



# Motive Map

## MAPPING HIDDEN INTENT

Motive Map specializes in unearthing the true motivations, attitudes, and decision - making patterns that drive human behavior — delivering precise, first-party survey data across B2B, B2C, and Healthcare panels in over 30 countries across AMER, APAC, and EMEA.



### Precision Targeting

Reaching the right respondent, every time



### Global Reach

30+ countries across three regions



### Intent-Led Insights

Going beyond what people say to understand why they act

# Who We Are

## The Name Behind the Mission

The name **Motive Map** is rooted in our core belief: every data point has a deeper motivation behind it. Just as a map reveals hidden terrain, we reveal the hidden intent behind consumer and professional decisions. We don't just collect responses — we chart the landscape of human reasoning.

## Our Story

Motive Map was founded with a singular obsession: authentic data. In a world flooded with noise, we cut through to deliver insights that are reliable, representative, and genuinely actionable. We are a market research panel company built for modern businesses that demand more than surface-level answers.

## Services We Offer

### Panel Supply

Access to verified, profiled respondents globally

### B2B Research

Professionals across 15+ industries, from C-suite to functional leads

### B2C Research

Consumer panels segmented by demographics, lifestyle, ailments, and purchase behavior

### Healthcare Research

HCPs, patients, nurses, specialists, and allied health professionals

### Custom Recruitment

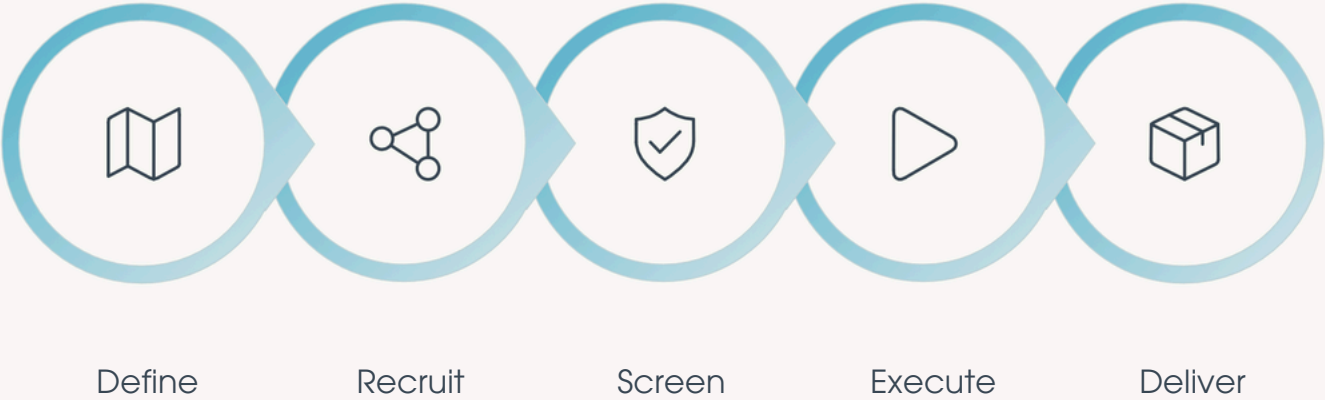
Be spoke panel builds for niche, hard-to-reach audiences

