

# B2C Panel Book 2023





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## 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



### Technology

- Internet Surfing
- Smartphone Usage & Activity
- Household Applies
- Computers



### Leisure Activity

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



### Household

- Parenting
- Household Finance
- Daily Lifestyle
- Shopping



### Health & Wellness

- Ailments
- Fitness
- Health Insurance



### Automotive

- Vehicle Ownerships
- Make & Model
- Purchase DMs

# List of Panel Countries

## North America

United States	485,417
Canada	24,933
Mexico	97,371

## Europe

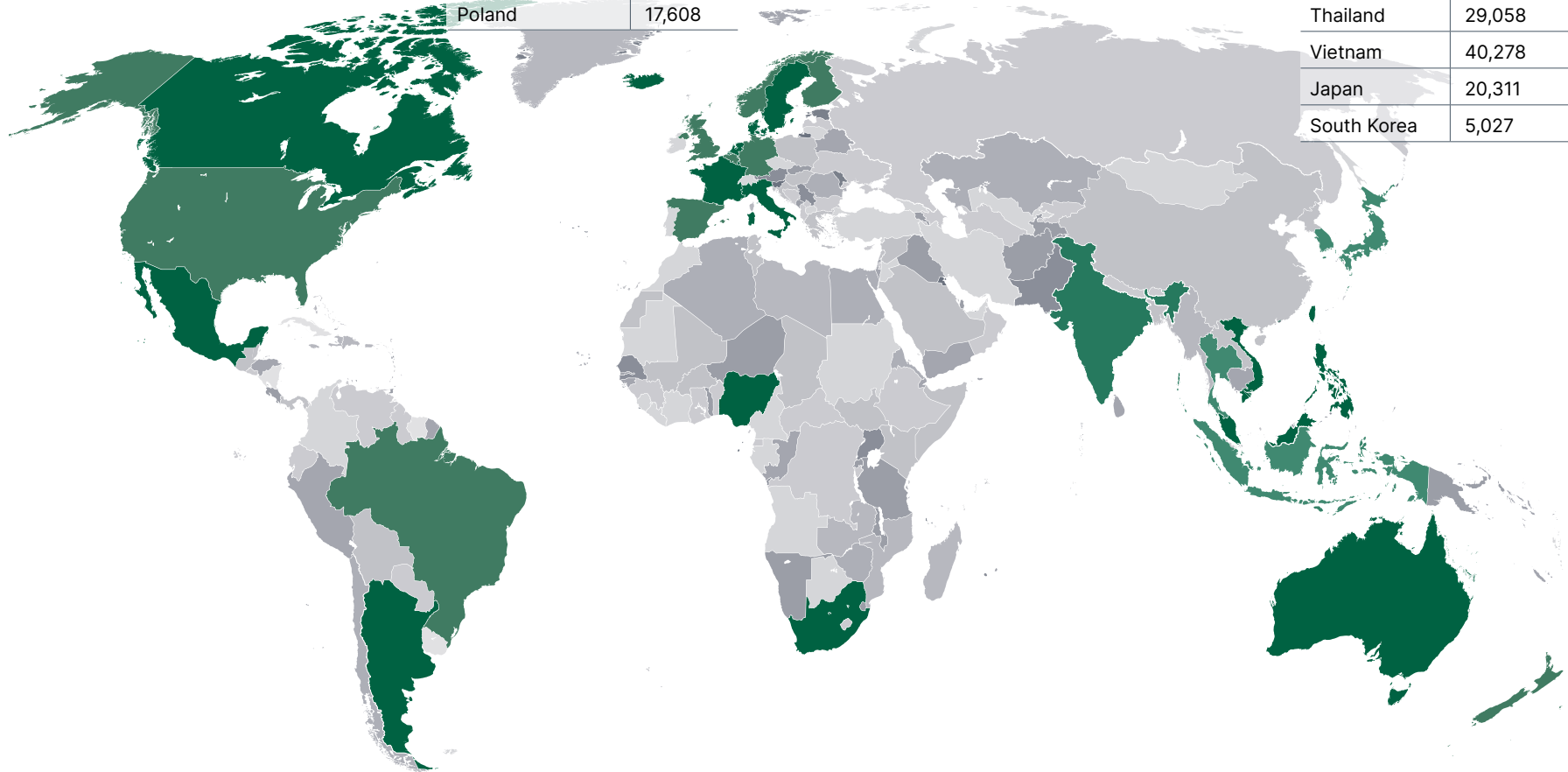
United Kingdom	168,011
France	124,231
Germany	77,244
Italy	134,881
Spain	106,247
Netherlands	28,728
Portugal	37,892
Switzerland	26,721
Poland	17,608

## Latin America & Africa

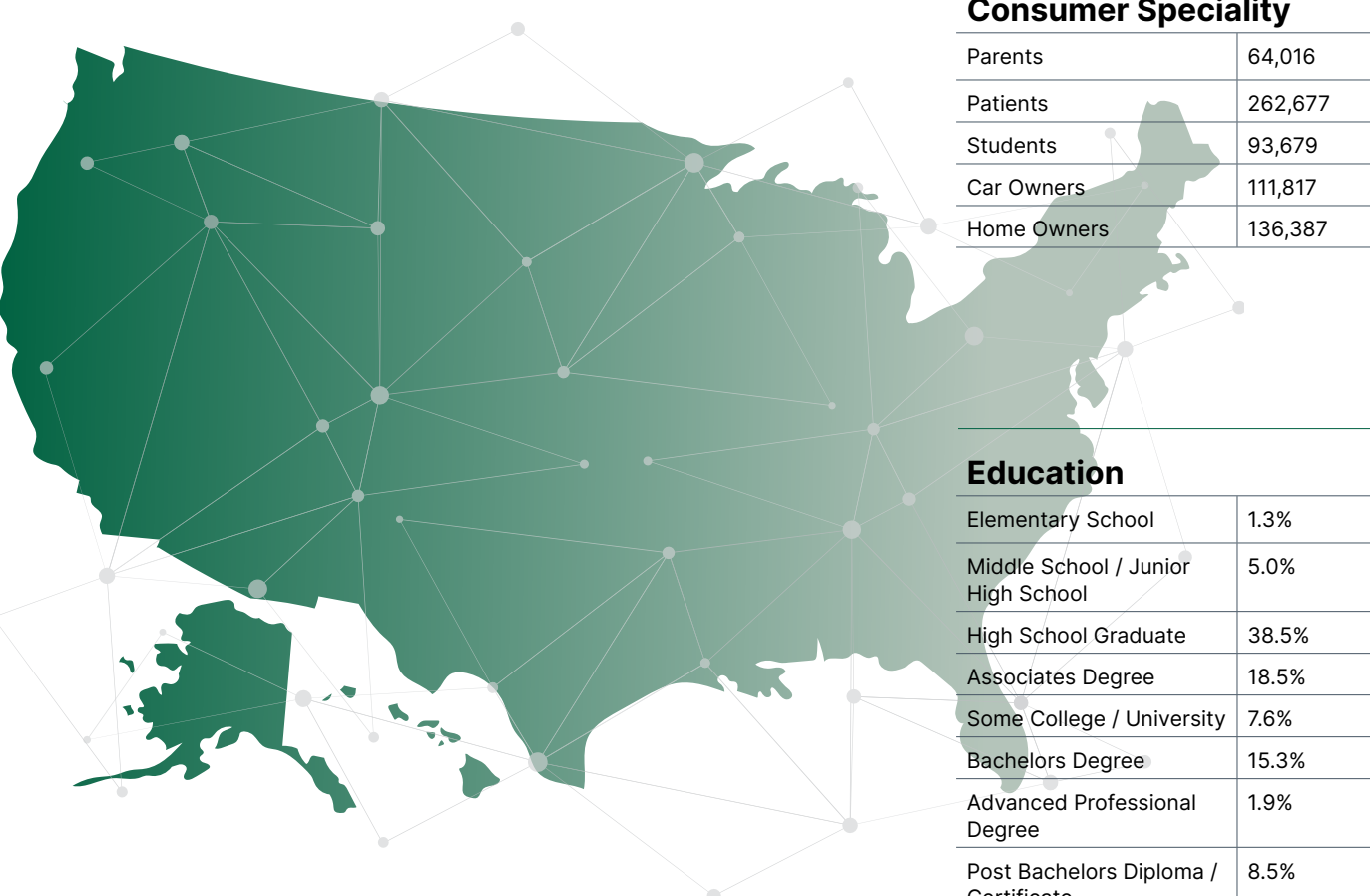
Brazil	401,265
Argentina	35,943
South Africa	49,628
Nigeria	20,858

## APAC


India	526,669
Singapore	67,019
Australia	60,360
Malaysia	31,846
Hong Kong	30,941
Philippines	14,110
Taiwan	21,247
Indonesia	50,074
Thailand	29,058
Vietnam	40,278
Japan	20,311
South Korea	5,027



# UNITED STATES: 485,417



### Gender Distribution




**48.5%**  
Female

**50.7%**  
Male

**0.7%**  
Other

### Age Range



**0.4%**  
13-17

**26%**  
18-24

**23.6%**  
25-34

**23.4%**  
35-44

**11.9%**  
45-54

**8.8%**  
55-64

**5.7%**  
65 and above

## Consumer Speciality

Parents	64,016
Patients	262,677
Students	93,679
Car Owners	111,817
Home Owners	136,387

## Education

Elementary School	1.3%
Middle School / Junior High School	5.0%
High School Graduate	38.5%
Associates Degree	18.5%
Some College / University	7.6%
Bachelors Degree	15.3%
Advanced Professional Degree	1.9%
Post Bachelors Diploma / Certificate	8.5%
Masters Degree	1.9%
Doctoral Degree (Ph.D.)	1.1%
Postdoctoral Study & Research	0.4%

## Employment Status

Full-time employed	33.8%
Part-time employed	9.2%
Self-employed/Independent Professional/Contractor	9.2%
Between Jobs/Searching for a Job	7.5%
Housewife/Homemaker	7.6%
Military/Defence Services	0.6%
Student	23.3%
Retired	8.8%

