



**SCRUTINY
GLOBAL**

Panel Book

Version - 2.0



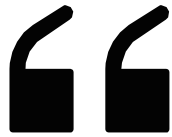
Visit Our Website

www.scrutinyglobal.com

Scrutiny global 



About Us



Welcome to Scrutiny Global - the market research company that has been working globally upto the expectations of the clients. We are specialized in conducting market research for B2B, B2C, and healthcare industries across various sectors such as technology, retail, manufacturing, and life sciences in Asia, US, and Europe.

At Scrutiny Global, we are committed to providing our clients with actionable insights that drive growth and help them stay ahead in the competitive landscape. With a team of experienced researchers who have a deep understanding of the global market, we have been able to offer our clients unique and effective solutions for their market research needs.

Our exclusive and proprietary double opt-in online panels have been meticulously developed and nurtured in 15 major Asian markets, the us market, and the Europe market, expertly managed by dedicated local support teams, adhering to the highest industry standards. Scrutiny Global ensures round-the-clock service, catering to the needs of 100 clients worldwide.

WHY Scrutiny Global

As the renowned quote goes "Excellence is not a destination, but a continuous journey of improvement."

With this spirit, we strive to provide nothing short of excellence to our valued clients, ensuring they receive the most insightful and dependable data in the ever-evolving digital landscape.

At Scrutiny Global, with all the hard work and the latest technology use we are ensuring the highest quality of online data through meticulous quality assurance processes. Our commitment to continuous improvement, and meeting the expectation of our clients, drives us towards achieving the our main goal which is to being very kind and caring to customers, always putting them first and going above and beyond to serve them

We take pride in offering our clients a rich blend of authentic local insight and premium proprietary panels. Our mission is to deliver quick, grounded, and above all, quality samples.



Our SERVICES

Scrutiny Global offers a wide range of market research services to meet the unique needs of our clients. Our services include the Quantitative and Qualitative Research in :



BUSINESS 2 BUSINESS RESEARCH



CONSUMER MARKET RESEARCH



HEALTHCARE RESEARCH



BUSINESS 2 BUSINESS Research

B2Bmarket research can be challenging due to complicated decision-making processes, products, services, and markets in enterprises, as well as busy and difficult-to-reach decision-makers.

Our research company specializes in studying difficult-to-reach decision-makers and niche markets in various industries such as :



TECHNOLOGY



CONSTRUCTION



TRANSPORT AND LEISURE



RETAIL



FINANCIAL SERVICES



TELECOMMUNICATIONS



LEGAL



ENTERTAINMENT AND MEDIA

TARGET AUDIENCE

JOB TITLE



Director / General Manager / Vice President



Owner / Partner / Self Employed Manager



Executive / Supervisor / Officer and more...



DECISION-MAKING AUTHORITY



ITDMs (Computer Hardware/Software)



Printers



Internet Service Provider



HRDMs (Recruitment, Training)



Finance DMs (Auditing, Insurance, Accounting, Banking)

Consumer Market Research

We also conduct consumer market research in sectors including:

Consumer goods

Electronics

Energy

Cosmetics

Pharmaceuticals

Automobiles

Travel

Gaming

Smoking

We certainly do this with a focus on helping businesses reach and engage their target audience.



Healthcare Research

Our healthcare market research expertise includes various therapeutic areas such as:

Cardiovascular

Dermatology

Musculoskeletal

Neurology

Endocrinology

Oncology

Gastroenterology

Genitourinary

Consumer wellness

Rare diseases diagnostics
and equipment Vaccines

Ophthalmology

Immune system and genetics

Psychotherapy and psychiatry

Contagious diseases

Pulmonology

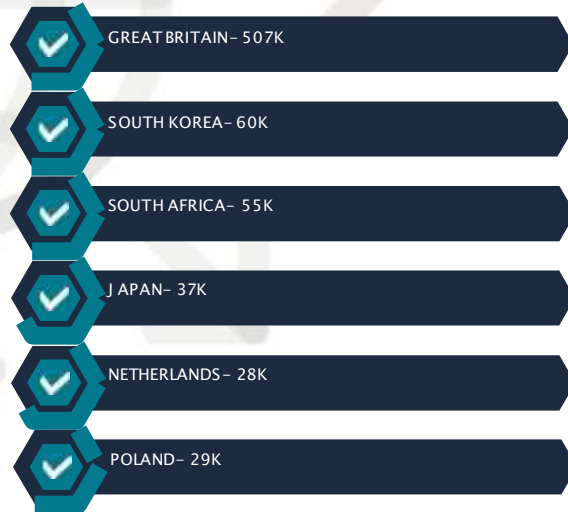
Hematology

Onco-hematology

Our research team is trained in handling the protocols necessary for international projects and is supported by strict standard operating procedures.

