



# PANEL BOOK

## Unlock the power of data and insights with Make Opinion.

We are more than just a panel provider;  
we are your trusted research partner,  
here to help you make informed decisions,  
drive success, and achieve your business goals.

Contact us today to start the conversation:  
**[www.makeopinion.com](http://www.makeopinion.com)**





## Unlock Quality Insights with Make Opinion.

At **Make Opinion**, we are at the forefront of the market research industry, delivering unparalleled value to our clients. As a leading online panel provider, we have revolutionized the art of respondent recruitment, ensuring that the data you receive is not just data but invaluable insights for your business.





## Our Hybrid Recruitment Approach

**We employ a cutting-edge hybrid recruitment strategy that sets us apart from the competition.**

By seamlessly integrating online publishers within the desktop and mobile app space, we've created a powerful ecosystem for gathering survey data. This approach grants us access to a diverse pool of respondents, enabling us to capture insights from a broad spectrum of the population.



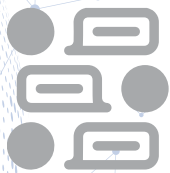
## The Power of Our Proprietary Panelists

**The backbone of our success lies in our proprietary panel of research participants.**

Each member of our panel undergoes rigorous vetting for authenticity and intent, ensuring the data they provide is of the highest quality. We leave no room for error or inaccuracy, guaranteeing that your research is based on reliable, trustworthy sources.



## Exclusivity Matters



## Representing the Online Population

**One distinctive feature of Make Opinion is our unwavering commitment to quality.**

We stand by our decision not to aggregate other sample company's audiences. This exclusivity ensures that your data remains pure and untainted. The outcome? Leading industry rates for deduplication and a dataset that's free from duplications and inconsistencies.

**Our dedication to maintaining high representation of the population online is a testament to our commitment to delivering comprehensive insights.**

We understand the importance of reflecting diverse perspectives to provide you with actionable insights. With Make Opinion, you gain access to a wealth of data that mirrors the online landscape accurately.





## Unlocking Insights Across Industries

At **Make Opinion**, we offer a diverse range of research specializations and market sectors to provide you with tailor-made solutions that drive your business forward. We understand that every industry is unique, and your research needs to reflect that. Explore our extensive range of research solutions to find the perfect fit for your goals.





# RESEARCH SPECIALIZATIONS



## International Studies

Navigate the global market with confidence through our international studies, ensuring you have the data you need to make informed decisions on a global scale.



## Media Research

Dive into the world of media with our comprehensive media research solutions. Understand audience behavior, trends, and preferences to optimize your strategies.



## Audience Research

Get to know your audience on a deeper level. Our audience research solutions help you tailor your offerings to meet their specific needs and desires.



## New Product Research

Launch with confidence. Our new product research services provide you with valuable insights to perfect your product and its market positioning.



## In Home Usage Tests (IHUT)

Test products in real-world conditions to gather valuable data on consumer experiences, preferences, and feedback.





# RESEARCH SPECIALIZATIONS



## Online/Mobile Panel

Our online and mobile panels connect you with a wide range of consumers, helping you gather data quickly and effectively.



## Pricing Studies

Make data-driven pricing decisions with our pricing studies, designed to help you find the perfect balance between value and profit.



## Tracking Studies

Make Opinion enhances research tracking by factoring in past exclusions, enabling a more comprehensive understanding of study outcomes.



## Recontact Studies

We provide support for planned and unplanned recontacts, with pre-planned recontacts achieving up to an 80% success rate.







## **Travel / Tourism / Sport / Leisure**

Explore the vast world of travel, tourism, sports, and leisure to capture trends and opportunities in these dynamic markets



## **Cosmetics / Hygiene**

Dive into the beauty and personal care industry to understand the ever-evolving consumer preferences.



## **Telecommunications**

Stay connected to the pulse of the telecommunications industry to make data-driven decisions for your business.



## **Entertainment**

Navigate the world of entertainment and media to stay at the cutting edge of trends and consumer behaviour.



## **Internet / Online**

Uncover the secrets of the digital realm with our insights into online consumer behaviour and trends.





# RESEARCH SERVICES

## Data Collection / Field Services

Let us handle the intricate process of data collection and field services, so you can focus on insights and decisions.

## Sampling

Our sampling services ensure your research is based on a representative and diverse sample.

## Mobile Research

Dive into the mobile world with our comprehensive mobile research services to capture insights on the go.

## Panels

Our panels offer targeted groups of respondents, covering various demographics, ensuring you get the insights you need.

## Research Software

Our research software solutions provide the tools you need to analyze and interpret data effectively.

## Social Media Research

Leverage the power of social media insights to understand trends, brand perception, and consumer behaviour.

## Qualitative

Our qualitative research services offer in-depth understanding, context, and nuances that quantitative research may miss.





## Elevating Data Quality Through Comprehensive Assurance

**Make Opinion** understands that the integrity of your data is the cornerstone of reliable insights. With End-to-End Validation, our commitment to data quality assurance is second to none, ensuring that your research data is not only accurate but also trustworthy.



## Respondent Authenticity

We leave no room for doubt when it comes to respondent authenticity. Our end-to-end tools validate and authenticate every piece of data, ensuring that the data you receive is credible and dependable.

## Procuring from Trusted Sources

We source data from trusted publishers, a critical step in maintaining the highest data quality standards. Our vetting protocols guarantee that the sources are reliable and authentic.

## Survey Process Communication

Effective panelist onboarding involves clear communication about the survey process. We educate participants on the importance of market research and how their valid opinions shape the future of the products and services they use and enjoy.

## Industry Standard Tools

Our data quality assurance process leverages industry standard tools like Research Defender and IP blacklist sources, among others.

## Proprietary Technology

We utilize proprietary technology to assess behavioral data, such as detecting speeding, straight-lining, or irregular mouse movements, ensuring data purity at all levels.

## Dedicated Quality Assurance Team

Our dedicated quality assurance team, comprising over 20 members, monitors respondent profiles continually. This proactive approach ensures the authenticity and longitudinal consistency of demographic and screening answers.

