



Alpha Research

PANEL BOOK



www.alpharesearchsurvey.in



THE POWER BEHIND SMARTER BUSINESS

At Alpha Research, we believe powerful insights are built through true collaboration.

Our agile methods and global reach empower forward-thinking businesses to transform market uncertainty into strategic clarity. From idea to execution, Alpha is your committed partner—delivering intelligence that drives results, every step of the way.

IN A WORLD FLOODED WITH DATA,
CLARITY CUTS THROUGH THE NOISE.



ABOUT US!

Alpha Research Survey delivers better, faster, and more cost-effective market research solutions. As global experts in data collection, we offer a comprehensive suite of services designed to support business growth through insightful, reliable, and actionable research.

Leveraging the latest technologies and proven methodologies, we ensure the data we deliver is original, high-quality, and strategically valuable. Every project we undertake upholds the highest standards of integrity and excellence.

Our goal is to become the trusted, go-to research partner for our clients worldwide.



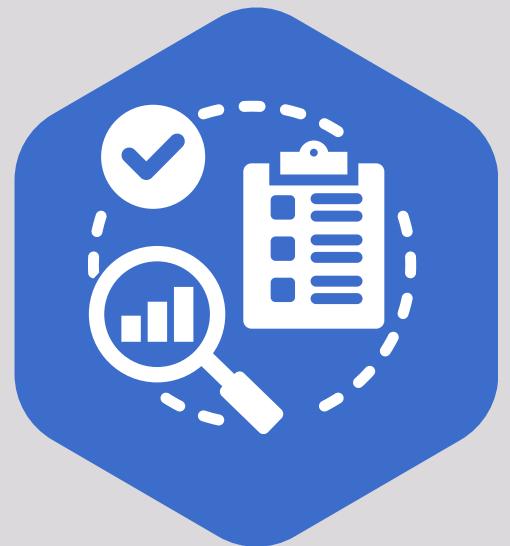
Why we are best

At Alpha Research, we elevate panel excellence through strategic recruitment and smart member management. Our community of over 4 million active participants is continuously verified to ensure high engagement, authenticity, and data reliability. Every insight we deliver is trusted, precise, and designed to empower confident business decisions.



Security Authentication

IP validation, access controls, encrypted verification and anti-fraud protection measures.



Behavioral Validation

Through advanced pattern analysis behavioral tracking, and engagement verification systems, Alpha Research ensures the delivery of high-integrity, trustworthy data every time.



Quality Verification

With our industry-leading data quality tools, Alpha Research is a trusted provider dedicated to delivering accurate, reliable, and actionable insights.

Profiling Attributes

Verified data, powerful insights, smarter growth.



Life Style

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



Parenting

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



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

Profiling Attributes



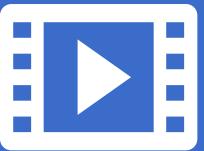
Automotive

- 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
- Hair Care Products
- Hair Removal
- Makeup Products Used
- Nail Care Products Used
- Oral Health Products
- Piercings
- Skincare Products Used
- Sunscreen Products Used
- Tattoos
- Teeth Whitening Used



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



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

Profiling 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
- Medication Usage
- Migraines



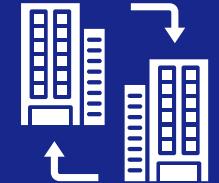
Mobile Use

- 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



Travel

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



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

Profiling Attributes



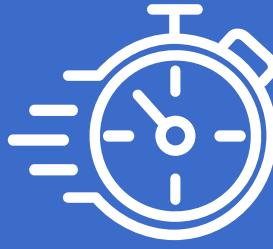
Gaming

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



Logistics

- Type of Business
- Professional Drive
- Work Type
- Supply Chain



FMCG

- Brands
- Frequency
- Retail Outlets
- Online

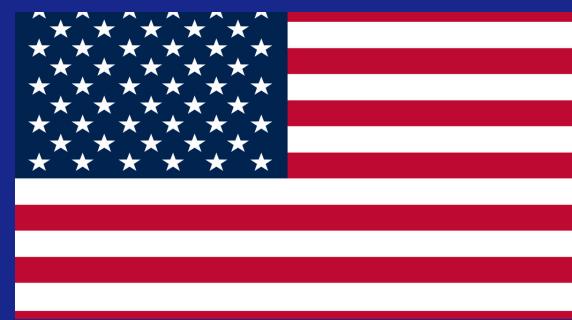


Food & Beverage

- Preferred Drink
- Top-choice Quick Bite
- Rate of Fast Food Consumption
- Frequency
- Food Expenses
- Grocery Purchasing Patterns

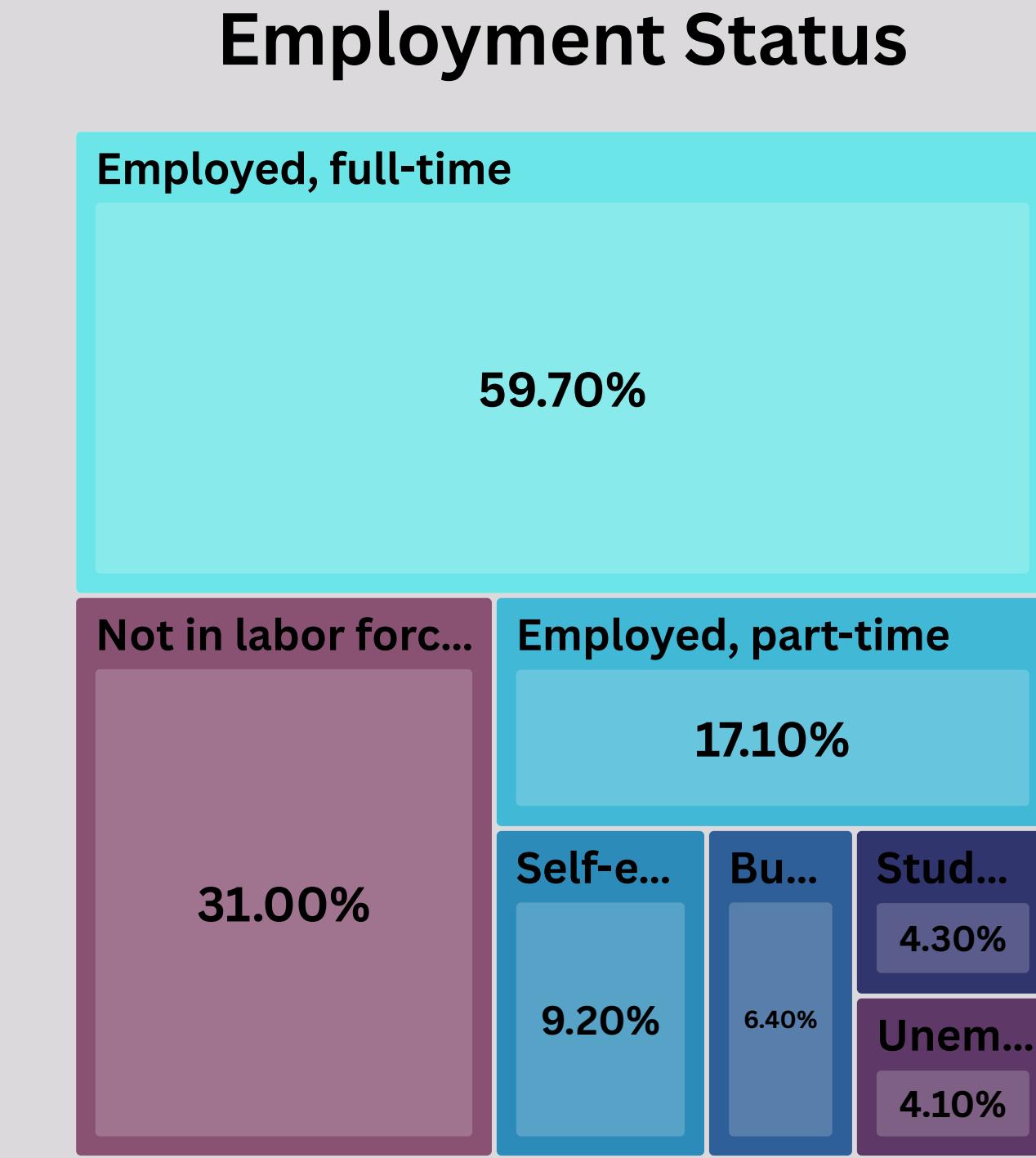
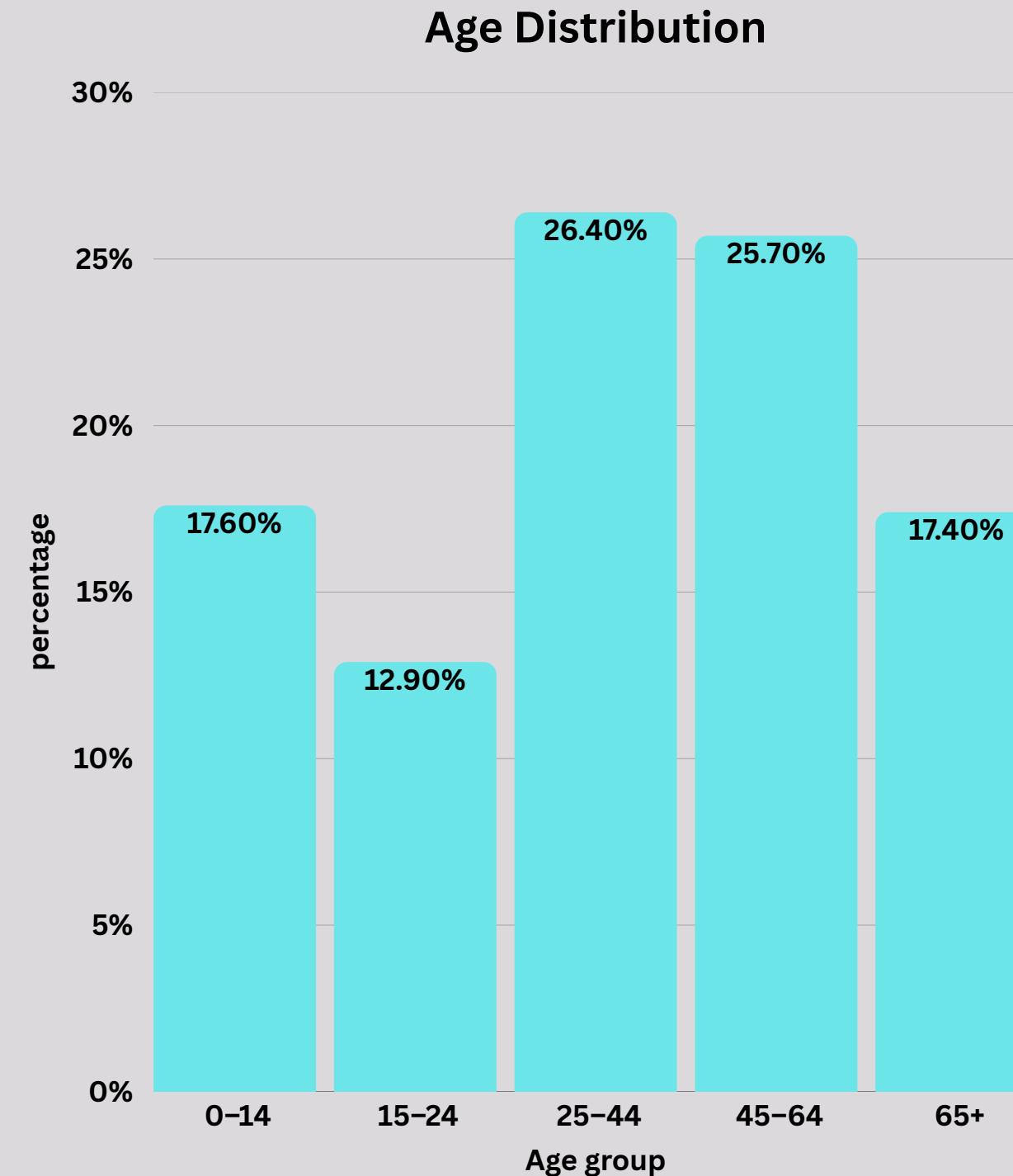
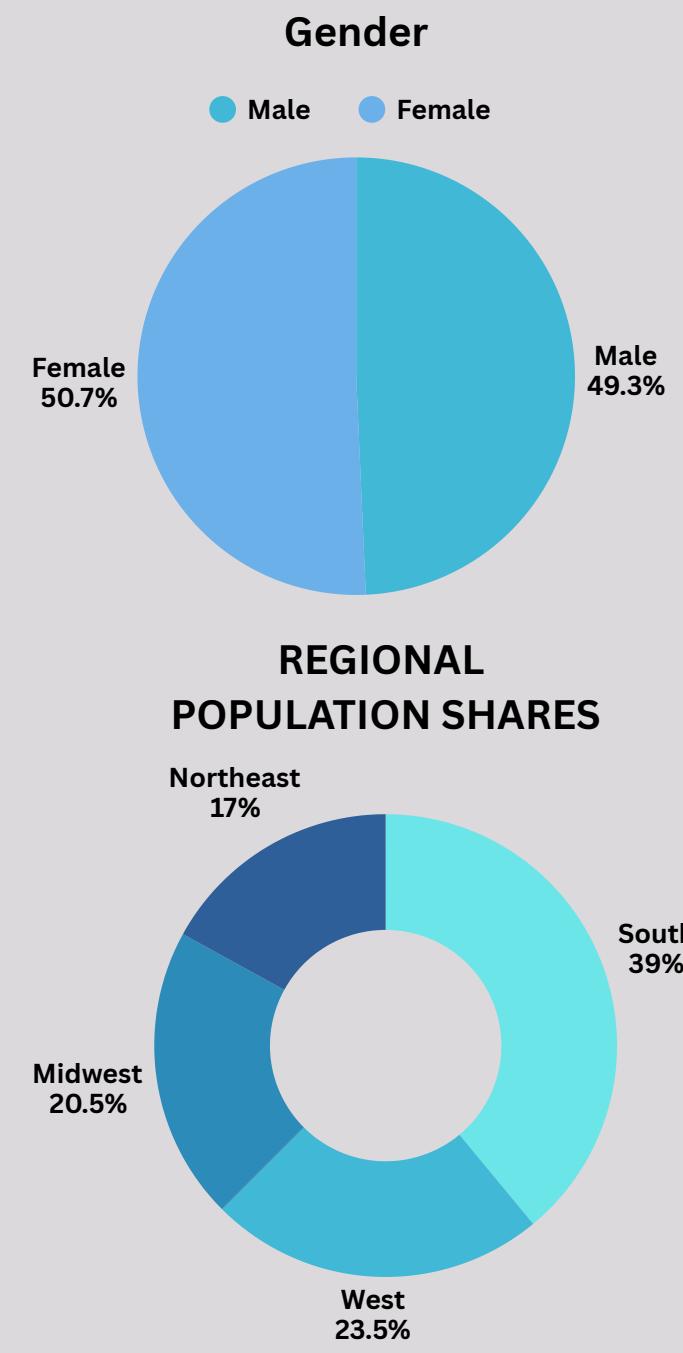
Global Reach





