

2026

# Quidinsights Panel Book 2026



**Quidinsights**

# Discover Our Brand



## Who we are

At QuidInsights, we are a team of experienced research experts who specialize in providing comprehensive market research services. Our goal is to help businesses gain valuable data-driven insights that enable them to make informed decisions, achieve their objectives, and stay ahead of their competition.

## What we do

At QuidInsights, we provide customized market research solutions that are tailored to meet the unique needs of our clients. Our services include market sizing, customer segmentation, and competitive analysis. Our team of experts works closely with clients to understand their specific requirements and deliver solutions that drive business success.

We use advanced methodologies to collect, analyze, and present data-driven insights in a clear format. Our focus on excellence and responsive customer service ensures that we are always there to support our clients and provide the best possible solutions. With QuidInsights as your partner, you can trust us to deliver reliable and valuable market research services that help you stay ahead of the competition.

# Why Choose Us ?

## Our Competitive Advantage!

QuidInsights is a state-of-the-art market research platform that offers innovative solutions to help leading brands and agencies gather valuable insights and reach their target audiences. Our platform allows us to reach millions of engaged participants worldwide, at any time and location, and our industry-leading recontact rates ensure a more customized and inventive approach to research. With our cutting-edge tools and expertise, we enable our clients to gain a deeper understanding of their market and make informed business decisions.

## Crucial Discoveries

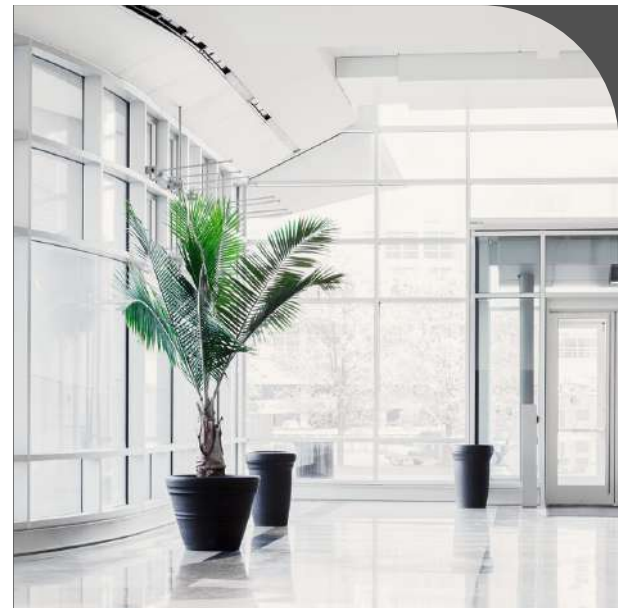
Uncover crucial discoveries about your business through real-time data analysis and gain a competitive edge with actionable information.

## Consumer Driven

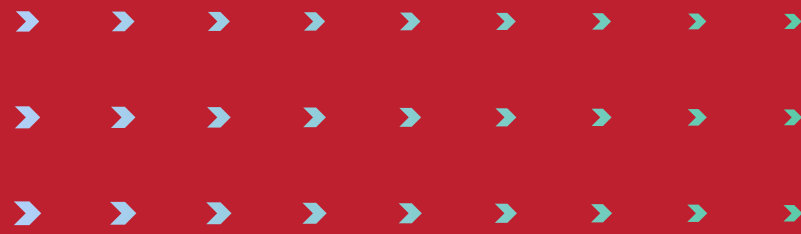
At our company, we are driven by consumer needs and prioritize delivering valuable insights that can propel your business forward.

## Innovative Approach

Acquire a competitive edge in your industry by leveraging our innovative approach. Uncover real-time insights and keep pace with the competition.



# Insights Credibility



## Credible Insights & Data Accuracy

Credibility is paramount to all our insights. We understand that our clients rely on us to make informed decisions, and that's why we use a range of methods to ensure the utmost accuracy and reliability of our findings. Our team is committed to upholding the highest standards of quality and consistency in our work, so you can have full confidence in the insights we provide. In addition, we take data privacy regulations such as GDPR and CCPA seriously, ensuring that our processes and practices comply with these regulations. When you work with us, you can be assured that you're getting insights that you can trust.

## User Verification Process

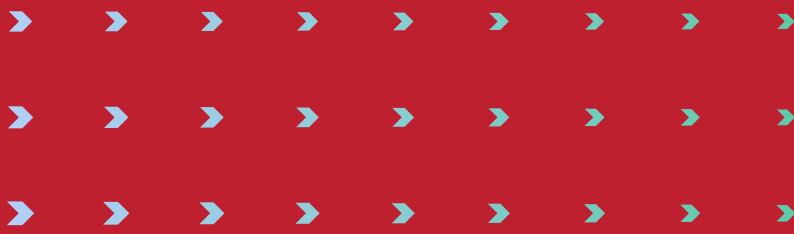
Our registration process ensures platform security and integrity with multiple layers of verification and validation for user information, prioritizing privacy and security while preventing fraud. You can trust that your information is safe with us.

## User Data Protection

We have implemented strict security measures to safeguard user information and ensure that it is used only for its intended purpose. Our data protection policies are regularly reviewed and updated to stay in compliance with industry regulations.



# Accurate Sampling



## Commitment to Accurate Sampling in Market Research!

QuidInsights, a market research company, recognizes the importance of an accurate sampling process in collecting reliable data. Using both probability and non-probability sampling methods, QuidInsights carefully selects a representative sample size and monitors data collection for any biases. By collecting data through surveys, interviews, or focus groups, QuidInsights provides valuable insights to businesses, empowering them to make informed decisions. Through their commitment to rigorous sampling methods and data collection, QuidInsights ensures the accuracy and reliability of their market research results.

# Panel Recruitment



## Our Panel : InsightRide

InsightRide, a subsidiary of QuidInsights, offers individuals the opportunity to become panel members and participate in their people-driven research. With diversified recruitment methods and a world-class consumer engagement model, InsightRide provides a thoughtful approach to research that emphasizes member retention and ongoing participation.

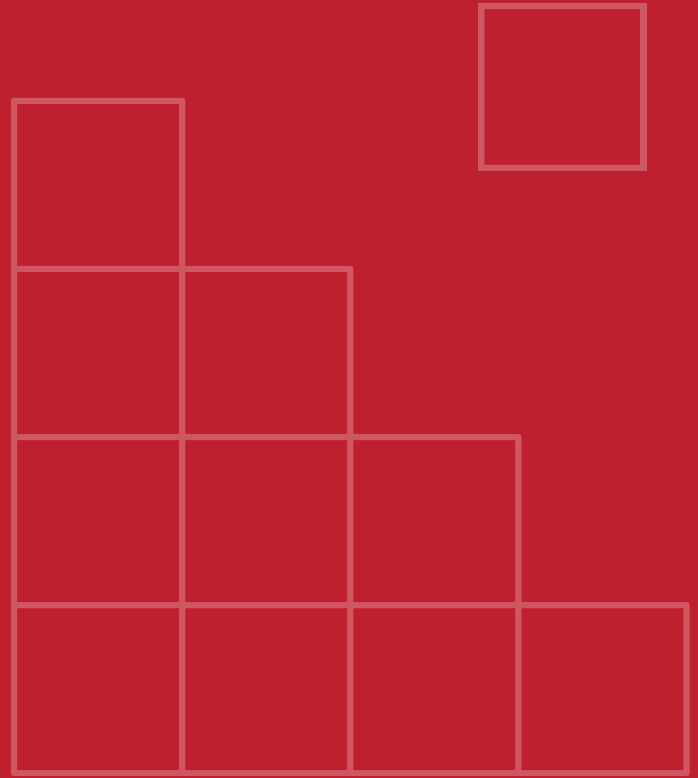
## Panel Recruitment

InsightRide, employs a multichannel approach to build its panels and recruits individuals from various sources, including online marketing, Facebook, affiliate networks and refer-a-friend. With a commitment to member retention and ongoing participation, InsightRide offers a rewarding and engaging experience for panel members, ensuring that their insights are valued and appreciated.

When it comes to online research panels, trust and versatility are key. That's why InsightRide, is proud to offer one of the most versatile and trustworthy online research panels in the industry.



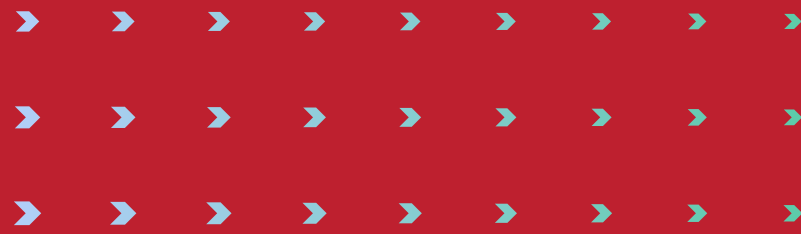
# Panel Attributes



“

Market research is critical to understanding your customers and staying ahead of the competition. Let us help you unlock the power of consumer insights.

# 1000+ Attributes



## Automotive

- Car Type / Color
- Years Owned
- Years Driving
- Ownership/Lease
- New/Used Vehicle
- Vehicle Purchase Amount
- GPS Navigation
- Auto Insurance Provider
- Hybrid Ownership & Usage
- Automotive Usage Habits
- Service/Repair Location
- Total Vehicles owned

## Beauty

- Cosmetic/Plastic Surgery
- Fragrance Products Used
- Hair Care Products Used
- Hair Removal
- Makeup Products Used
- Nail Care Products Used
- Oral Health Products Used
- Piercings
- Skincare Products Used
- Sunscreen Products Used
- Tattoos
- Teeth Whitening Used

## Parenting

- Number/Age of Children
- Childcare
- Pregnancy
- Formula Usage
- Parenting Style
- Fertility
- Shopping Preferences

## Lifestyle

- Appliances in Home
- Musical Interests
- News Consumption
- Pet Ownership
- Political Interests
- Reading Habits
- Survey Participation Method

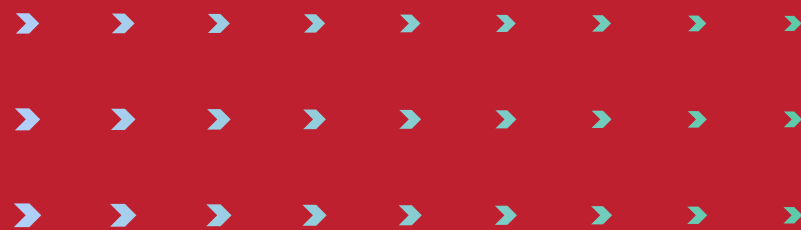
## Money & Finance

- Banking Institutions Used
- Credit Cards Used
- Investable Assets
- Years at Present Location
- Type & Ownership of Residency

## Shopping

- Household Products
- Product Ownership
- Type Of Product
- Purchase Decision-Making
- Shopping Budget
- Shopping Expenses

# 1000+ Attributes



## Entertainment

- Cable TV
- DVD Ownership
- Magazine Categories
- Movie Interests
- Movies Purchased From TV
- No. of Hrs of TV per Week
- No. of Magazines Subscribed
- Online TV Viewing
- TV Show Categories
- No. of DVDs Purchased per Year
- No. of Movies at Theater per Year

## Technology

- Computer Ownership
- Electronic Ownership
- Email Usage
- Internet Usage
- Online Shopping Habits
- Printer Ownership
- Social Media Usage
- Software Usage
- Tablet Usage
- Webcam Ownership
- Frequency of Online News Consumption
- Internet Connection Type at Home

## Mobile Usage

- Daily Hours Spent
- Mobile Application Usage
- Mobile Brand
- Mobile Operating System
- Mobile Phone Activities
- Mobile Phone Number
- Mobile Phone Provider
- Types of Mobile Research
- Number of Household Mobile Phones

## Gaming

- Frequency of Play
- Gaming Accessories Used
- Gaming Communities
- Gaming Platforms Owned
- Video Game Types
- Video Games Owned

## Travel

- Business Trips per Year
- Car Rentals Used
- Cities Visited
- Countries Visited
- Cruising
- Hotels Visited
- Leisure Trips per Year
- Loyalty Programs
- Vacations Taken

# 1000+ Attributes

## Health

- Alcohol Consumption
- Allergies
- Anxiety Disorders
- Arthritis
- Asthma
- Cancer (All types)
- Chronic Pain
- Diabetes (Types I & II)
- Dietary Habits
- Exercise Habits
- Glasses/Contacts Usage
- High Blood Pressure
- High Cholesterol
- Infertility
- Medication Usage
- Migraines
- Obesity
- Physical Activities
- Smoking Habits
- Strokes
- Urinary Incontinence
- Varicose Veins
- Vision Impairment
- Weight Loss Surgery
- Thyroid Disorders
- Urinary Tract Infections
- Vision Impairment
- Women's Health Issues (e.g., menopause, menstrual cycle, pregnancy, etc.)

