

**G N N**  
Research Group



جي ان ان  
المجموعة البحثية

**Global Panel Book 2022**

## Company Overview

GNN Research Group is one of the largest Independent marketing research company headquartered in Dubai, UAE. We offer digital market research services specifically in regions like ME, Asia and African countries. We are also one of the prominent qualitative research service provider with state of art focus group suites across major Middle Eastern region, all of which are centrally located in their respective cities.

We are passionate about understanding our client needs and employ creative and effective methodologies, empowering them to take crucial operational and strategic business decisions.

We cover the broadest spectrum of research services by applying both offline and online methodologies and provide B2C, B2B, Mobile and Healthcare panel services with deep profiling.

Our proprietary panel has over **2.95M+** double opt-in members across **37+** countries.

Expertise in the sampling techniques enables our samples to be in line with the national representative sample. By attaining **1.6** million survey mark per year, we are one of the fastest growing market research company across ME region.



## Panel Quality and Sourcing

**Unbiased and engaged panelists – Quality maintained from inception**

**Affiliations:** We are affiliated with Esomar and follow its legal, ethical guidelines



Please find our [Answers to Esomar](#)

### **Panel Quality – [Panel Quality Measures](#)**

Our panel quality is ensured right from the recruitment process till the completion of projects- from the judicious selection of panellists to ensuring that panel responses are accurate. While we focus on research methodologies, we also undertake an objective analysis of the panellists' expertise and field experience in creating and operating panels. This judicious selection process of panels has seen us create and operate successfully, several online panels of domain-specific experts.

We employ our 3-stage verification and validation process that includes digital fingerprint along with Relevant ID checks. All this to ensure that a unique verified respondent completes each survey with robust and attentive answers.

# Recruitment Process

## Panel Sourcing

- Vetted partner affiliate.
- Street and Mall intercepts.
- Placement of banner ads to recruit respondents from major websites.
- Invite these respondents to join Panelreward via email.

## Recruitment Process

- Send email invitation to join Panelreward.
- Triple opt-in Respondent as per Esomar guidelines
- Multi-mode verification process i.e. Email, Mobile and in some cases social media account verification to be considered as Verified Panel Member.
- Frequent and robust profiler surveys.

## Panel Measures

- In built digital finger print tool to eliminate duplicate respondents.
- Field dummy surveys and check for inconsistencies in survey responses. Flag and remove anomalies such as speedsters, straight liners etc..
- Set quotas as close to census representation in each country.
- Track and remove inactive and fake email address.

## Panel Management & Segmentation

- Encourage respondents to keep profiles updated .
- Segment respondents for 40+ categories ranging from demos to speciality attributes such as Hobbies, Travel, Healthcare, Vehicle ownership etc.
- Keep respondents engaged via Social Media engagement activities, send feedback surveys etc.
- Easy and hassle free reward system.

# Panel Presence and Strength

Foot prints in 37+ countries, 2.95M+ panellists across globe

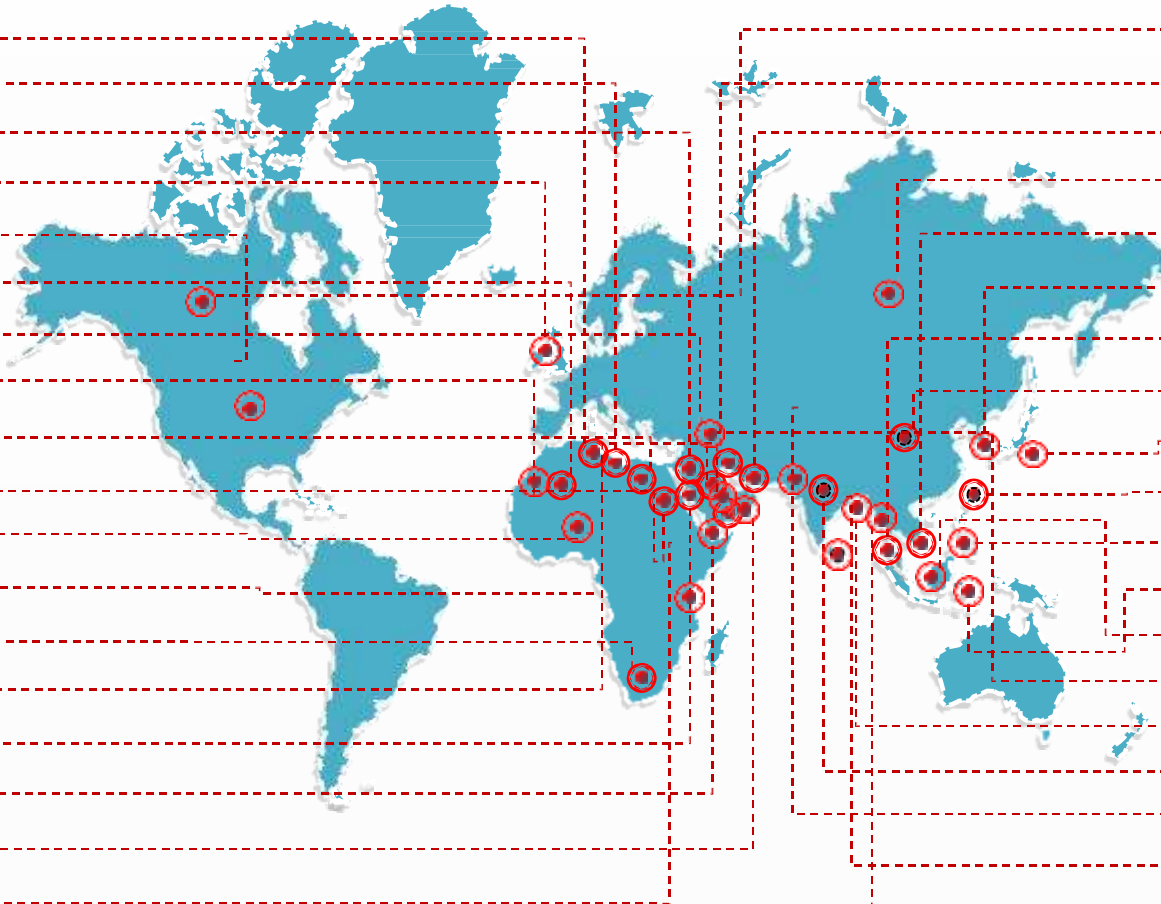
## Online Market Presence



## Online Panel Coverage

- ✓ 2.95M+ panellists
- ✓ 37 Proprietary Markets
- ✓ 1.6 million annual surveys
- ✓ Triple Opt-in
- ✓ ESOMAR Guidelines
- ✓ Custom Profiling – 40+ segments

45,000+ - Tunisia  
75,000+ - Lebanon  
80,000+ - Turkey  
40,000+ - UK  
55,000+ USA  
35,000+ - Algeria  
17,000+ - Iraq  
80,000+ - Morocco  
1,50,000+ - Egypt  
45,000+ - Jordan  
40,000+ Nigeria  
40,000+ - Kenya  
110,000+ - S. Africa  
90,000+ Bahrain  
2,20,000+ KSA  
35,000+ - Yemen  
2,89,000+ - UAE  
90,000+ - Oman



Canada – 25,000+  
Kuwait – 1,10,000+  
Iran – 1,20,000+  
Russia – 1,00,000+  
Vietnam – 35,000+  
South Korea - 15,000+  
Thailand - 20,000  
China – 1,90,000+  
Japan – 19,000+  
Taiwan – 18,000+  
Philippines – 17,000+  
Indonesia – 14,000+  
Malaysia – 20,000+  
Qatar – 1,40,000+  
Bangladesh – 45,000+  
India – 2,50,000+  
Pakistan – 90,000+  
Sri Lanka – 54,000+  
Myanmar – 11,500

# Specialty Panel and Attributes

Easy access to hard to reach respondents from different Industry Verticals



## B2B Audience

- Industry Segments
- Type of Business
- Annual Revenue
- Employee Strength
- Professionals
- Title/CEO, COO etc.
- Occupation
- Purchase DM's
- Primary Role
- Banking and Financial Services
- IT Decision Makers
- Developers
- Hardware and Software
- Business Owners
- Healthcare Professionals/Decision Makers



## Beauty

- Skincare
- Hair Care



## Travel

- Business/Leisure Travel
- Long/Short Haul
- Travel Destinations



## Healthcare

- Physicians/Medical Professionals
- Nurses
- Patients
- Ailment and Treatments
- Lifestyle and Wellness
- Hygiene and Habits
- Preventive care



## Automobiles

- Car/Bike Owners
- Car Intenders
- Car Decision Makers
- Type of Car, SUV/luxury
- New/Used Cars
- Household Vehicles



## Information Technology

- Developers
- Type of IT Professionals
- Roles and Decision Making Authorities
- PC, Tablets, Mobile Technology, Mobile Apps, Mobiles Hardware, Software Progress, IT Security, BI and Big Data



## Interests and Hobbies

- General
- Type of Sports
- Health/Leisure/Fitness/Travel/Outdoor and Indoor activities
- Smoking habits



## Education

- Type of Educational Course



## Finance

- Financial Product Owned/Services
- Financial Decision Makers
- Insurance



## Teens

- Hobbies/Interests/Favourite TV Channel/Spots
- Online Activities



## Food & Beverage

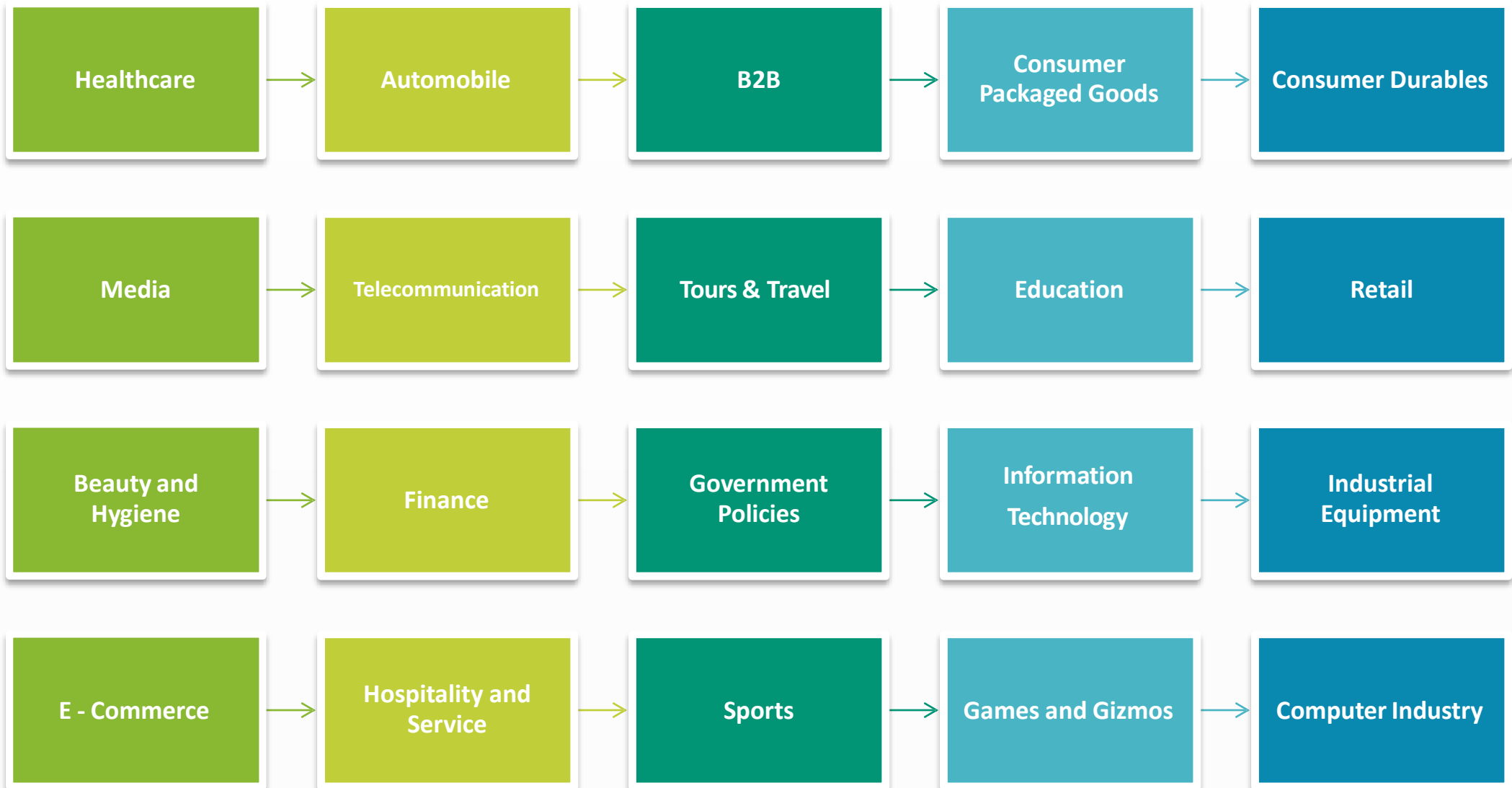
- Dine Out Frequency
- Type of Food and Beverage Consumption



## Online Shopping & Retail

- Online shopping behaviour
- Grocery Store
- Primary Shopper
- Shopping expenses
- Online Store

# Data Collection Sectors



**Panel Distribution - ASIA**







UAE - 2,89,000+

Survey Languages – Arabic and English



Gender

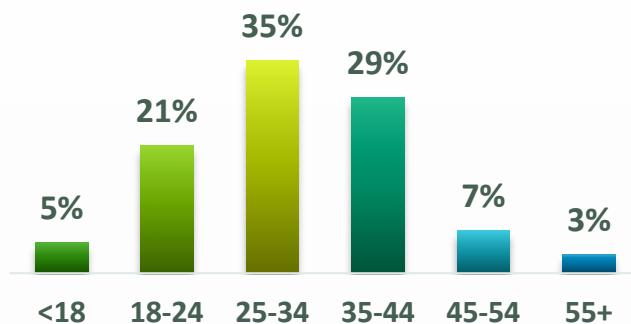


65%

35%



Age



5%

21%

35%

29%

7%

3%

<18

18-24

25-34

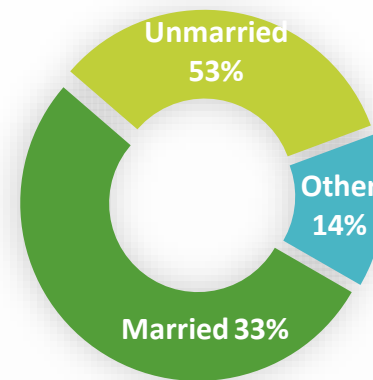
35-44

45-54

55+



Marital Status



Unmarried

53%

Other

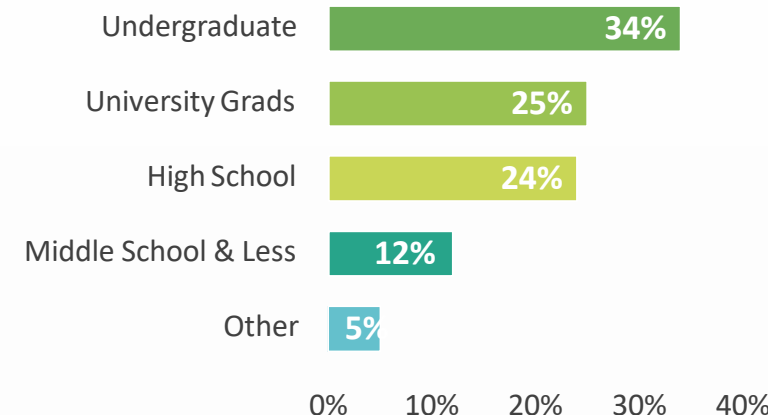
14%

Married

33%



Education



Undergraduate

34%

University Grads

25%

High School

24%

Middle School & Less

12%

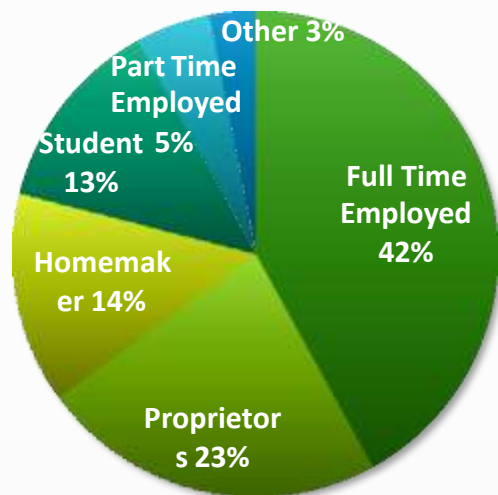
Other

5%

0% 10% 20% 30% 40%



Employment



Other 3%

Part Time  
Employed

Student 5%  
13%

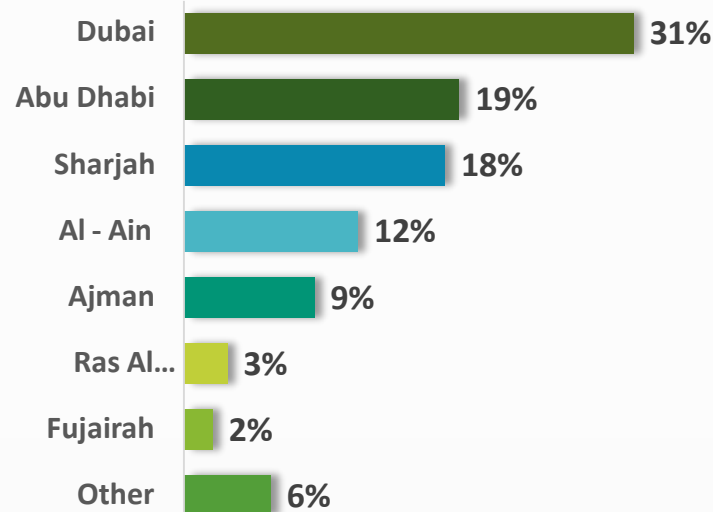
Homemaker 14%

Full Time  
Employed  
42%

Proprietors 23%



Region



Dubai

31%

Abu Dhabi

19%

Sharjah

18%

Al - Ain

12%

Ajman

9%

Ras Al...

3%

Fujairah

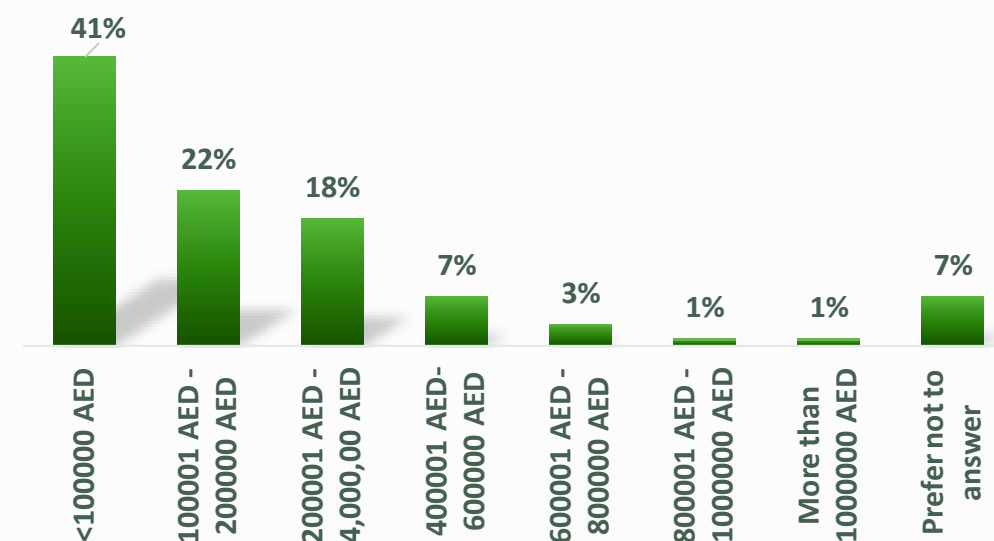
2%

Other

6%



Annual HHI



41%

22%

18%

7%

3%

1%

1%

7%

<10000 AED

100001 AED -  
200000 AED

200001 AED -  
4,00,00 AED

400001 AED -  
600000 AED

600001 AED -  
800000 AED

800001 AED -  
1000000 AED

More than  
1000000 AED

Prefer not to  
answer

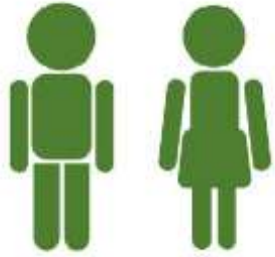


KSA - 2,20,000+

Survey Languages – Arabic and English



Gender

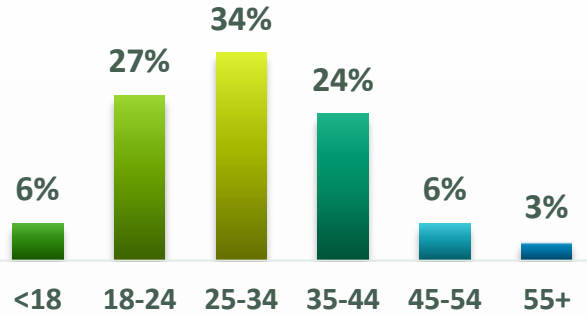


62%

38%



Age



6%

27%

34%

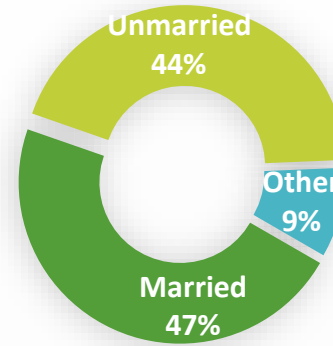
24%

6%

3%



Marital Status



Unmarried

44%

Other

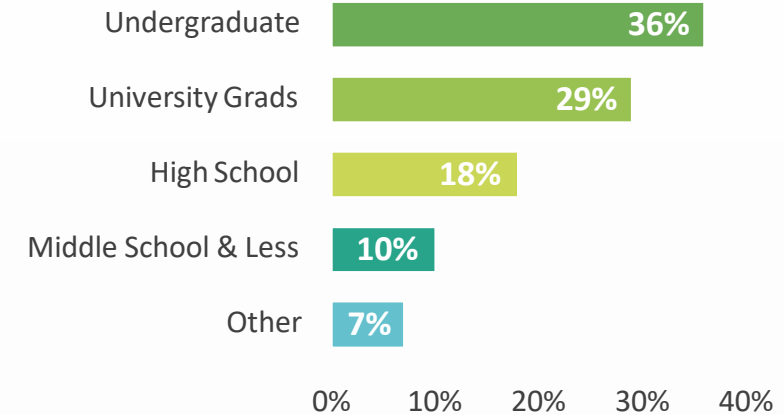
9%

Married

47%



Education



Undergraduate

36%

University Grads

29%

High School

18%

Middle School & Less

10%

Other

7%

0%

10%

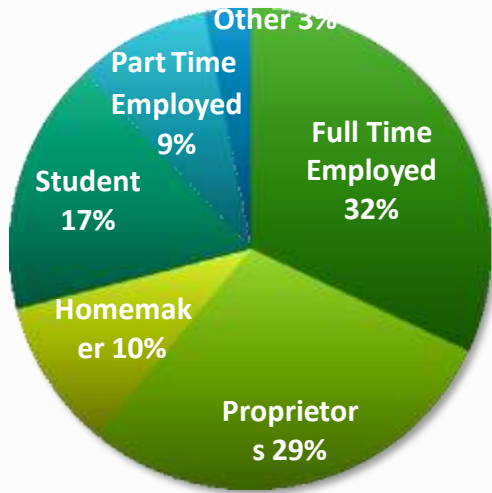
20%

30%

40%



Employment



Other

3%

Part Time

Employed

9%

Student

17%

Homemaker

10%

Proprietors

29%

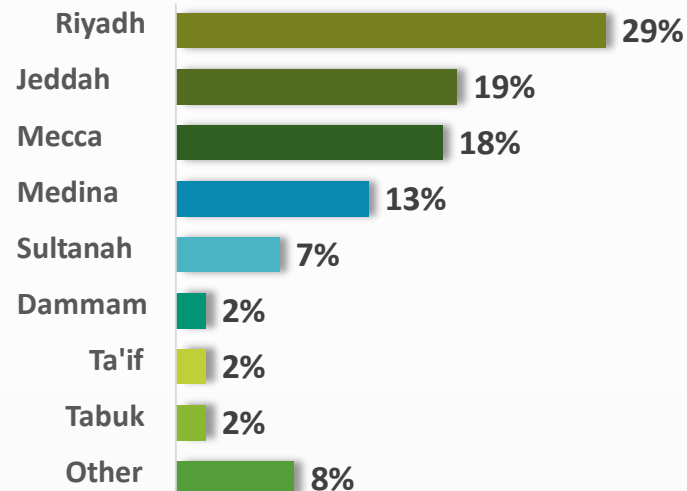
Full Time

Employed

32%



Region



Riyadh

29%

Jeddah

19%

Mecca

18%

Medina

13%

Sultanah

7%

Dammam

2%

Ta'if

2%

Tabuk

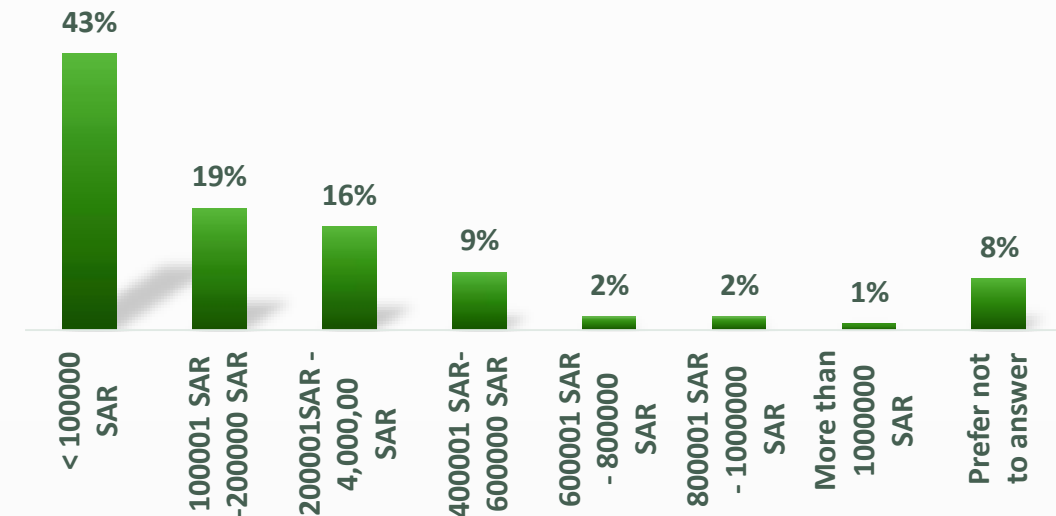
2%

Other

8%



Annual HHI



43%

< 100000  
SAR

19%

100001 SAR  
- 200000 SAR

16%

200001 SAR -  
4,000,00 SAR

9%

400001 SAR -  
600000 SAR

2%

600001 SAR  
- 800000 SAR

2%

800001 SAR  
- 1000000 SAR

1%

More than  
1000000 SAR

8%

Prefer not  
to answer



**Bahrain – 90,000+**

**Survey Languages – Arabic and English**



Gender

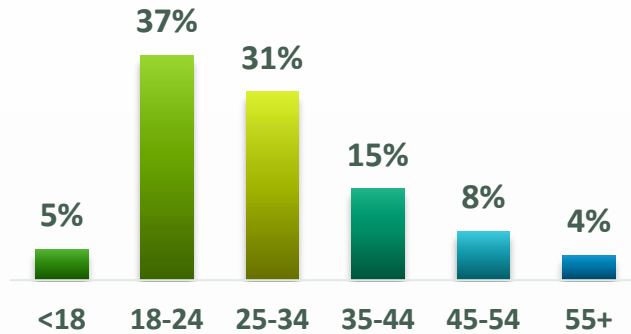


63%

37%



Age



<18

18-24

25-34

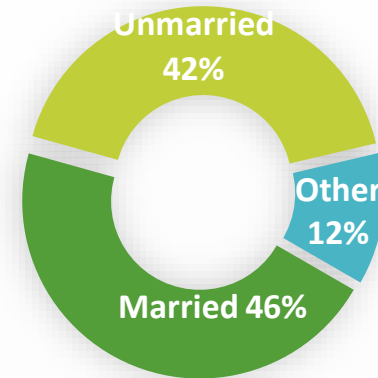
35-44

45-54

55+



Marital Status



Unmarried

42%

Other

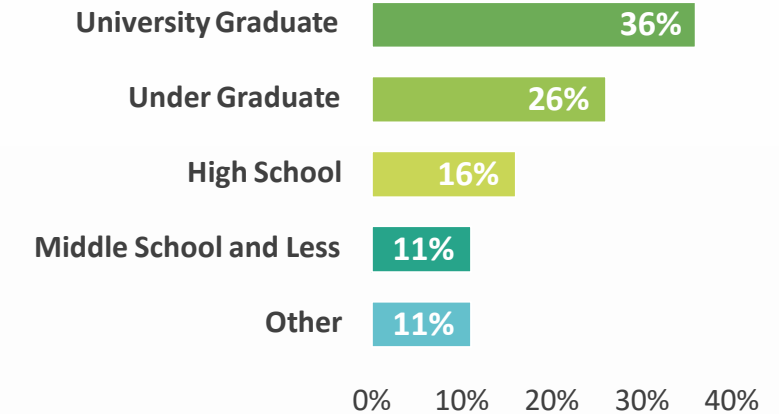
12%

Married

46%



Education



University Graduate

36%

Under Graduate

26%

High School

16%

Middle School and Less

11%

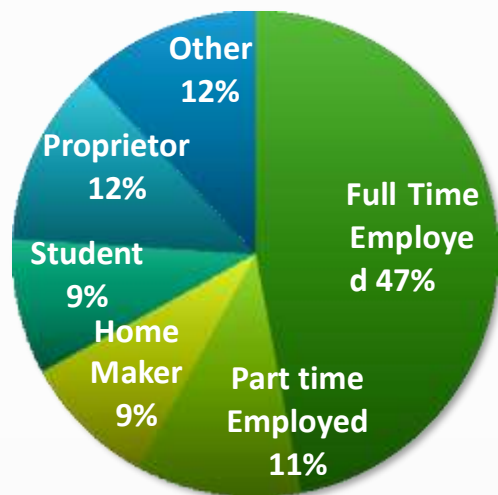
Other

11%

0% 10% 20% 30% 40%



Employment



Other

12%

Proprietor

12%

Student

9%

Home Maker

9%

Part time Employed

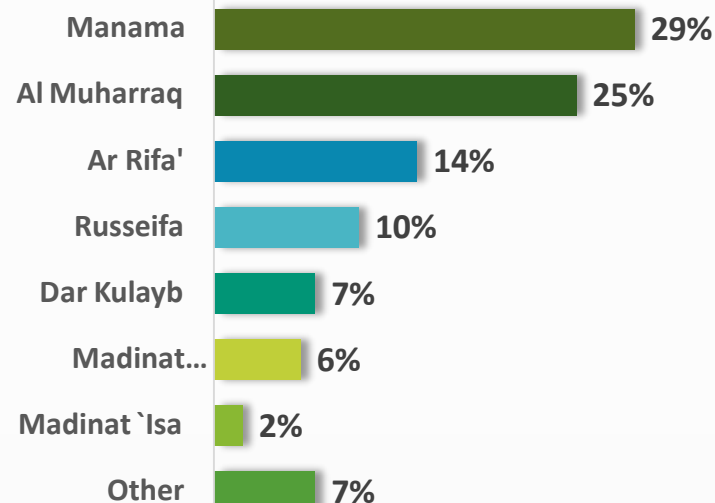
11%

Full Time Employed

47%



Region



Manama

29%

Al Muharraq

25%

Ar Rifa'

14%

Russeifa

10%

Dar Kulayb

7%

Madinat...

