

Profiles Respondent Hub

Get answers you can trust from people everywhere

Find a breakout of the 170+ million people across our top 100 markets within the Profiles Respondent Hub – the most reliable network in the industry.

July 2024 | Kantar Profiles

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1: About Kantar Profiles

Delivering the quality data you expect with the flexibility you need.

Click "read on" to learn about who we are and what we offer our clients.

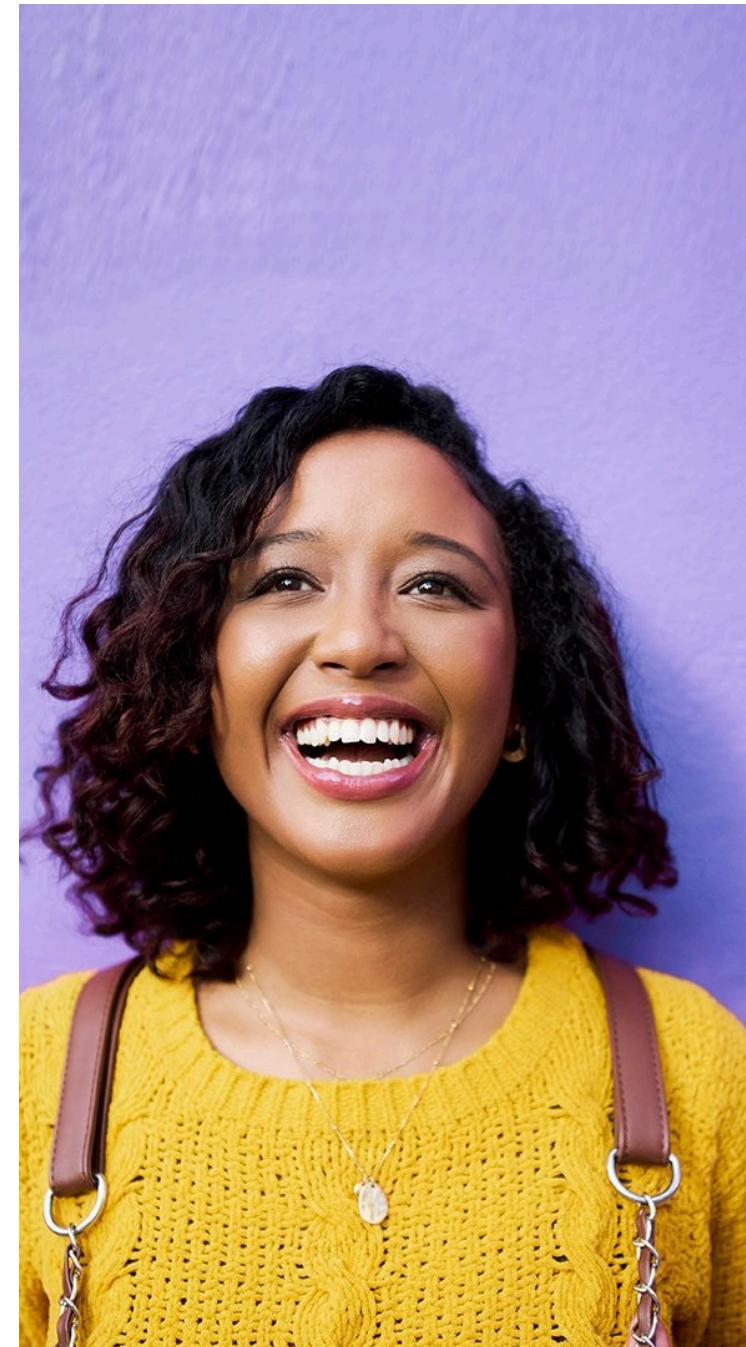
About Kantar Profiles

Kantar Profiles is home to the world's most reliable respondent hub for consumer insights. We own and operate six proprietary premium panels and provide access to 170+ million consumers across 100 global markets - enabling meaningful conversations with the people who matter most to your brand, with speed and at scale.

With decades of experience, we have developed a range of customisable research services powered by our panels. Profiles' services are designed to give clients marketing research support when, where, and how they need it most – from insights gathering and connecting data sources to campaign activation and reporting.

Our clients make critical brand and product decisions with confidence due to our unparalleled innovations and investment into AI-driven anti-fraud and panel management technology.

Kantar Profiles is your strategic partner for essential data collection – **delivering the quality you expect with the flexibility you need.**



Kantar Profiles is the extension of your insights team

We save you time and money while delivering data you can rely on by seamlessly filling in research gaps where and when you need it most.

Our Solutions

› Custom Survey Solutions

› Quick Turn Surveys

› Sample Only Fieldwork

› Connected Data Solutions

Our Services & Deep People Expertise



Data science & fraud prevention



Survey design & respondent engagement



Sample blending & quota management



Panel management & engagement

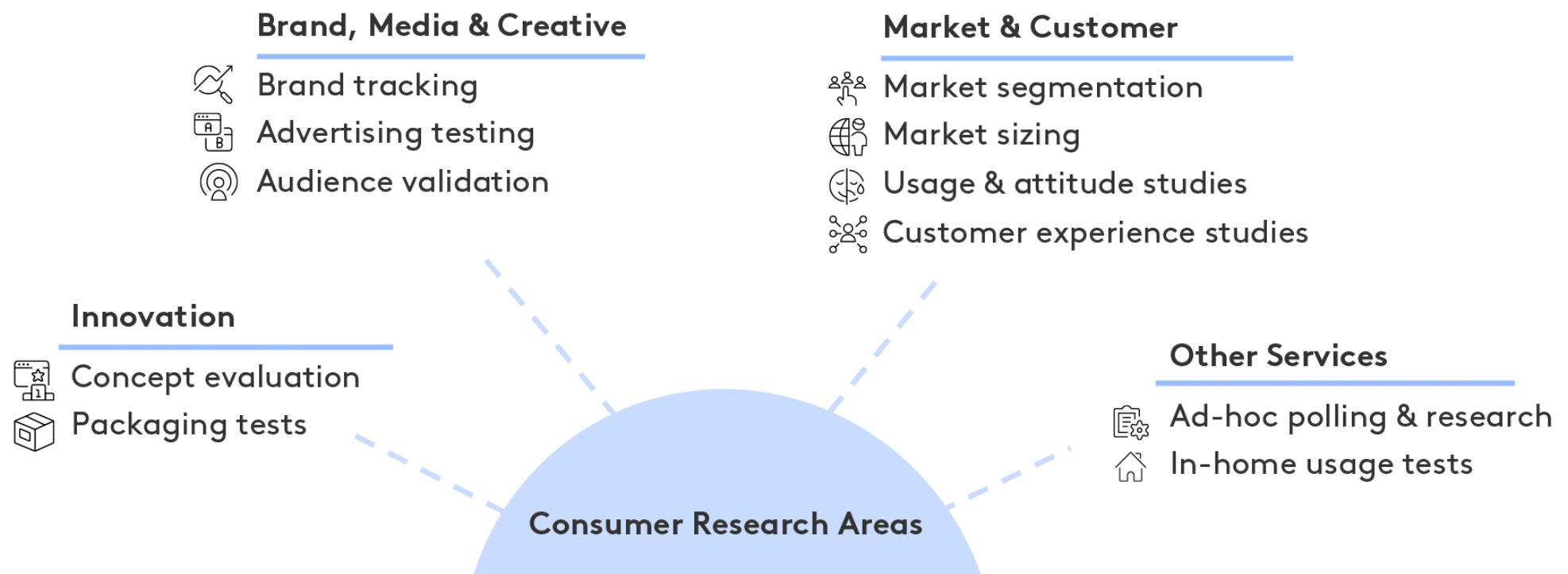


Data processing & analysis



Connected data & campaign activation

Supporting custom research across a range of vital areas



Best global reach – with local relevance

We are your one-stop-shop for trusted survey respondents worldwide.

