



2025

Panel BOOK

PANEL SIZE

NORTH AMERICA & LATAM

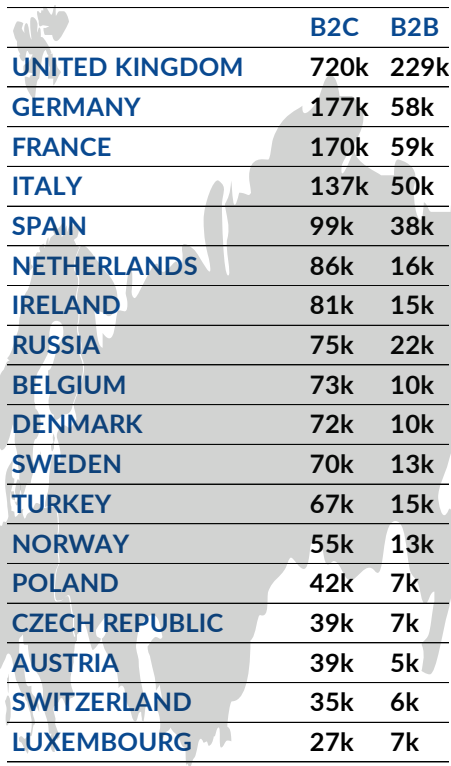


	B2C	B2B
USA	1382k	331k
CANADA	244k	59k

	B2C	B2B
BRAZIL	205k	52k
MEXICO	130k	51k
ARGENTINA	98k	22k
COLOMBIA	75k	22k
OTHERS	18k	5k

PANEL SIZE

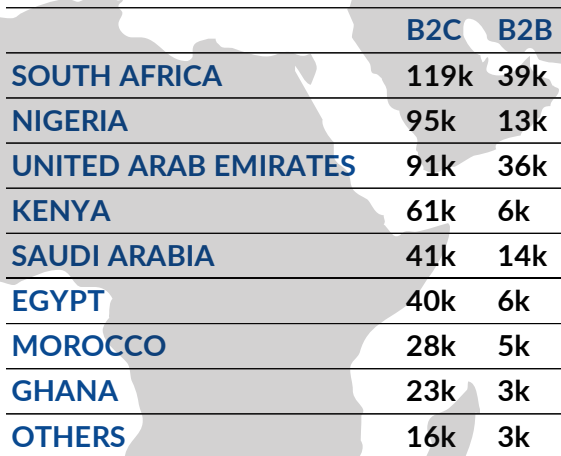
EUROPE



	B2C	B2B
UNITED KINGDOM	720k	229k
GERMANY	177k	58k
FRANCE	170k	59k
ITALY	137k	50k
SPAIN	99k	38k
NETHERLANDS	86k	16k
IRELAND	81k	15k
RUSSIA	75k	22k
BELGIUM	73k	10k
DENMARK	72k	10k
SWEDEN	70k	13k
TURKEY	67k	15k
NORWAY	55k	13k
POLAND	42k	7k
CZECH REPUBLIC	39k	7k
AUSTRIA	39k	5k
SWITZERLAND	35k	6k
LUXEMBOURG	27k	7k
FINLAND	24k	7k
UKRAINE	20k	3k
OTHERS	16k	5k

