

B2C Panel Book 2024





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

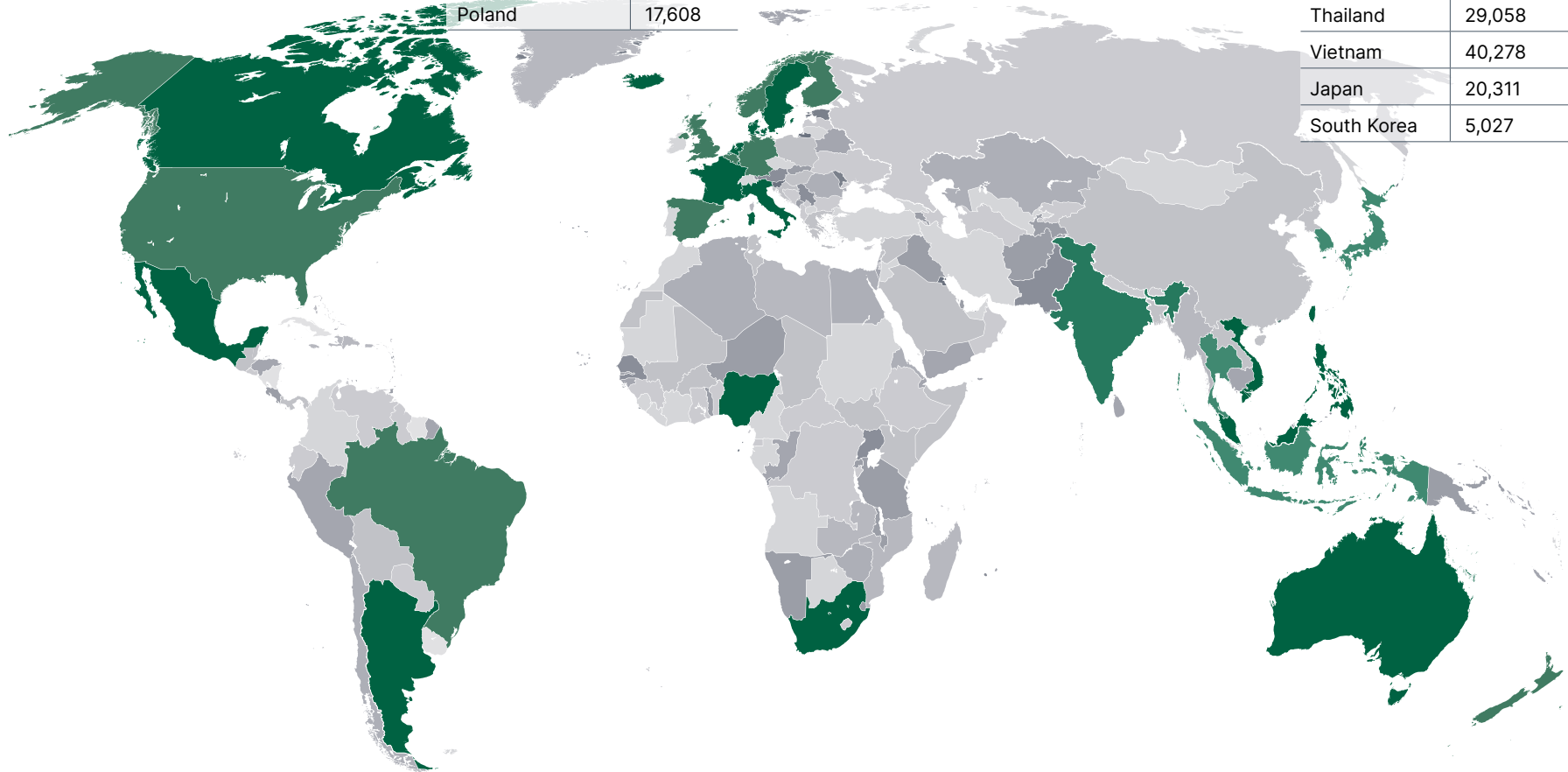
| | |
|----------------|---------|
| United Kingdom | 168,011 |
| France | 124,231 |
| Germany | 77,244 |
| Italy | 134,881 |
| Spain | 106,247 |
| Netherlands | 28,728 |
| Portugal | 37,892 |
| Switzerland | 26,721 |
| Poland | 17,608 |