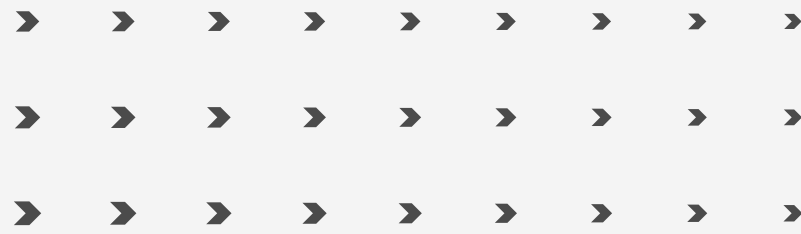
## Profiling

- Acculturation Level
- Citizenship
- Country of Birth
- Immigration Generation
- In-Community Environment
- Language Usage in Home
- Language Usage out of Home
- Primary Language
- Secondary Language
- Social Media Usage
- Years Lived in the US
- Media Consumption in Home (Internet, TV, Print)

## B2B

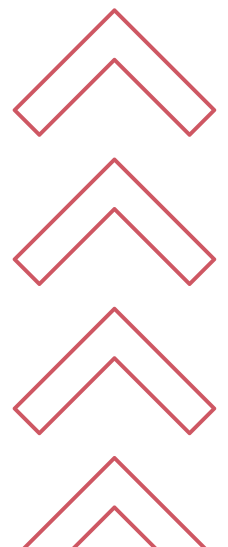
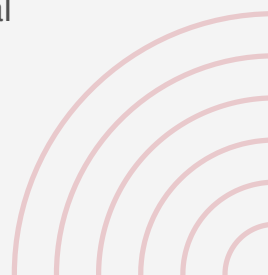
- Industry
- Job Role/Title
- Income
- Years at Company
- Number of Employees
- Total Investable Assets
- Business Travel
- Budget Oversight
- Organisational Revenue
- IT-Related Decision-Making
- Office Location Type
- Private/Public/Nonprofit
- Computer Usage
- Business-Related Decision-Making

# Global Coverage



## GLOBAL FOOTPRINT

QuidInsights stands out as a provider with access to a diverse selection of online B2B and B2C samples. We specialize in offering maximum feasibility, sustainability, representativeness, and consistency to our clients. Our global reach is extensive, enabling us to quickly and efficiently connect you with hard-to-reach audiences, as well as consumer, business, and specialty groups across almost every country in the world. If you're interested in learning more about our exceptional global capabilities, we invite you to contact our sales team.



# Demographics

## THE AMERICAS

### North America

- United States
- Canada
- Mexico

### South America

- Argentina
- Brazil
- Chile



# Demographics

## EMEA

### Europe

- France
- Italy
- Germany
- Spain
- Sweden
- Denmark
- Finland

### Middle East & Africa

- Israel
- Turkey
- UAE
- Saudi Arabia
- Egypt
- Nigeria
- Ghana
- South Africa

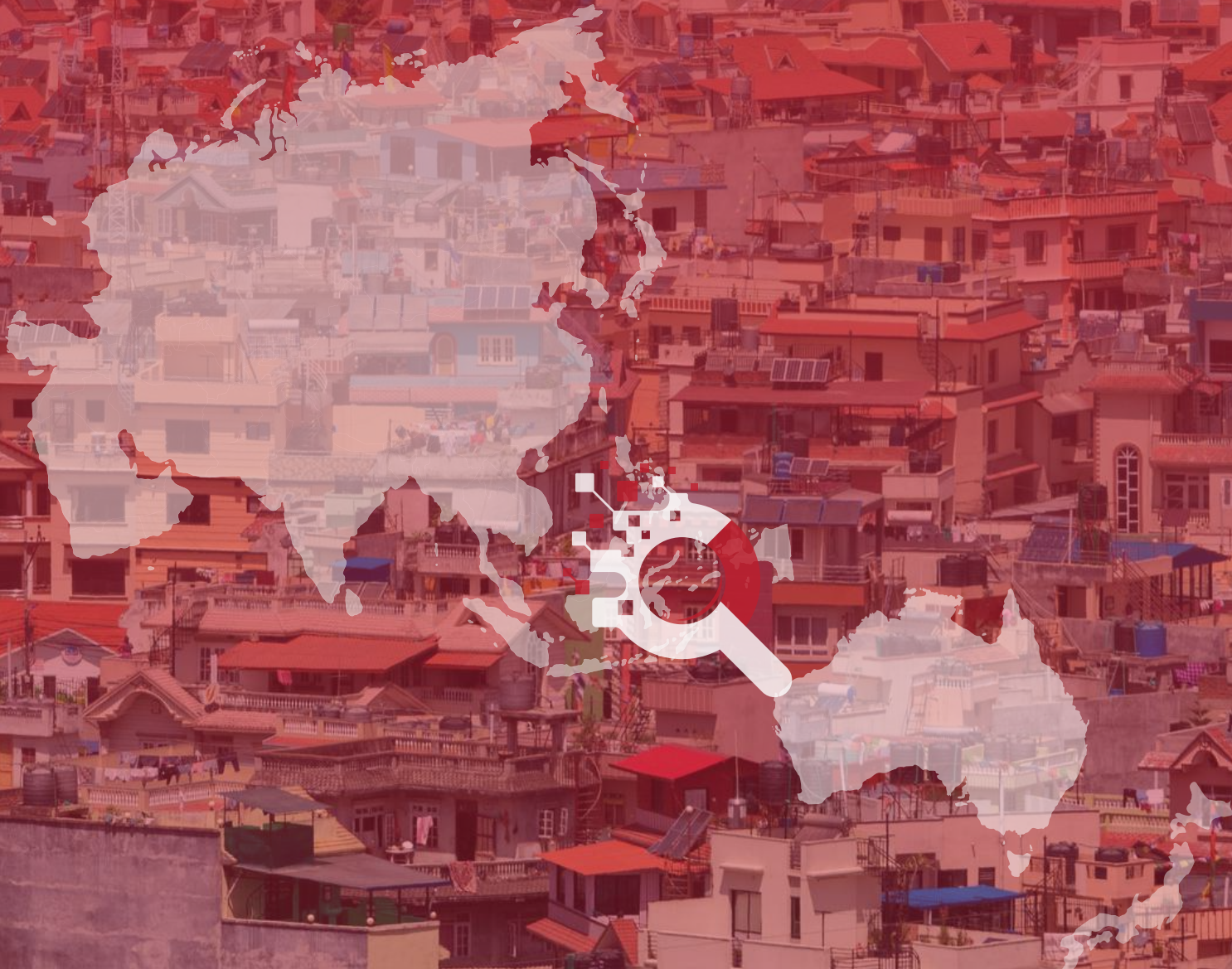


# Demographics

## APAC

### Asia Pacific

- India
- China
- Taiwan
- Japan
- Singapore
- Malaysia
- Philippines
- Australia
- Indonesia
- New Zealand
- Thailand
- Vietnam
- South Korea



# Thailand

Panel Count

66,000

Gender

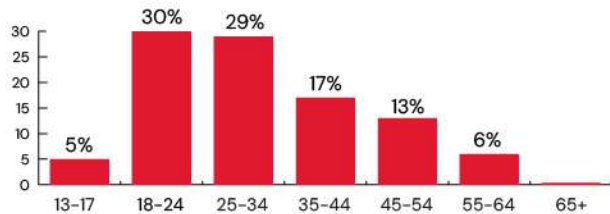


Male  
48%



Female  
52%

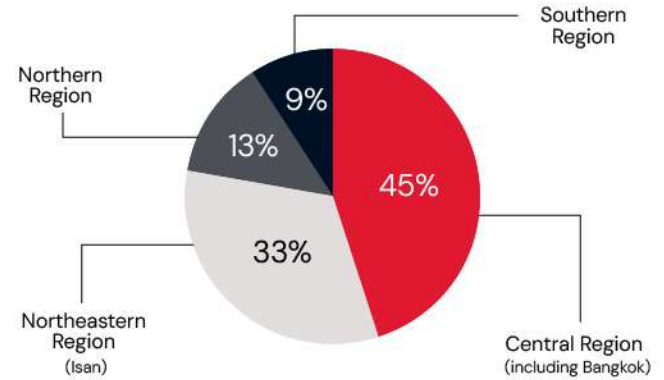
Age



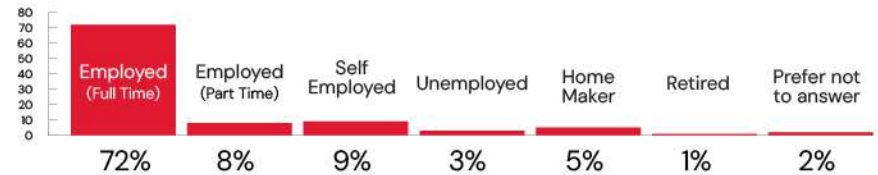
Income (AHI)  
-Thai Baht (THB)



