

B2C Panel Book 2025





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	4,61,146
Canada	26,927
Mexico	87,634

Europe

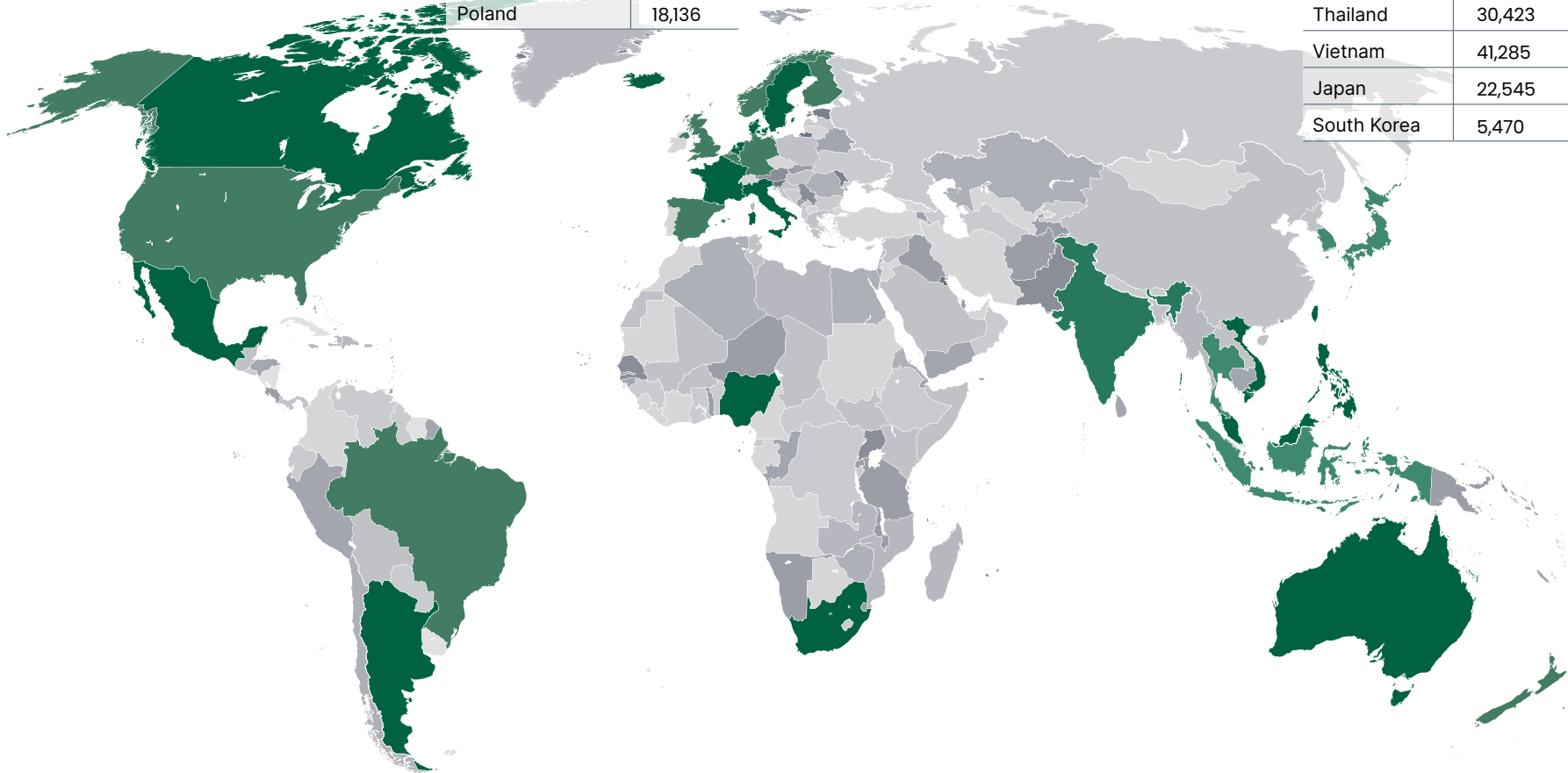
United Kingdom	1,81,452
France	1,30,442
Germany	81,879
Italy	1,14,649
Spain	98,809
Netherlands	29,877
Portugal	39,029
Switzerland	28,325
Poland	18,136

