



Panel Book 2021

About Us:

Opino Research Pvt Ltd provides access to experiences of engaged consumers, driven by Technology & Community Analytics. The consumers belong to hard-to-reach audiences & segments (Consumers, B2B & Specialist Audiences, including Healthcare) of the World's developed and rapidly growing economies, including BRICS, MINT, AP & MEA (currently 36 countries, and growing).

We provide access to consumer insights with our Online Panels that gives you the leading edge functionality and intuitive responses with superior flexibility. With over a decade's experience in the research industry, we are experts in gauging the cultural sensitivities, challenges, and opportunities in each of the markets we operate in.

We operate within consumer and business to business markets offering both qualitative and quantitative research services. Opino Research offer clients '**More value**' at '**Less cost**' through competitive pricing. Our services range from identifying market research requirements, devising a suitable programme, through to project implementation and reporting findings. The company was set-up in 2012 and has grown every year since. Based in Gurgaon, India, we now have field presence in 17 locations across India with over 700 full time field interviewers, along with a team of 80 telephone interviewers conducting interviews round the clock covering multiple countries across the world.

Panel Reach:



93187



202754



398966



328230



69978



59850



290238



301090



37592



60176



441222



272485



191445



73354



257977



59299



22298



59850



51793



229215



44770



65145



240878



160223



139087



99901



149703



191148



554178



594178



99579



691693

QUALITY PARAMETERS

QUALITY PARAMETERS

01. Triple Opt-in Verification

All our panelists undergo triple opt-in verification

02. Fraud Protection

Our proprietary management tool, SmartSight, filters fraudulent respondents by detecting masked IPs and proxy servers

03. Affiliate Verification

The affiliates & partners are thoroughly reviewed for their authenticity as well as their sources of inventory on web, social & mobile

04. Multi-Modal Verification

Panelists are Multimodal verified across email, mobile and social media

In Panel Management

01. Multi 'SmartSight' -Survey Frequency Controls

Limit the volume of surveys based on the panelist's survey history & other parameters backed by our progressive panel management solution, Multi 'SmartSight'-Survey

02. Ongoing Monitoring

Usage of highly advanced tools and predictive algorithms that enable us to track the panelists who do not conform to our quality standards

03. Incentivization

To ensure a durable panelists' lifespan in our community, we have a strong incentive system for proper & regular rewards to the panelists

04. Privacy

The panelist's personal information is rendered confidential by all our terms & conditions.



Our Profiling Attribute



Automotive



Travel



Finance



Employment



Electronics



Sports



Television Broadcast



Beverages



Computer/Internet usage



Shops/Restaurants



Mobile Phones



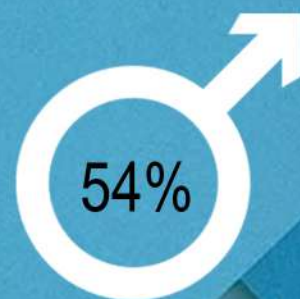
Argentina (93187)

Argentina, officially the Argentine Republic, is a country located mostly in the southern half of South America.



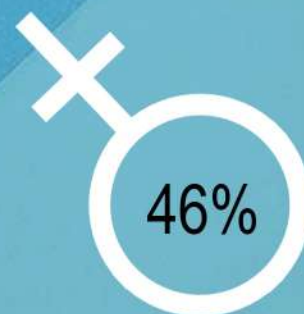
Age

13-17	01%
18-24	25%
25-44	63%
45-54	06%
55+	05%



Employment

Full-Time	65.25%
Part-Time	05.15%
Self-employed	10.35%
Homemaker	03.05%
Student	10.55%
Unemployed	02.45%
Retired	01.25%
Other	01.50%



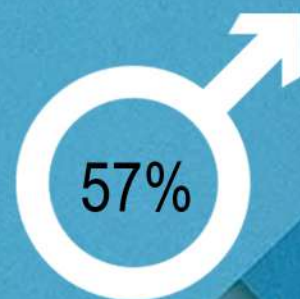


Australia (202754)

Australia, officially the Commonwealth of Australia, is a sovereign country comprising the mainland of the Australian continent, the island of Tasmania, and numerous smaller islands. It is the largest country in Oceania and the world's sixth-largest country by total area.

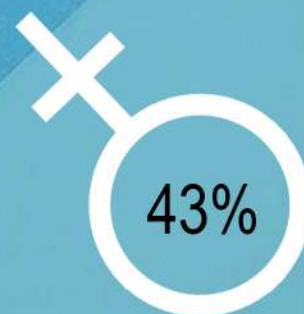
Age

13-17	02%
18-24	27%
25-44	62%
45-54	05%
55+	04%



Employment

Full-Time	61.25%
Part-Time	05.15%
Self-employed	10.25%
Homemaker	03.15%
Student	14.55%
Unemployed	02.25%
Retired	01.50%
Other	01.45%



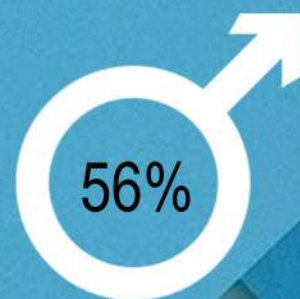


Brazil (398966)

Brazil, officially the Federative Republic of Brazil, is the largest country in both South America and Latin America. At 8.5 million square kilometers and with over 211 million people, Brazil is the world's fifth-largest country by area and the sixth most populous.

