

GK Critiques Services helps companies harness the power of first-party data to make informed, intelligent decisions

With a global reach and an unrivaled approach to quality, GK Critiques Services is the most trusted source for reliable, accurate human-sourced data.



GK Critique Services
Research is the creating new knowledge



Who is GK Critiques Services?

GK Critiques Services is the world's largest first-party data company for insights, activation

and measurement. With a reach that encompasses nearly 70 million consumers and business professionals globally, and an extensive library of individual profile attributes collected through surveys, GK Critiques Services is the cornerstone for precise,

trustworthy quality data. The company has built innovative data services and solutions around its robust first-party data offering to bring the voice of the customer to the entire marketing life cycle — from uncovering insights to activating campaigns and measuring cross-channel marketing ROI. GK Critiques Services

serves more than 6,000 market research, media and advertising agencies, publishers, consulting and investment firms, and corporate customers in North America, South America, Europe and Asia-Pacific.



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Powering your growth and transformation at each step of the marketing lifecycle

We help power your growth across the entire marketing journey with our solutions for insights, activation and measurement.

Harness the power of data by uncovering accurate insights and connecting data sources to activate new advertising campaigns and measure effectiveness of both cross-channel marketing ROI and long-term brand lift.



GK Critiques Services's Difference

GK Critiques Services has the largest depth, widest breadth, and highest-

quality first-party panel data in the world. We own and operate the largest panel comprising nearly 70 million consumers, B2B panellists and hard-to-reach audiences.

GK Critiques Services is known for having the highest-quality and most trusted panel of real and engaged people in the industry. Our fully-permissioned panellists are profiled with over 2,700 attributes and are sourced using unique methodologies, offering flexibility and bias controls for precise audience selection.

Panel data can be seamlessly connected to any CRM platform and other data sources to model and scale custom audiences for campaign activation.

Our flexible and scalable service models can be customized to suit your needs. We can work with you on a project basis or serve as your entire back-office fieldwork operation.





GK Critique Services

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NEARLY 70
MILLION

PEOPLE REACHED



2,700 +
PROFILE ATTRIBUTES

spanning specialty
and hard-to-reach
B2B audiences



UNPARALLELED DEPTH AND
BREADTH ACROSS SIX CONTINENTS

4 *Billion*
INSIGHTS
UNCOVERED
ANNUALLY



Extensive survey testing and
data verification attributes for

99% **ERROR-FREE
PROJECT DELIVERY**

— 100+ MILLION —

survey completes annually

GLOBAL REACH:

6000 +
CUSTOMERS IN 90 COUNTRIES
across all major industries

45 + **years of**
INNOVATION

1 MOST
INNOVATIVE
SUPPLIER

1 DATA &
ANALYTICS
PROVIDER

1 FIELD
SERVICE
PROVIDER

2022
Business & Innovation
GRIT Report

GK Critiques Services's World- Class Panel Data





EMEA | 16M

AUSTRIA	FINLAND	IRELAND	PORTUGAL	SWEDEN
BELGIUM	FRANCE	LY	ROMANIA	SWITZERLAND
BULGARIA	GERMANY	NETHERLANDS	SLOVAKIA	TURKEY UAE
CZECH REPUBLIC	GREECE	NORWAY	SOUTH AFRICA	UNITED KINGDOM
DENMARK	HUNGARY	POLAND	SPAIN	



THE AMERICAS | 30M+

NORTH
UNITED
STATES
CANADA
MEXICO

SOUTH
ARGENTINA
BRAZIL
COLOMBIA
CHILE

APAC | 22M

AUSTRALIA	INDONESIA	PHILIPPINES	THAILAND
CHINA	JAPAN	SOUTH KOREA	VIETNAM
HONG KONG	MALAYSIA	SINGAPORE	
INDIA	NEW ZEALAND	TAIWAN	

Global Footprint

GK Critiques Services is uniquely positioned to deliver the most diverse B2B and B2C online sample globally for maximum feasibility, sustainability, representativeness and consistency.

Our extensive reach lets us connect you to consumer, business, specialty or hard-to-reach audiences in almost every country around the world quickly and efficiently. Connect with your [GK Critiques Services sales team](#) to find out more about our global capabilities.

Recruitment

GK Critiques Services has a variety of sample sources to meet your unique project requirements. Each of our recruitment channels delivers a different population, thus our panels provide diversity, representativeness and enables you to target hard-to-reach population segments.



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Source Name	Recruitment	Rewards	Strengths
Loyalty Panels	By invitation to loyalty program members in travel, entertainment, media and retail.	Points or miles relevant to the program source.	More affluent, high quality, pre-validated individuals with known characteristics.
Organic, Open Enrollment & Partnerships	Online and mobile channels: websites, social media influencers and apps.	Reward points to redeem for cash, prizes and gift cards.	Younger, less affluent, more ethnically diverse.
Respondent Exchange Network	Broad range of websites, including schools and communities. Member logging into communities with valid username and password invited to participate.	Reward points to redeem for cash, prizes and gift cards.	Engage people who might not otherwise take part. Younger audiences. More frequent internet users.



Hard-to-Source Panel Data

The Standard for B2B Data

Largest and deepest global reach offering more than 3 million professionals with an average of 15 attributes per member

Broadest selection of business professionals across hundreds of B2B roles

Robust and proven recruitment practices across loyalty, open and integrated channels

Healthcare

Comprehensive patient panel offering 9M patients in 40 markets, across 300 ailments with over 2,000 studies per year

Concentrated healthcare B2B panel with more than 2.5 million allied health professionals and other healthcare business decision-makers globally

Rich Healthcare Professionals Panel containing 200,000 across the U.S., Canada, France, Germany, Italy, Spain and the U.K., access to over 1M globally through partner program

Diversity, Equity & Inclusion

Panel recruitment using messaging and rewards to encourage maximum diversity among participants and a 3-channel strategy to ensure access to respondents who are underrepresented when only using one approach

Broad-scale panelist data library includes items such as race, gender, sexual orientation and disability

Accommodations in the survey-taking process to ensure optimal engagement among diverse populations



Selected Profile Attributes

With an extensive library of detailed business and consumer profile attributes collected directly from individuals through survey data, you can benefit from a trustworthy data resource that is designed and actively managed to deliver a variety of advantages, including precise audience selection, reliability, and superior feasibility.

BUSINESS

Basic Attributes

- Business Type Industry Segment
- Annual Revenue Number of Employees
- at All Locations Number of Employees
- at Local Location
-

Business Professional

- Title Occupation
- Functional Role Purchase
- Decision Makers Primary
- Role Human Resources
- Role
-

Expanded Business Variables by Industry

- Business Services Computer
- Hardware Computer Software
- Consulting Consumer Products
- Consumer Services
- Entertainment / Sports Energy
- & Utilities / Oil & Gas Food /
- Beverages / Restaurant Media
- / Publishing Non-Profit Retail
- Telecommunications
- Equipment Travel / Hospitality
- / Leisure

Legal Services

- Legal
- Occupation
- Legal Role

Real Estate

- Type of Business
- Primary Real Estate Role

Banking / Financial Services / Insurance

- Type of Business
- Primary Role

Transport & Logistics

- Type of Business
- Professional Driver Work Type

Education

- Educator Role
- Educator - Education Level Type
- Educator - Educational Institute

Government / Military

- Law Enforcement / Emergency
- Service Types
- Military Branch of Part-Time Service
- Military Branch Served
- National Guard Service Branch
- Military Service Status
- Government Level of Employment

Business Owner

- Type of Business Owned / Operated
- Type of Personal Service

Healthcare

- Healthcare / Medical Professionals
- Nursing Physician Primary
- Specialty

ITDM / IT Roles

- Type of IT Professional Developer Roles
- Primary IT Functions/Responsibility Roles
- in Various IT Areas Including: - PCs, Tablets, or Client Devices - Mobile
- Technology/Applications - Servers - Data Center - Cloud Computing - Network/Data
- Technology - Voice Technology - Business Applications & Process Software - Business Intelligence, Big Data, Analytics -
- Virtualisation Software - Unified Communications

Panel Demographics By Country

AMER



ARGENTINA



54%



Secondary Education or below

26%

University, Professional or Vocational Certification

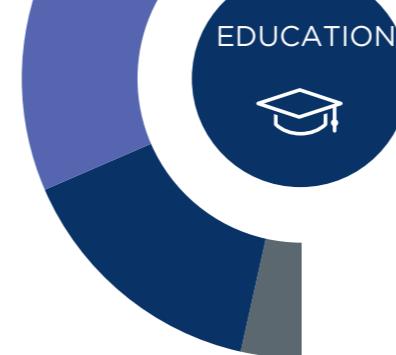
38%

University Degree

30%

Postgraduate, Doctorate or above

7%



45% <150 K (ARS)