170m+

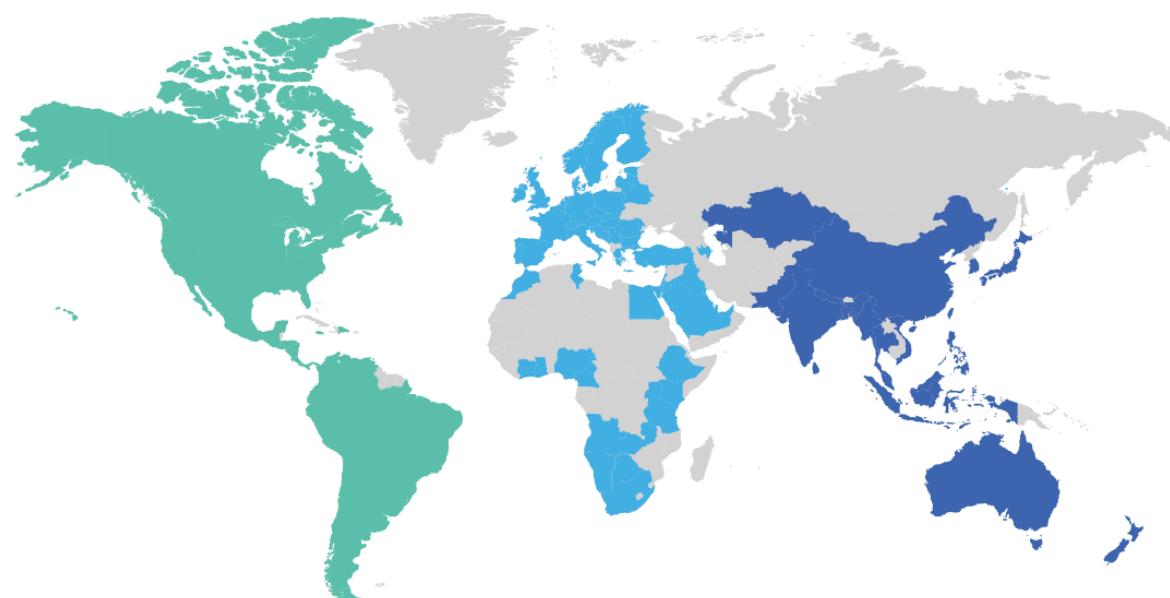
respondents

100

markets

6

Proprietary
premium panels



45m

respondents
accessible for
Connected
Data Solutions

80%+

of the industry's top
sample sources
available via API

Powered by Profiles' Premium Panels, providing unrivalled quality & engagement

55

markets

26

Languages



Wholly-owned panel:
Exclusively available to Kantar clients, our highly engaged panel across 44 markets and 26 languages with 4,800 profiling attributes.



Exclusive partnership:
A specialist panel sourced from 12m Qantas loyalty members with 5x higher response rates than traditional recruitment.



Wholly-owned panel:
Exclusive and high-quality panel offering fun and engaging access to instant cash-based rewards, across six of our Tier 1 markets.



Wholly-owned mobile panel:
Exclusively available to Kantar clients, our highly engaged mobile panel covering tier 1-5 cities in mainland China, with expertise in "big-small data fusion" and data connection with DMPs.



Wholly-owned panel:
Exclusively available to Kantar clients, our mobile-led panel across 13 markets in Africa, Middle-East and India serviced in 6 languages.



Wholly-owned panel:
The Gold standard panel in the Australian market, including the use of offline recruitment methods, with large scale access to consumers and unparalleled B2B respondent reach.



Most dependable data – delivering more than

Fewer Assumption

Reducing post-field data weighting and assumptions by setting research up for success.

Time & Budget

Spend less time checking and replacing data by surveying real people.

Complete Datasets

Fulfill all your sample and quota needs in-field, every time.

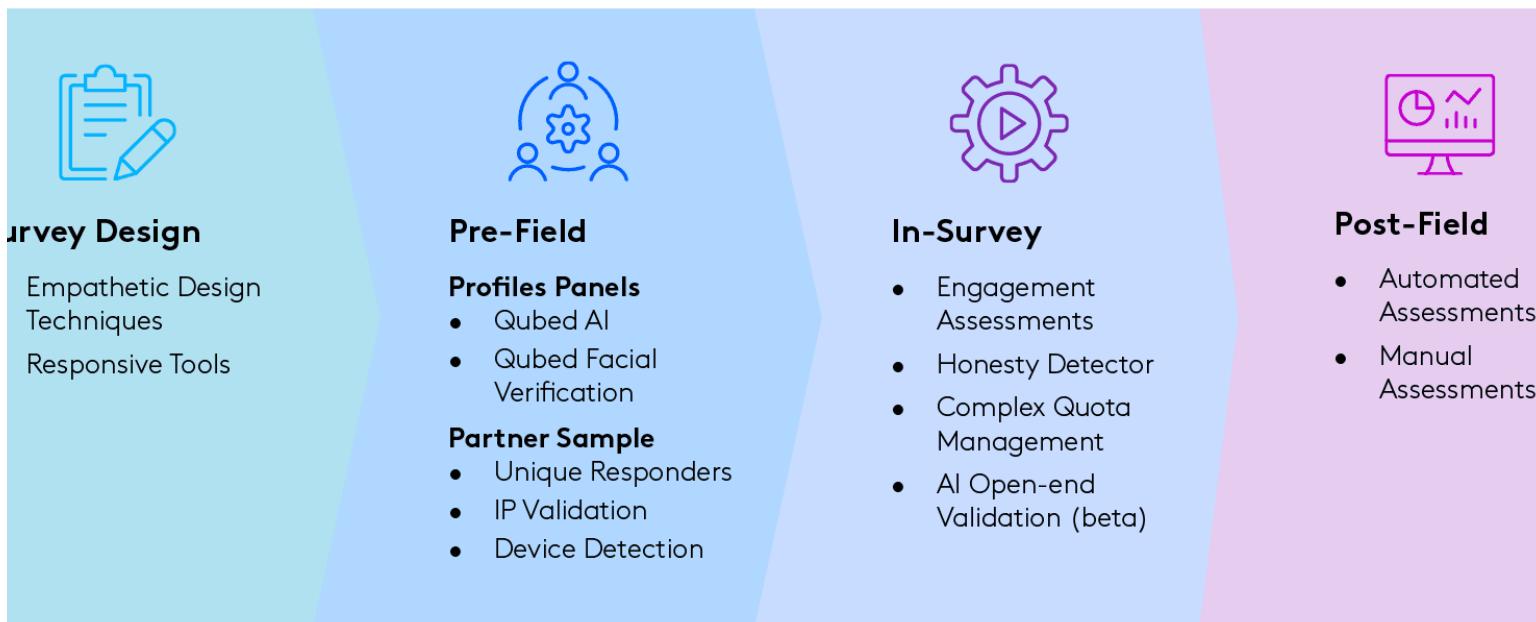
Peace of Mind

Know your decisions are made with dependable data.



