



**DimensionMR**  
INNOVATE THE WORLD

# PANEL BOOK



*Published By :*

*DimensionMR Inc.*

*Year : 2017*

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# DimensionMR Inc.

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## Who We Are

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DimensionMR Inc. offers sweeping investigation into cutting edge publicizing and e-business which gives all the information you are obligated to need, and all from a central, easily accessible source.

DimensionMR Inc. 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 7 years, DimensionMR Inc. 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 70 countries with more than 100 clients around the world.

# 70 COUNTRIES SUPPORTED

Deploying our proprietary panels we cater more than 70 countries around the world. We have grown high notoriety in these businesses through model quality control, meticulous attention to detail and overall client satisfaction.



<b>Argentina</b>	<b>Austria</b>	<b>China</b>	<b>Australia</b>
<b>Brazil</b>	<b>Belgium</b>	<b>India</b>	<b>New Zealand</b>
<b>Canada</b>	<b>Denmark</b>	<b>Israel</b>	<b>Algeria</b>
<b>Colombia</b>	<b>Finland</b>	<b>Japan</b>	<b>Egypt</b>
<b>Costa Rica</b>	<b>France</b>	<b>Philippines</b>	<b>Morocco</b>
<b>Cuba</b>	<b>Germany</b>	<b>Russia</b>	<b>South Africa</b>
<b>Dominican</b>	<b>Greece</b>	<b>Singapore</b>	<b>Tunisia</b>
<b>Republic</b>	<b>Ireland</b>	<b>South Korea</b>	<b>Sweden</b>
<b>Ecuador</b>	<b>Italy</b>	<b>Turkey</b>	<b>Switzerland</b>
<b>Mexico</b>	<b>Netherlands</b>	<b>UAE</b>	<b>United Kingdom</b>
<b>Puerto Rico</b>	<b>Norway</b>	<b>Bangladesh</b>	<b>Iran</b>
<b>Uruguay</b>	<b>Poland</b>	<b>Sri Lanka</b>	<b>Egypt</b>
<b>USA</b>	<b>Portugal</b>	<b>Vietnam</b>	<b>Kuwait</b>
<b>Venezuela</b>	<b>Spain</b>	<b>Bahrain</b>	<b>Ecuador</b>

## Profiling



DimensionMR Inc. on average run over 2000 online projects every year with esteemed clients and deploy sample in more than 45 different global markets.

# Panel Breakup Details :

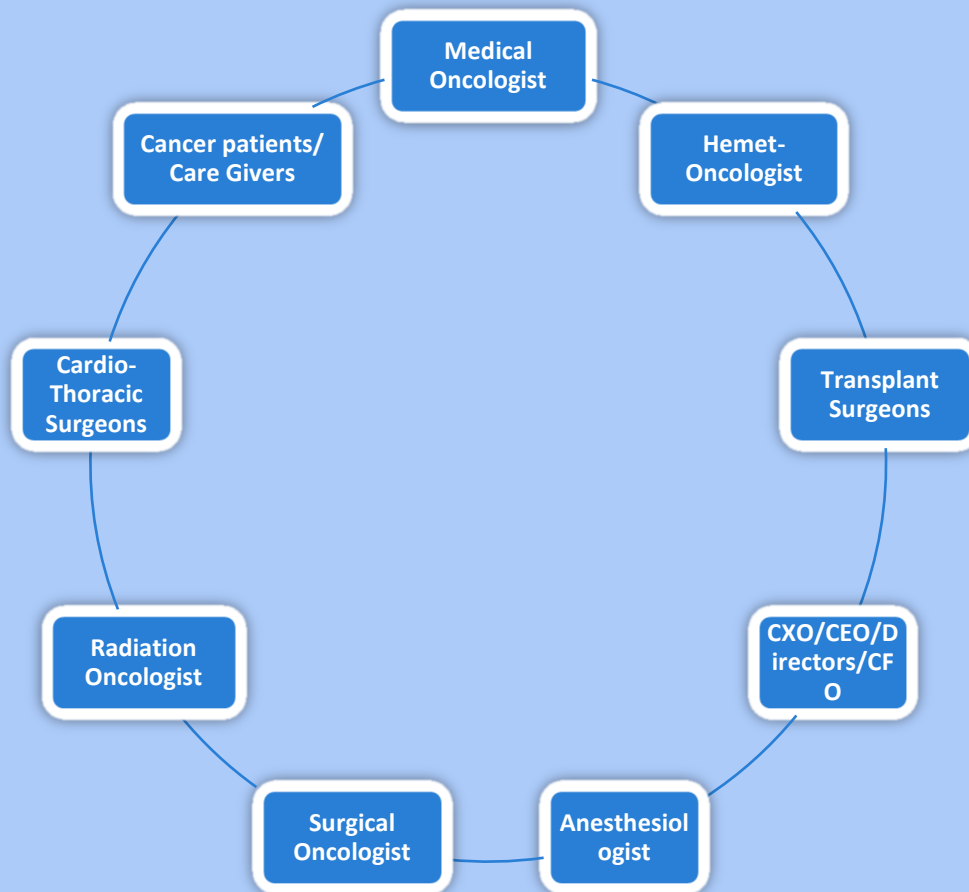
DimensionMR Inc. Panel Break up	
B2B Panel	45%
B2C Panel	55%

