DLS RESEARCH

PANEL BOOK

DREAMLOCK SOLUTIONS

Our Services

How do we serve Market Research Service

Consumer

Our online consumer panel consists of highly active and interactive respondents. We have a pool of adults and teens, single mothers, college students and males 15-24. Right from the most hard-to-reach to regular respondents – we have them all. Our automated respondent management tool helps us to get whomsoever you need to target.

B2B

It is not easy to have a B2B professional take surveys. At **Dreamlock Research** we make sure that our business professionals are well taken care of. We engage our C-level professionals and other professional business executives through our extensive recruitment program and we have special incentive plans to keep them engaged.

Healthcare

The Healthcare industry is one of the fastest growing industries and year after year healthcare companies spend millions of dollars in their research programs. We make it possible for market research companies to help their clients build useful products and services. We have healthcare professionals and their caregivers, thoroughly screened in our panel.

Why Us?

Competitive Pricing
We offer the best competitive price in industry.

Panel Members
Real, Valid & Responsive Respondents. We ensure only right people are recruited in our panel.

Global Coverage
We are available 24*7, after hours or on weekends.

Quick Turnaround
Quick set-up; ASAP launch. Get completes in a few minutes after launching the study.

Data Quality
We ensure high quality data and responses to our clients. We have various quality checks and survey and recruitment level

Sample Blend
We are experts in sampling and we make sure you get the right sample blend in your project. We ensure, we target the right audiences to get the most accurate response.

Technology
We employ the latest technology with user friendly tools which provides maximum automation. Our tools help us in fetching the right audience from our panel database in no time.

What we do?

If you need data on your target niche, consumer intelligence data, B2B market research or other strategic business insights then we are here to help.
This panel book will provide you data on:

- The number of possible panelists per country.
- The average response rate of every DLS panel.
- Panel segmentation by age, gender, education status and geographic information.

The strengths we share around the world – our core standards – allow us to facilitate a deep understanding of consumer opinions and behavior. From innovation marketing research technologies to proven sampling methodologies, our consumer insights measure millions of respondents in North America, Latin America, Asia Pacific, Europe and the Middle East. Download

Opinion

Gather opinions directly from real people who are engaged to share their thoughts. Use any methodology to collect reliable data in order to make confident decisions.

Behavior

Discover consumers' complete digital behavior. Uncover each step, know every consideration, and identify every opportunity.

Getting in touch with people !

Online Research Panels helps around 110 of the world's best research focused companies. These organisations are willing to enjoy the best services provided by the integrated solutions of our online research samples, our online survey software's, and various custom panel building services. Dreamlock Research is Asia's fastest growing online market research panels and online survey technology provider.
The leading world's professionals are constantly enjoying the reliable data collection and survey scripting services that are delivered through Dreamlock Research panel community of 1.3 Million active members over 20 countries around the world. Our panel has acquired a highly profiled and highly responsive reputation. Whatever is your online data need, Dreamlock Research will be committed that your organisation will get in touch with the people.

Dreamlock Research

Attract and engage your customers through advance survey scripting--:

Dreamlock Research has highly specialised team who can make your surveys look 3D using animation, videos and audios

Only sample servicesour specialist panels allows us to immediately address the feasibility of the projects offered by you and in turn helps make quick turnaround time which leads to faster completion then any other provider

Online advertisement tracking :

Test the efficiency and effectiveness of the online advertisement campaigns Receive full detailed reports and comparison tables on measured brand perception.

Research Technology

Along with our research technology our clients are able to test advertisements concepts, website effectiveness, customer satisfaction, and even new product development.

Creating your own Quick Surveys:

With Dreamlock solutions, you can create your own quick online survey of 1-8 questions and can receive responses of 100- 1000, with live results within 24 hours.

Dreamlock Research

INTRODUCTION

Who We Are?

Dreamlock Solutions offers top-notch sweeping investigation Into cutting edge publicizing and ebusiness which gives all the information you are obligated to need, and all from a central, easily accessible source.

Dreamlock Research offer services which help the client to make path breaking business and marketing strategies and streamline to position the product, brand and create relevant platforms to explore and businesses.

Over the period 5 years, Dreamlock Research has been constantly perfecting in qualitative and quantitative data collection. We've optimized our platform to provide solutions for the unique challenges of your industry and your profession. Deploying our proprietary panels we cater more than 46 Countries around the world.

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Proxy & Browser Detection

We make database calls at multiple points of execution, from registration through survey entries and exits, to confirm IP and browser specific identifying information.

IP Geofencing:

Our servers locate the registrant's country location through his/her IP address and determines their eligibility for registration based on country specific rules.

Postal Address Verification:

We verify the registrant's postal address and zip/postal code from a current local address directory.

Email Address Verification:

This is checked through our database to ensure the email address is unique (all registrants must verify their email address through a double opt-in registration process)

Panel Quality Policies

Dreamlock Research follows the most stringent quality policies in the industry.

- Bounce back email and duplicates are checked every day.
- Duplicates are also checked during and after the registration process.
- Panelist with inconsistent responses are removed
- Regular checks with the registration data
- Unresponsive Panelist are purged on weekly basis.
- Panelist regularly encouraged to update their profiles.

In the course of the most recent 5 years, 99.5% of our customers have been happy with the nature of our test. We convey 60,000 finished studies each month and we are completely straightforward with our customers as we structure the most fitting example mix in an purposeful and controlled way. This serves to guarantee customers get the objective gatherings they expected to get just as high caliber information for each investigation.

Panel Recruitment Process

- Emails
- Referrals
- Banner Advertising
- Pay per clicks advertising
- Face to face
- Research the audience

The Panelist are effectively and actively enlisted through various stations, for example, telephone campaigns, online and print advertisements, recommendations, PR, etc.

When they have enrolled for the board they are getting fitting overviews by means of email or portable application straightforwardly on their cell phone.

The panelist profiles are updated regularly. On the one hand, participants are asked to update existing data. On the other hand, new attributes are always added to the profile section to ensure the widest and deepest sample selection.

Participants who have not responded to surveys in several months or who have not updated their data are deleted from our database. That we can accurately estimate the extent to which we can assist our clients with very specific requests.

DREAMLOCK'S

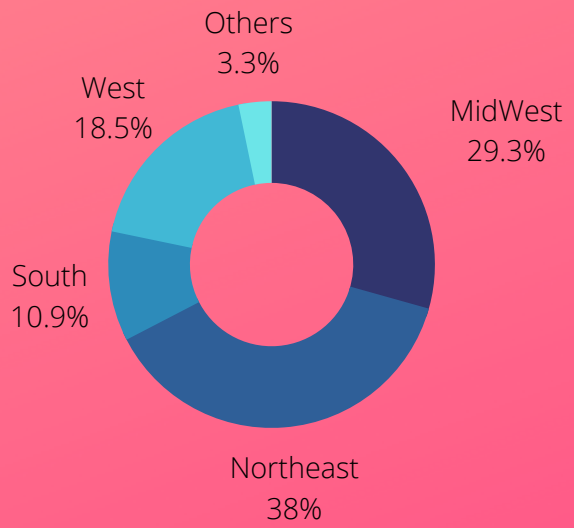
Global Community

HAVE 3.1M ACTIVE MEMBERS

2023

Panel Size
275485

UNITED STATES



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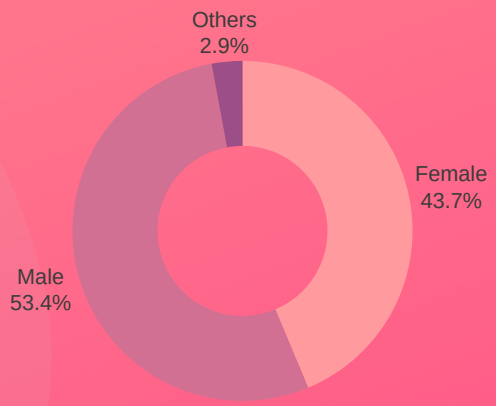

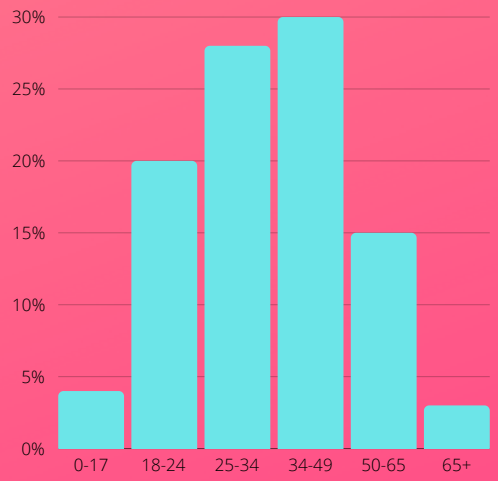

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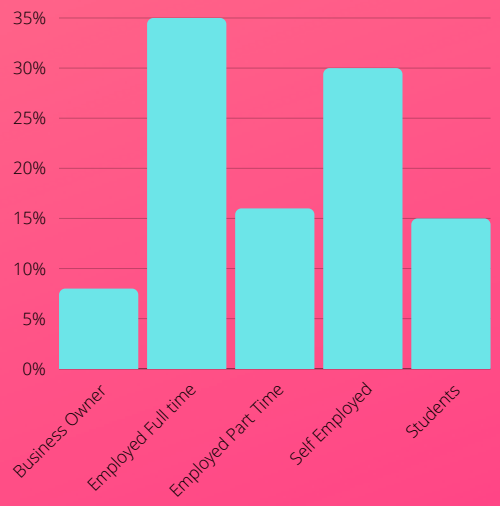

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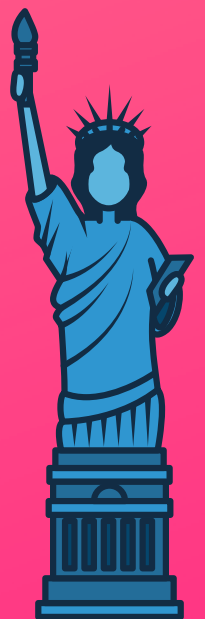

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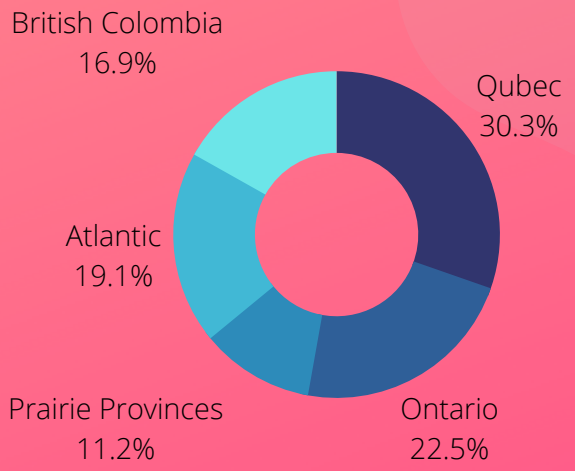

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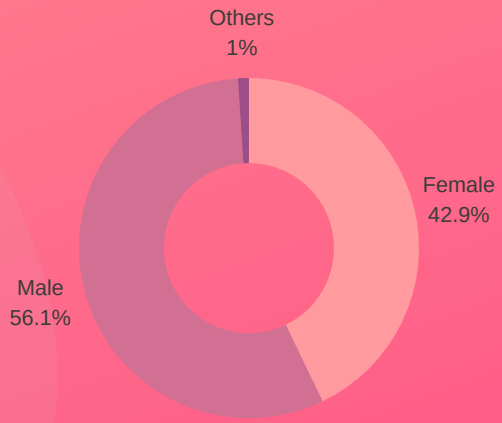

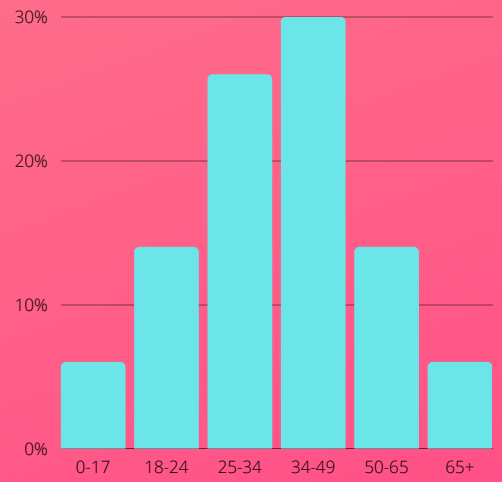

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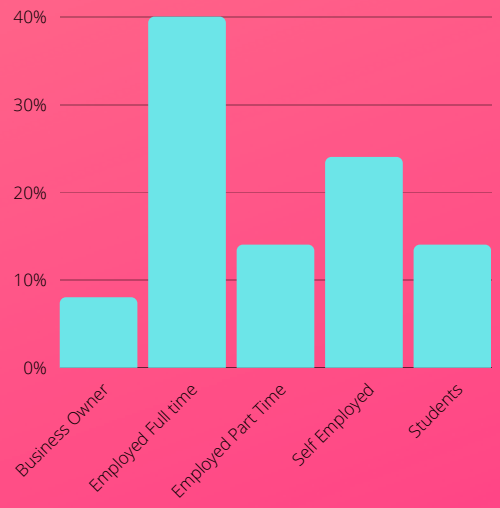

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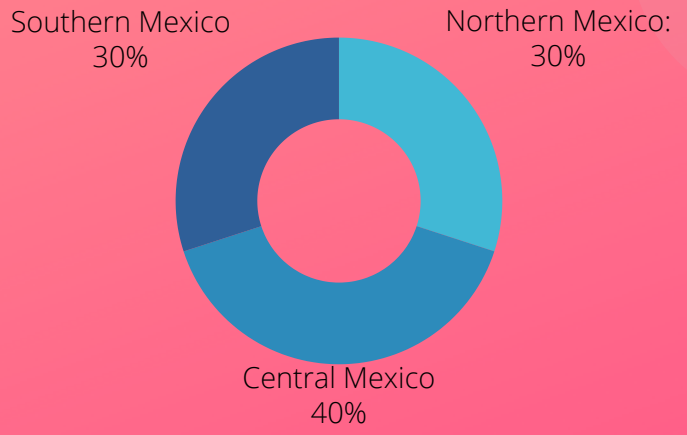

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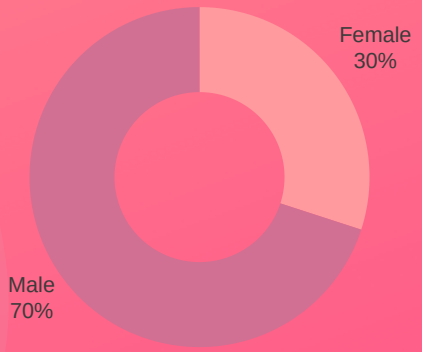

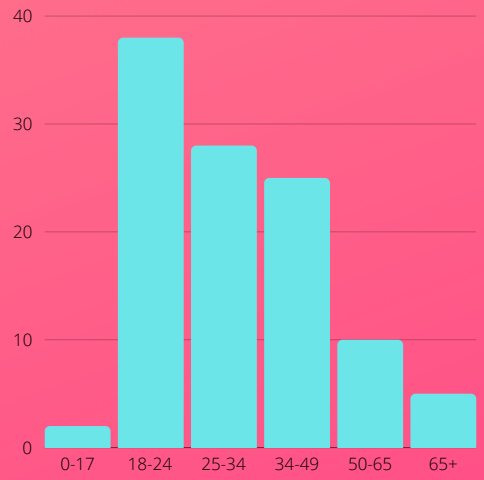

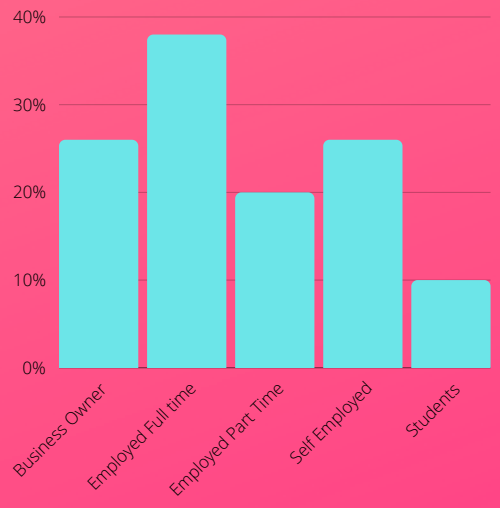

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Employment Status

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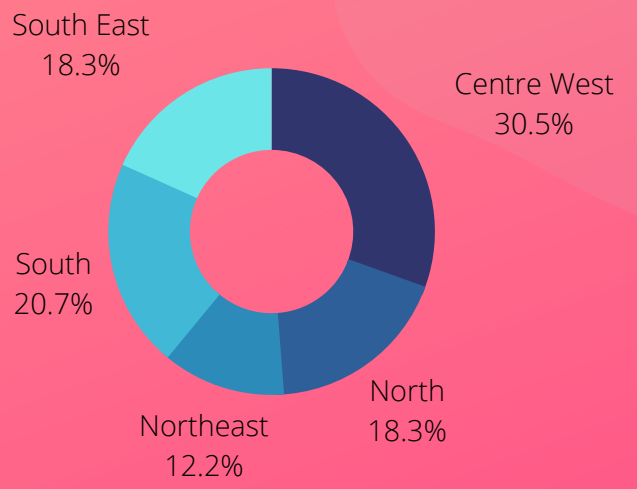

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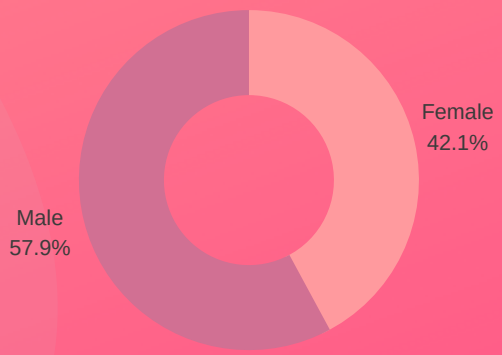

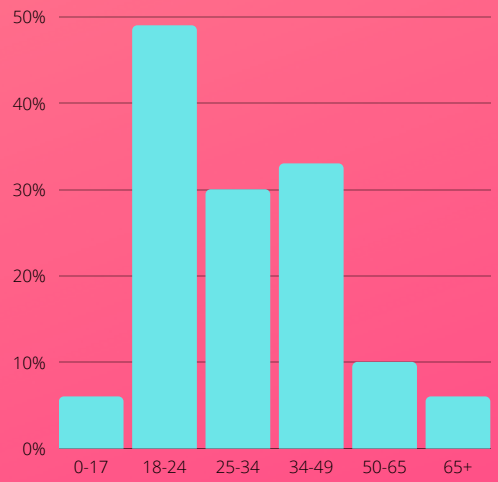

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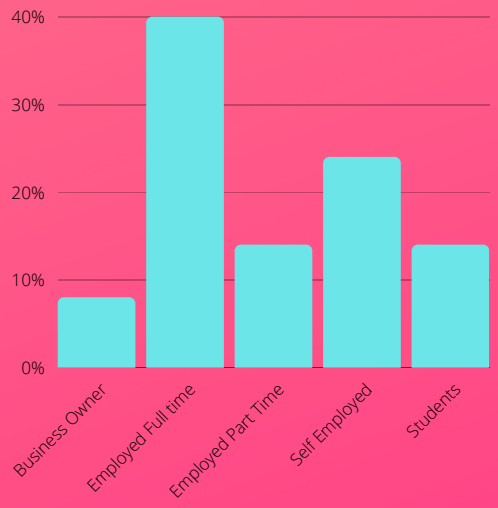

Employment Status

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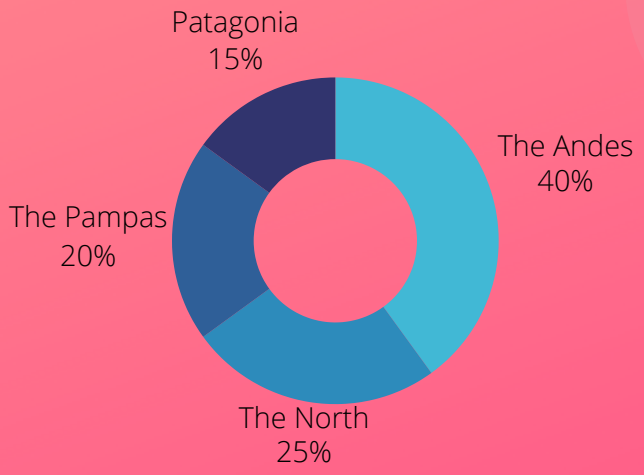

