

TESTSET

Panel Book 2025

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About Us

Truth in Data

TestSet is on a mission to create the most consistently reliable and easily accessible first-party data for business decisions.

The Insights industry has witnessed remarkable evolution over the years, driven by technological advancements and changing consumer behaviours. We are now facing another pivotal juncture of new challenges where change isn't just desired – it's necessary.

TestSet was created to reshape the future of consumer insights data. Founded by industry veterans who have consistently anticipated and adapted to evolving trends by embracing new technologies, TestSet is at the forefront of transforming how businesses access first-party data.

Harmonising the efficiencies of modern technology with the care and expertise only humans can provide, our data is consistently reliable and easily accessible – **EVERY TIME.**



Our data creation services give you quick and easy access to insights. We connect you with real, verified and engaged audiences, offer expert survey scripting and project expertise, and handle data processing, dashboarding and data visualisation.

From finding the hardest-to-reach audiences through complex survey scripting and data management, the TestSet team specialises in customising our services to meet the unique needs of each study to ensure a seamless experience.

Our Name

The **TestSet** name originates from a process used in machine learning – a secondary (or tertiary) data set that provides an unbiased assessment of how the model would perform in a real-world application. TestSet, in the consumer insights landscape, represents true, uncorrupted first-party data that businesses can rely on.

Testset [test•set]

noun

1. a secondary (or tertiary) data set that is used to test and validate an assumption or an idea.

Our Promise

Speed

Accuracy

Flexibility

At **TestSet**, our focus is on helping our customers succeed. Our team is committed to providing precision, accountability, and flexibility that businesses trust. We always prioritise your needs and collaborate with you to develop tailored solutions that align with your goals and challenges while exceeding your expectations.

TestSet is part of the **ACKWEST** Group of companies.



Panel Overview

Our Panel Of Real & Engaged Audiences

TestSet believes that powerful research outcomes rely on having willing and engaged research participants. That's why we access the audiences you need to reach from **Payswell**, our proprietary source of vetted and engaged consumers, and **RelevantView**, our proprietary community of verified business professionals.



Our member communities value participants for thoughtfully and honestly sharing their opinions with companies worldwide.

“Always Rewarding” Member-first Philosophy

Our survey communities set themselves apart with a unique approach that leverages modern technology for identity verification and personalisation of each member's experience, all while prioritising exceptional member care.

This builds a highly engaged and diverse community, ensuring a more efficient experience for members and more reliable data for you and your clients.



ID Verification & Privacy Protection



Personalised Experience



Guaranteed Compensation



Faster Payouts



24/7 Member Care

The Member Experience

Nurturing Trusted Relationships

Our member-centric approach is built upon a foundation of transparency, respect, and decades of experience in building engaged communities. We diligently nurture trusted relationships among every research study participant.



Advanced technology elevates the user experience and drives data assurance.

Both **Payswell** and **RelevantView** utilise machine learning to personalise the member experience and optimise data collection. This is achieved by improving survey matching algorithms, resulting in increased efficiency and relevancy for members.

✓ **Saves time**

More accurate survey matching leads to faster qualifications for members while delivering the right audiences for your research.

✓ **High member engagement & satisfaction**

Less survey fatigue and redundancy improves the member experience.

✓ **Better representation**

Greater member diversity reduces bias and improves quality.