Latin America & Africa

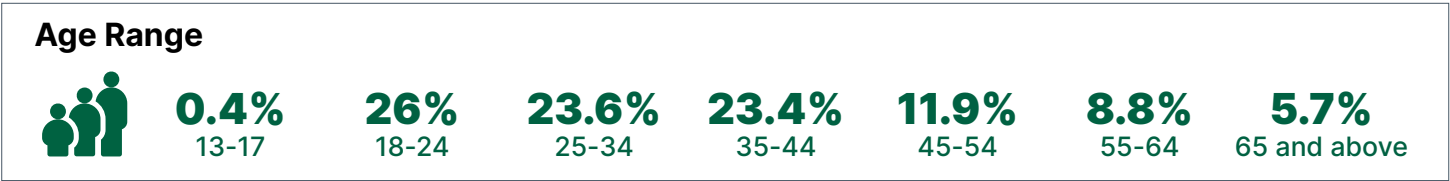
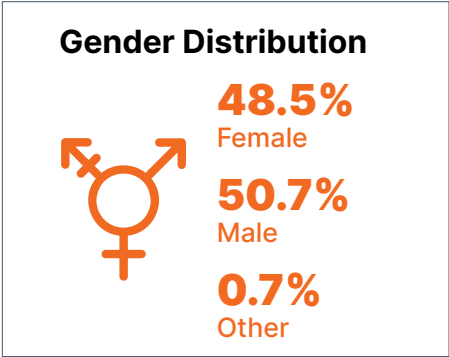
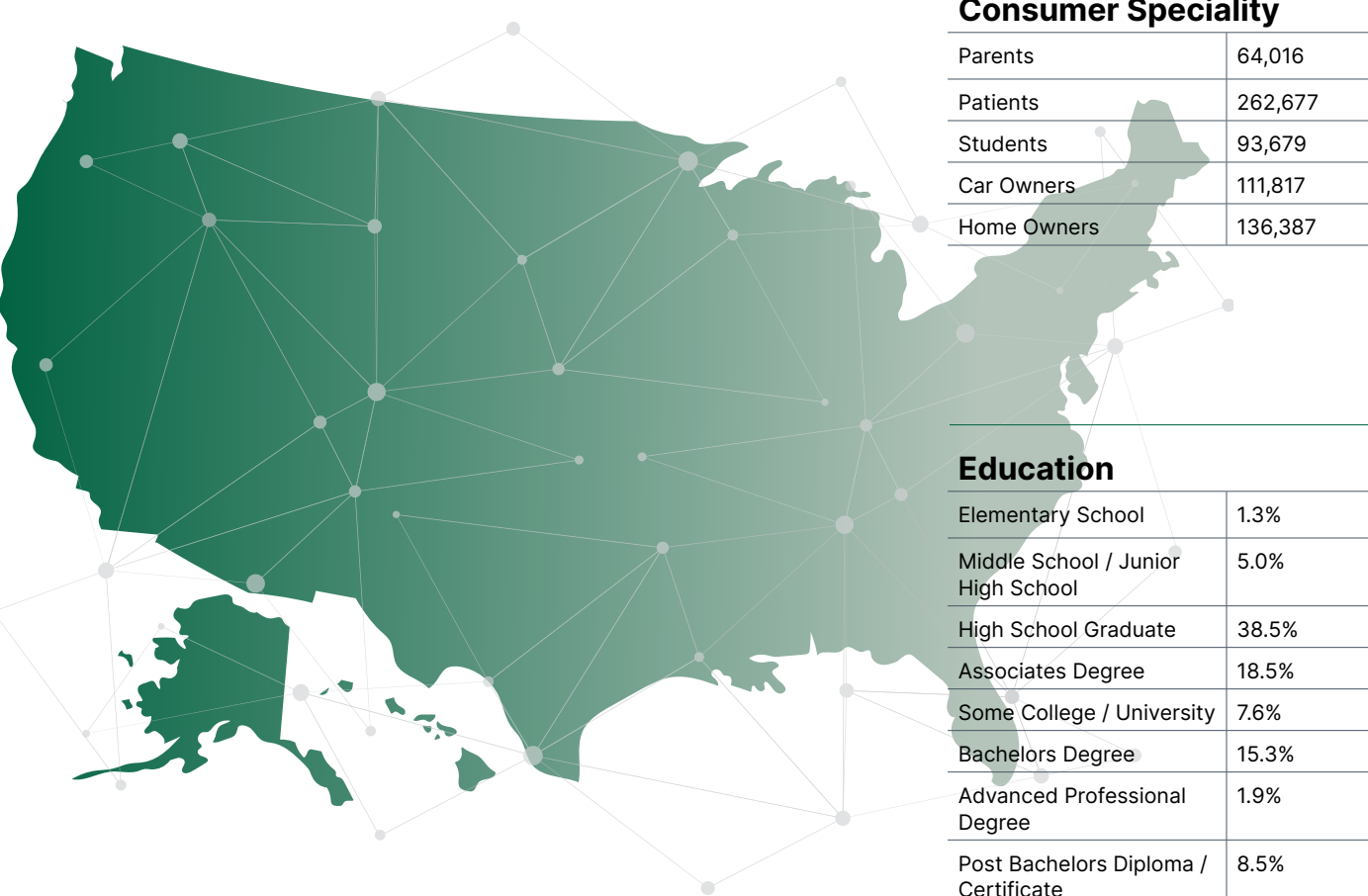
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|--------------|---------|
| Brazil | 401,265 |
| Argentina | 35,943 |
| South Africa | 49,628 |
| Nigeria | 20,858 |