20% 150 - 500 K

16% 500 - 900K

19% >900K



BRAZIL



45%



Secondary Education or below

37%

University, Professional or Vocational Certification

20%

University Degree

28%

Postgraduate, Doctorate or above

16%



69% <85K (BRL)

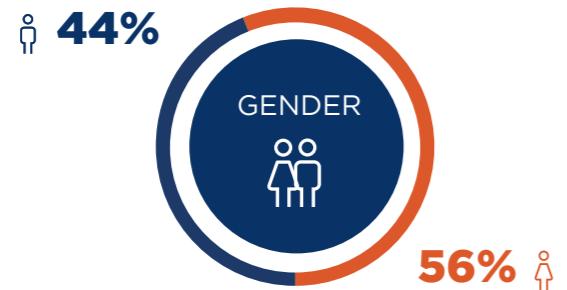
26% 85 - 450K

3% 450K - 1.75M

3% >1.75M



CANADA



Secondary Education or below

University, Professional or Vocational Certification

University Degree

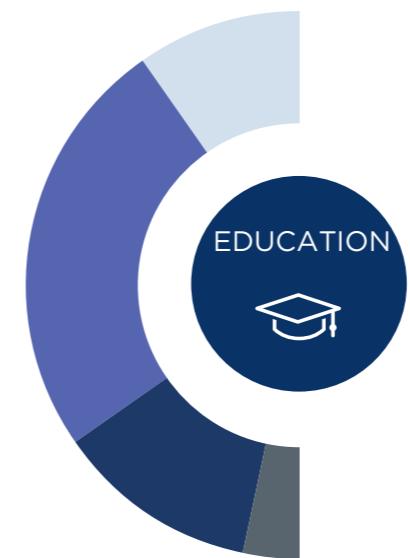
Postgraduate, Doctorate or above

7%

50%

24%

19%



73% <100 K (CAD)

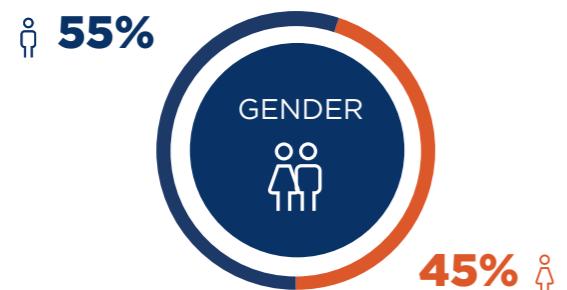
24% 150 - 250K

2% 250K - 1M

0.5% >1M



CHILE



Secondary Education or below

University, Professional or Vocational Certification

University Degree

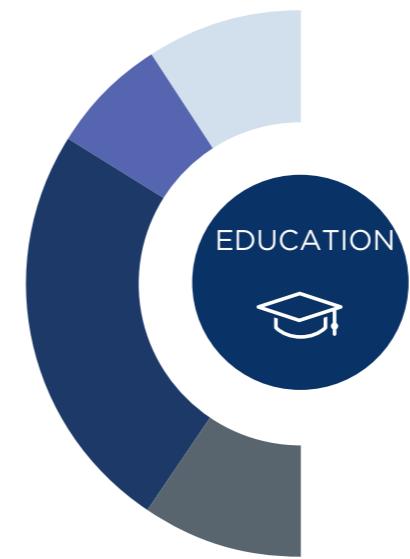
Postgraduate, Doctorate or above

18%

14%

49%

19%



53% <9 M (CLP)

25% 9 - 18M

17% 18 - 36M

5% >36M



COLOMBIA



49% ♂



GENDER



51% ♀

Secondary Education or below

27%

University, Professional or Vocational Certification

18%

University Degree

44%

Postgraduate, Doctorate or above

12%



EDUCATION



INCOME



42%

<3.6M (COP)

23%

3.6 - 14.82M

27%

14.82 - 60M

8%

>60M



AGE



18 - 24

23%

25 - 34

33%

35 - 44

24%

45 - 54

13%

55 - 64

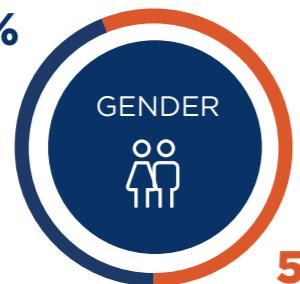
6%

1

MEXICO



44% ♂



GENDER



56% ♀

Secondary Education or below

14%

University, Professional or Vocational Certification

30%

University Degree

45%

Postgraduate, Doctorate or above

11%



EDUCATION



INCOME



28%

<50 K (MXN)

30%

50 - 150K

30%

150 - 500K

11%

>500K



AGE



18 - 24

24%

25 - 34

34%

35 - 44

24%

45 - 54

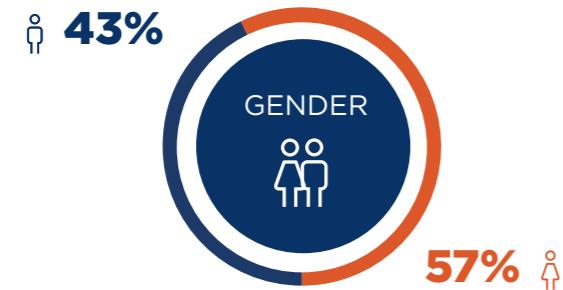
12%

55 - 64

4%

1

UNITED STATES OF AMERICA



Secondary
Education or below

University, Professional
or Vocational Certification

University
Degree

Postgraduate,
Doctorate or above

21%

33%

24%

21%



41% <50 K (USD)

