research now™

Business Panel

Quality makes our panels perform

Our growing Business Panel offers the ability to reach highly-responsive business leaders and decision-makers who have traditionally been difficult to reach online. Covering the United Kingdom, France, Germany, the Netherlands, Belgium, Spain, the UAE, the United States, Canada, Mexico, Australia and more, with over 1.5 million validated panel members, the Business Panel provides high quality respondents - engaging the right people, for the right reasons and, in turn, delivering accurate data.

Our business panels can target C-Level executives, IT decision makers, small business owners, HR professionals, finance professionals, independent financial advisors, affluent consumers and many more.

Members are invited by leading brands to complete an in-depth, business relevant profiling survey that indicates their work role, responsibilities, job-related interests and more. Over 40 business profile dimensions are obtained from each panel member.

Recruitment and composition

One of the most important questions that a researcher can ask a sample provider is, "How did you recruit your panel?"

Our panel recruitment methodology has been pioneered to attract quality consumers and business professionals alike by partnering with some of the largest and most respected leading brands such as British Airways, Emirates, Hilton Hotels, Virgin Atlantic and many more.

This includes:

- "By-Invitation-Only" Recruitment Methodology
- Normalised Recruitment
- 300+ Member Profile Dimensions

Quality assurance

Quality research requires quality sample. We ensure online sample quality by employing an arsenal of leading-edge techniques to identify and eliminate undesirable respondents by:

- Member Verification Process
- Veracity Scoring
- "Double Blind" Screening

Maintenance and incentives

We recognise that a healthy panel yields fast, quality results. To maintain panel health we employ several proven methods of building and maintaining member relationships:

- Rewarding Respondents with a Fair-Value Exchange
- Dynamic Profile Enrichment™

Business Panel

Member Level Profile Variables

OCCUPATION
Professional/Technical
Executive/Upper Management
Mid-Level Management
Sales/Marketing
Business Owner/Self-Employed
Artistic/Literary
Clerical/Administrative
Crafts/ConstructionTrade/Foreman
General Practitioner/Doctor (BMS, HPC, BDS, MRCVS)
Healthcare Professional (Not GP, Doctor)
Hospitality/Entertainment
Farming/Forestry/Fishing
Solicitor/Barrister
Military/Civilian Uniform Services
Educator (Professor, Teacher, Coach)
Education Administration/Support Services
Retired
Homemaker
Student
Unemployed
Other

BUSINESS TITLE
Chairman/Board Member
Partner/Proprietor/Owner/Sole Trader
Managing Director/President/CEO/COO
CFO/Controller/Treasurer
CIO/CTO
EVP/SVP
VP/Assistant VP/Principal
General Manager
Director/Department Head
Manager/Senior Manager
Assistant Director/Assistant Manager
Account Executive
Account Manager/Account Director
Analyst/Senior Analyst
Product Manager
Publisher/Producer
Supervisor
Associate/Senior Associate
Technician/Technical Specialist
Developer/Programmer
Chartered Accountant/Certified Public Accountant
Tradesman/Trade Specialist
Administrative Assistant/Executive Assistant
Administrator
Other

Functional Role
Accounting/Finance
Administration
Communications/Public Relations
Consulting/Advisory
Creative Services
Customer Service
Design/Engineering/Construction
Executive/Proprietor/Owner
General Management
Human Resources
Information Technology
Market Research
Marketing/Advertising
Operations/Production
Planning
Procurement/Purchasing
Quality Control
Research and Development
Sales/Business Development
Training
Other

AREAS OF PURCHASING RESPONSIBILITY (DECISION-MAKER/INFLUENCER)
Accounting/Tax Services
Consulting Services
Employee Benefits
Financial Services
HR/Personnel Services
Insurance
Internet Services
Legal Services
Maintenance/Security Services
Marketing/Advertising Services
Meeting Accommodations
Office Services/Moving
Office Supplies/Equipment
Print/Copy/Photo Services
Raw Materials/Components
Real Estate Services
Shipping/Mail Services
Technology Services/Hardware/Software
Telecommunications
Training
Travel/Transportation

DIRECT REPORTS
0
1
2-3
4-5
6-10
11-50
51-100
101-500
501-1,000
1,000+

Company Level Profile Variables

NUMBER OF EMPLOYEES
1 employee
2-5 employees
6-10 employees
11-50 employees
51-100 employees
101-500 employees
501-1,000 employees
1,001-5,000 employees
5,001-10,000 employees
10,000+ employees

ANNUAL TURNOVER
£0 - £.99 million
£1 million - £2.99 million
£3 million - £5.99 million
£6 million - £24.99 million
£25 million - £54.99 million
£55 million - £264.99 million
£265 million - £524.99 million
£525 million - £4.99 billion
£5 billion+
Unsure

YEARS IN BUSINESS
<1 year
1-3 years
4-5 years
6-10 years
11-20 years
20+ years
Unsure

TYPE OF BUSINESS
Services
Manufacturing
Retailing
Wholesaling
General
Not-For-Profit
Other

INDUSTRY SEGMENT
Advertising
Aerospace/Defence
Agricultural
Automotive
Banking/Mortgage
Business Services
Catering/Restaurants
Chemicals
Computer/Electronic Equipment
Computer Software/Internet
Construction/Contracting
Consulting
Consumer Products
Education
Entertainment/Recreation
Financial
Government (Civil Service)
Healthcare/Medical
Insurance
Legal Services
Machinery/Equipment
Market Research
Marketing Services
Paper Products
Personal Services
Petroleum/Petrochemicals
Publishing/Printing/Media
Real Estate
Telecommunications
Textiles/Apparel
Transport/Logistics/Warehousing
Transportation
Travel/Hotel/Hospitality
Utilities
Value Added Reseller (VAR)/Systems Integrator
Other