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



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 |

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% |

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% |

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% |

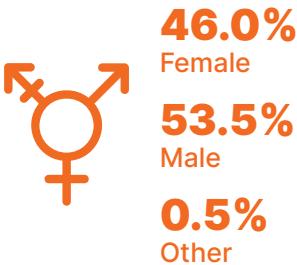
Education

| | |
|---------------------------------------|-------|
| 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



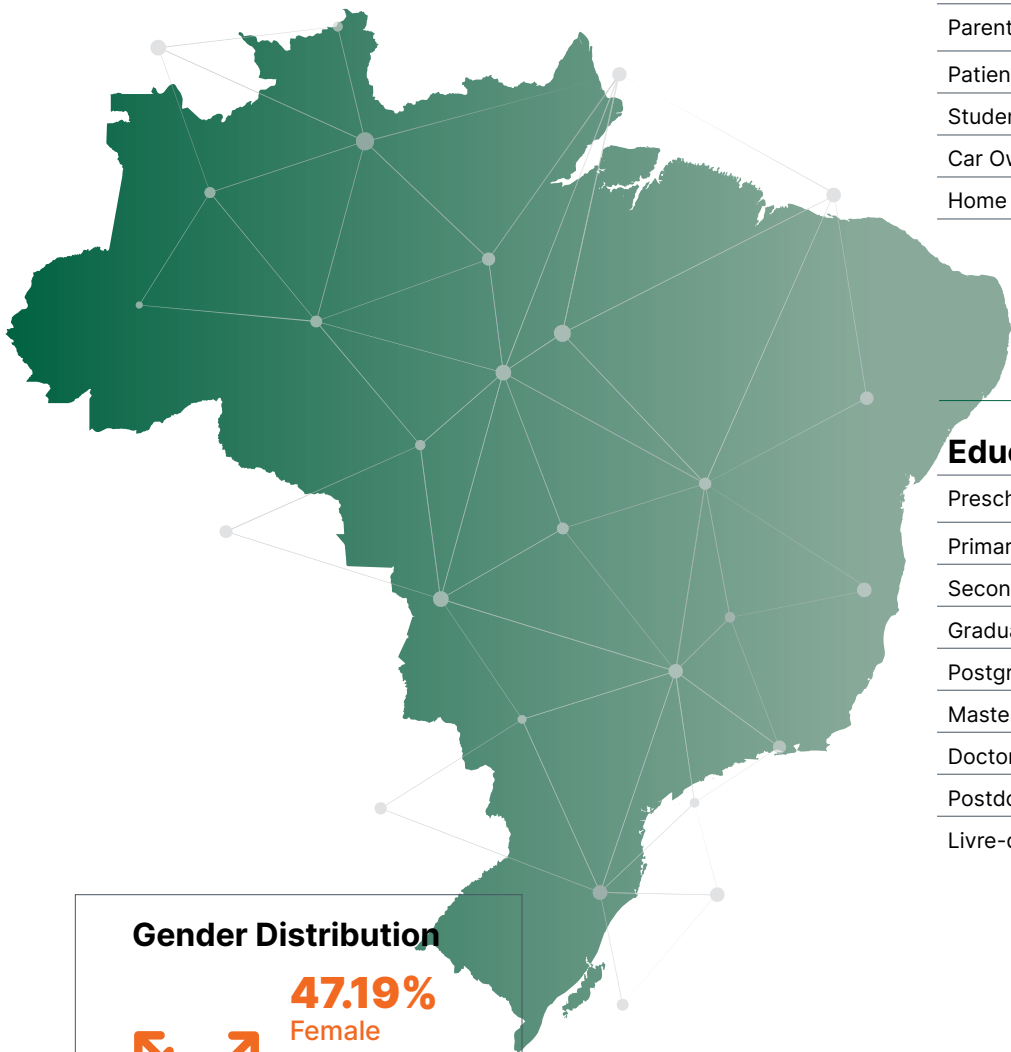
Age Range



Explore the report
to start knowing



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% |

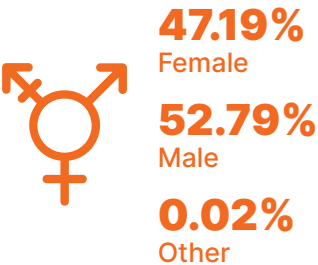
Education

| | |
|-----------------------|-------|
| 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