B2C Panel Break up	
Health and Patients	25%
Students/Retirees	17%
Media consumers of films, TV and games	18%
Food beverages brand loyalists	20%
Mothers of babies/young children	20%

B2B Panel Breakup	
Owners of specific technology types and brands	30%
Professional medical	20%
Different B2B audiences and many others	50%

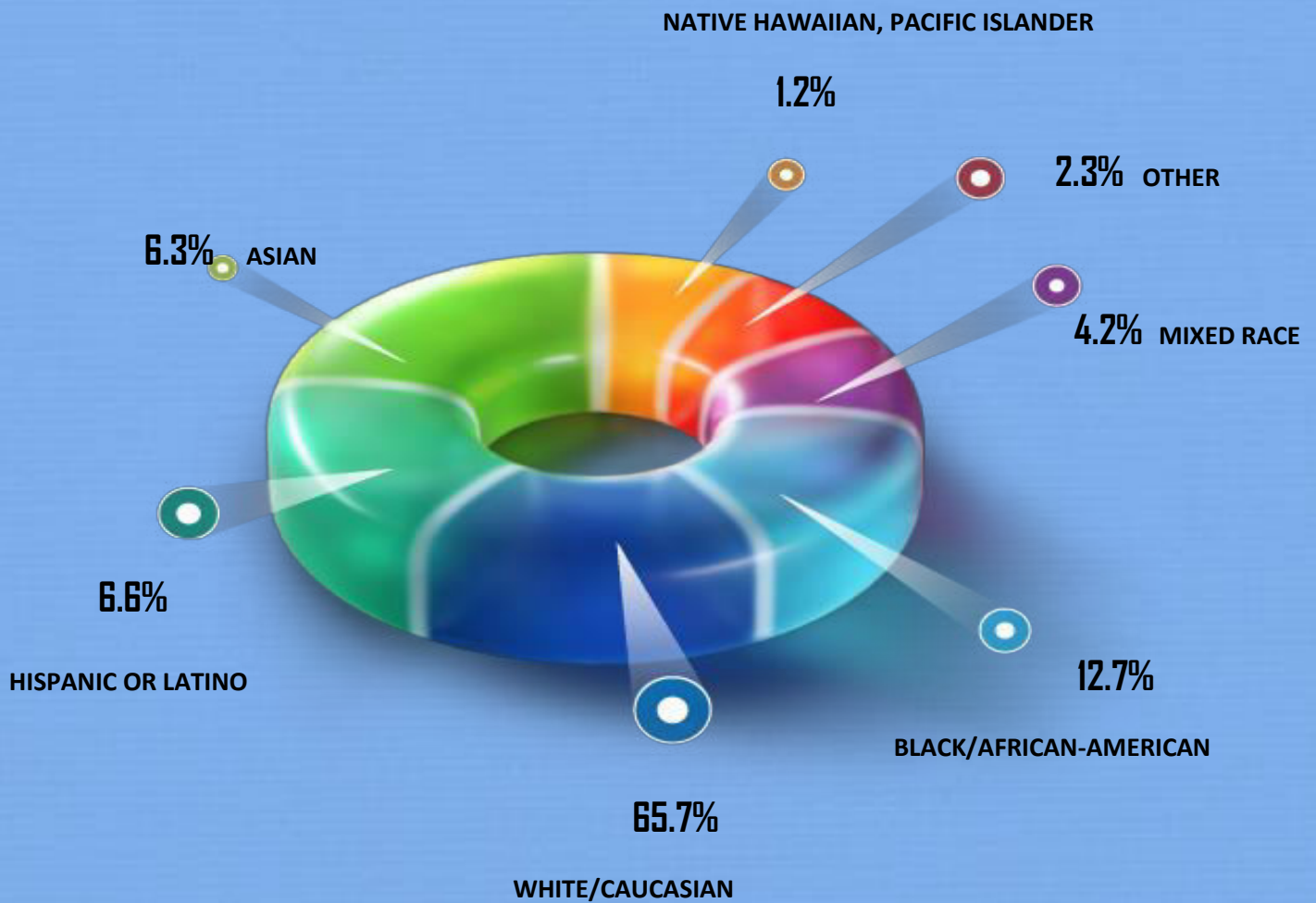
Country Break up	
North America	25%
South America	12%
Asia Pacific	12%
East Asia	8%
west Asia	8%
South Asia	5%
North Asia	5%
Eastern Europe	10%
Western Europe	10%
Africa	5%