### Quality-Assured

Data Delivery  
Clean, validated, fraud-free survey data

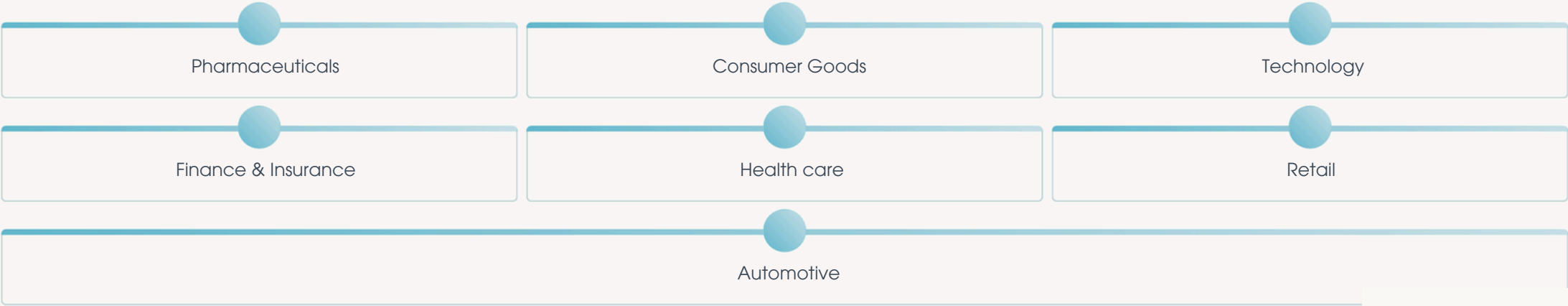
# What We Do

At Motive Map, we power the full arc of market research — from identifying the right audience to delivering clean, validated data that fuels strategy. We partner with market research agencies, consulting firms, media companies, and brands worldwide to unlock the motivations that move markets.



Our end-to-end process ensures every data point is earned through rigorous methodology — not shortcuts. From definition to delivery, quality is embedded at every stage.

Industries We Serve



# Quality Control Measures

## OUR 4-STAGE QUALITY FRAMEWORK

1

### Recruitment Stage

- Recruit exclusively from verified, proprietary panel networks
- Validate professional credentials (medical licenses, job titles, business registration)
- Maintain a dynamic exclusion list for low-quality or fraudulent respondents
- Apply deduplication logic to prevent repeat participation

2

### Pre-Survey Stage

- Deploy precise audience targeting to exclude irrelevant respondents
- Block known proxy servers, VPNs, and flagged devices
- Use honeypot traps to detect false qualification claims
- Include soft and hard screener questions to confirm eligibility

3

### In-Survey Stage

- Real-time monitoring for straight-lining and inconsistent response patterns
- Attention check questions and logic traps embedded throughout
- Professional validation checks for specialist or healthcare panels
- Time-on-task monitoring to flag rushed or inattentive responses

4

### Post-Survey Stage

- Statistical pattern analysis to identify outliers and response anomalies
- IP geolocation verification to confirm respondent location accuracy
- Open-end response quality review using AI-assisted flagging
- Final cleaned data delivered with a quality assurance summary report

 Continuous Quality Monitoring: We track KPIs including incidence rate, completion rate, average response time, and dropout rate — with regular panel health audits to maintain freshness and engagement.



# How We Recruit

Our recruitment methodology spans six distinct channels — each chosen to maximize reach, authenticity, and respondent quality across diverse audience segments worldwide.

| Source                    | Method                                                                     | Advantages                                                                |
|---------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------------|
| Digital & Social Outreach | Recruitment via call, websites, social media, and email campaigns          | Engages tech-savvy, diverse demographics at scale                         |
| Community Groups & Forums | Engagement with niche professional communities and special-interest groups | Access to hard-to-reach, specific-interest audiences                      |
| Academic Collaborations   | Partnerships with universities, colleges, and student networks             | Captures younger, highly educated respondents with intellectual diversity |
| Respondent Networks       | Collaborations with established respondent platforms for enrollment        | Reliable, high-volume access to frequent, diverse survey participants     |
| Professional Associations | Outreach through industry bodies and trade associations                    | Verified professionals with confirmed credentials and roles               |
| Healthcare Networks       | Partnerships with medical associations and clinical networks               | Direct access to credentialed HCPs and patient communities                |

# Our Panels



## B2B Panel

Our B2B panels are built through a rigorous two-phase qualification process — ensuring every respondent is who they claim to be. These invitation-only panels are sourced through targeted campaigns, professional email outreach, and partnerships with industry associations. We deploy a dedicated CATI team for niche professional audiences and collaborate with vetted channel partners for geographic or sector-specific reach.

Our B2B panels span professionals across **IT, Finance, Legal, Healthcare Administration, Manufacturing, Retail**, and more — giving clients direct access to decision-makers, budget-holders, and functional specialists.



## B2C Panel

Our B2C panels capture the full spectrum of consumer behavior — preferences, habits, attitudes, and purchase intent — across key demographic dimensions including age, gender, income, education, geographic location, and lifestyle. Covering sectors such as **FMCG, Travel, Electronics, Automotive, Financial Services, Dining**, and more, our consumer panels deliver globally representative insights from AMER, APAC, and EMEA.



## Healthcare Panel

Our Healthcare panels provide direct access to healthcare professionals (HCPs) and patients worldwide, enabling nuanced insights into clinical practices, treatment decisions, and patient experiences. Our HCP panel includes: **General Practitioners, Cardiologists, Oncologists, Neurologists, Psychiatrists, Dermatologists, Endocrinologists, Surgeons, Nurses, Lab Technicians, Pharmacists, and Medical IT Specialists** — across specialties in primary, secondary, and tertiary care.

