

GLOBAL CRITIQUE SERVICE

PANEL BOOK 2022



Providing online B2B and Healthcare sample from a solid collection of high-quality data for maximum efficiency. Feasibility, long-term viability representativeness as well as consistency begins.



Who is Global Critique Service?

Global Critique Service panelists are recruited through multi-source by using numerous channels selected by our researchers, ensuring every research project going live are subjected to a truly representative sample of the population spread across 50 countries spread across all over the world. Global Critique Service was established in the year 2018. Our panelists are recruited and managed in conformance with market research industry standards. Global Critique Service is proud to offer our registered online proprietary panel members valuable clients. We are having years of experience in data collection solutions, flawless supporting services to our clients spread across all markets in the globe. We offer our services all around the world and as per ESOMAR standards to the clients. Global Critique Service is the registered company and operating from our Head Quarters New Delhi, India, working 24/7 covering Eastern, Pacific and India Time zones. Apart from our New Delhi office, Global Critique Service is having branches in USA, UNITED KINGDOM.

QUALITY FIRST-PARTY DATA



01

GLOBAL REACH

50 MILLION PEOPLE
REACHED IN YEAR

2 TOP 10 Promise Market
Research Companies -2021

02

Silicon India magazine

Quality Deliverables

03

Our quality checks include: DEDICATION TO DATA QUALITY Identity validation IP address matching Name matching Password matching Profile matching Unique machine / device ID validation Fraud & poor behaviour detection Geo IP detection & deduping filters ISO and ESOMAR compliant.

01

Recruitment Methodologies

Global Critique Service has a variety of sample sources such as panel, web intercept sample, and specialty lists available to meet your unique project requirements. Each of our recruitment channels delivers a different population and slightly different results, thus increasing diversity and representativeness.



DEDICATION TO DATA QUALITY



Our Quality check includes

Country Geo-IP validation
• Removal of mismatched device settings and Geo-IP location:



Proxy Detection

Duplicate devices detection through digital fingerprint



Email Detection

Duplicate emails identification & Digital fingerprinting



Device Detections

Duplicate devices detection through digital fingerprint & Duplicate devices detection through web cookie / flash cookie

