



SOUQ Panel

Panel Book



SOUQ Panel

1 About SOUQ Panel



SOUQ Panel

Our Background

SOUQ PANEL is a full service mobile and internet based research firm.

With proprietary panels Across Asia and Middle East and across 20 specialties we are an eminent provider of online sample. Since our inception we have been providing online panels solely for market research purpose with superior quality.

Our History

SOUQ PANEL was founded in 2010 by well experienced partners who brought to the organization the expertise of Online Research & Panel Management. We regard this expertise as most essential to the success of our internet based research business.

Today SOUQ PANEL continues to harness time tested internet based research principles.



SOUQ Panel

2 Geographic Coverage



SOUQ Panel

Capabilities

➤ Sampling Solutions

Get real insights behind the data by conducting online research across Asia and Middle East.

➤ Survey Programming

Flexible and highly scalable survey solutions for all types of market research surveys. SOUQ PANEL survey programming team specialize in online surveys consisting of advance programming such as piping response, complex skips, randomization of question and responses , complex matrices, Quota management ,Multiple Language etc.

➤ Survey Hosting

As a sampling solutions provider we store confidential information on respondents and clients in our **in-house data servers**. Our servers and computer equipment are stored in protected data centers with 24/7 monitoring. Right to use to these data centers is restricted and requires authorization.



SOUQ Panel

Capabilities

➤ Mobile Surveys

With the ever increasing mobile penetration and continually improving capacity of data networks mobile research is coming of age. Interviewing respondents using the mobile means that self-completion surveys can be fielded quickly, easily and cost effectively to a far wider base of respondents than can be accomplished using telephone or conventional web-based interviewing.

➤ Online Focus Groups

Real time group interviews conducted over Internet .A moderator invites prescreened, qualified respondents who represent the target of interest to log on to conferencing software at a pre-arranged time and to take part in an online focus group. The moderator guides the discussion using a combination of predetermined questions and unscripted probes.



SOUQ Panel

3 Key Differentiators



SOUQ Panel

Key Differentiators

- Complete mobile & internet based research firm.
- Well established communication protocols linking the panel members with the SPOC for the respective panel/country.
- Local Presence in all the countries
- Local **Data Quality Officers** ensuring panel integrity & eliminating regional bias.
- Full group of survey solutions include Survey Programming, Survey Hosting, real time data monitoring.
- Mobile surveys enabling self-completion surveys to be fielded quickly, easily and cost effectively.



SOUQ Panel

Panel Country wise



SOUQ Panel

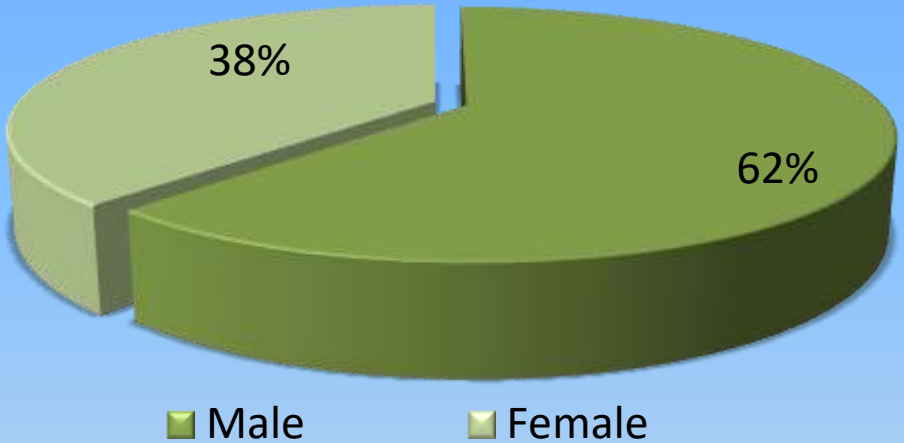
UAE



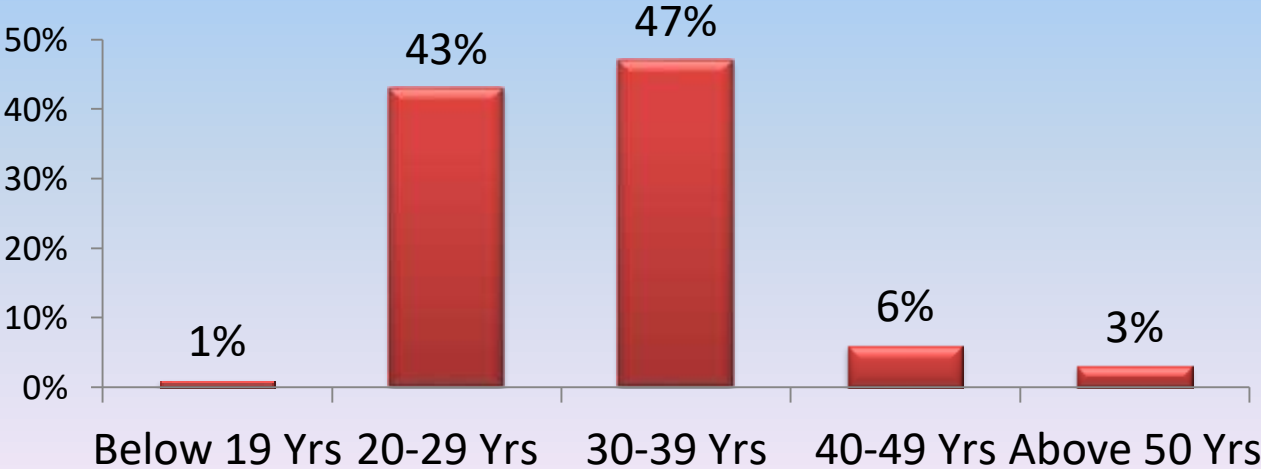
U.A.E : Panel Reach: 476,500



GENDER



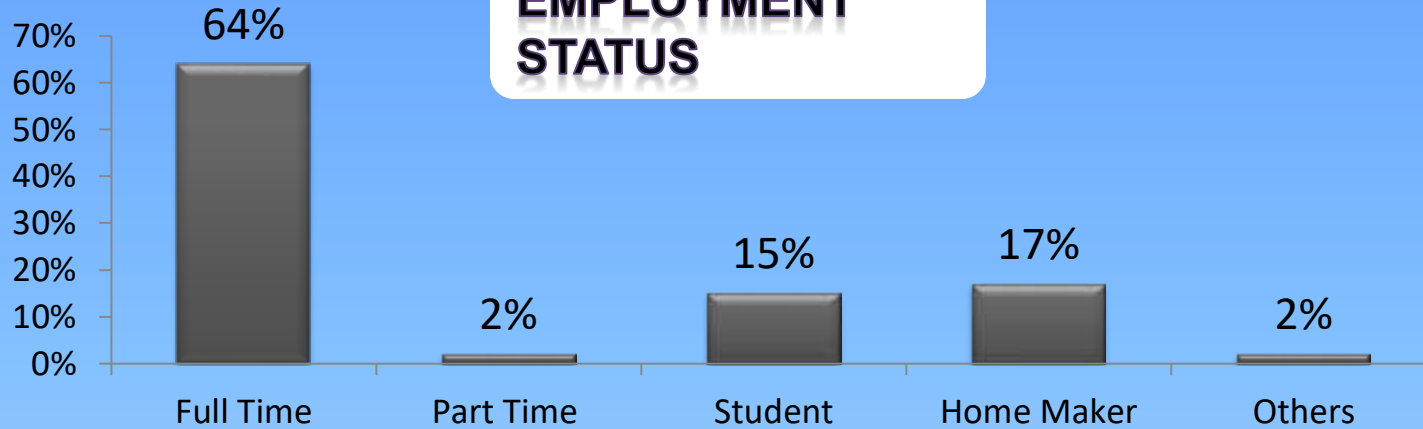
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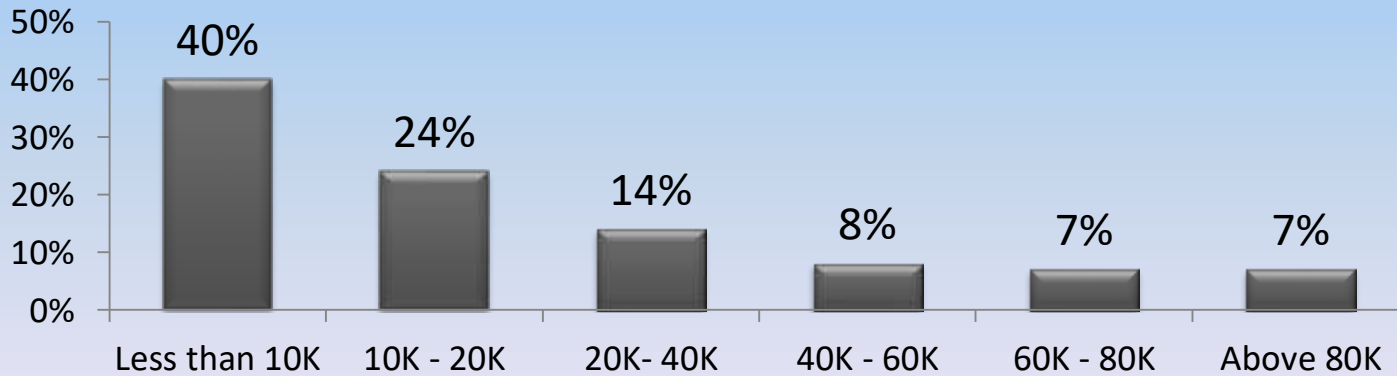
U.A.E



EMPLOYMENT STATUS



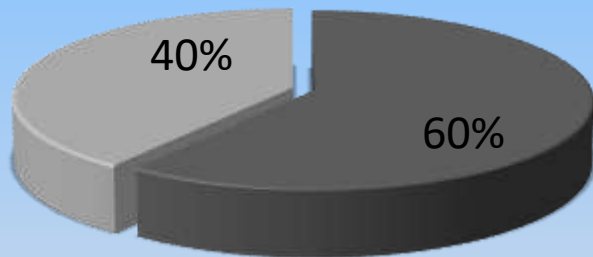
AVERAGE ANNUAL HOUSEHOLD INCOME



U.A.E

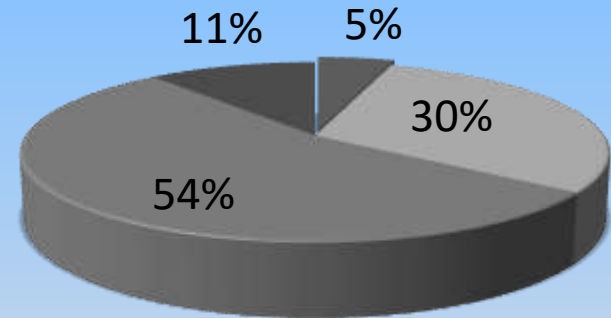


MARITAL STATUS



■ Married ■ Never Married

EDUCATION



■ Less than Middle school
■ Senior High School
■ Undergrad university/college



SOUQ Panel

EGYPT

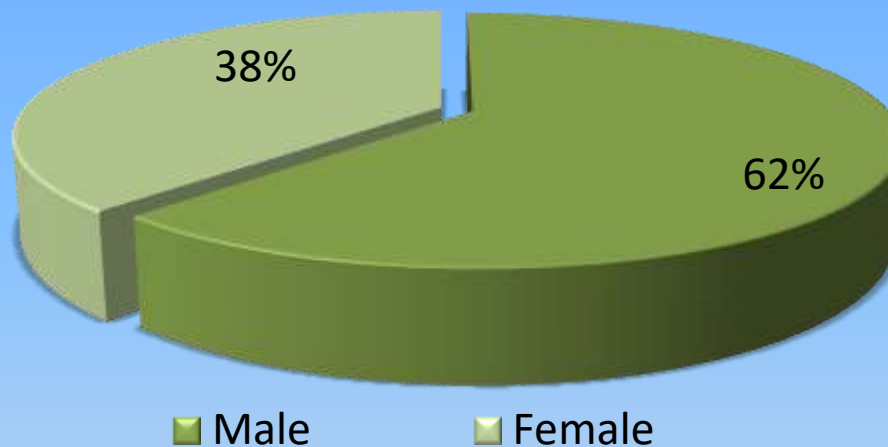


EGYPT

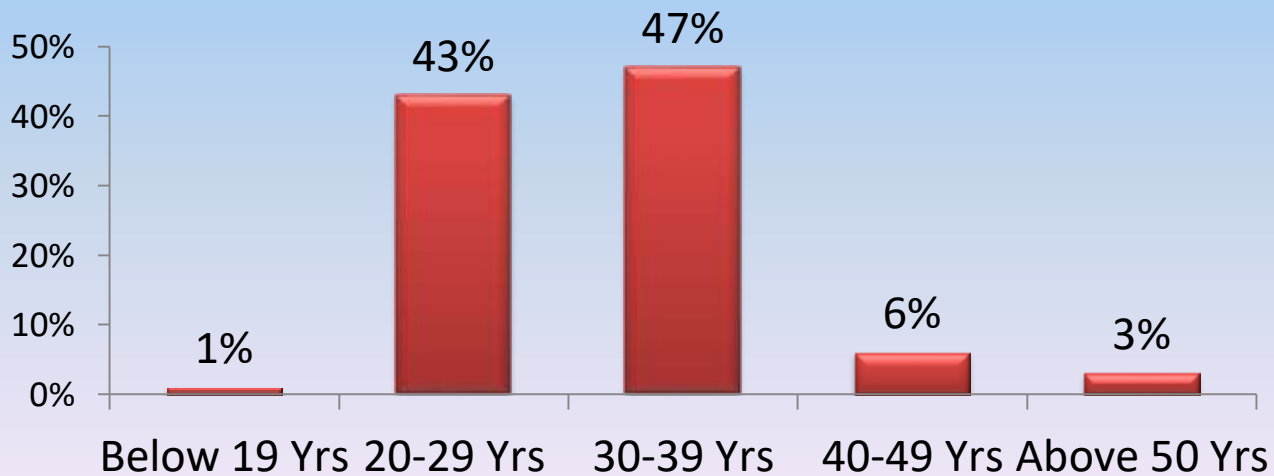
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GENDER



AGE

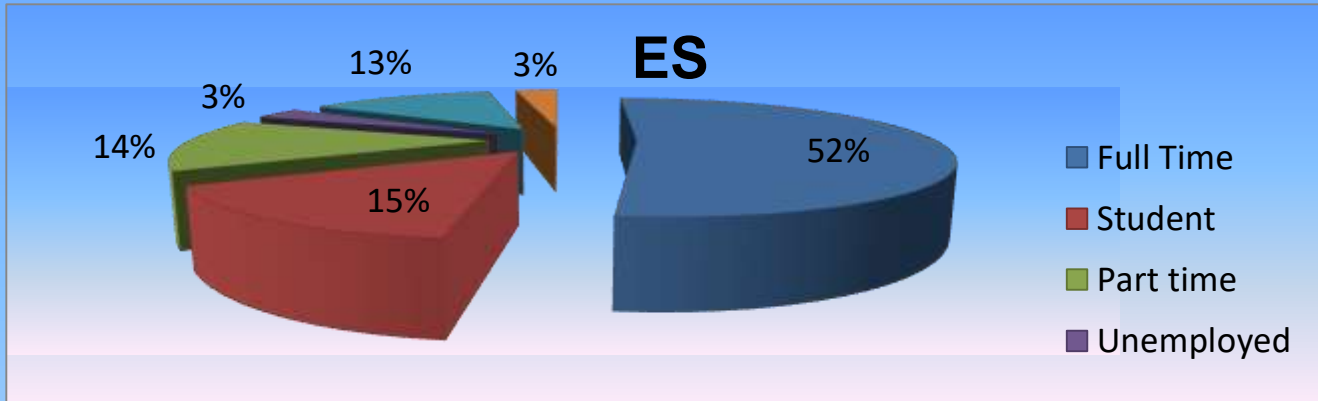


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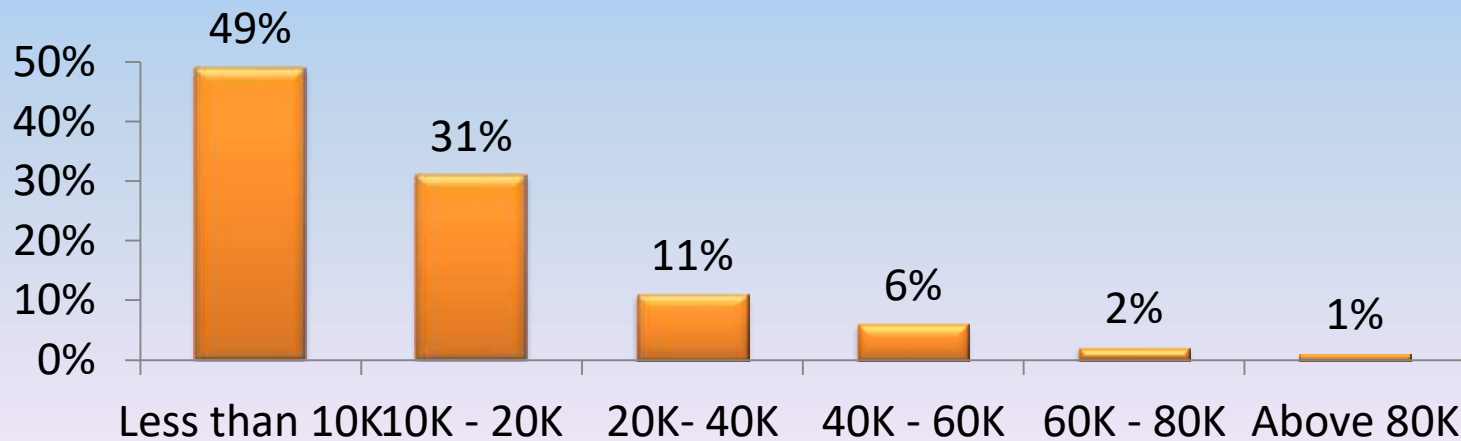
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EMPLOYMENT STATUS



AVERAGE ANNUAL HOUSEHOLD INCOME USD



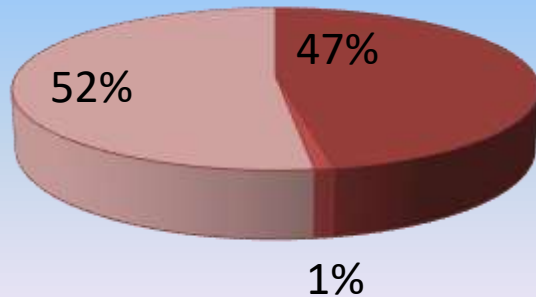
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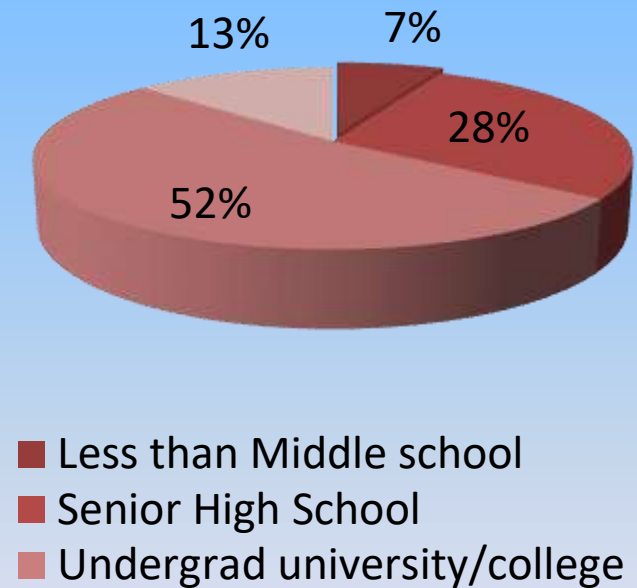
MARITAL STATUS