Dependability from project start to finish

Using the right balance of human expertise and machine learning quality measures





2: AI-Driven Data Defence Technology

Quality is fundamental, not discretionary.

Click "read on" to learn about the different types of fraud we see today, the impact it has on your data, and what Profiles is doing to mitigate it.

Panel fraud will skew data dramatically

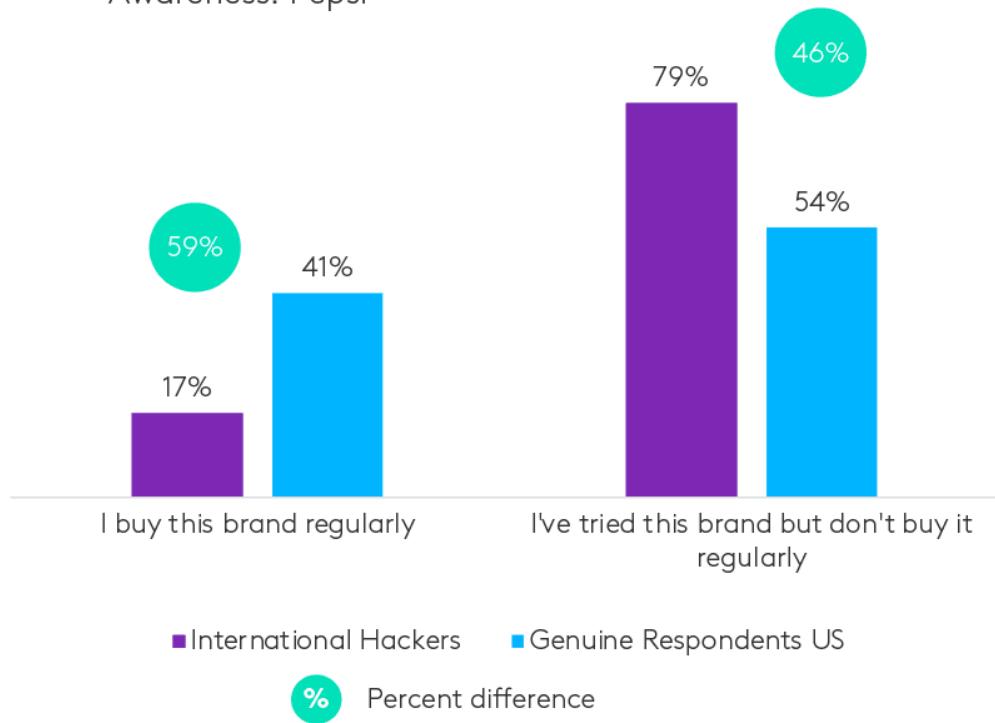
What happens when fraudulent answers are in the mix?

Brands funnel a significant portion of their insights budget towards market research driven by panel data.

Unfortunately, dishonest people will try to cheat the panel system to earn rewards, either by providing disingenuous information or intentionally hacking surveys.

This means research data can be unknowingly spoiled by survey fraud, resulting in misinformed decisions.

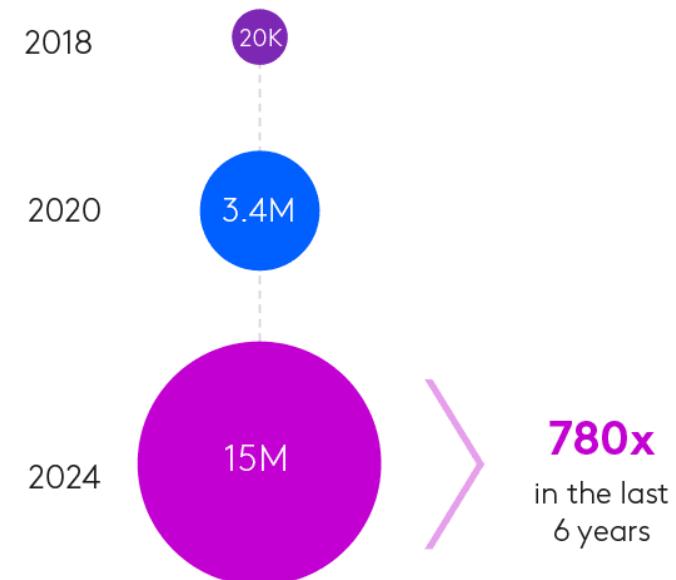
Awareness: Pepsi



Panel fraud is growing exponentially, but not all fraud is the same

Quality Flag & % Of All Flagged Panellists		Damage to Data Integrity
41%	International Hackers	Very High
13%	Known Bots	Very High
7%	Inconsistent Answers	Very High
7%	Ghost-Completes	High
9%	Fake Profiles	Moderate/High
8%	Duplicate Respondents	Moderate/High
4%	Speeding	Moderate/Low
3%	Gibberish	Moderate/Low
3%	Straight-lining	Moderate/Low
3%	Rude Language/Bad English	Moderate/Low
2%	Attention checker Fails	Moderate/Low

Estimated “Completed Surveys” by international hackers:



Profiles futureproofs fraud prevention and improves response quality with our proprietary anti-fraud AI

A single action doesn't define a panellist - there's a whole story to tell.

This is why Profiles' proprietary anti-fraud technology, Qubed AI, uses advanced machine learning and data from a respondent's full history to detect fraud.

And it's the only technology capable of detecting increasingly sophisticated international hackers.

It can score people on:

1.

Location

Are they where they say they are?

2.

Diligence

Are they paying attention during surveys?

3.

Duplication

Does their activity mirror other bad actors?

4.

Demographics

Are their demographic selections sensible?