46% 50 - 150K

11% 150 - 500K

2% >500K



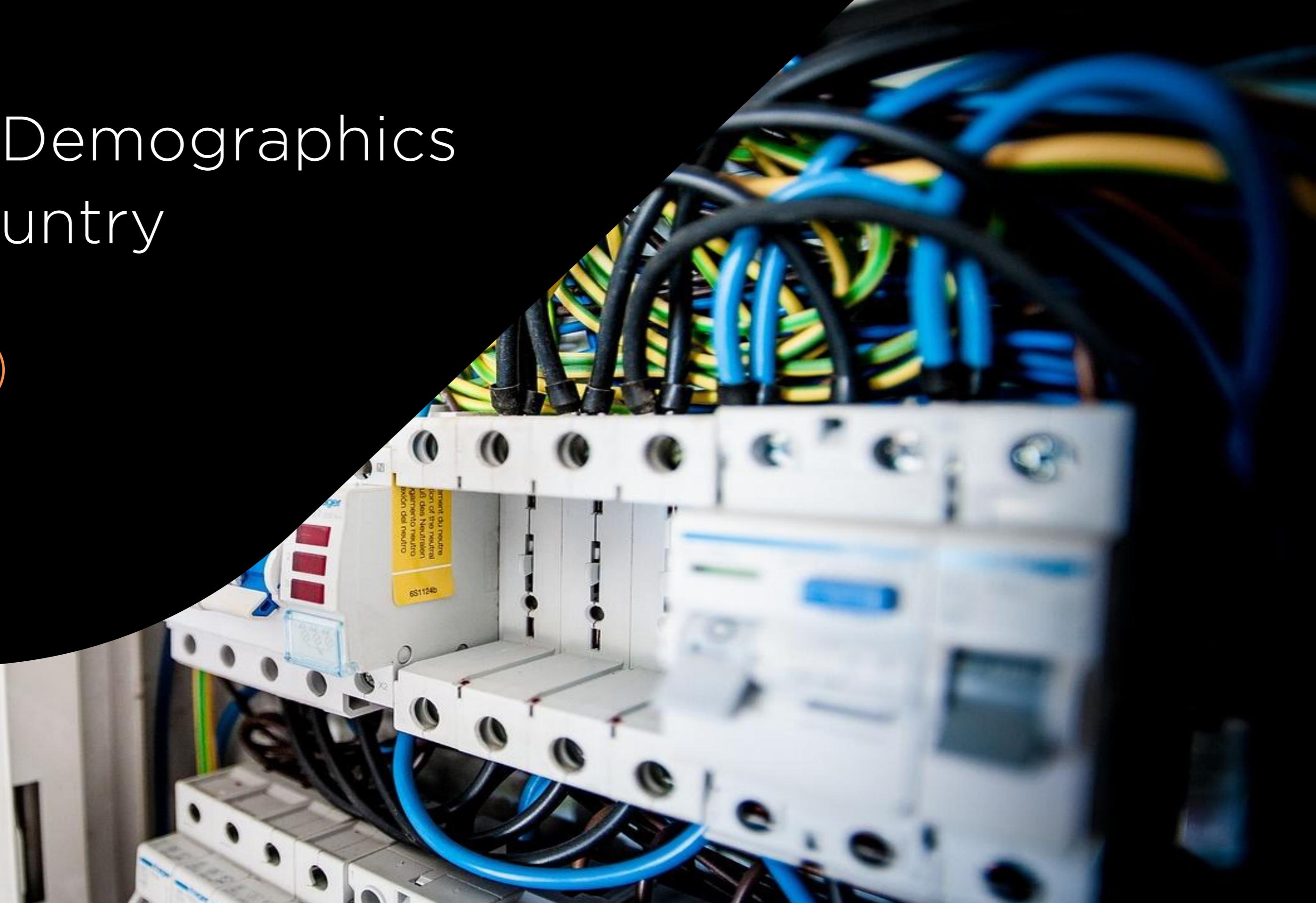
GK Critique Services

- Research is the creating new knowledge

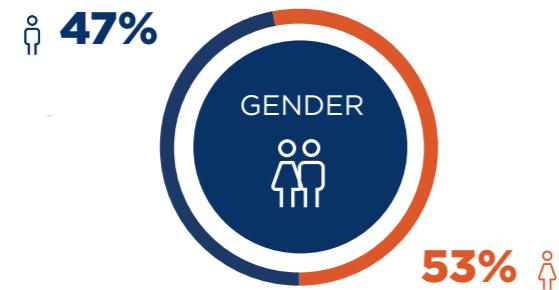
Panel Demographics

By Country

EMEA



AUSTRIA



Secondary Education or below

University, Professional or Vocational Certification

University Degree

Postgraduate, Doctorate or above

39%

41%

8%

12%

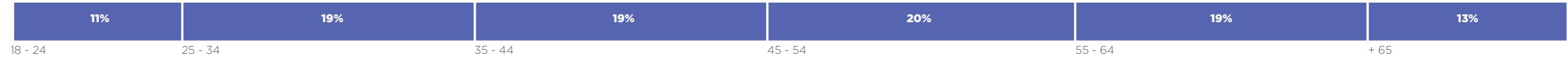


53% <60 K (EUR)

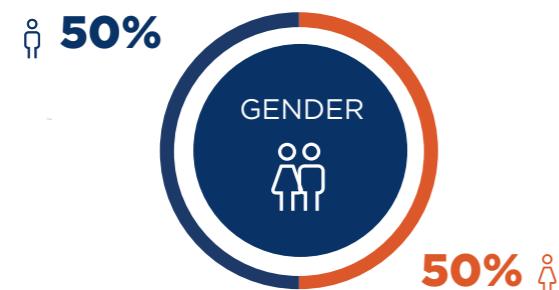
39% 60 - 120K

6% 120 - 200K

1% >200K



BELGIUM



Secondary Education or below

University, Professional or Vocational Certification

University Degree

Postgraduate, Doctorate or above

44%

25%

19%

12%



77% <60 K (EUR)

17% 60 - 120K

3% 120 - 200K

3% >200K



BULGARIA



♂ **43%**



Secondary Education or below

University, Professional or Vocational Certification

University Degree

Postgraduate, Doctorate or above

22%

20%

30%

28%



78%

15%

6%

1%

<6 K (BGN)

6 - 18K

18 - 48K

>48K



CZECH REPUBLIC



♀ **41%**



Secondary Education or below

University, Professional or Vocational Certification

University Degree

Postgraduate, Doctorate or above

70%

8%

19%

2%



45%

38%

13%

4%

<360 K (CZK)

360 - 720K

720K - 1.08M

>1.08M



DENMARK



Secondary Education or below

University, Professional or Vocational Certification

University Degree

Postgraduate, Doctorate or above

55%

12%

15%

18%



58%

30%

9%

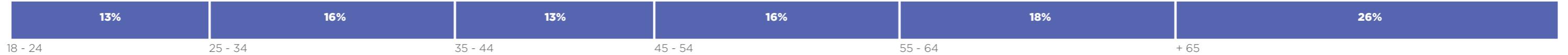
4%

<440K (DKK)

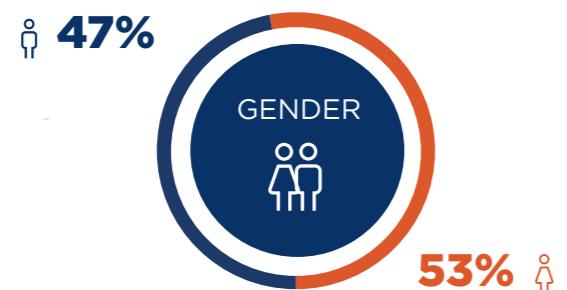
440 - 880K

880K - 1.5M

>1.5M



FINLAND



Secondary Education or below

University, Professional or Vocational Certification

University Degree

Postgraduate, Doctorate or above

25%

43%

17%

15%



54%

41%

3%

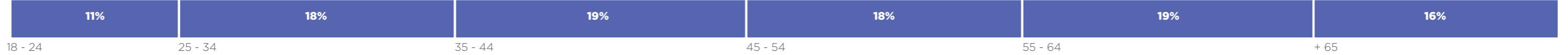
2%

<40K (EUR)

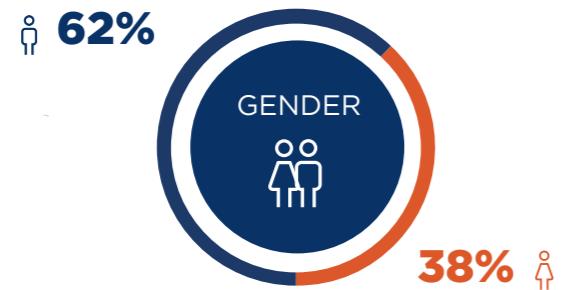
40 - 120K

120 - 400K

>400K



FRANCE



Secondary Education or below

42%

University, Professional or Vocational Certification

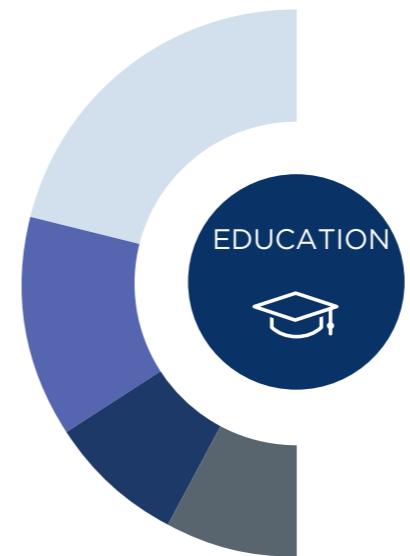
26%

University Degree

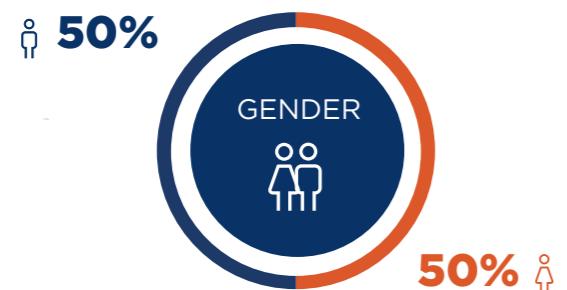
16%

Postgraduate, Doctorate or above

16%



GERMANY



Secondary Education or below

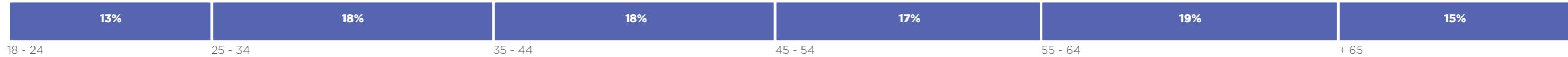
32%

University, Professional or Vocational Certification

44%

University Degree

24%



GREECE



Secondary Education or below

University, Professional or Vocational Certification

University Degree

Postgraduate, Doctorate or above

29%

25%

31%

15%



73%

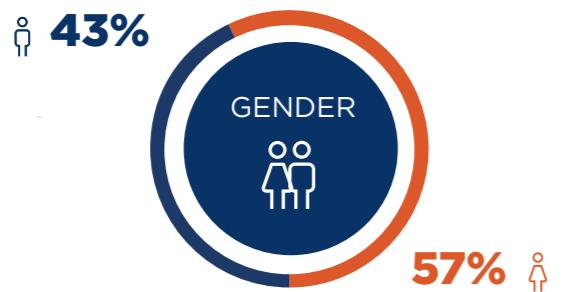
26%

1%

0.2% >150K



HUNGARY



Secondary Education or below

University, Professional or Vocational Certification

University Degree

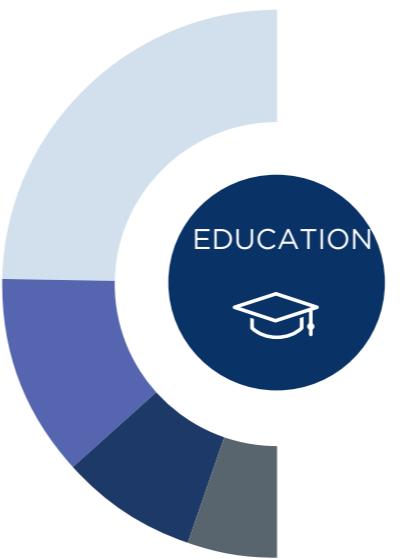
Postgraduate, Doctorate or above

49%

24%

16%

11%



41% <900K (HUF)