United states of America

Panel Size-3,545,521





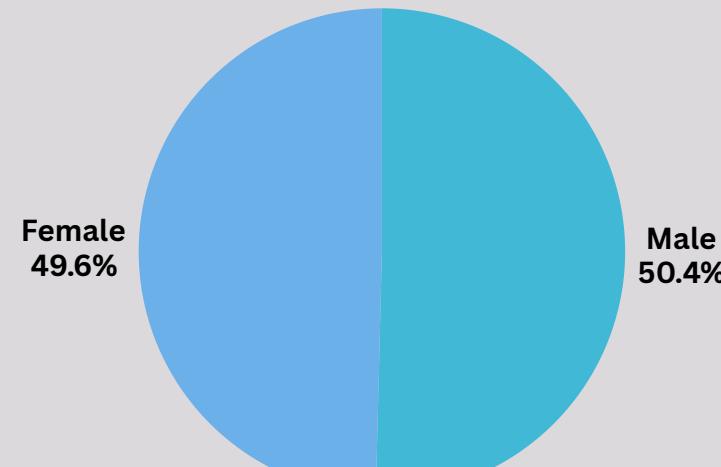
Canada



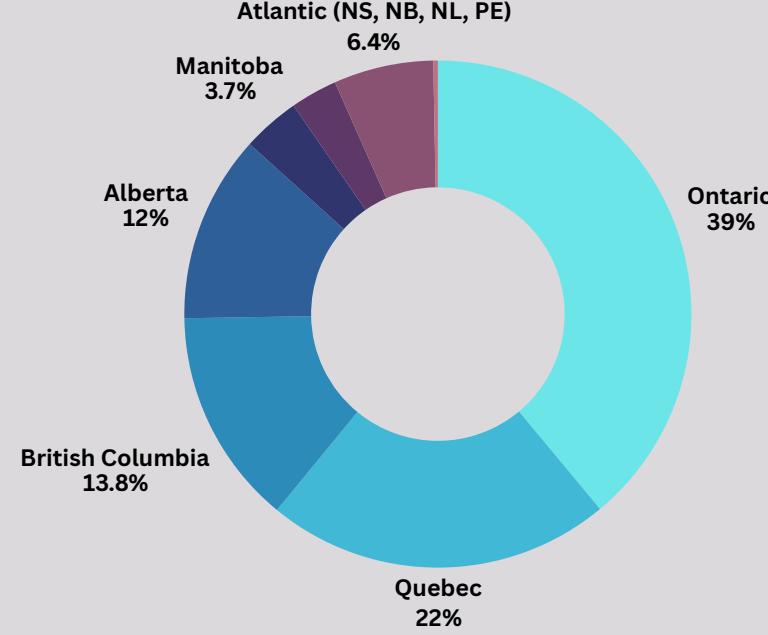
Panel Size-345,521

Gender

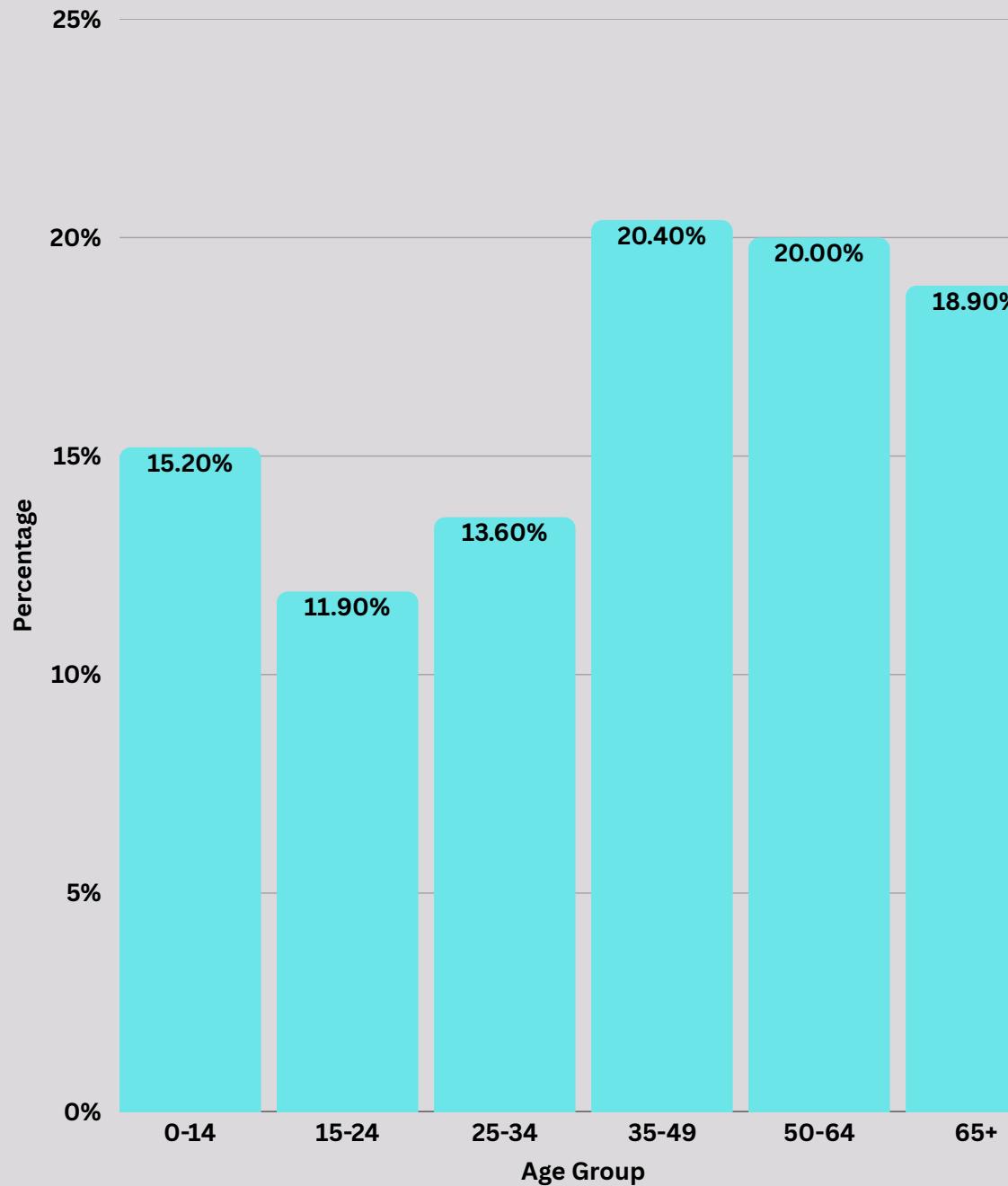
Male Female



Region



Age Distribution



Employment Status

Employed (Full or Part Time)