Latin America & Africa

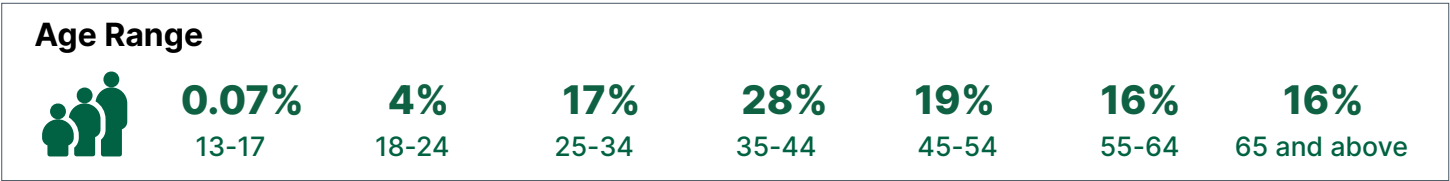
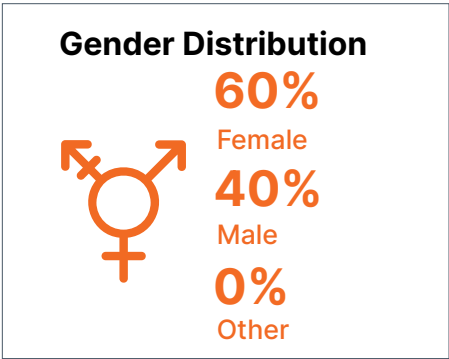
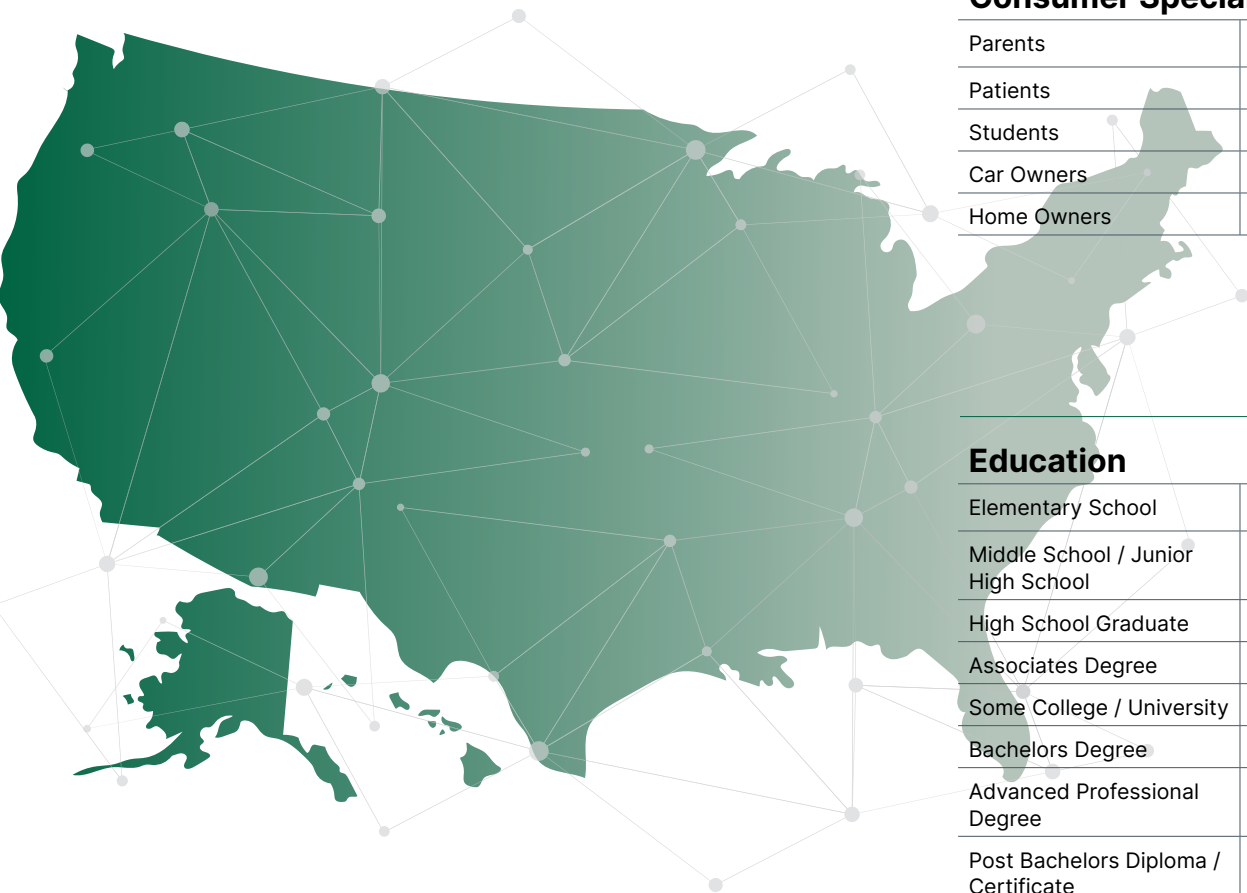
Brazil	3,73,177
Argentina	34,505
South Africa	48,139
Nigeria	20,441

APAC

India	5,79,336
Singapore	56,966
Australia	63,378
Malaysia	29,617
Hong Kong	27,847
Philippines	15,239
Taiwan	23,797
Indonesia	46,068
Thailand	30,423
Vietnam	41,285
Japan	22,545
South Korea	5,470



UNITED STATES: 4,61,146



Consumer Speciality

Parents	93,092
Patients	15,371
Students	14,681
Car Owners	1,82,385
Home Owners	1,55,614

Education

Elementary School	0%
Middle School / Junior High School	2%
High School Graduate	23%
Associates Degree	9%
Some College / University	21%
Bachelors Degree	23%
Advanced Professional Degree	2%
Post Bachelors Diploma / Certificate	2%
Masters Degree	15%
Doctoral Degree (Ph.D.)	2%
Postdoctoral Study & Research	0%

Employment Status

Full-time employed	48%
Part-time employed	8%
Self-employed/Independent Professional/Contractor	9%
Between Jobs/Searching for a Job	5%
Housewife/Homemaker	8%
Military/Defence Services	0%
Student	3%
Retired	17%