Real-time,
continuous
operation

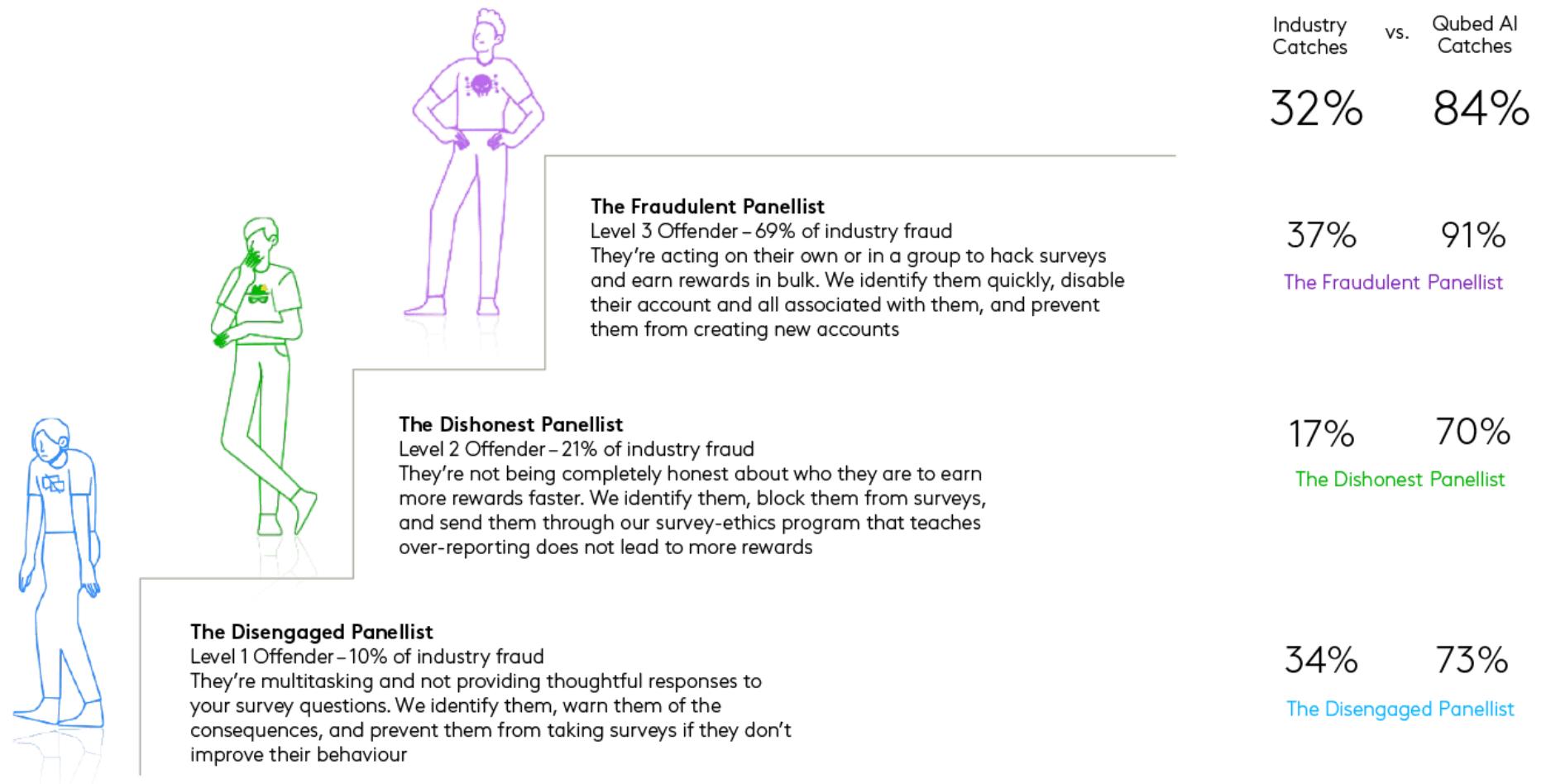
Processes over
300
survey &
respondent
features per
survey session

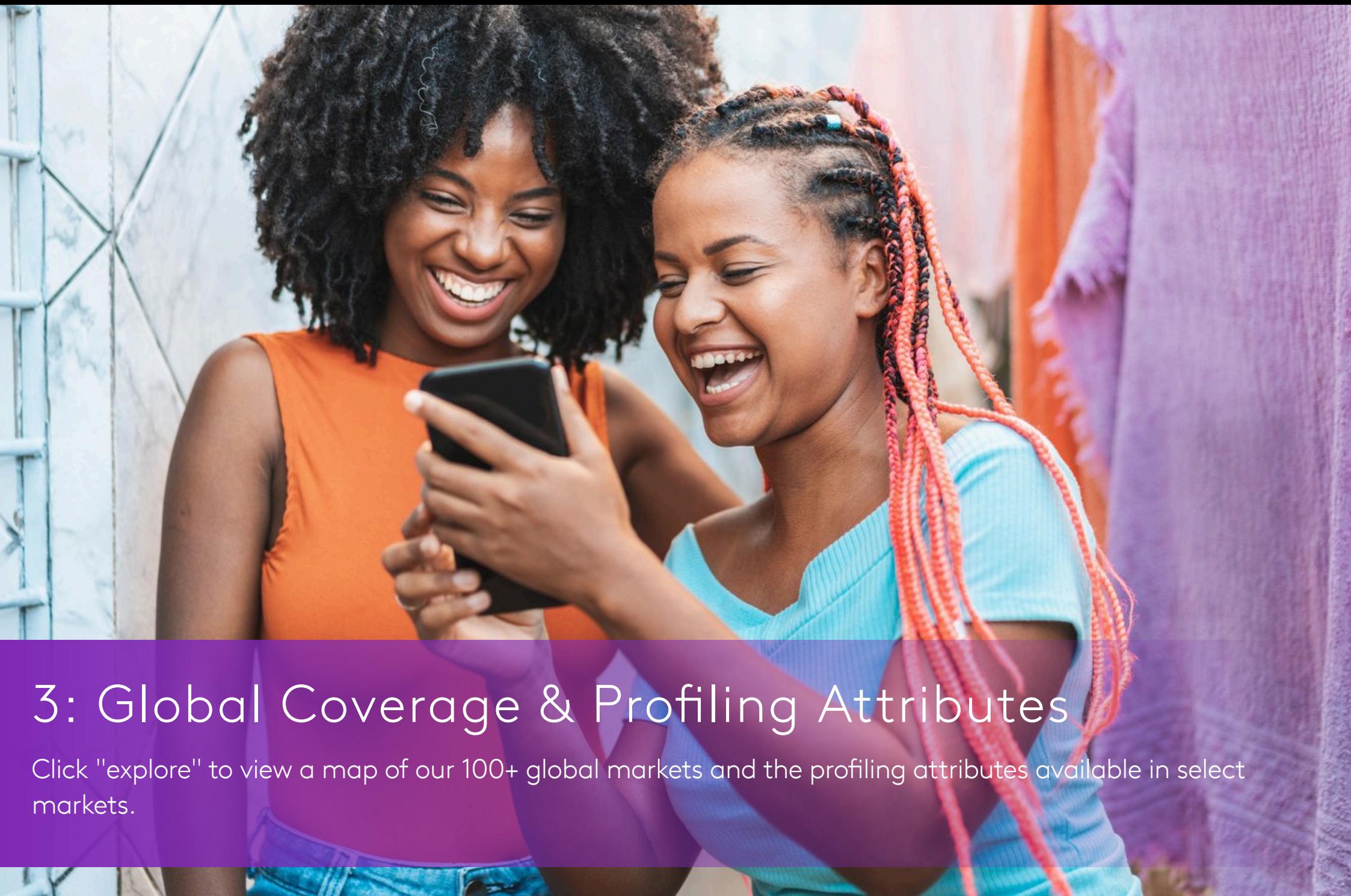
Detects fraud within
milliseconds,
triggering an appropriate
response instantly