# B2B — Panel Profiling Attributes

Our B2B panel profiling spans three core dimensions—giving clients granular control over who they reach, from organizational structure to individual expertise.

## Core Business Attributes

### General Business Information

- Organisation Type & Sector / Industry
- Annual Revenue Band (Turnover)
- Total Workforce (All Locations)
- Workforce Size at Local Premises

### Key Professional Details

- Job Title, Role & Functional Expertise
- Decision-Making Authority
- Primary Professional Responsibility
- Involvement in HR / Procurement

## Industry-Specific Insights

- Professional Services & Consultancy
- Technology Solutions (Hardware/Software)
- Consumer Goods & Retail
- Hospitality, Travel & Leisure
- Energy & Utilities (incl. Oil & Gas)
- Media & Entertainment
- Finance & Insurance
- Transport and Logistics
- Legal and Real Estate
- Government and Public Sector
- Manufacturing & Engineering
- Educational Sector

## IT & Technology Leadership

- Cloud & Data Centre
- Management Network Infrastructure Systems
- Analytics
- BI and Big Data Cybersecurity & Risk Management
- Mobile & Emerging Technology

# B2C — Consumer Panel Profiling Attributes

Our B2C panels are profiled across an extensive range of consumer dimensions — enabling hyper-targeted research across every major lifestyle, behavioral, and health segment.

## Basic Demographics

Age | Gender | Language | Marital Status | Children | Income Level |  
Employment Status | Education | Occupation | Geographic Location | Ethnicity

## Automotive

Vehicle Purchase Preferences | Maintenance & Repair | Auto Financing |  
Connected Car Technology | Aftermarket Accessories

## Electronics

Laptops, Tablets, Mobiles | Wearables | Home Entertainment | VR/AR/Drones |  
Smartphone Brands | App Usage & Mobile Payments

## Travel

Business vs. Leisure | Airlines, Hotels & Rental Cars | Booking Platforms | Eco-Tourism |  
Travel Insurance

## Banking & Finance

Traditional vs. Digital Banking | Credit & Loan Preferences | Customer Trust |  
Payment Methods (Cards, Mobile Wallets, UPI)

## Insurance

Health, Life, Auto & Home | Customer Satisfaction | Policy Switching | Cyber  
Insurance | Pet Insurance

## Dining

Quick-Service vs. Fine Dining | Food Delivery | Dietary Preferences (Vegan, Gluten-  
Free, Halal) | Loyalty Programs

## Hobbies & Lifestyle

Sports & Outdoor Activities | Arts & Crafts | Gaming | Fitness & Wellness Programs

## Home Improvements

DIY Projects | Renovation Services | Smart Home Technology | Furniture & Décor  
| Energy- Efficient Appliances

## Ailments (Patient Panel)

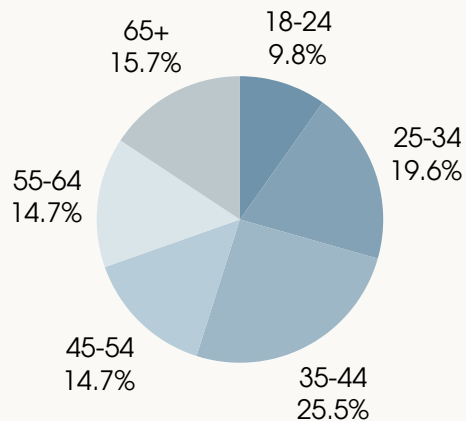
Allergy/Asthma | Arthritis | Autoimmune | Cancer | Cardiovascular | Diabetes |  
Mental Health | Neurologic | Pain Management | Skin | Sleep Disorders |  
Vision/Hearing

Additional categories include: General Household, Department Stores & Retail, Utilities, Tobacco Products, and Beer, Wine & Liquor — ensuring complete consumer lifestyle coverage.