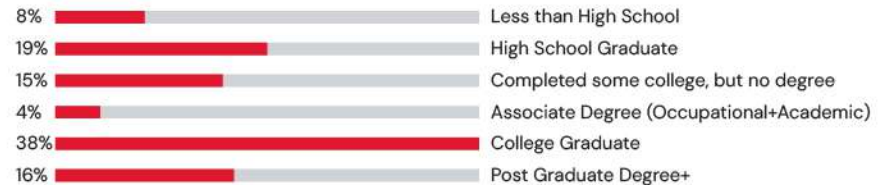
Region



Employment Status



Education



# USA

Panel Count

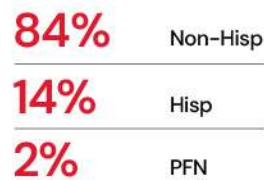
# 45,000



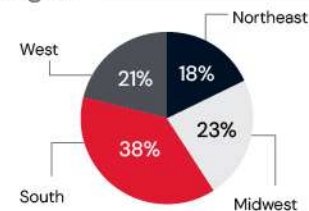
## Ethnicity



## Race



## Region



## Gender



Male

# 42%

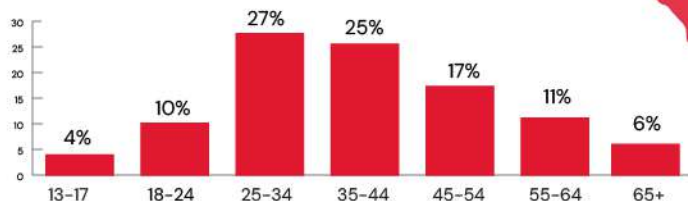


Female

# 58%



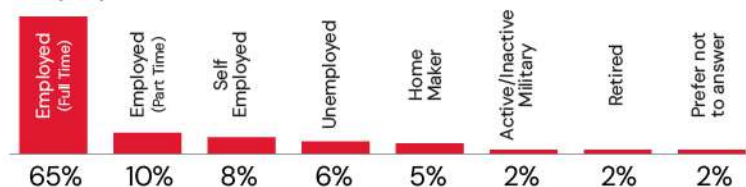
## Age



## Education



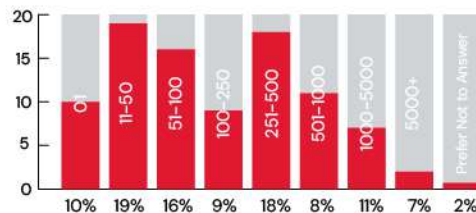
## Employment Status



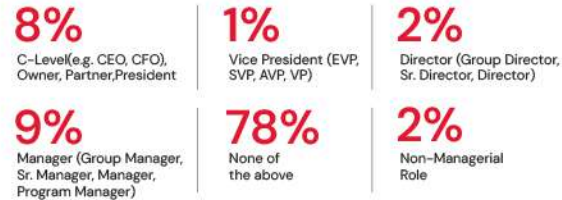
## Household Income



## Employee Size



## Job Title



# India

## Gender



Male

67%



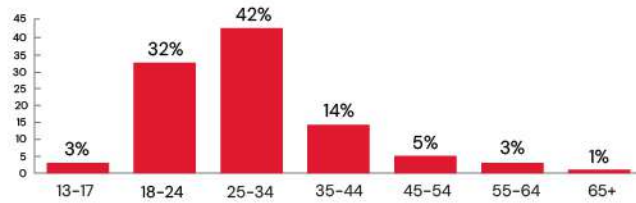
Female

33%

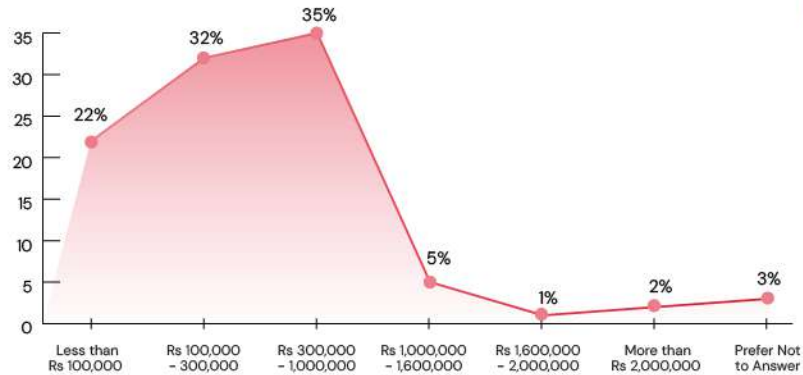
Panel Count

46,000

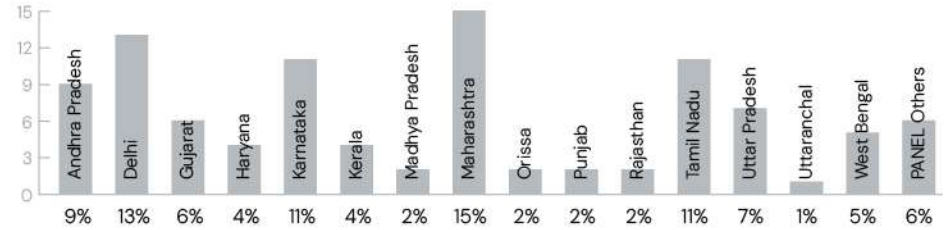
## Age



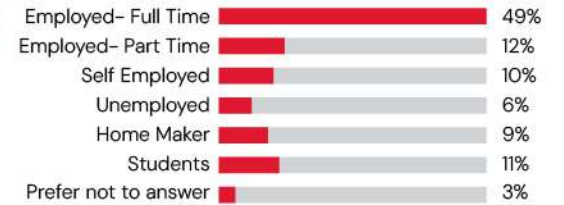
## Household Income



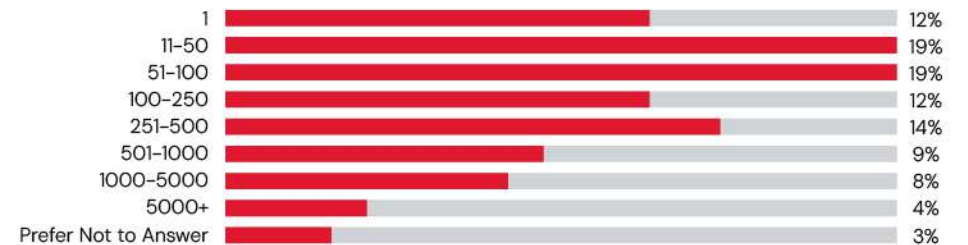
## Region



## Employment Status



## Employee Size



# Canada

Panel Count

# 38,000



## Gender

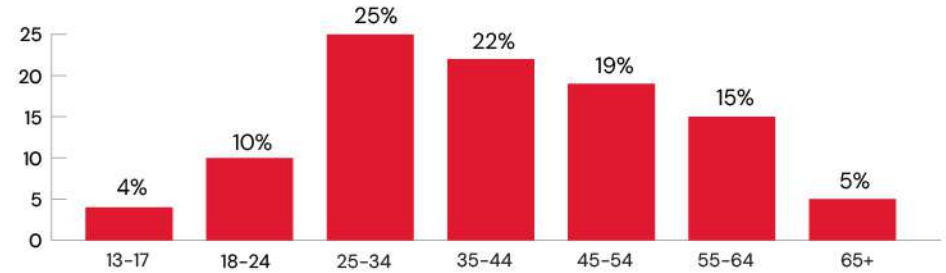


Male  
**44%**

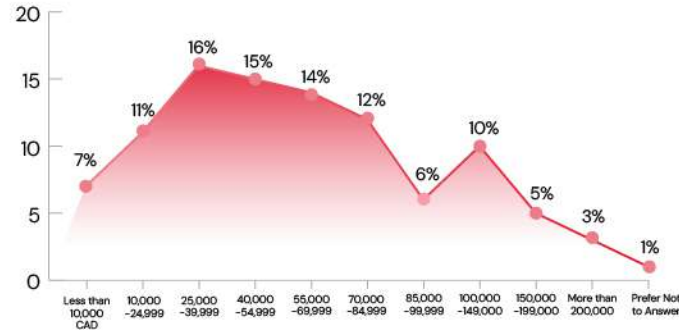


Female  
**56%**

## Age



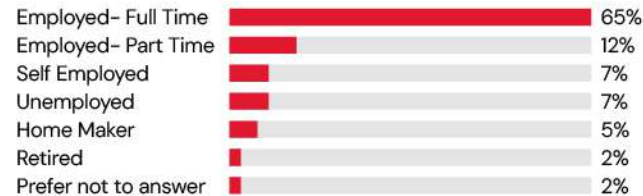
## Household Income



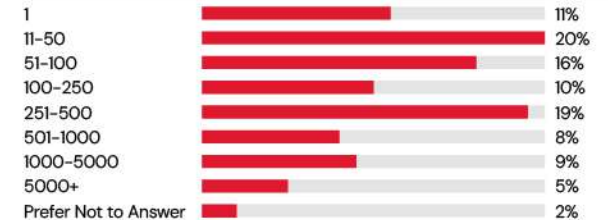
## Province



## Employment Status



## Employee Size



# Brazil

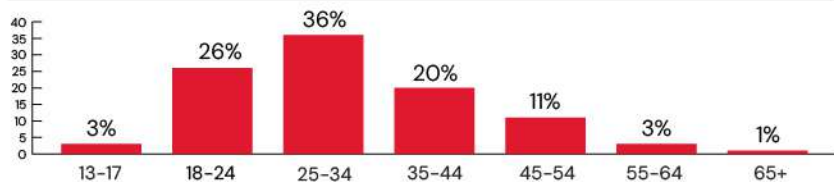
Panel Count

## 35,000

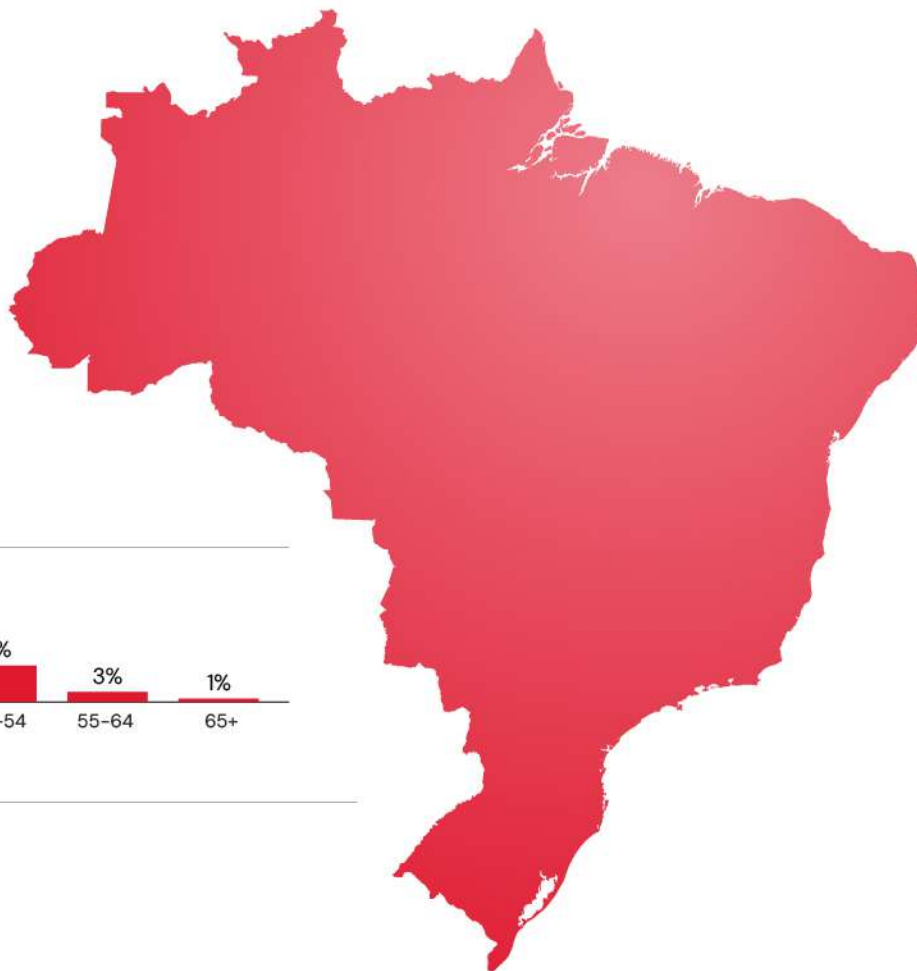
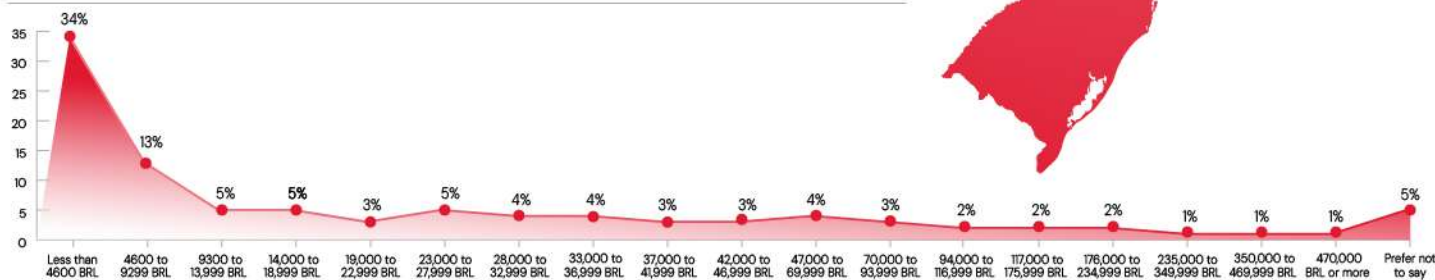
Gender