Origin or Race/Ethnicity

White/Caucasian	72.70%
Black/African American	8%
Hispanic/Latino or Spanish origin	4.49%
Asian (except Indian)	0%
Indian Origin	4%
Middle Eastern Origin	1%
American Indian/Alaska Native	1%
Native Hawaiian	0%
Other Pacific Islander	1%
Prefer Not to Answer	1%

UNITED STATES: continued

Region

NorthEast	81,002
MidWest	82,730
South	1,91,539
West	1,05,873

Household Income

Less than \$15,000	13%
\$15,000-\$29,999	14%
\$30,000-\$49,999	15%
\$50,000-\$74,999	15%
\$75,000-\$99,999	15%
\$100,000-\$124,999	6%
\$125,000-\$149,999	6%
\$150,000-\$174,999	4%
\$175,000-\$199,999	3%
\$200,000-\$249,999	4%
\$250,000-\$499,999	2%
\$500,000+	1%
Do not know	0%
Prefer not to say	2%

States

Alabama (AL)	9,845
Alaska (AK)	1,036
Arizona (AZ)	10,017
Arkansas (AR)	4,491
Armed Forces Americas	0
California (CA)	55,268
Colorado (CO)	6,045
Connecticut (CT)	2,418
D.C.	1,036
Delaware (DE)	1,900
Florida (FL)	30,570
Georgia (GA)	16,235
Idaho (ID)	1,727
Illinois (IL)	14,681
Indiana (IN)	7,254
Iowa (IA)	2,591
Kansas (KS)	4,491

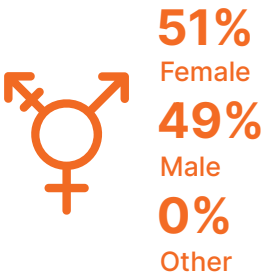
Kentucky (KY)	864
Louisiana (LA)	6,563
Maine (ME)	1,036
Maryland (MD)	6,390
Massachusetts (MA)	11,572
Michigan (MI)	13,126
Minnesota (MN)	4,318
Mississippi (MS)	2,936
Missouri (MO)	8,290
Montana (MT)	518
Nebraska (NE)	518
Nevada (NV)	3,627
New Hampshire (NH)	518
New Jersey (NJ)	11,744
New Mexico (NM)	17,27
New York (NY)	46,114
North Carolina (NC)	13,817

North Dakota (ND)	864
Ohio (OH)	13,472
Oklahoma (OK)	5,181
Oregon (OR)	4,663
Pennsylvania (PA)	15,717
Rhode Island (RI)	1,382
South Carolina (SC)	11,917
South Dakota (SD)	691
Tennessee (TN)	8,981
Texas (TX)	37,997
Utah (UT)	1,900
Vermont (VT)	691
Virginia(VA)	13,126
Washington (WA)	13,299
West Virginia (WV)	2,936
Wisconsin (WI)	6,563
Wyoming (WY)	1,036

CANADA: 26,927



Gender Distribution



Consumer Speciality

Parents	2,640
Patients	4,118
Students	739
Car Owners	7,814
Home Owners	11,616

Education

Elementary School	1%
Middle School / Junior High School	4%
High School Graduate	26%
Some College / University	24%
Associates Degree	9%
Bachelors Degree	20%
Post Bachelors Diploma / Certificate	3%
Masters Degree	9%
Doctoral Degree (Ph.D.)	2%
Advanced Professional Degree	0%
Post-doctoral Study & Research	

Employment Status

Full-time employed	37%
Part-time employed	7%
Self-employed/Independent Professional/Contractor	11
Between Jobs/Searching for a Job	37%
Housewife/Homemaker	7%
Military/Defence Services	11
Student	
Retired	

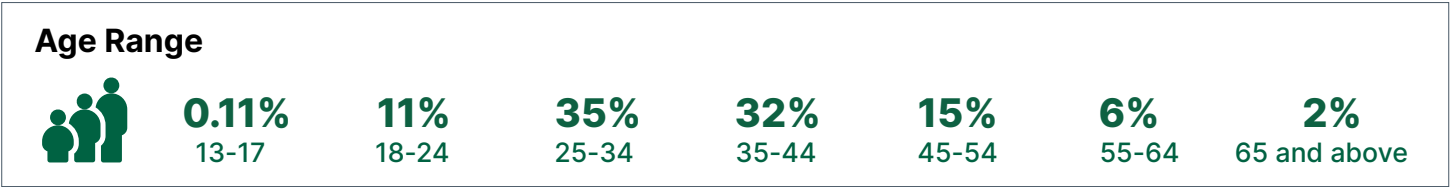
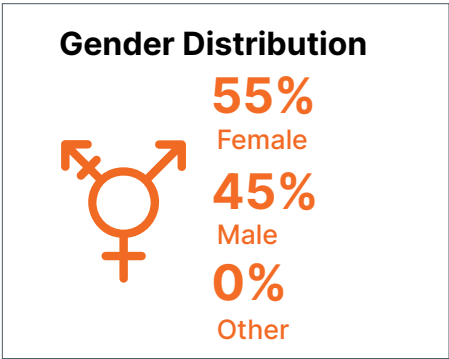
Household Income

