Treast Opinion

Market Research

ONLINE MARKET RESEARCH Panel Book 2025

Leading Market Research Agency

INFO@TREASTOPINION.COM | WWW.TREASTOPINION.COM

INTRODUCTION

Treast Opinion is a rapidly growing full-service market research firm focused on delivering comprehensive insights across a wide range of industries. We provide global access to target audiences, including B2B, B2C, and Healthcare sectors. At Treast Opinion, we believe that "Data is the most vital raw material for business," and we are dedicated to offering data of the highest quality and integrity. Our expertise encompasses end-to-end studies across all domains, integrating both quantitative and qualitative methodologies to cater to our clients' varied needs. We excel in crafting and executing effective sampling and data collection strategies, ensuring we can connect with even the hardest-to-reach audiences. Our team is skilled in managing intricate research projects from beginning to end, ensuring that every detail of the study is carefully managed to provide actionable insights and support informed decision-making.

Why Choose Treast Opinion?

We are providing superior quality sample and customerservice to our clients and is continuing to push for stronger measures for quality sample in the industry and we holds ISO certification with all major quality standards.

UNMATCHED QUALITY AND SERVICE:

At Treast Opinion, we are committed to providing top-notch samples along with exceptional customer service. Our strict quality control processes are supported by ISO certifications, guaranteeing that we not only meet but also surpass the key industry standards for reliability and precision. We consistently strive for enhanced quality measures, distinguishing us as a leader in the market research sector.

COMPREHENSIVE GLOBAL DATA COLLECTION:

We aim to be your premier choice for data collection requirements. By granting access to a wide array of global audiences, we deliver high-quality data that caters to various research goals. Whether you're seeking insights from B2B, B2C, or the Healthcare sectors, our expertise guarantees that you receive actionable and dependable information from across the globe.

Dedication to Fundamental Values:

Our philosophy is rooted in a deep commitment to teamwork, honesty, and respect for everyone. We cultivate a collaborative atmosphere where the contributions of each team member are appreciated, and integrity is maintained. This dedication guarantees that our clients receive not only top-quality data but also a partnership founded on trust and mutual respect.

Our Panel

At Treast Opinion, we strongly believe that the quality of a research panel is essential for successful market research. Our panel serves as a valuable asset, providing a wide-ranging and diverse sample pool across almost all major countries, and is continuously growing and expanding to adapt to changing research requirements.

- Extensive Global Reach: Our panel encompasses a wide array of countries, enabling us to provide high-quality data from numerous geographic areas. This worldwide presence allows us to meet diverse market research needs, offering insights that are both locally relevant and globally informed.

- Comprehensive Member Profiles: We emphasize the importance of high-quality and relevant data by creating thorough profiles of our panel members. These profiles are carefully crafted to encompass a diverse array of demographic, behavioral, and professional characteristics. This meticulous attention to detail allows us to accurately and effectively target specific audiences for each research project.

- To enhance data quality and accuracy, we encourage our panel members to frequently update their profile information. This practice not only maintains the relevance of their profiles but also demonstrates their continued interest in participating in market research studies. Engaged and active panelists are essential for gathering trustworthy and actionable insights.

- High-Quality Sample Generation: Our panel's broad reach and detailed member profiles enable us to create highly targeted and representative samples. This ability allows us to cater to the unique requirements of different market research projects, providing our clients with accurate and valuable insights.

- Commitment to Privacy and Ethics: We prioritize the privacy and confidentiality of our panel members. The information gathered from member profiles is solely used for research purposes and is managed with the highest level of care to ensure adherence to ethical standards and data protection regulations.

Through the utilization of our top-notch panel, Treast Opinion delivers dependable, precise, and actionable data that fosters informed decision-making and aids in achieving successful research results.

Our Panel

Recruiting New Members

At Treast Opinion, we are dedicated to upholding a high-quality and diverse panel by employing strategic and ethical recruitment practices. We focus on expanding our panel with engaged and relevant members who contribute accurate and insightful data.

- Multi-Source Recruitment Approach: We recruit new members using a variety of channels to ensure diversity and reach. This includes:
  - Text Links and Banners: We utilize targeted online ads through text links and banners to attract potential members across various websites and platforms.
  - Email Campaigns: Our email marketing efforts reach out to individuals who are likely to participate in market research, providing them with direct invitations to join.
  - Word-of-Mouth Advertising: We capitalize on organic growth by encouraging existing members to refer new participants, enhancing trust and credibility in the recruitment process.
  - Editorials and Partner Networks: Our strategic partnerships and editorials in reputable publications further expand our recruitment reach, drawing members from trusted sources.

- Double Opt-In Registration Process: We prioritize member engagement and accuracy by implementing a double opt-in registration process. Every new member must complete a two-step verification process to ensure their genuine interest and commitment:
  - After registering on our website, members receive a confirmation email. They must click the link in this email to verify their registration, ensuring that they
  - are actively opting in to participate in market research.

- Profile Confirmation and Updates: After registration, members must confirm their intent to engage in market research by supplying comprehensive profile details. They are also urged to maintain current profiles, reflecting any shifts in demographics, interests, or preferences. This ongoing engagement guarantees that our panel stays relevant, accurate, and aligned with the needs of the target audience.

Through the integration of multi-sourcing recruitment strategies and a rigorous double opt-in process, Treast Opinion ensures a panel of engaged, high-quality members dedicated to participating in market research. This method guarantees the reliability of the data we deliver to our clients.

Quality of the Panel

The quality of the panel is crucial for the success and precision of online fieldwork. At Treast Opinion, we understand that the dedication and involvement of our panel members are key to providing high-quality data. Therefore, we prioritize establishing strong, enduring relationships with our members from the very first moment they register. We continue to cultivate these connections through a thoughtfully crafted retention program that promotes attention, trust, and transparency.

Tailored Engagement: We enhance our connection with panel members by providing personalized touches, like congratulating them on special milestones and sending heartfelt wishes. This strategy fosters a positive and loyal member experience, which ultimately boosts the quality of their involvement in research projects.

- Ongoing Panel Management: Our panel stands as one of our most treasured assets, and we have established a thorough management program to ensure the well-being of our members.

- engaged and active. Key components of this program include: Regular Profile Updates: We periodically request members to update their profiles to ensure that our data remains relevant and accurate for targeting specific market research projects. Removal of Inactive Members: We maintain the integrity of our panel by removing inactive members, bounced email addresses, and individuals who choose to opt out. This ensures that only the most committed and engaged members are invited to participate in research studies.

3.Anti-Fraud Measures: Ensuring the authenticity of responses is crucial. We implement strict anti-fraud procedures, which include:

- Monitoring Fraudulent Behavior: Members exhibiting fraudulent behavior in more than two surveys are closely observed, and repeat offenders will be barred from future research participation to preserve data integrity.

- Incentive Control: Our goal is to provide fair and balanced incentives for each project, ensuring that rewards are appealing enough to encourage participation, but not so tempting that they lead members to submit false or rushed responses solely for the incentive.

- Internal Screening and Checks: We implement comprehensive internal screening processes to verify the integrity of new members. Our multi-tiered checkpoints enable us to detect any irregularities or fraudulent activities, ensuring that only high-quality and trustworthy participants remain on the panel.

At Treast Opinion , our panel is our greatest asset, and we are dedicated to maintaining the highest standards of quality through ongoing member engagement, anti- fraud practices, and constant improvements to our management programs. This ensures that our clients receive reliable, accurate, and valuable data for their market research needs.

Global Panel Attributes

Treast Opinion offers an expansive and diverse global panel, segmented across multiple industries and categories. This comprehensive dataset allows for precision targeting, ensuring that research is conducted with the right audience, whether B2B or B2C, and across specialized sectors such as automotive, finance, telecommunications, and healthcare.

B2B Panel Attributes:

Our B2B panel focuses on capturing insights from business professionals across industries, ensuring that decision- makers and key influencers are accurately represented. Key attributes include:

- Employment Status: Overview of current work situation (employed, self-employed, unemployed, etc.).
- Company Size: Classification based on company size (small, medium, large, or multinational).
- Job Function: Identification of the specific role or department within the organization (e.g., marketing, finance, IT).
- Role in Decision Making: Degree of influence or responsibility in purchasing decisions (primary decision-maker, influencer, etc.).
- Sector: Type of industry (technology, finance, healthcare, manufacturing, etc.).
- Yearly Income: Annual earnings of the professional to evaluate purchasing power.

Panel Attributes for Drinking and Smoking:

This panel offers insights into lifestyle choices concerning smoking and drinking habits, which are essential for consumer goods companies, healthcare organizations, and public policy research.

- Smoking Status: Current smoking behaviors (active smoker, non-smoker, ex-smoker).
- Purchase of Non-Alcoholic Beverages: Frequency and brand choices for non-alcoholic drinks, including water, juice, and soda.
- Purchase of Alcoholic Beverages: Preferences and consumption patterns regarding alcoholic drinks.
- Drinking Behavior (Non-Alcoholic): Consumption patterns for non-alcoholic beverages, detailing types and occasions.
- Drinking Behavior (Alcoholic): Frequency of drinking and preferences for alcoholic beverages such as beer, wine, and spirits.

Automotive Panel Features:

Our automotive panel is specifically designed for the automotive sector, offering insights into vehicle ownership, purchasing intentions, and usage behaviors.

- Owner/Driver Vehicle Status: Information regarding whether the participant owns or operates a vehicle.
- Number of Vehicles Owned: The total number of cars or vehicles owned by the panelist.
- Details of Cars: In-depth information on each vehicle, including its condition (new or second-hand), brand, year of manufacture, and the type of fuel it uses (petrol, diesel, hybrid, electric).
- Decision Making to Purchase: Insights into the factors influencing the vehicle purchasing process.
- Vehicle Purchase Intent: Information on whether the panelist intends to buy a vehicle in the near future and the specific type of vehicle they are considering (new or used).

Financial Panel Features:

Our financial panel gathers information pertaining to personal and family finances, aiding in the analysis of consumer behaviors in areas such as banking, insurance, and investments.

- Types of Health Insurance: An overview of the coverage and different health insurance plans that the panelists have.
- Banking Relationships: The banks or financial institutions where the panelists hold their accounts.
- Homeownership Status: Information on whether the panelists own or rent their homes.
- Gross Family Income: The total family income, shedding light on the household's financial condition.
- Individual Income: Personal earnings, offering a more detailed financial perspective.
- Decision Maker: The individuals responsible for financial decision-making within the household.

Telecommunication Panel Features:

This panel emphasizes mobile and internet usage, along with telecommunications preferences, which are essential for grasping technology adoption and consumer behavior in the digital realm.

- Mobile Phone Ownership: Status regarding ownership of mobile devices.
- Mobile Type: Classification of the mobile phone (smartphone, basic phone).
- Manufacturer of Mobile Phone or PDA/Smartphone: Brand and model of the mobile devices in use.
- Mobile Phone Usage: Patterns of usage including data consumption, applications, and daily hours spent.
- Internet Provider: Internet service providers utilized by the panelist.
- Type of Internet Connection: The kind of internet connection the panelist has, such as fiber-optic, broadband, 4G/5G, or others.
- Television Connection: The type of TV connection employed (cable, satellite, streaming services).

Family Panel Attributes:

The family panel provides insights into household dynamics, encompassing factors such as purchasing behaviors, lifestyle choices, and demographic information tied to family structures.