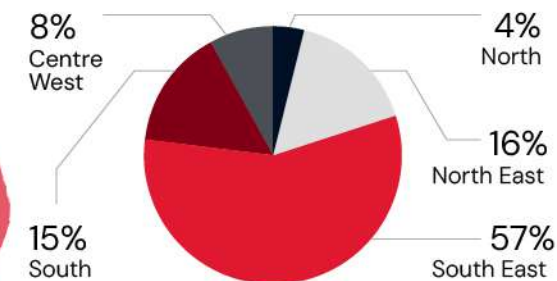
Age



Household Income



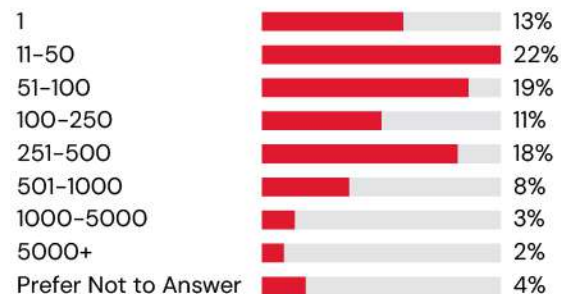
Region



Employment Status



Employee Size



# UK

## Gender



Male  
**46%**

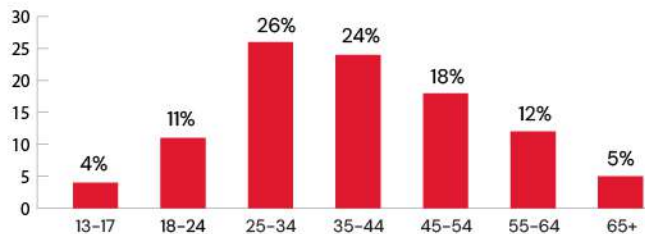


Female  
**54%**

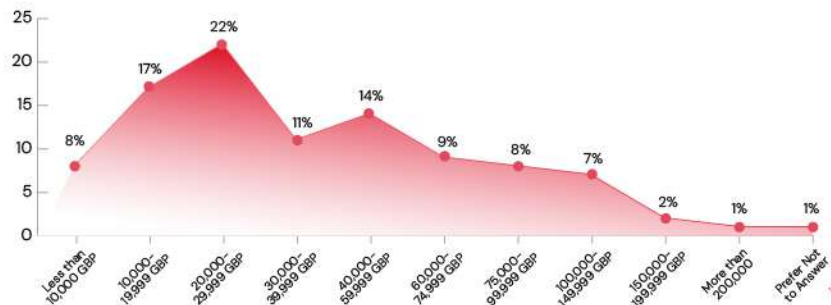
Panel Count

# 42,000

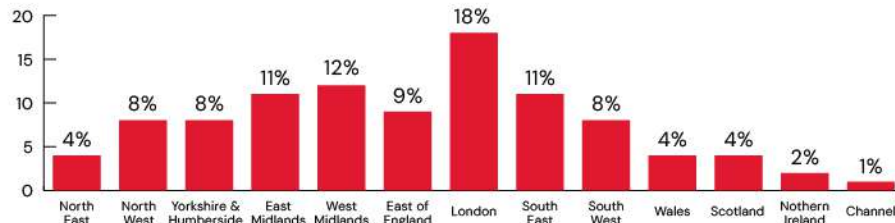
## Age



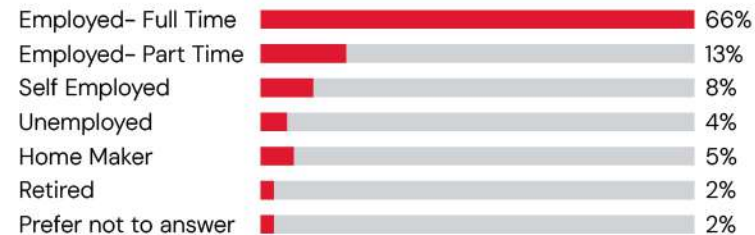
## Household Income



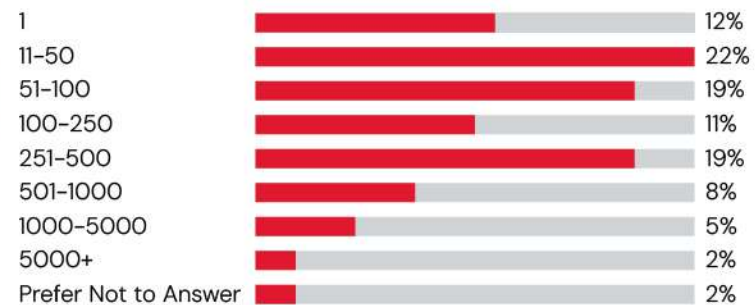
## Region



## Employment Status



## Employee Size



# Mexico

Panel Count

# 90,000

Gender



Male

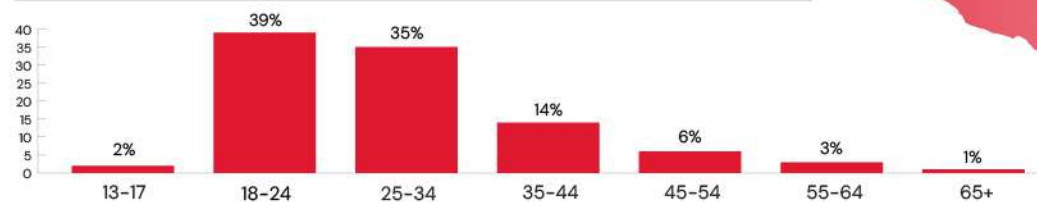
# 56%



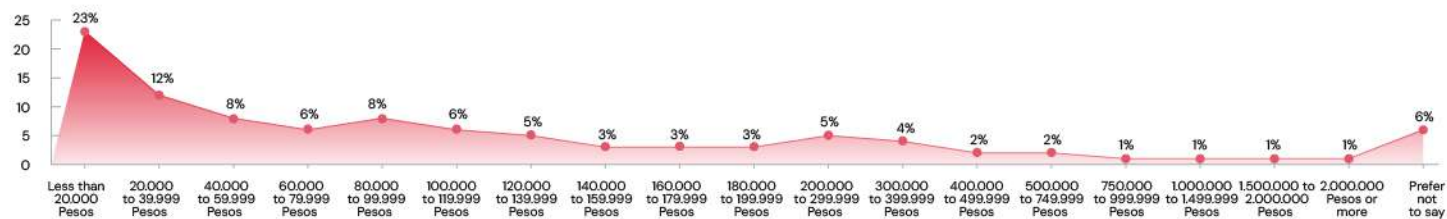
Female

# 44%

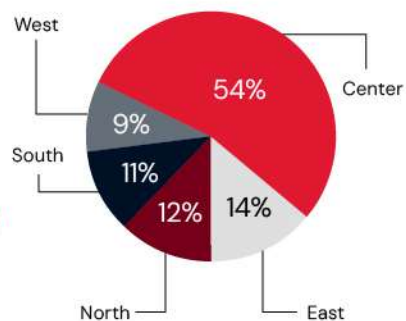
Age



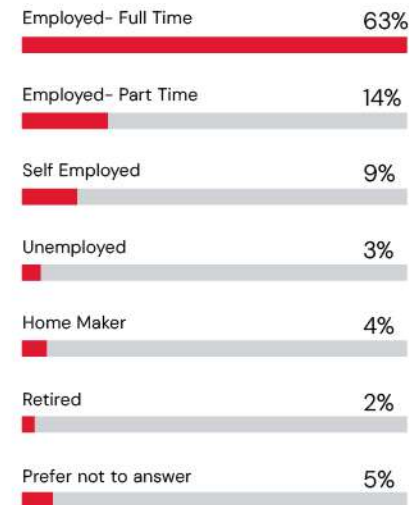
Household Income



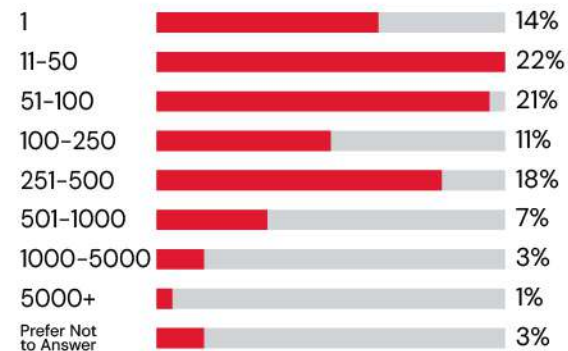
Region



Employment Status



Employee Size



# Germany

Panel Count

**37,000**

Gender



Male

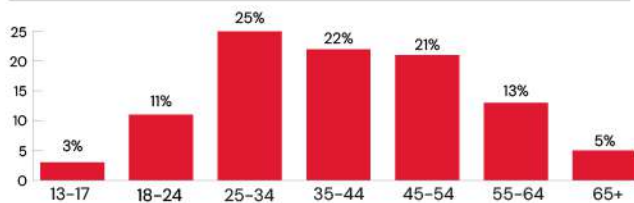
**50%**



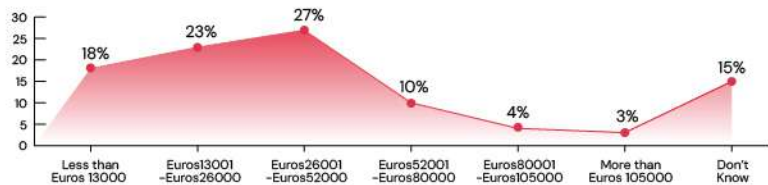
Female

**50%**

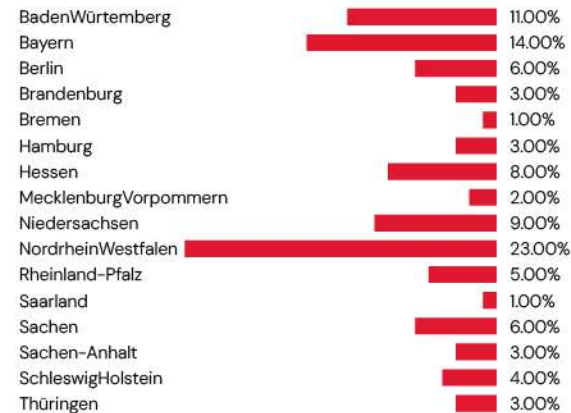
Age



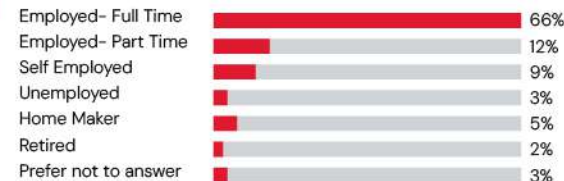
Household Income



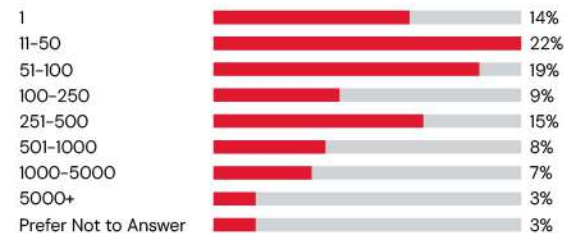