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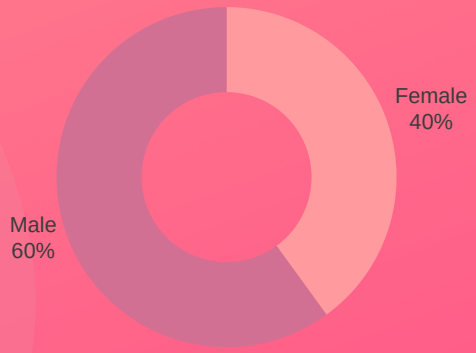

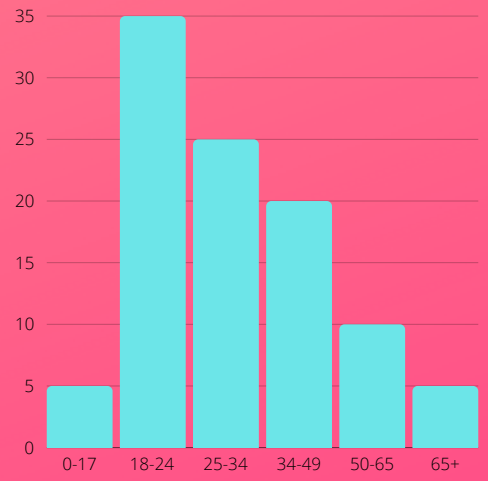

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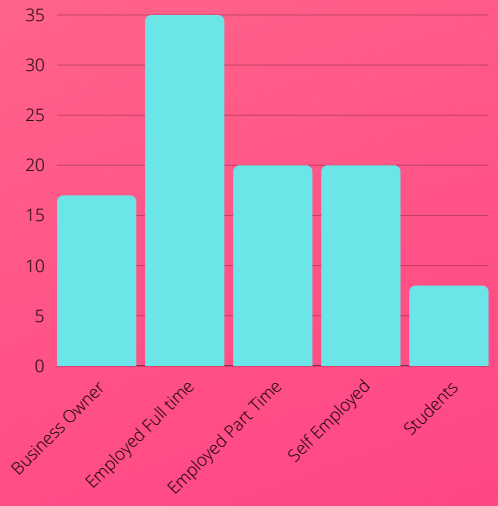

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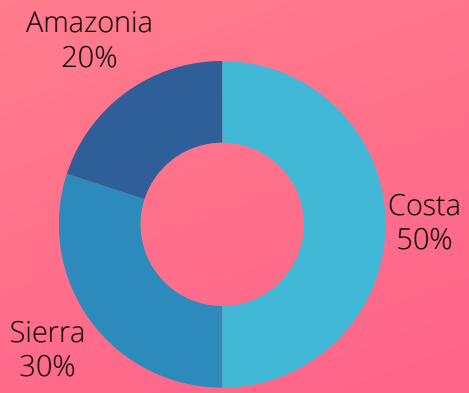

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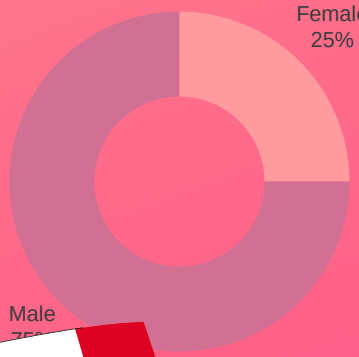

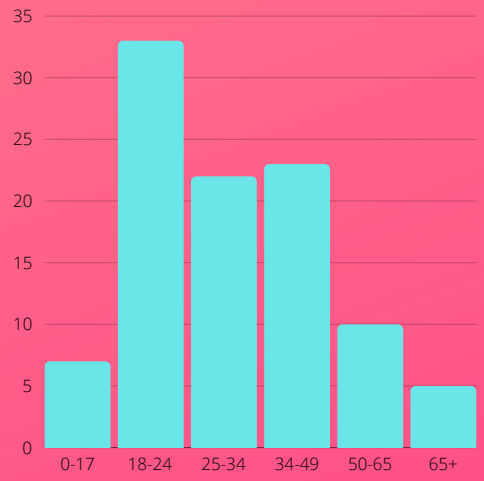

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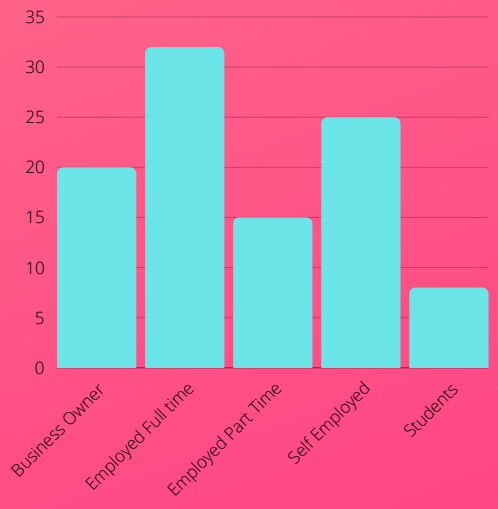

Employment Status

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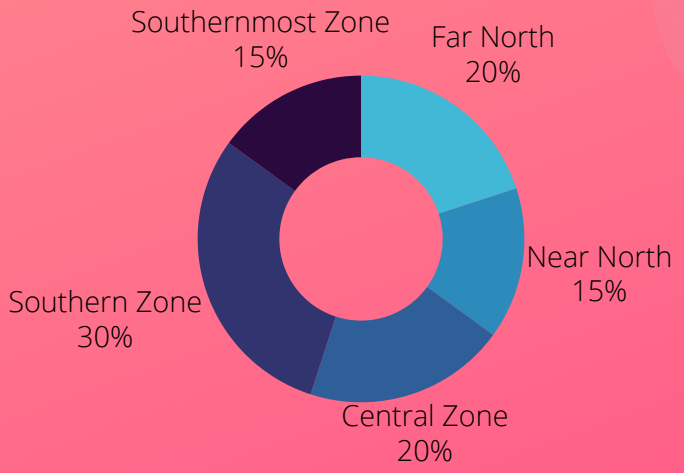

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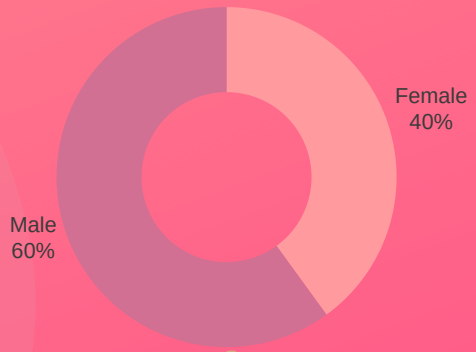

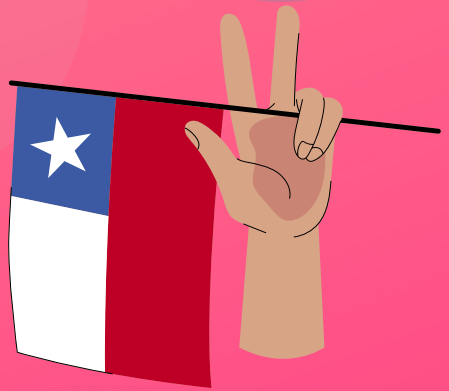

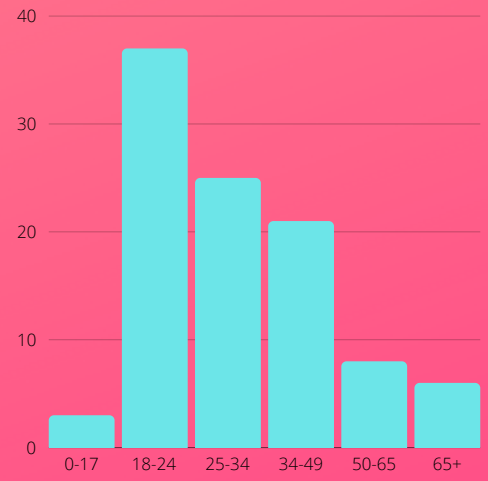

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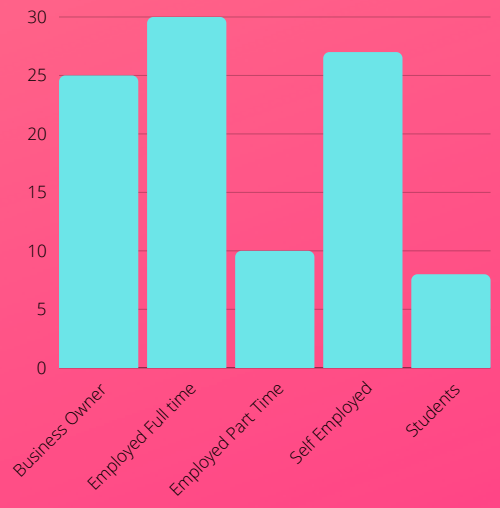

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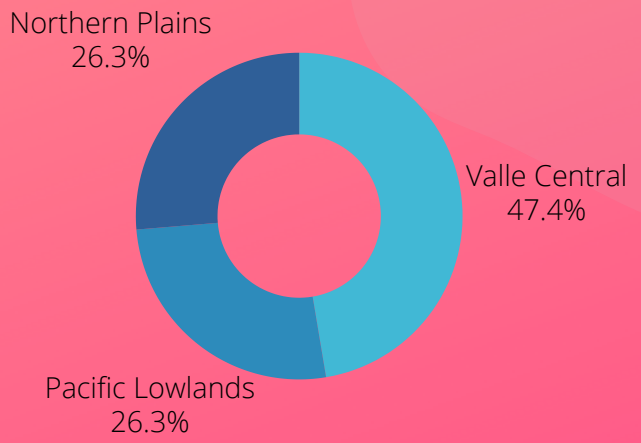

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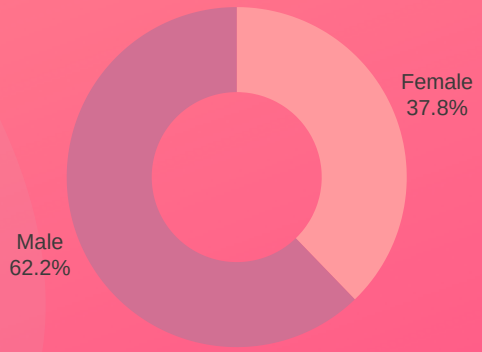

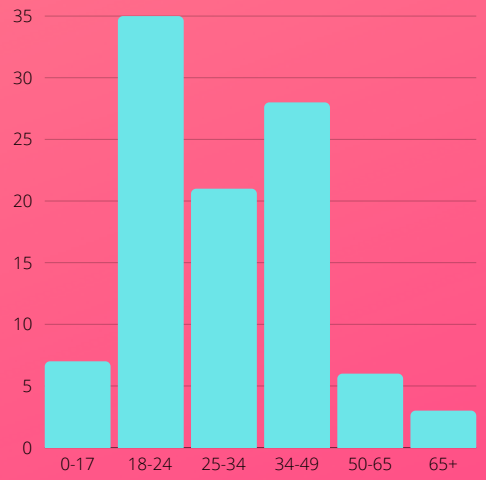

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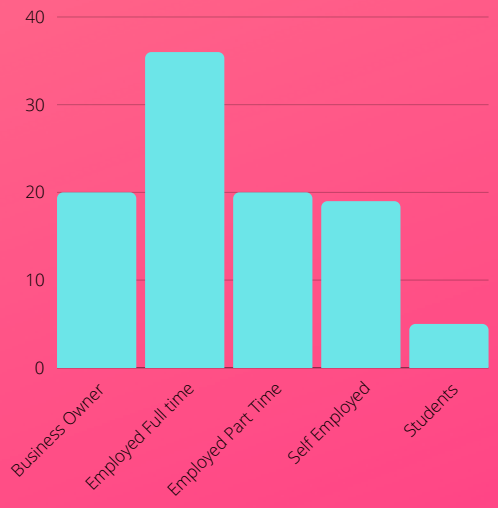

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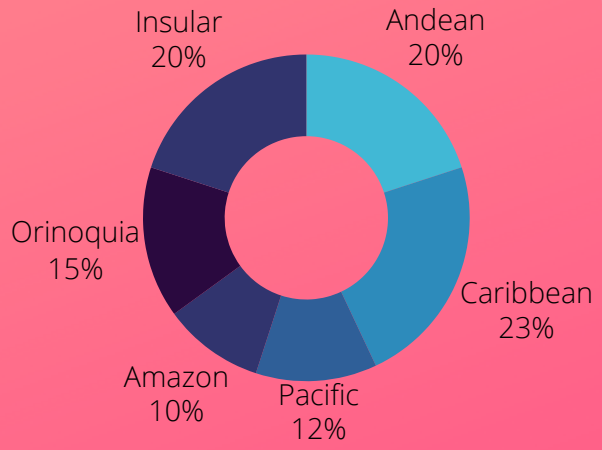

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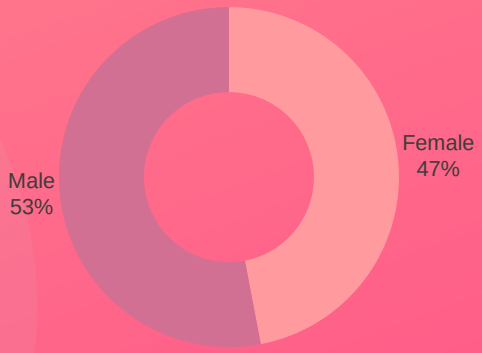

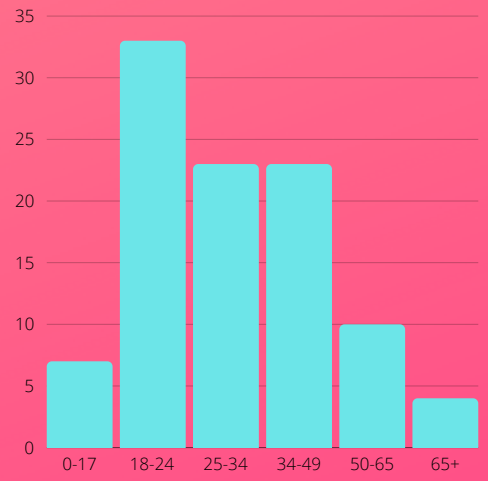

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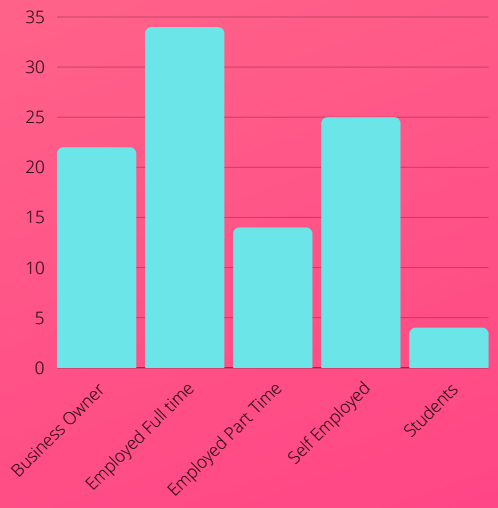

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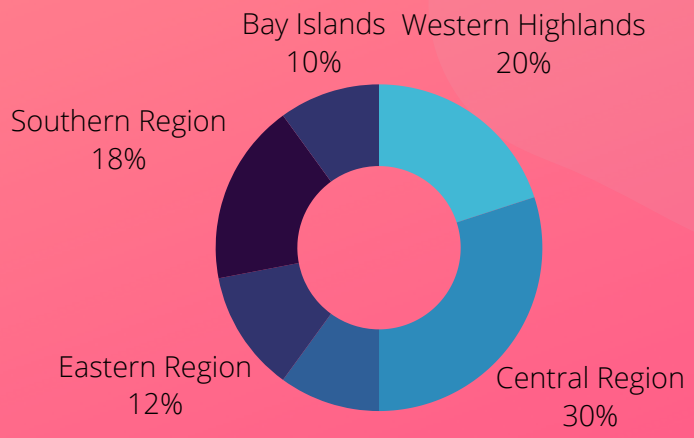

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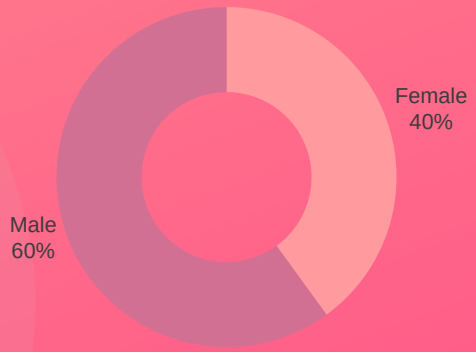

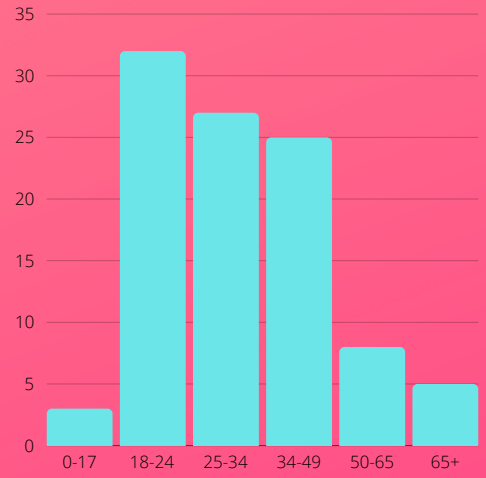

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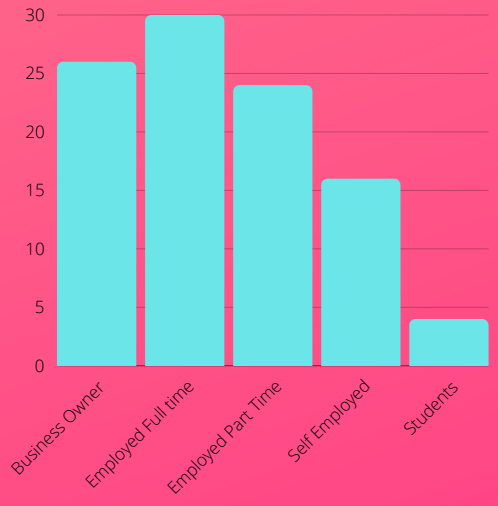

Employment Status

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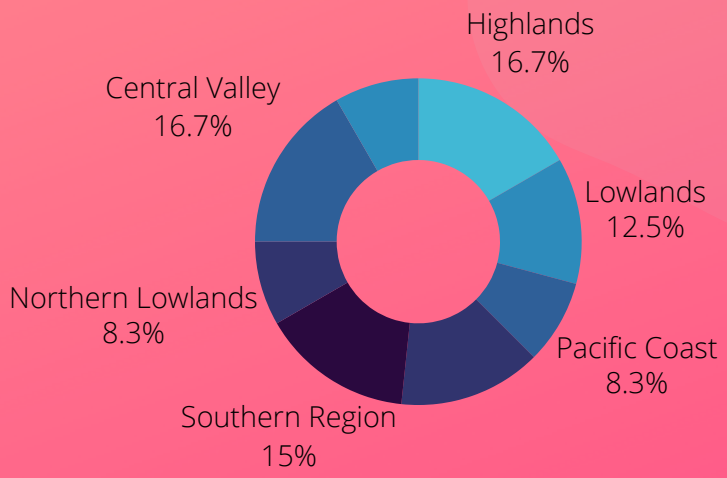
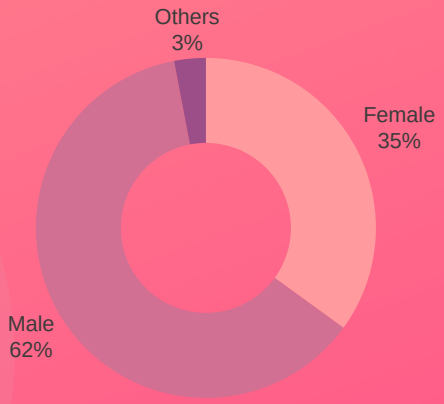
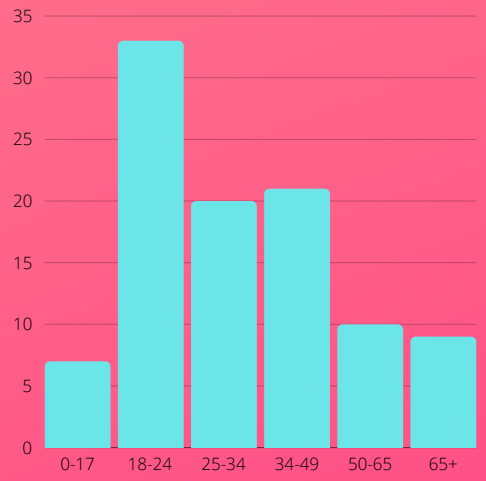
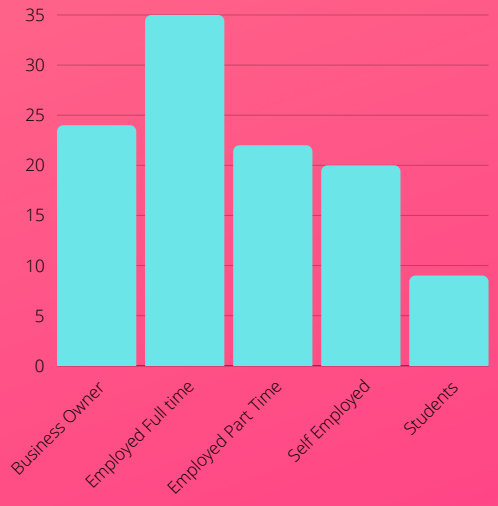