- Primary Decision Maker: This refers to the person who typically makes most of the purchasing decisions within the household.
- Marital Status: Indicates whether the panelist is single, married, or in a domestic partnership.
- Number of Persons in the Household: The total count of individuals living in the household.
- Number of Children Living at Home: The total number of children residing in the home.
- Age & Gender of Children Living at Home: Demographic information regarding the children in the household.
- Pets: Details about pets present in the household, including their type and quantity.

Travel Panel Features:

Our travel panel collects information on both domestic and international travel behaviors, preferences, and intentions, which are vital for sectors like tourism, hospitality, and transportation.

- Travel Experiences in the Past Year: A recap of your journeys, encompassing domestic, international, business, and leisure trips.
- Preferred Modes of Transportation: Your preferred ways to travel, including options like car, train, flight, and more.
- Countries Visited: A compilation of the countries you've explored in the past year.
- Future Overseas Travel Plans: Your intentions for upcoming international trips, highlighting the destinations you wish to visit.

Medical Panel Features:

This panel concentrates on health and medical data, providing insights into consumer behaviors within the healthcare and pharmaceutical sectors.

- General Health: Participants report their overall health status as excellent, good, fair, or poor.
- Ailment Symptoms: A summary of any current symptoms or health issues experienced by the
- panelist. Past Health Problems: A record of health history, including previous medical conditions and treatments received.

Medical Panel Attributes:

This panel centers on health and medical-related data, providing insights into consumer behaviors within the healthcare and pharmaceutical sectors.

- General Health: Self-reported general health condition (excellent, good, fair, poor). Ailment
- Symptoms: Current symptoms or ailments being experienced by the panelist. Past Health Problems:
- Health history, including past medical conditions and treatments.

How We Control Quality

AtTreast Opinion, we are deeply committed to maintaining the highest standards of quality in all our data collection processes. To ensure the integrity of the data collected from our panels, we apply a series of robust quality control measures across all stages of the research lifecycle.

Duplicate ID Check

- We assign every respondent a unique internal PID (Personal Identification) to track their survey history within our panel. System Check: Whe a respondent enters a new survey, the system automatically checks their ID history, flagging any duplication. This ensures that respondents are not completing surveys multiple times, which can skew results.
- B2B Verification: For business-related respondents, we verify their credentials through LinkedIn.
- Consumer Panel Verification: Our consumer panelists go through a double opt-in process, ensuring that they willingly
- consent to participate.
- A Fraud Threshold is set at 100 to filter out respondents who show potential for fraudulent activity.

IP Checks

- We perform IP checks at both the entry and completion stages of the survey. This technology allows us to detect fraud and bots, as IP servers usually cannot maintain the same IP address for an extended period. Our custom-built system flags and removes any bot or fraud activity, which is a feature not commonly found in many market research companies

Geo IP Checks

- We use Geo IP checks to validate that the respondent's geographical location matches the demographics they provide (e.g., ZIP code, state, city). If a respondent enters a ZIP code that
- is 100 miles away from their actual IP location, our system will automatically block them from entering the survey, preventing false data entry.

Cookies Check

- We utilize cookies to track respondents’ activities and check their devices for added accuracy and data quality. This ensures that
- respondents cannot use multiple devices to complete surveys, reducing the risk of duplicate entries

VPN/Proxy Checks

- We block respondents who are flagged under VPN/Proxy checks, ensuring that they are not using these tools to mask their location or identity. This prevents the
- entry of fraudulent participants who may use VPNs to bypass security measures.

End Pages with SHA Encryption

- We employ two sets of redirects: one with SHA encryption and another with basic encryption. The Dynamic Redirects use server-side session storage, which changes with every
- redirection, preventing the registration of ghost completes (false completions).

Quality Score System

- Each respondent is assigned a Quality Score, which is determined by their performance in past surveys. High-scoring respondents are given preference for future
- surveys, while low-scoring or fraudulent respondents are excluded from participating

By employing these advanced quality control measures, Treast Opinion ensures that we deliver accurate, reliable, and fraud-free data to our clients. We constantly refine and enhance our technology to stay ahead of the curve in data integrity and panel management.

Data Privacy

At Treast Opinion , we are fully committed to protecting the privacy of our panel members and ensuring the confidentiality of their data. Understanding the importance of privacy, we have implemented a robust framework to safeguard personal information and comply with global privacy standards.

Strict Privacy Protections

- We guarantee the privacy of all our panel members by ensuring that their personal information is never shared with third parties without consent. All data collected during our research is anonymous, ensuring that individual responses cannot be traced back to the respondents.

Compliance with Global Privacy Laws

1. We comply with all major data privacy regulations, including:

- GDPR (General Data Protection Regulation) for European Union countries. CCPA (California Consumer
- Privacy Act) for the protection of data privacy in California, USA. Other regional privacy laws to ensure
- the protection of data in every region we operate in.

2. These regulations ensure that our practices align with the most stringent requirements for data protection and individual rights.

Anonymized Data Collection

- All data we collect is aggregated and presented in a way that protects the identity of our respondents. No personal identifiers
- such as names, emails, or addresses are ever disclosed in the reports we provide to clients

Opt-In Consent

- We operate on a double opt-in registration process, ensuring that respondents actively consent to participate in market research. Members are fully
- informed about how their data will be used and have the right to withdraw consent at any time.

Secure Data Storage

- All data is stored securely using state-of-the-art encryption methods, ensuring that even in the unlikely event of a breach, personal data remains protected. We regularly update
- our data security protocols to keep pace with the latest advancements in cybersecurity.

Transparency and Control for Respondents

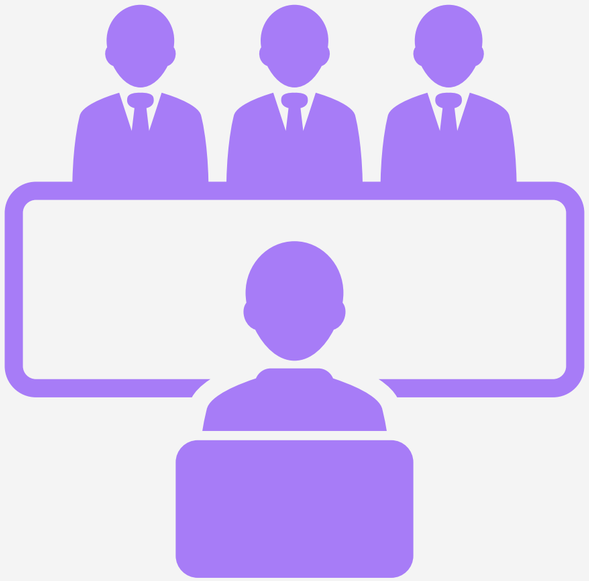
- Respondents retain full control over their data, with the ability to access, modify, or request deletion of their personal information in compliance with GDPR and other applicable regulations. We uphold clear and transparent policies outlining how data is collected, used, and stored—ensuring that all panel members are fully informed.

"By upholding these principles and regulations, Treast Opinion places data privacy at the forefront—protecting the integrity of our research and maintaining the trust of our valued panel members."

WE COVER ALL THE MAJOR COUNTRIES

MARKET	PANEL COUNT
Argentina	31471
Australia	34525
Austria	3830
Brazil	48814
Canada	70890
Chile	16560
China	485640
Colombia	23284
Denmark	18716
Finland	10814
Egypt	23364
France	43524
Germany	47160
Greece	23062
HongKong	39909
Indonesia	32645
Italy	42168
Japan	23291
Malaysia	47044
Oman	8805
Peru	31125
Philippines	44813

MARKET	PANEL COUNT
Poland	23208
Portugal	22472
Qatar	20325
Romania	14631
Russia	25217
Saudi Arabia	39909
India	758484
Singapore	27604
South Africa	34790
South Korea	23057
Spain	40486
Sweden	20325
Switzerland	19605
Taiwan	27676
Thailand	48814
Turkey	28965
UAE	39911
UK	158566
USA	311071
Vietnam	37896



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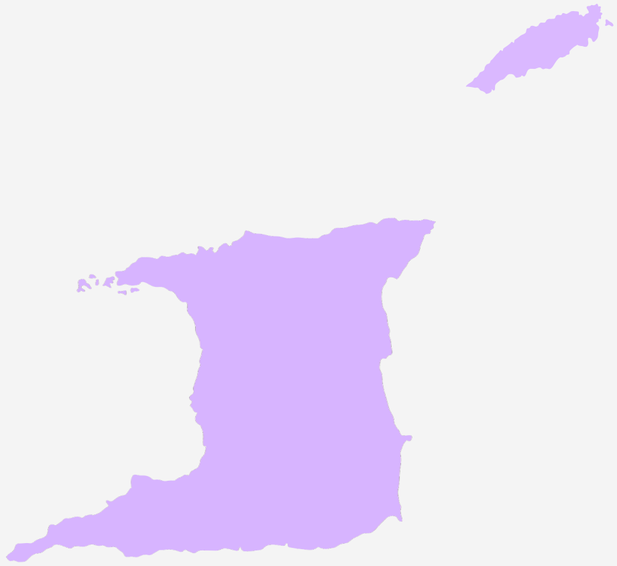

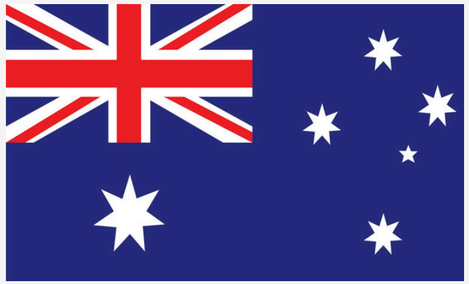

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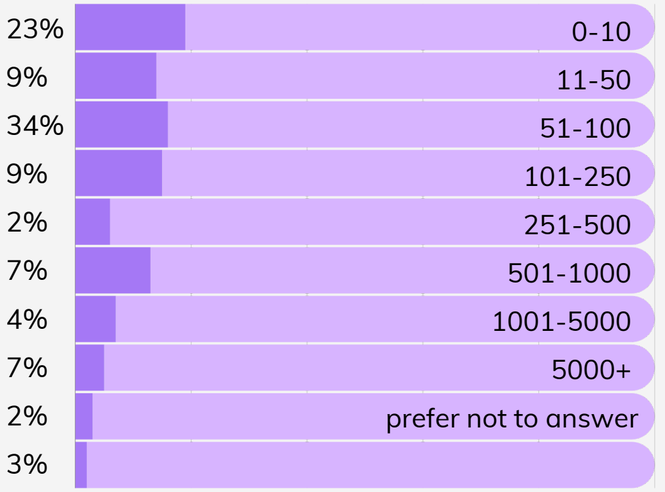

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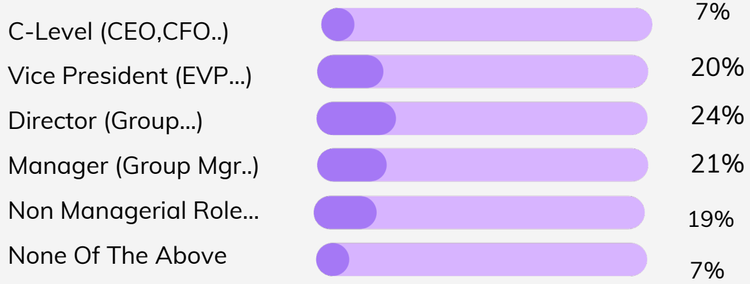