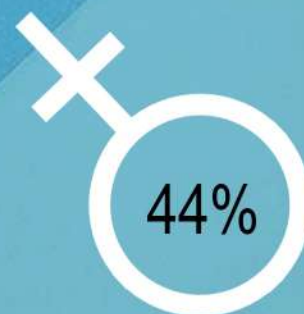
Age

13-17	01.50%
18-24	23.00%
25-44	66.00%
45-54	05.25%
55+	04.25%



Employment

Full-Time	61.25%
Part-Time	05.15%
Self-employed	10.25%
Homemaker	03.15%
Student	14.55%
Unemployed	02.25%
Retired	01.50%
Other	01.45%





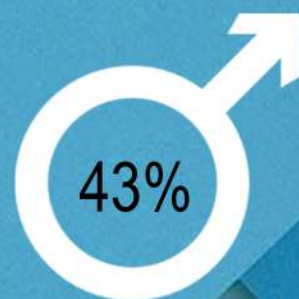
Canada (328230)

Canada is a country in the northern part of North America. Its ten provinces and three territories extend from the Atlantic to the Pacific and northward into the Arctic Ocean, covering 9.98 million square kilo-metres, making it the world's second-largest country by total area.



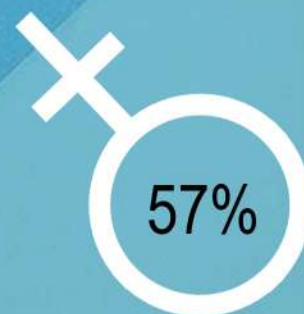
Age

13-17	02%
18-24	25%
25-44	65%
45-54	04%
55+	04%



Employment

Full-Time	61.25%
Part-Time	05.15%
Self-employed	10.25%
Homemaker	03.15%
Student	14.55%
Unemployed	02.25%
Retired	01.50%
Other	01.45%



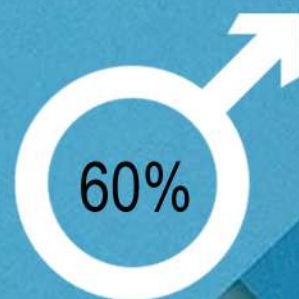
Colombia (69978)

Colombia, officially the Republic of Colombia is a country largely situated in the north of South America, with territories in North America.



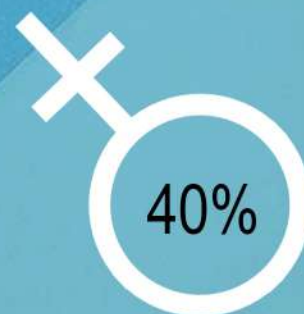
Age

13-17	03%
18-24	22%
25-44	62%
45-54	07%
55+	06%



Employment

Full-Time	61.25%
Part-Time	05.25%
Self-employed	10.35%
Homemaker	07.05%
Student	10.55%
Unemployed	02.45%
Retired	01.15%
Other	01.50%



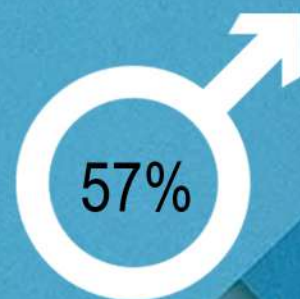


Egypt (59850)

Egypt, a country linking northeast Africa with the Middle East, dates to the time of the pharaohs. Millennia-old monuments sit along the fertile Nile River Valley, including Giza's colossal Pyramids and Great Sphinx as well as Luxor's hieroglyph-lined Karnak Temple and Valley of the Kings tombs.

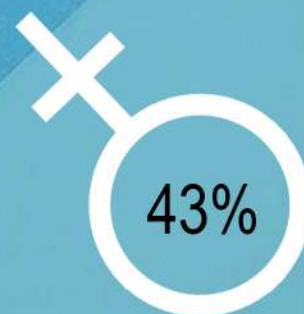
Age

13-17	03%
18-24	24%
25-44	61%
45-54	01%
55+	06%



Employment

Full-Time	60.25%
Part-Time	05.05%
Self-employed	11.35%
Homemaker	07.05%
Student	10.75%
Unemployed	02.45%
Retired	01.15%
Other	01.50%



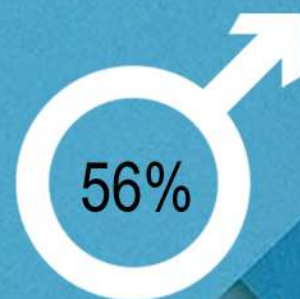


France (290238)

France, in Western Europe, encompasses medieval cities, alpine villages and Mediterranean beaches. Paris, its capital, is famed for its fashion houses, classical art museums including the Louvre and monuments like the Eiffel Tower.