## Healthcare Panel Segments:



Apart from standard demographics and profiling information, DimensionMR Inc. stores a database of comprehensive data on each individual panelist segment.

# ETHNICITY



# PROFILING PARAMETERS

## GENDER

Male  
 Female

## BIRTHDAY

Day  
 Month  
 Year

## GEO-TARGETING / REGION

Postal code  
 2-Digit State Code

## INCOME LEVEL

Less than \$24,999  
 \$25,000 – \$49,999  
 \$50,000 – \$74,999  
 \$75,000 – \$99,999  
 \$100,000 – \$124,999  
 \$125,000 – \$149,999  
 \$150,000 – \$249,999  
 \$250,000 or greater

# DEMOGRAPHICS

## ETHNICITY

Caucasian / White  
 African-American / Black  
 Asian / Asian American  
 Pacific Islander / Native American  
 Hispanic  
 Mixed Race  
 Other

## COUNTRY OF RESIDENCE

Australia  
 Brazil  
 Canada  
 France  
 Germany  
 Italy  
 Mexico  
 Netherlands  
 Spain  
 United Kingdom  
 United States

## HOME OWNERSHIP

Own primary residence

## EMPLOYMENT STATUS

Full-time

Part-time

Contract, Freelance or Temporary Employee

Self-employed

Semi-retired

Retired

Homemaker

Stay-at-Home Parent (care for child / children full-time )

Full-time Student

Part-time Student (working more than 30 hours per week)

Part-time Student (working less than 30 hours per week)

