



Accurate | Prime | Quick

IRB PANEL 2022 B2C



WE ARE IRB

We are a global survey management and data collection company, specializing in quantitative online research and respondent engagement.

Headquartered in New Delhi and a regional HQ in the US and the UK, Internet Research Bureau serves clients worldwide.

Our core services include conducting market research surveys for brands and engaging with B2B panel to gain market insights.

Market Research Industry needs modern and better ways to conduct B2B research surveys, and IRB is proud to take the lead in this direction.

PRIMARY B2C PROFILING

BASIC PROFILES

- › Age and Gender
- › Education
- › Household Income
- › Location
- › Employment status

HOUSEHOLD

- › Parenting
- › Household Finance
- › Daily Lifestyle
- › Shopping

TECHNOLOGY

- › Internet surfing
- › Smartphone usage & Activity
- › Household Applies
- › Computers

HEALTH & WELLNESS

- › Ailments
- › Fitness
- › Health Insurance

LEISURE ACTIVITY

- › Travel
- › Food & Beverages
- › Hobbies
- › Sports & Games
- › Media & Entertainment

AUTOMOTIVE

- › Vehicle Ownerships
- › Make & Model
- › Purchase DMs

LIST OF PANEL COUNTRIES

AMERICAS

US	429,851
Canada	13,474
Mexico	88,519
Brazil	351,987
Argentina	28,754

AFRICA

South Africa	45,116
Nigeria	18,962

EUROPE

UK	142,382
France	112,937
Germany	67,169
Italy	82,108
Spain	94,863
Netherland	24,981
Portugal	29,148
Switzerland	21,377
Poland	8,804

ASIA-PACIFIC

India	478,790
Singapore	57,379
Australia	52,350
Malaysia	27,477
Hong Kong	25,550
Thailand	27,413
Indonesia	46,066
Japan	16,703
Taiwan	17,706
Vietnam	35,487
Philippines	13,438
South Korea	3,591

UNITED STATES : 4,29,851

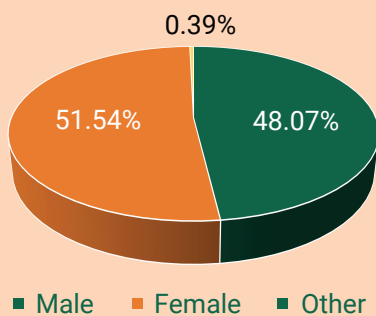
CONSUMER SPECIALITY

Parents	13.1%
Patients	1.5%
Students	6.5%
Car Owners	13.0%
Mobile Panel	25.7%
Insurance Onwers	31.3%
Home owners	13.4%

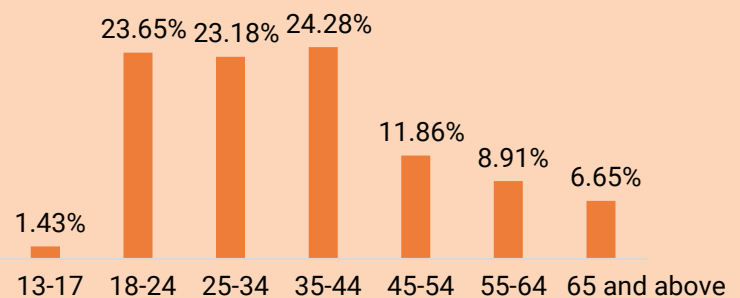
EMPLOYMENT STATUS

Full time employed	33.2%
Student	22.9%
Retired	10.5%
Housewife/Homemaker	9.0%
Part time employed	8.4%
Self-employed/Independent Professional/Contractor	8.3%
Between Jobs/Searching for a Job	7.6%
Military/Defence Services	0.2%

GENDER DISTRIBUTION



AGE RANGE



ETHNICITY

White/Caucasian	68.8%
Black/African American	13.1%
Hispanic/Latino or Spanish origin	7.8%
Asian (except Indian)	2.4%
Indian Origin	0.9%
Middle Eastern Origin	0.6%
American Indian/Alaska Native	1.5%
Native Hawaiian	0.2%
Other Pacific Islander	0.6%
Prefer Not to Answer	4.0%

EDUCATION

Elementary School	0.90%
Middle School / Junior High School	4.20%
High School Graduate	36.40%
Associates Degree	7.20%
Some College / University	19.40%
Bachelors Degree	17.00%
Advanced Professional Degree	1.10%
Post Bachelors Diploma / Certificate	2.00%
Masters Degree	9.30%
Doctoral Degree (Ph.D.)	1.90%
Postdoctoral Study & Research	0.40%

INVESTABLE ASSETS

I do not have any investible assets	12.4%
Less than \$50,000	4.2%
\$50,000-\$99,999	1.6%
\$100,000-\$249,999	1.5%
\$250,000-\$499,999	1.2%
\$500,000-\$749,999	0.5%
\$750,000-\$999,999	0.5%
1-1.5 million \$	0.3%
1.5-2 million \$	0.2%
2-3 million \$	0.1%
3-5 million \$	0.1%
5-10 million \$	0.1%
10-20 million \$	0.1%
20-30 million \$	0.0%
30-50 million \$	0.1%
More than 50 million \$	0.1%
Prefer not to answer	1.2%

HOUSEHOLD INCOME

Less than \$15,000	15.50%
\$15,000-\$29,999	14.00%
\$30,000-\$49,999	15.50%
\$50,000-\$74,999	17.40%
\$75,000-\$99,999	13.00%
\$100,000-\$124,999	5.70%
\$125,000-\$149,999	3.70%
\$150,000-\$174,999	3.10%
\$175,000-\$199,000	3.40%
\$200,000-\$249,999	2.20%
\$250,000-\$499,999	1.60%
\$500,000+	0.80%
Do not know	1.40%
Prefer not to say	2.80%

REGION

MidWest	1,435
MidWest (East North Central)	41,365
MidWest (West North Central)	20,959
NorthEast (Mid-Atlantic)	54,649
NorthEast (New England)	9,495
Outside of USA (Military base)	464
Outside USA	633
South (East South Central)	25,346
South (South Atlantic)	83,641
South (West South Central)	45,534
West	1,688
West (Mountain)	21,353
West (Pacific)	52,877

STATES

New York (NY)	23421
Puerto Rico	464
Virgin Islands	84
Massachusetts (MA)	3460
Rhode Island (RI)	675
New Hampshire (NH)	633
Maine (ME)	549
Vermont (VT)	422
Connecticut (CT)	1772
New Jersey (NJ)	7343
Armed Forces Europe	506
Pennsylvania (PA)	8778
Delaware (DE)	1139
D.C.	928
Virginia(VA)	7596
Maryland (MD)	4009
West Virginia (WV)	2068
North Carolina (NC)	7554
South Carolina (SC)	3671
Georgia (GA)	10719
Florida (FL)	20172
Armed Forces Americas	127
Alabama (AL)	6077
Tennessee (TN)	6246
Mississippi (MS)	3081
Kentucky (KY)	4178
Ohio (OH)	8651
Indiana (IN)	5106
Michigan (MI)	6499
Iowa (IA)	2321
Wisconsin (WI)	4051
Minnesota (MN)	3081

South Dakota (SD)	1350
North Dakota (ND)	549
Montana (MT)	591
Illinois (IL)	8271
Missouri (MO)	5106
Kansas (KS)	2405
Nebraska (NE)	1519
Louisiana (LA)	4304
Arkansas (AR)	3081
Oklahoma (OK)	3629
Texas (TX)	21860
Colorado (CO)	5359
Wyoming (WY)	1013
Idaho (ID)	1393
Utah (UT)	2068
Arizona (AZ)	5781
New Mexico (NM)	3038
Nevada (NV)	2743
California (CA)	30131
Armed Forces Pacific	464
Hawaii (HI)	1435
American Samoa	717
Guam	506
Oregon	3038
Washington (WA)	5824
Alaska (AK)	380
Marshall Islands	633
Micronesia	549
Northern Marianas	886
Palau	886

CANADA : 23,474

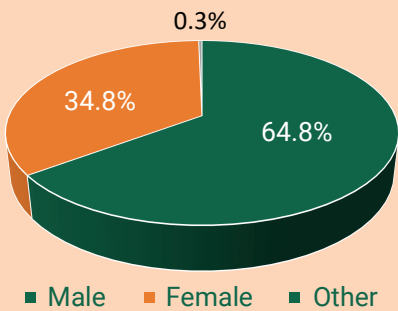
CONSUMER SPECIALITY

Mobile Panel	25.8%
Insurance Owners	24.1%
Car Owners	22.4%
Insurance Owners	22.0%
Mobile Panel	17.6%
Insurance Owners	13.3%
Mobile Panel	2.4%

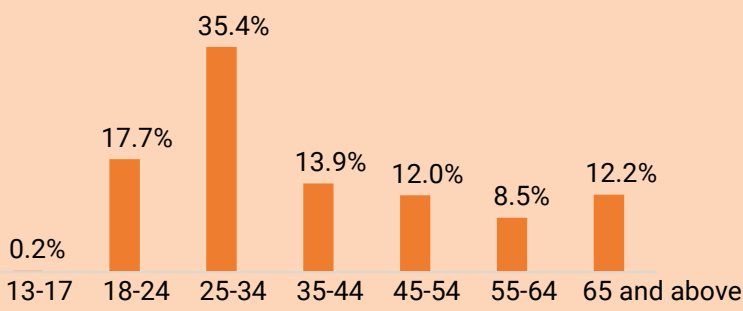
EMPLOYMENT STATUS

Student	32.2%
Full time employed	30.7%
Retired	14.3%
Part time employed	8.6%
Self-employed/Independent Professional/Contractor	6.5%
Housewife/Homemaker	4.1%
Between Jobs/Searching for a Job	3.6%
Military/Defence Services	0.1%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Middle School / Junior High School	6.8%
Elementary School	3.6%
High School Graduate	29.7%
Some College / University	22.6%
Bachelors Degree	16.5%
Post Bachelors Diploma / Certificate	3.4%
Masters Degree	5.6%
Associates Degree	7.2%
Doctoral Degree (Ph.D.)	1.3%
Postdoctoral Study & Research	0.5%

HOUSEHOLD INCOME

Less than C\$15,000	8.9%
C\$15,000-C\$29,999	16.1%
C\$30,000-C\$49,999	17.4%
C\$50,000-C\$74,999	20.0%
C\$75,000-C\$99,999	11.0%
C\$100,000-C\$124,999	8.3%
C\$125,000-C\$149,999	6.2%
C\$150,000-C\$174,999	2.2%
C\$175,000-C\$199,999	1.6%
C\$200,000-C\$249,999	1.5%
C\$250,000-C\$499,999	1.2%
C\$500,000+	0.2%
Do not know	
Prefer not to say	

