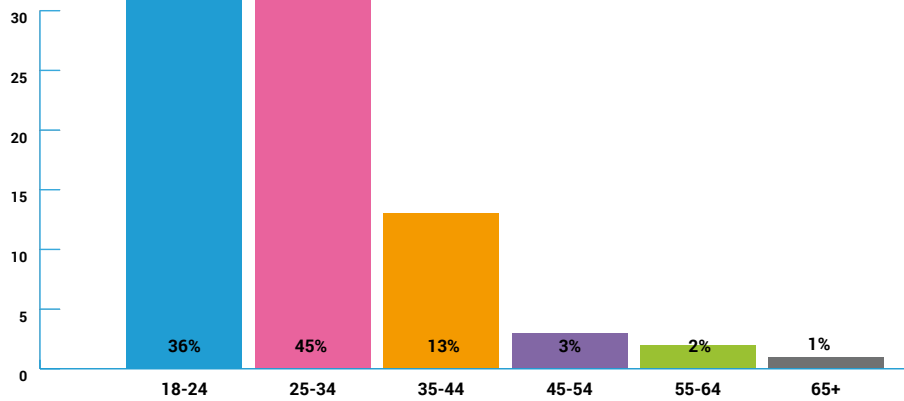
Panel > 83,641



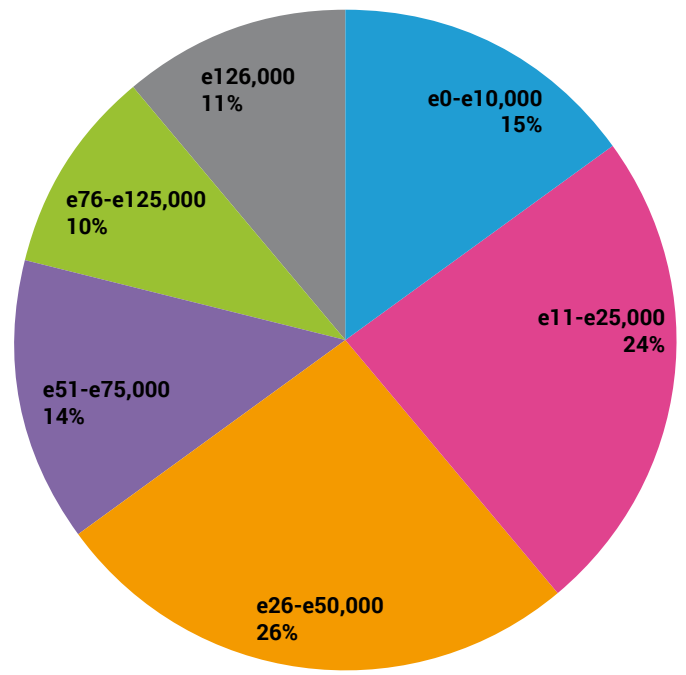
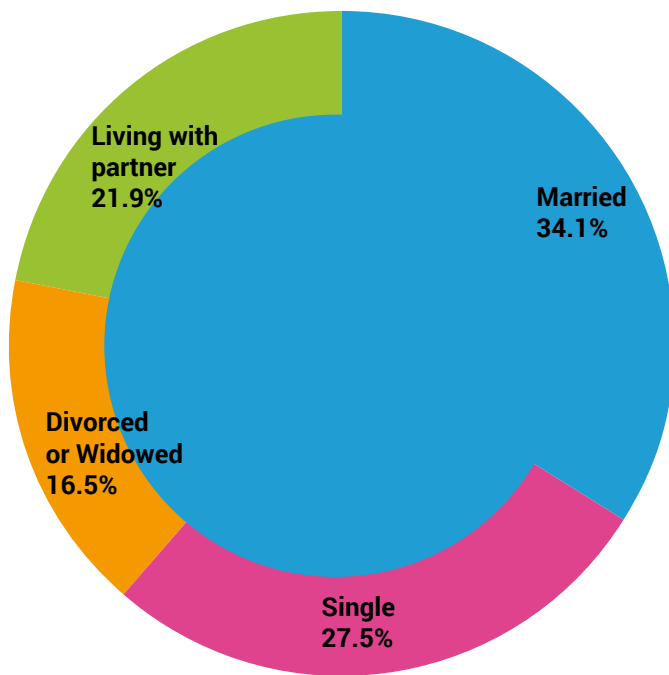
Germany

Population

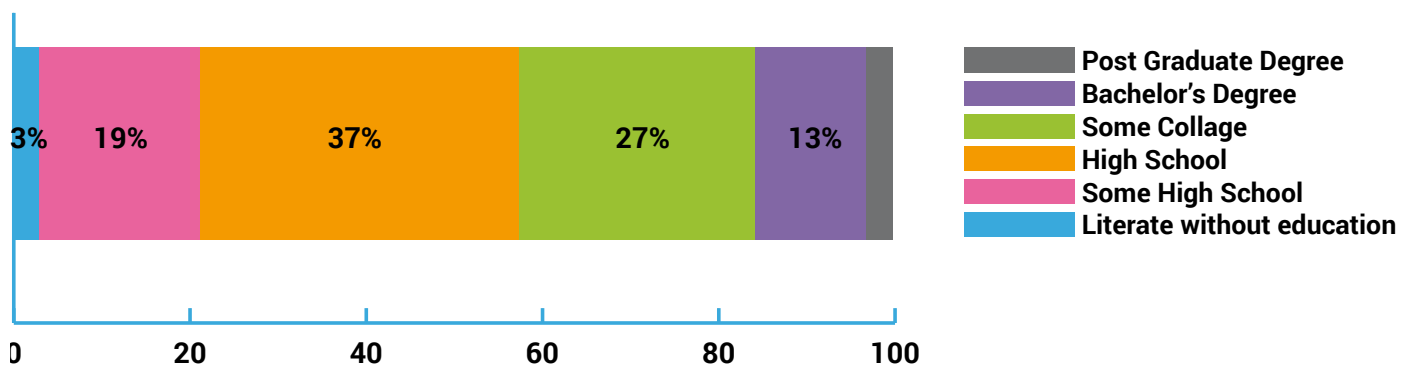
Age



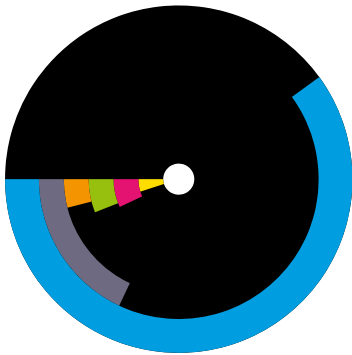
Marital Status Income Level



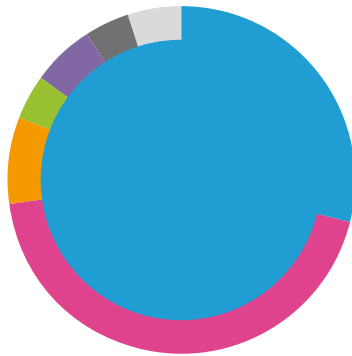
Education



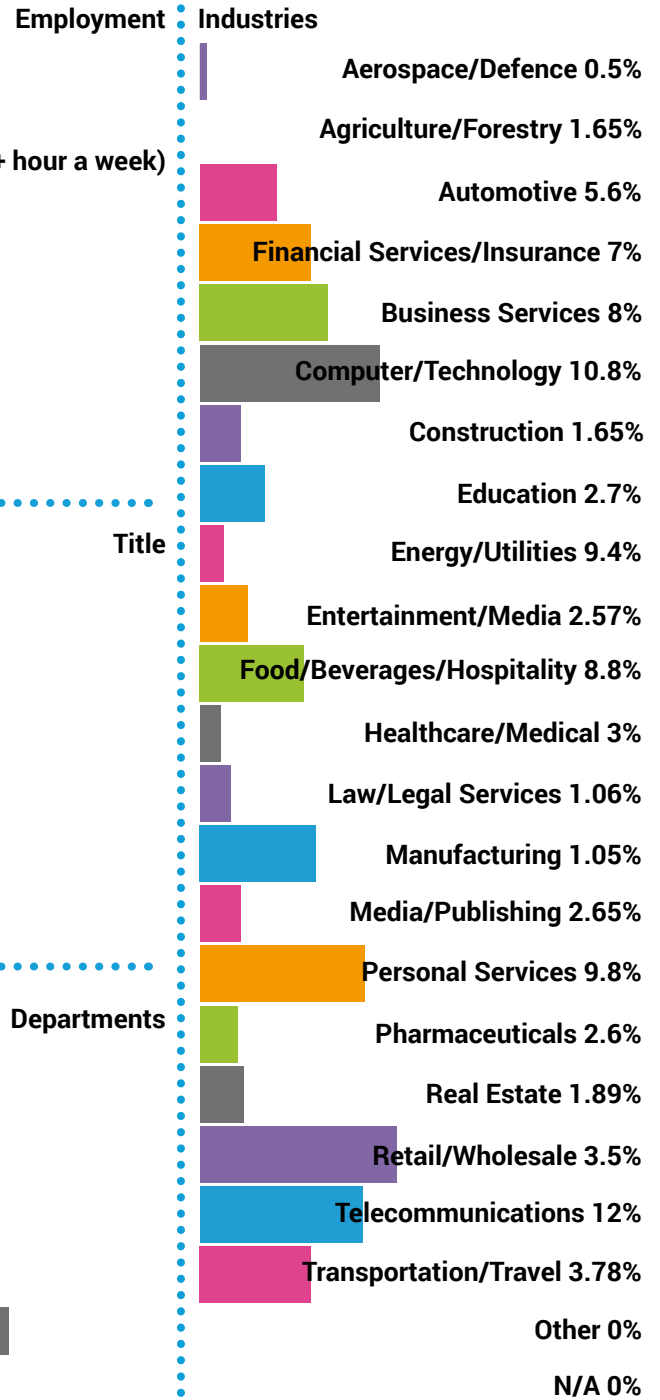
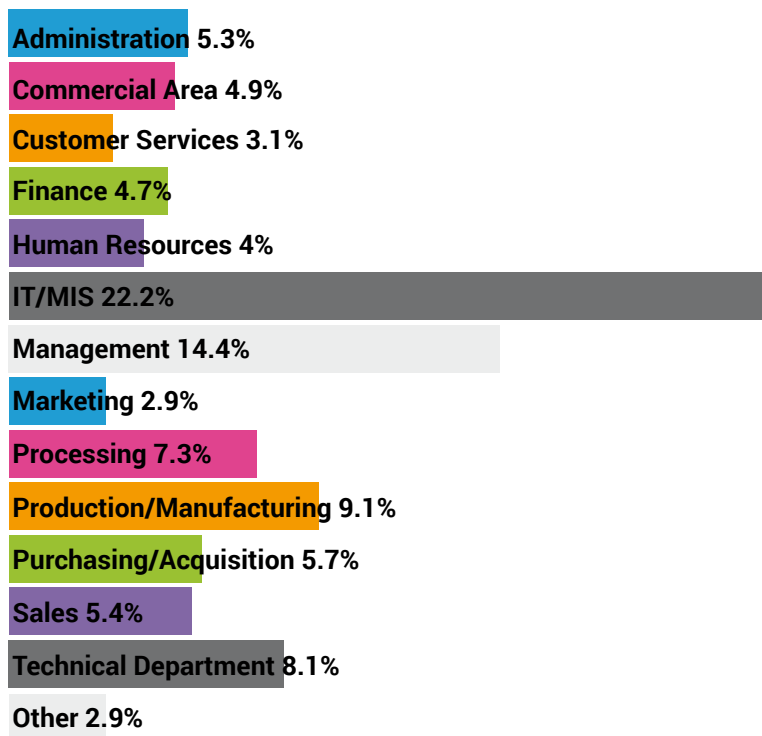
Germany



- 60% Full Time Employment (30+ hour a week)
- 18% Part Time Employment
- 4% Self Employment
- 6% Unemployment
- 7% Student
- 5% Retired

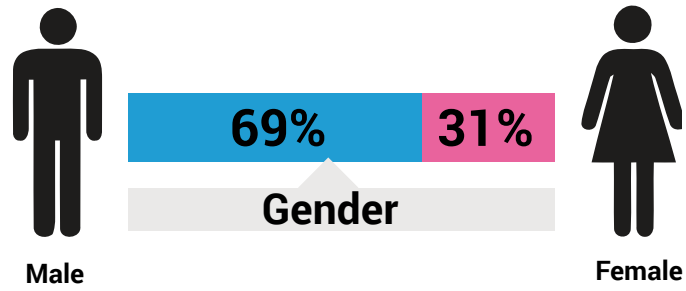


- 29% Junior
- 44% Senior
- 8% Managerial Level
- 4% D Level (Director)
- 6% C Level (ceo, cfo, cio etc.)
- 4% Business Owner
- 5% Others



India

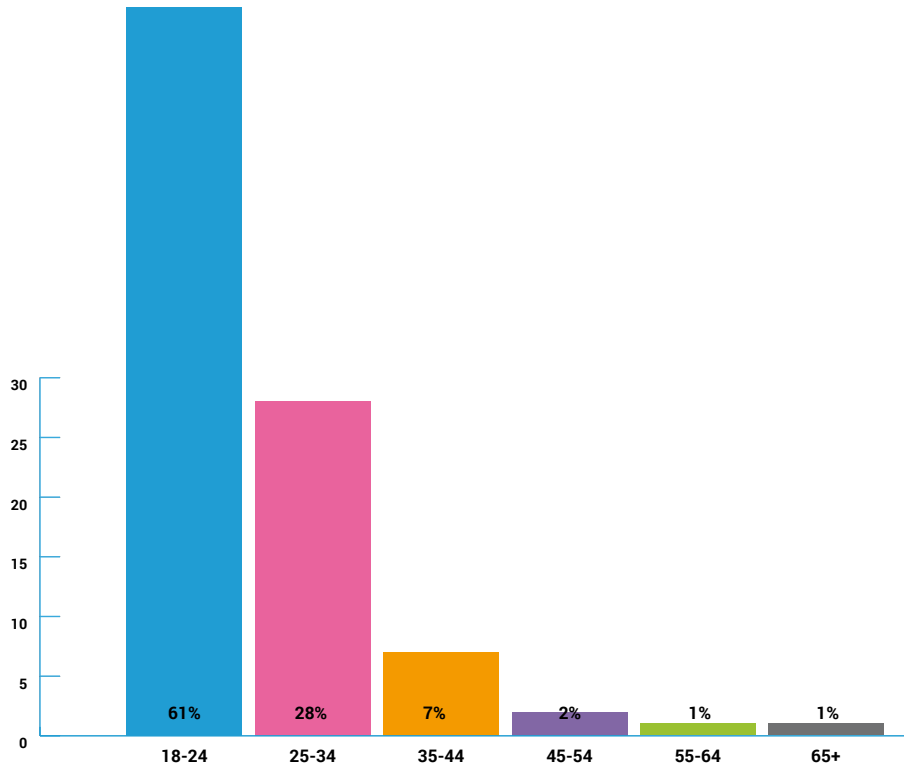
Panel > 210,649



India

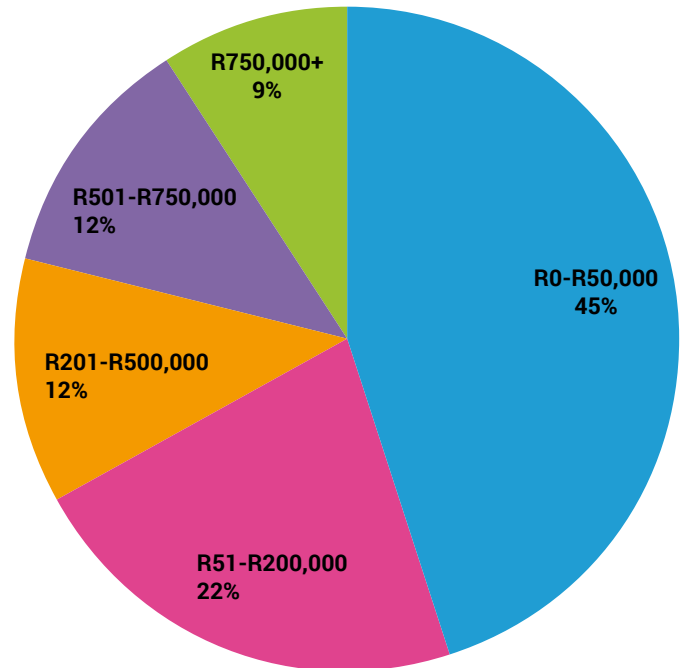
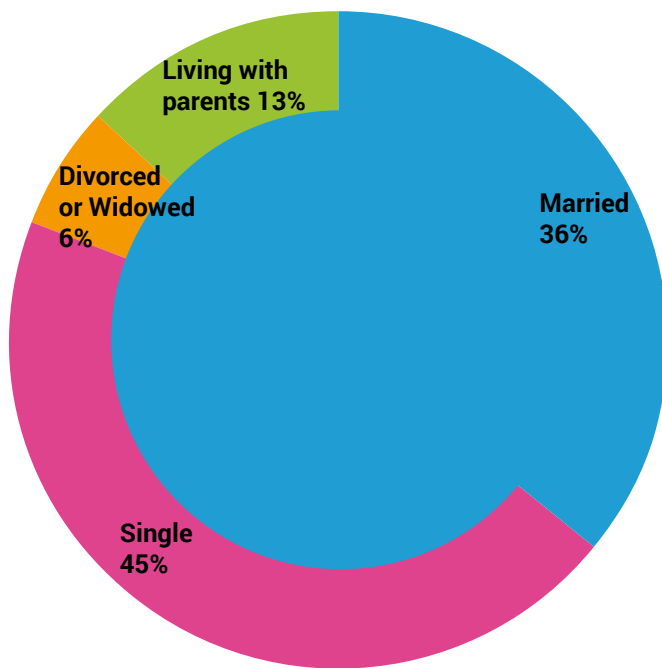
Population