Less than C\$15,000	5%
C\$15,000-C\$29,999	13%
C\$30,000-C\$49,999	19%
C\$50,000-C\$74,999	15%
C\$75,000-C\$99,999	13%
C\$100,000-C\$124,999	11%
C\$125,000-C\$149,999	6%
C\$150,000-C\$174,999	5%
C\$175,000-C\$199,999	3%
C\$200,000-C\$249,999	2%
C\$250,000-C\$499,999	1%
C\$500,000+	0%
Do not know	1%
Prefer not to say	6%

Age Range



MEXICO: 87,634



Consumer Speciality

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

Education

Nursery	0%
Preschool	0%
Primary/ Elementary school	1%
Secondary/ Middle/ Junior High School	8%
High school	26%
Bachelor degree/ Licentiate	55%
Master degree	7%
Doctorate	2%

Employment Status

Full-time employed	58.94%
Part-time employed	11.04%
Self-employed/Independent Professional/Contractor	13.35%
Between Jobs/Searching for a Job	4.52%
Housewife/Homemaker	6.94%
Military/Defence Services	0.37%
Student	4.00%
Retired	0.84%

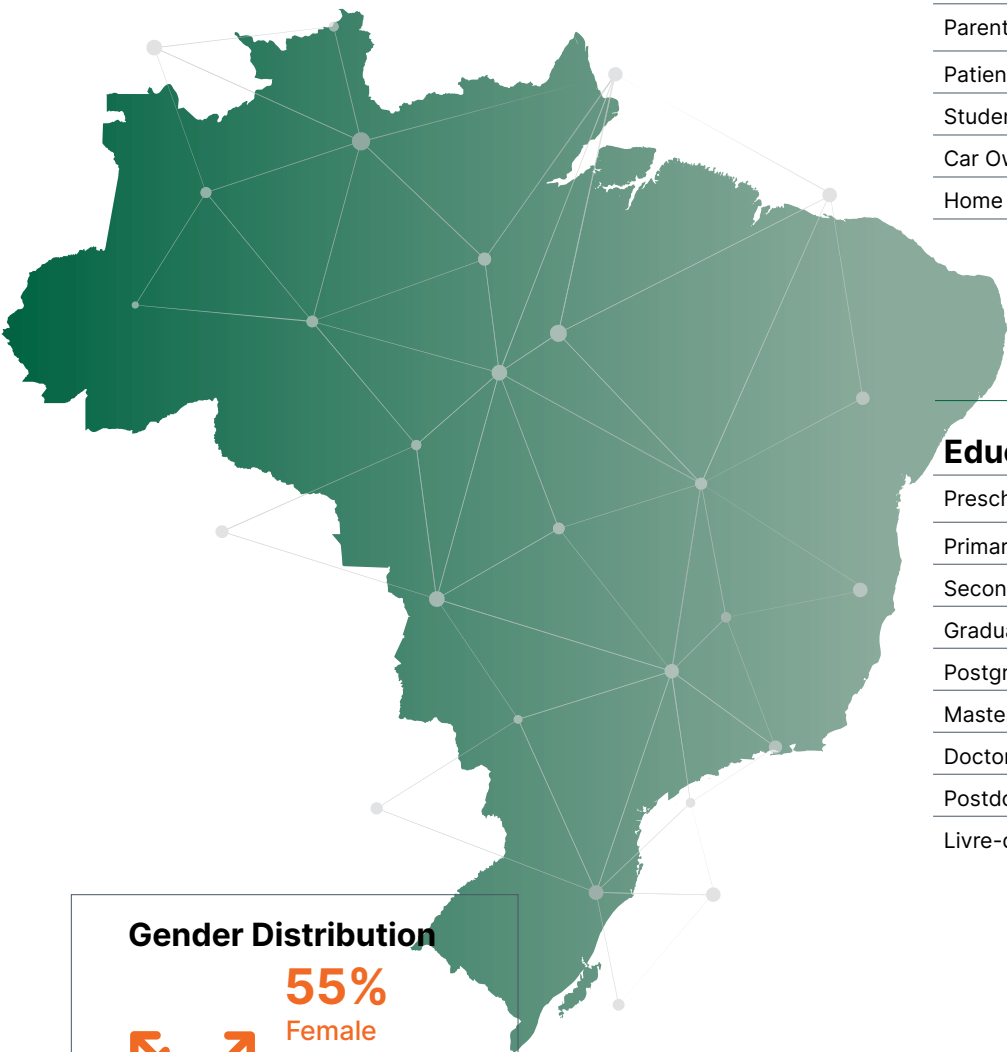
Household Income

Less than Mex\$100,000	19%
Mex\$100,000-Mex\$249,999	24%
Mex\$250,000-Mex\$499,999	18%
Mex\$500,000-Mex\$749,999	10%
Mex\$750,000-Mex\$999,999	6%
Mex\$1,000,000-Mex\$1,249,999	4%
Mex\$1,250,000-Mex\$1,499,999	3%
Mex\$1,500,000-Mex\$1,999,999	3%
Mex\$2,000,000-Mex\$2,499,999	3%
Mex\$2,500,000-Mex\$4,999,999	3%
Mex\$5,000,000+	2%
Do not know	3%
Prefer not to say	4%

Explore the report
to start knowing



BRAZIL: 3,73,177



Consumer Speciality

Parents	62,488
Patients	74,677
Students	14,860
Car Owners	1,19,258
Home Owners	1,01,893