Region



Employment Status



Employee Size



# France

Panel Count

# 30,000

Gender



Male

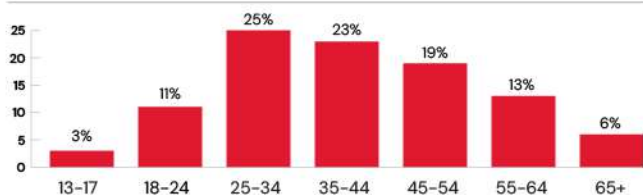
# 50%



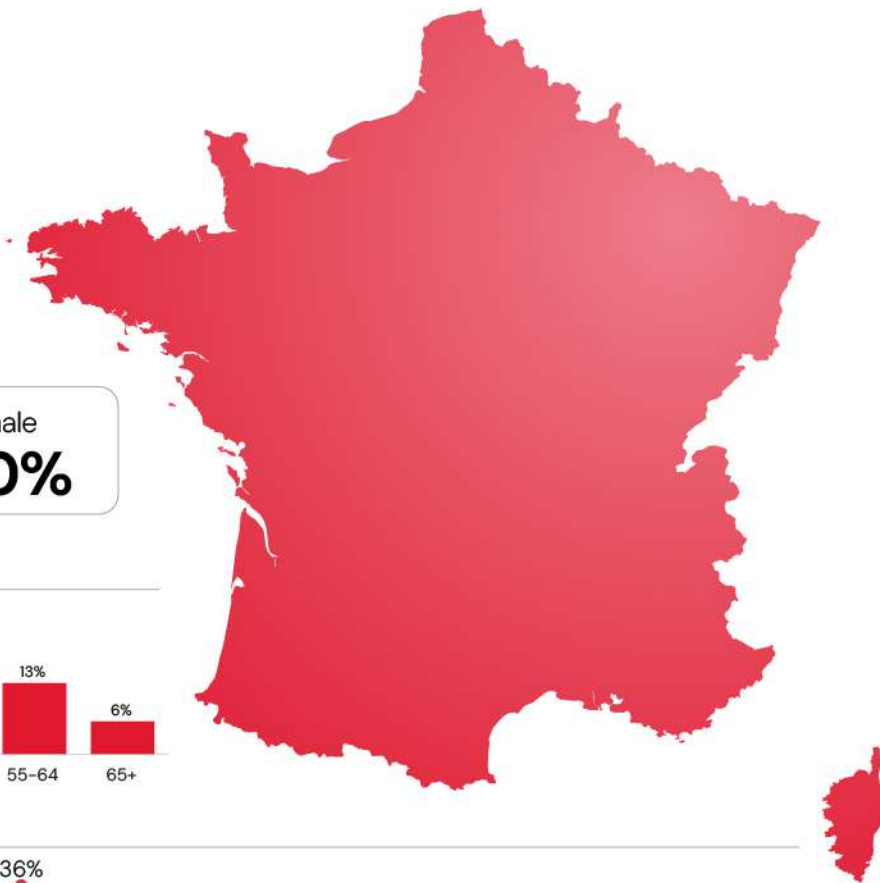
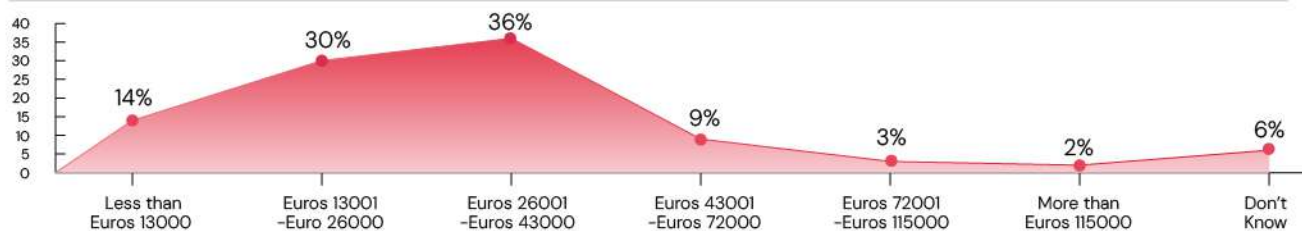
Female

# 50%

Age



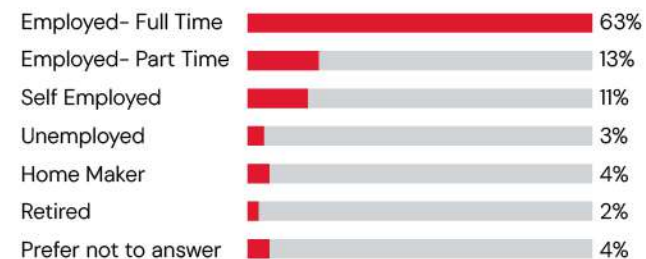
Household Income



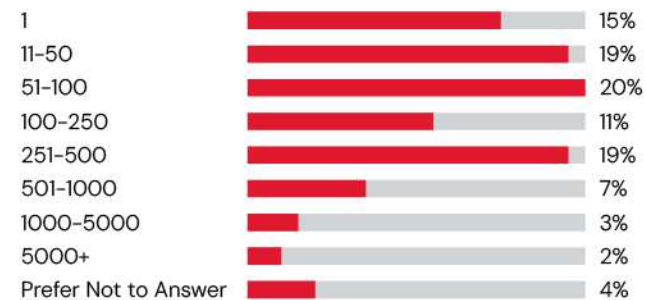
Region



Employment Status



Employee Size



# Italy

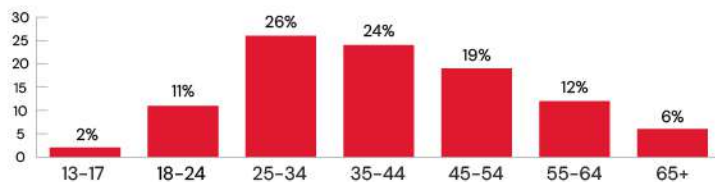
## Gender



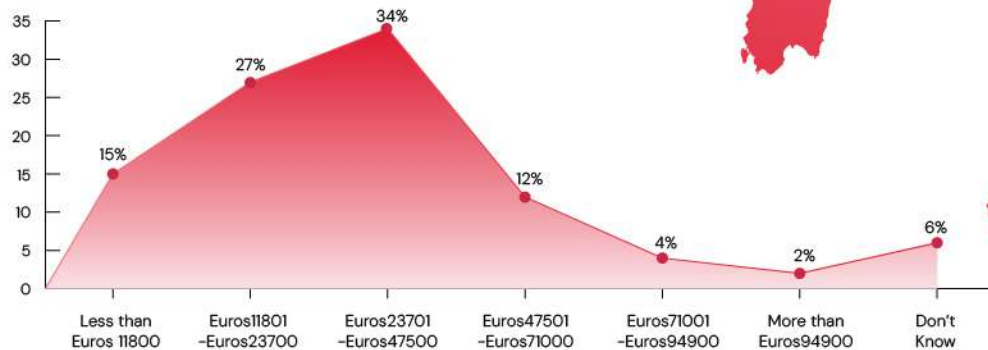
Panel Count

28,000

## Age



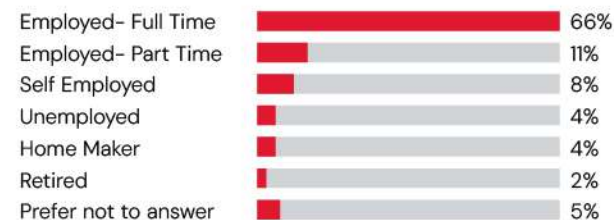
## Region



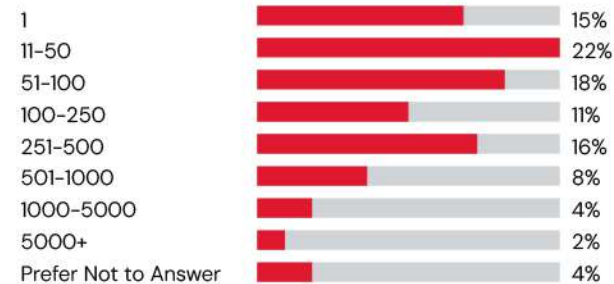
## Region



## Employment Status



## Employee Size



# Spain

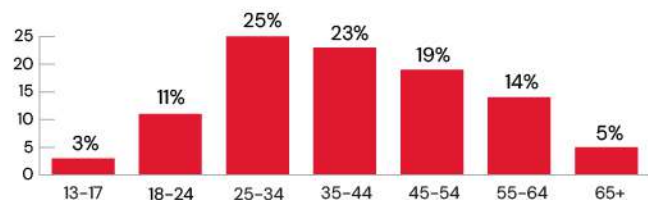
Panel Count

# 31,000

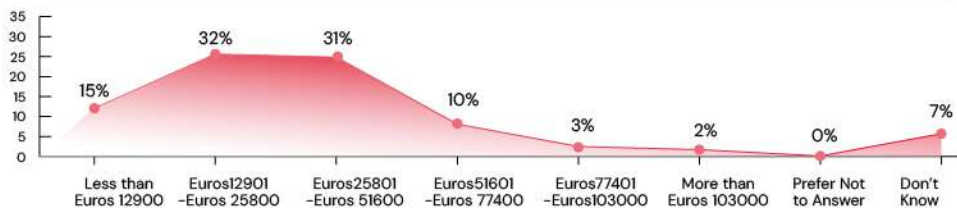
Gender



Age



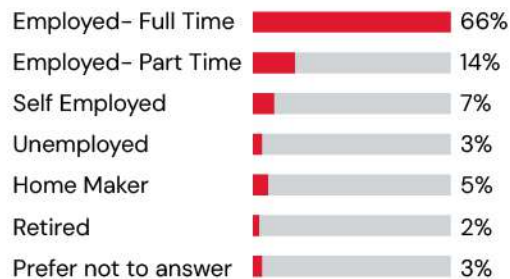
Household Income



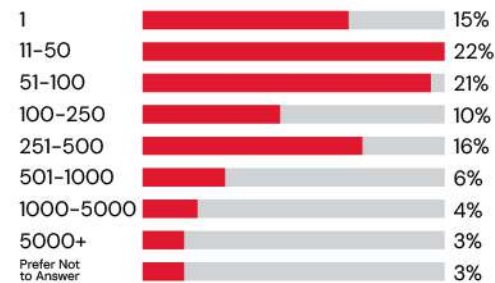
Region



Employment Status



Employee Size



# Philippines

Panel Count

**45,000**

Gender



Male

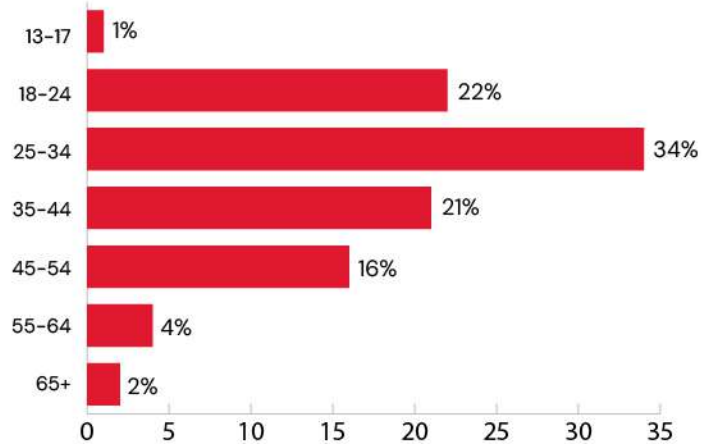
**37%**



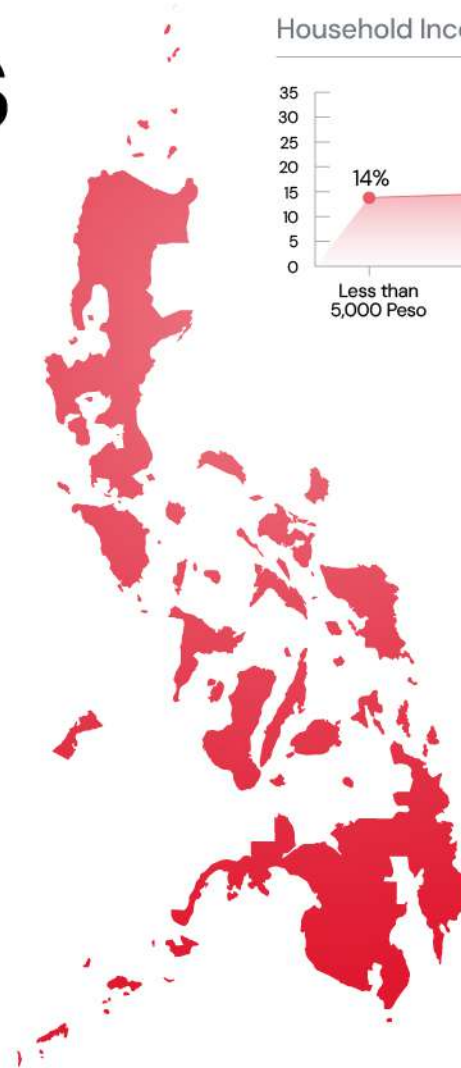
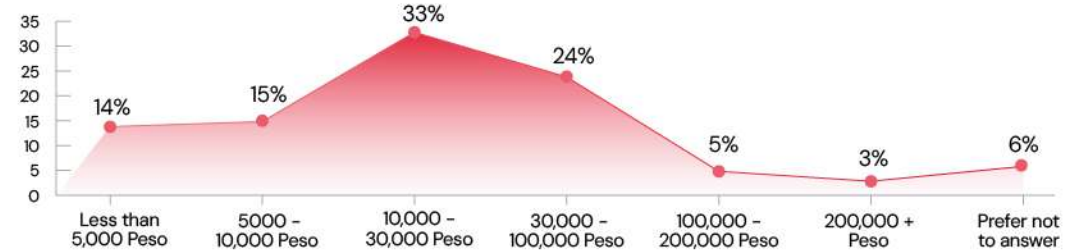
Female