Age

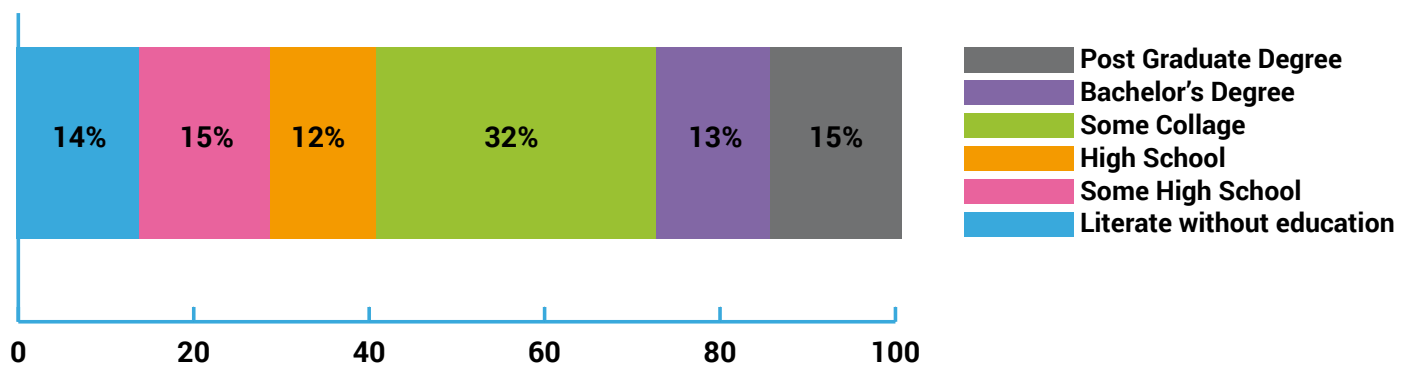


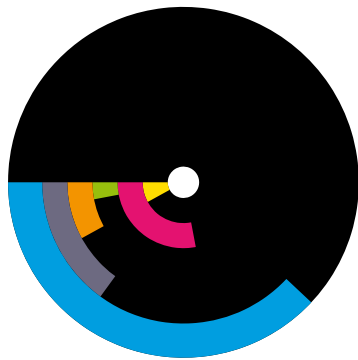
Marital Status

Income Level

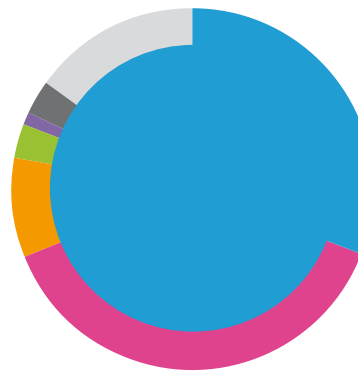


Education

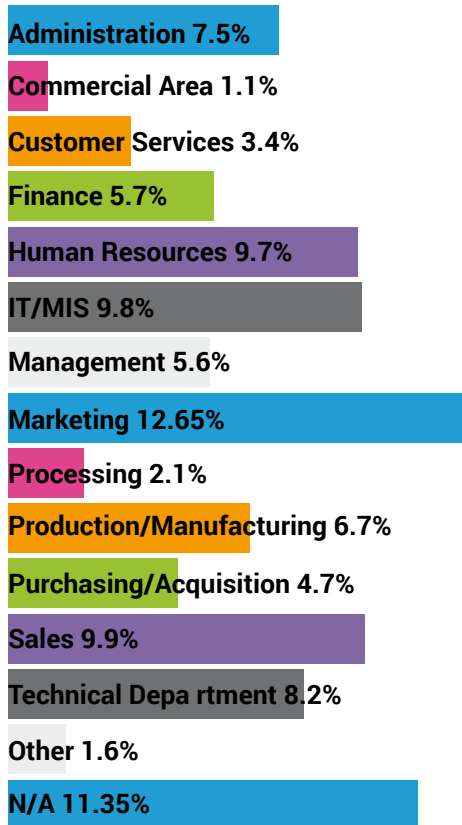




- 38% Full Time Employment (30+ hour a week)
- 15% Part Time Employment
- 8% Self Employment
- 3% Unemployment
- 28% Student
- 8% Retired

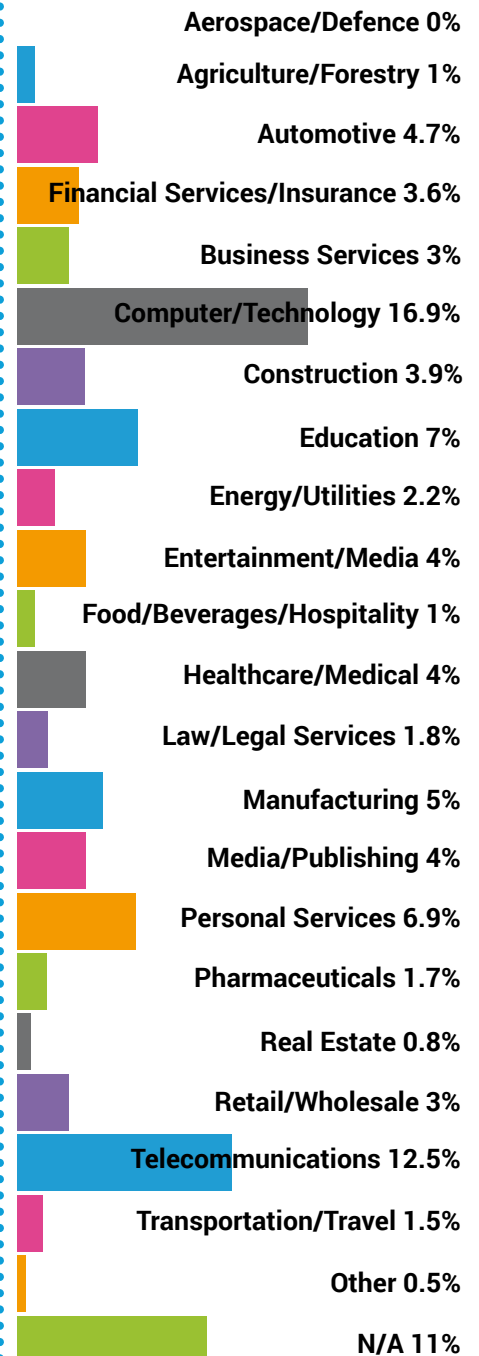


- 31% Junior
- 38% Senior
- 9% Managerial Level
- 3% D Level (Director)
- 1% C Level (ceo, cfo, cio etc.)
- 3% Business Owner
- 15% Others



Employment

Industries

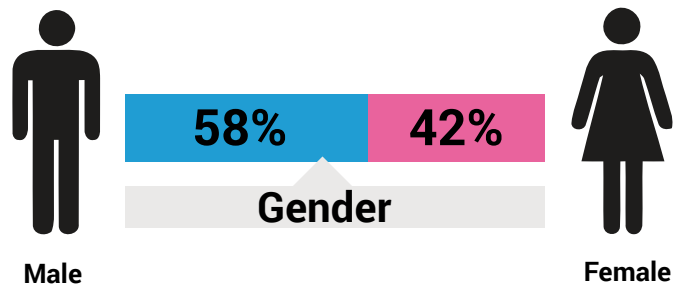
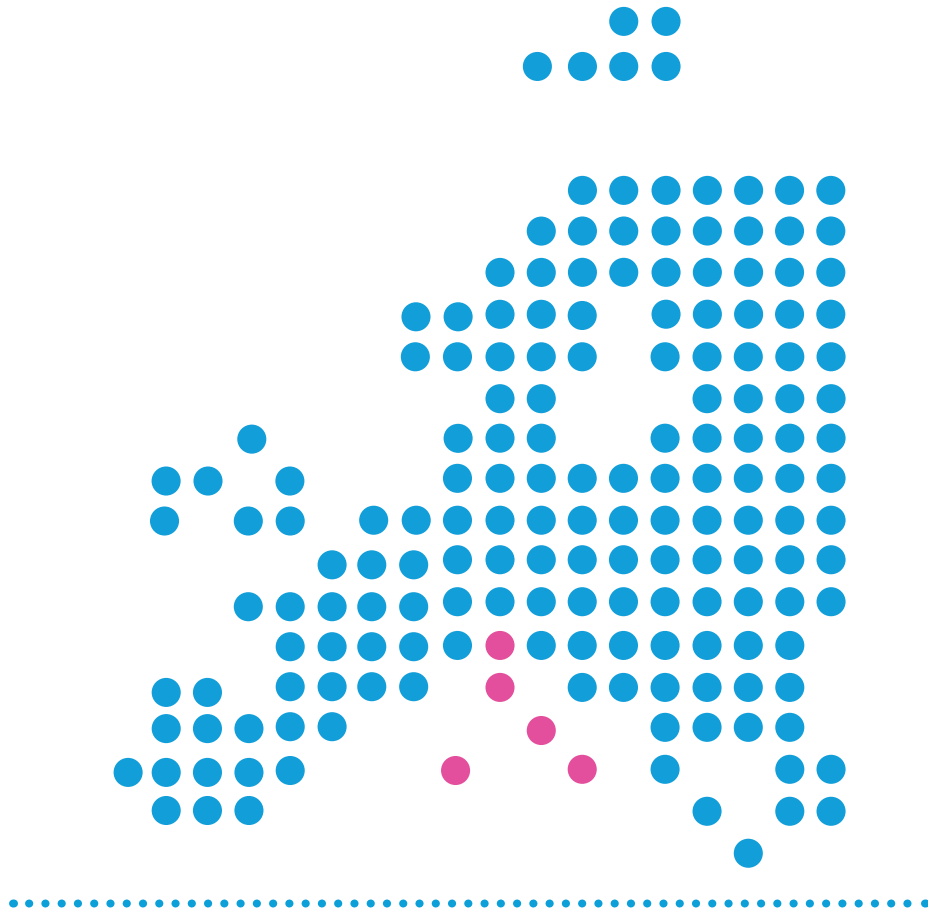


Title

Departments

Italy

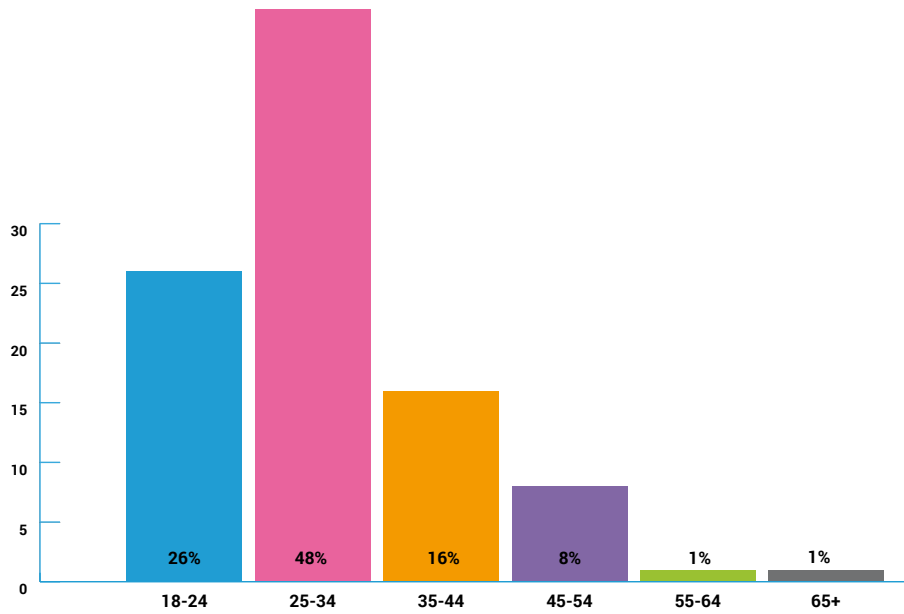
Panel > 63,787



Italy

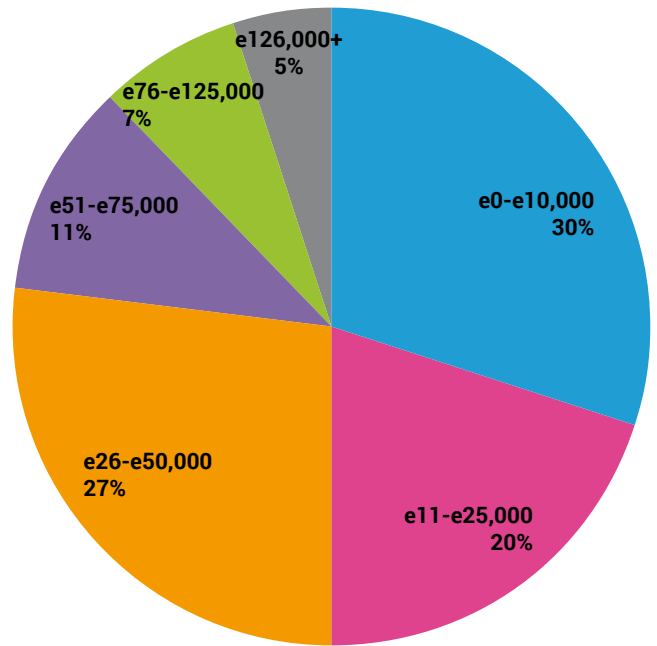
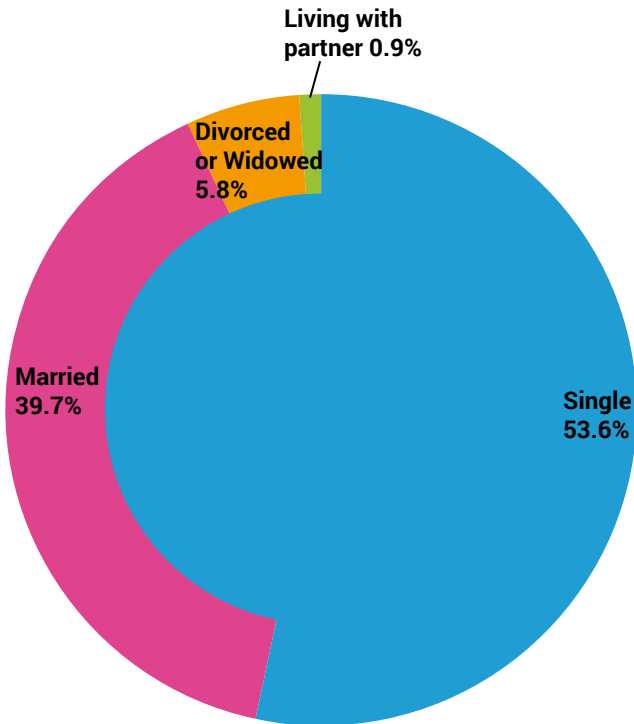
Population