## Origin or Race/Ethnicity

White/Caucasian	65.0%
Black/African American	14.4%
Hispanic/Latino or Spanish origin	9.8%
Asian (except Indian)	3.1%
Indian Origin	1.4%
Middle Eastern Origin	1.1%
American Indian/Alaska Native	1.4%
Native Hawaiian	0.3%
Other Pacific Islander	0.5%
Prefer Not to Answer	3.0%

# UNITED STATES: continued

## Region

NorthEast	83,356
MidWest	86,685
South	196,782
West	118,594

## Household Income

Less than \$15,000	18.3%
\$15,000-\$29,999	14.2%
\$30,000-\$49,999	16.6%
\$50,000-\$74,999	18.0%
\$75,000-\$99,999	11.7%
\$100,000-\$124,999	5.4%
\$125,000-\$149,999	3.7%
\$150,000-\$174,999	2.4%
\$175,000-\$199,999	2.1%
\$200,000-\$249,999	2.0%
\$250,000-\$499,999	1.2%
\$500,000+	0.6%
Do not know	1.3%
Prefer not to say	2.7%

## States

Alabama (AL)	10,717
Alaska (AK)	1,114
Arizona (AZ)	11,926
Arkansas (AR)	6,124
Armed Forces Americas	209
California (CA)	52,847
Colorado (CO)	15,084
Connecticut (CT)	2,853
D.C.	2,436
Delaware (DE)	1,601
Florida (FL)	30,691
Georgia (GA)	18,860
Idaho (ID)	2,923
Illinois (IL)	15,032
Indiana (IN)	8,978
Iowa (IA)	3,828
Kansas (KS)	4,524


Kentucky (KY)	6,611
Louisiana (LA)	8,560
Maine (ME)	905
Maryland (MD)	6,333
Massachusetts (MA)	5,707
Michigan (MI)	11,970
Minnesota (MN)	5,359
Mississippi (MS)	5,568
Missouri (MO)	6,820
Montana (MT)	2,366
Nebraska (NE)	2,993
Nevada (NV)	5,080
New Hampshire (NH)	2,088
New Jersey (NJ)	14,197
New Mexico (NM)	8,630
New York (NY)	40,991
North Carolina (NC)	17,190

North Dakota (ND)	2,227
Ohio (OH)	13,988
Oklahoma (OK)	6,124
Oregon (OR)	3,967
Pennsylvania (PA)	15,571
Rhode Island (RI)	974
South Carolina (SC)	8,421
South Dakota (SD)	2,645
Tennessee (TN)	10,534
Texas (TX)	39,929
Utah (UT)	4,315
Vermont (VT)	650
Virginia(VA)	13,414
Washington (WA)	8,212
West Virginia (WV)	3,828
Wisconsin (WI)	6,890
Wyoming (WY)	2,613

# CANADA: 24,933



### Gender Distribution



43.0%

Female


56.8%

Male

0.2%

Other

### Age Range



0.3%

13-17

12.2%

18-24

27.0%

25-34

19.3%

35-44

14.4%

45-54

12.5%

55-64

14.2%

65 and above

## Consumer Speciality

Parents	2,291
Patients	3,730
Students	1,784
Car Owners	3,101
Home Owners	4,277

## Education

Elementary School	2.4%
Middle School / Junior High School	4.4%
High School Graduate	21.7%
Some College / University	25.0%
Associates Degree	10.0%
Bachelors Degree	18.7%
Post Bachelors Diploma / Certificate	5.2%
Masters Degree	9.1%
Doctoral Degree (Ph.D.)	1.4%
Advanced Professional Degree	1.8%
Post-doctoral Study & Research	0.2%

## Employment Status

Full-time employed	34.4%
Part-time employed	9.9%
Self-employed/Independent Professional/Contractor	11.7%
Between Jobs/Searching for a Job	8.4%
Housewife/Homemaker	6.4%
Military/Defence Services	0.7%
Student	10.2%
Retired	18.4%

## Household Income

Less than C\$15,000	10.3%
C\$15,000-C\$29,999	13.9%
C\$30,000-C\$49,999	16.0%
C\$50,000-C\$74,999	16.2%
C\$75,000-C\$99,999	11.9%
C\$100,000-C\$124,999	9.2%
C\$125,000-C\$149,999	5.9%
C\$150,000-C\$174,999	3.5%
C\$175,000-C\$199,999	2.7%
C\$200,000-C\$249,999	1.5%
C\$250,000-C\$499,999	1.6%
C\$500,000+	0.3%
Do not know	1.6%
Prefer not to say	5.3%

# MEXICO: 97,371



## Consumer Speciality

Parents	3,705
Patients	6,732
Students	1,732
Car Owners	4,055
Home Owners	6,874

## Employment Status

Full-time employed	38.7%
Part-time employed	14.8%
Self-employed/Independent Professional/Contractor	10.1%
Between Jobs/Searching for a Job	7.9%
Housewife/Homemaker	12.5%
Military/Defence Services	0.6%
Student	14.6%
Retired	0.9%

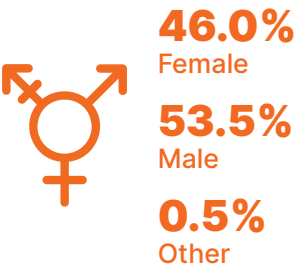
## Education

Nursery	0.6%
Preschool	0.4%
Primary/ Elementary school	2.3%
Secondary/ Middle/ Junior High School	15.8%
High school	41.2%
Bachelor degree/ Licentiate	35.1%
Master degree	2.9%
Doctorate	1.6%

## Household Income

Less than Mex\$100,000	35.5%
Mex\$100,000-Mex\$249,999	19.5%
Mex\$250,000-Mex\$499,999	9.9%
Mex\$500,000-Mex\$749,999	5.2%
Mex\$750,000-Mex\$999,999	3.8%
Mex\$1,000,000-Mex\$1,249,999	2.5%
Mex\$1,250,000-Mex\$1,499,999	1.4%
Mex\$1,500,000-Mex\$1,999,999	1.1%
Mex\$2,000,000-Mex\$2,499,999	1.1%
Mex\$2,500,000-Mex\$4,999,999	1.3%
Mex\$5,000,000+	1.5%
Do not know	7.3%
Prefer not to say	9.6%

## Gender Distribution



## Age Range

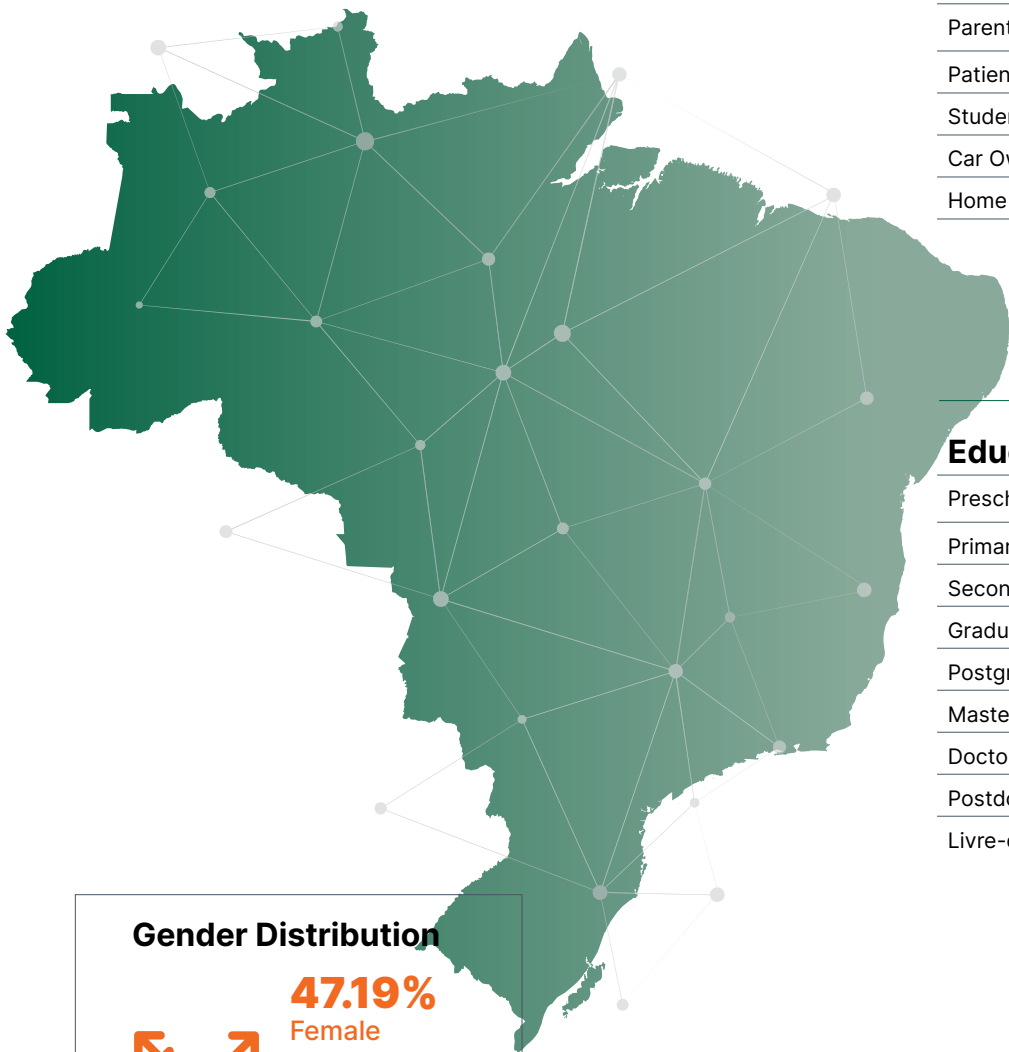




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# BRAZIL: 401,265



## Consumer Speciality

Parents	23,448
Patients	44,768
Students	12,072
Car Owners	37,198
Home Owners	51,418

## Employment Status

Full-time employed	35.4%
Part-time employed	16.2%
Self-employed/Independent Professional/Contractor	8.1%
Between Jobs/Searching for a Job	16.4%
Housewife/Homemaker	10.4%
Military/Defence Services	1.1%
Student	10.5%
Retired	1.8%