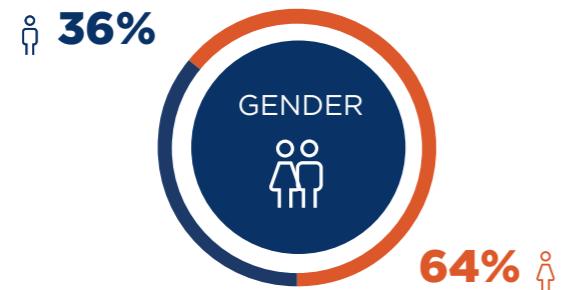
29% 900 - 3.5M

13% 3.5 - 4.5K

16% >4.5K



IRELAND



Secondary Education or below

University, Professional or Vocational Certification

University Degree

Postgraduate, Doctorate or above

22%

31%

29%

18%



71%

21%

7%

1%

<60K (EUR)

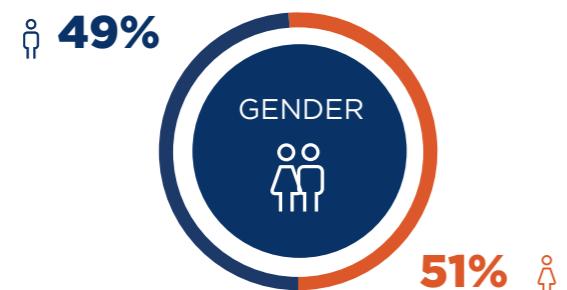
60 - 100K

100 - 300K

>300K



ITALY



Secondary Education or below

University, Professional or Vocational Certification

University Degree

Postgraduate, Doctorate or above

51%

16%

11%

21%



84%

11%

4%

2%

<60K (EUR)

60 - 100K

100 - 300K

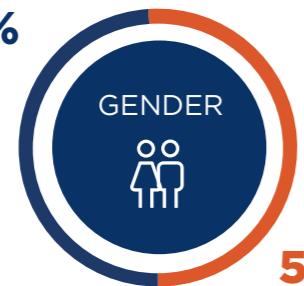
>300K



NETHERLANDS



♂ **49%**



Secondary Education or below

34%

University, Professional or Vocational Certification

49%

University Degree

7%

Postgraduate, Doctorate or above

10%



76%

17%

5%

2%

<60K (EUR)

60 - 100K

100 - 300K

>300K



NORWAY



♀ **52%**



Secondary Education or below

36%

University, Professional or Vocational Certification

26%

University Degree

29%

Postgraduate, Doctorate or above

9%



37%

42%

18%

3%

<400K (NOK)

400 - 800K

800 - 1.5M

>1.5M



POLAND



Secondary Education or below

University, Professional or Vocational Certification

University Degree

Postgraduate, Doctorate or above

46%

12%

15%

28%



53%

18%

15%

14%

<60K (PLN)

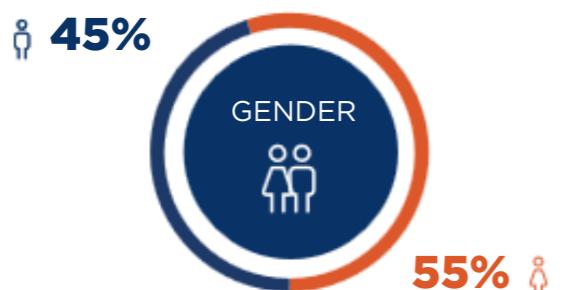
60 - 80K

80 - 100K

>100K



PORTUGAL



Secondary Education or below

University, Professional or Vocational Certification

University Degree

Postgraduate, Doctorate or above

44%

15%

29%

13%



86%

11%

2%

1%

<40K (EUR)

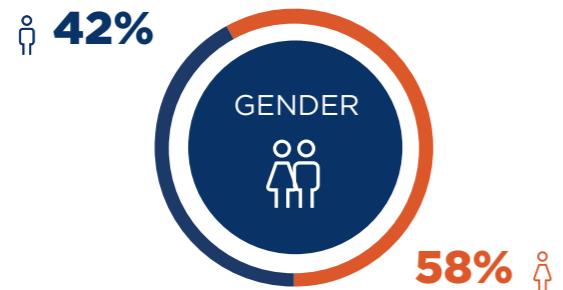
40 - 70K

70 - 100K

>100K



ROMANI



Primary Education or below

2%

Secondary Education or above

33%

Higher Education and Bachelor Degree

48%

Masters Degree, Doctoral or above

17%



41% <24K (RON)

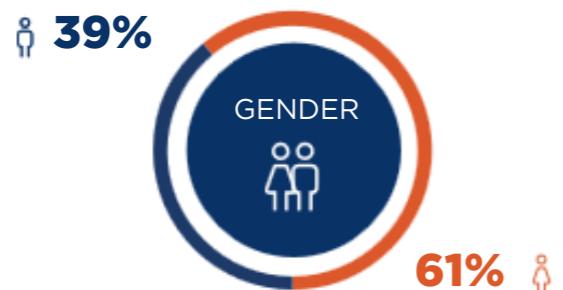
24% 24 - 48K

24% 48 - 90K

11% >90K



SLOVAKIA



Primary Education or below

4%

Secondary Education or above

63%

University [BA & MA]

31%

Doctorate or above

2%



32% <10K (EUR)

23% 10 - 14K

22% 15 - 22K

23% >22K



SOUTH AFRICA



Secondary Education or below

33%

University, Professional or Vocational Certification

29%

University Degree

26%

Postgraduate, Doctorate or above

12%



38%

<30K (ZAR)

13%

30 - 80K

29%

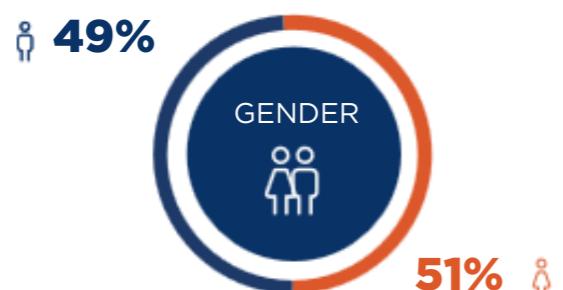
80 - 250K

21%

>250K



SPAIN



Secondary Education or below

19%

University, Professional or Vocational Certification

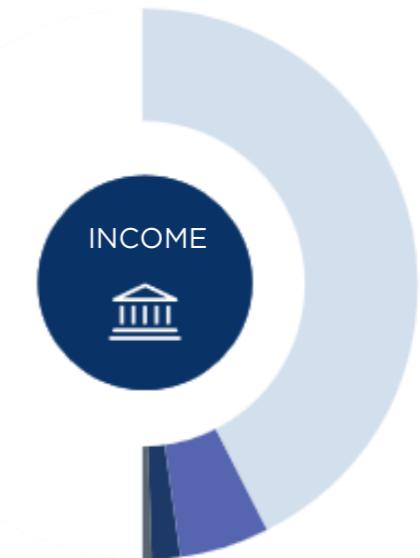
32%

University Degree

32%

Postgraduate, Doctorate or above

17%



85%

<60K (EUR)

11%

60 - 100K

3%

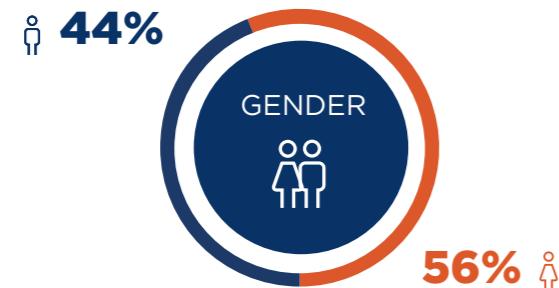
100 - 300K

1%

>300K



SWEDEN



Secondary Education or below

University, Professional or Vocational Certification

University Degree

Postgraduate, Doctorate or above

39%

20%

27%

14%



57%

34%

4%

5%

<500K (SEK)

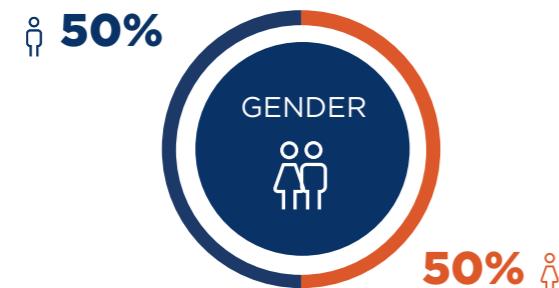
500 - 900K

900 - 1M

>1M



SWITZERLAND



Secondary Education or below

University, Professional or Vocational Certification

University Degree

Postgraduate, Doctorate or above

26%

46%

12%

16%



57%

32%

6%

5%

<80K (CHF)