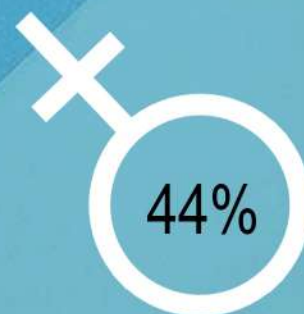
Age

13-17	02%
18-24	23%
25-44	60%
45-54	02%
55+	05%



Employment

Full-Time	58.25%
Part-Time	05.05%
Self-employed	12.35%
Homemaker	07.05%
Student	10.75%
Unemployed	03.45%
Retired	01.25%
Other	01.40%



Germany (301090)

Germany is a Western European country with a landscape of forests, rivers, mountain ranges and North Sea beaches. It has over 2 millennia of history. Berlin, its capital, is home to art and nightlife scenes, the Brandenburg Gate and many sites relating to WWII.

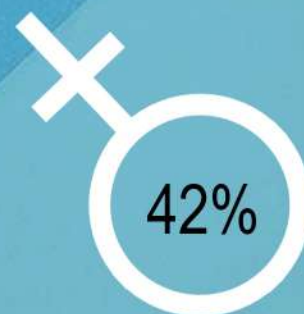
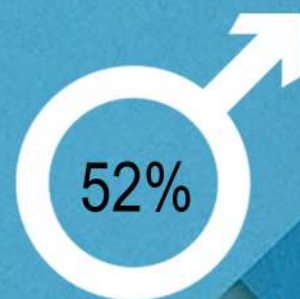


Age

13-17	02%
18-24	16%
25-44	46%
45-54	19%
55+	17%

Employment

Full-Time	58.25%
Part-Time	05.05%
Self-employed	12.35%
Homemaker	07.05%
Student	10.75%
Unemployed	03.45%
Retired	01.25%
Other	01.40%





Hong Kong (37592)

Hong Kong, officially the Hong Kong Special Administrative Region of the People's Republic of China, is a metropolitan area and special administrative region of China in the eastern Pearl River Delta by the South China Sea.

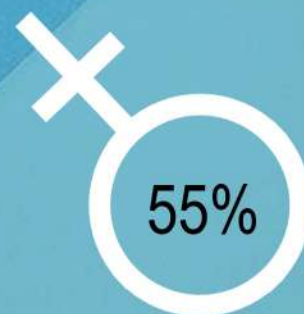
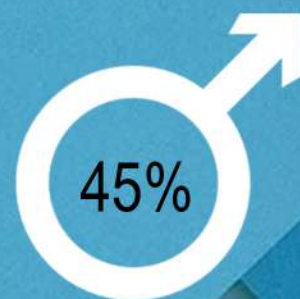


Age

13-17	02%
18-24	16%
25-44	46%
45-54	19%
55+	17%

Employment

Full-Time	68.29%
Part-Time	05.01%
Self-employed	08.35%
Homemaker	05.09%
Student	06.75%
Unemployed	03.41%
Retired	01.25%
Other	01.40%





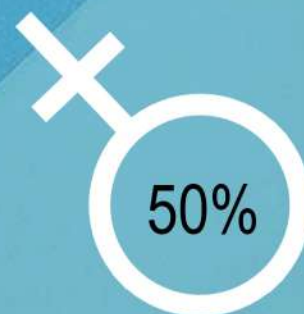
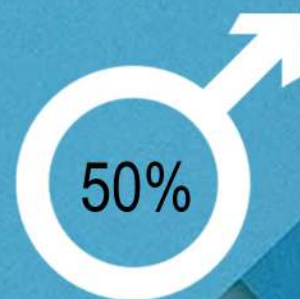
Hungary (60176)

Hungary is a landlocked country in Central Europe. Its capital, Budapest, is bisected by the Danube River. Its cityscape is studded with architectural landmarks from Buda's medieval Castle Hill and grand neoclassical buildings along Pest's Andrassy Avenue to the 19th-century Chain Bridge.



Age

13-17	04%
18-24	16%
25-44	45%
45-54	19%
55+	16%



Employment

Full-Time	68.20%
Part-Time	05.10%
Self-employed	08.00%
Homemaker	05.14%
Student	06.75%
Unemployed	03.71%
Retired	01.25%
Other	01.40%





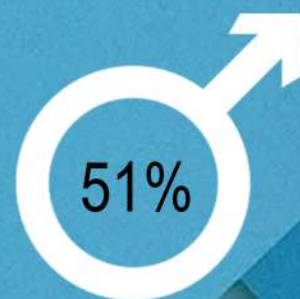
India (691693)

India, officially the Republic of India, is a country in South Asia. It is the second-most populous country, the seventh-largest country by area, and the most populous democracy in the world.