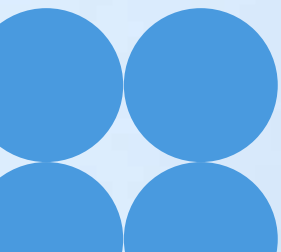


PANEL NETWORK

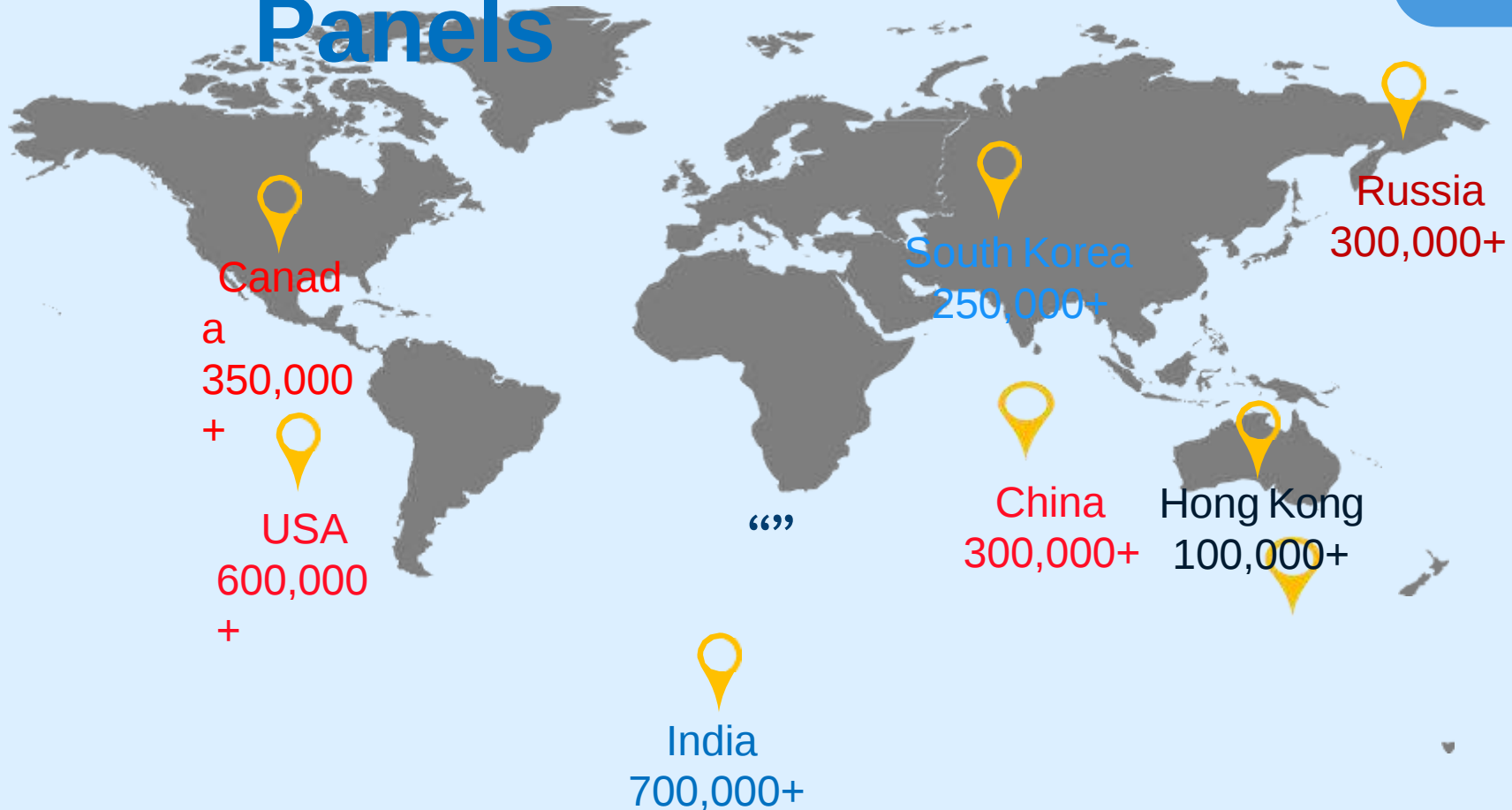


SOUTH AMERICA

463,000



Our Online Panels



Consumer



Basic Demographics

- Gender
- Age
- Marital Status
- Language
- Number in Household
- Children
- Education
- Household Income
- Employment Status
- Own or Rent
- Region
- Sexual Orientation
- Religious Affiliation
- Ethnicity or Race



Department Stores

- Shopping Frequency
- Items Purchased



Ailments and Health Conditions

- Allergy/Asthma/Respiratory
- Arthritis/Joint Ailments
- Autoimmune/Blood
- Cancer
- Cardiovascular/Heart
- Diabetes/Thyroid/Obesity
- Gastric/Digestive/Urinary
- Male/Female Health
- Mental Health
- Neurologic/Nervous
- Pain
- Skin/Dermatologic
- Sleep Disorders
- Vision/Hearing Impairments



General Household

- Pets or Animals
- Recreational Vehicles



Consumer Banking

- Interest
- Financial Advice (11 services)
- Online Trading Accounts
- Financial Advisor
- Investment Account Types (13 types)
- Investment Account Firm
- Primary Brokerage Firm
- Type of Checking Account
- Primary Mutual Fund Firm (61 firms)
- Retirement Firm (26 firms)
- Total Investable Assets
- Type of Investment
- Financial Products
- Credit Cards
- Financial Institutions (134 banks)