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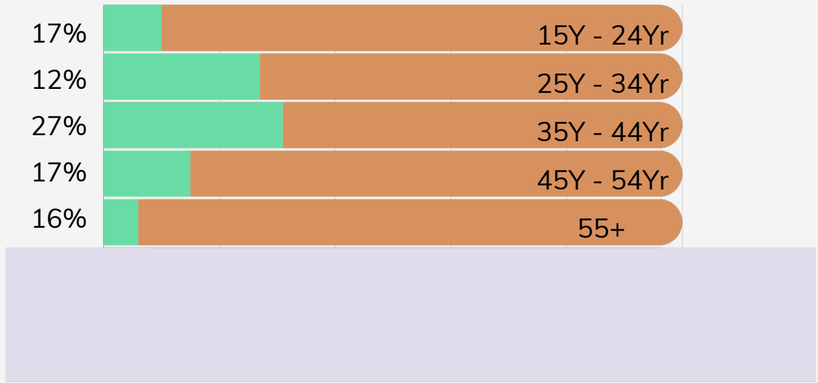

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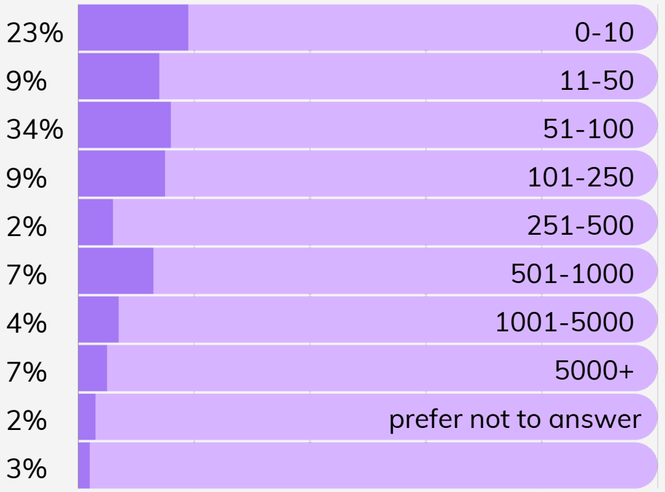

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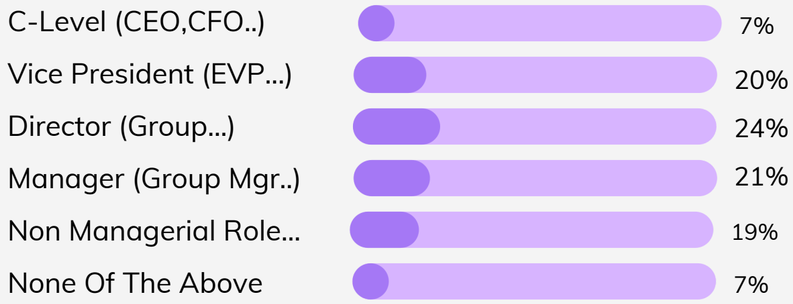

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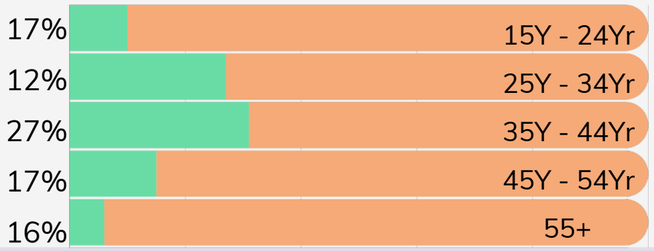

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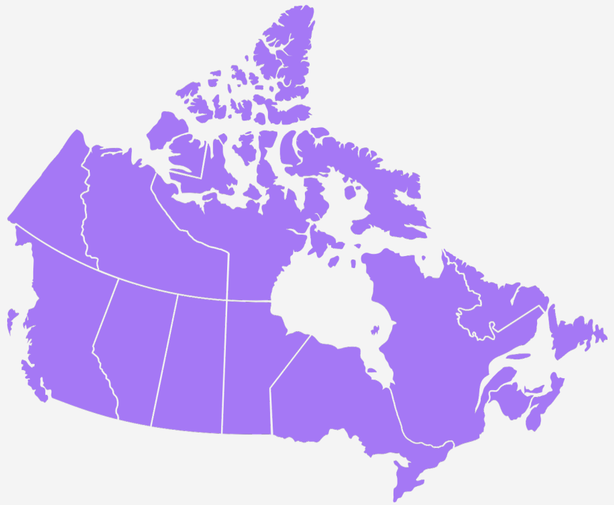

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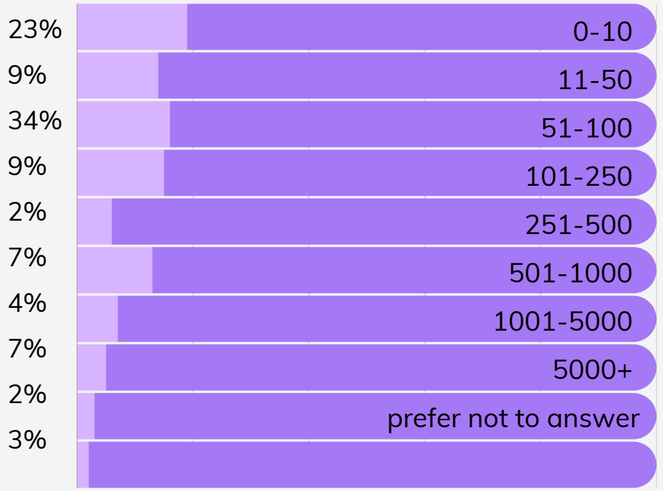

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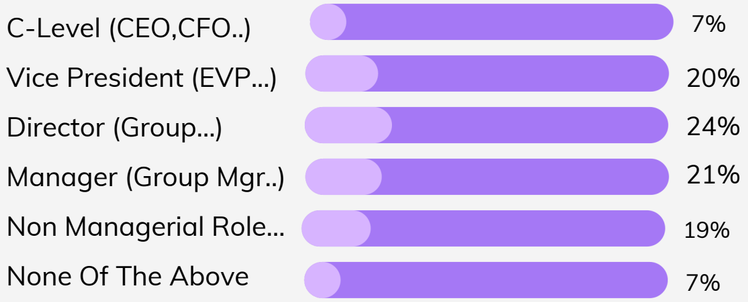

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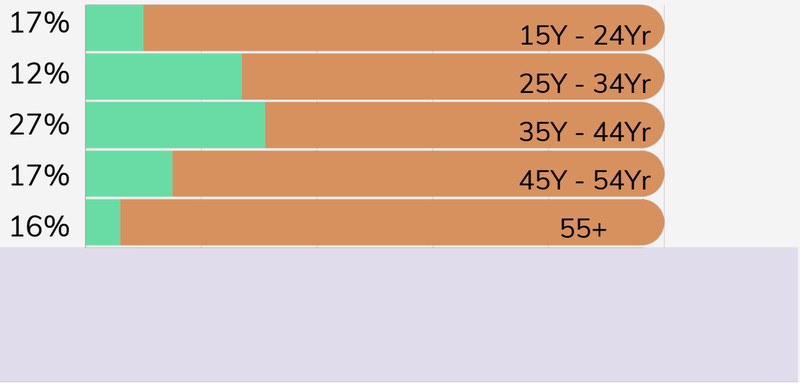

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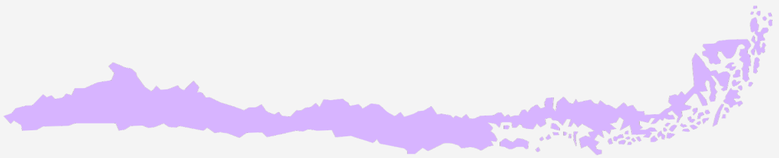

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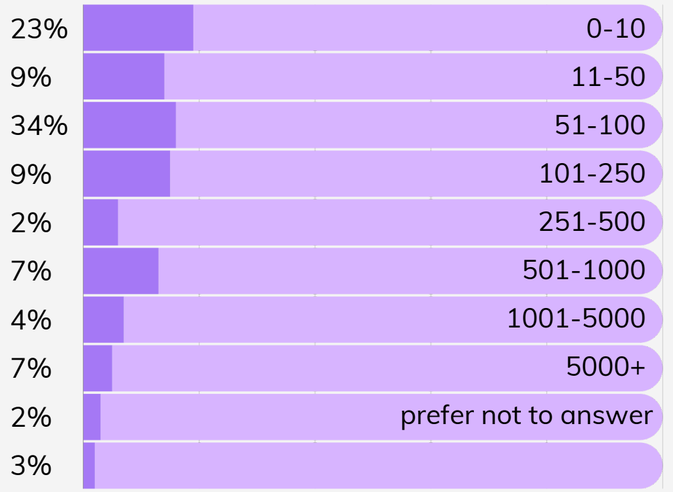

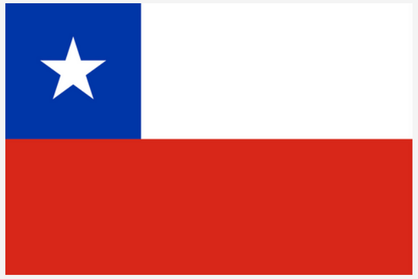

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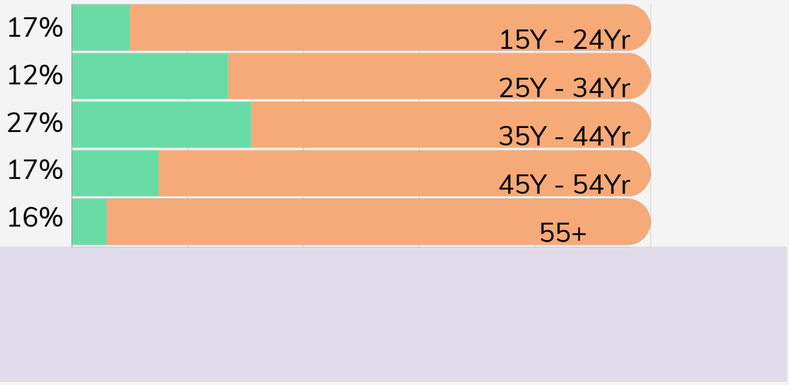

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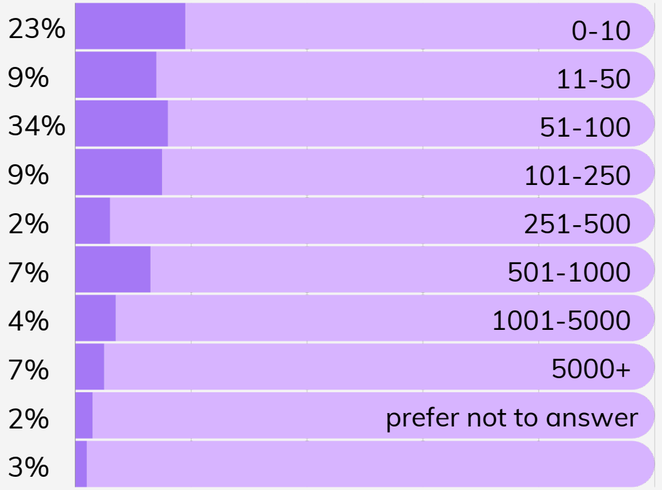