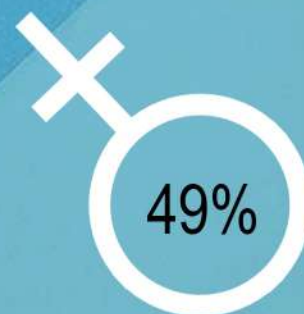
Age

13-17	14%
18-24	12%
25-44	41%
45-54	17%
55+	16%



Employment

Full-Time	60.00%
Part-Time	07.10%
Self-employed	08.00%
Homemaker	09.14%
Student	09.95%
Unemployed	05.71%
Retired	01.25%
Other	01.40%



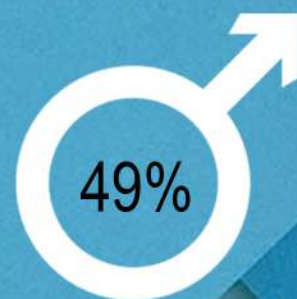
Indonesia (441222)

Indonesia, officially the Republic of Indonesia, is a country in Southeast Asia and Oceania, between the Indian and Pacific oceans.



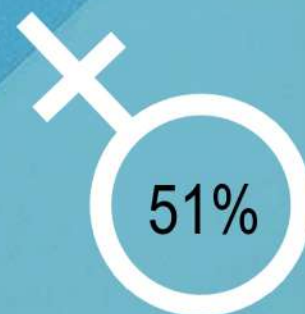
Age

13-17	14%
18-24	12%
25-44	41%
45-54	17%
55+	16%



Employment

Full-Time	60.20%
Part-Time	05.10%
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Homemaker	11.14%
Student	07.75%
Unemployed	05.71%
Retired	01.25%
Other	01.40%



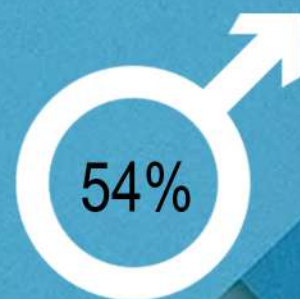


Italy (272485)

Italy, a European country with a long Mediterranean coastline, has left a powerful mark on Western culture and cuisine. Its capital, Rome, is home to the Vatican as well as landmark art and ancient ruins.

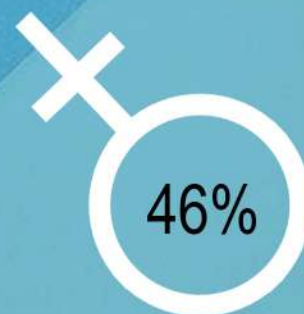
Age

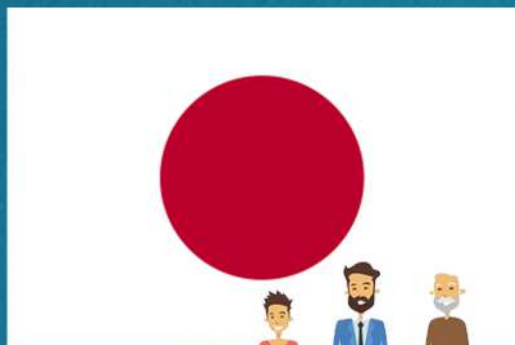
13-17	01%
18-24	25%
25-44	63%
45-54	06%
55+	05%



Employment

Full-Time	65.25%
Part-Time	05.15%
Self-employed	10.35%
Homemaker	03.05%
Student	10.55%
Unemployed	02.45%
Retired	01.25%
Other	01.50%





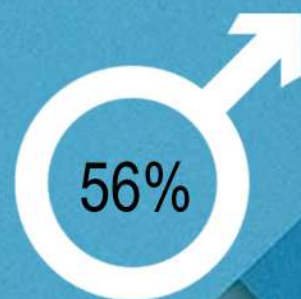
Japan (191445)

Japan is an island country in East Asia. It borders the Sea of Japan to the west, the Pacific Ocean to the east, and stretches from the Sea of Okhotsk in the north to the East China Sea in the south.