Unemployed

## MARITAL STATUS

Single, never married

Engaged

Married

Living with Partner / Common Law

Separated

Divorced

Widowed

Civil Union / Non-traditional Partnership

Rent primary residence

Live with family member(s) in their residence

Live in student / University housing

Other

## EDUCATION LEVEL

High School

Some College / University

Undergraduate Degree

Graduate Degree

Junior High or Middle School

Some High School

## CHILDREN IN HOUSEHOLD

Yes – They live with me

Yes – They do not live with me

No – I do not have children

## PRIMARY LANGUAGE

Arabic

Chinese

Czech

English

French

German

Italian

Japanese

Malay

Spanish

# HEALTHCARE



# Physician's Specialty Panel :

Allergists & Immunologists	General Practitioners	Neurosurgeons	Opticians
Anesthesiologists	General Surgeons	Oral & maxillofacial surgeons	Urologists
Cardiologists	Geriatrics	Orthopedic Surgeons	Vascular Surgeons
Cardiothoracic Surgeons	Hematologists	Pain Specialists	Veterinary Medicine
Colorectal Surgeons	Hematologists	Pediatricians	Gastroenterologists
Dental Hygienists	Infectious Disease Specialists	Periodontists	Nephrologists
Dentists	Specialists	Plastic Surgeons	Neurologists
Dermatologists	Intensive Care Specialists	Podiatrists	Radiation Oncologist
Obstetrics / Gynecologists	Internal Medicine	Psychiatrists	Surgical Oncologist
Medical Oncologists	Intervention	Pulmonologists	Endocrinologists
Ophthalmologists	Cardiologists	Reproductive Endocrinologists	Neonatologists
Emergency Physicians	Intervention Radiologists	Rheumatologists	Radiologists

# Healthcare Professional's Panel:

**Hospital Administrators**

**Pharmacists**

**Dietitians**

**Nurse ( By Specialty)**

**Physician Assistants**

**Supply Chain**

**Nurse ( CNM)**

**Psychologist**

**CXO/CEO/Directors/VP's**

**Nurse (RN)**

**Respiratory Therapist**

**Project Managers**

**Nurse ( Anesthetist)**

**Speech and Hearing**

**Clinical Managers**

**Nurse (Practitioner) NP**

**Therapist**

**Diabetes Educators**

**Nurse ( Others)**

**Social worker**

**Diabetologists**

**Optometrists**

**Physical Medicine &**

**Pathologists**

## Patients and Care Giver Panel:



DimensionMR Inc. has committed for its quality standards and controls built into its processes for conducting research. With DimensionMR Inc. marketplace platform, online sample buyers have full control over their fieldwork, whether they choose to do 'do-it-yourself'(self-service) or retain the use of DimensionMR Inc. project managers who have been trained in research quality control. All procedures and systems adhere to the international standards and that is DimensionMR Inc. focus on transparency to sample buyers.

## Panels Detail:

<b>ADHD</b>	<b>Flu (Influenza)</b>	<b>Overweight and Obesity</b>
<b>Arthritis</b>	<b>Genital Herpes (Herpes Simplex Virus)</b>	<b>Parasites – Scabies</b>
<b>Asthma</b>	<b>Giardiasis</b>	<b>Salmonella</b>
<b>Autism Spectrum Disorder (ASD)</b>	<b>Gonorrhea</b>	<b>Sexually Transmitted Diseases</b>
<b>Avian Influenza</b>	<b>Heart Disease</b>	<b>Stroke</b>
<b>Birth Defects</b>	<b>Hepatitis</b>	<b>Traumatic Brain Injury (TBI)</b>
<b>Cancer</b>	<b>HIV/AIDS</b>	<b>Trichomonas Infection</b>
<b>Chlamydia</b>	<b>Human Papilloma virus (HPV)</b>	<b>Tuberculosis (TB)</b>
<b>Chronic Fatigue Syndrome</b>	<b>Kidney Disease</b>	<b>Epilepsy</b>
<b>Diabetes</b>	<b>Meningitis</b>	

## LIFESTYLE



# PROFILING PARAMETERS

## PETS OWNED

Bird

Cat

Dog

Fish

Reptiles / Amphibians

Insects / Arachnids

Small Animals (Hamsters, Gerbils, Mice, etc.)

Horse

Livestock (Goats, Pigs, Cattle, etc.)