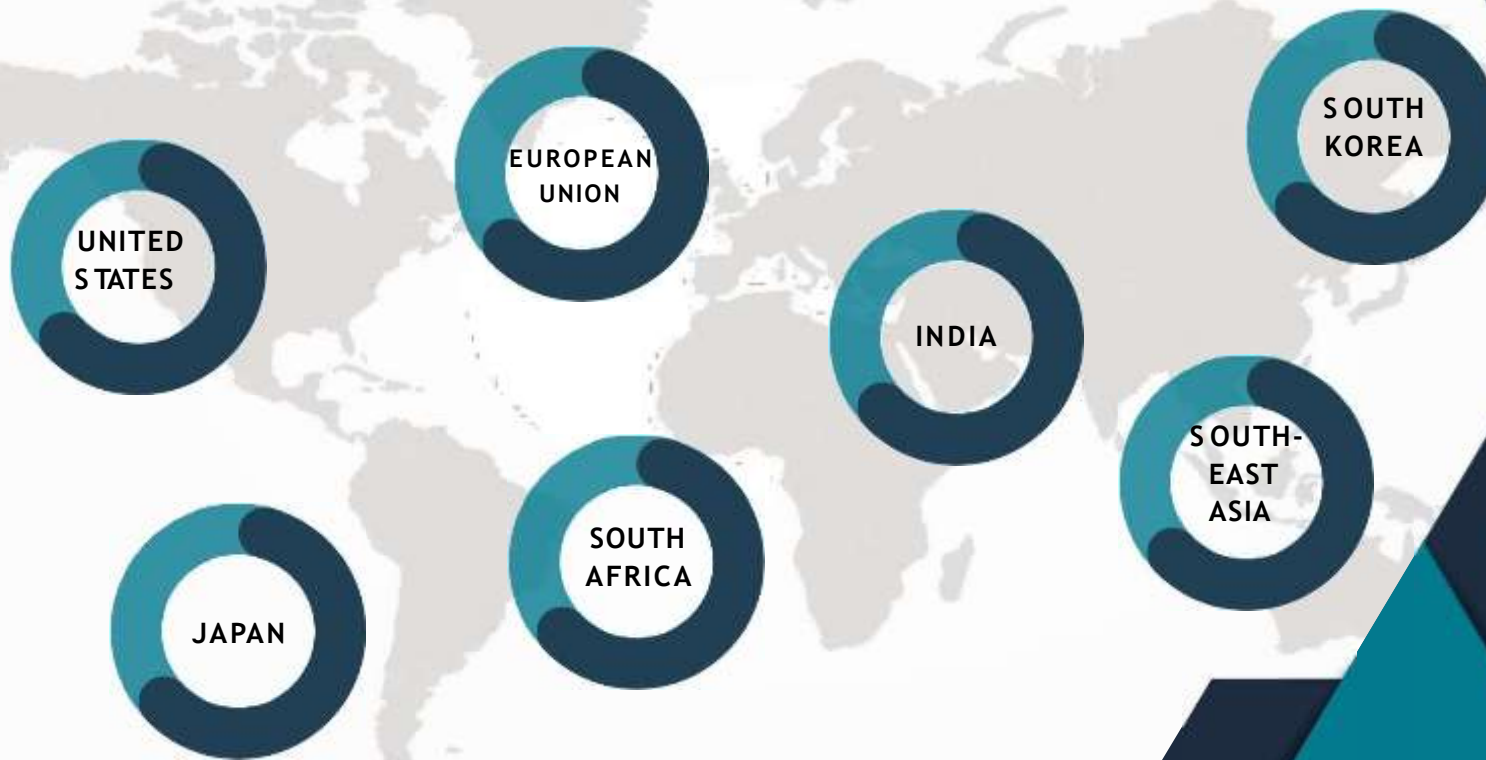
PANEL AUDIENCE

"Quality is not an act, it is a habit." - Aristotle by keeping the spirit from the quote we as Scrutiny Global embracing a steadfast commitment to excellence. Our esteemed panels are diligently cultivated, fortified, and nurtured each day, meticulously tailored to cater to the distinct requirements of our esteemed clientele. In our unwavering pursuit of perfection, we take immense pride in our meticulously vetted, doubly-verified proprietary panels, spanning across Asia and the United States and the Europe. Through our well-established local network panel resources, we stand poised to extend our support and services to a global clientele.