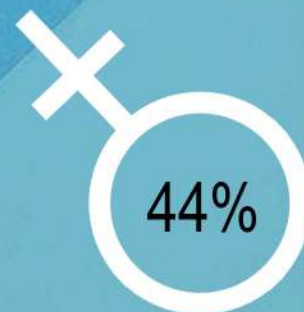
Age

13-17	02%
18-24	27%
25-44	62%
45-54	05%
55+	04%



Employment

Full-Time	61.25%
Part-Time	05.15%
Self-employed	10.25%
Homemaker	03.15%
Student	14.55%
Unemployed	02.25%
Retired	01.50%
Other	01.45%





Age

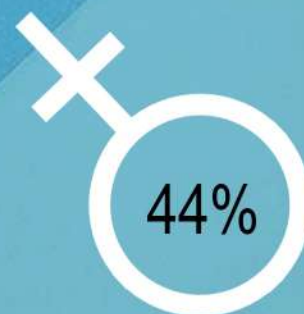
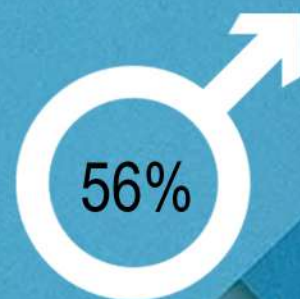
13-17	01.50%
18-24	23.00%
25-44	66.00%
45-54	05.25%
55+	04.25%

Employment

Full-Time	61.25%
Part-Time	05.15%
Self-employed	10.25%
Homemaker	03.15%
Student	14.55%
Unemployed	02.25%
Retired	01.50%
Other	01.45%

Malaysia (73354)

Malaysia is a Southeast Asian country occupying parts of the Malay Peninsula and the island of Borneo. It's known for its beaches, rainforests and mix of Malay, Chinese, Indian and European cultural influences.





Age

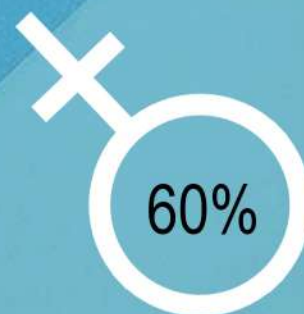
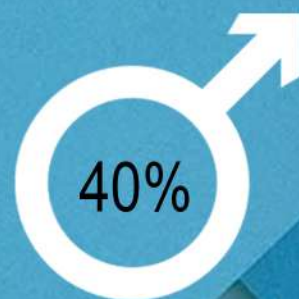
13-17	02%
18-24	25%
25-44	65%
45-54	04%
55+	04%

Employment

Full-Time	61.25%
Part-Time	05.15%
Self-employed	10.25%
Homemaker	03.15%
Student	14.55%
Unemployed	02.25%
Retired	01.50%
Other	01.45%

Mexico (257977)

Mexico, officially the United Mexican States, is a country in the southern portion of North America. It is bordered to the north by the United States; to the south and west by the Pacific Ocean; to the southeast by Guatemala, Belize, and the Caribbean Sea; and to the east by the Gulf of Mexico.



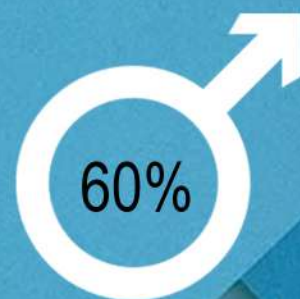
Netherlands (59299)

The Netherlands, a country in northwestern Europe, is known for a flat landscape of canals, tulip fields, windmills and cycling routes.



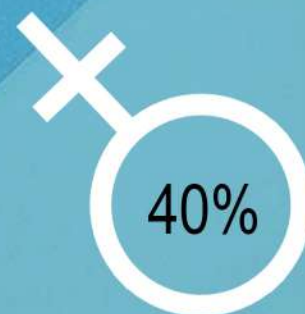
Age

13-17	03%
18-24	24%
25-44	61%
45-54	01%
55+	06%



Employment

Full-Time	60.25%
Part-Time	05.05%
Self-employed	11.35%
Homemaker	07.05%
Student	10.75%
Unemployed	02.45%
Retired	01.15%
Other	01.50%





New Zealand (22298)

New Zealand is a sovereign island country in the southwestern Pacific Ocean. The country has two main landmasses—the North Island, and the South Island—and around 600 smaller islands.



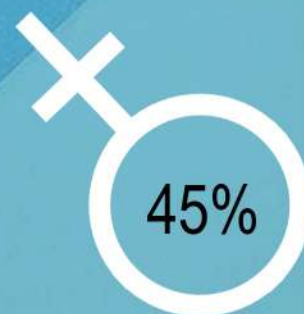
Age

13-17	02%
18-24	23%
25-44	60%
45-54	02%
55+	05%



Employment

Full-Time	58.25%
Part-Time	05.05%
Self-employed	12.35%
Homemaker	07.05%
Student	10.75%
Unemployed	03.45%
Retired	01.25%
Other	01.40%



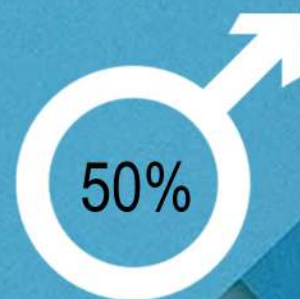


Philippines (59850)

The Philippines, officially the Republic of the Philippines, is an archipelagic country in Southeast Asia. Situated in the western Pacific Ocean, it consists of about 7,641 islands that are broadly categorized under three main geographical divisions from north to south: Luzon, Visayas and Mindanao.