MEXICO : 88,519

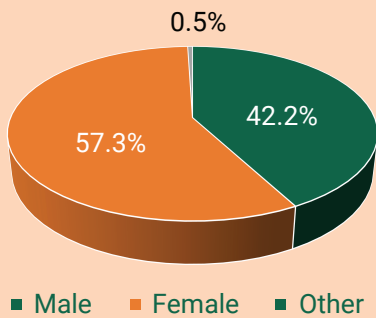
CONSUMER SPECIALITY

Insurance Onwers	22.1%
Parents	16.1%
Patients	14.3%
Students	12.9%
Home owners	11.9%
Car Owners	10.7%
HNIs	0.1%

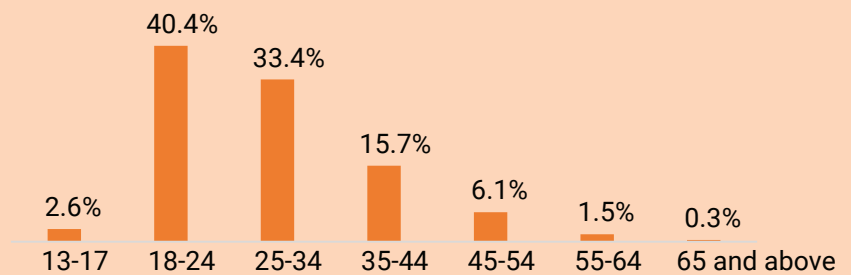
EMPLOYMENT STATUS

Full time employed	26.6%
Housewife/Homemaker	18.5%
Student	17.7%
Between Jobs/Searching for a Job	14.2%
Part time employed	13.7%
Self-employed/Independent Professional/Contractor	8.3%
Retired	0.6%
Military/Defence Services	0.4%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Preschool	0.2%
Upper secondary	22.8%
Primary	1.0%
Secondary	9.0%
Maternal	0.3%
Bachelor degree	15.3%
Master's degree	0.9%
Doctorate	0.5%

HOUSEHOLD INCOME

Less than Mex \$ 100,000	21.9%
Mex \$ 100,000-Mex \$ 249,999	8.5%
Mex \$ 250,000-Mex \$ 499,999	3.3%
Mex \$ 500,000-Mex \$ 749,999	1.6%
Mex \$ 750,000-Mex \$ 999,999	1.2%
Mex \$ 1,000,000-Mex \$ 1,249,999	0.8%
Mex \$ 1,250,000-Mex \$ 1,499,999	0.4%
Mex \$ 1,500,000-Mex \$ 1,999,999	0.4%
Mex \$ 2,000,000-Mex \$ 2,499,999	0.4%
Mex \$ 2,500,000-Mex \$ 4,999,999	0.5%
Mex \$ 5,000,000 +	0.7%
I prefer not to say	5.3%
I dont know	5.0%

BRAZIL : 3,51,987

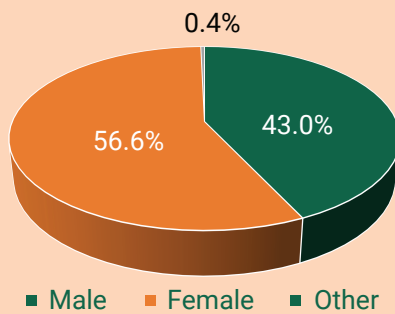
CONSUMER SPECIALITY

Parents	11.4%
Patients	2.0%
Students	6.7%
Car Owners	21.4%
Insurance Onwers	25.8%
Home owners	23.7%
HNIs	0.1%

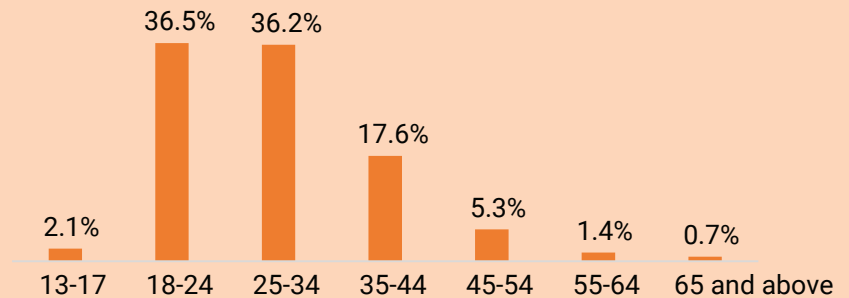
EMPLOYMENT STATUS

Full time employed	32%
Between Jobs/Searching for a Job	17%
Part time employed	16%
Housewife/Homemaker	12%
Student	12%
Self-employed/Independent Professional/Contractor	10%
Military/Defence Services	1%
Retired	1%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Child education	0.3%
Free teaching	0.5%
Elementary School	5.5%
High school	52.3%
University graduate	31.2%
Master's degree	2.8%
Lato sensu postgraduate	4.1%
Doctorate degree	1.5%
Post doctoral	1.6%

HOUSEHOLD INCOME

Less than BRL 30,000	45.9%
BRL 30,000-BRL 49,999	17.1%
BRL 50,000-BRL 99,999	11.7%
BRL 100,000-BRL 199,999	5.7%
BRL 200,000-BRL 299,999	2.0%
BRL 300,000-BRL 399,999	1.1%
BRL 400,000-BRL 499,999	0.7%
BRL 500,000-BRL 599,999	0.9%
BRL 600,000-BRL 799,999	0.8%
BRL 800,000-BRL 999,999	1.8%
Prefer not to say	5.7%
I do not know	6.6%

ARGENTINA : 28,754

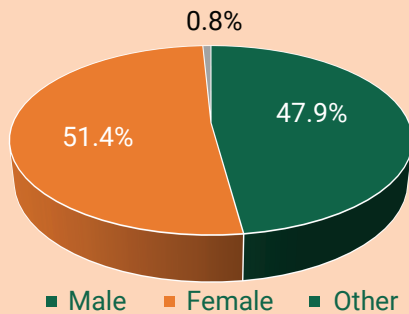
CONSUMER SPECIALITY

Parents	15.6%
Patients	32.1%
Students	13.4%
Car Owners	3.4%
Insurance Onwers	19%
Home owners	18.7%

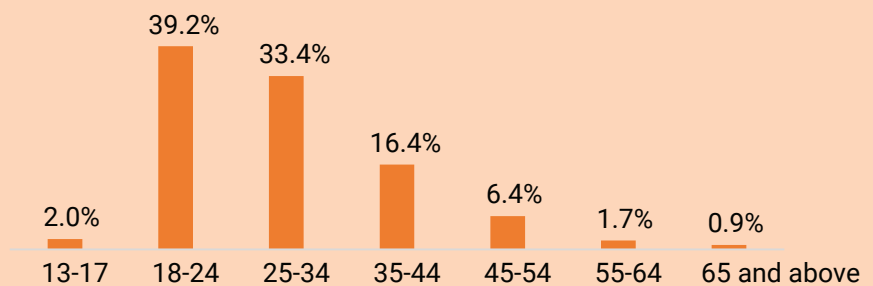
EMPLOYMENT STATUS

Student	25.3%
Full time employed	18.5%
Between Jobs/Searching for a Job	14.9%
Housewife/Homemaker	14.2%
Part time employed	12.7%
Self-employed/Independent Professional/Contractor	12.6%
Military/Defence Services	1.1%
Retired	0.8%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Maternal garden / Kindergarten	0.3%
Basic General Education / Elementary School (EGB1 / EGB2)	0.5%
Secondary school - basic cycle (EGB3)	5.5%
Secondary school - oriented cycle (Polimodal)	52.3%
Vocational education	31.2%
Graduate	2.8%
Specialization	4.1%
master's degree	1.5%
Doctorate	1.6%

HOUSEHOLD INCOME

Less than ARS 100,000	15.00%
ARS 100,000-ARS 199,999	6.80%
ARS 200,000-ARS 299,999	4.60%
ARS 300,000-ARS 499,999	4.90%
ARS 500,000-ARS 749,999	4.60%
ARS 750,000-ARS 999,999	4.60%
accounting	0.00%
ARS 1,250,000-ARS 1,499,999	2.20%
ARS 1,500,000-ARS 1,999,999	1.30%
ARS 2,000,000+	1.50%
I do not know	19.70%
I'd rather not say it	34.70%

SOUTH AFRICA : 45,116

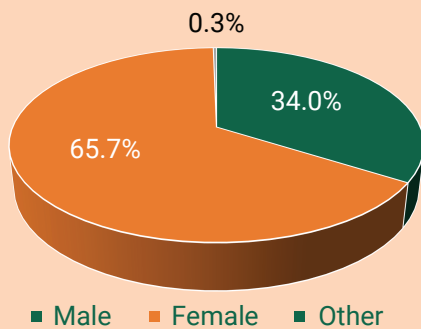
CONSUMER SPECIALITY

Insurance Onwers	23.9%
Home owners	16.6%
Car Owners	16.1%
Parents	14.9%
Students	12.3%
HNIs	5.6%
Patients	2.0%

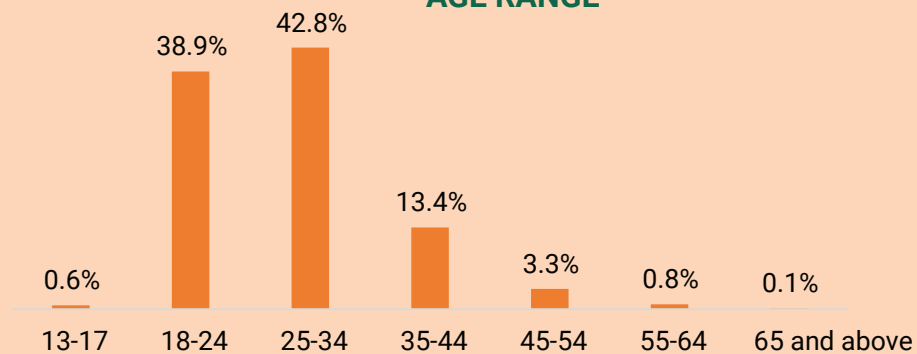
EMPLOYMENT STATUS

Student	31.6%
Full time employed	23.6%
Between Jobs/Searching for a Job	17.0%
Self-employed/Independent Professional/Contractor	11.8%
Part time employed	10.1%
Housewife/Homemaker	4.1%
Retired	1.6%
Military/Defence Services	0.2%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Grade 9	2.0%
Grade 10/ Vocational Cert. Level 2	3.8%
Grade 11/ Vocational Cert. Level 3	6.0%
Grade 12/ Vocational Cert. Level 4	41.0%
Diploma/ Advanced certificates	16.6%
Higher Certificates/ Advanced Vocational Cert.	11.0%
Professional Qualifications	0.9%
Bachelors degree/ Advanced Diplomas	13.0%
Honours degree	2.7%
Post Graduate diploma	1.4%
Masters degree	1.2%
Doctors degree	0.4%