6%

Madinat `Isa

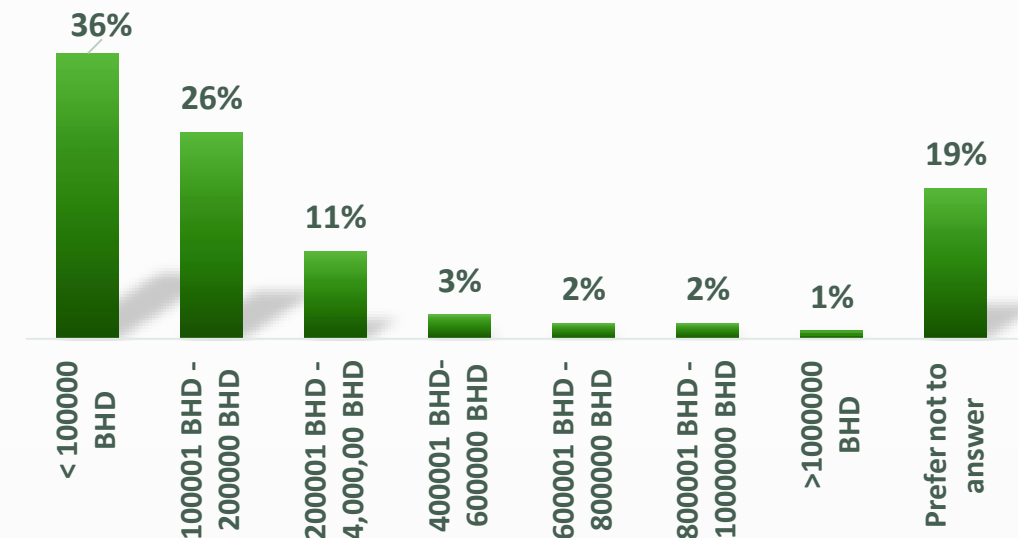
2%

Other

7%



Annual HHI



36%

26%

11%

3%

2%

2%

1%

19%



Oman – 90,000+

Survey Languages – Arabic, Baluchi and English



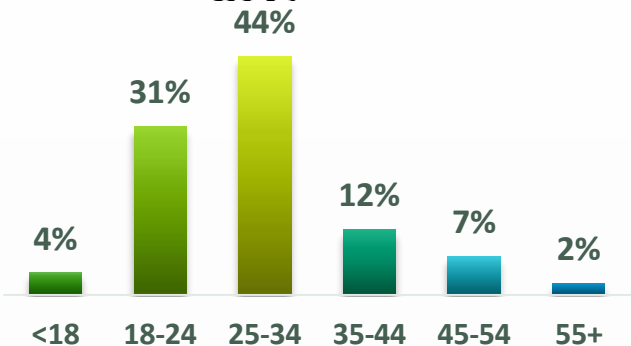
Gender



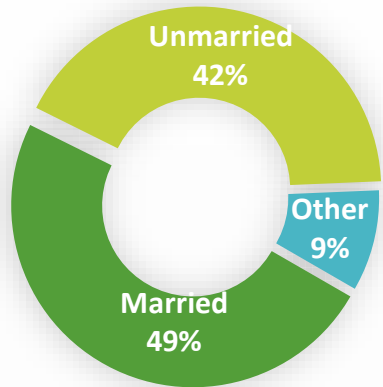
63% 37%



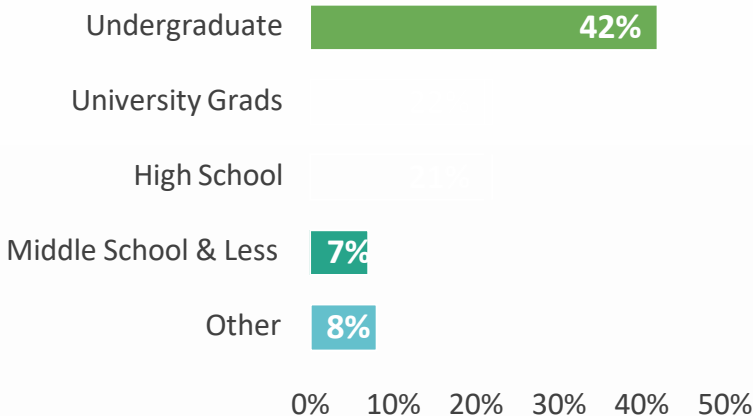
Age



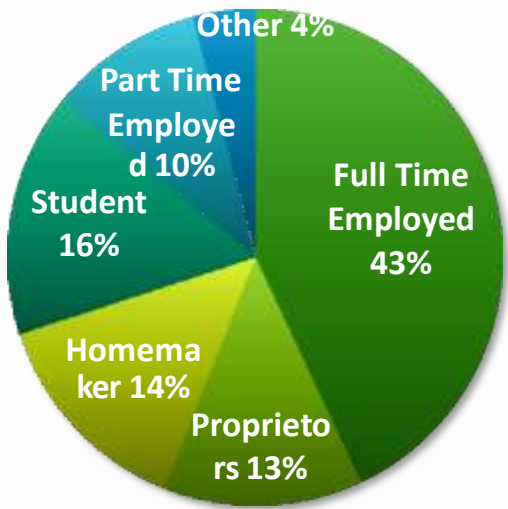
Marital Status



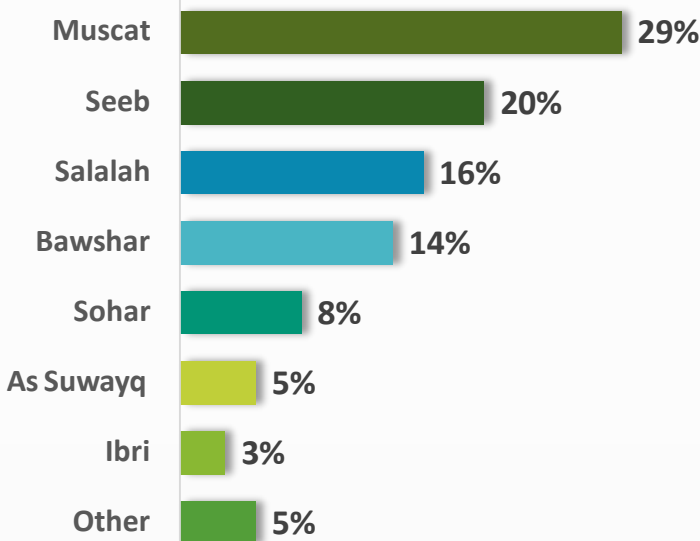
Education



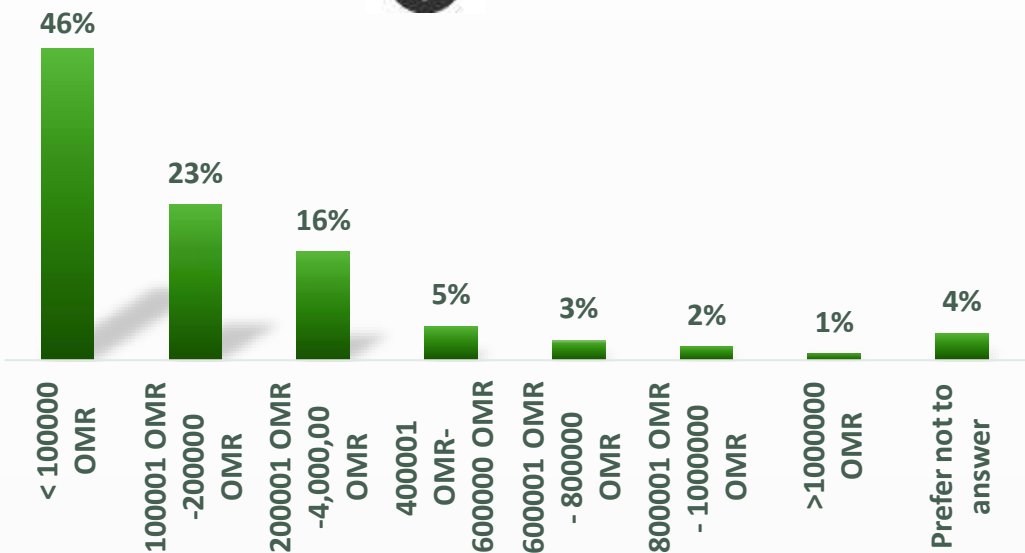
Employment



Region



Annual HHI







**Qatar – 1,40,000+**

**Survey Languages – Arabic and English**



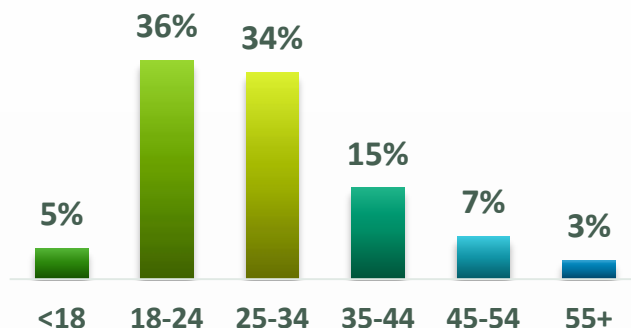
Gender



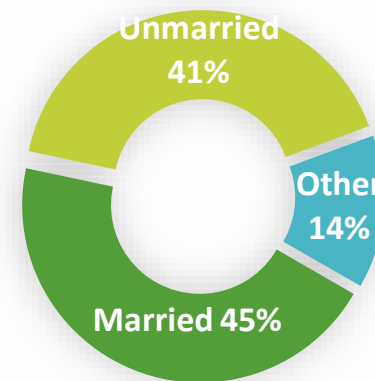
57% 43%



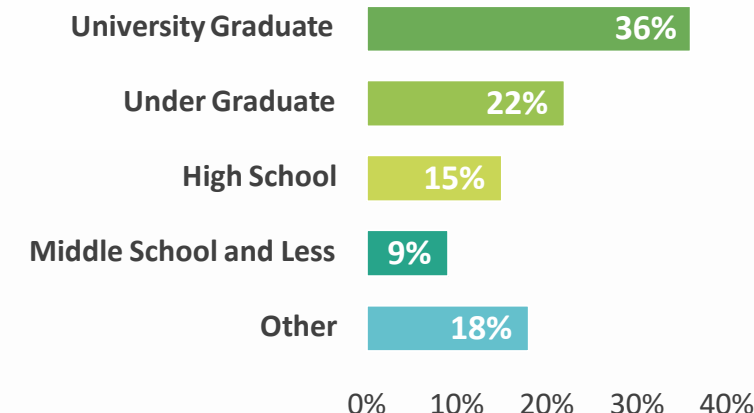
Age



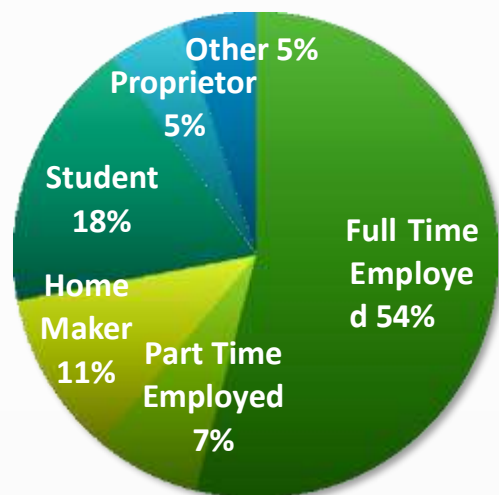
Marital Status



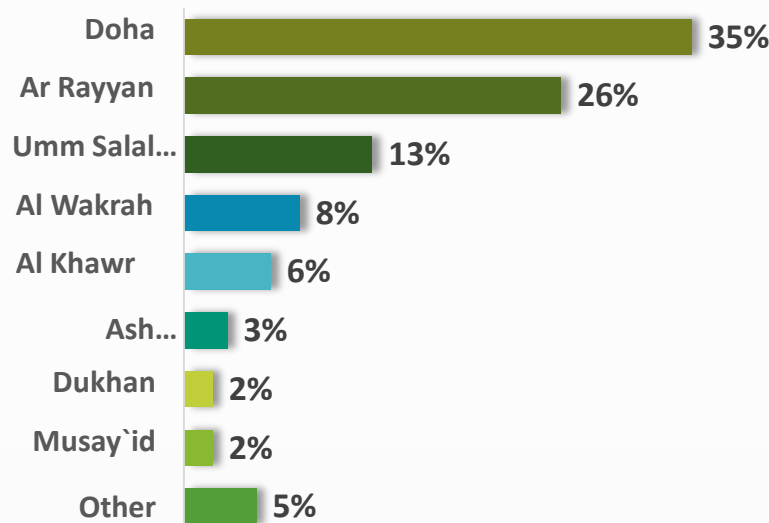
Education



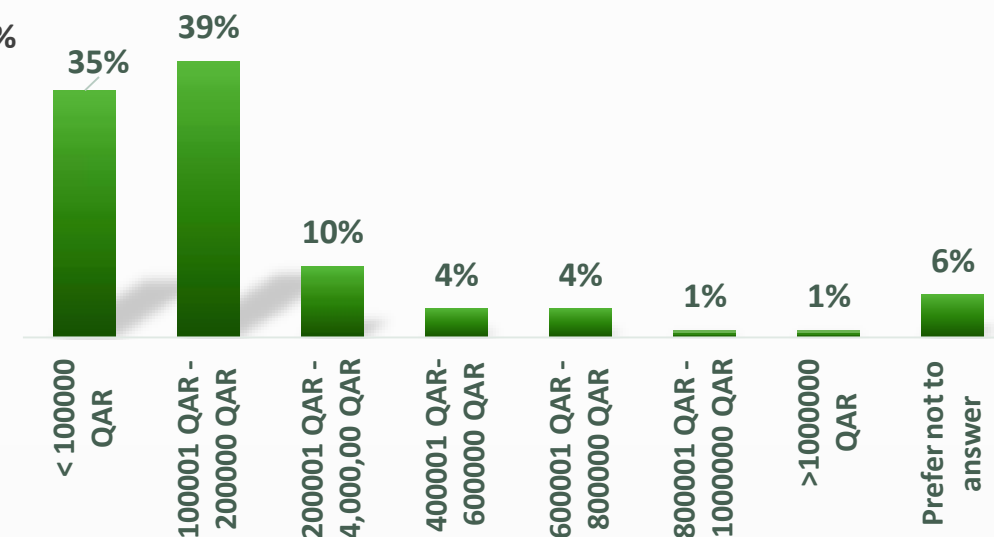
Employment



Region



Annual HHI





**Kuwait- 1,10,000+**

**Survey Languages – Arabic and English**



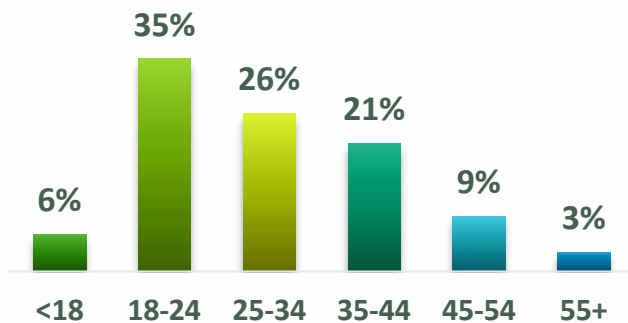
Gender



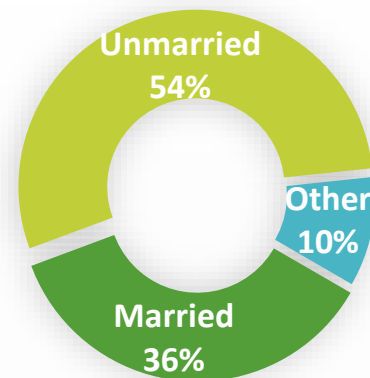
59% 41%



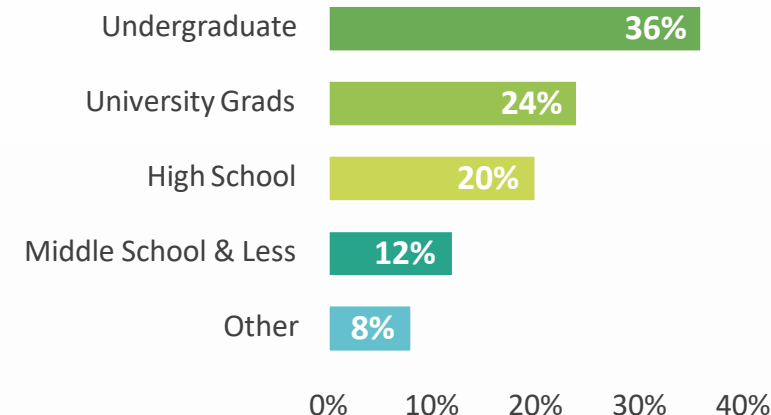
Age



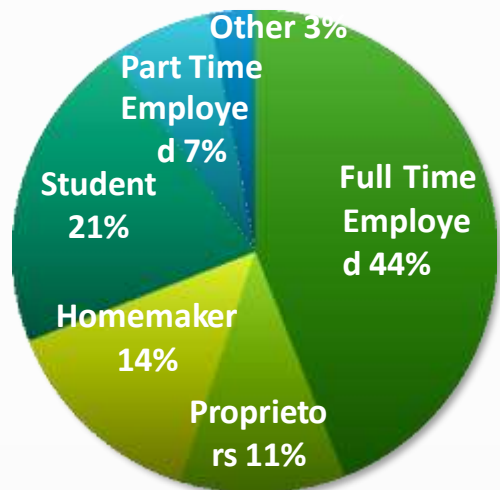
Marital Status



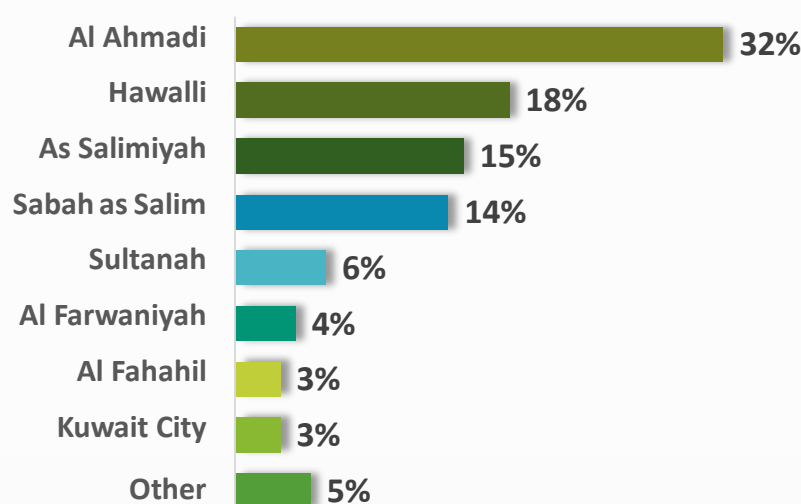
Education



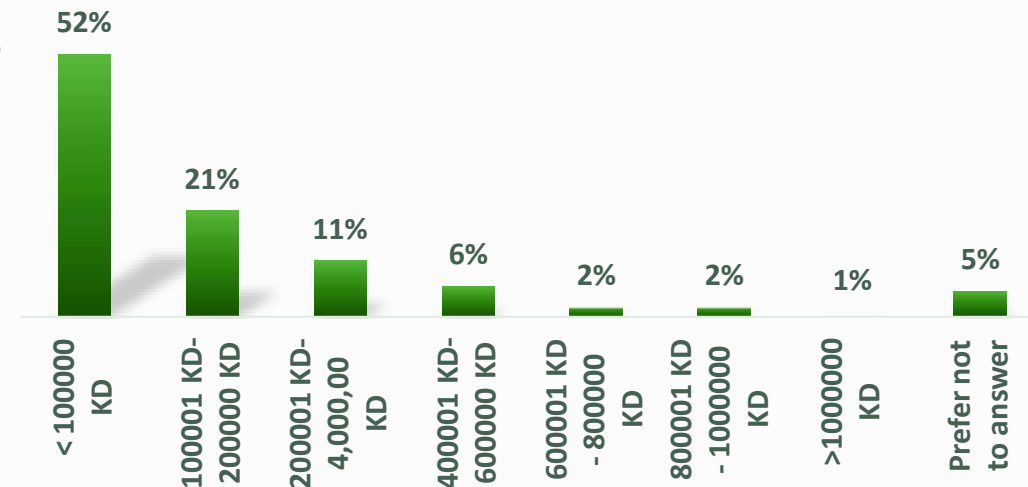
Employment



Region



Annual HHI





Iran – 1,20,000+

Survey Languages – Arabic and English



Gender

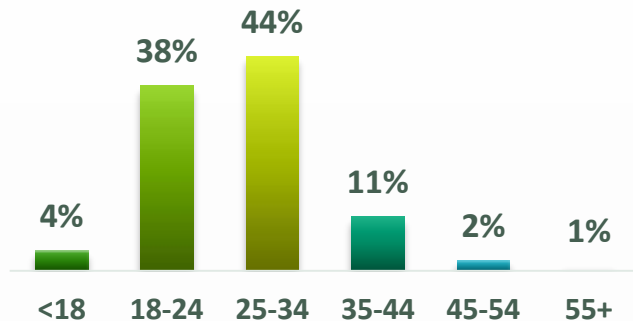


51%

49%



Age



<18

18-24

25-34

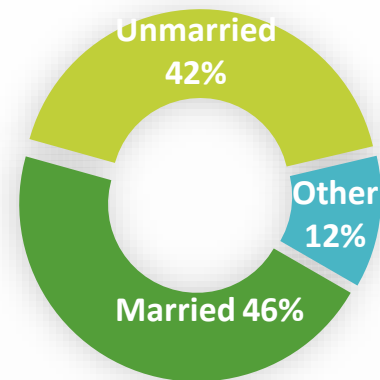
35-44

45-54

55+



Marital Status



Unmarried

42%

Other

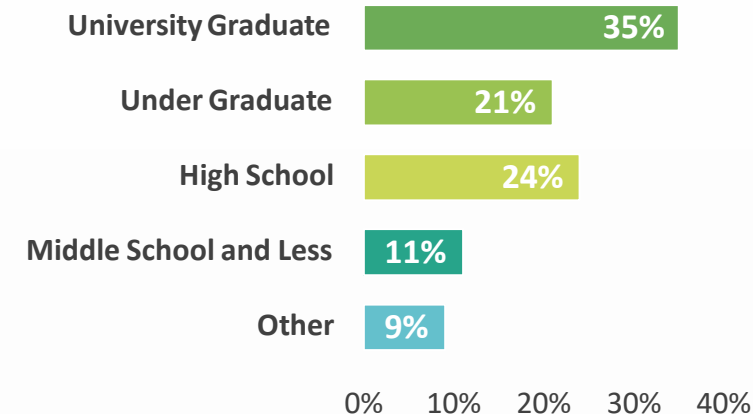
12%

Married

46%



Education



University Graduate

35%

Under Graduate

21%

High School

24%

Middle School and Less

11%

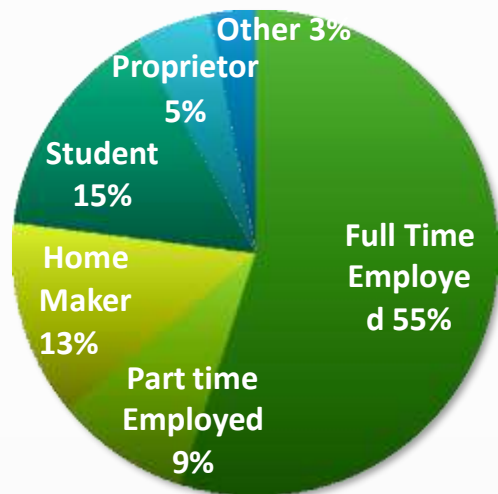
Other

9%

0% 10% 20% 30% 40%



Employment



Other 3%

Proprietor

5%

Student

15%

Home

Maker

13%

Part time

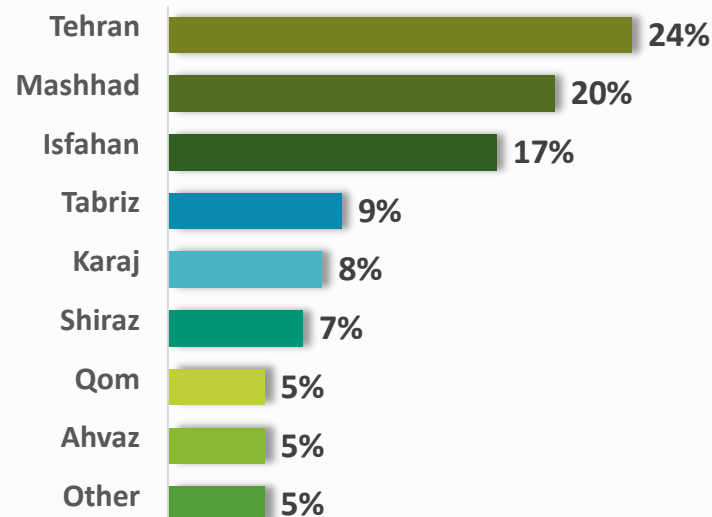
Employed

9%

Full Time  
Employe  
d 55%



Region



Tehran

24%

Mashhad

20%

Isfahan

17%

Tabriz

9%

Karaj

8%

Shiraz

7%

Qom

5%

Ahvaz

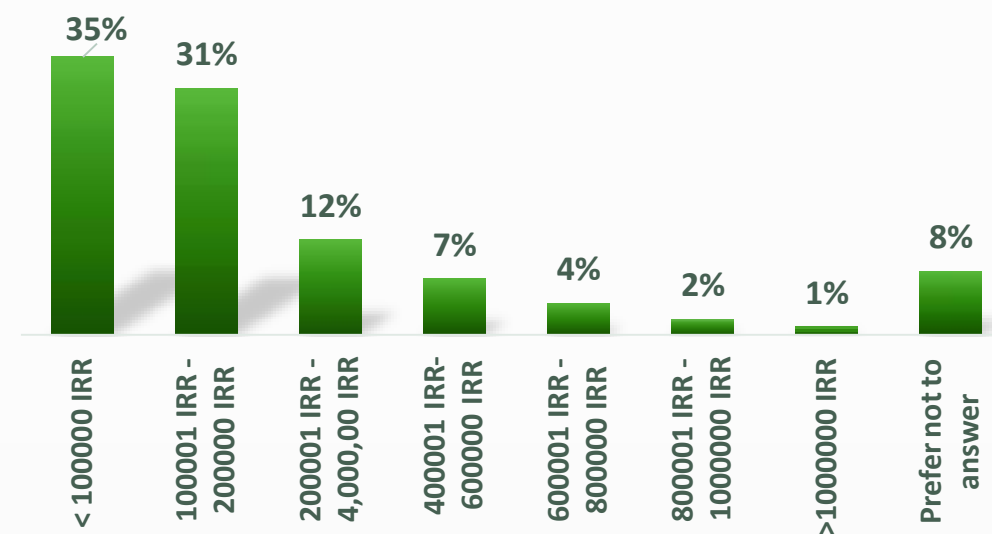
5%

Other

5%



Annual HHI



35%

31%

12%

7%

4%

2%

1%

8%

< 100000 IRR

100001 IRR -  
200000 IRR

200001 IRR -  
4,000,00 IRR

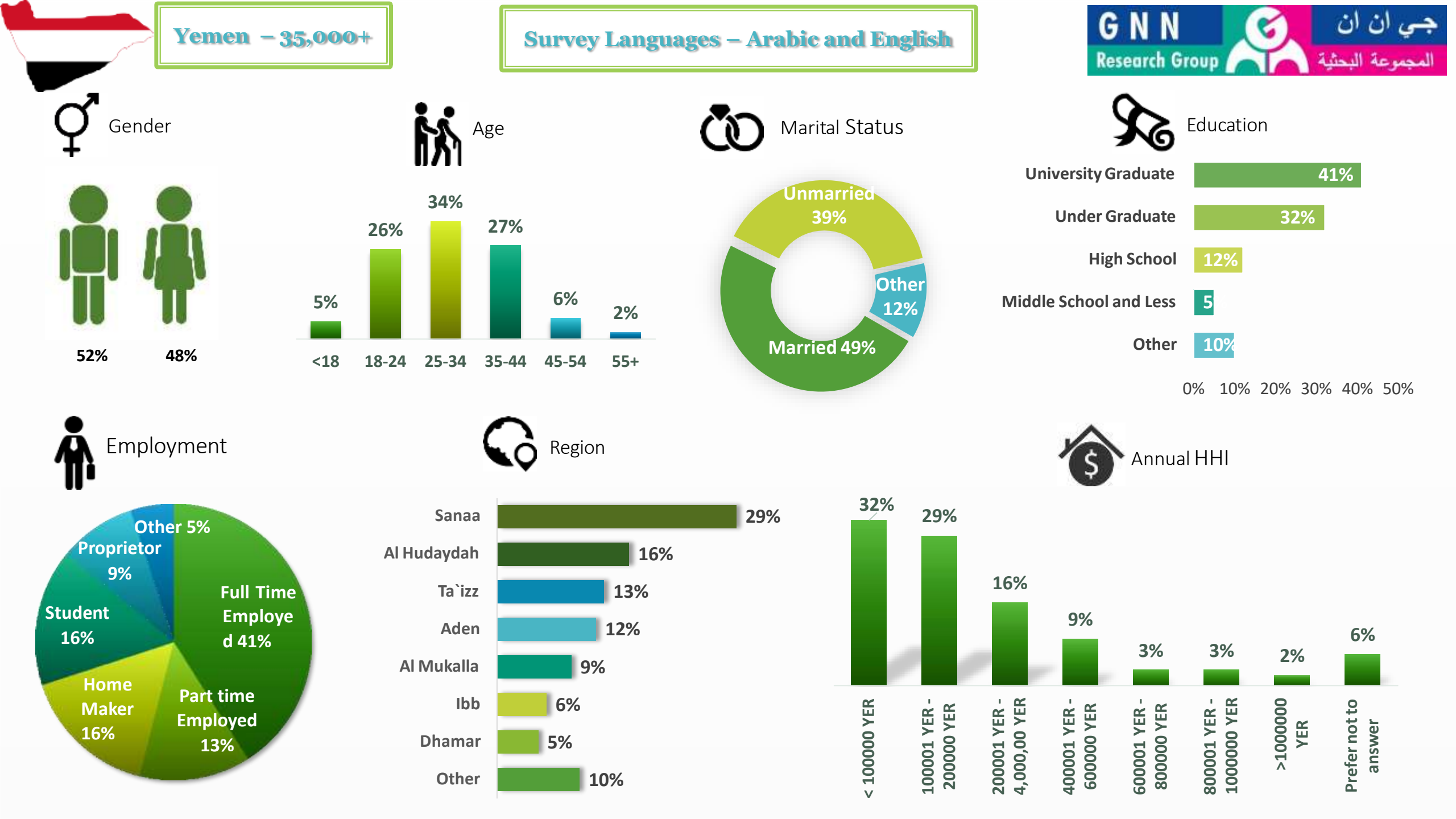
400001 IRR-  
600000 IRR

600001 IRR -  
800000 IRR

800001 IRR -  
1000000 IRR

>1000000 IRR

Prefer not to  
answer







Vietnam –  
35,000+

Survey Languages – Vietnamese and  
English



Gender

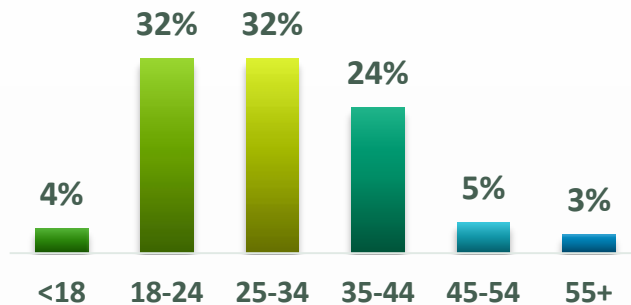


55%

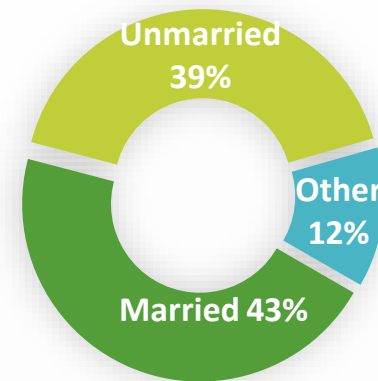
45%



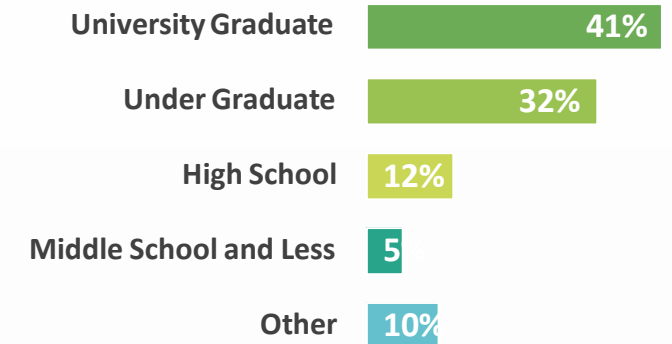
Age



Marital Status



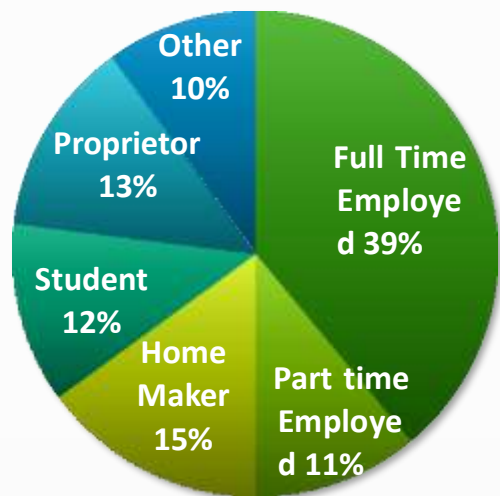
Education



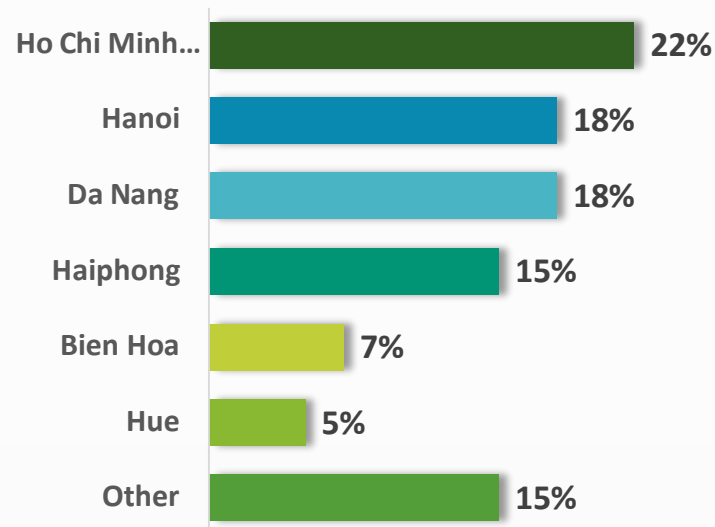
0% 10% 20% 30% 40% 50%



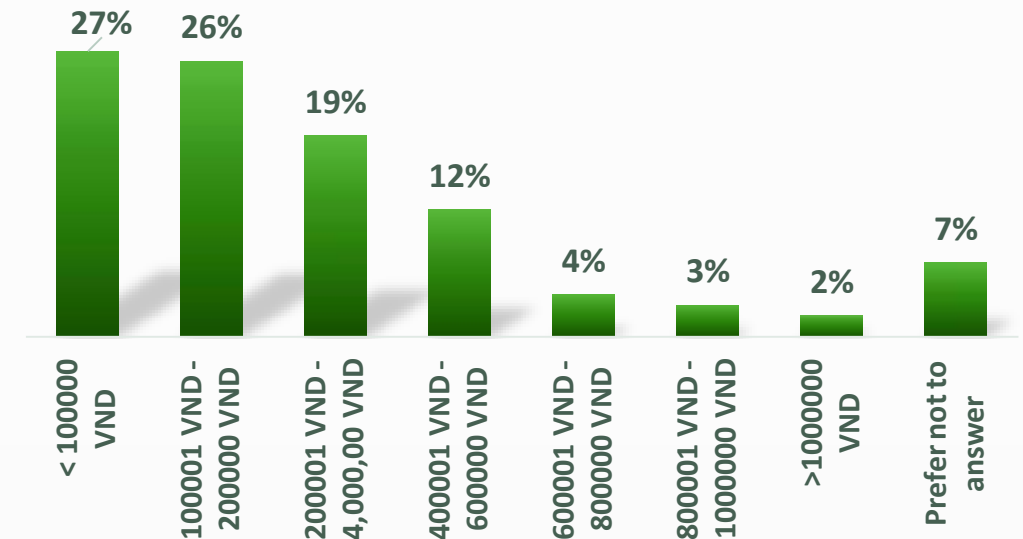
Employment



Region



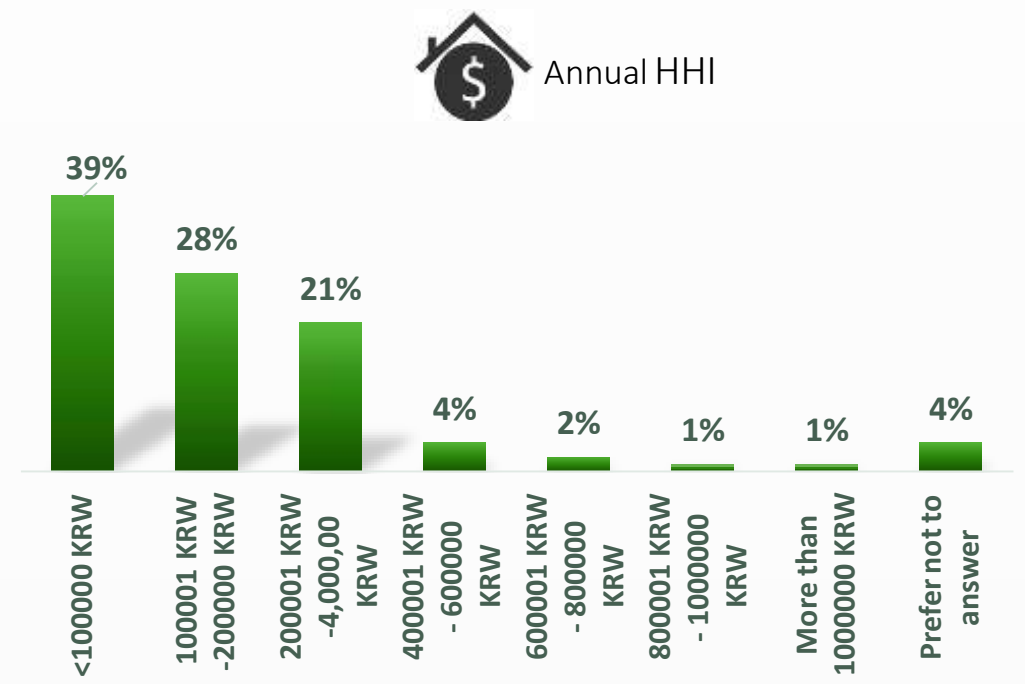
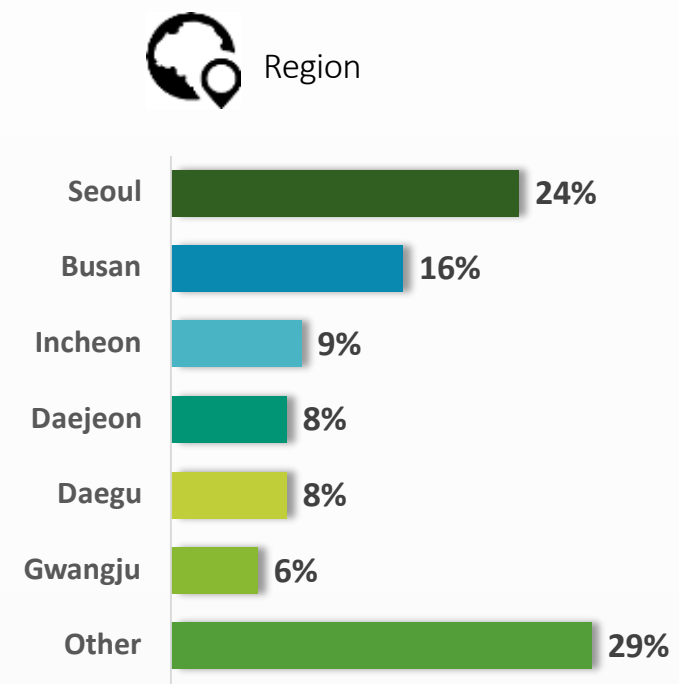
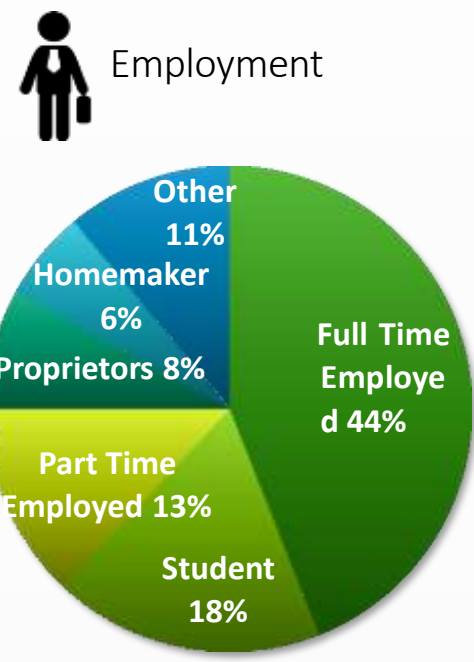
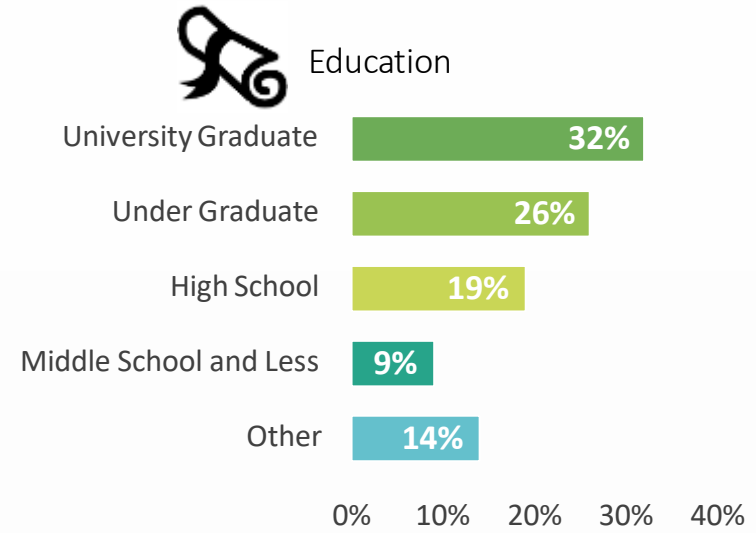
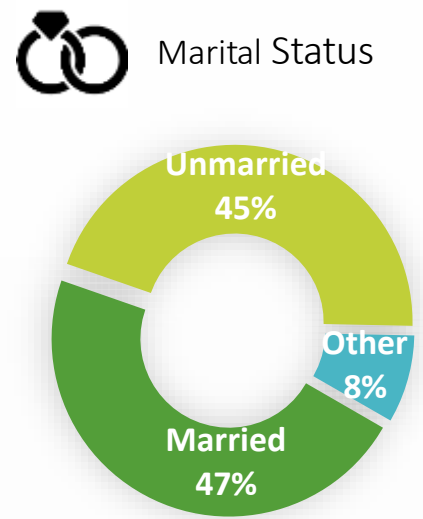
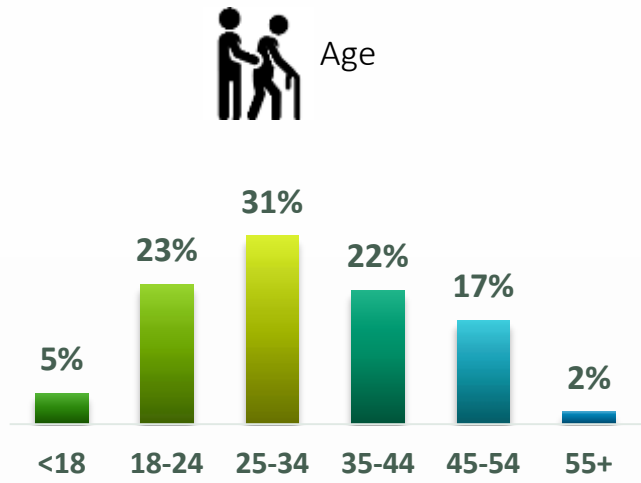
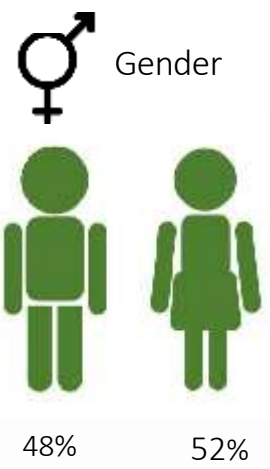
Annual HHI