Age

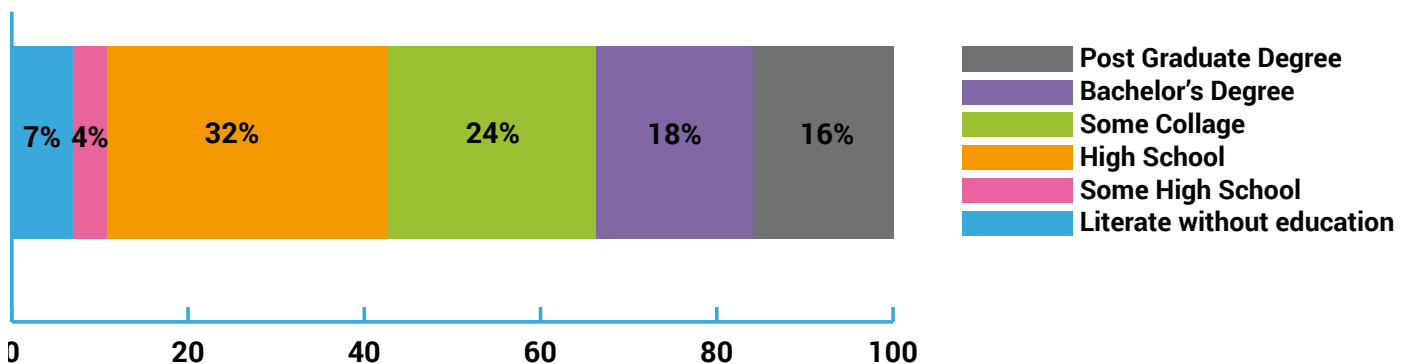


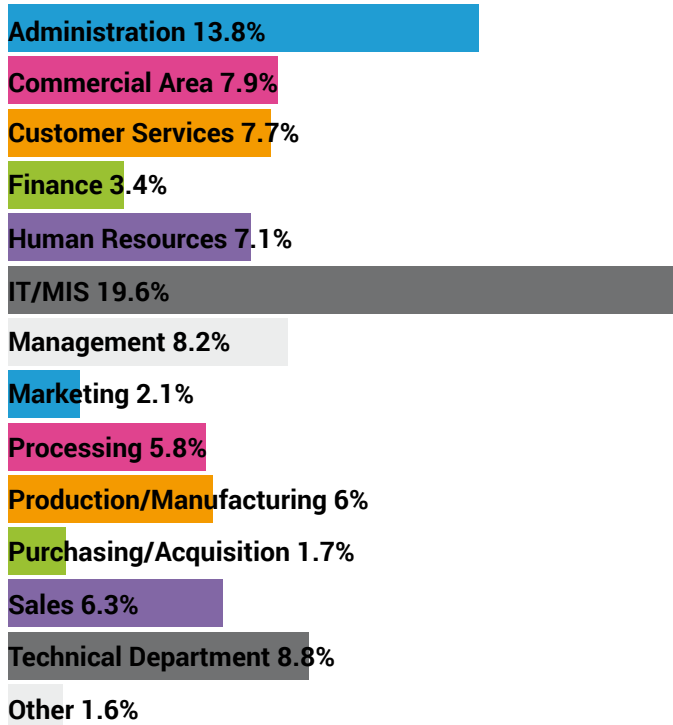
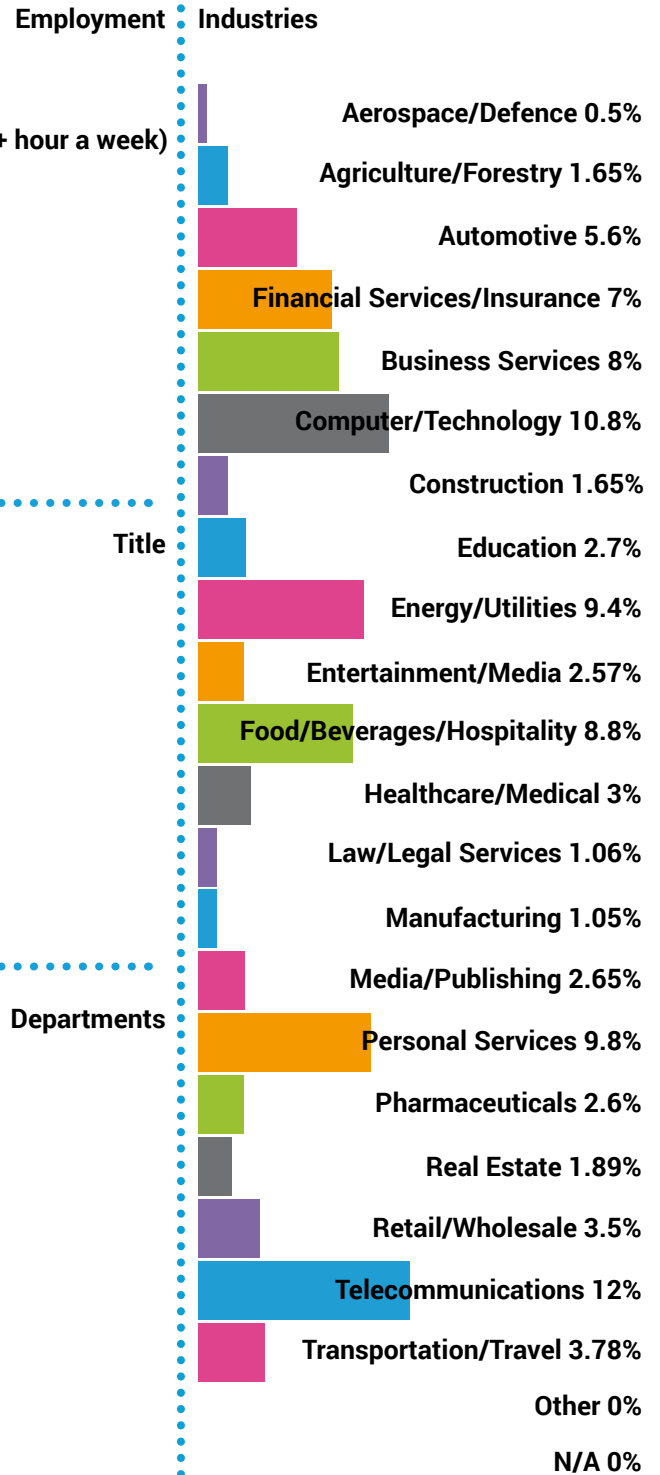
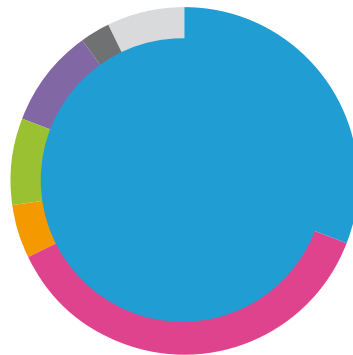
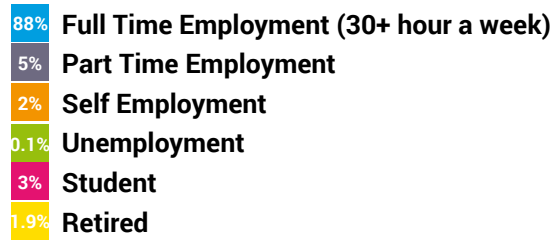
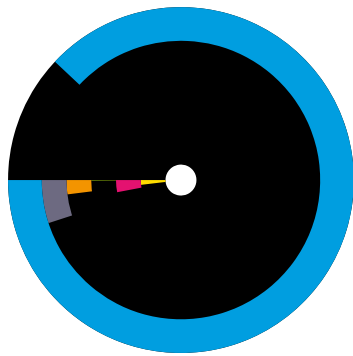
Marital Status

Income Level



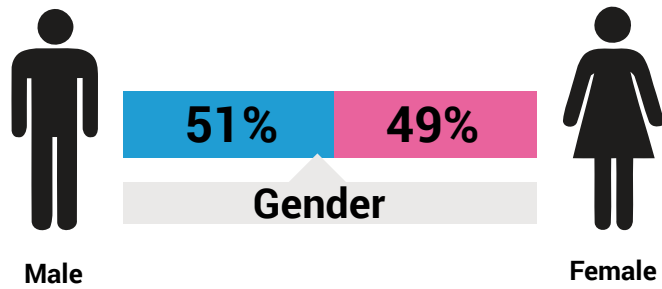
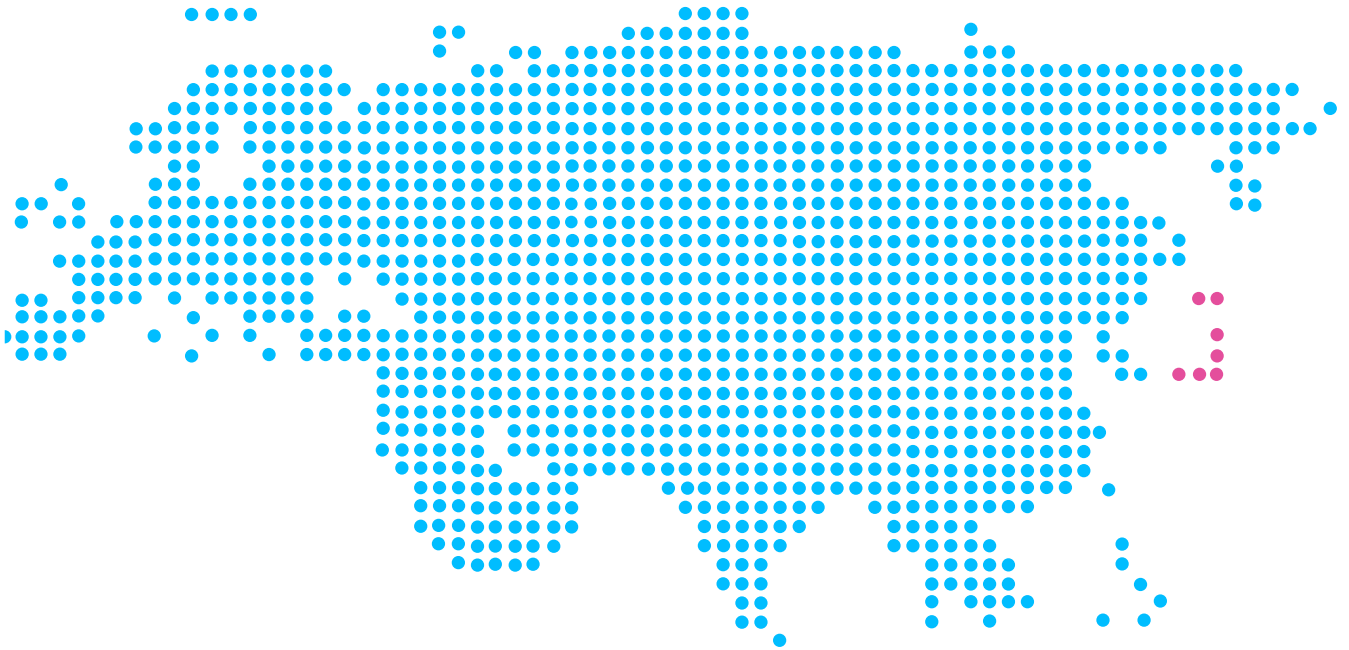
Education





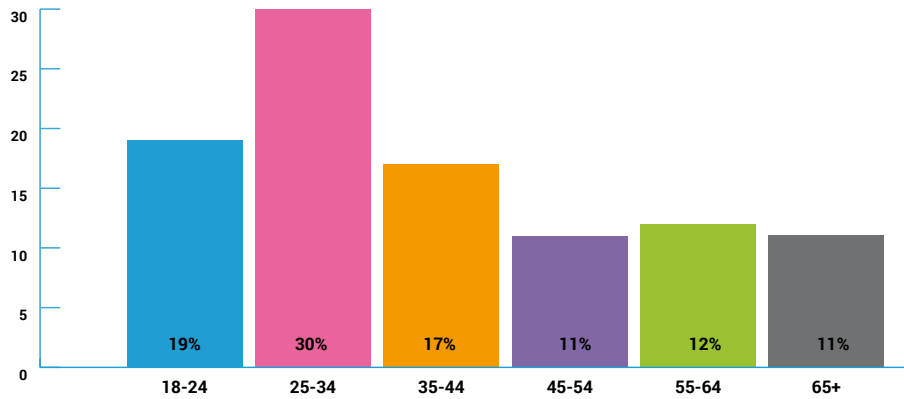
Japan

Panel > 78,950



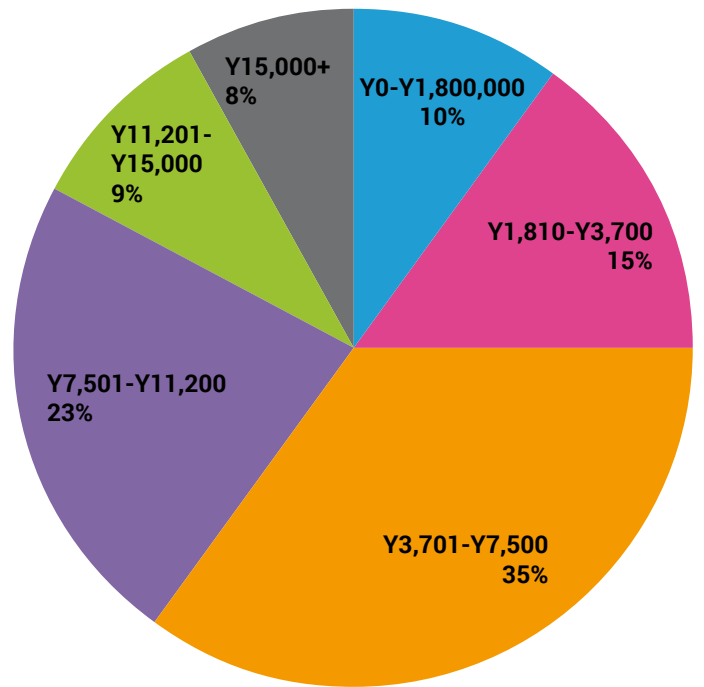
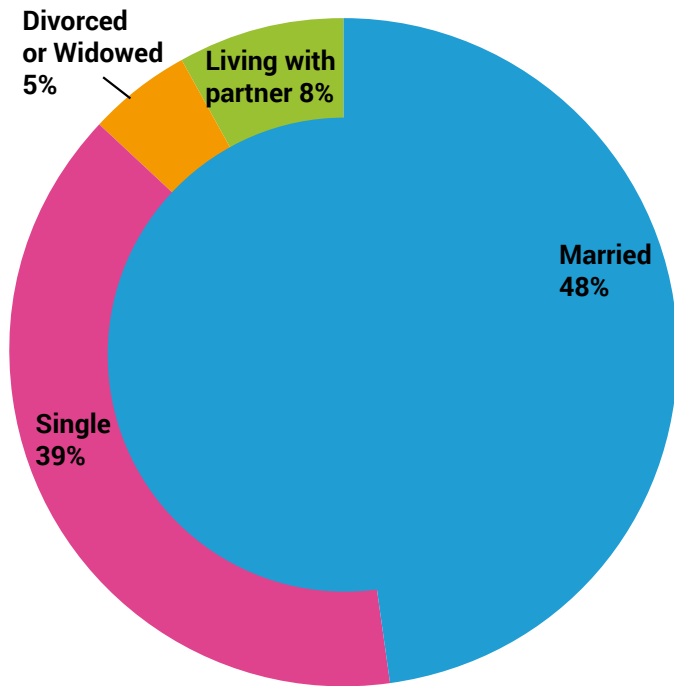
Population