80 - 140K

140 - 180K

>180K



TURKEY



Secondary Education or below

University, Professional or Vocational Certification

University Degree

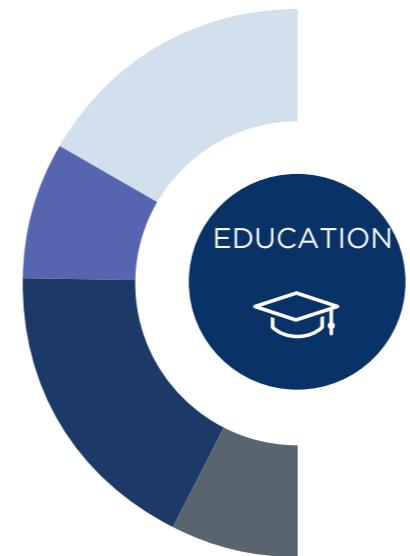
Postgraduate, Doctorate or above

33%

16%

36%

15%



50% <50K (TRY)

19% 50 - 100K

20% 100 - 200K

11% >200K



UNITED ARAB EMIRATES



Secondary Education or below

University, Professional or Vocational Certification

University Degree

Postgraduate, Doctorate or above

17%

15%

34%

34%



35% <180K (AED)

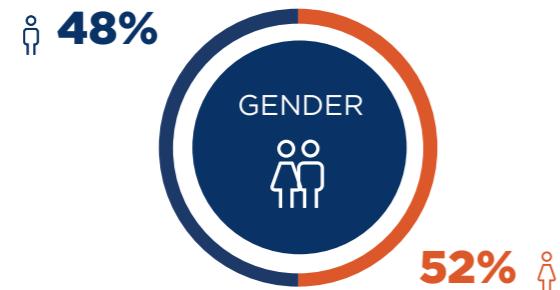
17% 180 - 420K

13% 420 - 600K

35% >600K



UNITED KINGDOM



Secondary
Education or below

37%

University, Professional
or Vocational Certification

23%

University
Degree

24%

Postgraduate,
Doctorate or above

16%



Panel Demographics By Country

APAC



AUSTRALIA

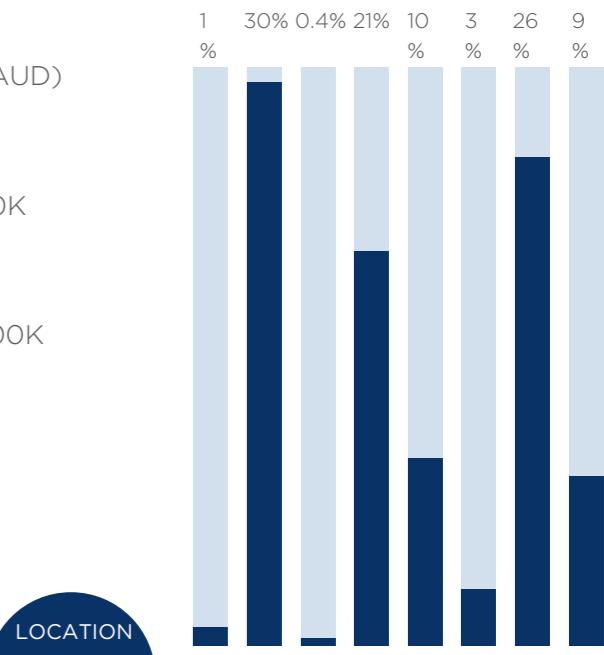


Secondary Education or below
University, Professional or Vocational Certification
University Degree
Postgraduate, Doctorate or above

32%
36%
19%
13%



50%
25%
21%
4%



CHINA



China's location city tiers are based on the average of GDP, Admin-level and Population*

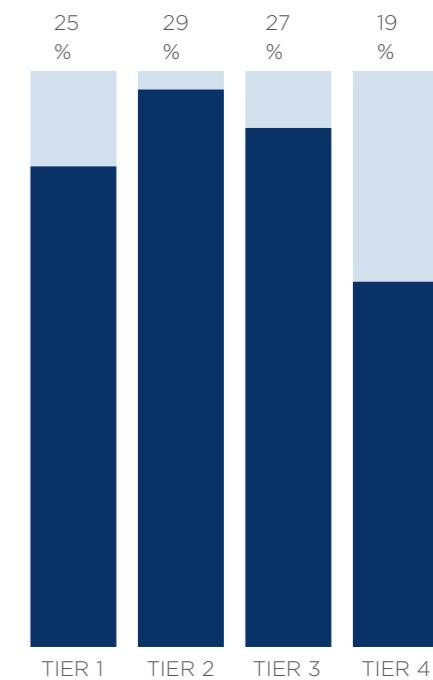


Secondary Education or below
University, Professional or Vocational Certification
University Degree
Postgraduate, Doctorate or above

9%
14%
69%
8%



31%
23%
33%
14%



HONG KONG



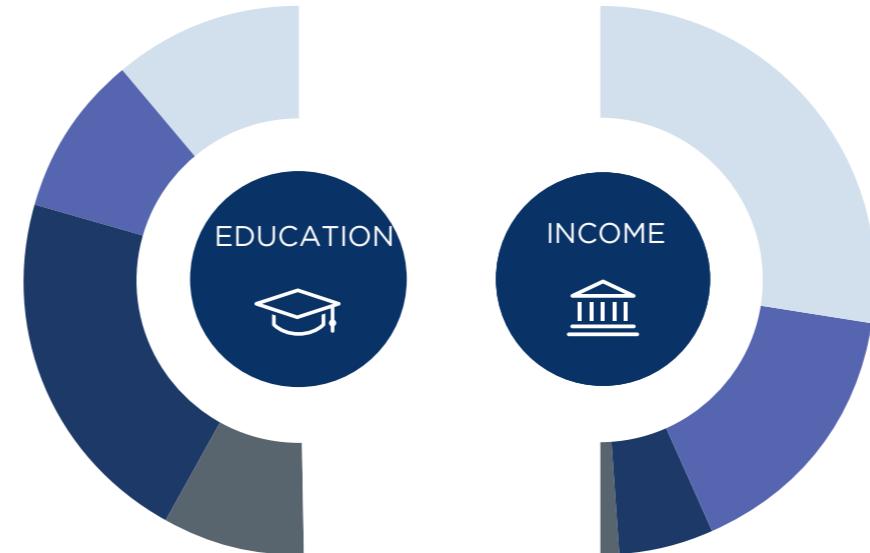
Secondary Education or below
University, Professional or Vocational Certification
University Degree
Postgraduate, Doctorate or above

22%

19%

43%

17%

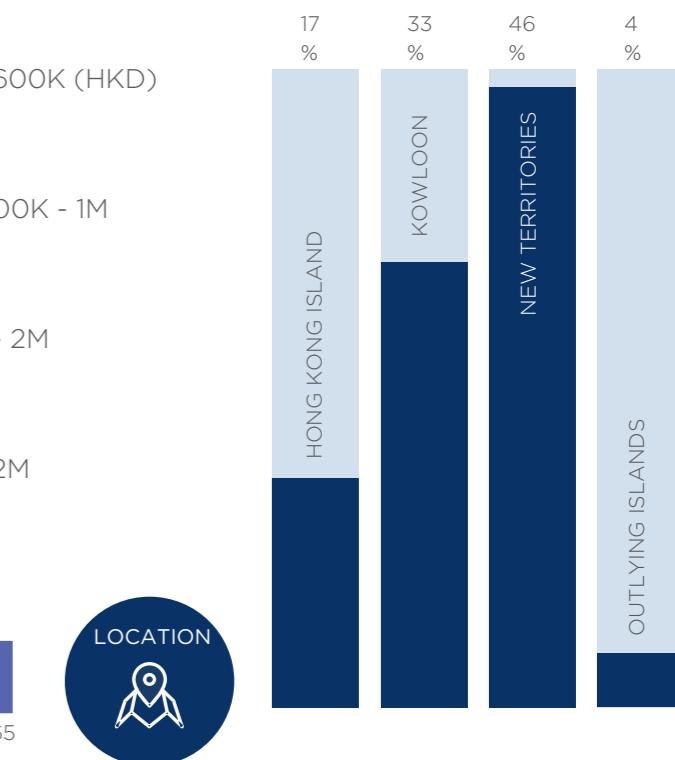


55%

32%

11%

2%



INDIA



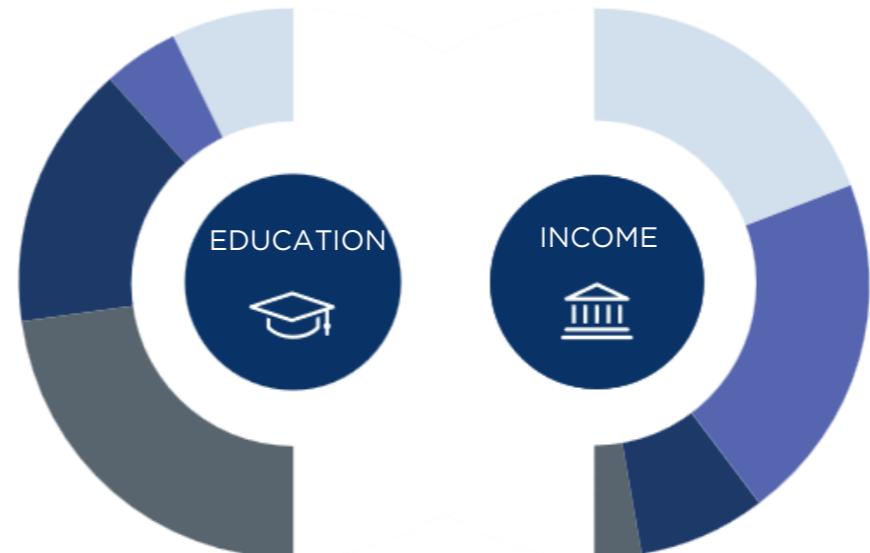
Secondary Education or below
University, Professional or Vocational Certification
University Degree
Postgraduate, Doctorate or above