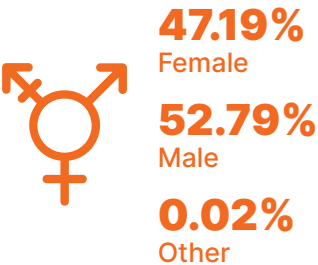
## Education

Preschool education	1.0%
Primary school	8.8%
Secondary school	54.8%
Graduate degree	23.1%
Postgraduate diploma	3.3%
Master degree	3.5%
Doctorates	2.3%
Postdoctoral research	2.3%
Livre-docência	0.8%

## Household Income

Less than R\$30,000	41.7%
R\$30,000-R\$49,999	13.4%
R\$50,000-R\$99,999	9.9%
R\$100,000-R\$199,999	6.3%
R\$200,000-R\$299,999	2.5%
R\$300,000-R\$399,999	1.5%
R\$400,000-R\$499,999	1.1%
R\$500,000-R\$599,999	1.1%
R\$600,000-R\$799,999	1.0%
R\$800,000-R\$999,999	2.2%
R\$1,000,000+	6.6%
Do not know	6.5%
Prefer not to say	6.1%

## Gender Distribution



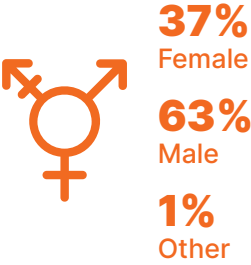
## Age Range



# ARGENTINA: 35,943



## Gender Distribution



## Age Range



## Consumer Speciality

Parents	6,294
Patients	13,192
Students	7,077
Car Owners	7,379
Home Owners	13,852

## Employment Status

Full-time employed	25%
Part-time employed	14%
Self-employed/Independent Professional/Contractor	14%
Between Jobs/Searching for a Job	12%
Housewife/Homemaker	8%
Military/Defence Services	1%
Student	24%
Retired	1%

## Education

Preprimary	1%
Primary	5%
Lower secondary	25%
Upper secondary	38%
Vocational Education	10%
Graduate	11%
Specialization	6%
Master	2%
Doctorate	2%

## Household Income

Less than ARS 100,000	14%
ARS 100,000-ARS 199,999	9%
ARS 200,000-ARS 299,999	4%
ARS 300,000-ARS 499,999	4%
ARS 500,000-ARS 749,999	4%
ARS 750,000-ARS 999,999	2%
ARS 1,000,000-ARS 1,249,999	4%
ARS 1,250,000-ARS 1,499,999	4%
ARS 1,500,000-ARS 1,999,999	3%
ARS 2,000,000+	4%
Do not know	17%
Prefer not to say	29%
I don't know	5.0%



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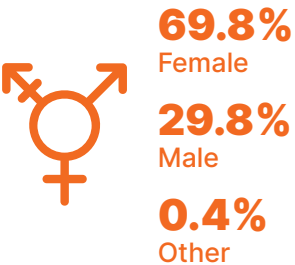




# SOUTH AFRICA: 49,628



## Gender Distribution



## Age Range



## Consumer Speciality

Parents	14,546
Patients	28,414
Students	11,423
Car Owners	20,077
Home Owners	30,440

## Employment Status

Full-time employed	30.7%
Part-time employed	10.1%
Self-employed/Independent Professional/Contractor	10.7%
Between Jobs/Searching for a Job	16.4%
Housewife/Homemaker	2.7%
Military/Defence Services	0.2%
Student	28.5%
Retired	0.6%

## Education

Grade 9	1.4%
Grade 10/ Vocational Cert. Level 2	2.2%
Grade 11/ Vocational Cert. Level 3	4.2%
Grade 12/ Vocational Cert. Level 4	39.7%
Higher Certificates/ Advanced Vocational Cert.	10.6%
Diploma/ Advanced certificates	15.1%
Bachelors degree/ Advanced Diplomas	18.1%
Honours degree	4.0%
Post Graduate diploma	1.6%
Professional Qualifications	0.9%
Masters degree	1.8%
Doctors degree	0.5%


## Household Income

Less than R50,000	44.0%
R50,000-R74,999	8.8%
R75,000-R99,999	4.7%
R100,000-R149,999	6.5%
R150,000-R199,999	5.1%
R200,000-R249,999	4.7%
R250,000-R299,999	4.1%
R300,000-R399,999	4.0%
R400,000-R499,999	2.5%
R500,000-R749,999	2.8%
R750,000-R999,999	1.5%
R1,000,000+	1.1%
Do not know	5.5%
Prefer not to say	4.8%

# NIGERIA: 20,858



### Gender Distribution



27%

Female


73%

Male

0%

Other

### Age Range



0%

13-17

26%

18-24

50%

25-34

18%

35-44

5%

45-54

1%

55-64

0%

65 and above

## Consumer Speciality

Parents	5,489
Patients	8,782
Students	4,871
Car Owners	8,851
Home Owners	15,163

## Employment Status

Full-time employed	27%
Part-time employed	15%
Self-employed/Independent Professional/Contractor	22%
Between Jobs/Searching for a Job	6%
Housewife/Homemaker	3%
Military/Defence Services	2%
Student	25%
Retired	1%

## 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 ₦50,000	13%
₦50,000-₦99,999	18%
₦1,00,000-₦1,99,999	15%
₦2,00,000-₦4,99,999	15%
₦5,00,000-₦7,49,999	7%
₦7,50,000-₦9,99,999	5%
₦10,00,000-₦14,99,999	4%
₦15,00,000-₦19,99,999	4%
₦20,00,000-₦49,99,999	3%
₦50,00,000-₦99,99,999	4%
₦1,00,00,000-₦4,99,99,999	3%
₦5,00,00,000+	3%
Do not know	2%
Prefer not to say	4%

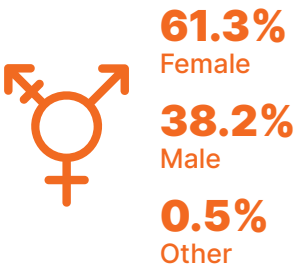


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# UNITED KINGDOM: 168,011



## Gender Distribution



## Age Range



## Consumer Speciality

Parents	23,448
Patients	44,768
Students	12,072
Car Owners	37,198
Home Owners	51,418

## Employment Status

Full-time employed	40.5%
Part-time employed	15.5%
Self-employed/Independent Professional/Contractor	8.0%
Between Jobs/Searching for a Job	9.2%
Housewife/Homemaker	11.1%
Military/Defence Services	0.3%
Student	10.2%
Retired	5.3%

## Education

Year 10 (GCSE, iGCSE or BTEC First)	23.5%
Year 12 (A Level, IB, BTEC National)	20.9%
Bachelors Degree - Years 1 & 2	6.8%
Professional & Employer Award	3.8%
Foundation Degree	4.3%
Higher National Certificate (HNC)	3.9%
Higher National Diploma (HND)	5.6%
Bachelors (Honours) Degree - Final Year	19.1%
Masters Degree (MSc, MA, MBA)	10.7%
Doctoral Degree (Ph.D.)	1.4%

## Household Income

Less than £10,000	11.6%
£10,000-£19,999	15.9%
£20,000-£29,999	18.8%
£30,000-£49,999	20.2%
£50,000-£74,999	12.6%
£75,000-£99,999	5.6%
£100,000-£124,999	2.5%
£125,000-£149,999	1.1%
£150,000-£174,999	0.9%
£175,000-£199,999	0.6%
£200,000-£249,999	0.5%
£250,000+	0.8%
Do not know	3.1%
Prefer not to say	5.8%



# FRANCE: 124,231



## Consumer Speciality

Parents	21,877
Patients	71,669
Students	7,162
Car Owners	34,318
Home Owners	45,976

## Employment Status

Full-time employed	42.1%
Part-time employed	10.7%
Self-employed/Independent Professional/Contractor	7.7%
Between Jobs/Searching for a Job	10.3%
Housewife/Homemaker	9.7%
Military/Defence Services	0.6%
Student	7.6%
Retired	11.3%

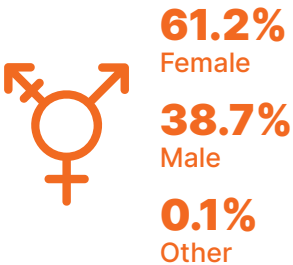
## Education

Preschool/nursery	1.0%
Primary school	1.5%
Middle school	7.0%
High school	21.3%
Diploma (IB/BOI)	32.5%
Bachelor Degree	21.4%
Master Degree	11.9%
Doctorate	3.5%

## Household Income

Less than €10,000	15.8%
€10,000-€14,999	9.9%
€15,000-€19,999	9.7%
€20,000-€29,999	17.6%
€30,000-€49,999	22.9%
€50,000-€74,999	8.6%
€75,000-€99,999	2.8%
€100,000-€124,999	1.7%
€125,000-€149,999	0.9%
€150,000-€199,999	0.6%
€200,000-€249,999	0.6%
€250,000+	0.7%
Do not know	2.7%
Prefer not to say	5.4%

## Gender Distribution



## Age Range



# GERMANY: 77,244



## Consumer Speciality

Parents	10,735
Patients	25,145
Students	4,842
Car Owners	25,437
Home Owners	31,038

## Education

Kindergarten	1.8%
Elementry School- Grundschule	2.4%
School-I- Sonderschule	2.2%
School-I- Hauptschule	8.8%
School-I- Realschule	12.6%
School-I- Gymnasium	10.7%
School-I- Gesamtschule	2.4%
School-II- Berufsschule	15.8%
School-II- Berufsfachschule	10.7%
School-II- Fachoberschule	4.6%
University- Diplom (FH/DH)	3.2%
University- Staatsprüfung	1.0%
University- Bachelor	9.5%
University- Diplom/ Magister Artium	5.6%
University- Master	7.2%
University- Doktor	1.5%

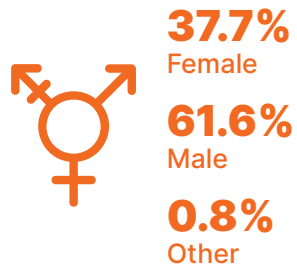
## Employment Status

Full-time employed	36.5%
Part-time employed	15.9%
Self-employed/Independent Professional/Contractor	7.7%
Between Jobs/Searching for a Job	6.5%
Housewife/Homemaker	8.9%
Military/Defence Services	1.9%
Student	7.1%
Retired	15.7%