Utilities

- Service Provider
- Role in Decision

United Kingdom

Gender



58%
Female



42%
Male

Education¹



9%
< High School Graduate



36%
High School Graduate



23%
Bachelor's Degree



11%
Master's Degree



11%
Some College or Further Education

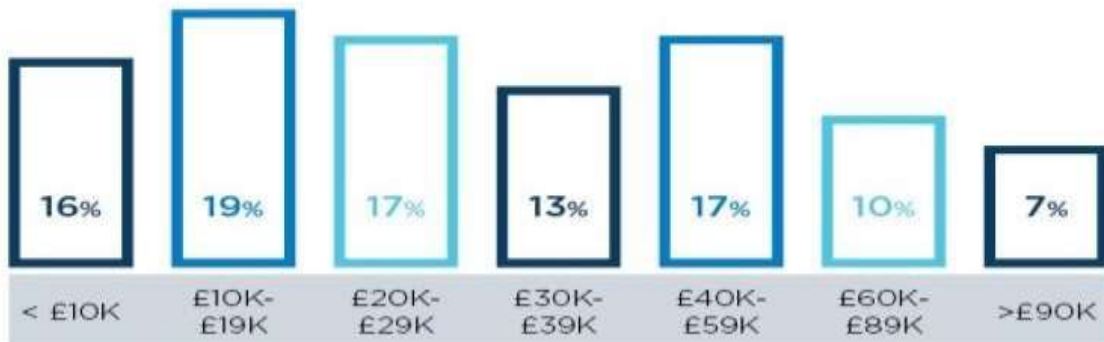


8%
Vocational or Technical Degree

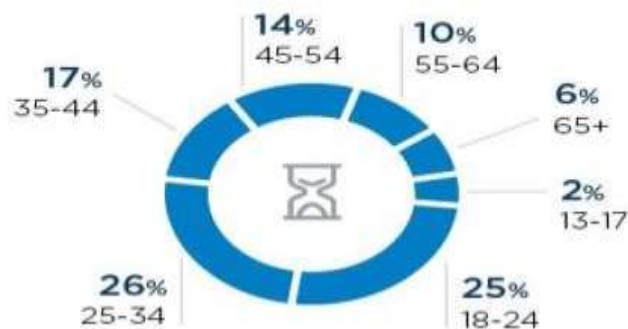


2%
Doctoral or Professional Degree

Income



Age



Gender



53%
Female



47%
Male

Education¹



8%
< High School Graduate



19%
High School Graduate



21%
Bachelor's Degree



16%
Master's Degree



17%
Some College or Further Education



8%
Vocational or Technical Degree



11%
Doctoral or Professional Degree

Income



< €20K



€20K-
€39K



€40K-
€59K

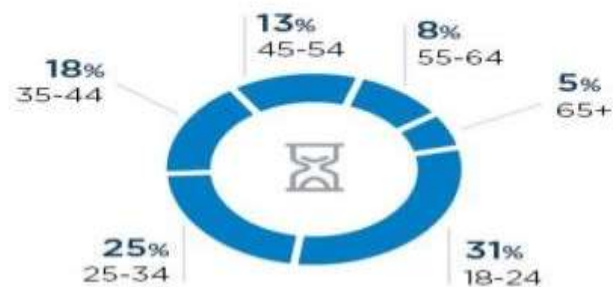


€60K-
€79K



>€80K

Age



Germany

Gender



49%
Female



51%
Male

Education¹



7%
< High School Graduate



36%
High School Graduate



14%
Bachelor's Degree



3%
