PANEL BOOK

Integrity ◆ Transparency ◆ Innovation

Transcar
Solutions

ABOUT US

TransCar Solutions was founded in May 2014 with the vision to transform our clients' careers to the next level by translating their problems into solutions. We had an enriched feeling that a solution to the problem could transform the career of the organization. The solution in the form of data can help make revolutionary business decisions to reach new heights of the business. The decision taken with appropriate data always leads to victory.

We are a Market Research Operations Organization helping the research industry with unpretentious and valuable data through our services like Online Data Collection, Translation and Report Writing.

Our organization is based on three values **INTEGRITY**, **TRANSPARENCY** & **INNOVATION**. We have our global cloud panel spanning India, USA, Canada, UK, France, Germany, Italy, Spain, Australia, Singapore, China and UAE.

PANEL RECRUITMENT & PROJECT MANAGEMENT

For successful research, the right questions should be asked to the right respondents and the right respondents must be recruited through a sophisticated & robust system with evolving techniques. Our panel members are recruited via various methods including placement of web banners on top websites and authenticated job portals, website referrals, pay-per-click, natural search optimization, affiliate marketing, email, and online public relations activities.

• After registration respondents are verified through their e-mail ID thus making them Double-Opt-In respondents.

• Respondents are categorized as per their interest in Travel, Games, Shopping Habits etc. All respondents score a number based on the frequency of profiler surveys taken, pattern of response, and terminates on demographic questions in a survey. The survey score helps us to determine the quality of respondents. If a respondent does not meet the minimum threshold of quality, they are detached from the database.

• Our Project Management tool is equipped with various data security checks like IP validation check, cookies check, GEO IP, minimum LOI and red herring questions which makes sure we have bot-free and genuine data for analysis.

• We understand the significance of the quality of data for our client. Let it be a product launch, let it be a positioning decision acquisition or merger of the business decision. The quality data is the base that helps in making benchmark decisions.

YOURSAY BUCK$
Your opinion matters

REGISTRATION

VALIDATION

QUALITY MAINTENANCE

OUR VALUES

Integrity

Integrity is the foundation on which our customers trust us, as we are equally committed and confidential. We openly collaborate in pursuit of the truth.

Transparency

We pride ourselves on providing complete visibility into the processes to maintain dignity and buoyancy across functions.

Innovation

Distinguished ideas are embedded with our every execution which strives for us to do finer client deliverables.

We own strong and fast-growing online panels across **India**, **USA**, **UK**, **Canada**, **Australia**, **China**, **Singapore**, **France**, **Italy**, **Germany**, **Spain** and **UAE**.

We are also a member of the **Insights Association** & **ESOMAR** and we strictly abide by the industry's quality code of conduct in everything we do, every step of the way.

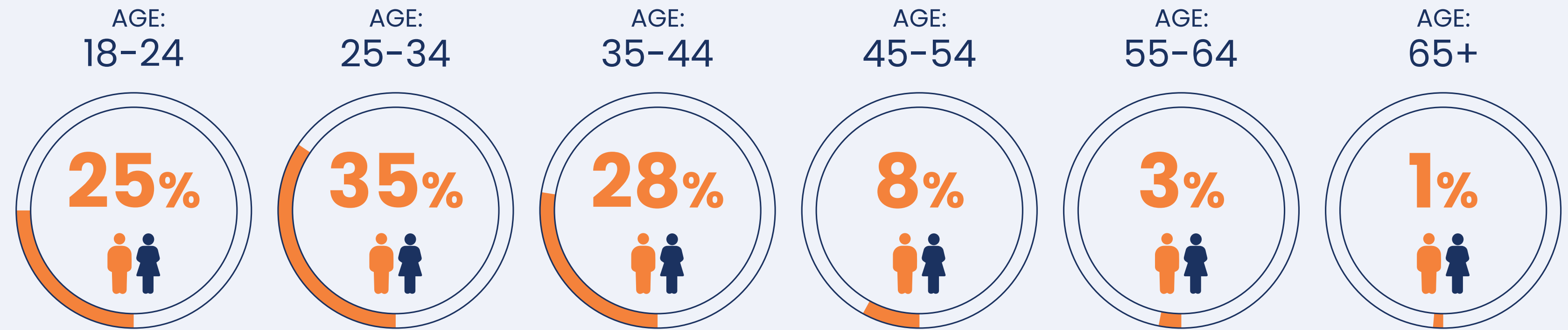Panel Demographics , Panel Presence and Strength by countries are from the next page :

India

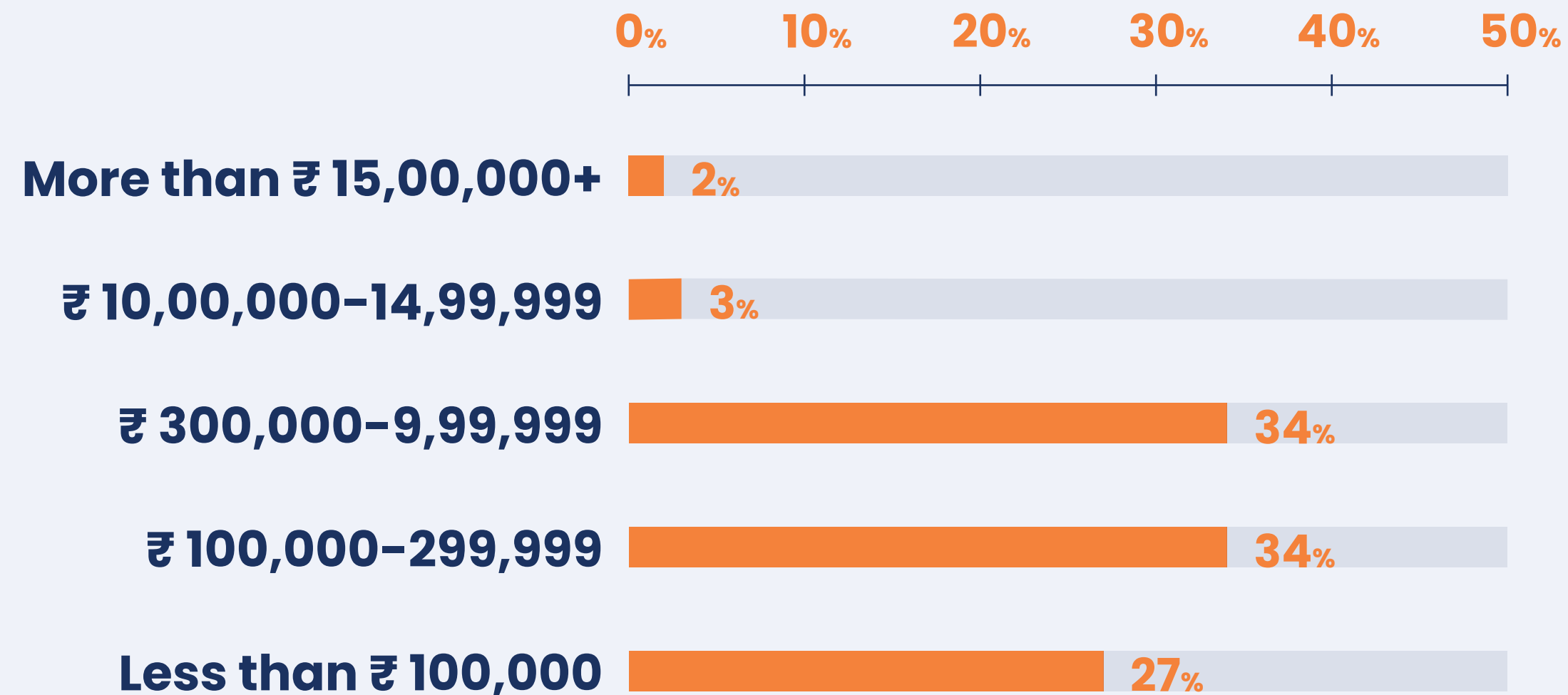**Panel size 4,50,100**
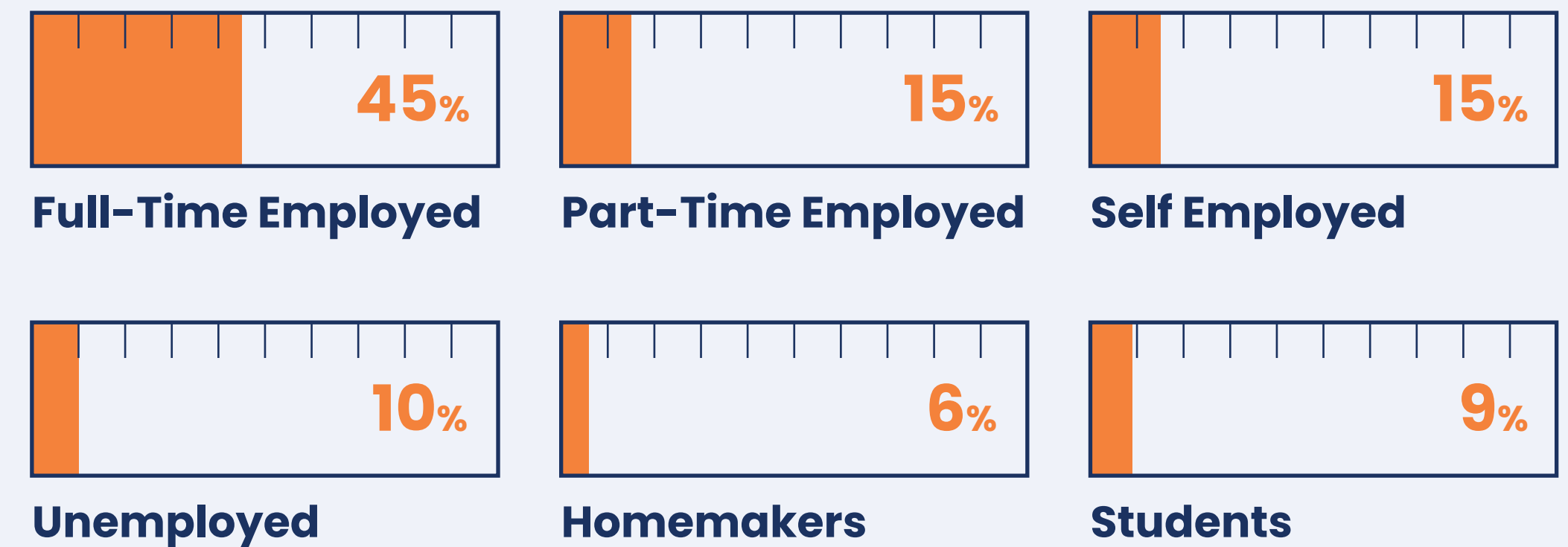
Language : English, Hindi

Gender

Males **62**% 　Females **38**%

Agewise Distribution Of Gender

AGE: 18-24	AGE: 25-34	AGE: 35-44	AGE: 45-54	AGE: 55-64	AGE: 65+
25%	**35%**	**28%**	**8%**	**3%**	**1%**

Household Income

More than ₹ 15,00,000+	2%
₹ 10,00,000-14,99,999	3%
₹ 300,000-9,99,999	34%
₹ 100,000-299,999	34%
Less than ₹ 100,000	27%

Employment Status

Full-Time Employed	Part-Time Employed	Self Employed
45%	15%	15%

Unemployed	Homemakers	Students
10%	6%	9%

USA
Panel size 6,40,320
Language : English, Spanish

Gender

Males **45**%   Females **55**%

Agewise Distribution Of Gender

AGE: 18-24	AGE: 25-34	AGE: 35-44	AGE: 45-54	AGE: 55-64	AGE: 65+
8%	**20%**	**27%**	**25%**	**13%**	**7%**

Household Income

0%   10%   20%   30%   40%   50%

$ 150,000+	4%
$ 100,000-149,999	7%
$ 50,000-99,999	30%
$ 15,000-49,999	38%
Less than $ 14,999	21%