## Household Income

Less than €10,000	15.4%
€10,000-€14,999	9.9%
€15,000-€19,999	6.7%
€20,000-€29,999	9.6%
€30,000-€49,999	15.7%
€50,000-€74,999	12.7%
€75,000-€99,999	7.1%
€100,000-€124,999	4.8%
€125,000-€149,999	3.2%
€150,000-€199,999	2.1%
€200,000-€249,999	2.7%
€250,000+	3.6%
Do not know	2.4%
Prefer not to say	4.1%

## Gender Distribution



## Age Range



**0.1%**  
13-17

**21.1%**  
18-24

**25.9%**  
25-34

**19.4%**  
35-44

**11.3%**  
45-54

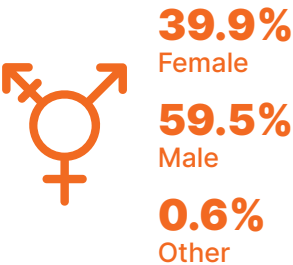
**13.3%**  
55-64

**9.0%**  
65 and above

# ITALY: 134,881



## Gender Distribution



## Age Range



## Consumer Speciality

Parents	29,537
Patients	38,206
Students	21,599
Car Owners	75,881
Mobile Panel	0
Insurance Owners	0
Home Owners	84,147

## Education

Preschool/nursery school	0.5%
Primary school	2.3%
Lower secondary education	10.5%
Upper secondary education	41.2%
vocational education	11.7%
Bachelor degree	18.1%
First Level Diploma	3.5%
Master degree	8.0%
Second Level Diploma	2.0%
Doctorate	2.2%

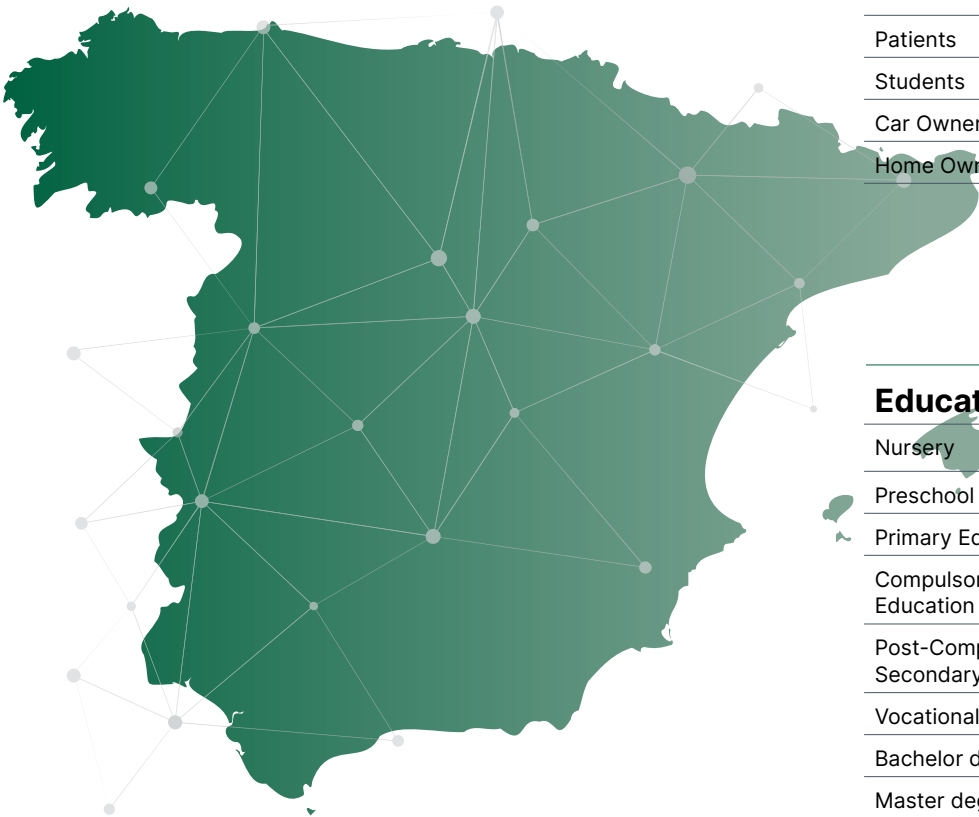
## Employment Status

Full-time employed	32.4%
Part-time employed	13.4%
Self-employed/Independent Professional/Contractor	13.2%
Between Jobs/Searching for a Job	6.5%
Housewife/Homemaker	11.4%
Military/Defence Services	1.3%
Student	18.4%
Retired	3.3%

## Household Income

Less than €10,000	15.8%
€10,000-€14,999	10.9%
€15,000-€19,999	10.1%
€20,000-€29,999	17.0%
€30,000-€49,999	16.4%
€50,000-€74,999	7.6%
€75,000-€99,999	3.5%
€100,000-€124,999	1.4%
€125,000-€149,999	0.7%
€150,000-€199,999	0.8%
€200,000-€249,999	0.9%
€250,000+	1.5%
Do not know	4.9%
Prefer not to say	8.4%

# SPAIN: 106,247



## Consumer Speciality

Parents	26,689
Patients	31,857
Students	15,336
Car Owners	40,709
Home Owners	49,411

## Employment Status

Full-time employed	45.6%
Part-time employed	10.4%
Self-employed/Independent Professional/Contractor	7.1%
Between Jobs/Searching for a Job	9.7%
Housewife/Homemaker	6.0%
Military/Defence Services	0.9%
Student	16.5%
Retired	3.7%

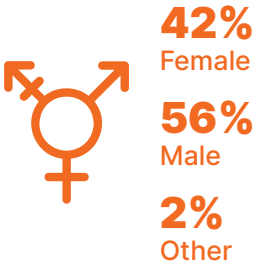
## Education

Nursery	0.3%
Preschool Education	0.5%
Primary Education	3.8%
Compulsory Secondary Education	17.0%
Post-Compulsory Secondary Education	21.9%
Vocational Training	19.7%
Bachelor degrees	21.8%
Master degrees	10.9%
Doctorates	3.9%

## Household Income

Less than €10,000	15.2%
€10,000-€14,999	13.0%
€15,000-€19,999	10.9%
€20,000-€29,999	16.2%
€30,000-€49,999	15.8%
€50,000-€74,999	7.0%
€75,000-€99,999	3.2%
€100,000-€124,999	1.6%
€125,000-€149,999	0.5%
€150,000-€199,999	0.9%
€200,000-€249,999	0.7%
€250,000+	0.9%
Do not know	5.4%
Prefer not to say	8.9%

## Gender Distribution

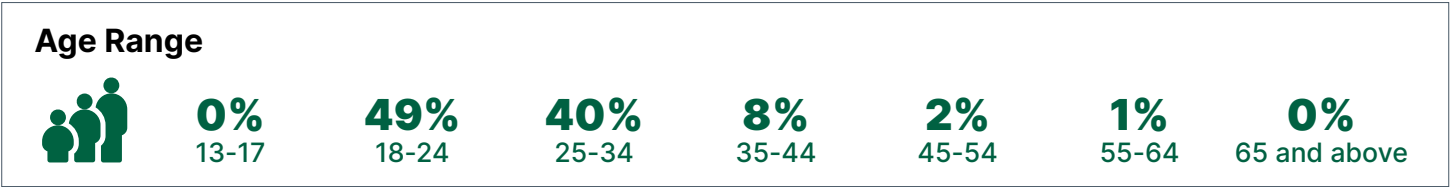
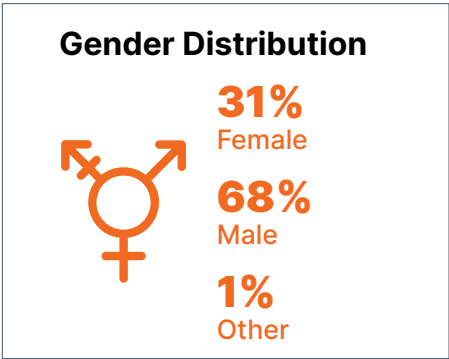


## Age Range





# NETHERLANDS: 28,728



### Consumer Speciality

Parents	1,850
Patients	17,737
Students	5,876
Car Owners	3,809
Home Owners	4,679

### Employment Status

Full-time employed	17%
Part-time employed	15%
Self-employed/Independent Professional/Contractor	13%
Between Jobs/Searching for a Job	10%
Housewife/Homemaker	16%
Military/Defence Services	1%
Student	25%
Retired	3%

### 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%

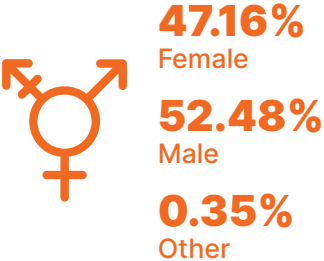
### Household Income

Less than NT\$ 50000	29%
NT\$ 50000-NT\$ 99999	11%
NT\$ 1,00,000-NT\$ 1,99,999	6%
NT\$ 2,00,000-NT\$ 4,99,999	3%
NT\$ 5,00,000-NT\$ 7,49,999	6%
NT\$ 7,50,000-NT\$ 9,99,999	13%
NT\$ 10,00,000-NT\$ 14,99,999	12%
NT\$ 15,00,000-NT\$ 19,99,999	6%
NT\$ 20,00,000-NT\$ 49,99,999	1%
NT\$ 50,00,000-NT\$ 99,99,999	4%
NT\$ 1,00,00,000-NT\$ 4,99,99,999	2%
NT\$ 5,00,00,000+	0%
Don't know	4%
Prefer not to say	2%

# PORTUGAL: 37,892



## Gender Distribution



## Age Range



## Consumer Speciality

Parents	7,525
Patients	21,768
Students	4,569
Car Owners	15,856
Home Owners	20,021

## Employment Status

Full-time employed	40.71%
Part-time employed	7.52%
Self-employed/Independent Professional/Contractor	8.85%
Between Jobs/Searching for a Job	11.50%
Housewife/Homemaker	13.27%
Military/Defence Services	0.44%
Student	15.05%
Retired	2.65%