PANEL SIZE

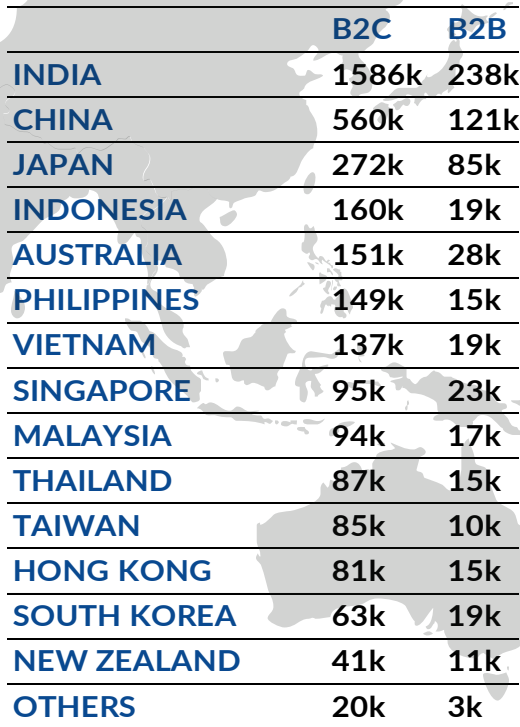
MIDDLE EAST & AFRICA



	B2C	B2B
SOUTH AFRICA	119k	39k
NIGERIA	95k	13k
UNITED ARAB EMIRATES	91k	36k
KENYA	61k	6k
SAUDI ARABIA	41k	14k
EGYPT	40k	6k
MOROCCO	28k	5k
GHANA	23k	3k
OTHERS	16k	3k

PANEL SIZE

APAC



	B2C	B2B
INDIA	1586k	238k
CHINA	560k	121k
JAPAN	272k	85k
INDONESIA	160k	19k
AUSTRALIA	151k	28k
PHILIPPINES	149k	15k
VIETNAM	137k	19k
SINGAPORE	95k	23k
MALAYSIA	94k	17k
THAILAND	87k	15k
TAIWAN	85k	10k
HONG KONG	81k	15k
SOUTH KOREA	63k	19k
NEW ZEALAND	41k	11k
OTHERS	20k	3k

QUALITY CONTROL



RECRUITMENT SOURCES

Websites and communities which recruit people giving poor responses consistently are blacklisted.



PROXY TRAFFIC AND ISPs

Monitoring and blocking all respondents who attempt to mask their digital identities.

PRE SURVEY TRAPS

Deploying pre-survey questionnaires to identify behaviors like overstating and understating responses from last survey.



INATTENTIVE BEHAVIOR

Monitoring respondents who exhibit unusual number of inattentive behavior like straight lining, selecting mutually exclusive responses, trick questions, not following instructions, selecting too many don't knows.

PROFILE INCONSISTENCY

Monitoring frequent and illogical changes in demographics of respondents.

SPEEDING

Completing surveys in less than 70% of average LOIs and speeding through questions which requires longer time to answer.

TRACKING GEO IP

Monitoring IPs to ensure that people are from country/location which has been captured during profiling and as answered in the survey.



PROFILING PARAMETERS B 2 B

1085000+

ITDMs

761000+

BDMs

57000+

Others

B2B PANEL SOURCING

Are you using **A B2B PANEL** which is a subset of a consumer panel by only referencing **EMPLOYMENT STATUS?**

Access **MINDFORCE B2B PANEL** which has been specially built for **B2B RESEARCH** and which is exclusively used for your **B2B RESEARCH NEEDS.**

PAST CATI STUDIES

Respondents participating in our B2B CATI studies and interested in joining our B2B panel.

BLUE CHIP SOURCES

Purchasing database from Loyalty programs, trade publications, alumni and other professional Associations B2B panel.

ONGOING TELEPHONIC RECRUITMENT

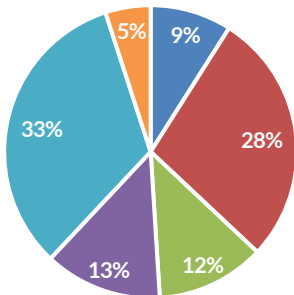
Recruiting respondents through phone using premium databases like D&B, LinkedIn, OneSource and Bloomberg.

PARTNER NETWORK

Strategic partnership with Panel partners who have focus in their local countries.