14%

9%

31%

46%

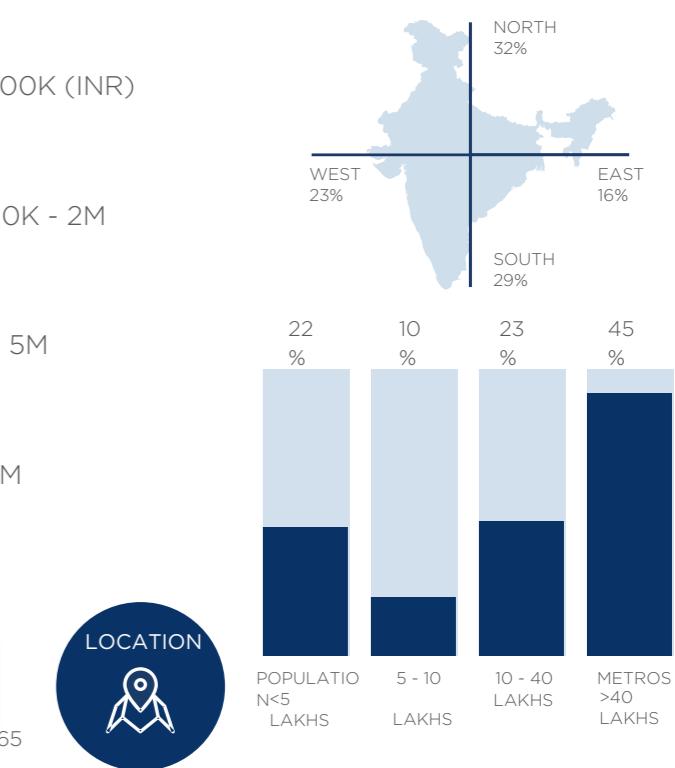


38%

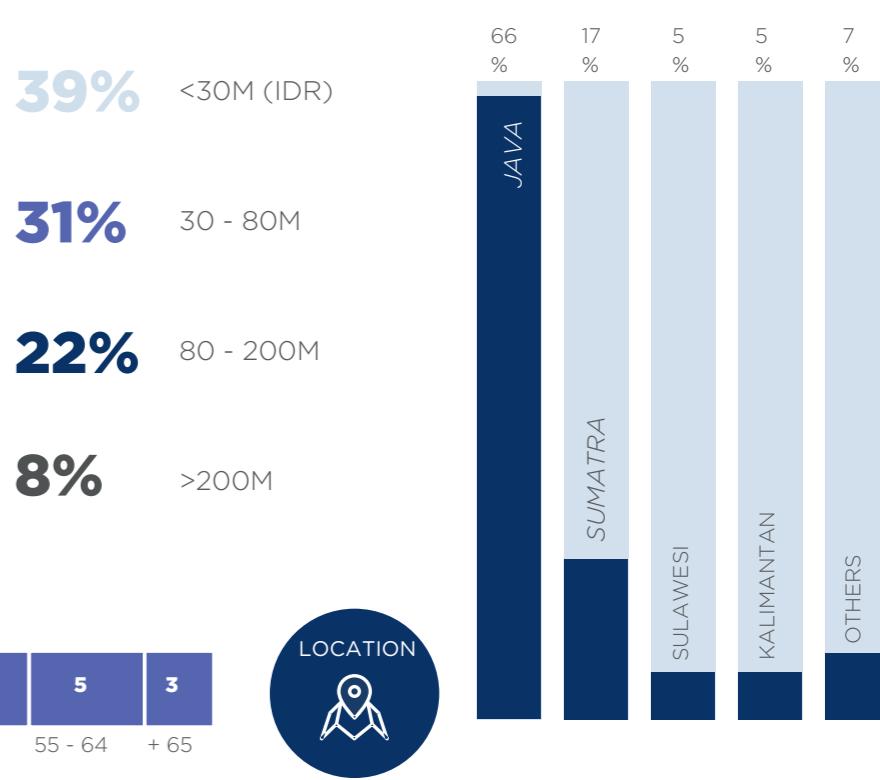
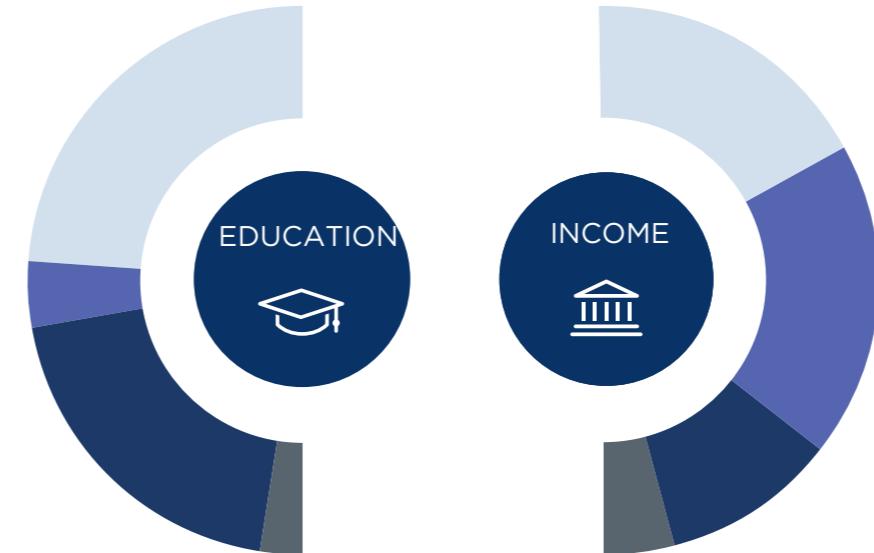
41%

15%

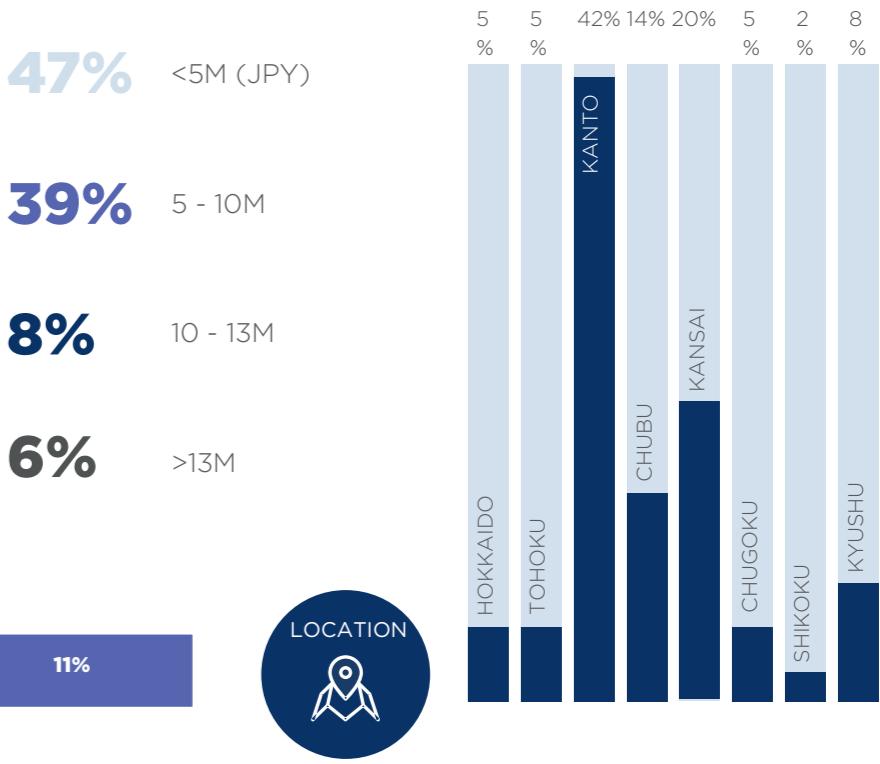
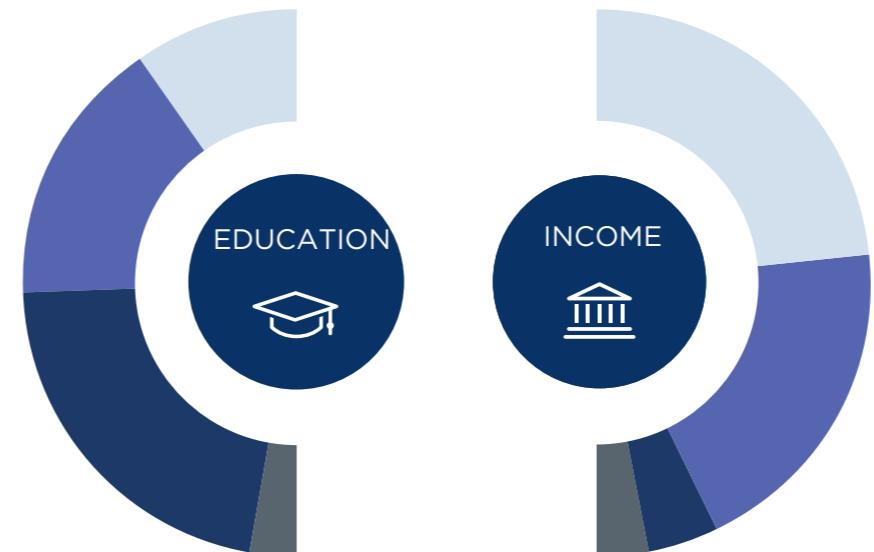
5%



