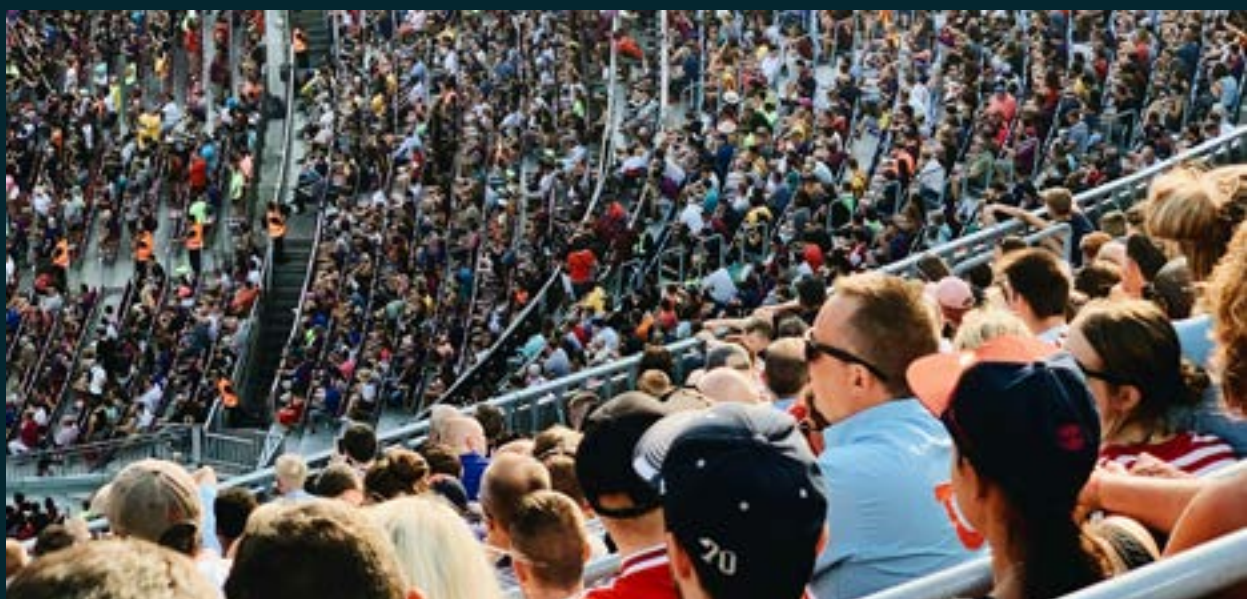




Ripple Research is the insight and market research partner for brands and agencies who value credibility and creativity.

We deliver Insight with Integrity: research that's not only media-worthy, but meaningful, methodologically sound, and strategically useful.

Panel book



Welcome to Ripple Research.

Where research meets storytelling – built for the media spotlight.

We don't settle for black or white. We explore the spectrum in between – where nuances live, insights emerge, and stories take shape.

We hold ourselves to the highest standard: rigorous, reliable, and relentlessly curious. Insight with Integrity is what we do.

Whether launching a product, responding to a trend, or refreshing a brand narrative, our data ensures your brand leads the conversation.

We turn audience insight into stories that fuel PR, spark social, align teams, and make headlines.

Because the best data doesn't just inform – it earns attention.

Listen. Learn. Lead.

Contents

Through rapid representative polling we ensure clients always have the information they need... data storytelling is at the heart of what we do.

- 02 **Introduction**
- 04 **Features and capabilities**
- 06 **Global and local**
- 10 **Panels**
- 16 **Quality assurance**
- 17 **Data uses**





PANEL BOOK

Key features and capabilities

We offer complete end-to-end quantitative market research and insight ideal for brand tracking, concept & asset testing, measuring consumer sentiment, ad effectiveness, B2B and generating headline grabbing narratives.

Our platform is a comprehensive tool for conducting consumer research and gathering insights for business decisions.



Ideal for brand tracking, concept & asset testing, measuring consumer sentiment, ad effectiveness and generating headline

Questionnaire Design:

The ability to easily design questionnaires with user-friendly features, including various question types such as multiple choice, open-ended, Likert scales, A/B testing amongst others.