South Korea =  
15,000+

Survey Languages – Korean and English





Thailand – 20,000+

Survey Languages – Thai and English



Gender

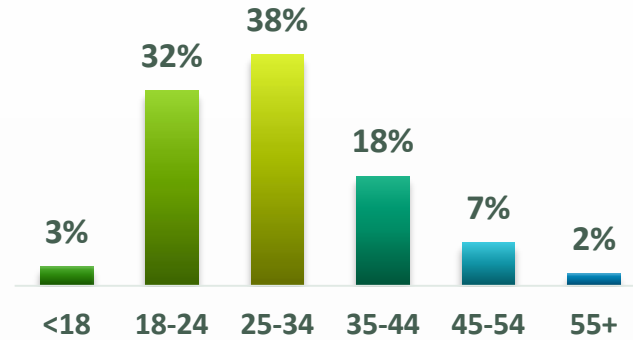


53%

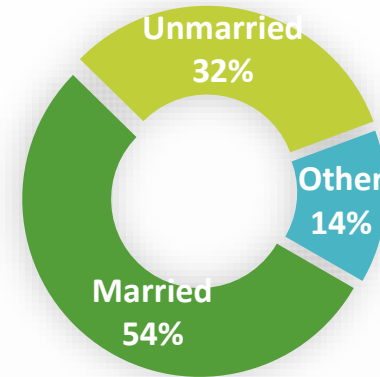
47%



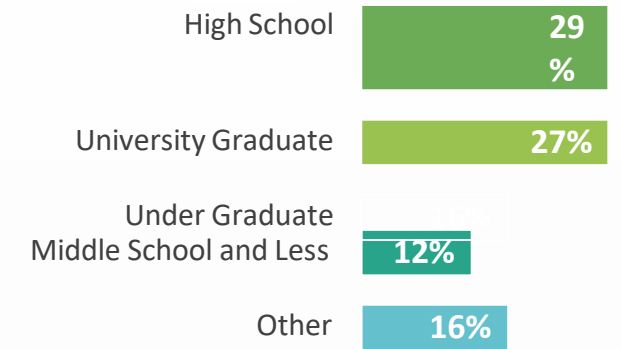
Age



Marital Status



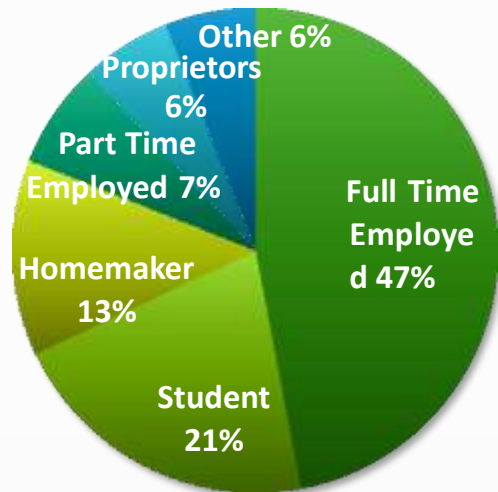
Education



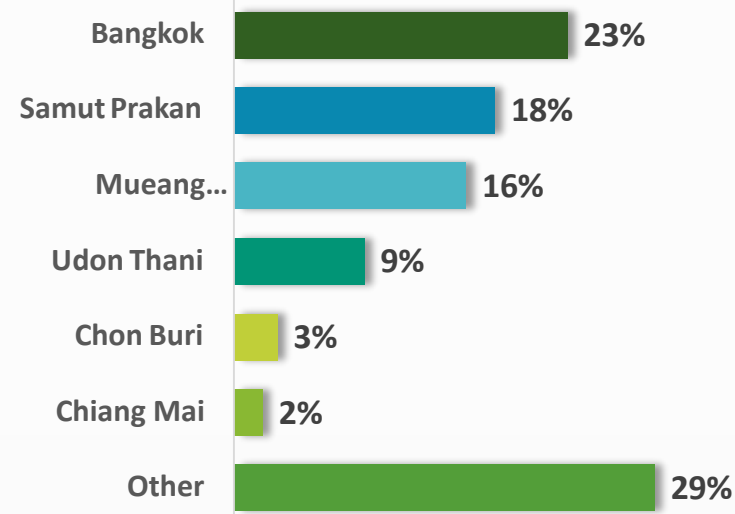
0% 10% 20% 30% 40%



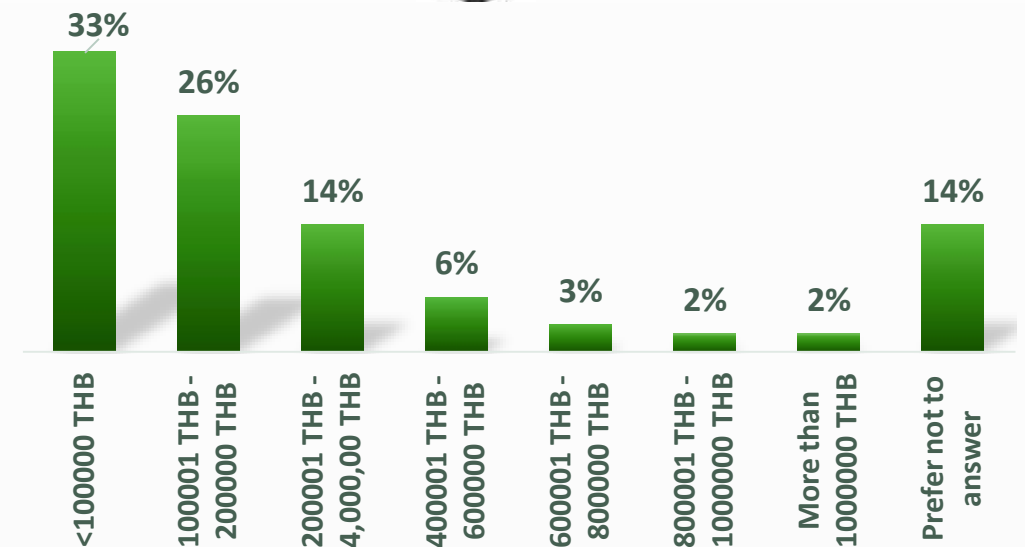
Employment



Region



Annual HHI



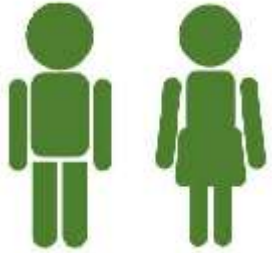


China – 190,000+

## Survey Languages – Traditional Chinese and English



Gender

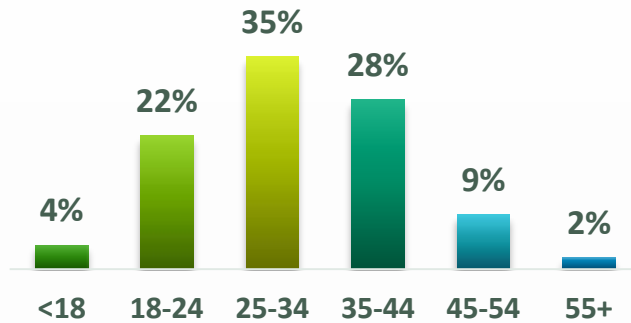


61%

39%



Age



<18

18-24

25-34

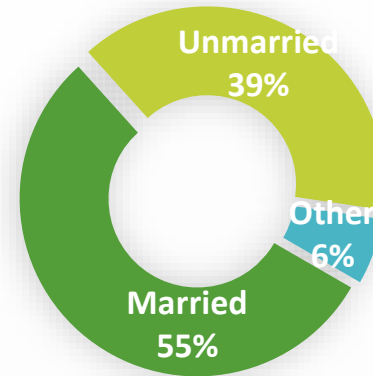
35-44

45-54

55+



Marital Status



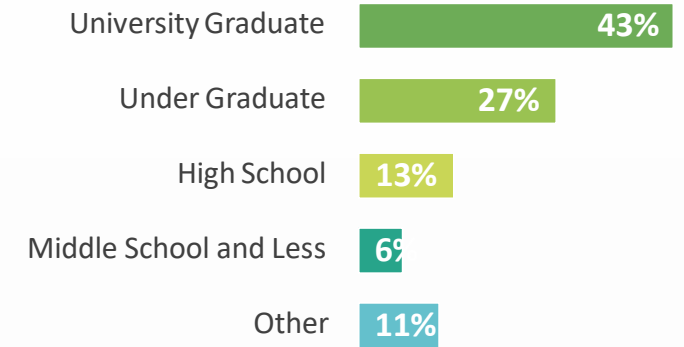
Married  
55%

Unmarried  
39%

Other  
6%



Education



University Graduate

43%

Under Graduate

27%

High School

13%

Middle School and Less

6%

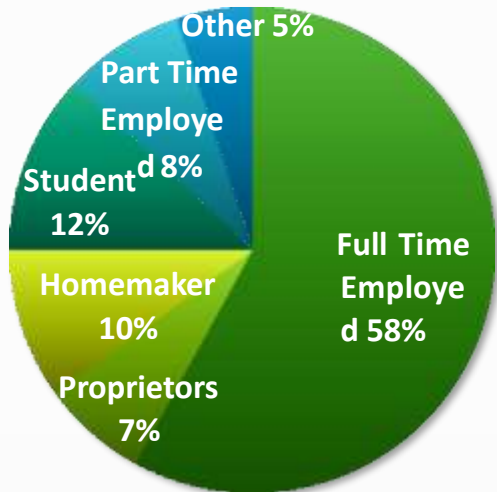
Other

11%

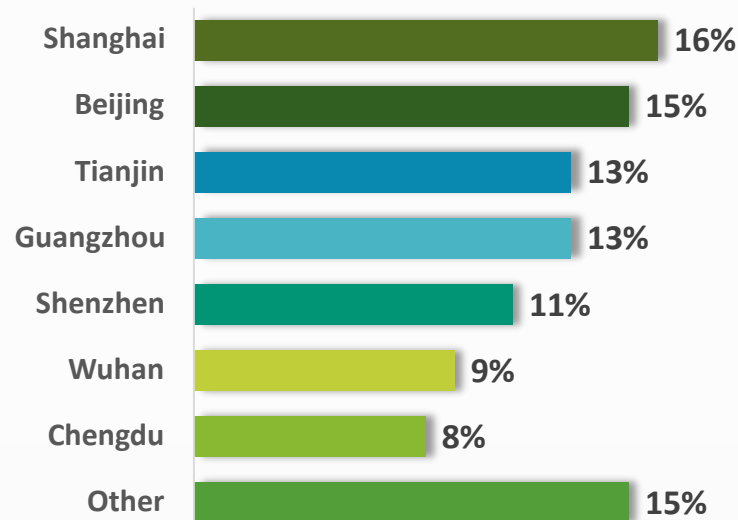
0% 10% 20% 30% 40% 50%



Employment



Region



Shanghai

16%

Beijing

15%

Tianjin

13%

Guangzhou

13%

Shenzhen

11%

Wuhan

9%

Chengdu

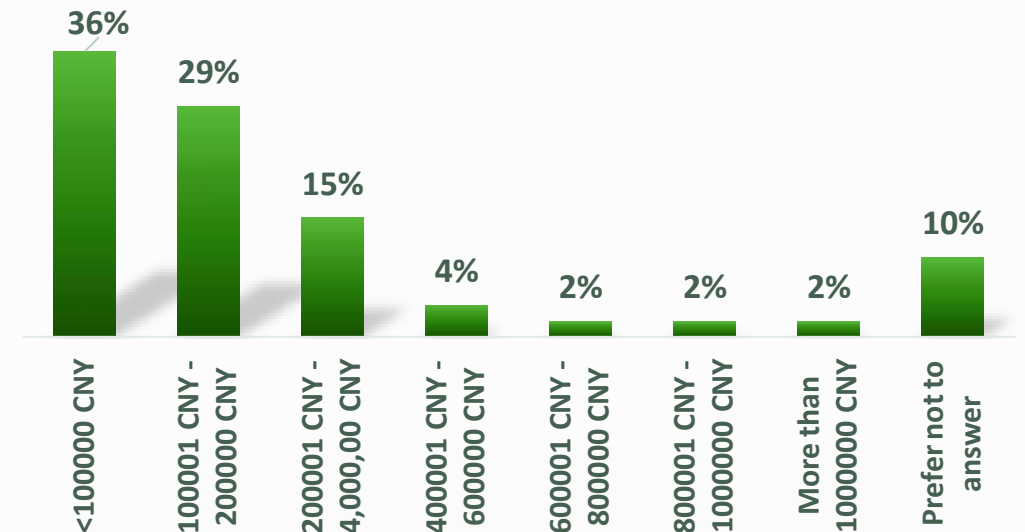
8%

Other

15%



Annual HHI



<10000 CNY

36%

100001 CNY -  
200000 CNY

29%

200001 CNY -  
4,000,00 CNY

15%

400001 CNY -  
600000 CNY

4%

600001 CNY -  
800000 CNY

2%

800001 CNY -  
1000000 CNY

2%

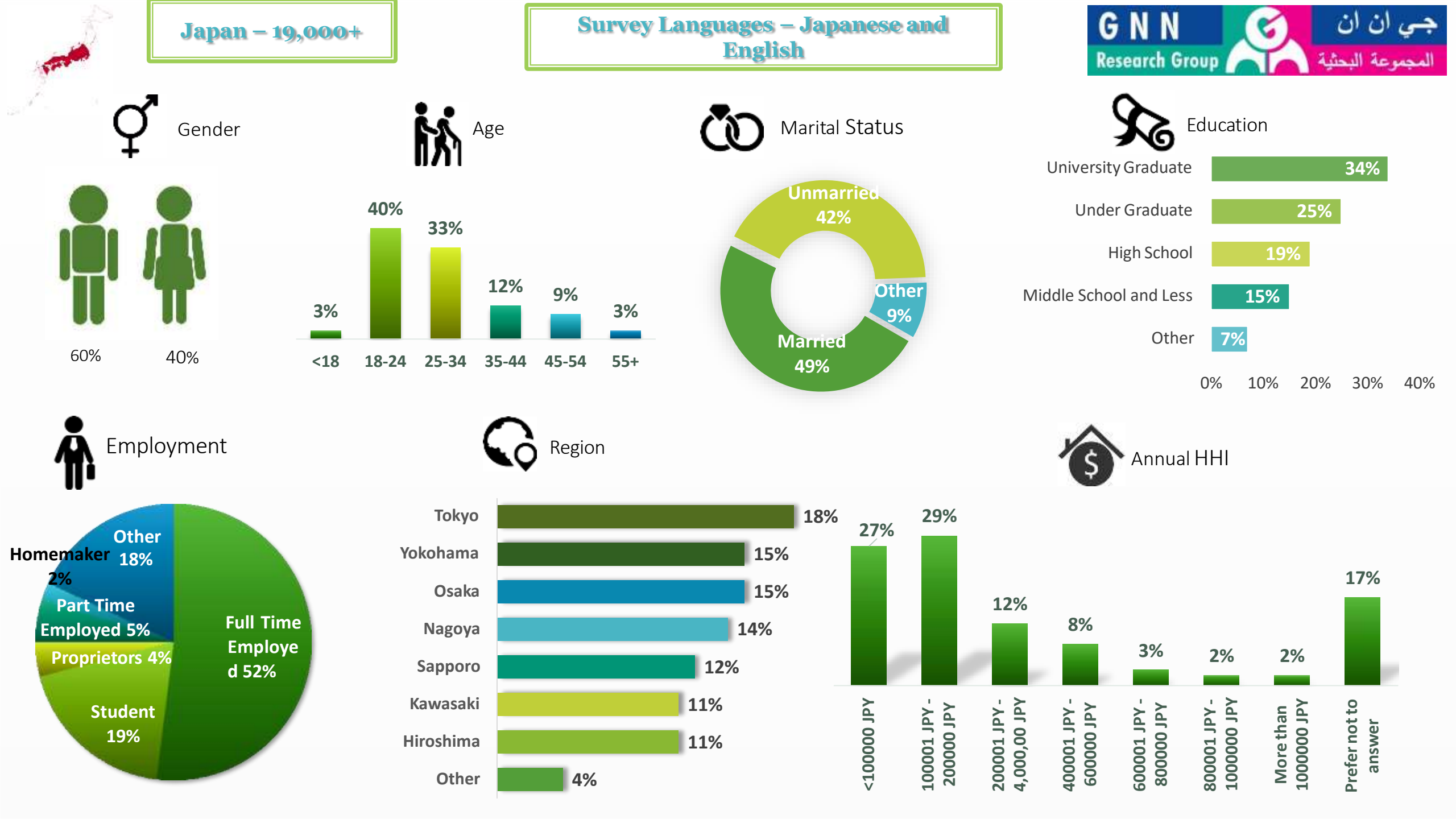
More than  
1000000 CNY

2%

10%

Prefer not to  
answer





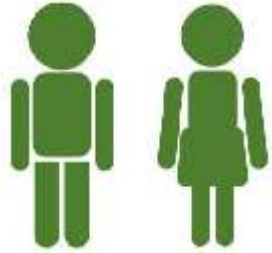


Taiwan – 18,000+

Survey Languages – Mandarin Chinese and English



Gender

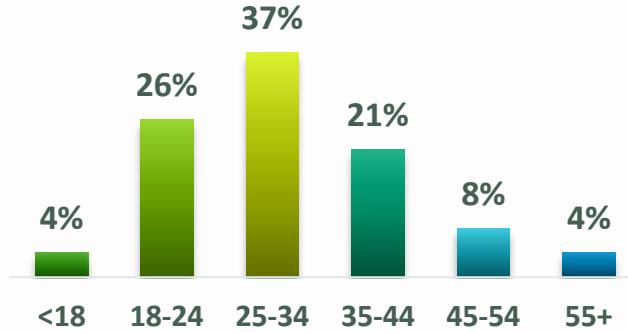


57%

43%



Age



<18

18-24

25-34

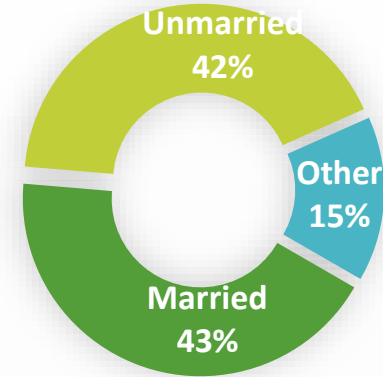
35-44

45-54

55+



Marital Status



Unmarried

42%

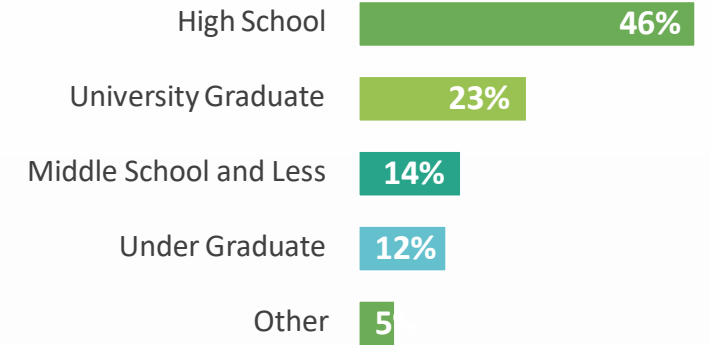
Other  
15%

Married

43%



Education



High School

46%

University Graduate

23%

Middle School and Less

14%

Under Graduate

12%

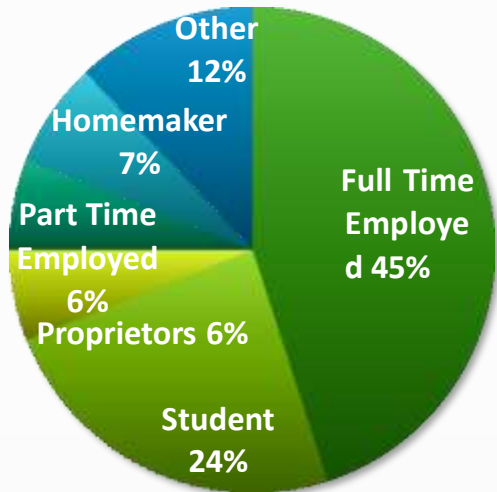
Other

5

0% 10% 20% 30% 40% 50%



Employment



Other

12%

Homemaker

7%

Part Time  
Employed

6%

Proprietors

6%