Age

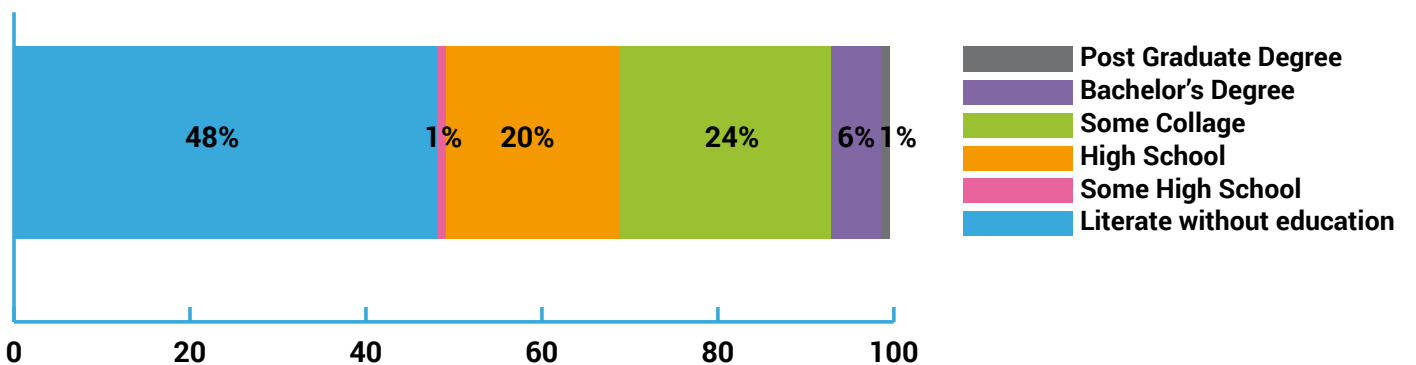


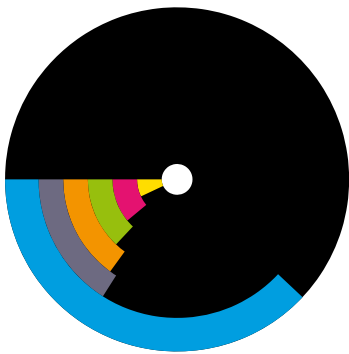
Marital Status

Income Level

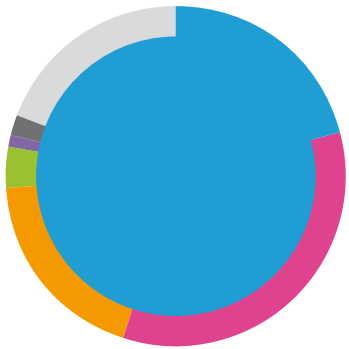


Education

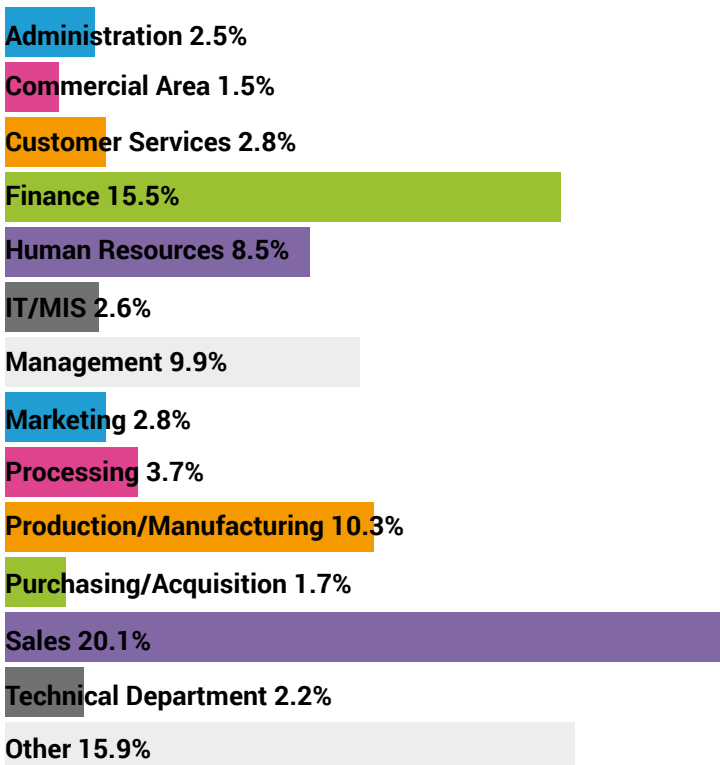




- 38% Full Time Employment (30+ hour a week)
- 16% Part Time Employment
- 15% Self Employment
- 13% Homemaker
- 11% Student
- 7% Retired

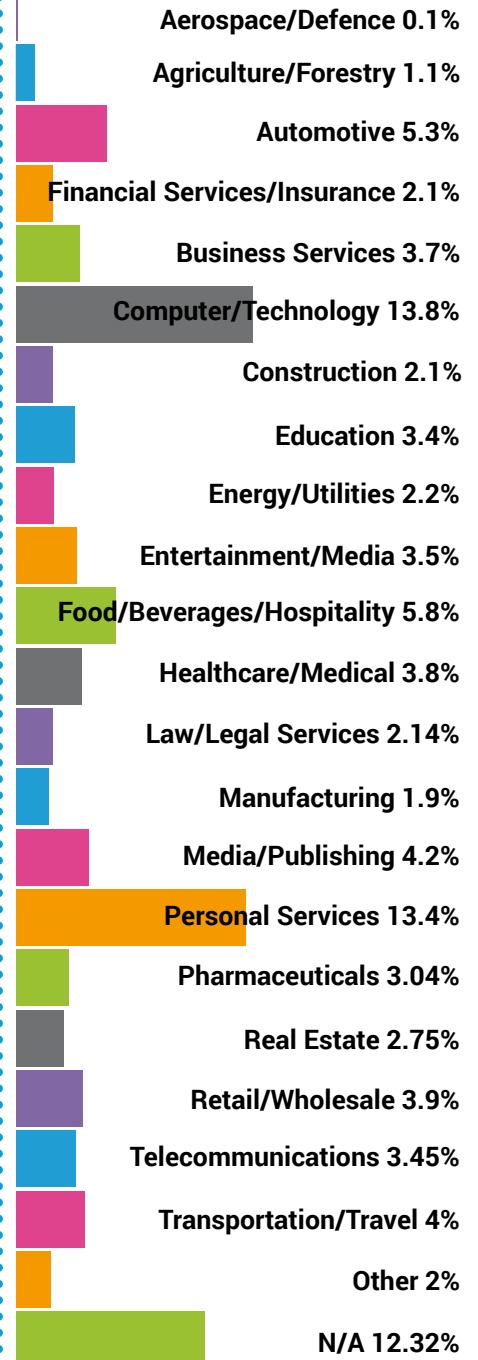


- 21% Junior
- 34% Senior
- 19% Managerial Level
- 4% D Level (Director)
- 1% C Level (ceo, cfo, cio etc.)
- 2% Business Owner
- 19% Others



Employment

Industries

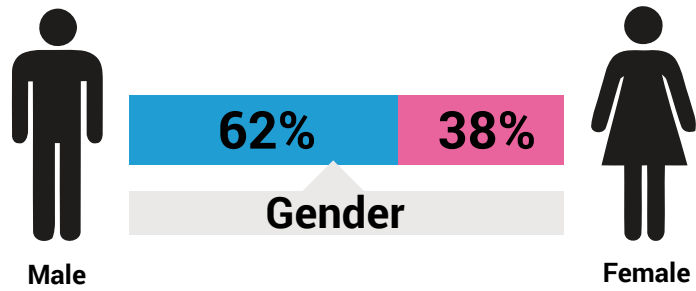


Title

Departments

Malayisa

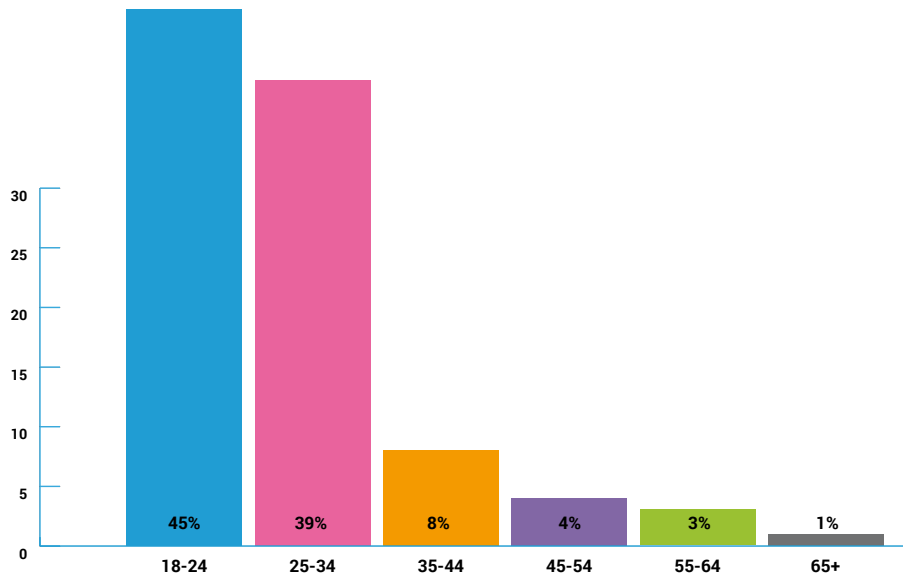
Panel > 18,717



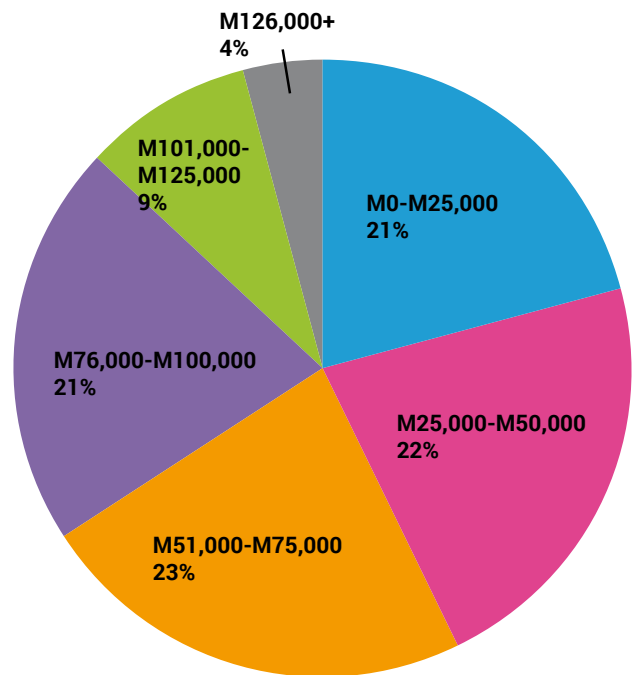
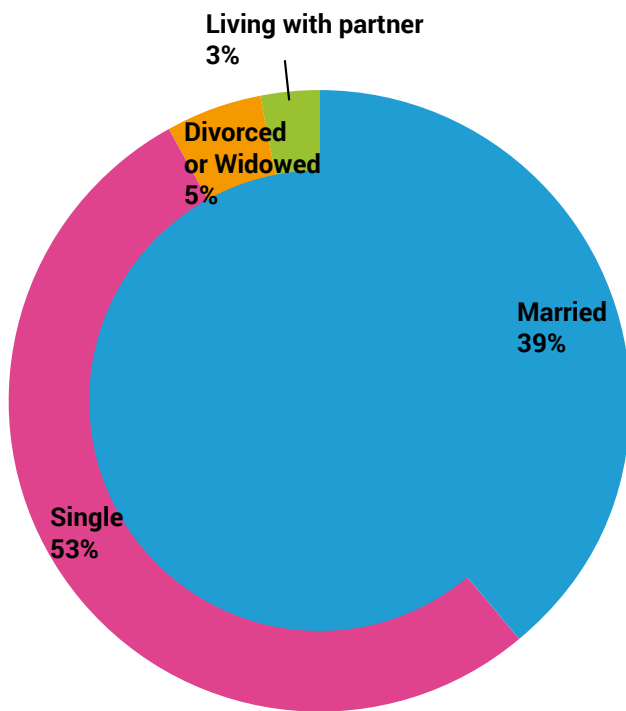
Malaysia

Population

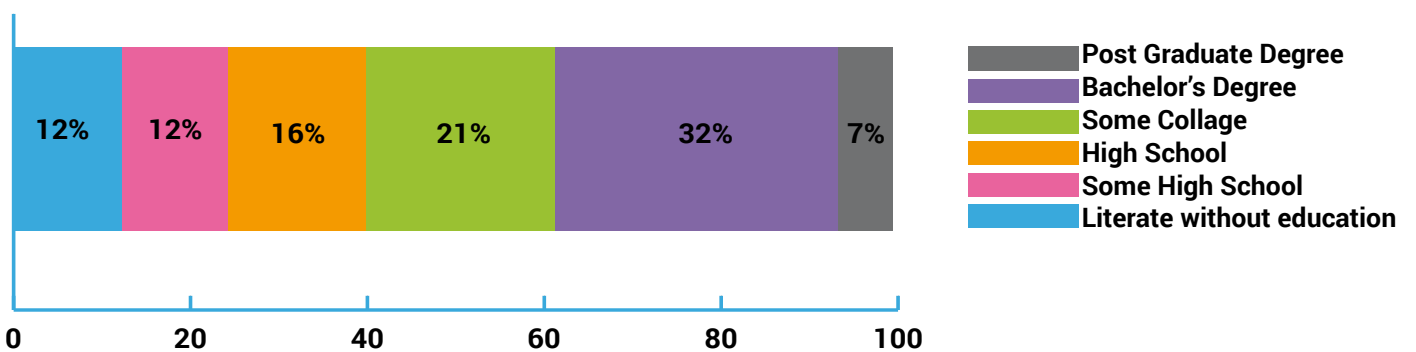
Age



Marital Status Income Level



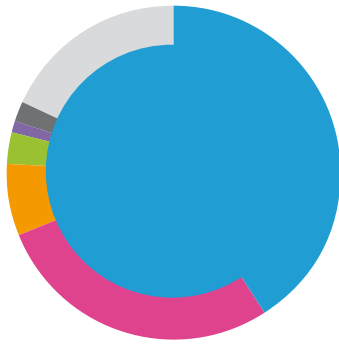
Education



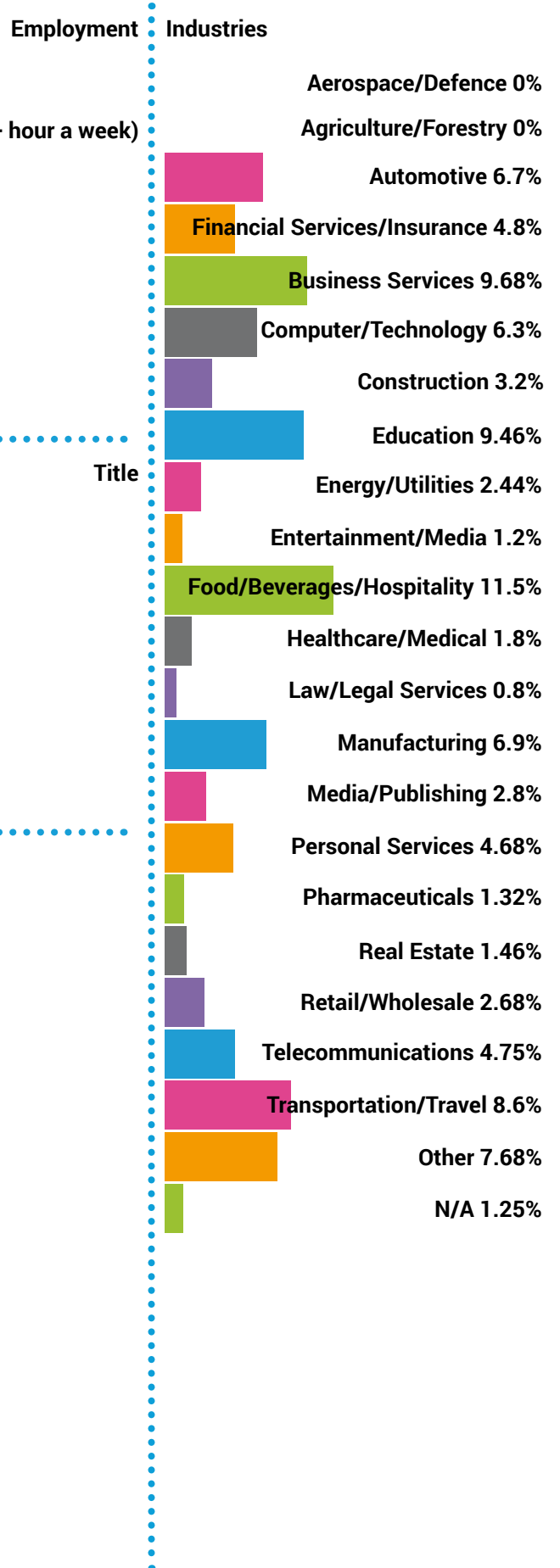
Malaysia



- 23% Full Time Employment (30+ hour a week)
- 22% Part Time Employment
- 18% Self Employment
- 13% Homemaker
- 6% Student
- 18% Retired

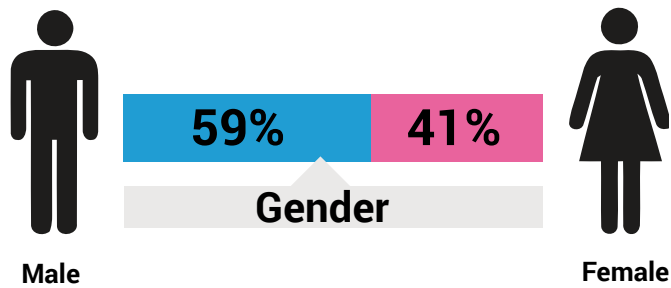
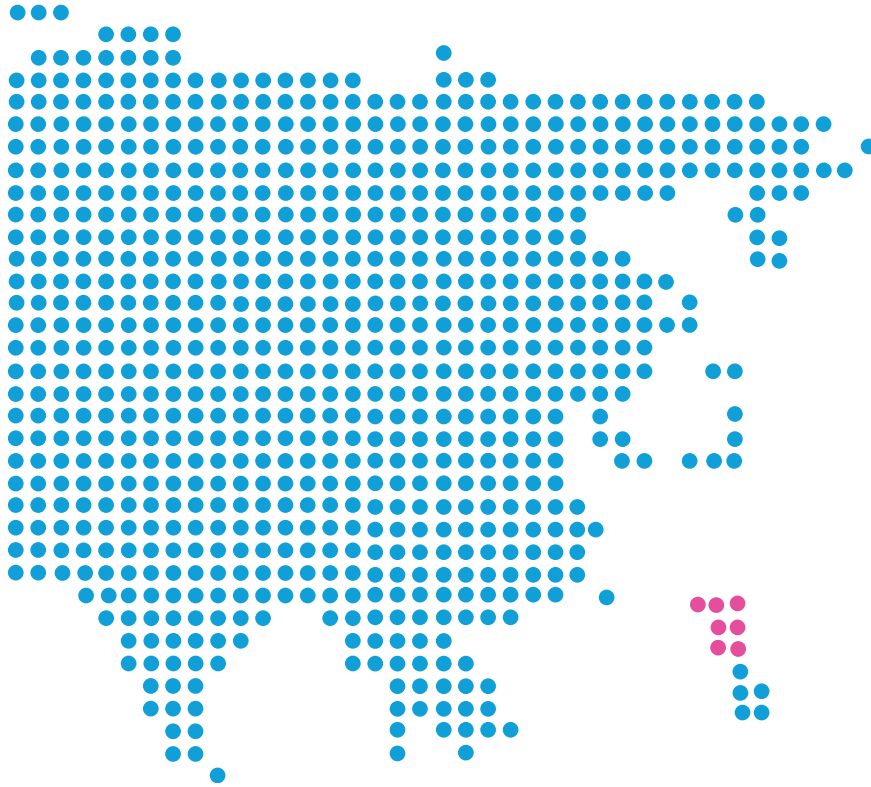