## Education

Pre-primary education	0.43%
Basic education	6.81%
Secondary education	35.32%
Vocational school	0.42%
Higher education	23.40%
Univesity and Polytechnic	10.21%
Bachelor	2.55%
Graduation	4.68%
Master's	9.36%
Postgraduate studies	3.40%
Doctorate	2.98%
Aggregation	0.42%

## Household Income

Less than €10,000	23.60%
€10,000-€14,999	17.60%
€15,000-€19,999	12.45%
€20,000-€29,999	9.44%
€30,000-€49,999	8.58%
€50,000-€74,999	2.15%
€75,000-€99,999	3.86%
€100,000-€124,999	1.29%
€125,000-€149,999	1.29%
€150,000-€199,999	2.15%
€200,000-€249,999	2.15%
€250,000+	1.72%
Do not know	6.44%
Prefer not to say	7.30%

# SWITZERLAND: 26,721



## Consumer Speciality

Parents	1,336
Patients	10,020
Students	1,336
Car Owners	8,016
Home Owners	6,234

## Employment Status

Full time employed	33%
Part time employed	22%
Self-employed/Independent Professional/Contractor	17%
Housewife/Homemaker	17%

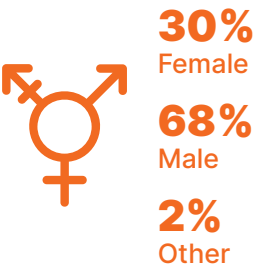
## Education

Elementry School- Grundschule	14%
School-I- Hauptschule	5%
School-I- Realschule	5%
School-II- Berufsschule	9%
School-II- Berufsfachschule	18%
School-II- Fachoberschule	9%
University- Diplom (FH/DH)	5%
University- Bachelor	14%
University- Diplom/ Magister Artium	5%
University- Master	9%
University- Doktor	9%

## Household Income

Less than €10,000	14%
€10,000-€14,999	10%
€15,000-€19,999	5%
€30,000-€49,999	5%
€50,000-€74,999	15%
€75,000-€99,999	14%
€100,000-€124,999	11%
€125,000-€149,999	8%
€150,000-€199,999	5%
€200,000-€249,999	10%
€250,000+	5%

## Gender Distribution



## Age Range



# POLAND: 17,608



## Consumer Speciality

Parents	6,310
Patients	6,163
Students	1,467
Car Owners	7,777
Mobile Panel	3,081

## Employment Status

Full-time employed	40.71%
Part-time employed	7.52%
Self-employed/Independent Professional/Contractor	8.85%
Between Jobs/Searching for a Job	11.50%
Housewife/Homemaker	13.27%
Military/Defence Services	0.44%
Student	15.05%
Retired	2.65%

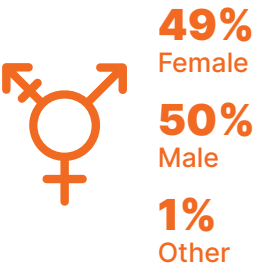
## Education

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 PLN 50,000	13%
PLN 50,000-PLN 99,999	18%
PLN 1,00,000-PLN 1,99,999	10%
PLN 2,00,000-PLN 4,99,999	1%
PLN 5,00,000-PLN 7,49,999	2%
PLN 7,50,000-PLN 9,99,999	6%
PLN 10,00,000-PLN 14,99,999	7%
PLN 15,00,000-PLN 19,99,999	2%
PLN 20,00,000-PLN 49,99,999	7%
PLN 50,00,000-PLN 99,99,999	14%
PLN 1,00,00,000-PLN 4,99,99,999	4%
PLN 5,00,00,000+	4%
Don't know	5%
Prefer not to say	8%

## Gender Distribution



## Age Range

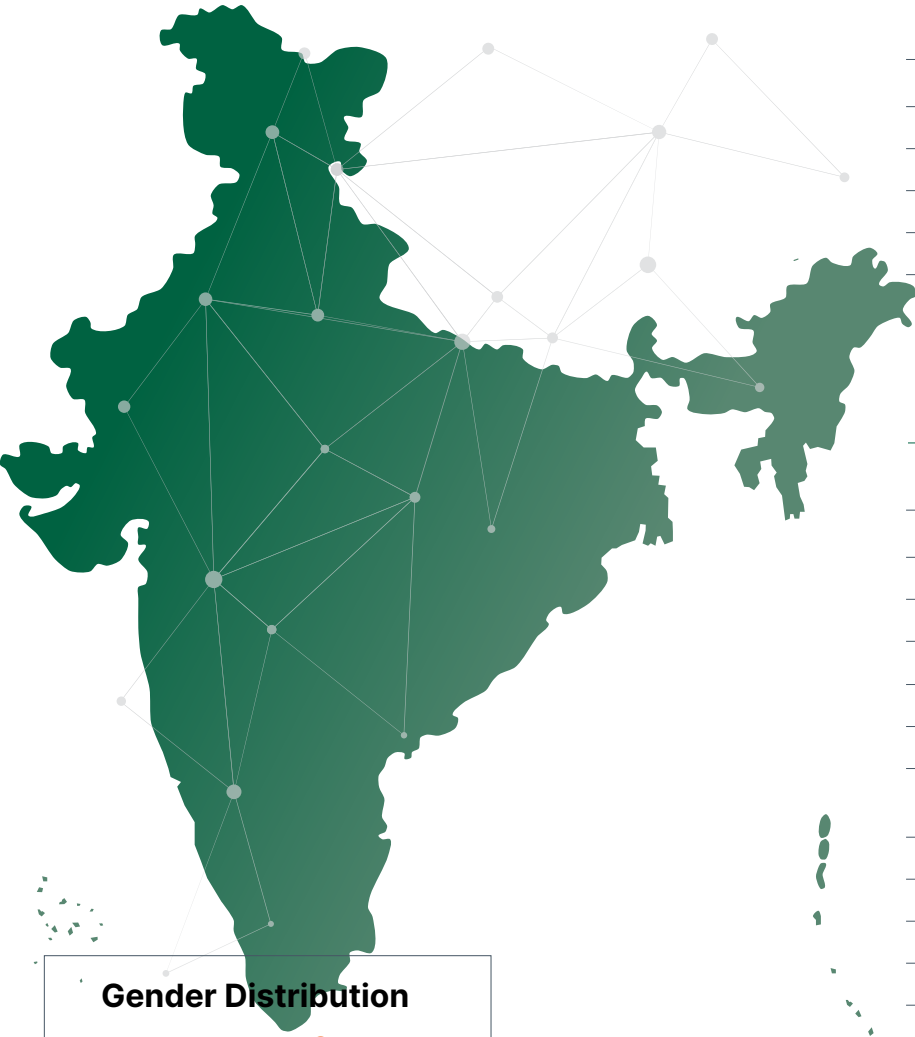




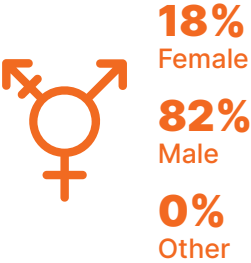


The true power lies in people's opinion

# INDIA: 526,669



## Gender Distribution



## Consumer Speciality

Parents	38,170
Patients	178,924
Students	119,728
Car Owners	67,792
Home Owners	134,873

## Education

Middle School	5.6%
Matriculation (10th)	5.6%
Intermediate (12th)	22.7%
Diploma (ITI)	5.4%
Diploma (Polytechnic)	4.2%
Graduate 3-years college (Pass)	17.8%
Graduate 3-years college (Hons)	9.1%
Graduate 4 years	10.8%
Postgraduate Diploma	1.8%
Postgraduate / Masters Degree	11.1%
Vocational Courses	0.5%
Professional Courses	3.0%
Doctorate Degree (Ph.D.)	2.5%

## Employment Status

Full-time employed	30.3%
Part-time employed	11.9%
Self-employed/Independent Professional/Contractor	12.7%
Between Jobs/Searching for a Job	5.8%
Housewife/Homemaker	3.9%
Military/Defence Services	0.9%
Student	33.2%
Retired	1.2%

## Household Income

Less than ₹50,000	28.1%
₹50,000-₹99,999	16.0%
₹1,00,000-₹1,99,999	11.9%
₹2,00,000-₹4,99,999	13.9%
₹5,00,000-₹7,49,999	9.1%
₹7,50,000-₹9,99,999	4.9%
₹10,00,000-₹14,99,999	4.2%
₹15,00,000-₹19,99,999	2.1%
₹20,00,000-₹49,99,999	1.7%
₹50,00,000-₹99,99,999	0.8%
₹1,00,00,000-₹4,99,99,999	0.7%
₹5,00,00,000+	0.6%
Do not know	3.1%
Prefer not to say	3.0%

## Age Range



# SINGAPORE: 67,019



## Consumer Speciality

Parents	10,324
Patients	14,736
Students	6,574
Car Owners	13,368
Home Owners	20,295

## Employment Status

Full-time employed	47.2%
Part-time employed	13.3%
Self-employed/Independent Professional/Contractor	9.9%
Between Jobs/Searching for a Job	5.2%
Housewife/Homemaker	6.7%
Military/Defence Services	0.5%
Student	11.7%
Retired	5.6%

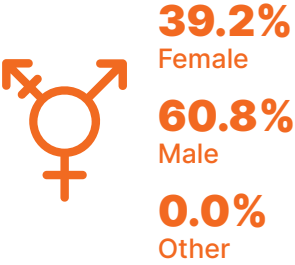
## Education

Pre-School	4.6%
Primary School	3.2%
Secondary School	19.6%
Specialised School	5.1%
Junior Colleges/ Centralised Institute	8.9%
Polytechnics	15.5%
Institute of Technical Education	7.1%
Bachelors Degree	27.8%
Masters Degree	7.1%
Doctoral Degree	1.1%

## Household Income

Less than S\$15,000	20.1%
S\$15,000-S\$29,999	11.0%
S\$30,000-S\$49,999	9.8%
S\$50,000-S\$74,999	9.6%
S\$75,000-S\$99,999	10.5%
S\$100,000-S\$124,999	11.2%
S\$125,000-S\$149,999	6.7%
S\$150,000-S\$174,999	4.3%
S\$175,000-S\$199,999	2.8%
S\$200,000-S\$249,999	2.4%
S\$250,000-S\$499,999	1.8%
S\$500,000+	1.5%
Do not know	4.3%
Prefer not to say	4.0%