Asia, US and Europe

For Your Attention



Our Approach

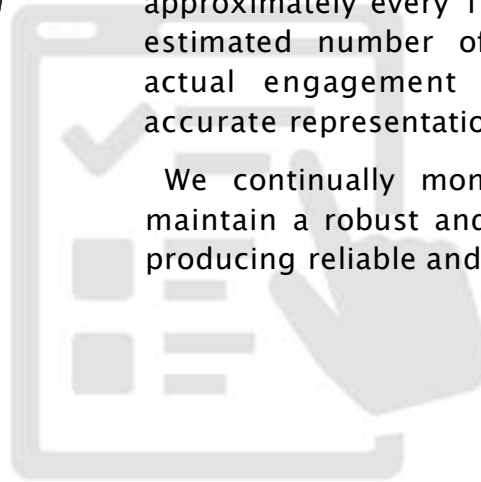
At Scrutiny Global, we believe in a collaborative approach. Our team works closely with clients to understand their unique needs and offer customized solutions that produce actionable insights. We use a combination of qualitative and quantitative research methods to gather data and provide our clients with comprehensive reports.

Panel Size & Panelist Activity

The size of our panel, which consists of individuals who participate in our surveys, may vary over time. We adhere to the ISO-Norm-20252 standard, which defines active panelists as those who have taken part in a survey within the last 12 months.

In addition to this, we further refine this definition by considering only those panelists who have responded to at least one of the 11 invitations they receive from us, sent approximately every 15 days. This approach ensures that our estimated number of active panelists is based on their actual engagement with our surveys, providing a more accurate representation of panelist activity.

We continually monitor and manage our panel size to maintain a robust and engaged panel, which is essential for producing reliable and valid research insights for our clients.



OUR PANEL RECRUITMENT PROCESS

Each panel member is required to provide basic data such as -

- ✓ Location
- ✓ Residence address
- ✓ Date of birth
- ✓ Email Address
- ✓ Mobile Number
- ✓ Gender
- ✓ Educational Qualification
- ✓ Occupation with Job Title
- ✓ Employment Status
- ✓ Finance
- ✓ Car
- ✓ Pet



The information provided is verified by entering a valid zip code.



Panel members are requested to update their profile on all available categories after registration and after every survey taken.



Updates are made on a timely basis to stay in line with changes in the market.



This benchmarking effort is essential for using the right sample on important studies such as automobile, workforce management, or FMCGs.

SCRUTINY GLOBAL & Data Quality

As Scrutiny Global we are mainly focused on providing the best data quality to our clients and making them feel proud about their decision to share their own growing platforms with us, and to make sure the data quality of the collected samples should be standard we take serious majors.

To maintain high data quality and ensure the authenticity of our respondents, we follow a rigorous screening process. At the beginning of every survey session, respondents are required to complete a demographic screening survey that includes trap questions. This helps us ensure the freshness and attentiveness of their profile.

In addition, we implement multiple measures to prevent duplicate responses. We utilize digital fingerprinting techniques including:

- Mobile Ad ID
- Browser cookies
- BOT Detection IP
- VPN/Proxy check to verify that each survey is completed by unique respondents.
- IP address
- Email Verification
- Tampering check

- We also actively analyze our network of respondents to identify and eliminate any suspicious IP addresses, such as proxies, server farms, or other abnormalities, to further enhance the reliability of our data.
- Furthermore, our users are continuously asked questions that allow us to analyze their consistency and attentiveness in responding to surveys, further enhancing the quality and accuracy of the data collected.
- These stringent measures are in place to ensure that the data we collect is of the highest quality and that our research insights are based on authentic and reliable responses from our panelists.

NOTE-

Scrutiny Global ensures a highly competent profiling process for targeting specific audiences and does not compromise the quality of data collected.

IT Security and Data Protection

At our organization, we take IT security and data protection seriously. We have implemented multiple layers of security measures to safeguard our systems and ensure the privacy and integrity of our data.

Firewall and Anti-Spam Mechanisms:

Our first line of defense is a robust firewall and anti-spam mechanisms on our software. This prevents unauthorized access and filters out spam and malicious content from entering our network, computers, and servers.

Strong Security Certificate:

We have implemented a strong security certificate for our website, ensuring that all data transmitted between our website and users is encrypted and secure.

Our commitment to IT security and data protection is unwavering, and we strive to maintain the highest level of security standards to protect our quality and to maintain the confidentiality and integrity of our systems.

