

About Us

Bangladesh-based research and fieldwork company with online panel capability for local and international studies.

Creative Consulting Services Limited (CCSL) is a full-service market and social research agency headquartered in Dhaka, Bangladesh. We provide end-to-end quantitative, qualitative and online panel research support for local and international clients.

- Experienced in CAWI / online surveys, CAPI, CATI, CLT and qualitative research support
- Trusted fieldwork and data collection partner for agencies, brands, consulting firms and development organizations
- Strong local execution with project management, sampling support, scripting coordination, field monitoring and data delivery
- Bangladesh-focused online panel capability backed by structured profiling and panel quality controls

Coverage

Bangladesh panel reach across metro, urban and semi-urban audiences, with broad consumer and professional profiling.

Scale

500,000+ panel respondents available for online research and audience targeting in Bangladesh.

Research support

Questionnaire review, sampling logic, audience targeting, link deployment, progress monitoring, cleaning, tab-ready data and summary support.

Industries served

FMCG, retail, telecom, financial services, healthcare, technology, media, social research, public opinion and development sector work, etc.

BANGLADESH ONLINE PANEL BOOK

Panel credentials and capability overview

Creative Consulting Services Limited (CCSL)

Bangladesh coverage | 500,000+ respondents | Metro, urban and semi-urban reach

500K+

Bangladesh
panel
respondents

3

Settlement tiers
covered

B2C

Consumer
studies

B2B

Professional
audiences

Why CCSL Bangladesh panel

Built to support client credential review with a clear view of scale, reach and respondent depth.

500,000+

Verified Bangladesh panel respondents

Metro

Large city coverage

Urban

City and town audiences

Semi-urban

Emerging market reach

Bangladesh Only

Core panel strengths

- Large respondent base for both incidence and niche targeting
- Coverage across metro, urban and semi-urban populations in Bangladesh
- Suitable for ad hoc surveys, trackers, concept tests and audience profiling
- Supports both consumer and professional / business recruitment

Aligned research modes

CAWI / online surveys

CATI support

CAPI extension

FGD / IDI recruitment

B2C audiences

B2B audiences

- Online panel projects can be integrated with broader qualitative and quantitative fieldwork workflows.
- CCSL also promotes national data collection capability across Bangladesh in CAWI, CATI and CAPI research.

Bangladesh Online Panel Snapshot

Panel size

500,000+ active and profiled respondents for Bangladesh online research

Geographic reach

Metro, urban and semi-urban respondent coverage across Bangladesh

Audience types

General population, shoppers, category users, business audiences and specialized segments

Modes supported

Primarily CAWI / online panel, with mixed-mode extension where required

Use cases

U&A, concept test, ad test, segmentation, brand tracking, customer feedback and opinion research

Client value

Fast setup, flexible targeting, dependable fieldwork management and clear deliverables

Bangladesh online panel access combined with local project management, targeting support, quality control and practical execution experience.

Panel reach and recruitment footprint

The Bangladesh panel is positioned as a national online sample source with flexible integration into broader fieldwork programs.

Coverage layers

Metro

Urban

Semi-urban

- Broad online respondent access across Bangladesh
- Balanced use cases for mainstream consumer audiences and more targeted professional segments
- Suitable for national, city-led and audience-specific online studies
- Useful as a feeder source for downstream qual recruitment where needed

Sampling use cases

- U&A and brand health studies
- Customer satisfaction and NPS
- Concept, product and pack testing
- Segmentation and audience profiling

Operational fit

- Fast digital deployment for online studies
- Project-specific screening to sharpen incidence
- Expandable into mixed-mode projects when required
- Strong fit for credential-sensitive client reviews

Methodology ecosystem

CAWI

CATI

CAPI

FGDs

IDIs

CLTs

- Full-service qualitative and quantitative execution.
- Online panel can therefore sit within a wider Bangladesh research delivery model.

Audience profiling depth

The panel can be screened and profiled across consumer, household, professional and category-specific variables.

Core demographics

- Name, age, gender and language
- Education, marital status and employment
- Household size, children and home ownership
- Region and income-related filters

Consumer and household

- Shopping behavior and department store purchase habits
- Entertainment and media consumption
- Home features and maintenance roles
- Automotive ownership and purchase intent

Professional and business

- Business type and annual revenue
- Occupation and decision-making role
- ITDM and IT role screening
- Legal, finance and government / military profiles

Category-specific targeting

- Healthcare and medical professional audiences
- Technology devices and digital behavior
- Travel, transport and service usage
- Tobacco, banking and ailment-based screening

Sectors and industries covered

Designed to reassure client reviewers that the Bangladesh panel can support broad category coverage plus more specialist audiences.

FMCG and retail

Pack tests, U&A, shopper and category studies

Telecom and technology

Smartphones, devices, apps and digital behavior

Healthcare and pharma

Medical professionals, patients and condition-based audiences

Banking and financial services

Insurance, investments, cards and consumer finance

Automotive and transport

Vehicle ownership, service use and purchase intent

Travel and hospitality

Travel source, booking, airline and accommodation behaviors

Media and entertainment

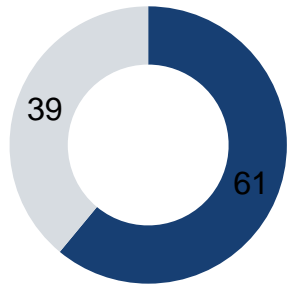
TV, books, movies, music, radio and beverages

B2B, public sector and services

Decision makers, legal, government, IT and professional roles

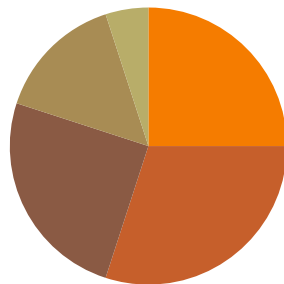
Bangladesh panel positioning: broad sector coverage, flexible profiling and project-specific screening across both consumer and professional audiences.