Employment Status

Full-time employed	47%
Part-time employed	15%
Self-employed/Independent Professional/Contractor	11%
Between Jobs/Searching for a Job	11%
Housewife/Homemaker	9%
Military/Defence Services	1%
Student	4%
Retired	2%

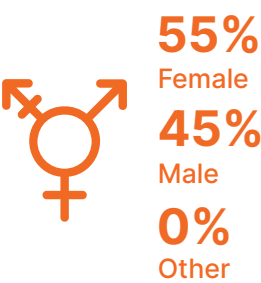
Education

Preschool education	1%
Primary school	5%
Secondary school	44%
Graduate degree	31%
Postgraduate diploma	7%
Master degree	5%
Doctorates	3%
Postdoctoral research	4%
Livre-docência	1%

Household Income

Less than R\$30,000	33%
R\$30,000-R\$49,999	16%
R\$50,000-R\$99,999	14%
R\$100,000-R\$199,999	11%
R\$200,000-R\$299,999	4%
R\$300,000-R\$399,999	2%
R\$400,000-R\$499,999	1%
R\$500,000-R\$599,999	1%
R\$600,000-R\$799,999	1%
R\$800,000-R\$999,999	2%
R\$1,000,000+	6%
Do not know	4%
Prefer not to say	5%

Gender Distribution



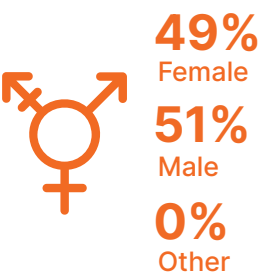
Age Range



ARGENTINA: 34,505



Gender Distribution



Age Range



Consumer Speciality

Parents	7,389
Patients	6,888
Students	4,070
Car Owners	9,018
Home Owners	7,139

Employment Status

Full-time employed	30%
Part-time employed	16%
Self-employed/Independent Professional/Contractor	17%
Between Jobs/Searching for a Job	11%
Housewife/Homemaker	11%
Military/Defence Services	1%
Student	12%
Retired	2%

Education

Preprimary	1%
Primary	3%
Lower secondary	19%
Upper secondary	35%
Vocational Education	13%
Graduate	15%
Specialization	10%
Master	2%
Doctorate	3%

Household Income

Less than ARS 100,000	6%
ARS 100,000-ARS 199,999	4%
ARS 200,000-ARS 299,999	4%
ARS 300,000-ARS 499,999	6%
ARS 500,000-ARS 749,999	7%
ARS 750,000-ARS 999,999	4%
ARS 1,000,000-ARS 1,249,999	5%
ARS 1,250,000-ARS 1,499,999	7%
ARS 1,500,000-ARS 1,999,999	9%
ARS 2,000,000+	18%
Do not know	11%
Prefer not to say	12%
I don't know	0%

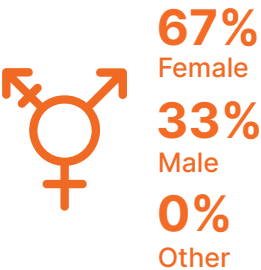
Understand
global markets
with ease



SOUTH AFRICA: 48,139



Gender Distribution



Age Range



0.67%
13-17

31%
18-24

47%
25-34

17%
35-44

4%
45-54

1%
55-64

0%
65 and above

Consumer Speciality

Parents	7,352
Patients	7,578
Students	7,804
Car Owners	17,537
Home Owners	7,871

Employment Status

Full-time employed	45%
Part-time employed	14%
Self-employed/Independent Professional/Contractor	11%
Between Jobs/Searching for a Job	11%
Housewife/Homemaker	2%
Military/Defence Services	0%
Student	16%
Retired	0%

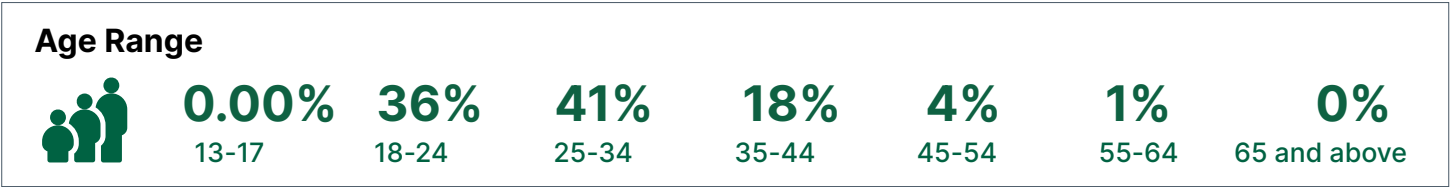
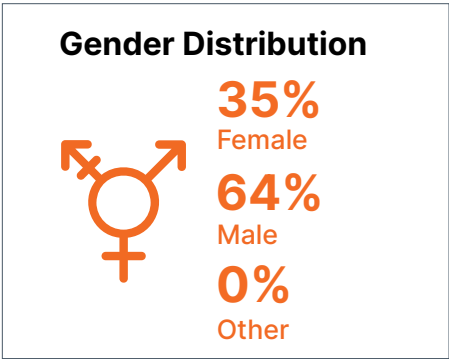
Education

Grade 9	2%
Grade 10/ Vocational Cert. Level 2	2%
Grade 11/ Vocational Cert. Level 3	4%
Grade 12/ Vocational Cert. Level 4	32%
Higher Certificates/ Advanced Vocational Cert.	10%
Diploma/ Advanced certificates	14%
Bachelors degree/ Advanced Diplomas	23%
Honours degree	5%
Post Graduate diploma	2%
Professional Qualifications	2%
Masters degree	4%
Doctors degree	1%

