



Iran's First Probability-based Online Panel

Last Updated: May 2024

Iran's First Probability-based Online Panel

With over 50,000 active panelists from across Iran, [IranPoll](#) is the largest online panel provider for the Iranian population.

Key Features:

- Probability-based panel from across Iran
- Covering all major cities, regions, ethnic groups, and demographics
- More than a decade of experience in polling exclusively in Iran
- Capable of larger scale studies with sub-group analysis
- Coverage of key residential and business audiences
- A representative cross-section of Iranian households

In line with ESOMAR guidelines, the identities of all IranPoll's panelists 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, IranPoll can help you secure the right respondents for your unique project needs.

About IranPoll:

IranPoll is an independent full-service opinion research and consultancy company headquartered in Toronto, Canada, focusing exclusively on Iran. A registered trademark of People Analytics Inc., IranPoll relies on its vast survey capacity to conduct and collect polling data from Iran using various modes of data collection. Building on the in-depth local knowledge of its team of experts, IranPoll solely relies on methods that could be objectively verified and independently replicated.

OFAC License

United States Department of the Treasury has issued People Analytics Inc. a specific OFAC license authorizing it *"to engage in all transactions necessary to facilitate and pay for public opinion polling in Iran"*. The license also allows U.S. persons and entities to use our opinion research services with ease of mind.

Panel Membership Breakdown by Age and Gender

With over 50,000 active panelists from across Iran, IranPoll is by-far the largest online panel provider of the Iranian population.

The breakdown of panel membership by age and gender is presented below:

Age	Male	Female	Total
14-17	3,334	2,955	6,289
18-19	2,957	2,418	5,375
20-29	7,378	5,796	13,174
30-39	7,199	5,002	12,201
40-49	4,802	3,201	8,003
50-59	3,161	1,856	5,017
60+	559	287	846
	29,390	21,515	50,905

Panel Comparison with the Iranian Census

IranPoll's Online Panel includes members from all major Iranian cities, regions, ethnic groups, socio-economic classes, and demographic categories. The following tables compare IranPoll's online panel with the most recent census information:

	Census (+18)	IranPoll Panel		Census (+18)	IranPoll Panel
Gender			Ethnicity		
Male	51%	58%	Persian	61%	66%
Female	49%	42%	Azeri / Turk	16%	14%
Settlement			Kurd	10%	7%
Urban	73%	87%	Lur	6%	5%
Rural	27%	13%	Arab	2%	1%
Age			Baloch	2%	2%
18-25	21%	27%	Other	3%	5%
25-34	29%	28%	Employment Status		
35-44	19%	23%	Employed	39%	47%
45-54	14%	15%	Unemployed	6%	9%
55-64	8%	7%	Student	6%	14%
65+	8%	1%	Homemaker	35%	23%
Education			Other	14%	7%
Primary	34%	3%	Occupational Group		
Secondary	25%	30%	Managers	4%	9%
University / College	19%	62%	Specialists	9%	14%
Other	3%	4%	Technicians	6%	7%
No formal Education	19%	1%	Office Clerks	4%	8%
Household Size			Salespersons	11%	13%
1	3%	8%	Farming & Fishing	17%	5%
2	14%	19%	Factory workers	17%	10%
3	25%	30%	Unskilled Laborers	15%	8%
4	28%	24%	Other	17%	26%
5	16%	12%	Marital Status		
6	8%	3%	Married	70%	62%
7+	6%	4%	Not Married	30%	38%

Panel Targeting Capabilities

One of the advantages of having a large 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, IranPoll can deliver. Having hundreds of up-to-date profiling data points on its panel members, IranPoll 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	LEISURE & ENTERTAINMENT	FOOD & BEVERAGES
Gender	Frequency of Film Viewing	Beverage Consumption Habits
Age	Frequency of TV Viewing	Types of Beverages Consumed
Education	Film Genre	Diet vs Regular Soda Consumption
Marital Status	Music Type	Consumption of Organic Food
Size of Household	Sport Watched & Attended	Consumption of Frozen Food
Ethnicity	Sport Played	Consumption of Canned Food
Education	Video & Computer Games	Dairy Consumption Habits
Employment Status & Level	Mobile Phone Games	Snack Consumptions Habits
Employment Sector	Dining-Out Habits	Use & Types of Sauces Consumed
Household Income	Socialization Habits	Use & Types of Cereals Consumed
Religion & Religiosity		Eating Habits
Urban / Rural		
AUTOMOTIVE	POLITICS	TRAVEL
Personal Vehicle Ownership	Political Orientation	Travel Frequency
Personal Vehicle Type & Brand	Political Participation	Travel Destinations
Number of Drivers in Household	Party Preferences	Mode of Transportation
Likelihood of Future Purchase	Source of News	Travel Cost
Average kms or miles /month	View of Countries	Leisure vs. Business
Access to Business Vehicle	Views of Iranian Figures	Travel Activities
Type & Brand of Business Vehicle	Views of International Figures	Travel Planning
	Economic Orientation	
	Nationalism	