Gender





Age Group

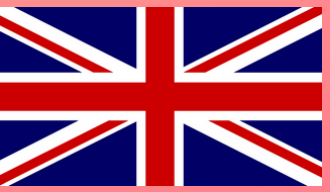


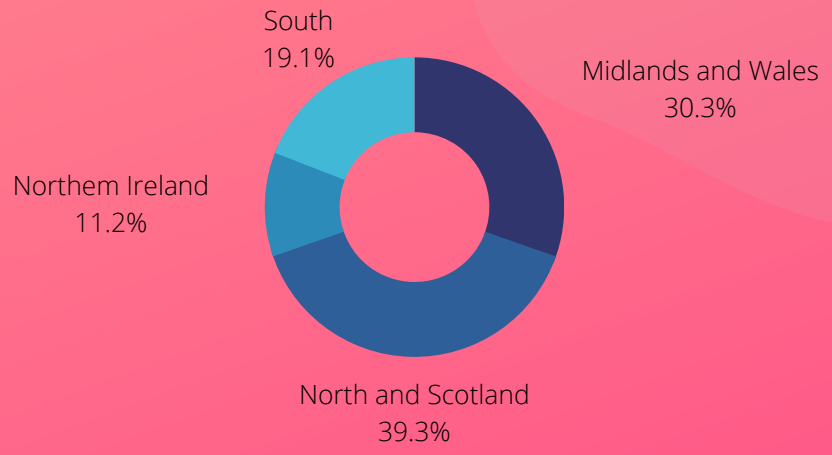
Employment Status

2023

UNITED KINGDOM

Panel Size
72458





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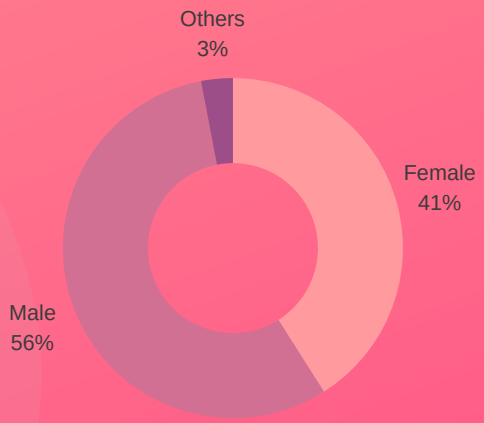

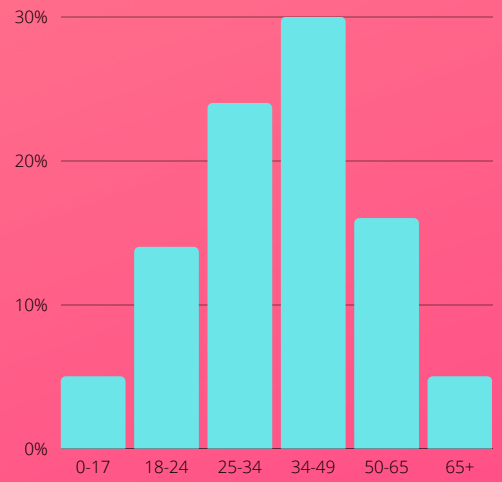

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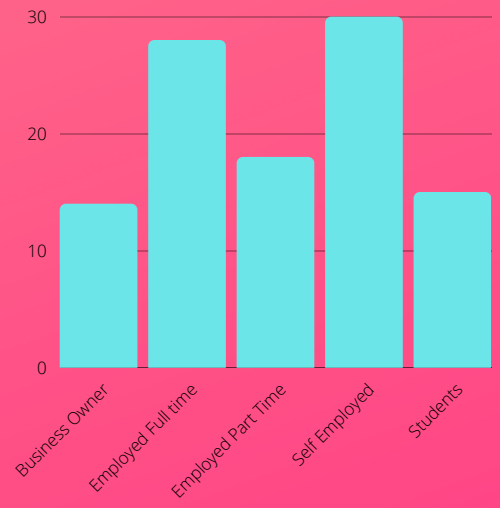
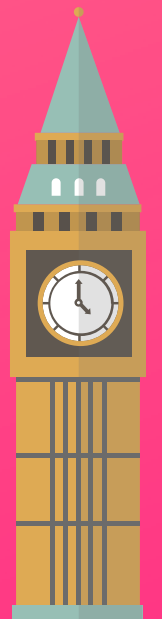


Employment Status



Panel Size
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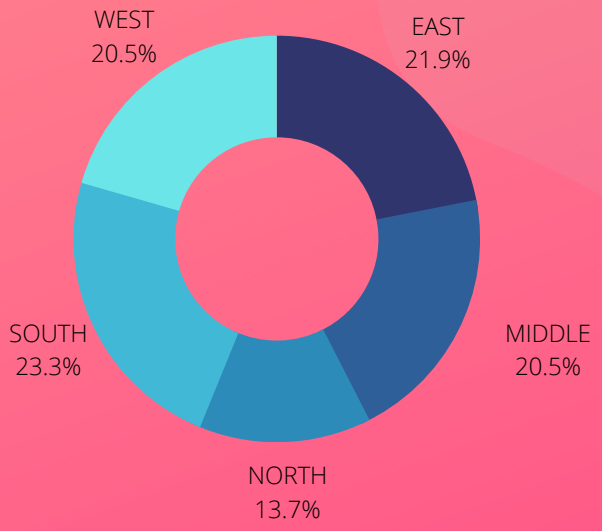
2023

GERMANY



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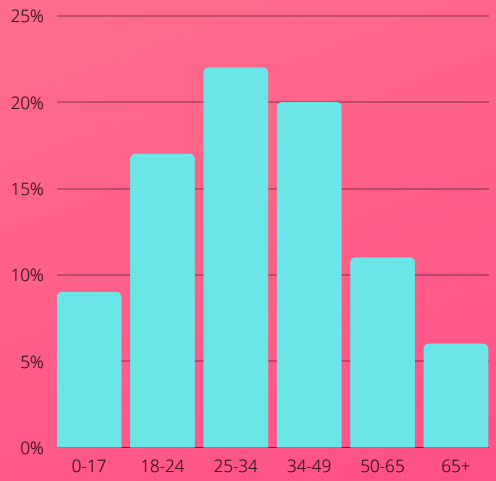

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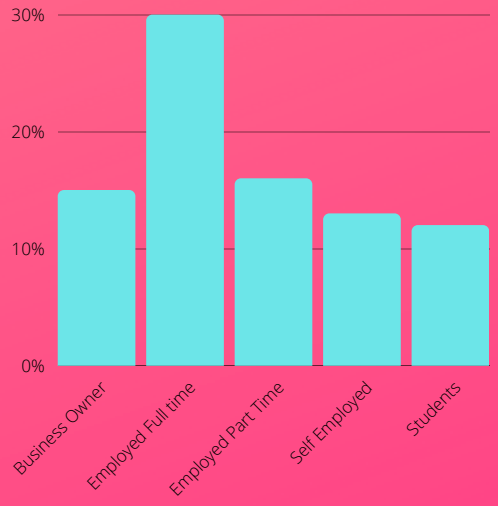

Employment Status

Panel Size
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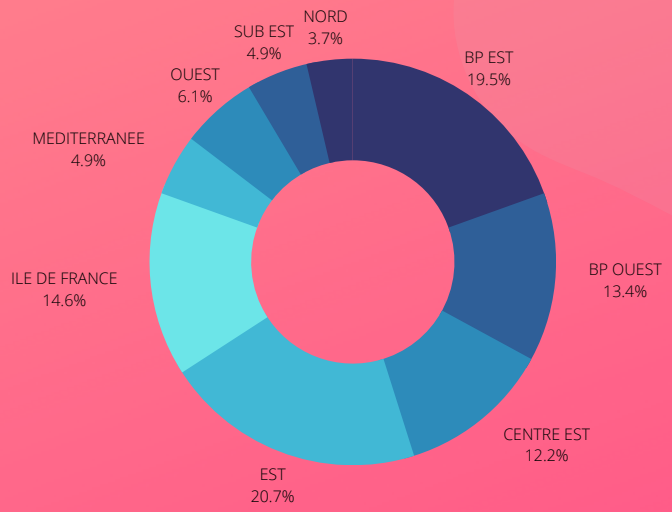
2023

FRANCE



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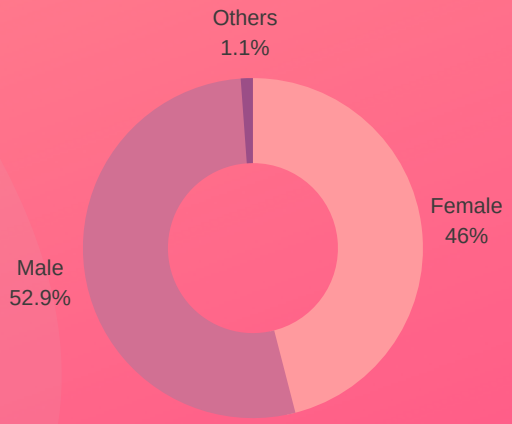
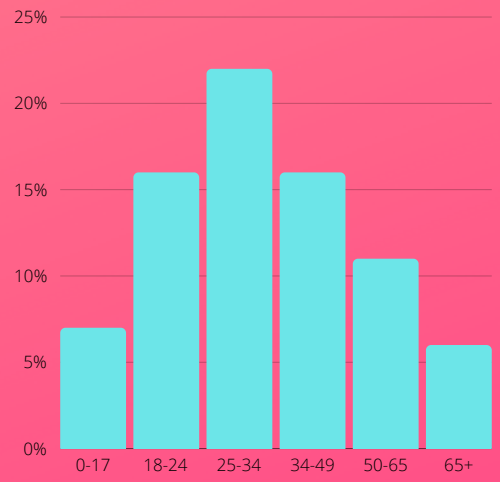
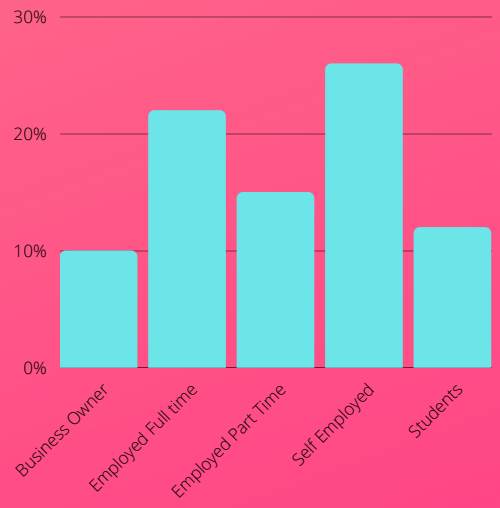




Age Group

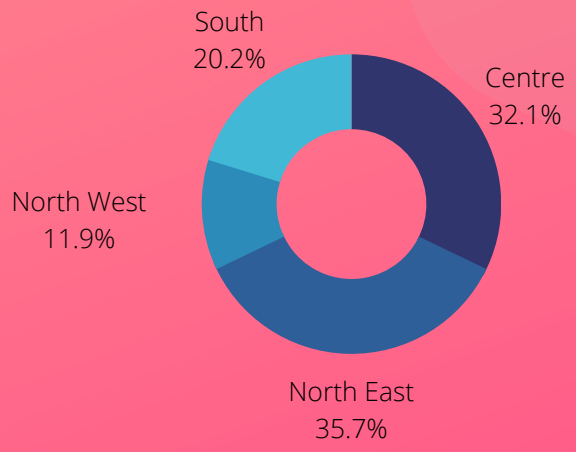


Employment Status

2023

ITALY

Panel Size
165245



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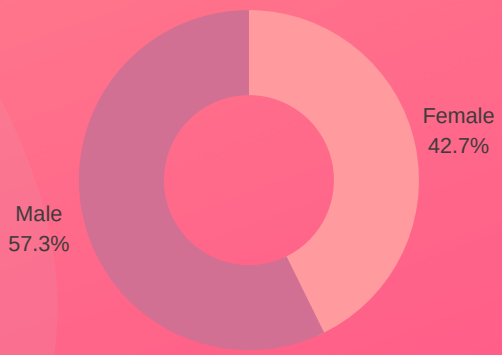
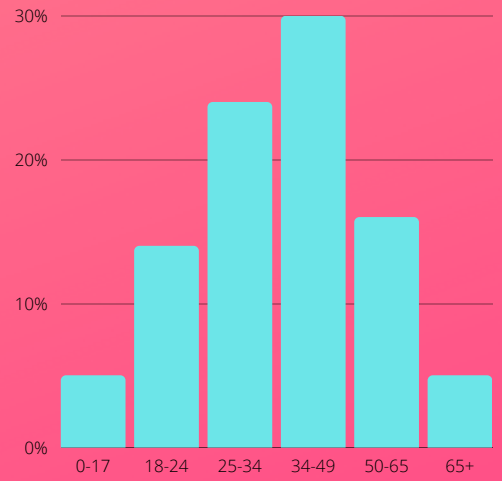
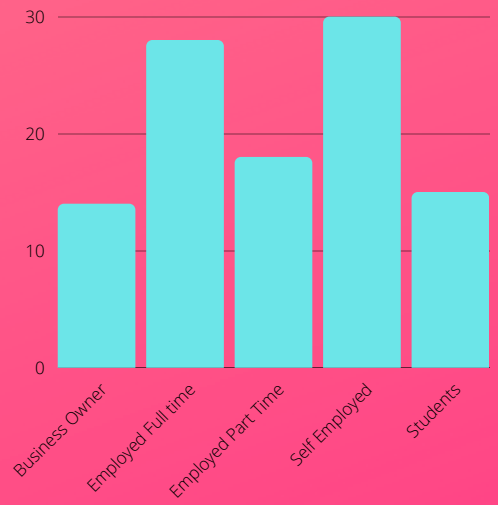
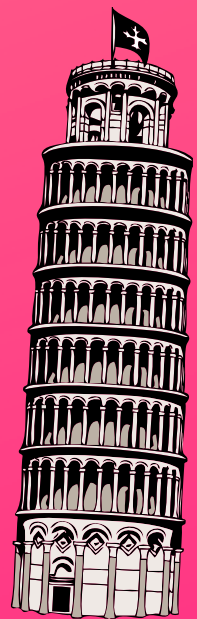




Age Group



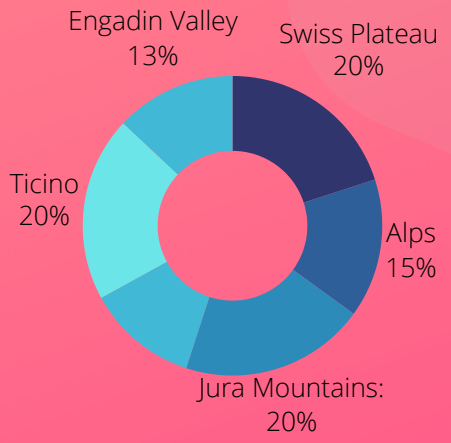
Employment Status



2023

Panel Size
140547

SWITZERLAND



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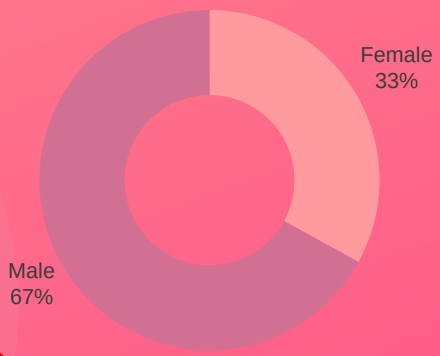
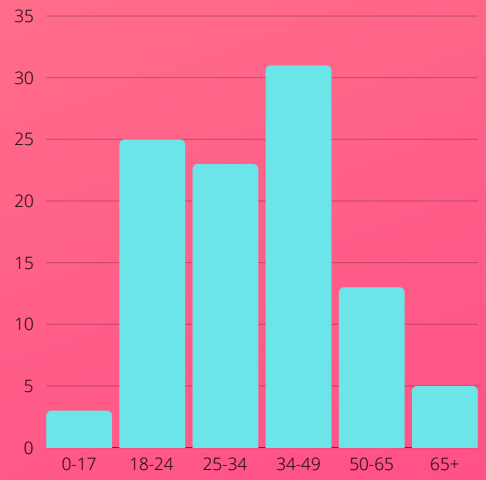
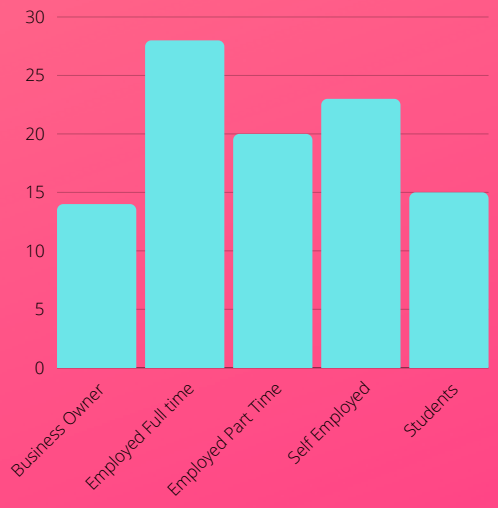
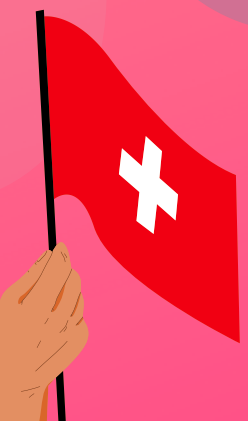




Age Group



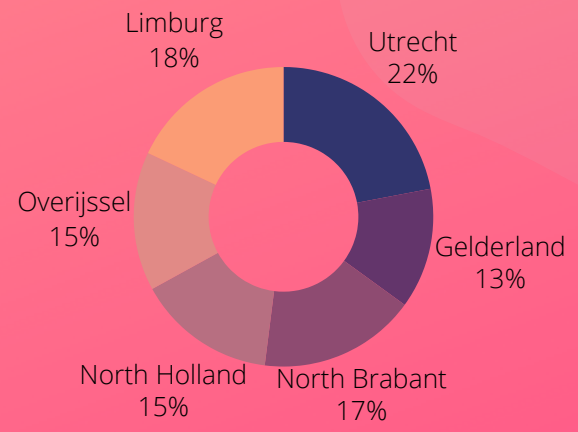
Employment Status



2023

Panel Size
180235

NETHERLANDS



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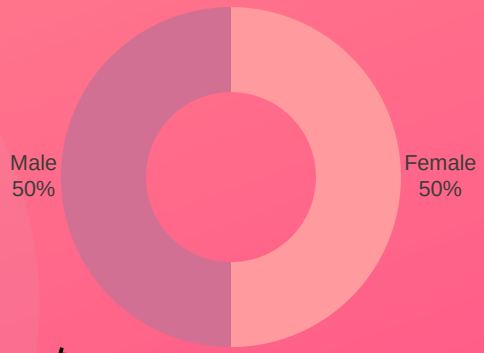
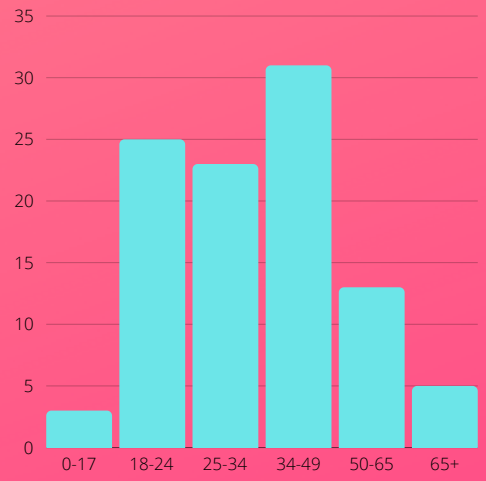
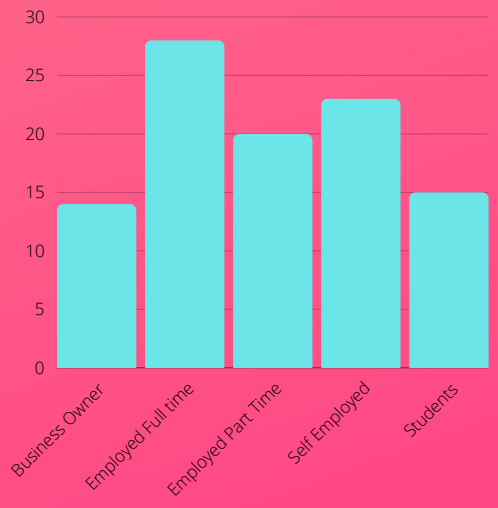




