



PANEL BOOK

SUPPORT@NOVAQUESTRESEARCH.COM



2023

A top-down view of a desk with a laptop, a notebook, and a candle. The laptop is on the left, the notebook is on the right, and a lit candle is in the center. The text is overlaid on the image.

YOUR FUTURE, OUR INSIGHTS.
YOUR GROWTH, OUR VISION.


Experience the difference with [NovaQuest Research](#), your steadfast global partner in market research. We are committed to enriching your business decisions by seamlessly linking human insights to your critical queries, ensuring your organization thrives with informed confidence.



ABOUT US

At NovaQuest Research, we are more than just a research company - we are explorers of insights, navigators of data, and architects of informed decisions. Our journey began with a passion for unraveling the mysteries of markets, consumer behaviors, and trends. Over time, this passion has evolved into a relentless pursuit of knowledge and a commitment to transforming information into actionable strategies.

With a firm belief in the power of research to drive success, we embark on each project with dedication and enthusiasm. Our team of experts, armed with cutting-edge methodologies and technology, dives deep into the realms of qualitative and quantitative research, ensuring that every piece of information is harnessed to its fullest potential.



Analysis past 12 months
Total sales: 9000
Earnings: 7500
Growth: 35%
Forecast: 14%

WHY CHOOSE US

Quality Data, Insights.

What sets us apart is not just our expertise, but our genuine partnership with our clients. We collaborate, we listen, and we understand your unique challenges and objectives. Every project is a voyage, and we are your co-captains, steering through the sea of data to uncover islands of opportunity. As we journey forward, our mission remains unwavering – to empower businesses with the knowledge they need to make impactful decisions. We invite you to join us in this exciting expedition of discovery, where data becomes insights, insights become strategies, and strategies become success stories.

Choose NovaQuest Research as your partner, where expertise, customization, collaboration, innovation, and actionable insights converge to drive your success forward.



OUR SERVICES

QUALITATIVE

CRAFTING INSIGHTS

Shaping Perspectives with a legacy of qualitative expertise, NovaQuest Research excels in uncovering meaningful narratives. Our adept moderators employ innovative techniques like IDIs/FGDs and digital approaches to reveal essential consumer insights. As a leading qualitative agency, we offer unmatched access to people's lives, relationships, and cultures. To decode consumer behavior, we leverage cutting-edge tools like eye-tracking and facial coding, enriching our insights for impactful recommendations.

QUANTITATIVE

ILLUMINATING INSIGHTS THROUGH QUANTITATIVE EXCELLENCE

Unlocking the potential of quantitative research to steer business strategy is our forte at NovaQuest Research. Operating across countries globally, our mission is to enhance the caliber of quantitative market research for our global clientele through a spectrum of online and offline research solutions. Our agility and technological prowess enable us to swiftly curate vital insights, empowering you to make informed, impactful decisions that seamlessly integrate qualitative market research nuances.

ONLINE RESEARCH

ILLUMINATING INSIGHTS IN THE DIGITAL ERA NAVIGATING THE DIGITAL FRONTIER

In the digital age, NovaQuest Research pioneers online exploration, utilizing the internet's vast resources to uncover valuable insights. Our innovative approach embraces online surveys, polls, questionnaires, forms, and focus groups, enabling businesses of all sizes to access crucial market information with minimal investment. From product testing to audience targeting, we leverage online research to provide data-driven solutions that empower informed decisions and strategic growth.

TELEPHONE SURVEY

NOVAQUEST RESEARCH: CONVERSATIONS THAT COUNT

Engaging in meaningful interactions, NovaQuest Research conducts telephone surveys that transcend traditional methods. Our skilled researchers engage respondents over the phone, capturing insights through conversations rather than emails. This approach ensures real-time engagement, allowing us to gather and analyze responses efficiently. At NovaQuest, we believe in extracting valuable insights through dynamic conversations, while upholding the rigor of standardized methodologies.