- 41% Junior
- 28% Senior
- 7% Managerial Level
- 3% D Level (Director)
- 1% C Level (ceo, cfo, cio etc.)
- 2% Business Owner
- 18% Others



Philippines

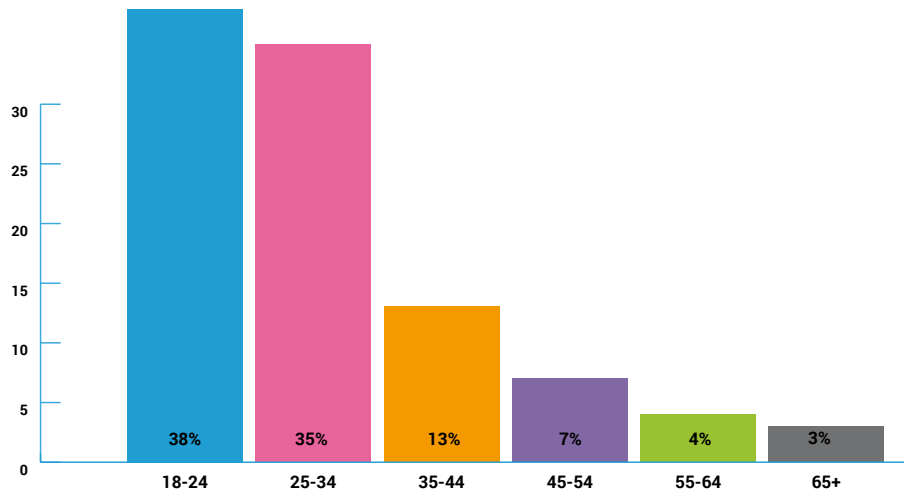
Panel > 17,323



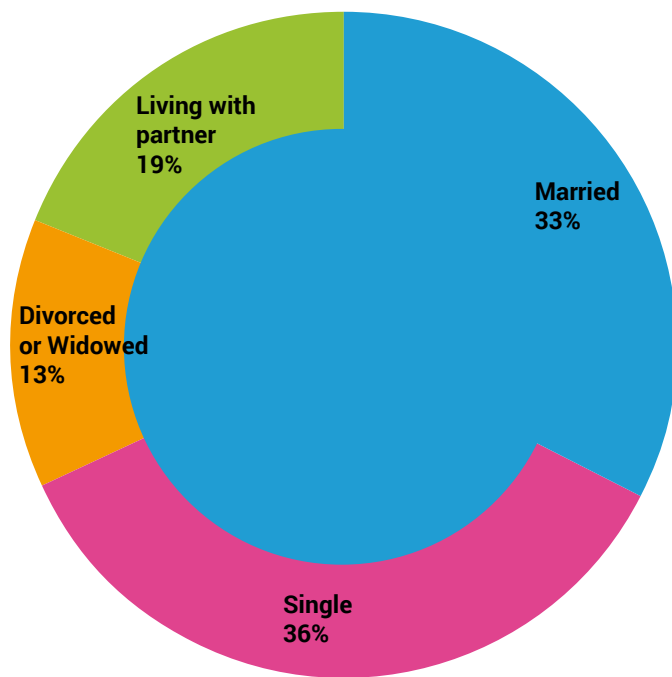
Philippines

Population

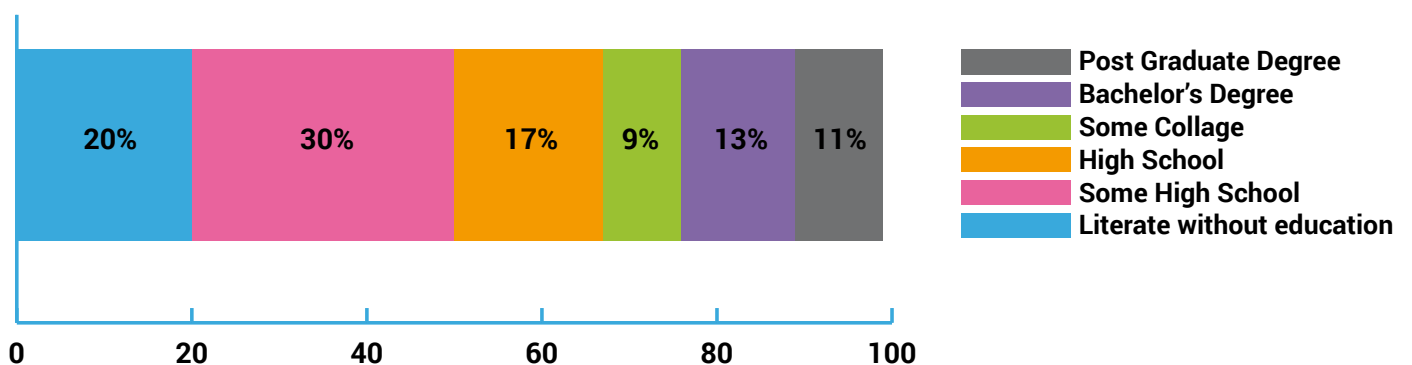
Age



Marital Status

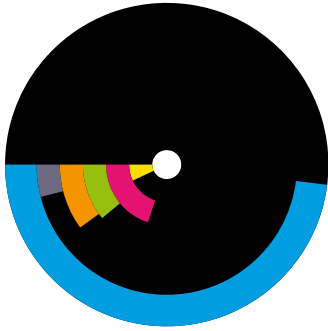


Education



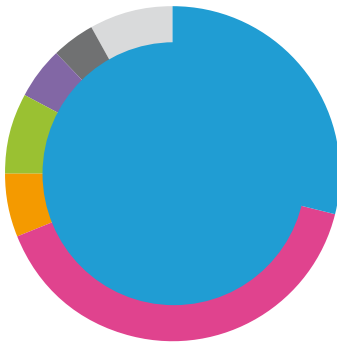
Philippines

Employment



48%	Full Time Employment (30+ hour a week)
4%	Part Time Employment
10%	Self Employment
11%	Homemaker
20%	Student
7%	Retired

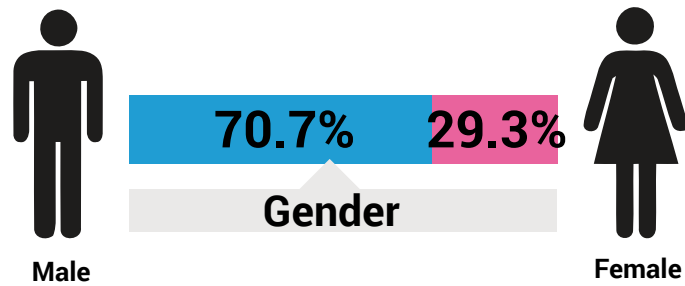
Title



29%	Junior
40%	Senior
6%	Managerial Level
8%	D Level (Director)
5%	C Level (ceo, cfo, cio etc.)
4%	Business Owner
8%	Others

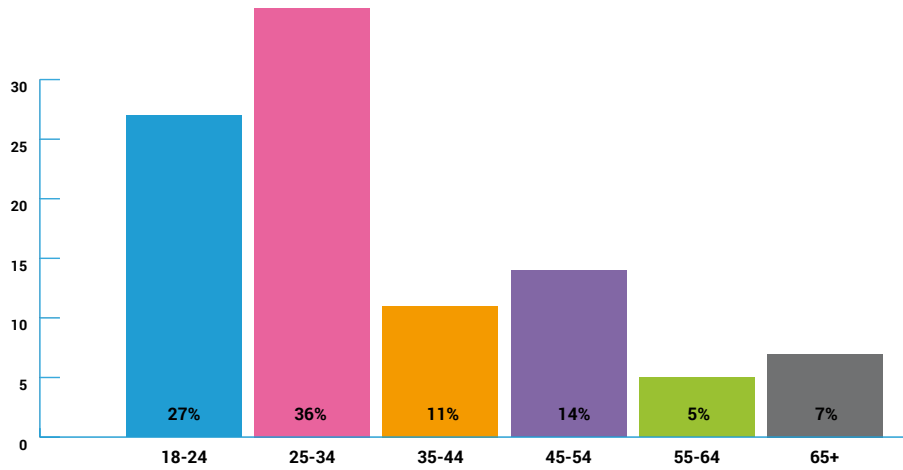
Singapore

Panel > 34,850



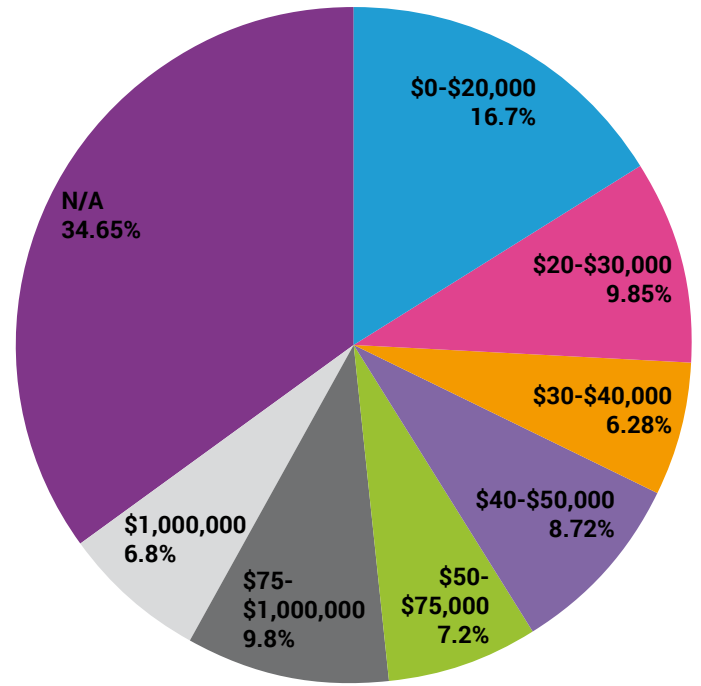
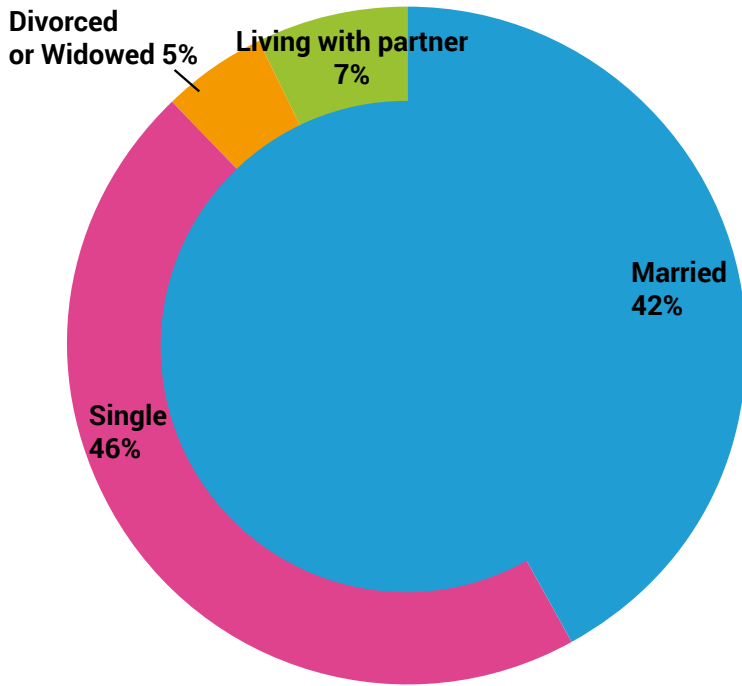
Singapore

Age

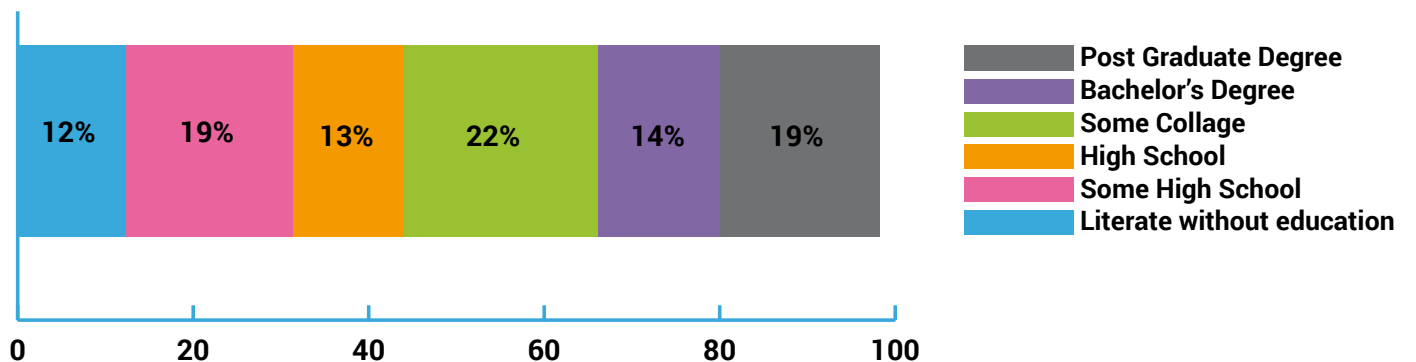


Marital Status

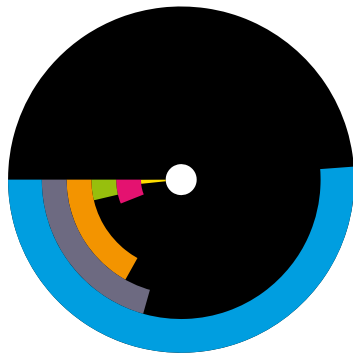
Income Level



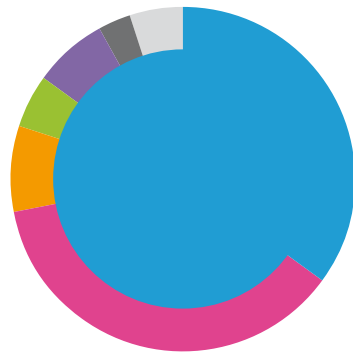
Education



Singapore



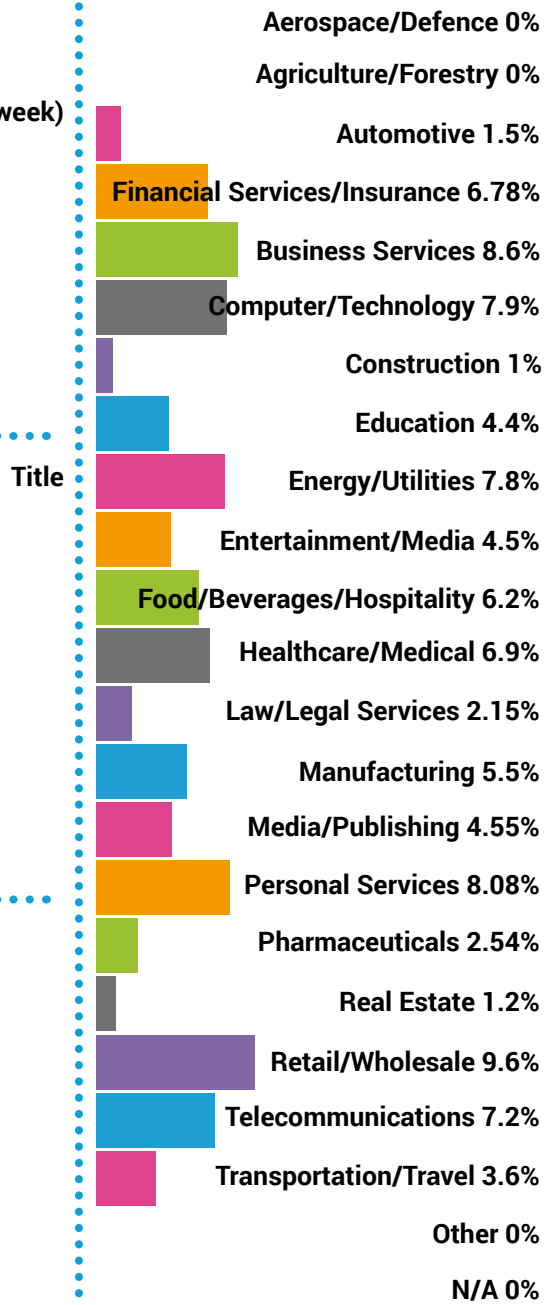
- 51.2% Full Time Employment (30+ hour a week)
- 20.6% Part Time Employment
- 16.9% Self Employment
- 3.7% Homemaker
- 6% Student
- 1.6% Retired