Age Group

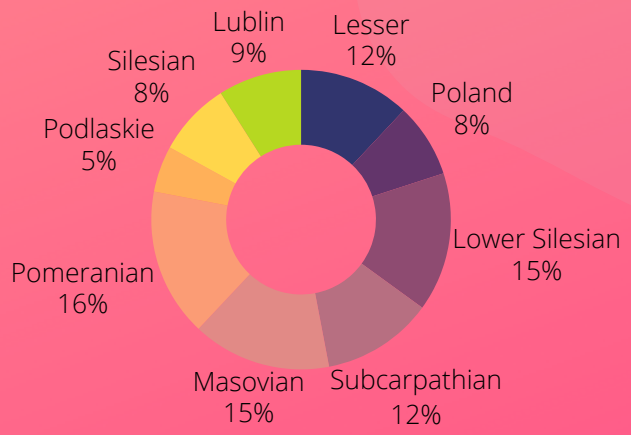


Employment Status

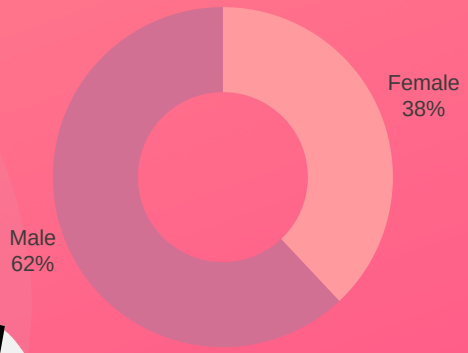
2023

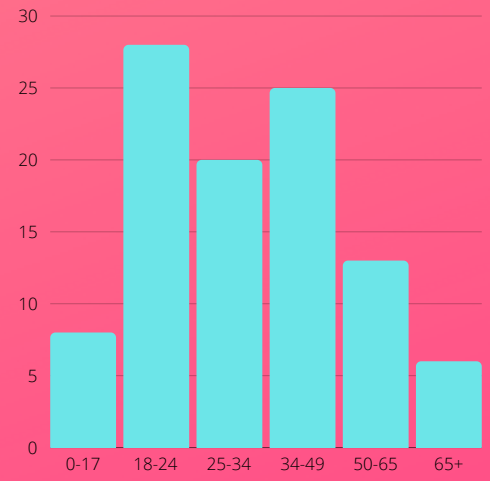
POLAND

Panel Size
175236

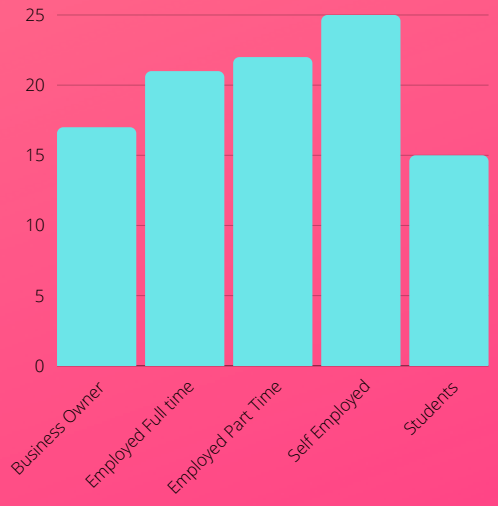


Gender





Age Group



Employment Status

2023

SPAIN

Panel Size
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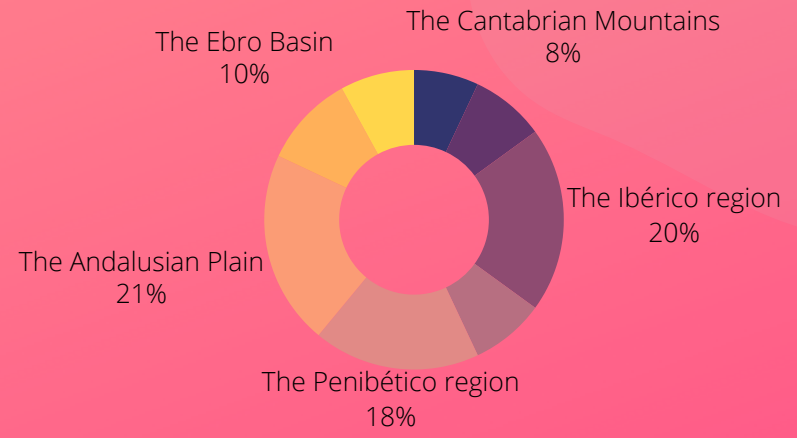
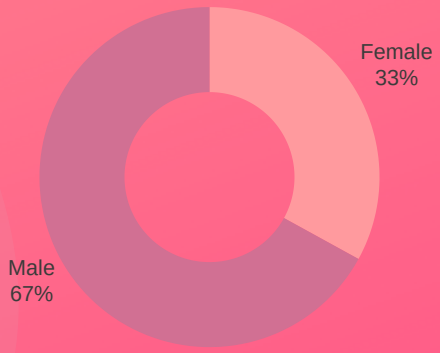
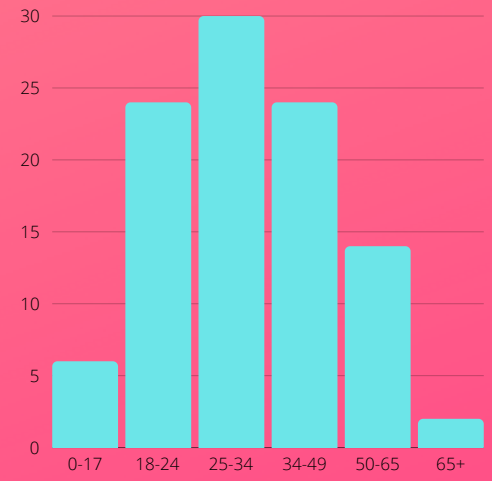
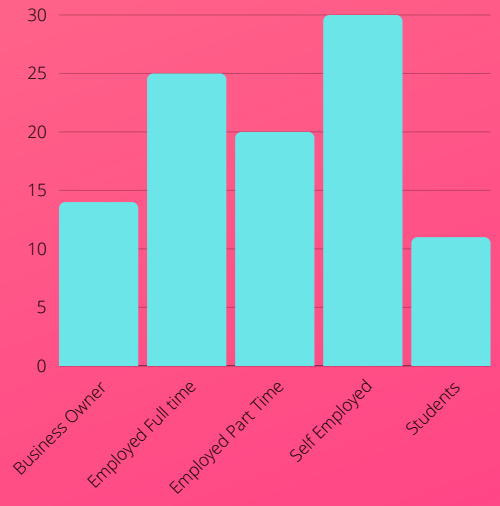


Gender





Age Group



Employment Status

2023

GREECE

Panel Size
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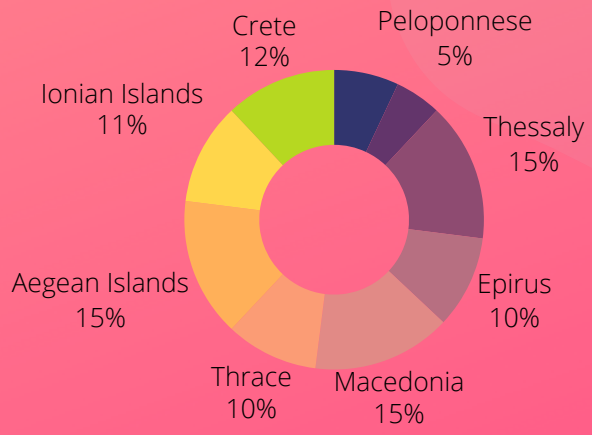
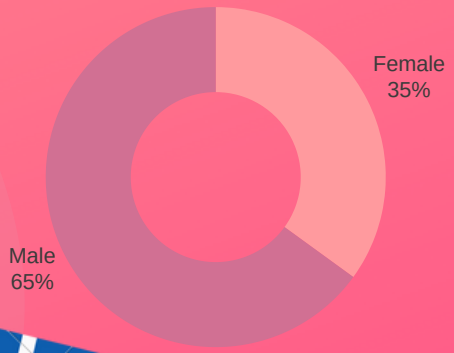
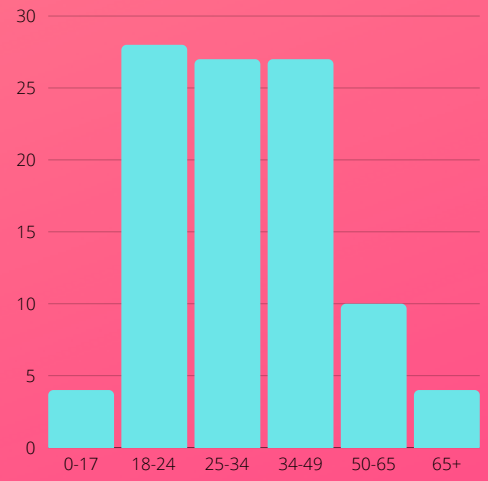
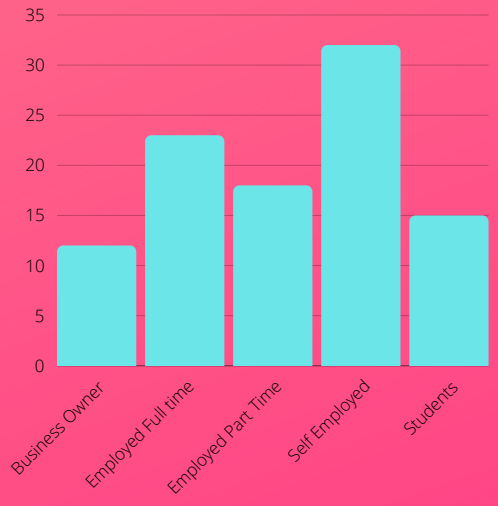


Gender





Age Group

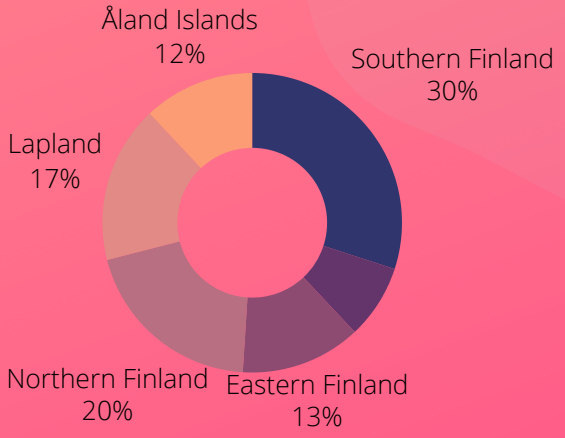


Employment Status

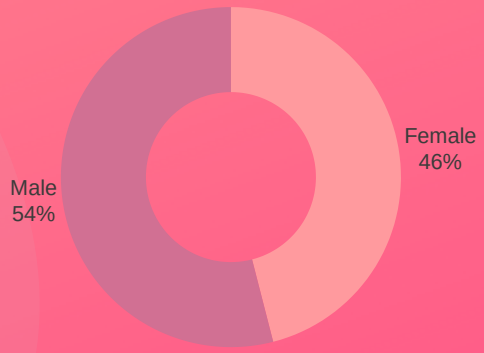
2023

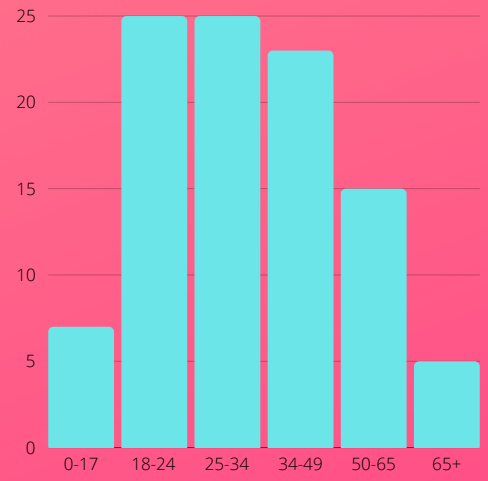
Panel Size
81245

FINLAND

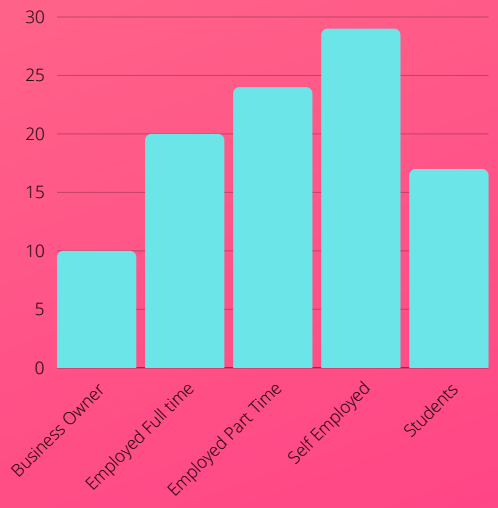


Gender

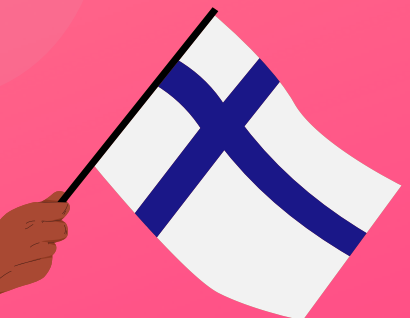




Age Group



Employment Status



2023

Panel Size
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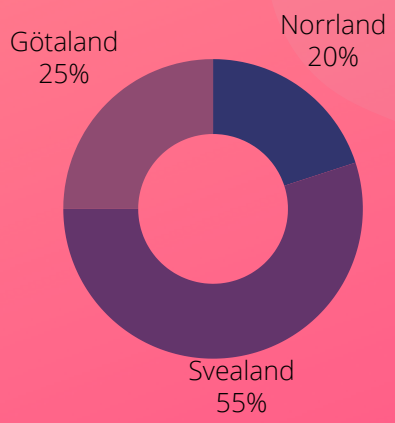
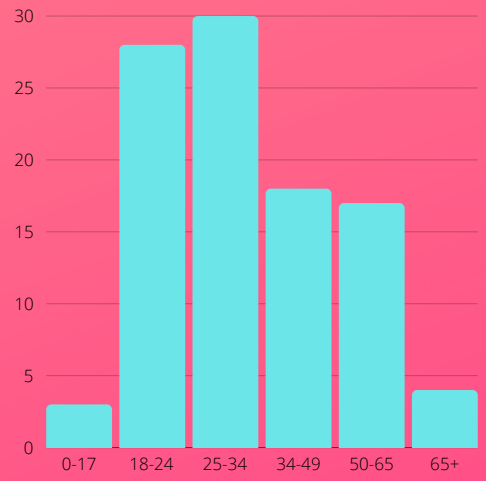
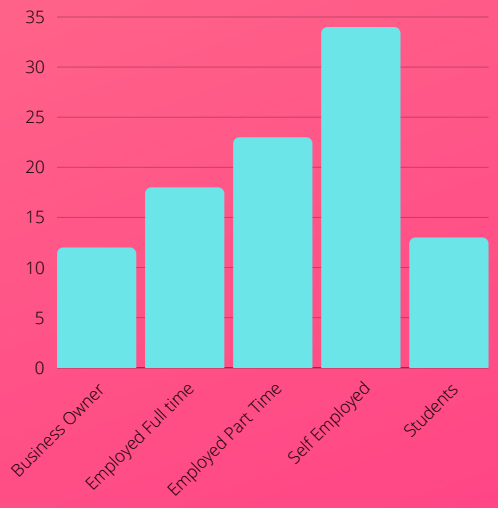
SWEDEN



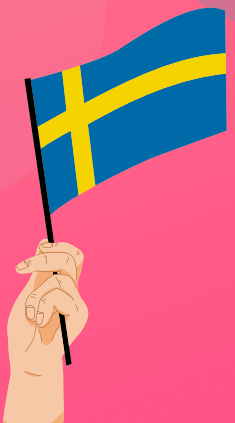
Gender



Age Group



Employment Status



2023

Panel Size
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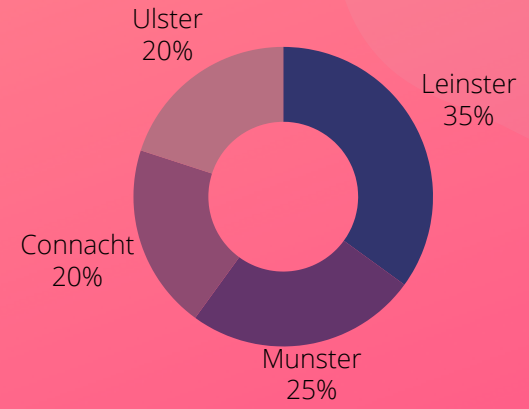
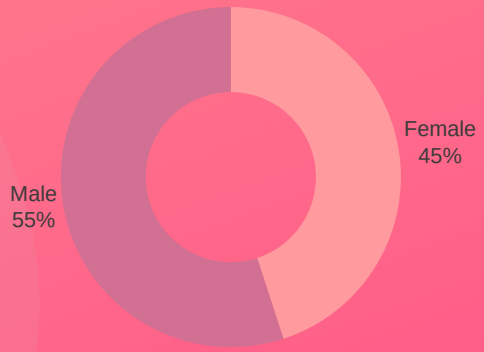
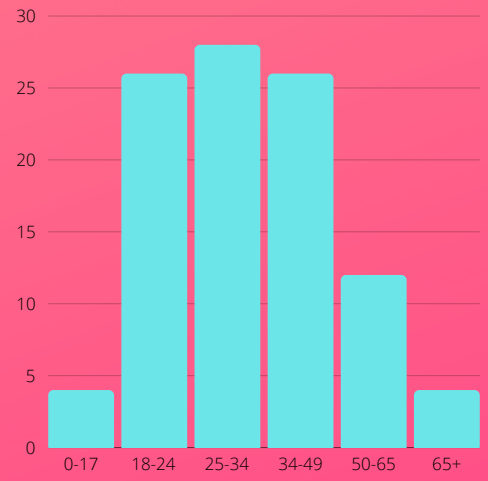
IRELAND