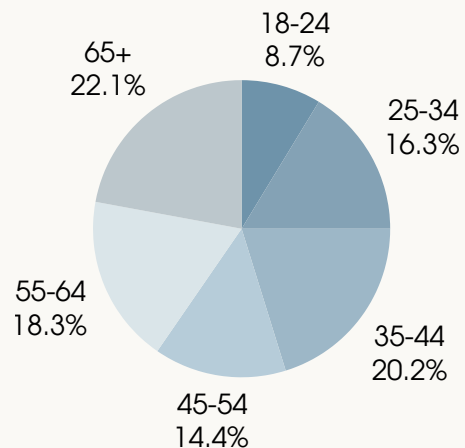
# Panel Demographics — AMER



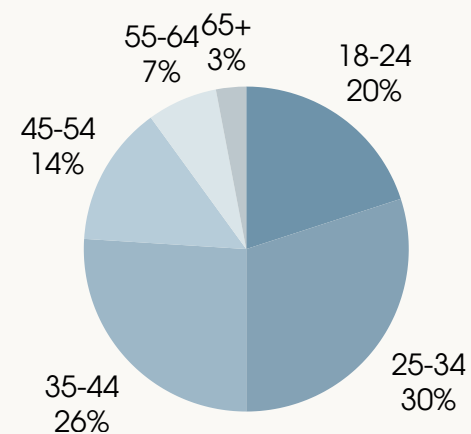
United States ♂ 43 : ♀ 57



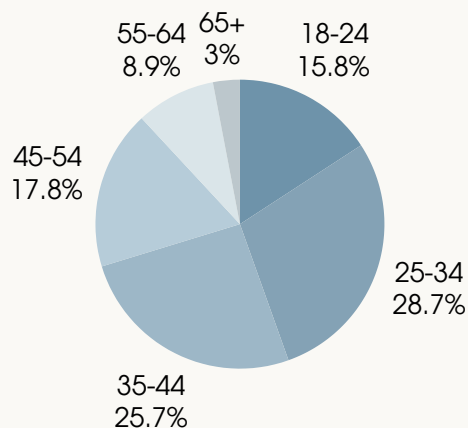
Canada ♂ 41 : ♀ 59



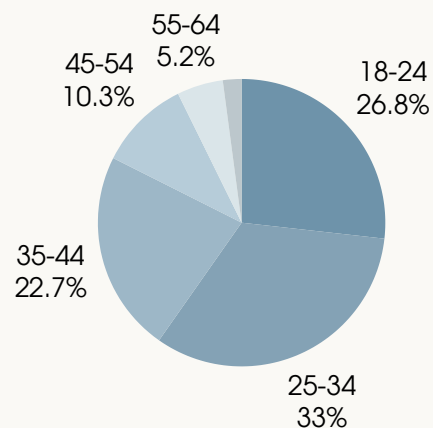
Brazil ♂ 46 : ♀ 54



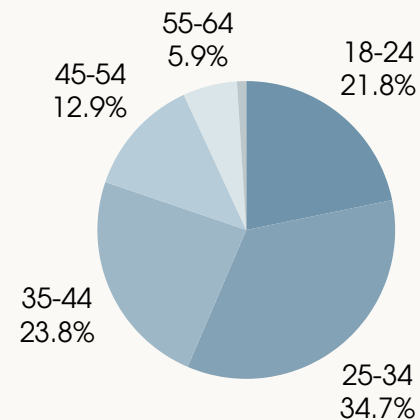
Argentina ♂ 54 : ♀ 46



Mexico ♂ 43 : ♀ 57



Columbia ♂ 48 : ♀ 52

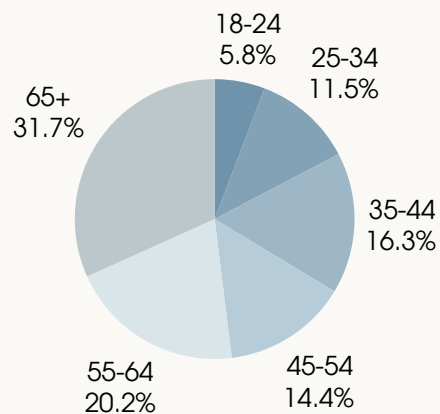




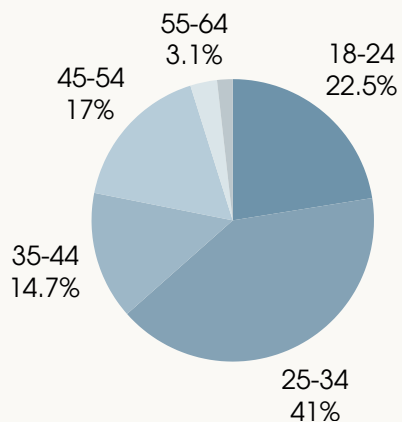
# Panel Demographics — APAC



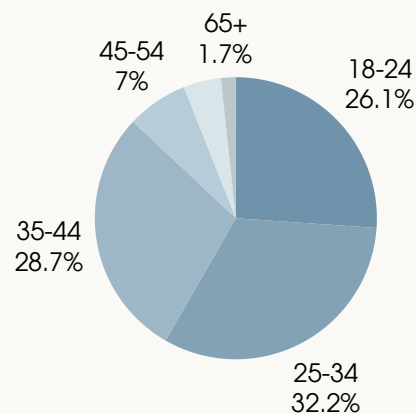
Australia ♂ 43 : ♀ 57



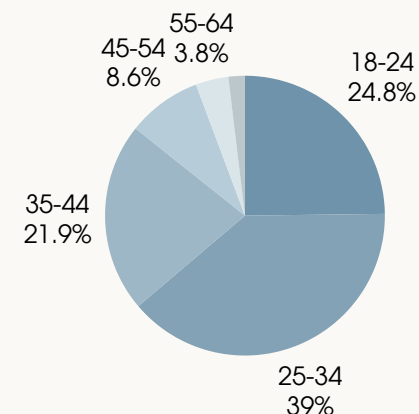
China ♂ 54 : ♀ 46



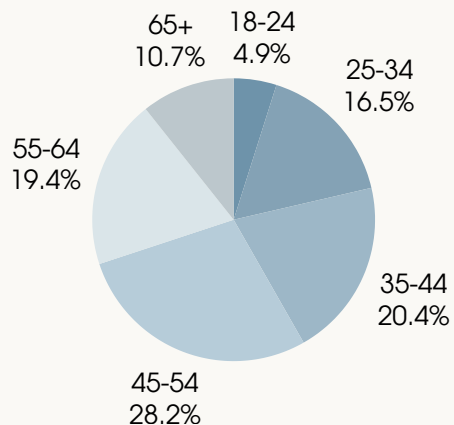
India ♂ 53 : ♀ 47



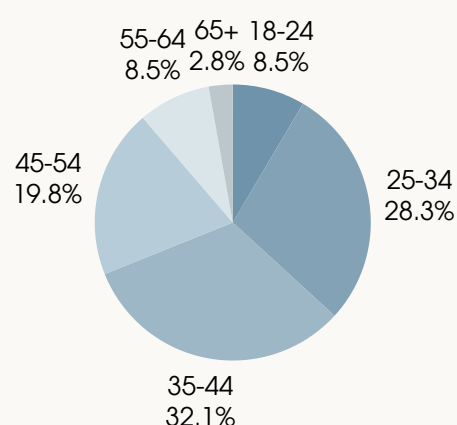