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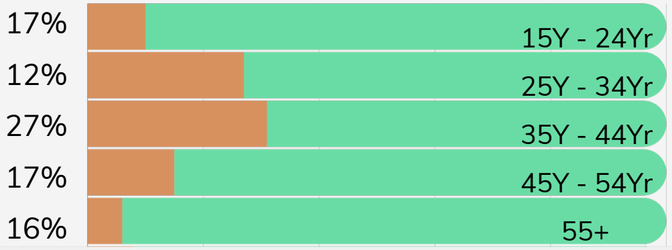

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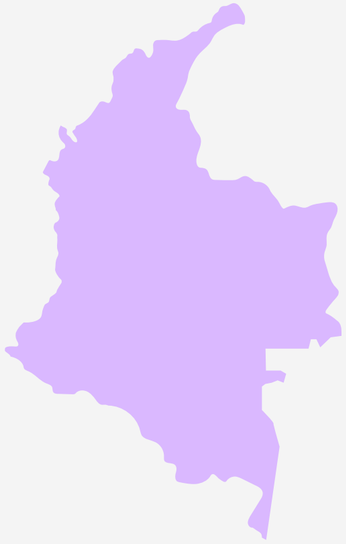

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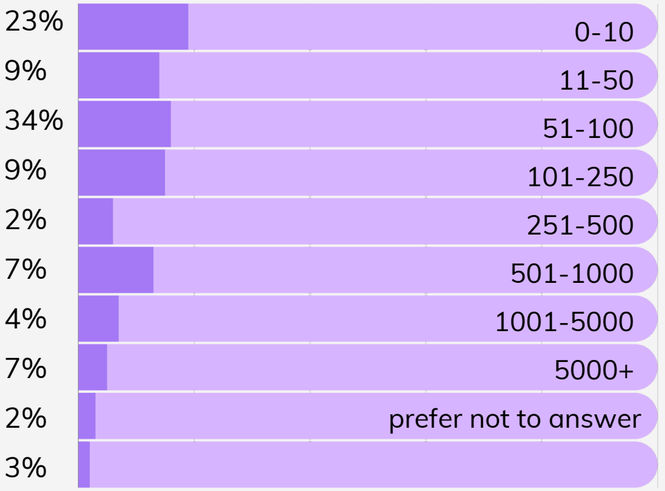

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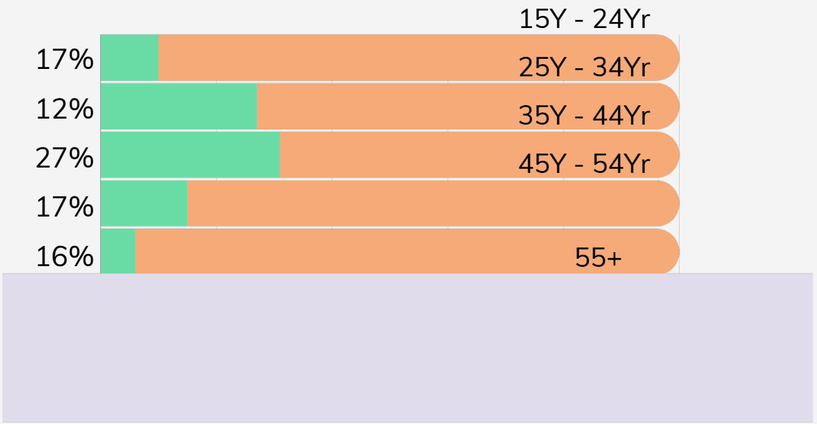


GERMANY

PANEL COUNT - 47160

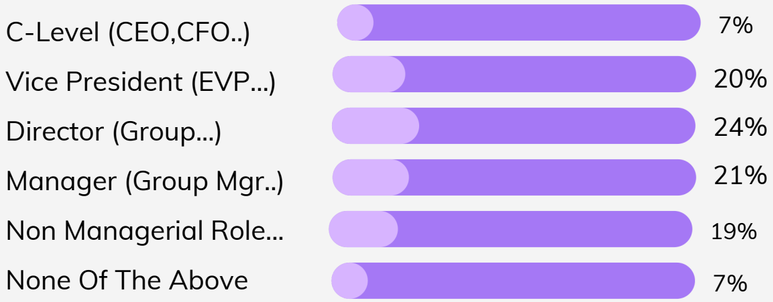
GENDER

MALE
49%

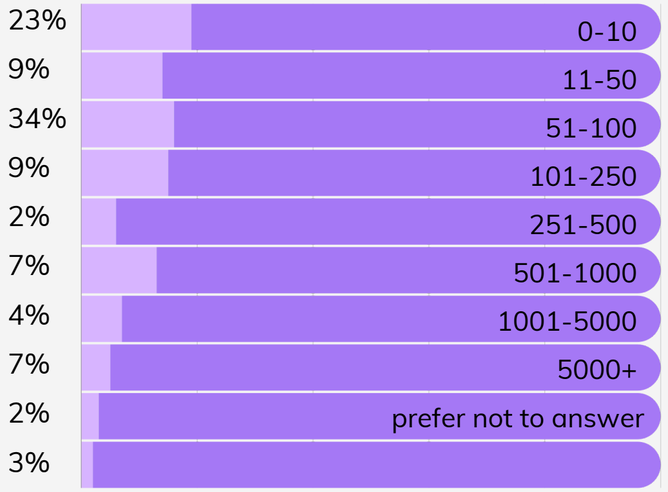
FEMALE
46%

7 5 8 4 8 4

JOB TITLE



EMPLOYEE



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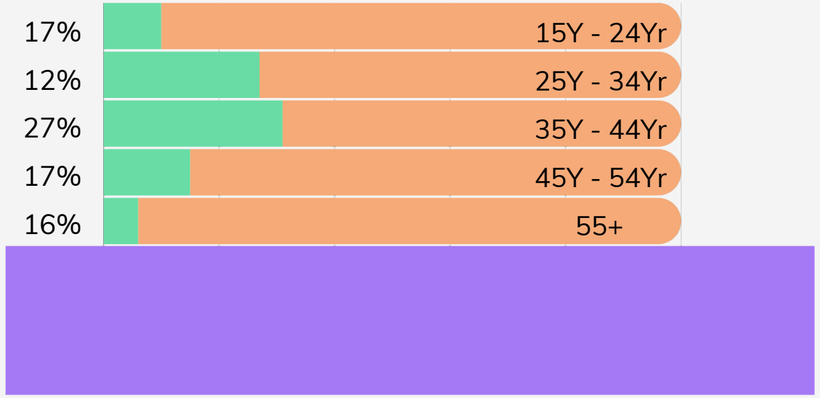
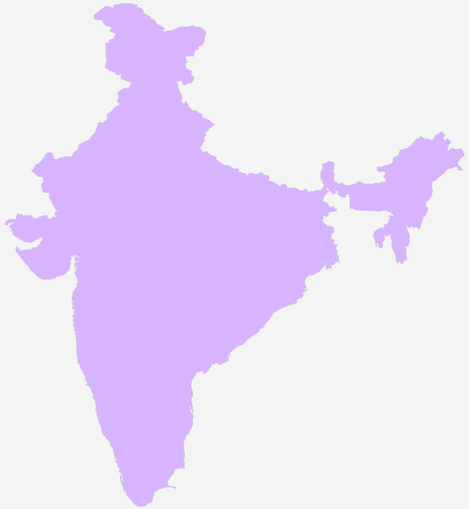


INDIA

PANEL COUNT - 758484

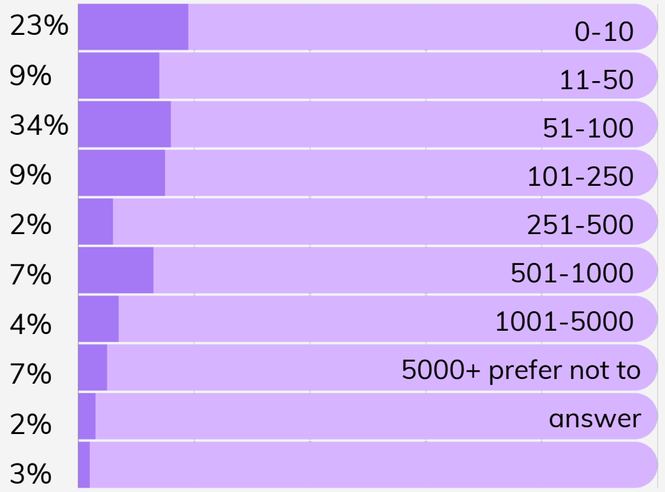


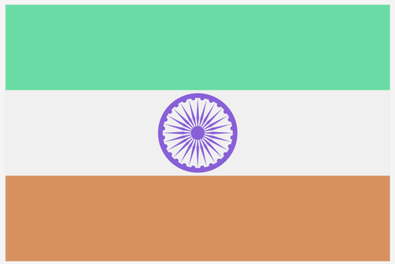
GENDER

MALE
49%

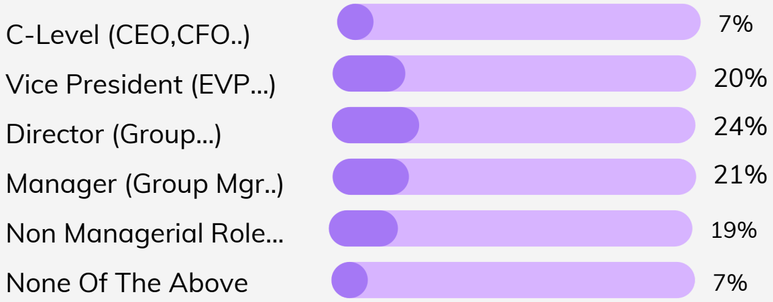
FEMALE
46%

EMPLOYEE





JOB TITLE



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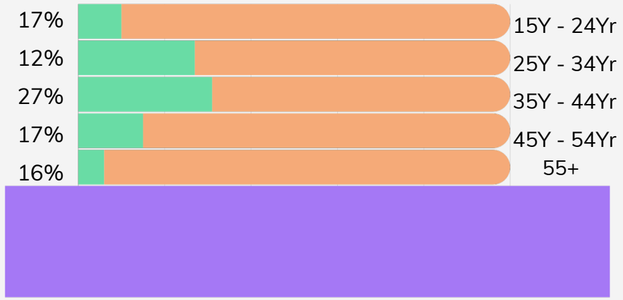

INDONESIA

PANEL COUNT - 32645

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FEMALE
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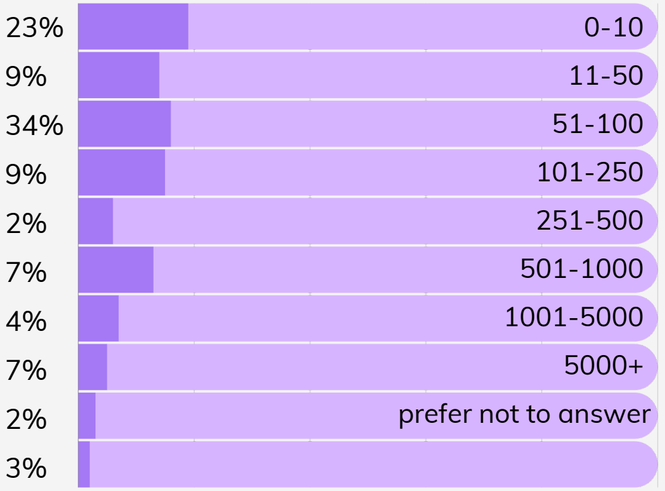
EMPLOYEE