## Gender Distribution



## Age Range



**0.3%**  
13-17

**23.1%**  
18-24

**32.4%**  
25-34

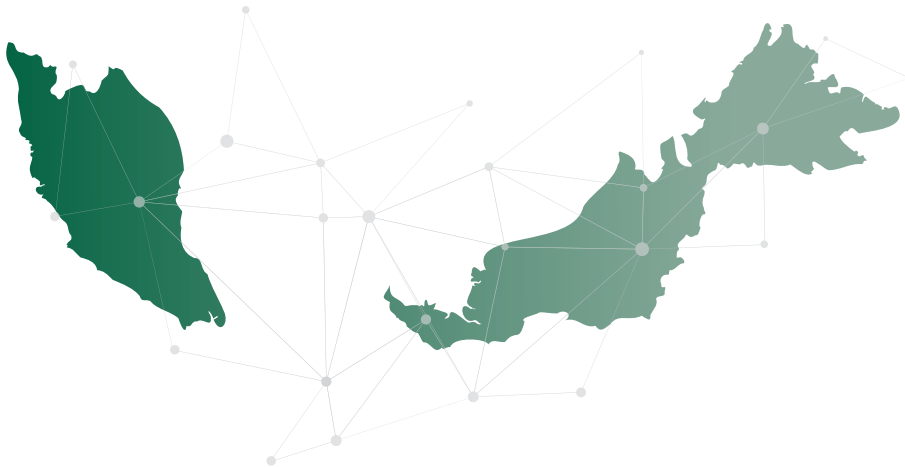
**19.6%**  
35-44

**13.5%**  
45-54

**7.3%**  
55-64

**3.8%**  
65 and above

# MALAYSIA: 31,846



## Consumer Speciality

Parents	5,761
Patients	5,914
Students	2,124
Car Owners	10,553
Home Owners	11,810

## Employment Status

Full-time employed	51.1%
Part-time employed	9.0%
Self-employed/Independent Professional/Contractor	11.2%
Between Jobs/Searching for a Job	3.9%
Housewife/Homemaker	10.0%
Military/Defence Services	1.1%
Student	8.4%
Retired	5.4%

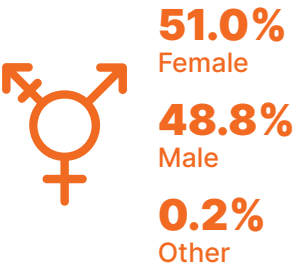
## Education

Certificate (Skills/Vocational)	35.7%
Diploma (Skills/Vocational)	22.2%
Advanced Diploma (Skills/Vocational)	6.7%
Bachelors Degree	27.0%
Masters Degree	6.4%
Doctoral Degree	2.1%
Master's Degree	0.9%
Doctorate	0.5%

## Household Income

Less than RM20,000	36.0%
RM20,000-RM29,999	8.3%
RM30,000-RM39,999	7.7%
RM40,000-RM49,999	6.2%
RM50,000-RM74,999	10.5%
RM75,000-RM99,999	6.2%
RM100,000-RM124,999	4.4%
RM125,000-RM149,999	2.2%
RM150,000-RM199,999	1.7%
RM200,000-RM249,999	1.1%
RM250,000-RM299,999	0.5%
RM300,000-RM399,999	0.5%
RM400,000-RM499,999	0.4%
RM500,000+	0.9%
Do not know	4.5%
Prefer not to say	8.9%

## Gender Distribution



## Age Range






# HONG KONG: 30,941



### Gender Distribution



55.1%

Female


43.6%

Male

1.3%

Other

### Age Range



1.2%

13-17

12.3%

18-24

29.5%

25-34

36.8%

35-44

12.3%

45-54

6.1%

55-64

1.8%

65 and above

## Consumer Speciality

Parents	7,140
Patients	9,520
Students	1,587
Car Owners	6,347
Home Owners	11,900

## Employment Status

Full-time employed	58.5%
Part-time employed	12.8%
Self-employed/Independent Professional/Contractor	6.4%
Between Jobs/Searching for a Job	4.1%
Housewife/Homemaker	11.1%
Military/Defence Services	0.8%
Student	4.8%
Retired	1.6%

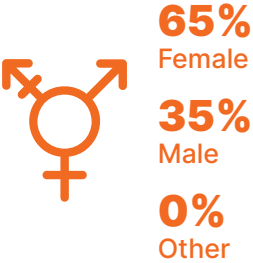
## Household Income

Less than HK\$50,000	16.3%
HK\$50,000-HK\$74,999	17.9%
HK\$75,000-HK\$99,999	8.8%
HK\$100,000-HK\$124,999	3.9%
HK\$125,000-HK\$149,999	4.8%
HK\$150,000-HK\$199,999	3.9%
HK\$200,000-HK\$249,999	7.8%
HK\$250,000-HK\$299,999	3.9%
HK\$300,000-HK\$399,999	2.4%
HK\$400,000-HK\$499,999	4.8%
HK\$500,000-HK\$749,999	1.9%
HK\$750,000-HK\$999,999	3.0%
HK\$750,000-HK\$999,999	6.3%
HK\$1,000,000+	2.4%
Do not know	4.8%
Prefer not to say	7.1%

# THAILAND: 29,058



## Gender Distribution



## Age Range



## Consumer Speciality

Parents	11,887
Patients	9,539
Students	587
Car Owners	17,904
Home Owners	18,198

## Employment Status

Full-time employed	66%
Part-time employed	2%
Self-employed/Independent Professional/Contractor	22%
Between Jobs/Searching for a Job	3%
Housewife/Homemaker	3%
Military/Defence Services	1%
Student	2%
Retired	1%

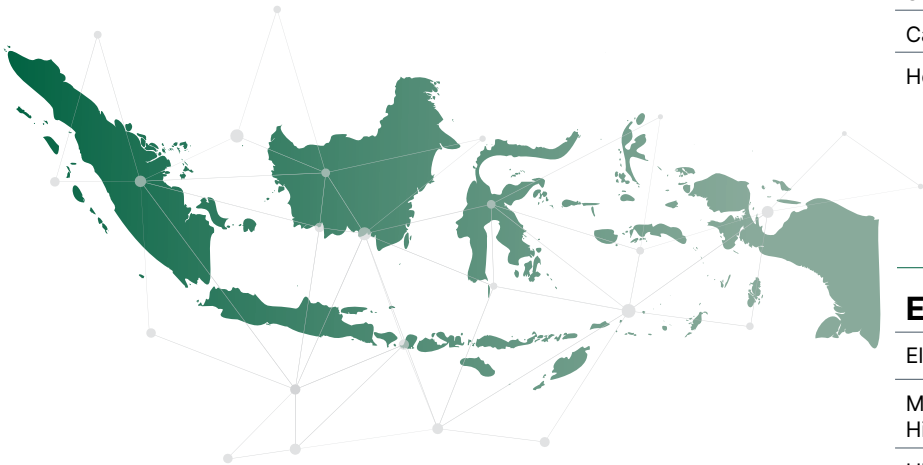
## Education

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 50,000 bhat	2%
50,000 bhat - 99,999 bhat	6%
100,000 bhat - 199,999 bhat	14%
200,000 bhat - 499,999 bhat	18%
750,000 bhat - 999,999 bhat	13%
1,000,000 bhat - 1,499,999 bhat	14%
1,500,000 bhat - 1,999,999 bhat	4%
2,000,000 bhat - 4,999,999 bhat	2%
5,000,000 bhat - 9,999,999 bhat	3%
10,000,000 bhat - 49,999,999 bhat	1%
500,000 bhat - 749,999 bhat	18%
More than 50,000,000 bhat	1%
Prefer not to say	2%
Don't know	2%

# INDONESIA: 50,074



## Consumer Speciality

Parents	8,754
Patients	27,501
Students	6,507
Car Owners	11,432
Home Owners	24,660

## Employment Status

Full-time employed	66%
Part-time employed	2%
Self-employed/Independent Professional/Contractor	22%
Between Jobs/Searching for a Job	3%
Housewife/Homemaker	3%
Military/Defence Services	1%
Student	2%
Retired	1%

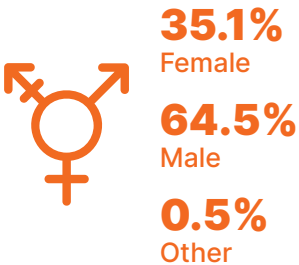
## Education

Elementary School	2.4%
Middle School / Junior High School	7.2%
High School Graduate	52.2%
Some College / University	5.4%
Associates Degree	0.9%
Bachelors Degree	24.1%
Post Bachelors Diploma / Certificate	5.3%
Masters Degree	1.6%
Doctoral Degree (Ph.D.)	0.4%
Advanced Professional Degree	0.3%
Postdoctoral Study & Research	0.2%

## Household Income

Less than RP 15,000	6.2%
RP 15,000- RP 29,999	4.6%
RP 30,000- RP 49,999	4.8%
RP 50,000- RP 74,999	5.6%
RP 75,000- RP 99,999	4.6%
RP 100,000- RP 124,999	5.8%
RP 125,000- RP 149,999	3.2%
RP 150,000- RP 174,999	2.5%
RP 175,000- RP 199,000	1.6%
RP 200,000- RP 249,999	2.7%
RP 250,000- RP 499,999	4.3%
RP 500,000 +	36.4%
Do not know	8.7%
Prefer not to say	8.9%

