



2024-25

Audience Measurement & Insight

Unlock audiences and drive growth, with our versatile audience measurement solutions and expertise



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ABOUT US


Delivering online samples to businesses and consumers based on a comprehensive collection of high-quality data in order to maximize sustainability, representativeness, consistency, and feasibility.

OUR STORY

Fatpos Global is one the expanding first-party data and insights platform. As the go-to source for accurate, reliable quality data, Fatpos Global has a global reach of 27 million consumers and business professionals, as well as a vast library of individual profile features gathered through surveys. In order to bring the voice of the customer to every stage of the marketing process, from strategy and innovation and branding to advertising, measurement, and optimization, the company has developed cutting-edge data services and solutions around its strong first-party data offering. Almost 1600 market research, media and advertising agencies, publishers, investment and consulting organizations, and corporate clients in North America, South America, Europe, and Asia-Pacific are served by Fatpos Global.

Why FG Insights

 Managed

 To the point


 Accurate


 GDPR Compliant


Fatpos Global is constantly working to give customers who need fast, inexpensive, and most importantly, trustworthy online samples a rich blend of genuine local insight and premium patented panels.

What we offer


 Global B2B and consumer sample

 Survey programming

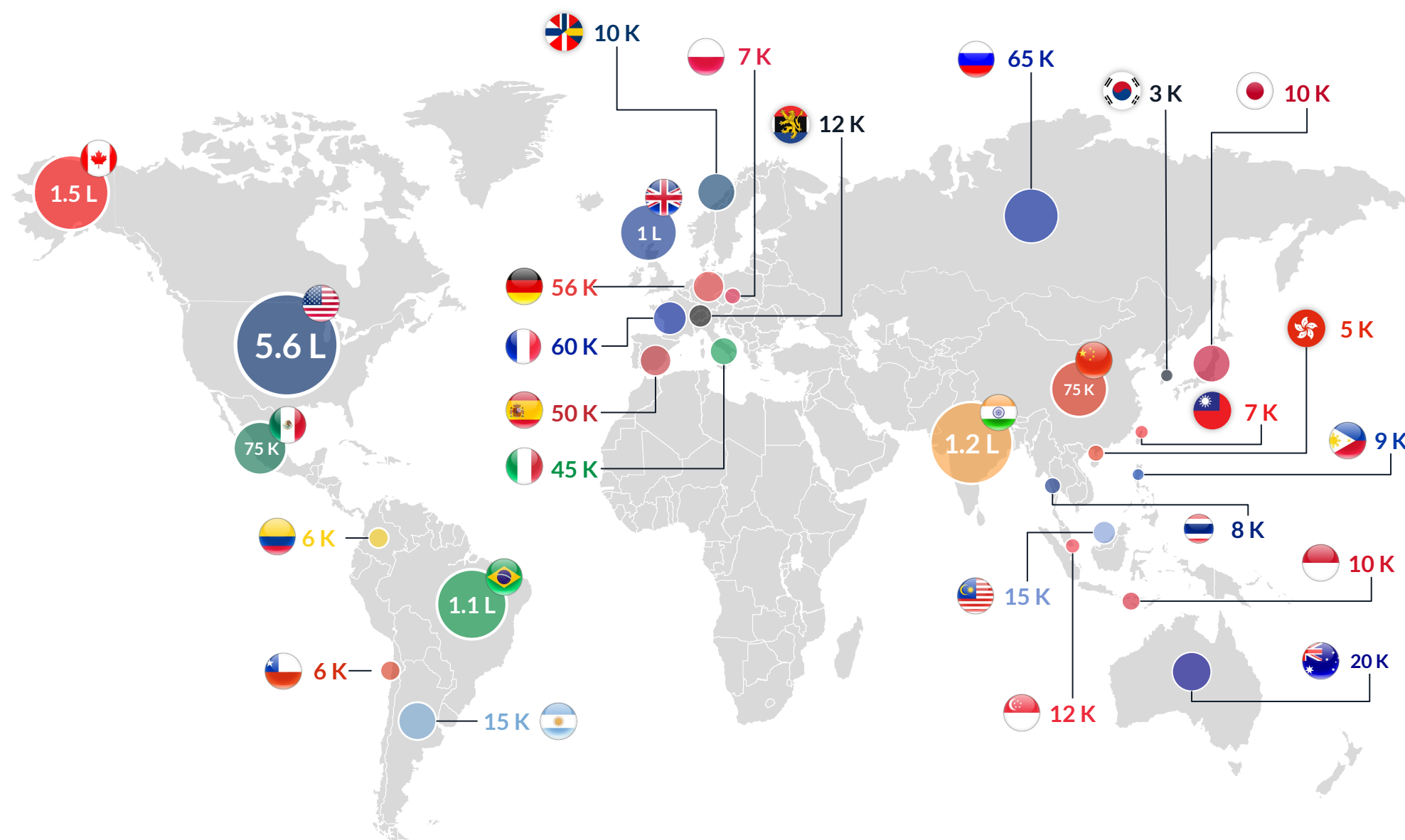
 24/7 project support

 Questionnaire programming

 Mobile research

 Community building

Global Coverage of 35+ Countries



Using a vast library of comprehensive business and consumer profile attributes that are directly gathered from people via survey data, you can take advantage of a reliable data source that is actively managed and designed to deliver a range of benefits, such as improved feasibility, accuracy in audience selection, and dependability.

Note: "L" = Lakhs ; "K" = Thousands

Panel Demographics By Country



United States of America

Washington, D.C (UTC -5 to -10)

340

Population (millions)

27.63

