# TESTSET

# Panel Book
## 2026

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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.**

**Reach Audiences**          **Ask Questions**          **Get Answers**

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 ACKWEST Group.

# 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** and **Reckner Opinions,** our proprietary source of vetted and engaged consumers, and **RelevantView,** our proprietary community of verified business professionals.

**PAYS**WELL

**RelevantView**

**reckner** *opinions*

**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 our panels and collective 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.
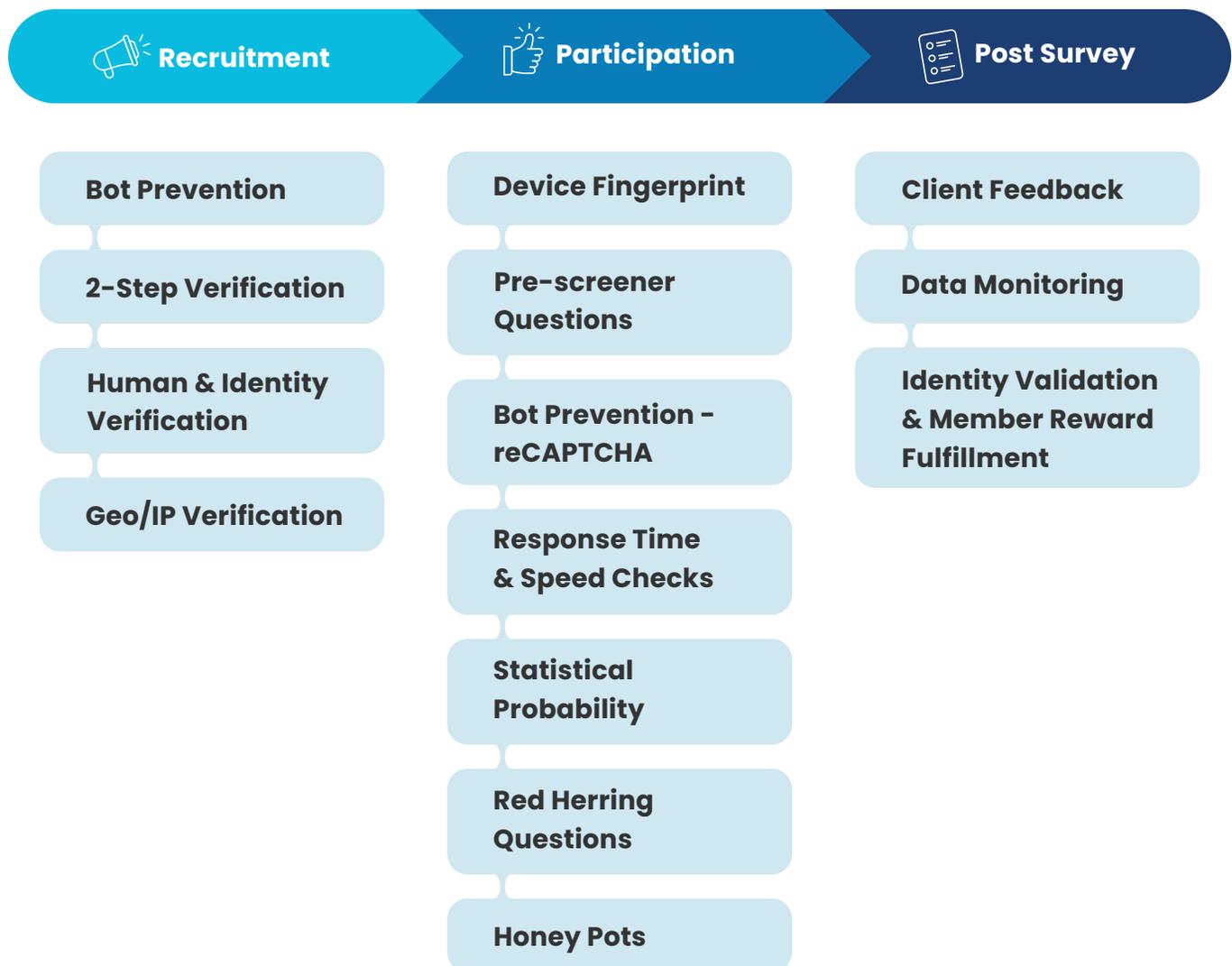
⊘ **More reliable data**
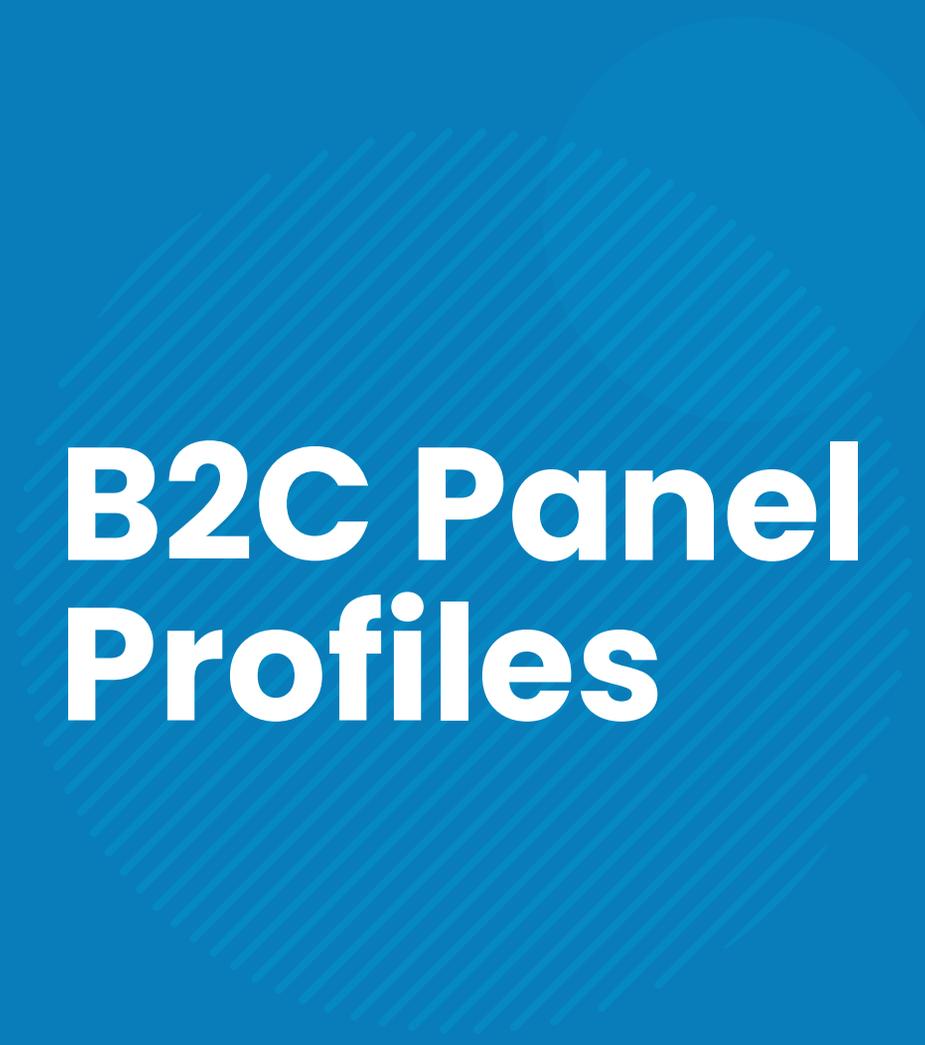Higher quality data for more confident decisions.