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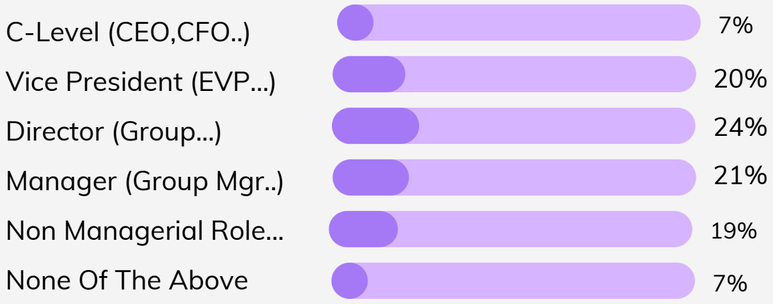

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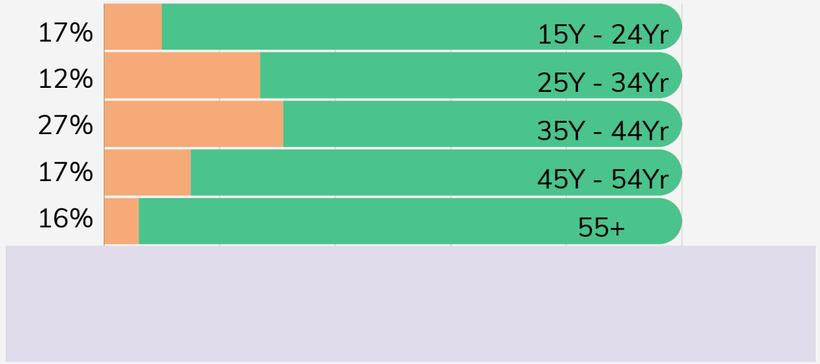

ITALY

PANEL COUNT - 42168

GENDER

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FEMALE
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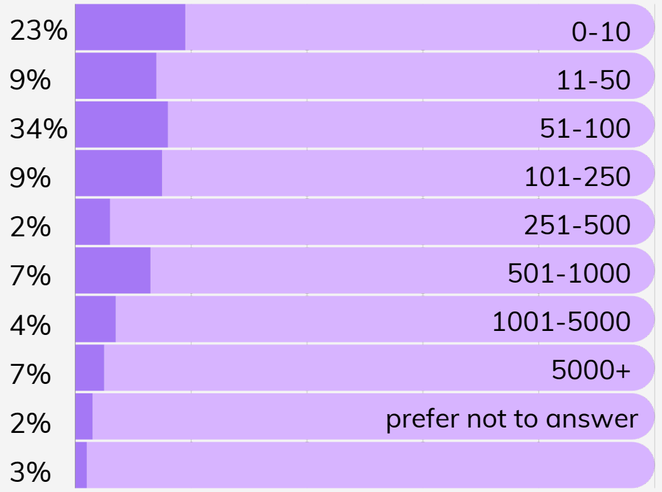
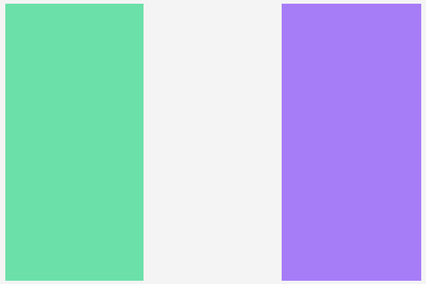
EMPLOYEE





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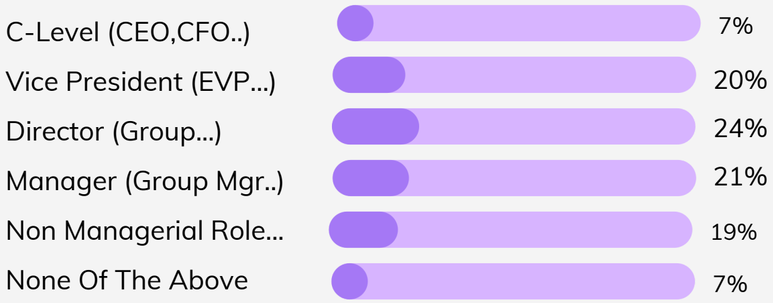

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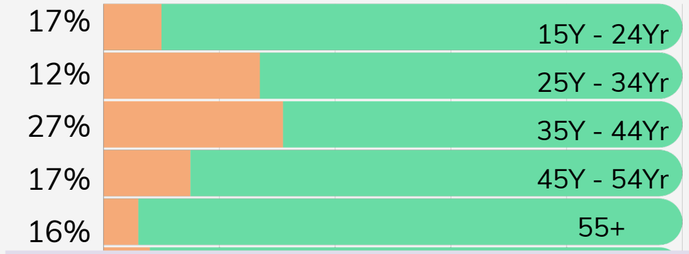

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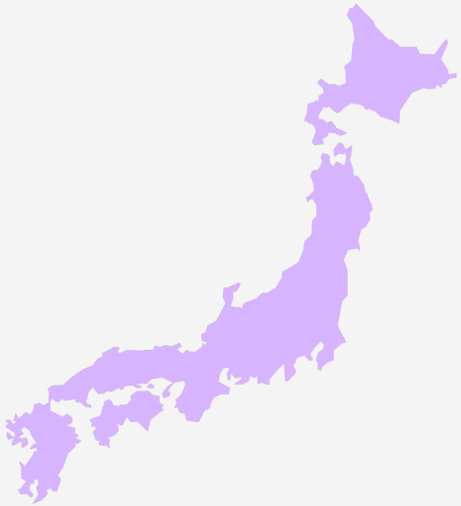
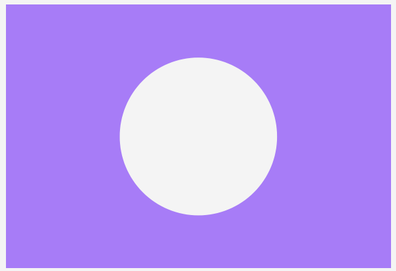
PANEL COUNT - 23291





GENDER

MALE
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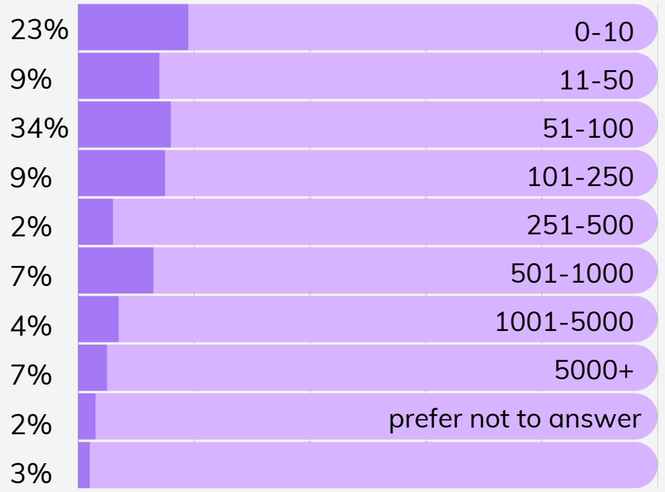
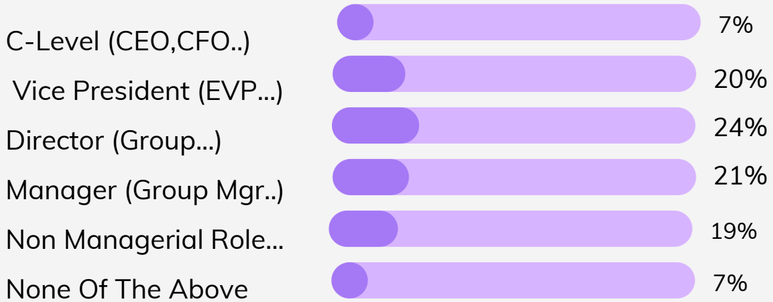
FEMALE
46%

EMPLOYEE



JOB TITLE



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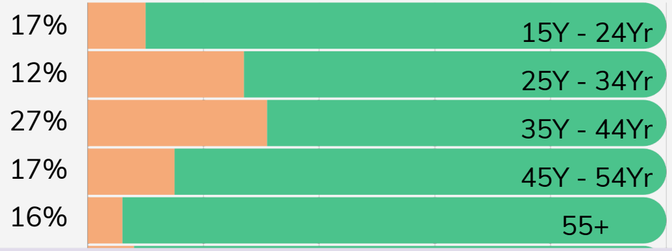
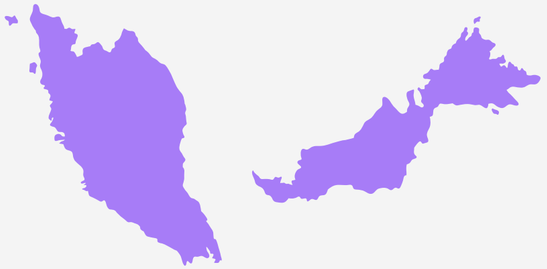
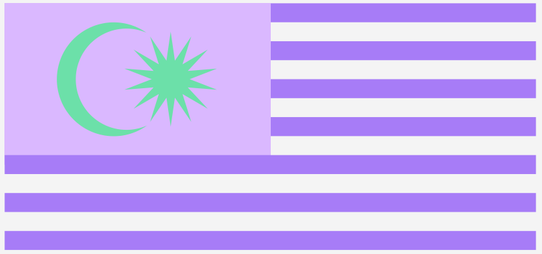


MALAYSIA

PANEL COUNT - 47044



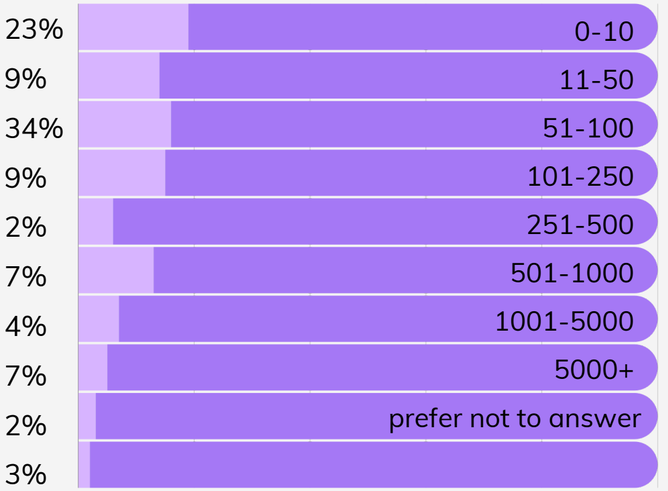


GENDER

MALE
49%

FEMALE
46%

EMPLOYEE



JOB TITLE

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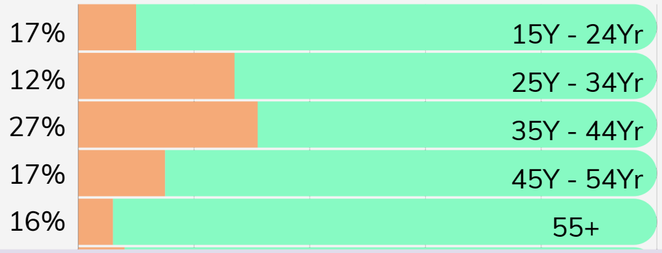
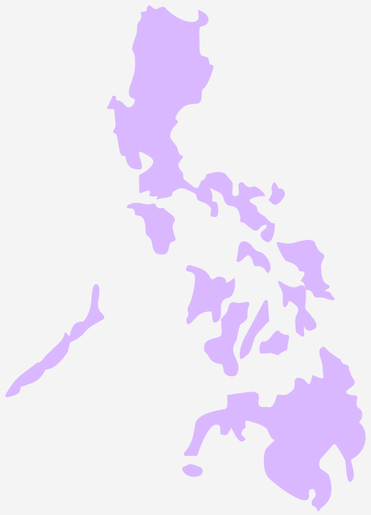
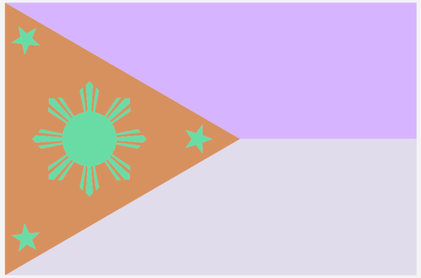