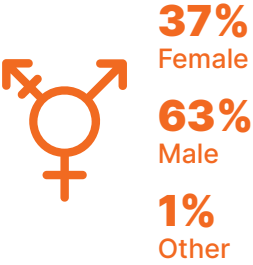
Age Range



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% |

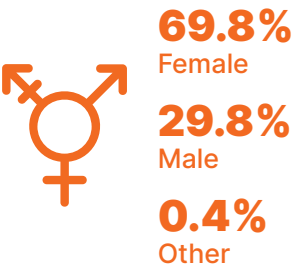
Understand
global markets
with ease



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% |

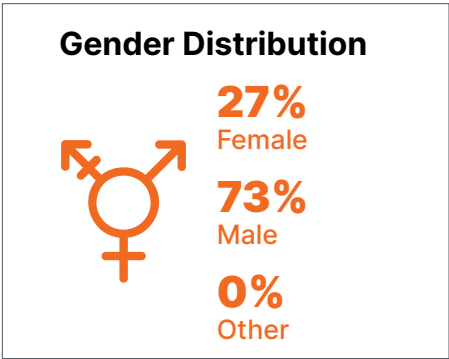
Education

| | |
|--|-------|
| 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



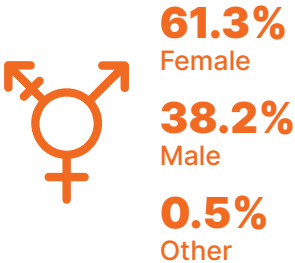


Get real-time insights with
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UNITED KINGDOM: 168,011



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% |

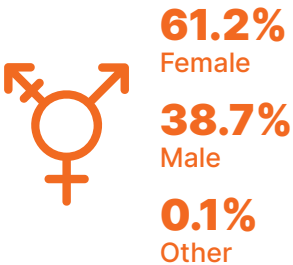
Education

| | |
|-------------------|-------|
| 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% |

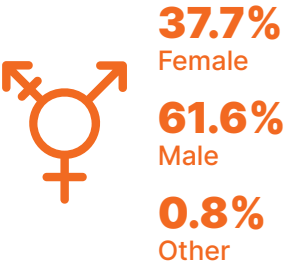
Employment Status

| | |
|---|-------|
| 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

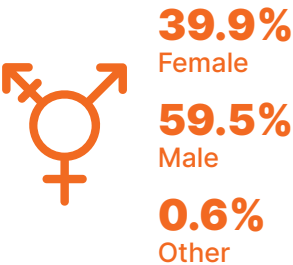
13.3%
55-64

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 |

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% |

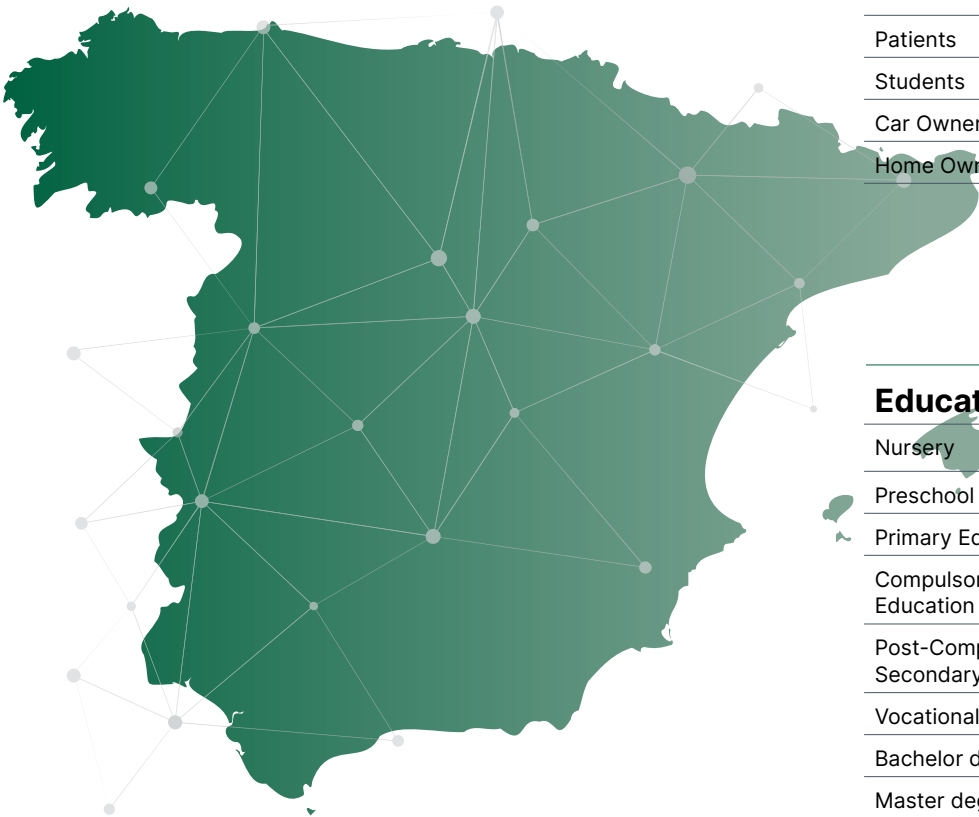
Education

| | |
|---------------------------|-------|
| 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% |