Malaysia ♂ 46 : ♀ 54



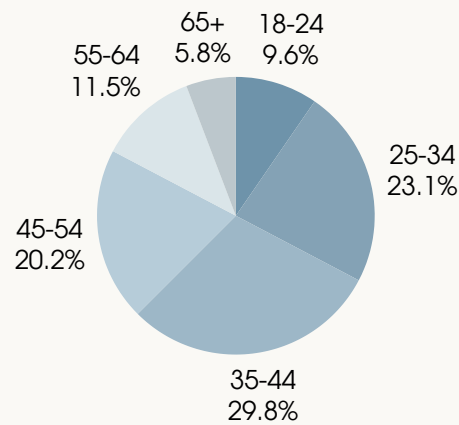
Japan ♂ 61 : ♀ 39



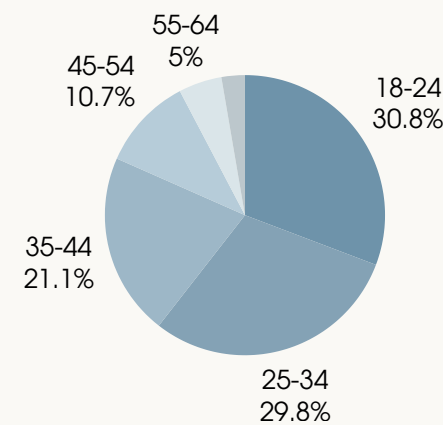
South Korea ♂ 51 : ♀ 49



Singapore ♂ 50 : ♀ 50



Indonesia ♂ 50 : ♀ 50

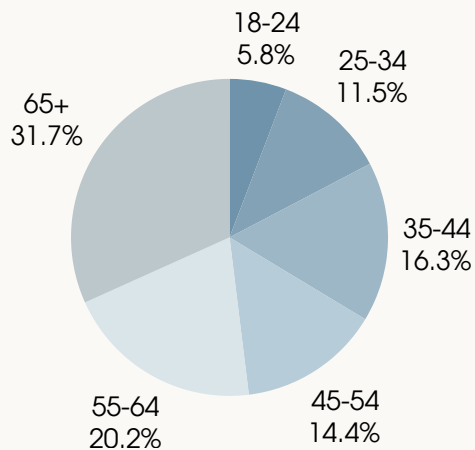


# Panel Demographics — APAC



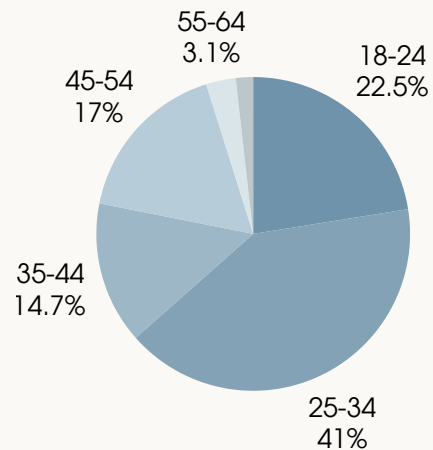
Philippines

♂ 37 : ♀ 63



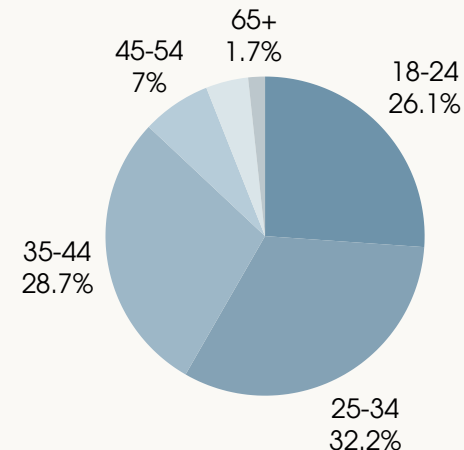
Thailand

♂ 43 : ♀ 57



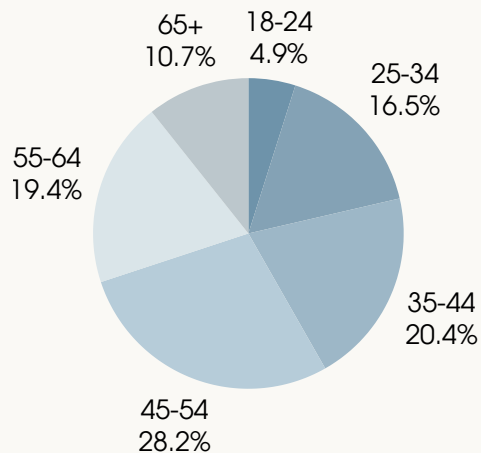
Vietnam

♂ 54 : ♀ 46



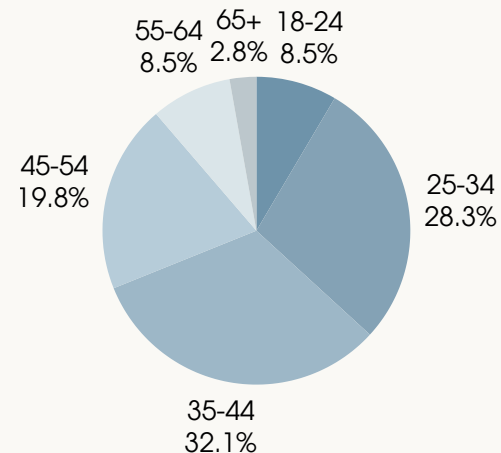
New Zealand

♂ 42 : ♀ 58



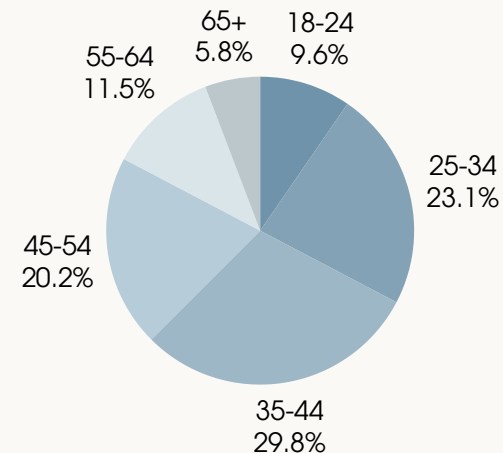
Hong Kong

♂ 37 : ♀ 63



Taiwan

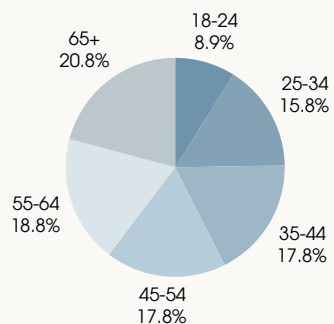
♂ 49 : ♀ 51



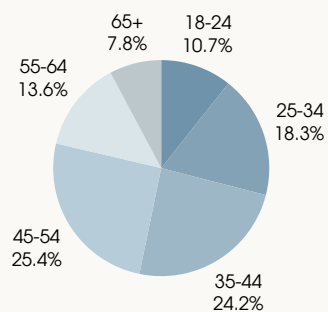