**63%**

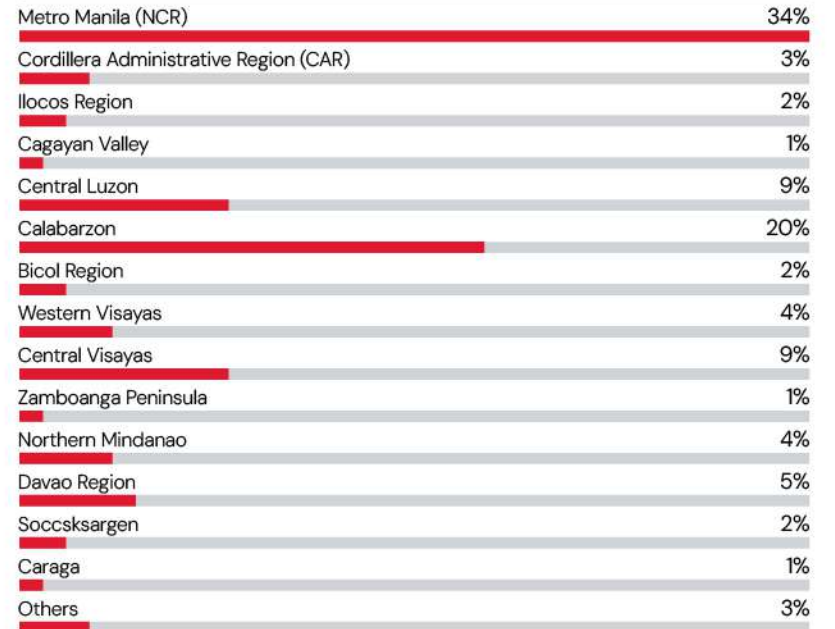
Age



Household Income



Region



# Indonesia

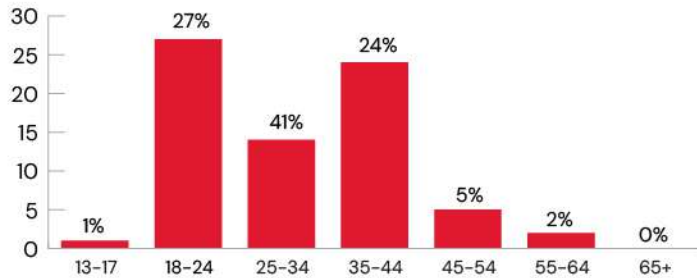
Panel Count

# 50,000

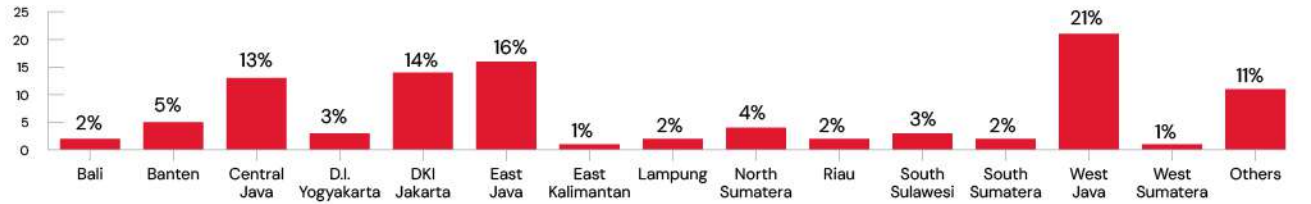
Gender



Age



Region



Household Income



# Turkey

Panel Count

29,000

Gender



Male

47%

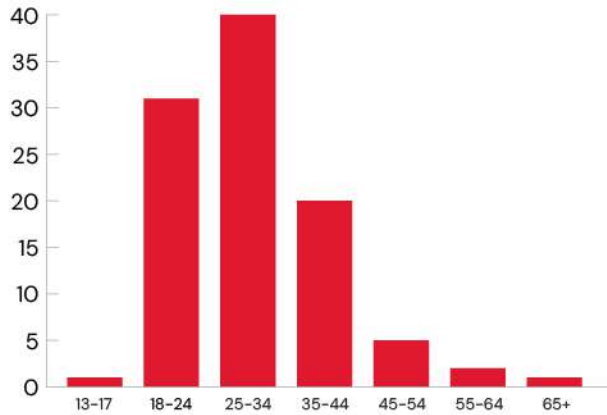


Female

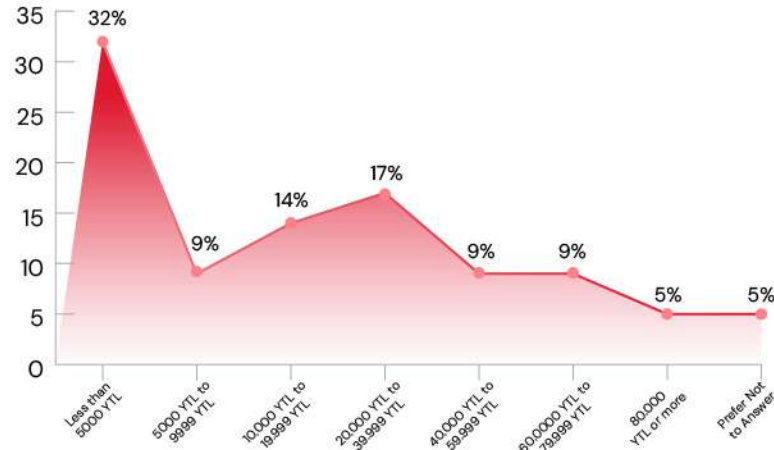
53%



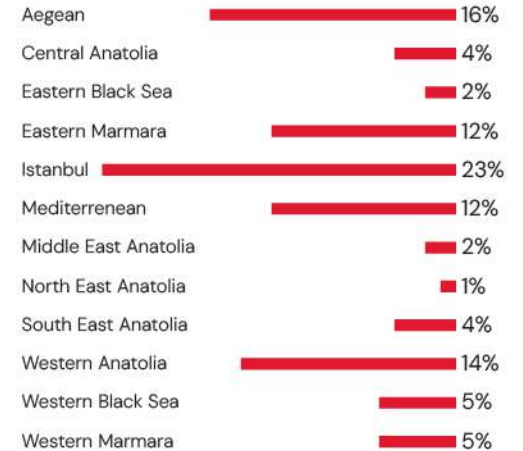
Age



Household Income



Region



# Poland

Panel Count

**16,000**

Gender



Male

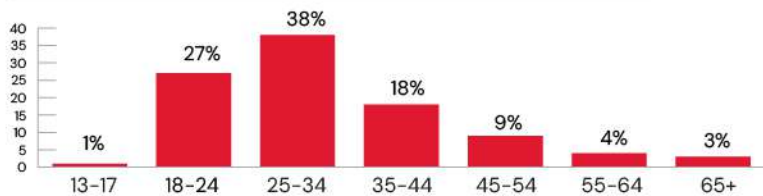
**38%**



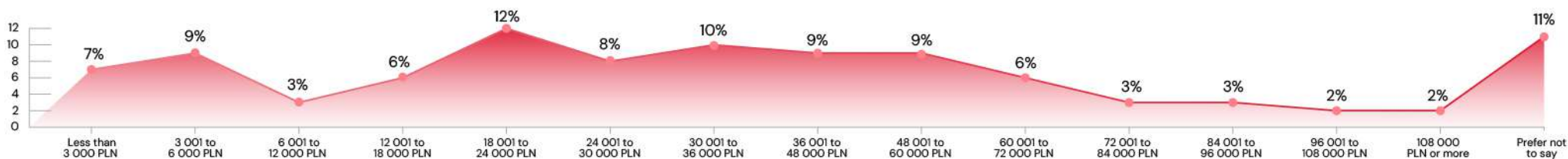
Female

**62%**

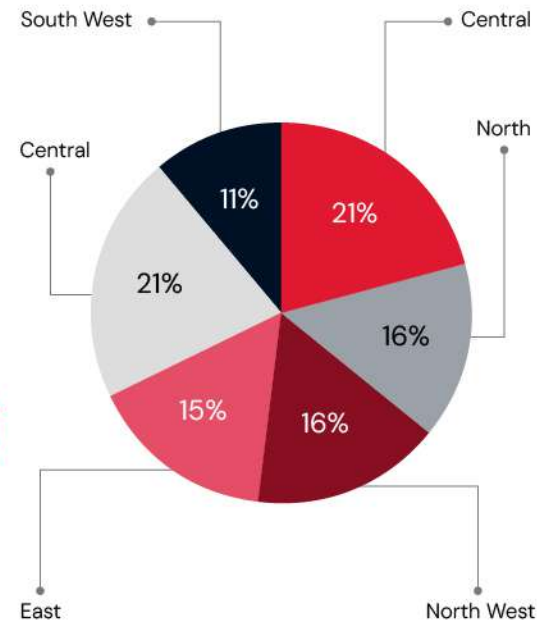
Age



Household Income



Region