Trained daily
based off
60m+
events

Powered by
5
Deep Neural Networks

The premium difference

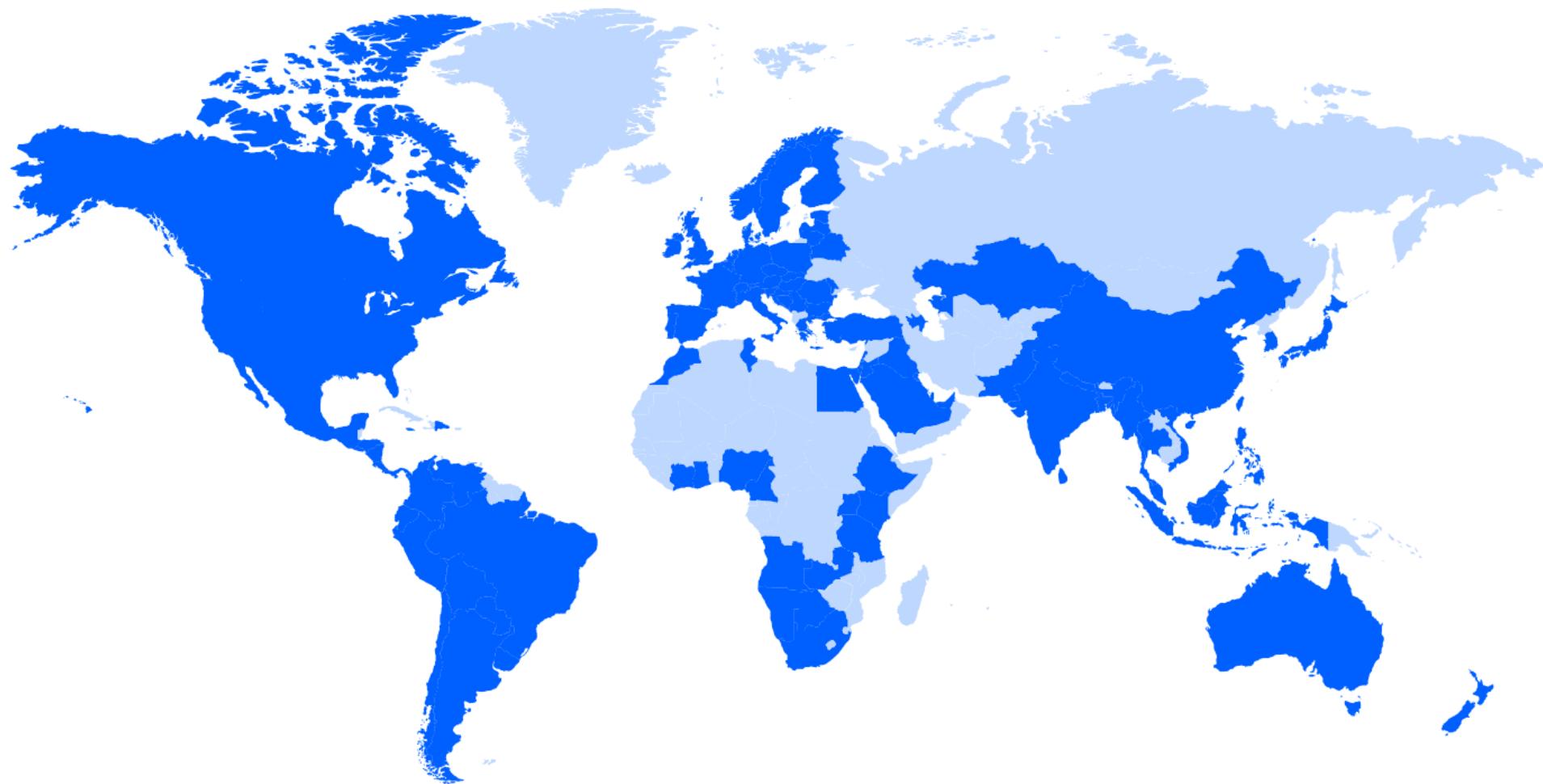




3: Global Coverage & Profiling Attributes

Click "explore" to view a map of our 100+ global markets and the profiling attributes available in select markets.

Our Respondent Hub has global scale with local relevance: 170m+ people across 100+ markets



Our panel profiling attributes

Basic

- AGE
- GENDER
 - Male
 - Female
 - Another gender
- ETHNICITY
- LATINO OR HISPANIC DESCENT
- US HISPANIC ACCULTURATION
- MARITAL STATUS
 - Never Married/Single
 - Domestic partnership / Living with partner Married
 - Separated
 - Divorced
 - Widowed
- EDUCATION
- SOCIO ECONOMIC LEVEL

- OTHER TYPE OF RESEARCH INTERESTED IN
 - Food/wine tasting
 - Mobile usage studies / Mobile phone surveys
 - SMS surveys
 - Phone surveys
 - Online bulletin boards/diaries
 - Web camera studies
 - In home testing of new products
 - Focus group studies

Household

- HOUSEHOLD SIZE
- NUMBER OF PEOPLE IN HOUSEHOLD
- NUMBER OF CHILDREN
- AGE AND GENDER OF CHILDREN
- PETS
- TYPE OF ACCOMMODATION
 - Rented apartment
 - Owned apartment
 - Rented house
 - Owned house
 - Living with my parents
 - Other
- TYPES OF PRODUCTS PURCHASED ONLINE
- OFFLINE ACTIVITIES
 - Watch Digital Television without subscription
 - Watch Pay-tv
 - Go to the cinema
 - Listen to the radio
 - Read newspapers or magazines
 - Play video games
- MOTHER AND BABY
 - Expectant mothers
 - Month/year baby is expected
 - First time mothers

Profiling attributes continued...

Employment

- OCCUPATION STATUS
 - Full-time work
 - Part-time work
 - Own business / Self-employed / Freelance
 - Active military service
 - Parental leave
 - Retired
 - Unemployed
 - Homemaker
 - Leave of absence
 - Studies
 - Unable to work
 - Other type of paid work
- FIELD OF EXPERTISE

- PROFESSIONAL POSITION IN COMPANY
 - Director/Manager
 - Other decision maker
 - Not a managing position
- PRIMARY ROLE IN ORGANIZATION
- INDUSTRY SECTOR
- DECISION MAKER
- PURCHASE INFLUENCER
- COMPANY SIZE
- COMPANY ANNUAL GROSS TURNOVER

Technology and Gaming

- MOBILE PHONE OWNERS
- PERSONAL MOBILE PHONE CARRIER
- INTERNET CONNECTION
 - Mobile internet connection
 - Fixed Internet Connection
 - Modem/Dial-up
 - Other type of broadband connection
 - I have no internet connection at home

- EARLY ADOPTER
- ELECTRONIC PRODUCTS OWNED
- ELECTRONIC PRODUCT DECISION MAKER
- GAMING PLATFORMS AND DEVICES
- VIDEO GAME TYPES PLAYED AND FREQUENCY
- VIDEO GAME SPENDING
- PLATFORMS USED TO WATCH VIDEO GAME CONTENT
- MOBILE PHONE PLAN TYPE
- PERSONAL MOBILE PHONE BRAND

Profiling attributes continued...