## Client Satisfaction

Client satisfaction is paramount. We establish a client communication and feedback mechanism as an integral part of our quality assurance process.

## Incident Response

In the event of potential incidents, we take immediate and effective action, demonstrating our commitment to delivering the highest quality data.







## Profiling Attributes

Make Opinion offers an extensive array of pre-profiled targeting attributes, allowing you to meticulously refine your outreach to precisely engage the audience that aligns with your research objectives. Moreover, we provide a user-friendly custom qualification feature to further enhance the precision and specificity of your targeting, tailored to your unique requirements.



GEOGRAPHICAL	DEMOGRAPHIC	HOUSEHOLD	ENTERTAINMENT	EMPLOYMENT	AUTOMOTIVE	HEALTH
Country	Registered Voter	Children Age Gender	Television Frequency	Employment Status	Auto Year	Cigarette Frequency
Region	Political Party	Household Type	Cinema Frequency	Employment Revenue	Auto Year Purchased	Smoke
State	Investable Assets	Means of Transport	Streaming Frequency	Number Of Employees	Auto Purchase Type	Alcohol
County	Ethnicity	People Household	Gaming Genre	B2B Industry	Auto Type Current	Alcohol Frequency
City/Town	First Time Mothers	Primary Decision Maker	Radio Frequency	Employment Role	Drivers License	Recent Personal Care
Zip	University Degree	Pets	Gambling and Lottery	Standard Job Title	Auto Make Current	Ailment Categories
MSA	Education	Grocery Types	Hobbies	Decision Maker Departments		AilmentTypes
DMA	Marital Status	Denomination	Social Media Account	Travel Business		
	Languages Spoken	Standard Child Participate	Gaming Hours			
		Primary Grocery Shopper	Gaming Console			
		Household Income	Sports			
		Retail Stores	Smartphone			
		Living Area	Paid Subscriptions			
		Appliances	Travel Leisure			
		Type Of Insurance				


nb.With Make Opinion, you have the flexibility to craft custom questions tailored to your needs. These questions can then be swiftly deployed to our live, active audience in our screener environment, providing rapid feasibility estimates

# GLOBAL REACH





# Our Audience: Global Reach

USERS:  100K+  50k+  20k+  10k+  1k+

## EUROPE

- 1. France
- 2. Italy
- 3. Germany
- 4. Spain
- 5. Russia
- 6. Poland
- 7. United Kingdom
- 8. Portugal
- 9. Ukraine
- 10. Belgium
- 11. Romania
- 12. Austria
- 13. Hungary
- 14. Netherlands
- 15. Greece
- 16. Sweden
- 17. Czech Republic
- 18. Bulgaria
- 19. Serbia
- 20. Switzerland
- 21. Croatia
- 22. Slovakia
- 23. Finland
- 24. Denmark
- 25. Ireland
- 26. Belarus
- 27. Lithuania
- 28. Norway
- 29. Latvia
- 30. Albania
- 31. Estonia

- 32. Slovenia
- 33. Alan Islands
- 34. Moldova
- 35. Malta
- 36. Luxembourg
- 37. Iceland
- 38. Bosnia and Herzegovina

## NORTH AMERICA

- 39. United States
- 40. Mexico
- 41. Dominican Republic
- 42. Canada
- 43. Guatemala
- 44. Costa Rica
- 45. El Salvador
- 46. Panama
- 47. Honduras
- 48. Nicaragua
- 49. Jamaica
- 50. Puerto Rico
- 51. Bahamas (the)
- 52. Trinidad and Tobago

## SOUTH AMERICA

- 53. Brazil
- 54. Colombia
- 55. Argentina
- 56. Venezuela
- 57. Peru
- 58. Ecuador
- 59. Chile
- 60. Uruguay
- 61. Paraguay

## ASIA

- 62. India
- 63. Phillipines
- 64. Indonesia
- 65. Turkey
- 66. Japan
- 67. Vietnam
- 68. Bangladesh
- 69. Malaysia
- 70. Thailand
- 71. South Korea
- 72. China
- 73. Taiwan
- 74. Sri Lanka
- 75. Singapore
- 76. Hong Kong
- 77. Myanmar
- 78. Cyprus
- 79. Nepal
- 80. Northern Mariana Islands

## AFRICA

- 81. Nigeria
- 82. South Africa
- 83. Kenya
- 84. Egypt
- 85. Morocco
- 86. Ghana
- 87. Algeria
- 88. Botswana
- 89. Uganda
- 90. Ethiopia
- 91. Angola
- 92. Ivory Coast
- 93. Tunisia
- 94. Tanzania
- 95. Mozambique
- 96. Botswana
- 97. Oman
- 98. Namibia
- 99. Cameroon
- 100. Rwanda
- 101. Congo
- 102. Malawi
- 103. Mauritius
- 104. Senegal
- 105. Zambia
- 106. Sierra Leone
- 107. Liberia
- 108. Benin
- 109. Eswatini
- 110. Gabon
- 111. Burkina Faso

- 112. Lesotho
- 113. Congo (the)

## MIDDLE EAST

- 114. Pakistan
- 115. United Arab Emirates
- 116. Saudi Arabia
- 117. Kazakhstan
- 118. Jordan
- 119. Afghanistan
- 120. Israel
- 121. Iran
- 122. Qatar
- 123. Kuwait
- 124. Lebanon
- 125. Bahrain
- 126. Uzbekistan
- 127. Iraq

## OCEANIA

- 128. Australia
- 129. New Zealand
- 130. American Samoa
- 131. Virgin Islands (U.S.)
- 132. Guam
- 133. Samoa
- 134. Palau
- 135. Micronesia
- 136. Marshall Islands (the)



## Demographic Breakouts

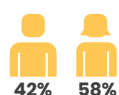
In this section, we will provide an overview of the age and gender demographic breakdowns available per continent. The counts consider the total number of active participants on our platform in the past 60 days. It is important to note that this country list is not exhaustive, and if you wish to access information for countries not included here you can view our interactive map on our website:

[www.makeopinion.com/en/audience.php](http://www.makeopinion.com/en/audience.php)

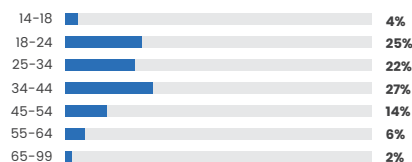


# Demographic Breakouts: Europe

## France



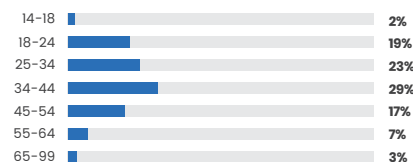
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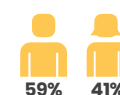
## Italy



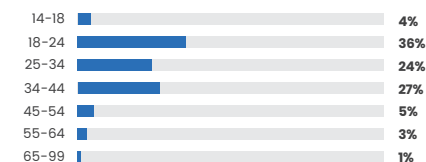
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## Germany



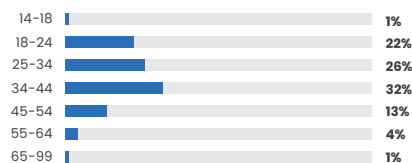
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## Spain



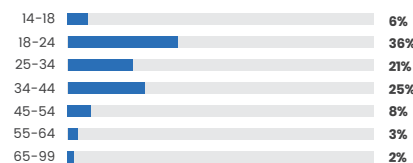
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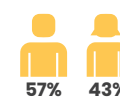
## Russia



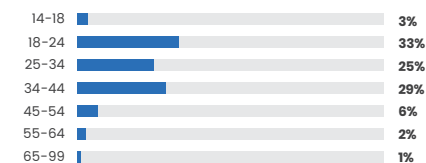
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## Poland



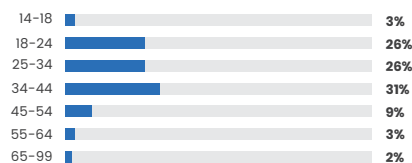
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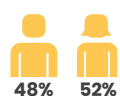
## United Kingdom



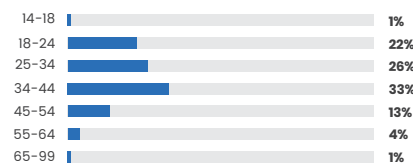
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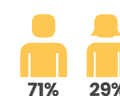
## Portugal



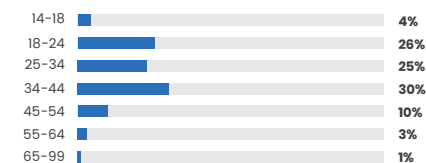
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## Ukraine



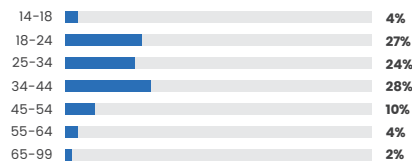
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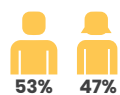
## Belgium



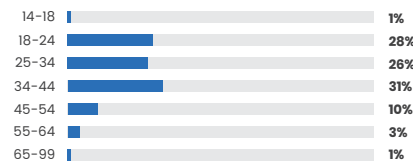
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## Romania



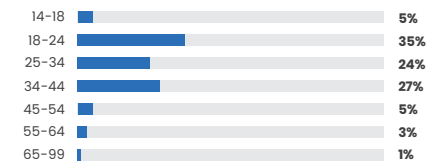
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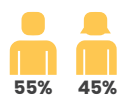
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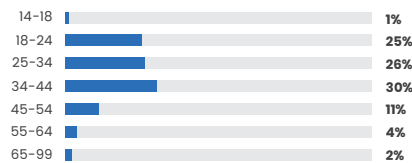
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## Hungary



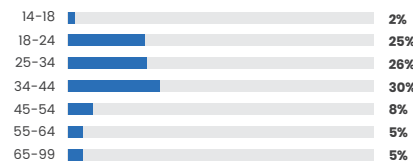
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## Netherlands



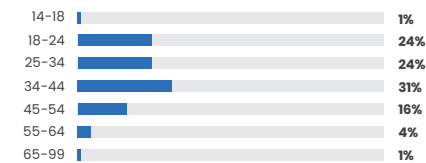
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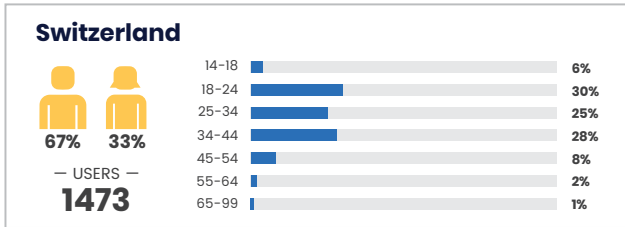
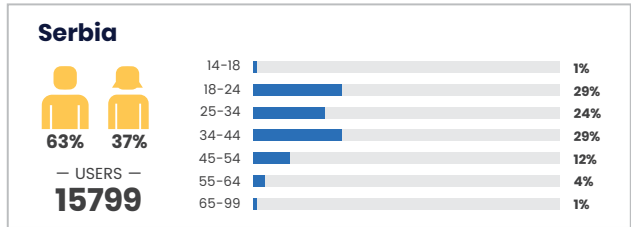
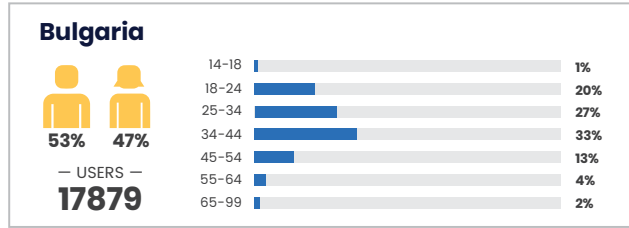
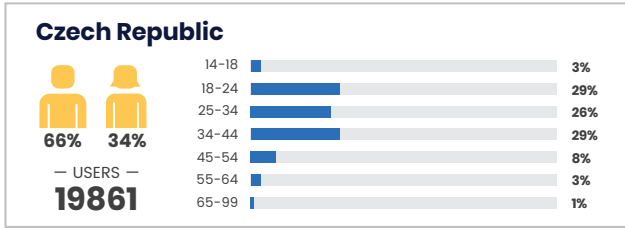
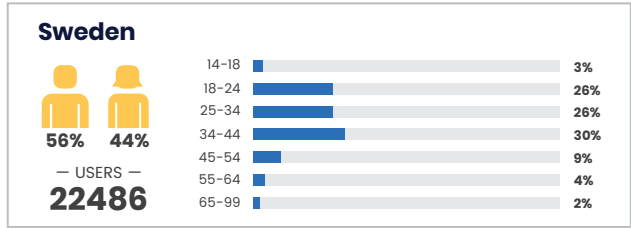
## Greece