Panel %

- Married
- Divorced
- Never Married



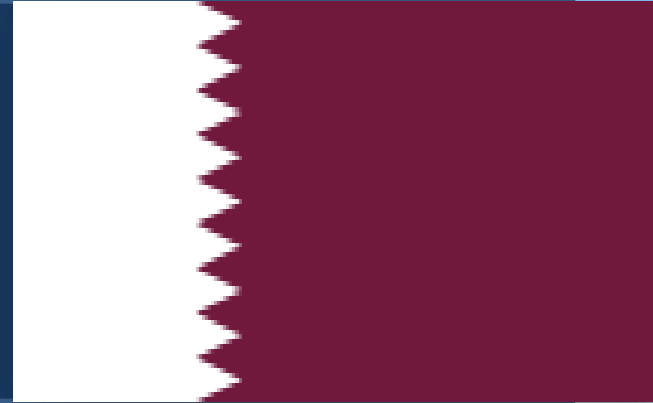
EDUCATION





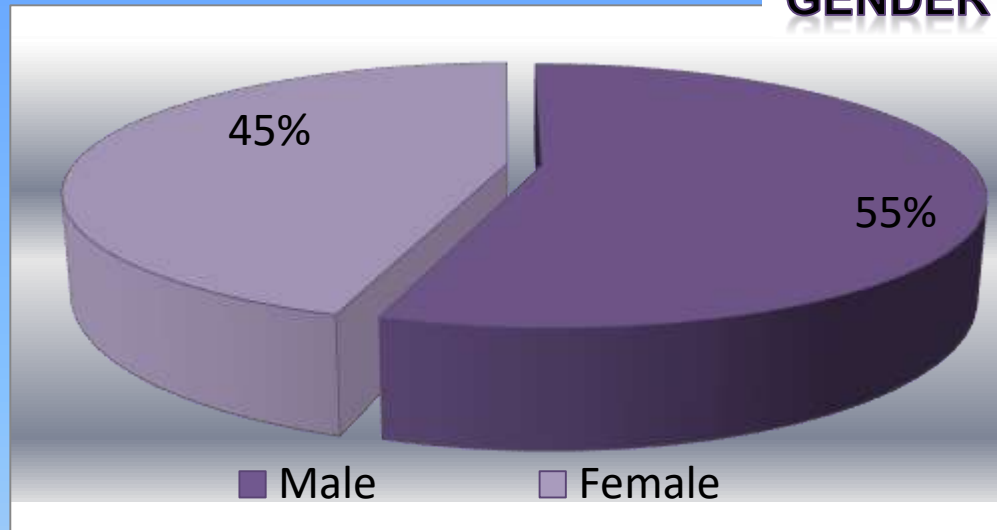
SOUQ Panel

QATAR

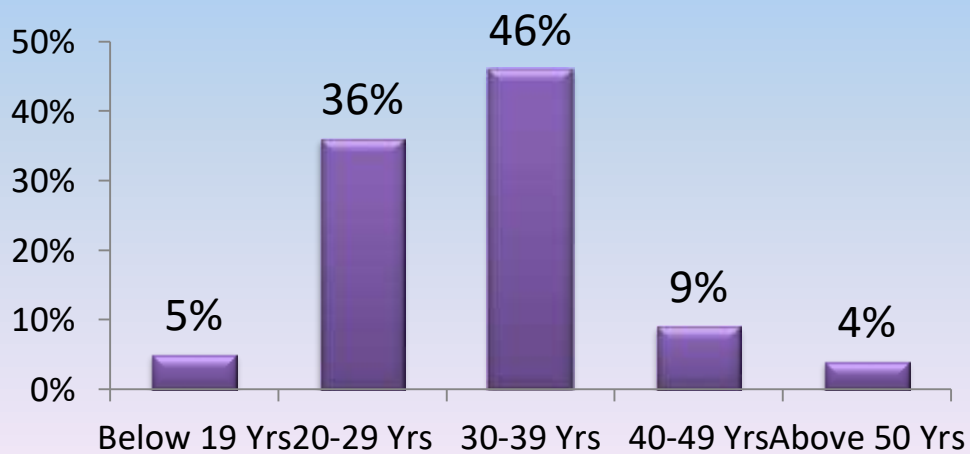


QATAR: Panel Reach: 19,000

GENDER



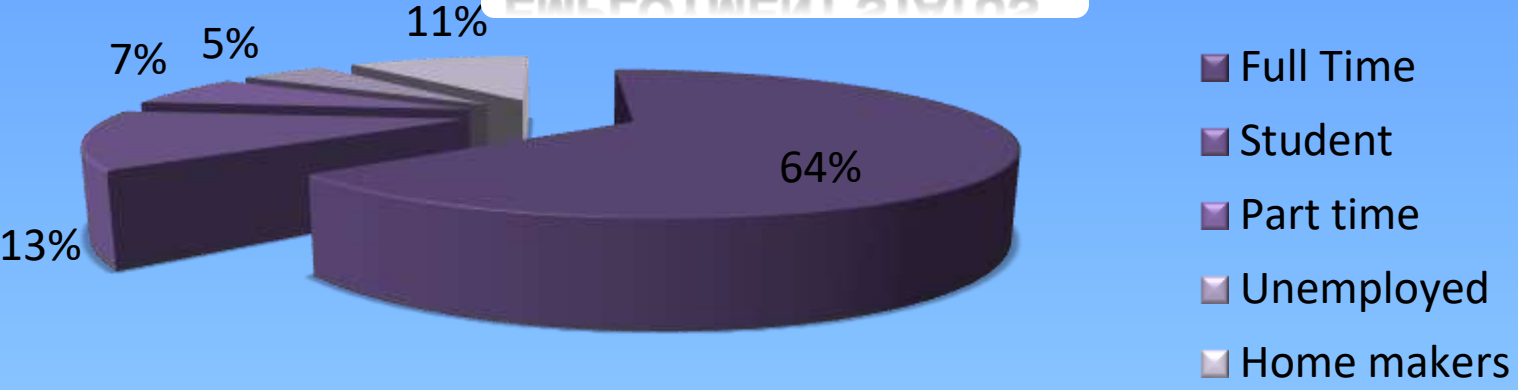
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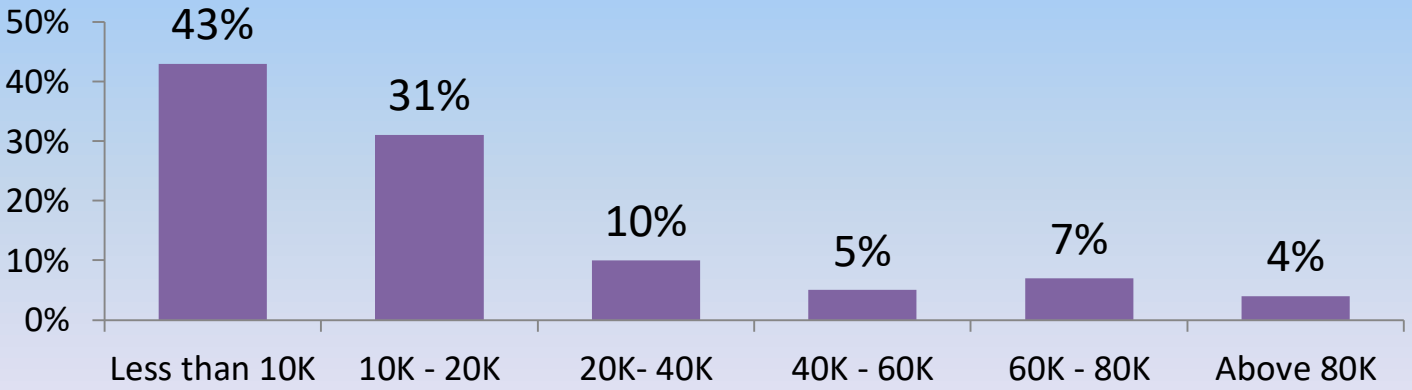
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EMPLOYMENT STATUS



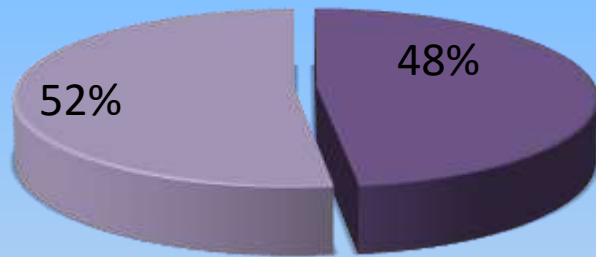
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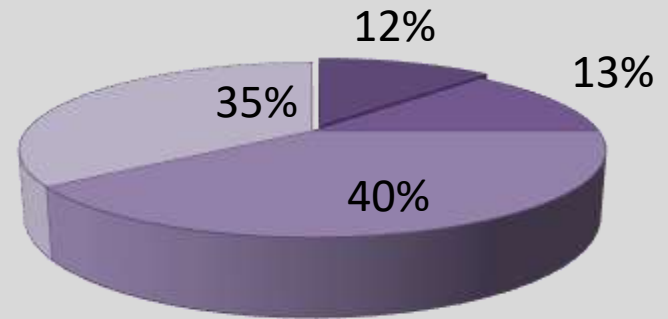


MARITAL STATUS



■ Married ■ Never Married

EDUCATION



■ Less than Middle school
■ Senior High School



SOUQ Panel

SYRIA

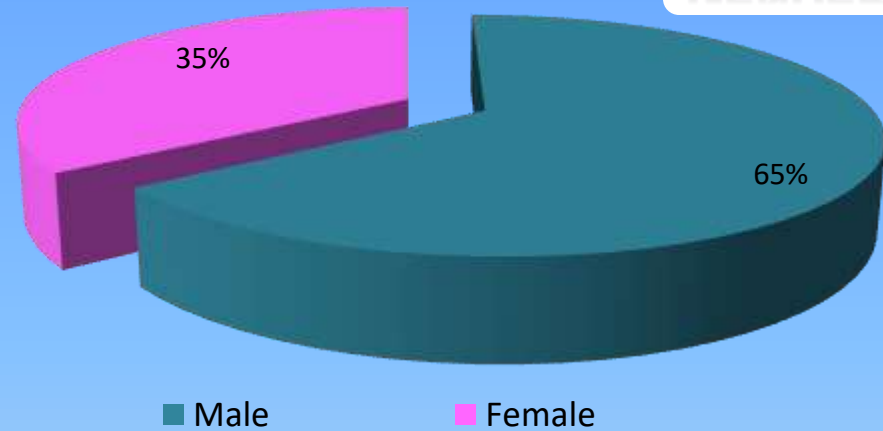


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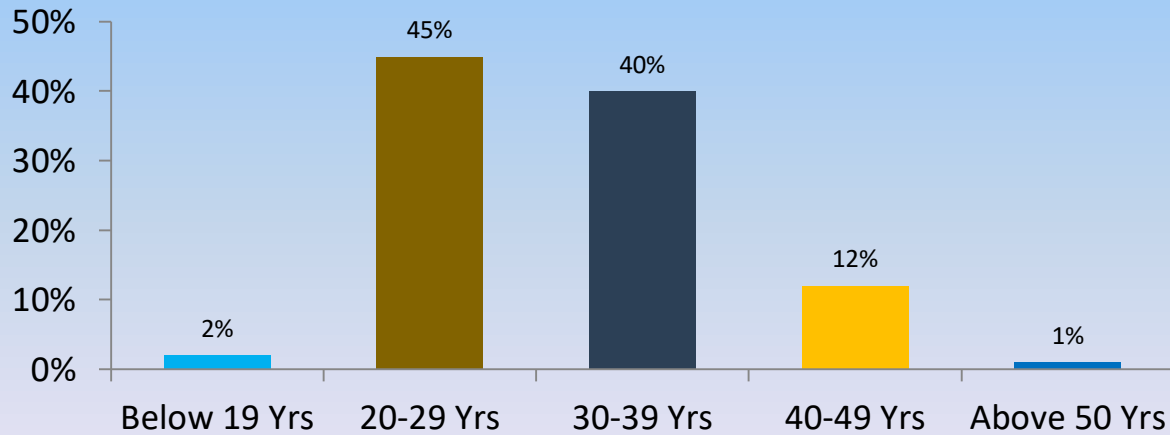
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GENDER

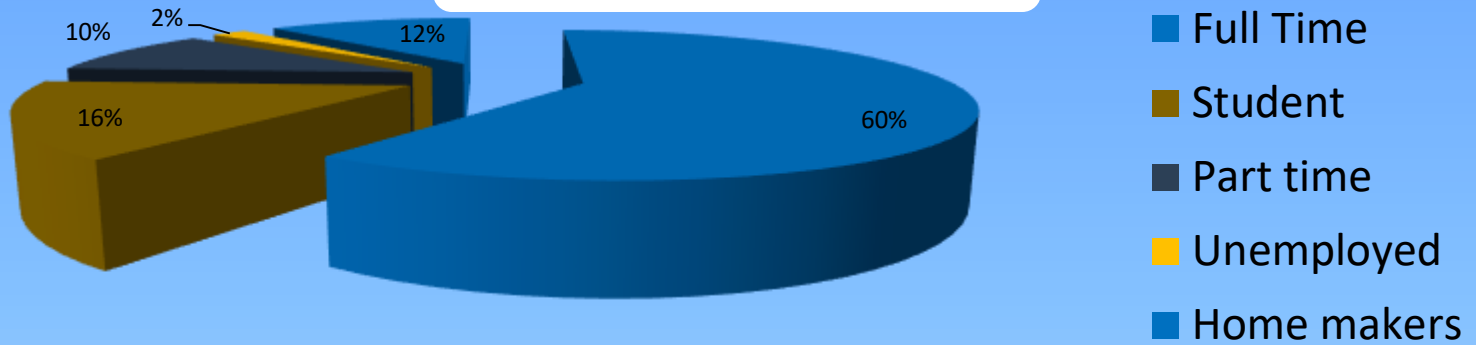


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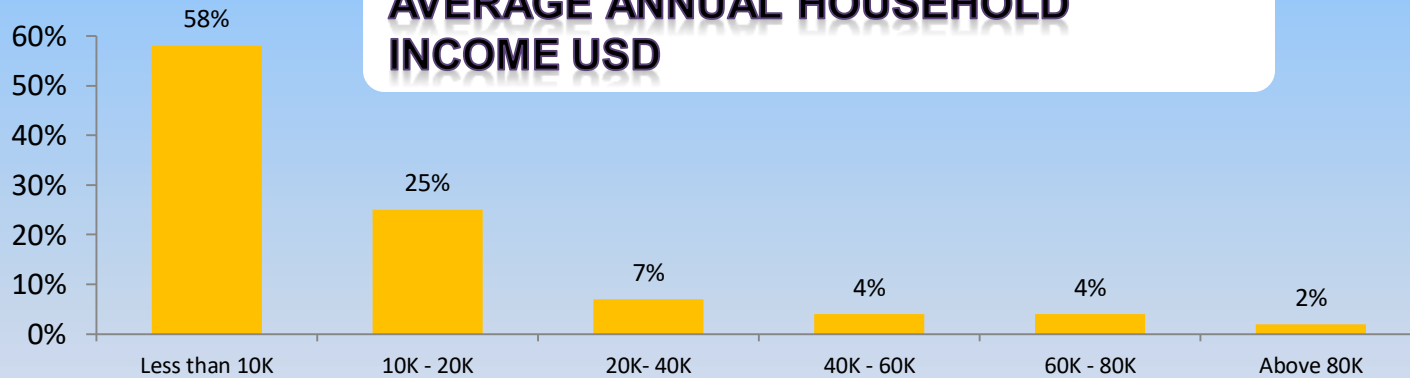




EMPLOYMENT STATUS



AVERAGE ANNUAL HOUSEHOLD INCOME USD



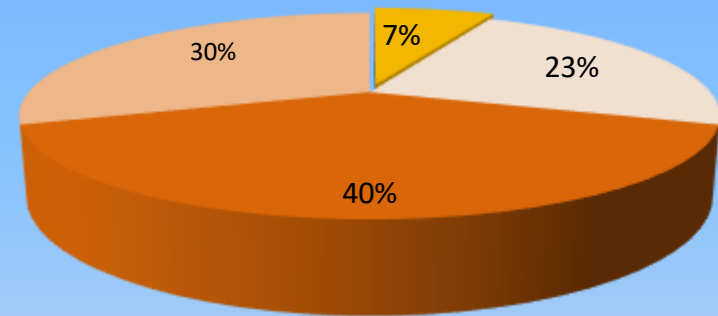


MARITAL STATUS



■ Married ■ Never Married

EDUCATION



■ Less than Middle school
■ Senior High School
■ Undergrad university/college
■ Graduate University



SOUQ Panel

JORDAN

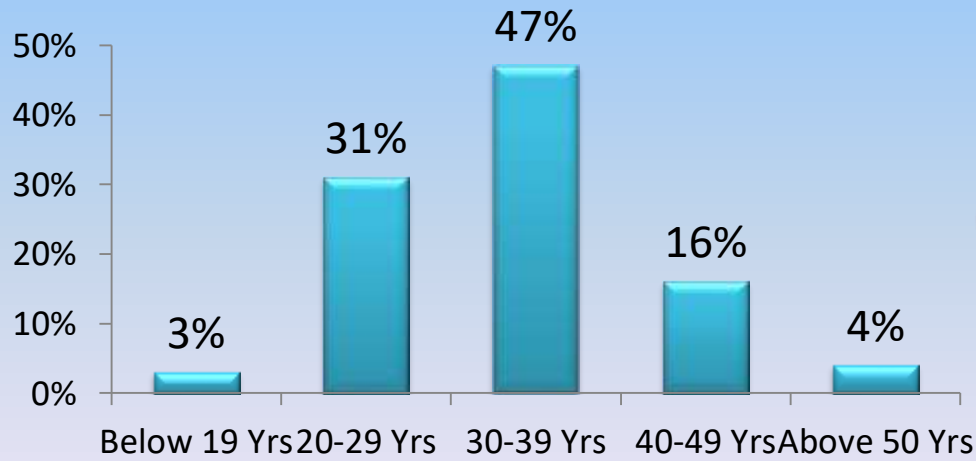


Jordan

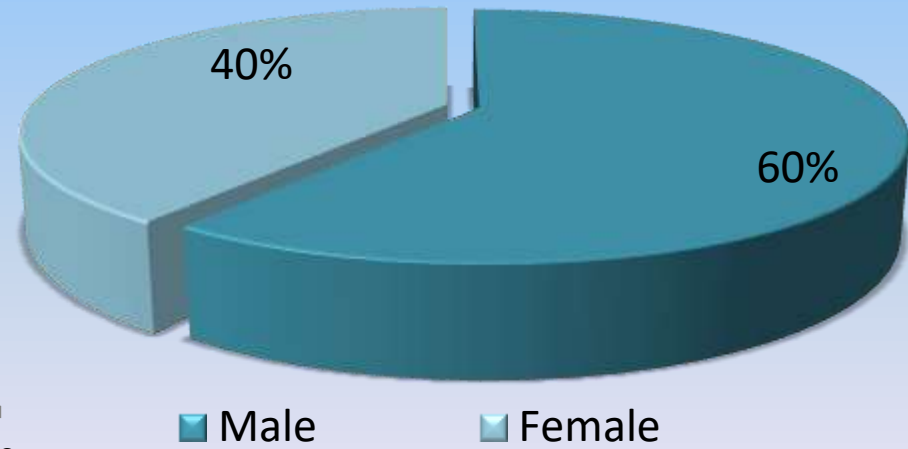
Panel Reach: 36,550



AGE



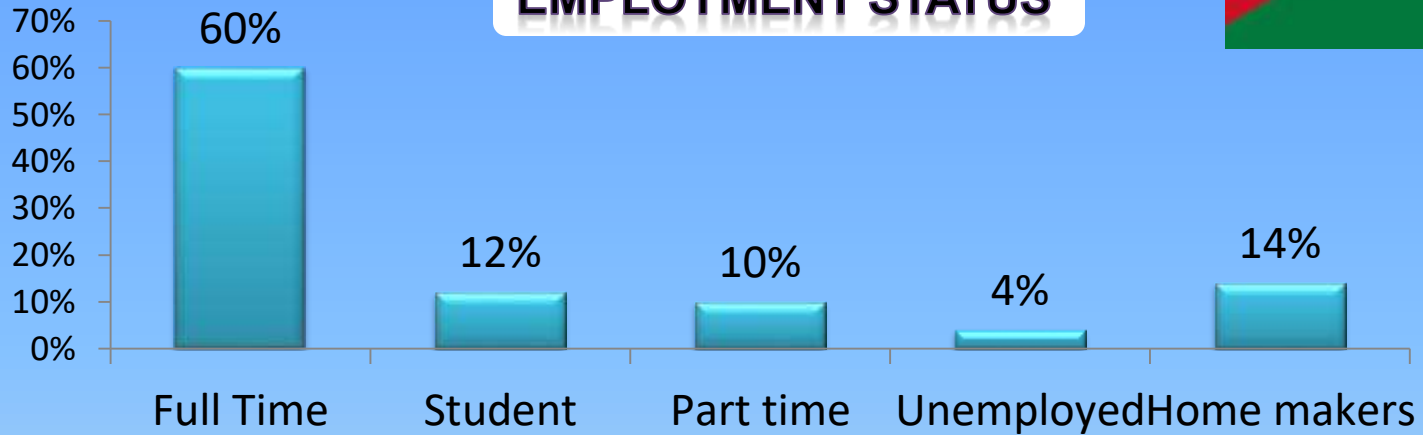
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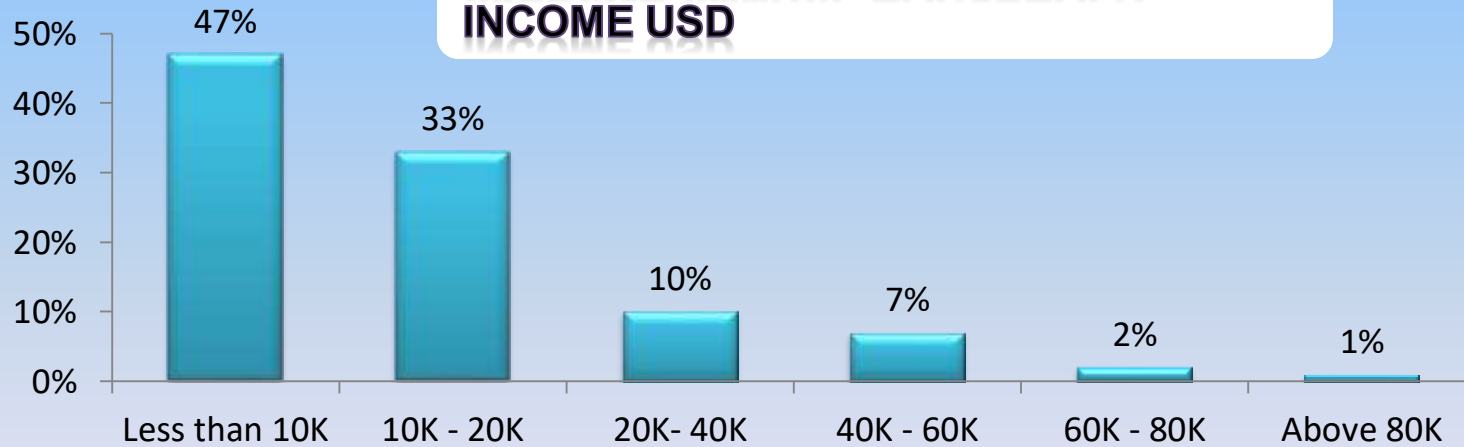
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EMPLOYMENT STATUS