Multi-Factor Authentication (MFA):

Our applications are secured with MFA, requiring eligible users to provide multiple forms of authentication, such as a password and a fingerprint or a one-time code, to access our platform. This adds an additional layer of protection against unauthorized access.

Secured VPN Tunnel:

Our representatives who work remotely from their home offices access our data through a secured VPN tunnel. This encrypts the data transmitted over the internet, making it secure from interception or eavesdropping.

Regular Software and Security Updates:

We consistently update our software and security systems to stay ahead of potential security threats and ensure that our data remains protected.

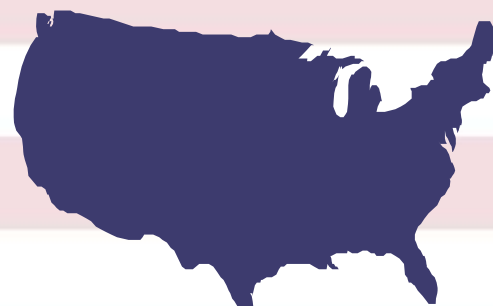
Continuous Monitoring and Auditing:

We have established a system of continuous monitoring and auditing of our IT systems and data protection practices to detect and address any vulnerabilities or potential breaches proactively.


UNITED STATES

GENERAL POPULATION: 340,100,874

PANEL REACH: 120,000



 GENDER	PANEL (%)	CENSUS (%)
 MALE	54	55
 FEMALE	46	45

 AGE	PANEL (%)	CENSUS (%)
18 - 24	22	24
25 - 34	41	36
35 - 44	26	28
45 - 54	7	9
55+	4	3


 ANNUAL HOUSEHOLD INCOME	PANEL (%)
\$45,000 or less	23
\$45,001-\$75,000	48
\$75,001-\$100,000	15
\$100,001-\$125,000	8
\$125,001-\$150,000	3
\$150,001-\$175,000	2
\$175,001 or above	1

GREAT BRITAIN

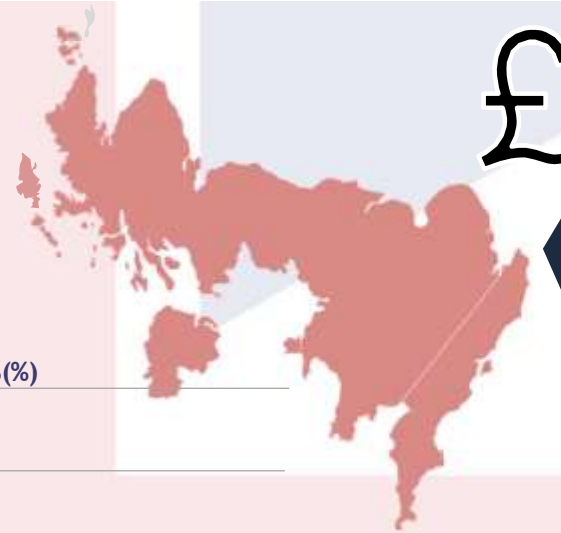
GENERAL POPULATION: 67,749,705

PANEL REACH: 73,000

 GENDER	PANEL(%)	CENSUS(%)
 MALE	58	54
 FEMALE	42	46

 AGE	PANEL(%)	CENSUS(%)
18 - 24	14	10
25 - 34	23	33
35 - 44	27	27
45 - 54	22	22
55+	14	14

 ANNUAL HOUSEHOLD INCOME	PANEL (%)
£45,000 or less	10
£45,001-£75,000	13
£75,001-£100,000	17
£100,001-£125,000	25
£125,001-£150,000	20
£150,001-£175,000	10
£175,001 or above	5







BRAZIL


R\$

GENERAL POPULATION: 218,739,607

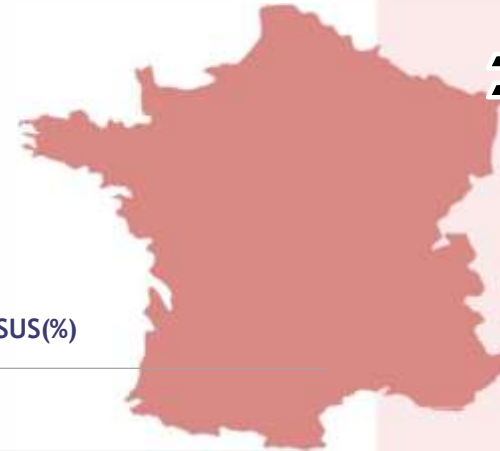
PANEL REACH: 58,000

 GENDER	PANEL(%)	CENSUS(%)
 MALE	47	52
 FEMALE	53	48

 AGE	PANEL(%)	CENSUS(%)
18 - 24	25	15
25 - 34	23	20
35 - 44	22	33
45 - 54	17	17
55+	13	15




 ANNUAL HOUSEHOLD INCOME	PANEL (%)
R\$45,000 or less	11
R\$45,001- R\$75,000	21
R\$75,001- R\$100,000	25
R\$100,001- R\$125,000	13
R\$125,001- R\$150,000	12
R\$150,001- R\$175,000	10
R\$175,001 or above	08