Master's Degree



8%
Some College or Further Education

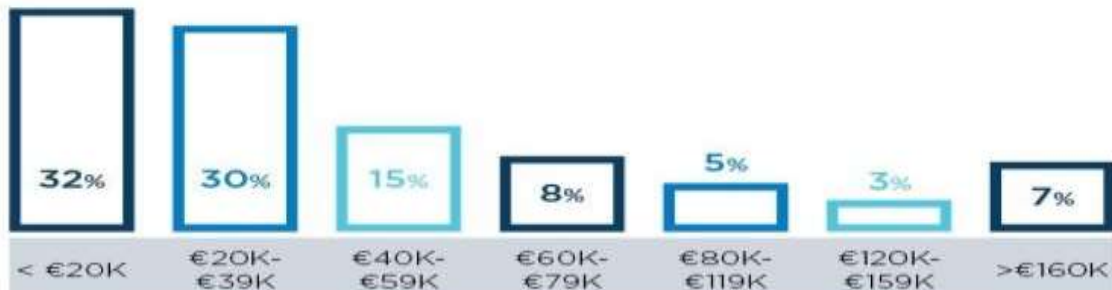


29%
Vocational or Technical Degree

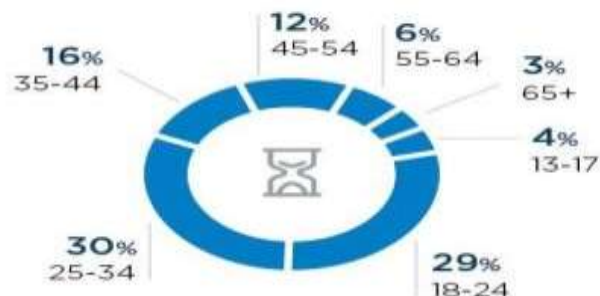


3%
Doctoral or Professional Degree

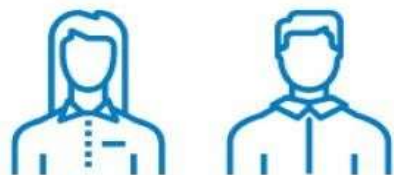
Income



Age



Gender



48%
Female

52%
Male

Education¹

13%
< High School Graduate



48%
High School Graduate



13%
Bachelor's Degree



14%
Master's Degree



3%
Some College or Further Education

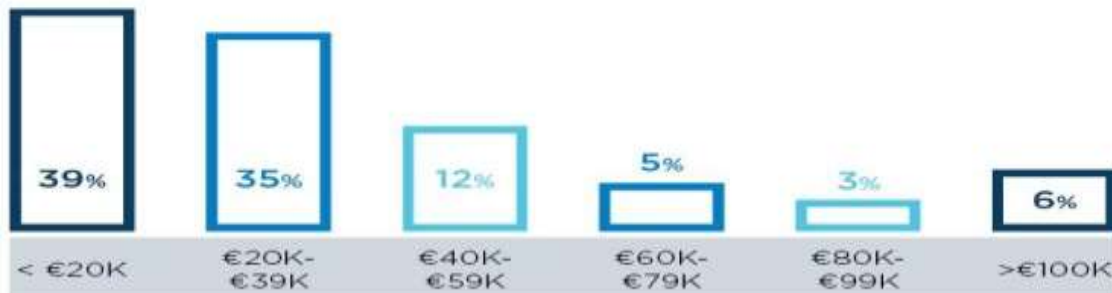


6%
Vocational or Technical Degree

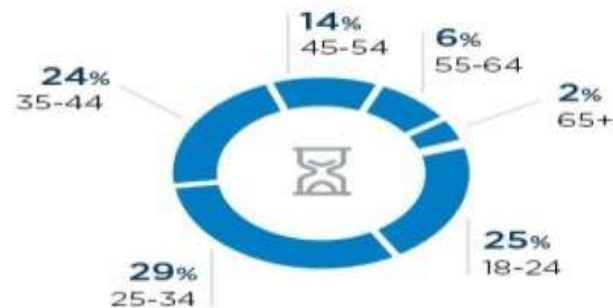


3%
Doctoral or Professional Degree

Income

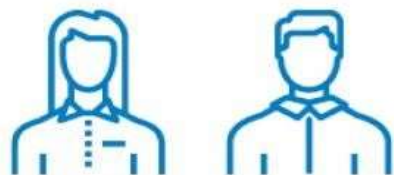


Age



Spain

Gender



46%
Female

54%
Male

Education¹



7%
< High School Graduate



26%
High School Graduate



35%
Bachelor's Degree



9%
Master's Degree



7%
Some College or Further Education



11%
Vocational or Technical Degree

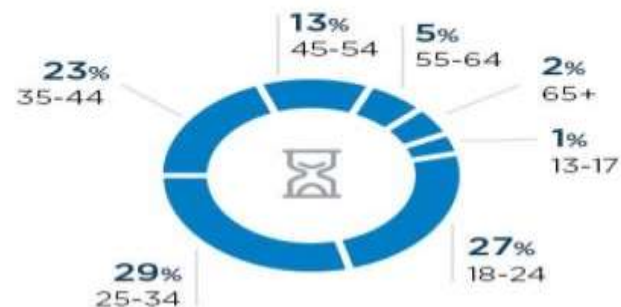


5%