✓ **More reliable data**

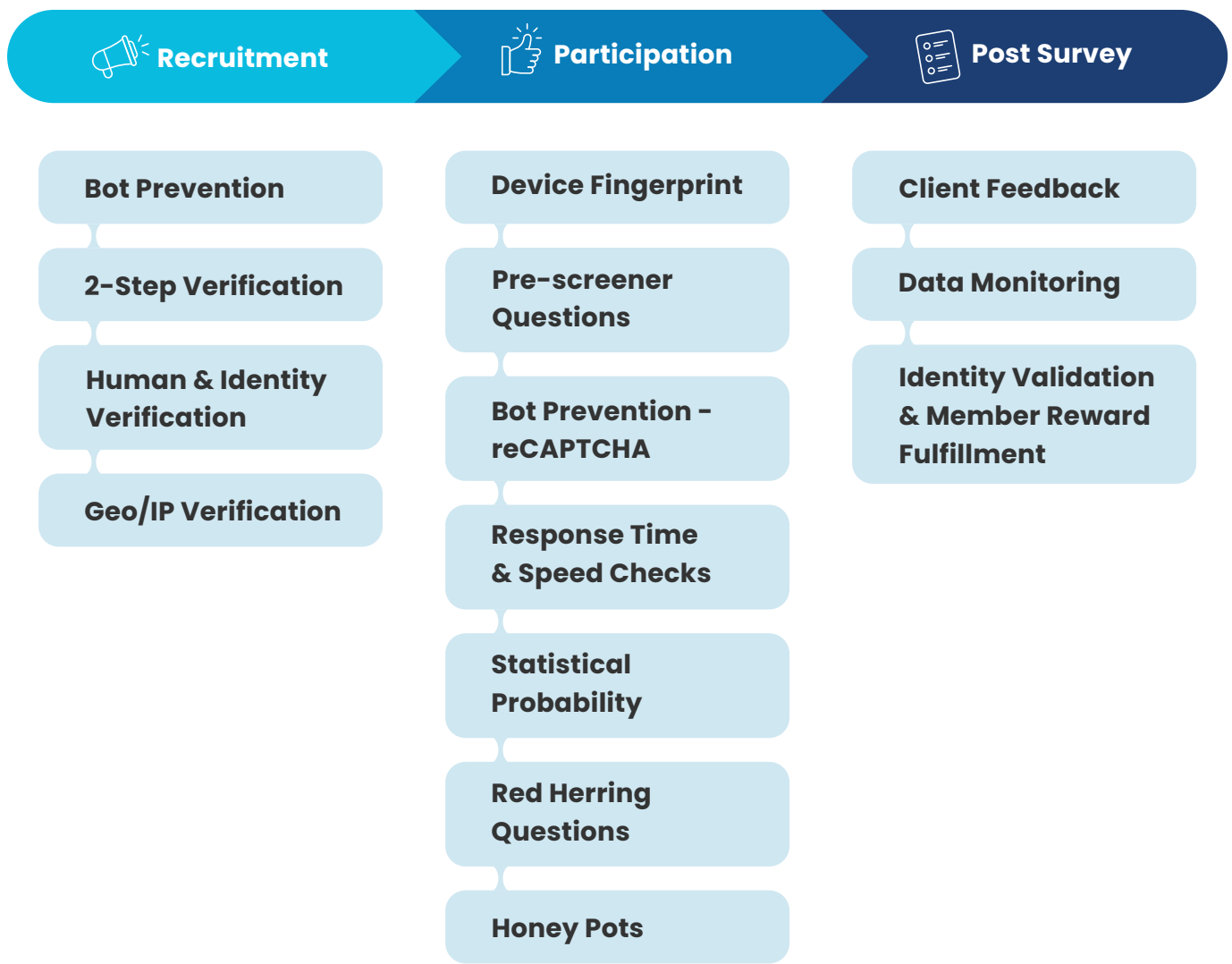
Higher quality data for more confident decisions.


Validation & Security

Data Accuracy and Fraud Protection Guaranteed Along Every Data Touchpoint

Using a proven combination of member recruitment, advanced technology and quality management processes, companies trust our rigorous sampling and quality control techniques to ensure proper representation and data integrity from start to finish.

Our platform employs a variety of intelligent methods and technologies and conducts in-survey behaviour analyses to ensure all responses collected are truthful and accurate and fraudulent activity is prevented.





B2C Panel Profiles

B2C Panel Capabilities

Built upon a foundation of transparency, respect, and decades of experience in building engaged communities, we carefully nurture trusted relationships with the people who participate in research studies.

We employ robust identity verification procedures that extend far beyond the minimum compliance standards, so you can have confidence in reaching audiences who are not only genuine but also genuinely interested, making your interactions more meaningful and reliable.