Age

13-17	02%
18-24	16%
25-44	46%
45-54	19%
55+	17%



Employment

Full-Time	68.29%
Part-Time	05.01%
Self-employed	08.35%
Homemaker	05.09%
Student	06.75%
Unemployed	03.41%
Retired	01.25%
Other	01.40%



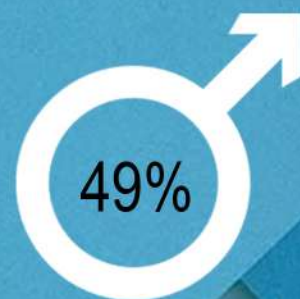


Romania (51793)

Romania is a southeastern European country known for the forested region of Transylvania, ringed by the Carpathian Mountains.

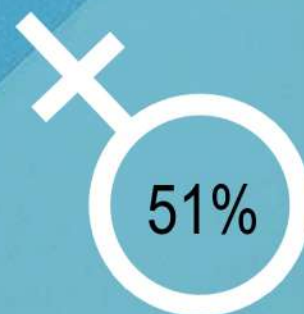
Age

13-17	05%
18-24	17%
25-44	43%
45-54	16%
55+	18%



Employment

Full-Time	60.00%
Part-Time	07.01%
Self-employed	08.35%
Homemaker	05.09%
Student	10.75%
Unemployed	05.70%
Retired	01.25%
Other	01.40%



Russia (59299)

Russia, or the Russian Federation, is a transcontinental country located in Eastern Europe and Northern Asia.

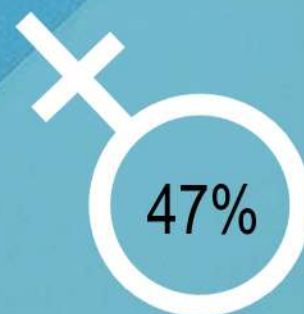
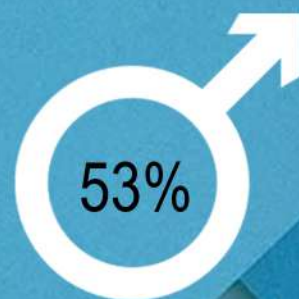


Age

13-17	04%
18-24	26%
25-44	55%
45-54	04%
55+	06%

Employment

Full-Time	50.29%
Part-Time	05.05%
Self-employed	13.35%
Homemaker	12.01%
Student	10.75%
Unemployed	05.45%
Retired	01.15%
Other	01.50%





Singapore (44770)

Singapore, officially the Republic of Singapore, is a sovereign city-state and island country in maritime Southeast Asia.



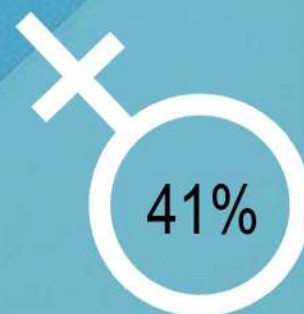
Age

13-17	05%
18-24	16%
25-44	44%
45-54	19%
55+	16%



Employment

Full-Time	62.29%
Part-Time	11.01%
Self-employed	09.35%
Homemaker	04.09%
Student	06.75%
Unemployed	03.41%
Retired	01.25%
Other	01.40%





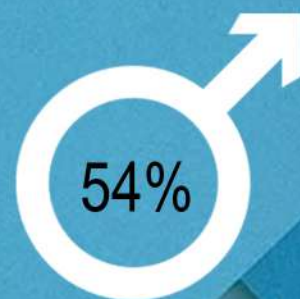
South Africa (65145)

South Africa is a country on the southernmost tip of the African continent, marked by several distinct ecosystems. Inland safari destination Kruger National Park is populated by big game



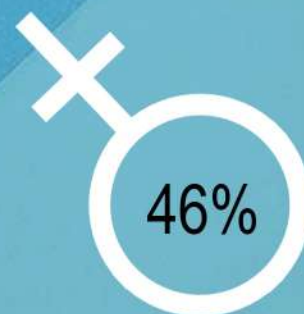
Age

13-17	05%
18-24	17%
25-44	43%
45-54	16%
55+	18%



Employment

Full-Time	50.00%
Part-Time	10.01%
Self-employed	02.35%
Homemaker	10.09%
Student	10.75%
Unemployed	05.70%
Retired	01.25%
Other	01.40%





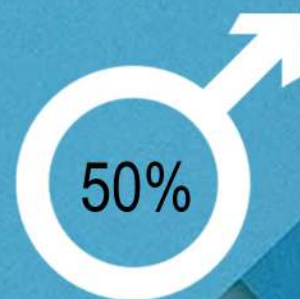
South Korea (240878)

South Korea, an East Asian nation on the southern half of the Korean Peninsula, shares one of the world's most heavily militarized borders with North Korea.