Doctoral or Professional Degree

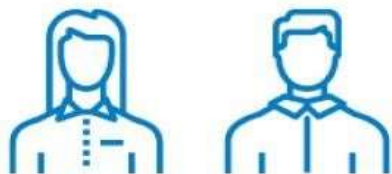
Income



Age



Gender



68%
Female

32%
Male

Education¹



12%
< High School Graduate



32%
High School Graduate



24%
Bachelor's Degree



15%
Master's Degree

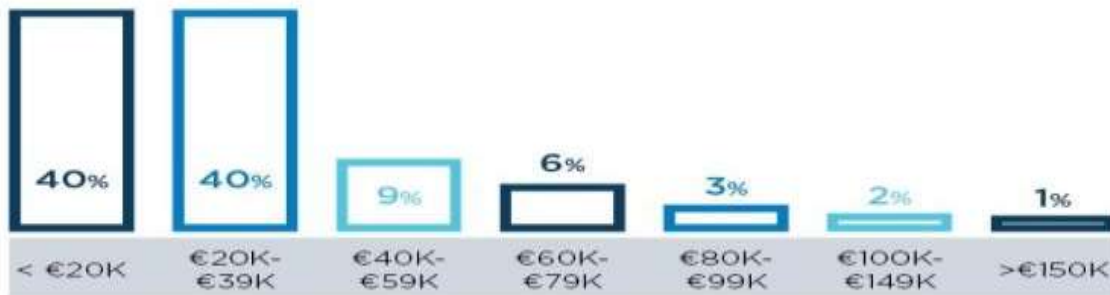


2%
Some College or Further Education

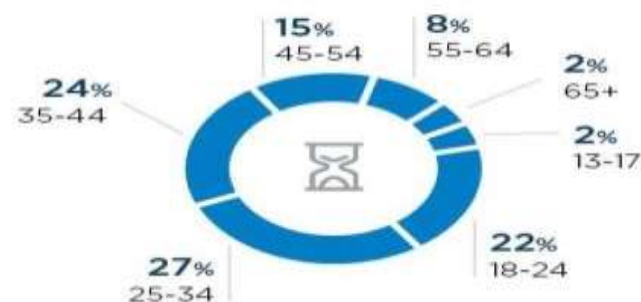


15%
Vocational or Technical Degree

Income



Age



Gender



56%
Female



44%
Male

Education



18%
< High School Graduate



22%
High School Graduate



1%
Incomplete Postgraduate



17%
Bachelor's Degree



12%
Master's Degree



27%
Some College or Further Education

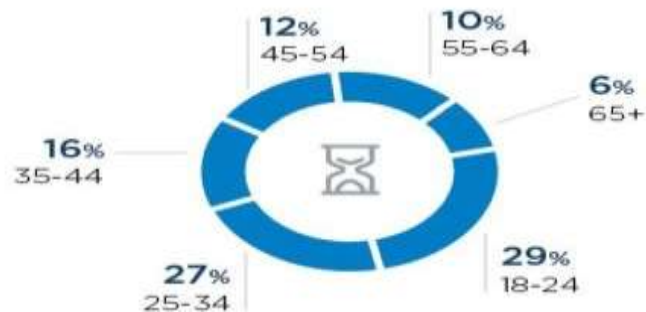


3%
Doctoral or Professional Degree

Income

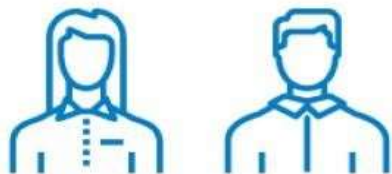


Age



Australia

Gender



60%
Female

40%
Male

Education¹



15%
< High School Graduate



23%
High School Graduate



21%
Bachelor's Degree



13%
Master's Degree

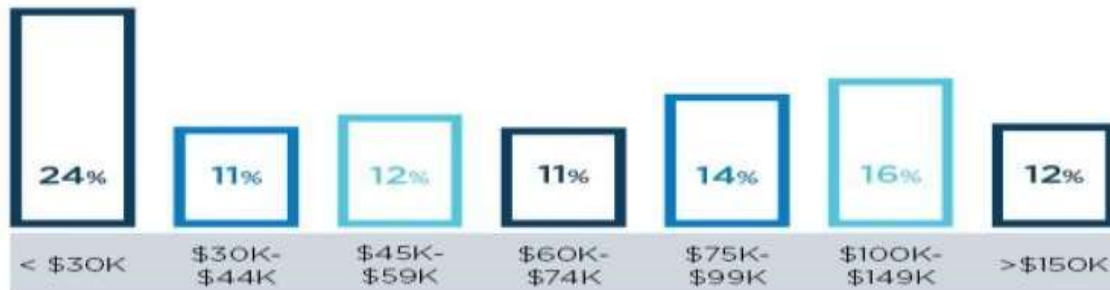