B2C Profiling



Household

- Number of adults in household
- Children under 18 living in household
- Age/gender of children
- Own/rent home
- Type of residency
- Appliances in home
- Pets
- Total household income
- Years at present location
- Languages spoken in home
- Internet connection type at home
- Research project types willing to participate in



Travel

- Trips per year leisure
- Trips per year business
- Airlines used and number of trips by air
- Passport
- Hotel category types and number of nights by category
- Holiday/Vacation Types
- Countries visited
- Car rentals



Hobbies & Interests

- Musical interests
- Political interests
- Method of survey participation
- Method of consuming news
- Frequency of online news consumption
- Blogging activity
- Website ownership



Teen

- Product ownership
- Internet usage
- Movie types
- Music types
- Video game types
- Teen hobbies and interests
- Reading habits
- Health and beauty



Mobile

- Phone type
- Phone brand
- Mobile phone provider
- Number of household cell phones
- Cell phone activities
- Types of mobile research projects
- App usage





Entertainment & Gaming

- Movie categories
- TV show categories
- Magazine categories
- Number of movies at theater per year
- Number of hours of content per week
- DVD/Digital film/movie ownership
- Cable/Satellite TV
- Streaming Services
- PC gaming vs. console gaming
- Consoles owned
- Number of games purchased per year
- Video game genres
- Hours per month
- Online gaming
- Average spends per year
- Where games purchased



Consumer Products

- Health product usage
- Beauty product usage
- Household cleaning product usage
- Baby and toddler product usage
- Pet care product usage
- Food product usage
- Beverage product usage
- Personal care product usage



Parents & Babies

- Pregnancy/plan to become pregnant
- Children birth date
- First time mums
- Feeding preferences
- Formula use/purchasing habits
- Products used
- Nappies brands used
- Stores for product purchase





Automotive

- Car ownership
- Brand/type of car
- Purchase intent
- Car accessories
- Filed auto insurance claim
- Insurance provider
- Use roadside assistance
- Other types of vehicles owned



Financial & Investing

- Number of credit cards
- Number of debit cards
- Credit card types
- Average credit card balance
- Type of accounts (saving, checking, money market)
- Property investment
- Net worth
- Trading/Brokerage




Shopping

- Retail types
- Retailers by names
- Brands by names
- Online shopping
- Products purchased
- Amount spent per month
- Recent large purchases
- Credit card ownership



Food & Beverage

- Meals eaten out per week
- Type of restaurants
- Names of restaurants
- Alcoholic beverage consumption



B2B Panel Profiles

B2B Panel Capabilities

Our B2B community, Relevant View, bridges the gap between expert networks and general consumer panels. Our B2B survey capabilities ensure that the insights we provide are of the highest quality, drawn from a community of verified professionals. This unique positioning allows us to deliver insights that are both credible and actionable.

We utilise a combination of professional social networks and human-verified processes for verification and profile enrichment. This approach ensures that every member of our survey community is authenticated based on their employment status and job roles. By leveraging cutting-edge technology, we maintain the integrity and quality of our professional network, providing businesses with reliable insights from verified professionals.

B2B Profiling

- Job Title/Occupation
- Business Unit/Department
- Number of Employees
- Number of Computers
- Company Revenue
- Personnel Responsibility
- Office Furniture and Office Space Related Decision-Making
- Telecommunications Related Decision-Making
- Office Equipment Related Decision-Making
- Financial Products and Services Related Decision-Making
- HR Related Decision-Making
- Employment Status
- Company Car Fleet Related Decision-Making
- Decision-Making Related to Training on the Job
- Office Supplies Related Decision-Making
- IT Related Decision-Making
- Industry



Demographics by Market

BASIC DEMOGRAPHICS

 **United Kingdom (UK)**

Gender	Payswell
Male	50.2%
Female	49.8%

Age	Payswell
18 - 24	14.6%
25 - 34	22.1%
35 - 44	20.7%
45 - 54	23.9%
55 - 65	18.7%