BUSINESS RESEARCH

NOVAQUEST RESEARCH NAVIGATING BUSINESS INSIGHTS

Business Research, within the realm of NovaQuest, is an intricate process of gathering holistic data across all facets of commerce, seamlessly integrating this information to propel sales and maximize profits. If you seek to demystify Business Research, it's a structured management endeavor that empowers enterprises to discern the most lucrative products for production. Comprising a meticulous sequence of steps, each scrutinized to guarantee optimal corporate choices, NovaQuest's Business Research illuminates pathways to informed decision-making and holistic growth.

OTHER SERVICES

ELEVATING YOUR SURVEY EXPERIENCE WITH A SPECTRUM OF CUSTOM SERVICES

Discover the next level of survey engagement through NovaQuest Research's tailored solutions. From custom design and expert survey creation to personalized support and training, we enhance your surveys with bespoke branding, colors, and fonts, ensuring a unique reflection of your business. Experience the difference in every aspect of your survey journey.



United States

Panel Counts:280000

AGE

<18	12%
18-24	30%
25-34	21%
35-44	14%
45-54	10%
55+	13%

HOUSEHOLD INCOME

Less than \$10,000	30.02%
\$10,000 to \$19,999	12.48%
\$20,000 to \$29,999	11.68%
\$30,000 to \$39,999	7.95%
\$40,000 to \$49,999	5.23%
\$50,000 to \$59,999	4.29%
\$60,000 to \$69,999	2.91%
\$70,000 to \$79,999	2.81%
\$80,000 to \$89,999	1.86%
\$90,000 to \$99,999	1.80%
\$100,000 to \$149,999	4.10%
\$150,000 to \$199,999	1.45%
\$250,000+	1.78%
Prefer not to answer	10.99%



ETHNICITY

White	55.39%
Black, or African American Indian or Alaska Native	19.75%
Asian	2.67%
Pacific Islander	4.95%
Some other race	1.43%
Prefer not to answer	7.37%
	8.44%



United States

EDUCATION LEVEL

Less than high school	20.13%
High school graduate	27.95%
Other post high school vocational training	4.90%
Some college - no degree	18.08%
Associates degree (AA, AS, AB)	7.85%
Bachelor's degree (BA, BS)	10.21%
Master's degree (MA, MS, MEng, MEd, MSW, MBA)	4.75%
Professional degree (MD, DDS, DVM, LLB, JD)	1.29%
Doctorate degree (PhD, EdD)	2.00%
None of the above	2.83%


EMPLOYMENT STATUS

Employed full-time	36.26%
Employed part-time	14.68%
Self-employed full-time	4.89%
Self-employed part-time	3.28%
Temporarily unemployed	6.00%
Full-time homemaker	4.00%
Retired	5.31%
Student	12.24%
Disabled	4.93%
Prefer not to answer	8.41%

Panel Counts:120000

United Kingdom

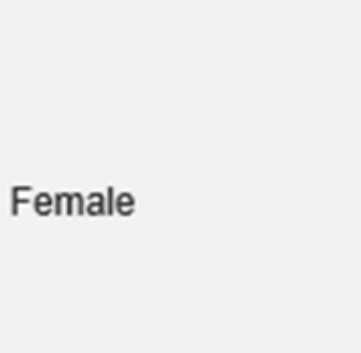
AGE		HOUSEHOLD INCOME	
<18	14%	Less than 15,000	28.03%
18-24	32%	15,000 to 24,999	22.11%
25-34	22%	25,000 to 34,999	13.25%
35-44	13%	35,000 to 44,999	8.40%
45-54	9%	45,000 to 59,999	5.95%
55-99	10%	60,000 to 84,999	4.17%
		85,000 to 124,999	2.66%
		125,000 to 149,999	0.56%
		150,000 to 174,999	0.41%
		175,000 and above	1.99%
		Prefer not to answer	12.47%