FINANCIAL	COMPUTER & INTERNET	PRODUCT USE & PURCHASES
Number of Bank Accounts	Frequency of Internet Usage	Furniture
Type of Bank Accounts	Internet Speed	Home Appliances
Methods of Bill Payments	Online Activities	Baby Products
Online Banking	Social Networking	Detergents
Type & Size of Current Loans	Computer Ownership & Brand	Personal Hygiene
Use of International Banks	Tablet Ownership & Brand	Dental Care
	Technology Adoption	Games & DVDs
HEALTH & FITNESS	MOBILE / CELLULAR PHONE	Clothing
Frequency & Type of Exercise	Smart Phone Ownership	Shoes
Gym Membership	Smart Phone Type	Home Electronics
Use & Type of Home Fitness Equipment	Data Services Type & Speed	Books & Magazines
Dieting	Average Monthly Data Usage	Office Products
Use & Type of Vitamin Supplements	Smart Phone Applications	Kitchen Products
Use & Type of Skin/ Hair Products		
Use & Type of Medicines Consumed	PET	
Current Ailments	Pet Ownership & Type	
Frequency & Type of Doctors Visited	Pet Related Expenditures	
Health Insurance Type & Coverage	Pet Related Purchases	
Out of Pocket Health Expenses	Time Spent with Pet	
Use & Type of Tabaco Products	Intention to Purchase a Pet	

Iran B2B Panel

IranPoll is the leading business-to-business (B2B) research service provider. Since its inception, IranPoll has connected its clients from various sectors to business executives and professionals from a wide range of industries in Iran. Our extensive profiling of our B2B panel members allows us to get the right insights from the right respondents in the shortest time possible.

Our B2B panel includes business decision-makers from across hundreds of industries and job titles, including C-suite executives, health care professionals, physicians, pharmacists, procurement managers, IT decision-makers, small business owners, professionals in IT, HR, finance, sales, retail, and more.

Our B2B industries:

Agriculture, Appliances and Home Furniture, Automotive and Related Industries, Building and Construction, Computer Software and Hardware, Distributor Services, Education, Electronics, Foods and Beverages, Healthcare and Medical Services, Hotel, Tourism Industry and Travel Agencies, Industrial Equipment, Insurance and Financial Services, IT and Internet Service Provider, Legal Services, Marketing and Advertisement Related Industries, Medical equipment and Devices, Office Equipment, Packaging Industries, Petroleum and Related Industries, Pharmaceuticals, Real Estate, Restaurants, and Transportation.

Business Size (employee):

- Under 20
- 20 – 50
- 51 – 100
- 100 – 500
- Over 500

Company Annual Revenue:

- Under 100k USD
- 100k – 199k USD
- 200k – 499k USD
- 500k – 1m USD
- 1m – 5m USD
- 6m – 10m USD
- Over 10m USD

Occupation Title:

- Company Owner
- Board Directors
- C-Level Executive
- Medium and Junior Managers
- Department Managers
- Specialist and Professionals
- Technicians

Panel Standards and Methodology

IranPoll's online panel respondents have been recruited from probability-based sources. Panelists are past Telephone (CATI) survey respondents who use the internet and have accepted to become a part of IranPoll's online panel.

IranPoll follows a strict recruitment and maintenance standard:

- All IranPoll panel 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 not allowed to join IranPoll's online panel.
- IranPoll 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, IranPoll 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, IranPoll 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.

IranPoll has adopted a series of measures to give confidence to its Iranian 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.

IRANPOLL®

— UNVEILING IRAN —

VOXNATIONS®

— Demystifying Complex Societies —

7191 Yonge St. Unit 707
Toronto, ON, L3T 0C4, Canada

☎ +1-84-IranPoll

Contact@IranPoll.com www.IranPoll.com

People Analytics Inc. registered in Canada No. 920410-5, DUNS No. 203384011, USPTO Trademark Reg. No. 5619465 and 7253582
NCAGE Code L0E66, UEI No. CSWDZ36DN4T4, United Nations UNGM No. 457689, US Treasury Dept. OFAC License No. IA-2015-320361-6

The content within this document is proprietary data and business confidential in nature. The use of any information contained in this document (i.e., the charts, graphs, tables, text, and diagrams) for any reason other than the direct work with People Analytics Inc. and its partners is strictly prohibited. Nothing in this document shall be disclosed without the consent of the company's principals and shall not be duplicated, used, or disclosed - in whole or in part - for any purpose other than to conduct business with People Analytics Inc. and its partners. All original content in this document is © People Analytics Inc.