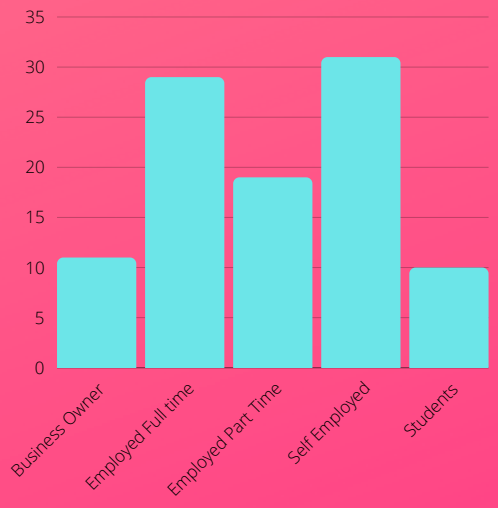


Gender





Age Group

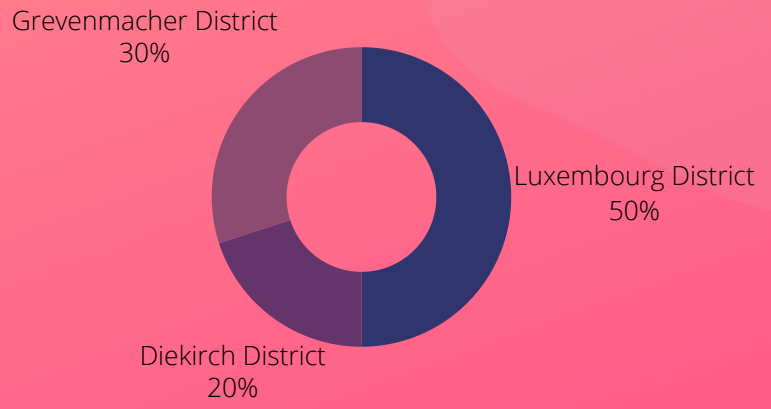


Employment Status

2023

LUXEMBOURG

Panel Size
60245



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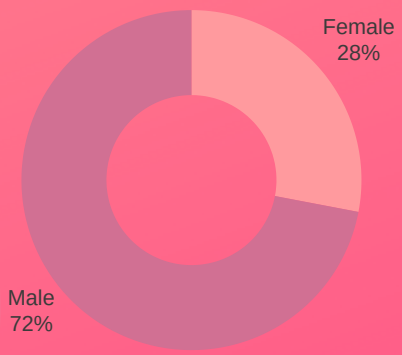

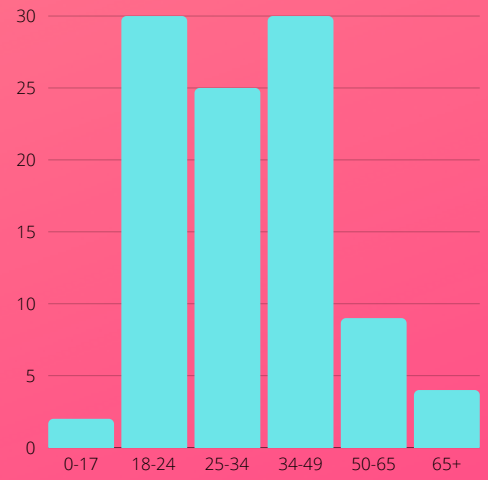

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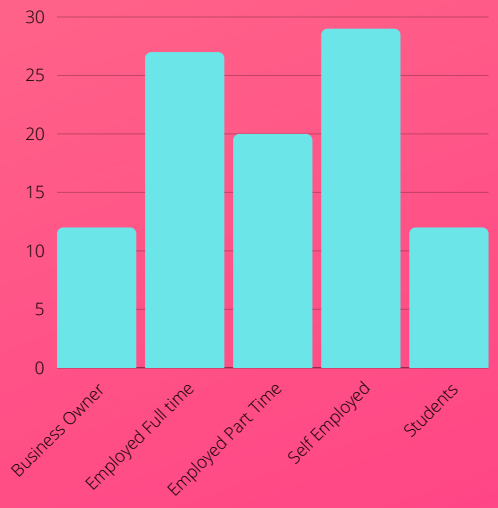
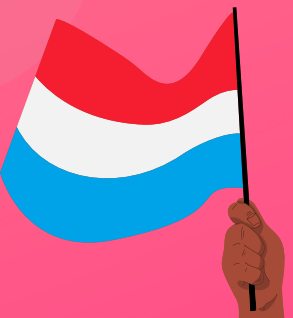


Employment Status



2023

Panel Size
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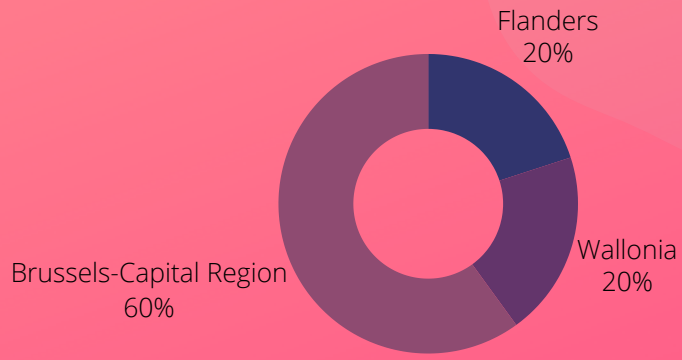
BELGIUM



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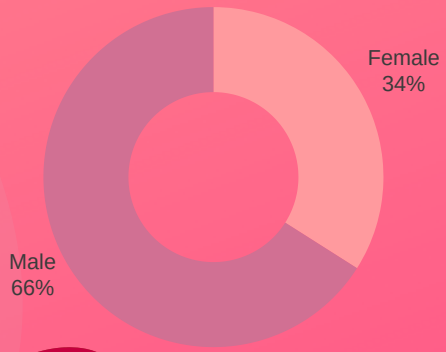

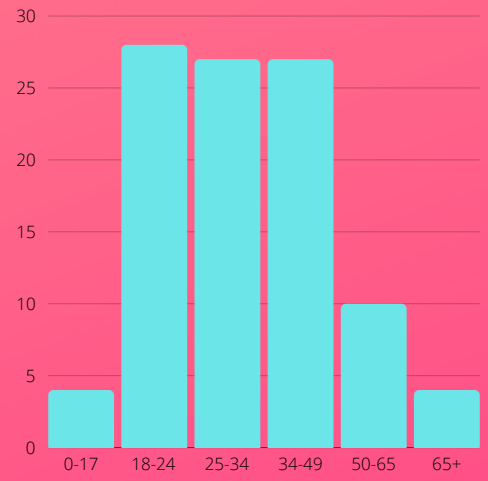

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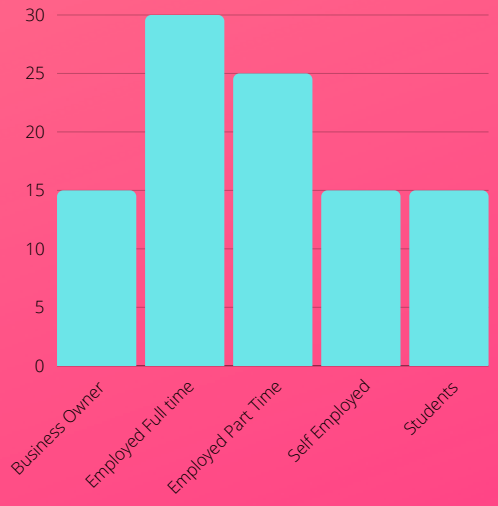
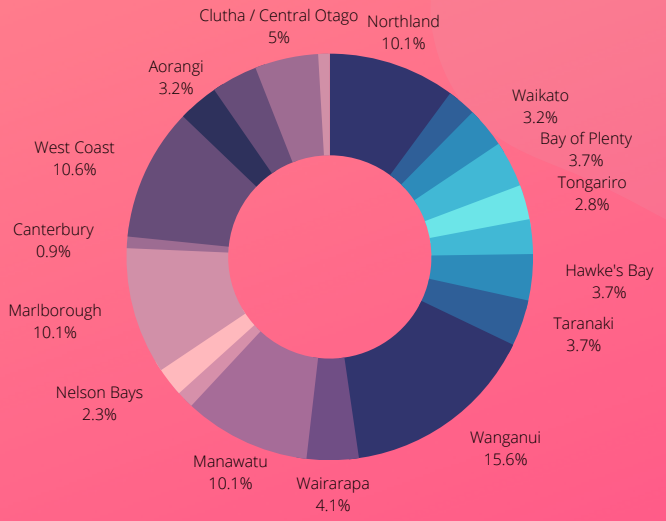


Employment Status

Panel Size
58456

2023

NEW ZEALAND



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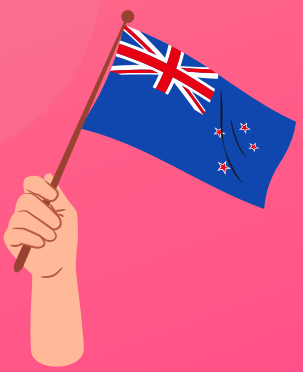

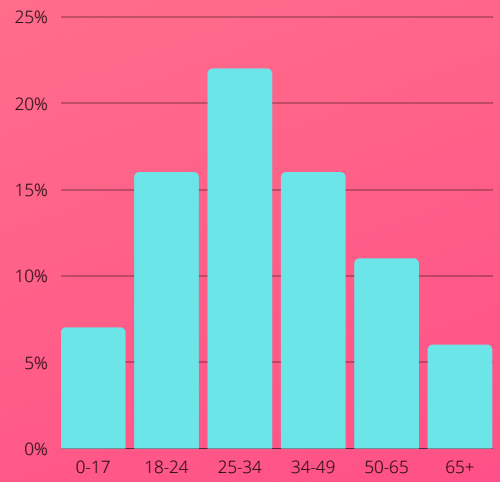

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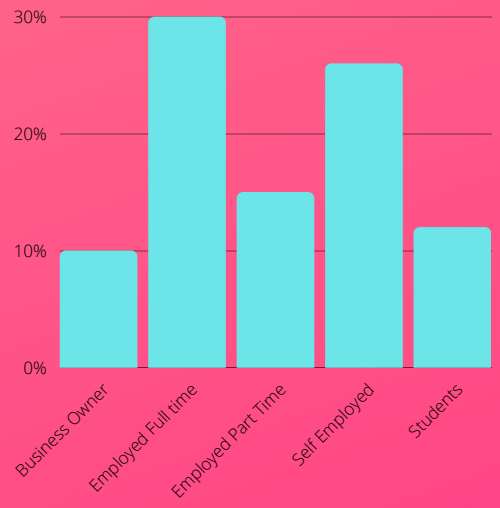
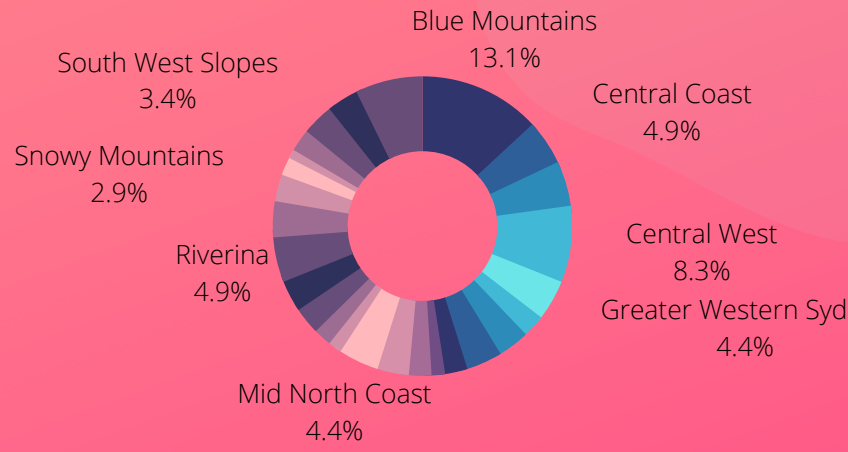


Employment Status

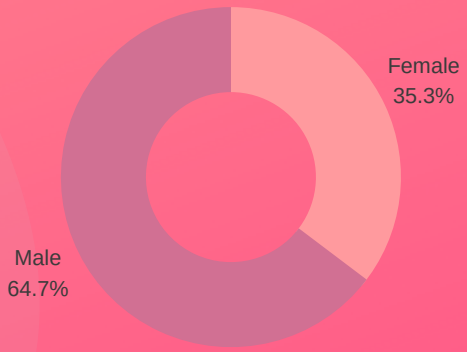
2023

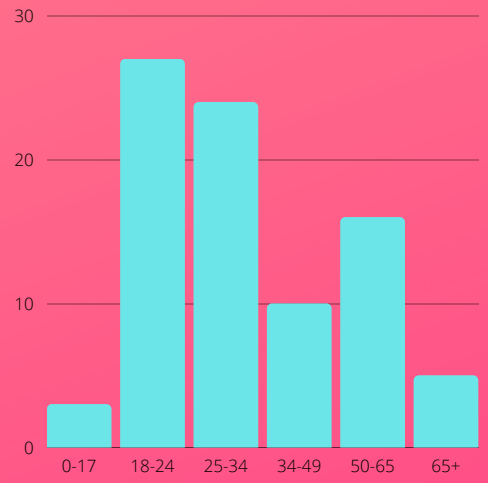
AUSTRALIA

Panel Size
64443

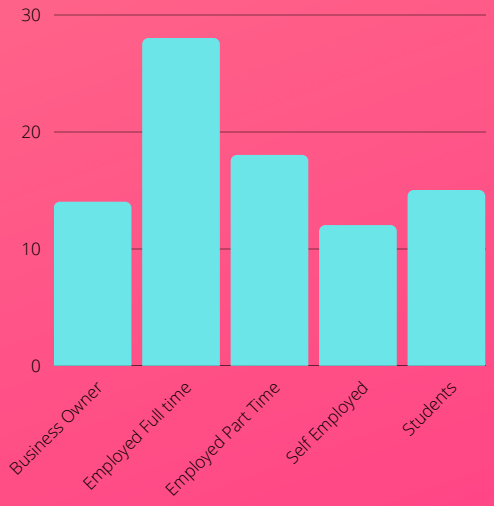


Gender

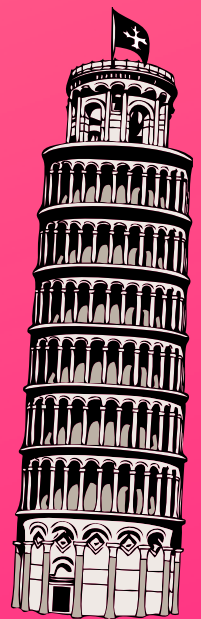




Age Group



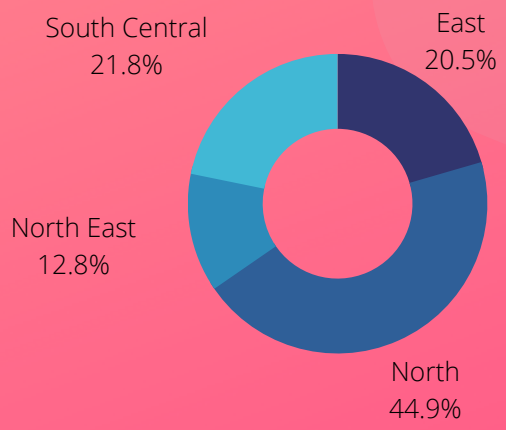
Employment Status



Panel Size
15078

2023

CHINA



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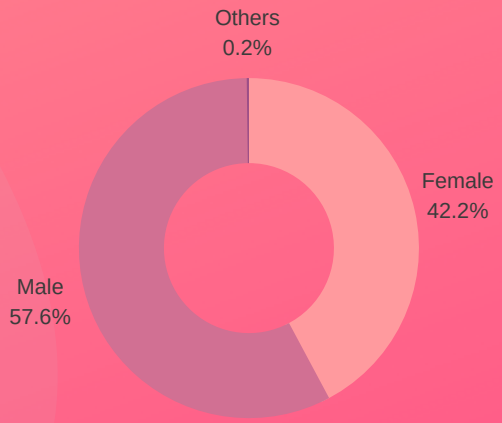
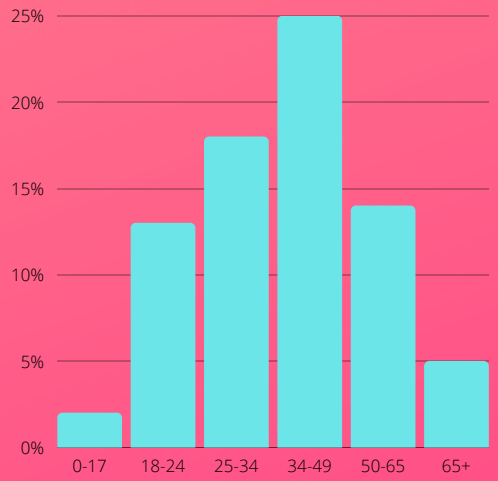
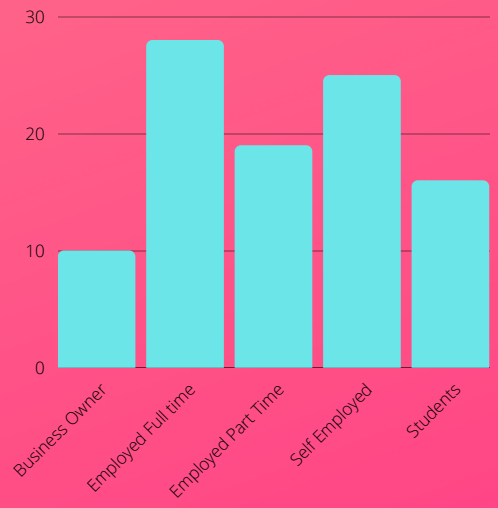




Age Group



Employment Status

2023

INDIA

Panel Size
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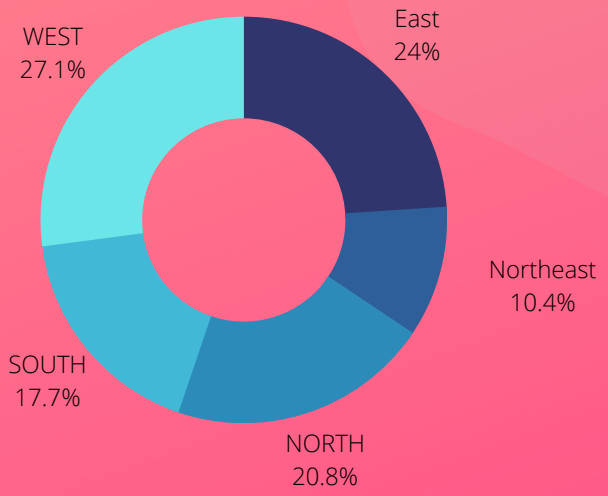
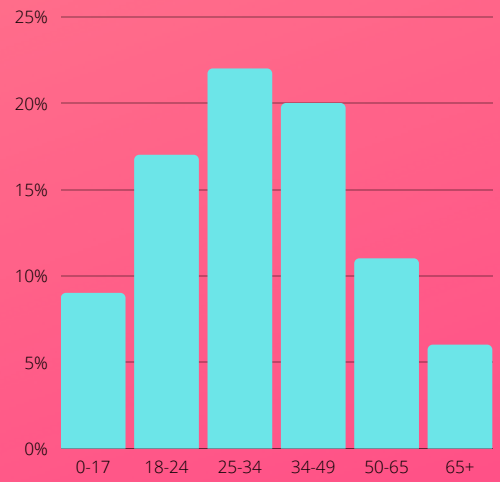
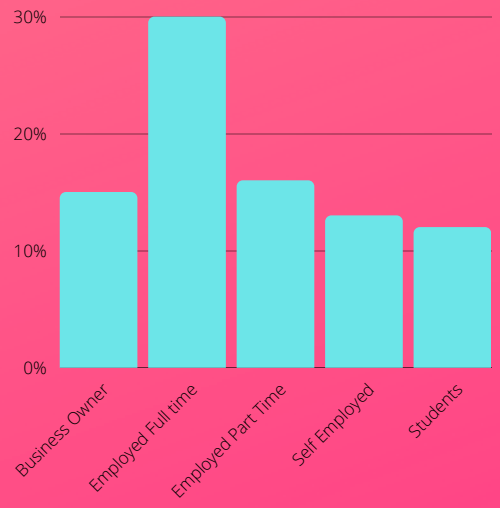