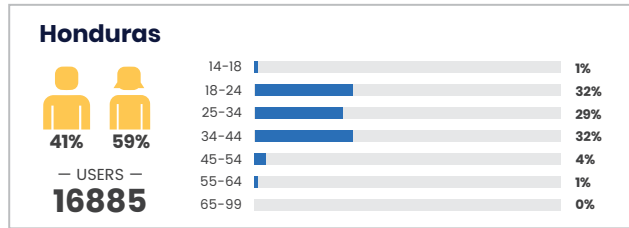
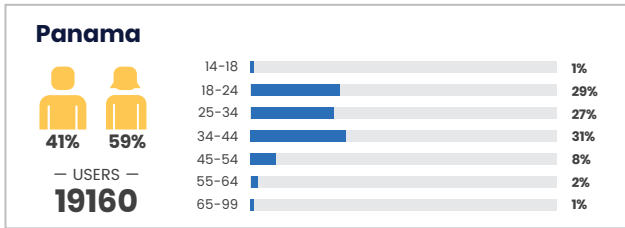
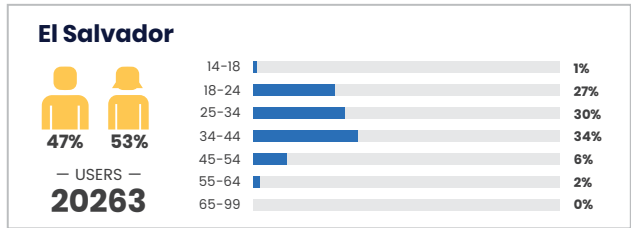
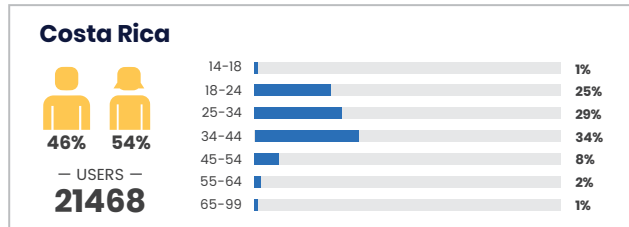
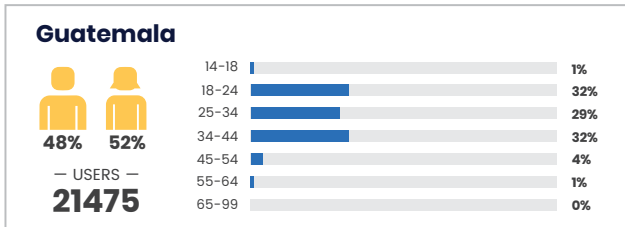
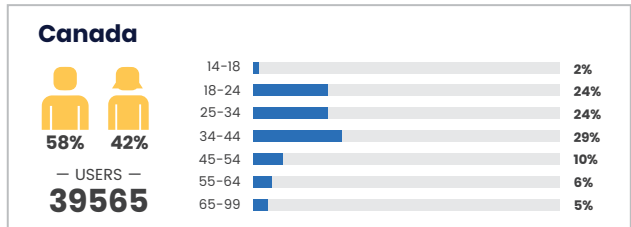
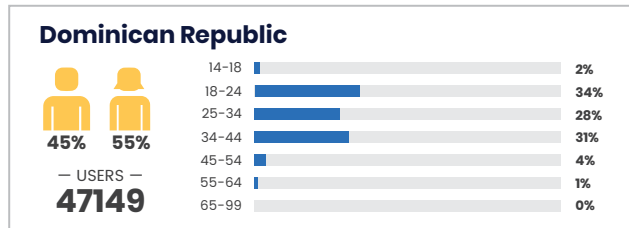
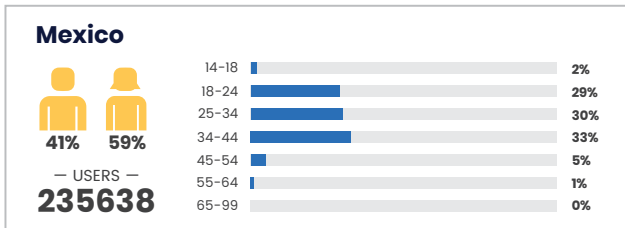
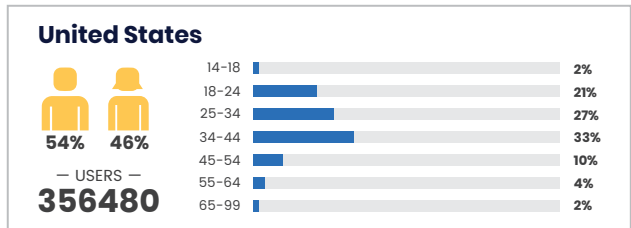
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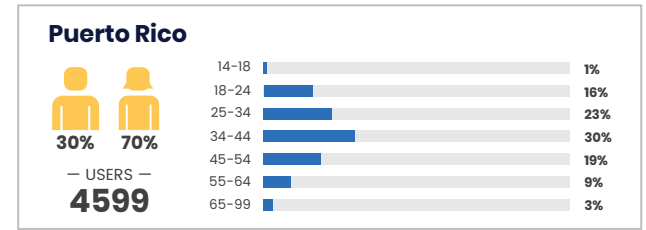
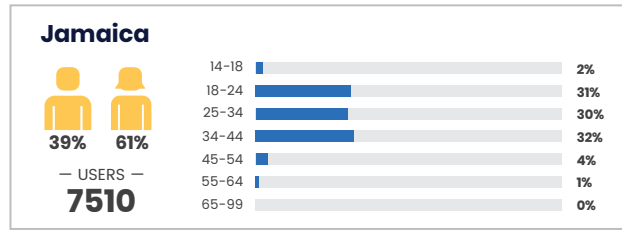
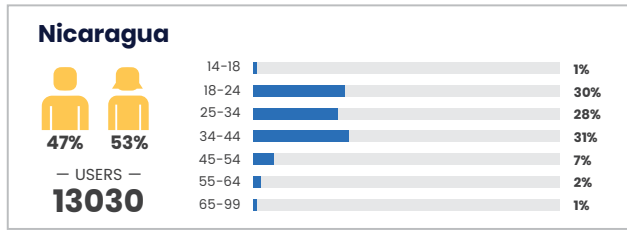