61.00%

Self-Employed

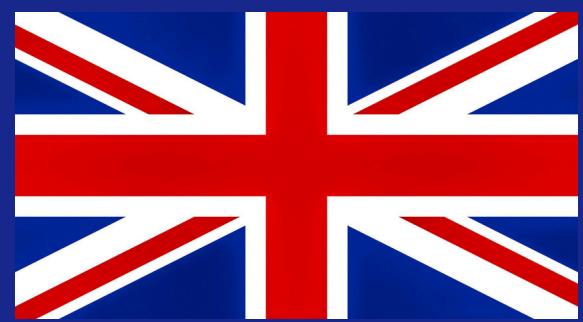
13.60%

Students

11.09%

Unemployed

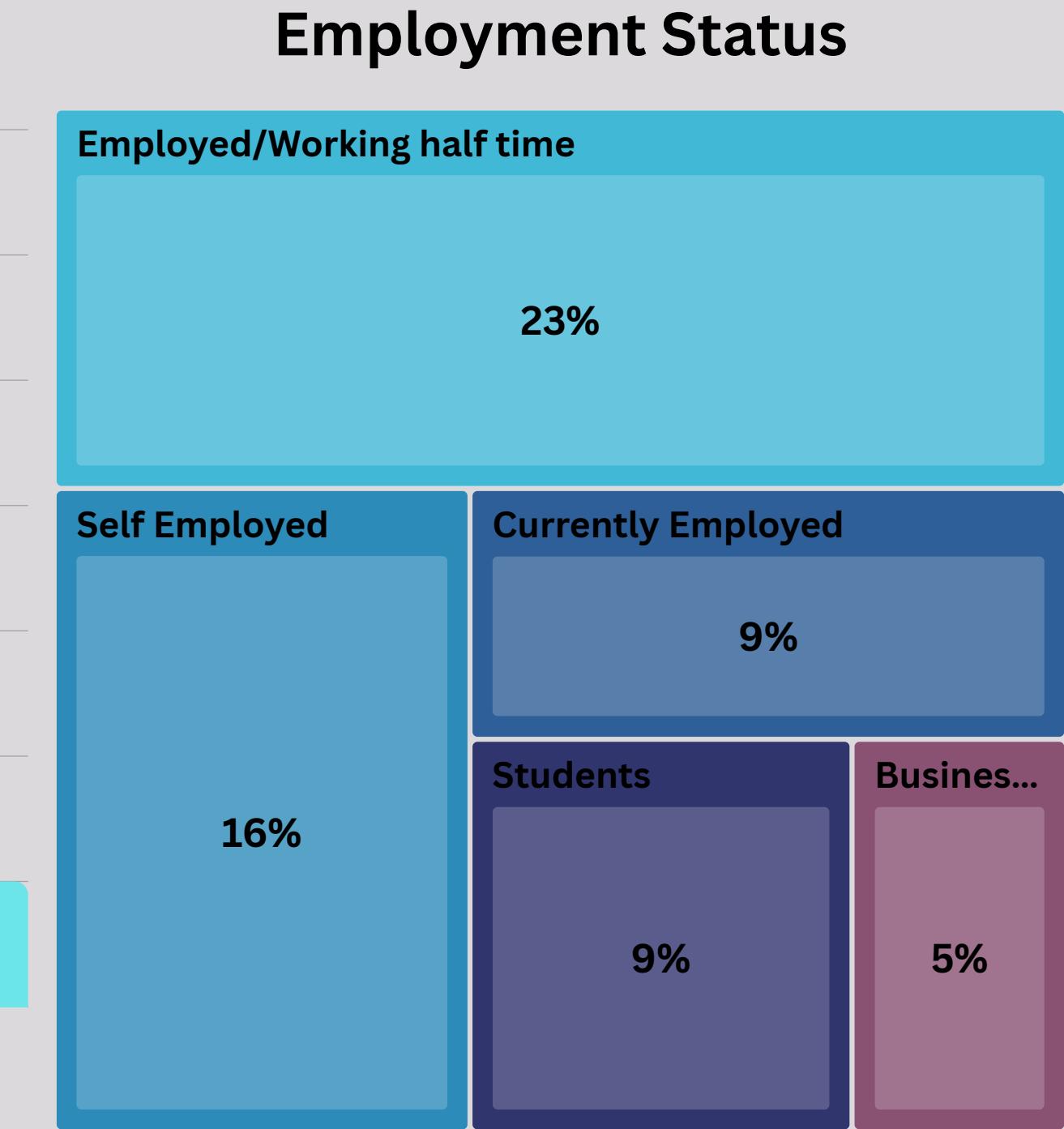
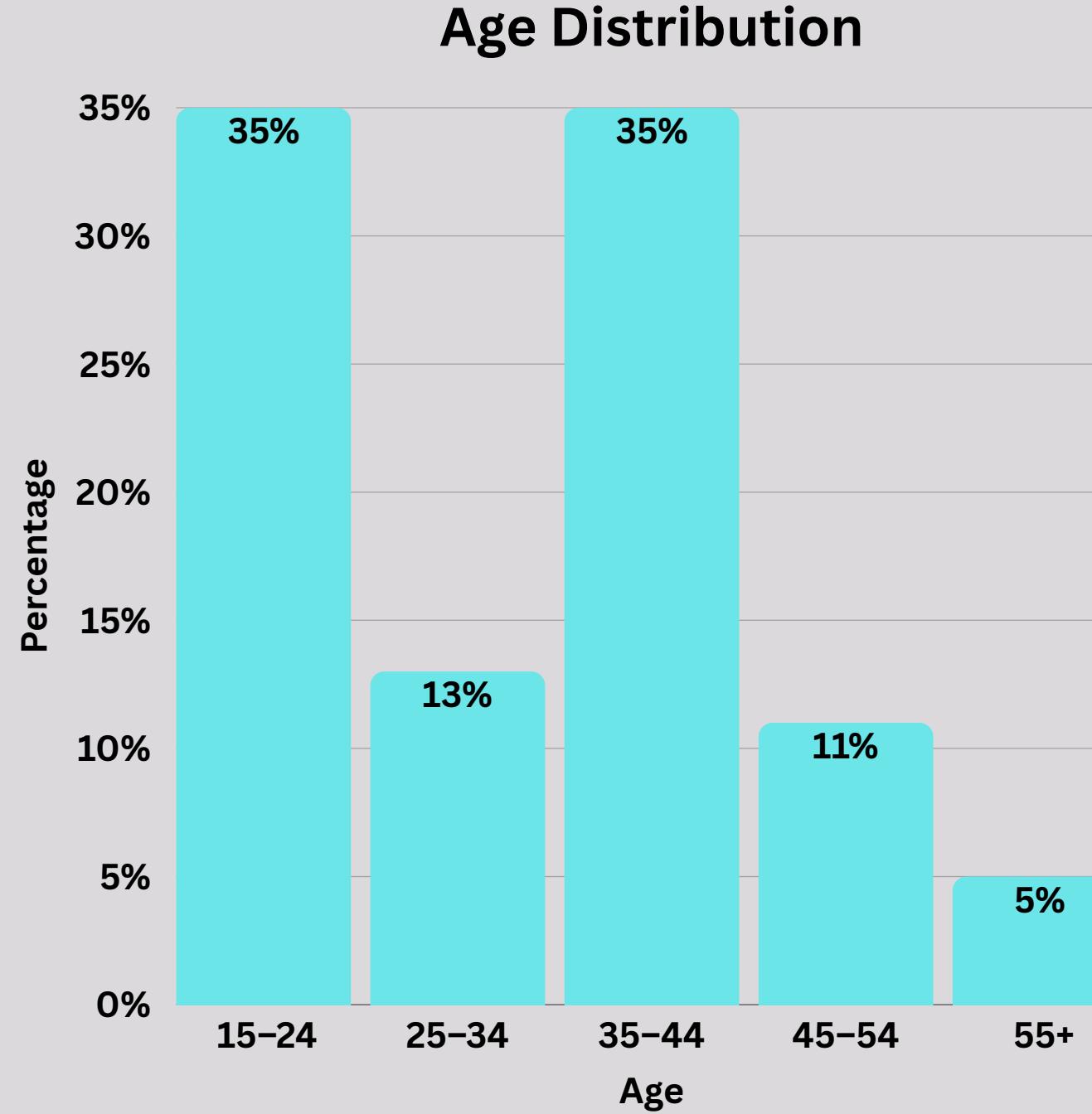
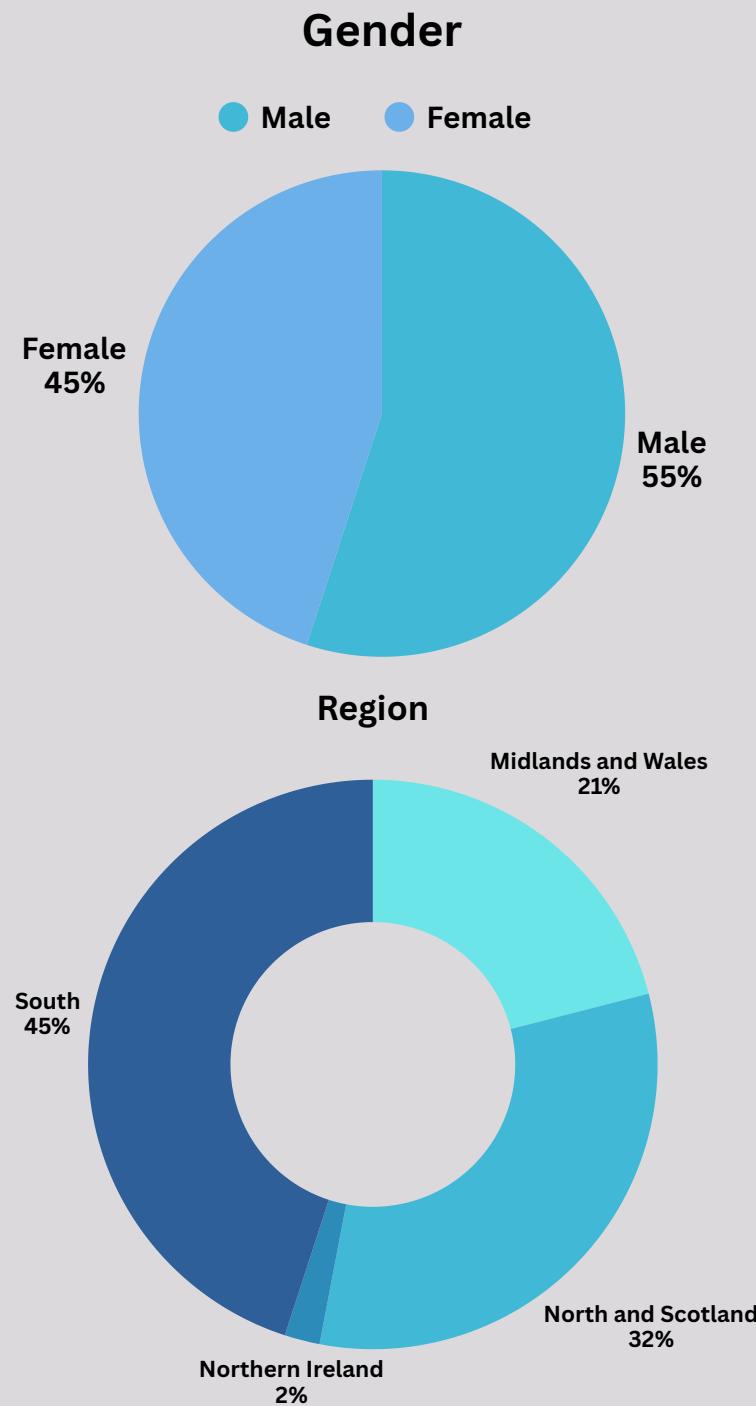
6.90%