Gender



Age Group

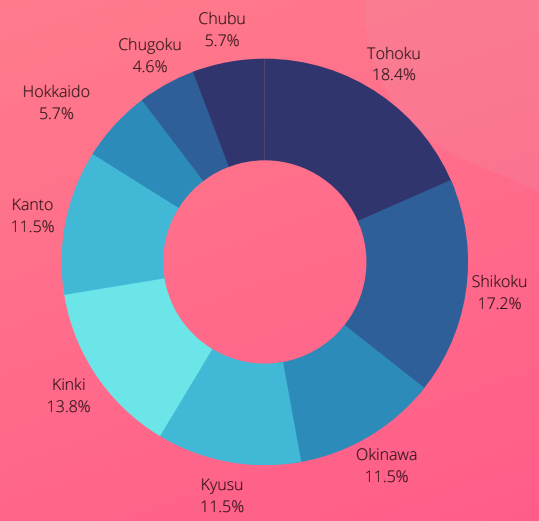


Employment Status

2023

JAPAN

Panel Size
47798



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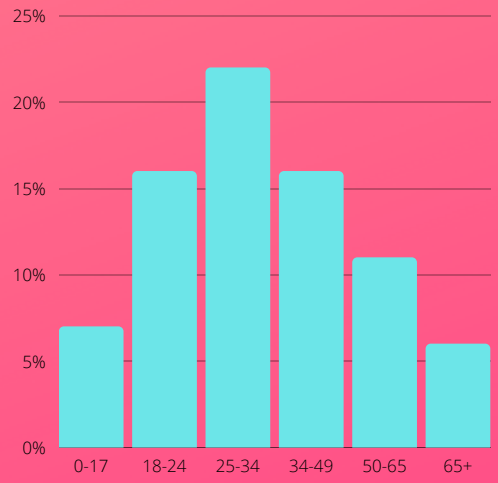

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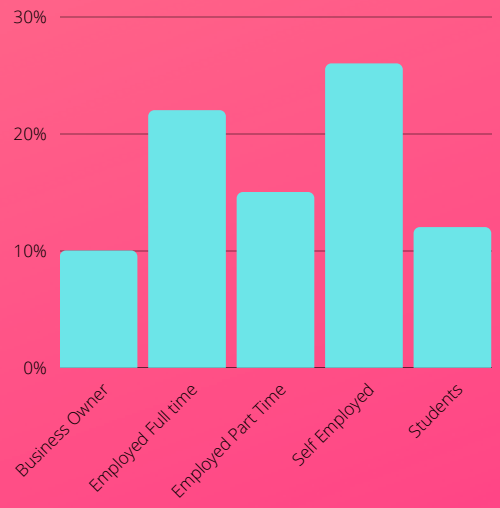
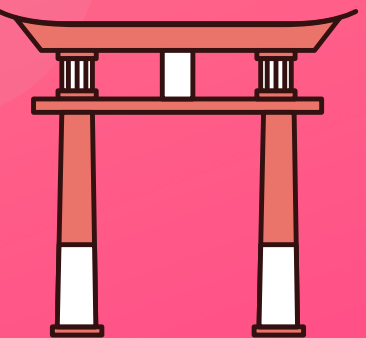


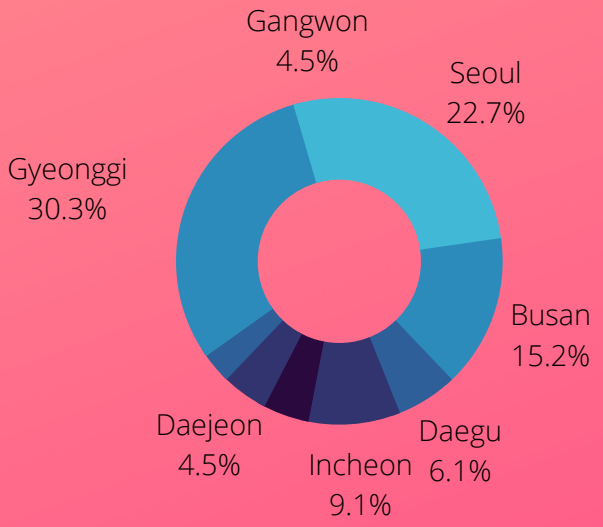
Employment Status



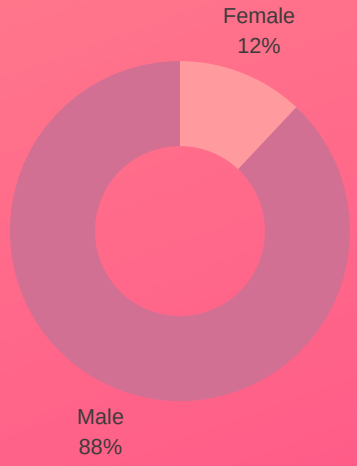
Panel Size
68908

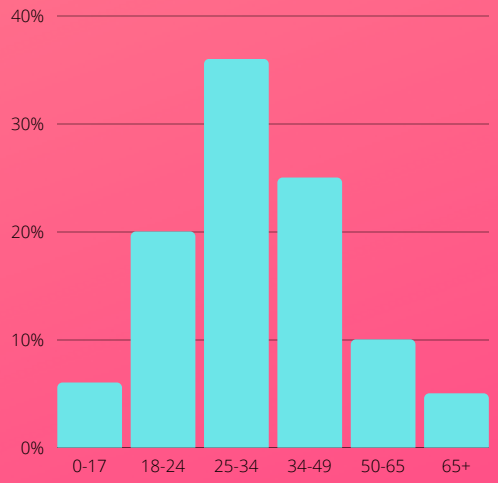
2023

KOREA

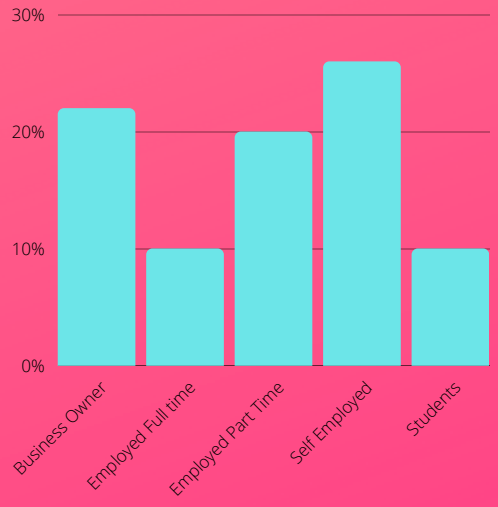


Gender





Age Group

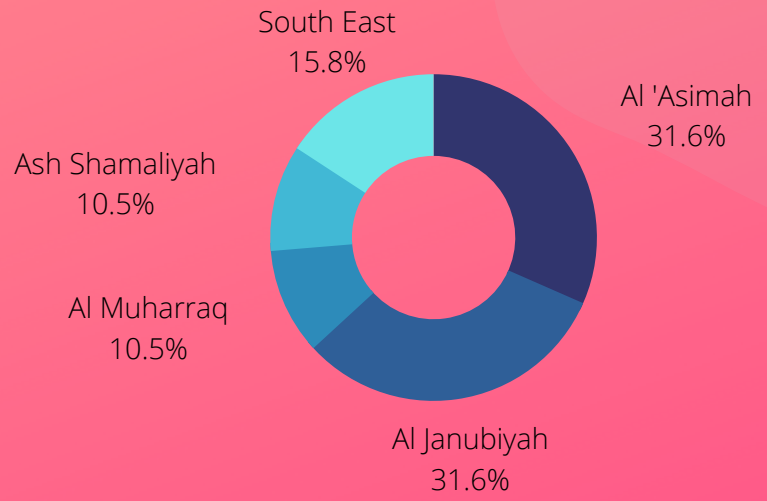


Employment Status

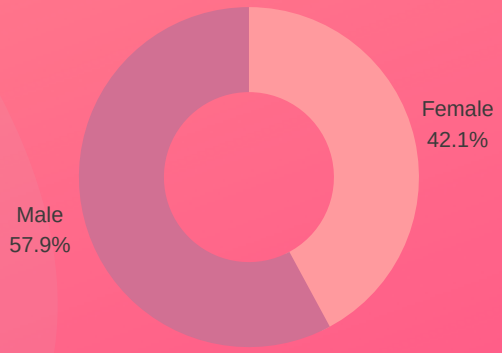
2023

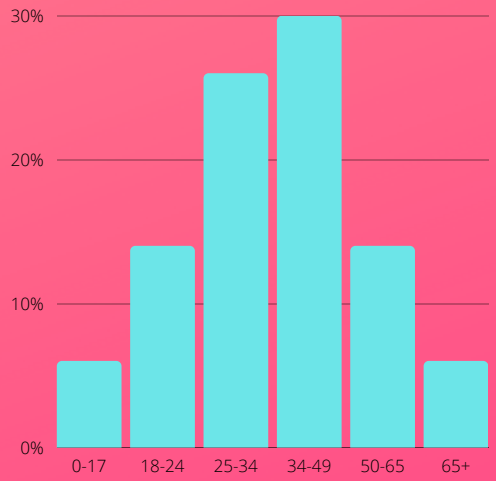
BAHRAIN

Panel Size
5609

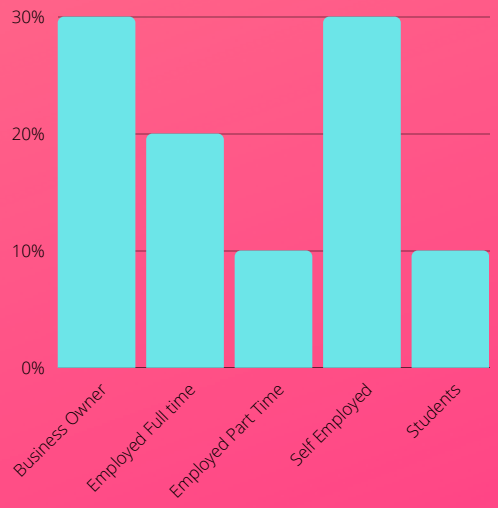


Gender

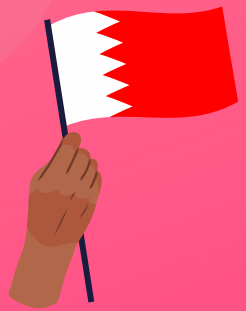




Age Group



Employment Status



2023

IRAQ

Panel Size
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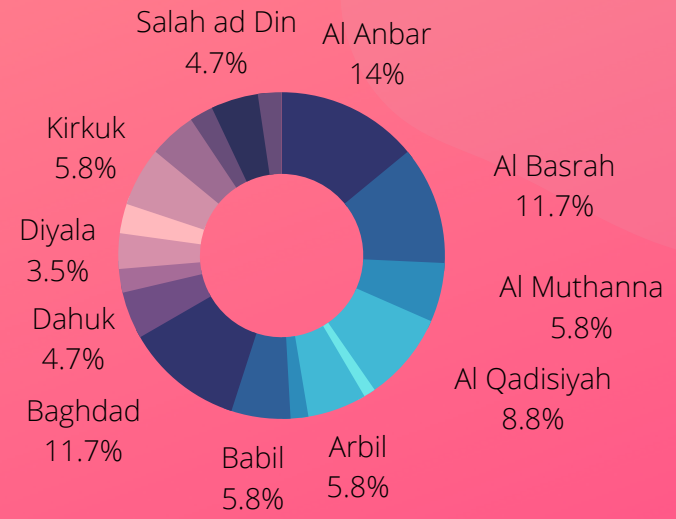
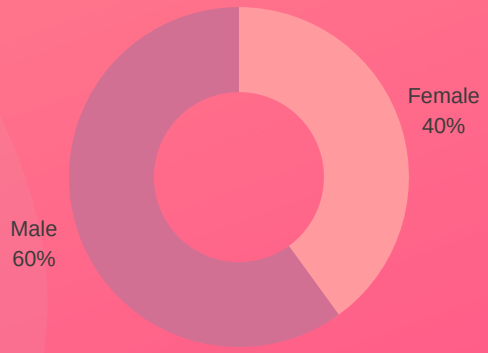
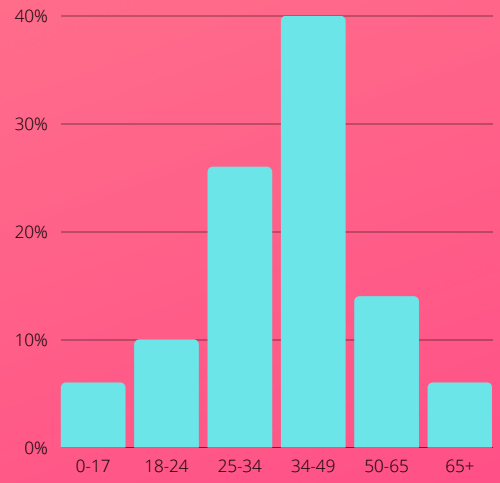


Gender





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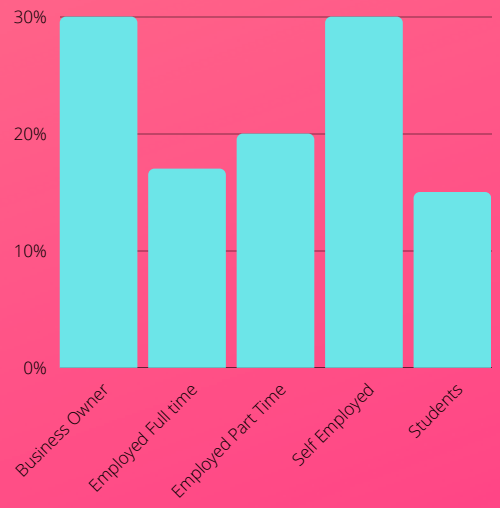
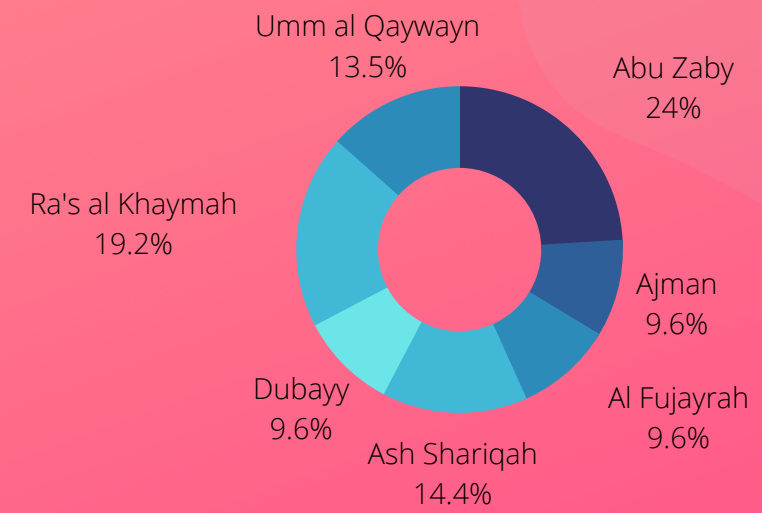


Employment Status

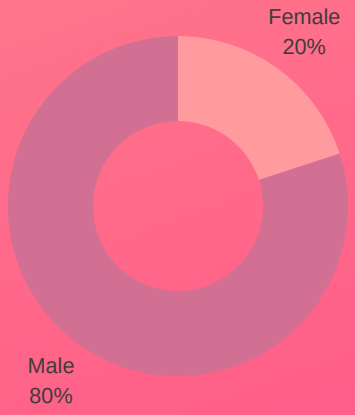
Panel Size
34399

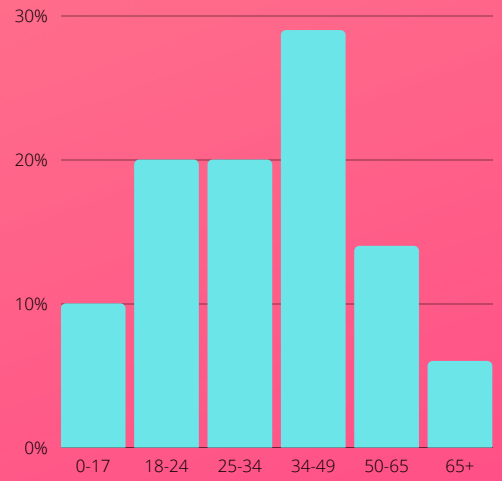
2023

UNITED ARAB EMIRATES

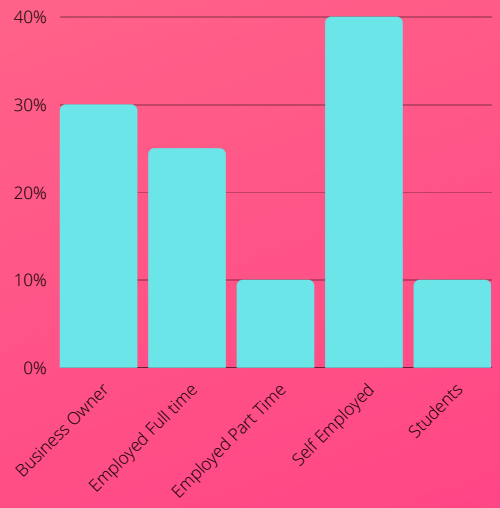


Gender





Age Group



Employment Status

Panel Size
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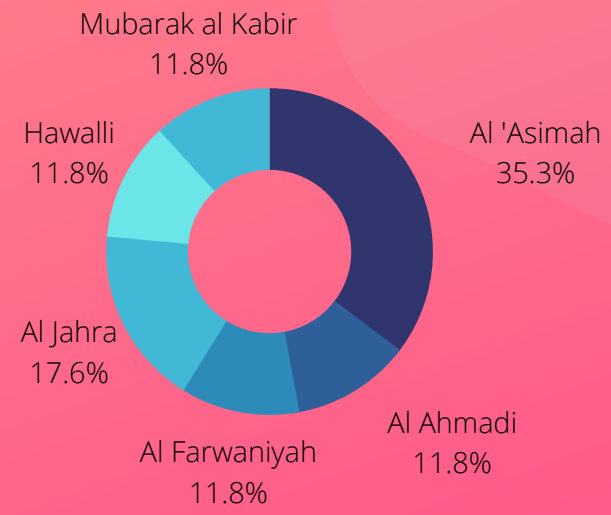
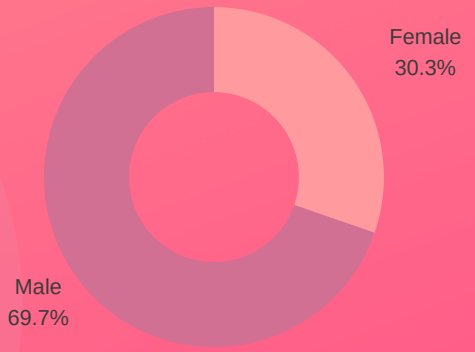
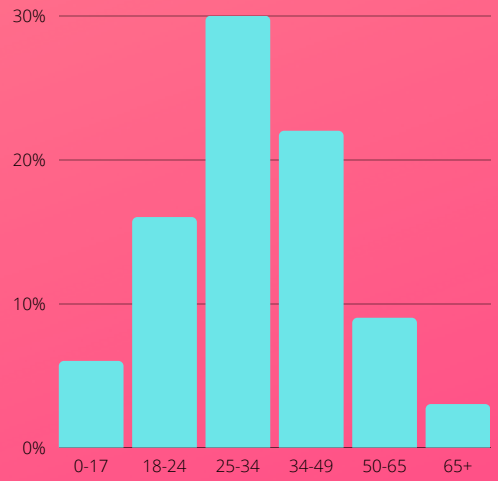
2023