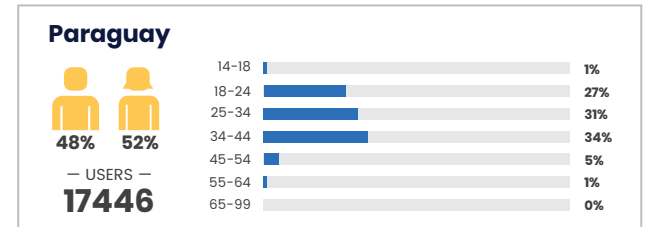
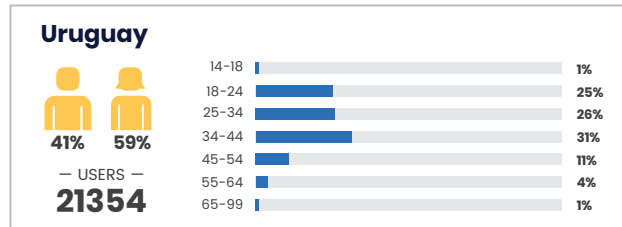
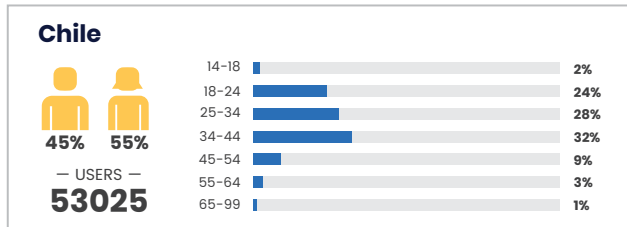
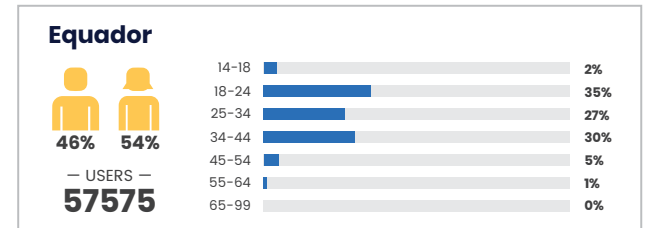
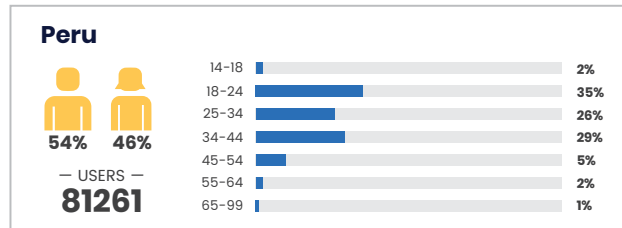
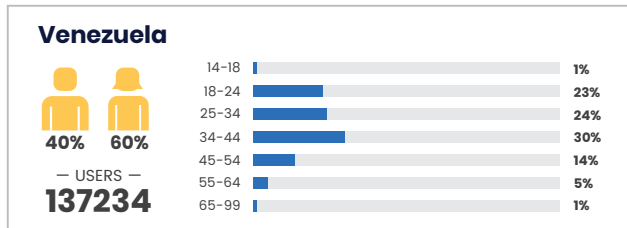
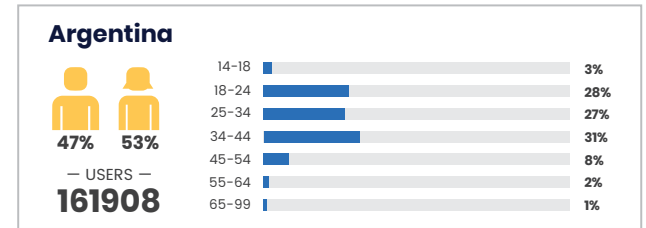
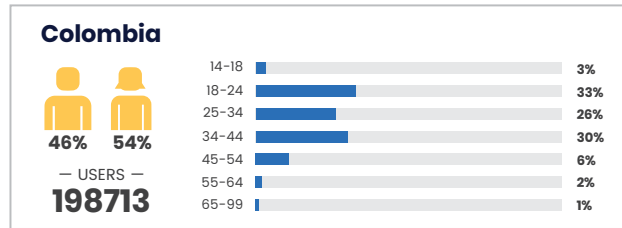
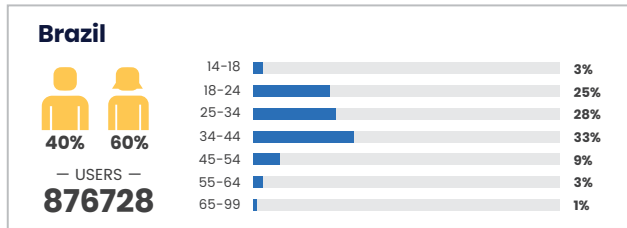