PHILIPPINES

PANEL COUNT - 44813





GENDER

MALE
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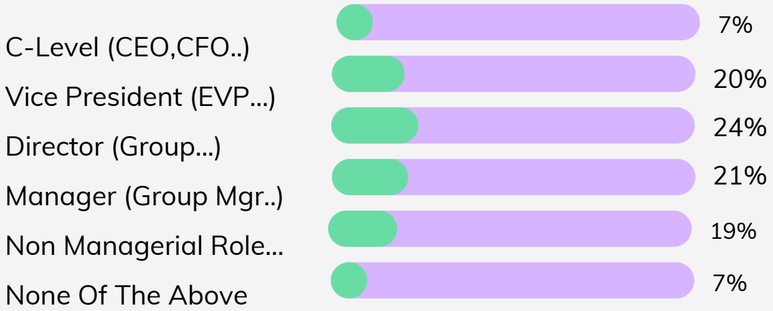
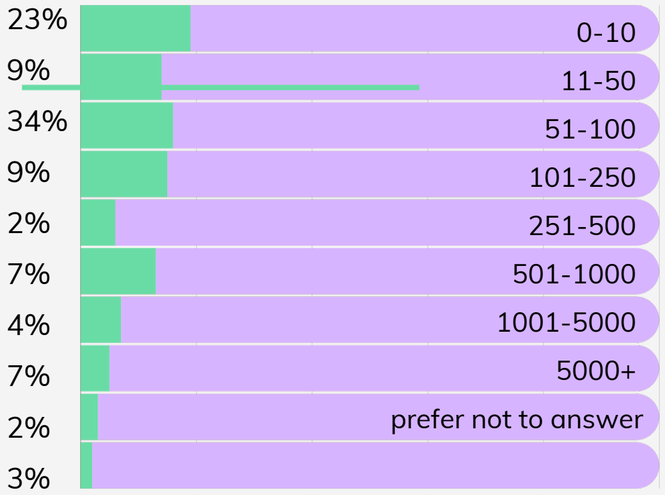
FEMALE
46%

JOB TITLE



EMPLOYEE



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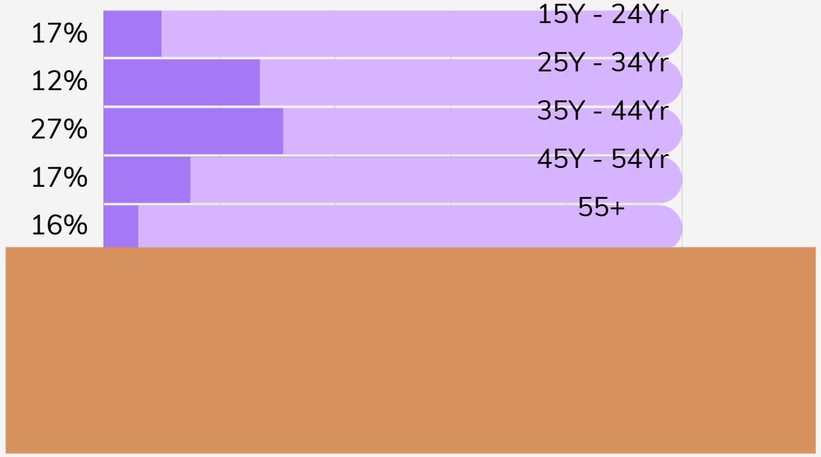
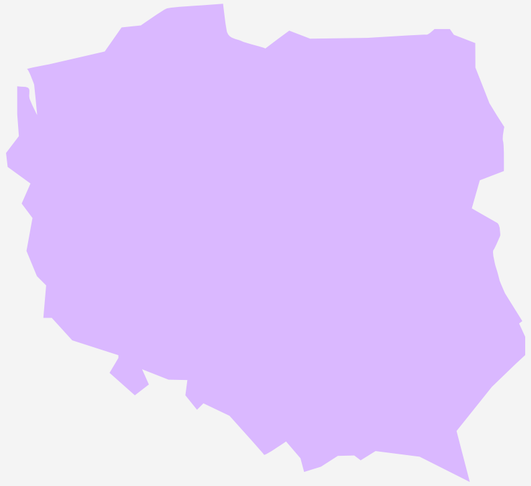


POLAND

PANEL COUNT - 23208

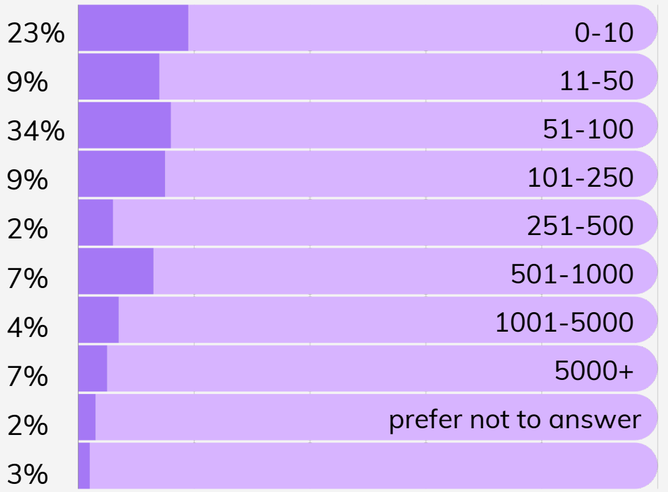


GENDER

MALE
49%

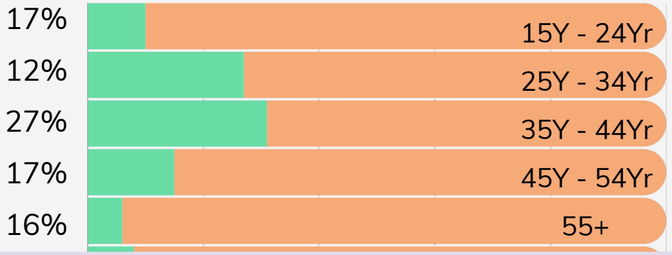
FEMALE
46%

EMPLOYEE



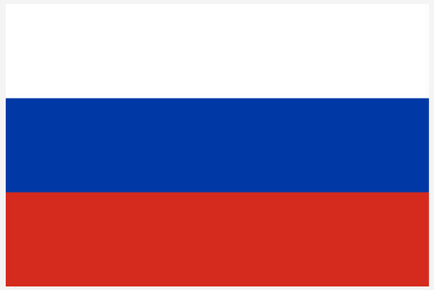
JOB TITLE

AGE



RUSSIA

PANEL COUNT - 23208



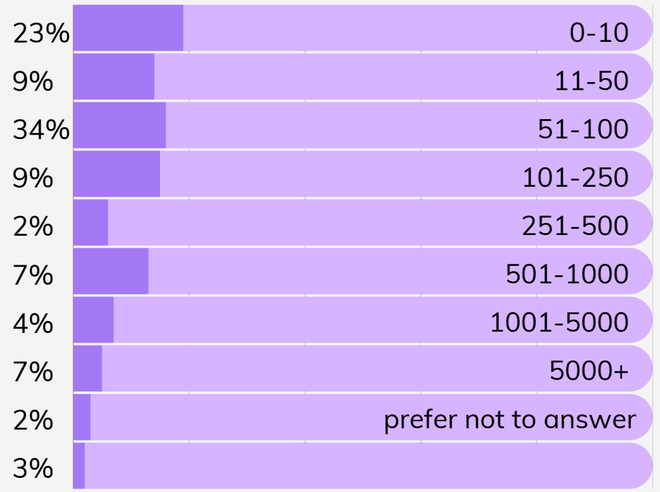
GENDER

MALE
49%

FEMALE
46%

JOB TITLE

EMPLOYEE



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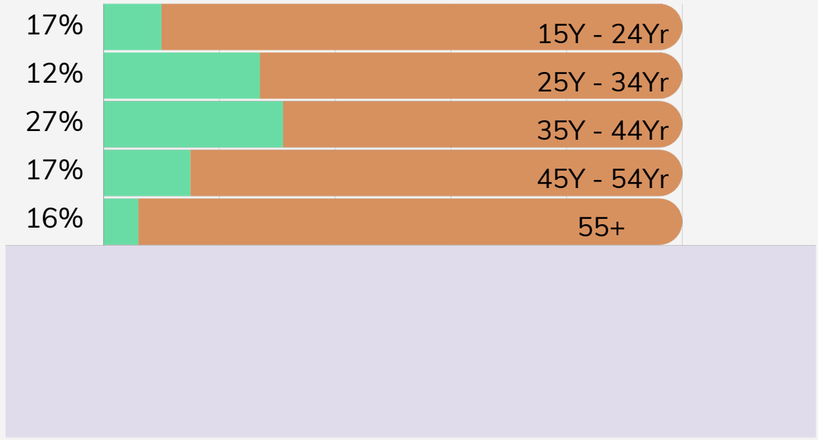
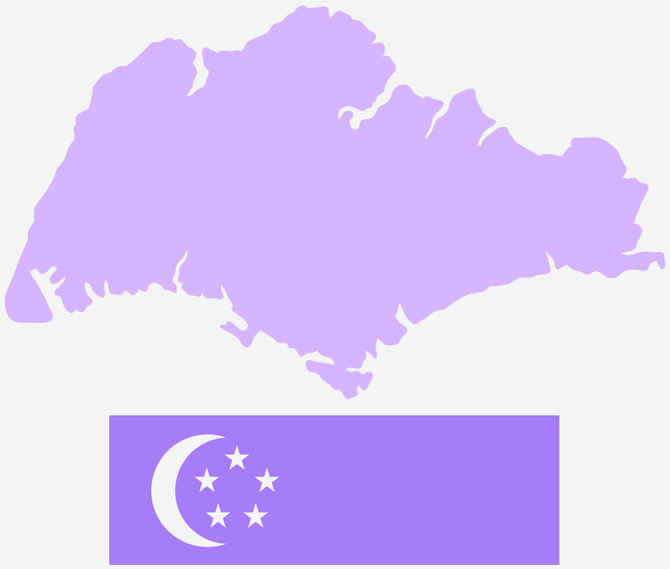