FRANCE




GENERAL POPULATION: 64,763,783

PANEL REACH: 88,000

 GENDER	PANEL (%)	CENSUS (%)
 MALE	51	53
 FEMALE	49	47

 AGE	PANEL (%)	CENSUS (%)
18 - 24	12	17
25 - 34	34	35
35 - 44	30	23
45 - 54	15	18
55+	09	07


 ANNUAL HOUSEHOLD INCOME	PANEL (%)
€45,000 or less	09
€45,001- €75,000	15
€75,001- €100,000	28
€100,001- €125,000	23
€125,001- €150,000	11
€150,001- €175,000	09
€175,001 or above	05


INDIA

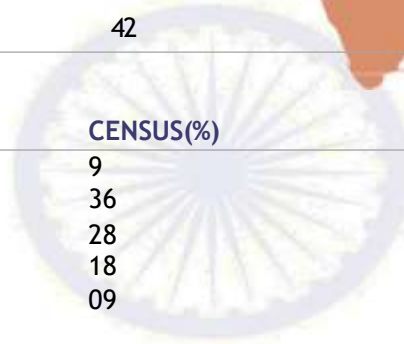
GENERAL POPULATION: 1,429,377,491

PANEL REACH:84,000

 GENDER	PANEL(%)	CENSUS(%)
 MALE	51	58
 FEMALE	49	42

 AGE	PANEL(%)	CENSUS(%)
18 - 24	10	9
25 - 34	25	36
35 - 44	31	28
45 - 54	19	18
55+	15	09

 ANNUAL HOUSEHOLD INCOME	PANEL (%)
₹45,000 or less	09
₹45,001- ₹75,000	13
₹75,001- ₹100,000	27
₹100,001- ₹125,000	22
₹125,001- ₹150,000	12
₹150,001- ₹175,000	10
₹175,001 or above	07







CANADA

GENERAL POPULATION: 38,799,955

PANEL REACH: 57,000

C\$

 GENDER	PANEL(%)	CENSUS(%)
 MALE	55	56
 FEMALE	45	44

 AGE	PANEL(%)	CENSUS(%)
18 - 24	12	10
25 - 34	24	26
35 - 44	32	33
45 - 54	20	22
55+	12	08




 ANNUAL HOUSEHOLD INCOME	PANEL (%)
C\$45,000 or less	14
C\$45,001- C\$75,000	23
C\$75,001- C\$100,000	25
C\$100,001- C\$125,000	18
C\$125,001- C\$150,000	15
C\$150,001- C\$175,000	13
C\$175,001 or above	07


GERMANY


GENERAL POPULATION: 84,432,670

PANEL REACH: 43,000



 GENDER	PANEL(%)	CENSUS(%)
 MALE	55	59
 FEMALE	45	41



 AGE	PANEL(%)	CENSUS(%)
18 - 24	11	09
25 - 34	27	33
35 - 44	29	28
45 - 54	15	16
55+	08	14


 ANNUAL HOUSEHOLD INCOME	PANEL (%)
€45,000 or less	11
€45,001- €75,000	18
€75,001- €100,000	28
€100,001- €125,000	15
€125,001- €150,000	11
€150,001- €175,000	07
€175,001 or above	10