HOUSEHOLD INCOME

Less than R50,000	51.1%
R50,000-R74,999	8.1%
R75,000-R99,999	4.5%
R100,000-R149,999	6.3%
R150,000-R199,999	4.7%
R200,000-R249,999	3.4%
R250,000-R299,999	3.0%
R300,000-R399,999	2.9%
R400,000-R499,999	1.7%
R500,000-R749,999	1.9%
R750,000-R999,999	0.9%
R1,000,000+	0.7%
Prefer not to say	5.9%
Do not know	4.8%

NIGERIA : 18,962

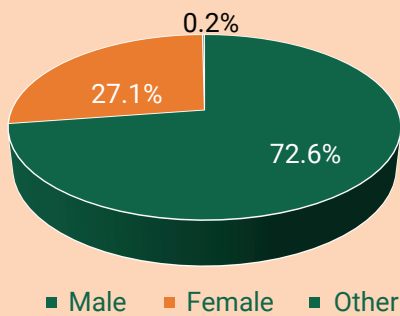
CONSUMER SPECIALITY

Students	23.2%
NGsurance Onwers	21.4%
Home owners	17.2%
Car Owners	15.9%
Patients	12.9%
Parents	9.1%
HNIs	4.4%

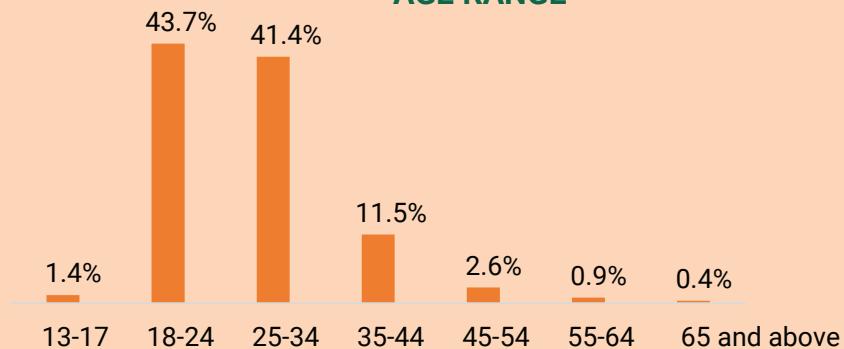
EMPLOYMENT STATUS

Housewife/Homemaker	4.7%
Student	27.9%
Part time employed	17.6%
Between Jobs/Searching for a Job	5.3%
Self-employed/Independent Professional/Contractor	21.5%
Full time employed	22.2%
Military/Defence Services	0.2%
Retired	0.5%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Middle School	10.4%
Matriculation (10th)	5.4%
Intermediate (12th)	4.0%
Graduate 3-years college (Pass)	4.5%
Graduate 3-years college (Hons)	2.6%
Graduate 4 years	39.8%
Diploma (Polytechnic)	16.1%
Diploma (ITI)	2.8%
Vocational Courses	0.8%
Professional Courses	2.2%
Postgraduate Diploma	3.5%
Postgraduate / Masters Degree	6.9%
Doctorate Degree (Ph.D.)	1.0%

HOUSEHOLD INCOME

Less than ₦50,000	15.4%
₦50,000-₦99,999	19.6%
₦1,00,000-₦1,99,999	17.3%
₦2,00,000-₦4,99,999	9.5%
₦5,00,000-₦7,49,999	5.5%
₦7,50,000-₦9,99,999	3.8%
₦10,00,000-₦14,99,999	3.5%
₦15,00,000-₦19,99,999	1.7%
₦20,00,000-₦49,99,999	4.3%
₦50,00,000-₦99,99,999	5.0%
₦1,00,00,000-₦4,99,99,999	6.3%
₦5,00,00,000+	2.2%
Prefer not to say	3.1%
Do not know	2.9%

UK : 1,42,382

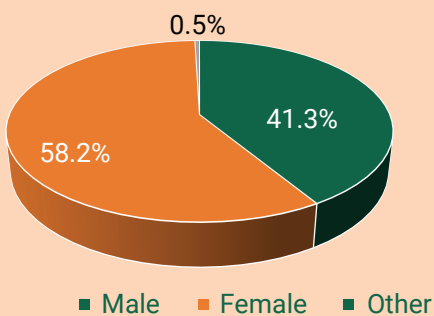
CONSUMER SPECIALITY

Parents	9.1%
Patients	12.9%
Students	23.2%
Car Owners	15.9%
Insurance Owners	21.4%
Home Owners	17.2%
HNIs	4.4%

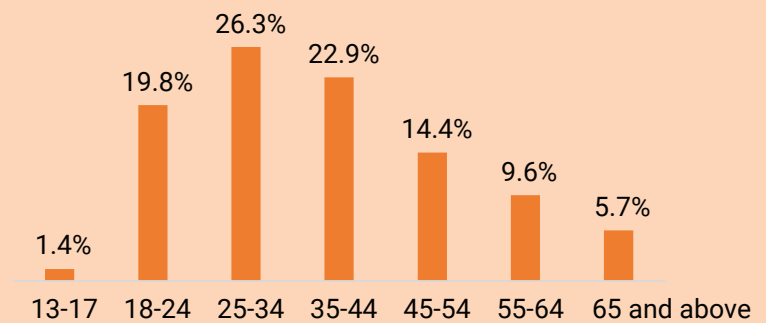
EMPLOYMENT STATUS

Full time employed	33.41%
Student	16.63%
Part time employed	13.18%
Housewife/Homemaker	11.82%
Between Jobs/Searching for a Job	8.50%
Retired	8.36%
Self-employed/Independent Professional/Contractor	7.90%
Military/Defence Services	0.20%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Batchelors (Honours) Degree - Final Year	14.6%
Batchelors Degree - Years 1 & 2	6.4%
Doctoral Degree (Ph.D.)	1.6%
Foundation Degree	4.5%
Higher National Certificate (HNC)	6.1%
Higher National Diploma (HND)	5.9%
Masters Degree (MSc, MA, MBA)	8.5%
Professional & Employer Award	5.5%
Year 10 (GCSE, iGCSE or BTEC First)	25.8%
Year 12 (A Level, IB, BTEC National)	21.3%

HOUSEHOLD INCOME

Less than £10,000	14.1%
£10,000-£19,999	20.2%
£20,000-£29,999	17.9%
£30,000-£49,999	18.1%
£50,000-£74,999	10.2%
£75,000-£99,999	4.7%
£100,000-£124,999	2.1%
£125,000-£149,999	1.4%
£150,000-£174,999	1.5%
£175,000-£199,999	0.8%
£200,000-£249,999	0.5%
£250,000+	0.6%
Prefer not to say	5.1%
Do not know	2.6%

FRANCE : 1,12,937

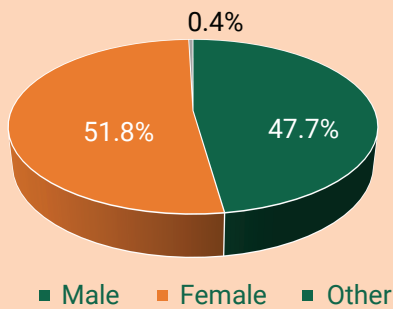
CONSUMER SPECIALITY

Patients	43.3%
Insurance Onwers	16.8%
Parents	16.4%
Car Owners	10.9%
Students	10.3%
Home owners	8.3%

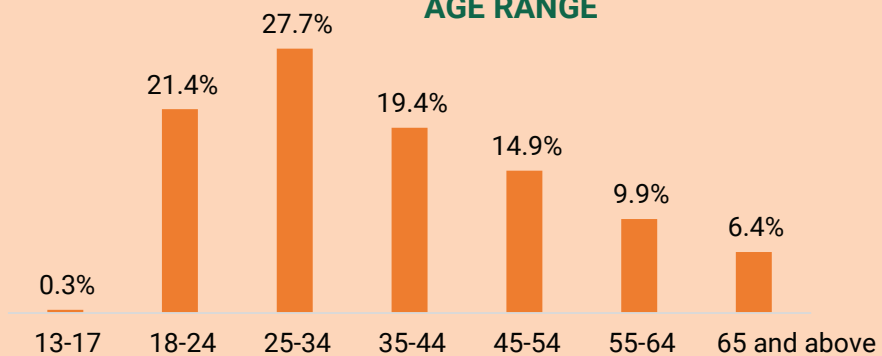
EMPLOYMENT STATUS

Full time employed	37.0%
Student	17.1%
Retired	12.1%
Between Jobs/Searching for a Job	9.7%
Part time employed	8.6%
Housewife/Homemaker	8.2%
Self-employed/Independent Professional/Contractor	6.8%
Military/Defence Services	0.5%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Kindergarten	2.9%
Primary school	2.6%
High school	21.4%
Baccalaureate (IB / BOI)	28.8%
College	9.0%
Licence	20.4%
Master	11.7%
Doctorate	3.2%

HOUSEHOLD INCOME

Less than € 10,000	17.1%
€ 10,000- € 14,999	10.8%
€ 15,000- € 19,999	10.5%
€ 20,000- € 29,999	18.7%
€ 30,000- € 49,999	20.9%
€ 50,000- € 74,999	7.9%
€ 75,000- € 99,999	2.6%
€ 100,000- € 124,999	1.2%
€ 125,000- € 149,999	0.9%
€ 150,000- € 199,999	1.0%
€ 200,000- € 249,999	0.5%
€ 250,000 +	0.4%
Do not know	2.4%
I prefer not to say it	5.0%

GERMANY : 67,169

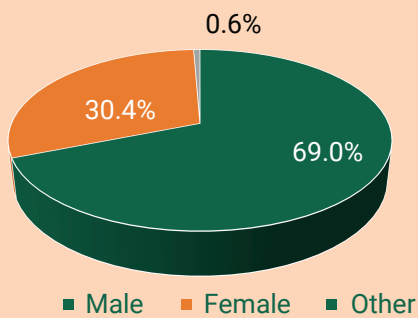
CONSUMER SPECIALITY

Parents	7.4%
Patients	57.6%
Students	5.2%
Car Owners	9.0%
Insurance Onwers	17.1%
Home owners	6.1%
HNIs	1.8%

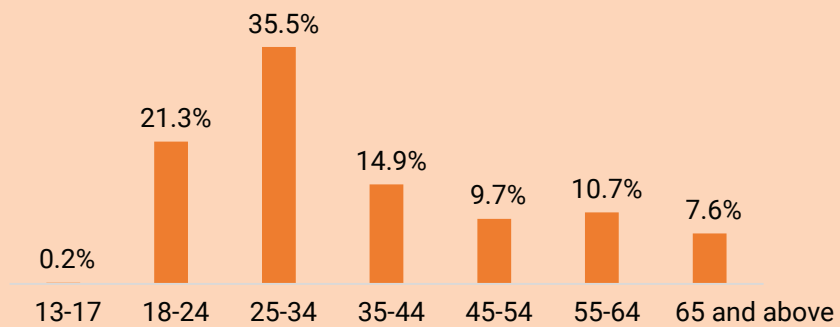
EMPLOYMENT STATUS

Student	32.8%
Full time employed	26.8%
Retired	13.6%
Part time employed	9.9%
Housewife/Homemaker	6.3%
Self-employed/Independent Professional/Contractor	5.8%
Between Jobs/Searching for a Job	4.6%
Military/Defence Services	0.2%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Kindergarten	6.6%
Elementary School	4.6%
Comprehensive school	1.6%
Secondary school	10.7%
Secondary schools	10.3%
Special school	6.1%
High school	10.7%
State examination	1.0%
Professional school	13.9%
Vocational school	9.3%
Diploma / Magister Artium	4.2%
Diploma (FH / DH)	3.8%
Bachelor	6.4%
Technical college	4.5%
Master	4.7%
Doctor	1.5%

