

GLG Survey Populations

GLG is the world's leading platform connecting professionals with expertise. We help professional service firms maximize end-client impact, drawing on our more than 700,000 Council Members to source experts for insights through surveys.

While the breadth and depth of our panel of Council Members is second to none, some of the strongest populations for surveys across B2B and Technology include approximately:

10,000

IT Decision Makers

*Sample Job Titles/Functions:
CIO, CTO, Function in
Information Technology*

13,000

Marketing Decision Makers

*Sample Job Titles/Functions:
CMO, function in
Marketing & Advertising*

4,000

Retail Business Decision Makers

*Sample Job Titles/Functions:
C-Suite, Owner/Founder,
Managing Partner*

3,000

Procurement & Supply Chain
Decision Makers

*Sample Job Titles/Functions:
Chief Procurement Officer,
function in Procurement
& Supply Chain*

2,500

Specialists in
Additive Machines

*Sample Job Titles/Functions:
3D Printing, Engineers,
Quality Control*

2,000

HR Decision
Makers

*Sample Job Titles/Functions:
Chief Human Resource Officer,
Chief People Officer*

1,600

O&G/Utilities Business
Decision Makers

*Sample Job Titles/Functions:
CMO, function in
Marketing & Advertising*

CM data as of 06/20

Starting a survey

Reach out to your GLG account manager to discuss running a survey, or contact us to get in touch here: <https://glg.it/contact-us/>



The GLG expert network also contains 135,000+ health care experts. Some of our strongest health care populations include approximately:

7,800

Council Members at Large Health Systems (250+ Beds)

1,300

Pediatric Medicine

1,300

Cardiology

1,100

Neurology

1,100

Orthopedic Surgery

1,000

Internal Medicine

1,000

Oncology

1,000

Psychiatry

800

Ophthalmology

800

General Practice/
Family Care

800

Radiology

500

Cardiac Surgeons

400

Lab Technicians

CM data as of 06/20

B2B Quantitative Market Insights

Fast and Responsive

Our dedicated teams are highly responsive to your needs throughout the project, delivering powerful insights quickly so you can act with confidence.

Unique Access

We bring you the world's largest and most varied source of first-hand expertise:

- Create B2B panels built from more than 700,000 Council Members.
- Access an additional 10 million+ professionals and consumers through our panel partners.

Precise Matches

We deliver the best people to answer your most difficult questions. Our experts are screened, with profiles that offer extensive insights into their background and expertise.

Verified Data

We build quality validation into all stages of the Surveys process, with careful review of respondents and controls to prevent fraudulent or duplicate panelists. Before data reaches you, we review it extensively to ensure the highest quality.