None of the above

## AUTOMOBILE OWNERSHIP

Yes

No

## AUTOMOBILE YEAR

2015

2014

2013

2012

2011

2010

2009

2008

2007

2006

2005

2004

2003

2002

2001

2000 or older

## AMOUNT OF GROCERY SHOPPING

### DONE PERSONALLY

All of it

Most of it

Some of it

Only a small part of it

## AUTOMOBILE TYPE

Hybrid Car

Hybrid SUV

Hybrid Truck

Crossover / Compact SUV

Midsize SUV

Fullsize SUV

Luxury SUV

Compact Sedan

Midsize Sedan

Fullsize Sedan

Luxury Sedan

Compact Pickup Truck

Midsize Pickup Truck

Fullsize Pickup Truck

Heavy-Duty Pickup Truck

Minivan / Van

Wagon

Hatchback

Coupe

Convertible

Sports Car

Other

Does not apply to me

## AUTOMOBILE BRAND

Acura	Isuzu	Pontiac
AM Genera	Jaguar	Porsche
Aston Martin	Jeep	Ram Trucks
Audi	Kia	Rolls-Royce
Bentley	Koenigsegg	Saab
BMW	Lamborghini	Saturn
Bugatti	Land Rover	Scion
Buick	Lexus	Smart
Cadillac	Lincoln	Spyker
Chevrolet	Lotus	Subaru
Chrysler	Mahindra	Suzuki
Daewoo	Maserati	Tesla
Dodge	Maybach	Toyota
Ferrari	Mazda	Volkswagen
Fiat	Mercedes-Benz	Volvo
Fisker	Mercury	Other
Ford	MINI	
GMC	Mitsubishi	
Honda	Nissan	
HUMMER	Oldsmobile	
Hyundai	Panoz	
Infiniti	Plymouth	

**B2B**



# PROFILING PARAMETERS

## BUSINESS EMPLOYEE SIZE

1-49  
50-249  
250-499  
500-999  
1,000-1,999  
2,000- 4,999  
5,000- 9,999  
10,000-49,999  
50,000+

## BUSINESS TRAVEL (WITHIN

### LAST 12 MONTHS)

1-2 times  
3-5 times  
6-9 times  
10 or more times

## OCCUPATION TITLE

Board Director  
C-Level Executive  
Company Owner / Founder  
Junior Manager / Supervisor / Team Leader  
Middle Manager / Department Manager  
Non-managerial employee  
Partner  
Senior Manager

## OCCUPATION DEPARTMENT

Accounting / Finance  
Administration / Management  
Administrative / Clerical  
Communications / PR  
Compliance / Risk Management  
Creative / Media  
Customer Services  
Design / Engineering  
Developer / Programmer  
Facilities / Maintenance  
Human Resources  
Information Technology (IT)  
Legal  
Logistics / Planning  
Market Research  
Marketing / Advertising  
Operations / Production  
Purchasing / Procurement  
Quality Assurance / Quality Control  
Research & Development  
Sales / Business Development  
Security  
Training & Education  
Warehousing / Shipping / Transportation

# B2B

## OCCUPATION INDUSTRY

Agriculture / Forestry / Fisheries

Appliances or Home Furnishings

Architecture / Building / Construction

Automotive or related industries

Computer Software / Hardware, Programming, Application Development

Drugs or Pharmaceuticals

E-commerce or Internet Commerce

Education

Electronics, Semiconductors, or Instrumentation

Financial Services, Banking, Insurance

Foods, Beverages, Packaged Goods, FMCG

Governmental Agency

Healthcare, Medical Services, Hospital, Medical Laboratory

Hotel, Hospitality, Tourism

Industrial Machinery, Equipment, or Products

Legal Services

Marketing, Advertising

Medical equipment or medical devices

Office Equipment or Business Machines

Real Estate

Restaurants and Food Service

Retailing, Wholesaler, Distributor

Services

Systems and Networks

Telecommunications

Transportation

Web Development, Hosting, or Internet Service Provider

## CONTACT US



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