Smoking & Tobacco

- TOBACCO - DO YOU SMOKE
 - Yes, I smoke
 - Yes, I smoke now and then
 - Yes, I smoke but I'm planning to quit
 - No, I have just quit
 - No, I don't smoke
 - No, I don't smoke, but use other tobacco products
- OTHER TOBACCO PRODUCTS
 - Cigars
 - Other smokeless tobacco
 - Pipe
 - Cigarillos
 - Snus
 - Chewing tobacco
 - Cigarettes
 - E-cigarettes / Vaporizer
 - Roll your own tobacco

- CIGARETTES QUITTING METHODS
- CIGARETTES NUMBER SMOKED PER DAY
- CIGARETTES BRANDS SMOKED

Hobbies & Interests

- SPORTS & GAMBLING
- TYPES OF HOBBIES & INTERESTS
- MUSIC PREFERENCES
- MOVIE THEATER FREQUENCY
- MOVIES RENT/DOWNLOAD AND PURCHASE FREQUENCY
- MOVIE TYPES PREFERENCE

Media

- SOCIAL MEDIA USED
- RADIO LISTENING FREQUENCY
- TV HOURS WATCHED PER WEEK
- PUBLICATIONS READ
- MUSIC STREAMING SERVICES USED
- TV SUBSCRIPTION SERVICES USED

Profiling attributes continued...

Automotive

- NUMBER OF VEHICLES IN HOUSEHOLD
 - Primary and Secondary Vehicle
 - No, I am not considering it
 - Yes, I'm considering buying or leasing a used car
 - Yes, I'm considering buying or leasing a new car
 - Yes, but unsure if the car will be used or new
- VEHICLE MANUFACTURER
 - Primary and Secondary Vehicle
- VEHICLE BODY & FUEL TYPE
- TWO-WHEELED VEHICLE OWNERS, BRAND, TYPE, ENGINE SIZE
- AUTOMOTIVE DECISION MAKER
- ACCESS TO CAR
- PURCHASE/LEASE INTENTION - NEW OR USED CARS
 - No, I am not considering it
 - Yes, I'm considering buying or leasing a used car
 - Yes, I'm considering buying or leasing a new car
 - Yes, but unsure if the car will be used or new

Food & Beverage

- PRIMARY GROCERY SHOPPER
- BEVERAGE AND ALCOHOL CONSUMPTION
- FAST FOOD RESTAURANTS & FREQUENCY
- MAIN GROCERY STORE

Travel

- TRAVEL DESTINATION PAST YEAR
- PURPOSE OF TRAVEL
- FLIGHTS - DOMESTIC/INTERNATIONAL FLIGHTS - AIRLINES USED
- FLIGHTS BOOKED ONLINE
- HOTEL CHAINS STAYED DURING TRAVEL

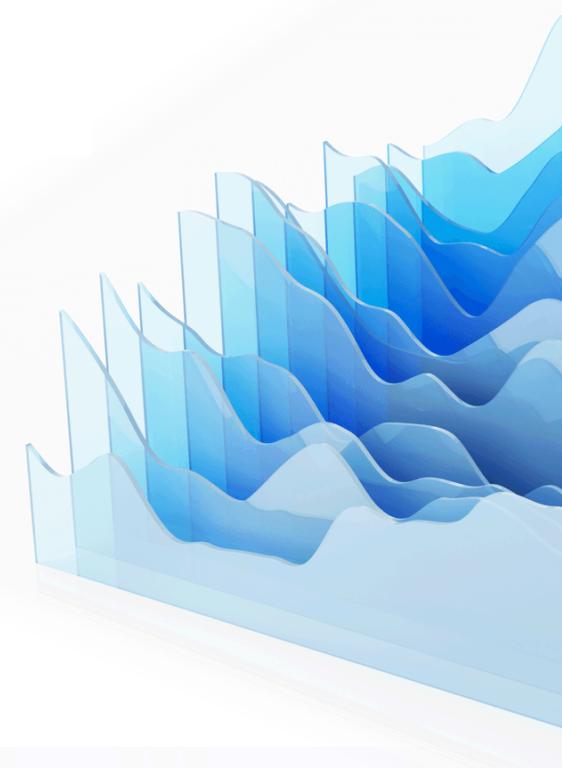
Profiling attributes continued...

Health

- CHRONIC CONDITION PRESENT
- CARDIAC CONDITIONS
 - Angina
 - Arrhythmia
 - Atrial Fibrillation
 - Congestive Heart Failure
 - High Blood Pressure (Hypertension)
- CANCER DIAGNOSED
- DIABETES DIAGNOSED
- HEALTH INSURANCE TYPE
- CHRONIC CONDITION CAREGIVER
- HEARING PROBLEMS/HEARING AIDS
- HEALTH CONDITIONS INCLUDING:
 - Ankylosing Spondylitis
 - Anxiety
 - Asthma

Finance

- ADD
- Bipolar Disorder
- COPD
- Crohn's Disease
- Depression
- GERD or acid reflux
- High Cholesterol
- HIV
- Insomnia
- Irritable Bowel Syndrome
- Migraine
- Multiple Sclerosis
- Osteoarthritis
- Psoriasis
- Psoriatic Arthritis
- Rheumatoid Arthritis
- Sleep Apnea





4: Respondent Hub Demographics: AMS

Click "explore" to view demographics by market in the Americas

The Americas

Total Reach: 65+ million

Markets:

- Argentina
- Bolivia
- Brazil
- Canada
- Chile
- Colombia
- Costa Rica
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Panama
- Paraguay
- Peru
- Puerto Rico
- USA
- Uruguay