- 35% Junior
- 37% Senior
- 8% Managerial Level
- 5% D Level (Director)
- 7% C Level (ceo, cfo, cio etc.)
- 3% Business Owner
- 5% Others

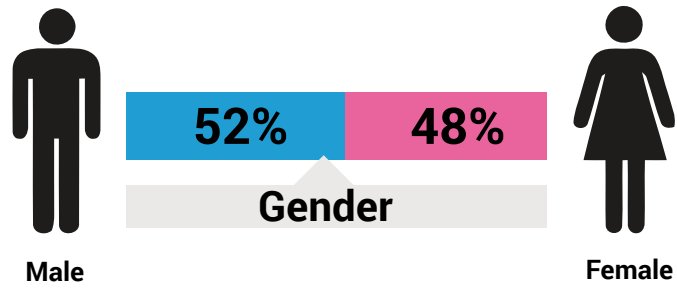
Employment

Industries



Spain

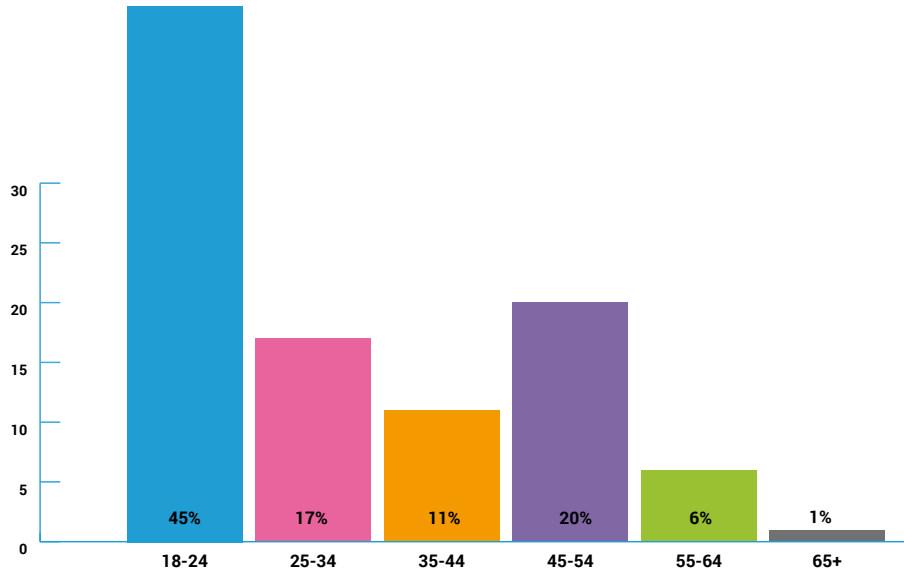
Panel > 54,738



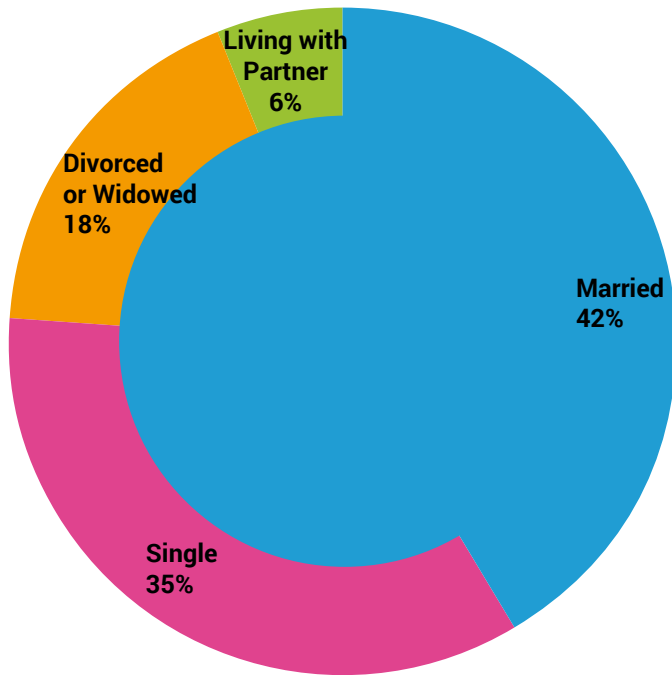
Spain

Population

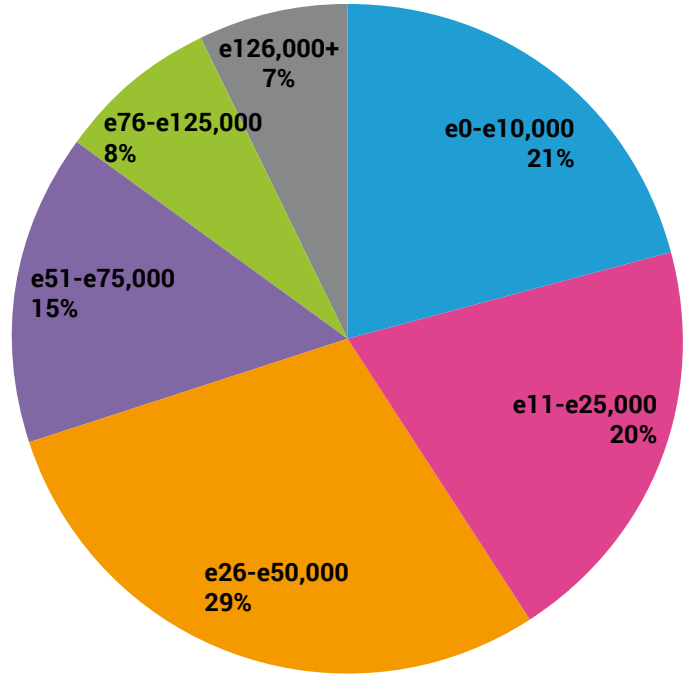
Age



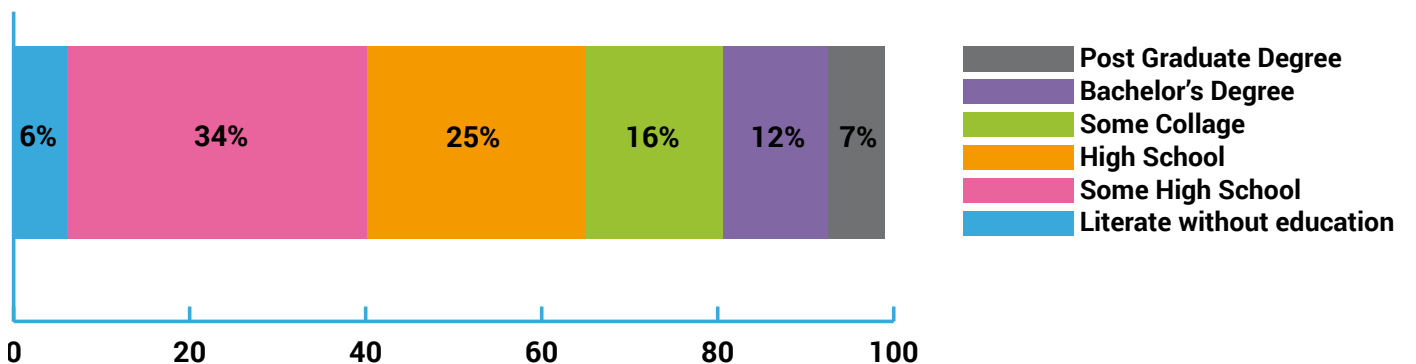
Marital Status



Income Level



Education





- 35% Full Time Employment (30+ hour a week)
- 18% Part Time Employment
- 22% Self Employment
- 5% Homemaker
- 18% Student
- 2% Retired

Employment

Industries

Aerospace/Defence 0%

Agriculture/Forestry 0%

Automotive 3.2%

Financial Services/Insurance 5.4%

Business Services 7.5%

Computer/Technology 13.5%

Construction 1.8%

Education 1.4%

Energy/Utilities 3.35%

Entertainment/Media 2%

Food/Beverages/Hospitality 2.15%

Healthcare/Medical 6.1%

Law/Legal Services 2.8%

Manufacturing 5.9%

Media/Publishing 2%

Personal Services 12.5%

Pharmaceuticals 3.5%

Real Estate 2.44%

Retail/Wholesale 5.5%

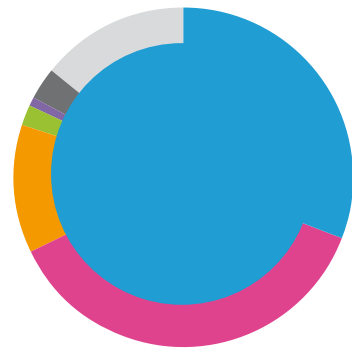
Telecommunications 1.3%

Transportation/Travel 2.06%

Other 3.6%

N/A 12%

Title



- 31% Junior
- 37% Senior
- 12% Managerial Level
- 2% D Level (Director)
- 1% C Level (ceo, cfo, cio etc.)
- 3% Business Owner
- 14% Others

Departments

Administration 14.5%

Commercial Area 6.5%

Customer Services 7.1%

Finance 2.3%

Human Resources 4%

IT/MIS 21.7%

Management 10.9%

Marketing 1%

Processing 3.1%

Production/Manufacturing 6.3%

Purchasing/Acquisition 2.8%

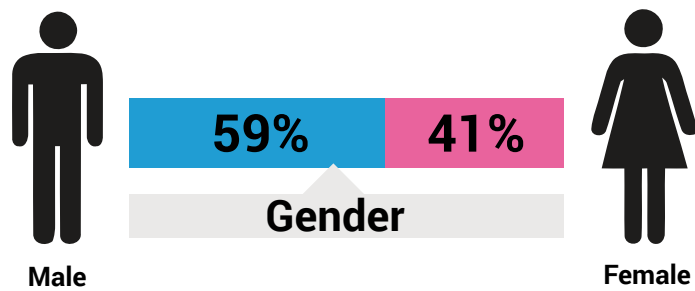
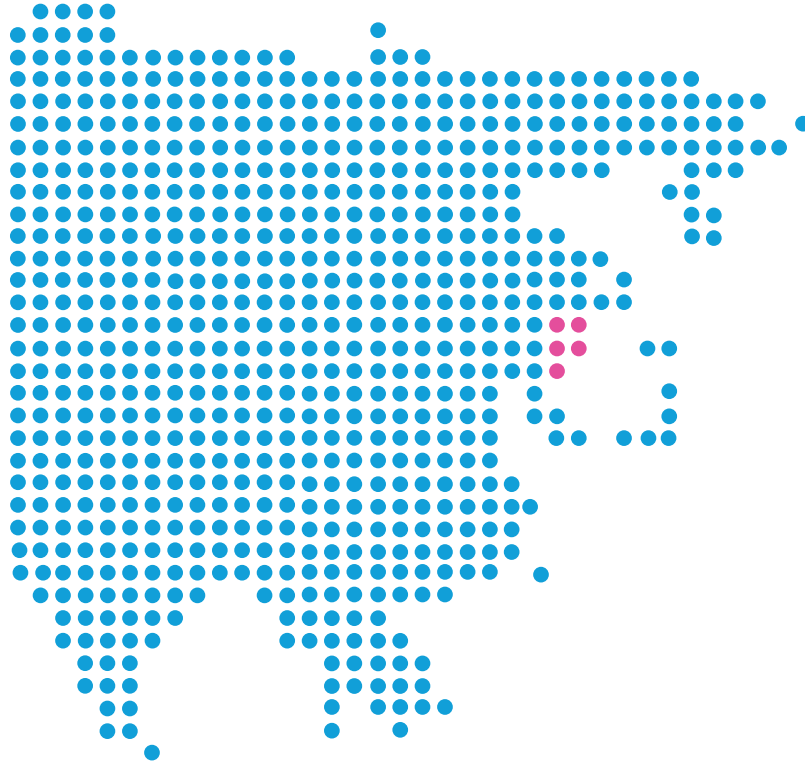
Sales 9.6%

