

VOXNATIONS[®]

— Demystifying Complex Societies —

Iraq and Kurd Online Panel Book (IraqPanel)

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www.IraqPanel.com

Iraq Online Panel

With over 26,500 active panelists from across Iraq, IraqPanel is the largest online panel provider for the Iraqi population, including the Kurds.

Key Features:

- Panel members from across Iraq
- Covering all major cities, regions, ethnic groups, and demographics
- A large sample of Kurdish people
- More than a decade of experience in opinion research
- Capable of larger scale studies with sub-group analysis

In line with ESOMAR guidelines, the identities of all IraqPanel members have been independently validated and panelists are not allowed to take the same survey more than once.

Considering that all of the panelists have been previously profiled based on their demographic characteristics, place of residence, and topics of interest, IraqPanel can help you secure the right respondents for your unique project needs.

About People Analytics:

People Analytics Inc. is an independent full-service opinion research and consultancy company headquartered in Toronto, Canada, focusing on difficult environments and challenging countries. Relying on its vast data collection capabilities, People Analytics has mastered the art and science of conducting reliable and dependable opinion research in non-conventional settings. Building on the in-depth local knowledge of its team of experts, People Analytics solely relies on methods that could be objectively verified and independently replicated.

IraqPanel Membership Breakdown

IraqPanel includes members from all major Iraqi cities, regions, ethnic groups, socio-economic class, and demographic categories. The following table illustrates the breakdown of our Iraq online panel:

VoxNations Iraq Panel			
Gender		Ethnicity & Religion	
Male	56%	Shia Arab	45%
Female	44%	Sunni Arab	21%
Settlement		Iraqi Kurd	28%
Urban	82%	Other	6%
Rural	18%	Education	
Age		Less than secondary	34%
Under 25	37%	Secondary	49%
25-54	51%	University / College	17%
55+	12%	Employment Status	
Marital Status		Employed	29%
Married	72%	Not employed	62%
Not married	28%	Student	9%

Panel Membership Breakdown by Age and Gender

With over 26,500 active panelists from across Iraq, IraqPanel is by-far the largest online panel provider of the Iraqi and Kurdish population.

The breakdown of panel membership – including Iraqi Kurds – by age and gender is presented below:

IraqPanel Age/Gender Panel Members			
Age	Male (n)	Female (n)	Total (n)
14-17	1,620	580	2,200
18-19	2,750	1,150	3,900
20-29	2,750	2,050	4,800
30-39	2,850	2,450	5,300
40-49	1,900	2,500	4,400
50-59	1,350	1,450	2,800
60+	1,700	1,400	3,100
Total	14,920	11,580	26,500

Iraq Geographical Regions

To allow clients to better reach their target population, VoxNations has divided its Iraq sample into 4 geographic regions.

Besides the Baghdad region, which is only composed of the Baghdad governorate, each of VoxNations’ 4 regions is composed of multiple governorates based on the governorates’ location and ethnic composition. This grouping creates an additional unit of analysis and is helpful when the survey sample size is not large enough to allow for governorate level analyses and comparisons.

Unless requested otherwise, VoxNations adheres to the following governorate-based geographic breakdown:

1. Baghdad Region

- Baghdad governorate

2. Center & Northwest Region

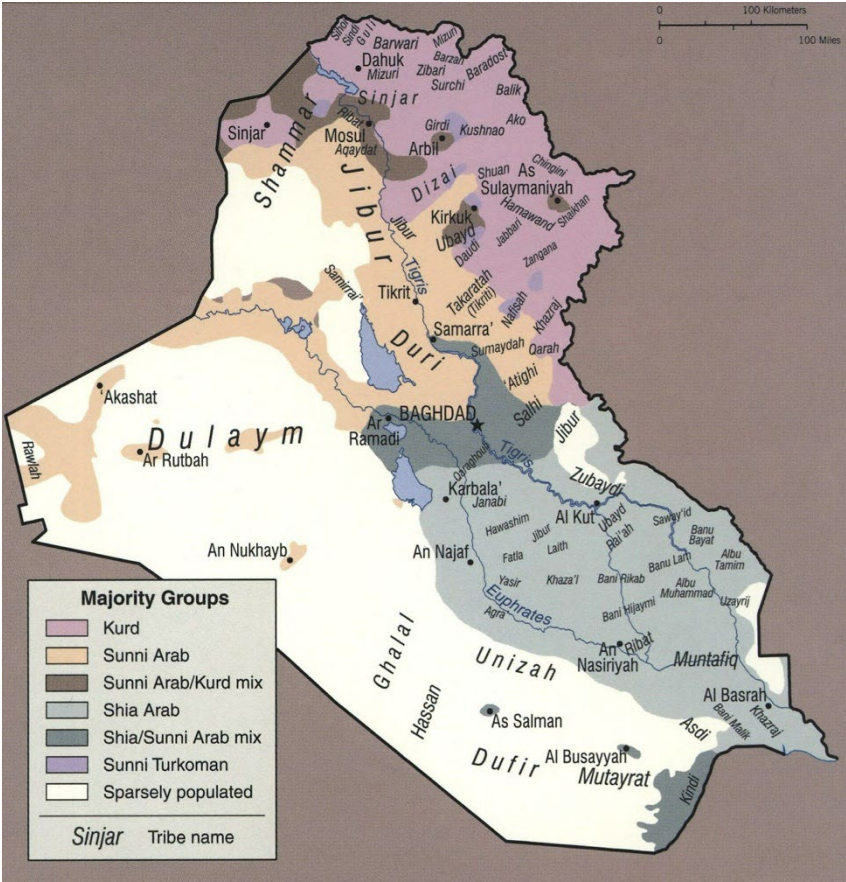
- Saladin governorate
- Diyala governorate
- Nineveh governorate
- Al-Anbar governorate
- Kirkuk governorate