SINGAPORE

PANEL COUNT - 27604

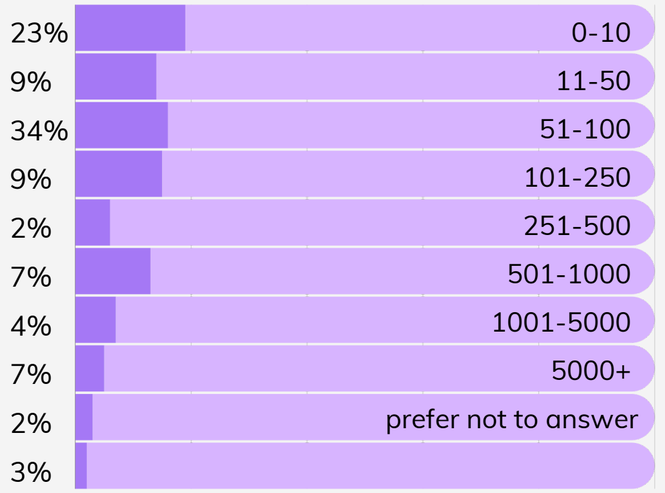


GENDER

MALE
49%

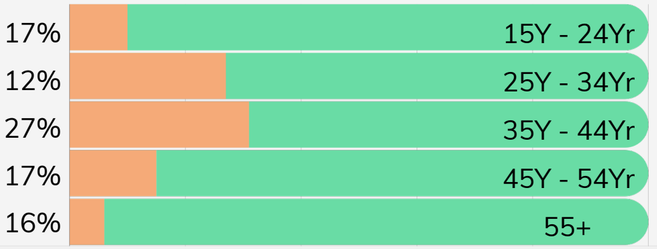
FEMALE
46%

EMPLOYEE



JOB TITLE

AGE



SOUTH AFRICA

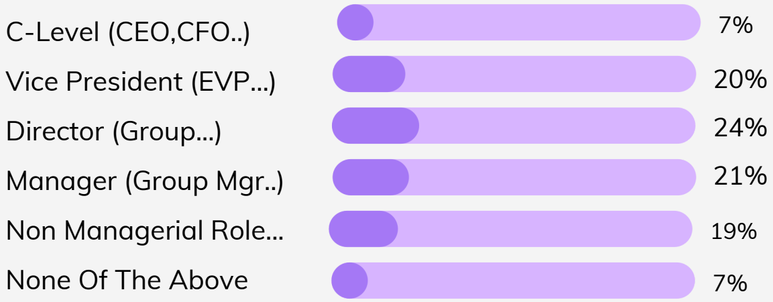
PANEL COUNT - 34790

GENDER

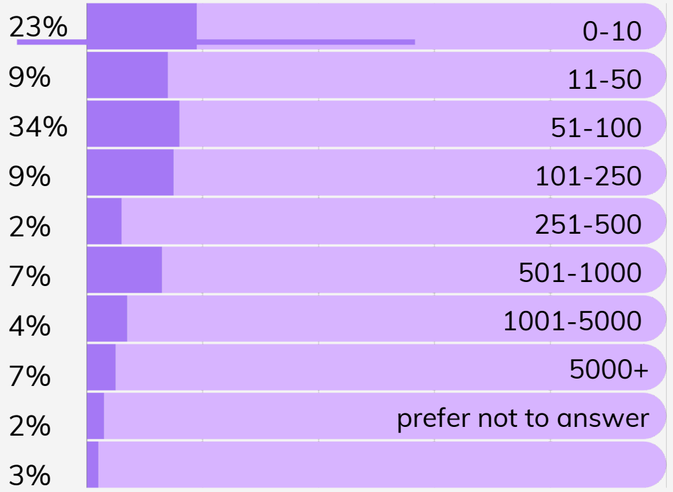
MALE
49%

FEMALE
46%

JOB TITLE



EMPLOYEE



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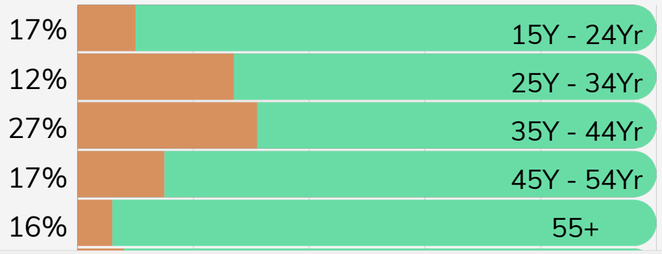

SOUTH KOREA

PANEL COUNT - 23057

GENDER

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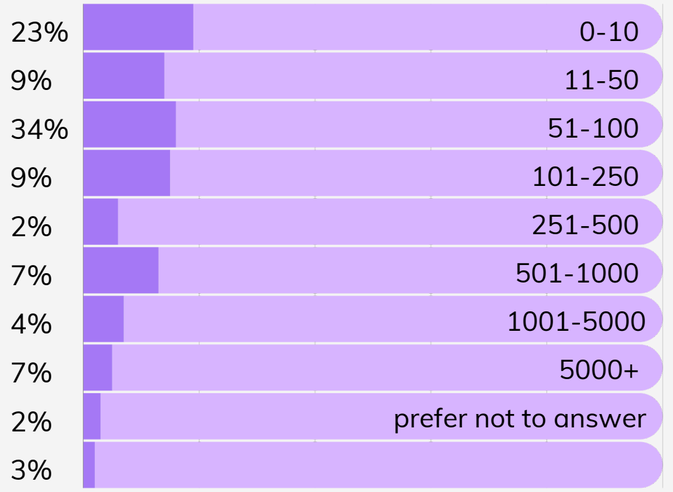
49%

FEMALE
46%

EMPLOYEE



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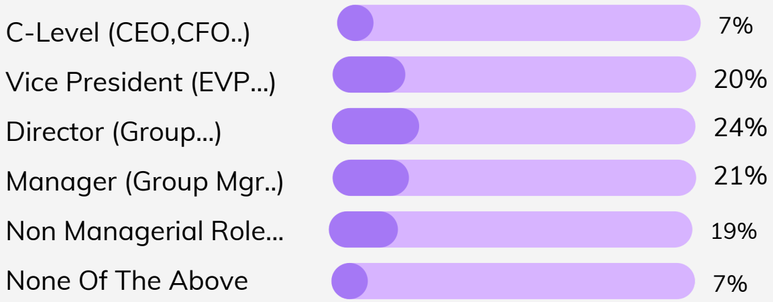

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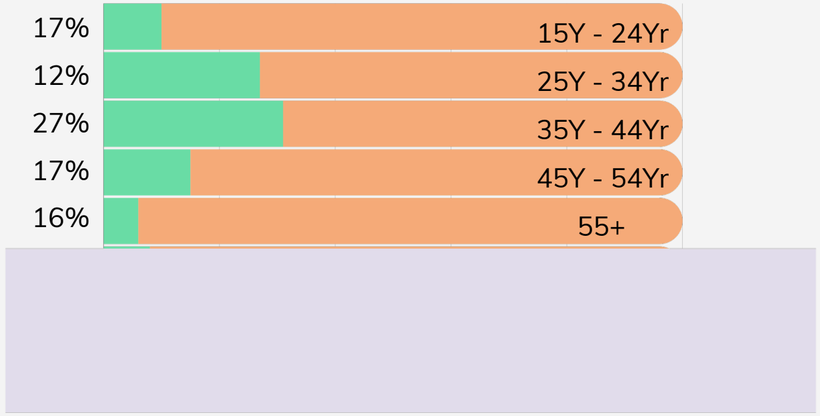
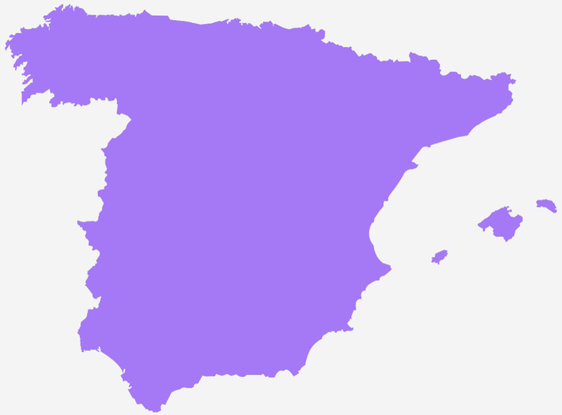


SPAIN

PANEL COUNT - 40486

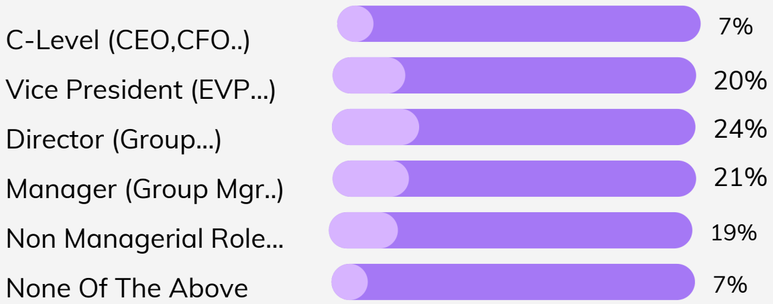


GENDER

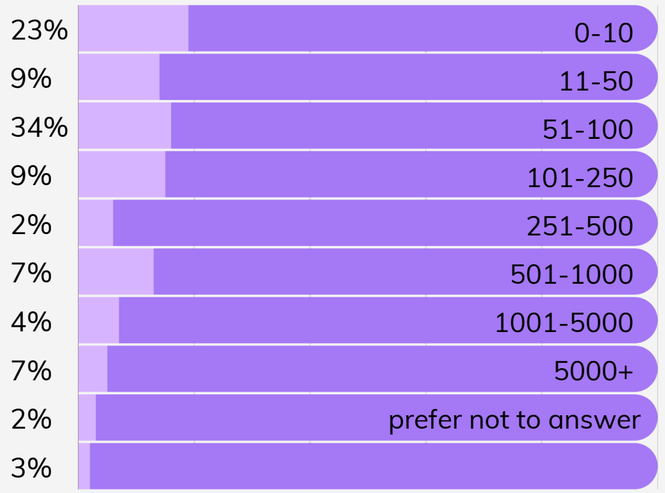
MALE
49%

FEMALE
46%

JOB TITLE



EMPLOYEE



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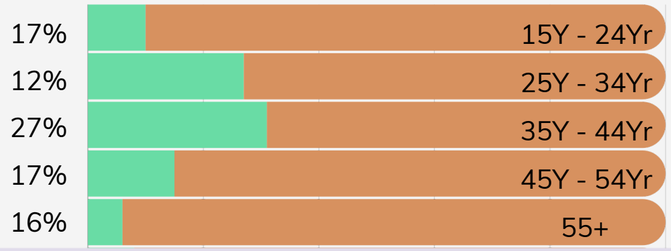
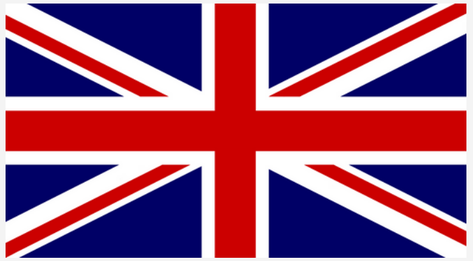