Employment Status

61% Full-Time Employed

8% Part-Time Employed

7% Self Employed

6% Unemployed

14% Homemakers
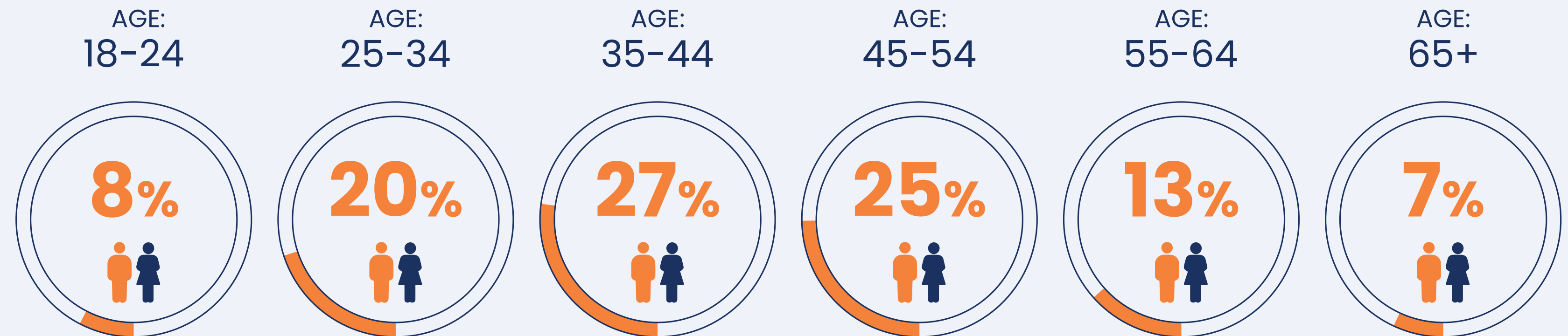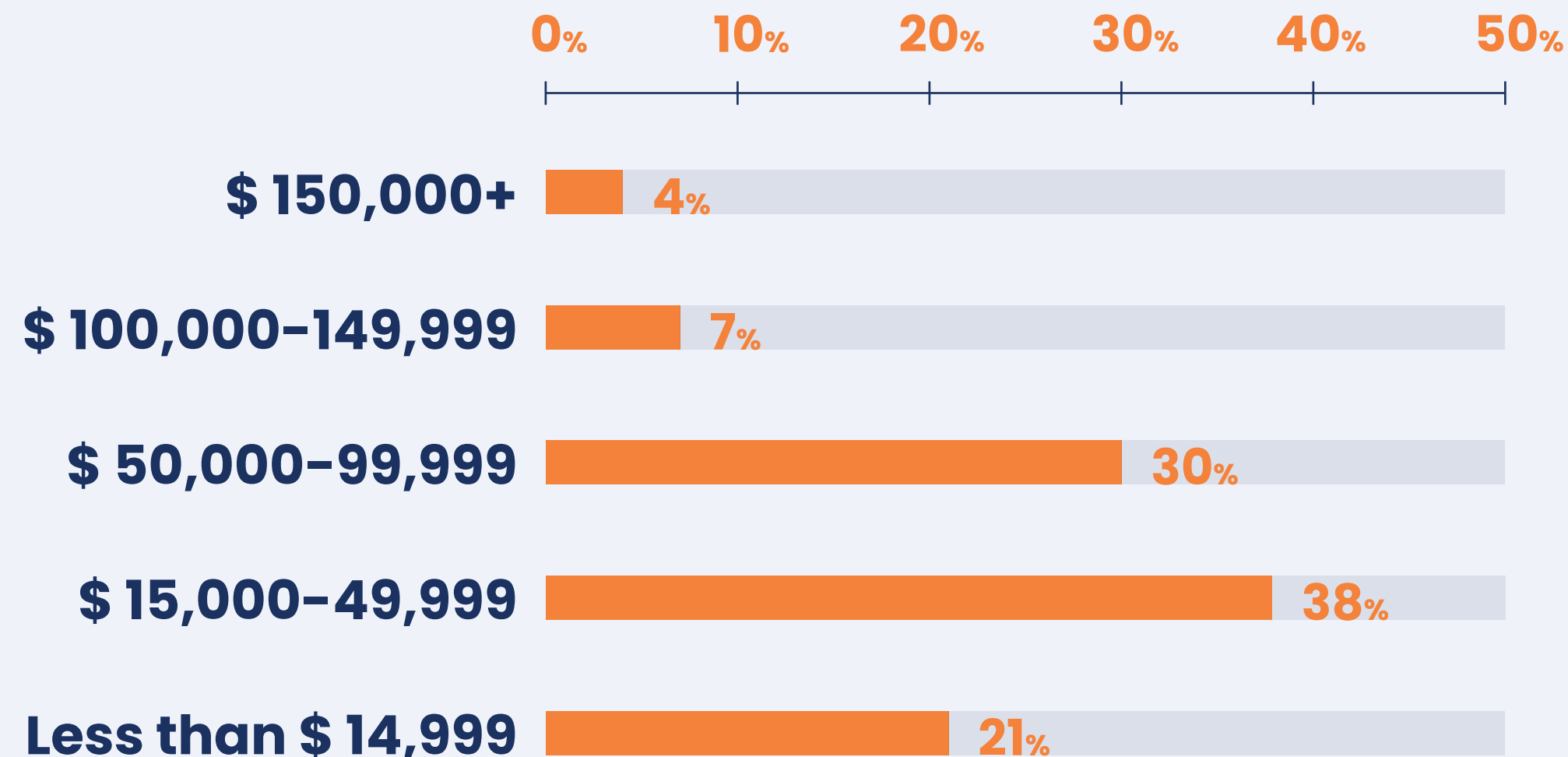
4% Students
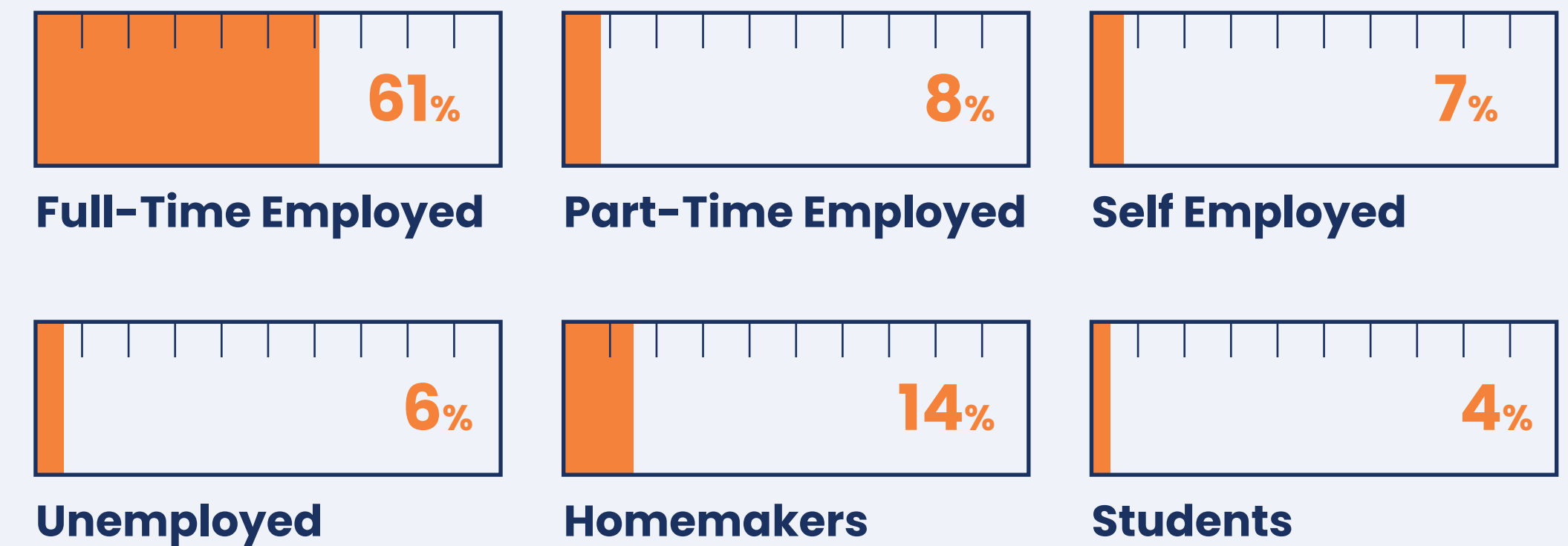
Canada