## Demographic Breakouts: North America



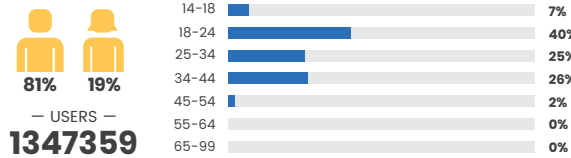


## Demographic Breakouts: South America

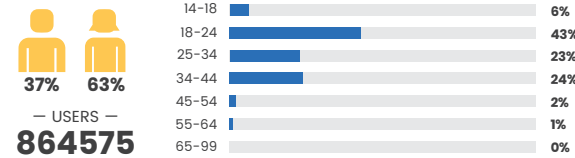


# Demographic Breakouts: Asia

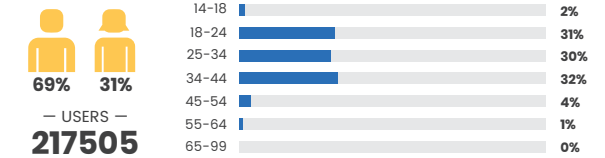
## India



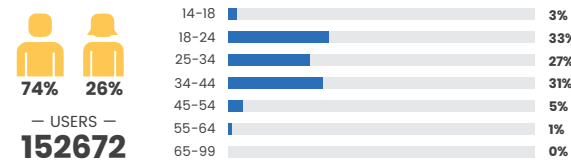
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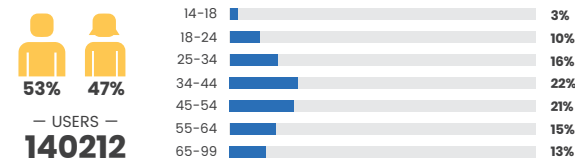
## Indonesia