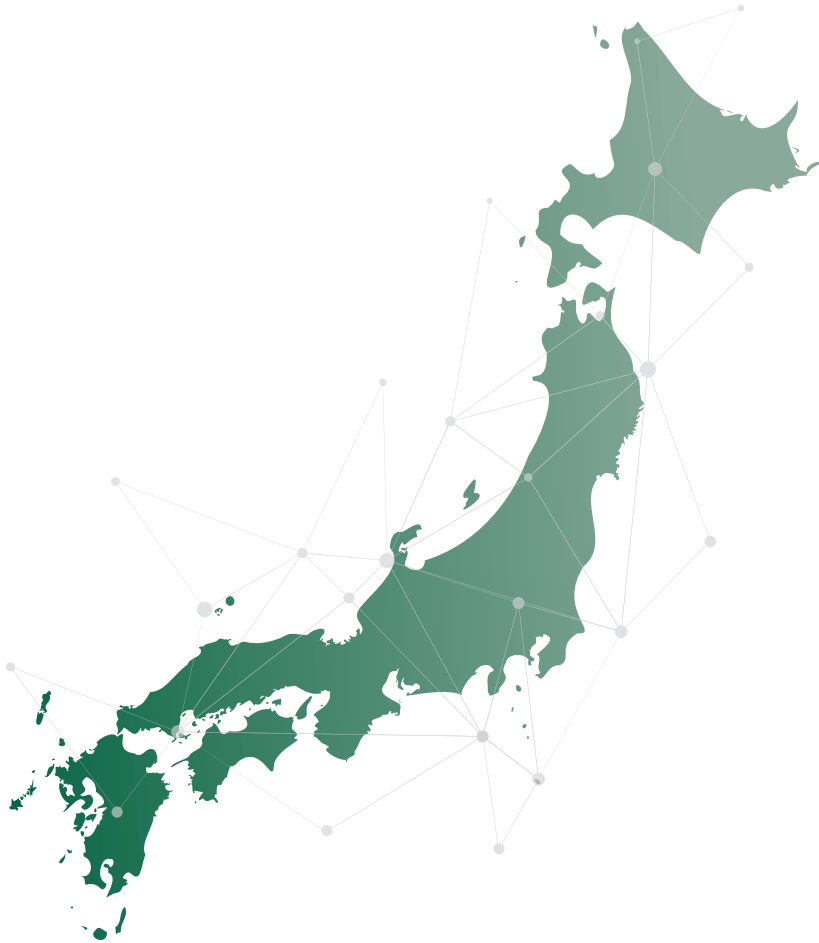
## Gender Distribution



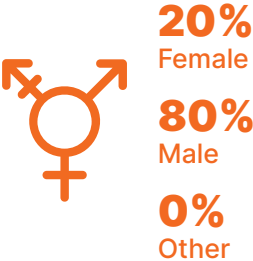
## Age Range



# JAPAN: 20,311



## Gender Distribution



## Consumer Speciality

Parents	1,354
Patients	8,124
Students	1,354
Car Owners	3,385
Home Owners	4,739

## Employment Status

Full-time employed	24%
Part-time employed	10%
Self-employed/Independent Professional/Contractor	19%
Between Jobs/Searching for a Job	10%
Housewife/Homemaker	14%
Military/Defence Services	10%
Student	10%
Retired	5%

## Household Income

Less than ¥50,000	12%
¥50,000-¥99,999	19%
¥1,00,000-¥1,99,999	14%
¥2,00,000-¥4,99,999	9%
¥5,00,000-¥7,49,999	11%
¥7,50,000-¥9,99,999	7%
¥10,00,000-¥14,99,999	5%
¥15,00,000-¥19,99,999	5%
¥20,00,000-¥49,99,999	3%
¥50,00,000-¥99,99,999	5%
¥1,00,00,000-¥4,99,99,999	3%
¥5,00,00,000+	2%
Don't know	2%
Prefer not to answer	4%

## Age Range



**0%**  
13-17

**12%**  
18-24

**19%**  
25-34

**27%**  
35-44

**18%**  
45-54

**16%**  
55-64

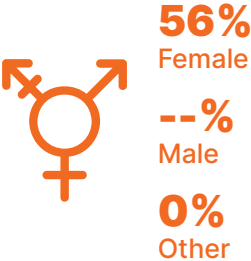
**9%**  
65 and above



# TAIWAN: 21,247



## Gender Distribution



## Age Range



## Consumer Speciality

Parents	1,465
Patients	14,653
Students	2,198
Car Owners	8,059
Home Owners	10,257

## Employment Status

Full-time employed	48%
Part-time employed	7%
Self-employed/Independent Professional/Contractor	7%
Between Jobs/Searching for a Job	4%
Housewife/Homemaker	15%
Military/Defence Services	4%
Student	11%
Retired	4%

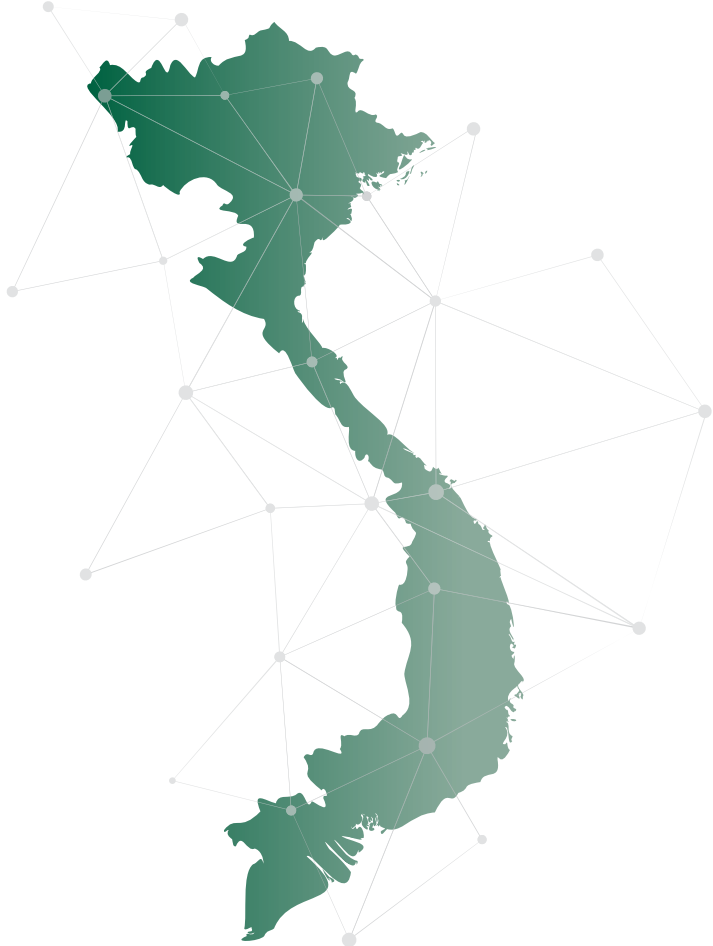
## Education

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 50,000	7%
50,000-99,999	21%
1,00,000-1,99,999	7%
2,00,000-4,99,999	3%
5,00,000-7,49,999	10%
7,50,000-9,99,999	3%
10,00,000-14,99,999	14%
15,00,000-19,99,999	3%
20,00,000-49,99,999	3%
5,00,00,000+	3%
Don't know	7%
Prefer not say	17%

# VIETNAM: 40,278



## Consumer Speciality

Parents	7,846
Patients	16,216
Students	6,364
Car Owners	11,421
Home Owners	17,175

## Employment Status

Full-time employed	53%
Part-time employed	7%
Self-employed/Independent Professional/Contractor	13%
Between Jobs/Searching for a Job	2%
Housewife/Homemaker	4%
Military/Defence Services	1%
Student	18%
Retired	1%

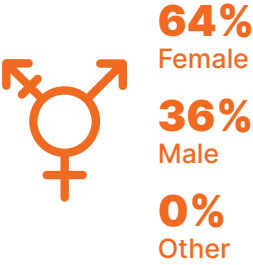
## Education

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

Under VND50,000	1%
VND50,000-VND99,999	2%
VND1,00,000- VND1,99,999	1%
VND2,00,000- VND4,99,999	3%
VND5,00,000- VND7,49,999	5%
VND7,50,000- VND9,99,999	5%
VND10,00,000- VND14,99,999	22%
VND15,00,000- VND19,99,999	9%
VND20,00,000- VND49,99,999	13%
VND50,00,000- VND99,99,999	15%
VND1,00,00,000- VND4,99,99,999	6%
VND5,00,00,000 +	9%
Do not know	4%
Prefer not to say	6%

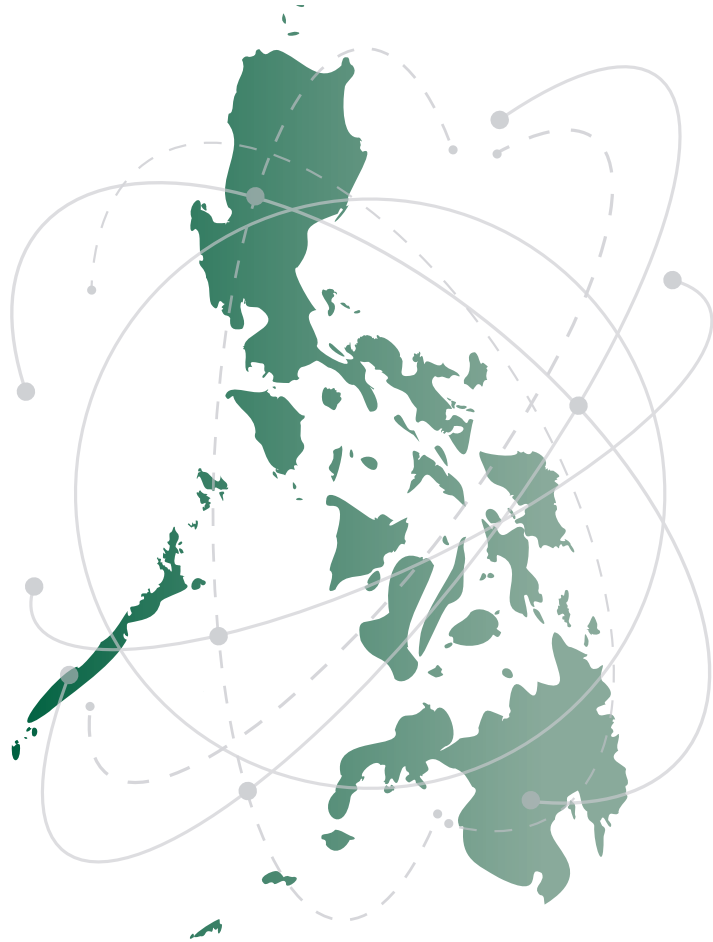
## Gender Distribution



## Age Range



# PHILIPPINES: 14,110



## Consumer Speciality

Parents	3,501
Patients	4,416
Students	2,060
Car Owners	1,833
Home Owners	7,221

## Employment Status

Full-time employed	22%
Part-time employed	8%
Self-employed/Independent Professional/Contractor	17%
Between Jobs/Searching for a Job	7%
Housewife/Homemaker	23%
Military/Defence Services	0%
Student	21%
Retired	2%