Household Income

Less than R50,000	34%
R50,000-R74,999	10%
R75,000-R99,999	5%
R100,000-R149,999	7%
R150,000-R199,999	5%
R200,000-R249,999	5%
R250,000-R299,999	5%
R300,000-R399,999	6%
R400,000-R499,999	4%
R500,000-R749,999	5%
R750,000-R999,999	3%
R1,000,000+	3%
Do not know	3%
Prefer not to say	4%

NIGERIA:20,441



Consumer Speciality

Parents	2,145
Patients	2,019
Students	3,975
Car Owners	6,877
Home Owners	5,426

Employment Status

Full-time employed	28%
Part-time employed	25%
Self-employed/Independent Professional/Contractor	20%
Between Jobs/Searching for a Job	6%
Housewife/Homemaker	1%
Military/Defence Services	0%
Student	19%
Retired	0%

Education

Preschool	0%
Upper Secondary	9%
Primary	5%
Secondary	19%
Maternal	35%
Bachelor Degree	5%
Master's Degree	25%
Doctorate	2%

Household Income

Less than ₦50,000	12%
₦50,000-₦99,999	15%
₦1,00,000-₦1,99,999	17%
₦2,00,000-₦4,99,999	12%
₦5,00,000-₦7,49,999	4%
₦7,50,000-₦9,99,999	8%
₦10,00,000-₦14,99,999	5%
₦15,00,000-₦19,99,999	2%
₦20,00,000-₦49,99,999	2%
₦50,00,000-₦99,99,999	6%
₦1,00,00,000-₦4,99,99,999	8%
₦5,00,00,000+	3%
Do not know	2%
Prefer not to say	2%

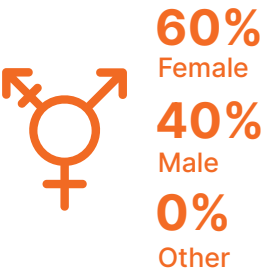


Get real-time insights with
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UNITED KINGDOM:1,81,452



Gender Distribution



Consumer Speciality

Parents	43,253
Patients	20,948
Students	9,377
Car Owners	42,874
Home Owners	65,000

Employment Status

Full-time employed	50%
Part-time employed	15%
Self-employed/Independent Professional/Contractor	8%
Between Jobs/Searching for a Job	8%
Housewife/Homemaker	9%
Military/Defence Services	0%
Student	5%
Retired	5%

Education

Year 10 (GCSE, iGCSE or BTEC First)	19%
Year 12 (A Level, IB, BTEC National)	16%
Bachelors Degree - Years 1 & 2	6%
Professional & Employer Award	4%
Foundation Degree	5%
Higher National Certificate (HNC)	4%
Higher National Diploma (HND)	6%
Bachelors (Honours) Degree - Final Year	21%
Masters Degree (MSc, MA, MBA)	16%
Doctoral Degree (Ph.D.)	4%

Household Income

Less than £10,000	8%
£10,000-£19,999	11%
£20,000-£29,999	15%
£30,000-£49,999	18%
£50,000-£74,999	14%
£75,000-£99,999	10%
£100,000-£124,999	6%
£125,000-£149,999	3%
£150,000-£174,999	2%
£175,000-£199,999	2%
£200,000-£249,999	2%
£250,000+	3%
Do not know	2%
Prefer not to say	4%

Age Range



0.29%
13-17

12%
18-24

33%
25-34

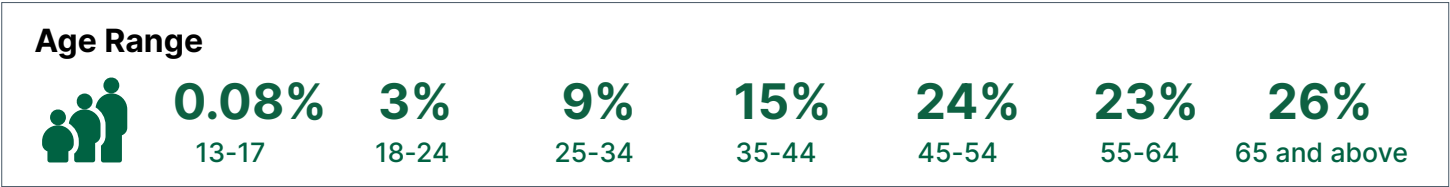
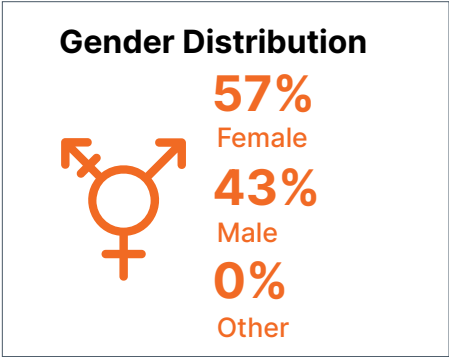
28%
35-44

15%
45-54

8%
55-64

5%
65 and above

FRANCE: 1,30,442



Consumer Speciality

Parents	30,268
Patients	34,146
Students	2,477
Car Owners	23,697
Home Owners	39,962