HOUSEHOLD INCOME

Less than € 10,000	15.5%
€ 10,000- € 14,999	11.7%
€ 15,000- € 19,999	12.3%
€ 20,000- € 29,999	14.6%
€ 30,000- € 49,999	16.8%
€ 50,000- € 74,999	9.8%
€ 75,000- € 99,999	6.8%
€ 100,000- € 124,999	2.5%
€ 125,000- € 149,999	1.6%
€ 150,000- € 199,999	1.6%
€ 200,000- € 249,999	0.6%
€ 250,000 +	0.8%
I do not know	1.5%
Better not give any information	3.8%

ITALY : 82,108

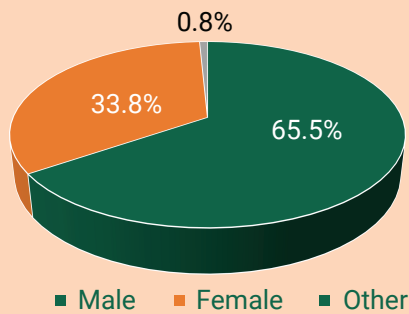
CONSUMER SPECIALITY

Parents	12.3%
Patients	34.0%
Students	6.6%
Car Owners	8.3%
Insurance Onwers	17.5%
Home owners	7.8%
HNIs	1.7%

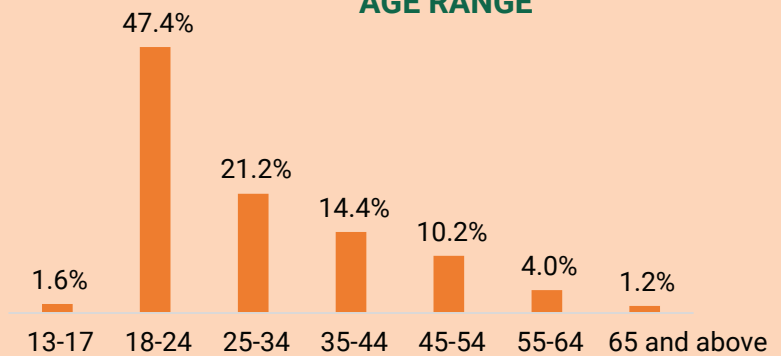
EMPLOYMENT STATUS

Student	28.9%
Full time employed	25.2%
Self-employed/Independent Professional/Contractor	12.5%
Part time employed	12.0%
Housewife/Homemaker	10.3%
Between Jobs/Searching for a Job	7.4%
Retired	2.2%
Military/Defence Services	1.4%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Primary School	2.5%
Primary school	0.7%
Lower secondary school	11.5%
Second grade secondary school	43.0%
First level academic diploma	3.4%
Second level academic diploma	1.9%
Degree	17.3%
Professional training	12.5%
Master's degree	5.5%
Ph.D	1.7%

HOUSEHOLD INCOME

Less than € 10,000	20.3%
€ 10,000- € 14,999	11.9%
€ 15,000- € 19,999	10.0%
€ 20,000- € 29,999	14.1%
€ 30,000- € 49,999	12.8%
€ 50,000- € 74,999	5.6%
€ 75,000- € 99,999	2.8%
€ 100,000- € 124,999	1.7%
€ 125,000- € 149,999	0.8%
€ 150,000- € 199,999	0.8%
€ 200,000- € 249,999	0.8%
€ 250,000 +	1.6%
I prefer not to say	9.4%
I do not know	7.4%

SPAIN : 85,644

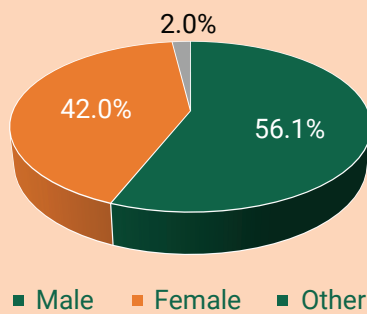
CONSUMER SPECIALITY

Parents	20.6%
Patients	67.3%
Students	14.5%
Car Owners	15.9%
Insurance Onwers	32.3%
Home owners	21.3%
HNIs	2.4%

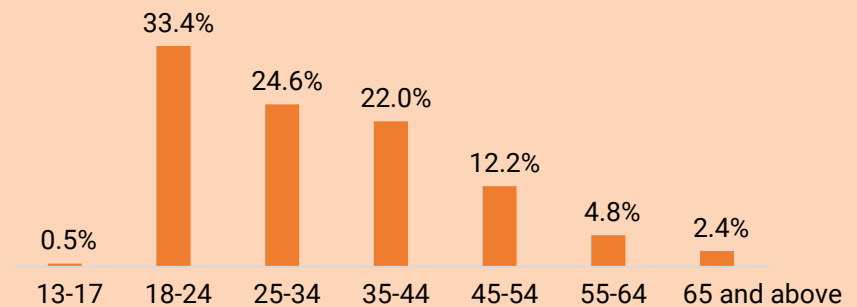
EMPLOYMENT STATUS

Full time employed	40.9%
Student	21.5%
Part time employed	12.1%
Between Jobs/Searching for a Job	9.1%
Self-employed/Independent Professional/Contractor	7.1%
Housewife/Homemaker	5.9%
Retired	2.6%
Military/Defence Services	0.6%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Kindergarten	0.3%
Primary education	3.5%
Early Childhood Education	0.3%
Grade	21.9%
THAT	20.0%
Degree Training Cycles	18.6%
baccalaureate	22.4%
Master	10.0%
Doctorate	3.1%

HOUSEHOLD INCOME

€ 10,000 Moins	15.9%
€ 10,000- € 14,999	12.8%
€ 15,000- € 19,999	10.8%
€ 20,000- € 29,999	15.2%
€ 30,000- € 49,999	18.0%
€ 50,000- € 74,999	7.5%
€ 75,000- € 99,999	3.7%
€ 100,000- € 124,999	1.7%
€ 125,000- € 149,999	0.9%
€ 150,000- € 199,999	0.6%
€ 200,000- € 249,999	0.5%
€ 250,000 +	0.8%
I prefer not to say	7.2%
I dont know	4.6%

NETHERLANDS : 24,981

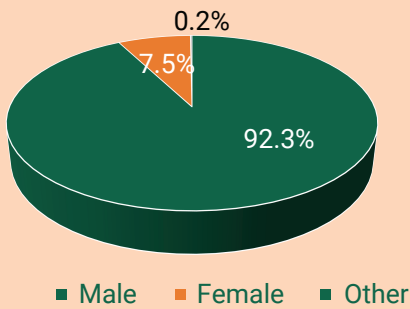
CONSUMER SPECIALITY

Parents	20.6%
Patients	67.3%
Students	14.5%
Car Owners	15.9%
Insurance Onwers	32.3%
Home owners	21.3%
HNIs	2.4%

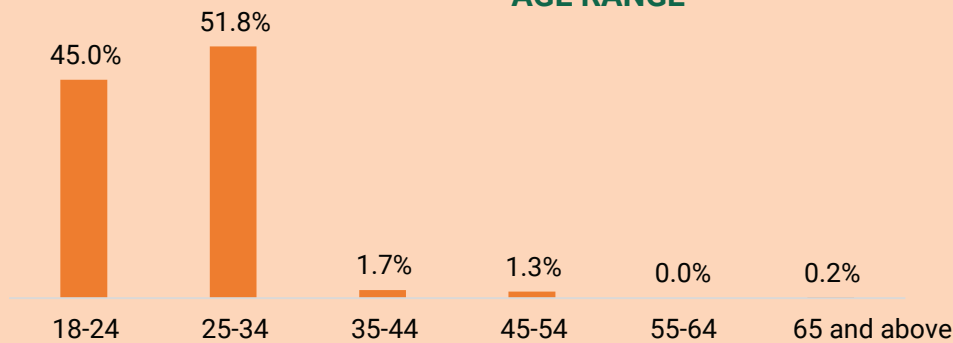
EMPLOYMENT STATUS

Student	94.8%
Part time employed	1.7%
Full time employed	1.7%
Between Jobs/Searching for a Job	0.5%
Self-employed/Independent Professional/Contractor	0.5%
Housewife/Homemaker	0.3%
Military/Defence Services	0.3%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Matriculation (10th)	24.2%
Secondary school	18.9%
Interim (12th)	22.6%
Vocational training	0.5%
Graduated 3-year college (Pass)	3.3%
Graduated 3 year college (Hons)	3.3%
Professional courses	0.5%
Postgraduate Diploma	1.5%
Diploma (Polytechnic School)	7.9%
Diploma (ITI)	12.3%
Postgraduate / Masters degree	2.4%
Graduated 4 years	2.2%
Doctorate Degree (Ph.D.)	0.3%

HOUSEHOLD INCOME

Less than NT\$50000	21.4%
NT\$50000-NT\$99999	18.1%
NT\$1,00,000-NT\$1,99,999	24.8%
NT\$2,00,000-NT\$4,99,999	15.7%
NT\$5,000,000-NT\$7,49,999	8.1%
NT\$7,50,000-NT\$9.99,999	3.3%
NT\$10,00,000-NT\$14,99,999	2.8%
NT\$15,000,000-NT\$19.99,999	1.6%
NT\$20,00,000-NT\$49.99,999	1.9%
NT\$1,00,00,000-NT\$4,99.99,999	0.2%
NT\$50,00,000-NT\$99.99,999	1.4%
Would rather not say	0.2%
Do not know	0.7%

PORTUGAL : 29,148

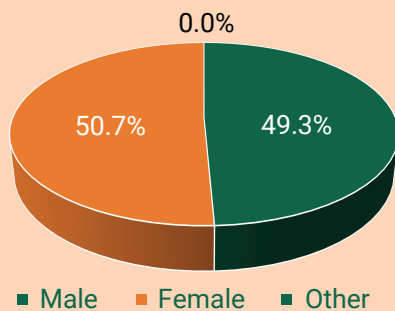
CONSUMER SPECIALITY

Parents	5.1%
Patients	18.0%
Students	20.4%
Car Owners	11.8%
Insurance Onwers	17.6%
Home owners	14.7%
HNIs	1.9%