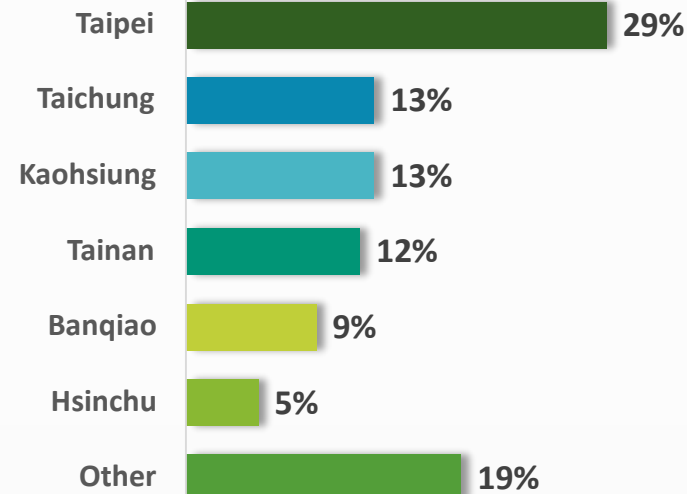
Student

24%

Full Time  
Employed  
45%



Region



Taipei

29%

Taichung

13%

Kaohsiung

13%

Tainan

12%

Banqiao

9%

Hsinchu

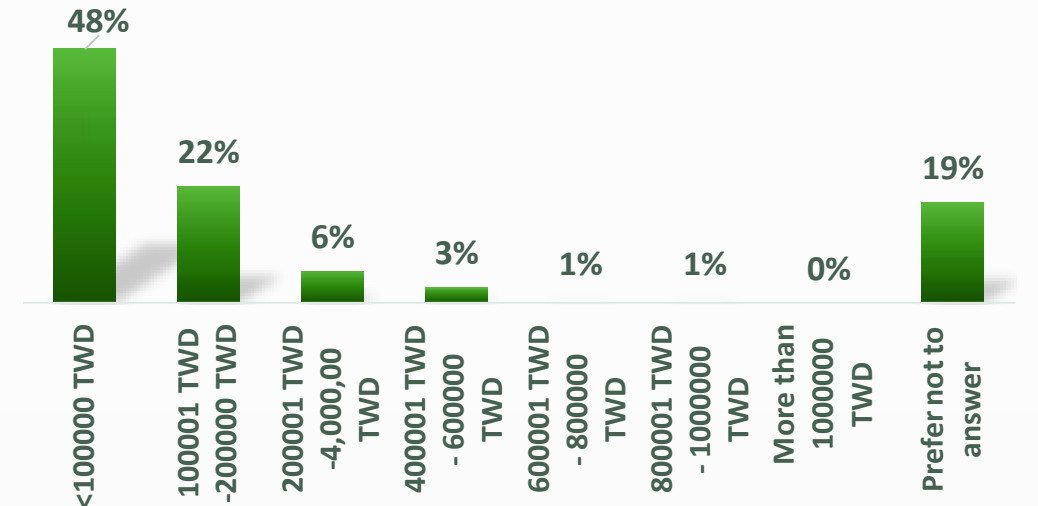
5%

Other

19%



Annual HHI



48%

22%

6%

3%

1%

1%

0%

19%

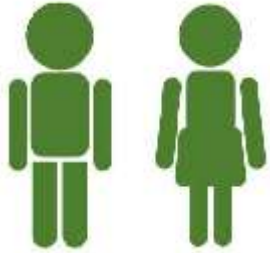


Philippines =  
17,000+

## Survey Languages – Filipino and English



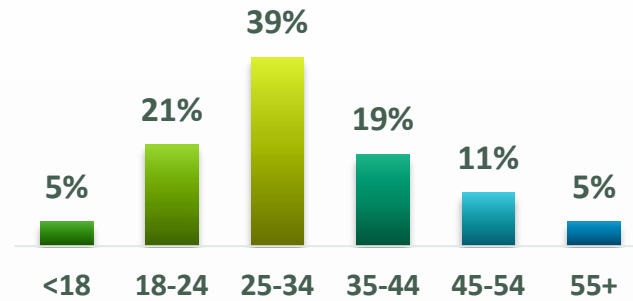
Gender



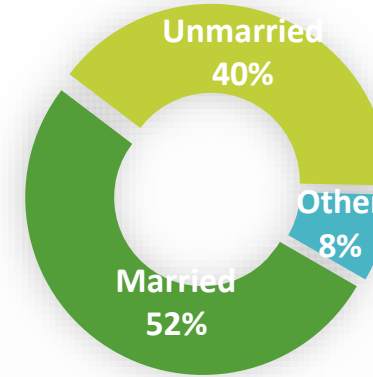
38% 62%



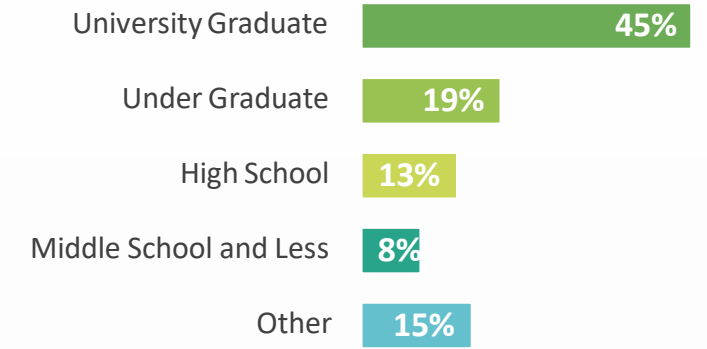
Age



Marital Status



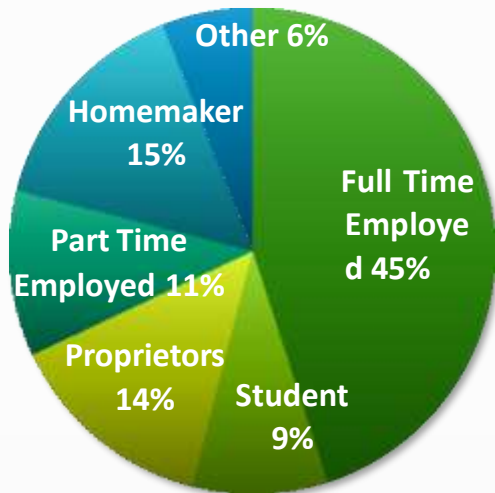
Education



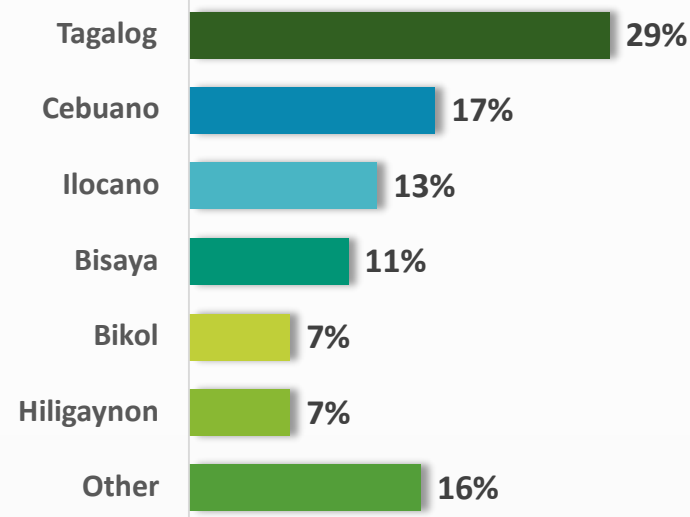
0% 10% 20% 30% 40% 50%



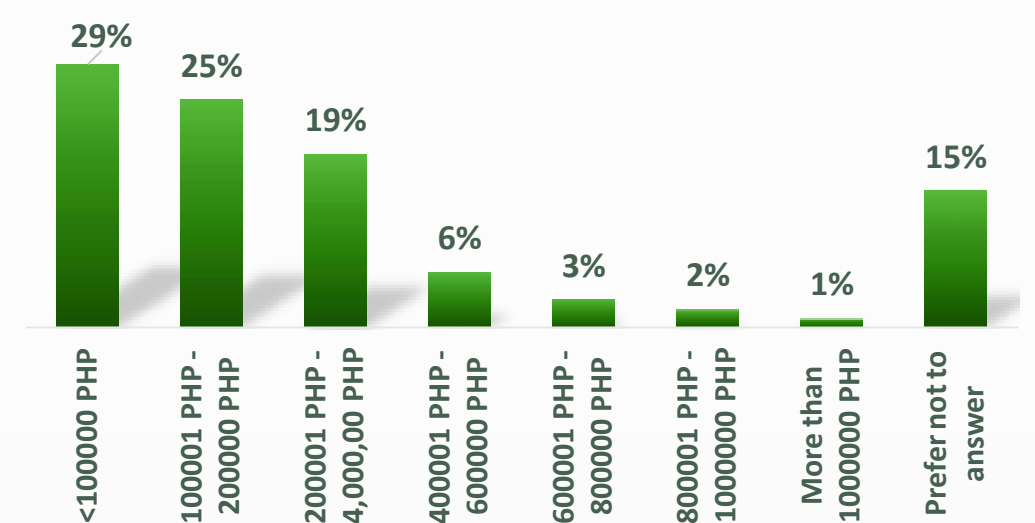
Employment



Region



Annual HHI





Indonesia =  
14,000+

Survey Languages – Bahasa and English



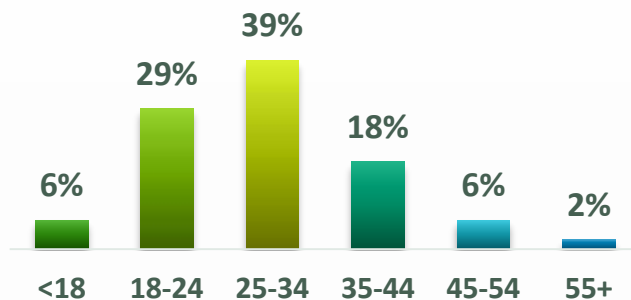
Gender



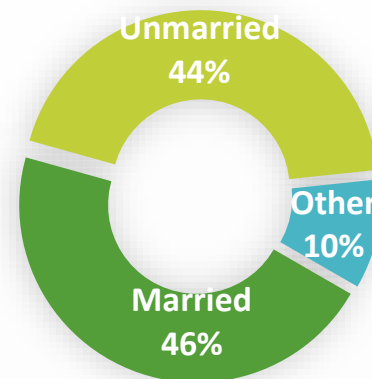
67% 33%



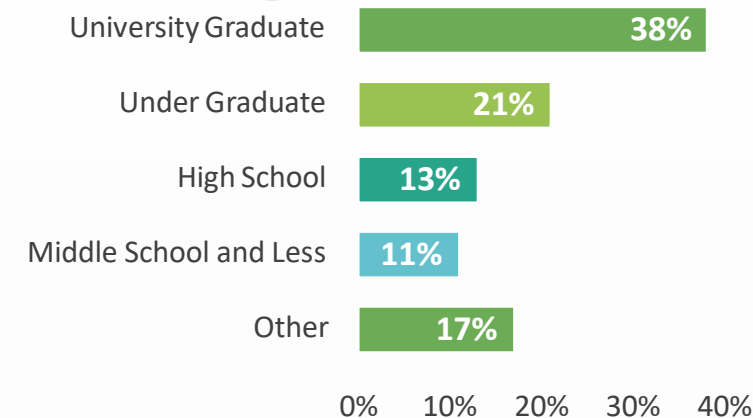
Age



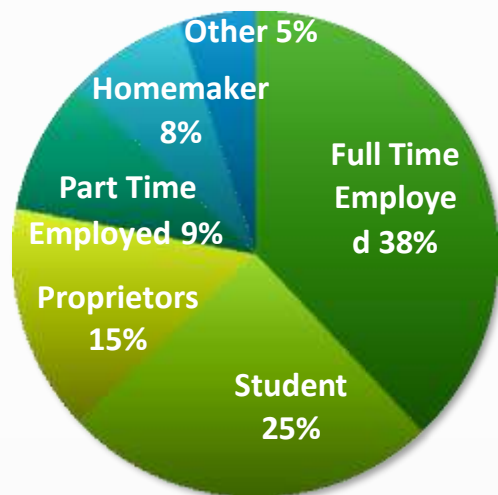
Marital Status



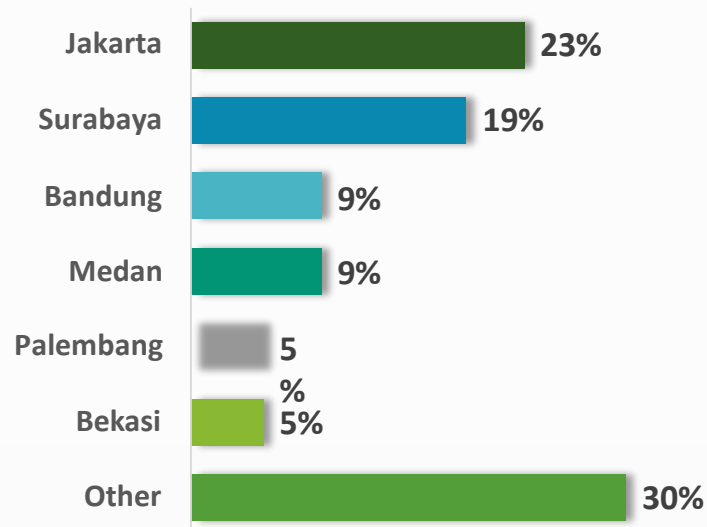
Education



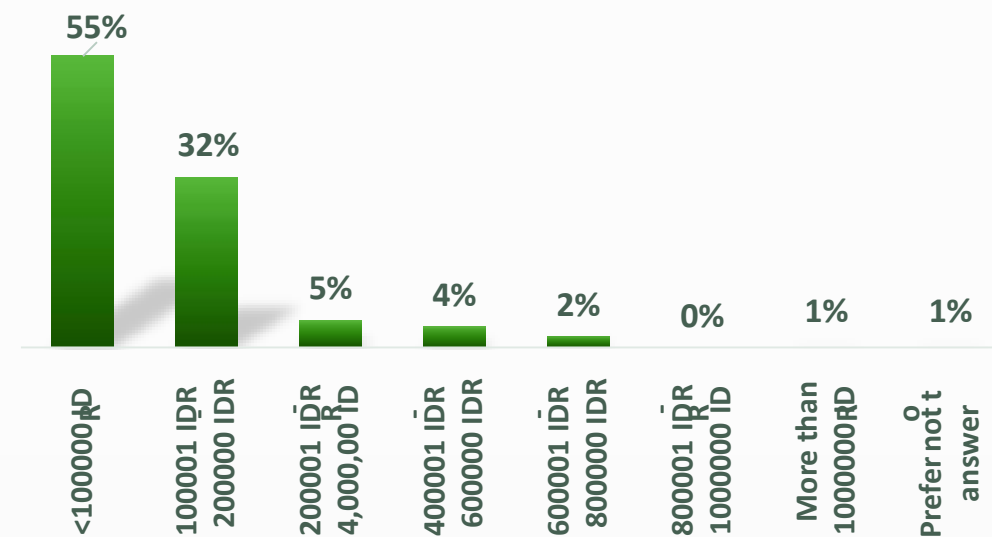
Employment



Region



Annual HHI







Malaysia – 20,000+

Survey Languages – Malay and English



Gender

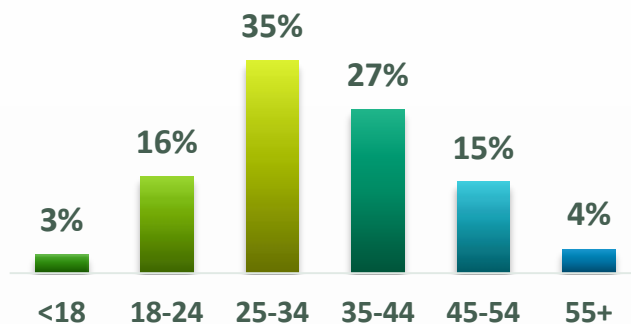


45%

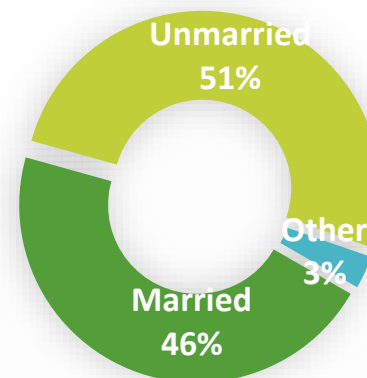
55%



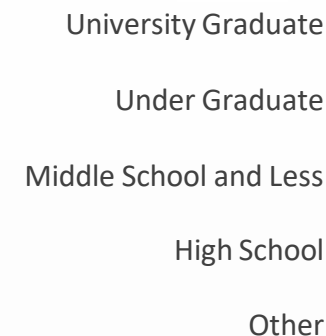
Age



Marital Status



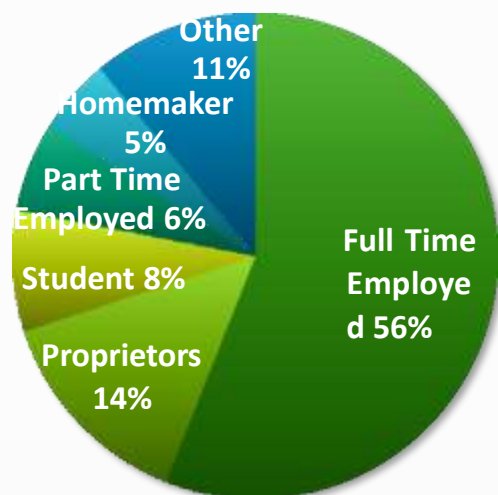
Education



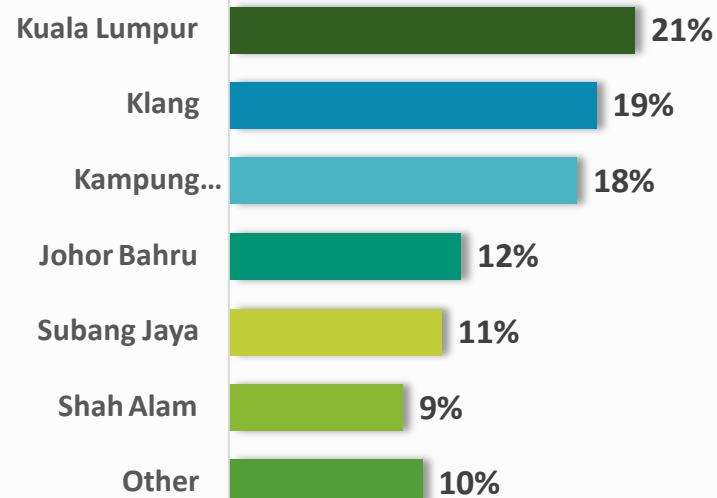
0% 10% 20% 30% 40% 50% 60%



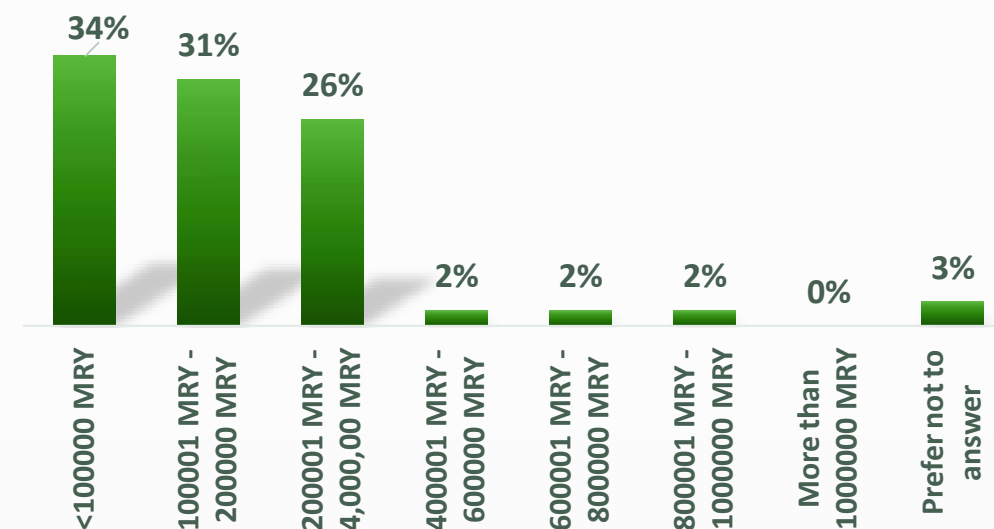
Employment



Region



Annual HHI





Bangladesh –  
45,000+

Survey Languages – Bengali and English



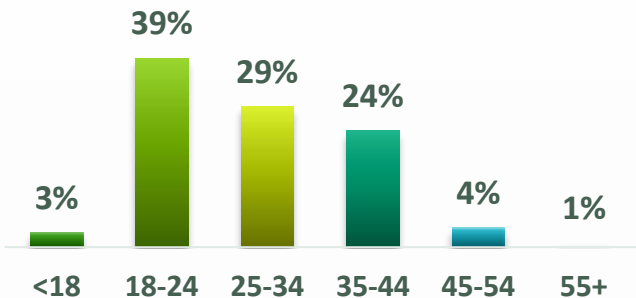
Gender



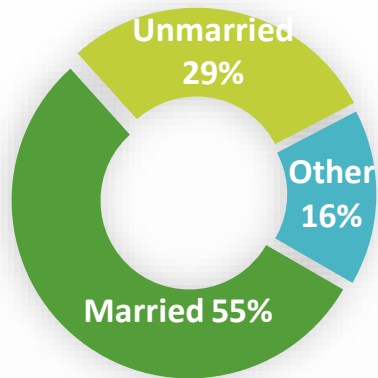
51% 49%



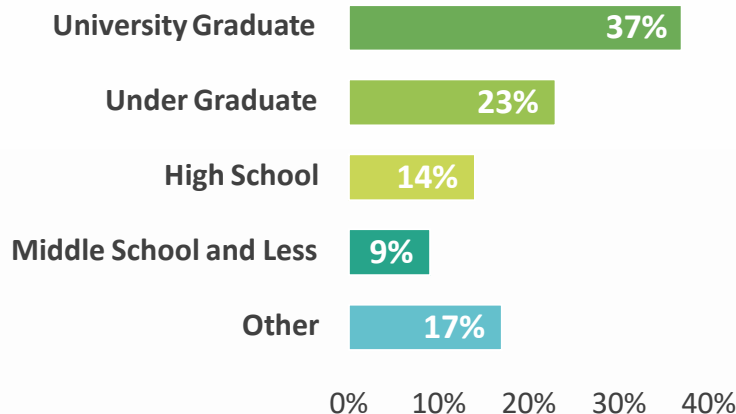
Age



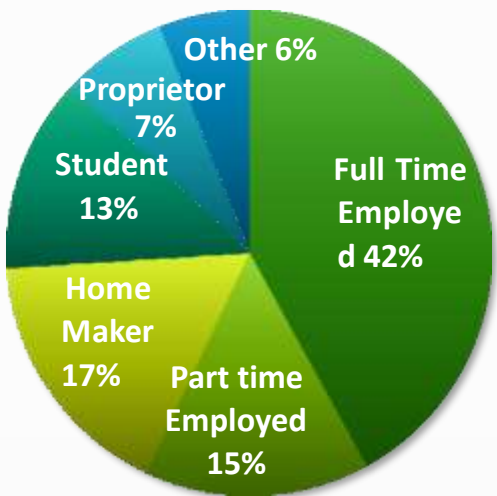
Marital Status



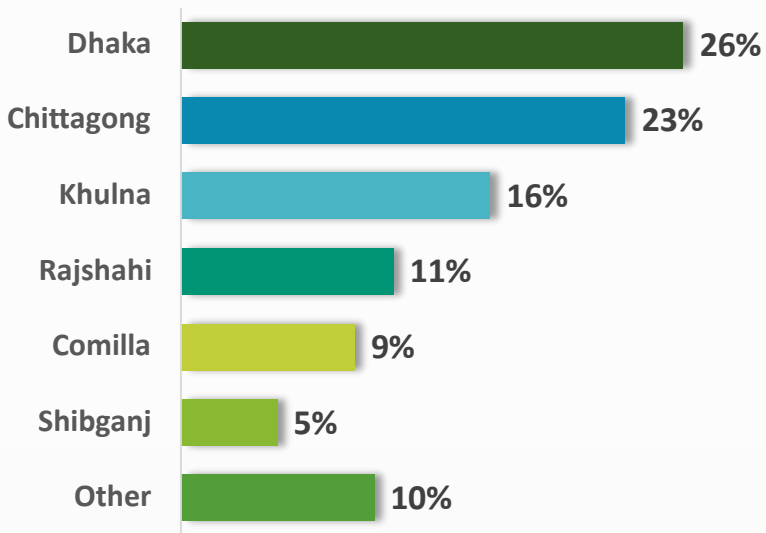
Education



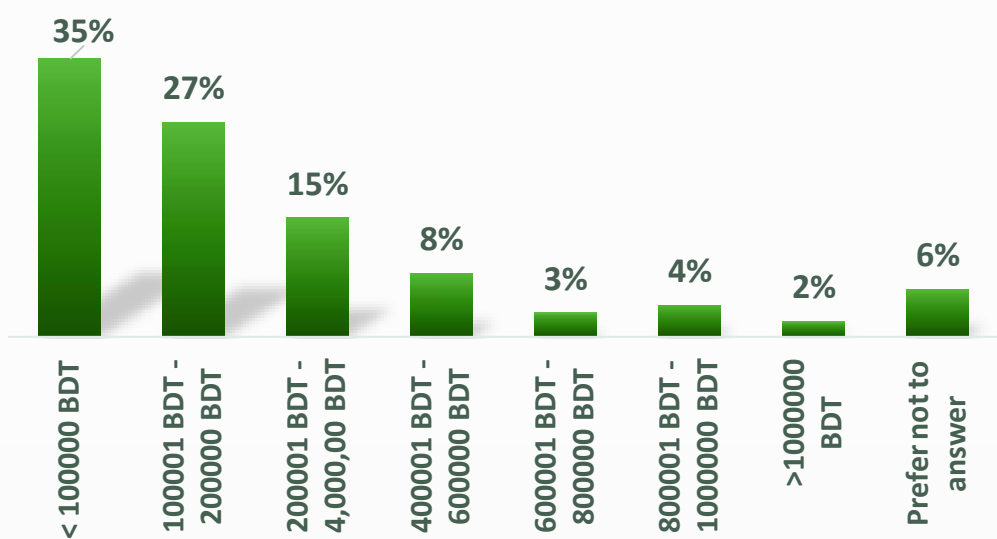
Employment



Region



Annual HHI





Myanmar – 11,500+

Survey Languages – Burmese and English



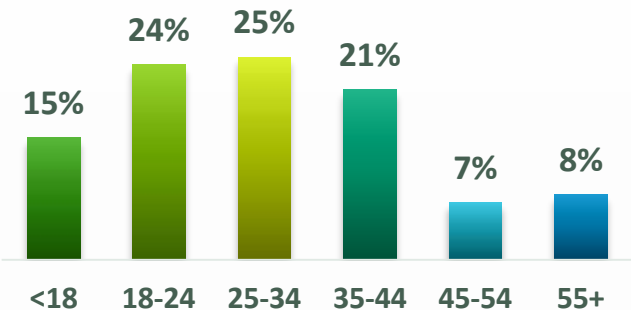
Gender



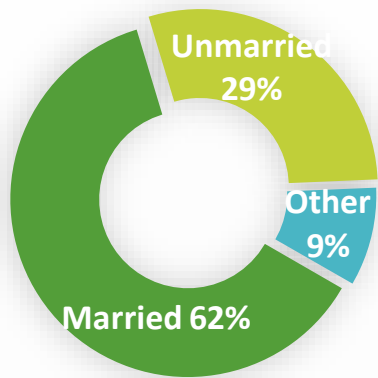
52% 48%



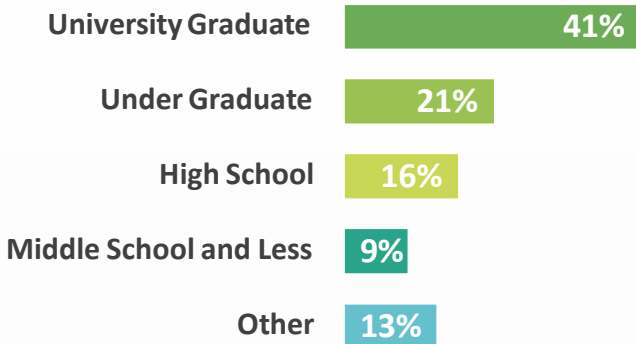