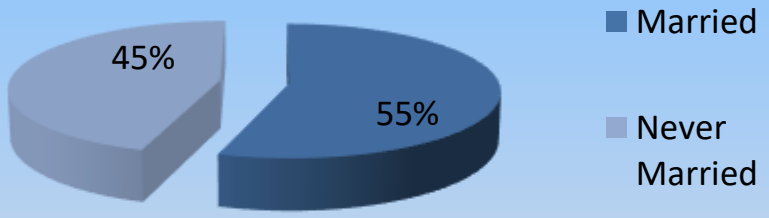
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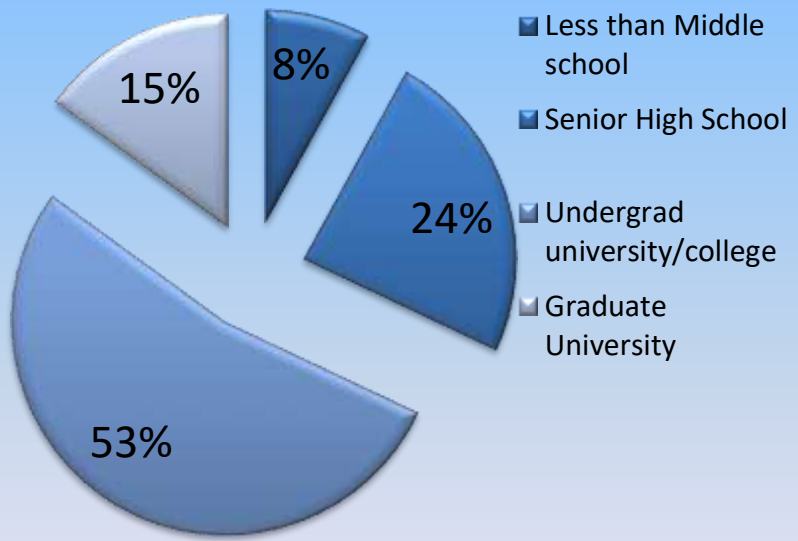
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MARITAL STATUS



EDUCATION





SOUQ Panel

BAHRAIN



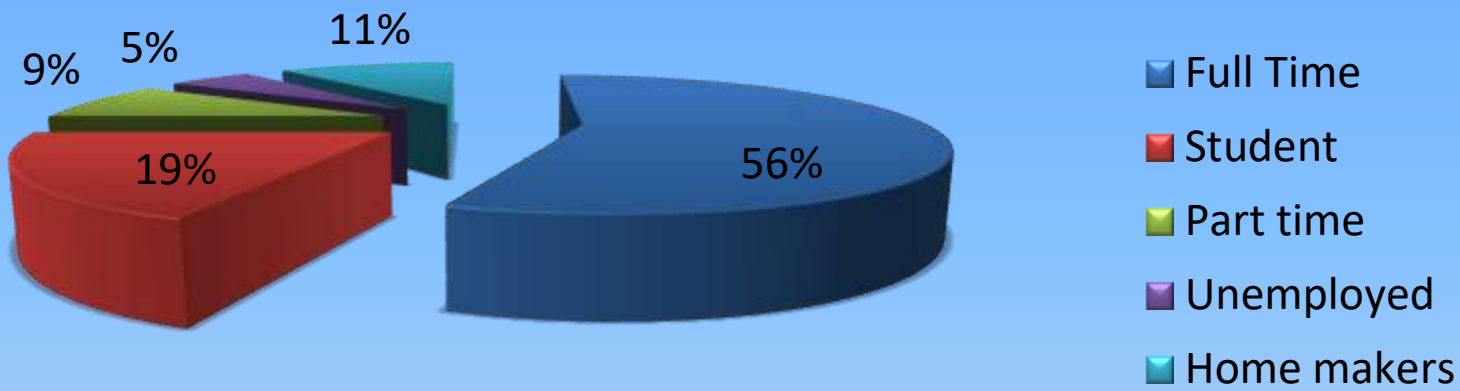
BAHRAIN

Panel Reach: 121,450

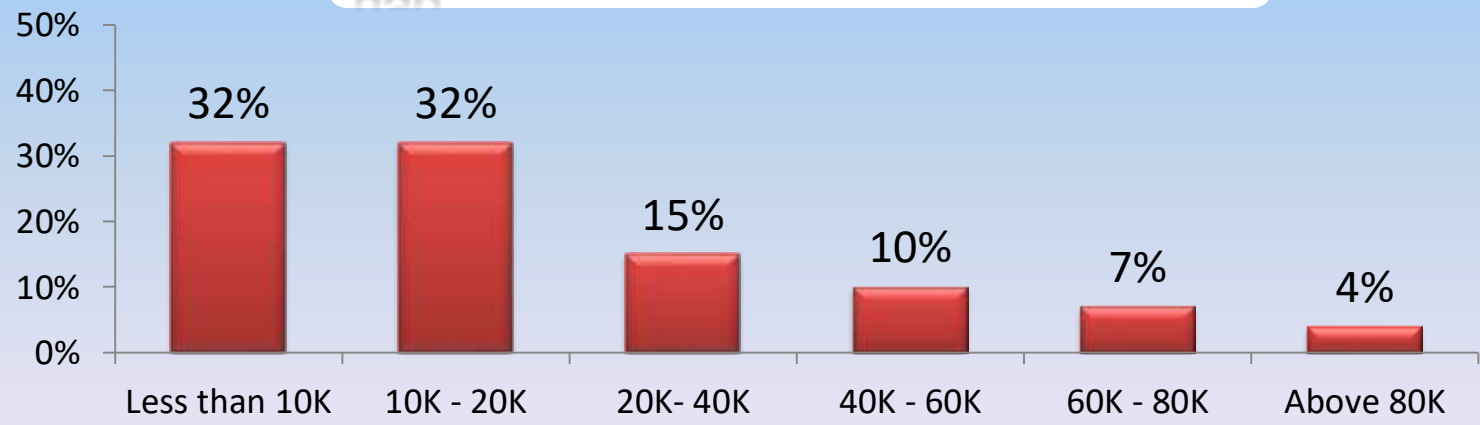


EMPLOYMENT STATUS

ES



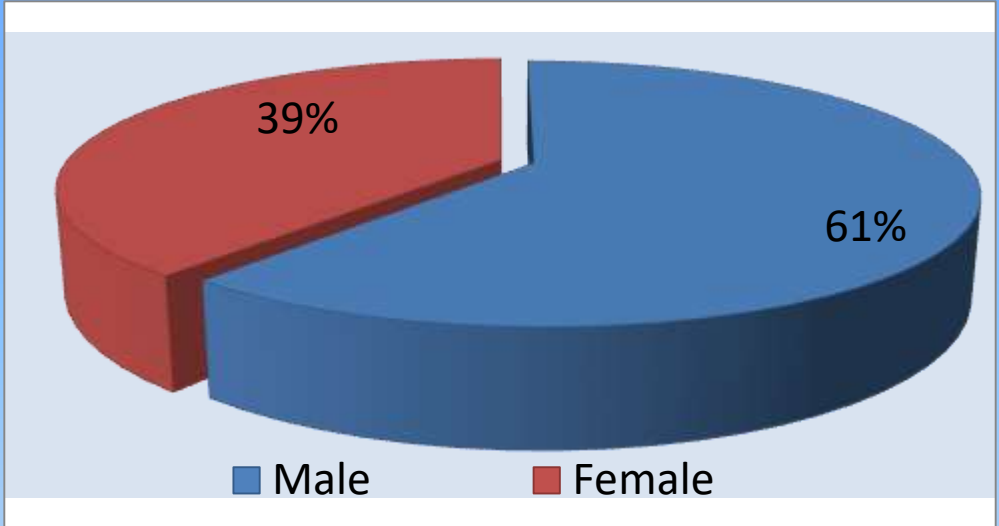
AVERAGE ANNUAL HOUSEHOLD INCOME USD



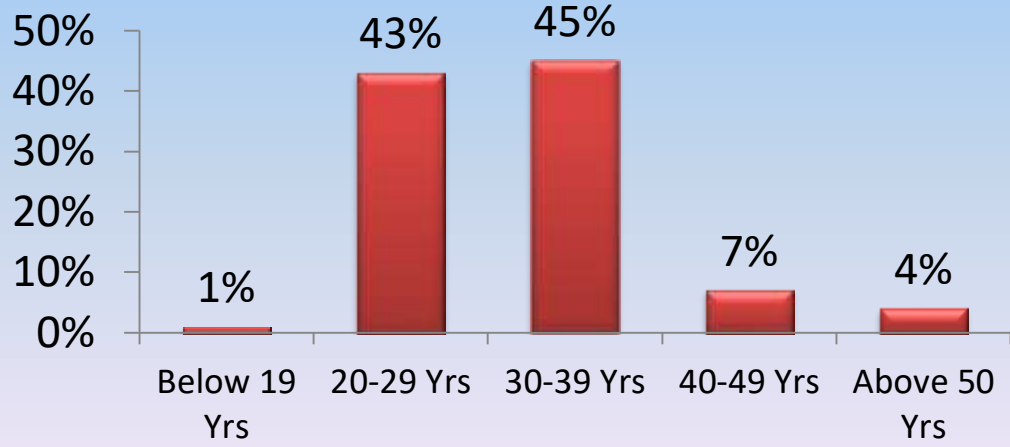
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GENDER



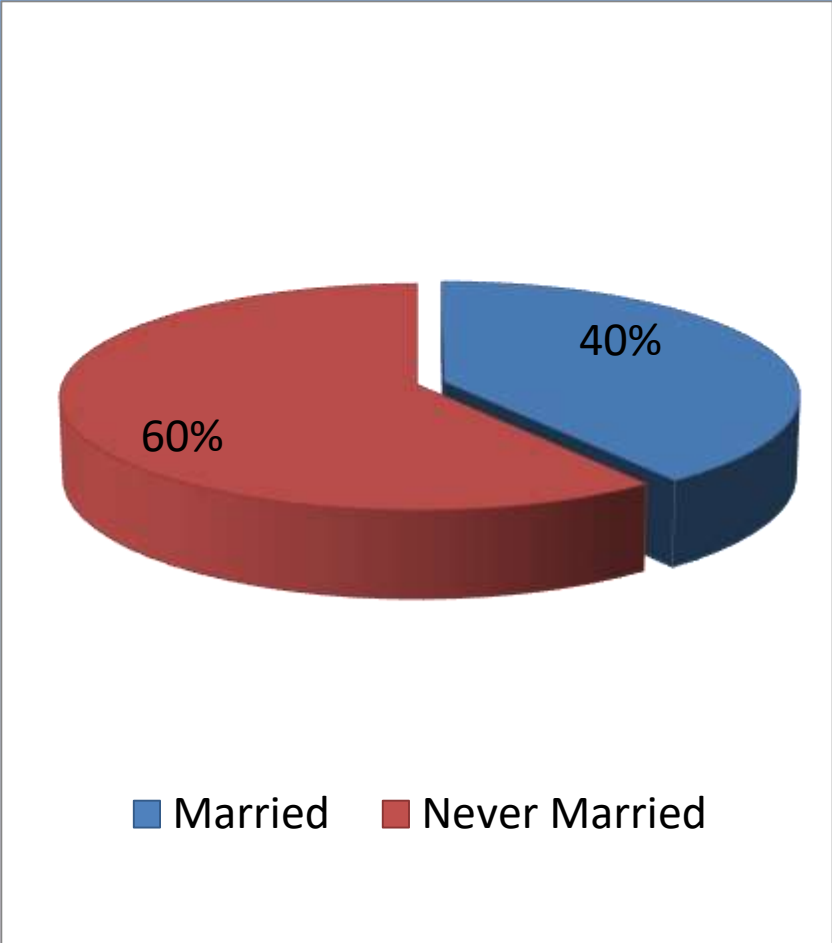
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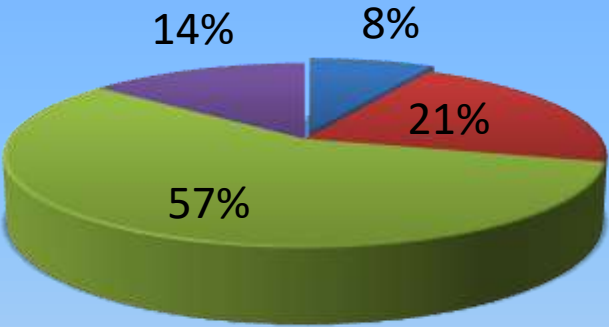
BAHRAIN



MARITAL STATUS



EDUCATION



- Less than Middle school
- Senior High School
- Undergrad university/college
- Graduate University

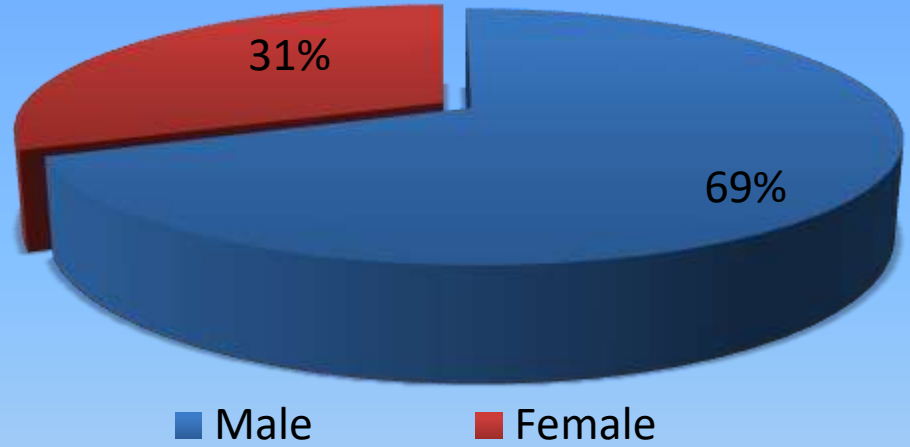


SOUQ Panel

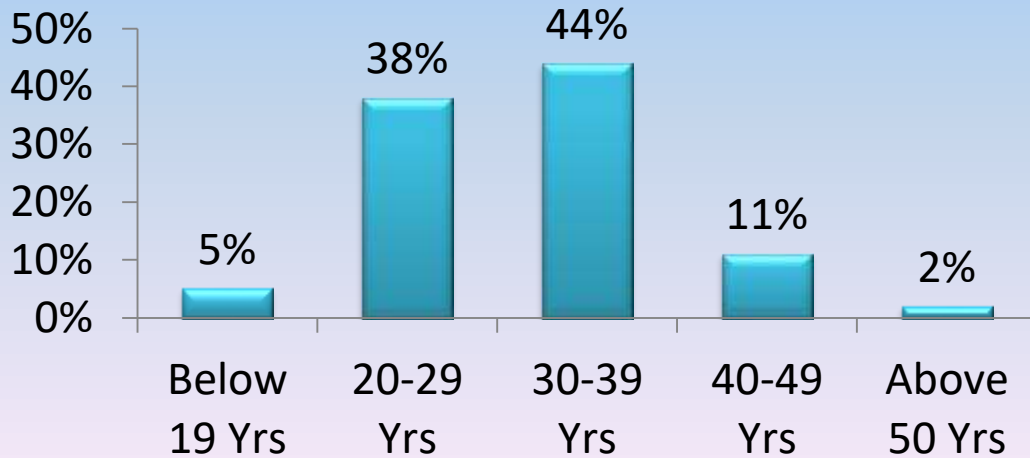
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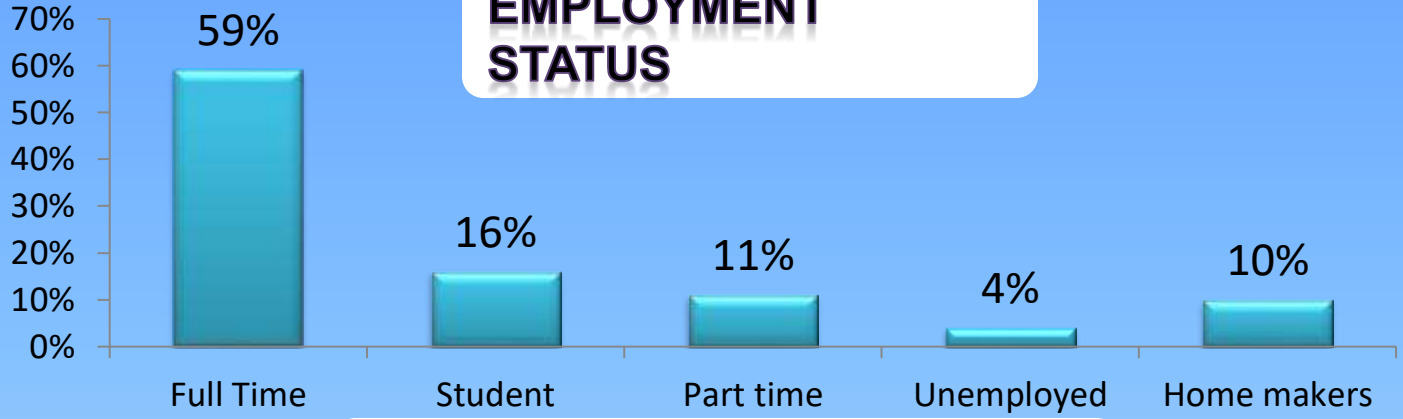
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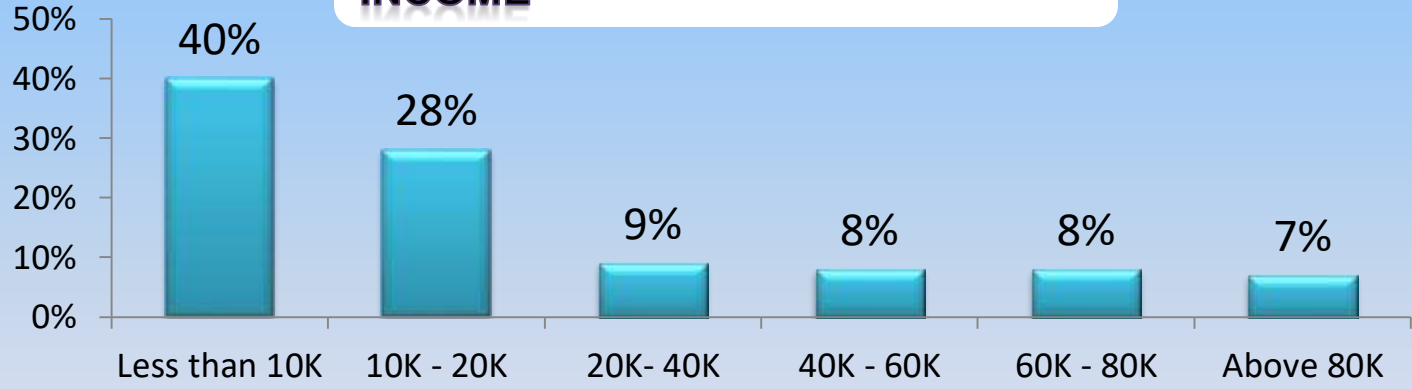
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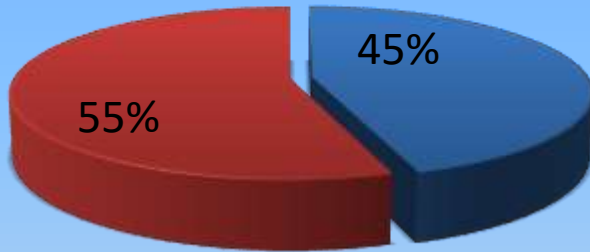
EMPLOYMENT STATUS