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



Gender Distribution



42%

Female

56%

Male

2%

Other

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% |

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% |

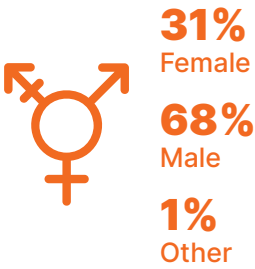
Education

| | |
|-----------------|-------|
| 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% |

Gender Distribution



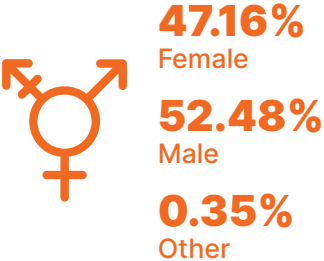
Age Range



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% |

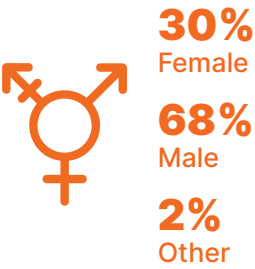
Education

| | |
|-------------------------------------|-----|
| 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% |

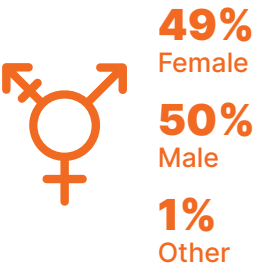
Education

| | |
|-----------------|-------|
| 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