Age



Marital Status



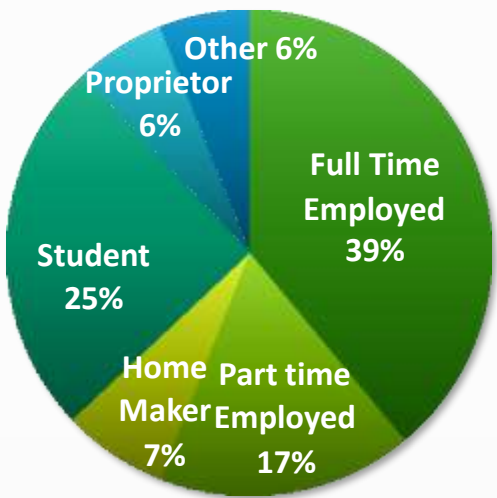
Education



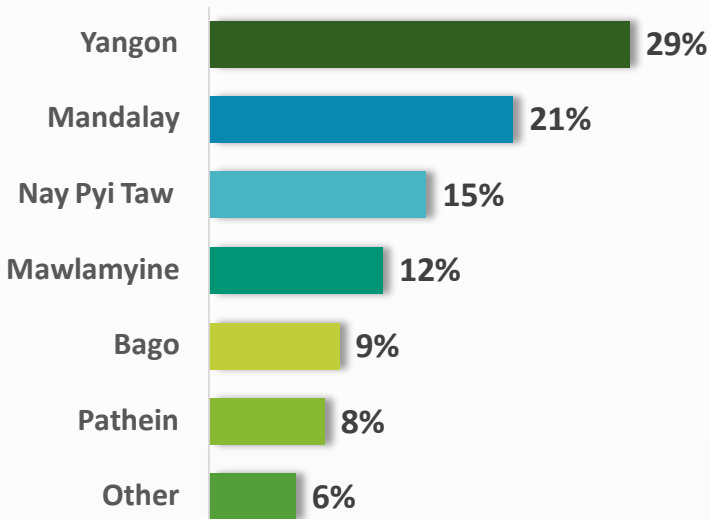
0% 10% 20% 30% 40% 50%



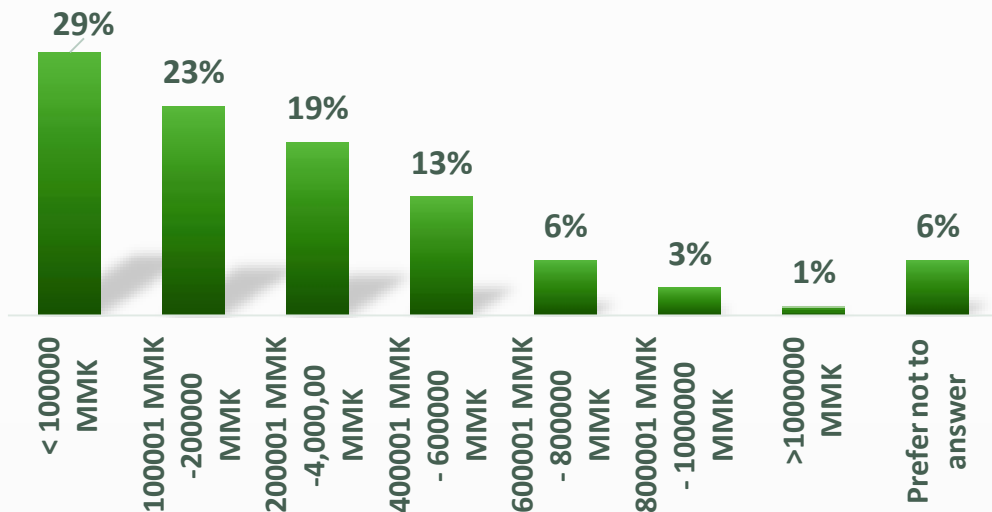
Employment



Region



Annual HHI





Iraq - 17,000+

Survey Languages - Arabic and English



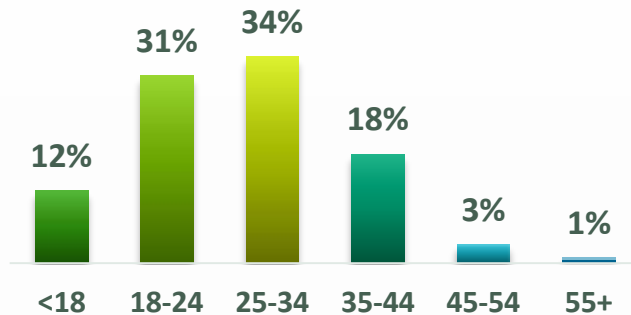
Gender



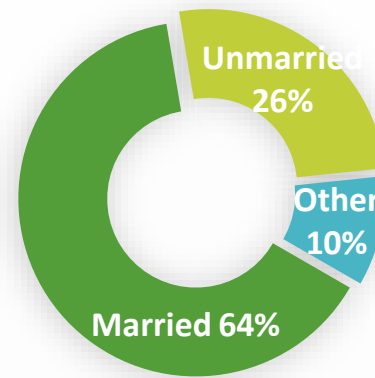
68% 32%



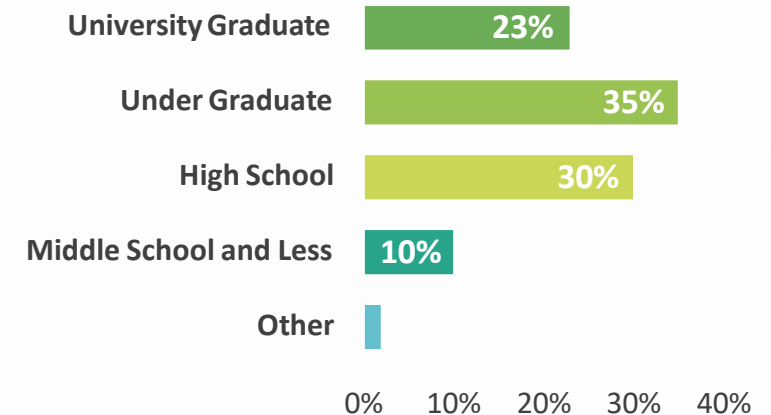
Age



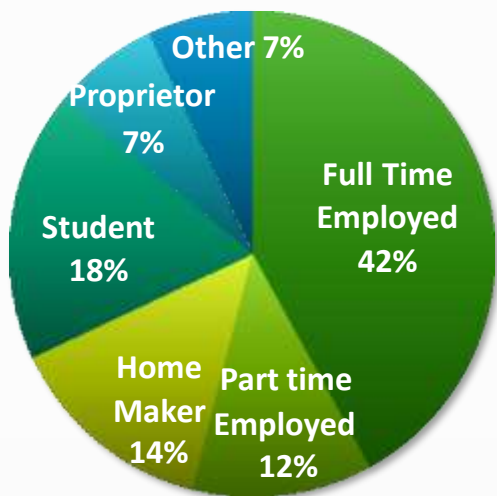
Marital Status



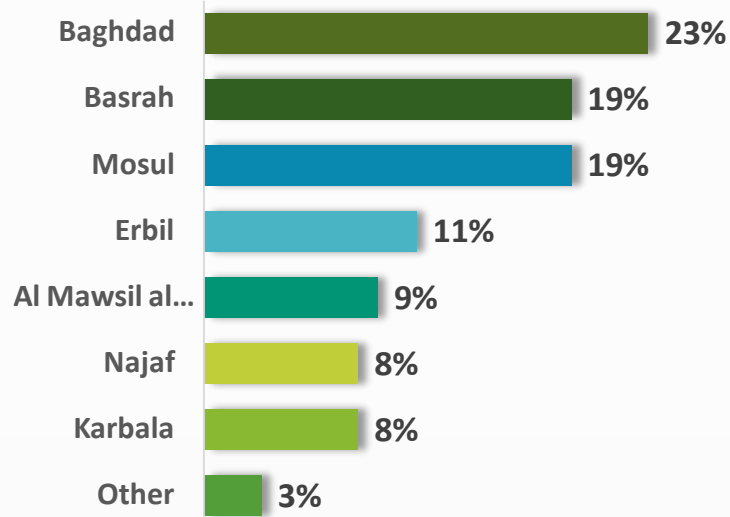
Education



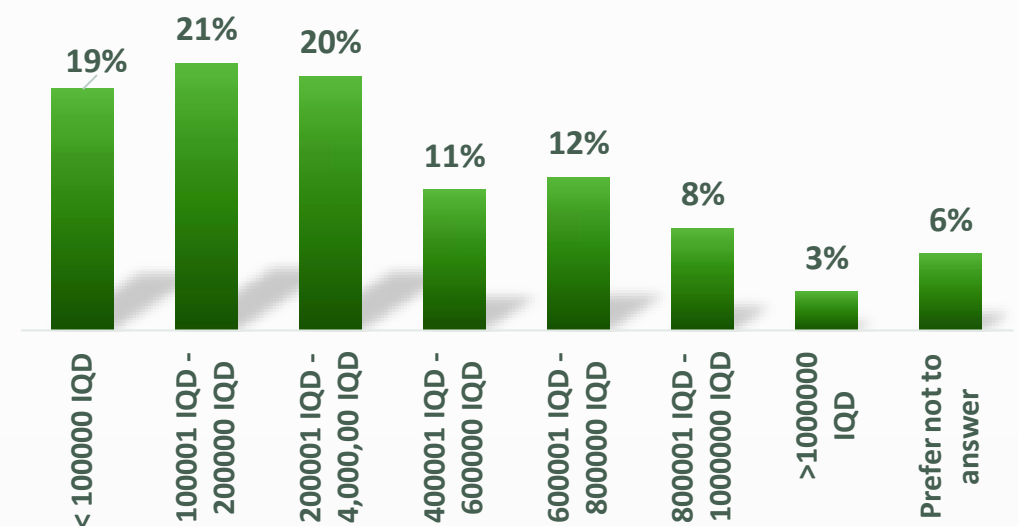
Employment



Region



Annual HHI





India – 2,50,000+

Survey Languages – Hindi and English



Gender

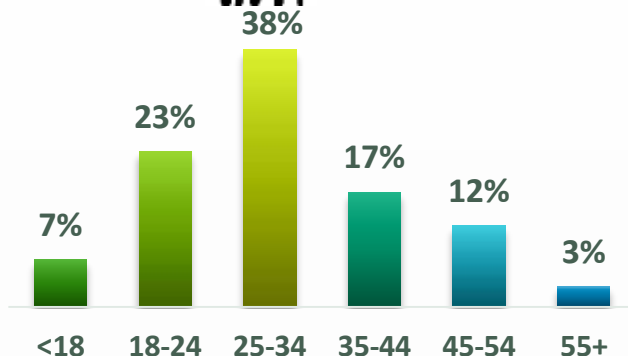


64%

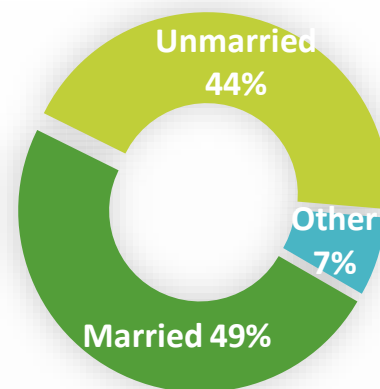
36%



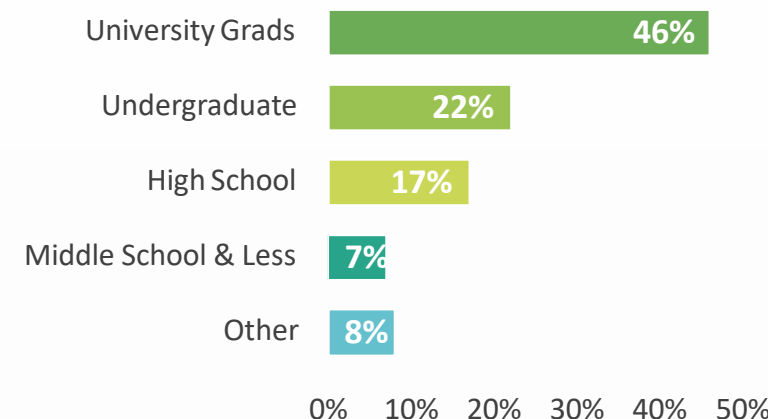
Age



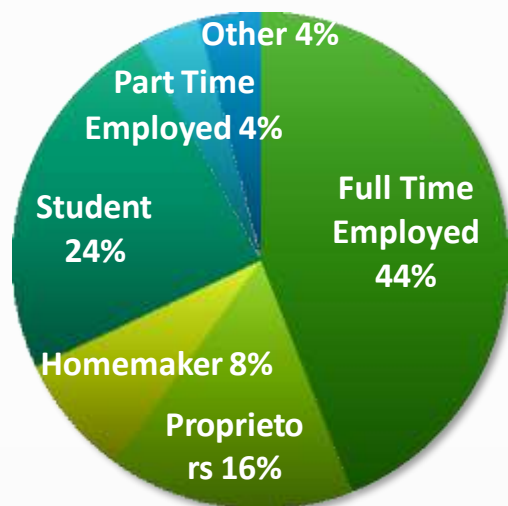
Marital Status



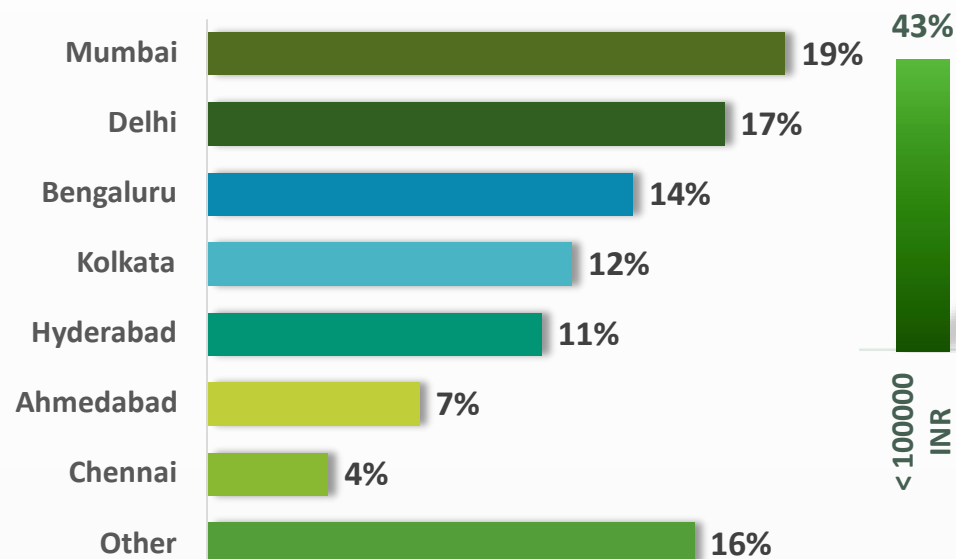
Education



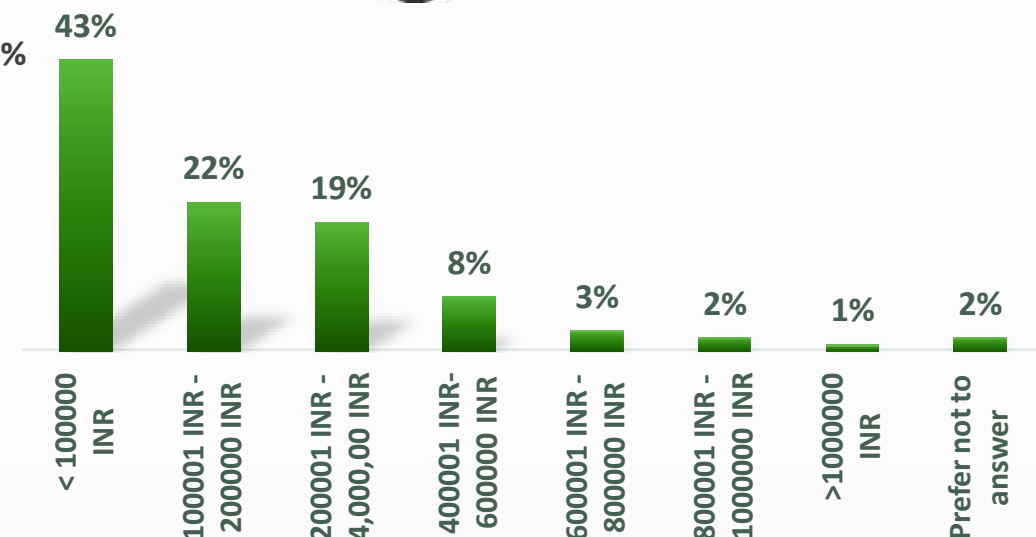
Employment



Region



Annual HHI





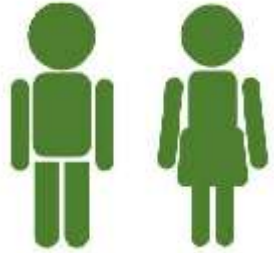


Pakistan – 90,000+

Survey Languages – Urdu and English



Gender

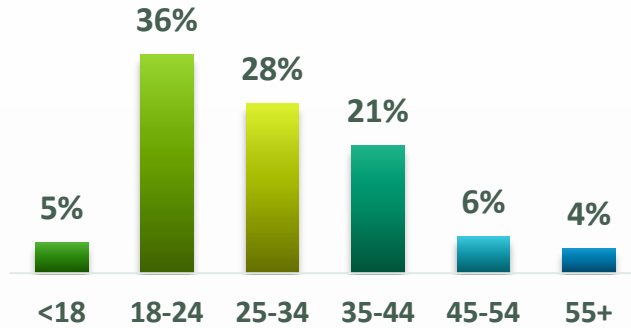


66%

34%



Age



<18

18-24

25-34

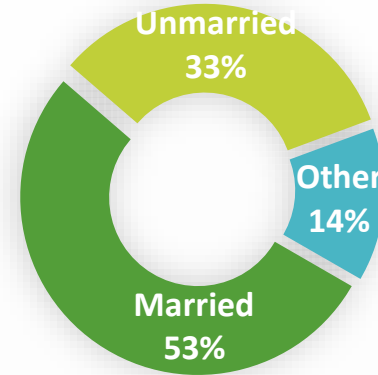
35-44

45-54

55+



Marital Status



Unmarried

33%

Other

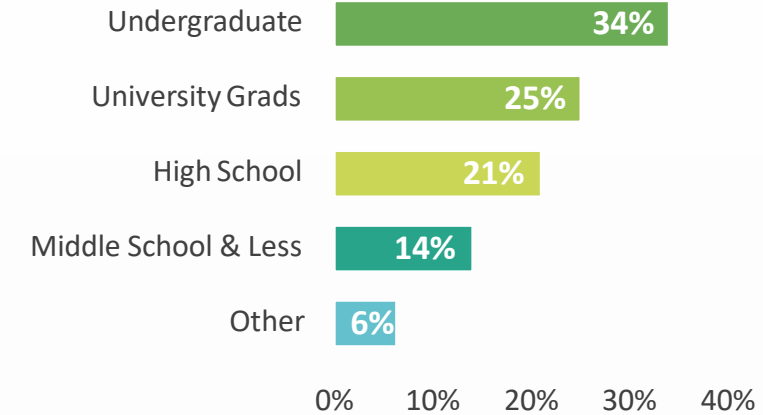
14%

Married

53%



Education



Undergraduate

34%

University Grads

25%

High School

21%

Middle School & Less

14%

Other

6%

0%

10%

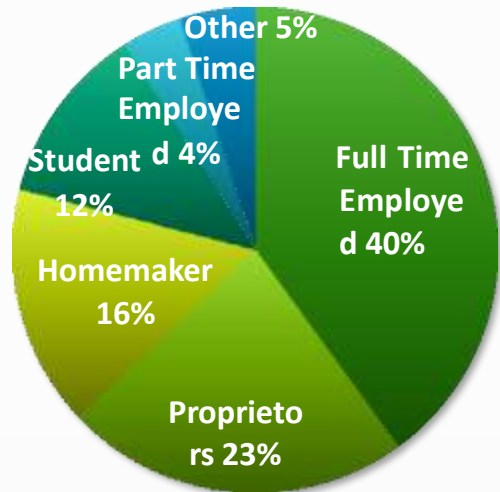
20%

30%

40%



Employment



Other 5%

Part Time Employee

Student 12%

12%

Homemaker

16%

Proprietors

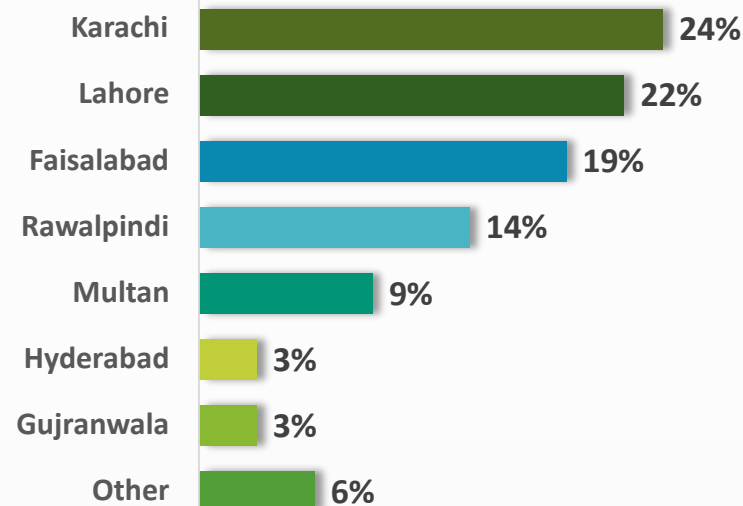
23%

Full Time Employee

40%



Region



Karachi

24%

Lahore

22%

Faisalabad

19%

Rawalpindi

14%

Multan

9%

Hyderabad

3%

Gujranwala

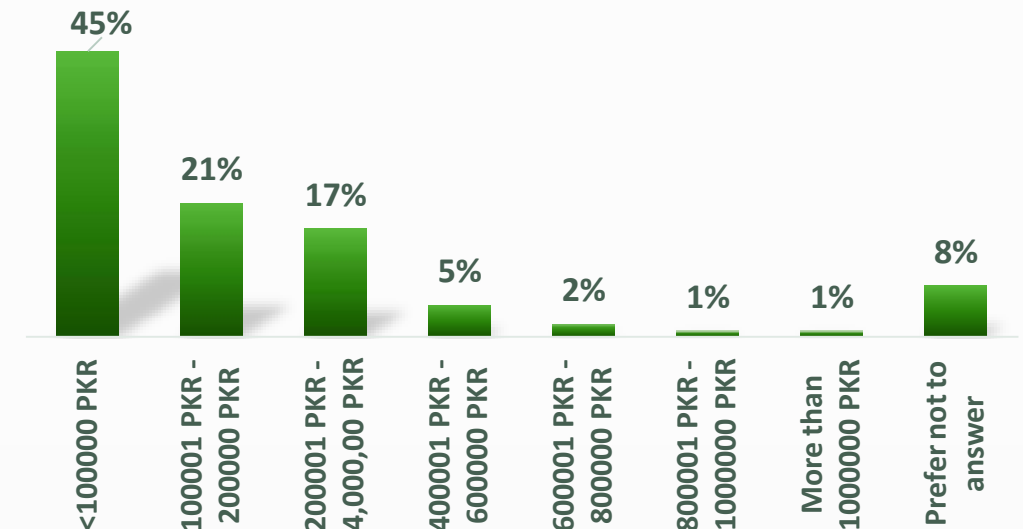
3%

Other

6%



Annual HHI



<100000 PKR

45%

21%

17%

5%

2%

1%

1%

8%



Sri Lanka – 54,000+

Survey Languages – Tamil and English



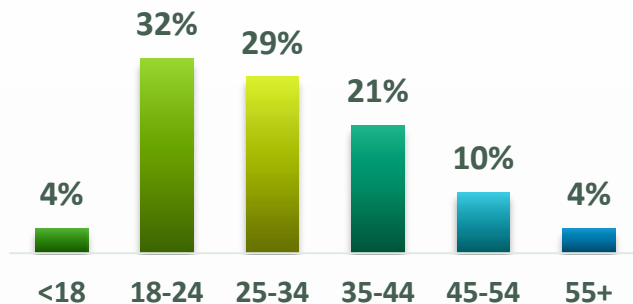
Gender



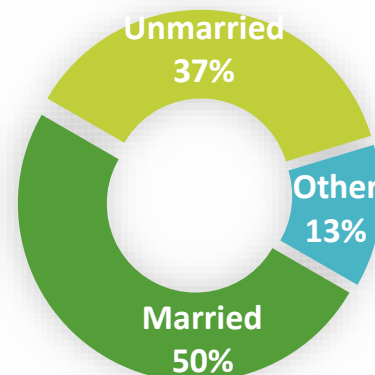
57% 43%



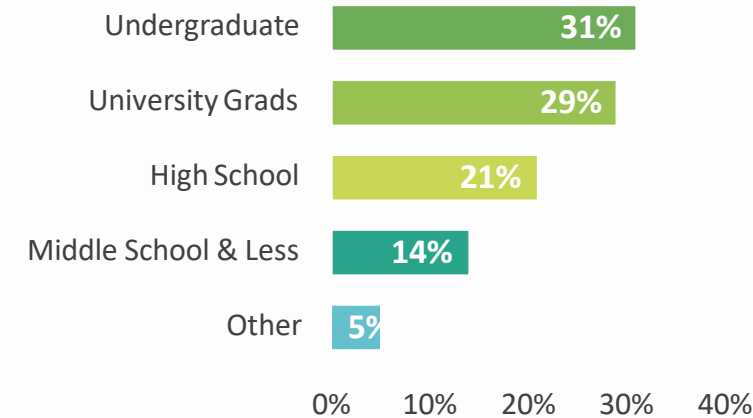
Age



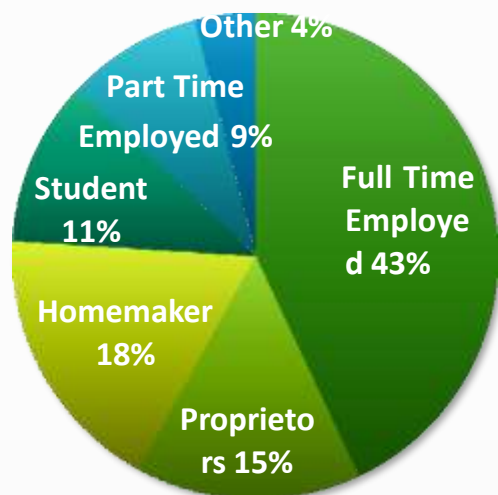