MEXICO

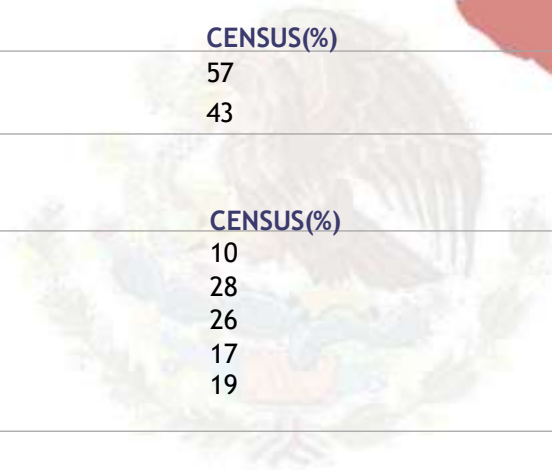
GENERAL POPULATION: 128,509,047

PANEL REACH: 57,000

 GENDER	PANEL(%)	CENSUS(%)
 MALE	56	57
 FEMALE	44	43

 AGE	PANEL(%)	CENSUS(%)
18 - 24	08	10
25 - 34	38	28
35 - 44	27	26
45 - 54	19	17
55+	08	19

 ANNUAL HOUSEHOLD INCOME	PANEL (%)
₱45,000 or less	07
₱45,001- ₱75,000	16
₱75,001- ₱100,000	18
₱100,001- ₱125,000	22
₱125,001- ₱150,000	17
₱150,001- ₱175,000	11
₱175,001 or above	09



AUSTRALIA

A\$

GENERAL POPULATION: 26,454,018

PANEL REACH: 33,000

 GENDER	PANEL(%)	CENSUS(%)
 MALE	58	56
 FEMALE	42	44




 AGE	PANEL(%)	CENSUS(%)
18 - 24	14	15
25 - 34	25	20
35 - 44	28	32
45 - 54	18	17
55+	15	16


 ANNUAL HOUSEHOLD INCOME	PANEL (%)
A\$45,000 or less	12
A\$45,001 - A\$75,000	16
A\$75,001 - A\$100,000	25
A\$100,001 - A\$125,000	19
A\$125,001 - A\$150,000	12
A\$150,001 - A\$175,000	10
A\$175,001 or above	06


ITALY

GENERAL POPULATION: 58,860,793

PANEL REACH: 29,000

 GENDER	PANEL(%)	CENSUS(%)
 MALE	52	53
 FEMALE	48	47

 AGE	PANEL(%)	CENSUS(%)
18 - 24	10	12
25 - 34	29	27
35 - 44	27	26
45 - 54	19	15
55+	15	20




 ANNUAL HOUSEHOLD INCOME	PANEL (%)
€45,000 or less	26
€45,001 - €75,000	22
€75,001 - €100,000	15
€100,001 - €125,000	20
€125,001 - €150,000	11
€150,001 - €175,000	4
€175,001 or above	2




PHILIPPINES

GENERAL POPULATION: 117,438,380

PANEL REACH: 18,000

 GENDER	PANEL(%)	CENSUS(%)
 MALE	52	57
 FEMALE	48	43

 AGE	PANEL(%)	CENSUS(%)
18 - 24	18	20
25 - 34	32	30
35 - 44	28	25
45 - 54	12	13
55+	10	12

 ANNUAL HOUSEHOLD INCOME	PANEL (%)
₱45,000 or less	19
₱45,001- ₱75,000	36
₱75,001- ₱100,000	15
₱100,001- ₱125,000	9
₱125,001- ₱150,000	9
₱150,001- ₱175,000	6
₱175,001 or above	6









VIETNAM

GENERAL POPULATION: 98,858,950

PANEL REACH: 13,000

 GENDER	PANEL(%)	CENSUS(%)
 MALE	51	55
 FEMALE	49	45

 AGE	PANEL(%)	CENSUS(%)
18 - 24	16	18
25 - 34	39	35
35 - 44	29	22
45 - 54	9	15
55+	7	10

 ANNUAL HOUSEHOLD INCOME	PANEL (%)
₫45,000 or less	12
₫45,001- ₫75,000	25
₫75,001- ₫100,000	21
₫100,001- ₫125,000	19
₫125,001- ₫150,000	13
₫ 150,001- ₫175,000	6
₫ 175,001 or above	4