Technical Department 5.4%

Other 4.8%

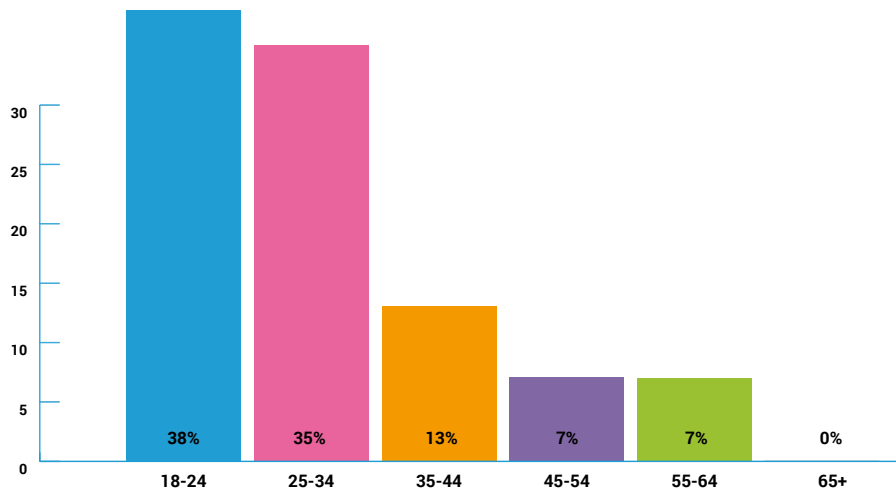
South Korea

Panel > 46,348

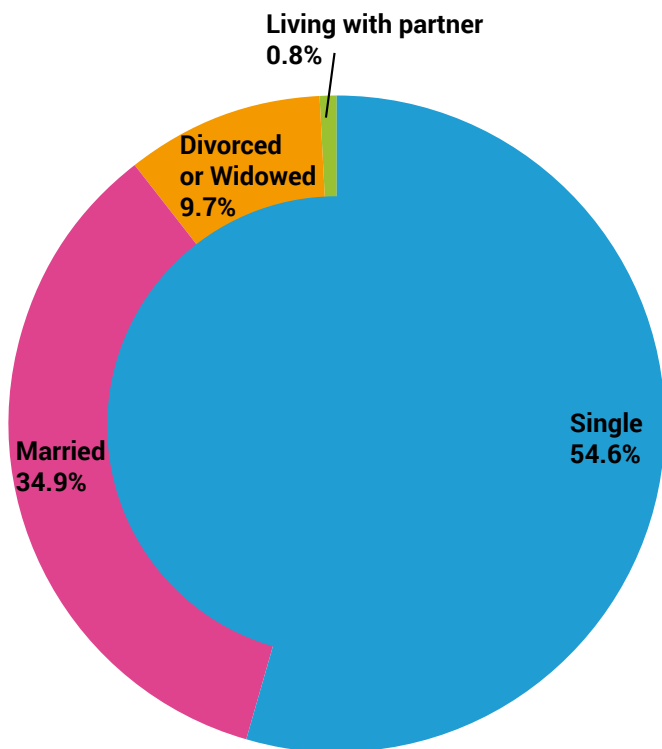


South Korea

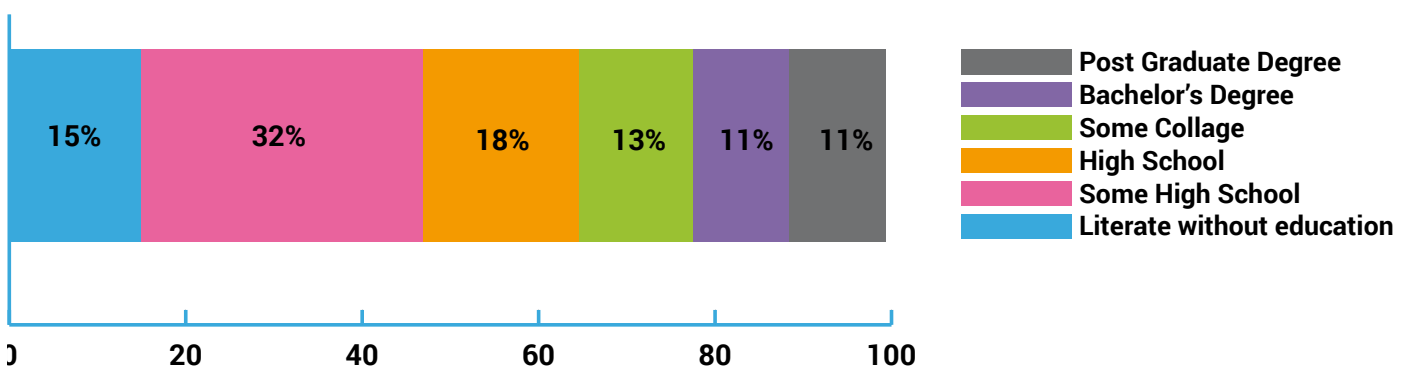
Age



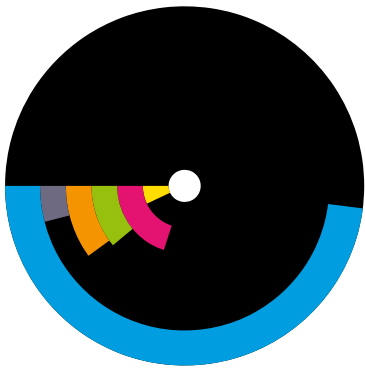
Marital Status



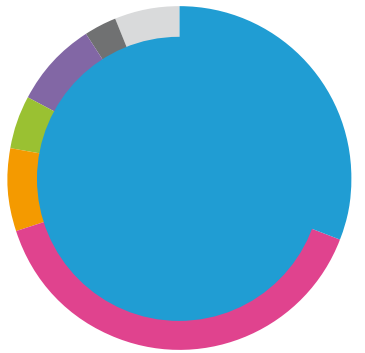
Education



South Korea



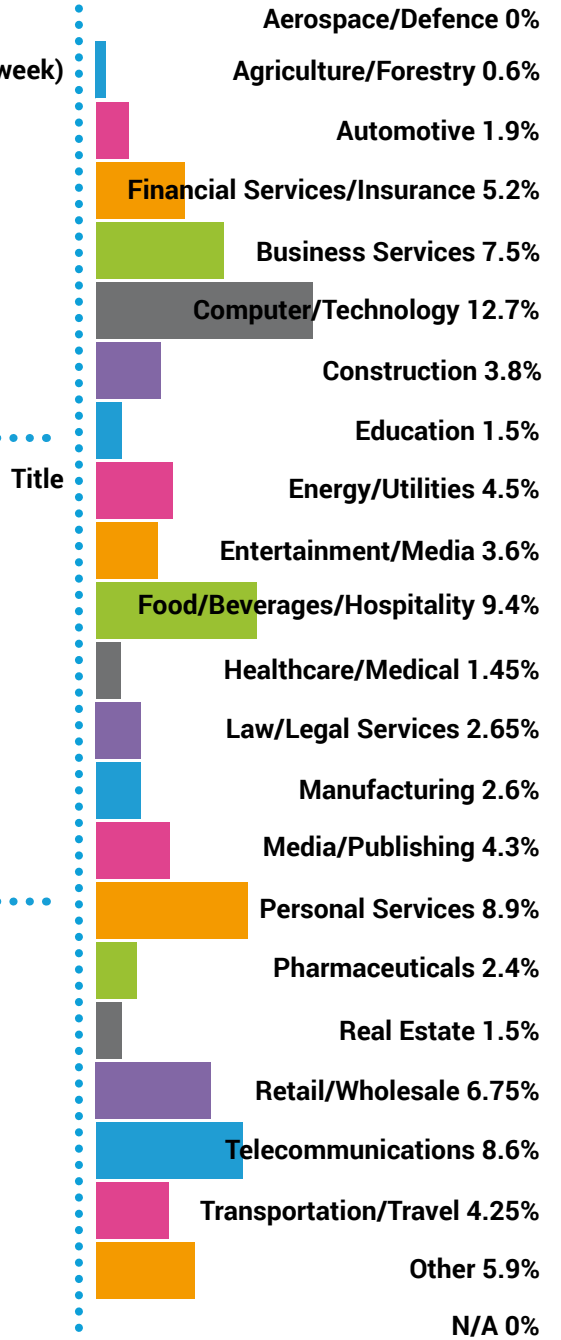
- 48% Full Time Employment (30+ hour a week)
- 4% Part Time Employment
- 10% Self Employment
- 11% Homemaker
- 20% Student
- 7% Retired



- 31% Junior
- 39% Senior
- 8% Managerial Level
- 5% D Level (Director)
- 8% C Level (ceo, cfo, cio etc.)
- 3% Business Owner
- 6% Others

Employment

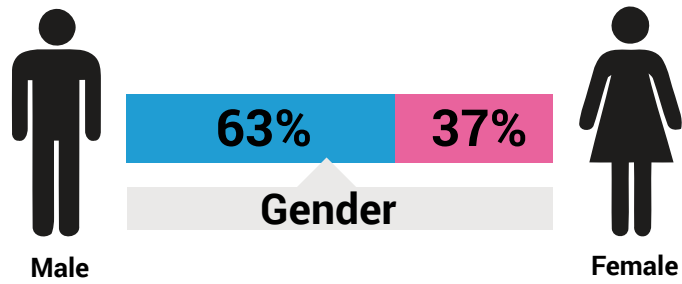
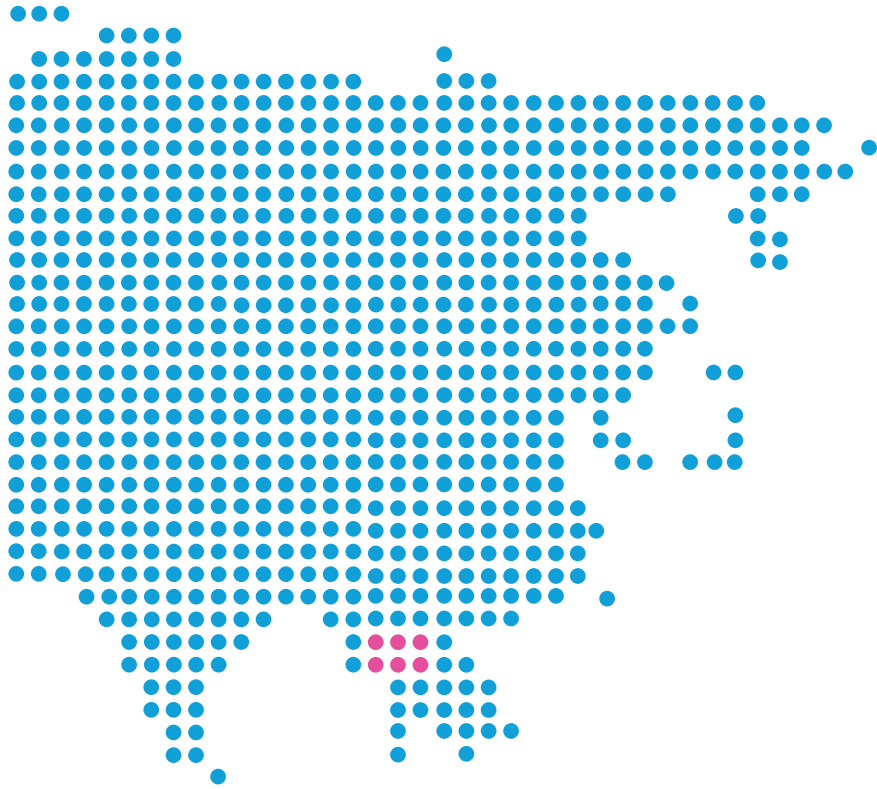
Industries



Title

Thailand

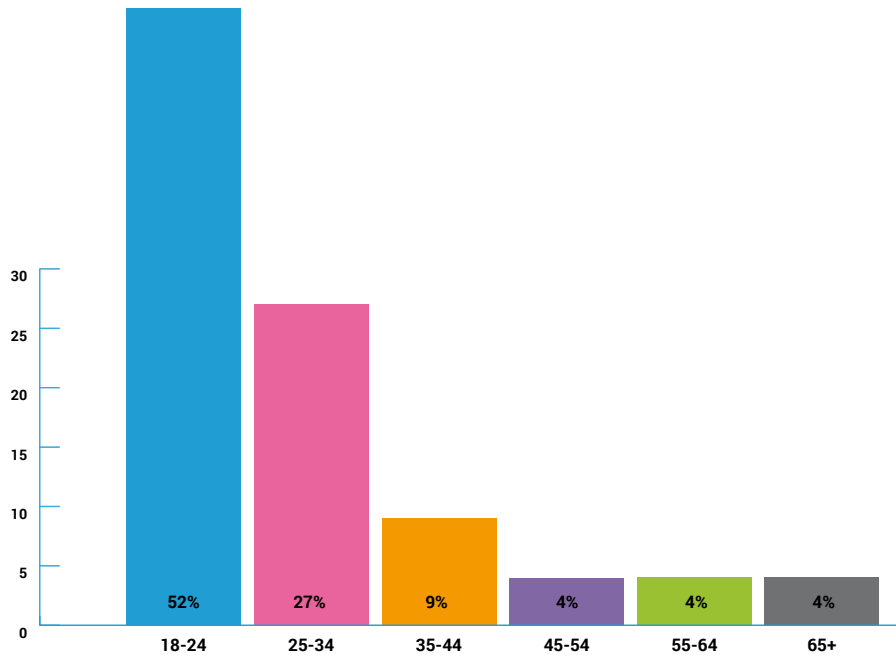
Panel > 30,547



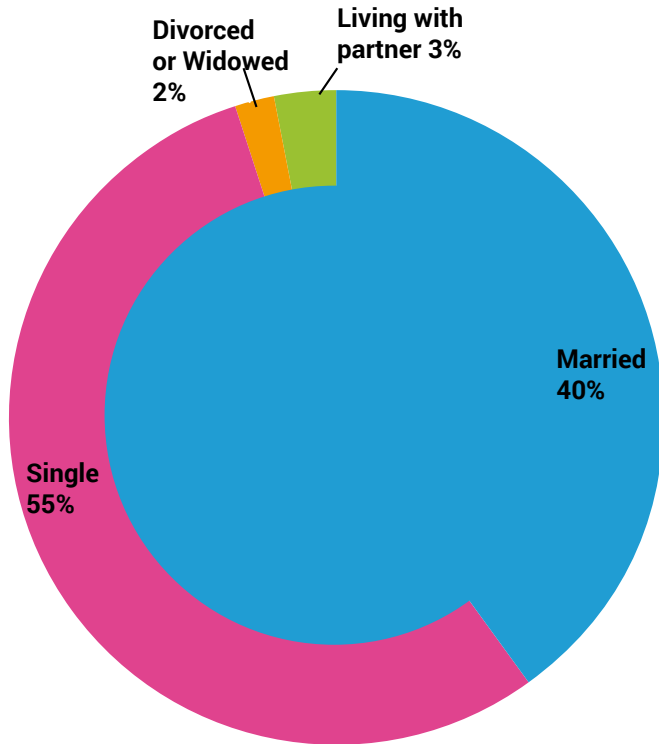
Thailand

Population

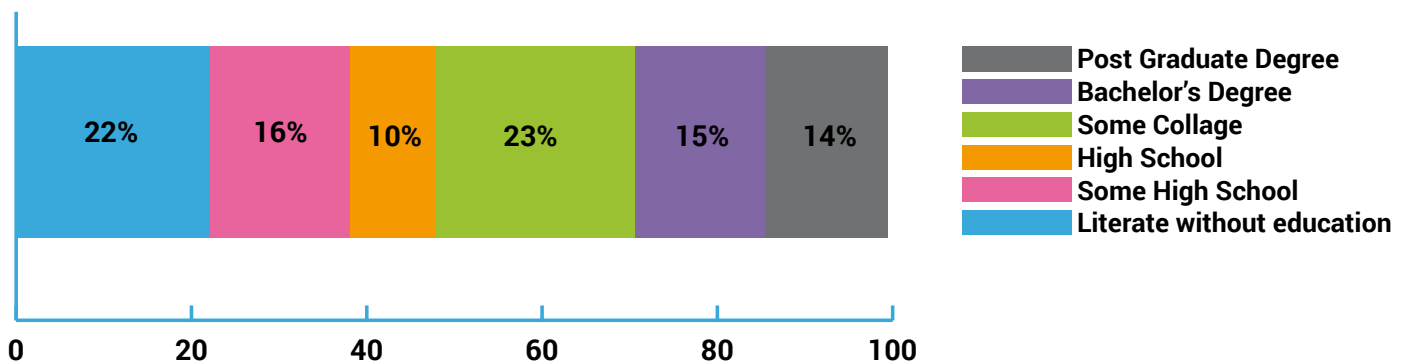
Age



Marital Status

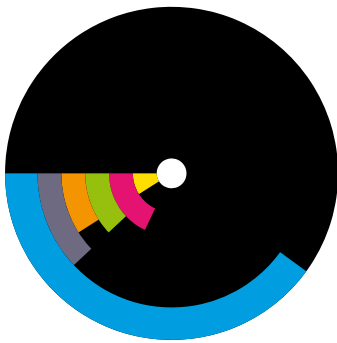


Education



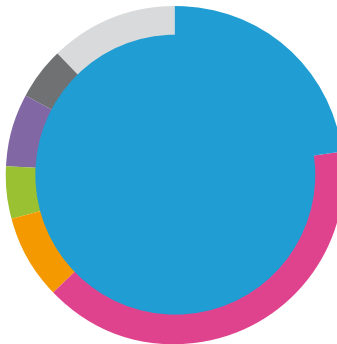
Thailand

Employment



40%	Full Time Employment (30+ hour a week)
12%	Part Time Employment
9%	Self Employment
12%	Homemaker
18%	Student
9%	Retired

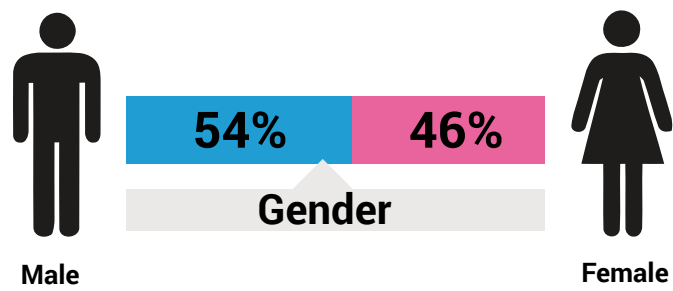
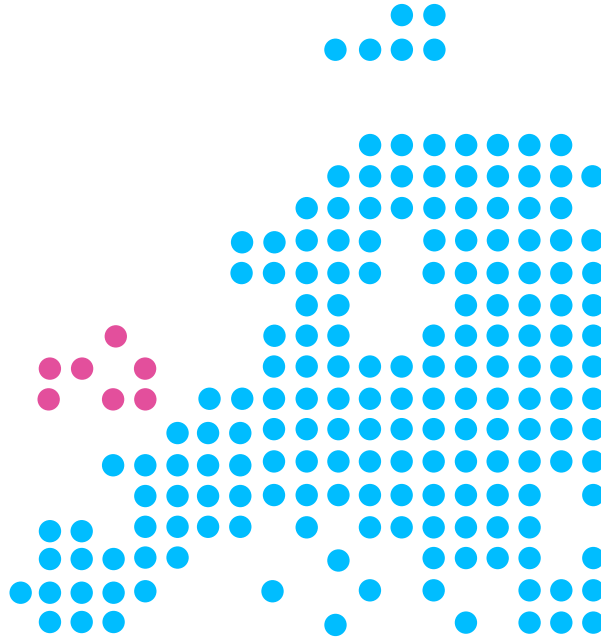
Title



23%	Junior
40%	Senior
8%	Managerial Level
5%	D Level (Director)
7%	C Level (ceo, cfo, cio etc.)
5%	Business Owner
12%	Others