Marital Status



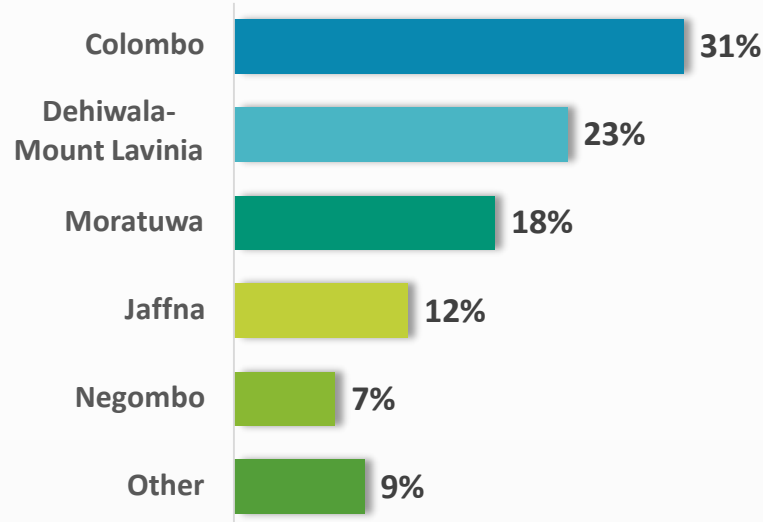
Education



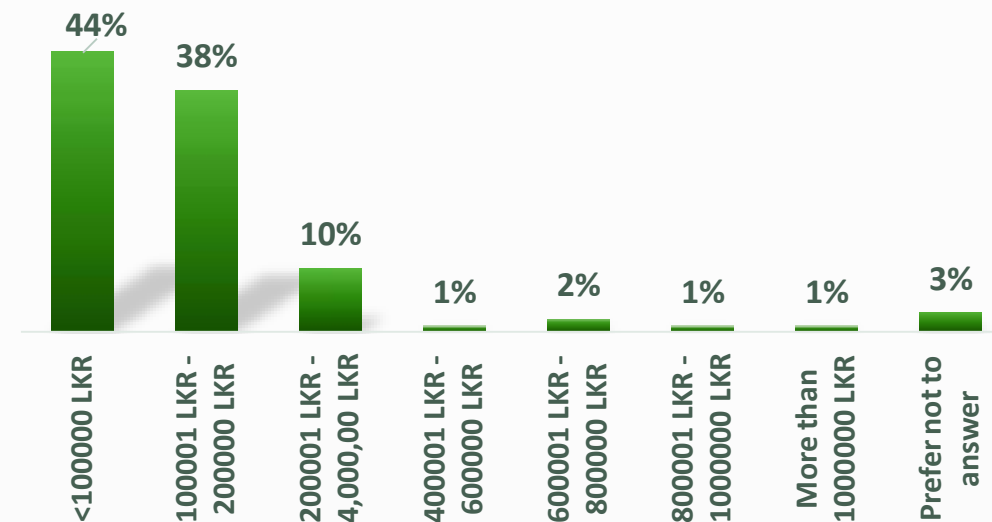
Employment



Region



Annual HHI





Lebanon – 75,000+

Survey Languages – Arabic and English



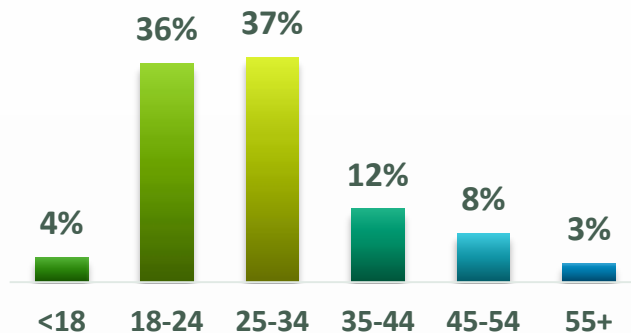
Gender



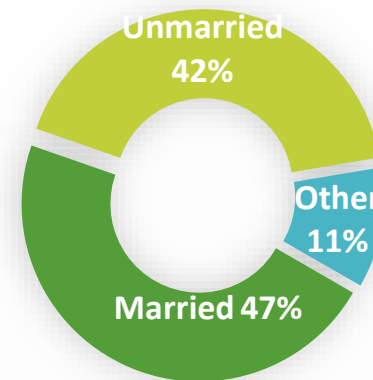
55% 45%



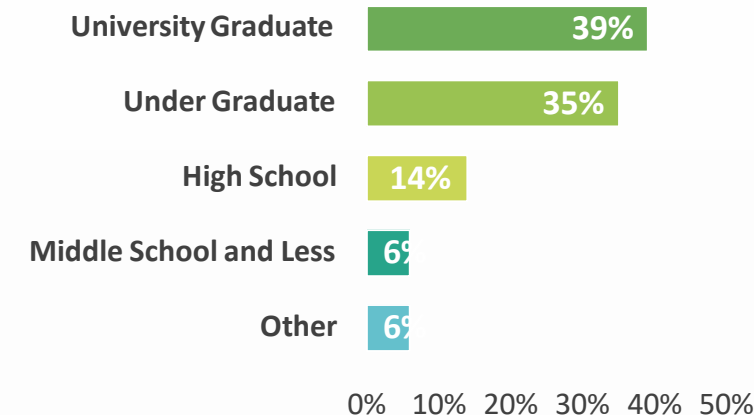
Age



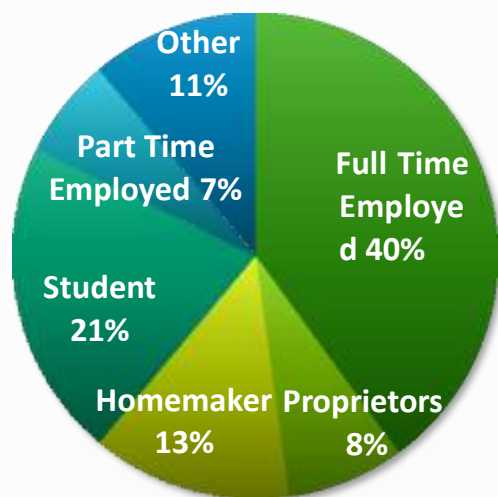
Marital Status



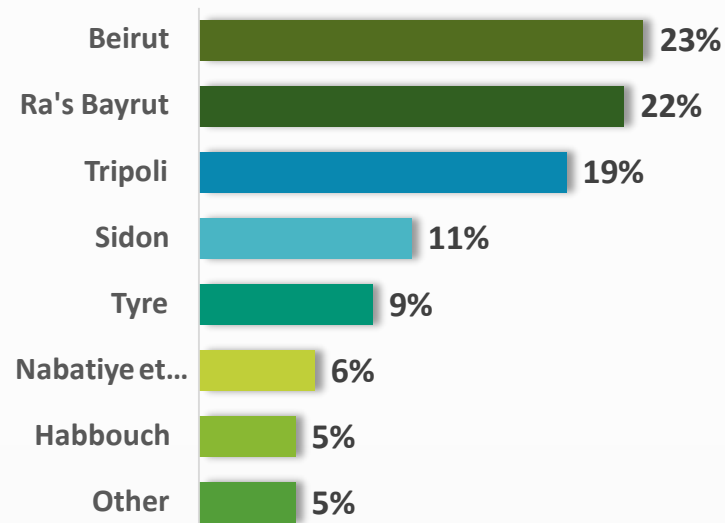
Education



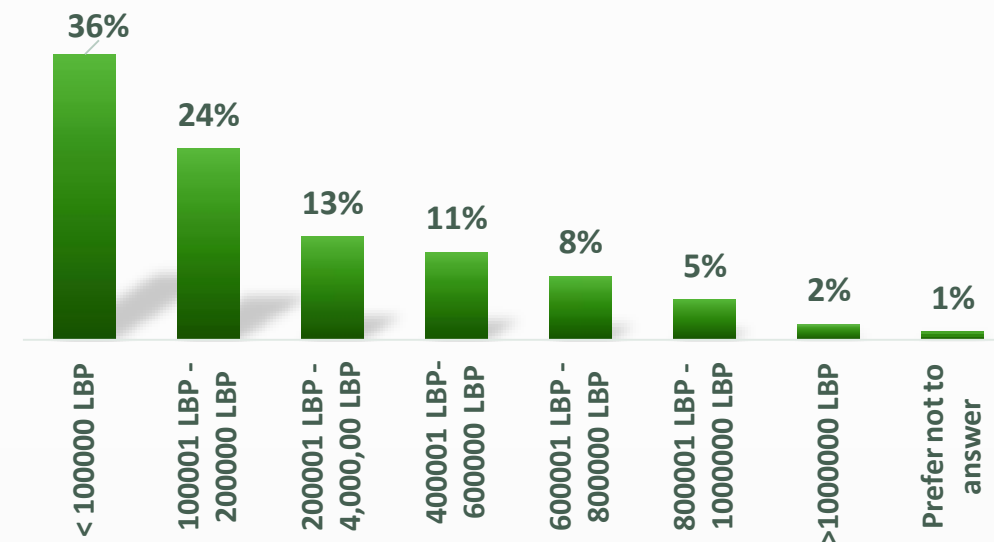
Employment



Region



Annual HHI





Jordan – 45,000+

Survey Languages – Arabic and English



Gender

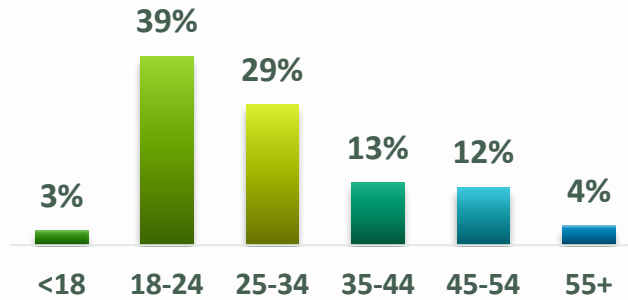


56%

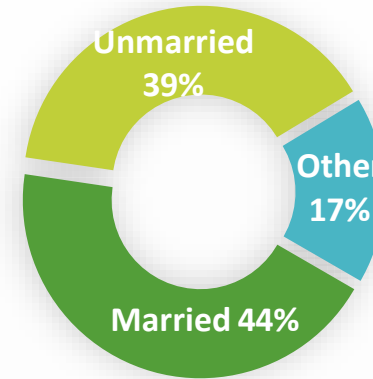
44%



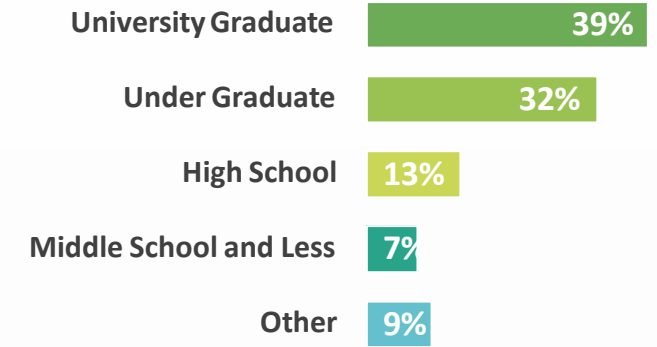
Age



Marital Status



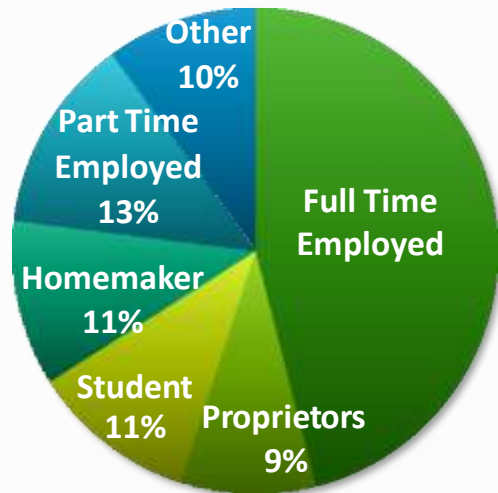
Education



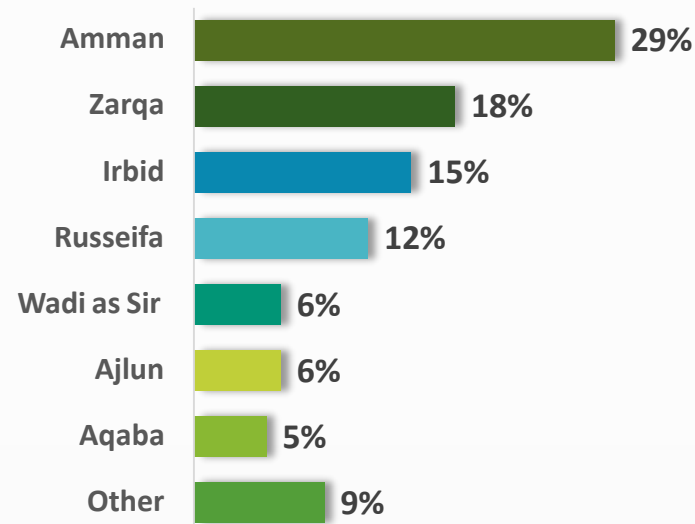
0% 10% 20% 30% 40% 50%



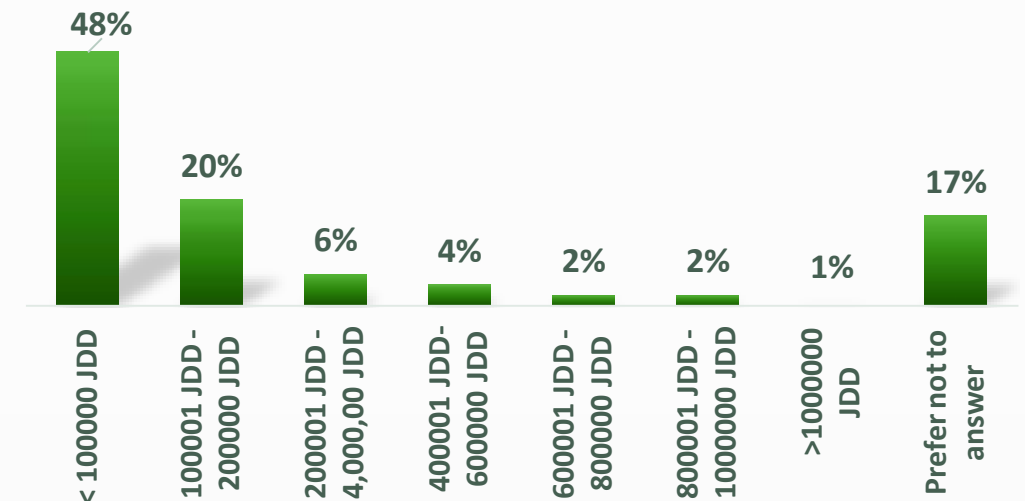
Employment



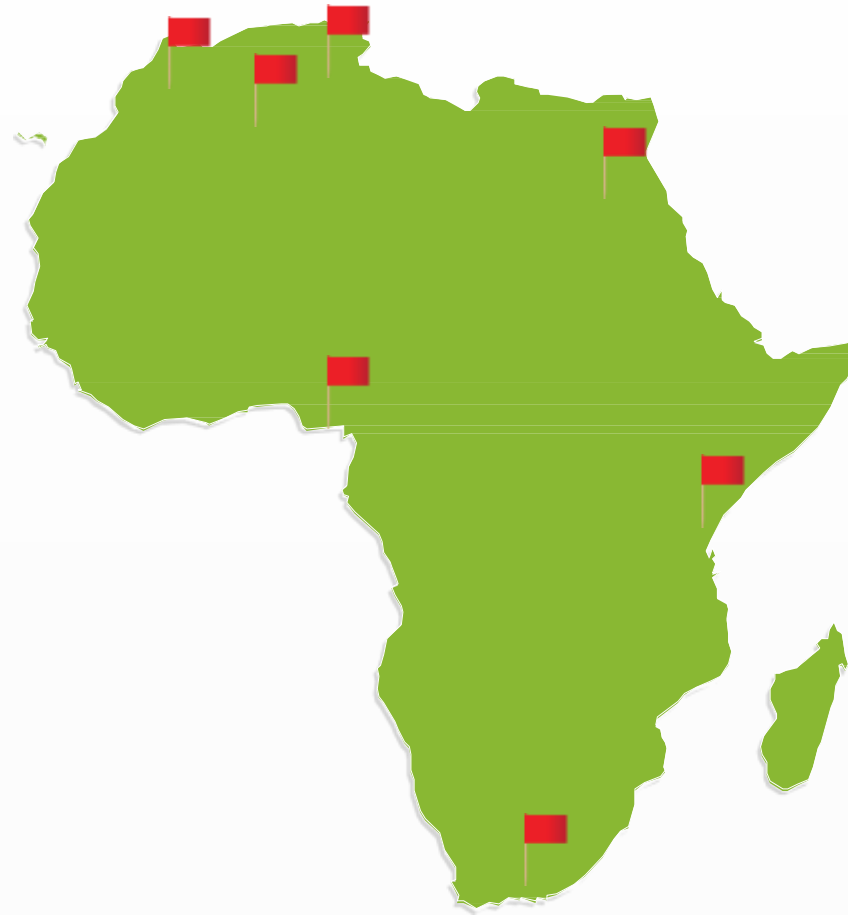
Region



Annual HHI



**Panel Distribution - Africa**







Egypt – 1,50,000+

Survey Languages – Arabic, Baluchi and English



Gender

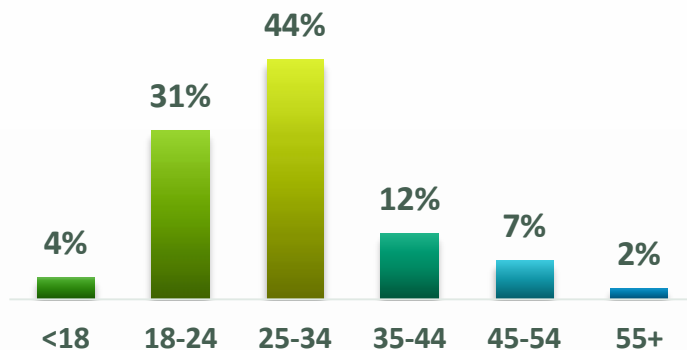


55%

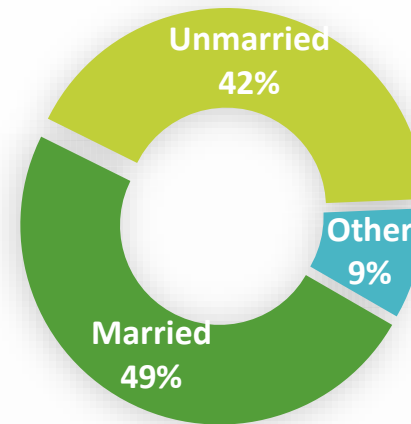
45%



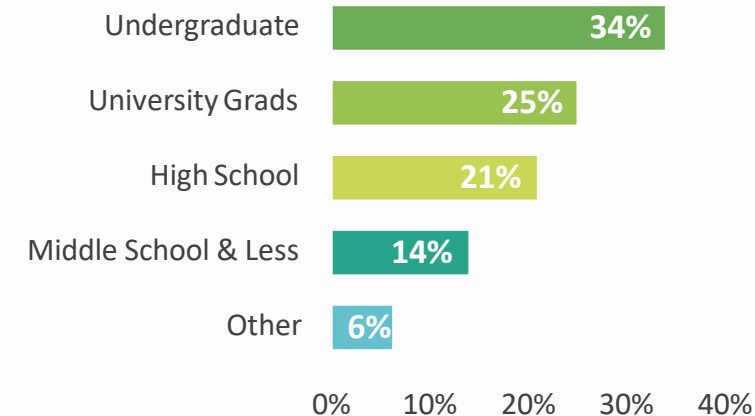
Age



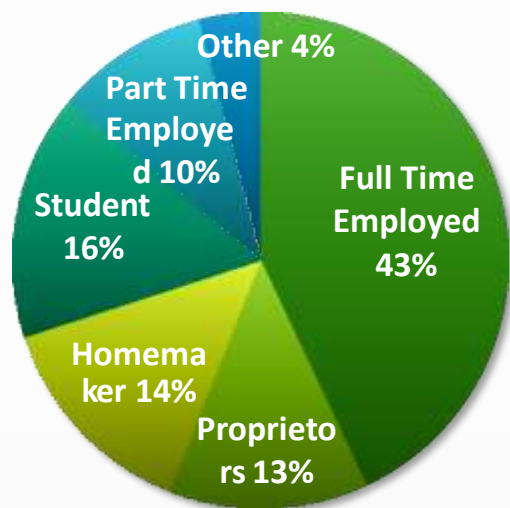
Marital Status



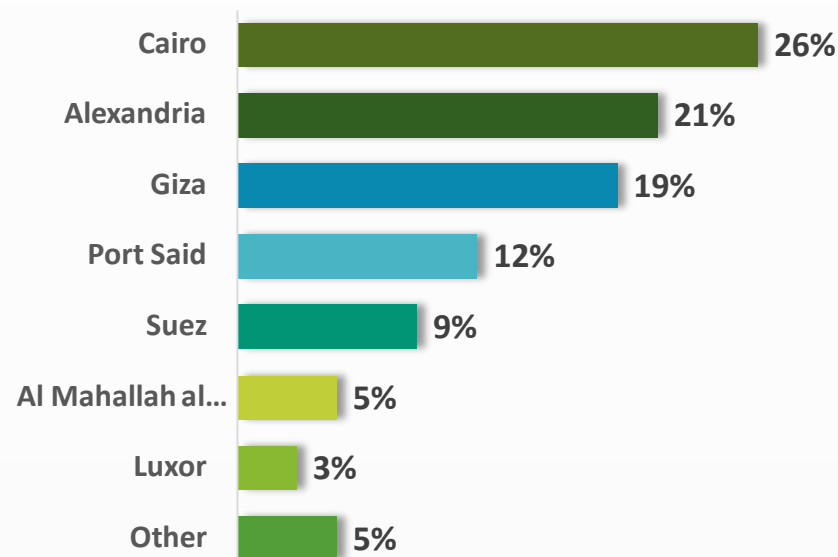
Education



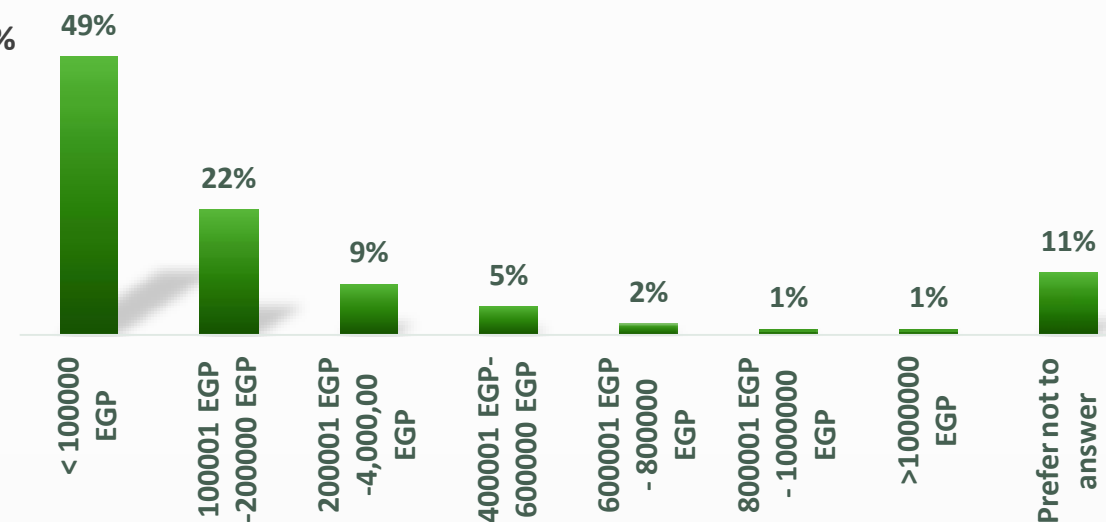
Employment



Region



Annual HHI



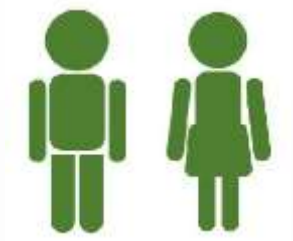


Morocco – 80,000+

Survey Languages – Arabic and English



Gender

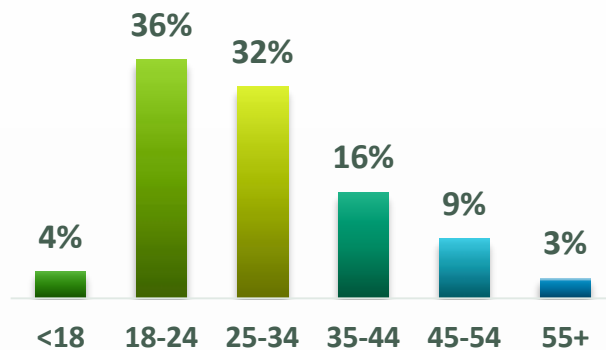


55%

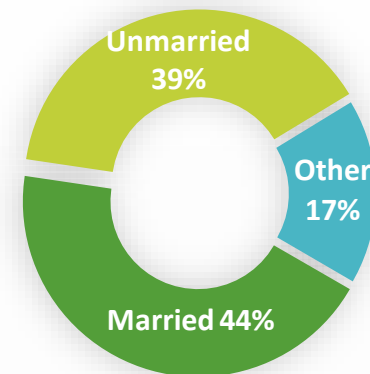
45%



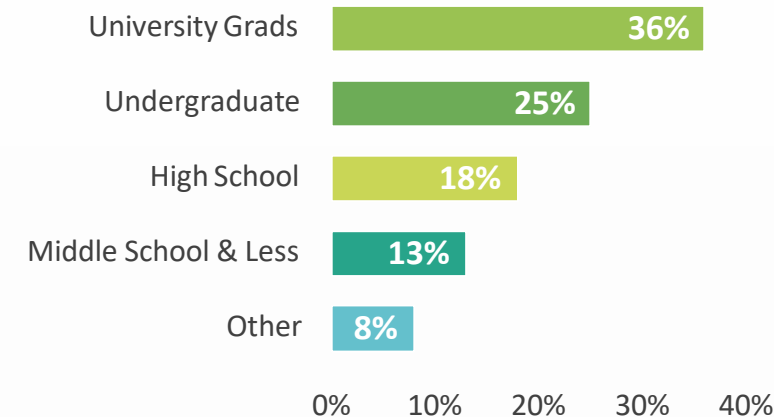
Age



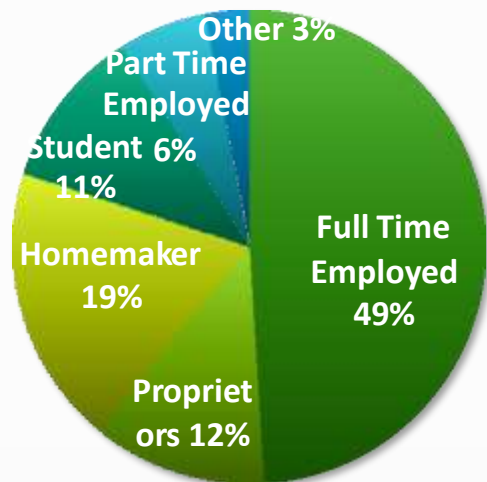
Marital Status



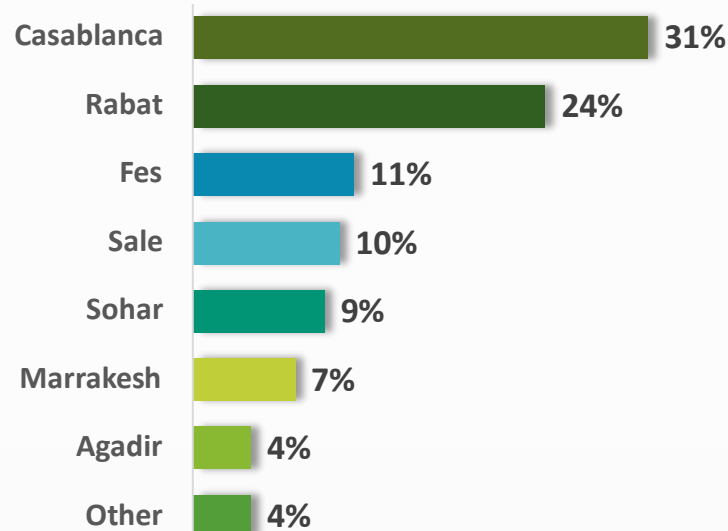
Education



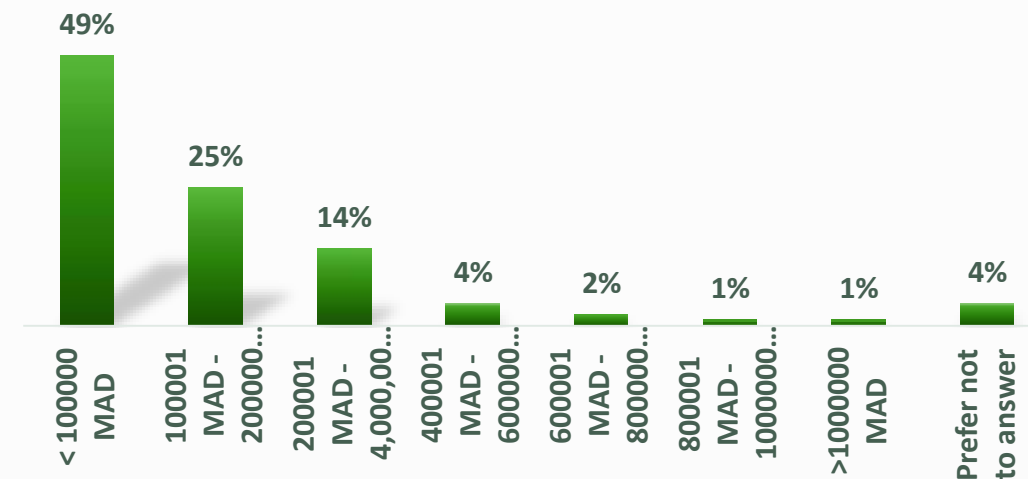
Employment



Region



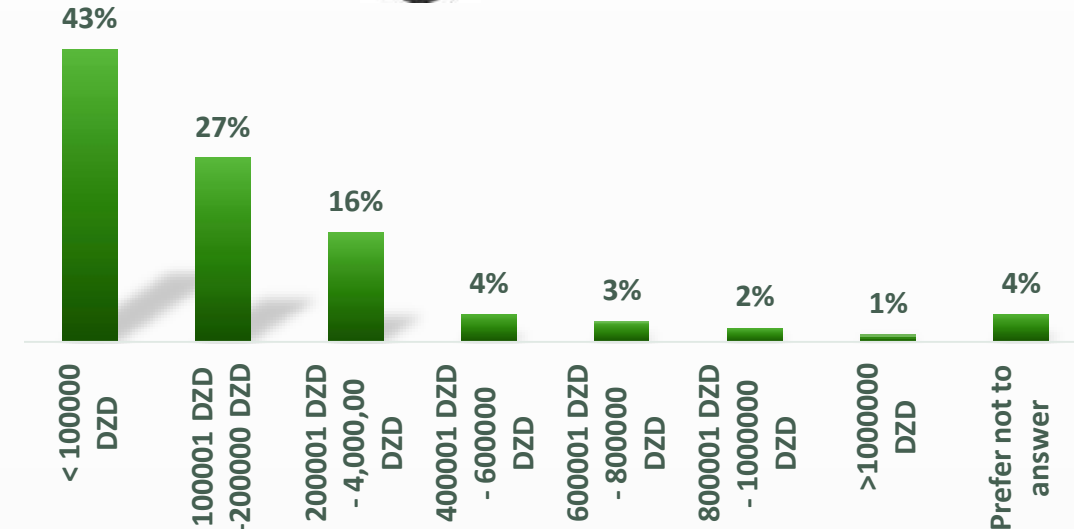
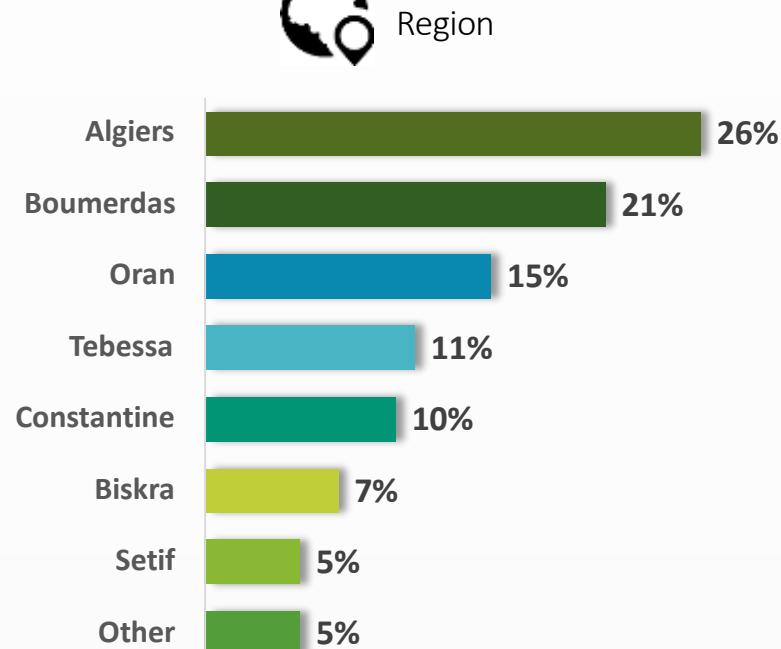
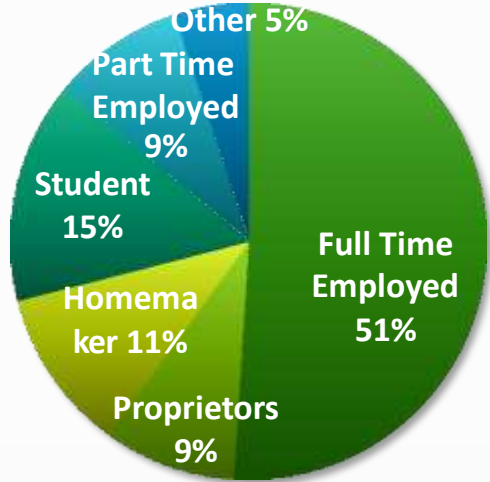
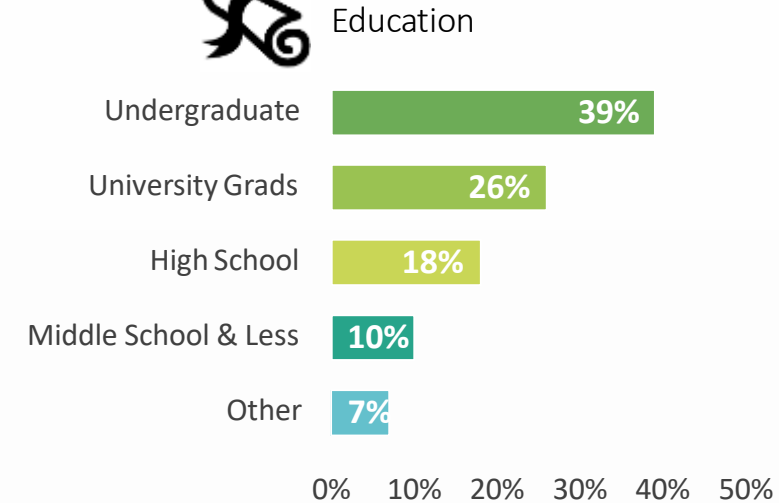
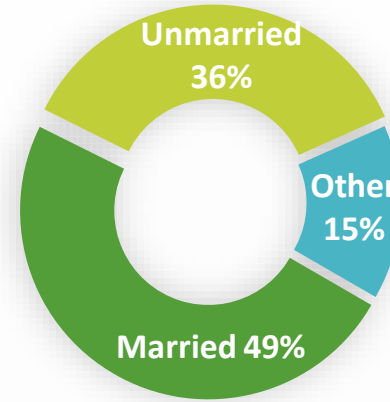
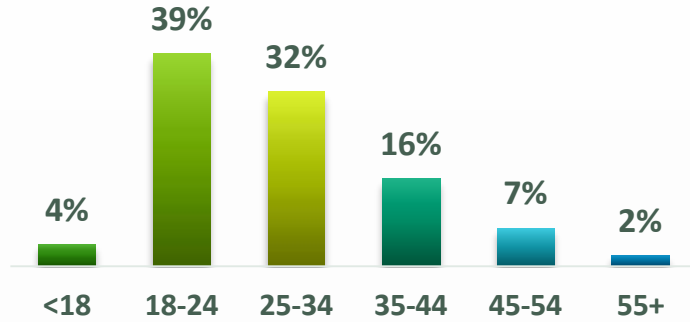
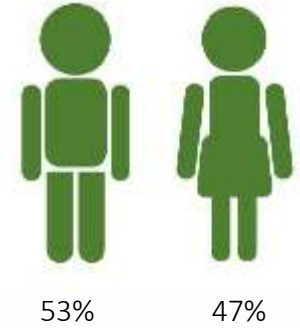
Annual HHI





