



# RONYELLOW MARKET RESEARCH

GLOBAL PANELBOOK

2019

# Ronyellow Market Research

Ronyellow Market Research is the global provider of data solutions and technology for B2B, B2C surveys and market research insights.

Ronyellow Market Research reaches participants in 30+ sample countries via internet, telephone, mobile and other ways.

Ronyellow Market Research operates from UK, India, US, AU and remote staff in over 4 countries, offering sample, data collection, CATI, questionnaire design, programming & reporting, analytics and data processing.

The team at Ronyellow Market Research is led by trained, certified domain experience professionals who have the expertise, technology and resources to take your Business to the next level. We help Our Clients to increase their ROI, deliver the best Insights Services and experiences. Our experienced Market Research professionals are committed to delivering innovative, risk-reducing solutions and using the latest digital equipment and software to provide technology solutions to meet your Business goals.

Together our entire Ronyellow Market Research team brings a wealth of knowledge and collective expertise in custom market research, online panel development, sample delivery, and research technology.

Ronyellow Market Research panel connect you to any respondent, specialty population – to measure and track attitudes and behaviors in almost any market around the world, quickly and efficiently.

# TOP PANEL COUNTRIES



CN -1704025



US-777454



IN-728885



JP-499864



CA-237245



BR-203783



UK-192155



AU-182153



FR-94589



DE-81578



IT-46041



MX-45302

# Panel In-Deep Profiling

## PERSONAL HOUSEHOLD

Number of adults in household  
Age/gender of children  
Children under 18 living in household  
Own/rent home  
Appliances in home  
Smart Phone  
Mobile phone brand  
Mobile phone service provider  
Mobile phone usage  
Number of Pets  
Types of pets  
Pets intend to buy in future  
Amount spent on pets  
Languages spoken in home  
Total household income  
Internet connection  
Gadgets & gizmos

## FOOD & BEVERAGE

Frequency of drinking alcoholic beverage  
Beer drinker  
Frequency of drinking beer  
Types of beer  
Wine drinkers  
Frequency of drinking wine  
Types of wine  
Type of restaurants  
Names of restaurants  
Dining out  
Number of times visited a bar  
Number of times visited a restaurant  
Frequency of drinking beverages (non-alcoholic)

## BUSINESS-TO-BUSINESS

Industry  
Number of employees  
Employment Status  
Job title  
Job role  
Current occupation  
Number of offices of the company  
Company annual revenue  
Decision maker

## SHOPPING

Store types  
Retail Stores by names  
Online shopping  
Amount spent per month  
Recent large purchases  
Credit card ownership  
Mode of payment at store  
Frequency of visiting stores

## ENTERTAINMENT

Movies  
TV shows  
Number of movies at theater per year  
Number of hours of TV per week  
Video games  
Consoles  
Consoles owned  
Type of TV service subscribed  
TV shows over internet  
Movies purchased from TV  
Games purchased yearly  
Gaming hours/month

## HOBBIES & INTERESTS

Hobbies and interests  
Areas of interest  
Internet & Netnography  
Hours spent on internet at home and at work  
Internet Service Provider (ISP)  
Sports  
Activities  
Politics  
Type of Internet Service Provider

## AUTOMOTIVE

Car owned/leased in household  
Brand/type of car  
Purchase intender  
Car accessories  
Insurance claim  
Type of car owned/leased  
Insurance provider  
Use roadside assistance  
Make of vehicles owned/leased  
Other vehicles owned/leased

## TRAVEL

Business Trips  
Leisure Trips  
Domestic and International Vacation  
Airline used for travelling  
Hotel category  
Vacation types  
Mode of booking tickets  
Car rentals  
Travelled In a Cruise  
Countries Visited

## FINANCE & INVESTING

Number of credit cards  
Number of debit cards  
Credit card types  
Average credit card balance  
Decision maker  
Primary bank account  
Average credit card balance  
Mortgage  
Type of accounts (saving, checking, money market)  
Investment real-estate  
Net worth  
Brokerage account  
Tax payment/services  
Type of insurance product

## HEALTH & FITNESS

Gym/club membership  
Type  
Health insurance  
Health insurance company  
Place of purchase  
Decision maker  
Frequency of smoking  
Plans to quit smoking  
Past history of smoking  
Spouse smokes  
Ailments  
Habits

Ronyellow Market Research panel cover the globe, with

**4 million+**

qualified and Active respondents.

**Ronyellow Market Research** holds over data points on their respondents, covering interests, lifestyles, communication, shopping, by brand, frequency and more.