SOUTH KOREA

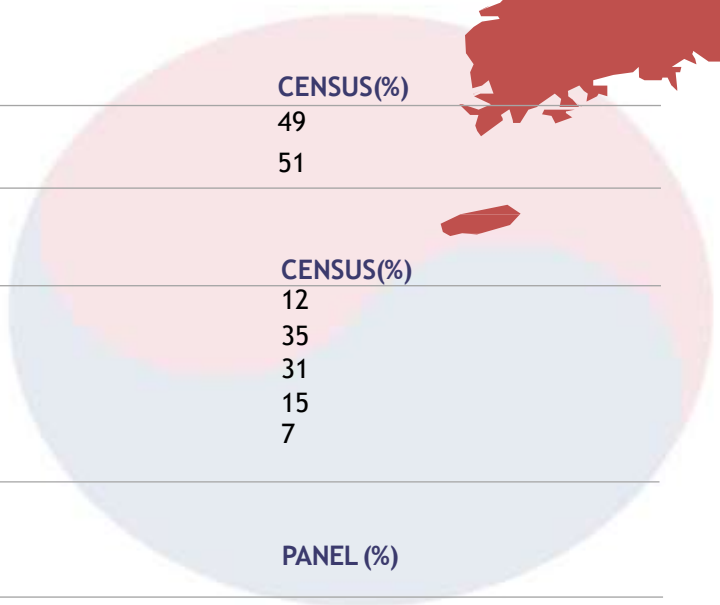
GENERAL POPULATION: 51,781,636

PANEL REACH: 10,000

 GENDER	PANEL(%)	CENSUS(%)
 MALE	45	49
 FEMALE	55	51

 AGE	PANEL(%)	CENSUS(%)
18 - 24	15	12
25 - 34	39	35
35 - 44	31	31
45 - 54	10	15
55+	5	7

 ANNUAL HOUSEHOLD INCOME	PANEL (%)
₩45,000 or less	13
₩45,001- ₩75,000	23
₩75,001- ₩100,000	22
₩100,001- ₩125,000	16
₩125,001- ₩150,000	12
₩150,001- ₩175,000	9
₩175,001 or above	5







SOUTH AFRICA

GENERAL POPULATION: 60,449,172

PANEL REACH: 8,000



 GENDER	PANEL(%)	CENSUS(%)
 MALE	58	54
 FEMALE	42	46




 AGE	PANEL(%)	CENSUS(%)
18 - 24	18	15
25 - 34	26	21
35 - 44	36	38
45 - 54	13	17
55+	7	9

 ANNUAL HOUSEHOLD INCOME	PANEL(%)
R45,000 or less	12
R45,001- R75,000	25
R75,001- R100,000	22
R100,001- R125,000	13
R125,001- R150,000	11
R150,001- R175,000	9
R175,001 or above	8


JAPAN

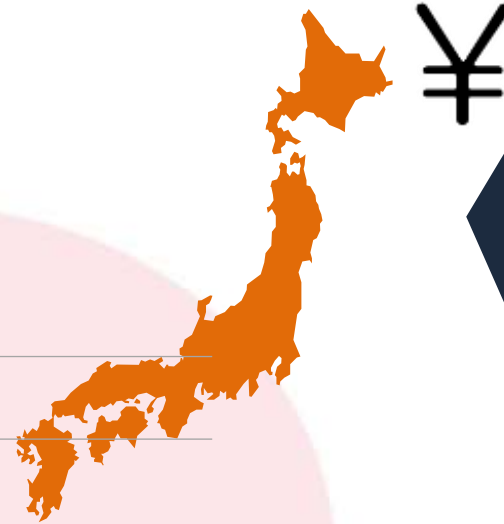
GENERAL POPULATION: 123,294,513

PANEL REACH: 4000

 GENDER	PANEL(%)	CENSUS(%)
 MALE	42	49
 FEMALE	58	51

 AGE	PANEL(%)	CENSUS(%)
18 - 24	19	15
25 - 34	36	38
35 - 44	32	35
45 - 54	7	10
55+	6	5

 ANNUAL HOUSEHOLD INCOME	PANEL (%)
¥45,000 or less	19
¥45,001- ¥75,000	28
¥75,001- ¥100,000	28
¥100,001- ¥125,000	12
¥125,001-¥150,000	6
¥150,001- ¥175,000	4
¥175,001 or above	3






NEITHERLANDS


GENERAL POPULATION: 17,621,334


PANEL REACH: 6000



f

 GENDER	PANEL(%)	CENSUS(%)
 MALE	54	52
 FEMALE	46	48

 AGE	PANEL(%)	CENSUS(%)
18 - 24	19	22
25 - 34	35	35
35 - 44	32	25
45 - 54	10	10
55+	4	8

 ANNUAL HOUSEHOLD	PANEL(%)
f45,000 or less	16
f45,001- f75,000	26
f75,001- f100,000	22
f100,001- f125,000	17
f125,001- f150,000	9
f150,001- f175,000	6
f175,001 or above	4

POLAND


GENERAL POPULATION: 40,979,331


PANEL REACH: 5000



zł

 GENDER	PANEL(%)	CENSUS(%)
 MALE	56	53
 FEMALE	44	47

 AGE	PANEL(%)	CENSUS(%)
18 - 24	15	16
25 - 34	32	35
35 - 44	32	30
45 - 54	13	12
55+	8	7

 ANNUAL HOUSEHOLD IN COME	PANEL (%)
zł 45,000 or less	16
zł45,001- zł75,000	25
zł75,001- zł100,000	22
zł100,001- zł125,000	13
zł125,001- zł150,000	9
zł150,001- zł175,000	9
zł175,001 or above	6