Female Male

Canada

AGE		HOUSEHOLD INCOME	
<18	12%	Less than C\$15,000	20.21%
18-24	28%	C\$15,000 to C\$24,999	14.98%
25-34	20%	C\$25,000 to C\$34,999	10.85%
35-44	14%	C\$35,000 to C\$44,999	8.68%
45-54	11%	C\$45,000 to C\$59,999	8.12%
55-99	15%	C\$60,000 to C\$84,999	8.06%
		C\$85,000 to C\$124,999	7.81%
		C\$125,000 to C\$149,999	2.06%
		C\$150,000 to C\$174,999	1.42%
		C\$175,000 and above	3.37%
		Prefer not to answer	14.45%



Female Male

Panel Counts:130000

Panel Counts:306000

Canada

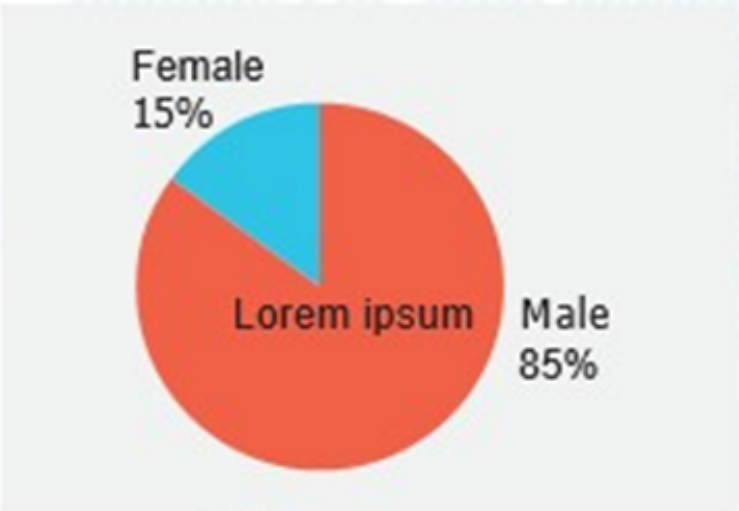
AGE		HOUSEHOLD INCOME	
<18	12%	Less than C\$15,000	20.21%
18-24	28%	C\$15,000 to C\$24,999	14.98%
25-34	20%	C\$25,000 to C\$34,999	10.85%
35-44	14%	C\$35,000 to C\$44,999	8.68%
45-54	11%	C\$45,000 to C\$59,999	8.12%
55-99	15%	C\$60,000 to C\$84,999	8.06%
		C\$85,000 to C\$124,999	7.81%
		C\$125,000 to C\$149,999	2.06%
		C\$150,000 to C\$174,999	1.42%
		C\$175,000 and above	3.37%
		Prefer not to answer	14.45%

Female	Male
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Panel Counts:385000