United Kingdom

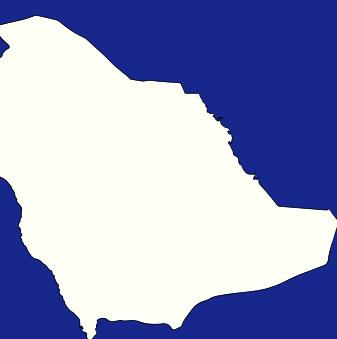


Panel Size-550,484

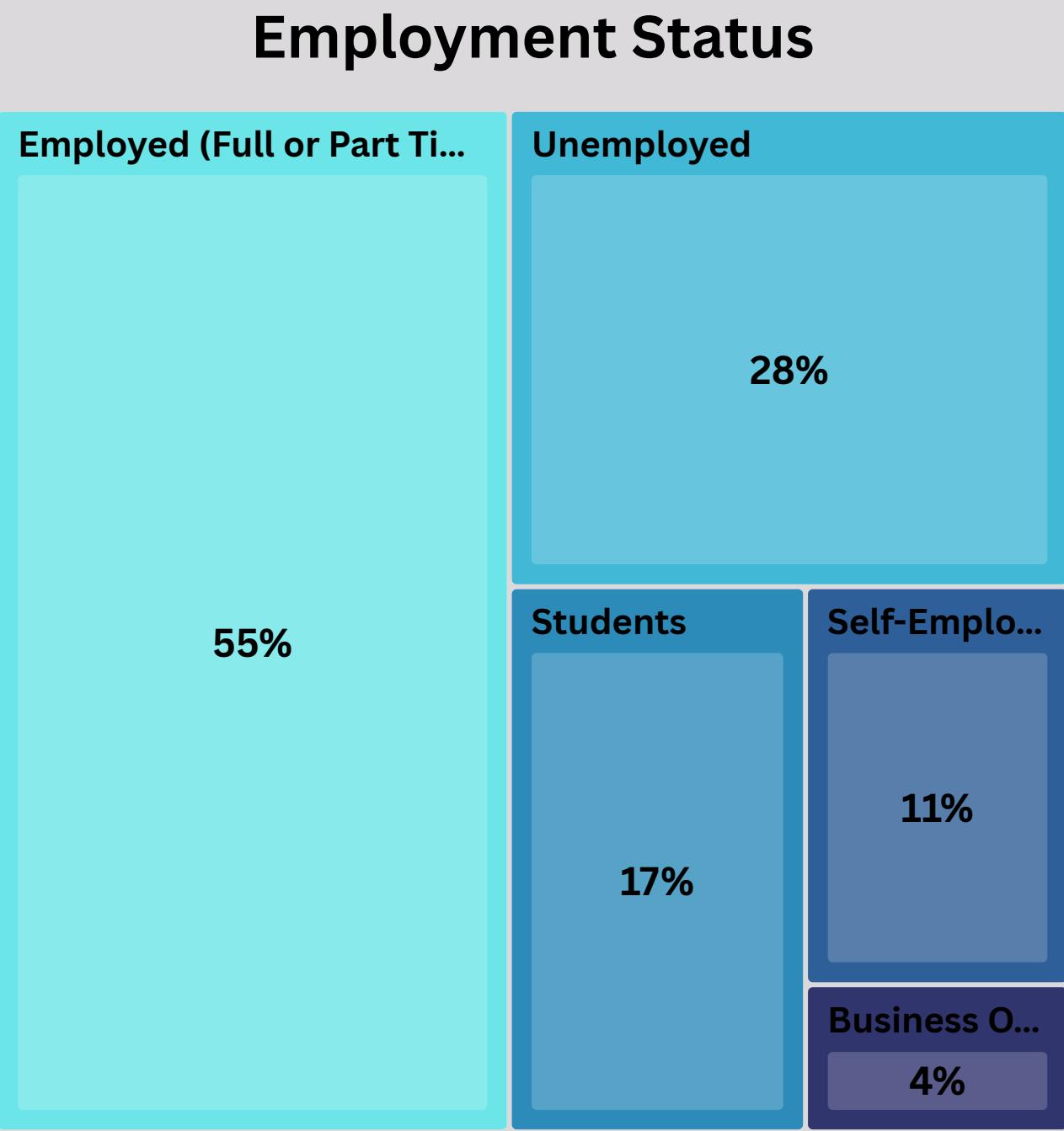
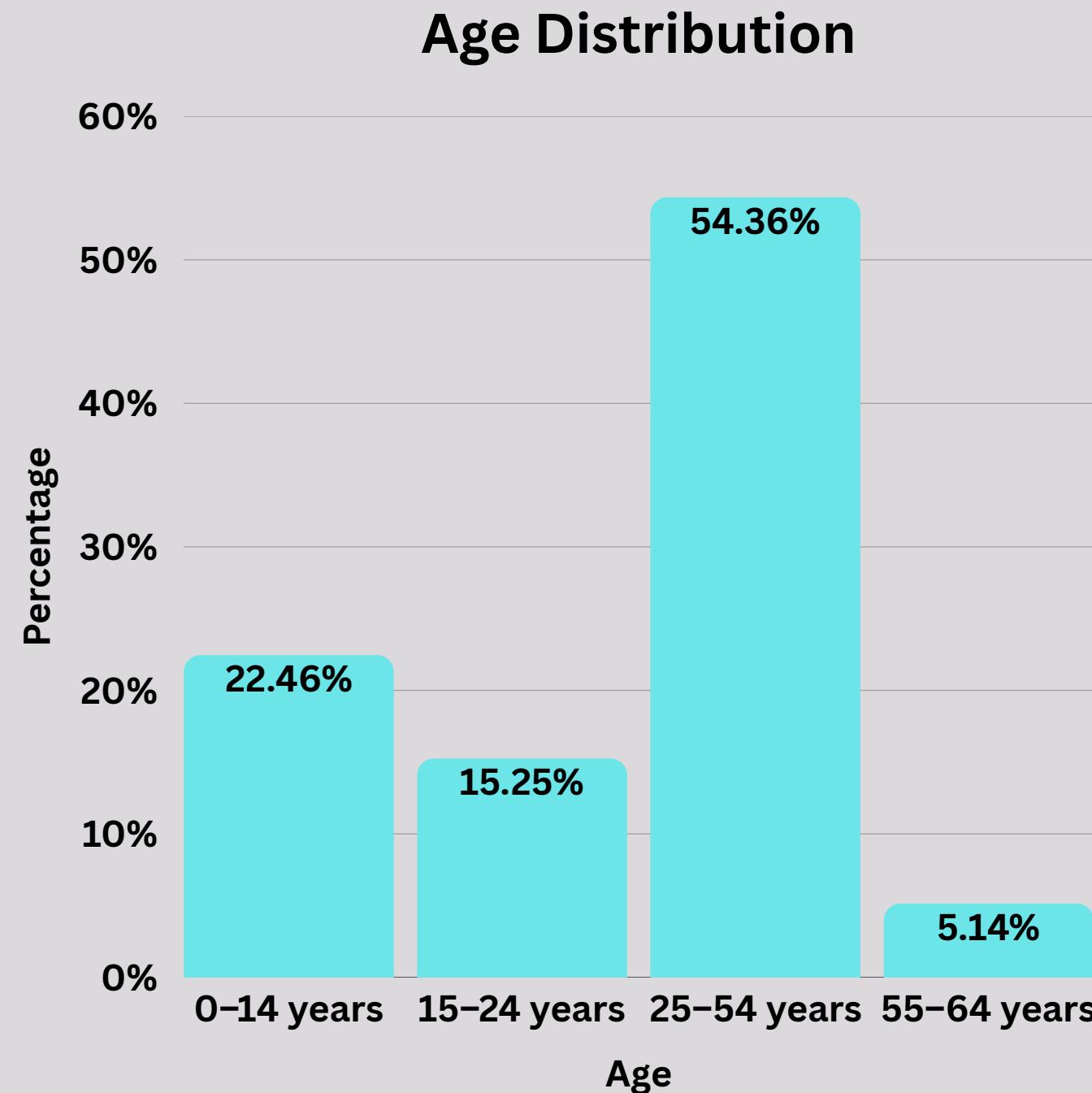
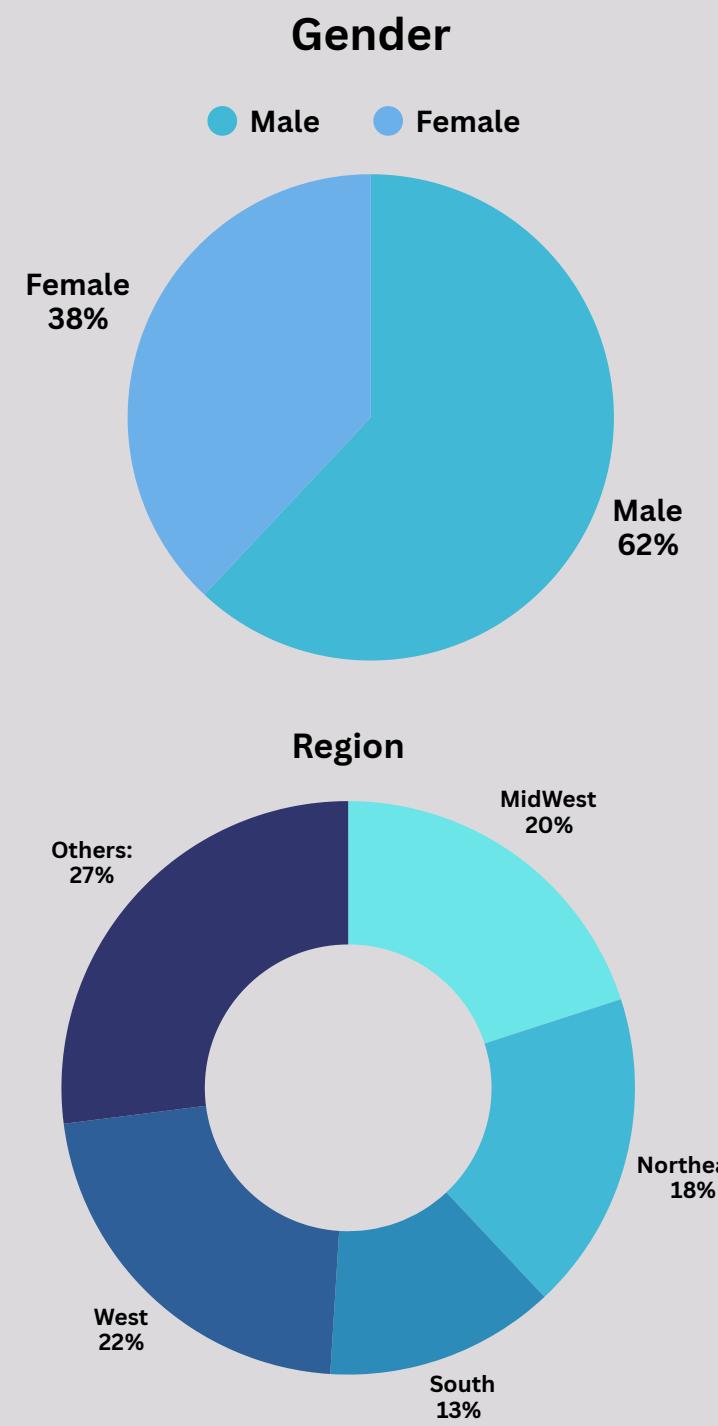