# 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.

| Recruitment | Participation | Post Survey |
|---|---|---|
| Bot Prevention | Device Fingerprint | Client Feedback |
| 2-Step Verification | Pre-screener Questions | Data Monitoring |
| Human & Identity Verification | Bot Prevention - reCAPTCHA | Identity Validation & Member Reward Fulfillment |
| Geo/IP Verification | Response Time & Speed Checks | |
| | Statistical Probability | |
| | Red Herring Questions | |
| | Honey Pots | |

# 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/Brockerage

## Shopping

- Retail types
- Retails 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 | |
|---|---|
| Male | **50.2%** |
| Female | **49.8%** |

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

| Social Grade | |
|---|---|
| A | **4.1%** |
| B | **23.4%** |
| C1 | **28.7%** |
| C2 | **21.2%** |
| D | **14.9%** |
| E | **7.7%** |

| Region | |
|---|---|
| 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 | |
|---|---|
| Male | 49.4% |
| Female | 50.6% |

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

| HHI | |
|---|---|
| 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 | |
|---|---|
| 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 | |
|---|---|
| White | 70.4% |
| Black/AA | 18.4% |
| American Indian | 1.6% |
| Asian | 5.9% |
| Native Hawaiian | 0.5% |
| Multi-Race | 3.2% |
| Hispanic/Latino | 18.7% |

| Region | |
|---|---|
| Northeast | 17.3% |
| Midwest | 20.3% |
| South | 39.4% |
| West | 23.0% |

# Canada

| Gender | |
|---|---|
| Male | **49.7%** |
| Female | **50.3%** |

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

| Region | |
|---|---|
| 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 | |
|---|---|
| Male | **48.8%** |
| Female | **51.2%** |

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

# 🇫🇷 France

| Gender | |
|---|---|
| Male | **49.2%** |
| Female | **50.8%** |

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

| Region | |
|---|---|
| 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 | |
|---|---|
| Male | **49.6%** |
| Female | **50.4%** |

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

| Region | |
|---|---|
| North Rhine-Westphalia | **21.5%** |
| Bavaria | **15.1%** |
| Baden-Wurttemburg | **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 | |
|---|---|
| Male | **49.2%** |
| Female | **50.8%** |

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

| Region | |
|---|---|
| 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%** |

# Italy

| Gender | |
|---|---|
| Male | 49.1% |
| Female | 50.9% |

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

| Region | |
|---|---|
| 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 | |
|---|---|
| Male | **49.2%** |
| Female | **50.8%** |

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

| Region | |
|---|---|
| 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 | |
|--------|--------|
| Male | **52.3%** |
| Female | **47.7%** |

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

# Finland

| Gender | |
|--------|--------|
| Male | **55.3%** |
| Female | **44.7%** |

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

## Norway

| Gender | |
|---|---|
| Male | 55.2% |
| Female | 44.8% |

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

## Sweden

| Gender | |
|---|---|
| Male | 53.4% |
| Female | 46.6% |

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

# Australia

| Gender | |
|---|---|
| Male | **53.9%** |
| Female | **46.1%** |

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

# Brazil

| Gender | |
|---|---|
| Male | **44.8%** |
| Female | **55.2%** |

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

# 🇬🇭 Ghana

| Gender | |
|---|---|
| Male | 49.3% |
| Female | 50.7% |

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

| Region | |
|---|---|
| Greater Accra | 52.0% |
| Ashanti | 18.0% |
| Western | 10.0% |
| Eastern | 10.0% |
| Central | 10.0% |

# 🇪🇬 Egypt

| Gender | |
|---|---|
| Male | 51.4% |
| Female | 48.6% |

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

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

# South Africa

| Gender | |
|---|---|
| Male | **48.5%** |
| Female | **51.5%** |

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

| LSM Group | |
|---|---|
| LSM 1 – 3 | **10%** |
| LSM 4 – 5 | **35%** |
| LSM 6 – 7 | **30%** |
| LSM 8 – 10 | **25%** |

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

# Nigeria

| Gender | |
|---|---|
| Male | 50.6% |
| Female | 49.4% |

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

| Region / Cities | |
|---|---|
| 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 | |
|--------|------|
| 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 | |
|--------|------|
| Male | 49.4% |
| Female | 50.6% |

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

# Korea

| Gender | |
|---|---|
| Male | 54.5% |
| Female | 45.5% |

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

# Turkey

| Gender | |
|---|---|
| Male | 59.0% |
| Female | 41.0% |

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

## UAE

| Gender | |
|--------|--------|
| Male | **66.4%** |
| Female | **33.6%** |

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

## Saudi Arabia

| Gender | |
|--------|--------|
| Male | **58.8%** |
| Female | **41.2%** |

| Age | |
|--------|--------|
| 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 specialise 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 and collective 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

We're here for you 24/7 anytime, anywhere.
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Truth in Data