Algeria – 35,000+

Survey Languages – Arabic and English



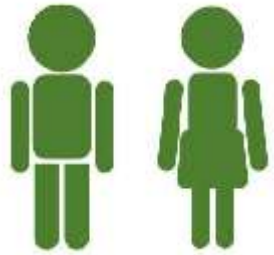


Nigeria – 40,000+

Survey Languages – English



Gender

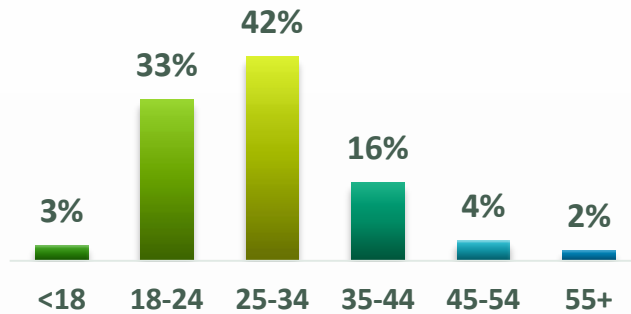


52%

48%



Age



3%

33%

42%

16%

4%

2%

<18

18-24

25-34

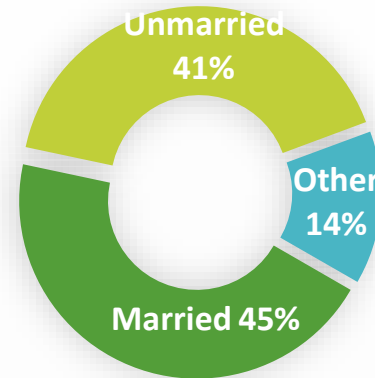
35-44

45-54

55+



Marital Status



Unmarried

41%

Other

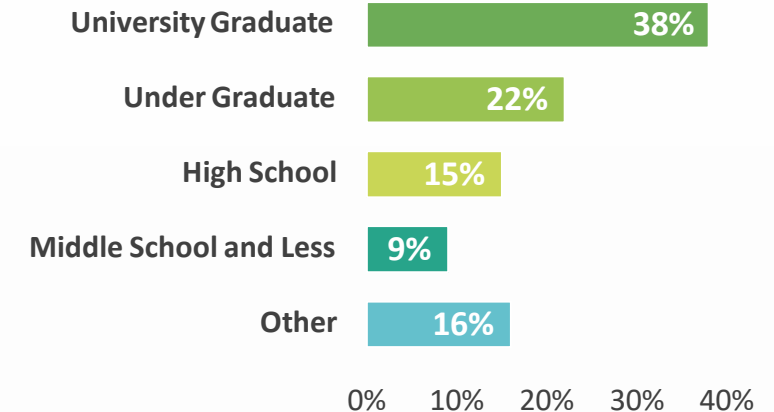
14%

Married

45%



Education



University Graduate

38%

Under Graduate

22%

High School

15%

Middle School and Less

9%

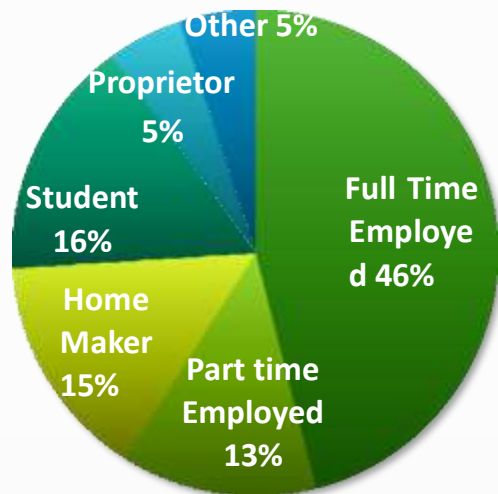
Other

16%

0% 10% 20% 30% 40%



Employment



Other 5%

Proprietor

5%

Student

16%

Home

Maker

15%

Part time

Employed

13%

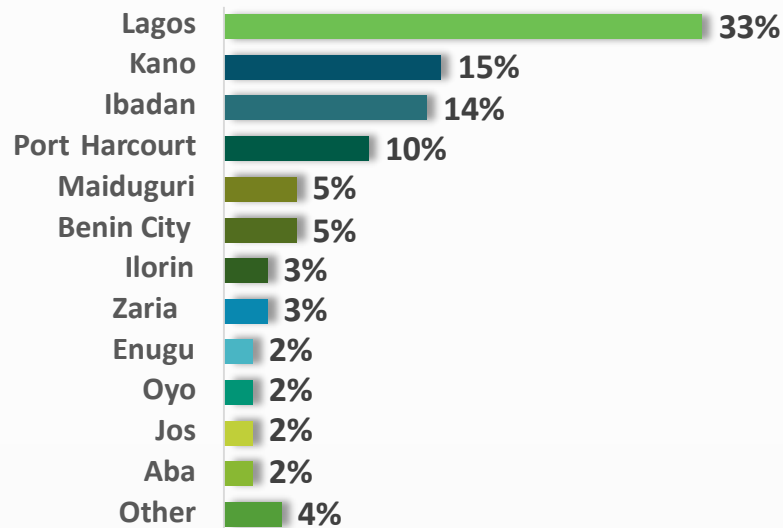
Full Time

Employe

d 46%



Region



Lagos

33%

Kano

15%

Ibadan

14%

Port Harcourt

10%

Maiduguri

5%

Benin City

5%

Ilorin

3%

Zaria

3%

Enugu

2%

Oyo

2%

Jos

2%

Aba

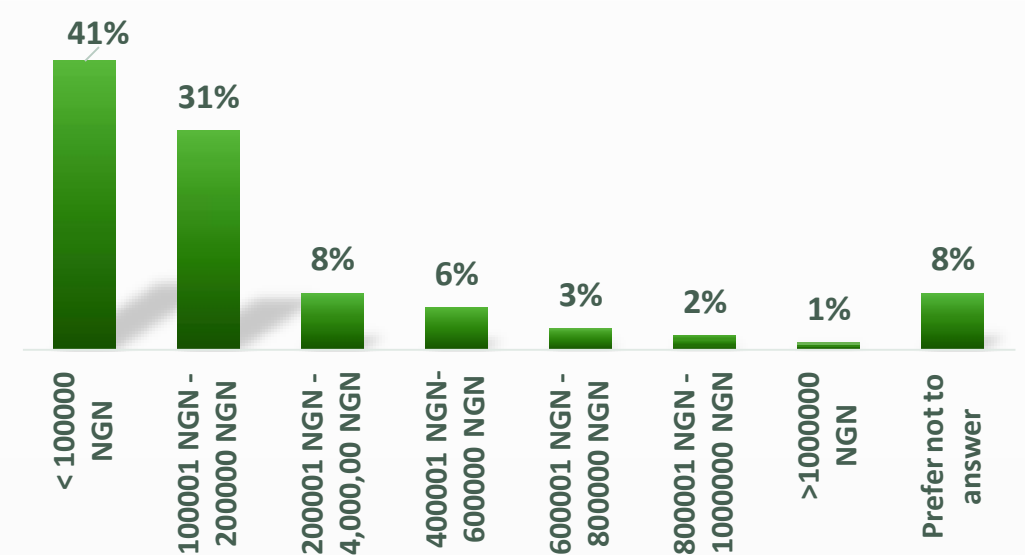
2%

Other

4%



Annual HHI



41%

31%

8%

6%

3%

2%

1%

8%

<100000  
NGN

100001 NGN -  
200000 NGN

200001 NGN -  
4,00,00 NGN

400001 NGN-  
600000 NGN

600001 NGN -  
800000 NGN

800001 NGN -  
1000000 NGN

>1000000  
NGN

Prefer not to  
answer



Kenya – 40,000+

Survey Languages – Swahili and English



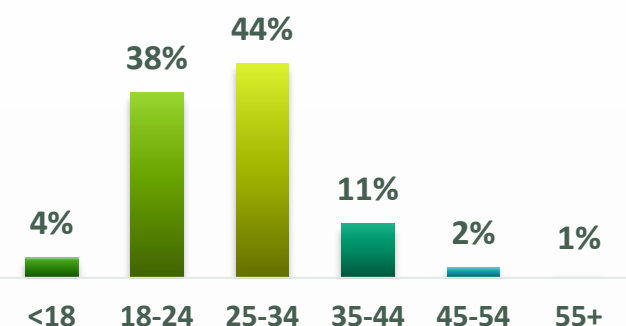
Gender



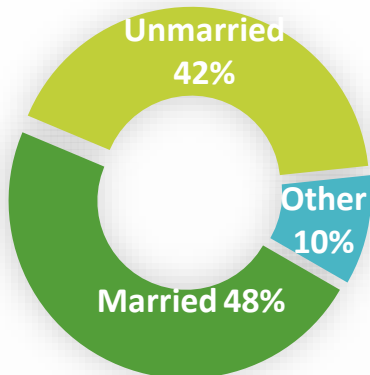
51% 49%



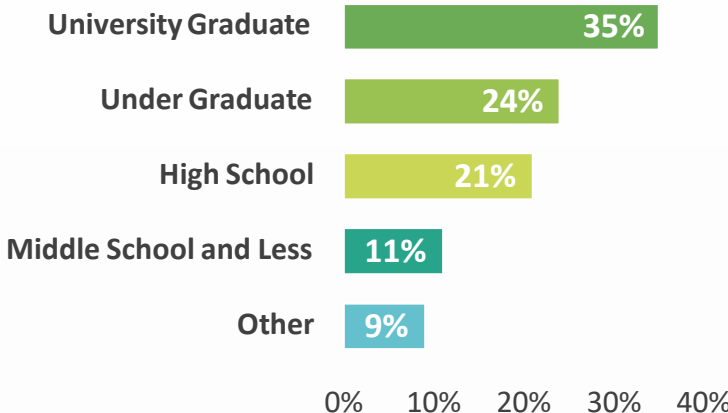
Age



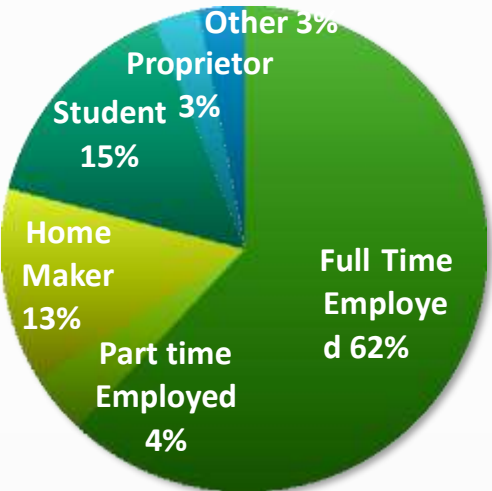
Marital Status



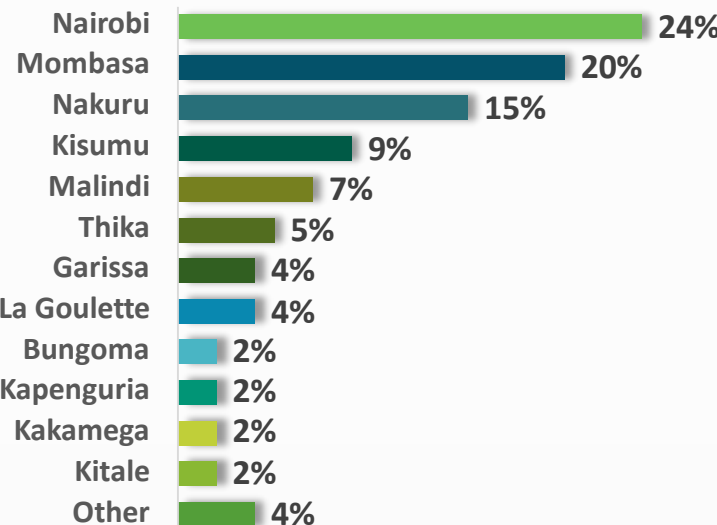
Education



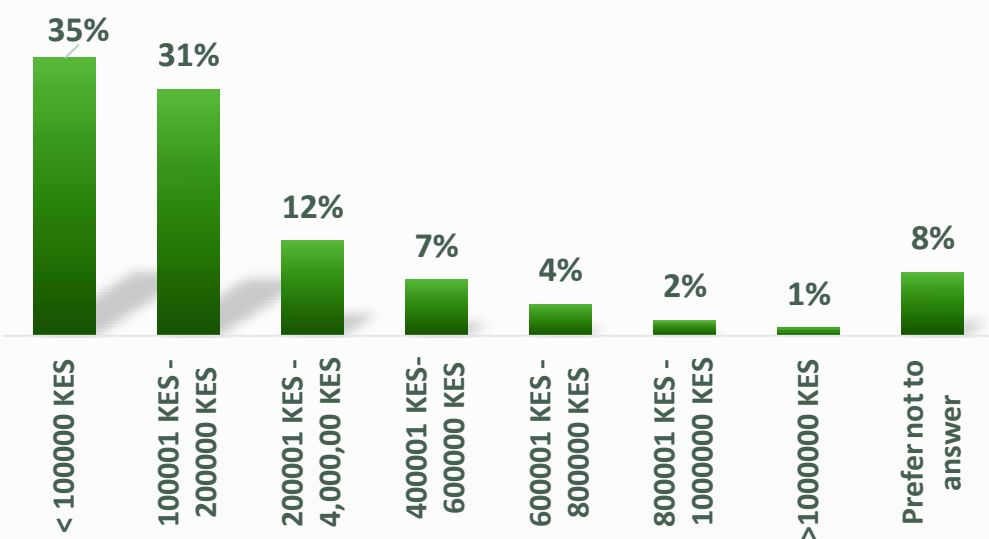
Employment



Region



Annual HHI







**South Africa –  
1,10,000+**

**Preferred Survey Language – English**



Gender

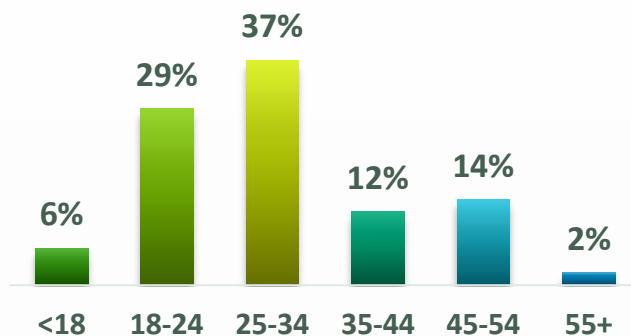


51%

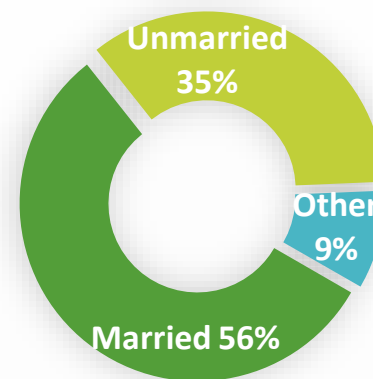
49%



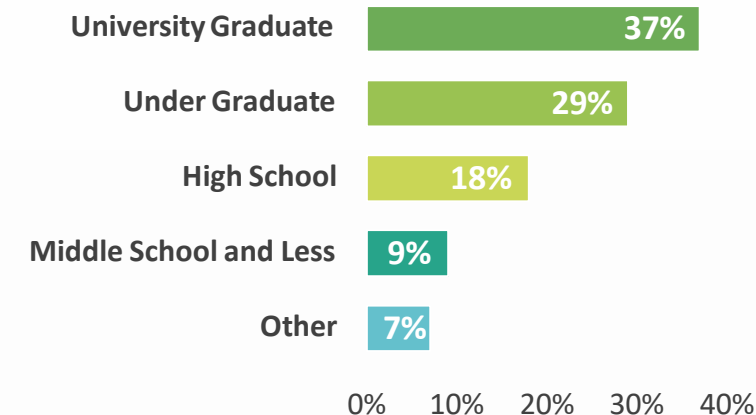
Age



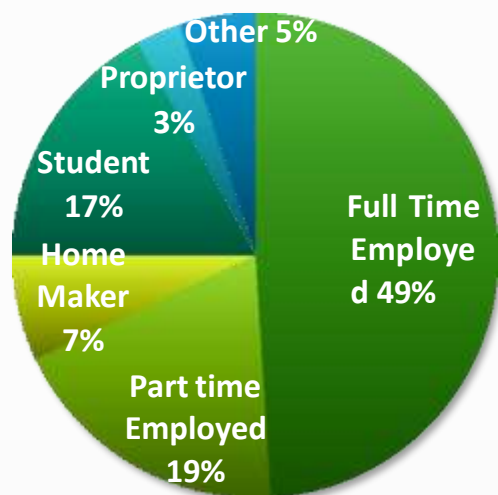
Marital Status



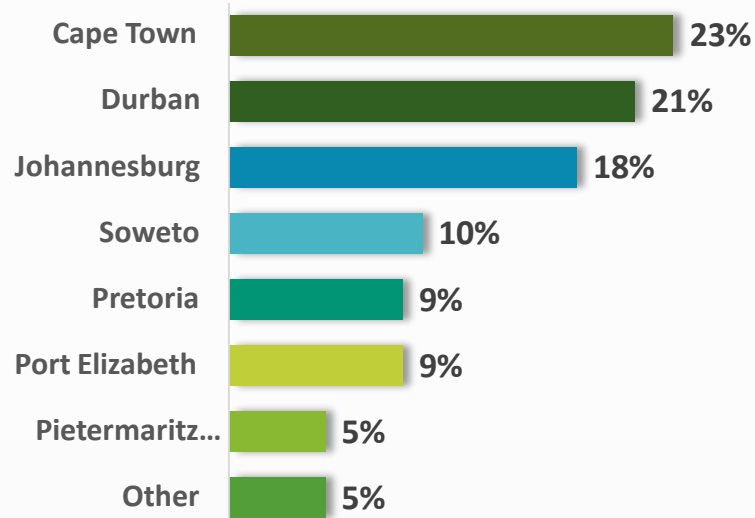
Education



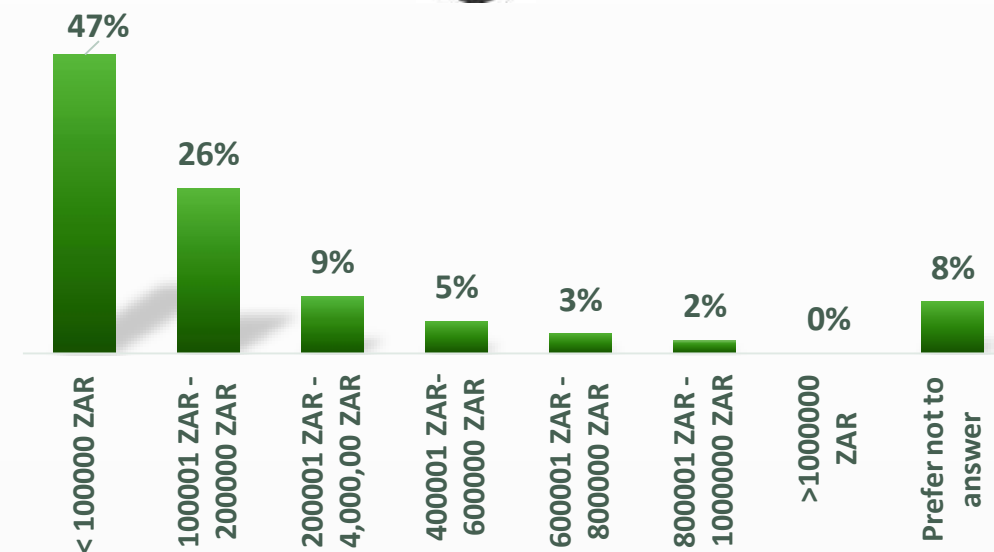
Employment



Region



Annual HHI



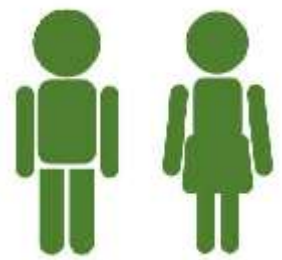


Tunisia – 45,000+

Survey Languages – Arabic and English



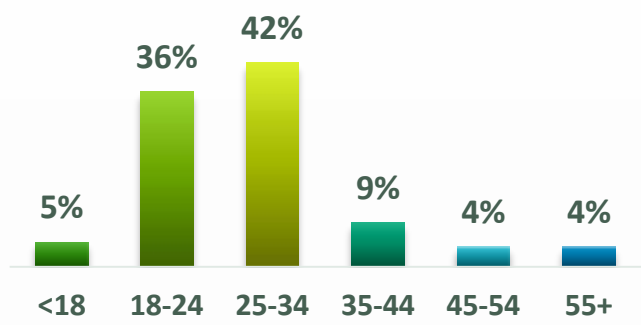
Gender



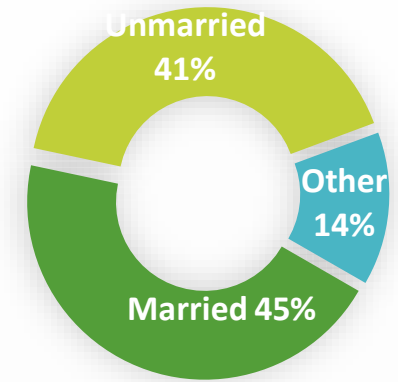
51% 49%



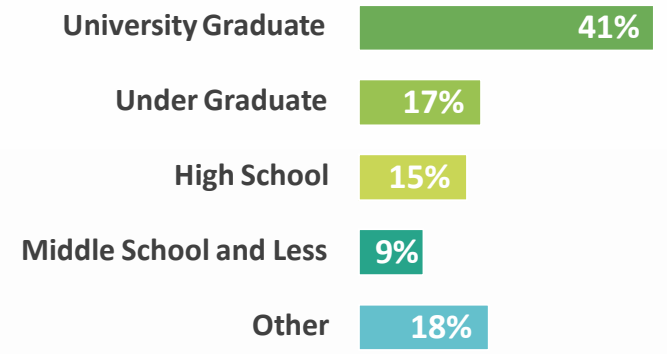
Age



Marital Status



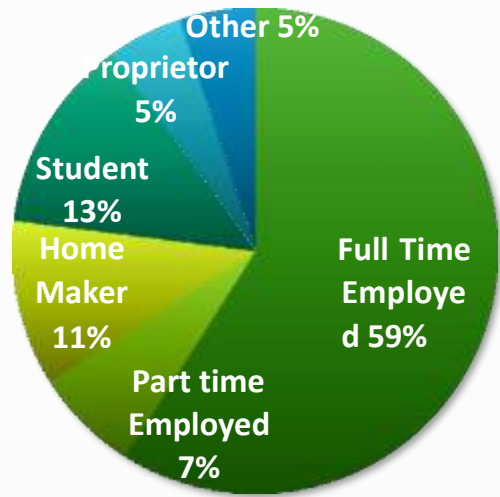
Education



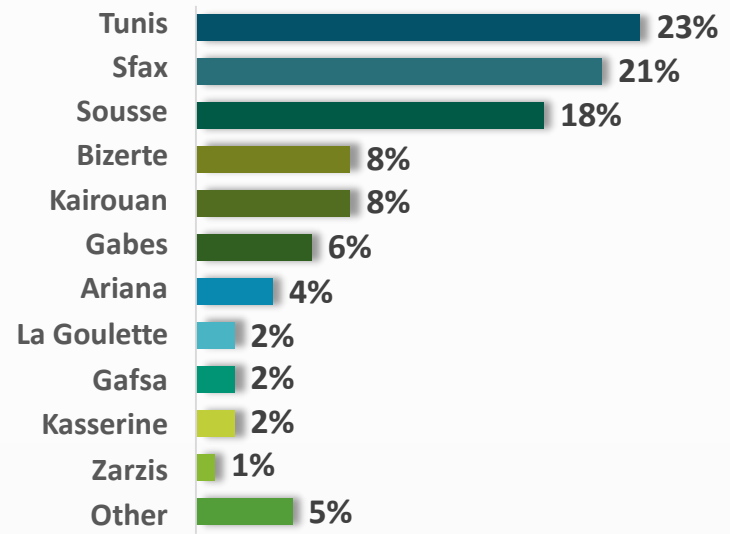
0% 10% 20% 30% 40% 50%



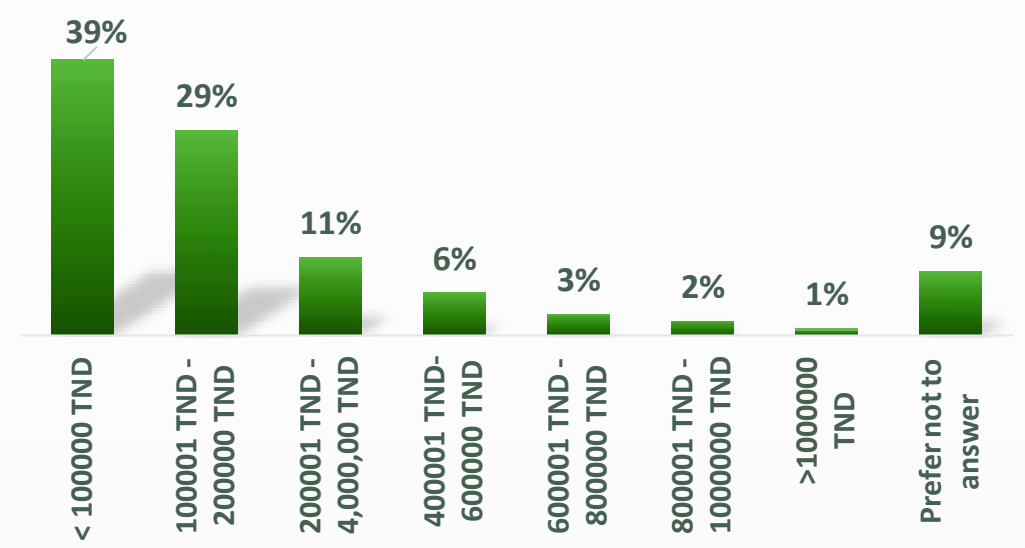
Employment



Region



Annual HHI



**Panel Distribution - Europe**





Russia – 100,000+

Survey Languages – Russian and English



Gender

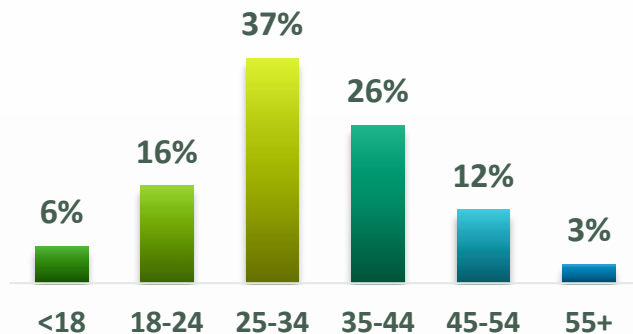


47%

53%



Age



6%

16%

37%

26%

12%

3%

<18

18-24

25-34

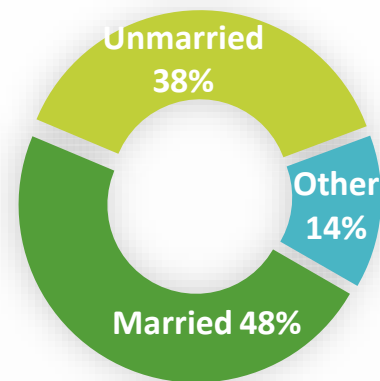
35-44

45-54

55+



Marital Status



Unmarried

38%

Other

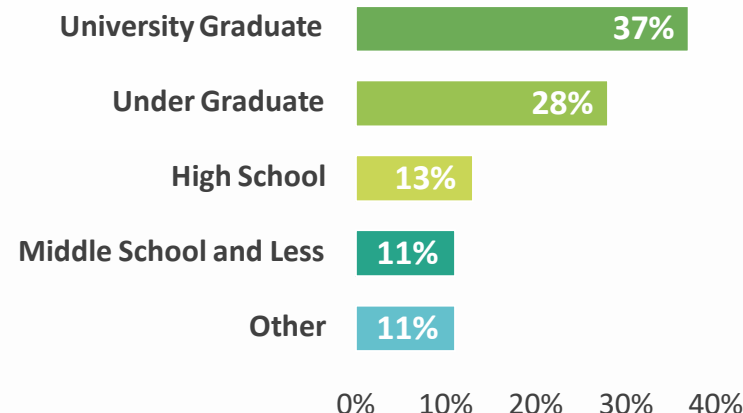
14%

Married

48%



Education



University Graduate

37%

Under Graduate

28%

High School

13%

Middle School and Less

11%

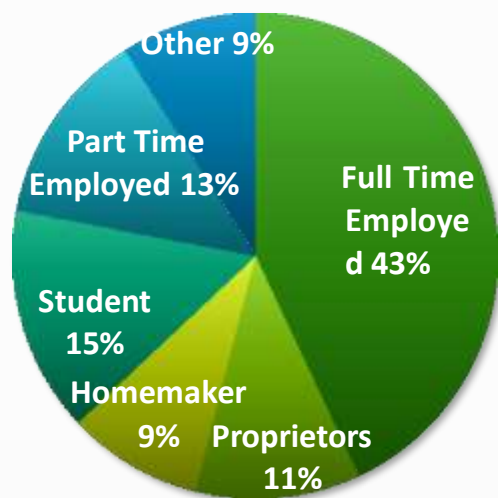
Other

11%

0% 10% 20% 30% 40%



Employment



Other

9%

Part Time  
Employed

13%

Student

15%

Homemaker

9%

Proprietors

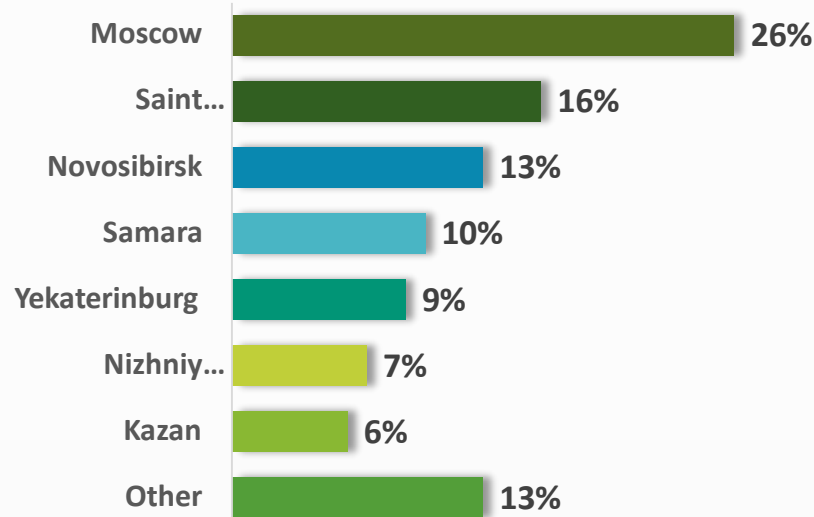
11%

Full Time  
Employed

43%



Region



Moscow

26%

Saint...

