PEOPLE ANALYTICS INC.

— Demystifying Complex Societies —

Afghanistan Online Panel Book

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www.PeopleAnalytics.ca

Afghanistan Online Panel

With over 7,500 active panelists from across Afghanistan, People Analytics Inc. is the largest online panel provider for the Afghan population.

Key Features:

- Panel members from across Afghanistan
- Covering all major cities, regions, ethnic groups, and demographics
- 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 People Analytics' panelists have been independently validated and panelists are prevented from completing the same survey more than once.

Considering that all of panelists have been previously profiled based on their demographic characteristics, place of residence, and topics of interest, People Analytics 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 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.

Afghanistan Panel Membership Breakdown

People Analytics' Afghanistan Online Panel includes members from all major cities, regions, ethnic groups, socio-economic class, and demographic categories of Afghanistan. The following table illustrates the breakdown of our Afghanistan online panel:

	Afghan Panel		Afghan Panel
Gender		**Ethnicity**	
Male	78%	Pashtun	52%
Female	22%	Tajik	31%
Settlement		Hazara	7%
Urban	72%	Uzbek	5%
Rural	28%	Turkmen	1%
Age		Other	4%
Under 25	46%	**Education**	
25-54	49%	Less than secondary	73%
55+	5%	Secondary and above	27%
Marital Status		**Employment Status**	
Married	82%	Employed	31%
Not married	18%	Not employed	69%

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, People Analytics can deliver. Having tens of up-to-date profiling data-points on its panel members, People Analytics lets its clients reach their target audience in the most efficient and accurate way possible.

Some of our panel profiling attributes are:

GENERAL	POLITICS	OTHER
Gender	Political orientation	Frequency of Internet usage
Age	Political participation	Online Activities
Education	Views on foreign intervention	Social Networking
Marital status	Views on foreign aid	Computer ownership & brand
Size of household	Views on int'l organizations	Smartphone ownership
Ethnicity	Source of news and information	Smartphone type
Education	Views on Afghan figures	Smartphone applications
Employment status & level	Views on international figures	Technology adoption
Household income	Views on political Islam	Home appliances in use
Religion & religiosity	Economic orientation	Household economic standing
Urban / Rural	Nationalism	Access to utilities

Panel Standards and Methodology

People Analytics' online panel respondents have been recruited from a wide variety of diverse online and offline sources using the following standards:

- All People Analytics 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 prevented from ever joining People Analytics' online panels.
- People Analytics also monitors the panel for fraudulent activities and permanently removes offending panelists.
- No individual can partake in People Analytics or any of its client's online surveys without being electronically authenticated first.

In line with ESOMAR standards, People Analytics prevents users from taking each survey more than once.

Data Protection and Privacy

In line with our strict validation and authentication standards and procedures, People Analytics 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.*

People Analytics 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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