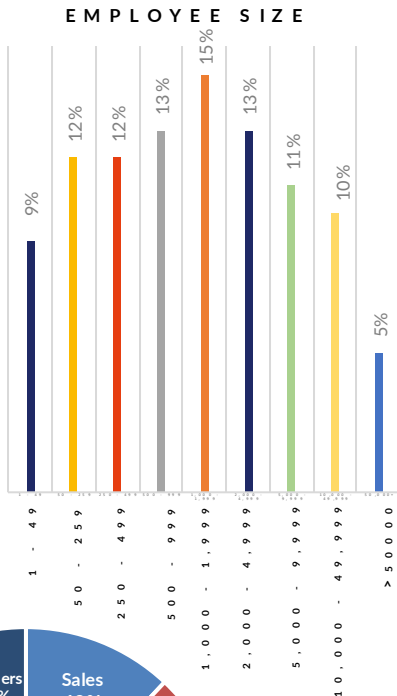
B2B PANEL SPECIFICS



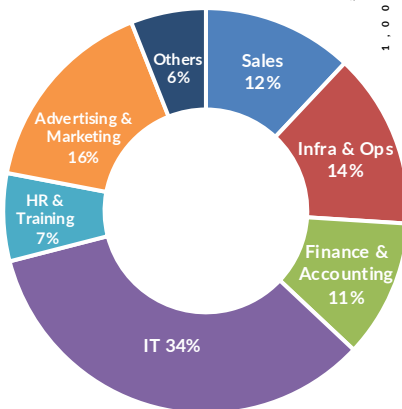
■ CXOs
■ Associate
■ Manager+

■ Director +
■ VP+
■ Others

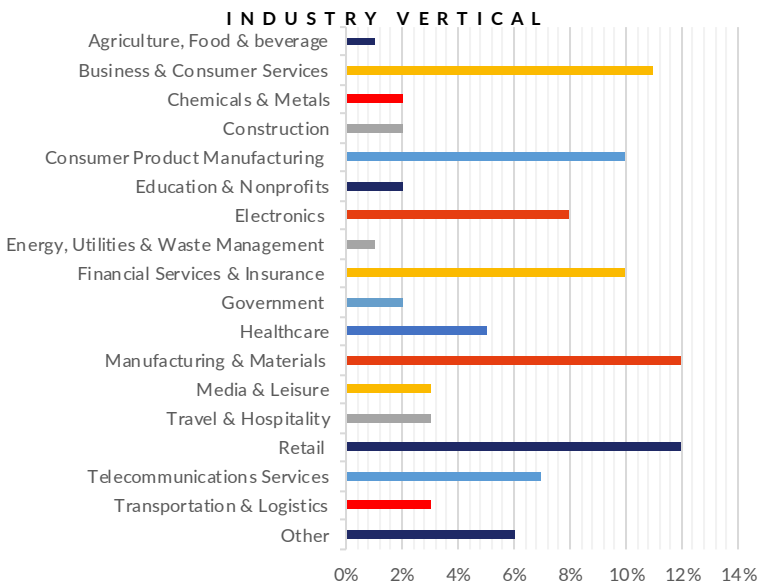
TITLES



DEPARTMENTS



B2B PANEL SPECIFICS



NICHE "DECISION MAKER" TARGETING AVAILABLE IN VARIOUS ROLES

Application Development	Procurement	eCommerce & eBusiness
Executive Management	R&D	Customer Experience
Vendor Management	Analytics and Data Science	Legal and Compliance
Quality and Testing	PR & Corporate Communications	Security and Risk Management
Corporate Planning, Strategy and Analysis	Product Management & Engineering	Supply Chain, Distribution and Logistics

PROFILING PARAMETERS — B 2 C —

BASIC

- Age
- Gender
- Ethnicity
- Country Of Birth
- Marital Status
- Income
- Education Level
- Employment Status

TECHNOLOGY

- Smartphone/Feature Phone
- Mobile Service Provider
- Computer/Peripherals
- Tablet
- HDTV/Smart TV/Other
- Video Game Consoles
- Online Activities
- Wearable Tech
- Home Internet
- Smart Home Tech

FINANCE

- Financial Products
- Financial Institutions/Banks
- Loans & Investments
- Online Payment Platforms
- Insurances And Providers

HOUSEHOLD

- Household Income
- Number Of People
- Number Of Earning Members
- Number Of Children
- Type Of Residence
- Own Home/Rent
- Primary Language at Home
- Pets
- Household Appliances

LIFESTYLE

- Business & Leisure Travel
- Restaurant/Bar/Coffee Shop Visits
- Automobile Type & Ownership
- Pet Ownership
- Beauty Products Purchases
- Alcohol Purchases - Brand and Consumption

HEALTH

- Medical Conditions
- Ailments
- Medications
- Medical Procedures
- Smoking
- Number Of Alcoholic Drinks Per Week
- Allergies
- Healthcare Providers
- Health Insurance

OUR OFFICES



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