India

AGE	
<18	14%
18-24	53%
25-34	23%
35-44	6.3%
45-54	1.9%
55-99	1.8%



Panel Counts:264000

Australia

AGE

<18	15%
18-24	34%
25-34	20%
35-44	12%
45-54	8%
55-99	10%

HOUSEHOLD INCOME

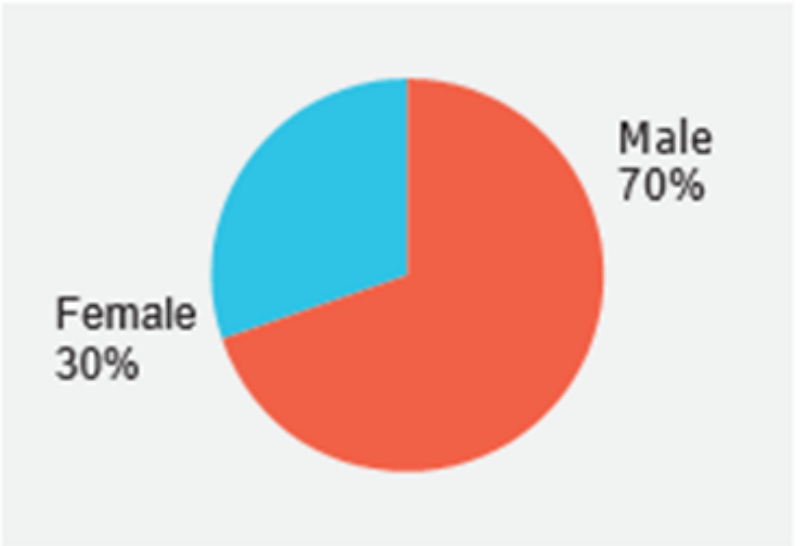
Less than A\$15,000	24.30%
A\$15,000 to A\$24,999	14.53%
A\$25,000 to A\$34,999	8.25%
A\$35,000 to A\$44,999	6.46%
A\$45,000 to A\$59,999	6.85%
A\$60,000 to A\$84,999	6.71%
A\$85,000 to A\$124,999	7.24%
A\$125,000 to A\$149,999	2.26%
A\$150,000 to A\$174,999	1.68%
A\$175,000 and above	5.02%
Prefer not to answer	16.71%

Female	46%
Male	54%

Mexico

AGE

<18	21%
18-24	50%
25-34	18%
35-44	6%
45-54	2.5%
55-99	2.5%



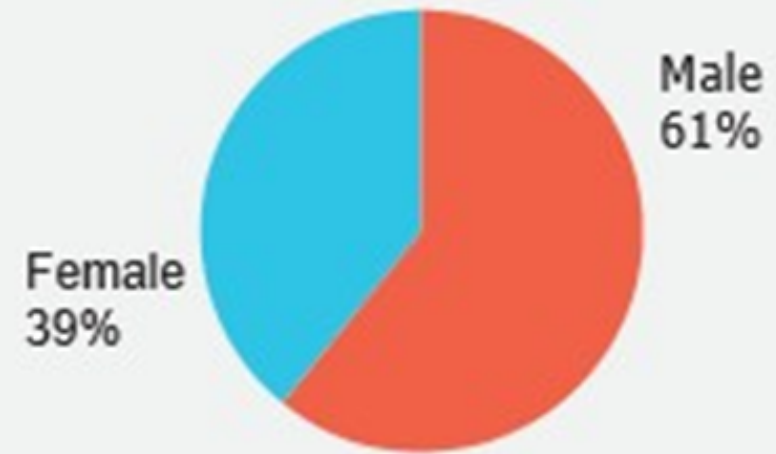
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Germany