Social Grade	Payswell
A	4.1%
B	23.4%
C1	28.7%
C2	21.2%
D	14.9%
E	7.7%

Region	Payswell
South East	13.5%
Greater London	13.3%
North West	11.0%
East	9.5%
West Midlands	8.6%
South West	8.5%
Yorkshire & Humberside	8.3%
East Midlands	7.4%
North East	3.8%
Scotland	8.7%
Wales	4.6%
Northern Ireland	2.8%



United States of America (USA)

Gender	Payswell
Male	49.4%
Female	50.6%

Age	Payswell
18 - 24	15.4%
25 - 34	22.1%
35 - 44	20.5%
45 - 54	21.4%
55 - 65	20.6%

HHI	Payswell
Under \$25,000	31.2%
\$25,000 - \$49,999	33.1%
\$50,000 - \$74,999	16.5%
\$75,000 - \$99,999	7.9%
\$100,000 - \$149,999	5.0%
\$150,000 or more	6.3%

Education	Payswell
Less than HS	9.5%
HS Grad	35.4%
Some College	16.5%
Associate's Degree	11.3%
Bachelor's Degree	19.7%
Graduate or Professional Degree	7.6%

Ethnicity	Payswell
White	70.4%
Black/AA	18.4%
American Indian	1.6%
Asian	5.9%
Native Hawaiin	0.5%
Multi-Race	3.2%
Hispanic/Latino	18.7%

Region	Payswell
Northeast	17.3%
Midwest	20.3%
South	39.4%
West	23.0%



Canada

Gender	Payswell
Male	49.7%
Female	50.3%

Age	Payswell
18 - 24	14.5%
25 - 34	21.3%
35 - 44	20.0%
45 - 54	22.7%
55 - 65	21.5%

Region	Payswell
Ontario	38.9%
Quebec	22.4%
British Columbia	13.5%
Alberta	11.9%
Manitoba	3.6%
Saskatchewan	3.3%
Nova Scotia	2.5%
New Brunswick	2.0%
Newfoundland and Labrador	1.3%
Prince Edward Island	0.3%
Yukon	0.1%
Northwest Territories	0.1%
Nunavut	0.1%



Mexico

Gender	Payswell
Male	48.8%
Female	51.2%

Age	Payswell
18 - 24	35.3%
25 - 34	36.3%
35 - 44	19.1%
45 - 54	6.7%
55 - 65	2.6%





France

Gender	Payswell
Male	49.2%
Female	50.8%

Age	Payswell
18 - 24	14.0%
25 - 34	20.9%
35 - 44	21.7%
45 - 54	22.2%
55 - 65	21.2%

Region	Payswell
Ile-de-France	18.9%
Auvergne-Rhone-Alpes	12.5%
Nouvelle-Aquitaine	9.2%
Occitanie	9.0%
Provence-Alpes-Cote d'Azur	8.2%
Hauts-de-France	8.9%
Grand Est	8.8%
Pays de la Loire	6.3%
Brittany	4.9%
Normandy	5.0%
Bourgogne-Franche-Comte	4.9%
Centre-Val de Loire	3.2%
Corsica	0.2%



Germany

Gender	Payswell
Male	49.6%
Female	50.4%

Age	Payswell
18 - 24	11.1%
25 - 34	20.5%
35 - 44	18.7%
45 - 54	26.5%
55 - 65	23.2%

Region	Payswell
North Rhine-Westphalia	21.5%
Bavaria	15.1%
Baden-Wurttemberg	12.9%
Lower Saxony	9.7%
Hesse	8.0%
Saxony	5.3%
Rhineland-Palatinate	4.8%
Berlin	4.7%
Schleswig-Holstein	3.1%
Brandenburg	3.2%
Saxony-Anhalt	3.0%
Thuringia	2.7%
Hamburg	2.0%
Mecklenburg-Vorpommern	2.1%
Searland	1.0%
Bremen	0.9%