INDONESIA



JAPAN



MALAYSIA

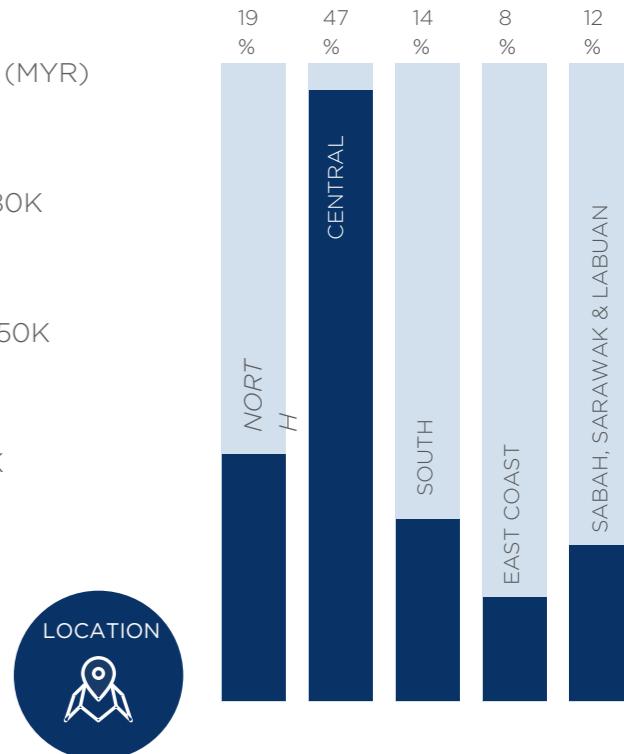


Secondary Education or below
University, Professional or Vocational Certification
University Degree
Postgraduate, Doctorate or above

21%
22%
43%
14%



45%
29%
20%
6%



NEW ZEALAND

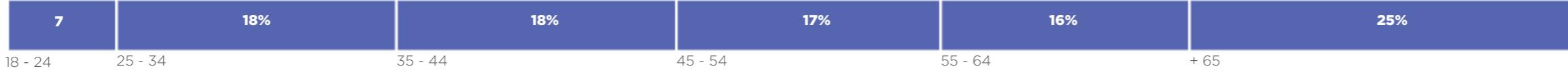
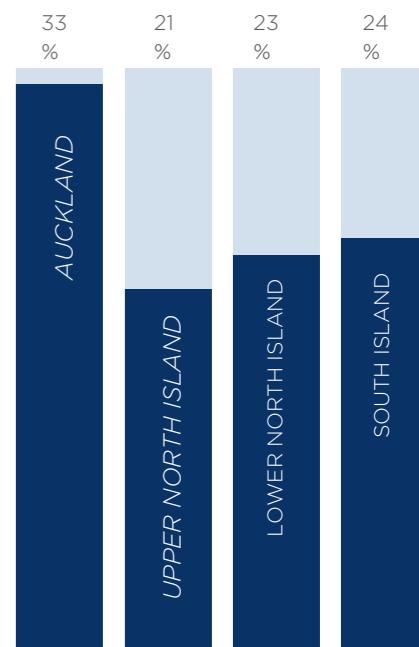


Secondary Education or below
University, Professional or Vocational Certification
University Degree
Postgraduate, Doctorate or above

33%
30%
21%
16%



30%
33%
13%
24%

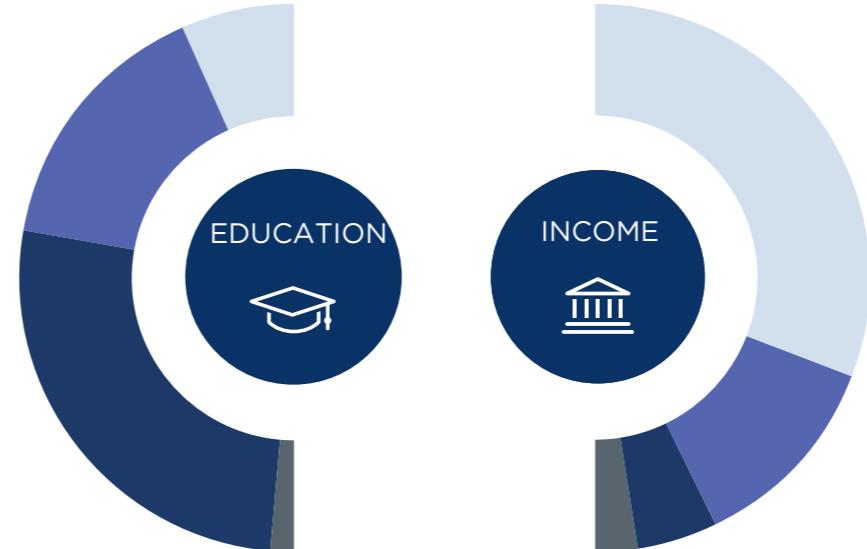


PHILIPPINES



Secondary Education or below
University, Professional or Vocational Certification
University Degree
Postgraduate, Doctorate or above

13%
31%
53%
3%



62%
24%
9%
5%

<250K (PHP)
250 - 600K
600K - 1M
>1M

NATIONAL CAPITAL REGION 33%
CALABARZON 19%
CENTRAL LUZON 11%
CENTRAL VISAYAS 9%
DAVAO REGION 5%
OTHERS 22%



30%
36%
23%
8
3
0.4



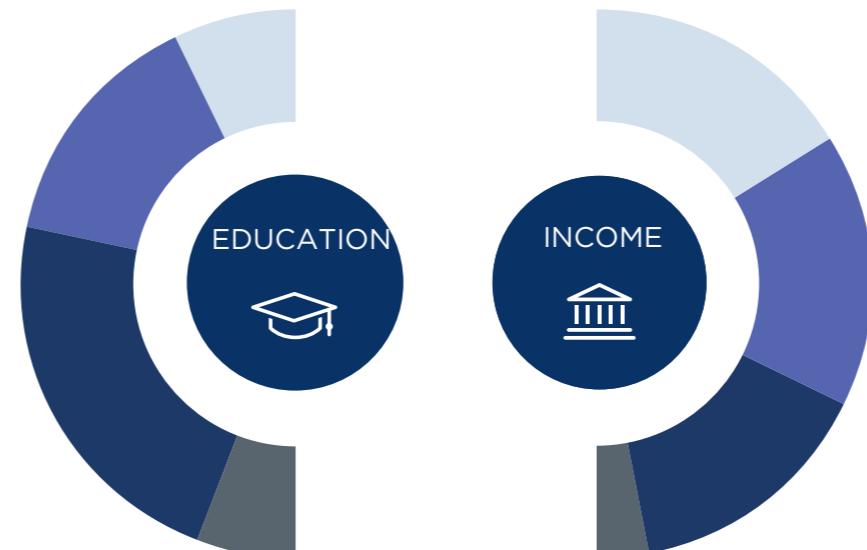
<55K (SGD)
55 - 100K
100 - 200K
>200K

SINGAPORE



Secondary Education or below
University, Professional or Vocational Certification
University Degree
Postgraduate, Doctorate or above