AGE

<18	13%
18-24	42%
25-34	24%
35-44	12%
45-54	5%
55-99	4%



Panel Counts:401000



France

AGE

<18	15%
18-24	41%
25-34	20%
35-44	11%
45-54	7%
55-99	6%



Panel Counts:336000

Panel Counts:146000

 **Spain**

AGE

<18	14%
18-24	45%
25-34	21%
35-44	12%
45-54	5.2%
55-99	3.6%



 **Philippines**

AGE

<18	12%
18-24	39%
25-34	31%
35-44	12%
45-54	4%
55-99	3%



Panel Counts:159000

Panel Counts:69500

 **China**

AGE

<18	20%
18-24	46%
25-34	24%
35-44	6.5%
45-54	1.3%
55-99	1.5%



 **Japan**

AGE

<18	29%
18-24	33%
25-34	18%
35-44	11%
45-54	5.5%
55-99	3.2%



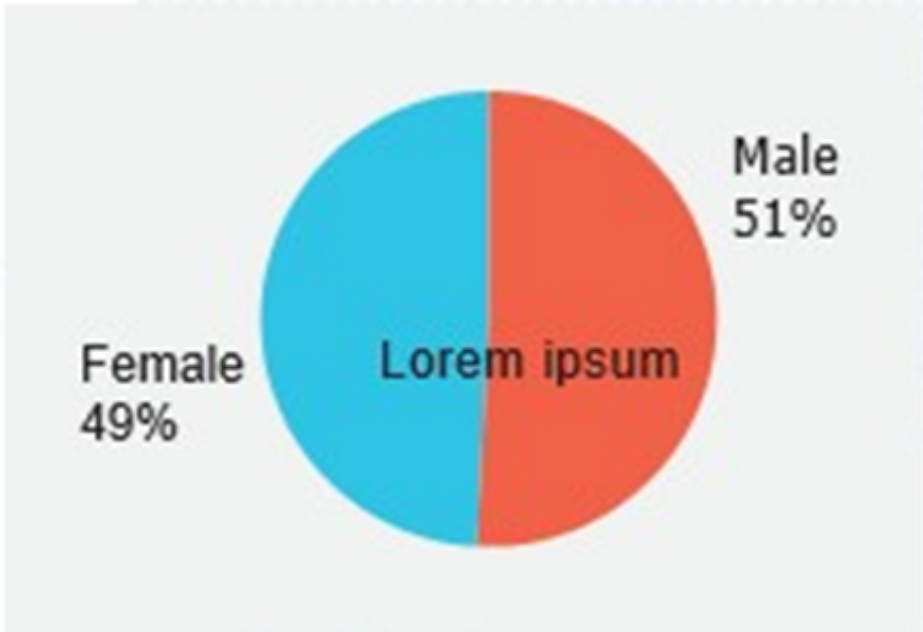
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Panel Counts:139000