Panel size 1,74,000

Language : English, French

Gender

Males
43%

Females
57%

Agewise Distribution Of Gender

AGE:
18-24
10%

AGE:
25-34
24%

AGE:
35-44
22%

AGE:
45-54
20%

AGE:
55-64
17%

AGE:
65+
7%

Household Income

	0%	10%	20%	30%	40%	50%

CAD 150,000+ — **5%**

CAD 100,000-149,999 — **11%**

CAD 50,000-99,999 — **28%**

CAD 15,000-49,999 — **35%**

Less than CAD 14,999 — **21%**

Employment Status

61% Full-Time Employed

10% Part-Time Employed

11% Self Employed

5% Unemployed

5% Homemakers
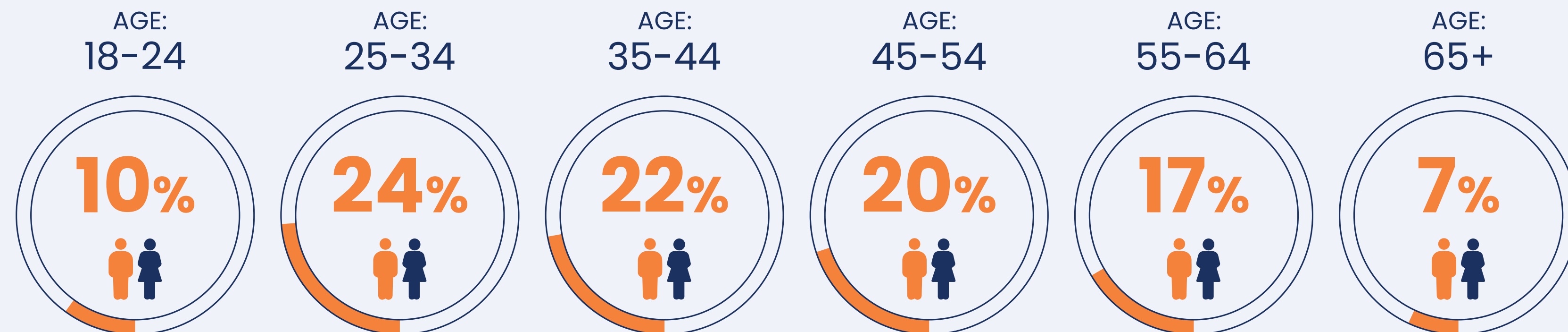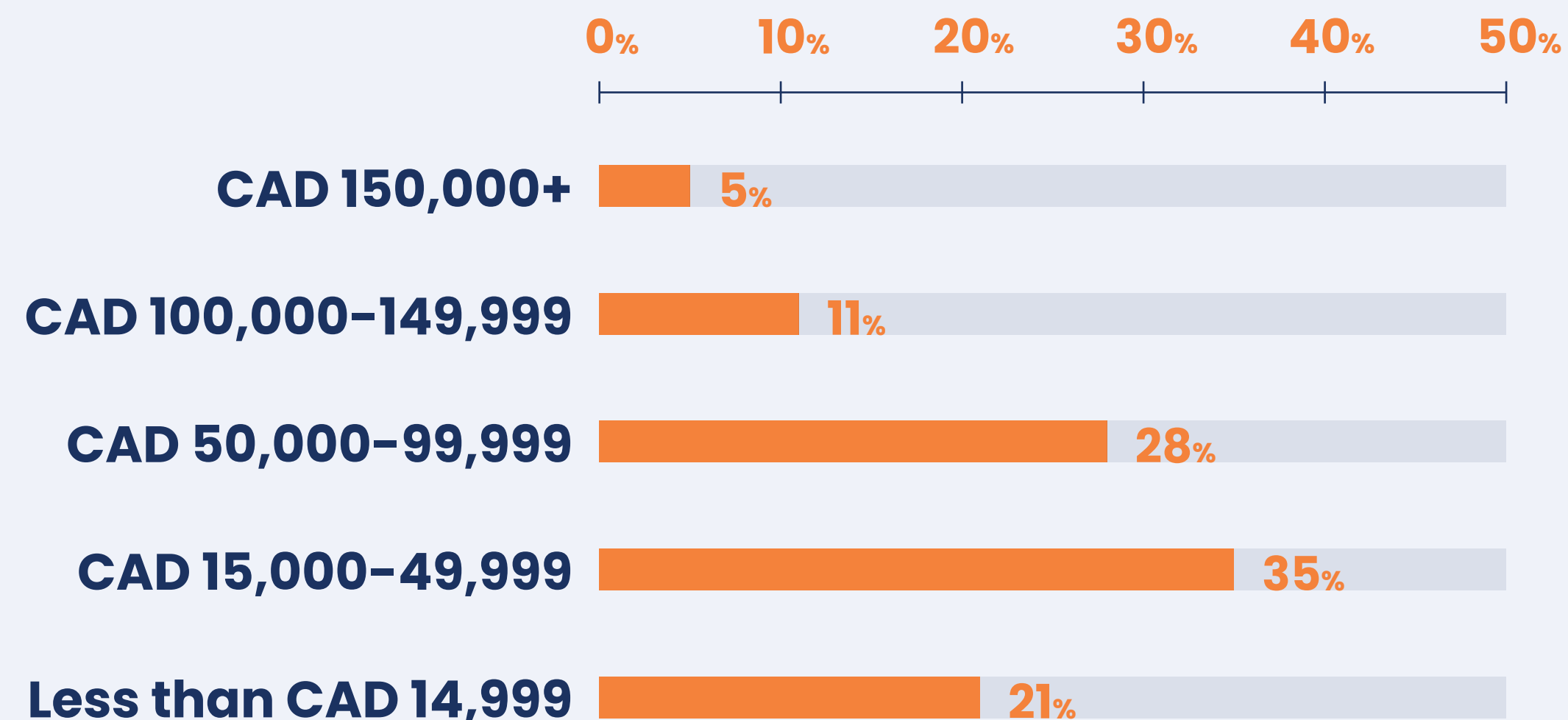
8% Students
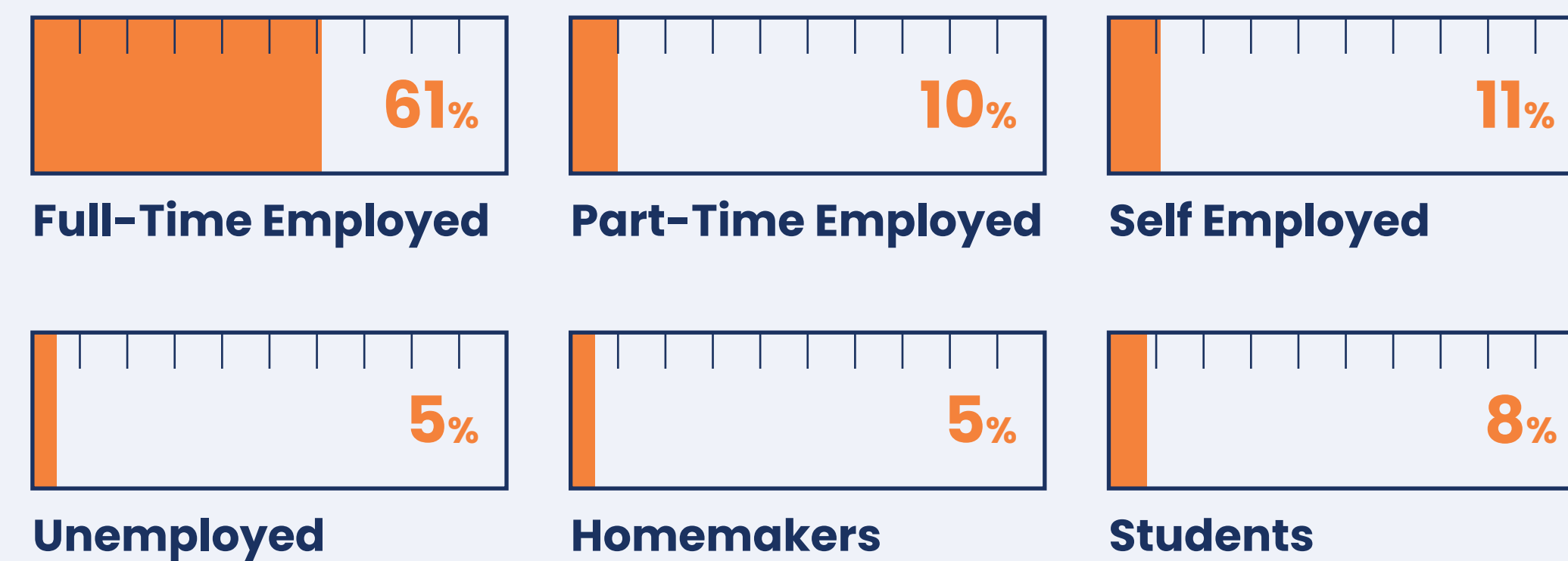
UK
Panel size 2,10,250
Language : English

Gender

Males **48**%

Females **52**%

Agewise Distribution Of Gender

AGE: 18-24 **11%**

AGE: 25-34 **24%**

AGE: 35-44 **28%**

AGE: 45-54 **20%**

AGE: 55-64 **12%**

AGE: 65+ **5%**

Household Income

£ 150,000+	6%
£ 100,000-149,999	10%
£ 50,000-99,999	27%
£ 10,000-49,999	45%
Less than £ 9,999	12%

Scale: 0% 10% 20% 30% 40% 50%

Employment Status

62% Full-Time Employed

14% Part-Time Employed

7% Self Employed

8% Unemployed

3% Homemakers
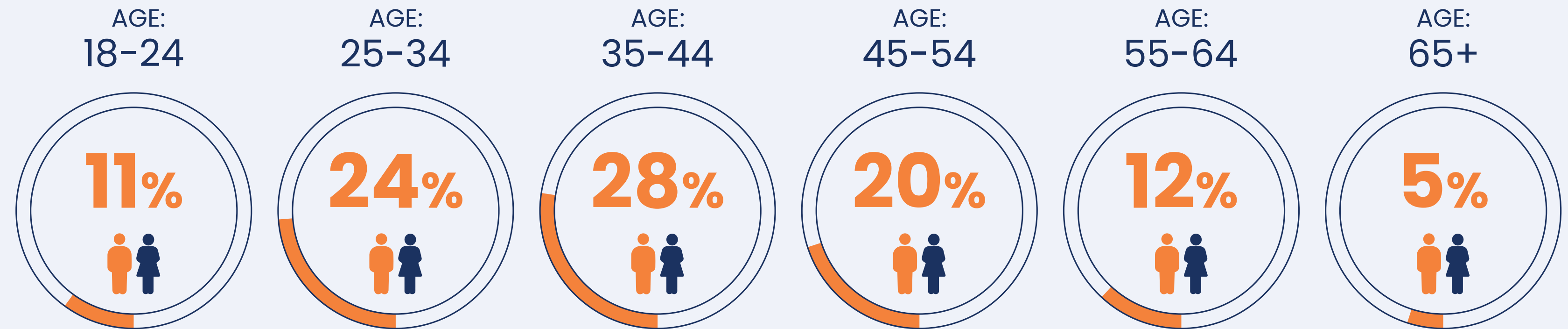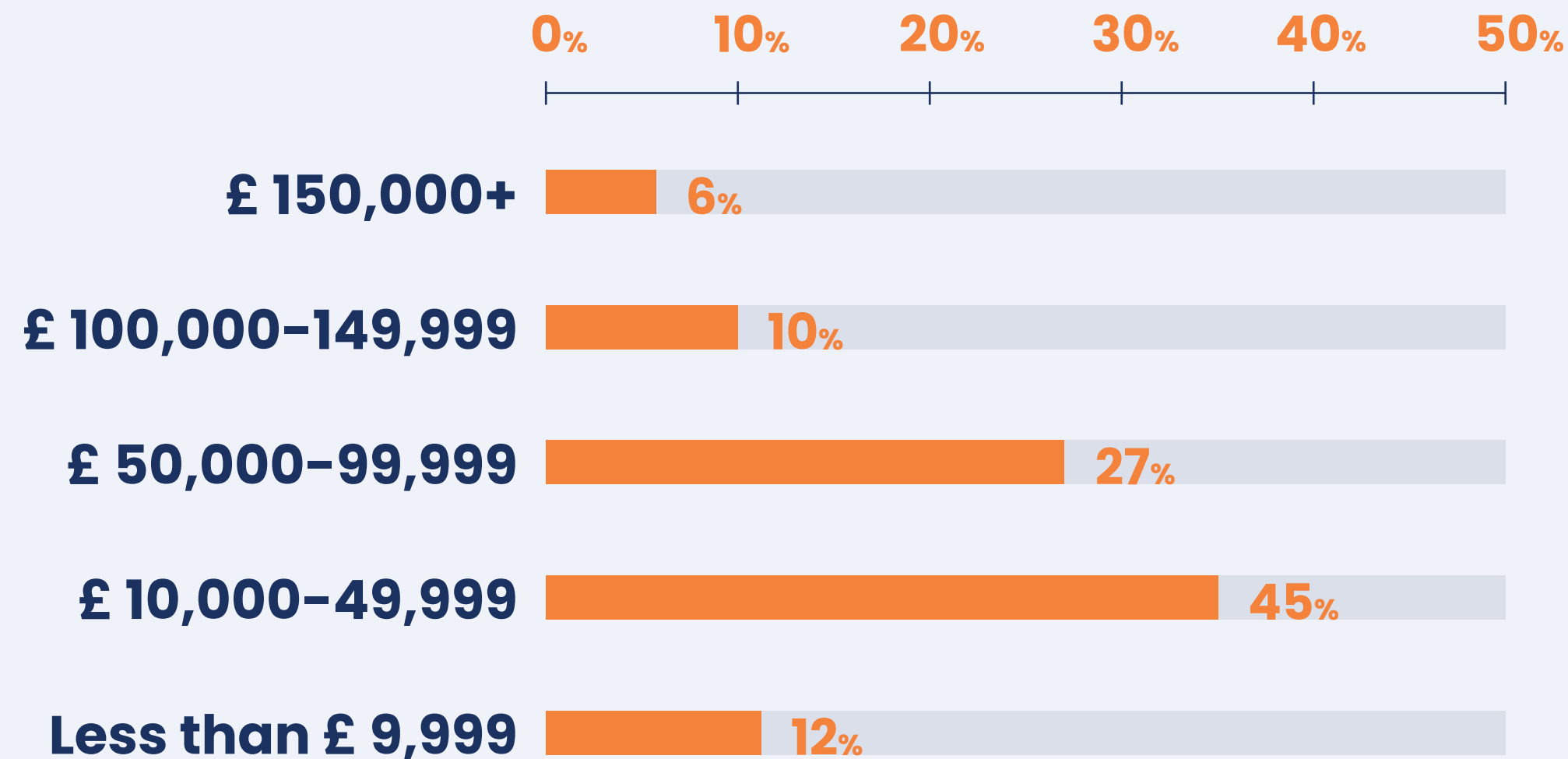
6% Students
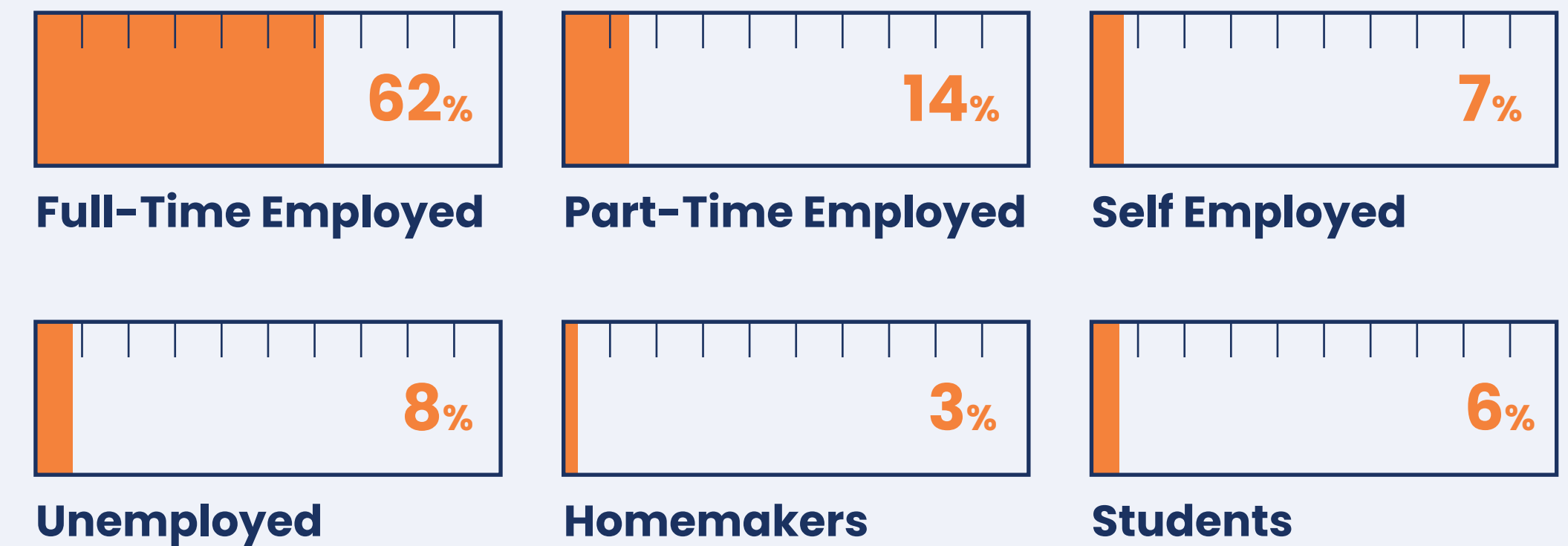
France