3. Northeast Region

- Dohuk governorate
- Erbil governorate
- Halabja governorate
- Sulaymaniyah governorate

4. South Region

- Babil governorate
- Wasit governorate
- Karbala governorate
- Najaf governorate
- Al-Qadisiyyah governorate
- Muthanna governorate
- Dhi Qar governorate
- Maysan governorate
- Basra governorate



Membership Breakdown of Our Online Panel of Kurdish People

With over 12,500 active Kurd panelists from Iraq and Iran, we have the largest online panel provider for the Kurdish population. The following table illustrates the breakdown of our online panel of the Kurdish People:

VoxNations Online Panel of Kurdish People			
Gender		Country and Sect	
Male	57%	Iraqi Kurd	56%
Female	43%	Iranian Sunni Kurd	30%
Settlement		Iranian Shia Kurd	11%
Urban	79%	Other	3%
Rural	21%	Marital Status	
Age		Married	68%
14-17	8%	Not Married	32%
18-25	15%	Education	
26-35	27%	Primary or less	7%
36-45	25%	Secondary	53%
46-55	15%	University / College	35%
Over 55	10%	Other	5%

Panel Targeting Capabilities

One of the advantages of having a high-quality online panel, is the targeting capabilities it provides. Whether you need a panel matching national population proportions or one that includes members from a particular ethnic group, region, province or even a city, IraqPanel can deliver. Having hundreds of up-to-date profiling data-points on its panel members, IraqPanel lets its clients reach their target audience in the most efficient and accurate way possible.

Some of our most popular panel profiling attributes are:

General	Politics	Product use & Purchases
Gender	Political Orientation	Furniture
Age	Political Participation	Home Appliances
Education	Party Preferences	Baby Products
Marital Status	Source of News	Detergents
Size of Household	View of Countries	Personal Hygiene
Ethnicity	Views of Iraqi Figures	Dental Care
Education	Views of Int'l Figures	Games
Employment Status & Level	Views on Political Islam	Clothing
Employment Sector	Economic Orientation	Shoes
Household Income	Nationalism	Home Electronics
Religion & Sect	Terrorism & Extremism	Books & Magazines
Religiosity	Health	Office Products
Urban / Rural	Diet Habits	Kitchen Products
Automotive	Current Ailments	Food & Beverages
Personal Vehicle Ownership	Frequency of Doctors Visited	Beverages Consumption Habits
Personal Vehicle Type & Brand	Type of Doctors Visited	Beverages Consumed
Number of Drivers in Household	Out of Pocket Health Expenses	Consumption of Frozen Food
Likelihood of Future Purchase	Mobile Phone	Consumption of Canned Food
Average kms or miles /month	Smart Phone Ownership	Dairy Consumption Habits
Leisure & Entertainment	Smart Phone Type	Snack Consumptions Habits
Frequency of TV Viewing	Data Services Type & Speed	Confectionery Consumption
Sports Watched & Attended	Average Monthly Data Usage	Consumption Pre-made Food
Sports Played	Travel	Tea & coffee Consumption
Gaming Habits	Frequency & Destination	Types of Cereals Consumed
Socialization Habits	Leisure vs. Pilgrimage	Edible Oil Consumption Habits
Tobacco Use Habits	Travel Activities	Eating Habits

Panel Standards and Methodology

IraqPanel members have been recruited from a wide variety of diverse online and offline sources using the following standards:

- All IraqPanel members have been validated through a telephone interview conducted over the panel members' personal cellular phones.
- Panel members are unequivocally informed during the validation process that they must provide a proof of identity matching their online panel profile before they can claim any reward.
- Individuals who fail to provide such proof are removed from the panel and are prevented from ever joining IraqPanel.
- IraqPanel also monitors the panel for fraudulent activities and permanently removes offending panelists.
- Unauthenticated individuals will not be allowed to partake in our online surveys.

In line with ESOMAR standards, IraqPanel does not allow panelists to take each survey more than once.

Data Protection and Privacy

In line with our strict validation and authentication standards and procedures, IraqPanel takes its responsibility to protect the privacy and personal information of its panel members very seriously. We particularly follow [Article 4.3 of ESOMAR/WAPOR guidelines](#), which ordains that:

Researchers must respect the principles of data protection and privacy. In some parts of the world, especially where democracy is not well-established, the importance of protecting respondents and the confidentiality of the information they provide is even more important... The researcher must ensure that respondent's personal identity is withheld from the client/research user... Researchers must ensure that adequate security measures are employed to prevent unauthorized access, manipulation and disclosure to the personal data, including any possible third parties.

IraqPanel has adopted a series of measures to give confidence to its online panel members that their personal identity will never be disclosed to any third party. These measures extend from standard privacy protocols to providing respondents with high-quality VPN services.

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