Saudi Arabia



Panel Size-39,358

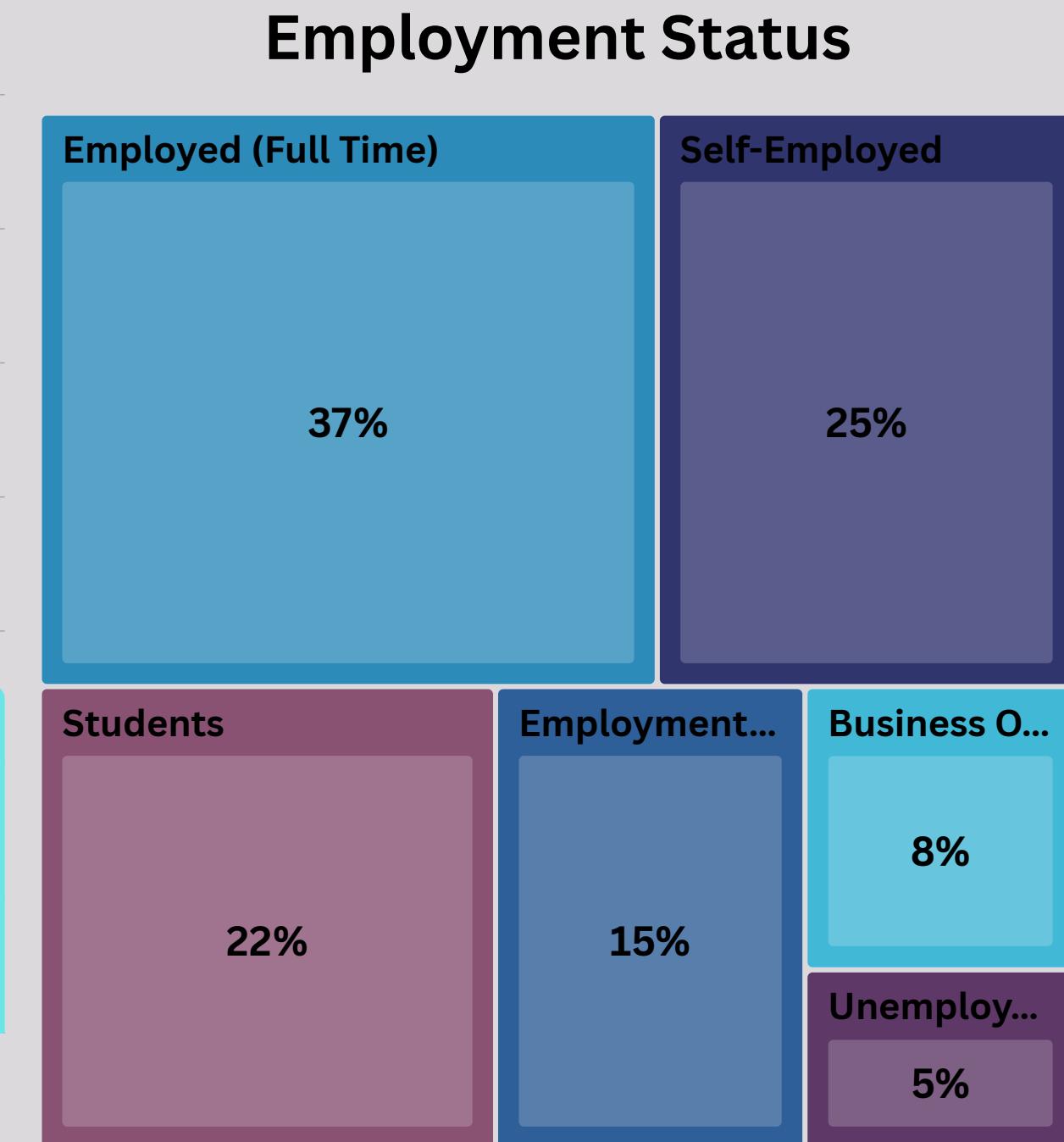
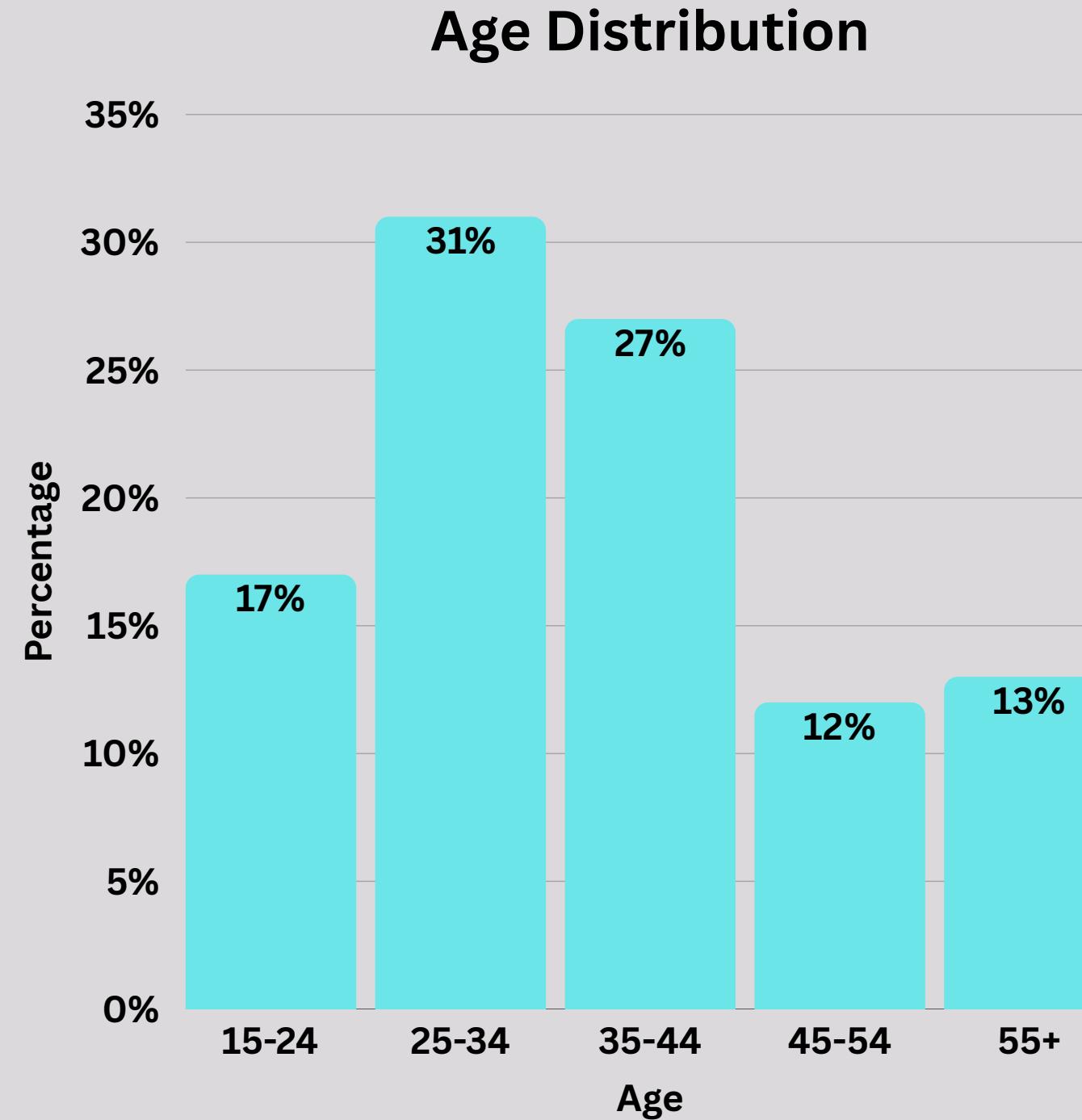
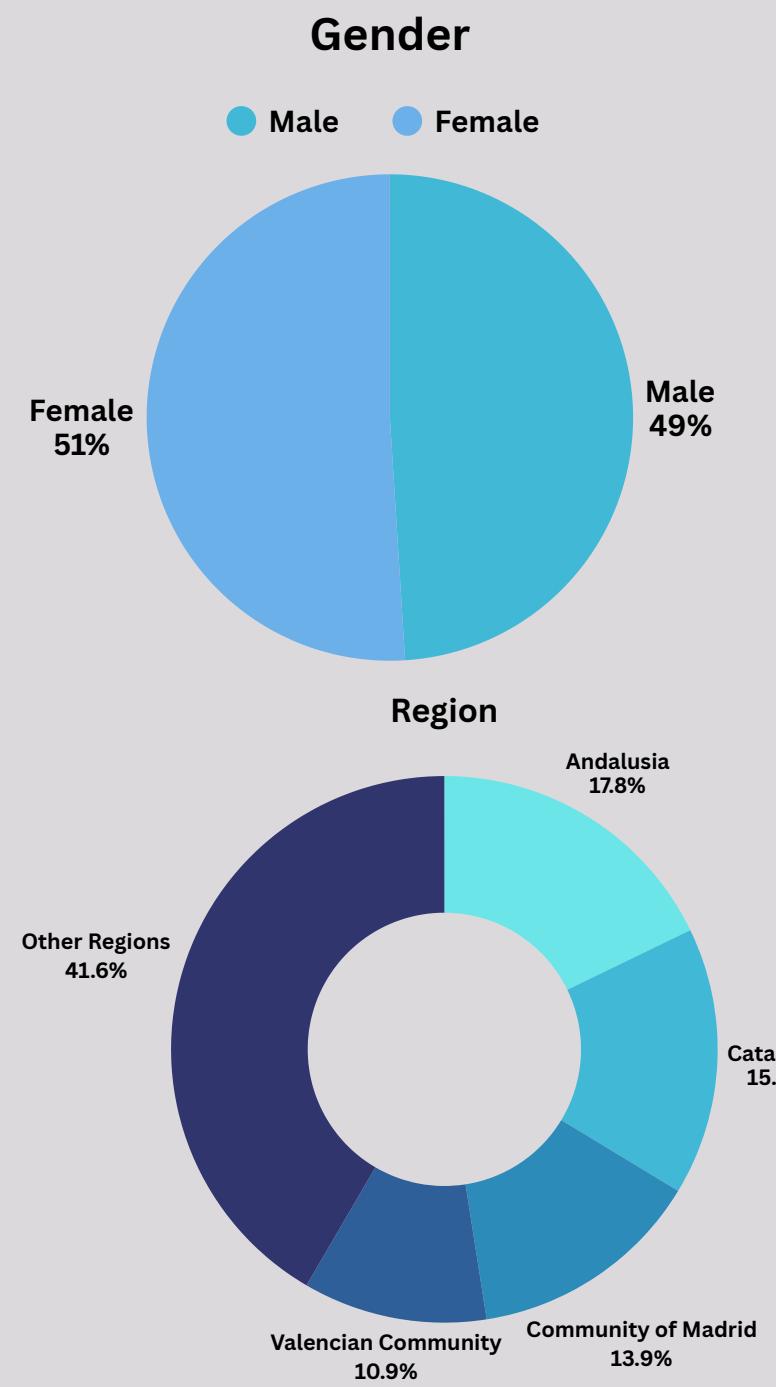