Panel size 1,25,251

Language : French

Gender

Males
49%

Females
51%

Agewise Distribution Of Gender

AGE: 18-24	AGE: 25-34	AGE: 35-44	AGE: 45-54	AGE: 55-64	AGE: 65+
12%	**24%**	**27%**	**19%**	**12%**	**6%**

Household Income

0%   10%   20%   30%   40%   50%

€ 150,000+	7%
€ 100,000-149,000	21%
€ 30,000-99,999	42%
Less than € 29,999	30%

Employment Status

Full-Time Employed	Part-Time Employed	Self Employed
62%	**14%**	**10%**

Unemployed	Homemakers	Students
6%	**3%**	**5%**
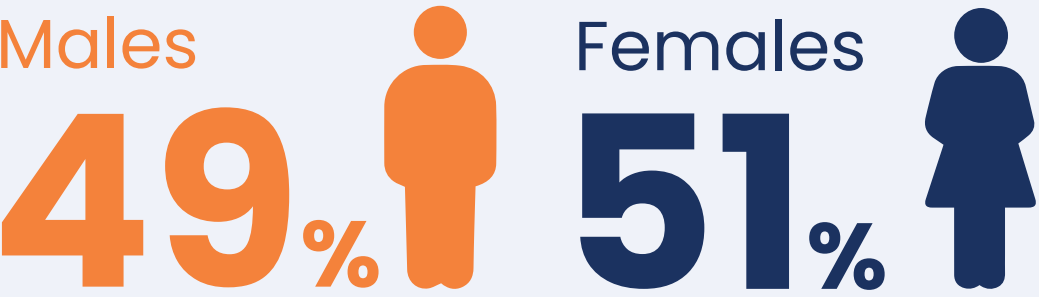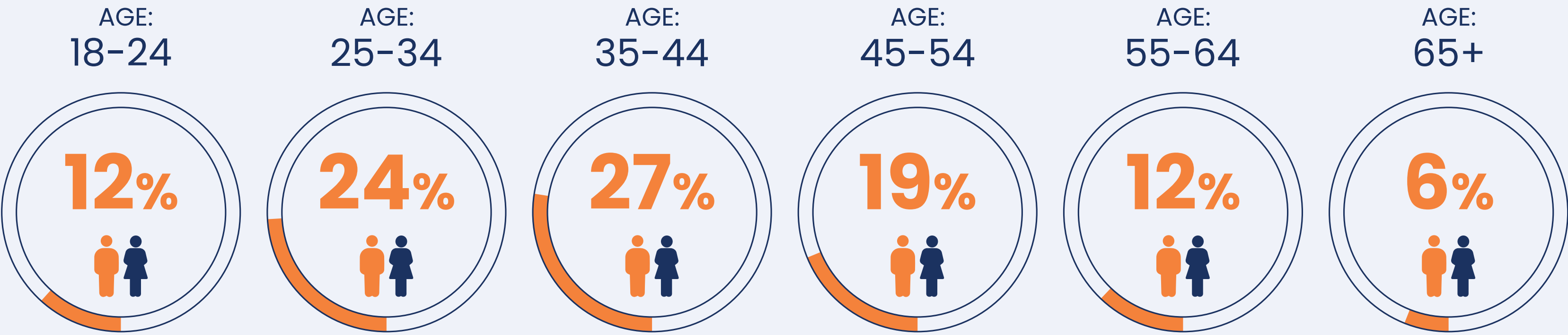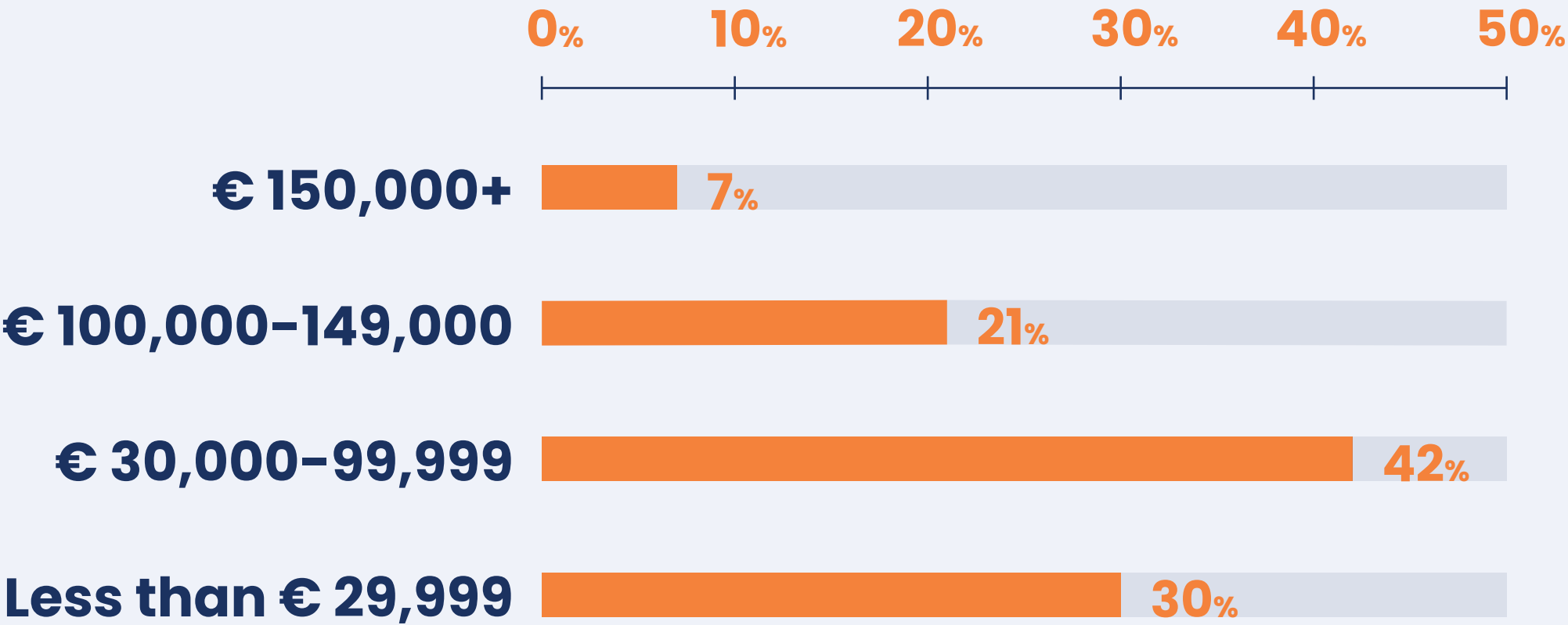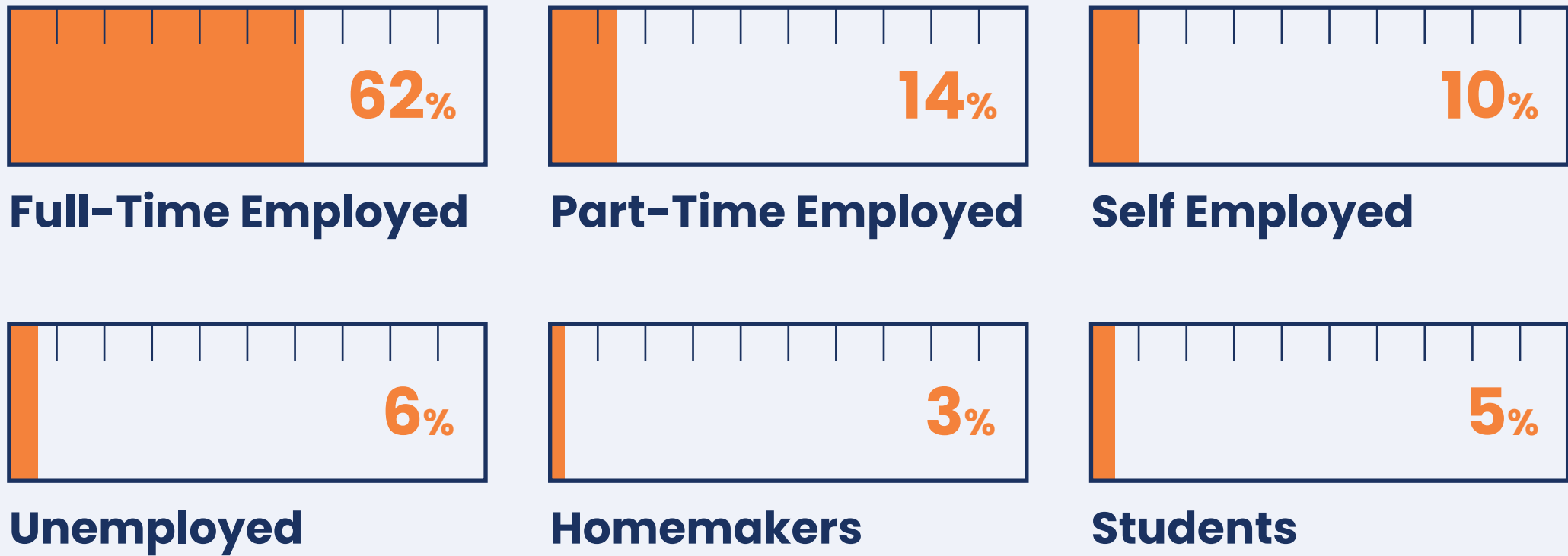
Germany
Panel size 1,35,000
Language : German

Gender

Males **49**%
Females **51**%

Agewise Distribution Of Gender

AGE: 18-24 **9%**

AGE: 25-34 **25%**

AGE: 35-44 **27%**

AGE: 45-54 **21%**

AGE: 55-64 **12%**

AGE: 65+ **6%**

Household Income

Income	Percentage
€ 150,000+	7%
€ 100,000-149,000	15%
€ 30,000-99,999	45%
Less than € 29,999	33%