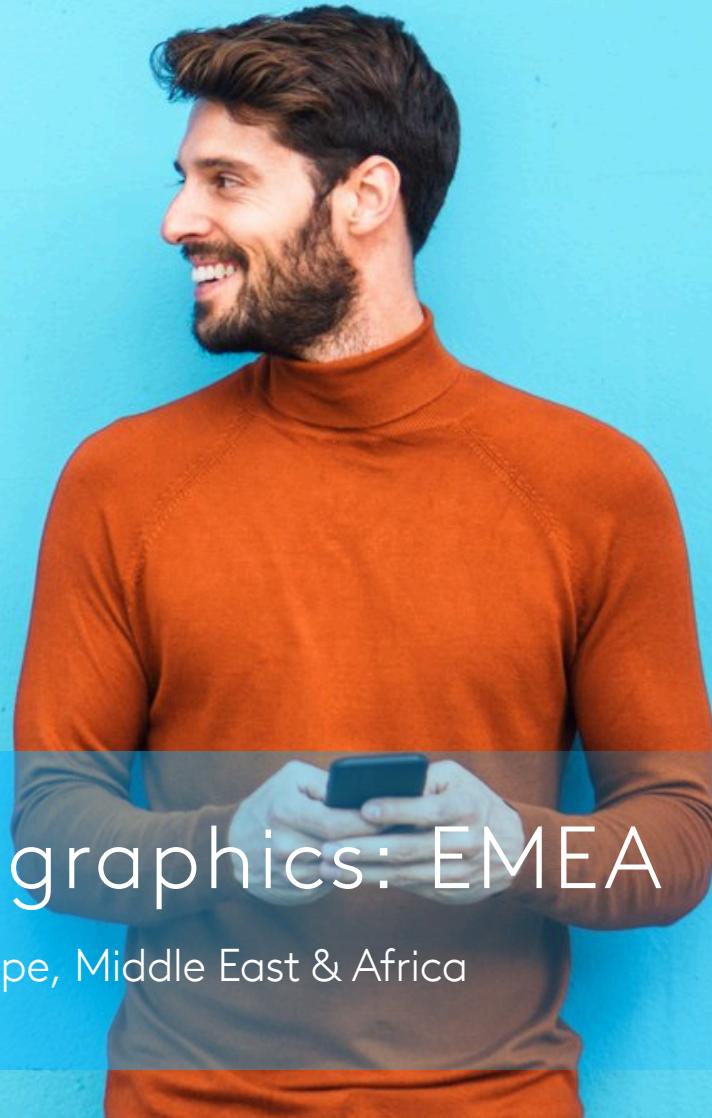


Consumer Audience by Country

Country	Total	Male	Female	Age 14-22	Age 23-35	Age 36-55	Age 56-80
Argentina	2,288,724	49%	44%	28%	40%	22%	3%
Bolivia	125,246	52%	39%	33%	44%	13%	1%
Brazil	15,726,447	48%	49%	29%	45%	22%	2%
Canada	2,524,689	42%	46%	19%	32%	28%	10%
Chile	1,149,795	45%	51%	28%	45%	21%	2%
Colombia	3,281,450	49%	48%	33%	44%	18%	2%
Costa Rica	187,915	50%	46%	28%	43%	21%	2%
Dominican Republic	280,003	54%	42%	35%	47%	13%	1%
Ecuador	855,023	50%	43%	36%	42%	15%	1%
El Salvador	145,492	53%	39%	28%	48%	16%	1%
Guatemala	266,524	53%	42%	31%	47%	14%	1%

Consumer Audience by Country

Country	Total	Male	Female	Age 14-22	Age 23-35	Age 36-55	Age 56-80
Honduras	128,154	48%	42%	32%	45%	13%	1%
Mexico	5,513,828	48%	50%	35%	44%	18%	2%
Nicaragua	68,649	53%	40%	32%	45%	15%	1%
Panama	188,092	48%	47%	31%	44%	19%	2%
Paraguay	108,482	53%	39%	30%	47%	15%	1%
Peru	1,841,589	54%	43%	36%	43%	16%	1%
Puerto Rico	62,139	39%	57%	20%	38%	26%	7%
USA	30,907,072	40%	55%	18%	33%	33%	11%
Uruguay	163,810	48%	47%	28%	39%	23%	3%



5: Respondent Hub Demographics: EMEA

Click "explore" to view demographics by market in Europe, Middle East & Africa

Europe, Middle East & Africa

Total reach: 56+ million

Markets:

- Algeria
- Angola
- Austria
- Azerbaijan
- Belarus
- Belgium
- Bosnia & Herzegovina
- Botswana
- Bulgaria
- Cameroon
- Croatia
- Czech Republic
- Denmark
- Egypt
- Estonia
- Ethiopia
- Finland
- France
- Georgia
- Germany
- Ghana
- Greece
- Hungary
- Iraq
- Ireland
- Israel
- Italy
- Ivory Coast
- Jordan
- Kenya
- Kuwait
- Latvia
- Lebanon
- Lithuania
- Moldova
- Morocco
- Netherlands
- Nigeria
- Norway
- Poland
- Portugal
- Qatar
- Romania
- Saudi Arabia
- Serbia
- Slovakia
- Slovenia
- South Africa
- Spain
- Sweden
- Switzerland
- Tanzania
- Tunisia
- Turkey
- UK
- Uganda
- United Arab Emirates
- Zambia



Consumer Audience by Country

Country	Total	Male	Female	Age 14-22	Age 23-35	Age 36-55	Age 56-80
Algeria	410,808	76%	20%	32%	46%	17%	2%
Angola	68,055	76%	15%	36%	49%	5%	0%
Austria	542,080	51%	42%	27%	30%	23%	9%
Azerbaijan	60,064	56%	20%	18%	28%	30%	1%
Belarus	165,614	42%	42%	31%	34%	16%	1%
Belgium	800,658	49%	42%	26%	30%	26%	9%
Bosnia & Herzegovina	34,470	49%	42%	33%	41%	17%	2%
Botswana	38,943	42%	47%	34%	47%	9%	0%
Bulgaria	351,944	46%	50%	21%	39%	29%	5%
Cameroon	78,062	68%	23%	32%	48%	10%	1%
Croatia	230,786	50%	43%	27%	35%	26%	6%
Czech Republic	671,126	49%	48%	29%	33%	25%	8%
Denmark	758,887	49%	44%	13%	29%	32%	21%
Egypt	1,542,691	64%	34%	31%	40%	20%	5%

Consumer Audience by Country

Country	Total	Male	Female	Age 14-22	Age 23-35	Age 36-55	Age 56-80
Estonia	72,725	53%	41%	37%	33%	19%	5%
Ethiopia	120,508	65%	12%	20%	50%	8%	0%
Finland	932,361	46%	51%	14%	25%	32%	25%
France	6,010,798	42%	51%	28%	31%	27%	7%
Georgia	35,359	38%	14%	19%	19%	14%	1%
Germany	4,583,341	52%	42%	26%	35%	25%	9%
Ghana	316,948	71%	22%	37%	48%	9%	1%
Greece	506,212	50%	47%	20%	35%	35%	5%
Hungary	484,022	49%	47%	20%	35%	30%	9%
Iraq	78,630	78%	14%	34%	39%	19%	1%
Ireland	453,118	43%	46%	24%	33%	26%	6%
Israel	283,178	60%	37%	37%	35%	21%	3%
Italy	3,480,056	47%	49%	24%	32%	31%	9%
Ivory Coast	118,048	73%	13%	34%	41%	11%	1%
Jordan	80,704	68%	24%	28%	46%	16%	2%



Consumer Audience by Country

Country	Total	Male	Female	Age 14-22	Age 23-35	Age 36-55	Age 56-80
Kenya	947,147	56%	39%	28%	56%	10%	1%
Kuwait	72,267	53%	37%	14%	40%	37%	2%
Latvia	126,609	53%	42%	34%	35%	20%	4%
Lebanon	78,566	65%	28%	34%	45%	14%	1%
Lithuania	184,154	53%	42%	32%	35%	19%	5%
Moldova	37,177	43%	28%	32%	28%	10%	1%
Morocco	1,338,848	71%	26%	30%	48%	17%	2%
Netherlands	1,091,044	49%	42%	20%	30%	27%	14%
Nigeria	1,998,294	66%	28%	34%	45%	14%	1%
Norway	897,402	47%	51%	11%	26%	33%	25%
Poland	2,002,014	49%	47%	33%	35%	22%	5%
Portugal	872,723	50%	49%	23%	38%	31%	5%
Qatar	81,073	59%	33%	18%	46%	30%	1%
Romania	1,233,194	51%	47%	28%	39%	23%	4%
Saudi Arabia	1,318,647	56%	41%	18%	49%	28%	2%

Consumer Audience by Country

Country	Total	Male	Female	Age 14-22	Age 23-35	Age 36-55	Age 56-80
Serbia	208,489	48%	44%	23%	36%	28%	4%
Slovakia	267,477	45%	52%	27%	38%	23%	5%
Slovenia	108,641	52%	44%	29%	34%	27%	6%
South Africa	3,074,406	42%	53%	29%	47%	18%	2%
Spain	3,018,304	46%	46%	25%	32%	28%	6%
Sweden	1,936,968	47%	50%	13%	27%	32%	23%
Switzerland	389,155	53%	38%	24%	31%	28%	9%
Tanzania	97,592	72%	21%	31%	56%	6%	0%
Tunisia	75,714	67%	27%	27%	48%	18%	2%
Turkey	3,760,503	68%	28%	33%	40%	20%	3%
UK	6,526,730	41%	46%	19%	30%	28%	10%
Uganda	137,607	66%	27%	32%	54%	7%	0%
United Arab Emirates	758,998	59%	37%	16%	50%	31%	1%
Zambia	78,223	56%	25%	30%	42%	9%	1%