Spain

Gender	Payswell
Male	49.2%
Female	50.8%

Age	Payswell
18 - 24	10.9%
25 - 34	20.0%
35 - 44	26.4%
45 - 54	24.5%
55 - 65	18.2%

Region	Payswell
Andalusia	18.1%
Catalonia	15.8%
Madrid	14.3%
Valencia	10.7%
Galicia	6.0%
Castile and Leon	5.2%
Basque Country	4.8%
Castilla-La Mancha	4.3%
Canary Islands	4.1%
Murcia	3.3%
Aragon	3.0%
Balearic Islands	2.2%
Extremadura	2.4%
Asturias	2.1%
Navarre	1.8%
Cantabria	1.2%
La Rioja	0.6%
Ceuta and Melilla	0.1%

Gender	Payswell
Male	49.1%
Female	50.9%

Age	Payswell
18 - 24	11.1%
25 - 34	18.8%
35 - 44	24.3%
45 - 54	26.0%
55 - 65	19.8%

Region	Payswell
Lombardy	16.5%
Lazio	11.2%
Campania	9.6%
Sicily	8.0%
Veneto	7.7%
Emilia-Romagna	7.5%
Piedmont	7.1%
Apulia	6.4%
Tuscany	6.5%
Calabria	3.0%
Sardinia	2.5%
Liguria	2.8%
Marche	2.7%
Abruzzo	2.2%
Friuli Venezia Giulia	1.9%
Trentino-Alto Adige	1.5%
Umbria	1.6%
Basilicata	0.9%
Molise	0.3%
Aosta Valley	0.1%



Netherlands

Gender	Payswell
Male	49.2%
Female	50.8%

Age	Payswell
18 - 24	13.5%
25 - 34	21.2%
35 - 44	22.4%
45 - 54	24.1%
55 - 65	18.8%

Region	Payswell
South Holland	21.2%
North Holland	16.7%
North Brabant	14.5%
Gelderland	12.2%
Utrecht	7.6%
Overijssel	6.6%
Limburg	6.9%
Friesland	3.5%
Groningen	3.2%
Drenthe	2.8%
Flevoland	2.5%
Zeeland	2.3%



Denmark

Gender	Payswell
Male	52.3%
Female	47.7%

Age	Payswell
18 - 24	14.3%
25 - 34	23.7%
35 - 44	26.4%
45 - 54	22.4%
55 - 65	13.2%



Finland

Gender	Payswell
Male	55.3%
Female	44.7%

Age	Payswell
18 - 24	16.8%
25 - 34	23.2%
35 - 44	26.2%
45 - 54	19.6%
55 - 65	14.2%



Norway

Gender	Payswell
Male	55.2%
Female	44.8%

Age	Payswell
18 - 24	16.7%
25 - 34	24.5%
35 - 44	26.4%
45 - 54	17.9%
55 - 65	14.5%



Sweden

Gender	Payswell
Male	53.4%
Female	46.6%

Age	Payswell
18 - 24	15.5%
25 - 34	26.4%
35 - 44	25.5%
45 - 54	19.5%
55 - 65	13.1%



Australia

Gender	Payswell
Male	53.9%
Female	46.1%

Age	Payswell
18 - 24	18.5%
25 - 34	24.4%
35 - 44	20.2%
45 - 54	19.8%
55 - 65	17.1%



Brazil

Gender	Payswell
Male	44.8%
Female	55.2%

Age	Payswell
18 - 24	23.8%
25 - 34	28.9%
35 - 44	20.7%
45 - 54	16.3%
55 - 65	10.3%



Ghana

Gender	Payswell
Male	49.3%
Female	50.7%

Age	Payswell
18 - 24	30.1%
25 - 34	18.2%
35 - 44	20.5%
45 - 54	21.0%
55 - 65	10.2%

Region	Payswell
Greater	52.0%
Accra	0.0%
Ashanti	18.0%
Western	10.0%
Eastern	10.0%
Central	10.0%