AVERAGE ANNUAL HOUSEHOLD INCOME

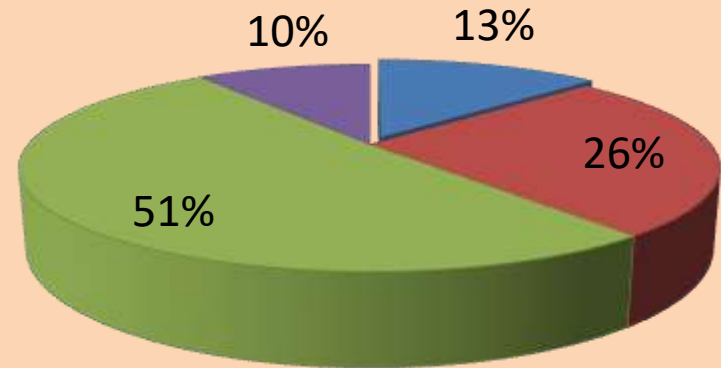


MARITAL STATUS



■ Married ■ Never Married

EDUCATION

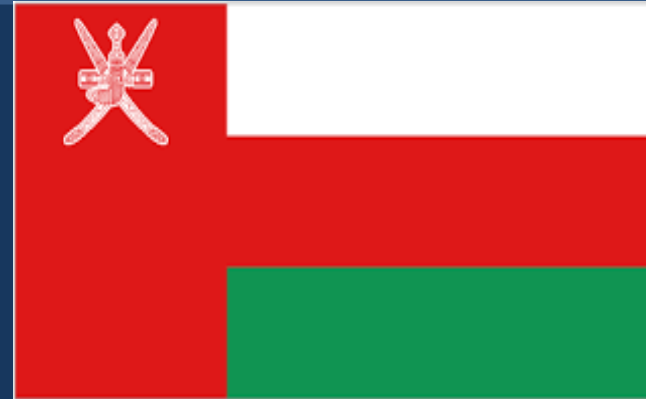


■ Less than Middle school
 ■ Senior High School
 ■ Undergrad university/college



SOUQ Panel

Oman

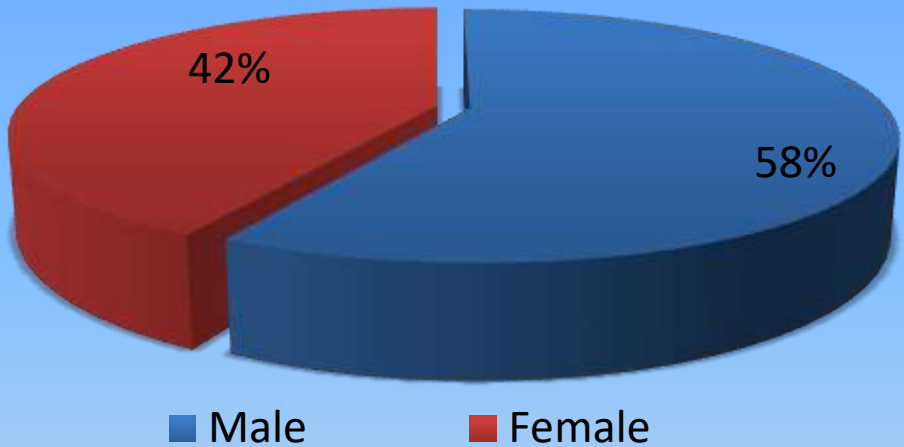


Oman

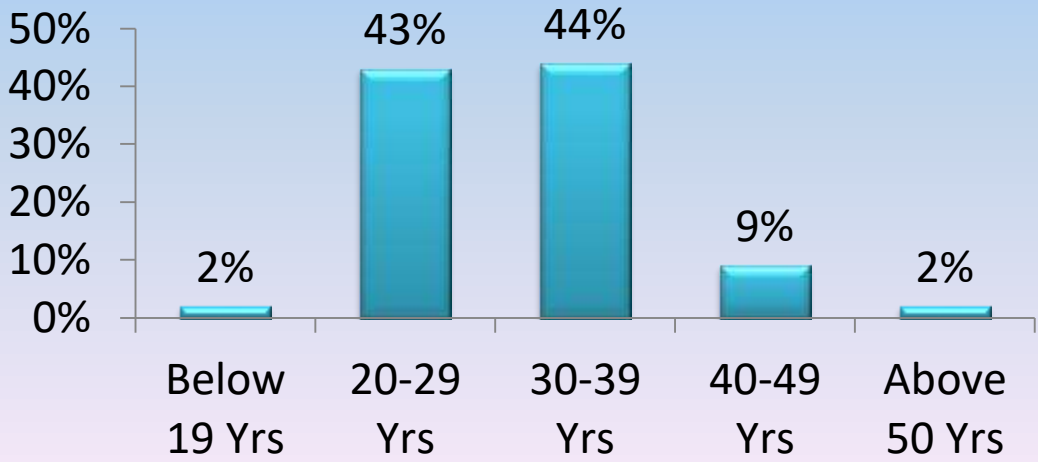
Panel Reach: 28,900



GENDER

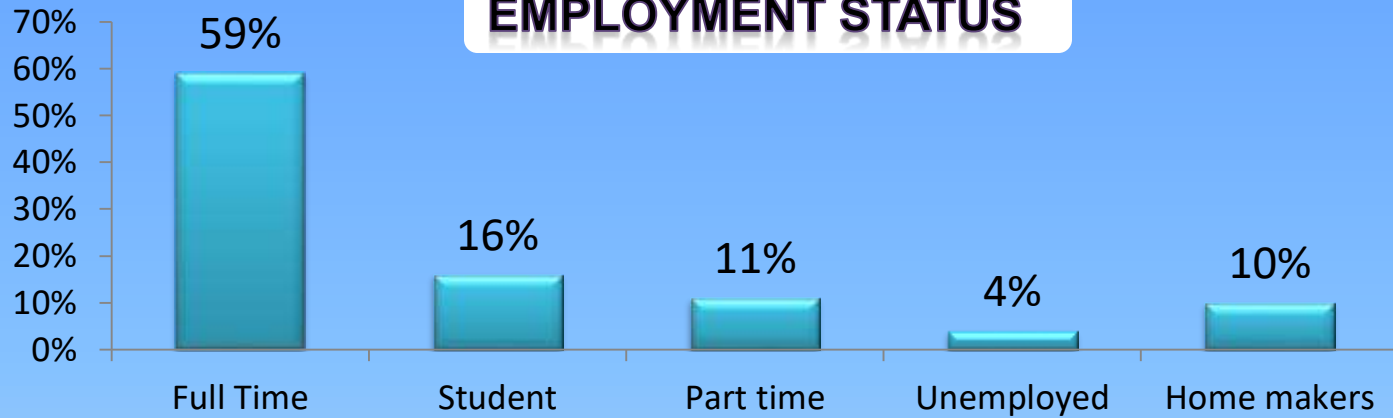


AGE

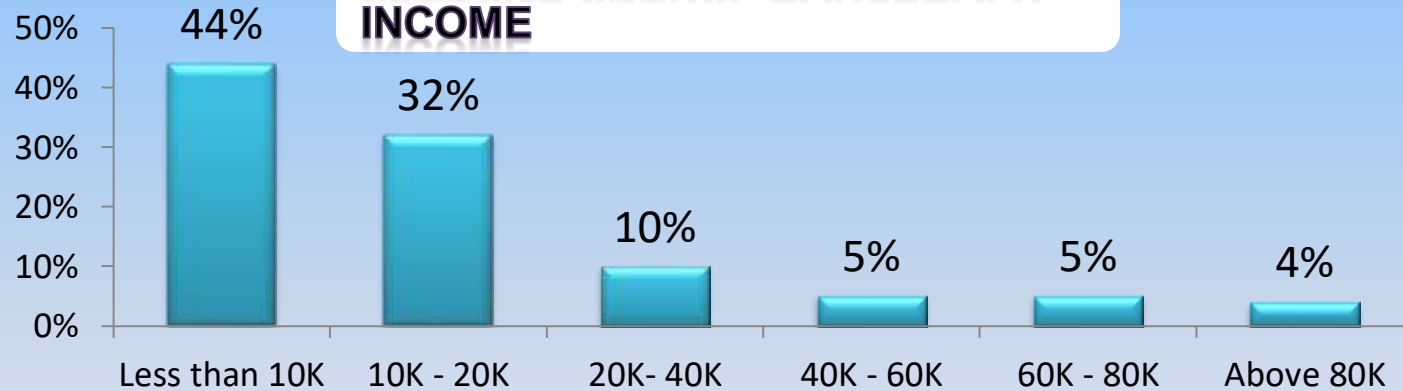




EMPLOYMENT STATUS



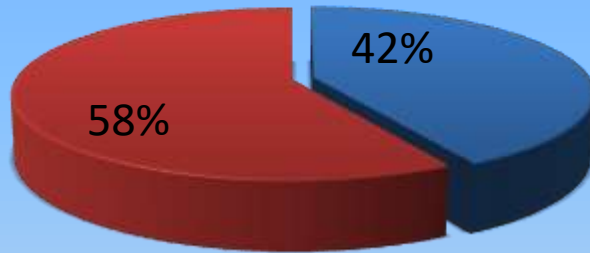
AVERAGE ANNUAL HOUSEHOLD INCOME



Oman

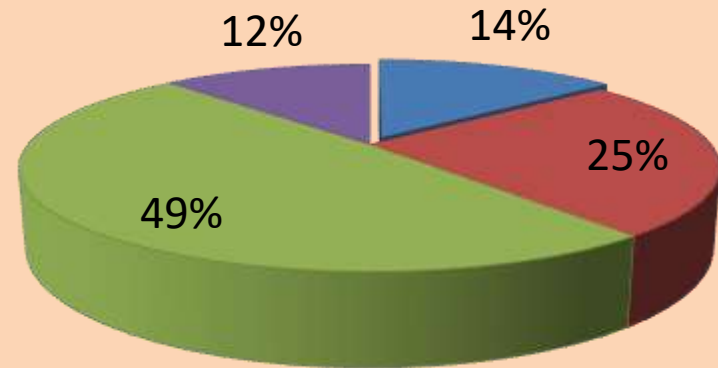


MARITAL STATUS



■ Married ■ Never Married

EDUCATION



■ Less than Middle school
■ Senior High School
■ Undergrad university/college



SOUQ Panel

KUWAIT

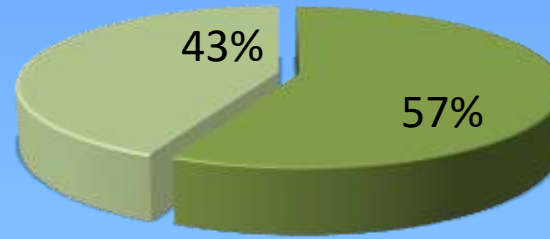


KUWAIT

Panel Reach: 21,000

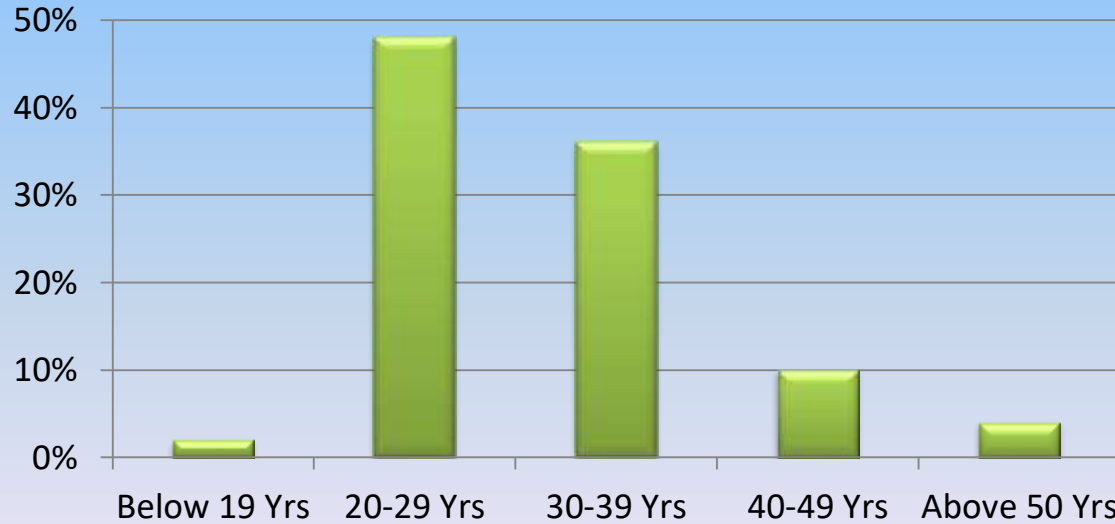


GENDER



- Male
- Female

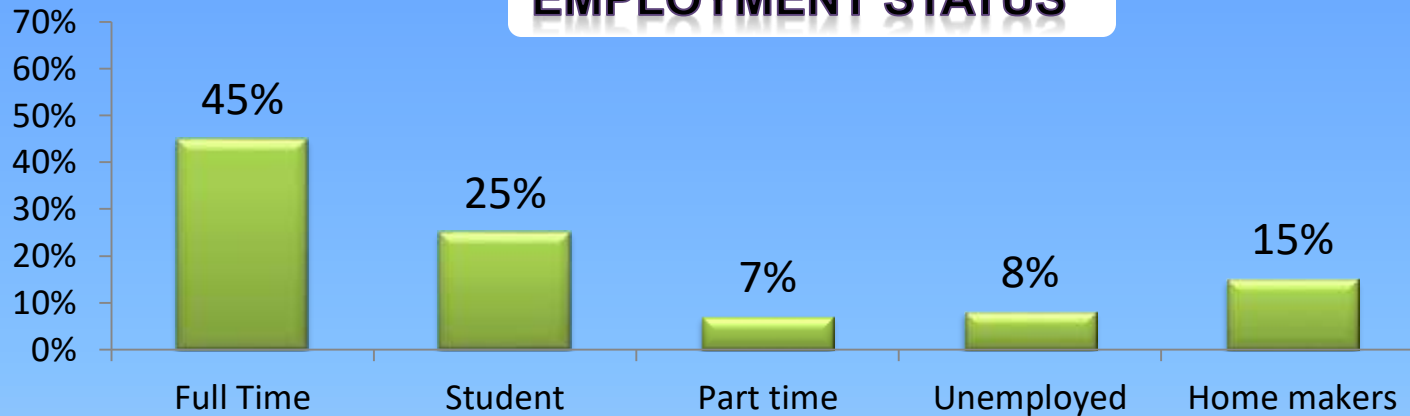
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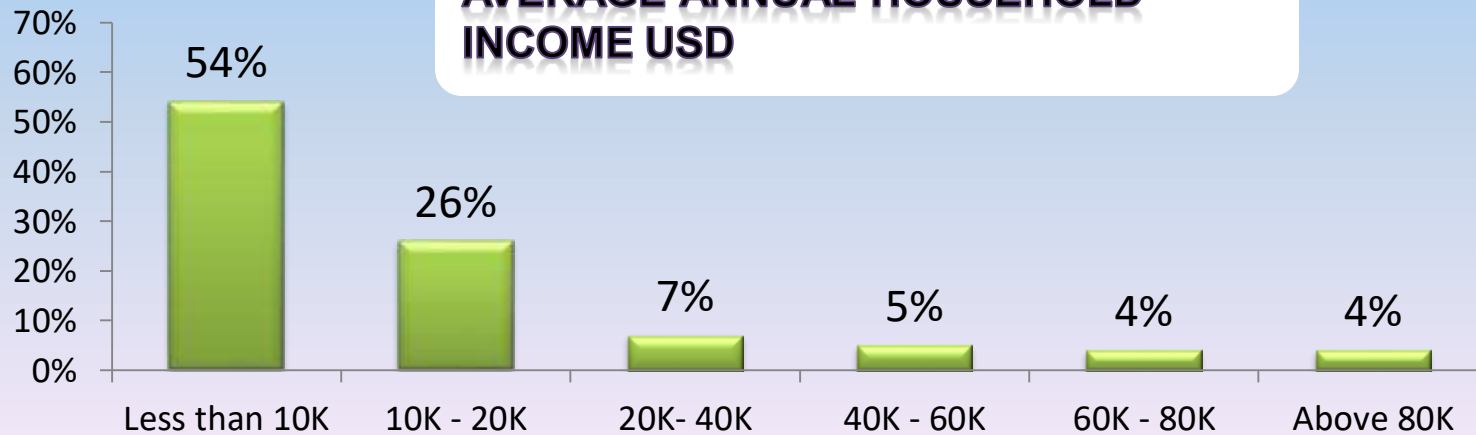
■ Age - Panel %



EMPLOYMENT STATUS

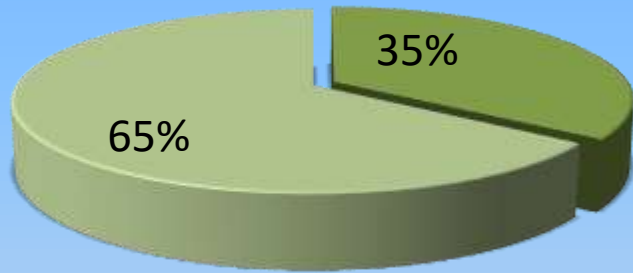


AVERAGE ANNUAL HOUSEHOLD INCOME USD



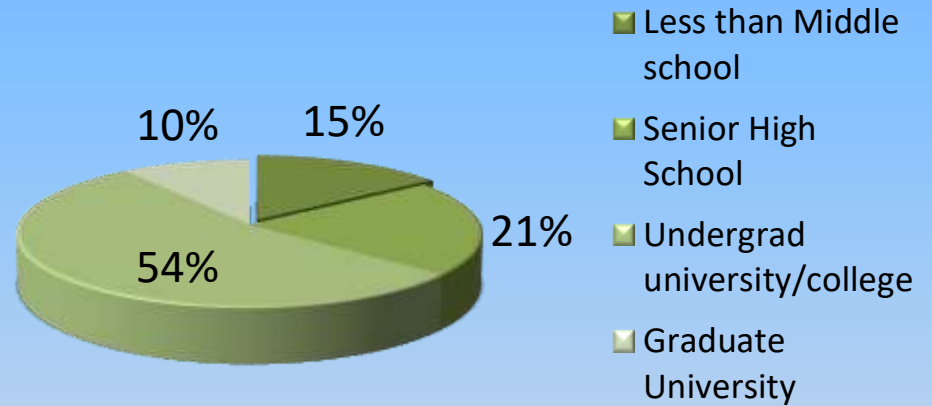


MARITAL STATUS



■ Married ■ Never Married

EDUCATION



- Less than Middle school
- Senior High School
- Undergrad university/college
- Graduate University