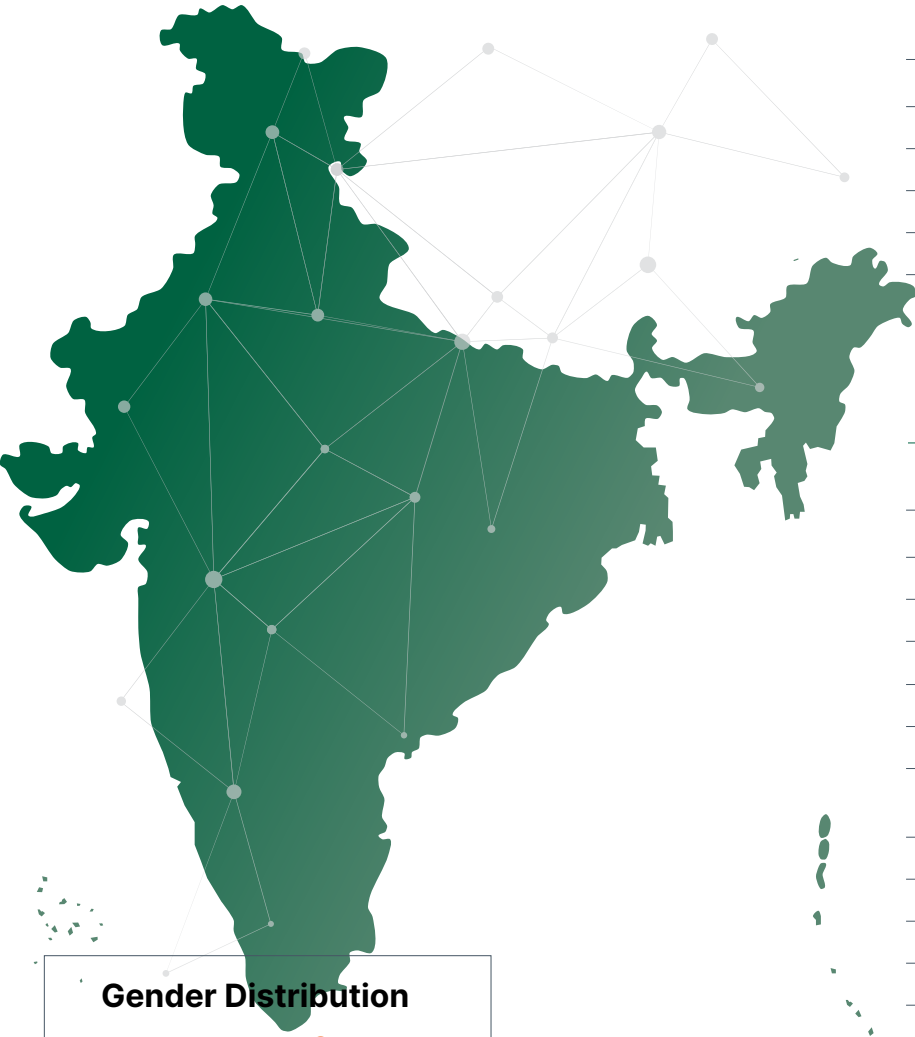
Age Range



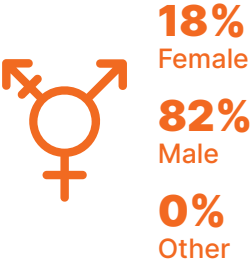


The true power lies in people's opinion

INDIA: 526,669



Gender Distribution



Consumer Speciality

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

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% |

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% |

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% |

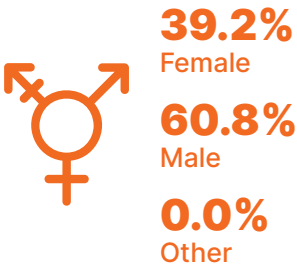
Education

| | |
|---|-------|
| 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% |

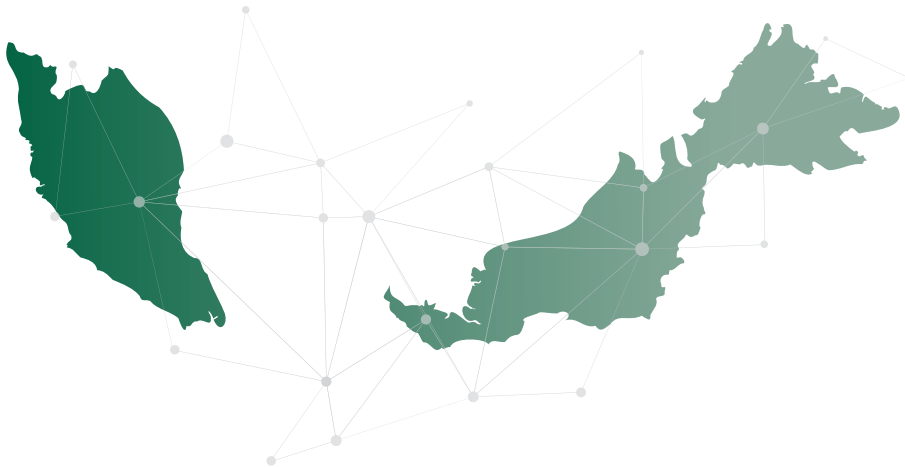
Gender Distribution



Age Range



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% |

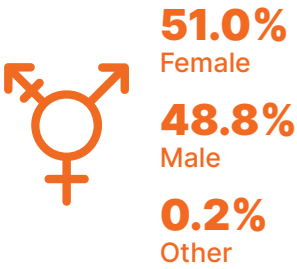
Education

| | |
|--------------------------------------|-------|
| 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% |

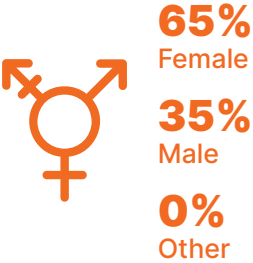
Household Income

| | |
|-------------------------|-------|
| 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



0%
13-17

11%
18-24

47%
25-34

31%
35-44

9%
45-54

2%
55-64

0%
65 and above

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% |

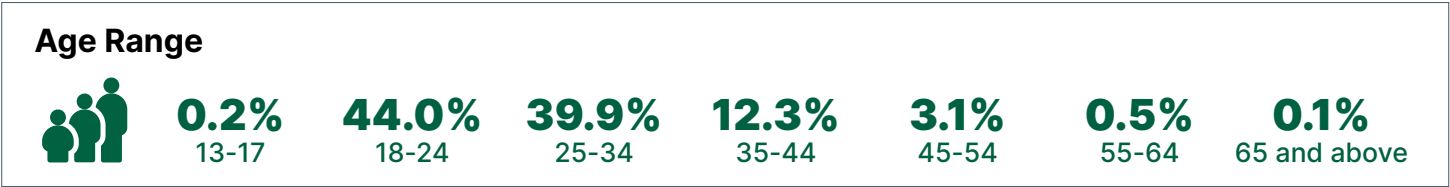
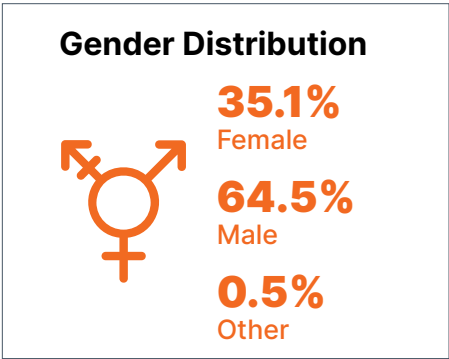
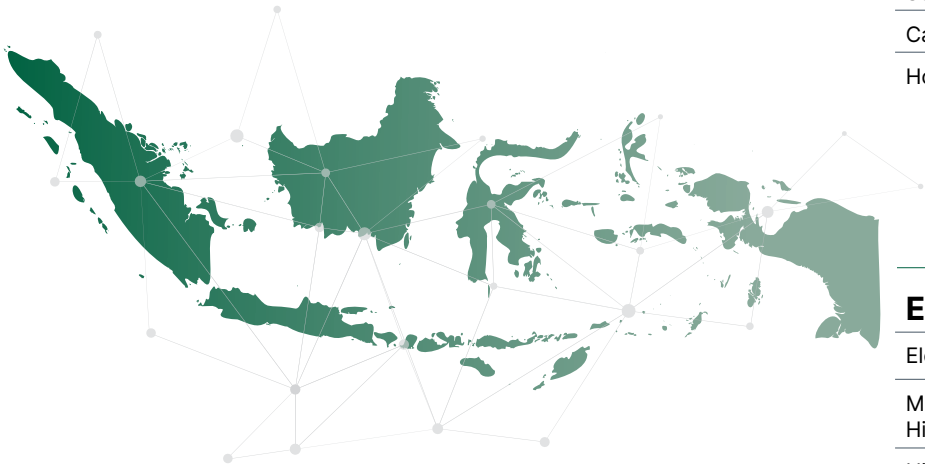
Education

| | |
|-----------------|-------|
| 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% |