Employment Status

62% Full-Time Employed

15% Part-Time Employed

8% Self Employed

8% Unemployed

2% Homemakers
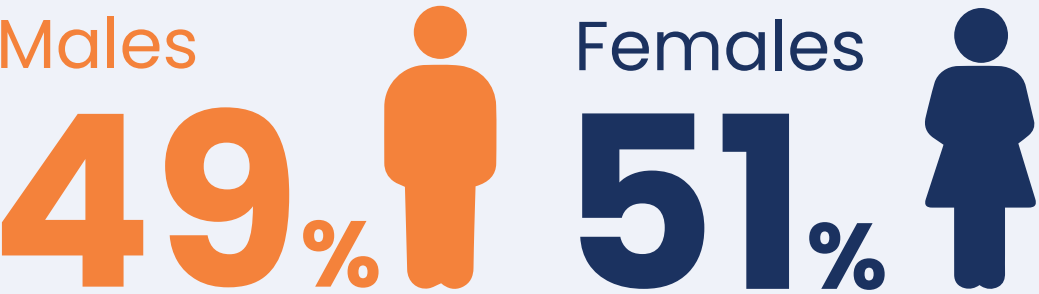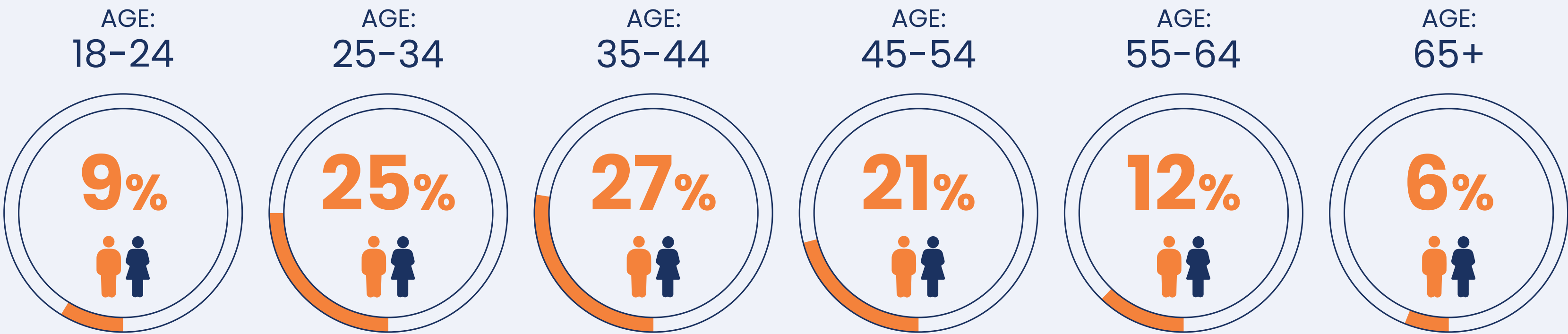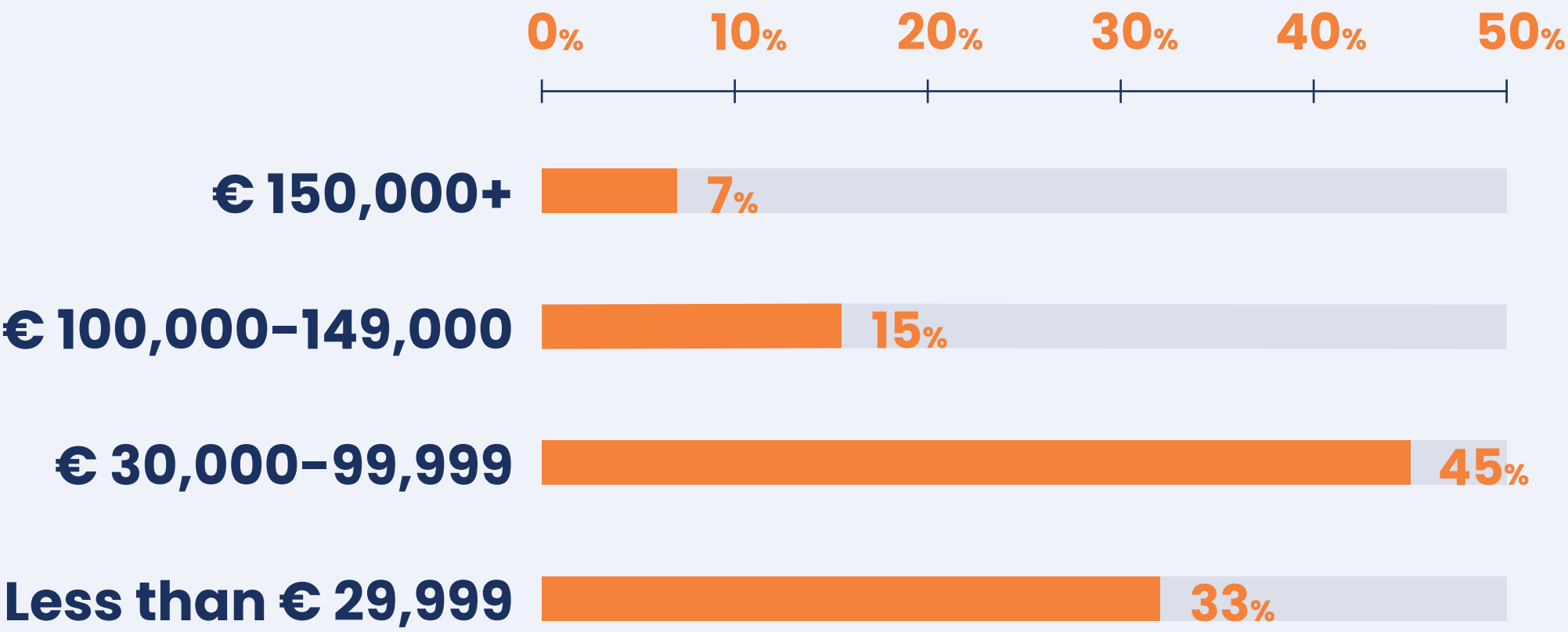
5% Students
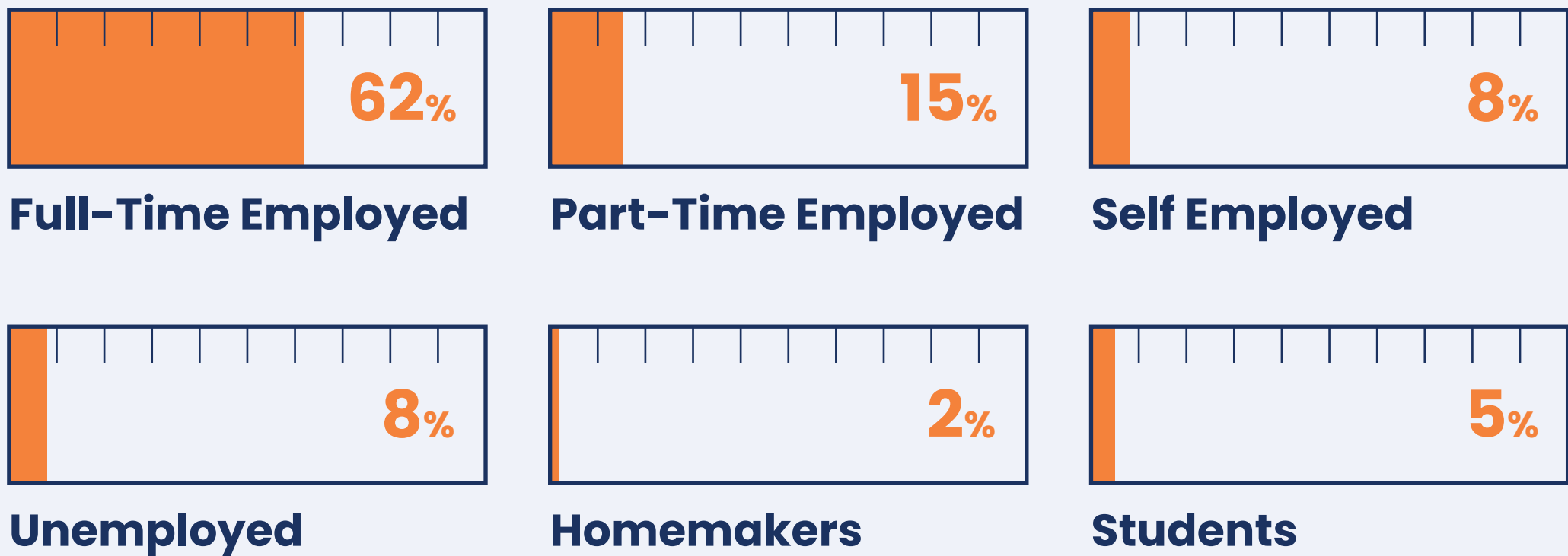
Italy
Panel size 104,200
Language : Italian

Gender

Males **45**%

Females **55**%

Agewise Distribution Of Gender

AGE: 18-24 — **11%**

AGE: 25-34 — **23%**

AGE: 35-44 — **28%**

AGE: 45-54 — **21%**

AGE: 55-64 — **12%**

AGE: 65+ — **5%**

Household Income

Income	Percentage
€ 150,000+	6%
€ 100,000-149,000	18%
€ 30,000-99,999	44%
Less than € 29,999	32%

Employment Status

Full-Time Employed **62%**

Part-Time Employed **13%**

Self Employed **8%**

Unemployed **8%**

Homemakers **4%**

Students **5%**
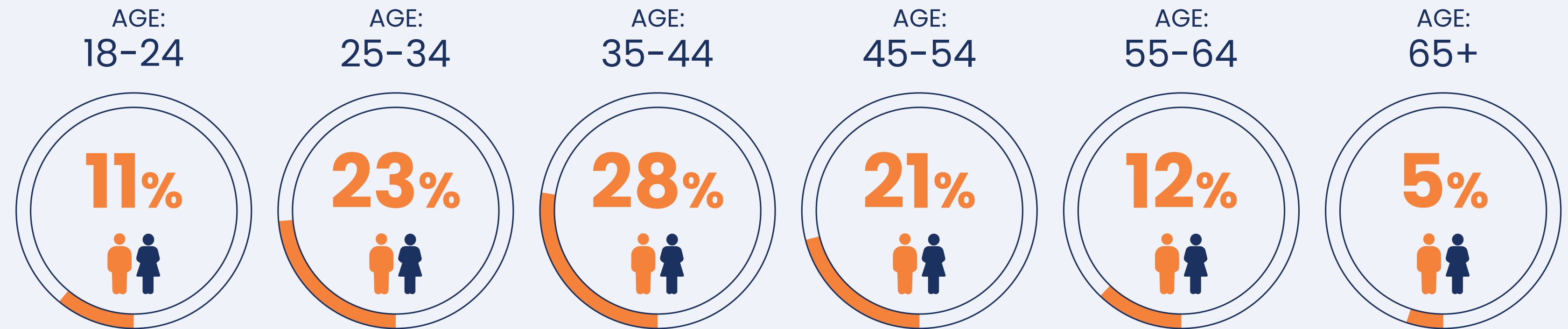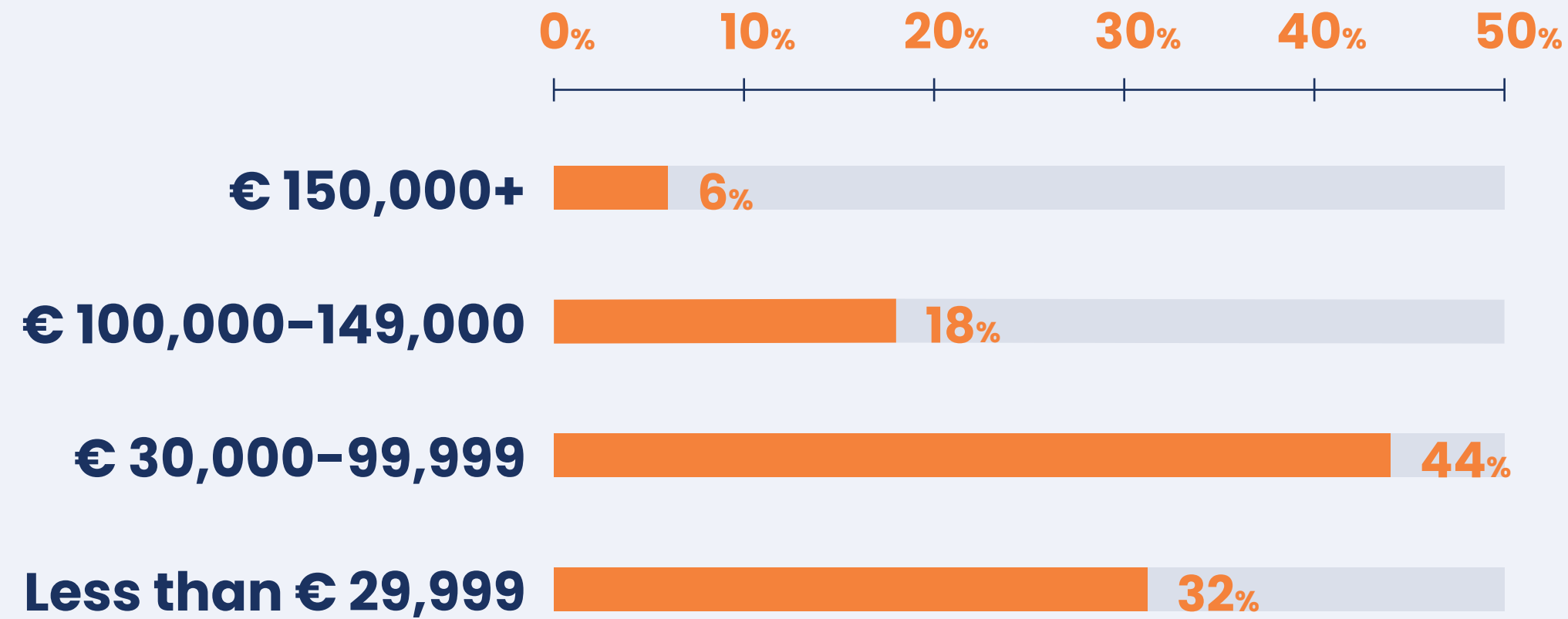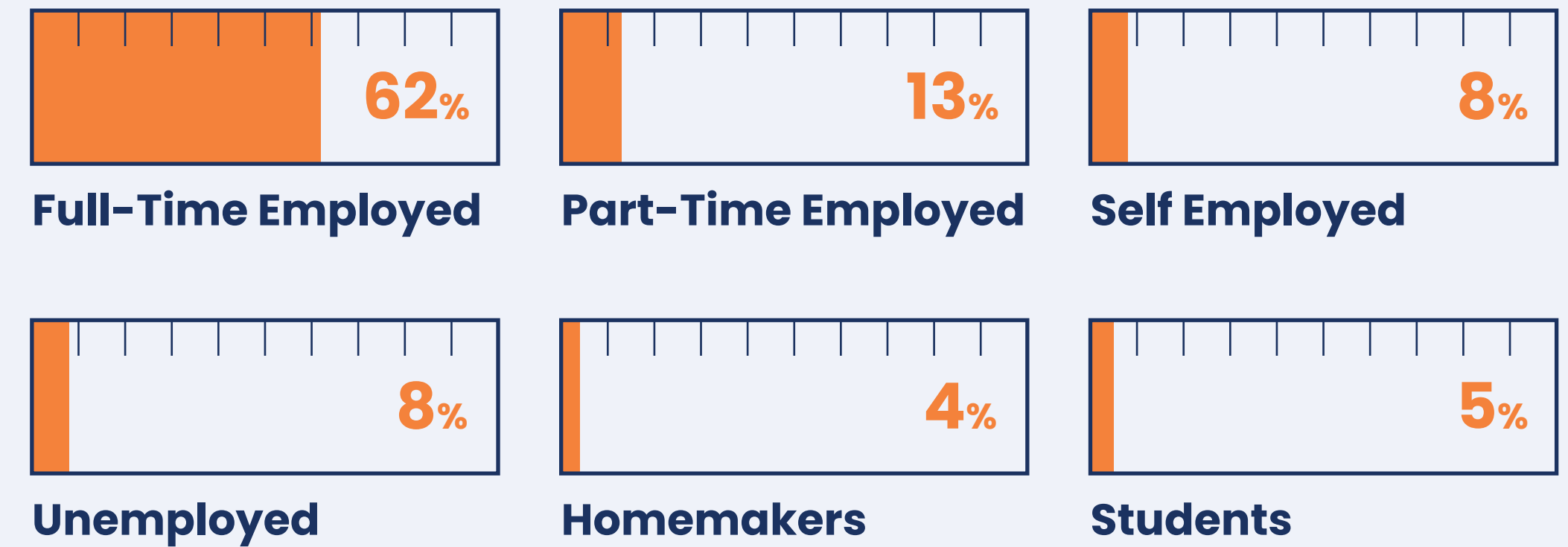
Spain
Panel size 1,13,657
Language : Spanish