SOUQ Panel

TURKEY

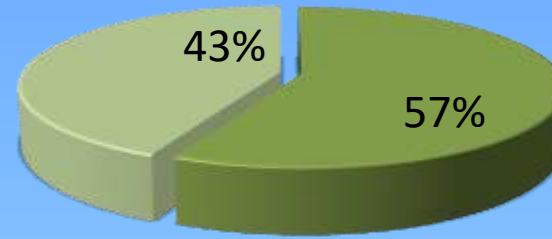


Turkey

Panel Reach: 28,580

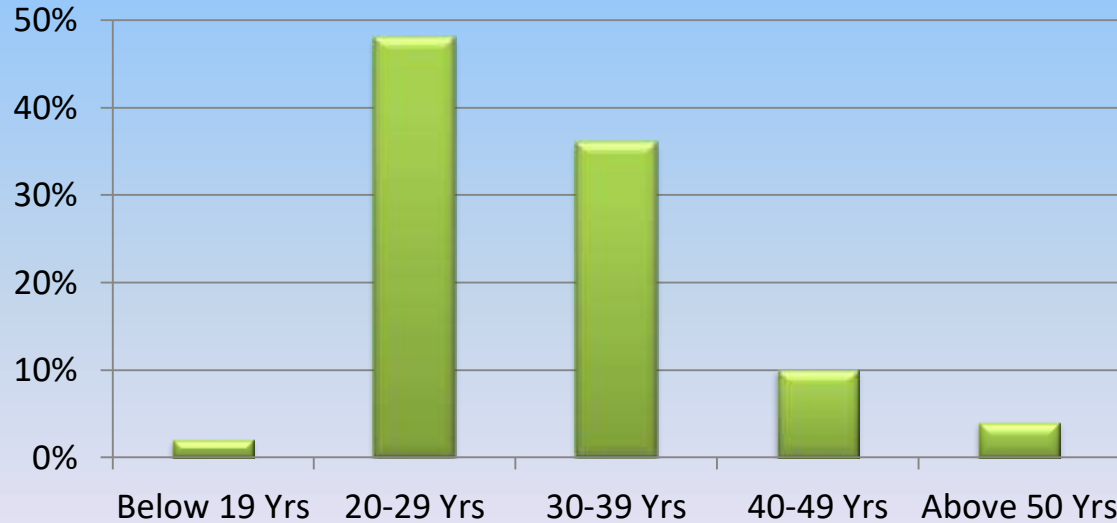


GENDER



- Male
- Female

AGE

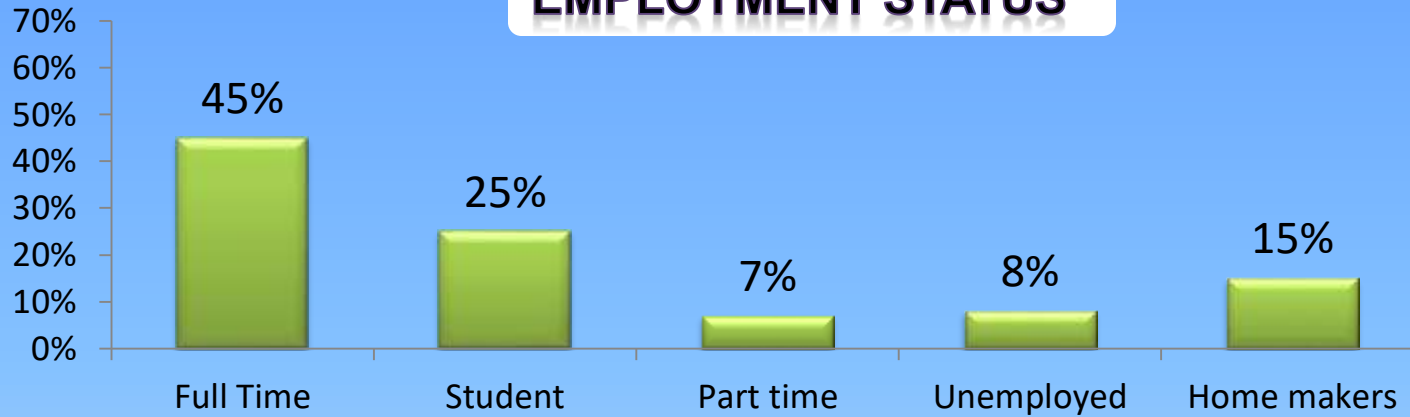


■ Age - Panel %

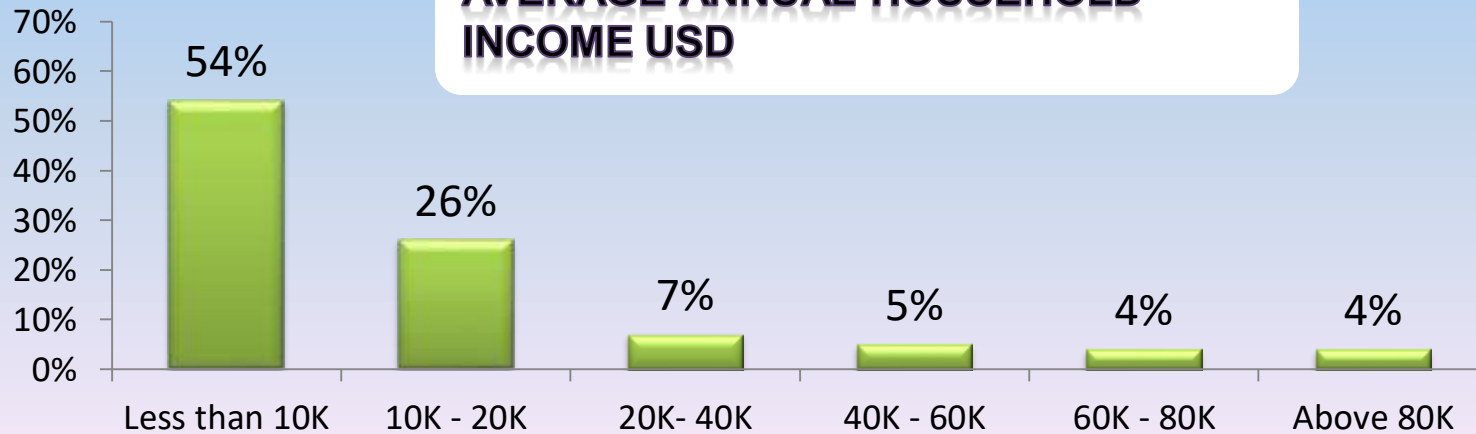
Turkey



EMPLOYMENT STATUS

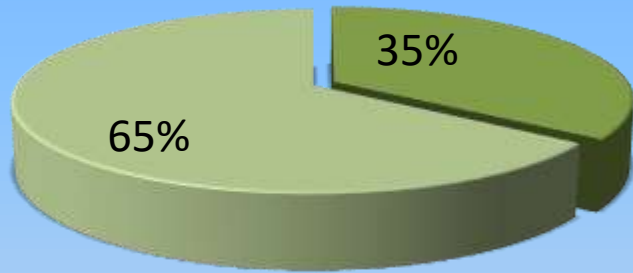


AVERAGE ANNUAL HOUSEHOLD INCOME USD



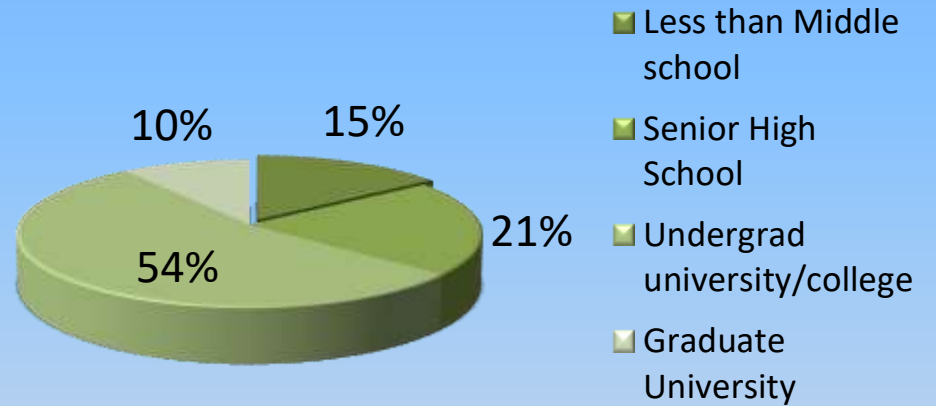


MARITAL STATUS



■ Married ■ Never Married

EDUCATION

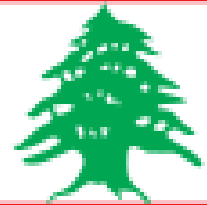


■ Less than Middle school
■ Senior High School
■ Undergrad university/college
■ Graduate University



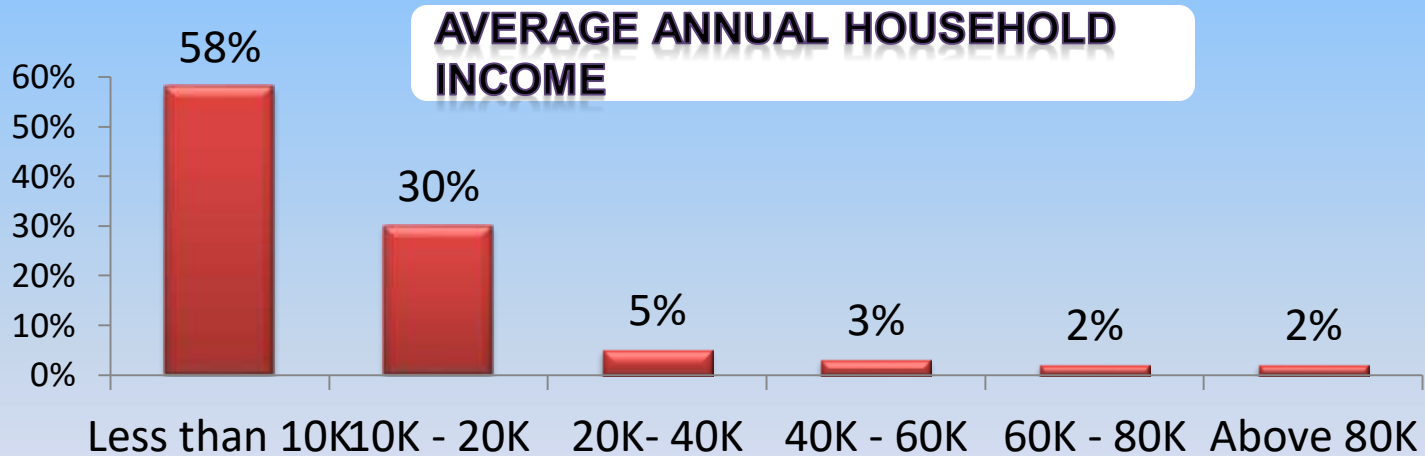
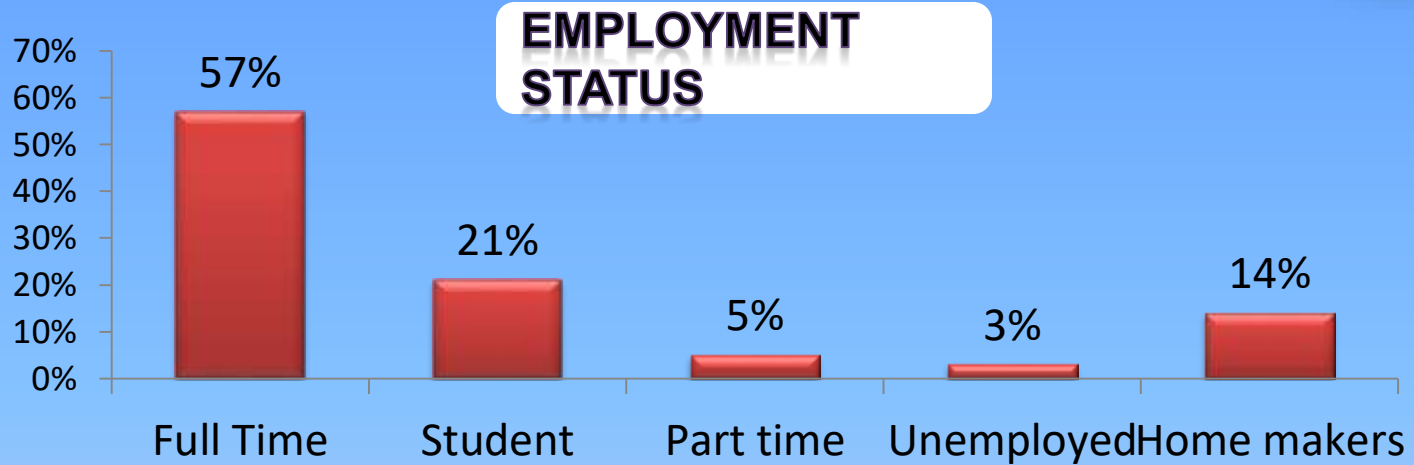
SOUQ Panel

LEBANON



LEBANON

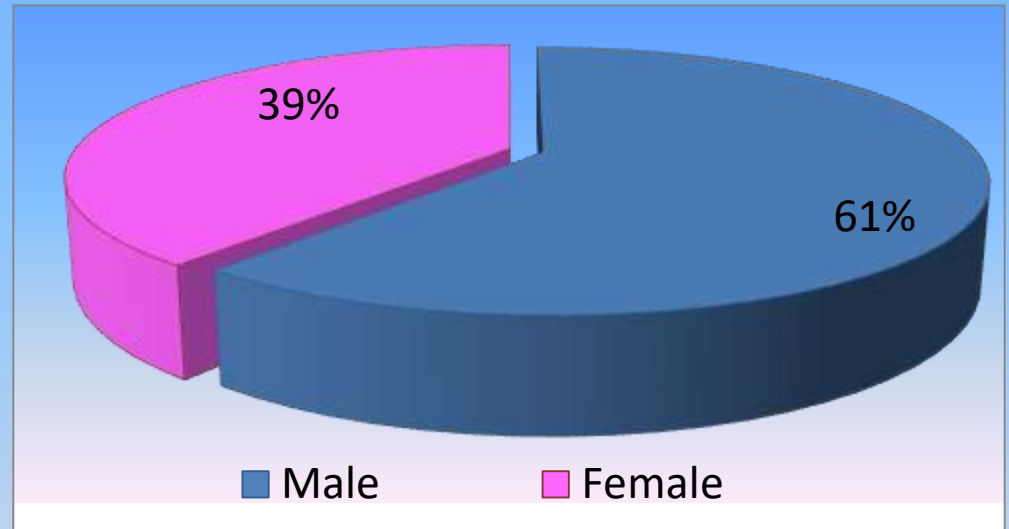
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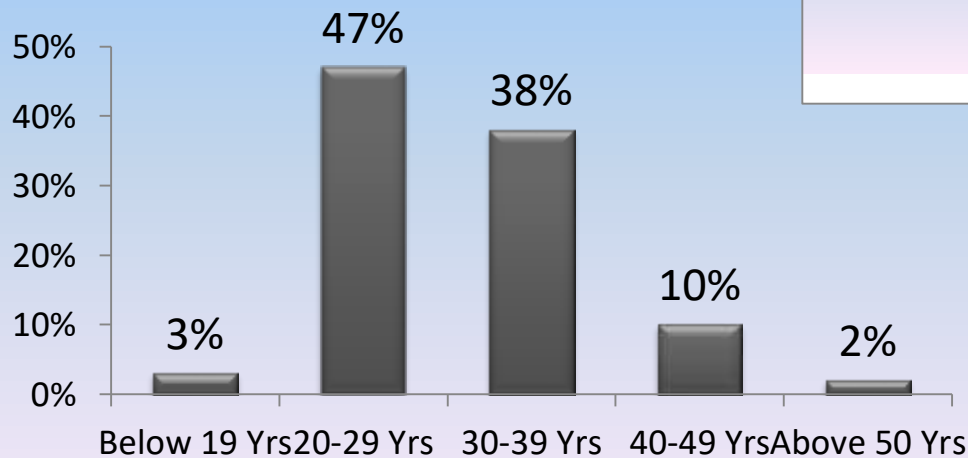
LEBANON



GENDER



AGE



LEBANON

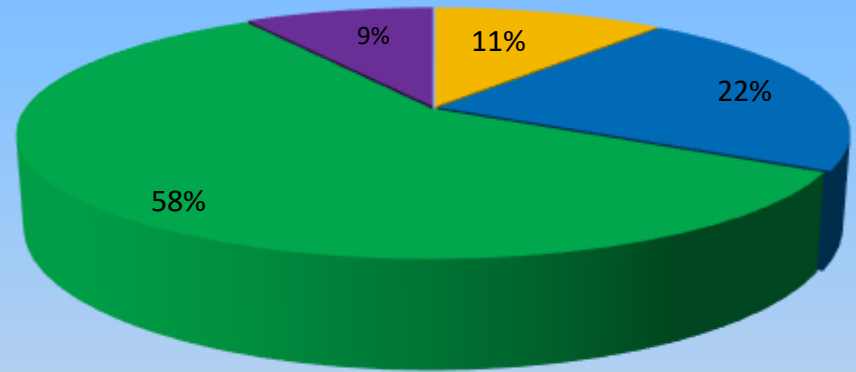


MARITAL STATUS



■ Married ■ Never Married

EDUCATION



■ Less than Middle school
■ Senior High School
■ Undergrad university/college
■ Graduate University



SOUQ Panel

Morocco

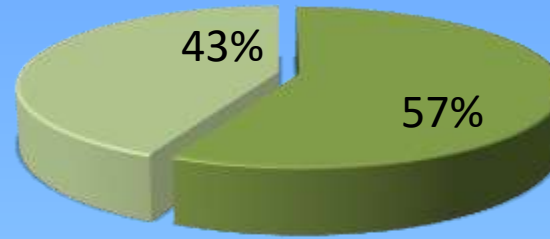


MOROCCO

Panel Reach: 24,500

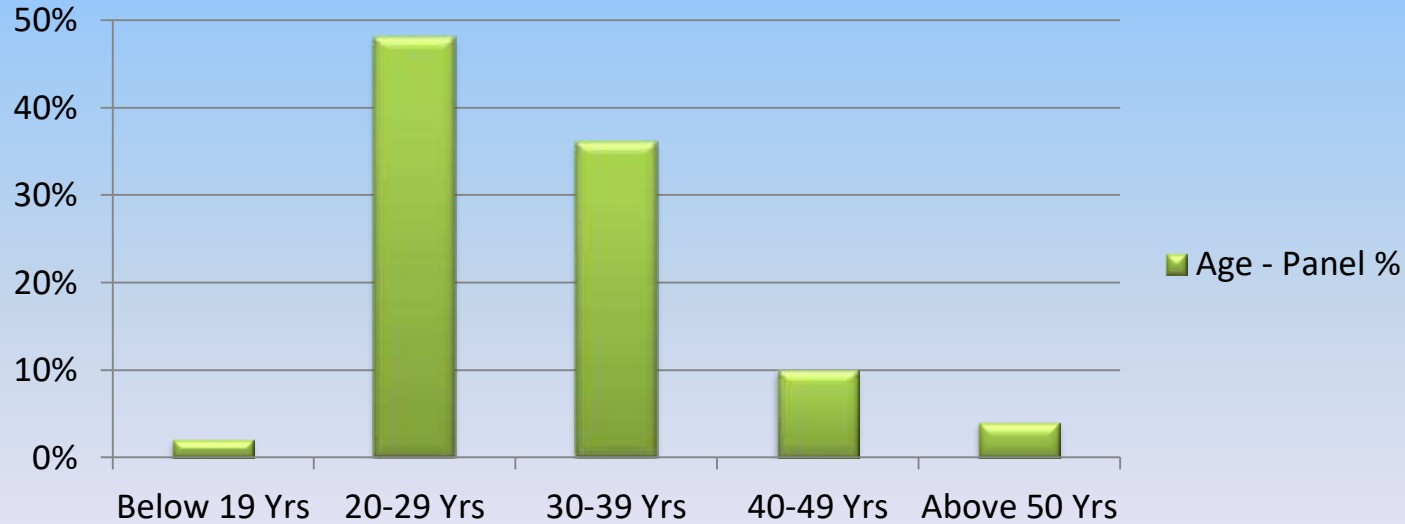


GENDER



- Male
- Female

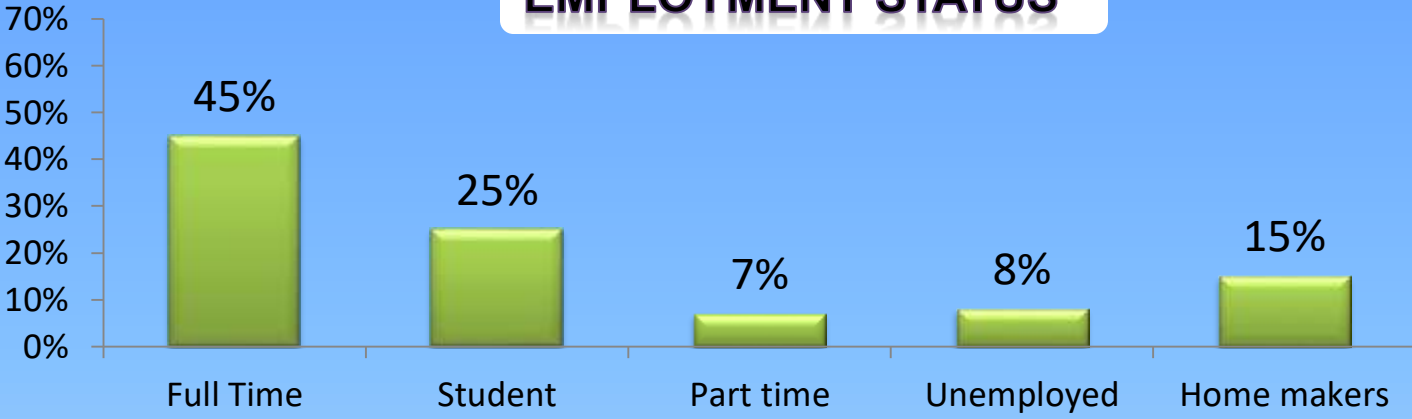
AGE



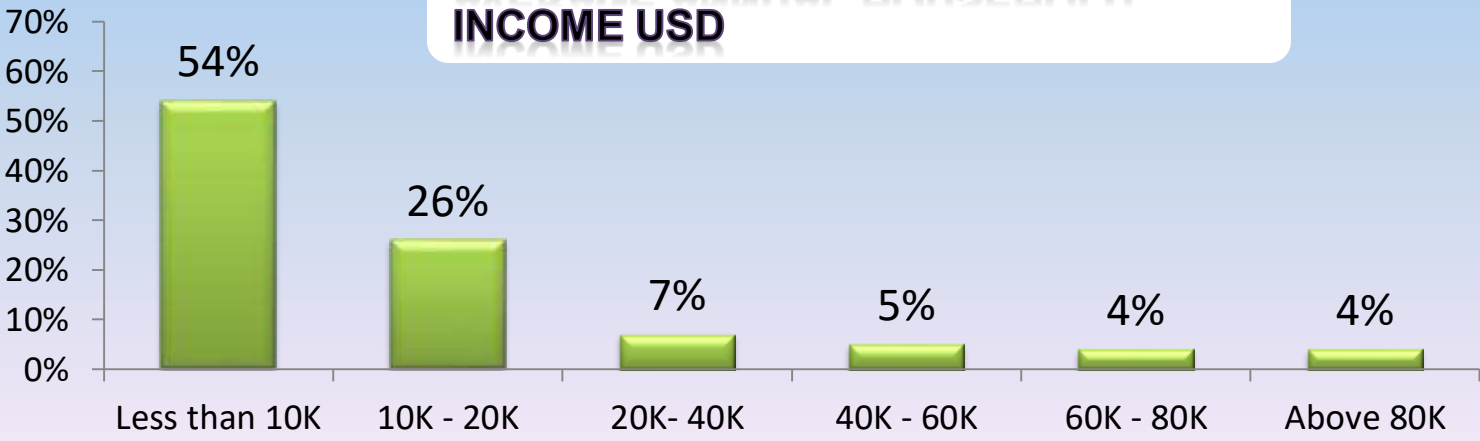
MOROCCO



EMPLOYMENT STATUS



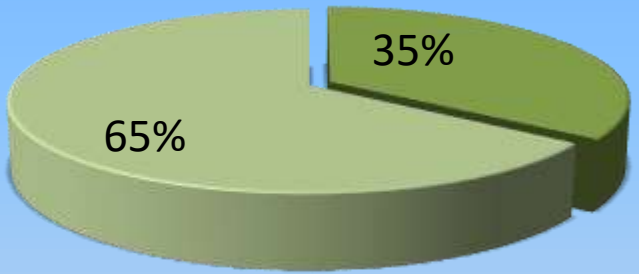
AVERAGE ANNUAL HOUSEHOLD INCOME USD



MOROCCO



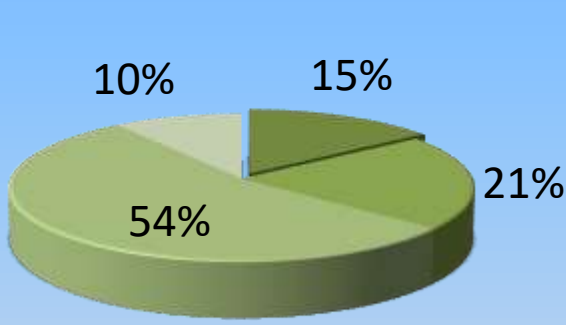
MARITAL STATUS



■ Married ■ Never Married

EDUCATION

Panel %



- Less than Middle school
- Senior High School
- Undergrad university/college
- Graduate University