GDP (USD trillions)

38

Median Age

92

Internet Penetration (%)

92

Mobile Phone Penetration (%)

99

Literacy Rate (%)

US Dollar



Official Language: English



Canada

Ottawa (UTC -3.5 to -8)

39

Population (millions)

2.67

GDP (USD trillions)

41

Median Age

94

Internet Penetration (%)

98

Mobile Phone Penetration (%)

99

Literacy Rate (%)

Canadian Dollar



Official Language: English, French



Mexico

Mexico City (UTC -6 to -8)

128

Population (millions)

3.27

GDP (USD trillions)

30

Median Age

78

Internet Penetration (%)

96

Mobile Phone Penetration (%)

95

Literacy Rate (%)

Mexican Peso



Official Language: Spanish



Brazil

Brasília (UTC -3 to -5)

216

Population
(millions)

4.10

GDP
(USD trillions)

34

Median
Age

84

Internet
Penetration
(%)

102

Mobile Phone
Penetration
(%)

93

Literacy
Rate (%)

Brazilian Real



Official Language: Portuguese



Argentina

Buenos Aires (UTC -3)

46

Population
(millions)

1.3

GDP
(USD trillions)

32

Median
Age

87

Internet
Penetration
(%)

134

Mobile Phone
Penetration
(%)

99

Literacy
Rate (%)

Argentine Peso



Official Language: Spanish



China

Beijing (UTC +8)

1420

Population
(millions)

33.64

GDP
(USD trillions)

39

Median
Age

74

Internet
Penetration
(%)

100

Mobile Phone
Penetration
(%)

96

Literacy
Rate (%)

Chinese Yuan



Official Language: Mandarin



Japan

Tokyo (UTC +9)

123

Population
(millions)

6.45

GDP
(USD trillions)

49

Median
Age

83

Internet
Penetration
(%)

93

Mobile Phone
Penetration
(%)

99

Literacy
Rate (%)

Japanese Yen



Official Language: Japanese



India

New Delhi (UTC +5:30)

1429

Population
(millions)

13.19

GDP
(USD trillions)

28

Median
Age

52

Internet
Penetration
(%)

71

Mobile Phone
Penetration
(%)

74

Literacy
Rate (%)

Indian Rupee



Official Language: Hindi, English



South Korea

Seoul (UTC +9)

52

Population
(millions)

2.9

GDP
(USD trillions)

44

Median
Age

98

Internet
Penetration
(%)

124

Mobile Phone
Penetration
(%)

98

Literacy
Rate (%)

South Korean won



Official Language: Korean



Australia

Canberra (UTC +8 to +10)

26

Population
(millions)

1.71

GDP
(USD trillions)

38

Median
Age

96

Internet
Penetration
(%)

124

Mobile Phone
Penetration
(%)