Age

13-17	03%
18-24	20%
25-44	56%
45-54	15%
55+	06%



Employment

Full-Time	62.00%
Part-Time	07.01%
Self-employed	09.35%
Homemaker	05.09%
Student	10.20%
Unemployed	03.70%
Retired	01.25%
Other	01.40%





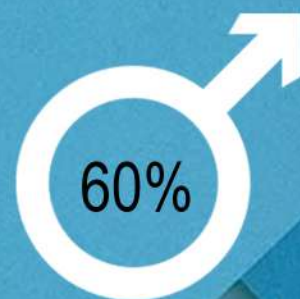
Spain (160223)

Spain, a country on Europe's Iberian Peninsula, includes 17 autonomous regions with diverse geography and cultures. Capital city Madrid is home to the Royal Palace and Prado museum, housing works by European masters.



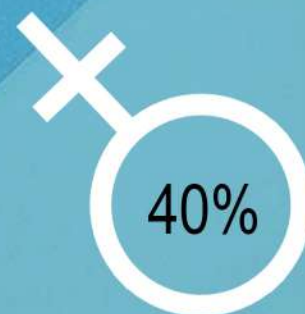
Age

13-17	03%
18-24	20%
25-44	56%
45-54	15%
55+	06%



Employment

Full-Time	74.00%
Part-Time	05.00%
Self-employed	07.00%
Homemaker	02.00%
Student	07.00%
Unemployed	03.00%
Retired	01.00%
Other	01.00%





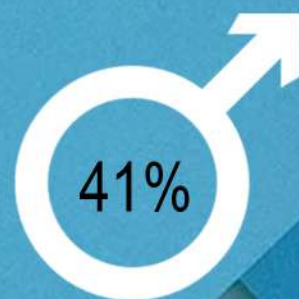
Sweden (139087)

Sweden is a Scandinavian nation with thousands of coastal islands and inland lakes, along with vast boreal forests and glaciated mountains.



Age

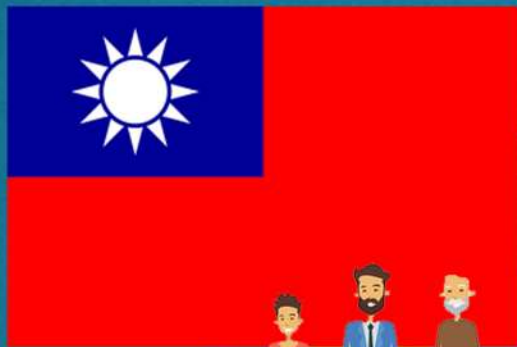
13-17	01%
18-24	12%
25-44	64%
45-54	17%
55+	06%



Employment

Full-Time	47.00%
Part-Time	13.00%
Self-employed	15.00%
Homemaker	04.00%
Student	10.00%
Unemployed	04.00%
Retired	05.00%
Other	02.00%





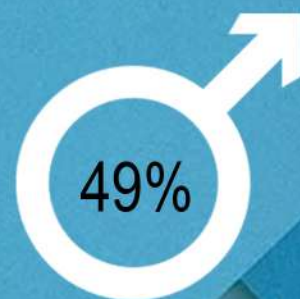
Taiwan (99901)

Taiwan, officially the Republic of China, is a state in East Asia. Neighbouring states include the People's Republic of China to the north-west, Japan to the north-east, and the Philippines to the south.



Age

13-17	14%
18-24	12%
25-44	41%
45-54	17%
55+	16%



Employment

Full-Time	60.20%
Part-Time	05.10%
Self-employed	10.00%
Homemaker	11.14%
Student	07.75%
Unemployed	05.71%
Retired	01.25%
Other	01.40%





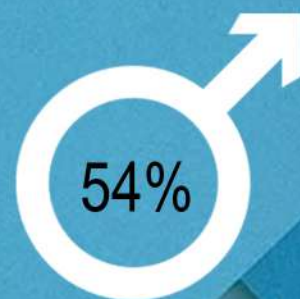
Thailand (149703)

Thailand is a Southeast Asian country. It's known for tropical beaches, opulent royal palaces, ancient ruins and ornate temples displaying figures of Buddha.



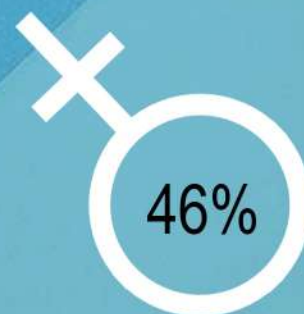
Age

13-17	01%
18-24	25%
25-44	63%
45-54	06%
55+	05%



Employment

Full-Time	65.25%
Part-Time	05.15%
Self-employed	10.35%
Homemaker	03.05%
Student	10.55%
Unemployed	02.45%
Retired	01.25%
Other	01.50%





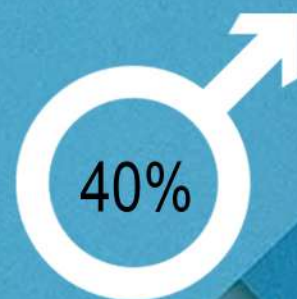
Turkey (191148)

Turkey, officially the Republic of Turkey, is a transcontinental country located mainly on the Anatolian peninsula in Western Asia, with a smaller portion on the Balkan peninsula in Southeastern Europe.