Egypt

Gender	Payswell
Male	51.4%
Female	48.6%

Age	Payswell
18 - 24	49.0%
25 - 34	19.0%
35 - 44	14.3%
45 - 54	9.5%
55 - 65	8.1%

Region	Payswell
Cairo	21.7%
Giza	20.2%
Sharquia	16.8%
Dakhalia	14.9%
Beheira	14.6%
Alexandria	11.7%



South Africa

Gender	Payswell
Male	48.5%
Female	51.5%

Age	Payswell
18 - 24	16.5%
25 - 34	26.8%
35 - 44	24.4%
45 - 54	18.9%
55 - 65	13.4%

LSM Group	Payswell
LSM 1 - 3	10%
LSM 4 - 5	35%
LSM 6 - 7	30%
LSM 8 - 10	25%

Region	Payswell
Gauteng	24.3%
KwaZulu-Natal	20.0%
Western Cape	12.0%
Eastern Cape	11.6%
Limpopo	10.6%
Mpumalanga	8.3%
North West	6.1%
Free State	4.8%
Northern Cape	2.2%



Kenya

Gender	Payswell
Male	49.72%
Female	50.28%

Age	Payswell
18 - 24	52.3%
25 - 34	18.2%
35 - 44	13.6%
45 - 54	9.1%
55 - 65	6.8%

Region	Payswell
Ruift Valley	26.8%
Nairobi	23.6%
Eastern	14.3%
Nyanza	13.2%
Central	11.5%
Western	10.6%



Nigeria

Gender	Payswell
Male	50.6%
Female	49.4%

Age	Payswell
18 - 24	36.0%
25 - 34	20.2%
35 - 44	20.2%
45 - 54	10.2%
55 - 65	6.6%

Region / Cities	Payswell
North West	23.0%
South West	20.0%
North Central	16.0%
South South	15.0%
North East	13.0%
South East	13.0%



India

Gender	Payswell
Male	68.7%
Female	31.3%

Age	Payswell
18 - 24	31.2%
25 - 34	31.8%
35 - 44	19.9%
45 - 54	9.8%
55 - 65	7.3%



Japan

Gender	Payswell
Male	49.4%
Female	50.6%

Age	Payswell
18 - 24	12.5%
25 - 34	19.2%
35 - 44	23.8%
45 - 54	24.5%
55 - 65	20.0%



Korea

Gender	Payswell
Male	54.5%
Female	45.5%

Age	Payswell
18 - 24	22.5%
25 - 34	27.4%
35 - 44	25.1%
45 - 54	16.5%
55 - 65	8.5%



Turkey

Gender	Payswell
Male	59.0%
Female	41.0%

Age	Payswell
18 - 24	19.8%
25 - 34	34.1%
35 - 44	22.7%
45 - 54	13.6%
55 - 65	9.8%

Gender	Payswell
Male	66.4%
Female	33.6%

Age	Payswell
18 - 24	21.7%
25 - 34	36.7%
35 - 44	25.3%
45 - 54	9.8%
55 - 65	6.5%

Gender	Payswell
Male	58.8%
Female	41.2%

Age	Payswell
18 - 24	22.3%
25 - 34	38.4%
35 - 44	24.0%
45 - 54	9.8%
55 - 65	5.5%



Global Coverage

Global Coverage

At **TestSet**, we specialize in customizing our audience services to meet the unique needs of each study. Our dedicated team works closely with you, providing expert consultation to design a tailored sampling plan. We carefully consider feasibility, timing, and budget, collaborating with you to determine the most effective sampling strategy.

Our global proprietary panels, **Payswell** and **RelevantView**, give you direct access to deeply profiled, high-quality respondents across diverse markets worldwide. By combining the reach and reliability of our own panels with our network of certified partners, we ensure your project benefits from the most robust and relevant sample frames available.

Through our unique approach. We are proud to be able to deliver interviews in the following countries and regions.



North America



Africa



South America



Asia



Europe



Middle East



Australia

 *Further details on other countries and regions are available upon request.*

Get in Touch

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