# Australia

Panel Count

**21,000**

Gender



Male

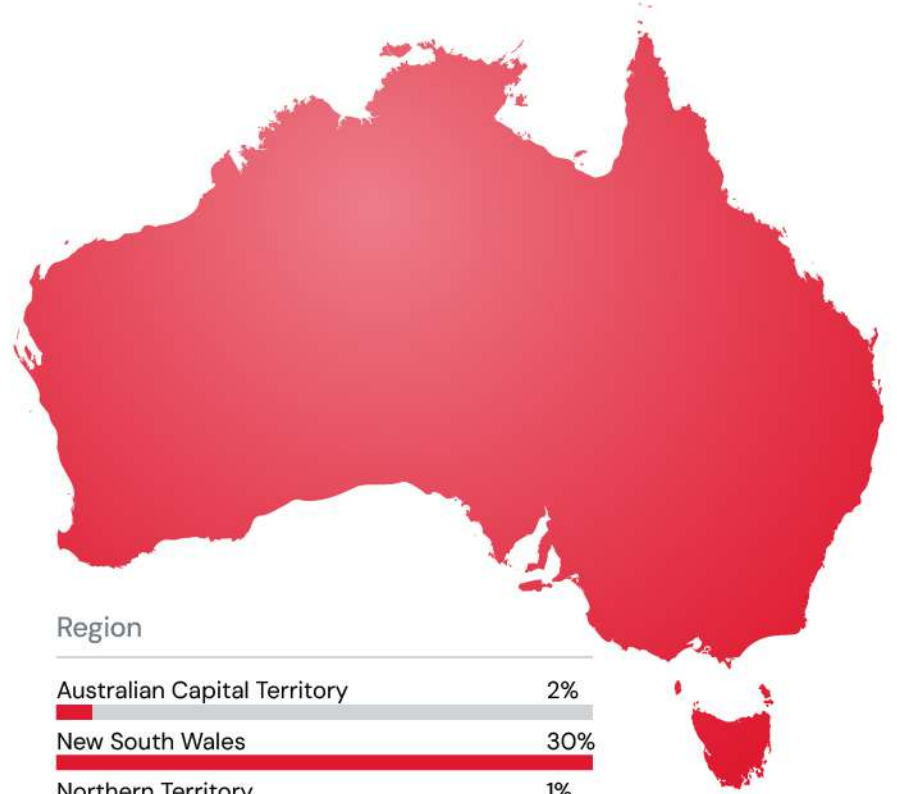
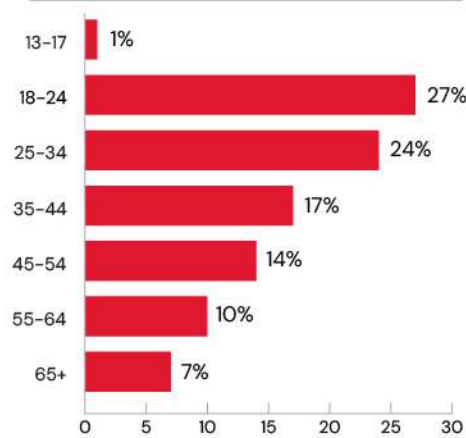
**36%**



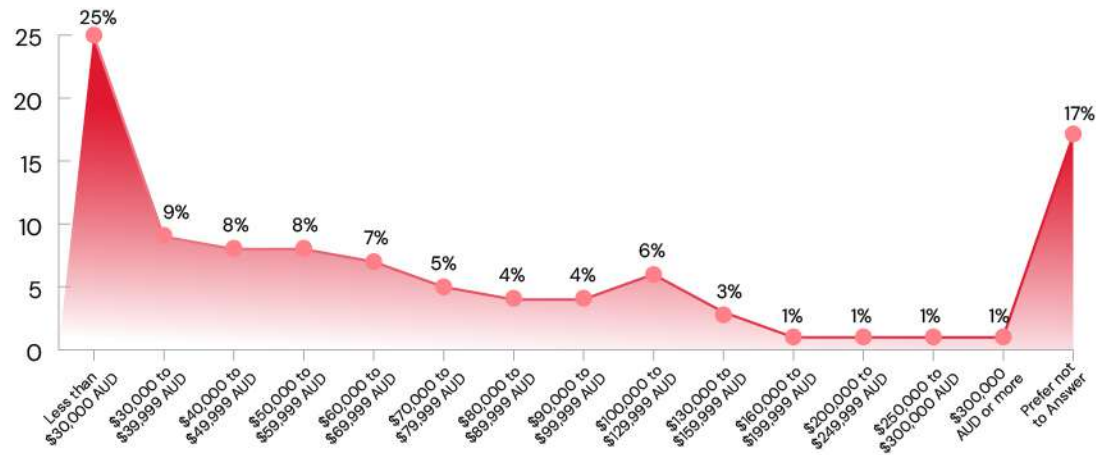
Female

**64%**

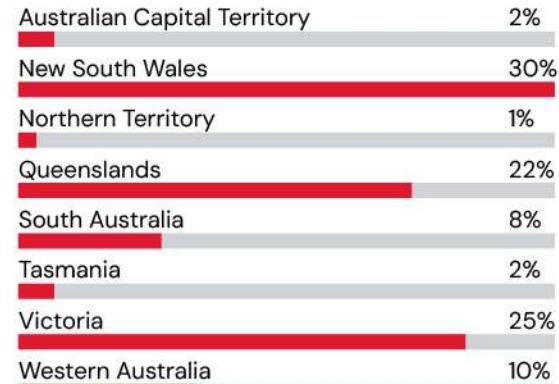
Age



Household Income



Region



# Singapore

Panel Count

**16,000**

Gender



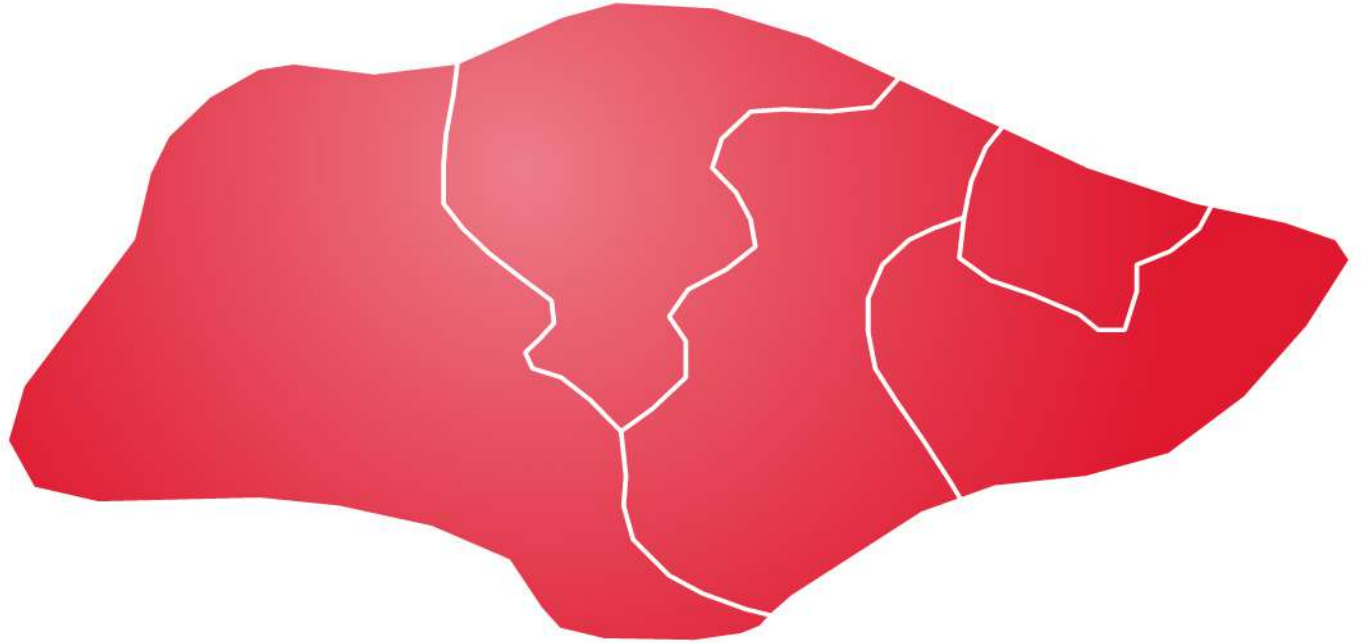
Male

**57%**

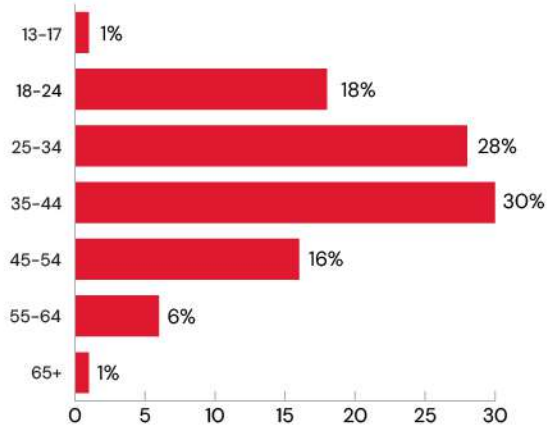


Female

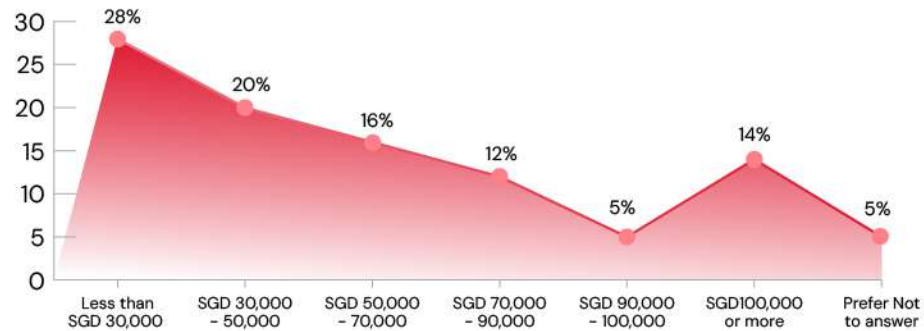
**43%**



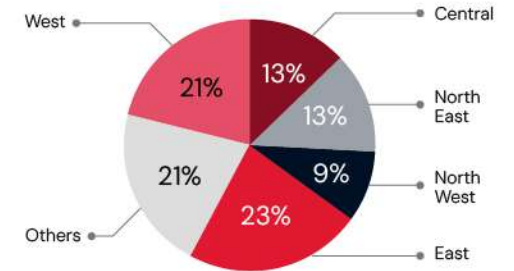
Age



Household Income



Region



# South Africa

Panel Count

# 34,000

Gender



Male

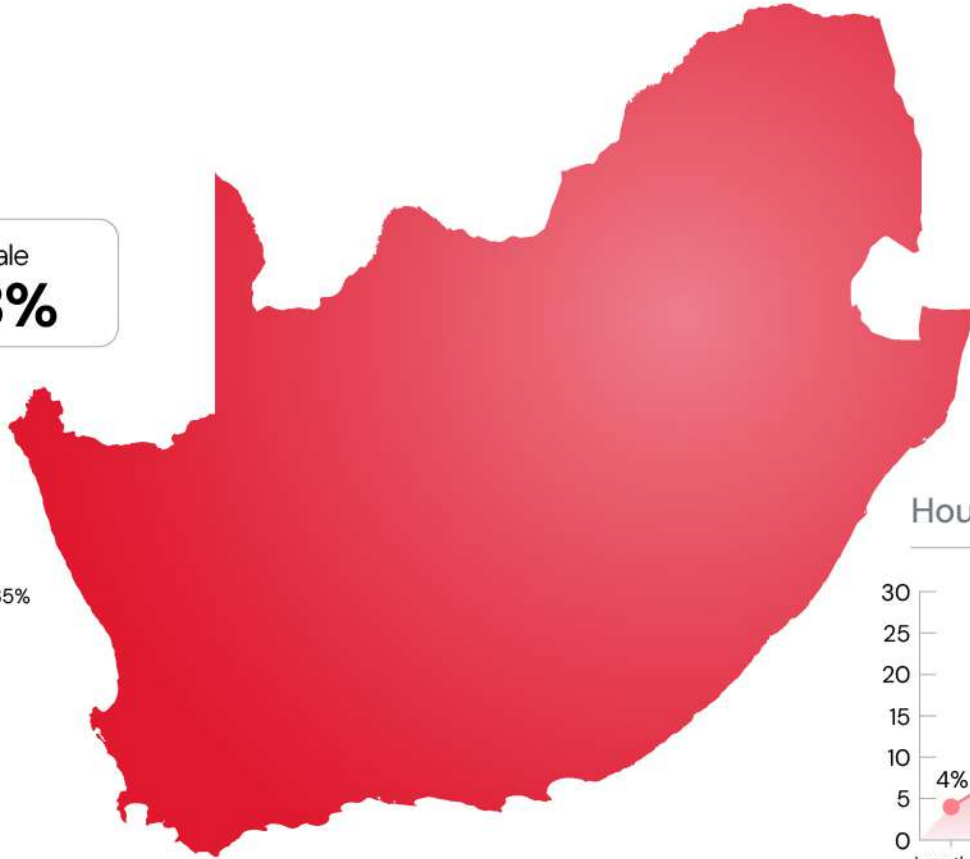
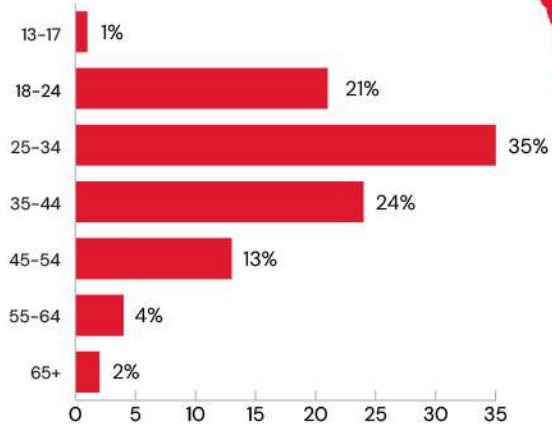
47%