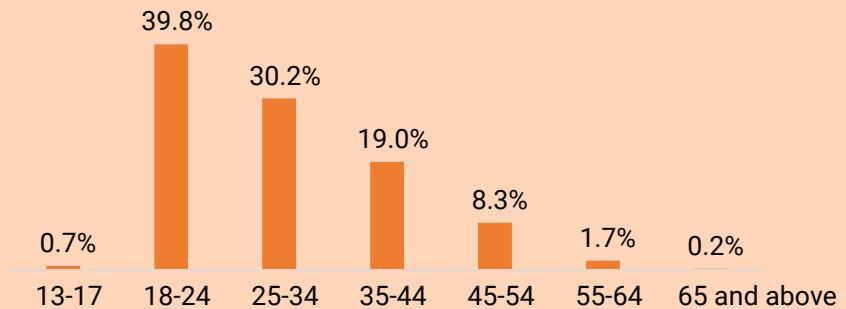
EMPLOYMENT STATUS

Housewife/Homemaker	6.2%
Student	18.4%
Between Jobs/Searching for a Job	11.8%
Part time employed	10.0%
Self-employed/Independent Professional/Contractor	10.9%
Full time employed	38.0%
Military/Defence Services	0.6%
Retired	4.0%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Preschool education	0.3%
Secondary education	45.0%
Aggregation	0.9%
Basic education	9.8%
Vocational school	2.0%
Bachelor	3.2%
University education	19.6%
University graduate	4.3%
University and polytechnic	6.6%
Postgraduate studies	1.4%
Master's degree	4.3%
Doctorate degree	2.6%

HOUSEHOLD INCOME

Less than €10,000	28.7%
€10,000-€14,999	19.6%
€15,000-€19,999	12.4%
€20,000-€29,999	10.0%
€30,000-€49,999	6.9%
€50,000-€74,999	3.9%
€75,000-€99,999	0.3%
€100,000-€124,999	1.2%
€125,000-€149,999	0.6%
€200,000-€249,999	0.3%
€250,000+	0.6%
Prefer not to say	6.3%
I do not know	9.1%

SWITZERLAND : 21,377

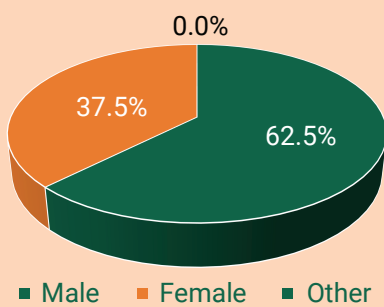
CONSUMER SPECIALITY

Parents	12.5%
Patients	18.8%
Students	13.5%
Car Owners	15.2%
Insurance Onwers	17.4%
Home owners	13.5%
HNIs	10.3%

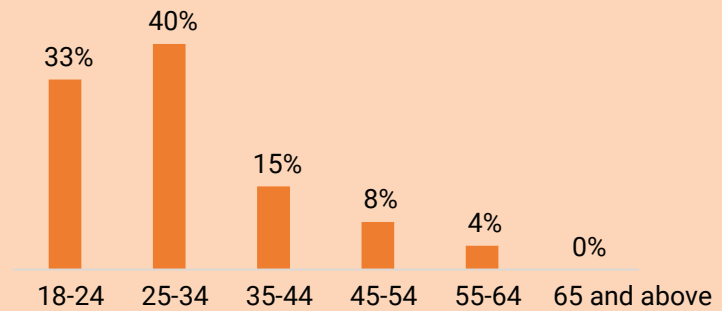
EMPLOYMENT STATUS

Housewife/Homemaker	7.1%
Student	28.6%
Between Jobs/Searching for a Job	7.1%
Part time employed	21.4%
Self-employed/Independent Professional/Contractor	21.4%
Full time employed	14.3%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Elementary School	8.8%
High school	5.9%
Professional school	14.7%
Vocational school	8.8%
Diploma / Magister Artium	2.9%
Diploma (FH / DH)	14.7%
Bachelor	8.8%
State examination	5.9%
Master	20.6%
Doctor	8.8%

HOUSEHOLD INCOME

Less than € 10,000	3.6%
€ 10,000- € 14,999	3.6%
€ 15,000- € 19,999	3.6%
€ 50,000- € 74,999	21.4%
€ 75,000- € 99,999	10.7%
€ 100,000- € 124,999	14.3%
€ 125,000- € 149,999	10.7%
€ 150,000- € 199,999	3.6%
€ 250,000 +	14.3%
I do not know	7.1%
Better not give any information	7.1%

POLAND : 8,804

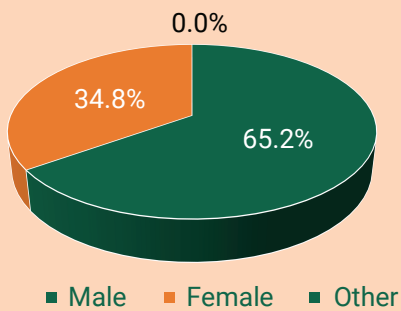
CONSUMER SPECIALITY

Parents	13.9%
Patients	39.2%
Students	12.9%
Car Owners	8.9%
Insurance Onwers	12.6%
Home owners	11.2%
HNIs	1.3%

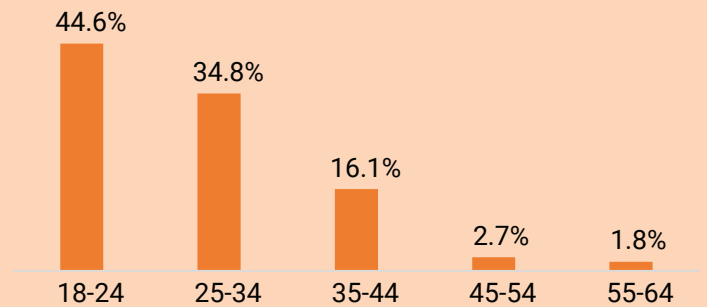
EMPLOYMENT STATUS

Housewife/Homemaker	9.0%
Student	29.0%
Between Jobs/Searching for a Job	7.0%
Part time employed	7.0%
Self-employed/Independent Professional/Contractor	11.0%
Full time employed	34.0%
Military/Defence Services	2.0%
Retired	1.0%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

High school	33.7%
Basic vocational school	11.5%
High school diploma	6.7%
Diploma (University of Technology)	4.8%
Diploma (ITI)	1.9%
Graduate after 3 years of bachelor's degree (ordinary / non-honorary)	7.7%
Graduate after 3 years of Bachelor (Honorary)	7.7%
Graduate after 4 years	6.7%
Professional courses	2.9%
Postgraduate Diploma	1.9%
Postgraduate / Magisterial studies	7.7%
Doctoral Degree (Ph.D.)	4.8%
Immatrykalizacji / Egzamin maturalny	1.9%

HOUSEHOLD INCOME

Less than PLN 50,000	15.3%
PLN 50,000-PLN 99,999	12.2%
PLN 1.00,000-PLN 1.99,999	7.1%
PLN 2.00,000-PLN 4.99,999	8.2%
PLN 5.00,000-PLN 7.49,999	6.1%
PLN 7.50,000-PLN 9.99,999	5.1%
PLN 10.00,000-PLN 14.99,999	9.2%
PLN 15.00,000-PLN 19.99,999	1.0%
PLN 20.00,000-PLN 49.99,999	3.1%
PLN 50.00,000-PLN 99.99,999	9.2%
PLN 1.00.00.000-PLN 4.99.99.999	6.1%
PLN 5.00.00,000+	2.0%
I do not know	7.1%
I prefer not to speak	8.2%

INDIA : 4,78,790

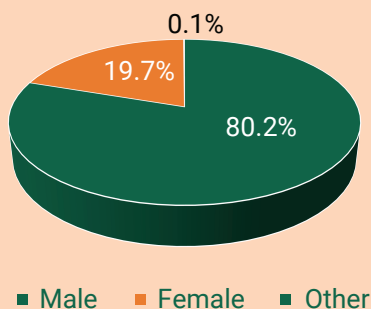
CONSUMER SPECIALITY

Parents	14.7%
Patients	60.2%
Students	19.4%
Car Owners	15.1%
Insurance Onwers	34.1%
Home owners	19.8%
HNIs	5.0%

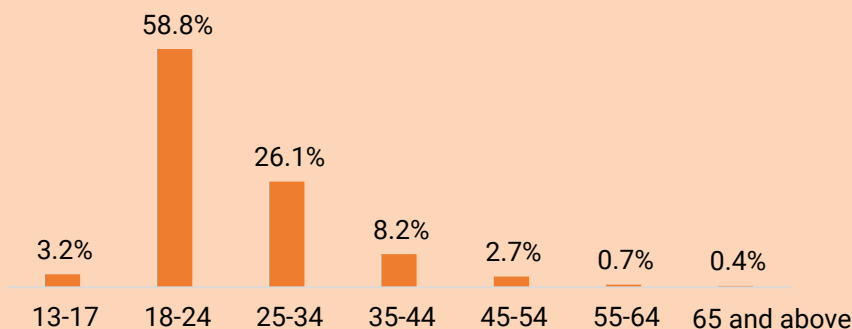
EMPLOYMENT STATUS

Student	36.7%
Full time employed	29.7%
Self-employed/Independent Professional/Contractor	12.2%
Part time employed	10.7%
Between Jobs/Searching for a Job	5.4%
Housewife/Homemaker	3.5%
Retired	1.2%
Military/Defence Services	0.7%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Illiterate	0.9%
Middle School	4.6%
Matriculation (10th)	5.1%
Literate but no formal school/ School upto 4 year	0.5%
Intermediate (12th)	21.3%
Diploma (Polytechnic)	4.0%
Diploma (ITI)	4.1%
Vocational Courses	0.5%
Professional Courses	4.0%
Graduate 3-years college (Pass)	16.8%
Graduate 3-years college (Hons)	8.2%
Graduate 4 years	12.6%
Postgraduate Diploma	2.2%
Postgraduate / Masters Degree	12.7%
Doctorate Degree (Ph.D.)	2.6%

HOUSEHOLD INCOME

Less than ₹50,000	27.1%
₹50,000-₹99,999	13.6%
₹1,00,000-₹1,99,999	10.7%
₹2,00,000-₹4,99,999	14.1%
₹5,00,000-₹7,49,999	10.6%
₹7,50,000-₹9,99,999	5.7%
₹10,00,000-₹14,99,999	4.5%
₹15,00,000-₹19,99,999	2.2%
₹20,00,000-₹49,99,999	2.0%
₹50,00,000-₹99,99,999	1.0%
₹1,00,00,000-₹4,99,99,999	0.7%
₹5,00,00,000+	0.7%
Prefer not to say	4.1%
Do not know	3.0%