SINGAPORE


GENERAL POPULATION: 6,016,902


PANEL REACH: 5000



S\$

 GENDER	PANEL(%)	CENSUS(%)
 MALE	51	53
 FEMALE	49	47

 AGE	PANEL(%)	CENSUS(%)
18 - 24	15	18
25 - 34	35	30
35 - 44	30	28
45 - 54	13	15
55+	7	9

 ANNUAL HOUSEHOLD INCOME	PANEL(%)
S\$45,000 or less	21
S\$45,001- S\$75,000	34
S\$75,001- S\$100,000	22
S\$100,001- S\$125,000	13
S\$125,001- S\$150,000	6
S\$150,001- S\$175,000	3
S\$175,001 or above	1


NEW ZEALAND


NZ\$

GENERAL POPULATION: 5,230,498

PANEL REACH: 5000

 GENDER	PANEL(%)	CENSUS(%)
 MALE	57	55
 FEMALE	43	45

 AGE	PANEL(%)	CENSUS(%)
18 - 24	16	20
25 - 34	33	35
35 - 44	31	25
45 - 54	13	12
55+	7	10

 ANNUAL HOUSEHOLD INCOME	PANEL (%)
NZ\$45,000 or less	19
NZ\$45,001- NZ\$75,000	32
NZ\$75,001- NZ\$100,000	16
NZ\$100,001- N\$125,000	13
NZ\$125,001- NZ\$150,000	9
NZ\$150,001- NZ\$175,000	7
NZ\$175,001 or above	4




SWEDEN


GENERAL POPULATION: 10,615,619


PANEL REACH: 3000



kr

 GENDER	PANEL(%)	CENSUS(%)
 MALE	51	53
 FEMALE	49	47




 AGE	PANEL(%)	CENSUS(%)
18 - 24	19	22
25 - 34	32	30
35 - 44	28	25
45 - 54	13	13
55+	8	10


 ANNUAL HOUSEHOLD INCOME	PANEL (%)
kr45,000 or less	17
kr45,001- kr75,000	32
kr75,001- kr100,000	28
kr100,001- kr125,000	12
kr125,001- kr150,000	6
kr150,001- kr175,000	3
kr175,001 or above	2


DENMARK

GENERAL POPULATION: 5,910,913

PANEL REACH: 2000

 GENDER	PANEL(%)	CENSUS(%)
 MALE	57	53
 FEMALE	43	47

 AGE	PANEL(%)	CENSUS(%)
18 - 24	19	16
25 - 34	36	32
35 - 44	32	28
45 - 54	10	14
55+	3	6

 ANNUAL HOUSEHOLD INCOME	PANEL (%)
kr45,000 or less	17
kr45,001- kr75,000	31
kr75,001- kr100,000	29
kr100,001- kr125,000	13
kr125,001- kr150,000	6
kr150,001- kr175,000	2
kr175,001 or above	2






kr


FINLAND


GENERAL POPULATION: 5,545,729

PANEL REACH: 2000



 GENDER	PANEL(%)	CENSUS(%)
 MALE	57	54
 FEMALE	43	46

 AGE	PANEL(%)	CENSUS(%)
18 - 24	21	25
25 - 34	32	30
35 - 44	28	29
45 - 54	11	10
55+	8	6




 ANNUAL HOUSEHOLD INCOME	PANEL (%)
€45,000 or less	14
€45,001- €75,000	29
€75,001- €100,000	27
€100,001- €125,000	14
€125,001- €150,000	9
€150,001- €175,000	4
€175,001 or above	3


HK\$


HONG KONG

GENERAL POPULATION: 7,491,901

PANEL REACH: 1000

 GENDER	PANEL(%)	CENSUS(%)
 MALE	46	48
 FEMALE	54	52

 AGE	PANEL(%)	CENSUS(%)
18 - 24	20	28
25 - 34	32	30
35 - 44	28	22
45 - 54	14	12
55+	6	8

 ANNUAL HOUSEHOLD INCOME	PANEL (%)
HK\$45,000 or less	17
HK\$45,001- HK\$75,000	29
HK\$75,001- HK\$100,000	26
HK\$100,001- HK\$125,000	14
HK\$125,001- HK\$150,000	9
HK\$150,001- HK\$175,000	4
HK\$175,001 or above	1



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