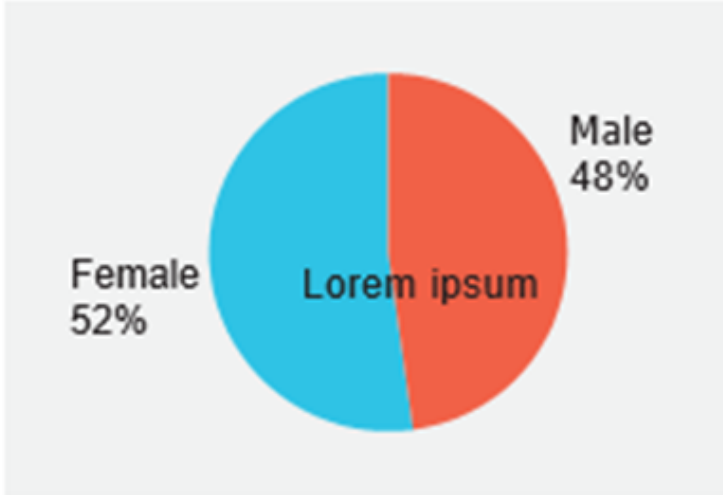
Brazil

AGE	
<18	29%
18-24	44%
25-34	16%
35-44	6.5%
45-54	2.3%
55-99	2%



Italy

AGE	
<18	11%
18-24	35%
25-34	20%
35-44	14%
45-54	10%
55-99	8.9%



Panel Counts:375000

Panel Counts:60000

South Africa

AGE

<18	16%
18-24	39%
25-34	23%
35-44	11%
45-54	5.6%
55-99	5.2%



South Korea

AGE

<18	27%
18-24	35%
25-34	19%
35-44	9.6%
45-54	4.4%
55-99	4.4%



Panel Counts:55500

Panel Counts:37000



Singapore

AGE

<18	16%
18-24	36%
25-34	26%
35-44	12%
45-54	5.3%
55-99	4.8%

Male
01%

Female
39%
Lorem ipsum



Poland

AGE

<18	13%
18-24	46%
25-34	23%
35-44	11%
45-54	4%
55-99	3.6%

Male
62%

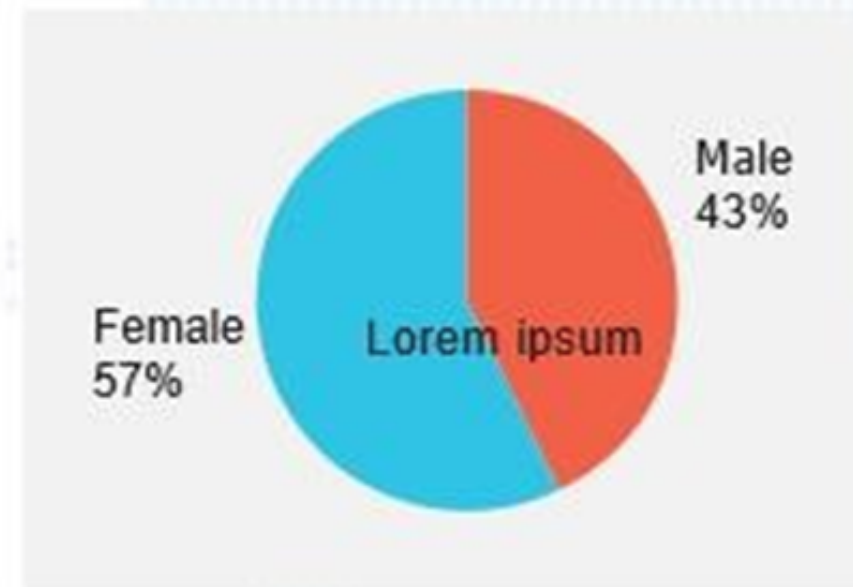
Female
38%
Lorem ipsum

Panel Counts:18300

Panel Counts:29000

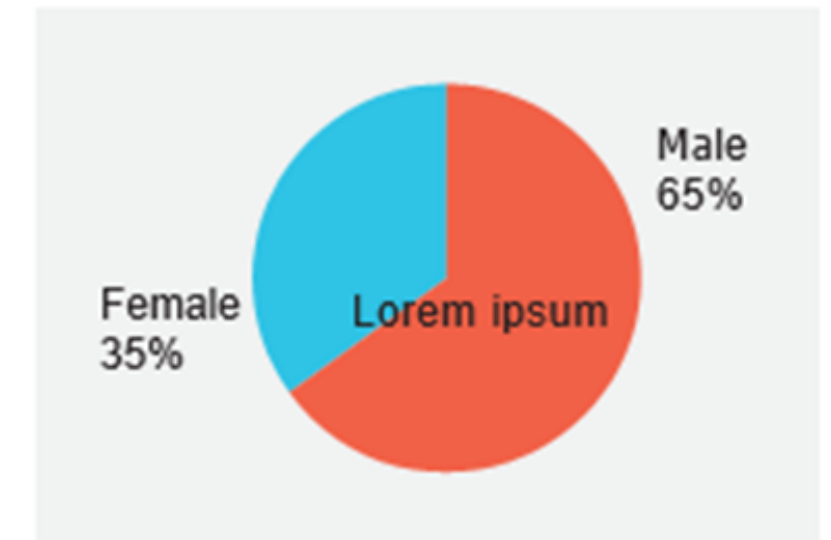