SINGAPORE : 57,379

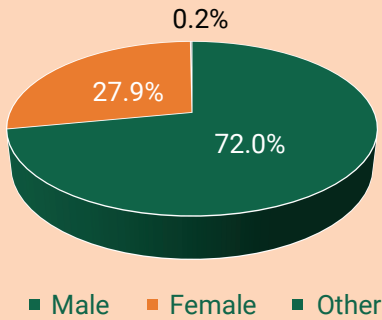
CONSUMER SPECIALITY

Parents	14.4%
Patients	1.3%
Students	16.8%
Car Owners	11.2%
Insurance Onwers	36.3%
Home owners	21.3%
HNIs	5.4%

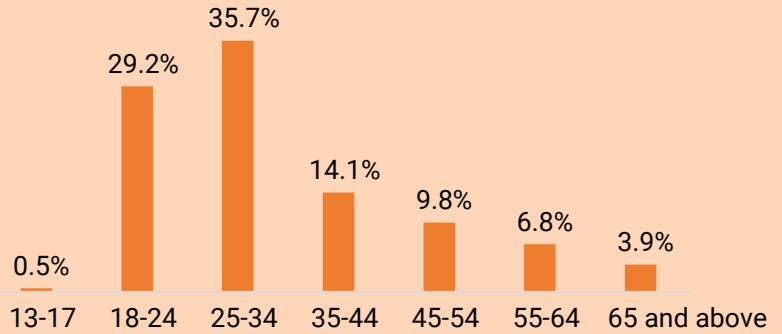
EMPLOYMENT STATUS

Housewife/Homemaker	2.0%
Student	44.0%
Between Jobs/Searching for a Job	3.5%
Part time employed	7.3%
Self-employed/Independent Professional/Contractor	6.7%
Full time employed	33.3%
Military/Defence Services	0.5%
Retired	2.7%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Pre-School	9.6%
Primary School	6.8%
Secondary School	20.0%
Specialised School	8.2%
Polytechnics	12.4%
Junior Colleges/ Centralised Institute	9.3%
Bachelors Degree	20.4%
Institute of Technical Education	6.2%
Masters Degree	6.2%
Doctoral Degree	0.9%

HOUSEHOLD INCOME

Less than S\$15,000	21.8%
S\$15,000-S\$29,999	15.5%
S\$30,000-S\$49,999	14.3%
S\$50,000-S\$74,999	12.5%
S\$75,000-S\$99,999	10.6%
S\$100,000-S\$124,999	7.6%
S\$125,000-S\$149,999	4.1%
S\$150,000-S\$174,999	2.7%
S\$175,000-S\$199,999	1.0%
S\$200,000-S\$249,999	1.8%
S\$250,000-S\$499,999	1.7%
S\$500,000+	0.5%
Prefer not to say	3.4%
Do not know	2.5%

AUSTRALIA : 52,350

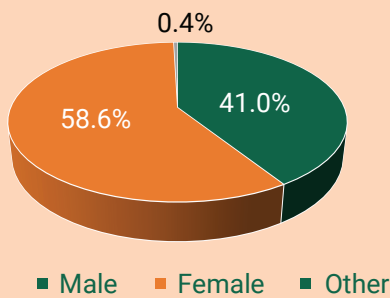
CONSUMER SPECIALITY

Parents	12.9%
Patients	1.0%
Students	21.7%
Car Owners	23.9%
Insurance Onwers	24.6%
Home owners	10.4%
HNIs	4.7%

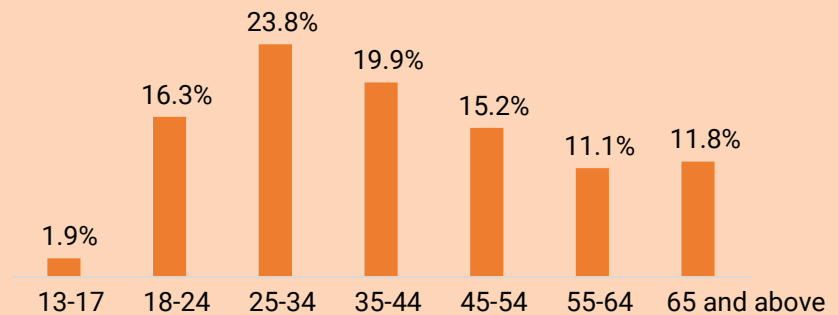
EMPLOYMENT STATUS

Housewife/Homemaker	12.5%
Student	12.3%
Between Jobs/Searching for a Job	9.8%
Part time employed	17.4%
Self-employed/Independent Professional/Contractor	7.1%
Full time employed	25.4%
Military/Defence Services	0.3%
Retired	15.1%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Primary school	1.9%
Secondary school	19.2%
Senior secondary school	17.3%
Diploma	14.4%
Graduate diploma	2.4%
Advanced diploma	4.2%
Bachelor honours degree	2.9%
Bachelor degree	16.7%
Associate degree	1.2%
Graduate certificate	5.9%
Masters degree	8.0%
Graduate certificate	5.9%

HOUSEHOLD INCOME

Less than A\$15,000	8.0%
A\$15,000-A\$29,999	15.0%
A\$30,000-A\$49,999	15.6%
A\$50,000-A\$74,999	17.7%
A\$75,000-A\$99,999	13.0%
A\$100,000-A\$124,999	8.3%
A\$125,000-A\$149,999	5.4%
A\$150,000-A\$174,999	3.1%
A\$175,000-A\$199,999	2.1%
A\$200,000-A\$249,999	1.7%
A\$250,000-A\$499,999	1.0%
A\$500,000+	0.3%
Do not know	2.6%
Prefer not to say	6.0%

MALAYSIA : 27,477

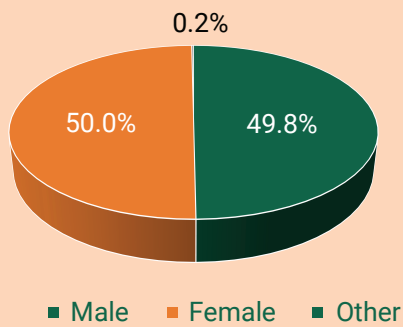
CONSUMER SPECIALITY

Parents	16%
Patients	12%
Students	9%
Car Owners	21%
Insurance Onwers	31%
Home owners	18%
HNIs	2.0%

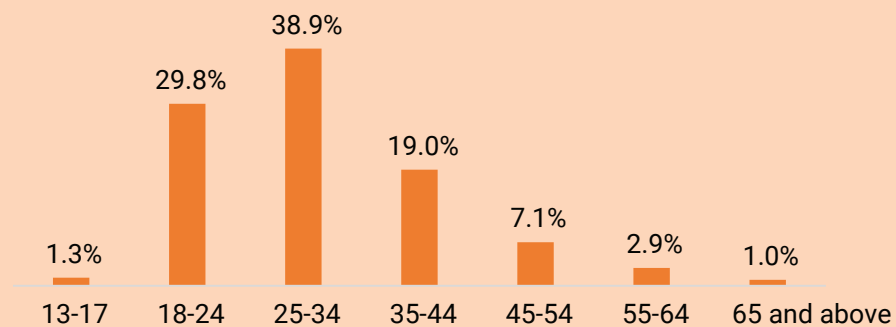
EMPLOYMENT STATUS

Housewife/Homemaker	12.5%
Student	12.3%
Between Jobs/Searching for a Job	9.8%
Part time employed	17.4%
Self-employed/Independent Professional/Contractor	7.1%
Full time employed	25.4%
Military/Defence Services	0.3%
Retired	15.1%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Primary school	1.9%
Secondary school	19.2%
Senior secondary school	17.3%
Diploma	14.4%
Graduate diploma	2.4%
Advanced diploma	4.2%
Bachelor honours degree	2.9%
Bachelor degree	16.7%
Associate degree	1.2%
Graduate certificate	5.9%
Masters degree	8.0%
Graduate certificate	5.9%

HOUSEHOLD INCOME

Less than A\$15,000	8.0%
A\$15,000-A\$29,999	15.0%
A\$30,000-A\$49,999	15.6%
A\$50,000-A\$74,999	17.7%
A\$75,000-A\$99,999	13.0%
A\$100,000-A\$124,999	8.3%
A\$125,000-A\$149,999	5.4%
A\$150,000-A\$174,999	3.1%
A\$175,000-A\$199,999	2.1%
A\$200,000-A\$249,999	1.7%
A\$250,000-A\$499,999	1.0%
A\$500,000+	0.3%
Do not know	2.6%
Prefer not to say	6.0%

HONGKONG : 25,550

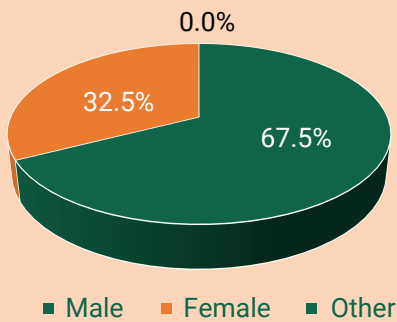
CONSUMER SPECIALITY

Parents	15.6%
Patients	20.3%
Students	14.3%
Car Owners	16.7%
Insurance Onwers	16.5%
Home owners	14.6%
HNIs	2.0%

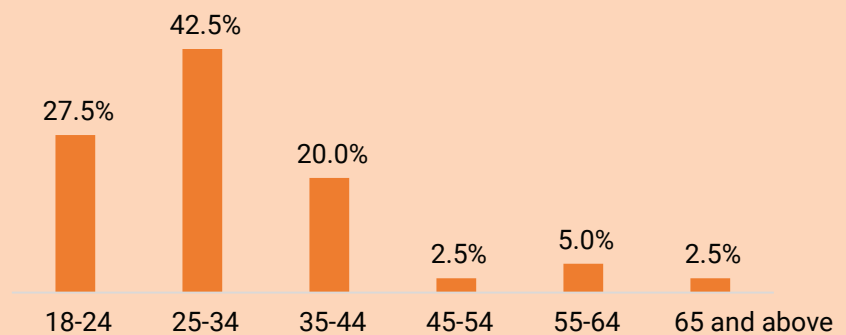
EMPLOYMENT STATUS

Housewife/Homemaker	2.9%
Student	5.7%
Between Jobs/Searching for a Job	5.7%
Part time employed	8.6%
Self-employed/Independent Professional/Contractor	14.3%
Full time employed	62.9%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Primary education	8.1%
Junior Secondary education	13.5%
Senior Secondary education	10.8%
Vocational education	10.8%
Bachelors Degree	40.5%
Masters Degree	13.5%
Doctoral Degree	2.7%

HOUSEHOLD INCOME

Less than HK\$50,000	18.2%
HK\$50,000-HK\$74,999	9.1%
HK\$75,000-HK\$99,999	6.1%
HK\$100,000-HK\$124,999	9.1%
HK\$125,000-HK\$149,999	12.1%
HK\$150,000-HK\$199,999	6.1%
HK\$200,000-HK\$249,999	3.0%
HK\$250,000-HK\$299,999	3.0%
HK\$400,000-HK\$499,999	3.0%
HK\$500,000-HK\$749,999	6.1%
HK\$750,000-HK\$999,999	3.0%
HK\$1,000,000+	12.1%
Prefer not to say	3.0%
Do not know	6.1%