Spain



Panel Size-1,05,363





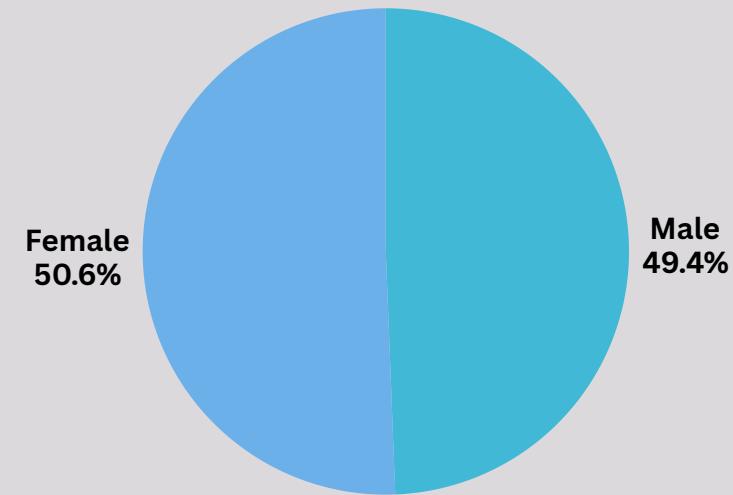
Germany



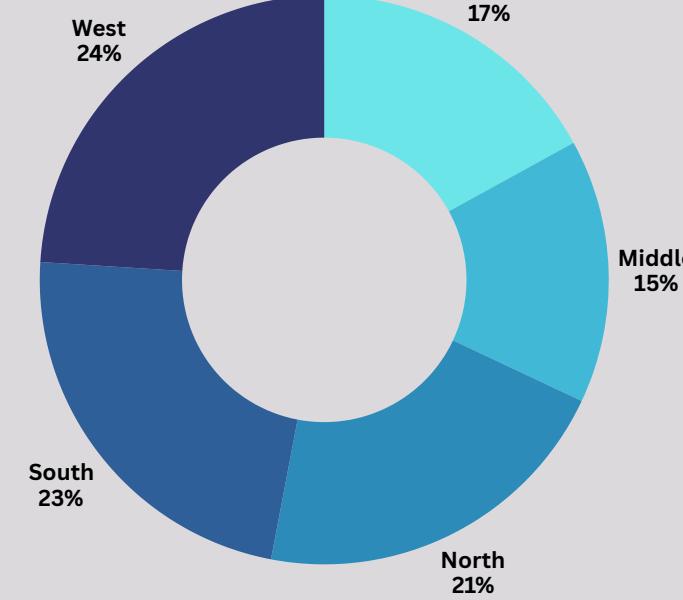
Panel Size-3,46,000

Gender

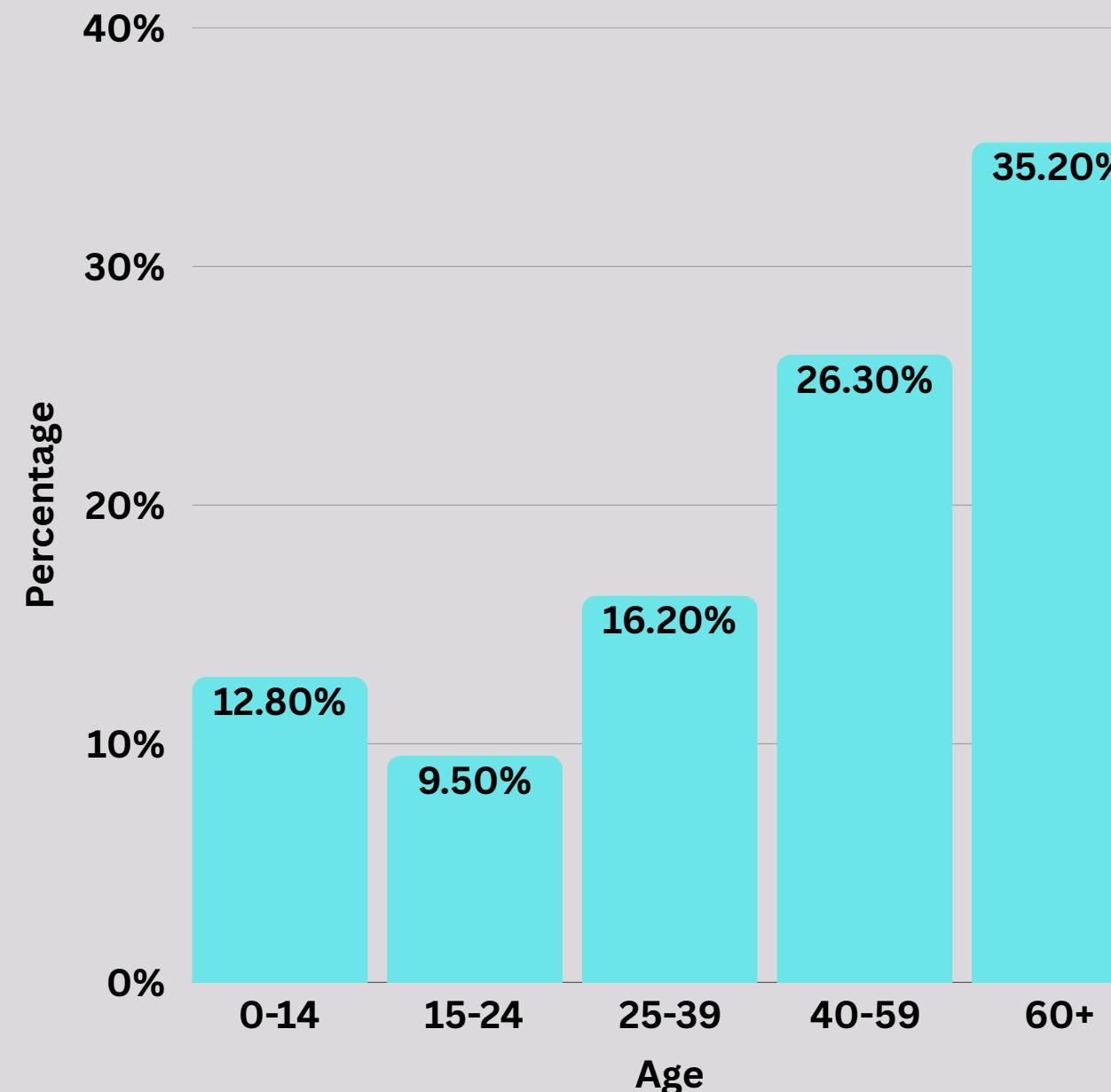
Male Female



Region



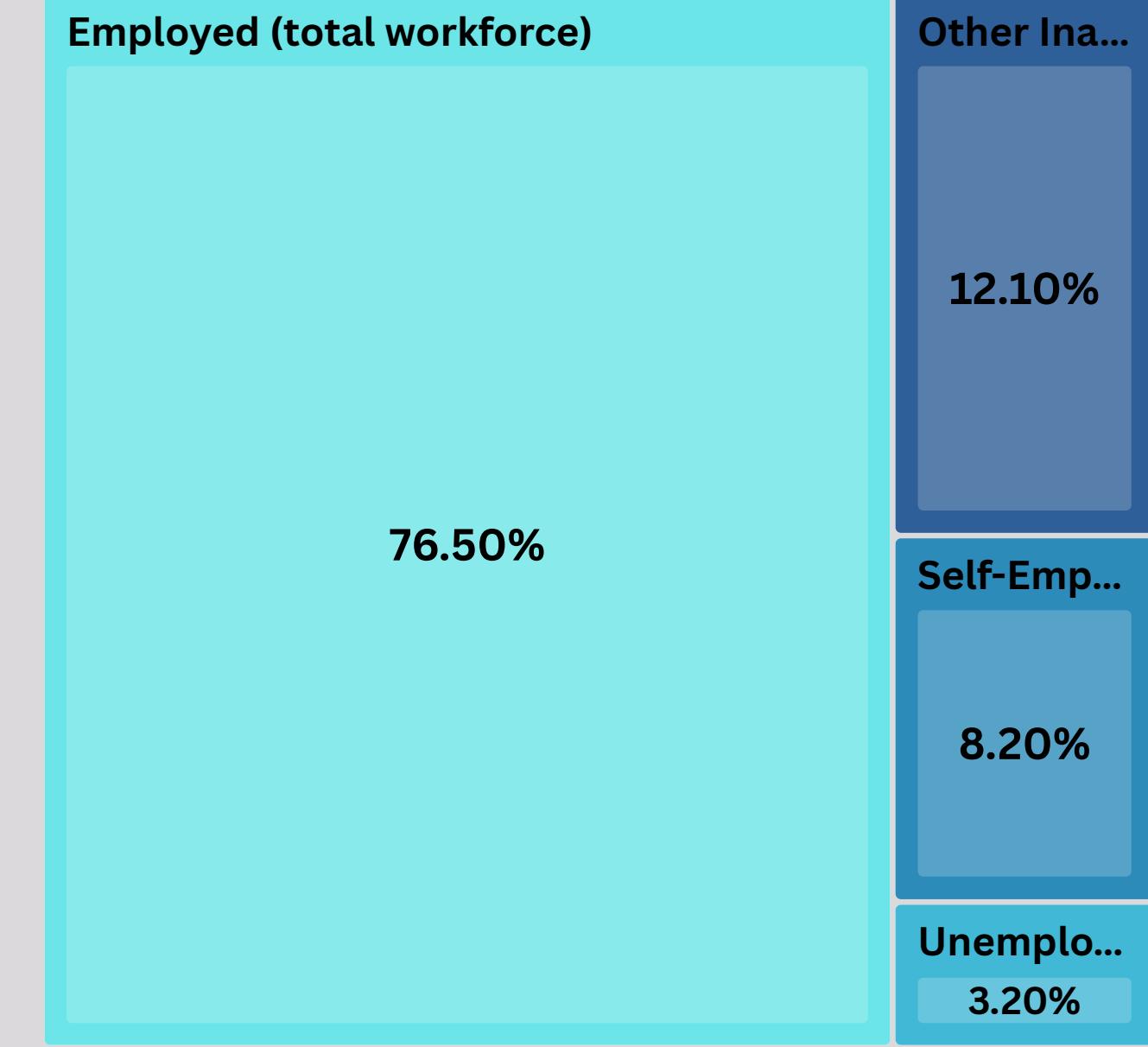
Age Distribution



Employment Status

Employed (total workforce)