UK

PANEL COUNT - 158566

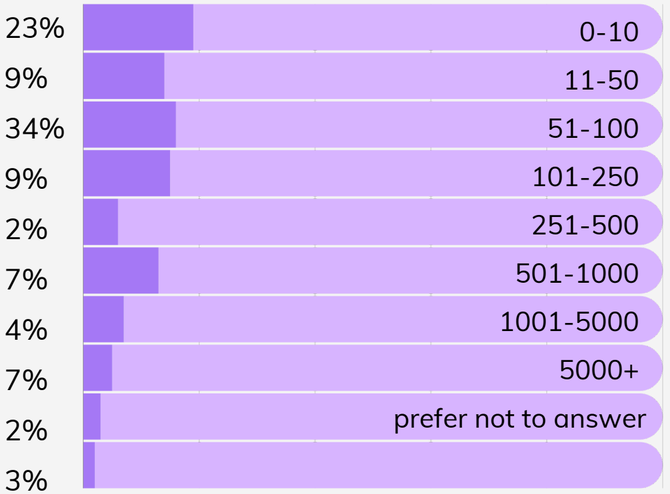


GENDER

MALE
49%

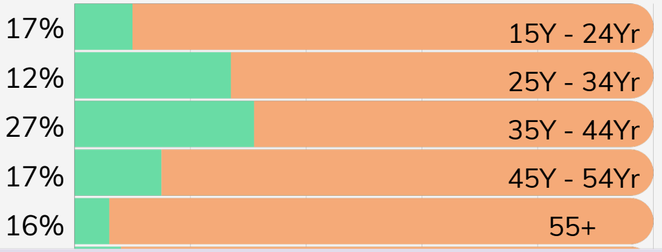
FEMALE
46%

EMPLOYEE



JOB TITLE

AGE



USA

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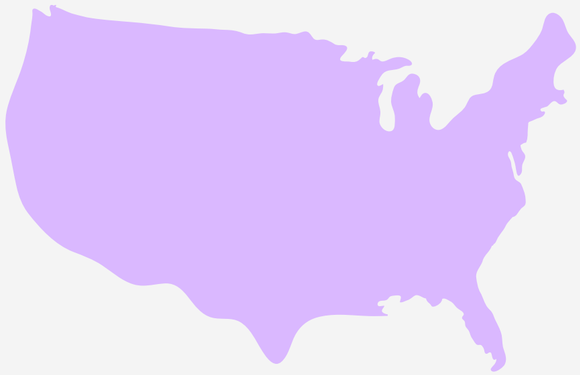
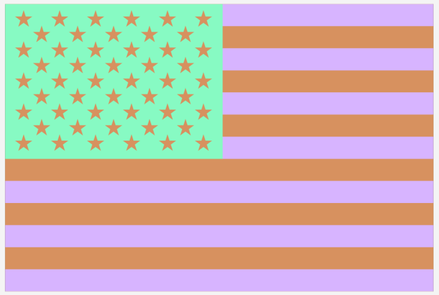


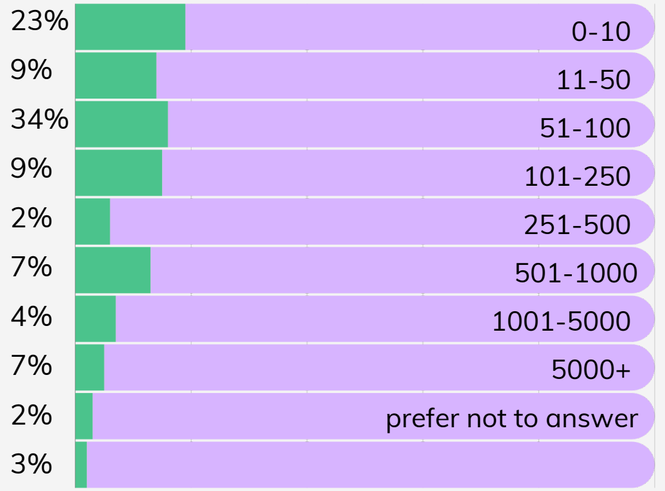


GENDER

MALE
49%

FEMALE
46%

EMPLOYEE



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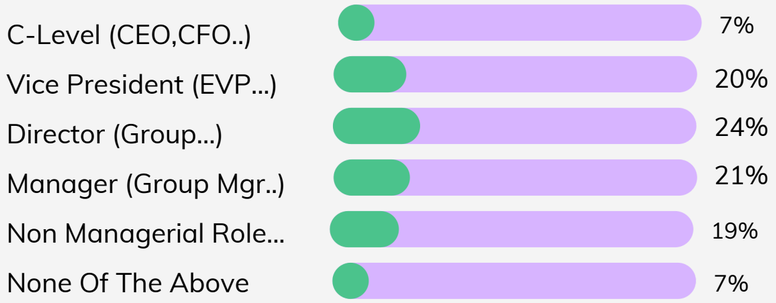

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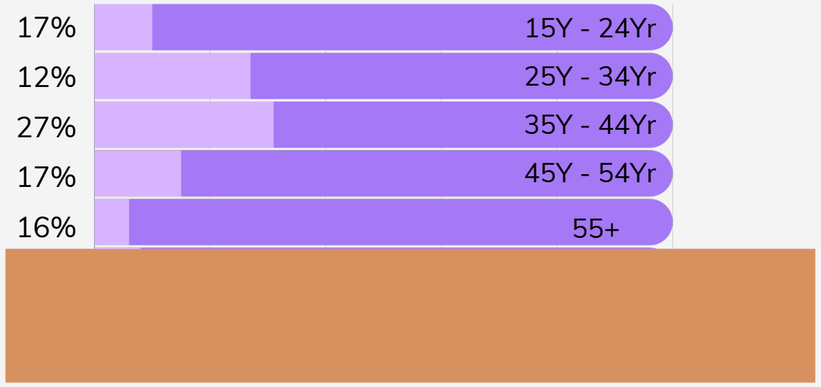

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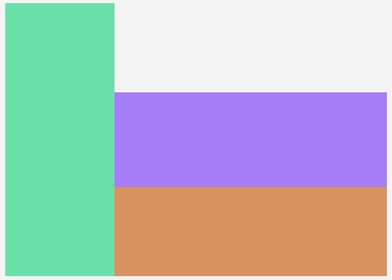

GENDER

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FEMALE
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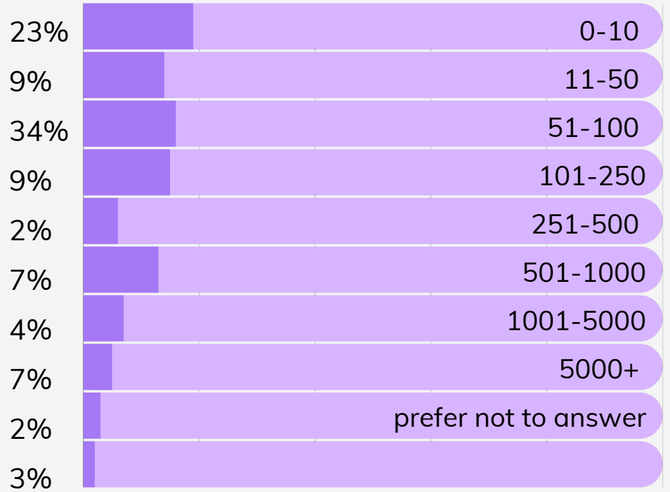
EMPLOYEE



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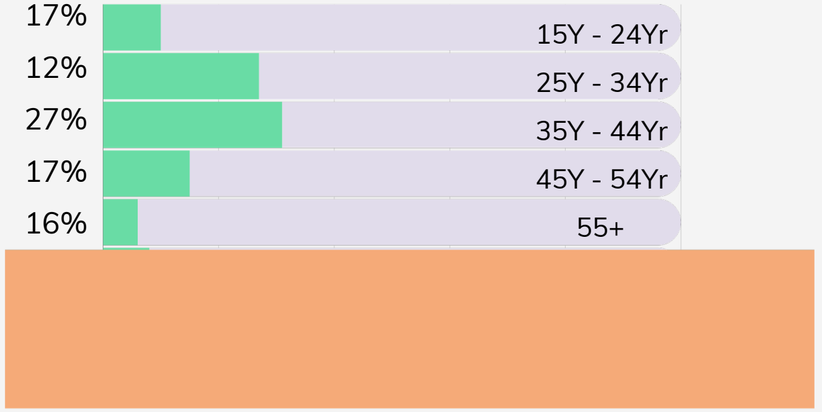

FRANCE

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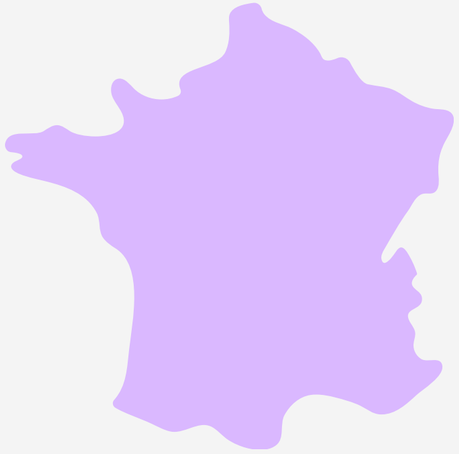

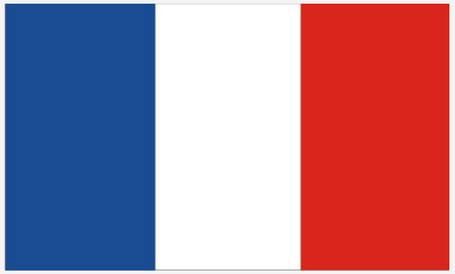

GENDER

MALE
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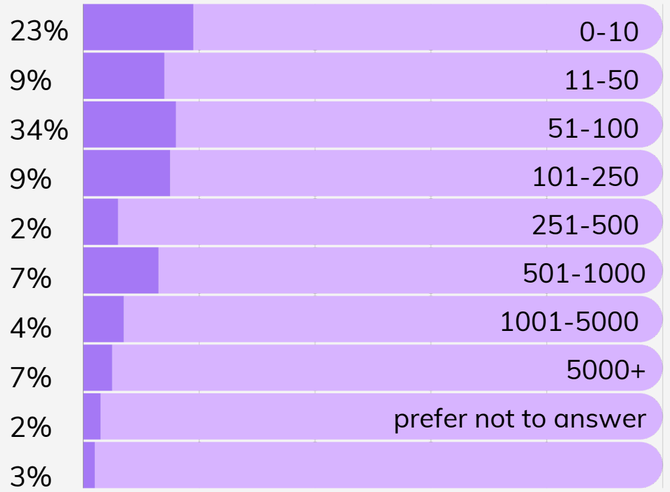
FEMALE
46%

EMPLOYEE



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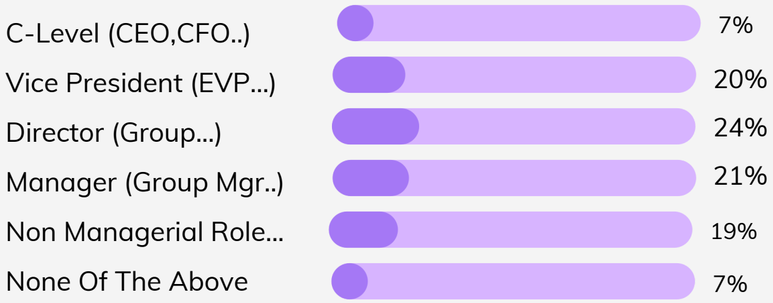

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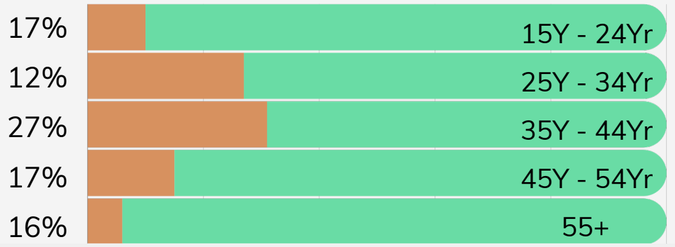

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