United Kingdom

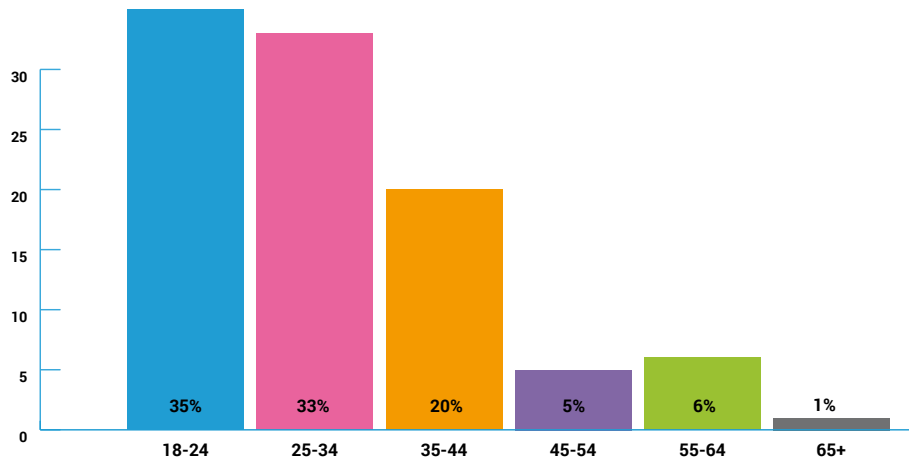
Panel > 97,078



United Kingdom

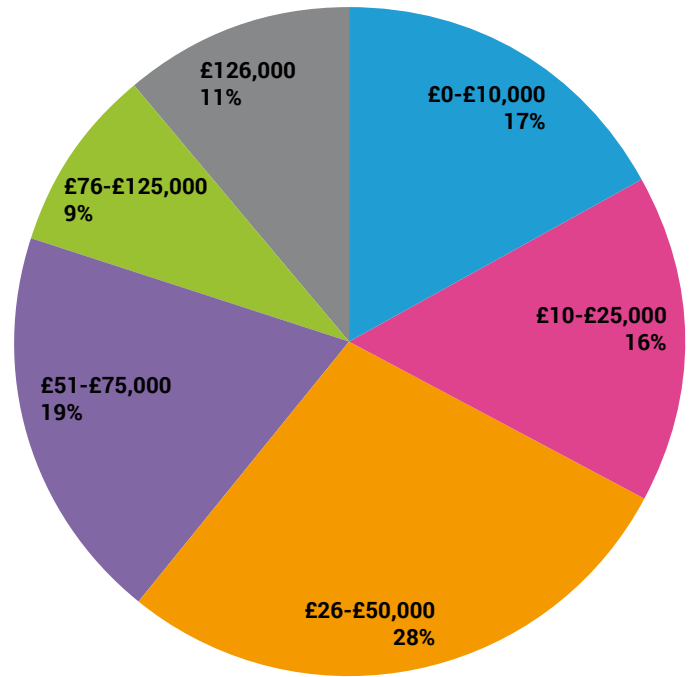
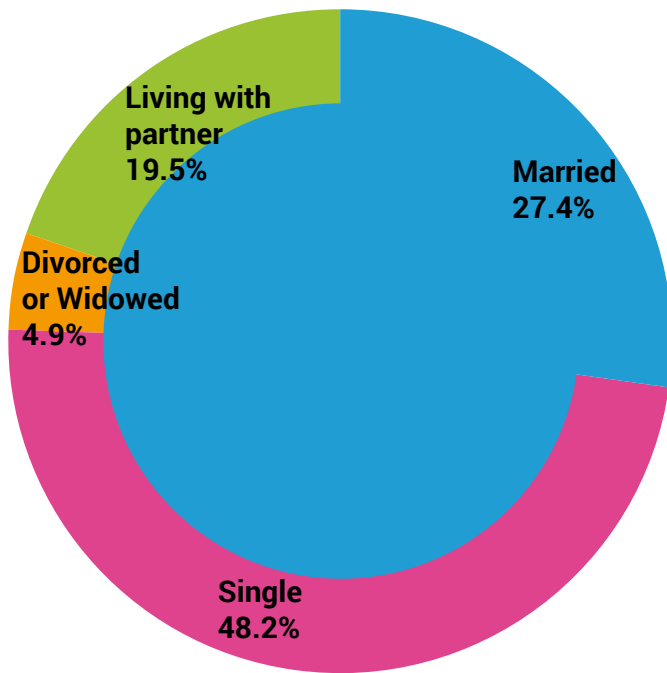
Population

Age

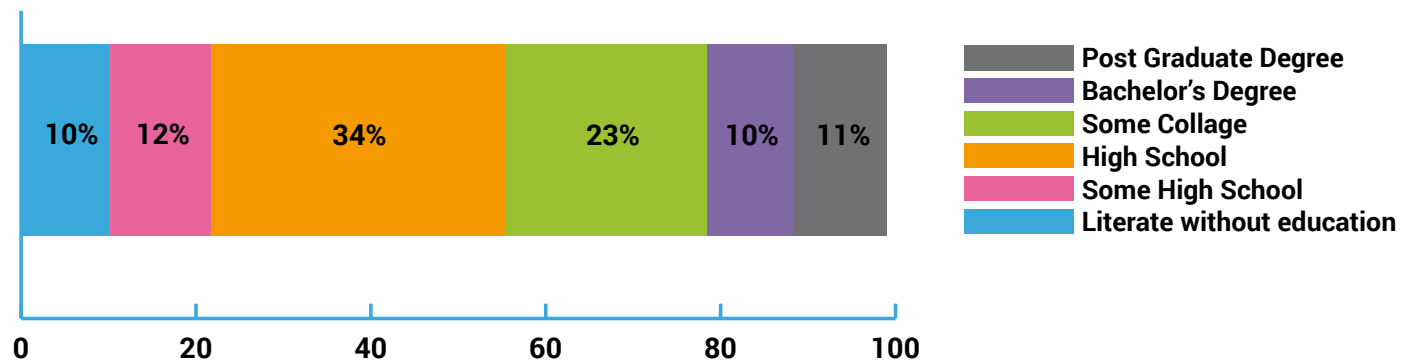


Marital Status

Income Level



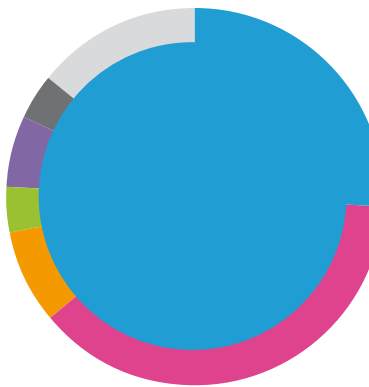
Education



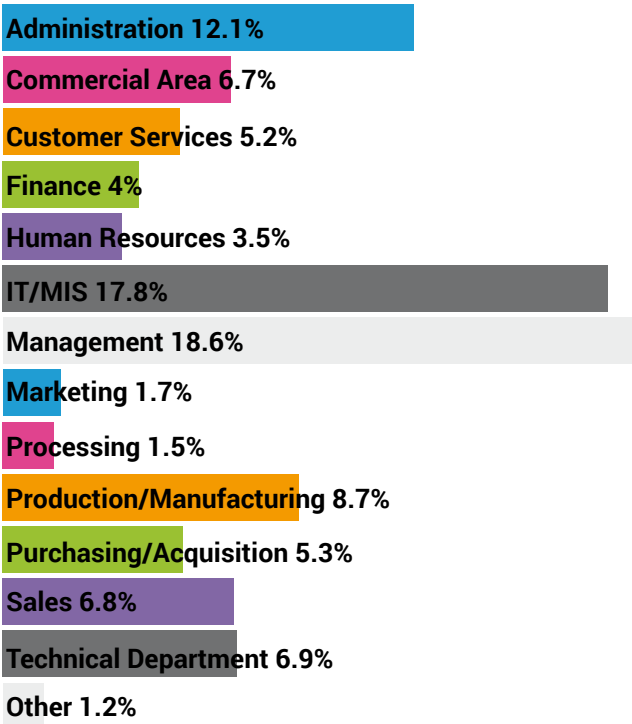
United Kingdom



- 38% Full Time Employment (30+ hour a week)
- 21% Part Time Employment
- 6% Self Employment
- 28% Unemployment
- 4% Student
- 3% Retired

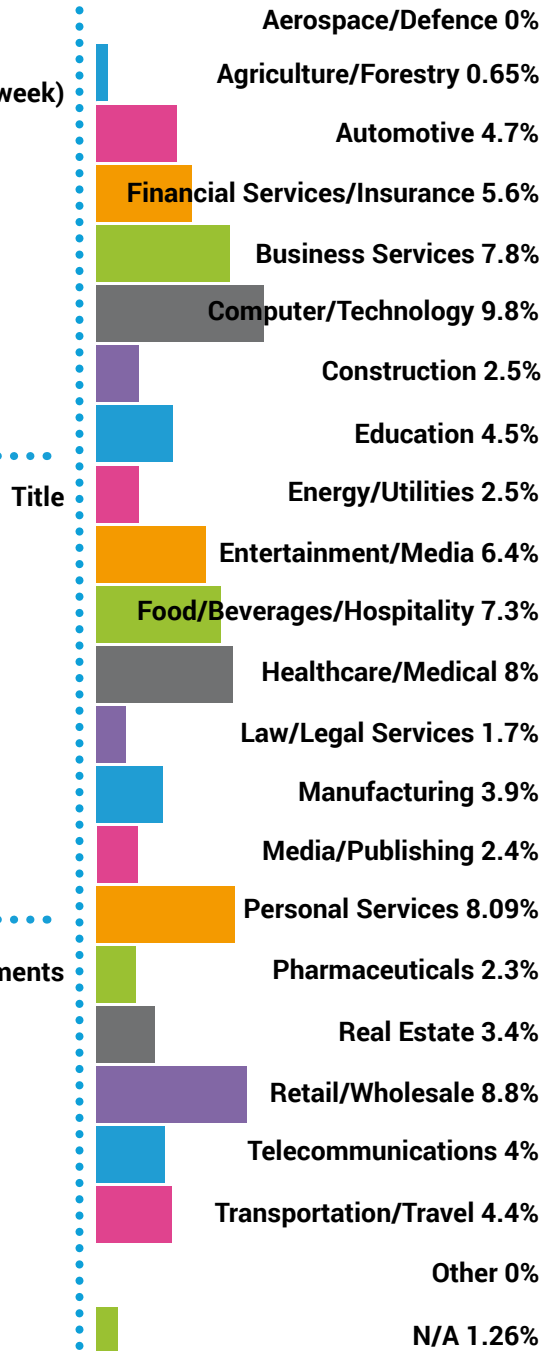


- 26% Junior
- 38% Senior
- 8% Managerial Level
- 4% D Level (Director)
- 6% C Level (ceo, cfo, cio etc.)
- 4% Business Owner
- 14% Others



Employment

Industries

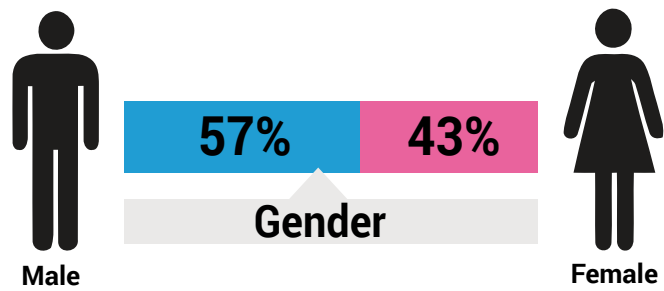


Title

Departments

Vietnam

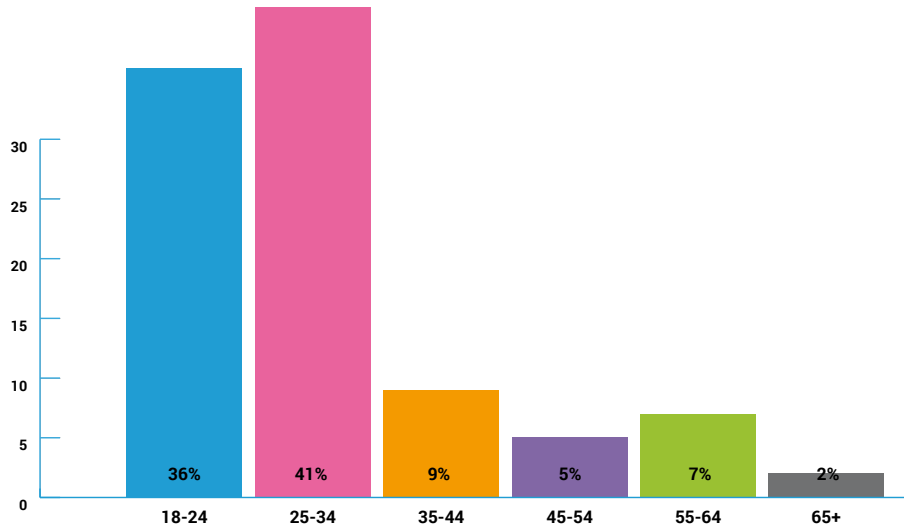
Panel > 37,304



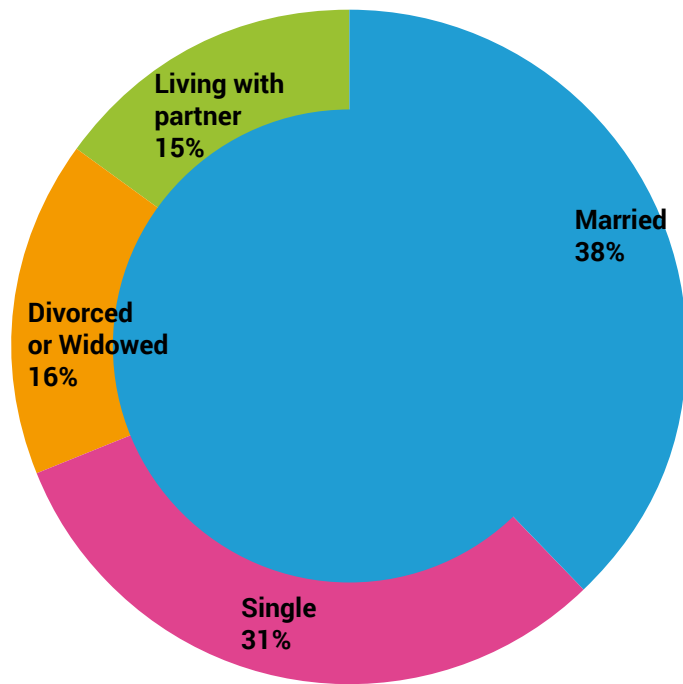
Vietnam

Population

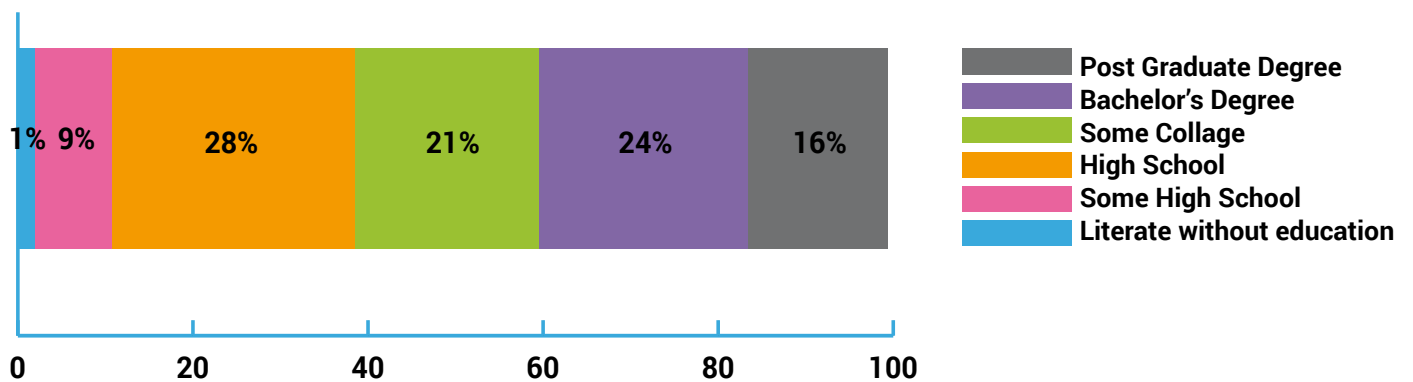
Age



Marital Status

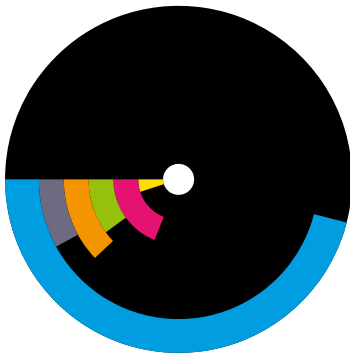


Education



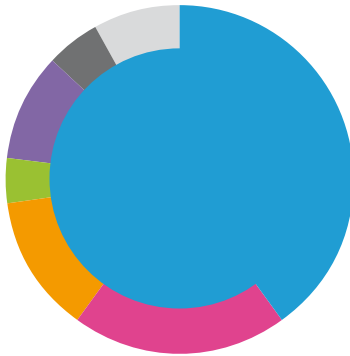
Vietnam

Employment



46%	Full Time Employment (30+ hour a week)
8%	Part Time Employment
12%	Self Employment
10%	Homemaker
19%	Student
5%	Retired

Title



40%	Junior
20%	Senior
13%	Managerial Level
4%	C Level (ceo, cfo, cio etc.)
10%	D Level (Director)
5%	Business Owner
8%	Others