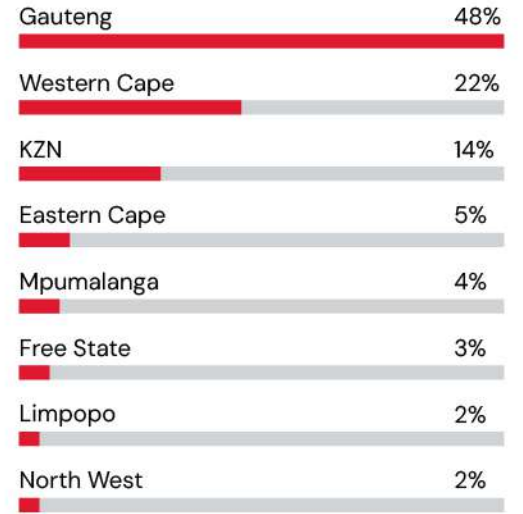
Female

53%

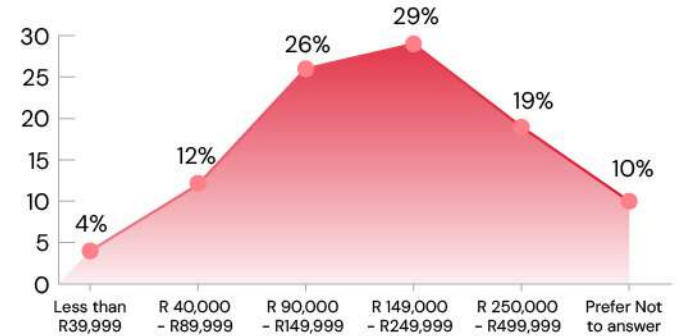
Age



Region



Household Income



# KSA

Panel Count

# 19,000

Gender



Male

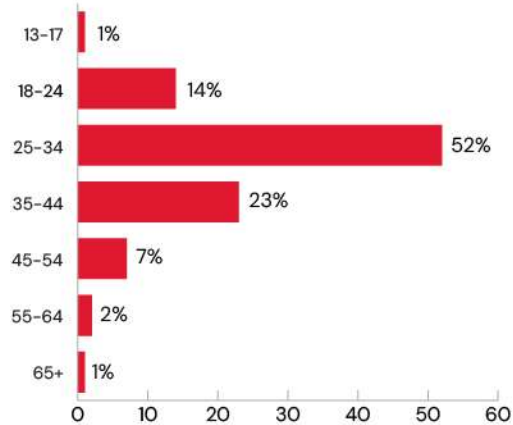
# 71%



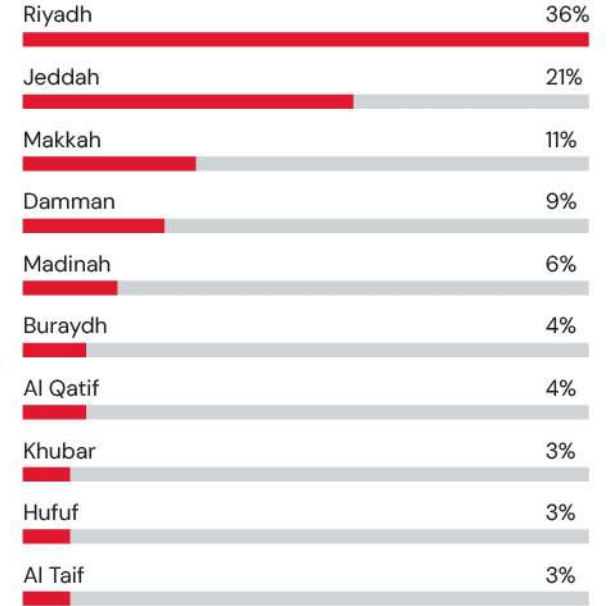
Female

# 29%

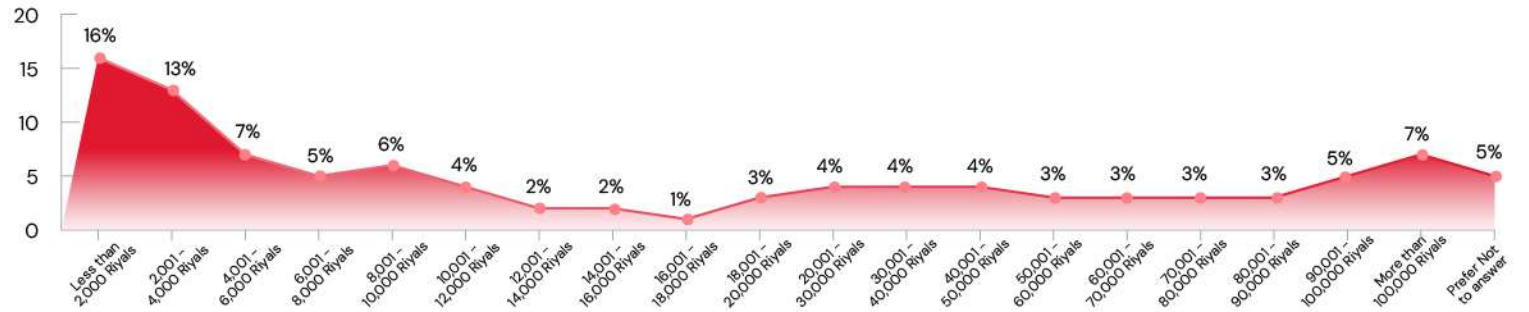
Age



Region



Household Income



# UAE (United Arab Emirates)

Panel Count

**21,000**

Gender

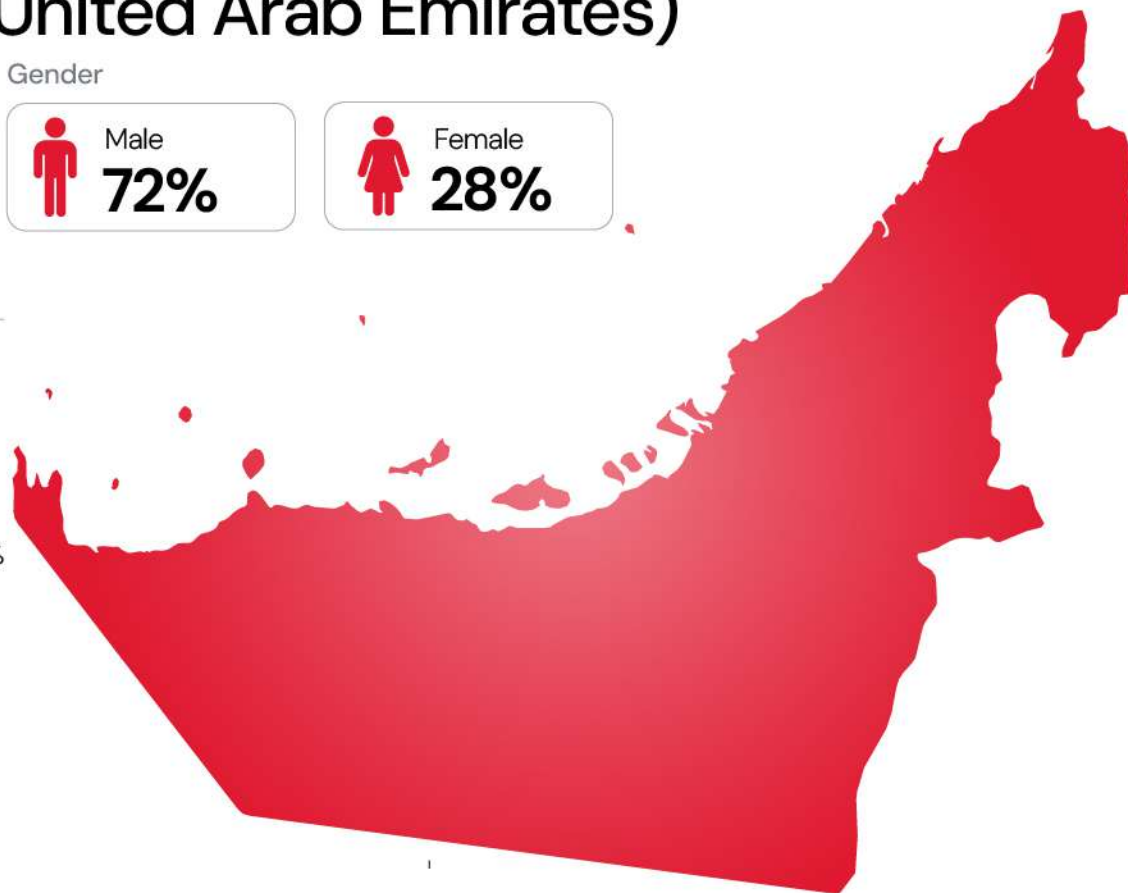
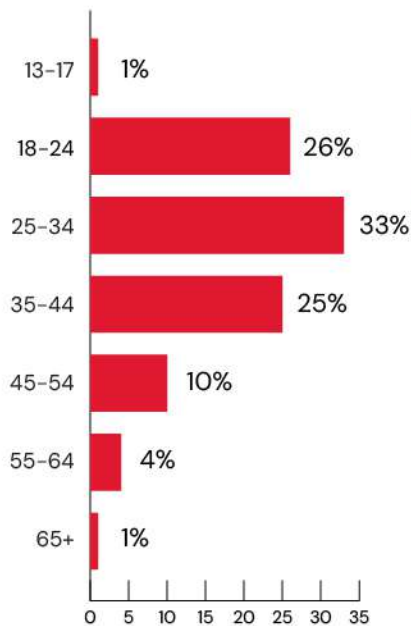


Male  
**72%**

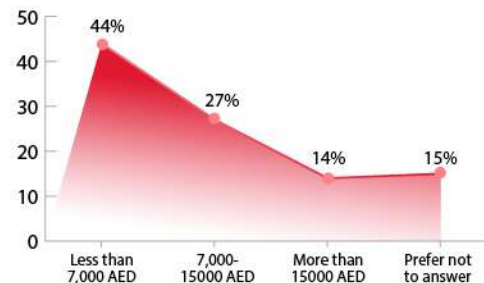


Female  
**28%**

Age



Household Income



Region



Apart from the above countries, below is where we have our own proprietary panel. While it may not be as strong as the above, we prefer quality over quantity:

## The Americas

- Argentina
- Chile

## EMEA

- Sweden
- Denmark
- Finland
- Israel
- Egypt
- Nigeria
- Ghana

## APAC

- Taiwan
- Japan
- China
- Malaysia
- New Zealand
- Vietnam
- South Korea

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of the curve.



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