6: Respondent Hub Demographics: APAC

Click "explore" to view demographics by market in Asia Pacific

Asia Pacific

Total reach: 57+ million

Markets:

- Australia
- Bangladesh
- China
- Hong Kong
- India
- Indonesia
- Japan
- Kazakhstan
- Malaysia
- Myanmar
- Nepal
- New Zealand
- Pakistan
- Philippines
- Singapore
- South Korea
- Sri Lanka
- Taiwan
- Thailand
- Vietnam



Consumer Audience by Country

Country	Total	Male	Female	Age 14-22	Age 23-35	Age 36-55	Age 56-80
Australia	2,439,270	43%	49%	21%	32%	30%	9%
Bangladesh	730,927	82%	10%	39%	34%	20%	1%
China	8,422,235	49%	50%	27%	42%	20%	4%
Hong Kong	423,565	47%	44%	15%	36%	38%	5%
India	12,460,574	71%	25%	41%	37%	17%	3%
Indonesia	6,947,371	64%	34%	28%	49%	20%	2%
Japan	6,906,675	45%	54%	11%	27%	41%	19%
Kazakhstan	227,777	46%	45%	36%	36%	15%	2%
Malaysia	1,833,469	45%	53%	34%	40%	20%	3%
Myanmar	36,218	56%	16%	35%	38%	7%	1%

Consumer Audience by Country

Country	Total	Male	Female	Age 14-22	Age 23-35	Age 36-55	Age 56-80
Nepal	86,430	43%	6%	28%	21%	7%	1%
New Zealand	442,890	45%	49%	25%	32%	29%	10%
Pakistan	1,580,386	75%	20%	36%	45%	14%	1%
Philippines	6,827,990	39%	56%	35%	45%	14%	1%
Singapore	719,078	51%	41%	21%	37%	31%	6%
South Korea	1,552,792	46%	49%	23%	34%	34%	5%
Sri Lanka	132,960	57%	20%	30%	37%	11%	1%
Taiwan	800,815	47%	43%	18%	34%	34%	5%
Thailand	3,146,793	40%	57%	31%	41%	20%	4%
Vietnam	2,056,396	58%	38%	30%	42%	21%	3%





More from Kantar Profiles

Click "read on" for ways to work with the Profiles team and to explore additional resources.

More from Kantar Profiles

Working with Profiles

Contact the Profiles team or learn about our research services [here](#). We provide custom research, quick-turn data collection, and sample-only services.

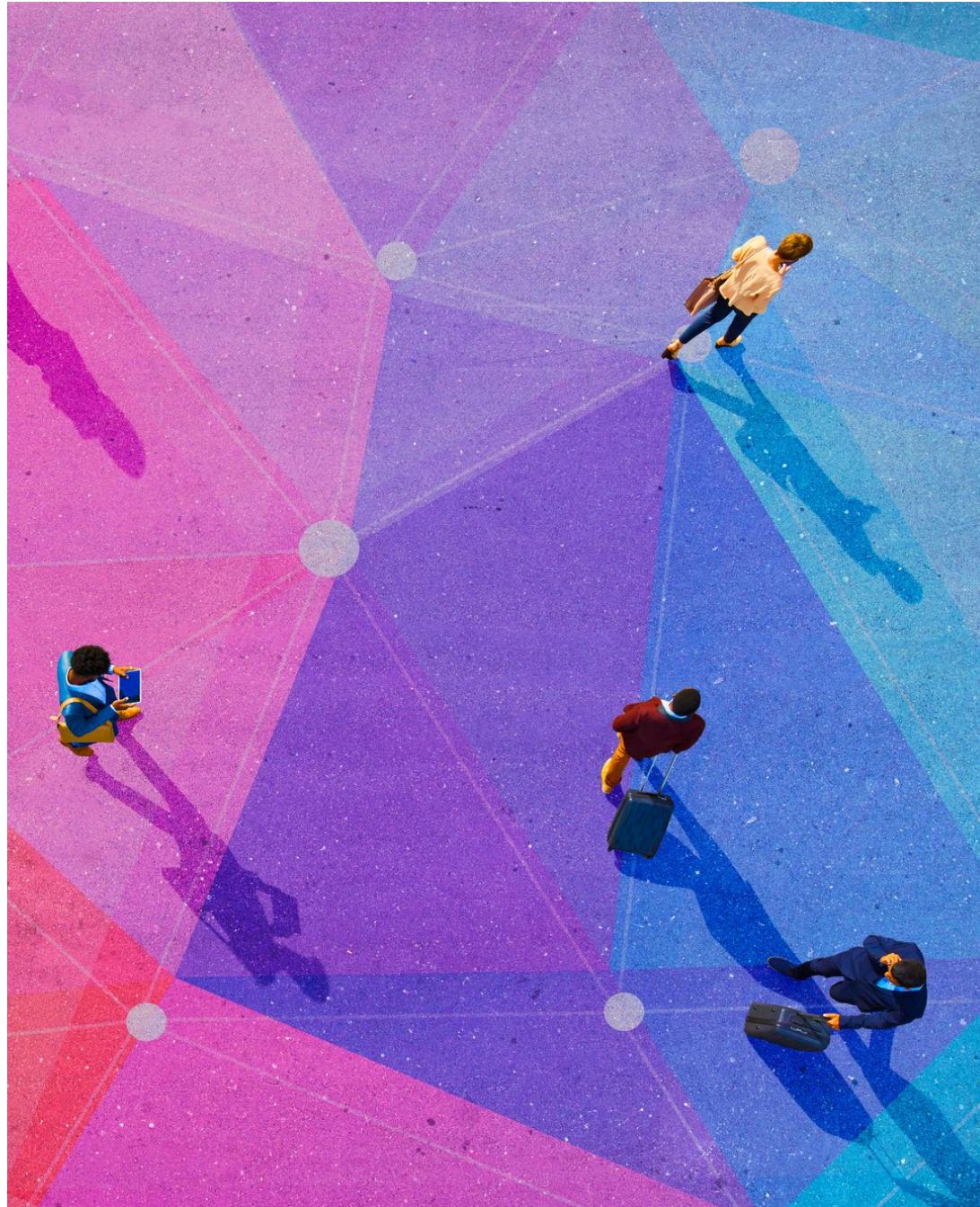
Our Data in Action

Explore our [Community Reports](#), all sourced via our reliable Respondent Hub. These research studies uncover what consumers have to say about industry trends in addition to topical social, economic and environmental issues.

Survey Design Support

Reliable data starts with real, engaged people everywhere, but it doesn't stop there. Discover what good survey design looks like in this [eBook](#).

You can also learn directly from our experts via our [Survey Design Training Modules](#). These short on-demand videos offer research advise, ranging from avoiding bias and using humour effectively to the design and use of survey questions like scales.



Thank you for reading

Profiles' Consumer Respondent Hub

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