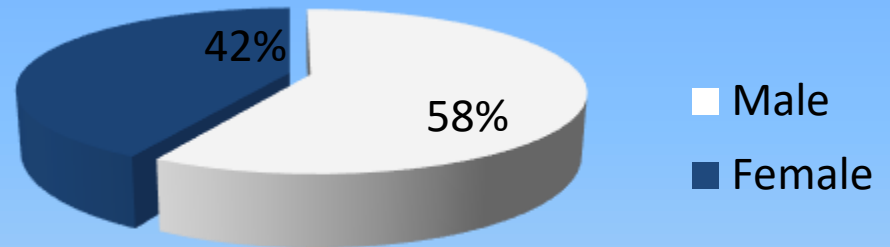
SOUQ Panel

Tunisia

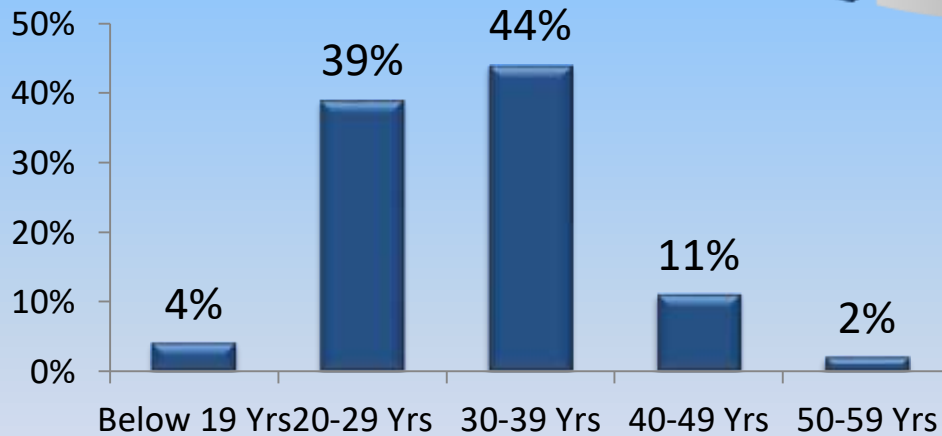




GENDER



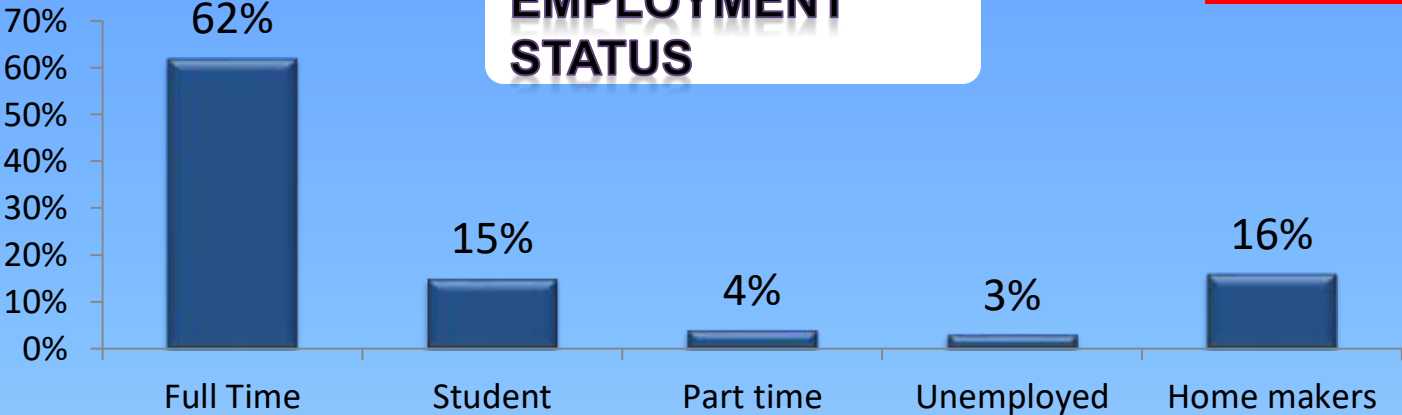
AGE



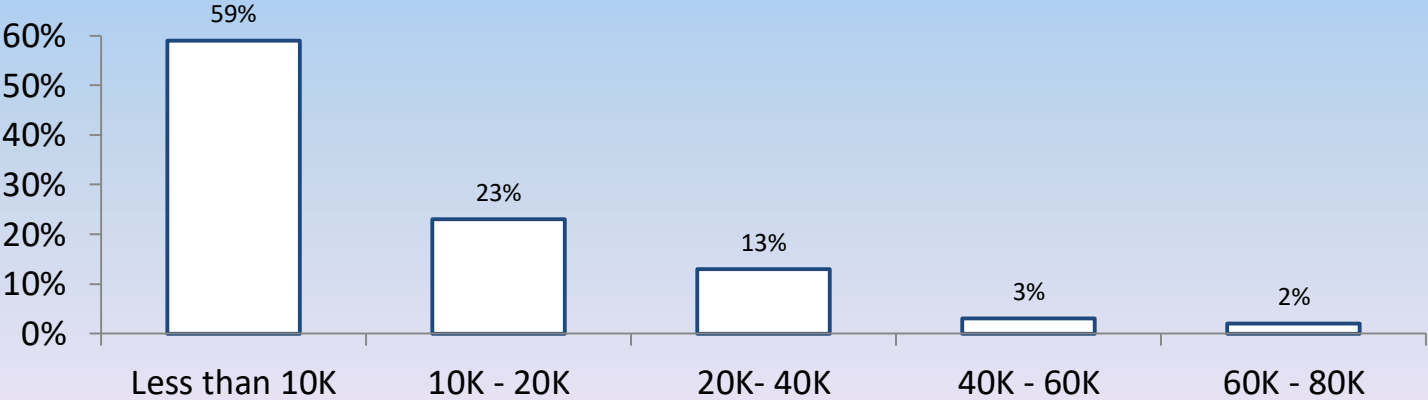
Tunisia



EMPLOYMENT STATUS



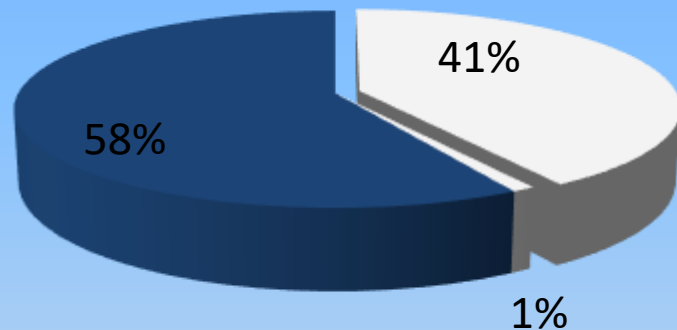
AVERAGE ANNUAL HOUSEHOLD INCOME



Tunisia

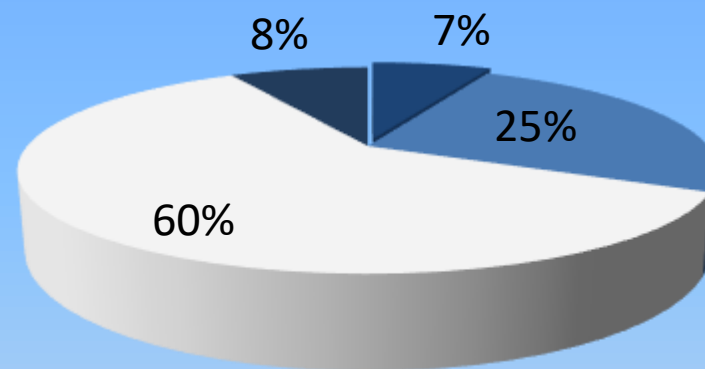


MARITAL STATUS



■ Married ■ Divorced
■ Never Married

EDUCATION



■ Less than Middle school
■ Senior High School
■ Undergrad university/college



SOUQ Panel

NIGERIA

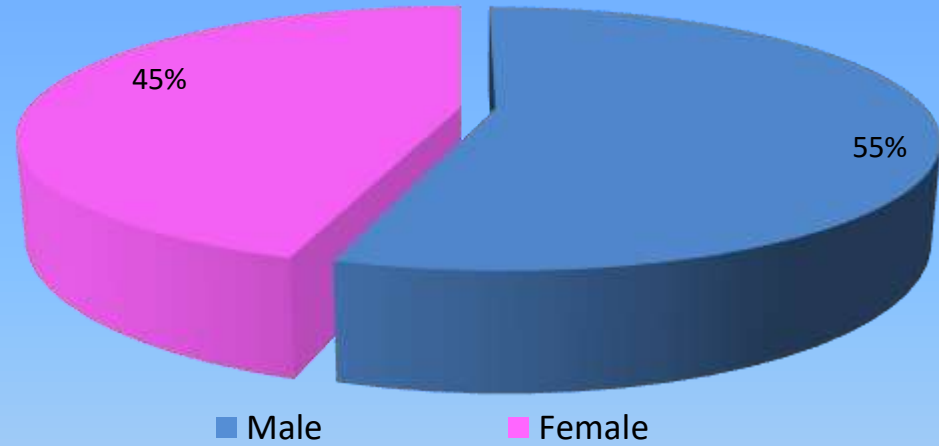


NIGERIA

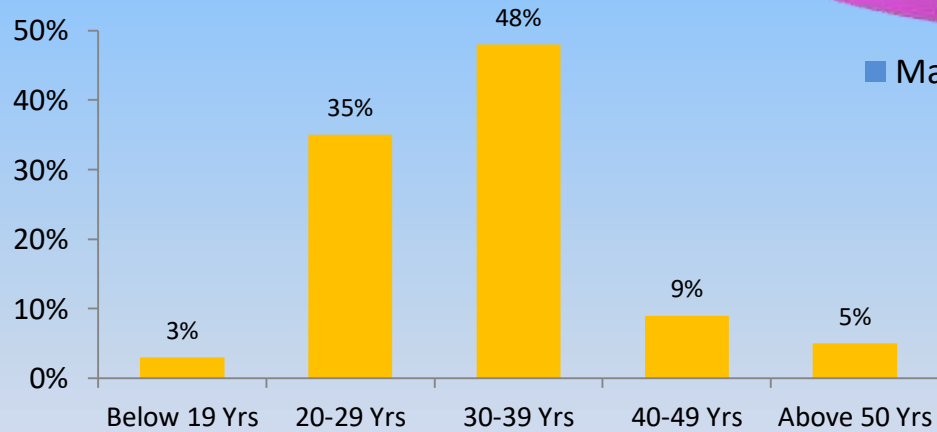
Panel Reach: 55,600



GENDER



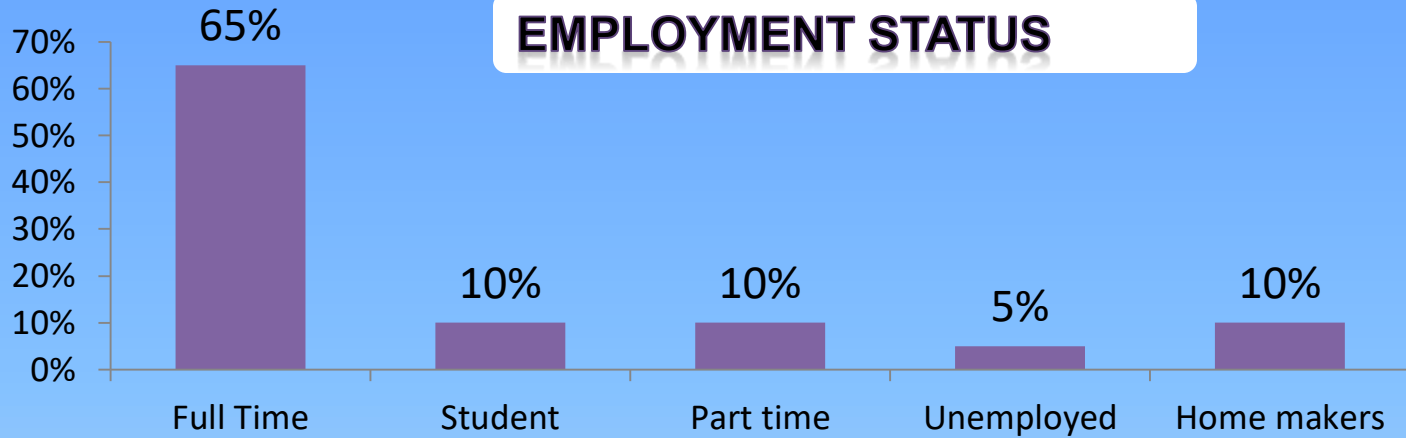
AGE



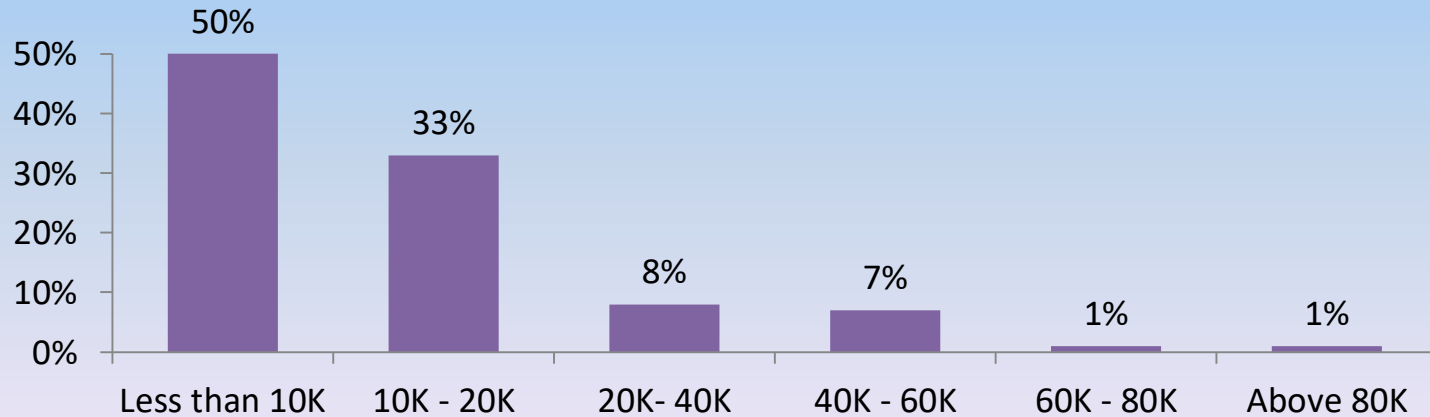
NIGERIA



EMPLOYMENT STATUS



AVERAGE ANNUAL HOUSEHOLD INCOME



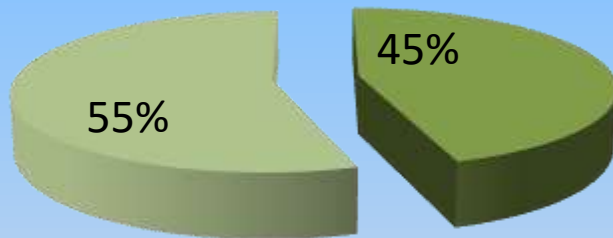
NIGERIA



MARITAL STATUS

Panel %

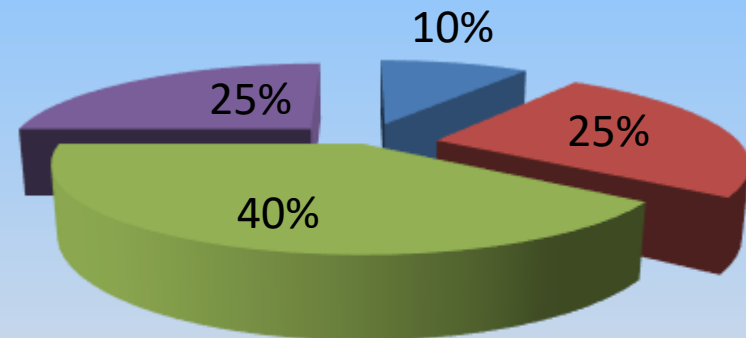
- Married
- Never Married



EDUCATION

Panel %

- Less than Middle school
- Senior High School
- Undergrad university/college
- Graduate University





SOUQ Panel

ALGERIA

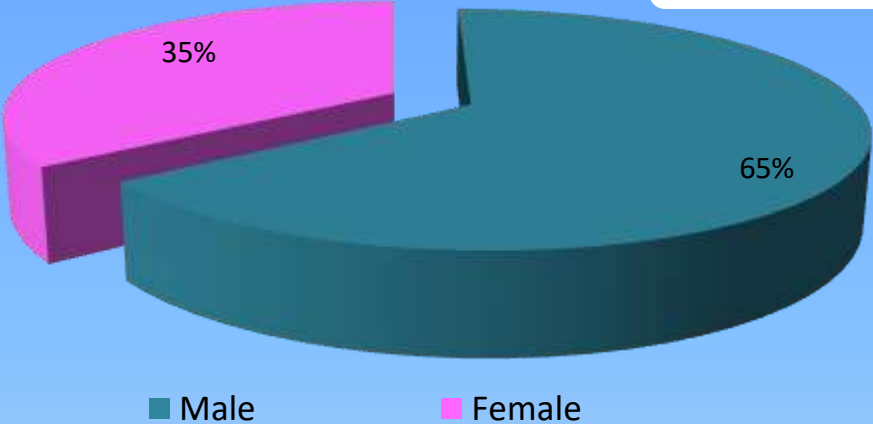


ALGERIA

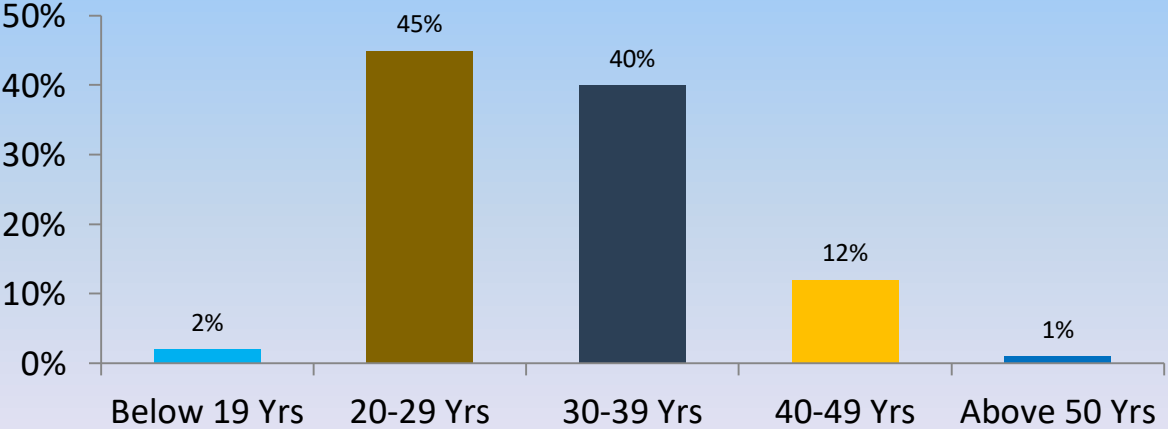
Panel Reach: 6,840



GENDER



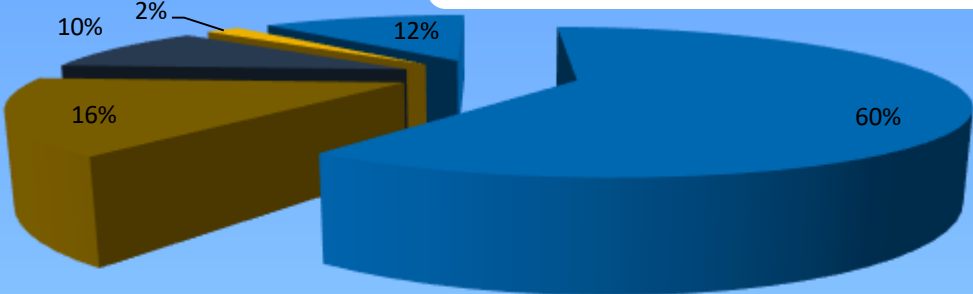
AGE



ALGERIA

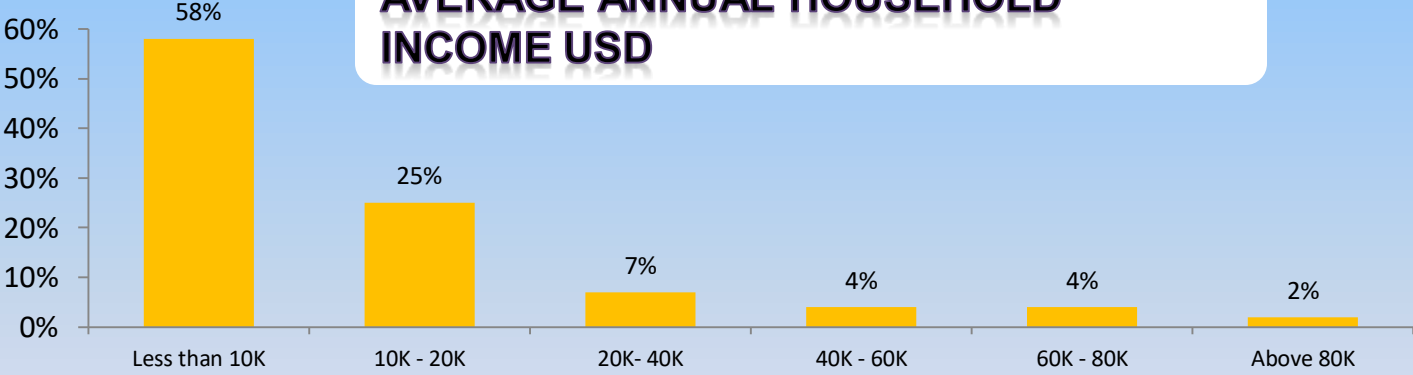


EMPLOYMENT STATUS



- Full Time
- Student
- Part time
- Unemployed
- Home makers

AVERAGE ANNUAL HOUSEHOLD INCOME USD



ALGERIA

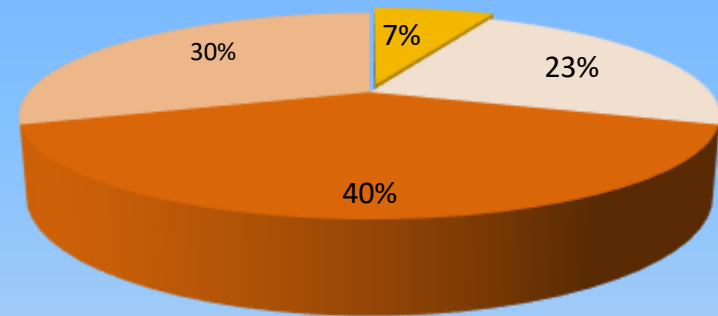


MARITAL STATUS



■ Married ■ Never Married

EDUCATION



■ Less than Middle school
■ Senior High School
■ Undergrad university/college
■ Graduate University