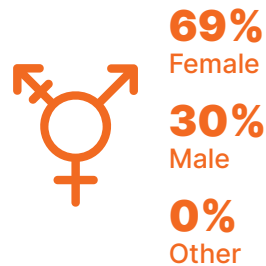
## Education

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 Php 50,000	13%
Php 50,000-Php 99,999	9%
Php 1,00,000-Php 1,99,999	11%
Php 2,00,000-Php 4,99,999	9%
Php 5,00,000-Php 7,49,999	8%
Php 7,50,000-Php 9,99,999	8%
Php 10,00,000-Php 14,99,999	8%
Php 15,00,000-Php 19,99,999	7%
Php 20,00,000-Php 49,99,999	5%
Php 50,00,000-Php 99,99,999	2%
Php 1,00,00,000-Php 4,99,99,999	2%
Php 5,00,00,000+	4%
Don't know	8%
Prefer not to say	6%

## Gender Distribution



## Age Range



**1%**  
15-17

**37%**  
18-24

**42%**  
25-34

**16%**  
35-44

**4%**  
45-54

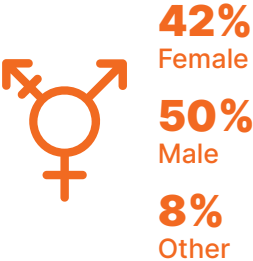
**1%**  
55-64

**0%**  
65 and above

# SOUTH KOREA: 5,027



## Gender Distribution



## Age Range



## Consumer Speciality

Parents	0
Patients	1,676
Students	419
Car Owners	838
Home Owners	419

## 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%

## Employment Status

Full-time employed	33%
Part-time employed	4%
Self-employed/Independent Professional/Contractor	18%
Between Jobs/Searching for a Job	12%
Housewife/Homemaker	19%
Military/Defence Services	3%
Student	8%
Retired	2%

## Household Income

Less than 750,000 won	2%
750,000 won - 1,499,999 won	5%
1,500,000 won - 2,999,999 won	7%
3,000,000 won - 7,499,999 won	7%
7,500,000 won - 9,999,999 won	7%
10,000,000 won - 14,999,999 won	8%
15,000,000 won - 19,999,999 won	8%
20,000,000 won - 29,999,999 won	10%
30,000,000 won - 74,999,999 won	13%
75,000,000 won - 149,999,999 won	12%
150,000,000 won - 749,999,999 won	5%
750,000,000 won	4%
Do not know	6%
Prefer not to say	6%

Access limitless knowledge  
through people






# AUSTRALIA: 60,360



### Gender Distribution



56.5%

Female


42.8%

Male

0.6%

Other

### Age Range



1.0%

13-17

15.9%

18-24

27.6%

25-34

22.1%

35-44

12.8%

45-54

8.5%

55-64

12.0%

65 and above

## Consumer Speciality

Parents	9,076
Patients	13,005
Students	4,832
Car Owners	18,509
Home Owners	22,942

## Employment Status

Full-time employed	27.4%
Part-time employed	18.4%
Self-employed/Independent Professional/Contractor	7.0%
Between Jobs/Searching for a Job	9.5%
Housewife/Homemaker	12.8%
Military/Defence Services	0.2%
Student	10.1%
Retired	14.6%

## Education

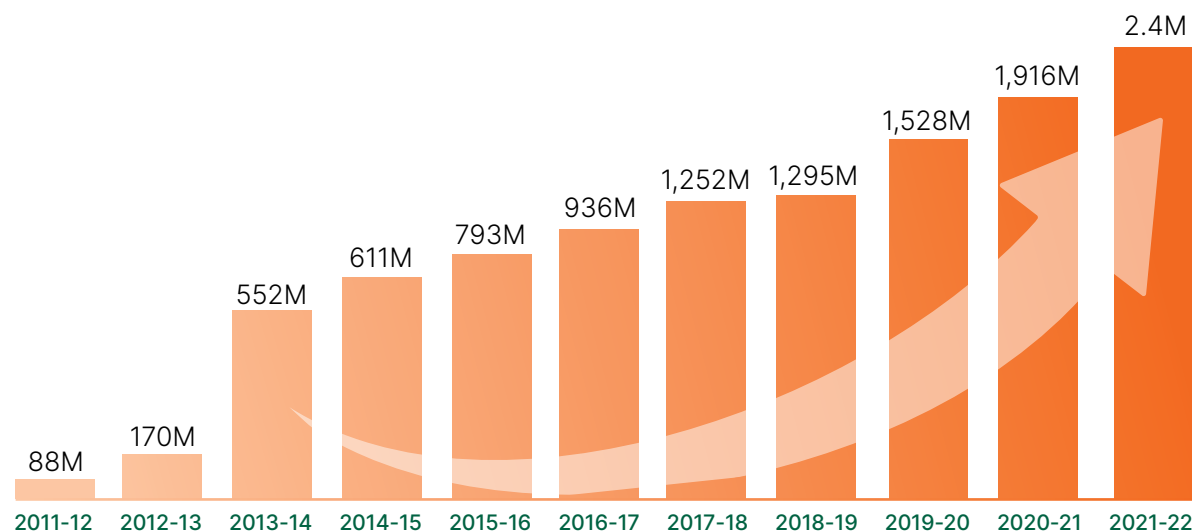
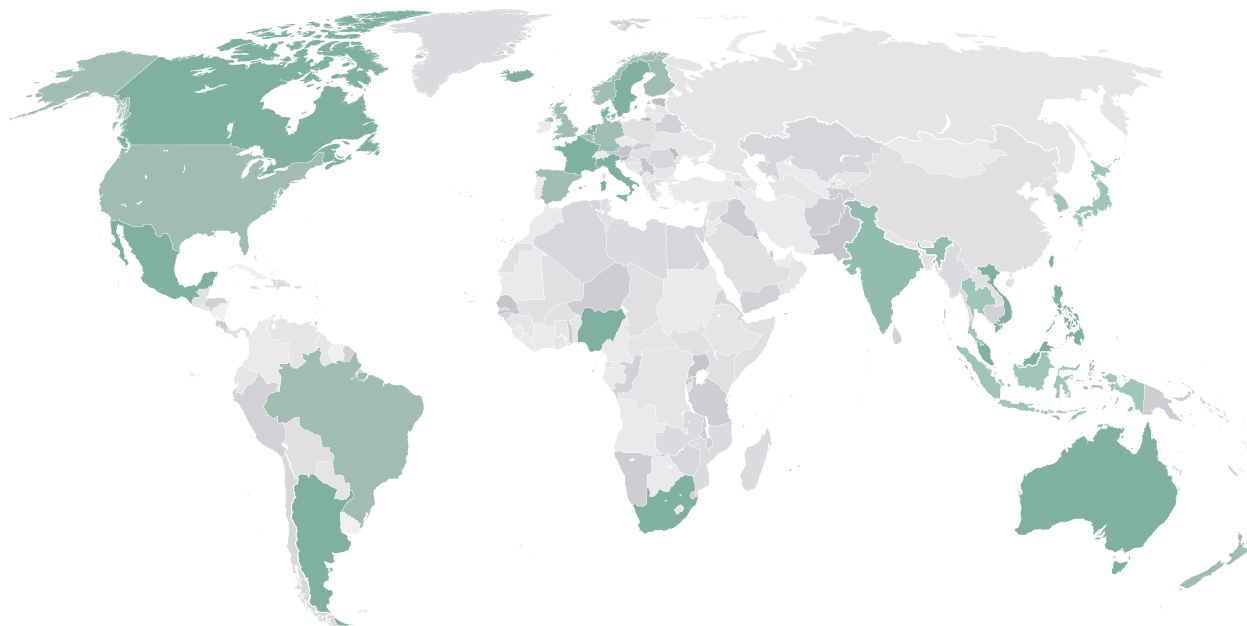
Primary school	0.9%
Secondary school	19.0%
Senior secondary school	17.8%
Diploma	13.1%
Advanced diploma	4.4%
Associate degree	1.2%
Bachelor degree	19.9%
Bachelor honours degree	3.8%
Graduate certificate	4.9%
Graduate diploma	3.3%
Masters degree	10.2%
Doctoral degree	1.5%

## Household Income

Less than A\$15,000	9.3%
A\$15,000-A\$29,999	13.4%
A\$30,000-A\$49,999	16.4%
A\$50,000-A\$74,999	14.6%
A\$75,000-A\$99,999	11.8%
A\$100,000-A\$124,999	8.0%
A\$125,000-A\$149,999	6.1%
A\$150,000-A\$174,999	3.9%
A\$175,000-A\$199,999	2.3%
A\$200,000-A\$249,999	2.3%
A\$250,000-A\$499,999	1.2%
A\$500,000+	0.9%
Do not know	3.4%
Prefer not to say	6.5%



**PANEL SIZE: 2,400,000**





*Thank you!*

## Contact Us

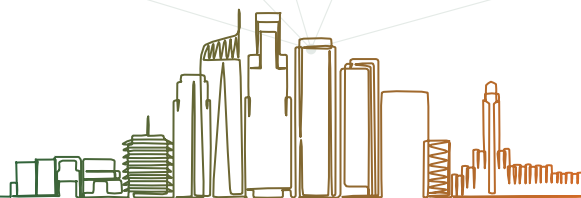
**Internet Research Bureau**

Sales Contact: [sales@irbureau.com](mailto:sales@irbureau.com)



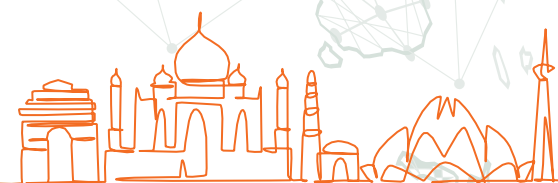
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