Gender

Males **49**% Females **51**%

Agewise Distribution Of Gender

AGE: 18-24 **11%**

AGE: 25-34 **23%**

AGE: 35-44 **28%**

AGE: 45-54 **19%**

AGE: 55-64 **12%**

AGE: 65+ **7%**

Household Income

	0%	10%	20%	30%	40%	50%
€ 150,000+	**7%**					
€ 100,000-149,000	**15%**					
€ 30,000-99,999				**45%**		
Less than € 29,999			**33%**			

Employment Status

61% Full-Time Employed

12% Part-Time Employed

8% Self Employed

5% Unemployed

5% Homemakers
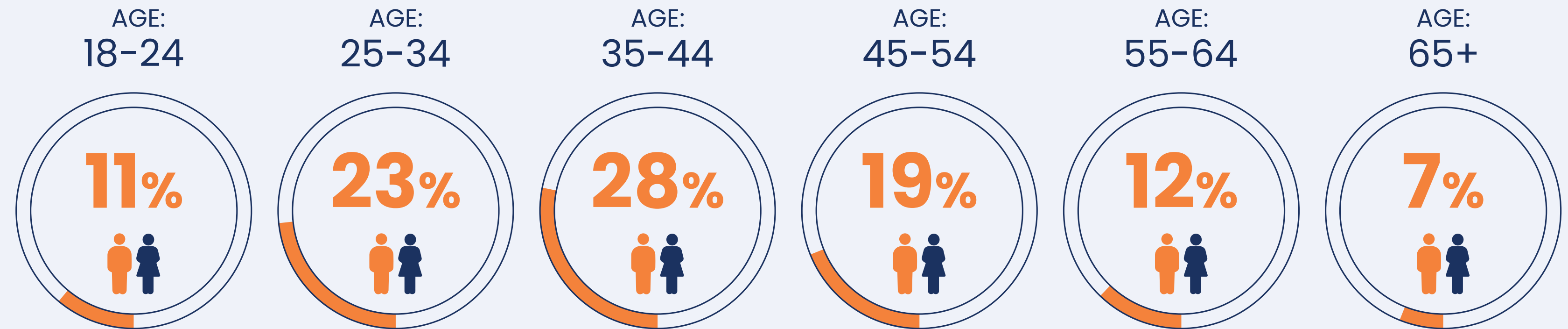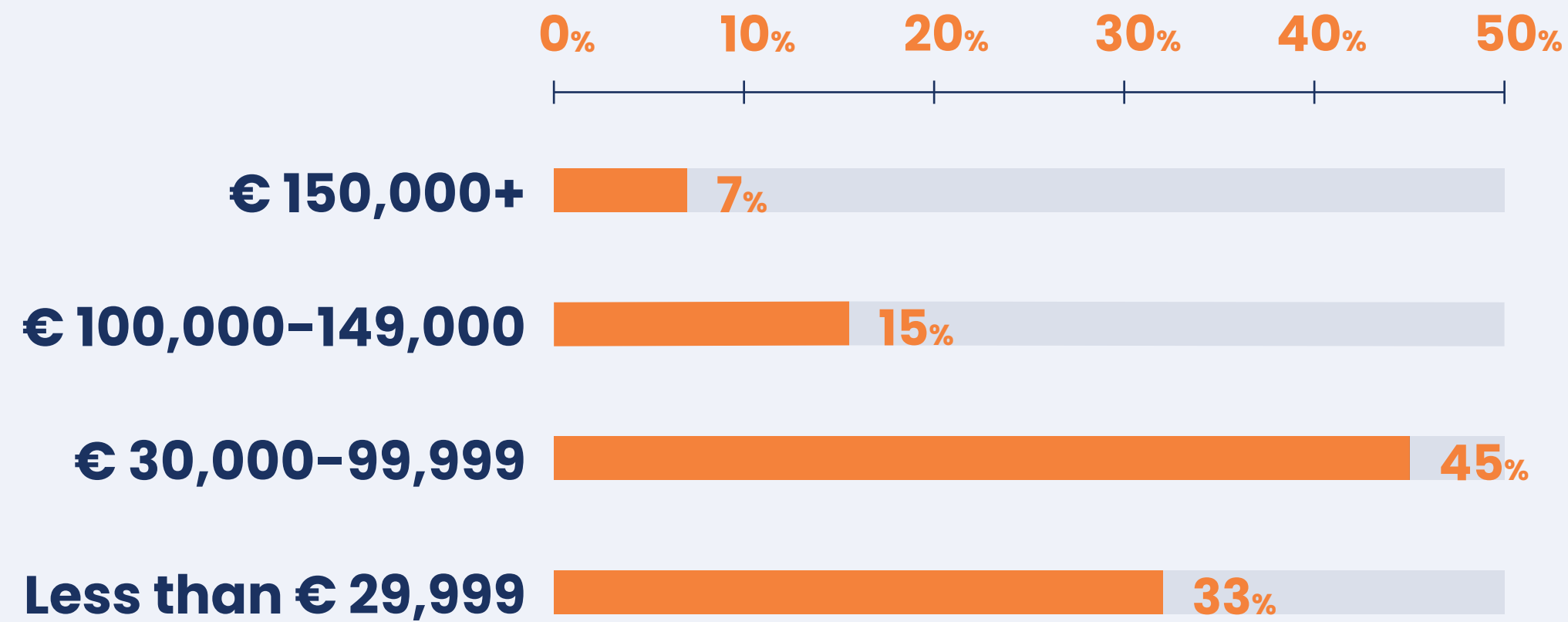
9% Students
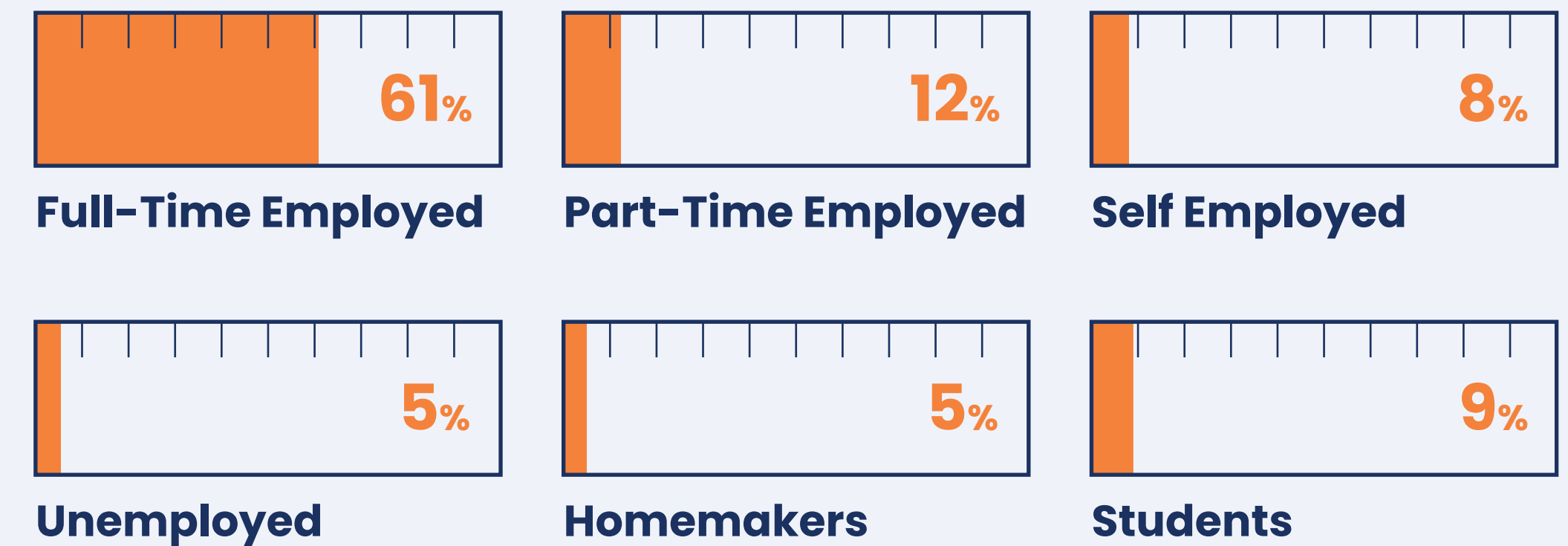
Australia
Panel size 70,455
Language : English