Gender



Male 61% Female 39%

Age



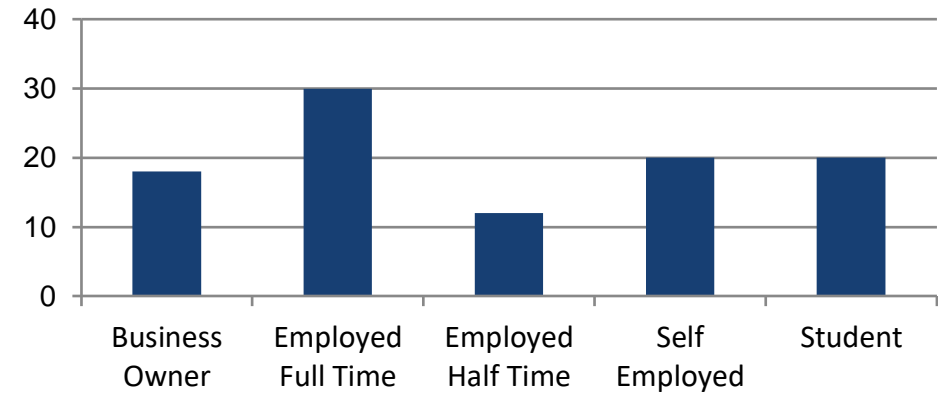
18-24 25-34 35-44 44-54 55+

Panel Count

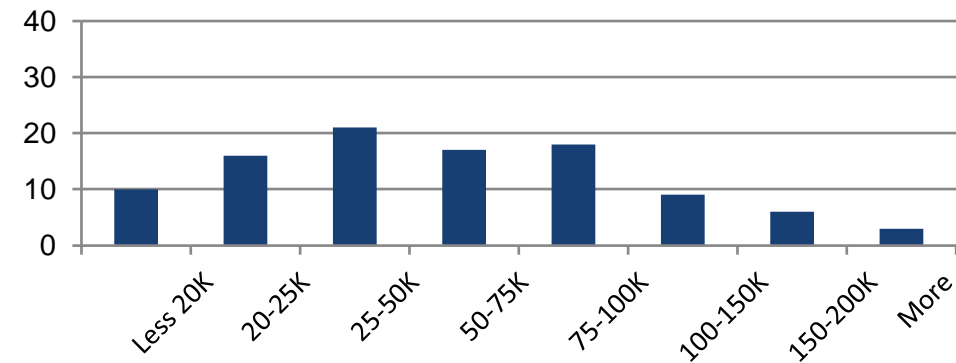
500,000+

Bangladesh online panel respondents

Employment



Income



Geographic Reach Within Bangladesh

Designed for metro, urban and semi-urban online sampling requirements.

Coverage approach

- Metro respondents for high-incidence and fast-turnaround urban studies
-
- Urban audiences for category, brand and shopper research
-
- Semi-urban respondents for broader national and emerging-market perspectives
-
- Geographic quotas can be structured based on project need, incidence and feasibility
-
- Audience balancing possible by gender, age, SEC / income proxies, city tier and category usage

Metro

Dhaka and other key metro audiences for digitally engaged and commercially important segments.

Urban

Major city audiences for mainstream online panel recruitment and faster incidence checks.

Semi-urban

Broader audience inclusion beyond core metros to improve representational value.

Sampling note

Final sample design depends on target definition, incidence, quotas, survey length, exclusions, and project timeline. CCSL supports feasibility review before launch and recommends realistic quota cells for high-quality delivery.

How We Support Online Panel Fieldwork

1. Brief & feasibility Review target, quotas, LOI, incidence, exclusions, timeline and recommended approach

2. Audience setup Apply profiling filters, sample allocation, logic for quotas and soft/hard controls

3. Survey launch Deploy survey link, test routing, monitor entry quality and track live progress

4. Field monitoring Daily review of completes, drop-offs, speeders, quota fill, device patterns and suspicious cases

5. Cleaning & validation Remove poor-quality cases, deduplicate, check logic, and confirm final usable sample

6. Delivery Provide cleaned data, fieldwork summary, profile split and notes on audience composition

Panel Quality & Data Quality Framework

Quality control steps to improve respondent reliability and final data accuracy.

Panel-level controls

Geo/IP checks, duplicate prevention, one-time-use links where applicable, speeder/straight-liner monitoring and suspect-response review.

Survey-level controls

Logic checks, trap/attention checks where relevant, open-end review, quota discipline and consistency validation during fieldwork.

Delivery-level controls

Cleaning, deduplication, final validation, field notes and exclusion of poor-quality or non-compliant interviews before delivery.

What clients can expect

A practical quality-first workflow with monitoring during live fieldwork rather than only post-field correction. This helps improve incidence handling, reduce low-quality completions and support more dependable decision-making.

Optional added controls by project

More restrictive device checks, tighter respondent throttling, recontact validation, blacklisting, higher scrutiny for low-incidence audiences, or client-specific compliance and security requirements.

Recruitment validation and project QA

Beyond digital controls, CCSL also describes human QC, supervision and tele-back verification practices to protect study quality.

1. Screening and recruitment

Field team and QC members review recruitment questionnaires before submission.

2. Supervisor oversight

Supervisors and QC members review work before reporting back to head office.

3. Telephone back-checks

Respondents can be asked random verification questions to confirm interview authenticity and accuracy.

4. Ongoing management review

Management advises teams if discrepancies are found and may conduct surprise spot attendance checks.

This blend of digital fraud control plus human verification helps make the panel book stronger in formal client credential reviews.