99

Literacy
Rate (%)

Australian Dollar



Official Language: English



Germany

Berlin (UTC +1)

83

Population
(millions)

5.5

GDP
(USD trillions)

45

Median
Age

93

Internet
Penetration
(%)

145

Mobile Phone
Penetration
(%)

99

Literacy
Rate (%)

The Euro



Official Language: German



United Kingdom

London (UTC +0)

68 Population (millions)	3.87 GDP (USD trillions)	40 Median Age	96 Internet Penetration (%)	129 Mobile Phone Penetration (%)	99 Literacy Rate (%)
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Official Language: English



France

Paris (UTC +1)

65 Population (millions)	3.14 GDP (USD trillions)	42 Median Age	93 Internet Penetration (%)	110 Mobile Phone Penetration (%)	99 Literacy Rate (%)
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Official Language: French



Italy

Rome (UTC +1)

59 Population (millions)	2.62 GDP (USD trillions)	48 Median Age	86 Internet Penetration (%)	132 Mobile Phone Penetration (%)	99 Literacy Rate (%)
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Official Language: Italian



Spain

Madrid (UTC +1)

48 Population (millions)	2.39 GDP (USD trillions)	45 Median Age	96 Internet Penetration (%)	123 Mobile Phone Penetration (%)	98 Literacy Rate (%)
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Official Language: Spanish

Profile Attributes



Basic Demographics

- Gender
- Age
- Marital Status
- Language
- Number in Household
- Children
- Education
- Household Income
- Employment Status
- Own or Rent
- Region
- Registered Voter
- Political Party Affiliation
- Voter History

Automotive

- Number of vehicles owned by individual and/or household
- Types of vehicles owned/leased
- Make of vehicles owned/leased
- Future Purchase Intention

Travel

- Favorite Airline Company
- Frequency of Traveling
- Favorite Hotels
- Traveling Destinations
- Business vs. Pleasure travel
- Frequency of domestic & international travel

Hobbies And Interests

- Participation in hobbies and activities
- Sports participation
- Types of items collected as a hobby
- Sporting events
- Sports equipment owned or intend to purchase

Food & Beverage

- Food Buyer
- Favorite Beverage
- Favorite Fast Food
- Frequency of Consuming Fast Food

Video Games

- Video game console/ handheld
- Types of video game
- Number of games purchased/rented
- Category of video games
- Frequency games played on the Internet
- Intention to buy video games in the future

Specialty Panels

- Teens/College Students
- Pregnant/New Moms/ Mothers
- Gamers
- High Net Worth Hispanics

Profile Attributes

Insurance

- Auto Insurance Provider
- Home Insurance Provider
- Health Insurance Provider
- Health Insurance Coverage

Mobile /Phones

- Electronic Product Types
- Cell phone Brand
- Cell Phone Operating System
- Telecommunications Operator
- Cell phone features and activities

Internet User

- Network Connection Modes
- Internet Connection Gadgets
- Individual Website Ownership
- Social Networking Preference
- Time Investment on Internet per Week

Wealth Management

- Credit Card/Cards Ownership
- Deposit Investment Destination
- Family Net Asset
- Financial Advice
- Primary Brokerage Firm
- Type of Checking Account
- Primary Mutual Fund Firm
- Online Trading Accounts
- Savings Type/Stock Type

Groceries

- Primary Shopper
- Stores Shopped
- Amount Spent Per Week
- Beer, Wine, Liquor
- Beverage Consumption
- Beer Consumption
- Domestic / Import / Craft Beer Brands
- Wine Purchases
- Liquor Type & Brands

Entertainment

- Television
- Books
- Movies
- Music
- Magazine Readership
- Radio Stations

General Household

- Pets or Animals
- Recreational Vehicles

Ailments and Health Conditions

- Allergy / Asthma / Respiratory
- Arthritis / Joint Ailments
- Autoimmune / Blood
- Cancer
- Cardiovascular / Heart
- Diabetes / Thyroid / Obesity
- Gastric / Digestive / Urinary
- Male / Female Health