Gender

Males **40**%

Females **60**%

Agewise Distribution Of Gender

AGE: 18-24 **24%**

AGE: 25-34 **18%**

AGE: 35-44 **20%**

AGE: 45-54 **15%**

AGE: 55-64 **15%**

AGE: 65+ **8%**

Household Income

	0%	10%	20%	30%	40%	50%

AUD 150,000+ — **6**%

AUD 100,000-149,999 — **14**%

AUD 50,000-99,999 — **35**%

AUD 15,000-49,999 — **32**%

Less than AUD 14,999 — **13**%

Employment Status

61% Full-Time Employed

9% Part-Time Employed

10% Self Employed

9% Unemployed

3% Homemakers
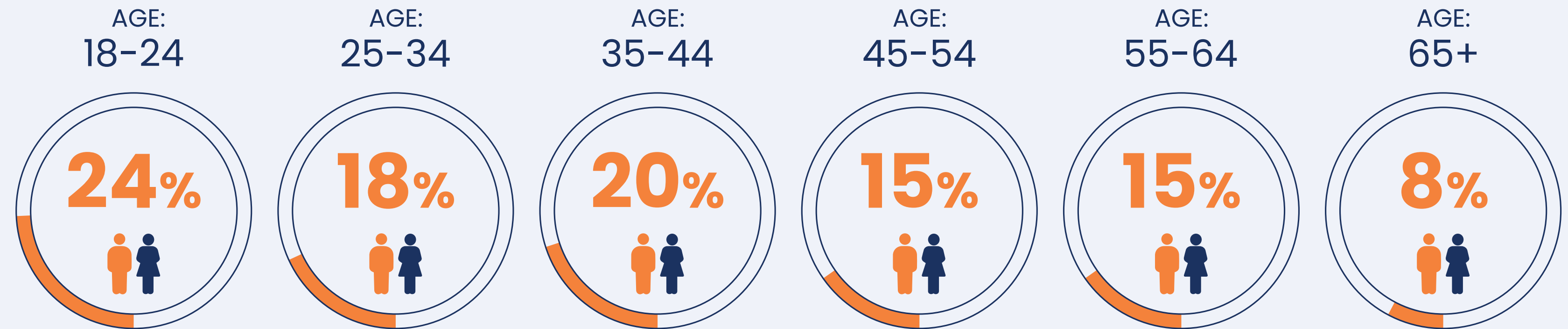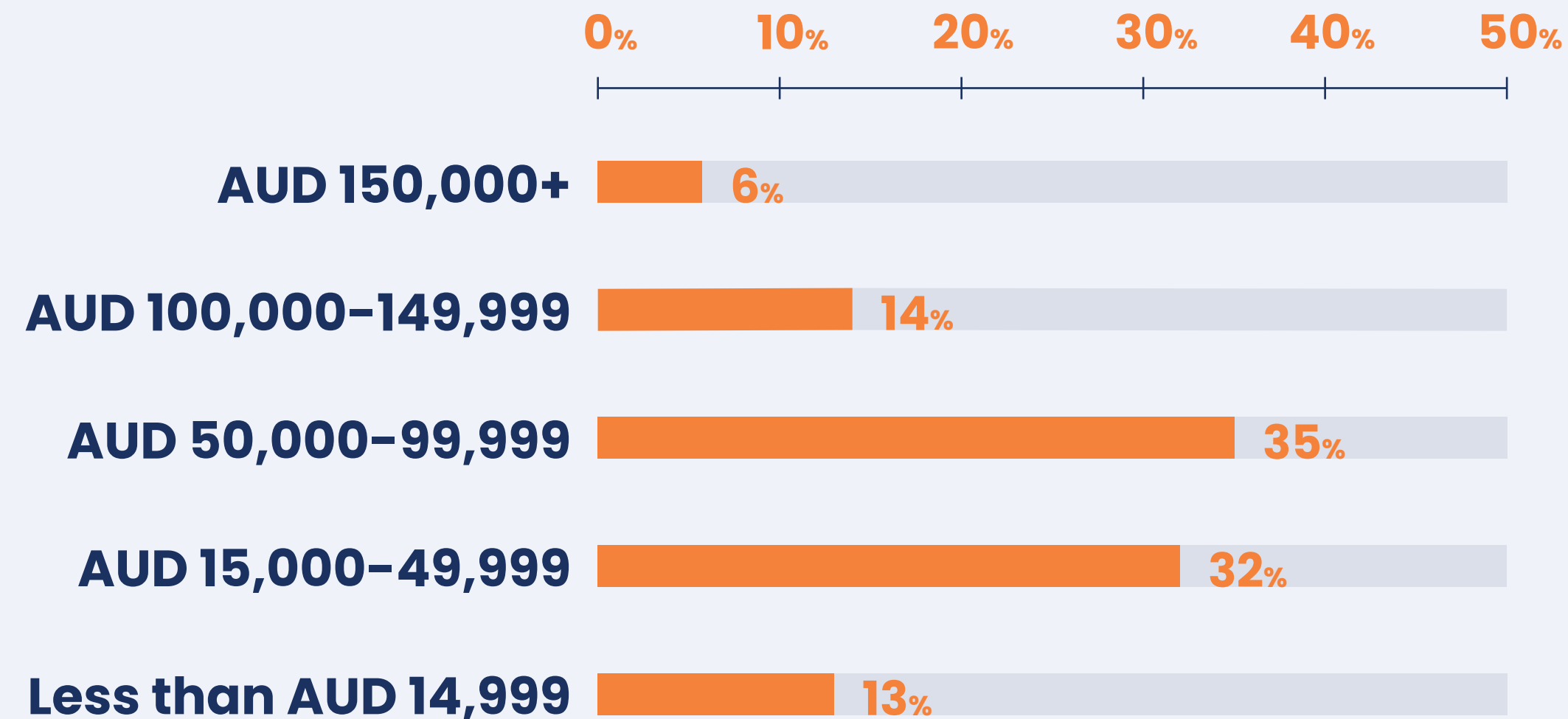
8% Students
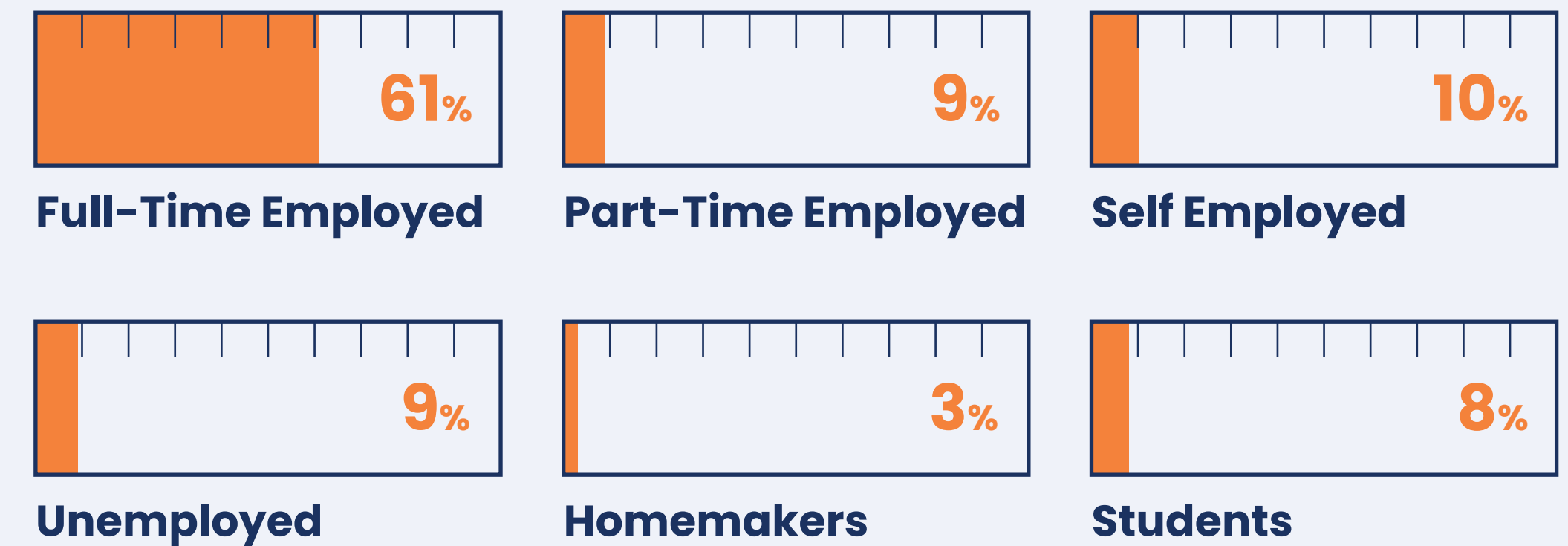
Singapore

Panel size 92,111

Language : English

Gender

Males
51%

Females
49%

Agewise Distribution Of Gender

AGE:
18-24
15%

AGE:
25-34
27%

AGE:
35-44
31%

AGE:
45-54
18%

AGE:
55-64
6%

AGE:
65+
3%

Household Income

	0%	10%	20%	30%	40%	50%

SGD 600,000+ — **5%**

SGD 250,000-600,000 — **10%**

SGD 150,000-249,999 — **23%**

SGD 50,000-149,999 — **30%**

Less than SGD 49,999 — **32%**

Employment Status

65%
Full-Time Employed

12%
Part-Time Employed

8%
Self Employed

3%
Unemployed

2%
Homemakers
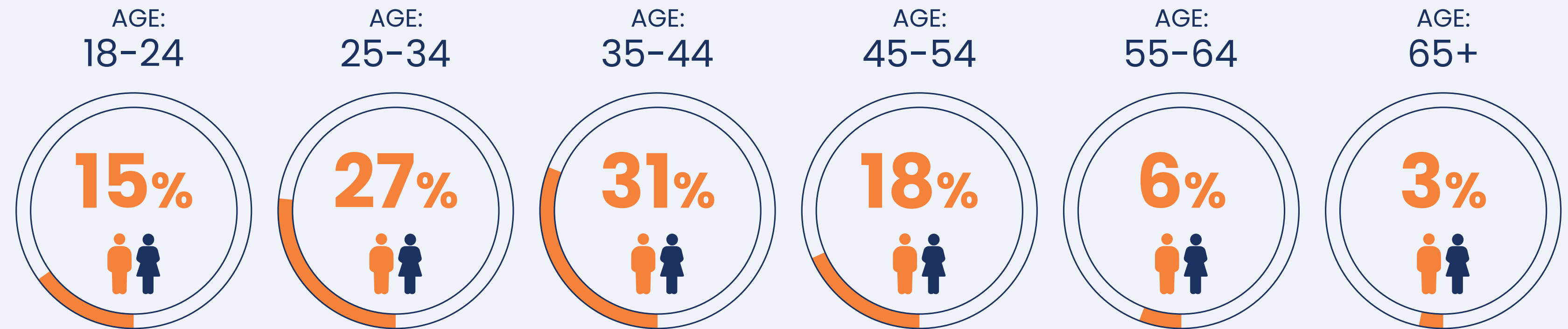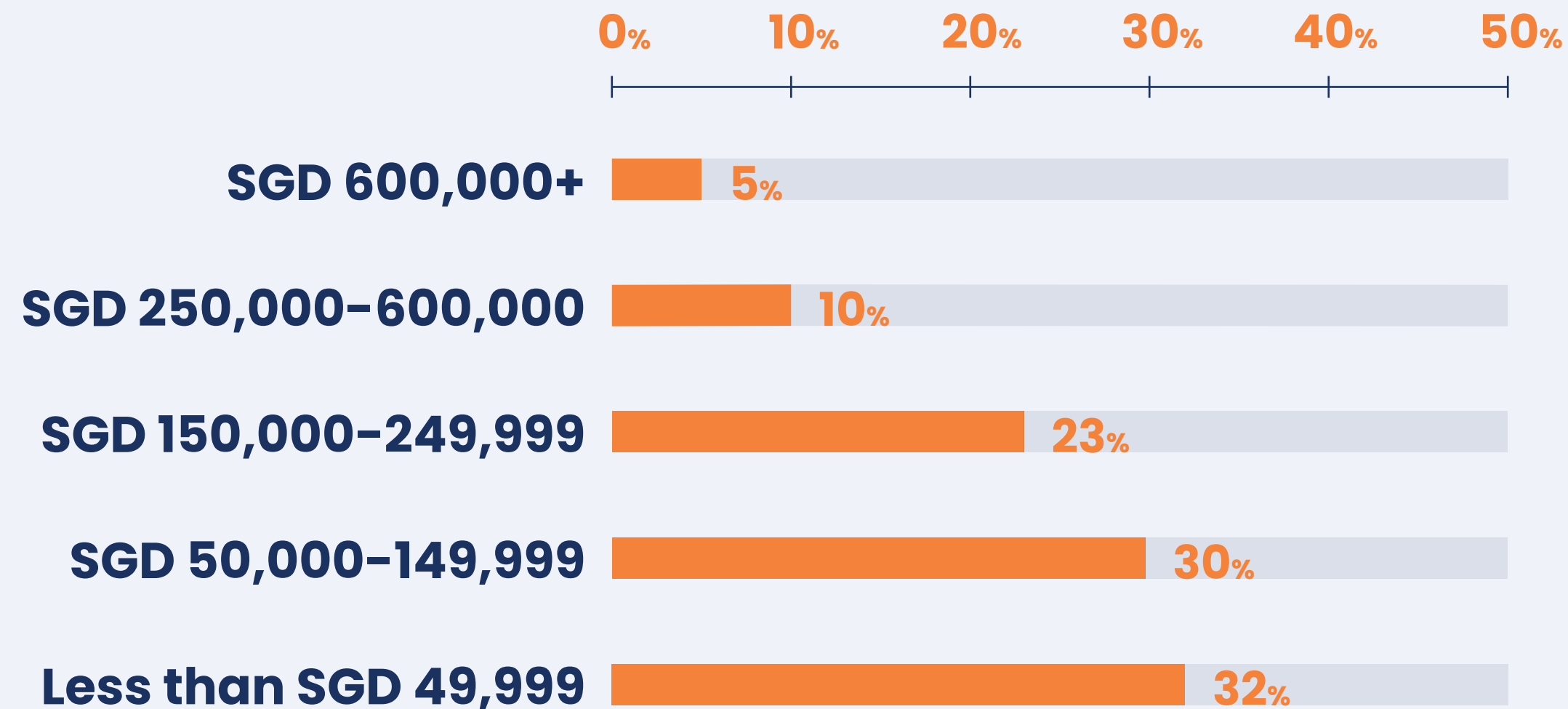
10%
Students
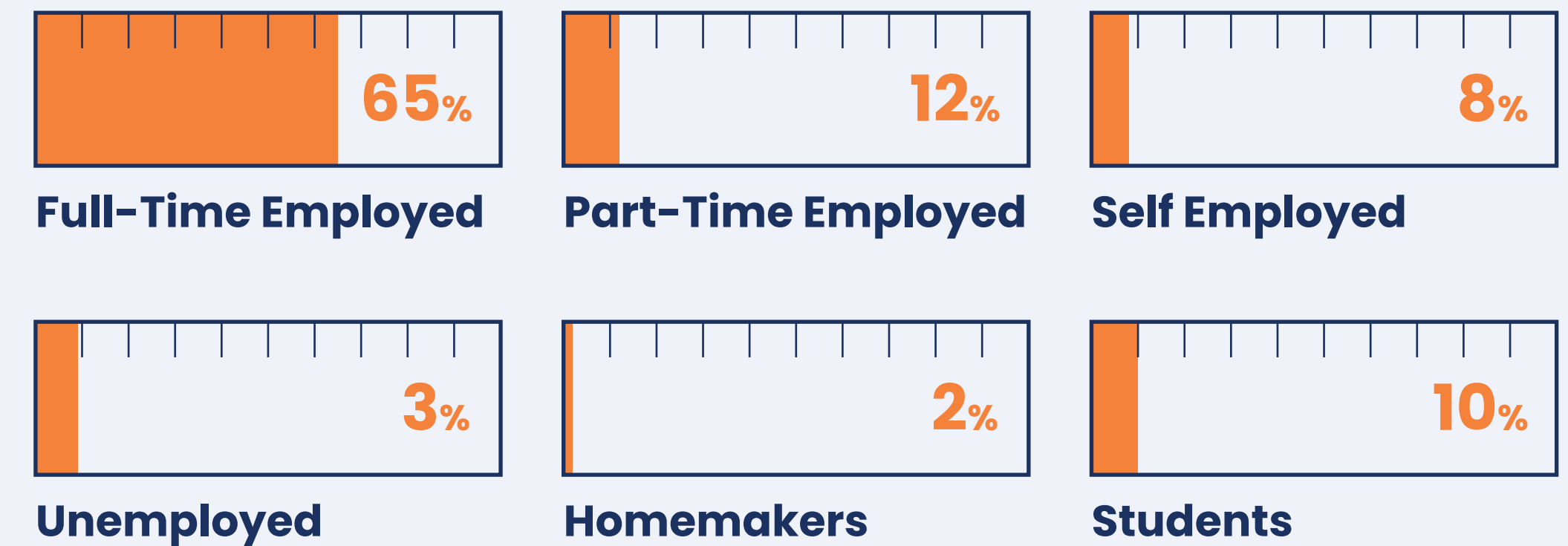
China