14%
29%
45%
12%



32%
32%
29%
6%

<55K (SGD)
55 - 100K
100 - 200K
>200K

7%
21%
24%
41%
7%

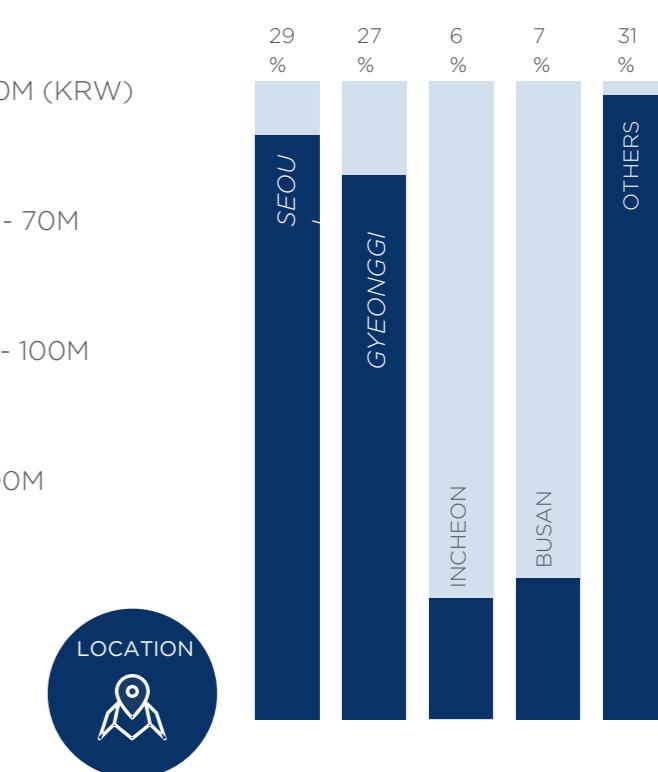
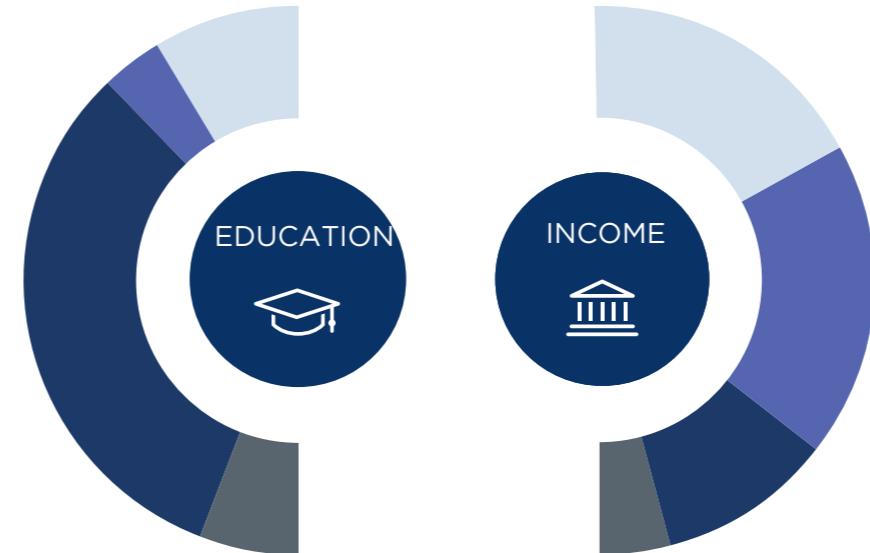


9%
24%
30%
21%
12%
4%

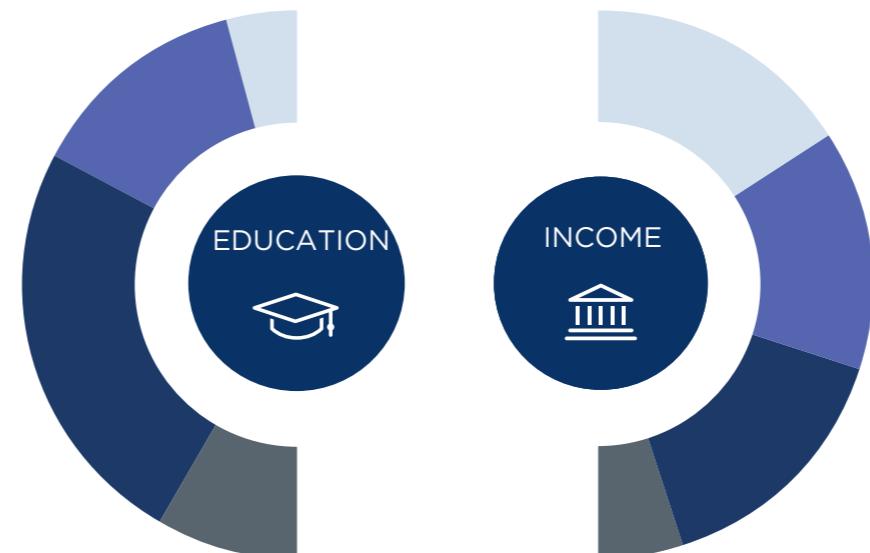


SOUTH EAST
NORTH WEST
NORTH EAST
NORTH WEST
SOUTH WEST
CENTRAL

SOUTH KOREA



TAIWAN

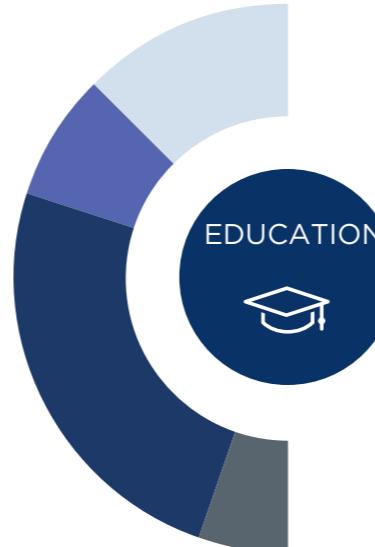


THAILAND

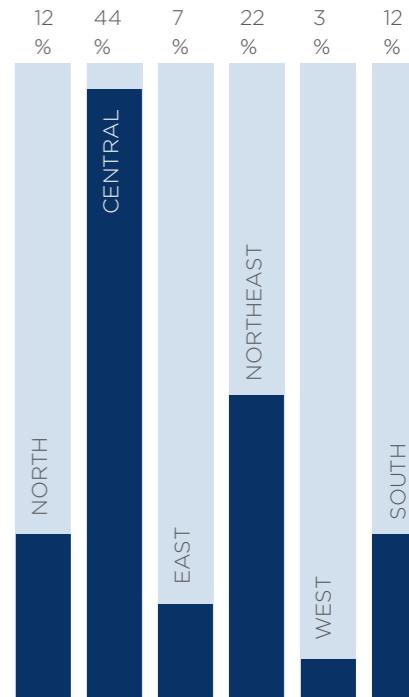


Secondary Education or below
University, Professional or Vocational Certification
University Degree
Postgraduate, Doctorate or above

25%
15%
49%
11%



35%
35%
24%
6%



VIETNAM

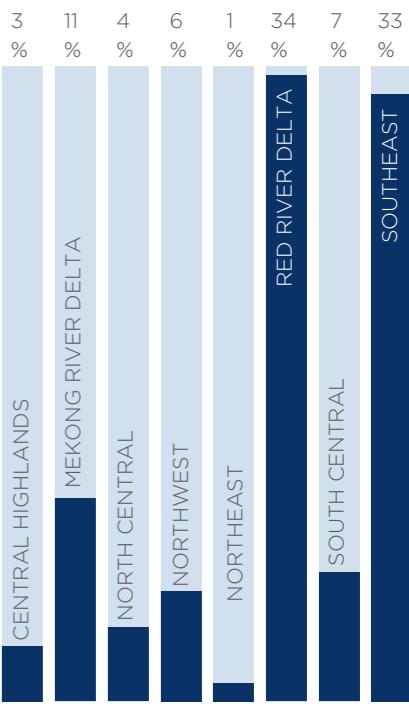


Secondary Education or below
University, Professional or Vocational Certification
University Degree
Postgraduate, Doctorate or above

8%
12%
74%
6%



36%
22%
9%
32%



About GK Critiques Services

GK Critiques Services is the world's largest first-party data company for insights, activation and measurement. With a reach that encompasses nearly 70 million consumers and business professionals globally, and an extensive library of individual profile attributes collected through surveys, GK Critiques Services is the cornerstone for precise, trustworthy quality data. The company has built innovative data services and solutions around its robust first-party data offering to bring the voice of the customer to the entire marketing lifecycle — from uncovering insights to activating campaigns and measuring cross-channel marketing ROI. GK Critiques Services serves more than 6,000 market research, media and advertising agencies, publishers, consulting and investment

firms, and corporate customers in North America, South America, Europe and Asia-Pacific. Learn more at www.gkcritiques.com.

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gkcritiques.com