**1 500,000+**

Responses by our Panelist.

**B2B, B2C and Healthcare Respondents** are available so you target your Audience you need and get your completes on time and within budget.

# RONYELLOW MARKET RESEARCH INSIGHT FACTS

## TARGETS LET YOU REACH YOUR AUDIENCE EFFICIENTLY AND ACCURATELY

### **AUTO**

Identify your automotive targets across the globe via your choice of powerful selection options. Reach anyone who wants to share their thoughts and opinions on cars and other vehicles. Among the selects at your fingertips:

### **MOTHERS**

Select precisely the target you need from this key population segment. Select by: age of child, income, purchase intent, past purchase behaviour, lifestyle and living situation, parent's employment, age of siblings, and dozens of other selections

### **HEALTH AND PATIENT**

Ronyellow Market Research lets you dig beneath top-line selections to identify and recruit specific and hard-to-reach populations. Via real-time dynamic profiling and detailed refinement questions, our sample meets your needs, however tight your parameters. Among selects available:

Allergies, Asthma, Diabetes, High blood pressure, High cholesterol, Obesity, ADD/ADHD, Arthritis, Cancer, Chronic pain, Hepatitis, IBS, Incontinence, Lactose intolerance, Multiple sclerosis, Osteoporosis, Skin conditions

# TARGETS LET YOU REACH YOUR AUDIENCE EFFICIENTLY AND ACCURATELY

## **MOBILE**

With communication habits changing fast, you need to understand how your target market is getting and sharing news and information today. Ronyellow Market Research, recruited from multiple sources, puts you in touch with today's mobile consumer on their terms. Among the selects:

Tablet users by type, Smartphone users by brand and provider, Mobile users by frequency, App users by type and frequency And many more selects

## **BUSINESS OWNERS BUSINESS DECISION-MAKERS**

Ronyellow Market Research brings you access to the executives shaping today's business environment. Reach the business across hundreds of industries and job titles—including C-level executives, IT decision makers, HR professionals and many more. Whatever the size of the company you're targeting—from large conglomerates to small start-ups—Ronyellow Market Research gets you the sample you need in the countries you choose. Select by: Title, Company type and category, Areas of responsibility, Company size, Number of locations ,Geography

## **IT DECISION-MAKERS**

In a fast-changing business sector, it's critical to use sample with up to date profiling and accurate selections which reflect

today's technology. The IT Decision-Makers audience includes current and in-depth selections in these key areas:

Software purchase responsibility, Software used, Experience by type, Size of company, Location of company, Company revenue, Years of experience, Hardware ownership by device type and manufacturer, IT Decision-Makers are verified and carefully managed, with appropriate rewards, custom messaging and dedicated teams focused on ensuring the quality of your responses.

## **GLOBAL REACH**

All the opinions you need using the right mode every time. Reach consumer and business targets online, via landline and mobile phone or mail.

The ability to select from over 1,000 profiles; multiple demographic and geographic options.

## **GLOBAL FOOTPRINT**

We work on every time Zone. According to Time Zone, Auto Mail sent to the Respondents .

Ronyellow Market Research connects you with trusted opinions in 30+ countries to ensure the right results the first time.

## **FLAWLESS DELIVERY**

Quality data, on time and on budget.

We deliver insights at the speed of business; your business doesn't have time to wait.

Big or small, we provide solutions to meet your budget.

## **CONSULTATION**

We help our clients uncover how people interact with brands, technology, services, and products. Our experts discover not only the end result, but also the underlying mindsets, moods, motivations, desires, and aspirations behind their interactions with your brand.



# RONYELLOW MARKET RESEARCH

## Panel Details

**4500,000 +**

**51% M-F 49%**

AGE GROUP			
<b>18-24</b>	<b>25-34</b>	<b>35-54</b>	<b>55+</b>
<b>27%</b>	<b>30%</b>	<b>25%</b>	<b>18%</b>

**Global Reach 30 + Sample Countries**

**1500,000+ Response/Answered Every Year**

# RONYELLOW MARKET RESEARCH

[Info@ronyellow.com](mailto:Info@ronyellow.com) | [www.ronyellow.com](http://www.ronyellow.com)

UK: 27 Old Gloucester Street, London, United Kingdom, WC1N 3AX

INDIA: Ronyellow Market Research Sector-5 Opium, Salt Lake, Kolkata India 700010

© 2019 Ronyellow Market Research Services and Technology . All rights reserved