THAILAND : 27,413

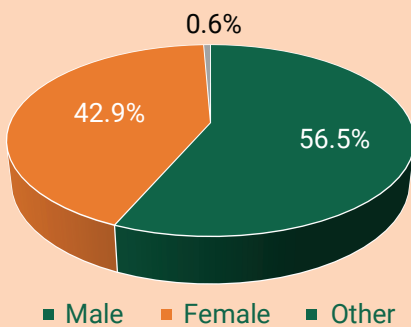
CONSUMER SPECIALITY

Parents	19.2%
Patients	27.0%
Students	14.5%
Car Owners	17.5%
Insurance Owners	10.4%
Home Owners	10.0%
HNIs	1.4%

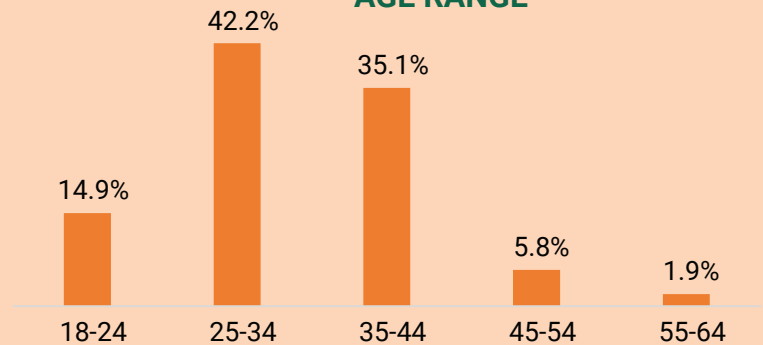
EMPLOYMENT STATUS

Housewife/Homemaker	3.5%
Student	3.4%
Between Jobs/Searching for a Job	10.3%
Part time employed	5.7%
Self-employed/Independent Professional/Contractor	36.8%
Full time employed	39.1%
Military/Defence Services	1.1%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Intermediate (12 years old)	4.1%
junior high school	35.1%
Student application (10 per month)	1.0%
Graduated from a 3-year college (Honors)	3.1%
Graduated from college 3 years (passed)	2.1%
Graduated 4 years	13.4%
Diploma (Polytechnic)	3.1%
Diploma (ITI)	5.2%
Vocational course	10.3%
professional course	7.2%
graduate certificate	5.2%
Master's degree	5.2%
Doctor of Philosophy (Ph.D.)	5.2%

HOUSEHOLD INCOME

less than 50,000 baht	18.9%
50,000 baht - 99,999 baht	11.1%
100,000 baht - 199,999 baht	13.3%
200,000 baht - 499,999 baht	27.8%
500,000 baht - 749,999 baht	11.1%
750,000 baht - 999,999 baht	3.3%
10,000,000 baht - 49,999,999 baht	1.1%
1,000,000 baht - 1,499,999 baht	3.3%
1,500,000 baht - 1,999,999 baht	2.2%
don't know	5.6%
don't want to answer	2.2%

INDONESIA : 46,066

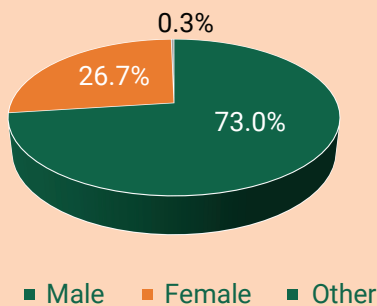
CONSUMER SPECIALITY

Parents	19.6%
Patients	16.2%
Students	15.7%
Insurance Onwers	19.1%
Home owners	14.2%
HNIs	1.4%

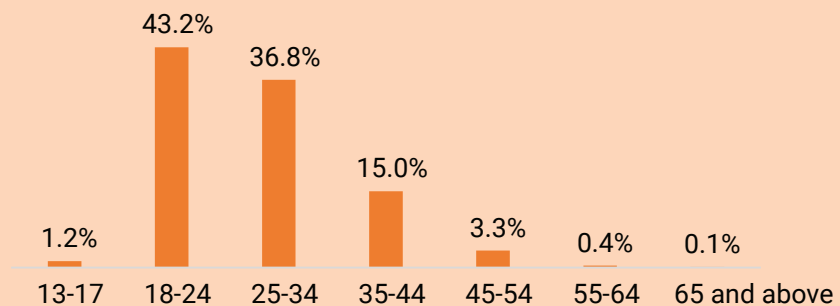
EMPLOYMENT STATUS

Housewife/Homemaker	6.3%
Student	13.2%
Part time employed	24.8%
Self-employed/Independent Professional/Contractor	15.3%
Between Jobs/Searching for a Job	8.6%
Full time employed	30.8%
Military/Defence Services	0.3%
Retired	0.7%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Primary school	2.9%
Middle School / Junior High School	8.5%
High school graduate	52.8%
Associate degree	0.9%
Multiple Colleges/Universities	4.4%
Post Diploma / Undergraduate Certificate	6.1%
Bachelor	23.0%
Advanced Professional Degree	0.1%
Master's Degree	0.9%
Doctoral Degree (Ph.D.)	0.3%
Postdoctoral Studies & Research	0.0%

HOUSEHOLD INCOME

Less than IDR 15,000	7.2%
RP 15,000- RP 29,999	4.8%
RP 30,000- RP 49,999	4.9%
RP 50,000- RP 74,999	5.4%
RP 75,000- RP 99,999	4.1%
RP 100,000- RP 124,999	5.5%
RP 125,000- RP 149,999	3.2%
RP 150,000- RP 174,999	3.8%
RP 175,000- RP 199,000	2.7%
RP 200,000- RP 249,999	3.0%
RP 250,000- RP 499,999	3.6%
IDR 500,000 +	36.9%
Do not know	7.7%
Choose not to answer	7.3%

JAPAN : 16,703

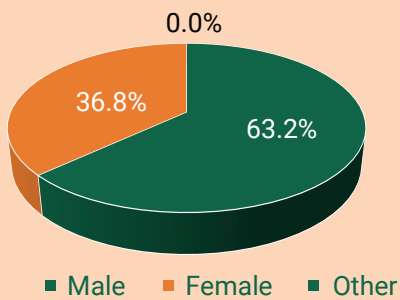
CONSUMER SPECIALITY

Parents	8.3%
Patients	13.6%
Students	20.8%
Car Owners	12.5%
JPsurance Onwers	22.8%
Home owners	16.7%
HNIs	5.3%

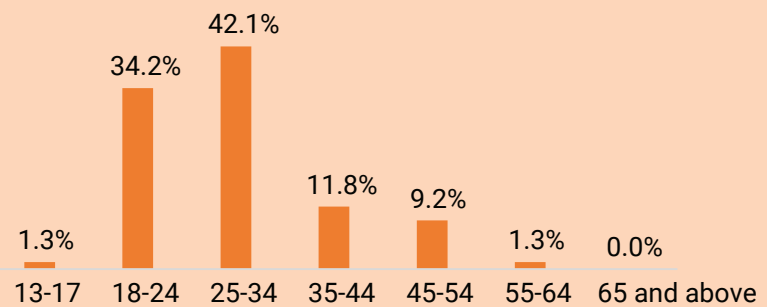
EMPLOYMENT STATUS

Housewife/Homemaker	5.6%
Student	13.0%
Part time employed	18.5%
Between Jobs/Searching for a Job	11.1%
Full time employed	18.5%
Self-employed/Independent Professional/Contractor	24.1%
Military/Defence Services	1.8%
Retired	7.4%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Junior high school	30.4%
Vocational training course	3.6%
Intermediate (12th)	5.4%
Diploma (Polytechnic)	3.6%
Diploma (ITI)	3.6%
Graduate Diploma	3.6%
University admission	21.4%
Graduated from a 3-year university (passed)	1.8%
3-year university graduation (honors degree)	1.8%
4 years of graduation	21.4%
Graduate / Master's Program	3.6%

HOUSEHOLD INCOME

50,000 yen or less	6.3%
50,000 yen-99,999 yen	18.8%
1,00,000 yen-1,99,999 yen	12.5%
2,00,000 yen-4,99,999 yen	12.5%
5,00,000 yen-7,49,999 yen	6.3%
7,50,000 yen-9,99,999 yen	4.2%
10,00,000 yen-14,99,999 yen	16.7%
50,00,000 yen-99,99,999 yen	4.2%
1,00,00,000 yen-4,99,99,999 yen	8.3%
5,00,00,000 yen +	4.2%
I do not like to answer that	6.3%

TAIWAN : 17,706

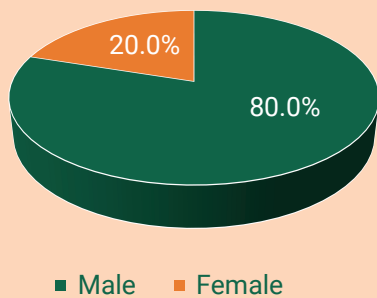
CONSUMER SPECIALITY

Parents	16.2%
Patients	13.4%
Students	13.2%
Car Owners	12.7%
Insurance Onwers	21.9%
Home owners	21.3%
HNIs	1.4%

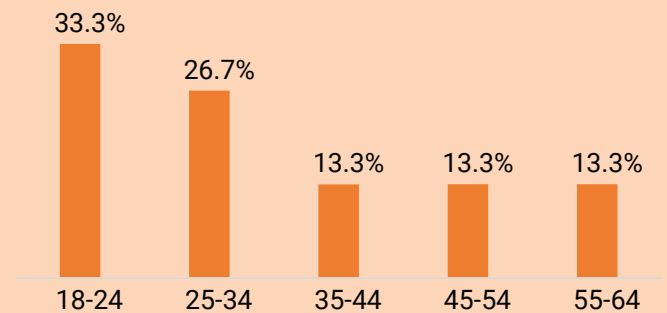
EMPLOYMENT STATUS

Student	12.5%
Part time employed	18.8%
Self-employed/Independent Professional/Contractor	6.2%
Full time employed	56.3%
Retired	6.3%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Middle School (Grade 12)	31.2%
Vocational courses	6.3%
Diploma (Polytechnics)	12.5%
Three-year University Postgraduate (Honours)	6.2%
Graduate/Master's Degree	6.3%
4 years after graduation	31.2%
PhD	6.3%

HOUSEHOLD INCOME

less than 50,000	20.0%
50,000-99,999	20.0%
1,00,000-1,99,999	13.3%
2,00,000-4,99,999	13.3%
5,00,000-7,49,999	6.7%
7,50,000-9,99,999	13.3%
10,00,000-14,99,999	13.3%