# Panel Demographics — EMEA



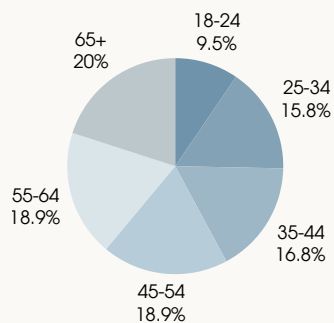
United Kingdom ♂ 48 : ♀ 52



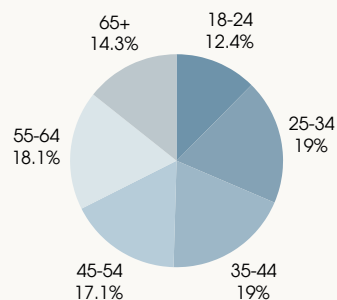
Italy ♂ 42 : ♀ 58



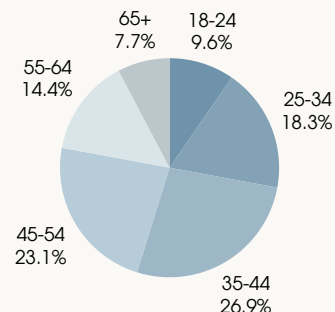
Belgium ♂ 51 : ♀ 49



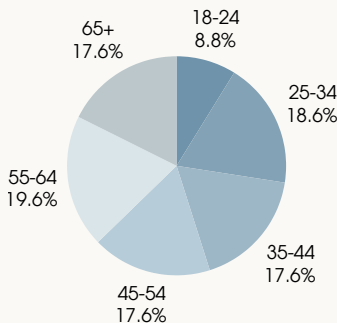
Germany ♂ 50 : ♀ 50



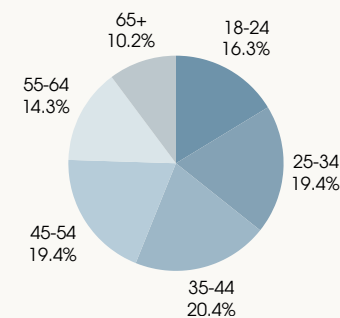
Spain ♂ 37 : ♀ 63



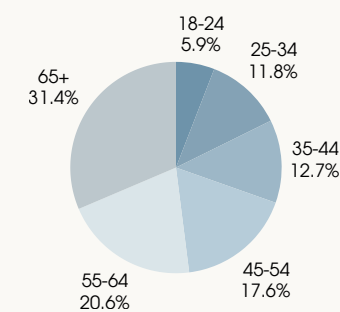
Sweden ♂ 34 : ♀ 66



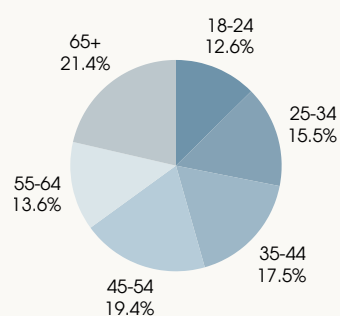
France ♂ 63 : ♀ 37



Netherlands ♂ 49 : ♀ 51



Norway ♂ 52 : ♀ 48

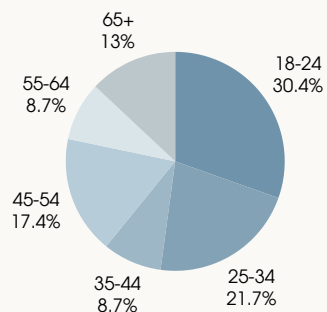


# Panel Demographics — EMEA



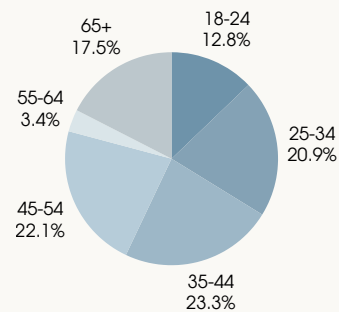
Denmark

♂ 56 : ♀ 44



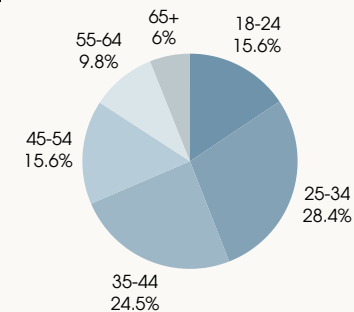
Finland

♂ 47 : ♀ 53