Employment Status

Full-time employed	40%
Part-time employed	10%
Self-employed/Independent Professional/Contractor	6%
Between Jobs/Searching for a Job	6%
Housewife/Homemaker	8%
Military/Defence Services	0%
Student	2%
Retired	28%

Education

Preschool/nursery	0%
Primary school	0%
Middle school	8%
High school	23%
Diploma (IB/BOI)	31%
Bachelor Degree	23%
Master Degree	11%
Doctorate	3%

Household Income

Less than €10,000	10%
€10,000-€14,999	10%
€15,000-€19,999	10%
€20,000-€29,999	18%
€30,000-€49,999	29%
€50,000-€74,999	10%
€75,000-€99,999	4%
€100,000-€124,999	1%
€125,000-€149,999	1%
€150,000-€199,999	0%
€200,000-€249,999	0%
€250,000+	0%
Do not know	1%
Prefer not to say	5%

GERMANY: 81,879



Consumer Speciality

Parents	16934
Patients	18129
Students	2590
Car Owners	14742
Home Owners	29484

Education

Kindergarten	0%
Elementry School- Grundschule	0%
School-I- Sonderschule	0%
School-I- Hauptschule	8%
School-I- Realschule	11%
School-I- Gymnasium	6%
School-I- Gesamtschule	0%
School-II- Berufsschule	19%
School-II- Berufsfachschule	14%
School-II- Fachoberschule	6%
University- Diplom (FH/DH)	4%
University- Staatsprüfung	1%
University- Bachelor	13%
University- Diplom/ Magister Artium	10%
University- Master	5%
University- Doktor	1%

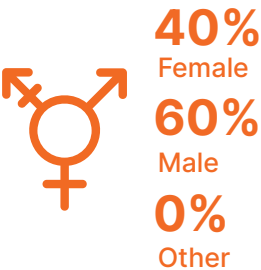
Employment Status

Full-time employed	46%
Part-time employed	11%
Self-employed/Independent Professional/Contractor	4%
Between Jobs/Searching for a Job	6%
Housewife/Homemaker	4%
Military/Defence Services	0%
Student	3%
Retired	25%

Household Income

Less than €10,000	12%
€10,000-€14,999	6%
€15,000-€19,999	5%
€20,000-€29,999	12%
€30,000-€49,999	20%
€50,000-€74,999	12%
€75,000-€99,999	12%
€100,000-€124,999	6%
€125,000-€149,999	3%
€150,000-€199,999	3%
€200,000-€249,999	1%
€250,000+	4%
Do not know	1%
Prefer not to say	6%

Gender Distribution



Age Range



0.00%
13-17

2%
18-24

16%
25-34

23%
35-44

18%
45-54

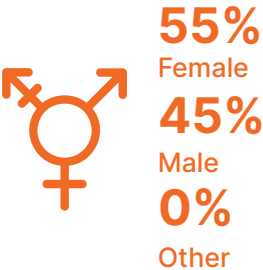
21%
55-64

20%
65 and above

ITALY: 1,14,649



Gender Distribution



Age Range



0.06%
13-17

6%
18-24

17%
25-34

24%
35-44

29%
45-54

18%
55-64

6%
65 and above

Consumer Speciality

Parents	37,416
Patients	29,705
Students	6,131
Car Owners	74,389
Mobile Panel	-
Insurance Owners	-
Home Owners	80773

Employment Status

Full-time employed	43%
Part-time employed	14%
Self-employed/Independent Professional/Contractor	12%
Between Jobs/Searching for a Job	6%
Housewife/Homemaker	14%
Military/Defence Services	1%
Student	5%
Retired	4%

Education

Preschool/nursery school	0%
Primary school	2%
Lower secondary education	8%
Upper secondary education	40%
vocational education	12%
Bachelor degree	16%
First Level Diploma	3%
Master degree	13%
Second Level Diploma	3%
Doctorate	2%

Household Income

Less than €10,000	11%
€10,000-€14,999	10%
€15,000-€19,999	9%
€20,000-€29,999	20%
€30,000-€49,999	21%
€50,000-€74,999	9%
€75,000-€99,999	4%
€100,000-€124,999	2%
€125,000-€149,999	1%
€150,000-€199,999	2%
€200,000-€249,999	1%
€250,000+	2%
Do not know	2%
Prefer not to say	8%

SPAIN: 98,809



Consumer Speciality

Parents	26,977
Patients	18,069
Students	3,372
Car Owners	23,477
Home Owners	26,913

Employment Status

Full-time employed	61%
Part-time employed	9%
Self-employed/Independent Professional/Contractor	7%
Between Jobs/Searching for a Job	7%
Housewife/Homemaker	5%
Military/Defence Services	0%
Student	3%
Retired	7%

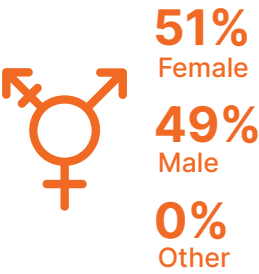
Education

Nursery	0%
Preschool Education	0%
Primary Education	2%
Compulsory Secondary Education	8%
Post-Compulsory Secondary Education	21%
Vocational Training	22%
Bachelor degrees	29%
Master degrees	13%
Doctorates	3%