Panel size 4,35,000

Language : Simplified Chinese

Gender

Males **52**%

Females **48**%

Agewise Distribution Of Gender

AGE: 18-24 **13%**

AGE: 25-34 **24%**

AGE: 35-44 **38%**

AGE: 45-54 **15%**

AGE: 55-64 **5%**

AGE: 65+ **5%**

Household Income

RMB 600,000+	7%
RMB 250,000 – 600,000	15%
RMB 150,000 – 250,000	32%
RMB 50,000 – 149,999	25%
Less than RMB 49,999	21%

0% 10% 20% 30% 40% 50%

Employment Status

51% Full-Time Employed

16% Part-Time Employed

12% Self Employed

4% Unemployed

8% Homemakers
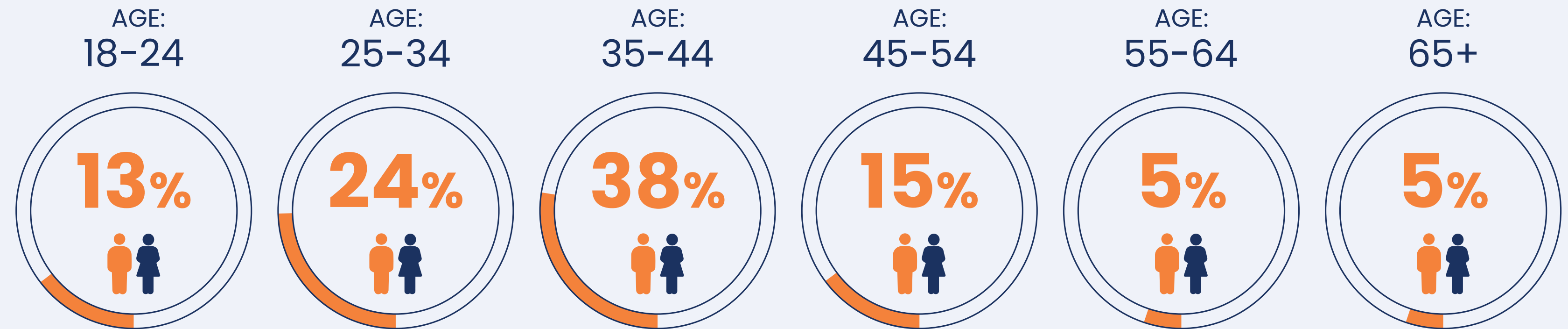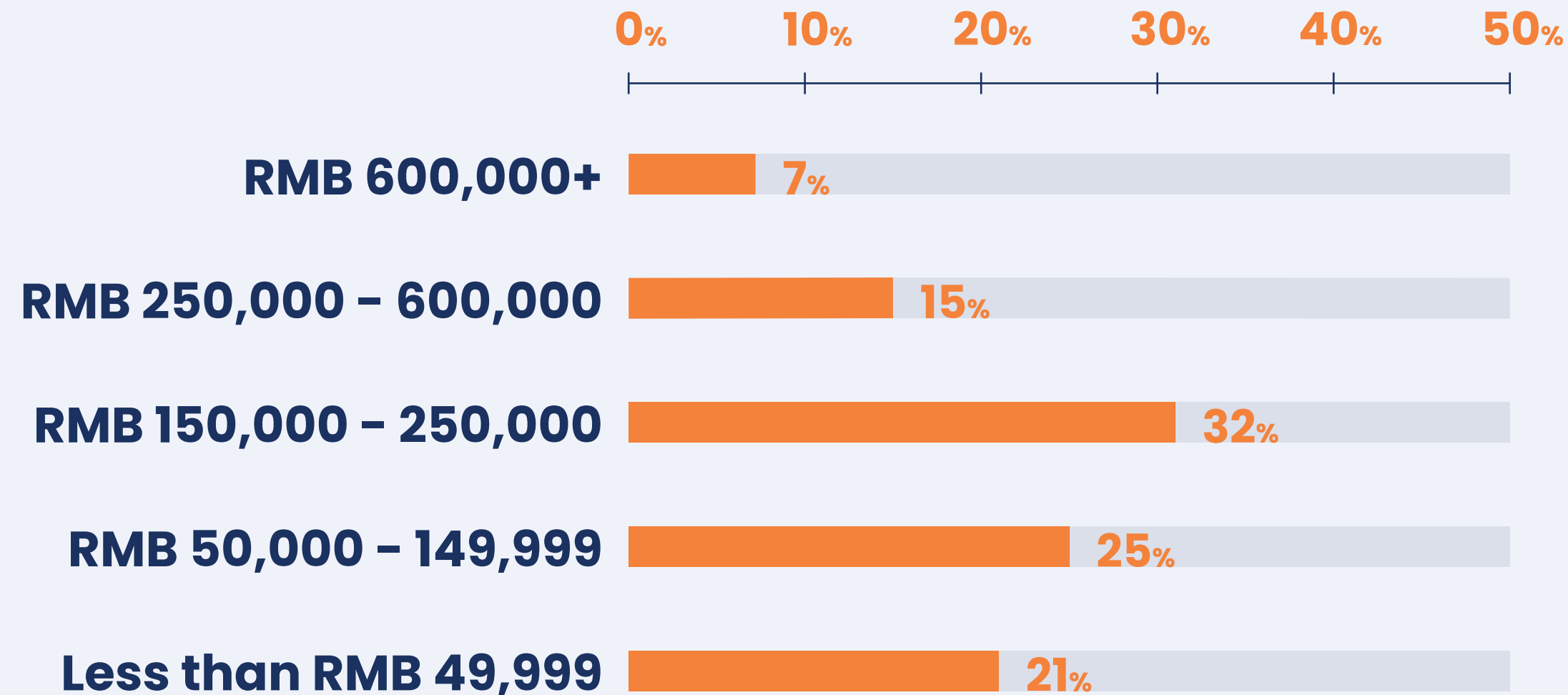
9% Students
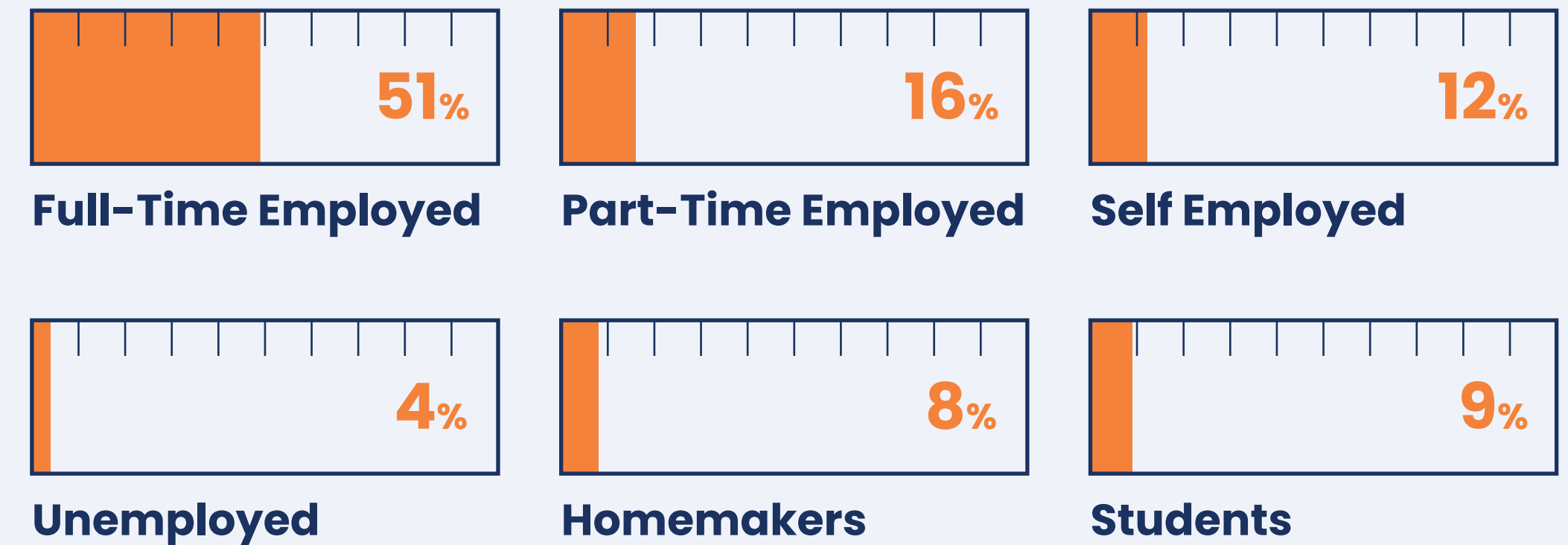
UAE

Panel size 1,10,060

Language : English, Arabic

Gender

Males **64**%   Females **36**%

Agewise Distribution Of Gender

AGE: 18-24	AGE: 25-34	AGE: 35-44	AGE: 45-54	AGE: 55-64	AGE: 65+
15%	**27%**	**29%**	**21%**	**5%**	**3%**

Household Income

AED 150,000+	6%
AED 100,000-149,999	11%
AED 50,000-99,999	18%
AED 15,000-49,999	25%
Less than AED 14,999	40%

Scale: 0% 10% 20% 30% 40% 50%

Employment Status

50% Full-Time Employed	**15%** Part-Time Employed	**12%** Self Employed
5% Unemployed	**9%** Homemakers	**9%** Students