16%

Novosibirsk

13%

Samara

10%

Yekaterinburg

9%

Nizhniy...

7%

Kazan

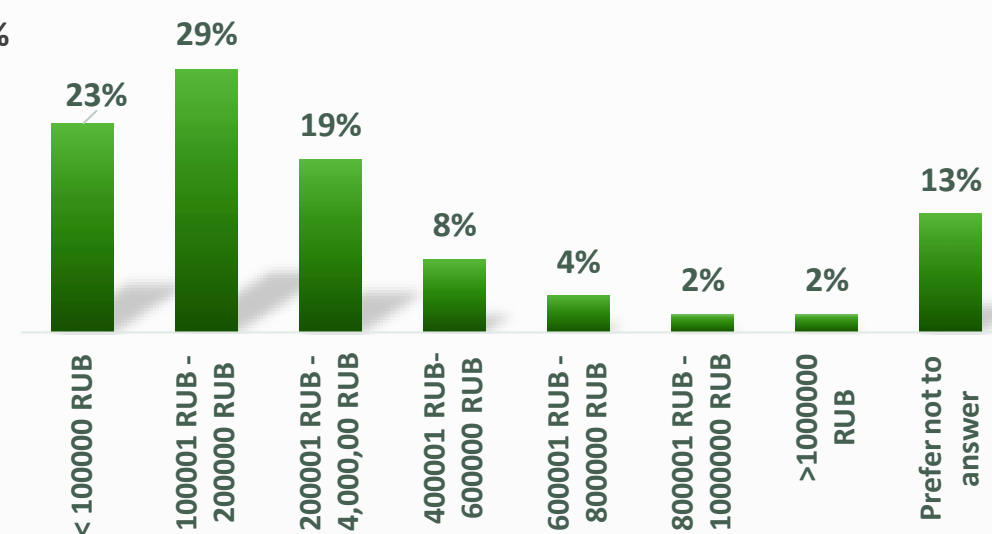
6%

Other

13%



Annual HHI



23%

29%

19%

8%

4%

2%

2%

13%

<100000 RUB

100001 RUB -  
200000 RUB

200001 RUB -  
4,000,00 RUB

400001 RUB -  
600000 RUB

600001 RUB -  
800000 RUB

800001 RUB -  
1000000 RUB

>1000000  
RUB

Prefer not to  
answer



**United Kingdom –  
40,000+**

**Survey Language – English**



Gender

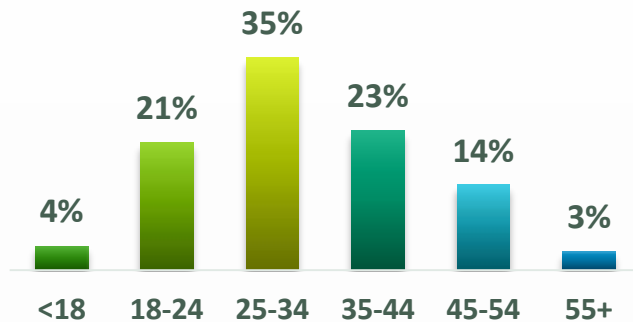


40%

60%



Age



4%

21%

35%

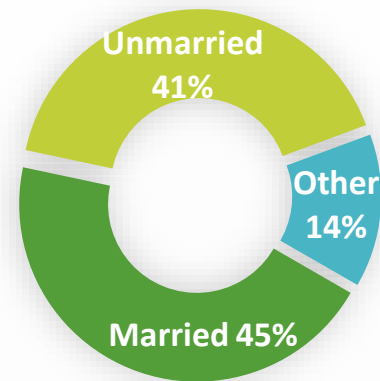
23%

14%

3%



Marital Status



Unmarried

41%

Other

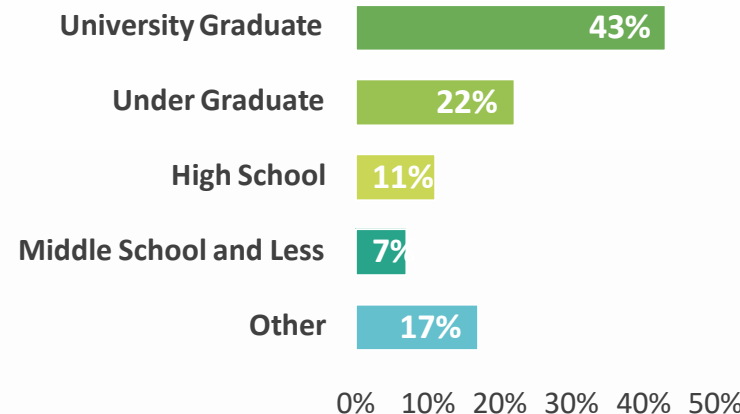
14%

Married

45%



Education



University Graduate

43%

Under Graduate

22%

High School

11%

Middle School and Less

7%

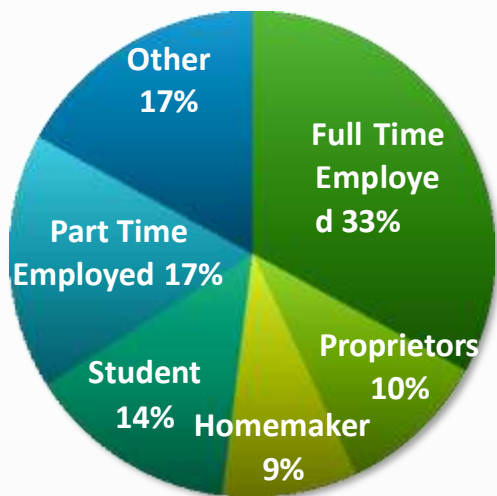
Other

17%

0% 10% 20% 30% 40% 50%



Employment



Other

17%

Full Time  
Employe  
d

33%

Part Time  
Employed

17%

Student

14%

Homemaker

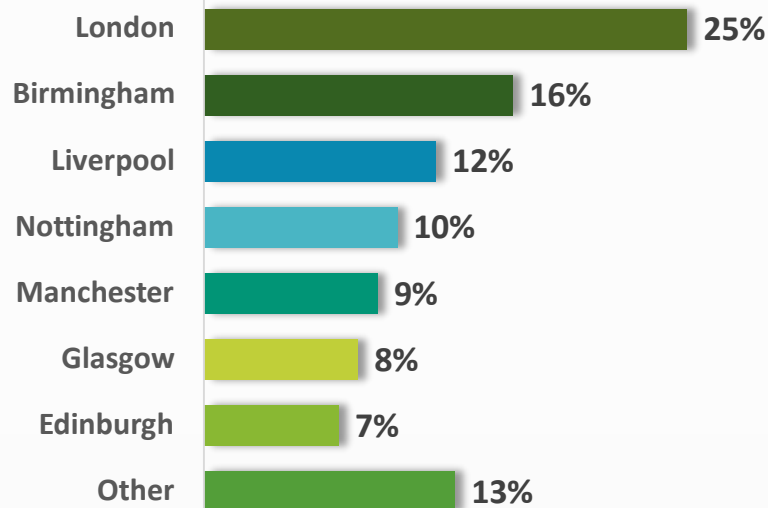
9%

Proprietors

10%



Region



London

25%

Birmingham

16%

Liverpool

12%

Nottingham

10%

Manchester

9%

Glasgow

8%

Edinburgh

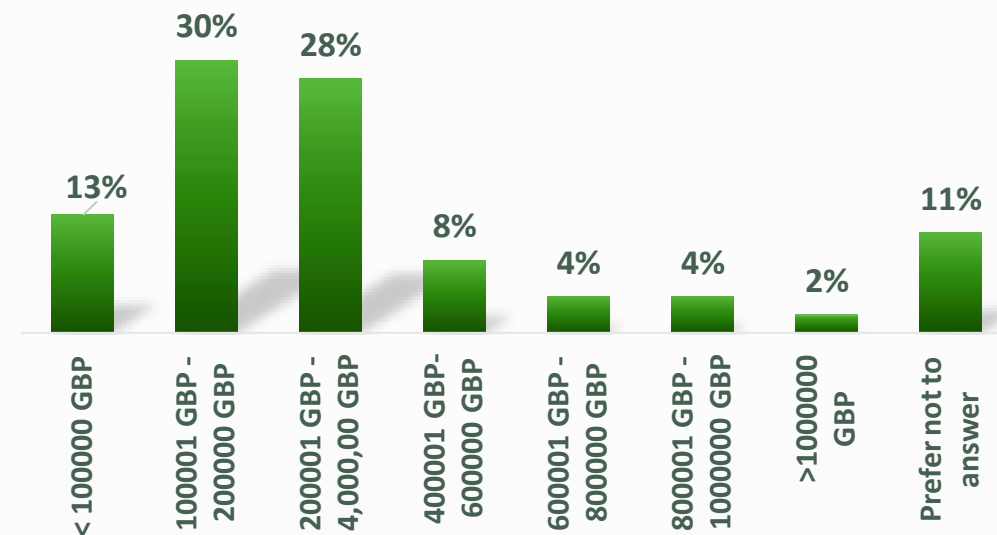
7%

Other

13%



Annual HHI



13%

30%

28%

8%

4%

4%

2%

11%

<100000  
GBP

100001 GBP -  
200000 GBP

200001 GBP -  
4,000,00 GBP

400001 GBP-  
600000 GBP

600001 GBP -  
800000 GBP

800001 GBP -  
1000000 GBP

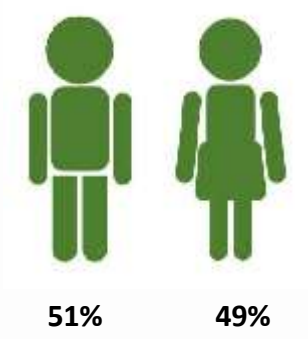
>1000000  
GBP

Prefer not to  
answer

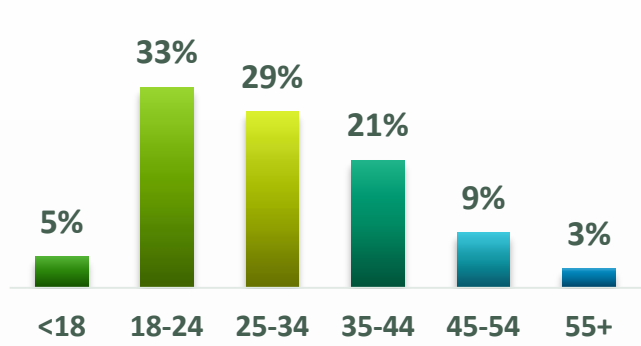




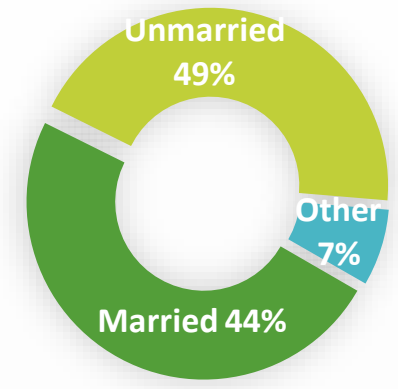
Gender



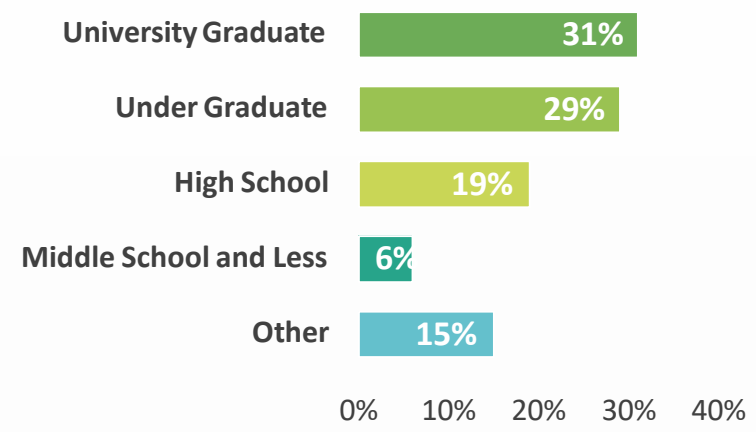
Age



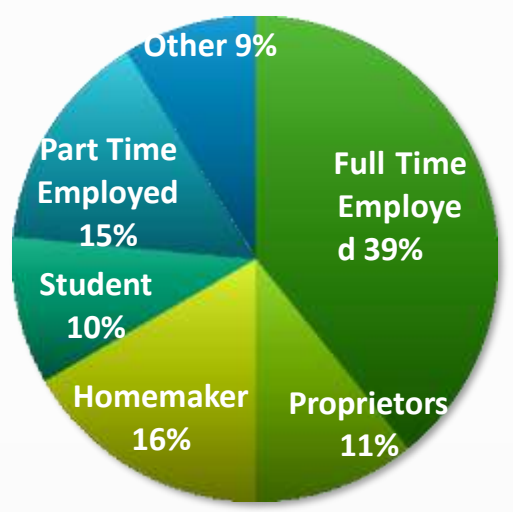
Marital Status



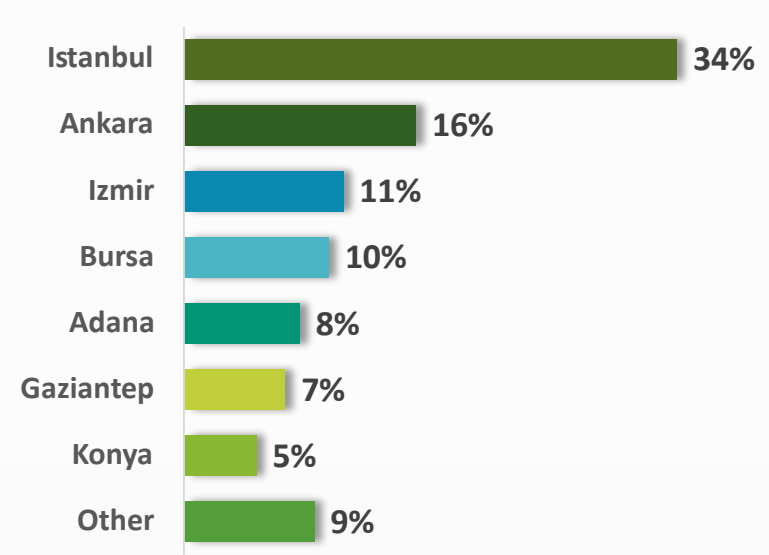
Education



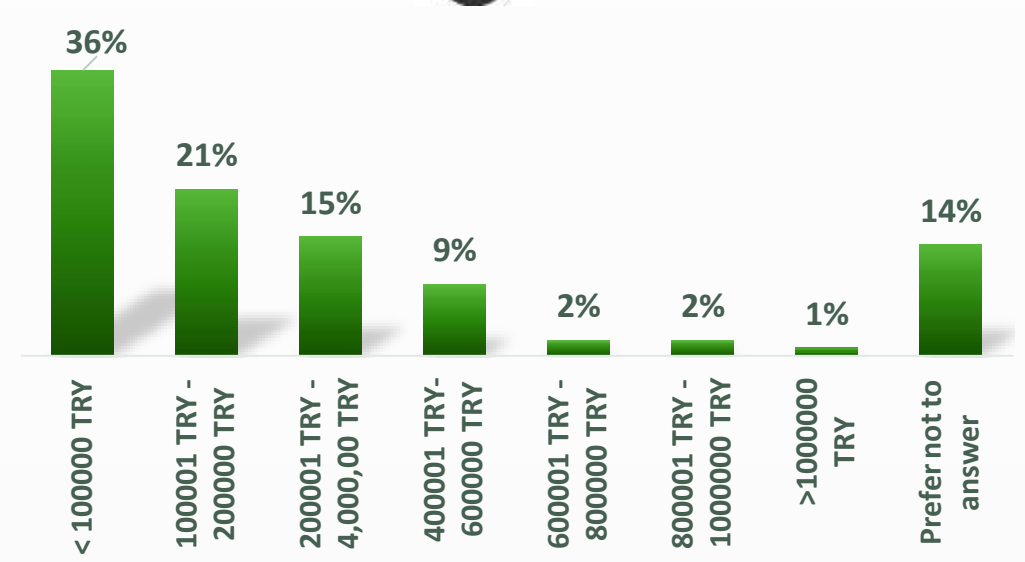
Employment



Region



Annual HHI



**Panel Distribution – North America**





United States of  
America – 55,000+

Survey Languages – English and Spanish



Gender

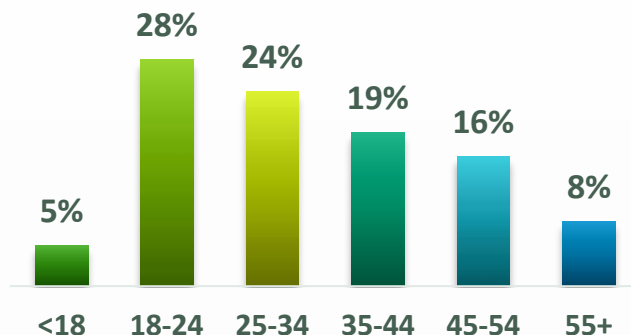


38%

62%



Age



5%

28%

24%

19%

16%

8%

<18

18-24

25-34

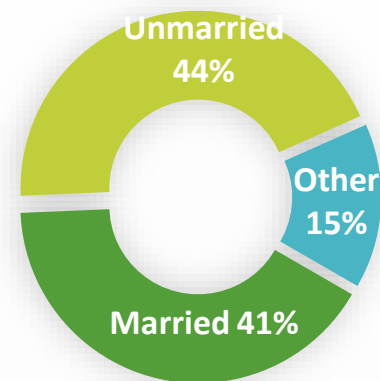
35-44

45-54

55+



Marital Status



Unmarried

44%

Other

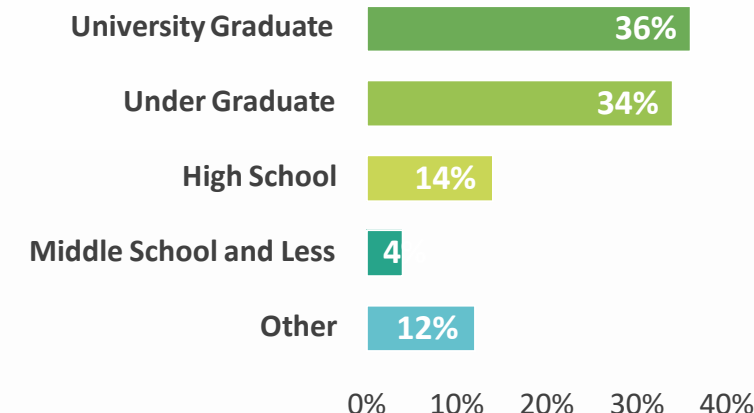
15%

Married

41%



Education



University Graduate

36%

Under Graduate

34%

High School

14%

Middle School and Less

4

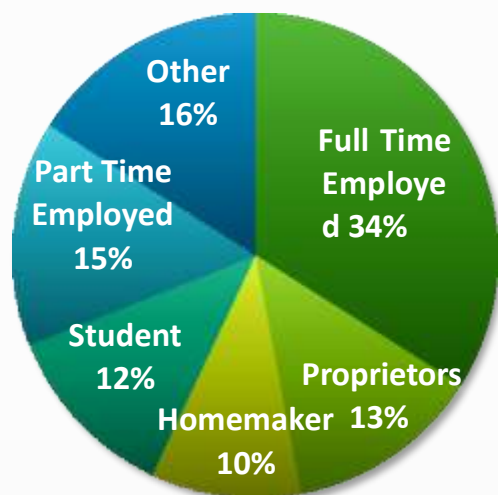
Other

12%

0% 10% 20% 30% 40%



Employment



Other

16%

Part Time

Employed

15%

Student

12%

Proprietors

Homemaker

10%

Full Time

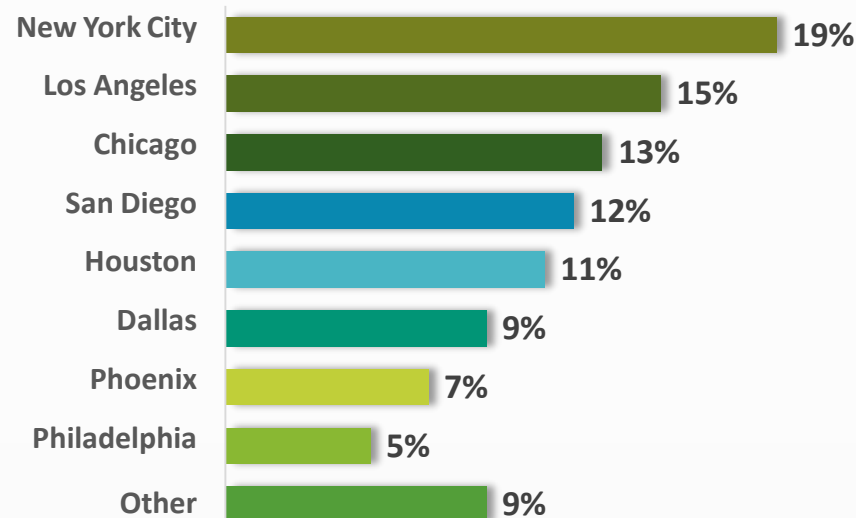
Employe

d

34%



Region



New York City

19%

Los Angeles

15%

Chicago

13%

San Diego

12%

Houston

11%

Dallas

9%

Phoenix

7%

Philadelphia

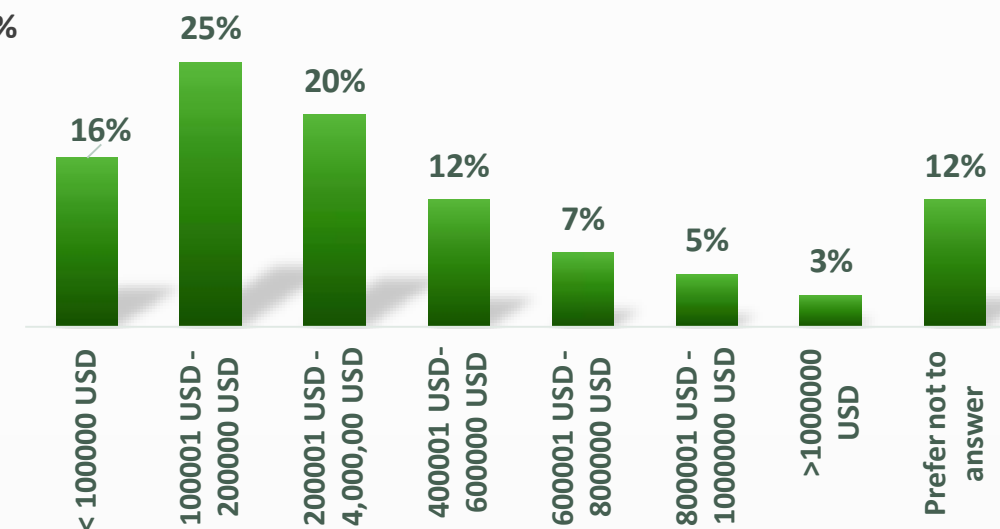
5%

Other

9%



Annual HHI



16%

25%

20%

12%

7%

5%

3%

12%

< 100000  
USD

100001 USD -  
200000 USD

200001 USD -  
4,000,00 USD

400001 USD -  
600000 USD

600001 USD -  
800000 USD

800001 USD -  
1000000 USD

>1000000  
USD

Prefer not to  
answer



Canada – 25,000+

Survey Languages – English and French



Gender

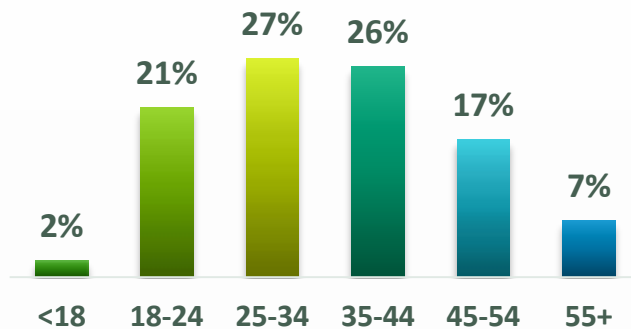


36%

64%



Age



2%

21%

27%

26%

17%

7%

<18

18-24

25-34

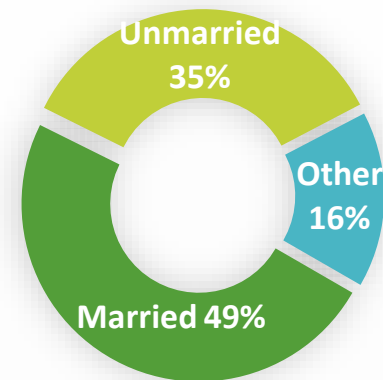
35-44

45-54

55+



Marital Status



Unmarried

35%

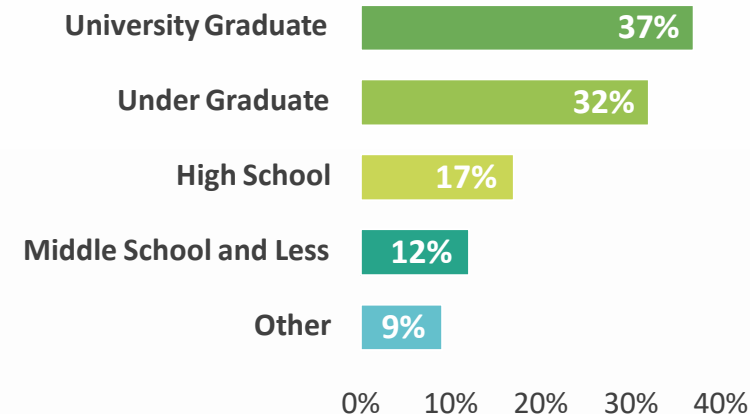
Other

16%

Married 49%



Education



University Graduate

37%

Under Graduate

32%

High School

17%

Middle School and Less

12%

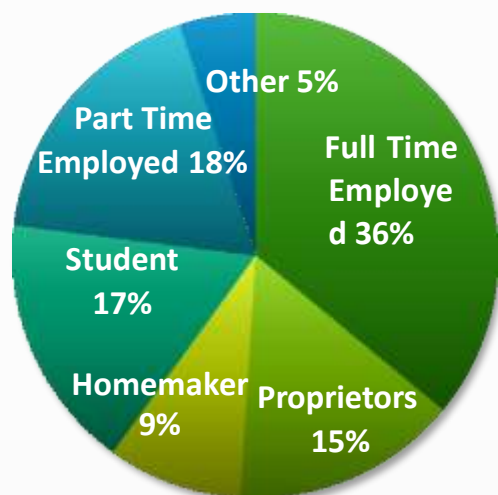
Other

9%

0% 10% 20% 30% 40%



Employment



Other 5%

Part Time  
Employed 18%

Full Time  
Employed 36%

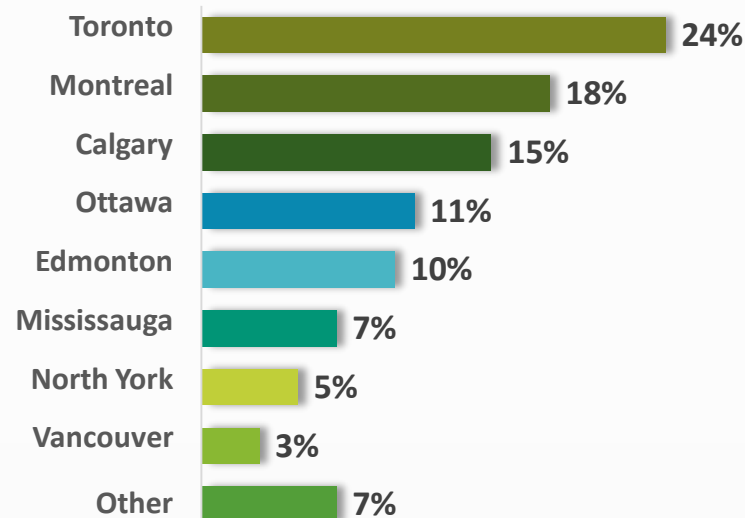
Student  
17%

Homemaker  
9%

Proprietors  
15%



Region



Toronto

24%

Montreal

18%

Calgary

15%

Ottawa

11%

Edmonton

10%

Mississauga

7%

North York

5%

Vancouver

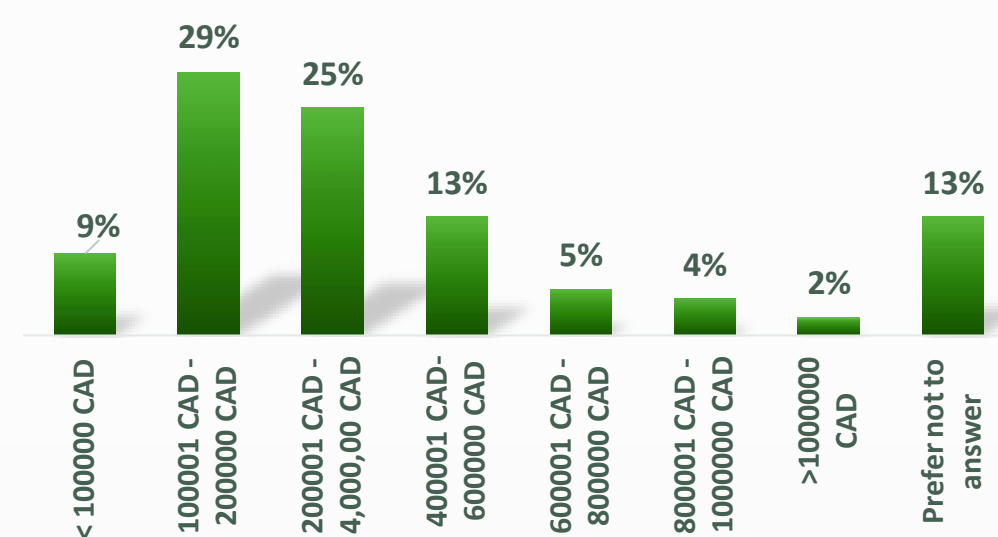
3%

Other

7%



Annual HHI



9%

29%

25%

13%

5%

4%

2%

13%

<100000  
CAD

100001 CAD -  
200000 CAD

200001 CAD -  
4,000,00 CAD

400001 CAD -  
600000 CAD

600001 CAD -  
800000 CAD

800001 CAD -  
1000000 CAD

>1000000  
CAD

Prefer not to  
answer



A close-up photograph of two hands shaking in a firm grip, symbolizing agreement or partnership. The hands are wearing white dress shirts and grey suit jackets. The background is a solid blue gradient.

# Thank you!

For more information, please contact us at:  
[Sales\\_gnn@gnnresearchgroup.com](mailto:Sales_gnn@gnnresearchgroup.com)

Send in your bids requests to:  
[Bids\\_gnn@gnnresearchgroup.com](mailto:Bids_gnn@gnnresearchgroup.com)