76.50%





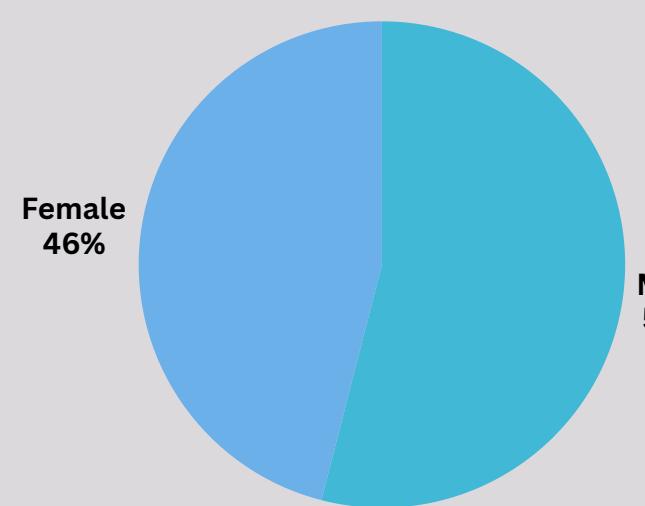
Australia



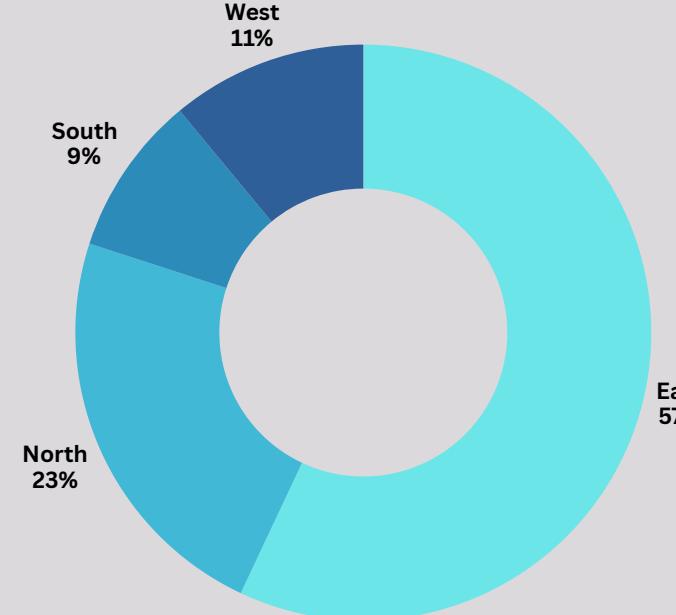
Panel Size-2,27,000

Gender

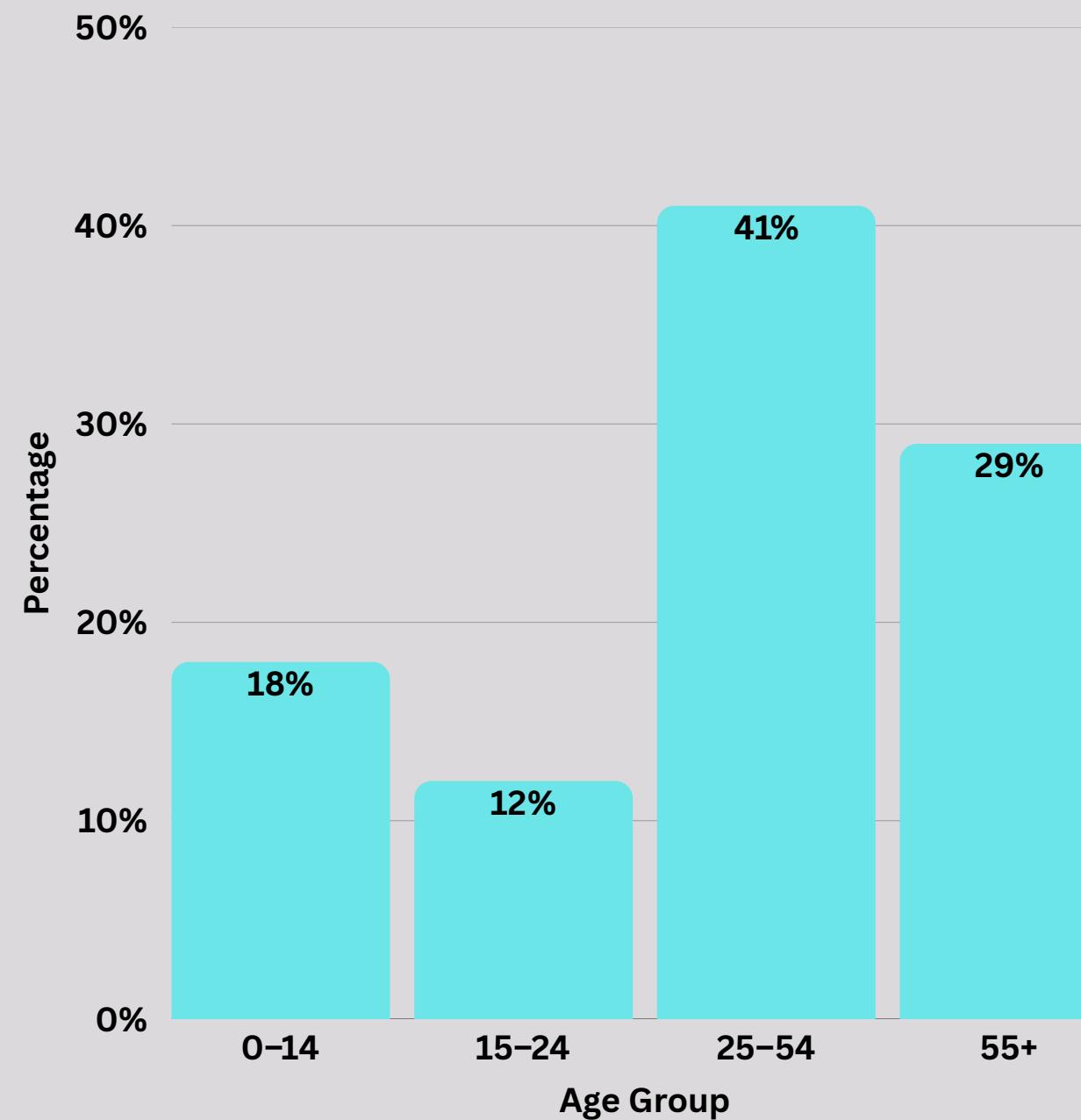
Male Female



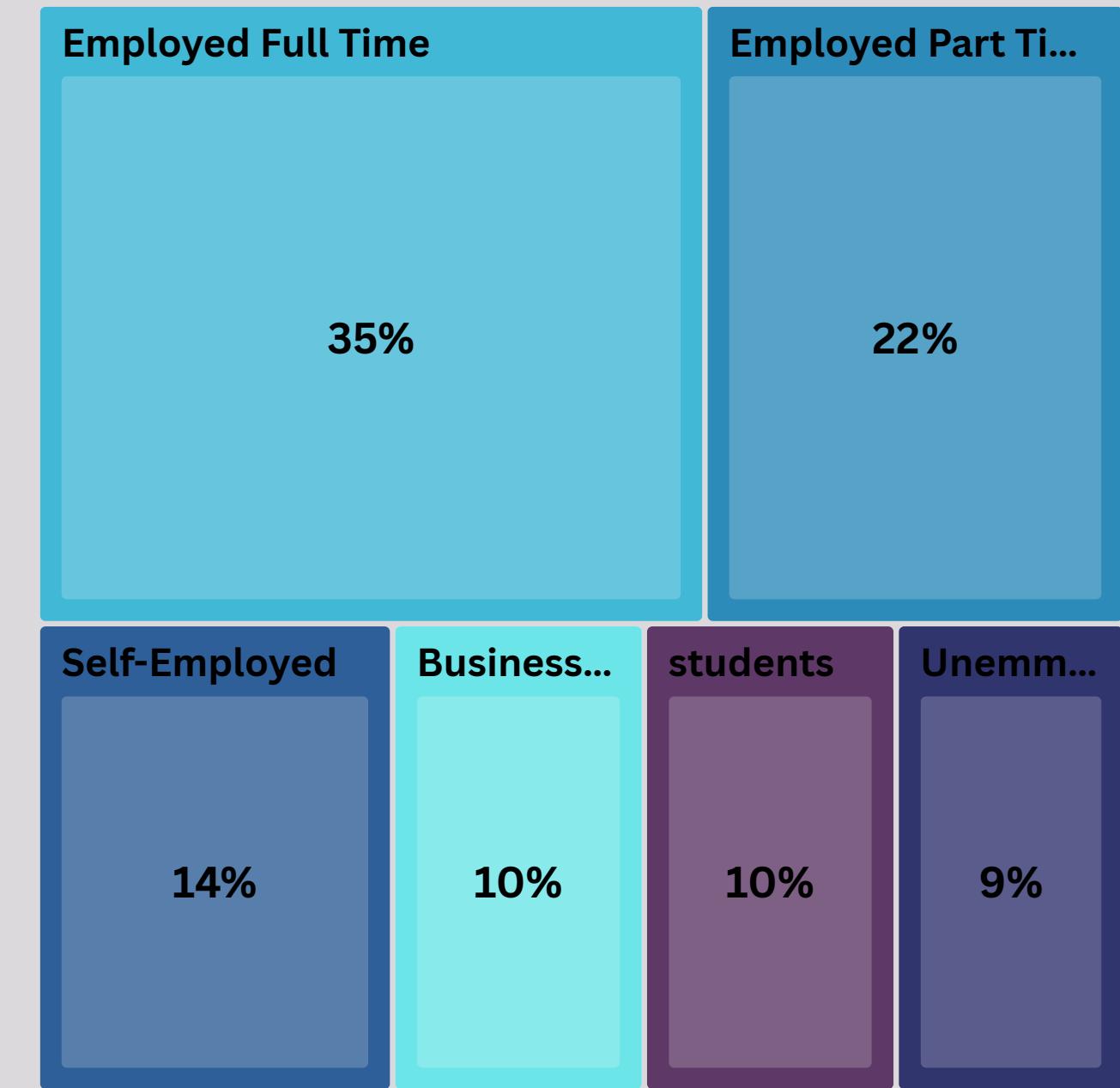
Region

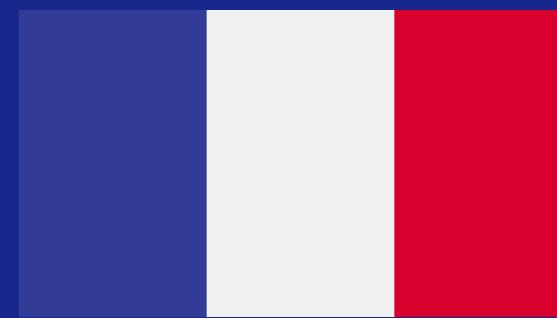


Age Distribution



Employment Status

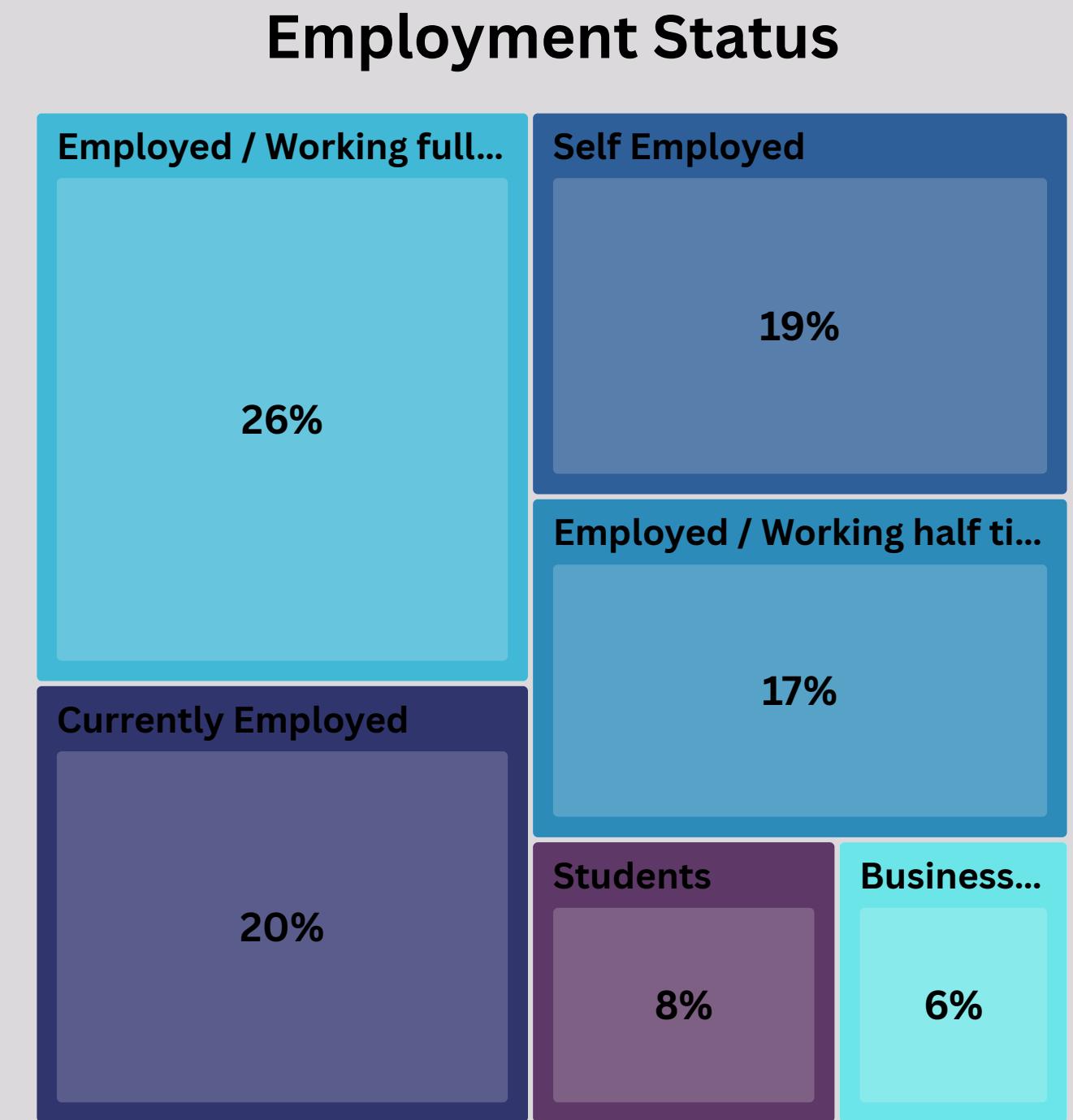
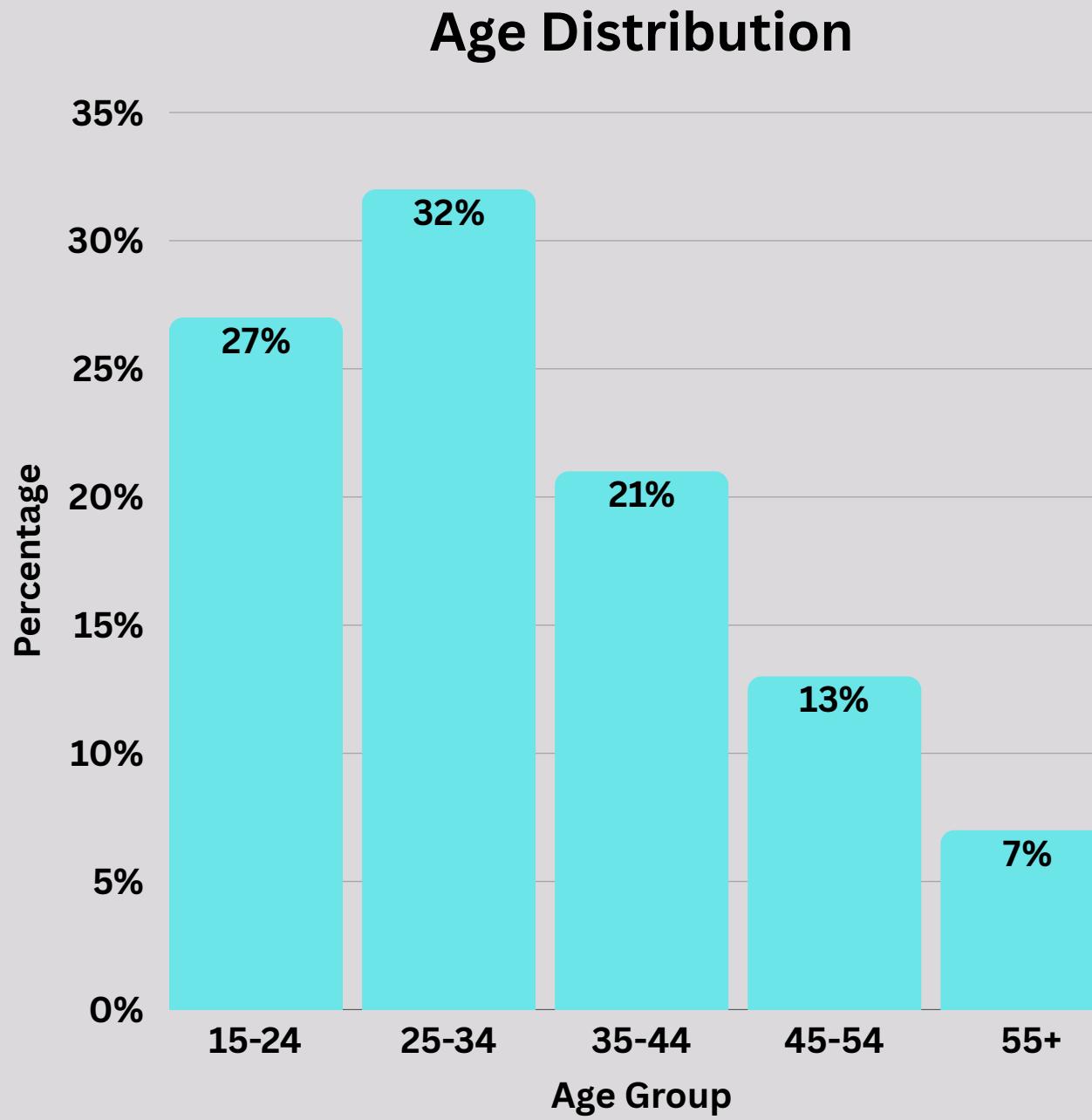
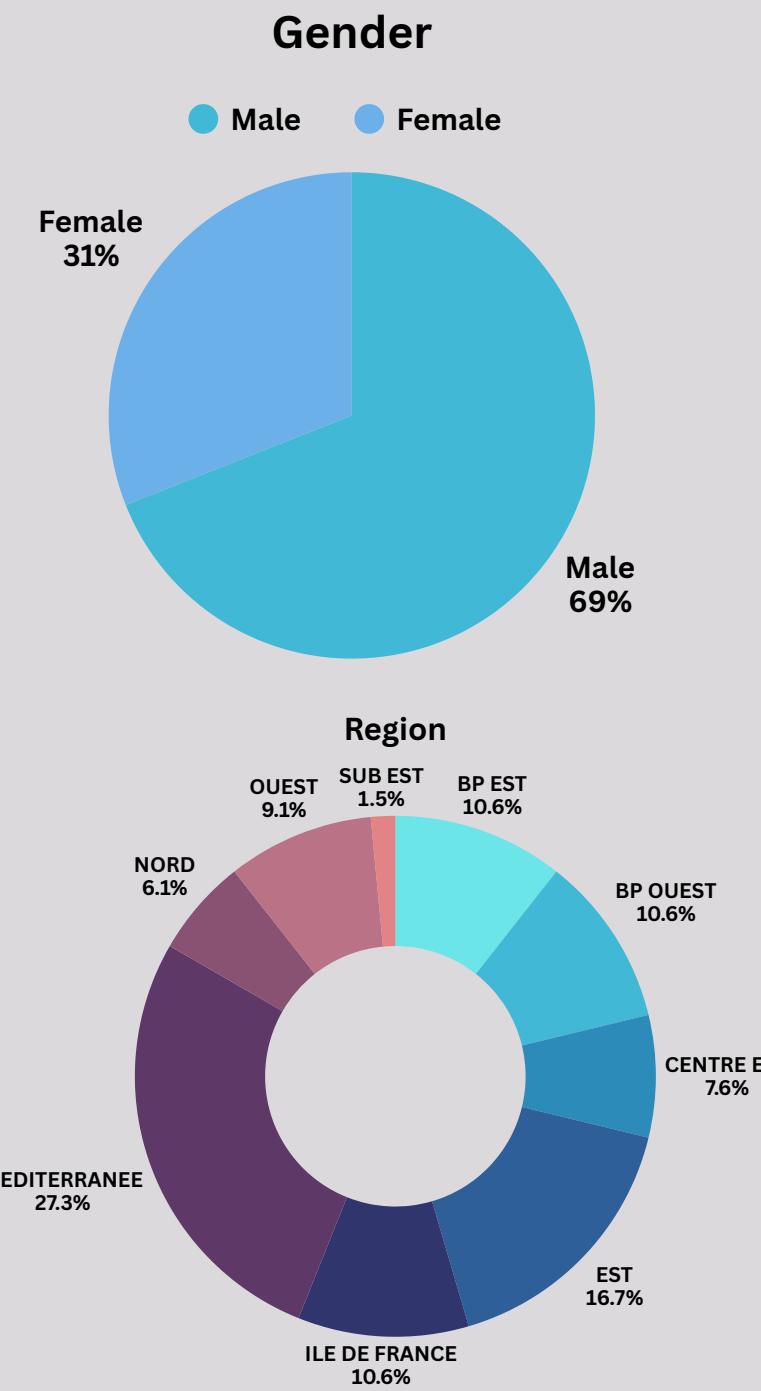