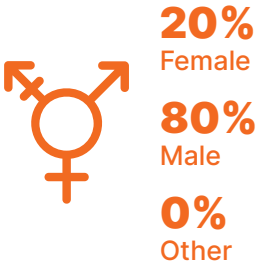
Household Income

| | |
|------------------------|-------|
| 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% |

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

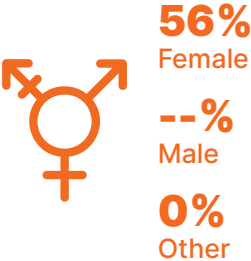
16%
55-64

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% |

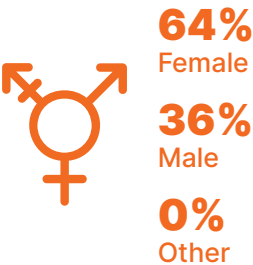
Education

| | |
|-----------------|-------|
| 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% |

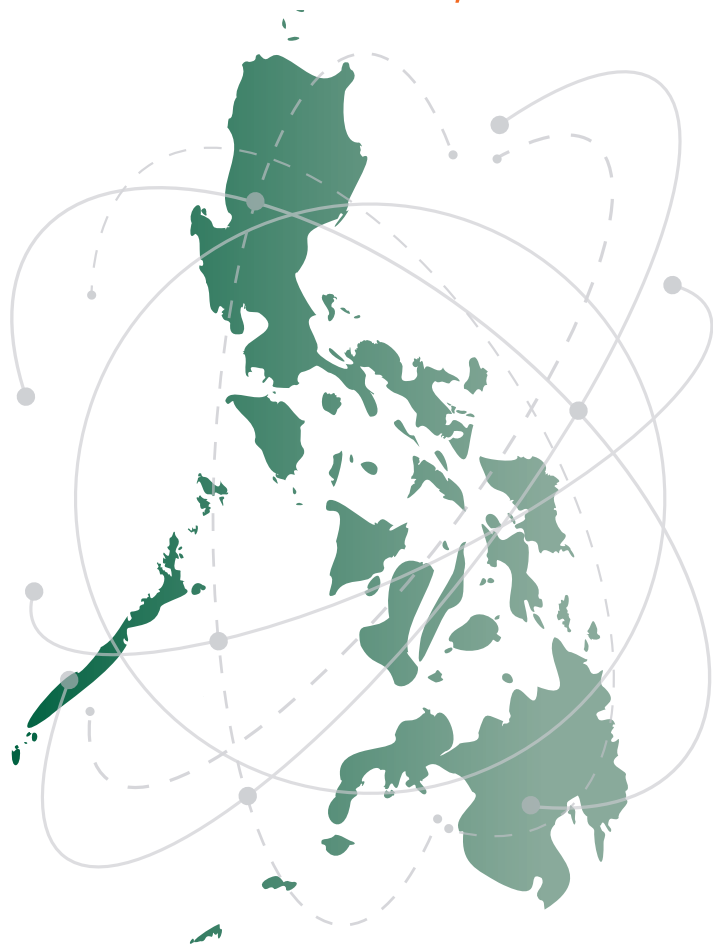
Gender Distribution



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% |

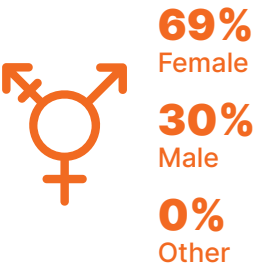
Education

| | |
|-----------------|-------|
| 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