KUWAIT

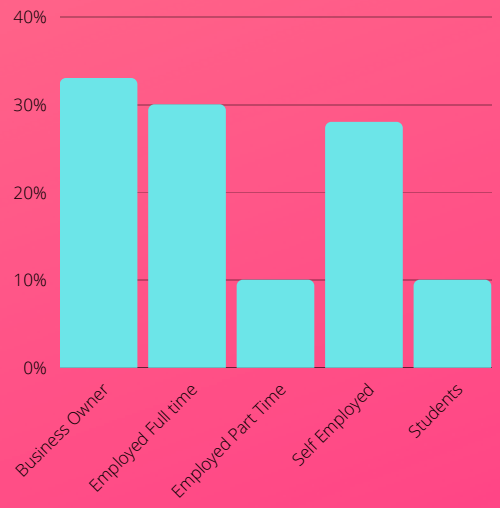


Gender

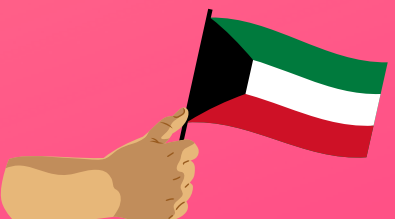




Age Group



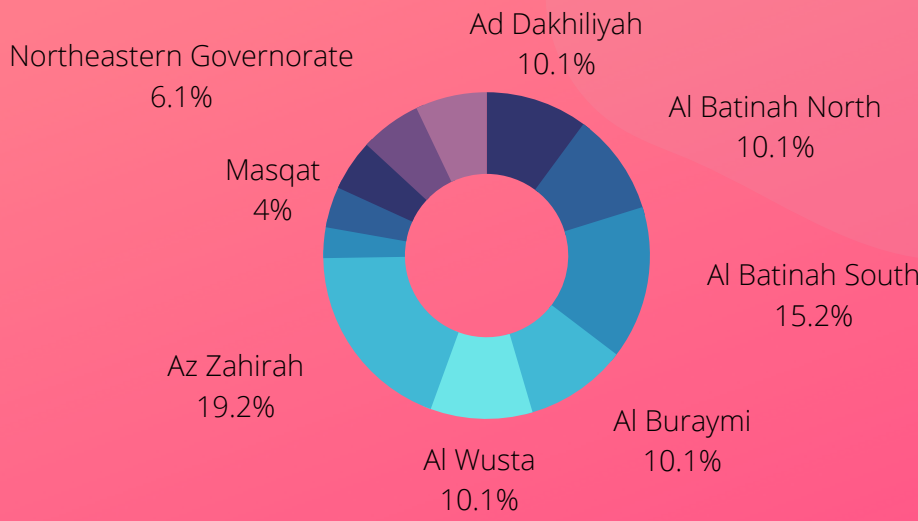
Employment Status



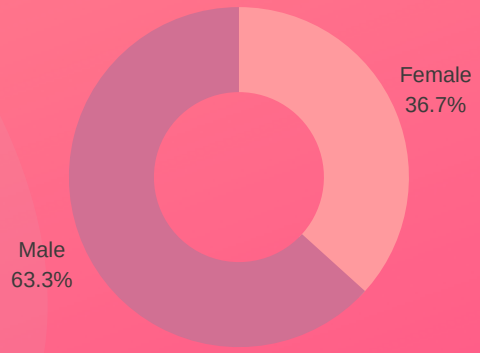
2023

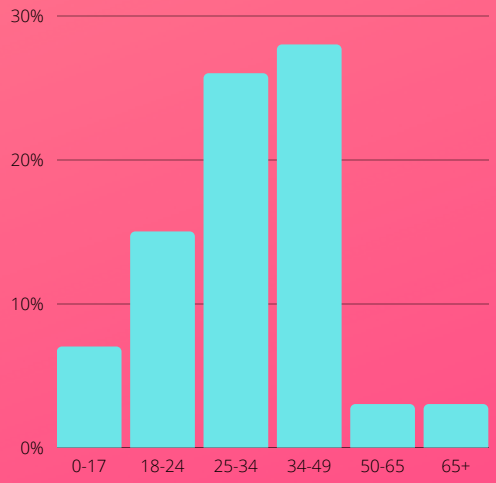
OMAN

Panel Size
2878

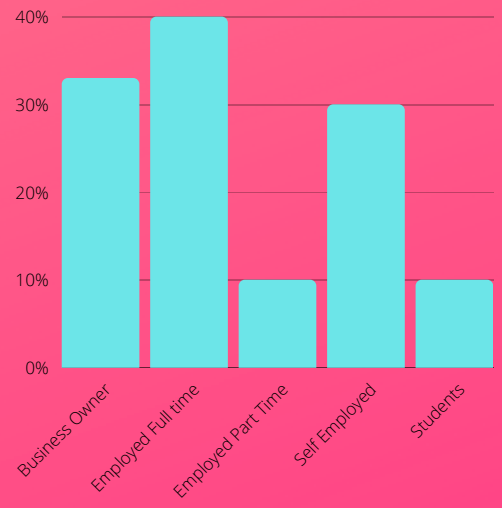


Gender

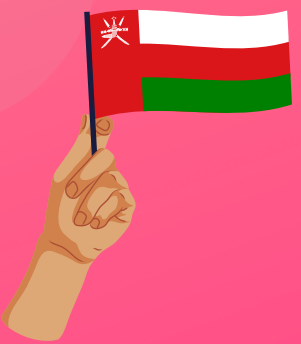




Age Group



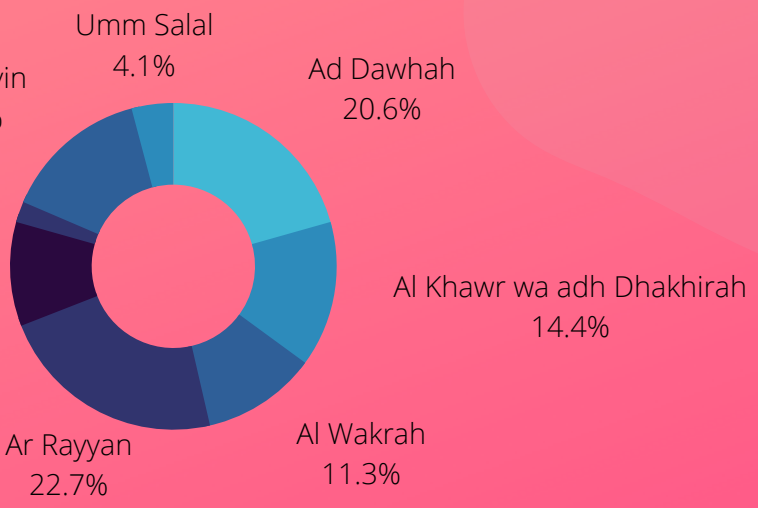
Employment Status



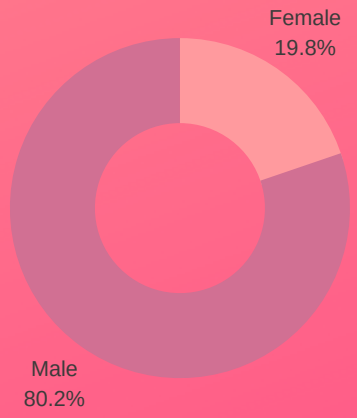
Panel Size
3321

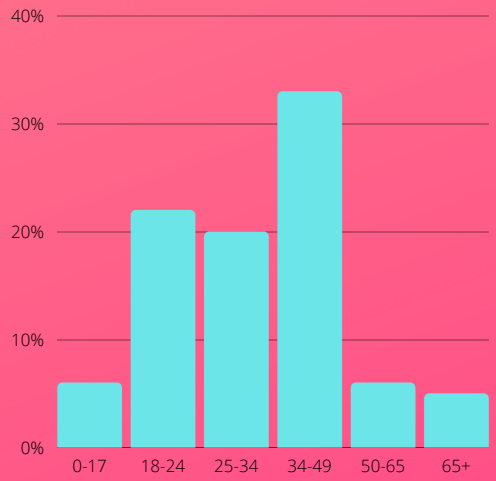
2031

QATAR

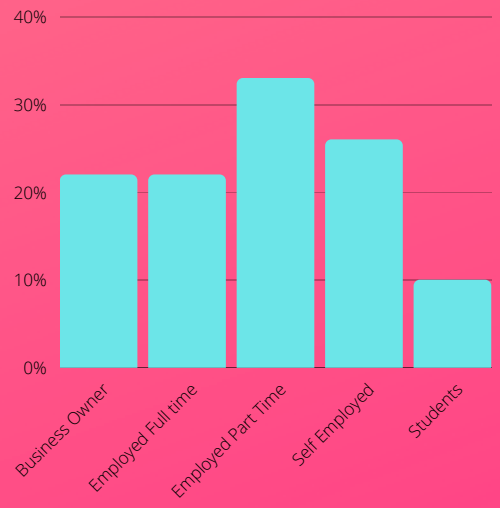


Gender

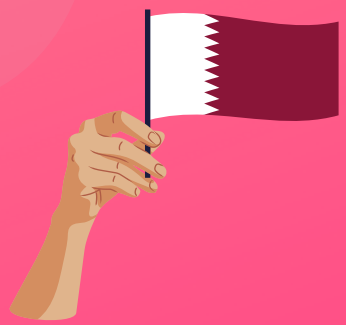




Age Group



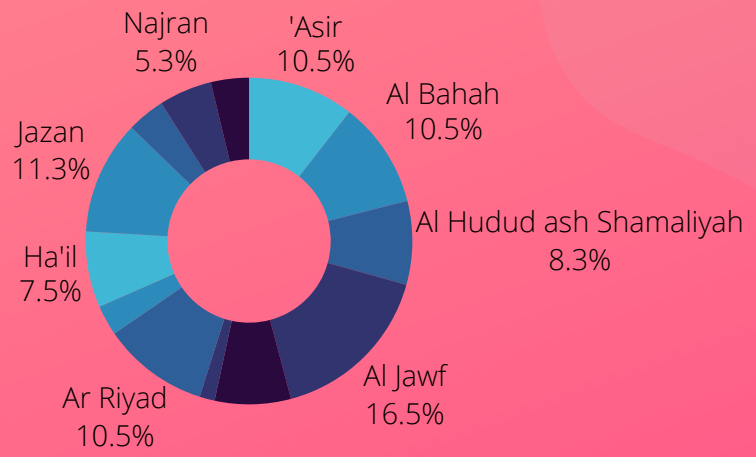
Employment Status



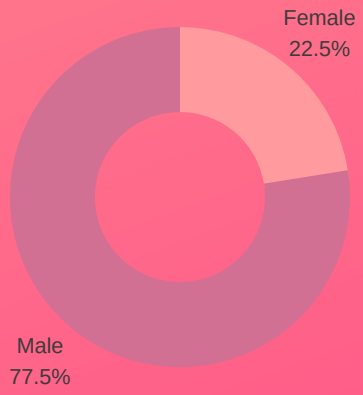
2023

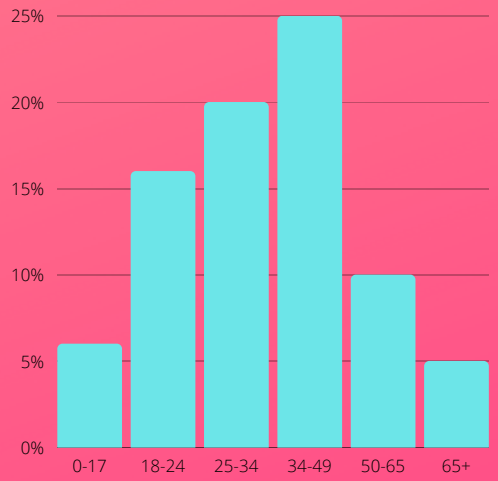
Panel Size
8908

SAUDI ARABIA

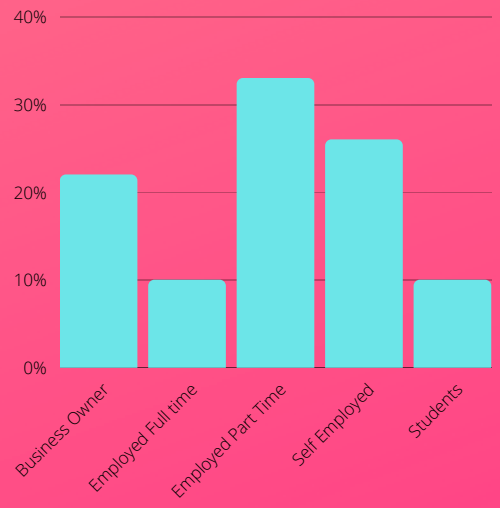


Gender

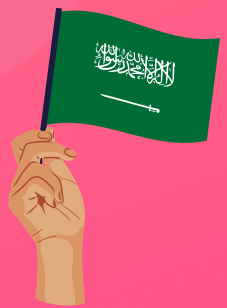




Age Group



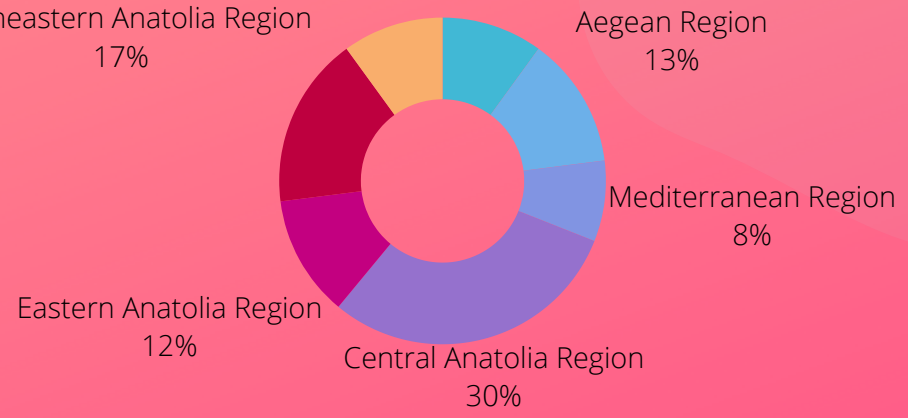
Employment Status



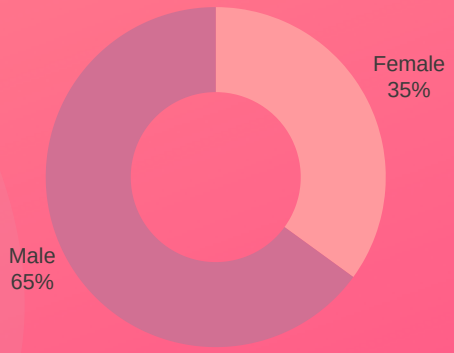
2023

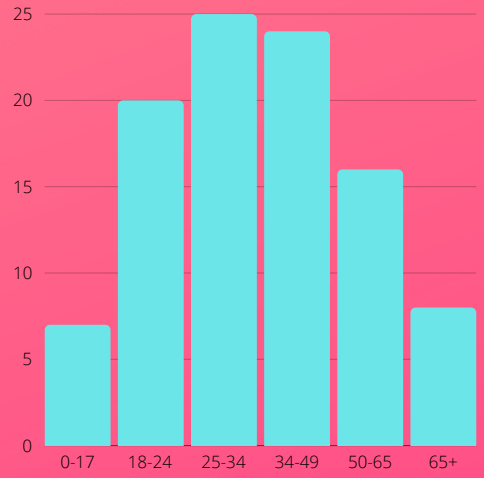
Panel Size
70225

TÜRKIYE

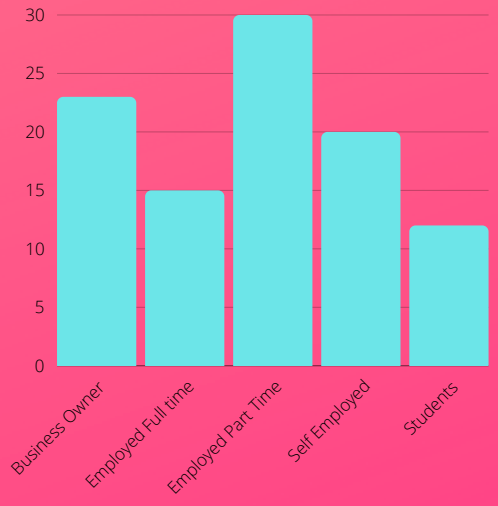


Gender





Age Group

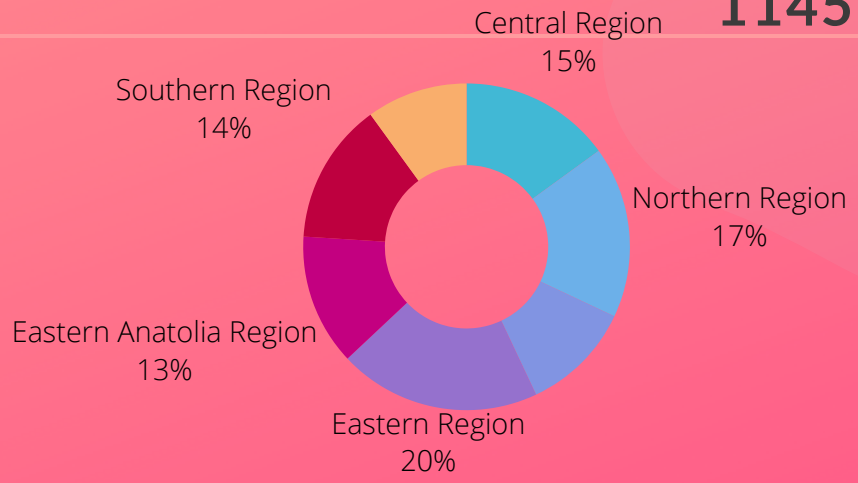


Employment Status

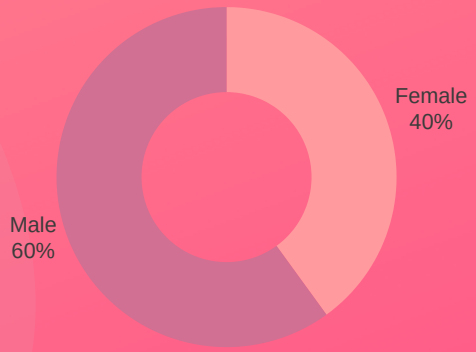
2023

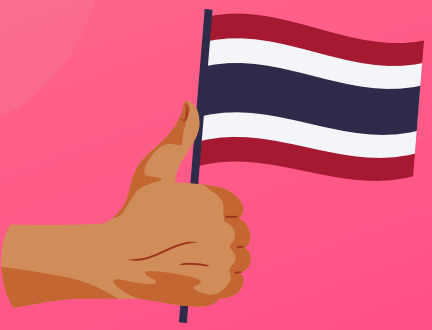
THAILAND

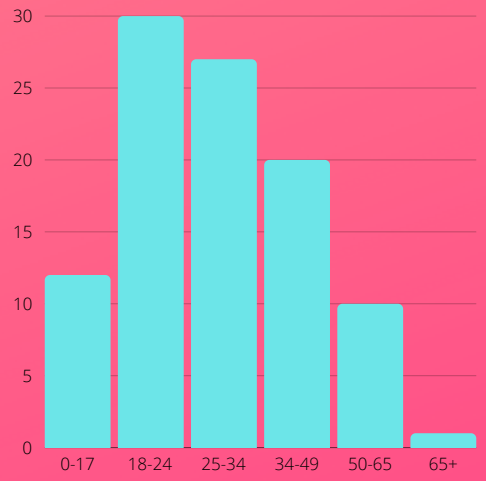
Panel Size
11457



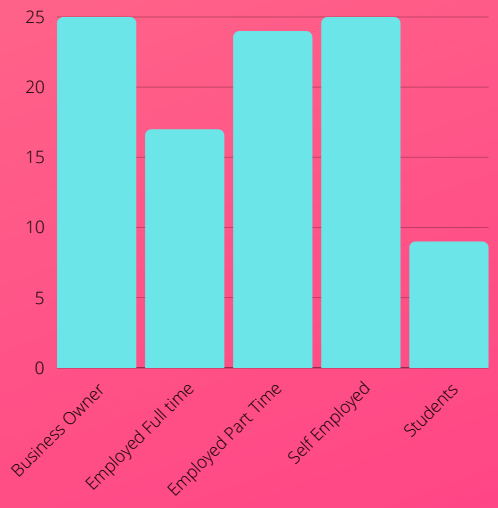
Gender







Age Group

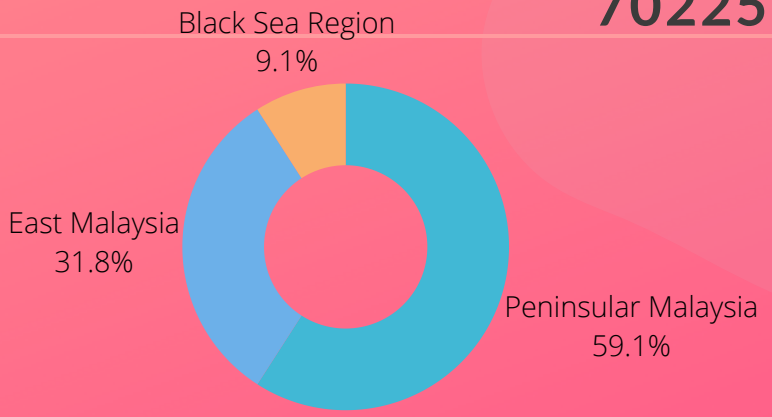


Employment Status

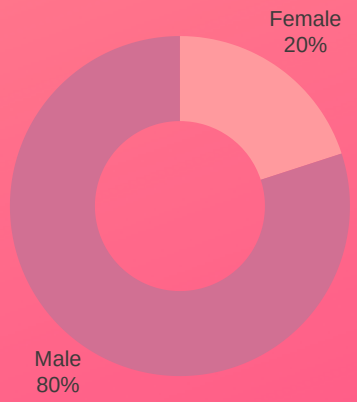
2023

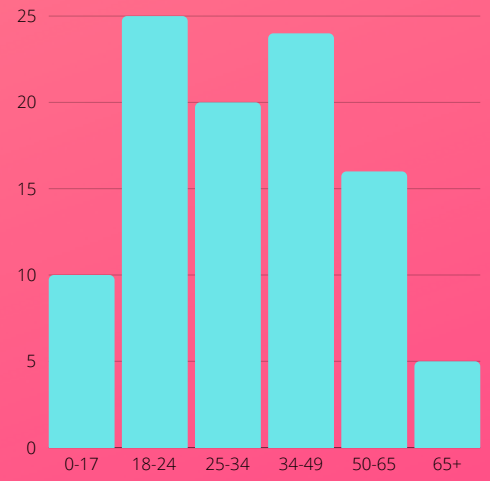
MALAYSIA

Panel Size
70225

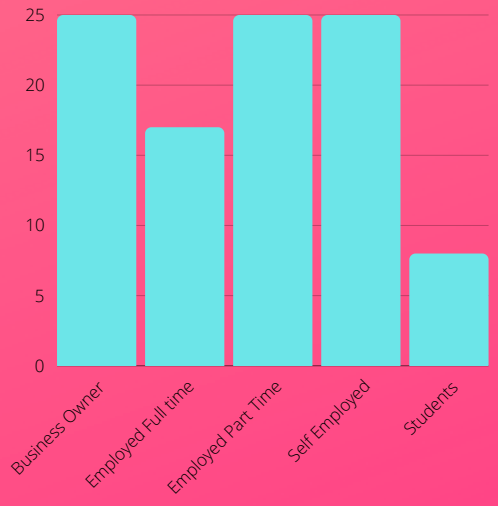


Gender

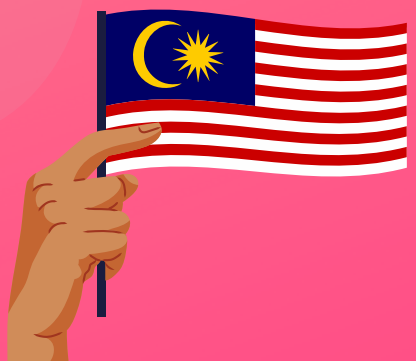




Age Group



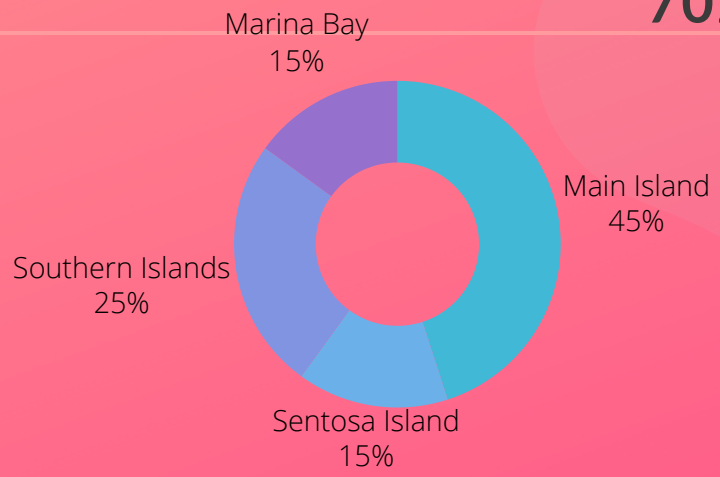
Employment Status



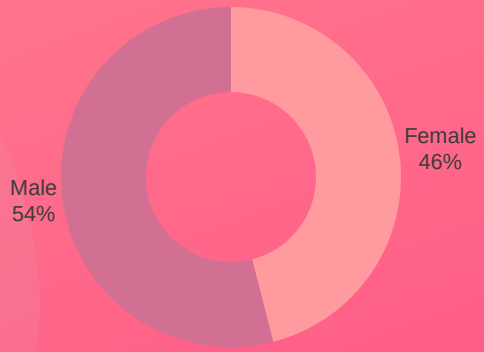
2023

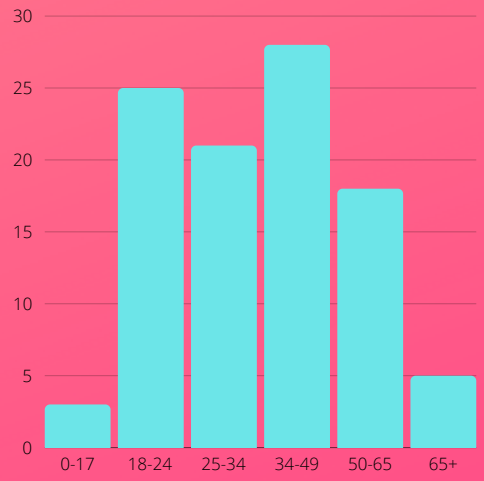
Panel Size
70225

SINGAPORE

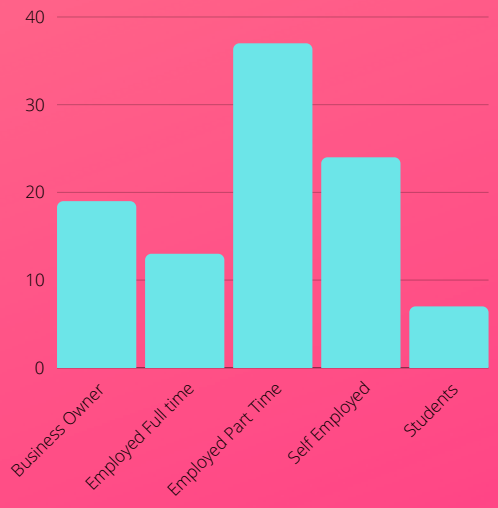


Gender





Age Group

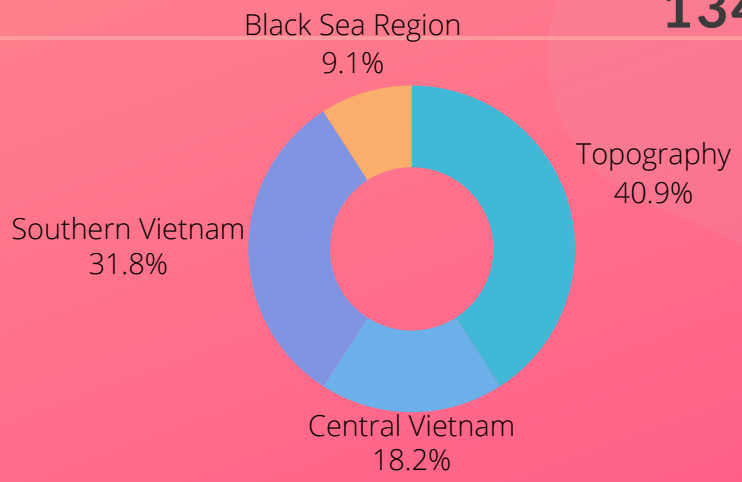


Employment Status

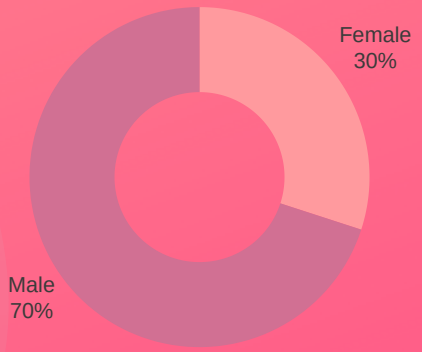
2023

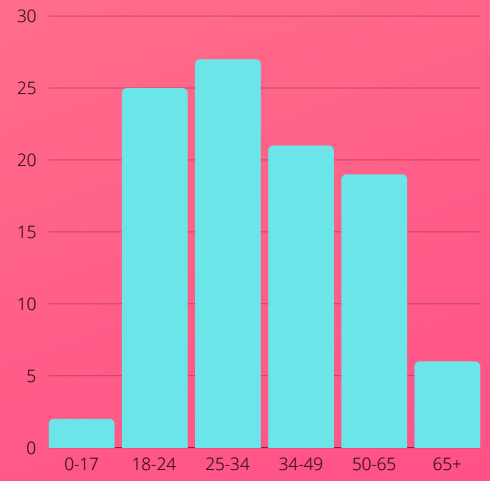
VIETNAM

Panel Size
13457

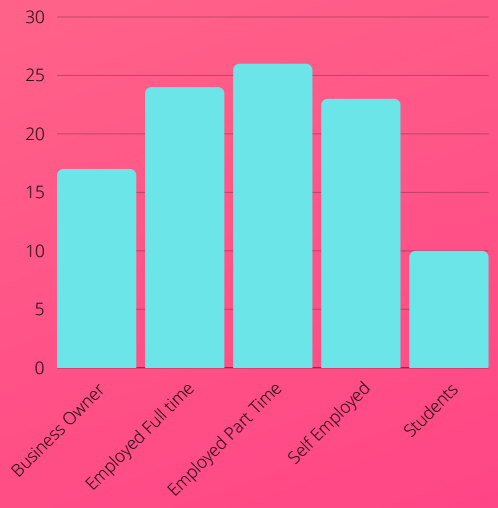


Gender





Age Group

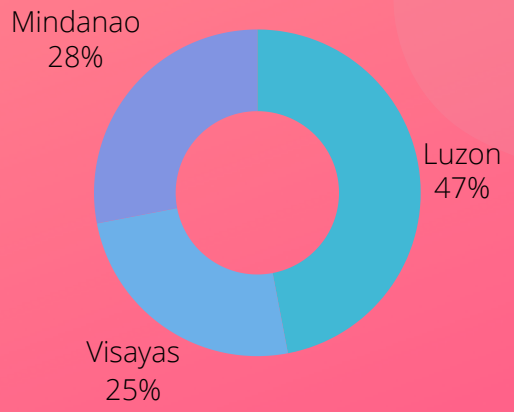


Employment Status

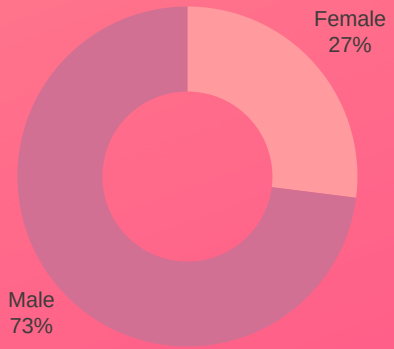
2023

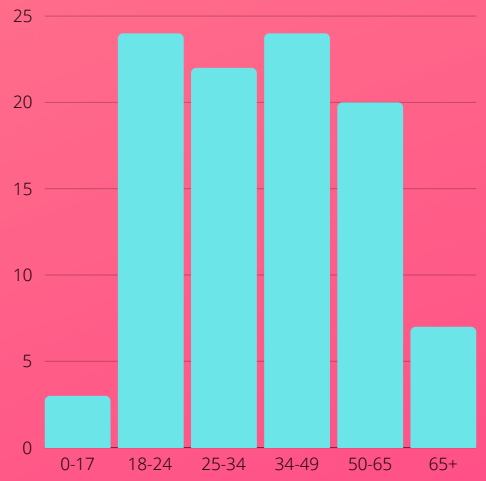
Panel Size
17546

PHILIPPINES

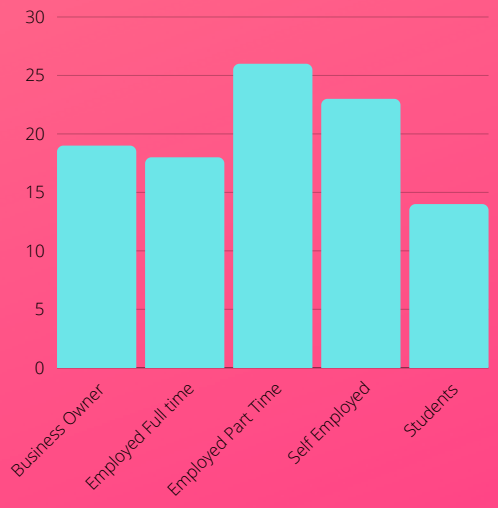


Gender





Age Group

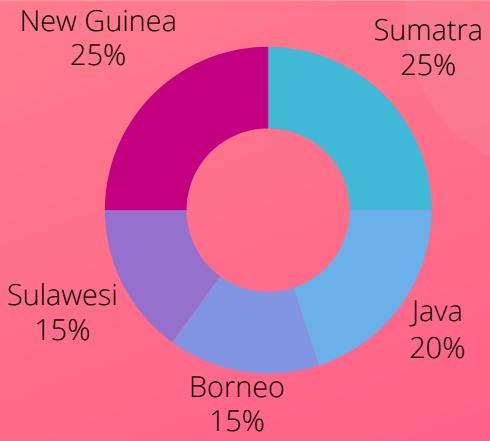


Employment Status

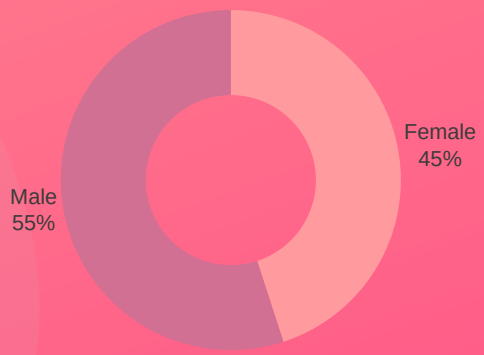
2023

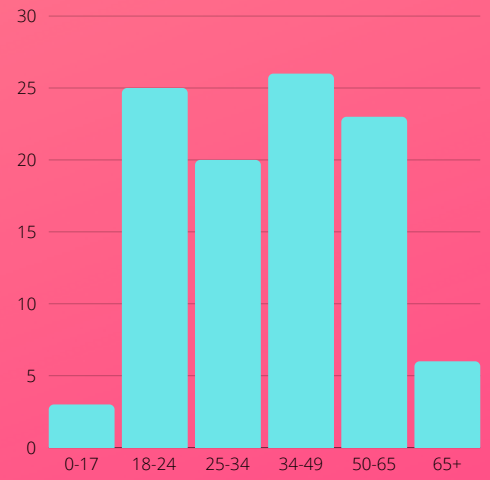
Panel Size
40354

INDONESIA

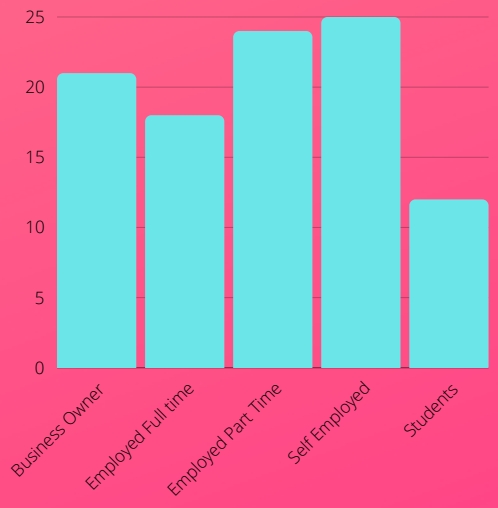


Gender





Age Group



Employment Status

Selected B2B and B2C Panel Attribute

Legal Services

- Legal Occupation
- Legal Role

Business Owner

- Type of Business Owned/Operated
- Type of Personal Services

Real Estate

- Type of Business
- Primary Real Estate Role

Healthcare

- Healthcare/Medical Professionals
- Nursing
- Physician Primary Specialty

Basic Attributes

- Business Type
- Industry Segment
- Annual Revenue
- Number of Employees at All Locations
- Number of Employees at Local Location

Business Professional

- Occupation

Functional Role

- Purchase Decision Makers
- Primary Role
- Human Resources Role

Education

Educator Role

- Educator - Education Level Type
- Educator - Educational Institute

Expanded Business Variables by Industry

- Business Services
- Computer Hardware
- Computer Software
- Consulting
- Consumer Products
- Consumer Services
- Entertainment/Sports
- Energy & Utilities/Oil & Gas
- Food/Beverages/Restaurant
- Media/Publishing
- Non-Profit
- Retail
- Telecommunications
- Equipment
- Travel/Hospitality/Leisure

Banking/Financial Services/Insurance

- Type of Business
- Primary Role

Transport & Logistics

- Type of Business
- Professional Driver Work Type

Government/Military

- Law Enforcement/Emergency Service Types
- Military Branch of Part-Time Service
- Military Branch Served