Skip Logic & Advanced Piping:

Advanced logic features like skip logic and piping to create dynamic surveys that adjust based on respondents' answers, ensuring a more personalised and efficient survey experience.

Automatic Basic Data Collection:

The platform automatically collects basic data, streamlining the process for users and ensuring accuracy in data collection.

Timely Insights:

Using the largest consumer dataset available, we can provide real-time results using shared dashboards to facilitate collaboration within teams and across departments. Multiple stakeholders can access the same insights simultaneously.

Market Research Tools:

State-of-the-art tools for analysing collected data. This includes crosstab features to analyse relationships between variables, data cuts to segment data for deeper insights, and tests to determine the statistical significance of findings.

Deliverables:

Comprehensive results dashboard featuring data charts for each survey question. Raw data exports for deep analyses including PowerPoint, Excel and SPSS.

Global and local capabilities through trusted sample providers



By combining global coverage, multilingual support, and extensive localisations, we can offer businesses unparalleled flexibility and scalability in conducting consumer research and making data-driven decisions across borders and languages.

105+
Countries



Access consumer insights and market data from virtually any region, enabling clients to make informed decisions on a global scale.



We can offer businesses unparalleled flexibility and scalability



Americas

- North America
- Canada
- USA
- Puerto Rico
- Mexico

South America

- Argentina
- Brazil
- Chile
- Colombia
- Costa Rica
- Ecuador
- Peru

Europe

- Austria
- Belgium
- Bulgaria
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Netherlands
- Norway

- Poland
- Portugal
- Romania
- Russia
- Slovakia
- Spain
- Sweden
- Switzerland
- Ukraine
- United Kingdom

MENA

- Egypt
- Israel
- Kenya
- KSA
- Kuwait
- Lebanon
- Nigeria
- Qatar
- South Africa
- Turkey
- United Arab Emirates

Asia

- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- New Zealand
- Pakistan
- Philippines
- Singapore
- South Korea
- Taiwan
- Thailand
- Vietnam



66

Languages

This multilingual capability ensures that surveys, data analysis, and dashboard interfaces can be localised to meet the needs of users across different language preferences and regions.



131+

Localisations

Allowing us to adapt to specific cultural and regional nuances within each country or market. This includes factors such as currency formats, date and time conventions, and regulatory compliance, ensuring a seamless user experience.



92,000+

Data Points on Advanced Targeting

Advanced targeting to provide businesses with rich demographic and behavioural information about their target audience. This level of granularity enables precise segmentation and targeting, ensuring clients reach the right audience.

Targeting capabilities range from general population to more niche respondent profiles such as business decision makers, healthcare professionals or gaming enthusiasts.

Examples of data points include sexual orientation, housing status, car model ownership, dietary preference, industry, job seniority, and many others.



Case Studies

Respondents can opt in to share their personal information in line with GDPR to be recontacted to act as case studies for media work.



Our network includes in excess of 100 million potential respondents across 105 countries

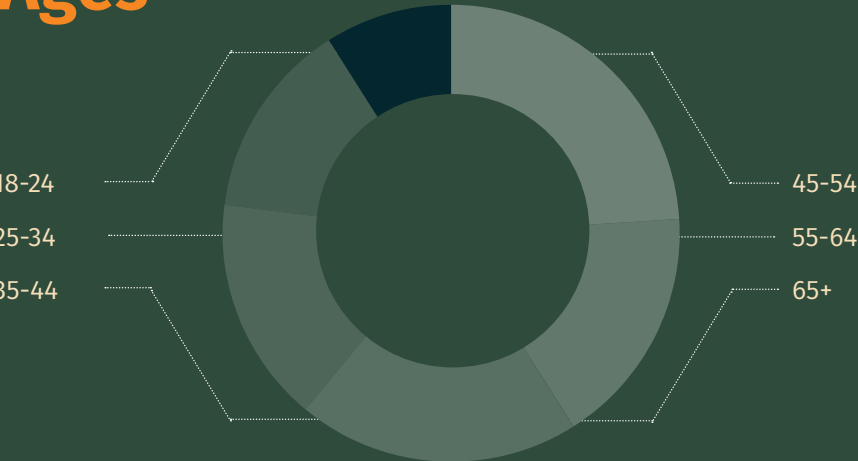


UK

Max Nat Rep 18-64: 29,000

Max Nat Rep 18-99: 23,000 | Max Gen pop 18-99: 66,000

Ages



Ability to reach in the UK:

Just a small example of targeted profiles
(Max Feasibility)



15,000

Who own a dog

3,900

With an allergy

10,000

Who regularly donate to a charity



Marital status

Single	28,566	
Living with a Partner	10,921	
Married	22,258	
Divorced	3,491	



Employment

Full Time	33,190	
Part Time	12,792	
Retired	3,659	
Student	9,832	
Unemployed	6,752	



Education

GCSE	17,232	
A Levels	16,671	
Further Education	10,421	
Bachelor's degree	12,799	
Master's degree	6,946	
Doctorate degree	2,156	

Regions

- London
- South East
- East of England
- South West
- North West
- East Midlands
- West Midlands
- Yorkshire & the Humber
- North East
- Wales
- Scotland
- Northern Ireland





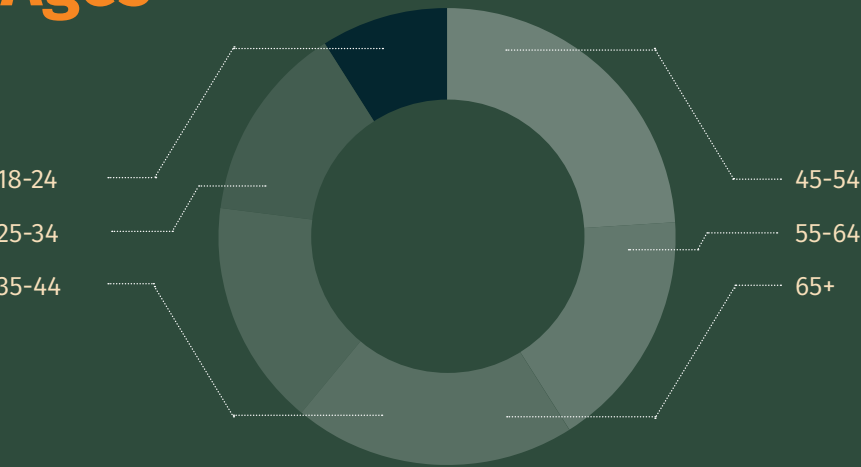
Germany

Max Nat Rep 18-64:

12,000

Max Nat Rep 18-99: 7,000 | Max Gen pop 18-99: 35,000

Ages



Marital status

Single	13,728	
Living with a Partner	3,823	
Married	13,415	
Divorced	1,883	



Employment

Full Time	21,196	
Part Time	5,199	
Retired	1,446	
Student	4,110	
Unemployed	3,065	



Income

0-9,999	630	
10,000-29,999	2,460	
30,000-49,999	1,870	
50,000-69,999	960	
70,000-99,999	680	
100,000+	400	



Ability to reach in Germany:

Just a small example of targetted profiles (Max Feasibility)

9,000

Who own a cat

10,000

Homeowners

10,000

Who eat out twice a month or more

Regions

- Baden-Württemberg
- Bayern
- Berlin
- Brandenburg
- Bremen
- Hamburg
- Hessen
- Mecklenburg-Vorpommern
- Niedersachsen
- Nordrhein-Westfalen
- Rheinland-Pfalz
- Sachsen-Anhalt
- Schleswig-Holstein
- Thüringen
- Saarland
- Sachsen