SOUQ Panel

Sri Lanka

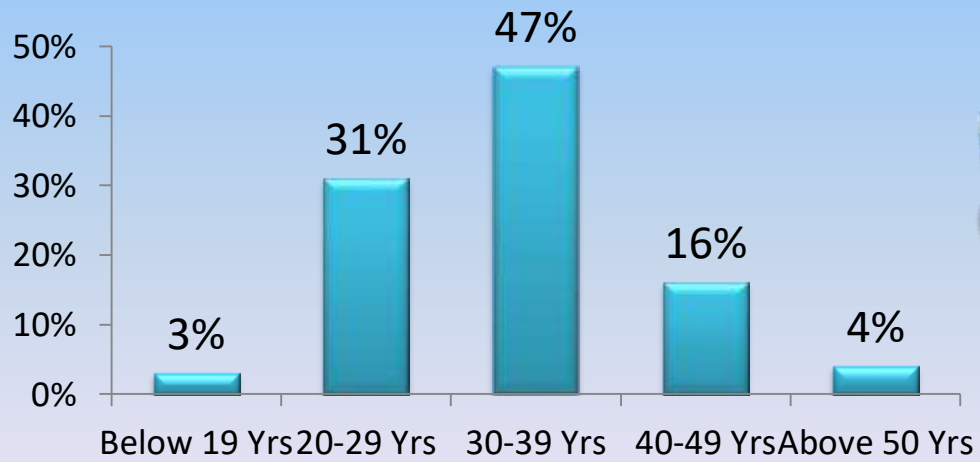


Sri Lanka

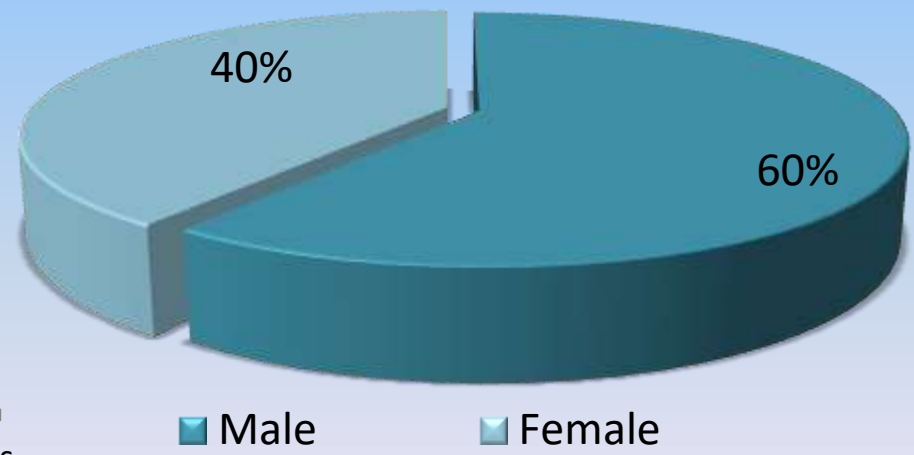
Panel Reach: 34,650



AGE



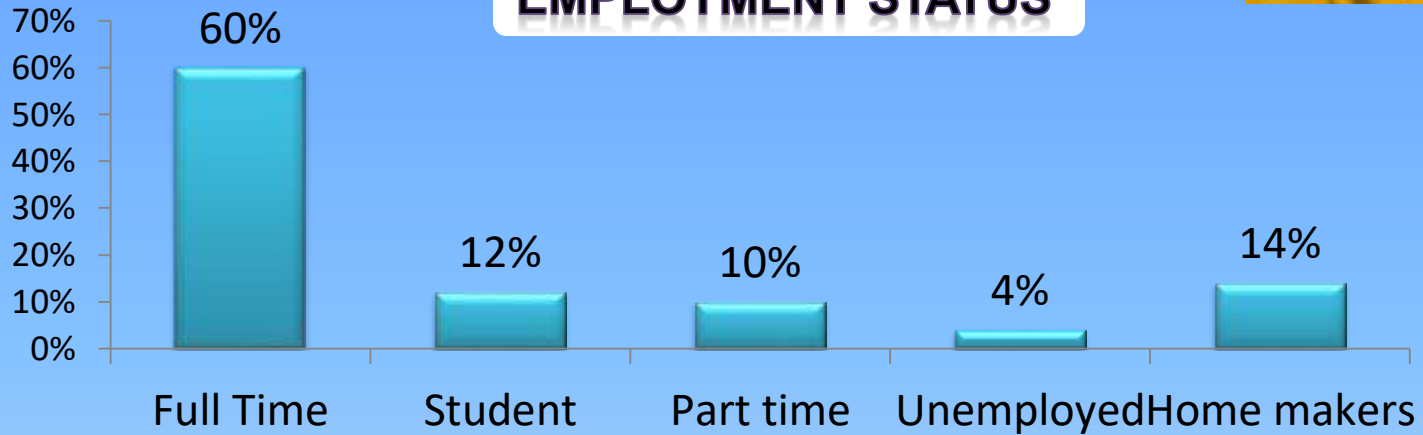
GENDER



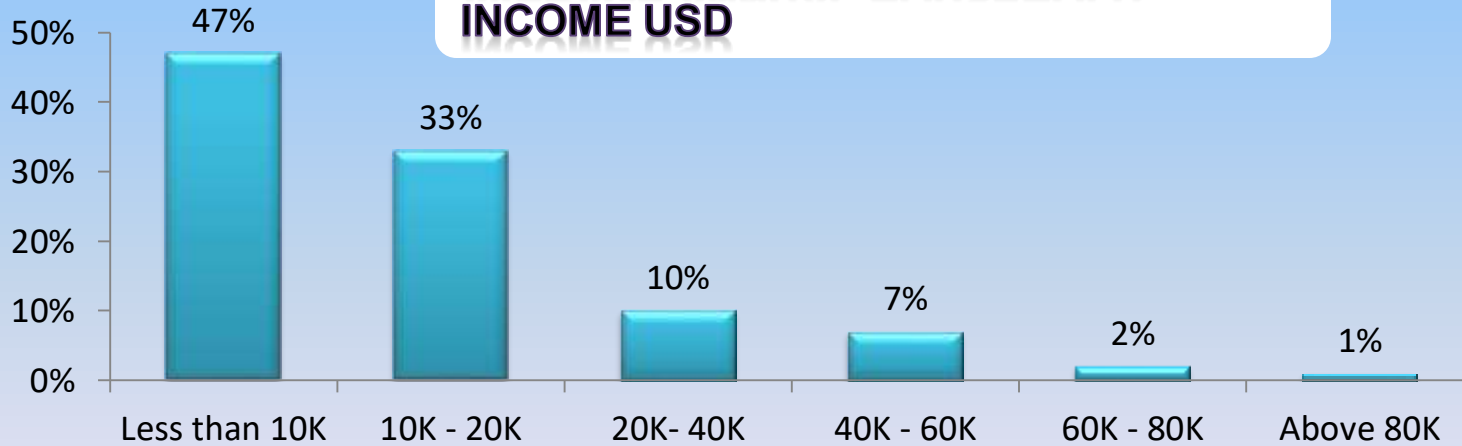
Sri Lanka



EMPLOYMENT STATUS



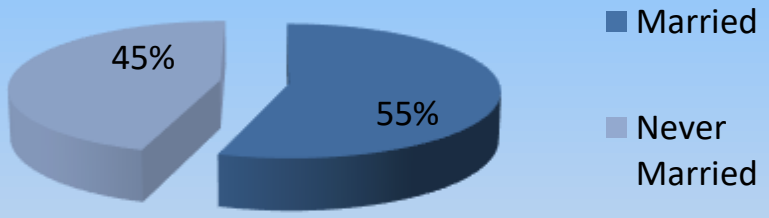
AVERAGE ANNUAL HOUSEHOLD INCOME USD



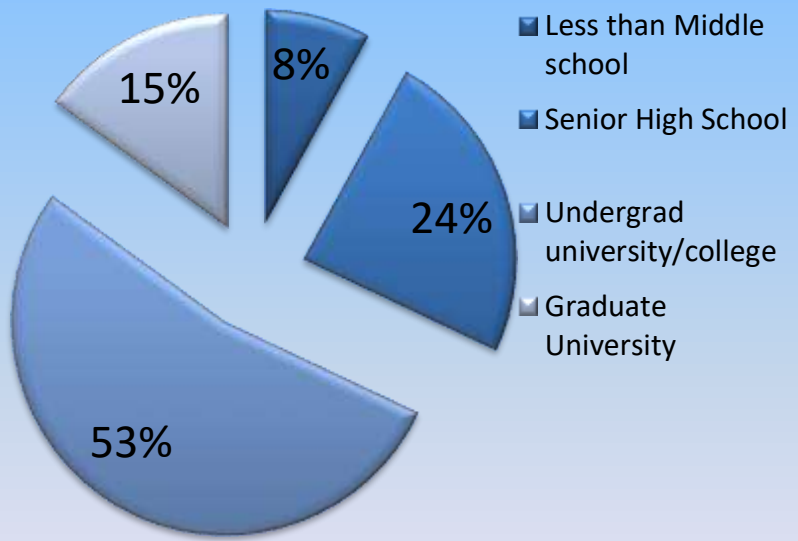
Sri Lanka



MARITAL STATUS



EDUCATION





SOUQ Panel

ISRAEL

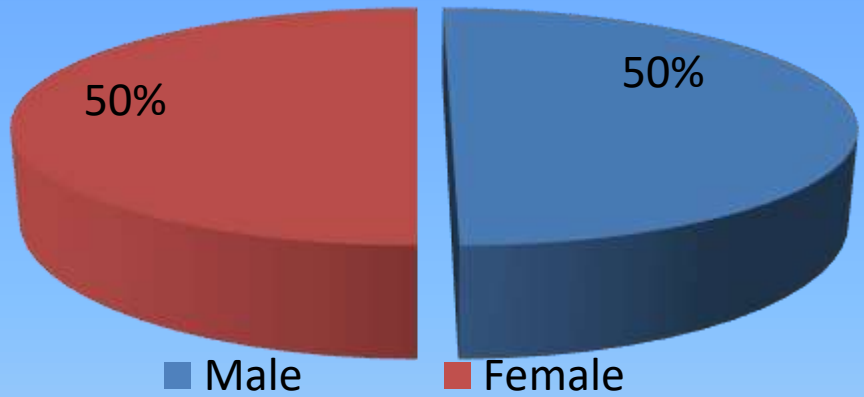


ISRAEL

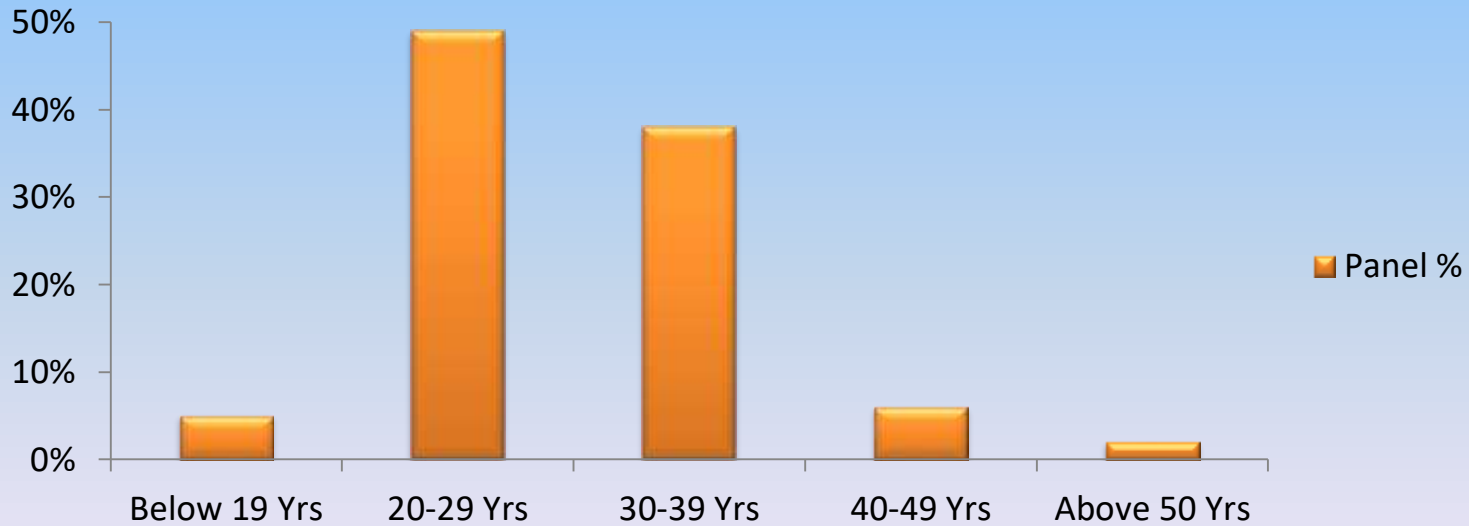
Panel Reach: 75,840



GENDER



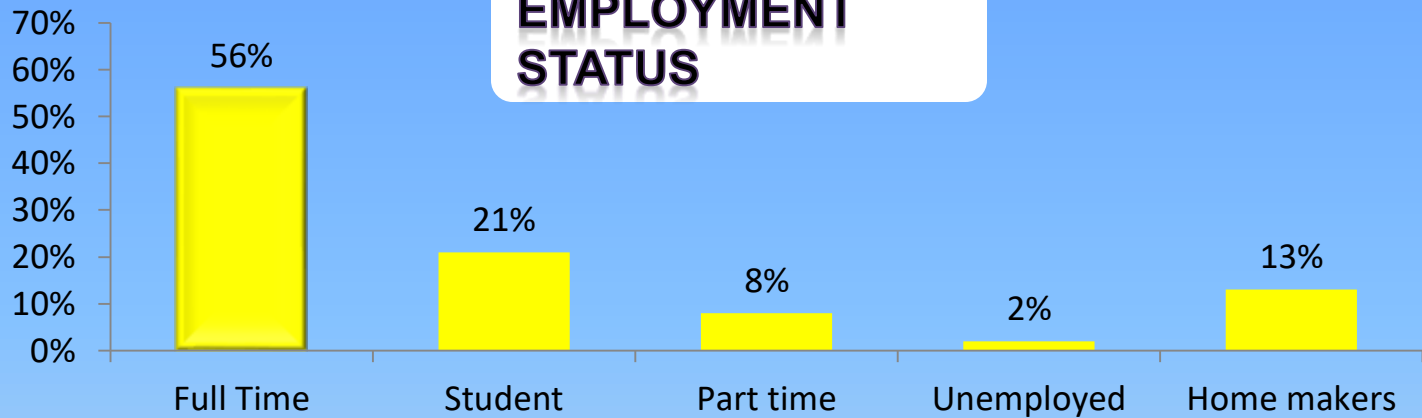
AGE



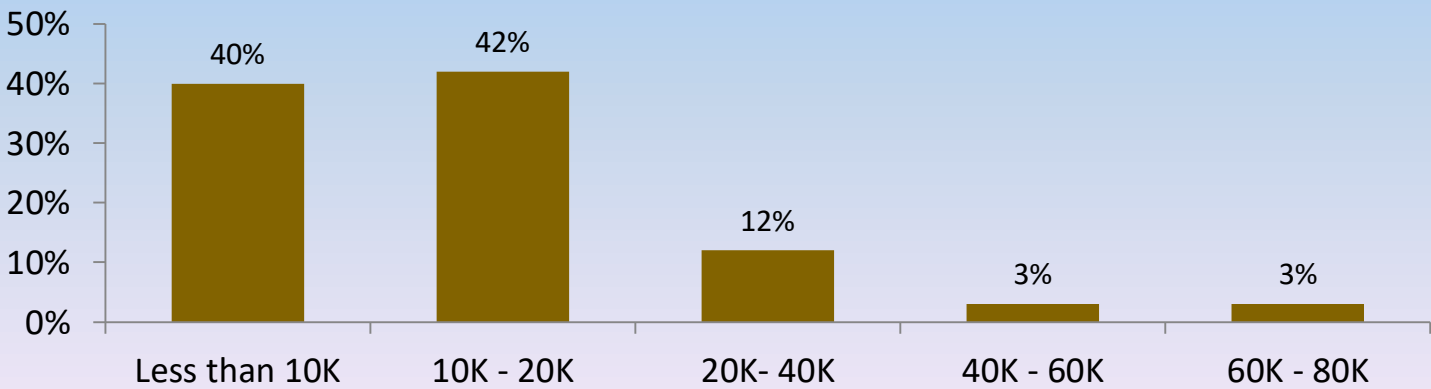
ISRAEL



EMPLOYMENT STATUS



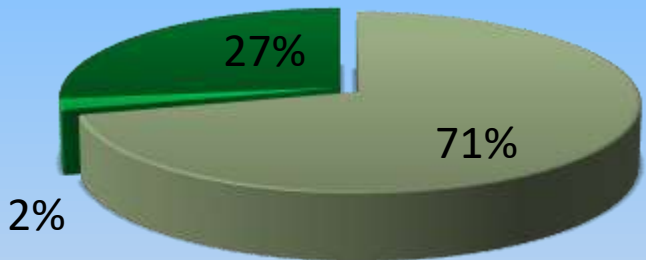
AVERAGE ANNUAL HOUSEHOLD INCOME



ISRAEL

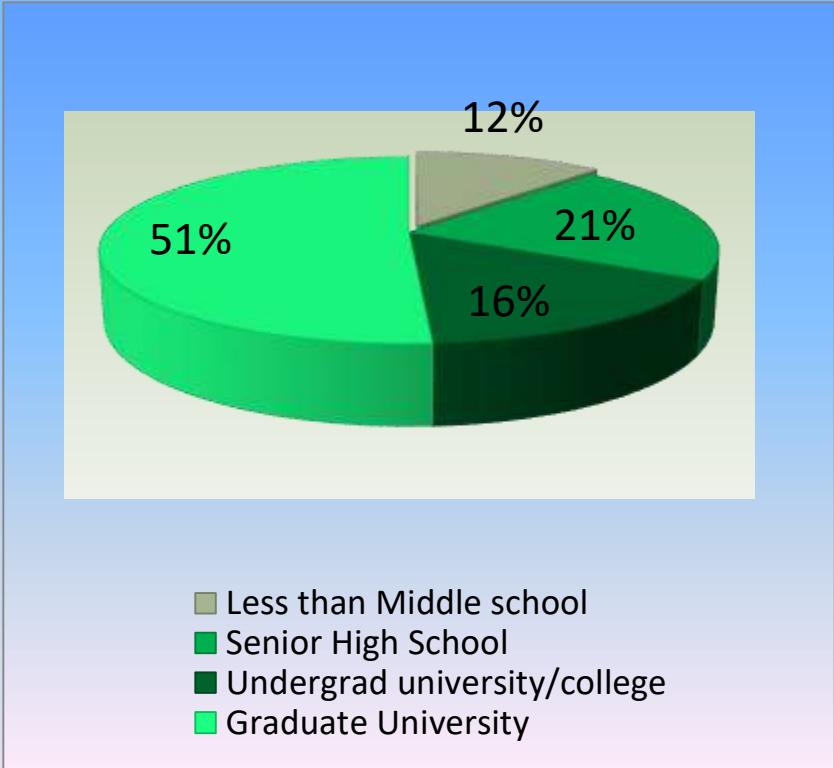


MARITAL STATUS



■ Married ■ Divorced ■ Never Married

EDUCATION



■ Less than Middle school
■ Senior High School
■ Undergrad university/college
■ Graduate University