6%
Some College or Further Education

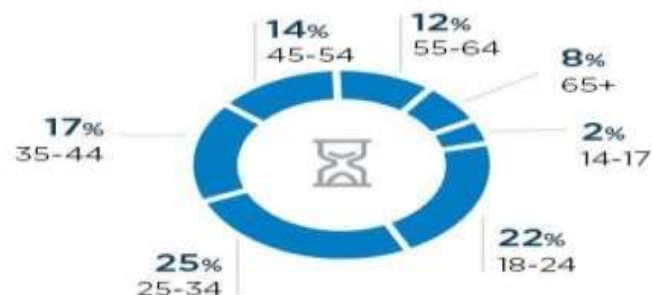


22%
Vocational or Technical Degree

Income

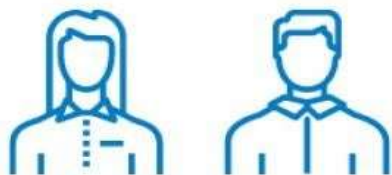


Age



New Zealand

Gender



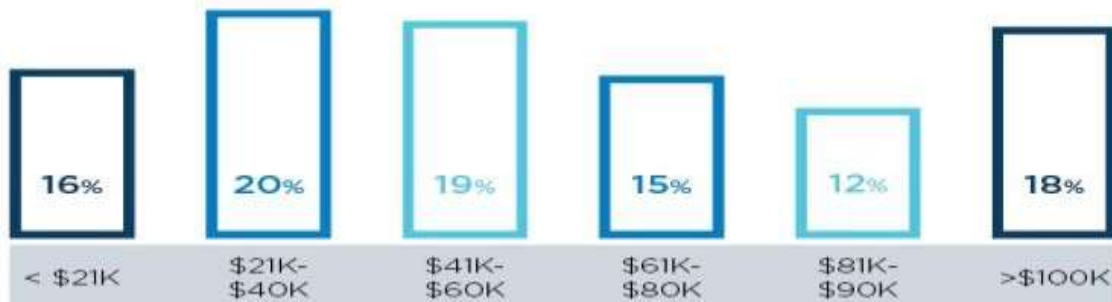
65%
Female

35%
Male

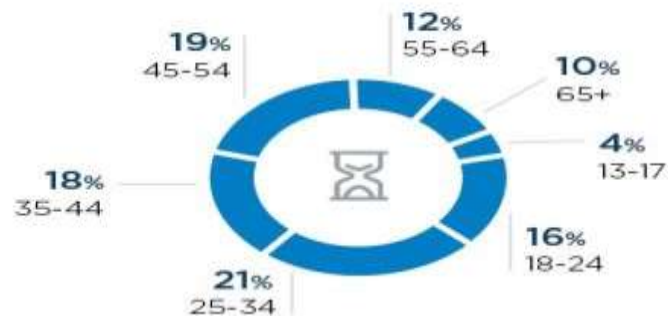
Education¹



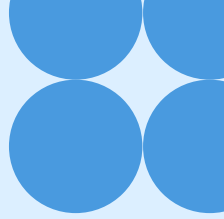
Income



Age



Global Critique Service Power – Marketing Research



Secondary Research

Marketing research

Qualitative

- FGI/FGD/Delphi/Shadowing/Home visiting/Shop along/ Web-board(DDI)/Ethnography/Workshop

Quantitative

- Interview/Telephone/Online/Intercept/Gang/CLT/HUT/ Mystery shopping

Social opinion research

- Public policy/Election/Social issue/Academic or index research

Online research

- Web survey/Mobile research
- On-line quantitative/On-line focus-group



Contact us

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Thanks

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