- National Guard Service Branch
- Military Service Status
- Government Level of Employment

ITDM/IT Roles

- Type of IT Professional
- Developer Roles
- Primary IT Functions/Responsibility
- Roles in Various IT Areas Including:
- PCs. Tablets, or Client Devices
- Mobile Technology/Applications
- Servers
- Data Center
- Cloud Computing
- Network/Data Technology
- Voice Technology
- Business Applications & Process
- Software
- Business intelligence. Big Data.
- Analytics
- Virtualization Software
- Unified Communications

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

Ailments and Health Conditions

- Type of Business
- 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
- Ski n/Dermatologic
- Sleep Disorders
- Vision/Hearing Impairments Professional Driver Work Type

Department Stores

- Shopping Frequency
- Items Purchased

General Household

- Pets or Animals
- Recreational Vehicles

Consumer Banking

- Type of 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) use
- Primary Role

Utilities

- Service Provider
- Role in Decision

Home Features/Improvements

- Home Improvement/Upkeep/
- Repair.
- Role in Decision Making.
- Lawn Equipment Used.

Interests/Hobbies

- General
- Health/Fitness/Wellness
- Hobbies/Leisure
- Outdoor Activities
- Sports Activitie

Tobacco Products

- Products Used
- Cigarettes by Brand (37 brands)
- Smoking Habits & History
- Smoking Cessation or Alternatives
- Used

Travel for Leisure

- Travel Websites Used
- Car Rentals
- Airlines
- Hotels

Groceries

- Primary Shopper
- Stores Shopped (56 stores) Amount Spent Per Week
- Amount Spent Per Person

Dining Out

- Frequency
- Amount Spent per person
- Type of Restaurant
- Considerations

Entertainment

- Television
- Books
- Movies
- Music
- Magazine Readership
- (40 genres. 270 titles)
- Radio Stations (39 markets)

Electronics/Gadgets

- General Electronic Devices Owned (32 type)
- Desktop & Notebook Computer (19 brands)
- Printer (14 brands)
- Tablet or e-Reader (49 brands)
- Online Activities
- Internet (30 Providers)
- Video Game Accessories
- Video Game System (13 brands)
- Health/Fitness/Wellness
- Hobbies/Leisure
- Outdoor Activities
- Sports Activities

Automotive

- Vehicles in Household
- Type of Automobile
- Primary Make. Model. Year
- Secondary Make. Model. Year
- DIY Maintenance
- Intent to Buy

Beer, Wine, Liquor

- Beverage Consumption
- Beer Consumption
- Domestic/Import/Craft Beer Brands (76 brands)
- Wine Purchases
- Liquor Type & Brands

Insurance

- Beverage Consumption
- Beer Consumption
- Domestic/Import/Craft Beer Brands (76 brands)
- Wine Purchases
- Liquor Type & Brands

Mobile Phone

- Mobile Phone Use
- Type of Mobile Phone
- Mobile Only Phone User
- Operating Systems
- Network Providers (16 providers)
- Average Monthly Billing
- Contract Type
- Plan Type
- Role in Decision
- Phone Brand (22 brands)

Dreamlock Research
Power Marketing Research

Marketing Research Power

• Based in the largest online research panel infra, Dreamlock research develops various qualitative and quantitative research methods.
• Capable to conduct any type of marketing research.
Qualitative • FGI/FGD/Delphi/Shadowing/Home visiting/Shop along? Webboard(DDI)/Ethnography/Workshop Quantitative • Interview/Telephone/ Online/Intercept/Gang/CLT/HUT/Mystery shopping
Social opinion • Public policy/Election/Social issue/Academic or index research
Online research •Web survey/Mobile research
•On-line quantitative/On-line focus-group

Secondary Research

• Our team is highly specialized to conduct secondary research across various areas which primarily include: Healthcare, Industrial. Consumer lifestyle and behavior, rare earth compositions, information technology, and consumer electronics.
• Our secondary research involves summary, collation and synthesis of the existing research.
• It includes and overall systematic review through usage of meta analytic statistical techniques

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GET IN TOUCH

&

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Thank You.