

2024 Panel Book

poas
research

OPINIONS THAT MATTER

WHO WE ARE



At **PAAS Research**, we know the value and the vast potential of understanding opinions, both for building businesses, and for developing society at large. It is for this reason that we are focused on enabling a multitude of relevant connections between opinion providers and seekers. We believe that these connections are the catalyst for the ideas and opportunities that will drive innovation and shape the future.

PAAS Research provides a state-of-the-art, AI-enabled platform, that manages our unique members and allows us to network with a wide variety of sources that span the globe, allowing for a seamless exchange of views, experience, and expertise, anytime, anywhere. We access over 70+ countries and multiple industry segments for both B2B and B2C audiences.

As organizations across the globe undergo digital transformation and strive for better contact with their consumers and stakeholders, PAAS Research is positioned to be your partner in this transformation providing the tools to create and manage these future relationships.

PAAS Research has offices on three continents and takes pride in its record of constant innovation and expansion.



NORTH AMERICA
LATIN AMERICA
MIDDLE EAST
AUSTRALIA
EUROPE
RUSSIA
AFRICA
ASIA



Our Technology

10+ APIs
In-house router
AI/ML enabled security
Programmatic Sampling

Our Compliance

COPPA
GDPR

CASRO®
The Voice and Values of Research



WHY US?



Our Clients



Our Reach

70+ countries

20 million+ respondents

1.5 million+ completes

NORTH AMERICA

Survey Takers: 2,607,549



United States

Survey Takers: 2,296,415

 Male:	57%
 Female:	43%
 Literate:	88%
 Employed:	60%



Canada

Survey Takers: 386,134

 Male:	57%
 Female:	43%
 Literate:	99%
 Employed:	52%



EUROPE

Survey Takers: 609,798



Germany

Survey Takers: 35,136
Male: 60%
Female: 40%
Literate: 99%
Employed: 41%



Great Britain

Survey Takers: 406,337
Male: 42%
Female: 58%
Literate: 99%
Employed: 75%



France

Survey Takers: 68,862
Male: 85%
Female: 15%
Literate: 99%
Employed: 66%

We're also present in:

Turkey

Survey Takers: 28,420

Spain

Survey Takers: 27,194

Italy

Survey Takers: 14,731

Netherlands

Survey Takers: 5,994

Poland

Survey Takers: 5,854

LATIN AMERICA

Survey Takers: 95,228



We're also present in:

Colombia Survey Takers: 10,434

Argentina Survey Takers: 4,015

Peru Survey Takers: 3,570



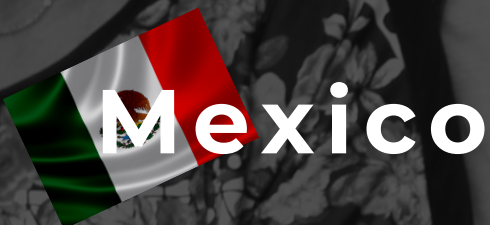
Survey Takers: 52,425

Male: 70%

Female: 30%

Literate: 83%

Employed: 66%



Survey Takers: 24,784

Male: 57%

Female: 43%

Literate: 2%

Employed: 3%



AFRICA

Survey Takers: 126,427

We're also present in:

Kenya

Survey Takers: 8,883

Egypt

Survey Takers: 6,819



South Africa

Survey Takers: 14,837

- Male: 75%
- Female: 25%
- Literate: 65%
- Employed: 52%



Nigeria

Survey Takers: 20,907

- Male: 80%
- Female: 20%
- Literate: 35%
- Employed: 45%



ASIA

Survey Takers: 1,078,195



We're also present in:



India

Survey Takers: 939,201

- Male: 58%
- Female: 42%
- Literate: 80%
- Employed: 60%



Vietnam

Survey Takers: 27,280

- Male: 90%
- Female: 10%
- Literate: 50%
- Employed: 70%

Japan

Survey Takers: 21,404

Pakistan

Survey Takers: 16,600

China

Survey Takers: 14,729

Philippines

Survey Takers: 13,463

South Korea

Survey Takers: 11,513

Malaysia

Survey Takers: 11,234



OTHER PROMINENT GEOGRAPHY



Russia

Survey Takers:	13,922
 Male:	85%
 Female:	15%
 Literate:	65%
 Employed:	80%



United Arab Emirates

Survey Takers:	8,434
 Male:	72%
 Female:	28%
 Literate:	65%
 Employed:	75%







Australia

Survey Takers:	179,714
 Male:	31%
 Female:	69%
 Literate:	80%
 Employed:	80%



Saudi Arabia

Survey Takers:	6,767
 Male:	53%
 Female:	57%
 Literate:	46%
 Employed:	56%

REST OF THE WORLD

	Survey Takers		
Morocco	5,408	Portugal	793
Ethiopia	3,642	Denmark	761
Ukraine	2,923	Serbia	757
Algeria	2,056	Norway	708
Tanzania	1,735	Qatar	679
Ecuador	1,476	Dominican R	673
Chile	1,452	Zimbabwe	588
Oman	1,394	Jordan	579
Ghana	1,390	Finland	562
Greece	1,270	Tunisia	523
Bulgaria	1,238	Taiwan	506
Switzerland	1,155	Uruguay	506
Czech Republic	1,124	Mauritius	456
Kuwait	957	Croatia	427
Israel	942	Costa Rica	417
		Bahrain	411



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