 **New Zealand**

AGE	
<18	19%
18-24	32%
25-34	17%
35-44	11%
45-54	8.4%
55-99	12%



 **Hong Kong**

AGE	
<18	16%
18-24	47%
25-34	25%
35-44	7.2%
45-54	2.1%
55-99	2.5%



Panel Counts:19000

Panel Counts:000



Sweden

AGE

<18	25%
18-24	38%
25-34	18%
35-44	8.5%
45-54	4.7%
55-99	5.1%



Denmark

AGE

<18	26%
18-24	39%
25-34	18%
35-44	8.3%
45-54	4.2%
55-99	4.3%

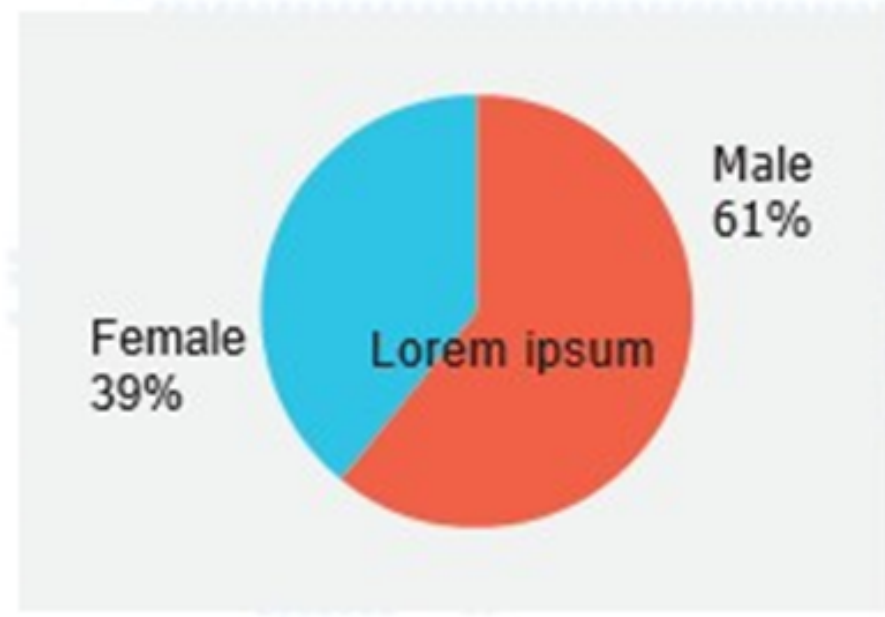


Panel Counts:18000

Panel Counts:9900

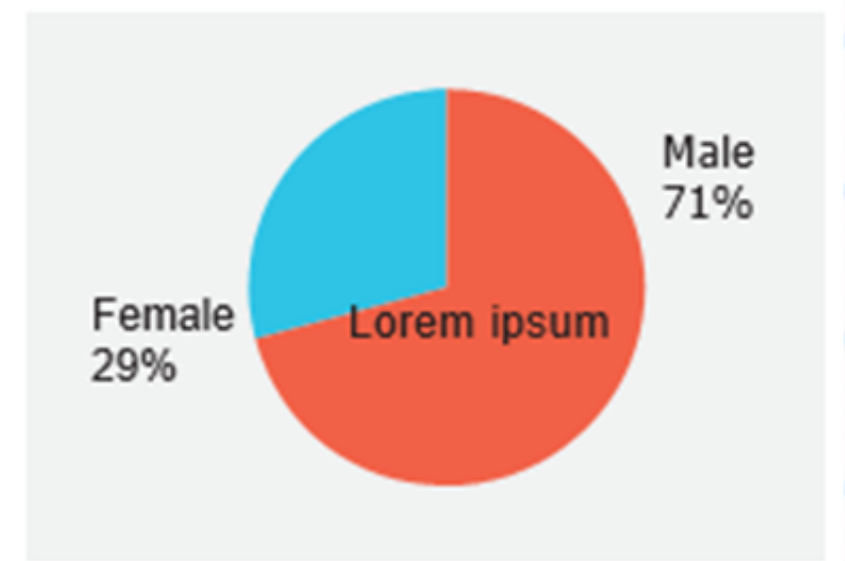
 **Norway**

AGE	
<18	24%
18-24	41%
25-34	18%
35-44	7.6%
45-54	4%
55-99	5.4%



 **Finland**

AGE	
<18	24%
18-24	44%
25-34	17%
35-44	6.9%
45-54	3%
55-99	5.4%



Panel Counts:12000

**THANK'S FOR
WATCHING**



GET IN TOUCH

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