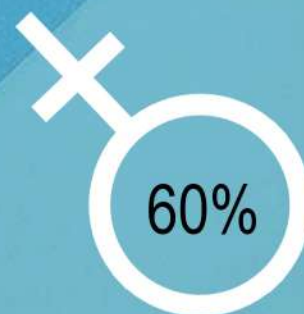
Age

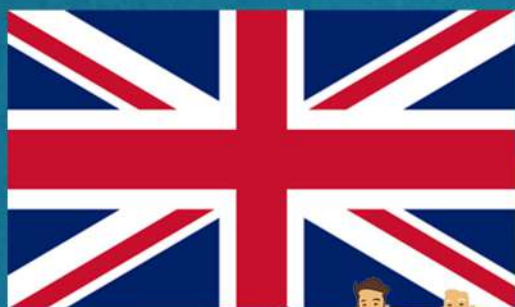
13-17	02%
18-24	16%
25-44	46%
45-54	19%
55+	17%



Employment

Full-Time	68.29%
Part-Time	05.01%
Self-employed	08.35%
Homemaker	05.09%
Student	06.75%
Unemployed	03.41%
Retired	01.25%
Other	01.40%





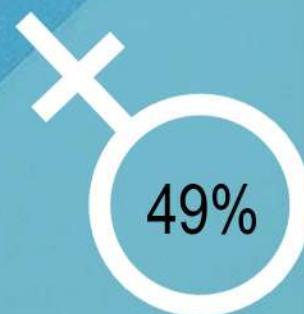
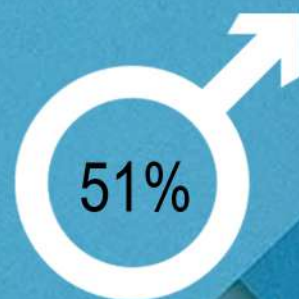
UK(554178)

The United Kingdom, made up of England, Scotland, Wales and Northern Ireland, is an island nation in northwestern Europe.



Age

13-17	14%
18-24	12%
25-44	41%
45-54	17%
55+	16%



Employment

Full-Time	60.00%
Part-Time	07.10%
Self-employed	08.00%
Homemaker	09.14%
Student	09.95%
Unemployed	05.71%
Retired	01.25%
Other	01.40%



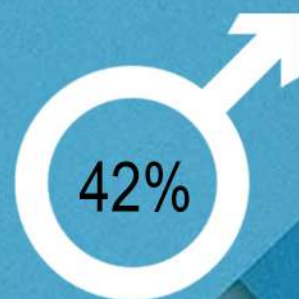


USA (594178)

The U.S. is a country of 50 states covering a vast swath of North America, with Alaska in the northwest and Hawaii extending the nation's presence into the Pacific Ocean.

Age

13-17	02%
18-24	25%
25-44	65%
45-54	04%
55+	04%



Employment

Full-Time	61.25%
Part-Time	05.15%
Self-employed	10.25%
Homemaker	03.15%
Student	14.55%
Unemployed	02.25%
Retired	01.50%
Other	01.45%



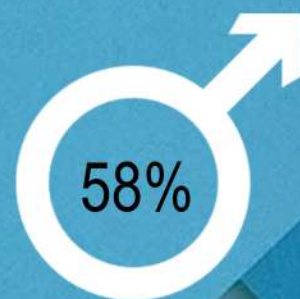


Vietnam (99579)

Vietnam is a Southeast Asian country on the South China Sea known for its beaches, rivers, Buddhist pagodas and bustling cities. Hanoi, the capital, pays homage to the nation's iconic Communist-era leader, Ho Chi Minh, via a huge marble mausoleum.

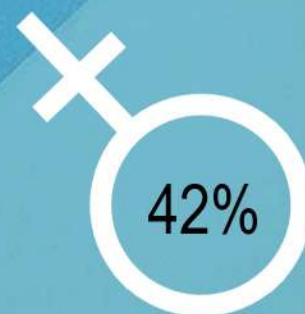
Age

13-17	01%
18-24	25%
25-44	63%
45-54	06%
55+	05%



Employment

Full-Time	65.25%
Part-Time	05.15%
Self-employed	10.35%
Homemaker	03.05%
Student	10.55%
Unemployed	02.45%
Retired	01.25%
Other	01.50%





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