SOUQ Panel

PAKISTAN

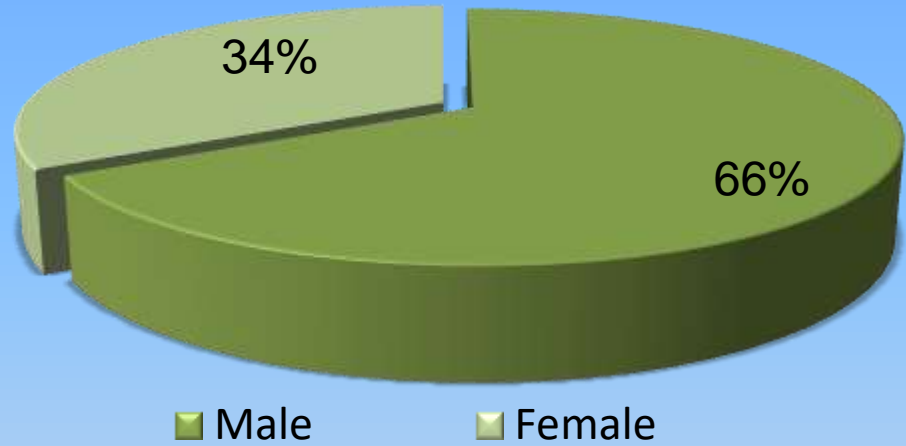


PAKISTAN:

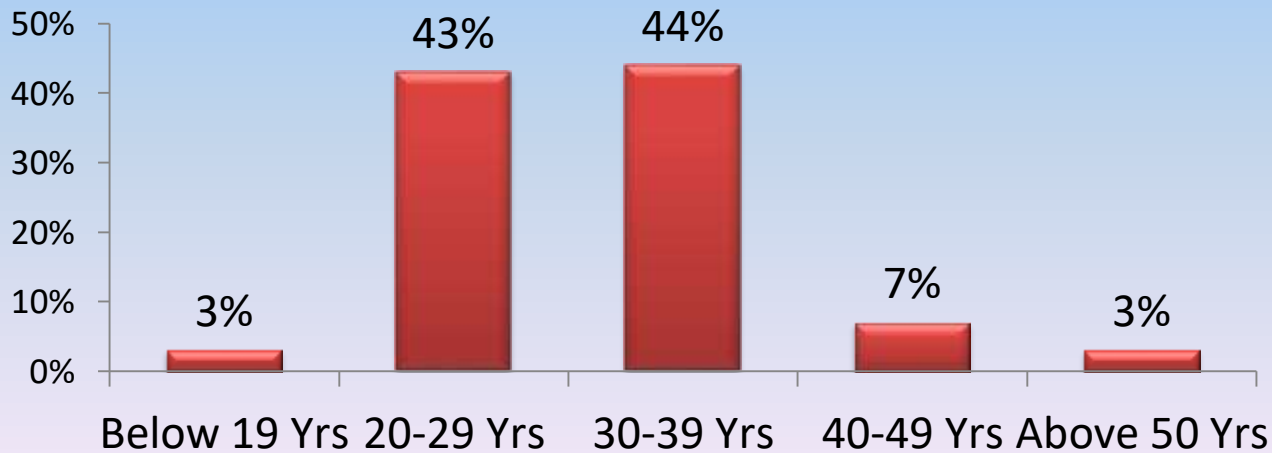
Panel Reach: 27,500



GENDER



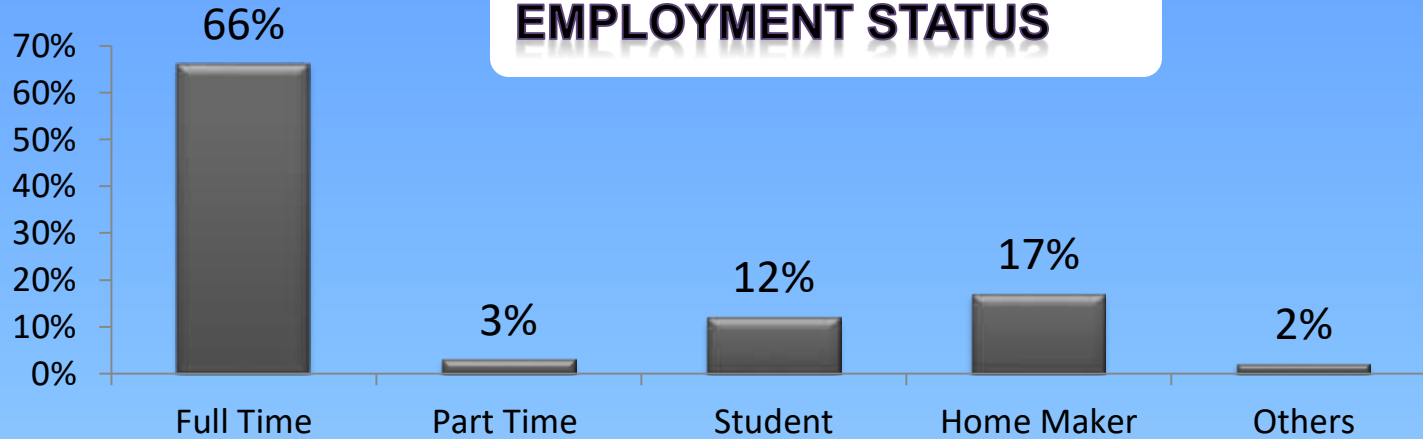
AGE



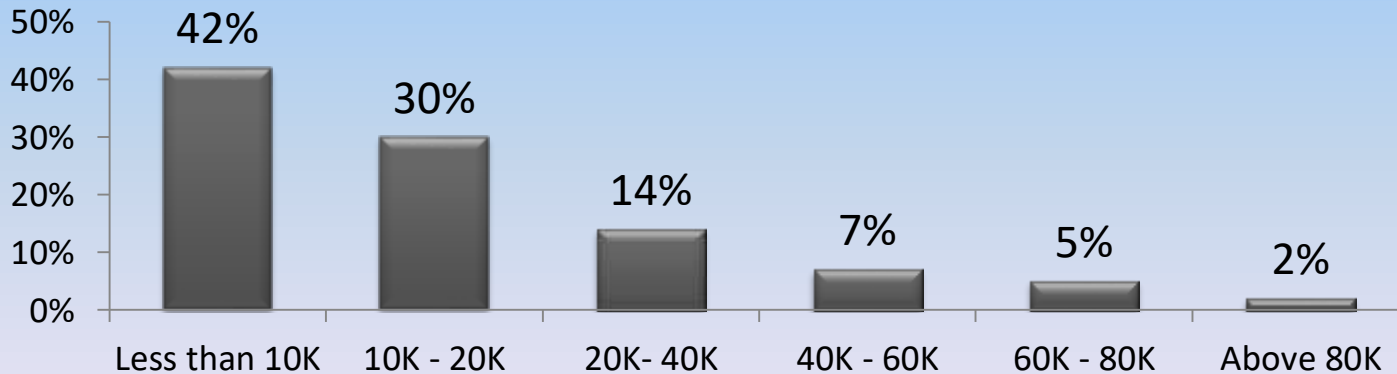
PAKISTAN:



EMPLOYMENT STATUS



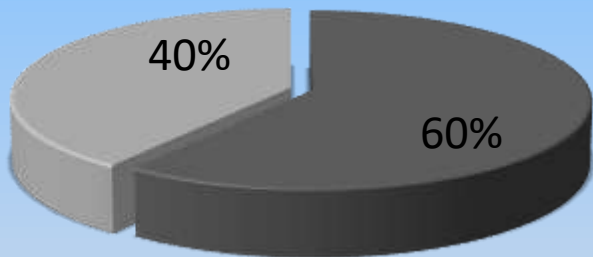
AVERAGE ANNUAL HOUSEHOLD INCOME



PAKISTAN:

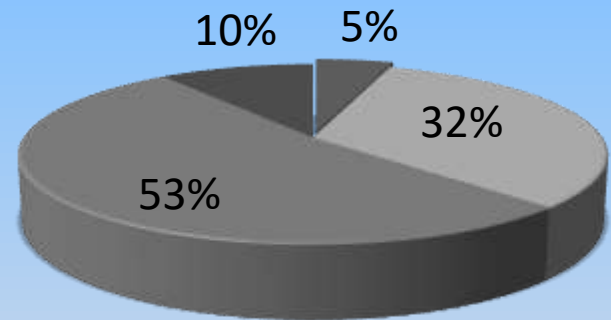


MARITAL STATUS



■ Married ■ Never Married

EDUCATION



■ Less than Middle school
■ Senior High School
■ Undergrad university/college



SOUQ Panel

IRAN

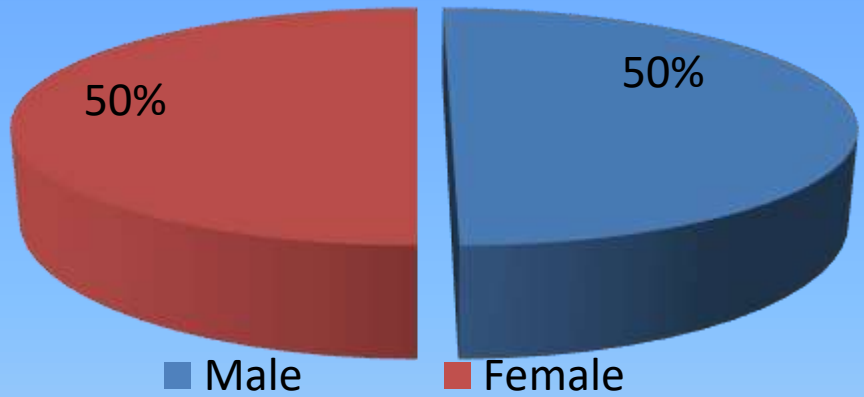




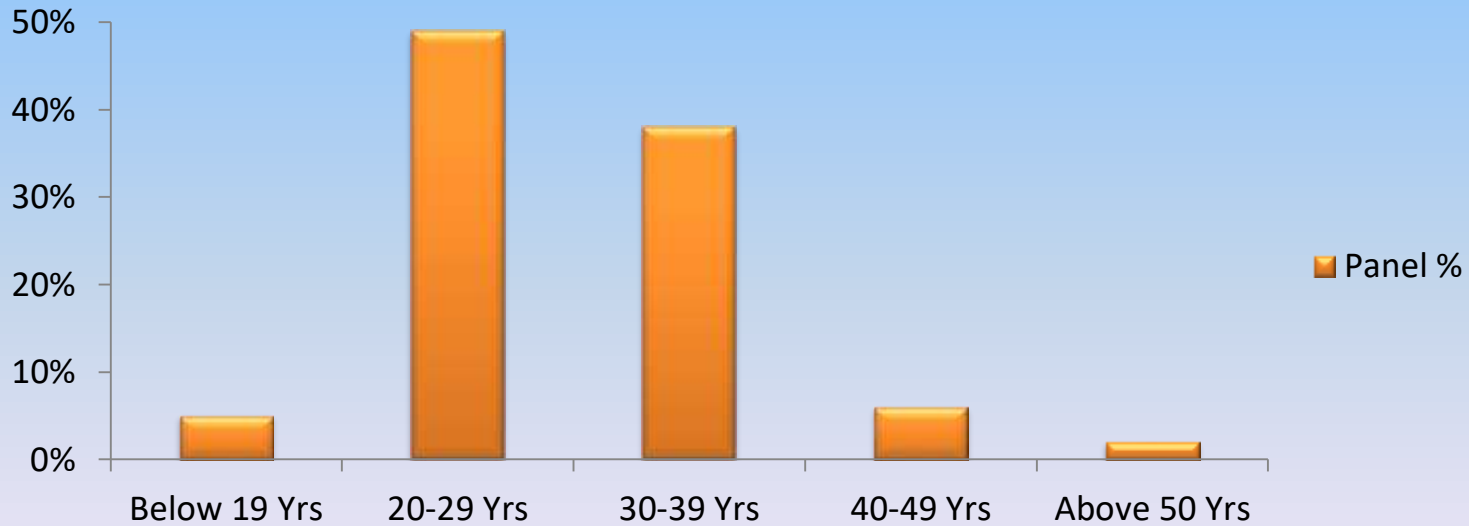
Panel Reach: 154,265

IRAN

GENDER

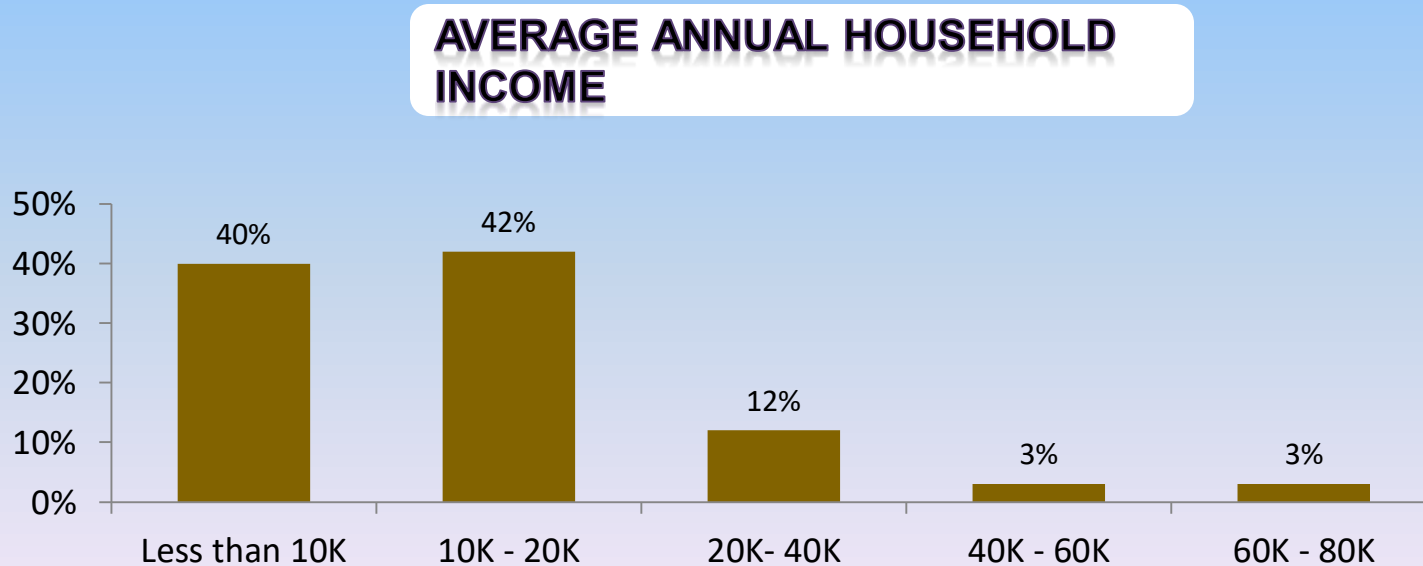
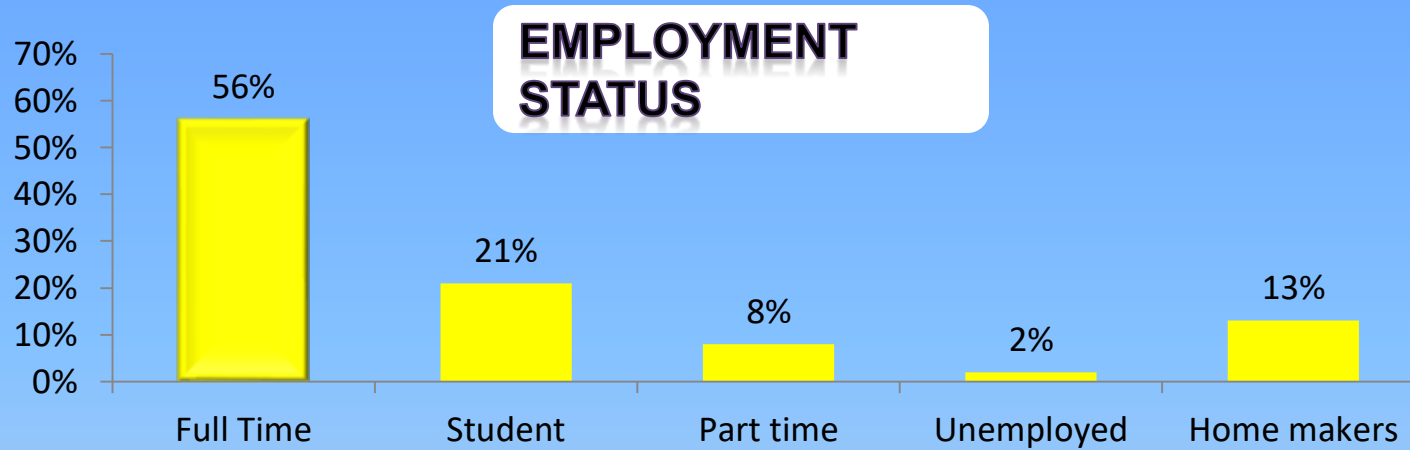


AGE





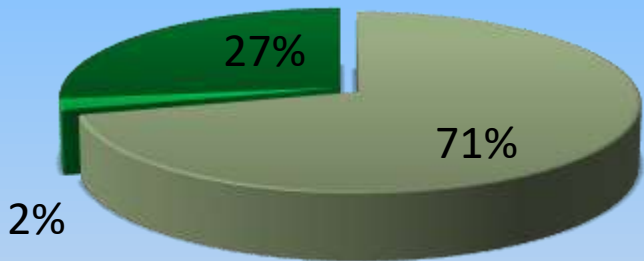
IRAN





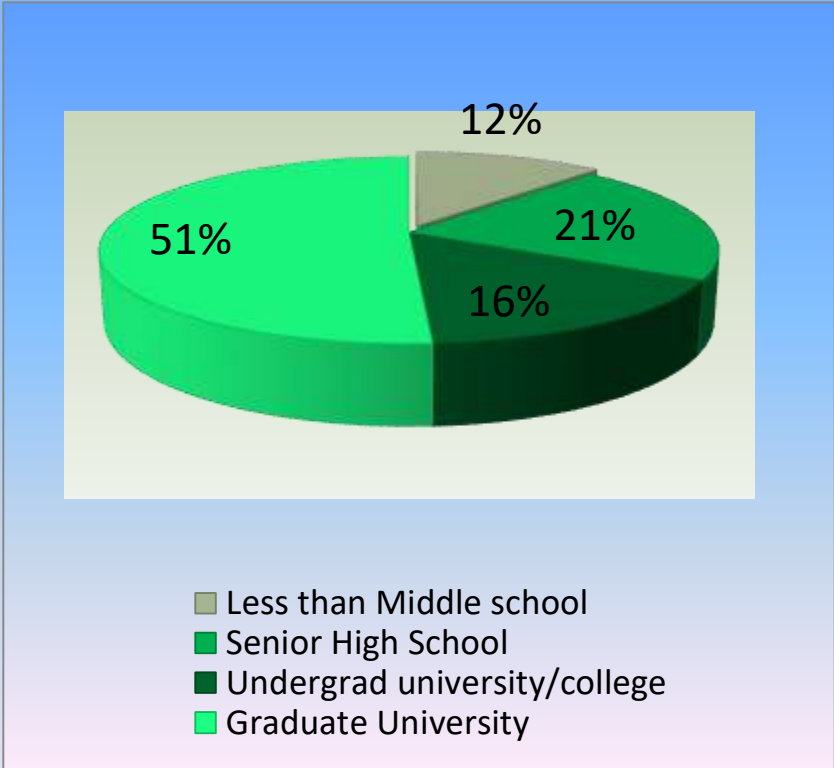
IRAN

MARITAL STATUS



■ Married ■ Divorced ■ Never Married

EDUCATION



■ Less than Middle school
■ Senior High School
■ Undergrad university/college
■ Graduate University



SOUQ Panel

www.souqpanel.com

THANK YOU