France



Panel Size-4,10,000





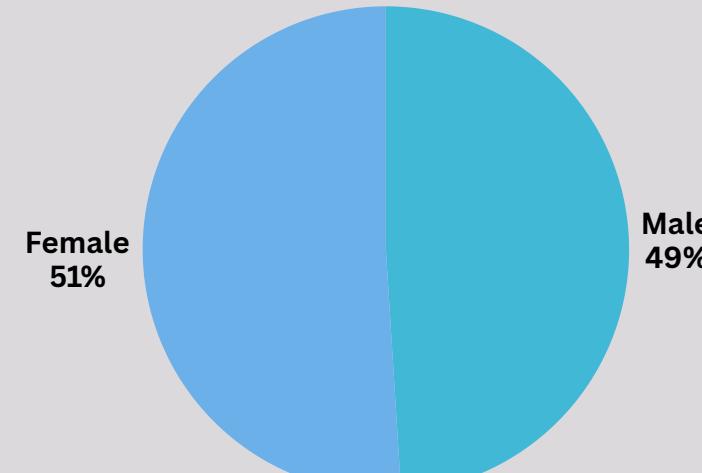
Italy



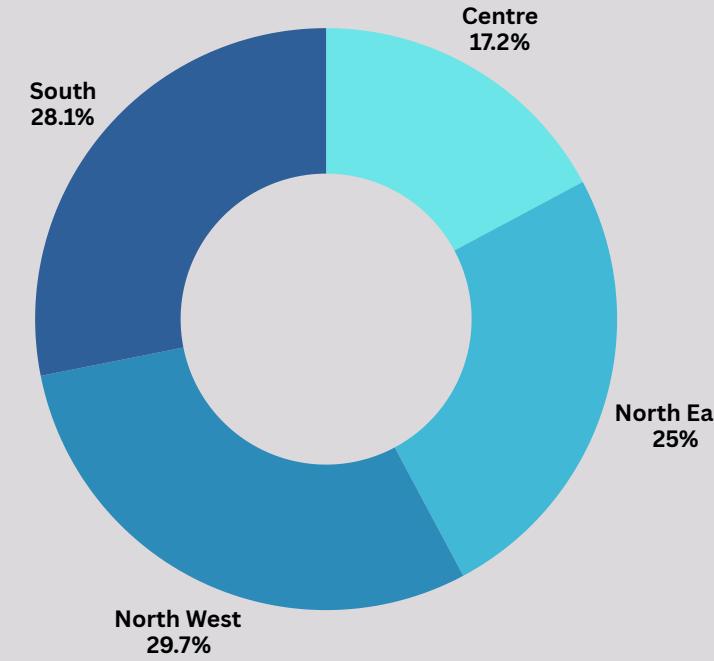
Panel Size-2,36,000

Gender

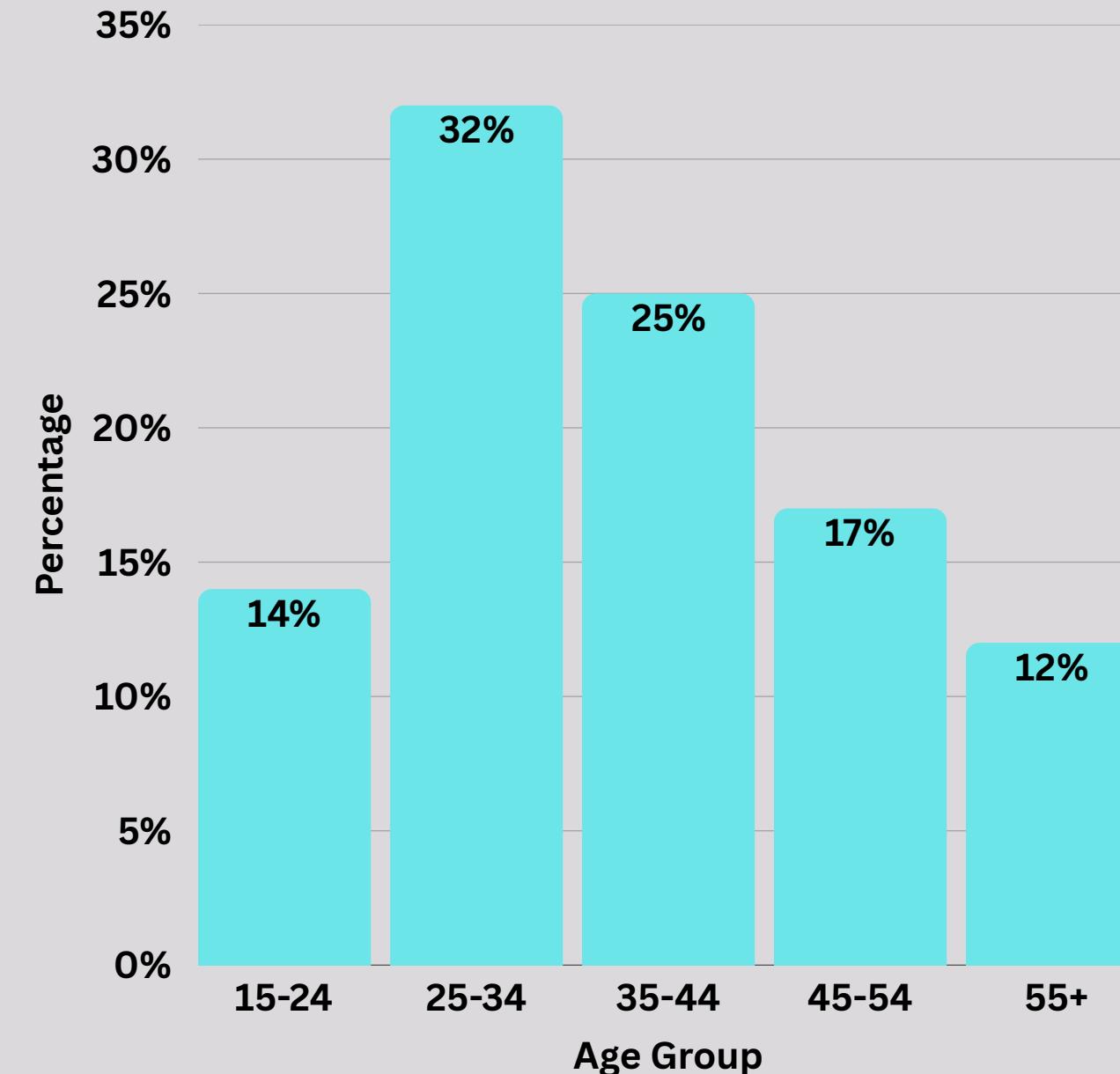
Male Female



Region



Age Distribution



Employment Status

Employed Full Time

31%

Employed Part Ti...

23%

Self Employ...

17%

Currently Employed

28%

Students

12%

Business Owners

8%



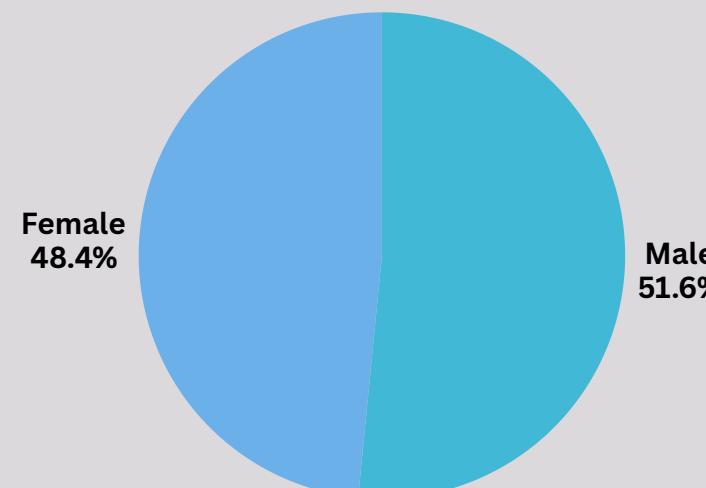
Italy



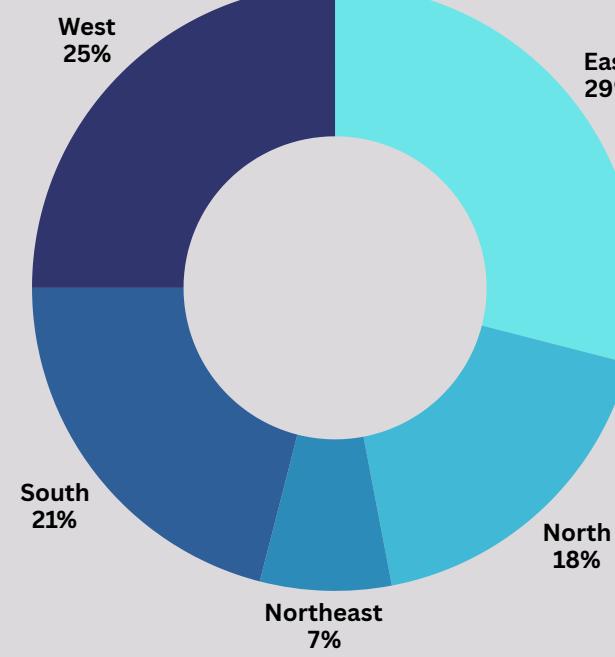
Panel Size-5,48,000

Gender

Male Female

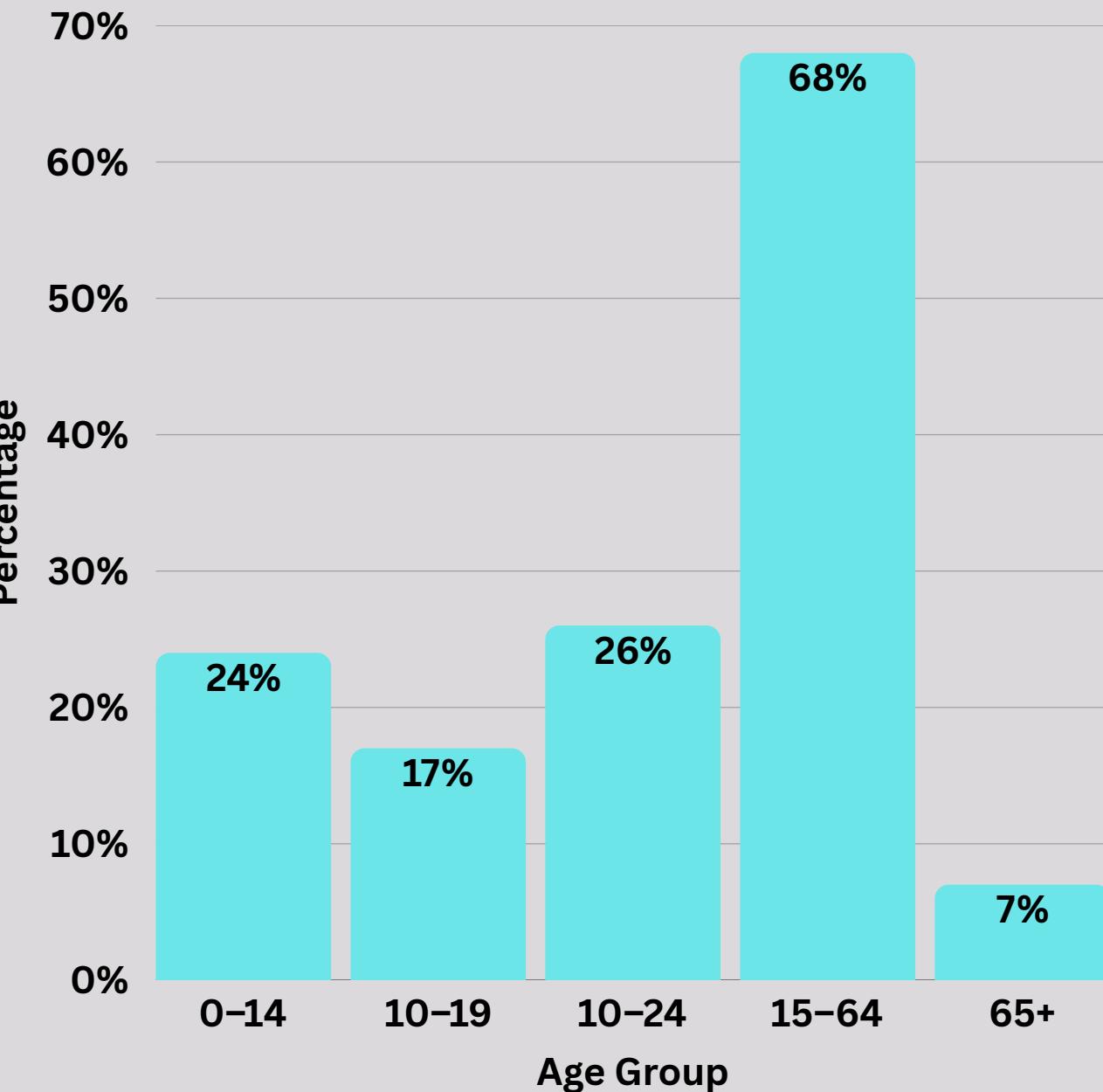


Region



Age Distribution

Percentage



Employment Status

Employed full time

48%

Students (not working)

20%

Employed p...

10%

Self-e...

7%

Retired, homemakers

11%

Business o...

6%

Unempl...

5%



ALPHA RESEARCH

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Company

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