VIETNAM : 35,487

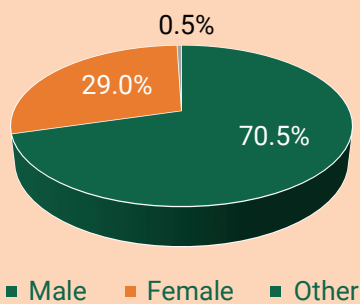
CONSUMER SPECIALITY

Parents	17.6%
Patients	11.7%
Students	13.6%
Car Owners	15.6%
Insurance Onwers	17.8%
Home owners	22.9%
HNIs	0.8%

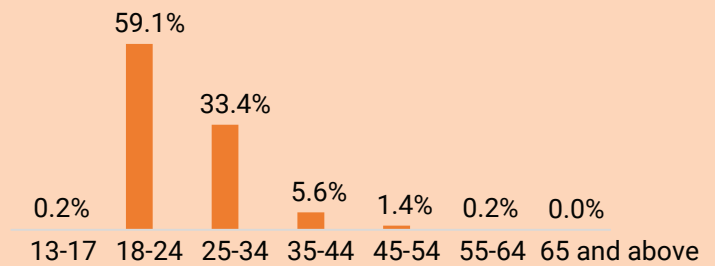
EMPLOYMENT STATUS

Housewife/Homemaker	1.4%
Student	29.3%
Between Jobs/Searching for a Job	5.9%
Part time employed	7.6%
Self-employed/Independent Professional/Contractor	17.9%
Full time employed	35.8%
Military/Defence Services	1.7%
Retired	0.5%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

University admission (10th)	17.5%
Junior high school	12.5%
Intermediate (12th)	8.1%
Graduated from a 3-year university (Pass)	12.1%
3 year university degree (Honours)	5.1%
Graduated 4 years	21.5%
Specialized Courses	1.7%
Postgraduate Certificate	7.6%
Certificate (Polytechnic School)	1.5%
Certificate (ITI)	0.6%
Vocational courses	3.0%
Doctoral Degree (Ph.D.)	0.5%
Postgraduate Degree/Master Degree	8.3%

HOUSEHOLD INCOME

VND7,500- VND9.99,999	8.0%
VND50,000- VND99,999	2.3%
VND50,00,000- VND99.99,999	14.1%
VND5,00,000- VND7,49,999	6.8%
VND5,00,00,000 +	5.0%
VND20,00,000- VND49.99,999	11.1%
VND2,00,000- VND4,99,999	3.8%
VND15.00,000- VND19.99,999	6.4%
VND10,00,000- VND14,99,999	21.1%
VND1,00,000- VND1,99,999	1.6%
VND1,00,00,000- VND4,99,99,999	4.3%
Don't want to mention	8.3%
do not know	5.4%
Under VND50,000	1.9%

PHILIPPINES : 13,438

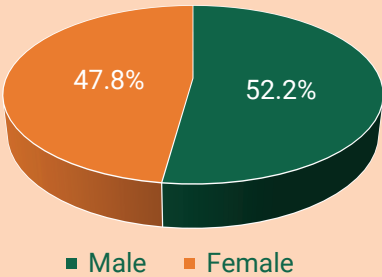
CONSUMER SPECIALITY

Parents	16.5%
Patients	25.3%
Students	17.4%
Car Owners	15.8%
Insurance Onwers	20.9%
Home owners	23.2%
HNIs	0.8%

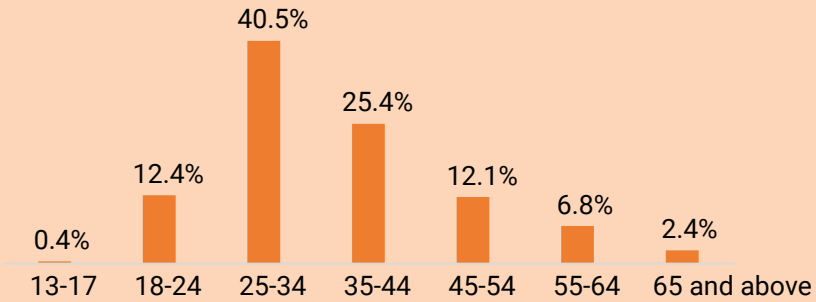
EMPLOYMENT STATUS

Housewife/Homemaker	16.2%
Student	6.6%
Between Jobs/Searching for a Job	10.1%
Part time employed	13.9%
Self-employed/Independent Professional/Contractor	20.6%
Full time employed	29.1%
Military/Defence Services	2.8%
Retired	0.6%

GENDER DISTRIBUTION



AGE RANGE



EDUCATION

Doctoral degree	1.1%
Master degree	5.9%
Bachelors Degree	37.7%
Advanced Diploma (skills/vocational)	6.6%
Diploma(skills/vocational)	25.1%
Certificate(skills/vocational)	23.7%

HOUSEHOLD INCOME

Less than ₱20,000	27.1%
₱20,000-₱29,999	7.3%
₱30,000-₱39,999	8.7%
₱40,000-₱49,999	5.9%
₱50,000-₱74,999	11.8%
₱75,000-₱99,999	9.5%
₱100,000-₱124,999	6.7%
₱125,000-₱149,999	2.4%
₱150,000-₱199,999	2.7%
₱200,000-₱249,999	1.4%
₱250,000-₱299,999	0.7%
₱300,000-₱399,999	0.6%
₱400,000-₱499,999	0.9%
₱500,000+	0.3%
Prefer not to say	10.9%
Do not know	3.1%

SOUTH KOREA : 3,591

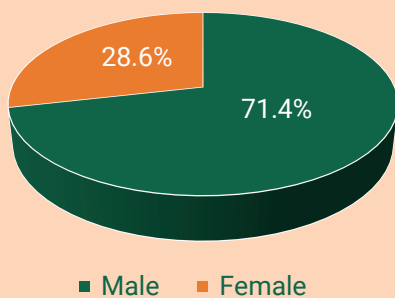
CONSUMER SPECIALITY

Parents	12.1%
Patients	16.5%
Students	15.1%
Car Owners	13.6%
Insurance Onwers	19.0%
Home owners	23.2%
HNIs	0.6%

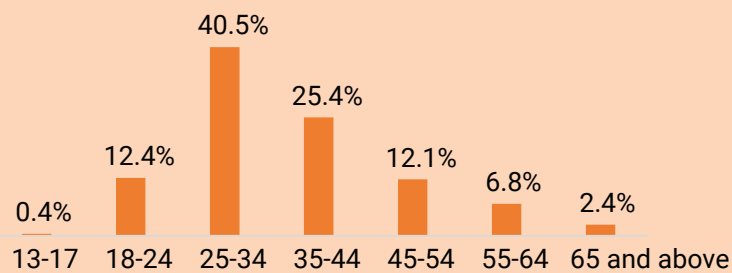
EMPLOYMENT STATUS

Housewife/Homemaker	4.30%
Student	5.30%
Between Jobs/Searching for a Job	9.30%
Part time employed	8.30%
Self-employed/Independent Professional/Contractor	14.50%
Full time employed	38.50%
Military/Defence Services	18.10%
Retired	1.80%

GENDER DISTRIBUTION



AGE RANGE



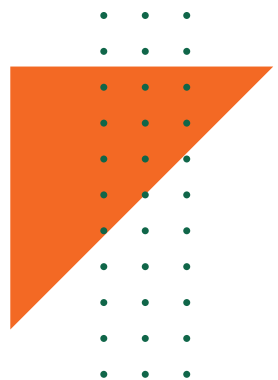
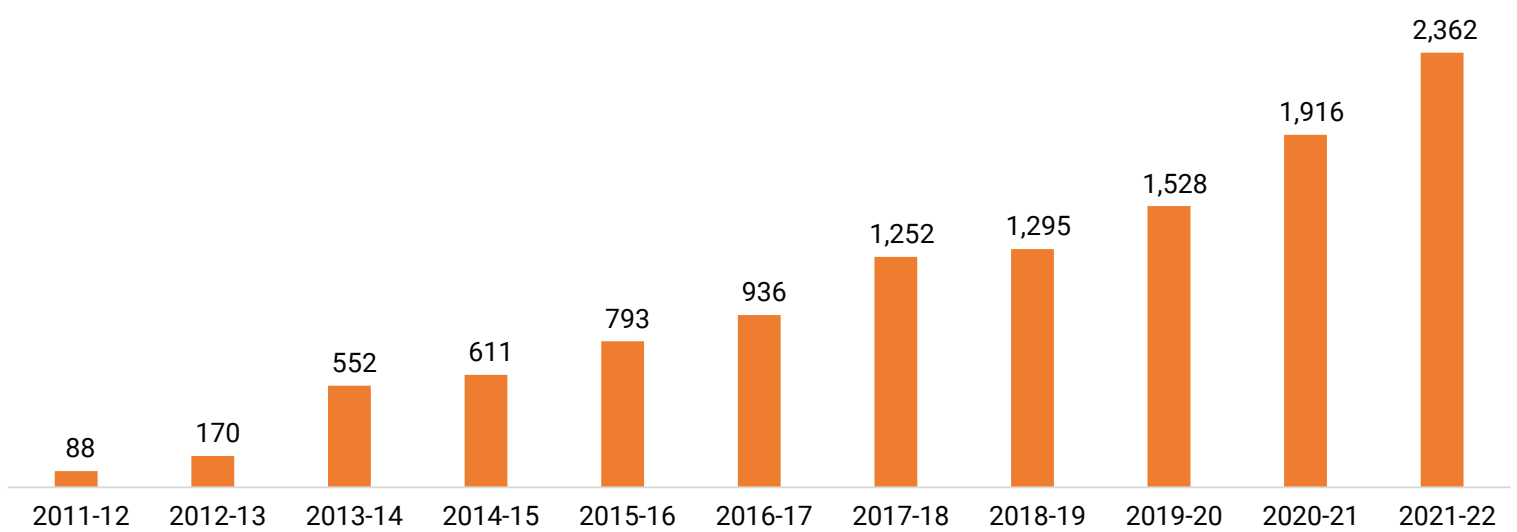
EDUCATION

Middle School	60.0%
4-year college graduation	20.0%
Degree (technical university)	10.0%
Degree (Engineering Technology)	10.0%

HOUSEHOLD INCOME

Less than ₩20,000	27.10%
₩20,000-₩29,999	7.30%
₩30,000-₩39,999	8.70%
₩40,000-₩49,999	5.90%
₩50,000-₩74,999	13.50%
₩75,000-₩99,999	11.20%
₩100,000-₩124,999	6.70%
₩125,000-₩149,999	2.40%
₩150,000-₩199,999	2.70%
₩200,000-₩249,999	1.40%
₩250,000-₩299,999	0.70%
₩300,000-₩399,999	0.70%
₩400,000-₩499,999	1.00%
₩500,000+	1.10%
Prefer not to say	7.50%
Do not know	2.30%

Panel Size : '000



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A large graphic featuring a dark green background with a large orange circle in the center. The words "Thank you" are written in a white, elegant script font across the orange circle. The background is decorated with several concentric white circles and diagonal lines in green and orange at the top corners.

Thank
you