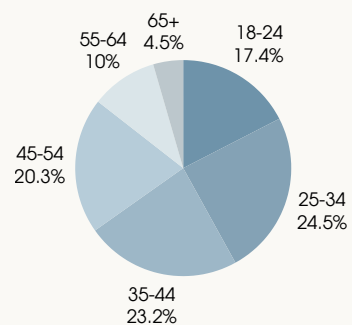
Poland

♂ 41 : ♀ 59



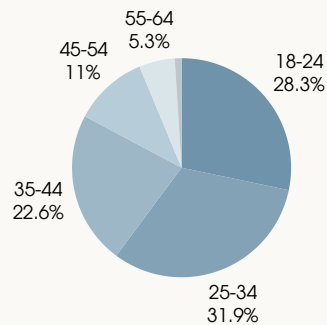
Romania

♂ 42 : ♀ 58



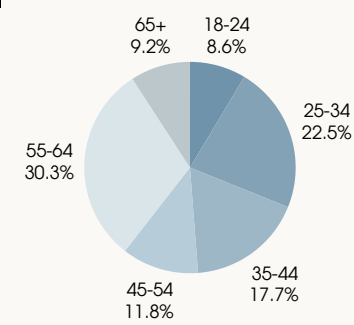
Turkey

♂ 37 : ♀ 63



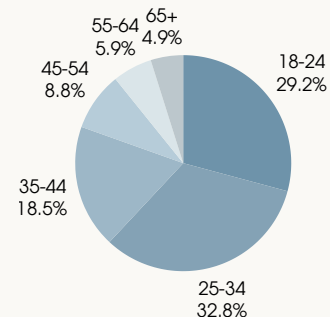
UAE

♂ 46 : ♀ 54



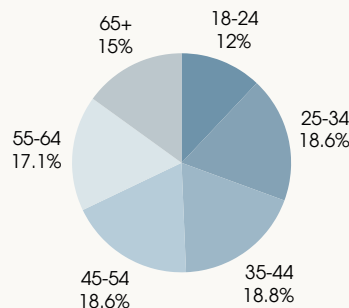
South Africa

♂ 43 : ♀ 57



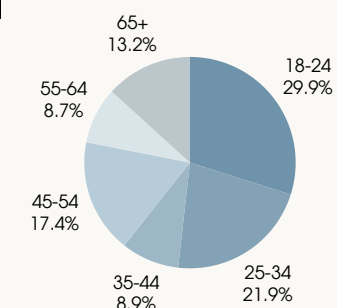
Austria

♂ 47 : ♀ 53



Switzerland

♂ 49 : ♀ 51



# About Us

Motive Map is a first-party data and panel company built on one principle: the most valuable insight is the one that reveals **why**. We go beyond demographic profiling to understand the motivations, attitudes, and intent patterns that drive the decisions of consumers and professionals alike.

With a verified global panel spanning 30+ countries across AMER, APAC, and EMEA, we deliver accurate, high-quality data to support every stage of the research and marketing lifecycle — from strategy and segmentation to campaign optimisation and performance measurement.

Our clients include market research agencies, management consulting firms, media companies, pharmaceutical brands, financial services firms, and technology enterprises who demand data they can genuinely trust.

## Our Promise:

**Every response is real. Every respondent is verified. Every dataset is clean.**

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 [info@motive-map.com](mailto:info@motive-map.com)

Motive Map — Mapping Hidden Intent