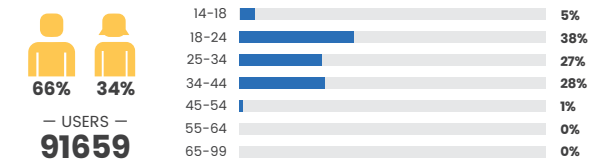
## Turkey



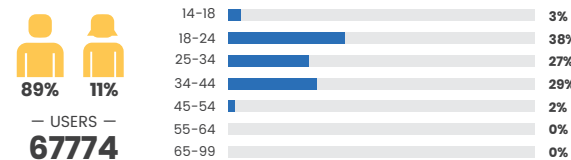
## Japan



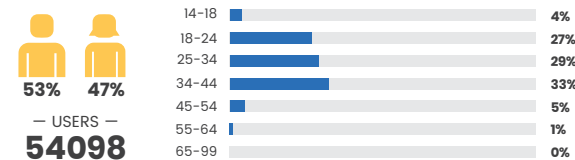
## Vietnam



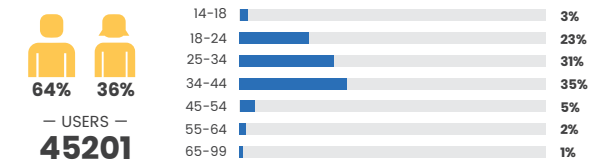
## Bangladesh



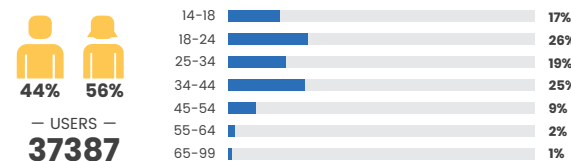
## Malaysia



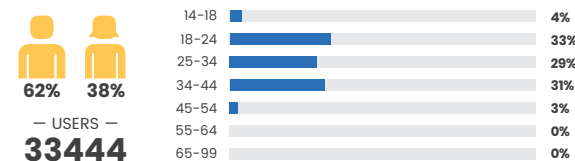
## Thailand



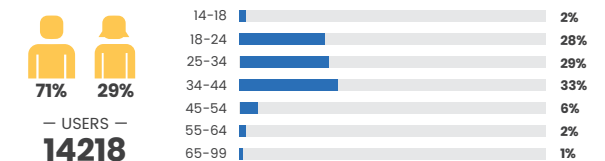
## South Korea



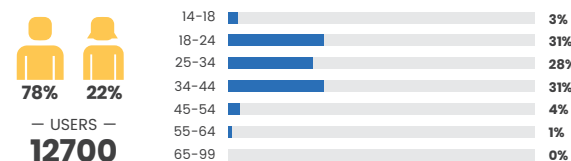
## China



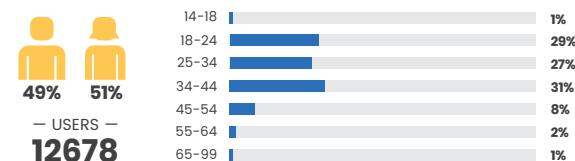
## Taiwan



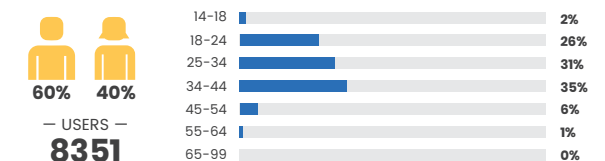
## Sri Lanka



## Singapore



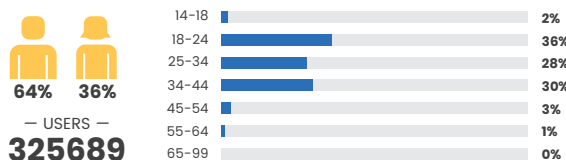
## Hong Kong



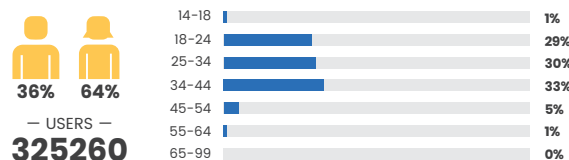


# Demographic Breakouts: Africa

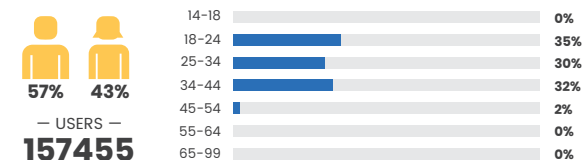
## Nigeria



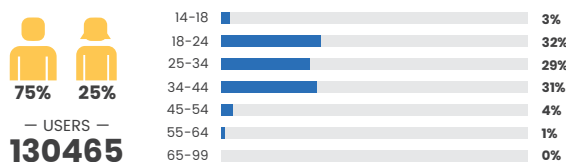
## South Africa



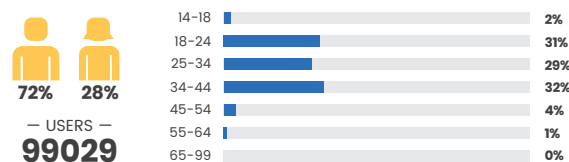
## Kenya



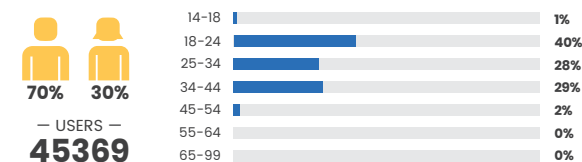
## Egypt



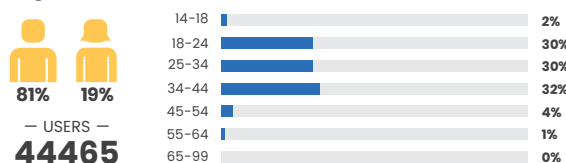
## Morocco



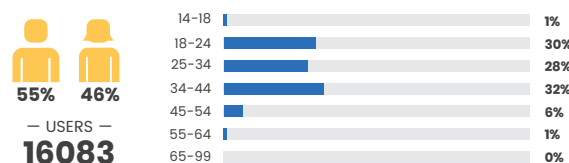
## Ghana



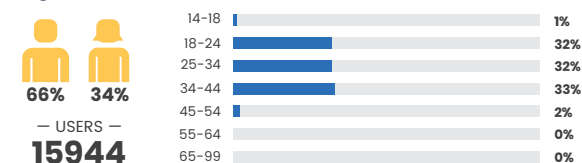
## Algeria



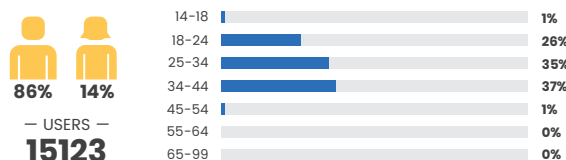
## Botswana



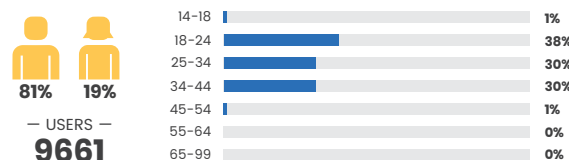
## Uganda



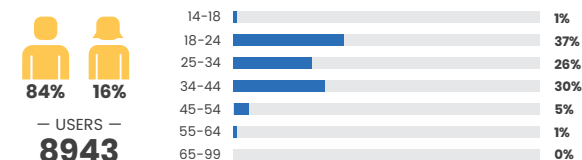
## Ethiopia



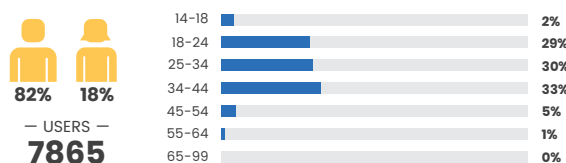
## Angola



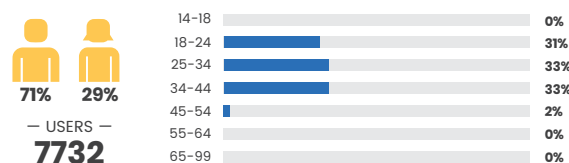
## Ivory Coast



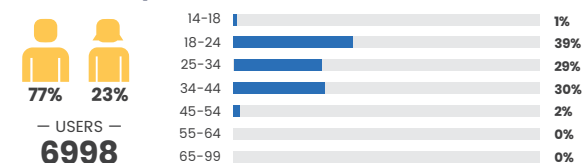
## Tunisia



## Tanzania



## Mozambique

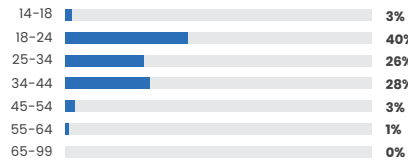


# Demographic Breakouts: Middle East

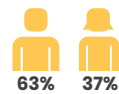
## Pakistan



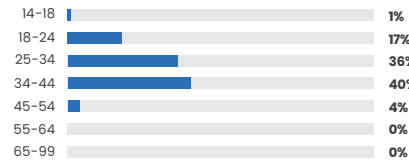
— USERS —  
**254101**



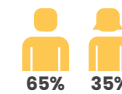
## United Arab Emirates



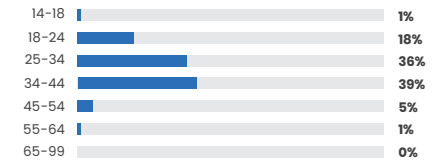
— USERS —  
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## Saudi Arabia



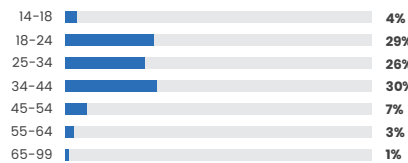
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**36373**



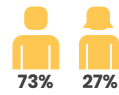
## Kazakhstan



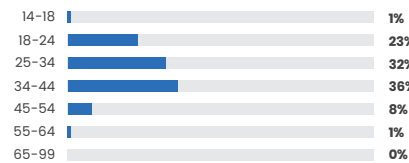
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**10148**