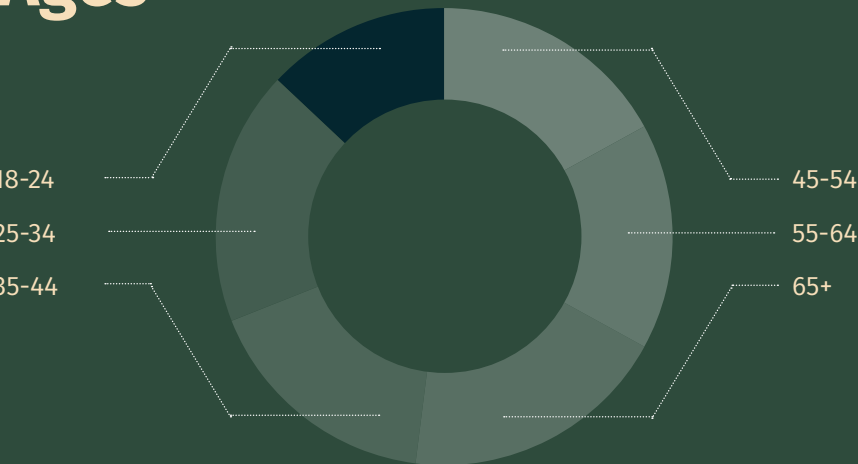




US
Max Nat Rep 18-64:
99,000

Max Nat Rep 18-99: 70,000 | Max Gen pop 18-99: 206,000

Ages



Ability to reach
in the US:

Just a small example of targetted profiles
(Max Feasibility)

10,000

Who work in
healthcare

25,000

Who have a passport

10,000

Vegetarians



Marital status

Single	100,446	
Living with a Partner	13,422	
Married	74,732	
Divorced	12,223	



Employment

Full Time	100,887	
Part Time	32,163	
Retired	18,182	
Student	19,229	
Unemployed	35,715	



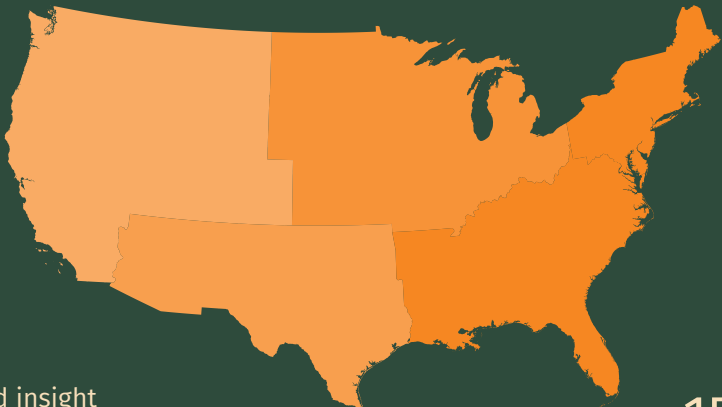
Income

0-24,999	11,000	
25,000-34,999	5,600	
35,000-49,999	7,700	
50,000-74,999	11,400	
75,000-99,999	8,400	
100,000+	25,900	



Regions

- Northeast
- Midwest
- South
- West





Quality Assurance

We take the quality of survey respondents very seriously.

By leveraging machine learning algorithms, we analyse various respondent attributes and behaviours to accurately assess the quality of survey responses. This ensures that businesses receive reliable data that truly reflects the opinions and preferences of their target audience.

We evaluate respondents based on a range of criteria, such as response consistency, completion time, engagement level, and demographic consistency.

By identifying and flagging low-quality or fraudulent responses, we are able to maintain the integrity of survey data. This quality control mechanism ensures that businesses can trust the insights derived from their surveys and make informed decisions based on accurate information.

We know the power of a great story, and approach everything with a broadcast-first lens.

This enables us to not only build surveys that secure phenomenal TV and radio coverage, but also ensures we are able to drive quality press coverage too.

We provide expert advice on the kind of questions to ask, and how to prepare an insight backed press release with the best chance of securing top tier earned coverage.



If you would like to discuss how we can build out a wider media relations campaign, please contact our PR team at wave@therippleeffect.agency to discuss how we can best support.

Where our data has been featured



White Papers





“Ripple Research is a trusted & valued partner who we have collaborated with to deliver PR campaigns informed by their research – which has generated quality earned media coverage, globally.

They consistently deliver meaningful insights with a high level of responsiveness and attention to detail, and are experts in their field who have a deep understanding of the media landscape”

OpenTable PR Team



For more information, or to request a quotation for your upcoming project, please contact

FW@ripple-research.com

ripple-research.com