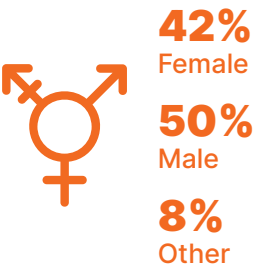
Age Range



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

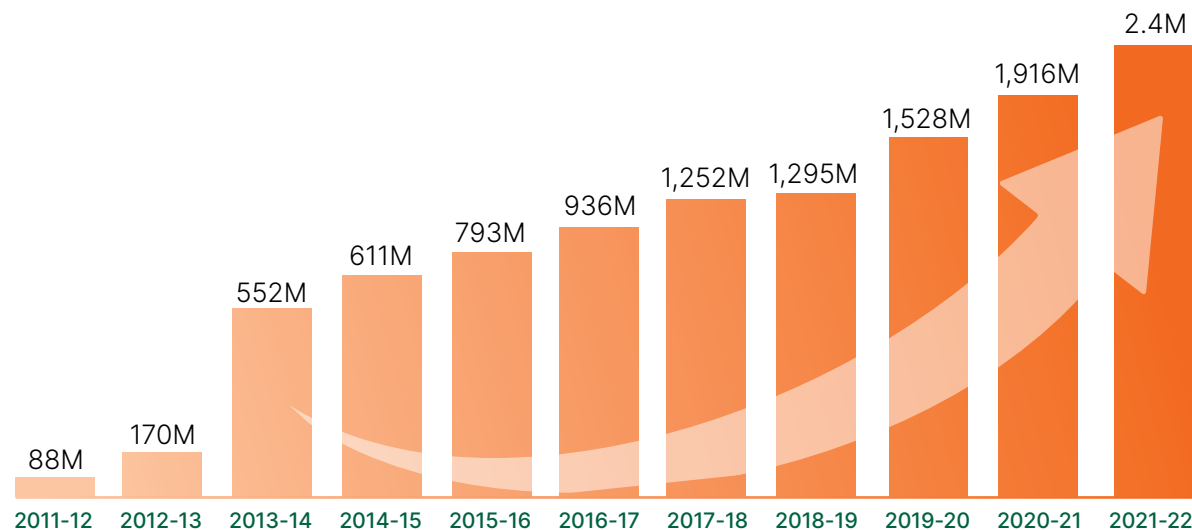
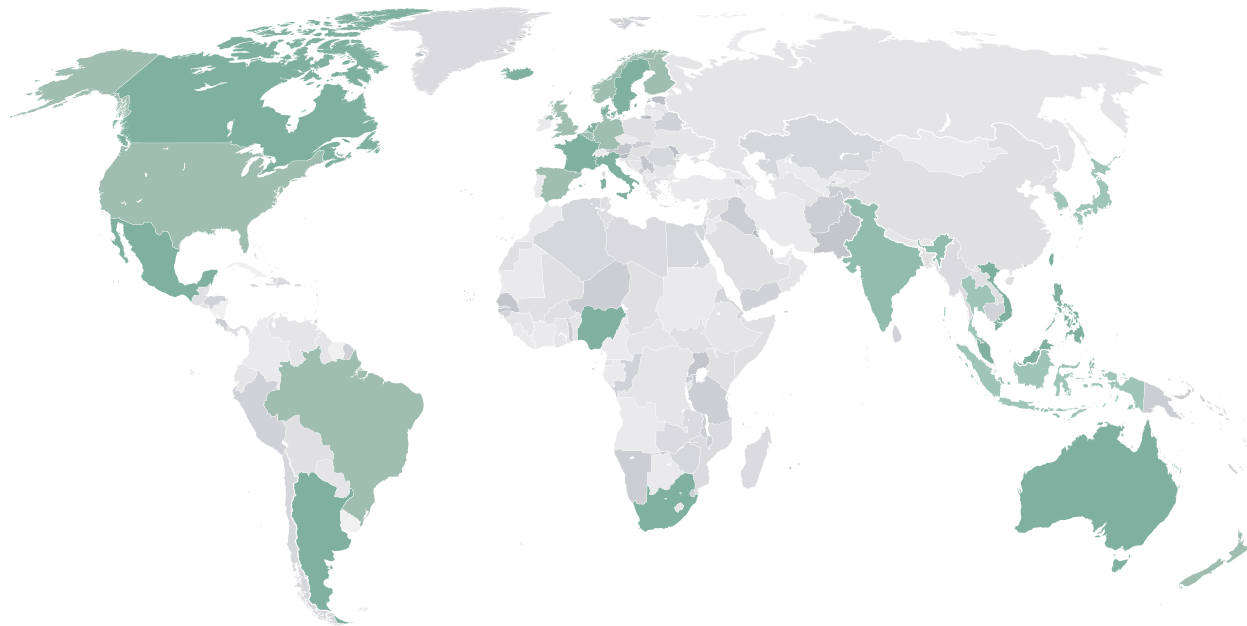
| | |
|-------------------------|-------|
| Primary school | 0.9% |
| Secondary school | 19.0% |
| Senior secondary school | 17.8% |
| Diploma | 13.1% |
| Advanced diploma | 4.4% |
| Associate degree | 1.2% |
| Bachelor degree | 19.9% |
| Bachelor honours degree | 3.8% |
| Graduate certificate | 4.9% |
| 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

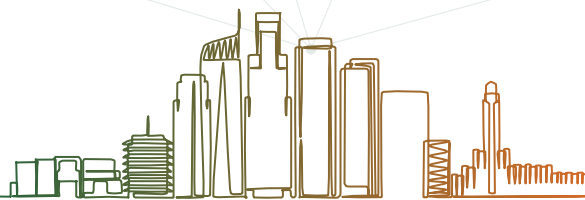
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