Profile Attributes

Basic Attributes

- Business Type
- Industry Segment
- Annual Revenue
- Number of Employees at All Locations
- Number of Employees at Local Location
- Business Professional
- Decision Making Roles
- Blue Collar v. White Collar
- Functional Role

By Division

- Accounting / Finance
- Administrative / Clerical
- Human Resources/ Legal
- Marketing / Product
- Communications / PR
- Manufacturing / Operations / Production
- Procurement
- Logistics / Distribution / Transportation
- Training / Education

By Industry

- Energy & Utilities / Oil & Gas
- Food / Beverages / Restaurant
- Media / Publishing
- Retail/Wholesale
- ICT
- Travel / Hospitality / Leisure
- Agriculture
- Construction /Equipment
- Manufacturing
- Mining
- Publishing/Printing
- Transport/Logistics
- Finance/Banking Services /Insurance
- Pharmaceutical

Company Size

- Less than 10
- 11-50
- 51-100
- 101-250
- 251-500
- 501-1000
- 1001-5000
- 5000+

Roles in Various Areas Including

- Accountant
- Administrative Staff
- Architect
- Attorney
- C-Level Executive
- Consultant
- Customer Support
- Designer
- Department Head
- Doctor
- Engineer
- Financial Advisor
- Graphic Designer
- HR Director
- IT Manager
- Military
- Nurse
- Owner
- Sales Representative
- Skilled Tradesman
- Teacher/Professor
- Vice President
- Web/Software Developpe

Profile Attributes

Healthcare Ailments represented in our panel

Ailment Targeting

- Alzheimer's
- Anemia
- Arthritis
- Asthma
- Allergies
- Back Pain
- Cancer
- Chronic Fatigue Syndrome
- Chronic Kidney Disease
- Dental Problems
- Diabetes
- Dermatitis
- Emphysema
- Chronic Lymphocytic Leukemia
- Gastroenteritis
- Heart Conditions/Failure
- Hemophilia
- Hepatitis
- High Cholesterol
- Hypertension Insomnia
- Liver Cirrhosis
- Migraine
- Multiple Sclerosis

- Obesity
- Osteoarthritis
- Osteoporosis
- Rheumatoid Arthritis
- Schizophrenia
- Stroke
- Sleeping Disorder
- Urinary incontinence & more

Physician Targeting

- Anaesthesiologists
- Cardiologists
- Dentists
- Dermatologists
- Endocrinologists
- ENTs
- Gastroenterologists
- GPs/PCPs
- Gynaecologists
- Haematologists
- Nephrologists
- Neurologists
- Nurses

- Ophthalmologists
- Opticians
- Orthopaedists
- Pediatricians
- Pharmacists
- Psychiatrists
- Radiologists
- Respiratory Physicians
- Pulmonologists
- Rheumatologists
- Surgeons
- Urologists
- Hospital Admins/Execs
- Lab Managers



Panel Recruitment Methodologies

To satisfy your specific project needs, Fatpos Global offers a range of sample sources, including panel, web intercept sample, and specialty lists. Our recruitment pathways provide varying populations and marginally differing outcomes, so augmenting variety and representativeness.

We conduct "by invitation only" recruitment initiatives using direct email, webinars, and social media sites like Google, Facebook, LinkedIn, and Twitter.

Our Members recruitments



Panel Quality



Fatpos Global runs exclusive online panels that are meticulously chosen. We directly communicate with millions of respondents in over 35 countries through our affiliate partners, with an emphasis on B2B decision makers, healthcare professionals, and consumers. To be eligible for the survey, each respondent must visit a secure registration page and double opt-in. We abide by all ESOMAR regulations and guidelines pertaining to the ethics and administration of online market research as set forth by the relevant industry groups.

Authenticated:

Strict registration procedures, such as verifying a physical address or personal identification number, as well as an IP check, guarantee that respondents are accurately characterized.

Focused & Verified:

To get rid of straight-liners, speeders, and respondents who provide inconsistent information, internal quality checks are carried out on a regular basis. For improved quality control, manual execution of these inspections is possible.

Unique:

Every survey's duplicate responders are blocked by an internal digital fingerprint system.



How our team will work with you

We are here to support you in each step of your research project process -- from preparing the questionnaire, collecting the data online and processing data to fit your needs



Let's Connect

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