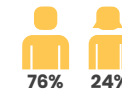
## Jordan



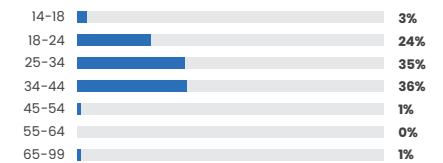
— USERS —  
**8197**



## Afghanistan



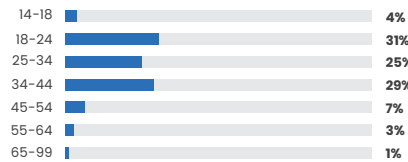
— USERS —  
**7776**



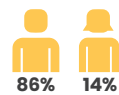
## Israel



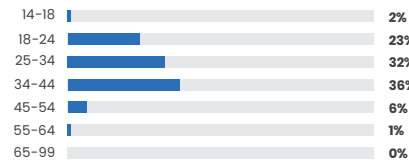
— USERS —  
**7718**



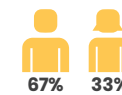
## Iran



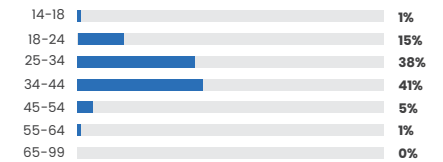
— USERS —  
**6980**



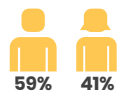
## Qatar



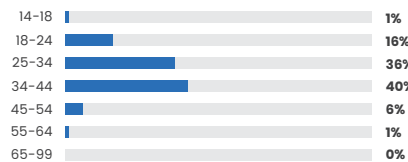
— USERS —  
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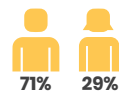
## Kuwait



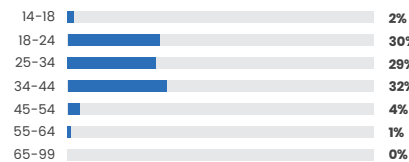
— USERS —  
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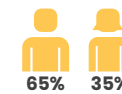
## Lebanon



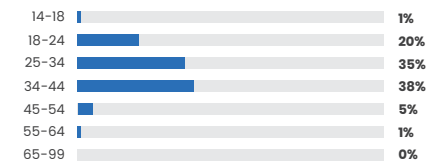
— USERS —  
**4481**



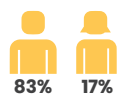
## Bahrain



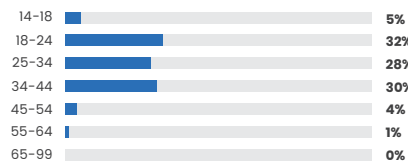
— USERS —  
**3335**



## Uzbekistan



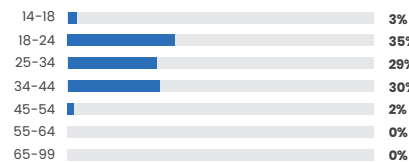
— USERS —  
**3251**



## Iraq

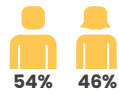


— USERS —  
**2492**

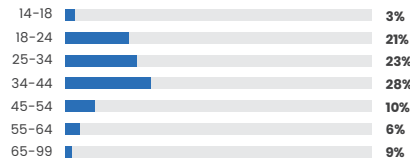


# Demographic Breakouts: Oceania

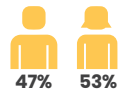
## Australia



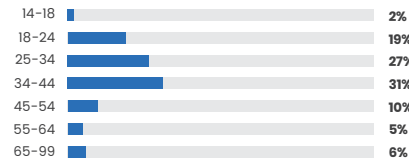
— USERS —  
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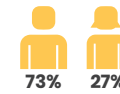
## New Zealand



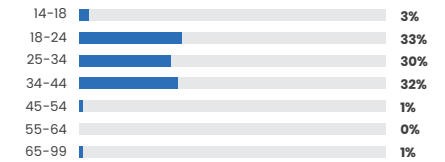
— USERS —  
**9599**



## American Samoa



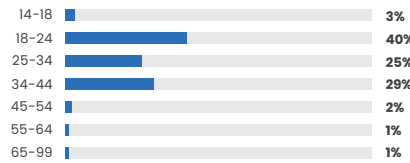
— USERS —  
**2986**



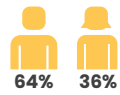
## Virgin Island



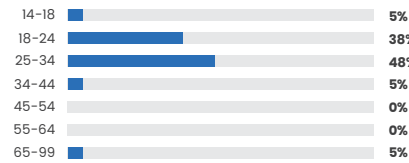
— USERS —  
**86**



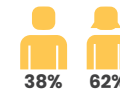
## Guam



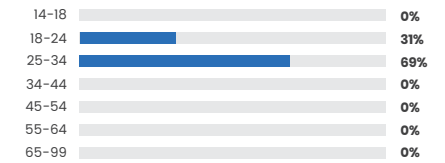
— USERS —  
**22**



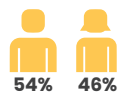
## Samoa



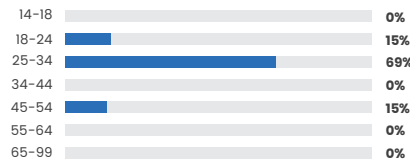
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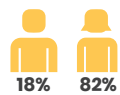
## Palau



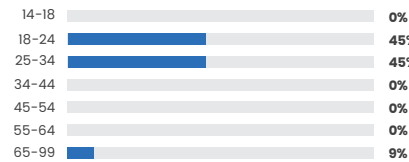
— USERS —  
**13**



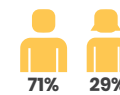
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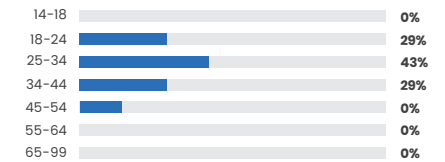
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## Marshall Islands



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**7**





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