Household Income

Less than €10,000	7%
€10,000-€14,999	9%
€15,000-€19,999	11%
€20,000-€29,999	20%
€30,000-€49,999	28%
€50,000-€74,999	10%
€75,000-€99,999	4%
€100,000-€124,999	2%
€125,000-€149,999	1%
€150,000-€199,999	0%
€200,000-€249,999	0%
€250,000+	1%
Do not know	2%
Prefer not to say	5%

Gender Distribution



Age Range



NETHERLANDS: 29,877



Consumer Speciality

Parents	2,988
Patients	5,975
Students	14,939
Car Owners	0
Home Owners	5,975

Employment Status

Full-time employed	10%
Part-time employed	10%
Self-employed/Independent Professional/Contractor	10%
Between Jobs/Searching for a Job	10%
Housewife/Homemaker	60%
Military/Defence Services	0%
Student	0%
Retired	0%

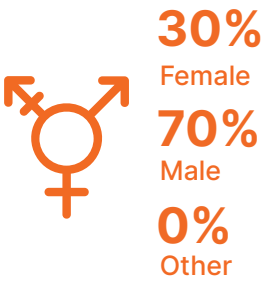
Education

Preschool	10%
Upper Secondary	20%
Primary	10%
Secondary	10%
Maternal	10%
Bachelor Degree	20%
Master's Degree	10%
Doctorate	10%

Household Income

Less than NT\$ 50000	20%
NT\$ 50000-NT\$ 99999	30%
NT\$ 1,00,000-NT\$ 1,99,999	10%
NT\$ 2,00,000-NT\$ 4,99,999	10%
NT\$ 5,00,000-NT\$ 7,49,999	10%
NT\$ 7,50,000-NT\$ 9,99,999	10%
NT\$ 10,00,000-NT\$ 14,99,999	10%
NT\$ 15,00,000-NT\$ 19,99,999	0%
NT\$ 20,00,000-NT\$ 49,99,999	0%
NT\$ 50,00,000-NT\$ 99,99,999	0%
NT\$ 1,00,00,000-NT\$ 4,99,99,999	0%
NT\$ 5,00,00,000+	0%
Don't know	0%
Prefer not to say	0%

Gender Distribution



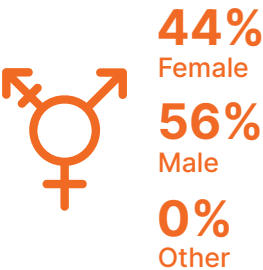
Age Range



PORTUGAL:39,029



Gender Distribution



Consumer Speciality

Parents	10,471
Patients	5,712
Students	1,904
Car Owners	9,519
Home Owners	11,423

Employment Status

Full-time employed	39%
Part-time employed	17%
Self-employed/Independent Professional/Contractor	12%
Between Jobs/Searching for a Job	7%
Housewife/Homemaker	10%
Military/Defence Services	5%
Student	5%
Retired	5%

Education

Pre-primary education	
Basic education	2%
Secondary education	32%
Vocational school	
Higher education	22%
Univesity and Polytechnic	10%
Bachelor	5%
Graduation	7%
Master's	10%
Postgraduate studies	7%
Doctorate	5%
Aggregation	

Household Income

Less than €10,000	17%
€10,000-€14,999	12%
€15,000-€19,999	15%
€20,000-€29,999	10%
€30,000-€49,999	17%
€50,000-€74,999	5%
€75,000-€99,999	5%
€100,000-€124,999	2%
€125,000-€149,999	2%
€150,000-€199,999	5%
€200,000-€249,999	2%
€250,000+	2%
Do not know	3%
Prefer not to say	2%

Age Range



SWITZERLAND: 28,325



Consumer Speciality

Parents	0
Patients	12,129
Students	0
Car Owners	12,129
Home Owners	28,325

Employment Status

Full time employed	57%
Part time employed	0%
Self-employed/Independent Professional/Contractor	0%
Housewife/Homemaker	43%

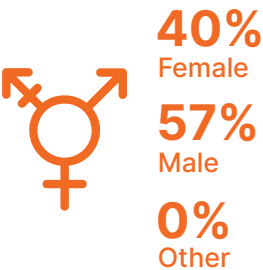
Education

Elementry School- Grundschule	0%
School-I- Hauptschule	0%
School-I- Realschule	14%
School-II- Berufsschule	14%
School-II- Berufsfachschule	29%
School-II- Fachoberschule	14%
University- Diplom (FH/DH)	0%
University- Bachelor	14%
University- Diplom/ Magister Artium	0%
University- Master	14%
University- Doktor	0%

Household Income

Less than €10,000	0%
€10,000-€14,999	0%
€15,000-€19,999	0%
€30,000-€49,999	0%
€50,000-€74,999	0%
€75,000-€99,999	29%
€100,000-€124,999	14%
€125,000-€149,999	14%
€150,000-€199,999	14%
€200,000-€249,999	14%
Do not Know	0%

Gender Distribution



Age Range



POLAND:18,136



Consumer Speciality

Parents	3,862
Patients	2,855
Students	336
Car Owners	5,038
Mobile Panel	6,045

Employment Status

Full-time employed	57%
Part-time employed	6%
Self-employed/Independent Professional/Contractor	16%
Between Jobs/Searching for a Job	9%
Housewife/Homemaker	8%
Military/Defence Services	0%
Student	2%
Retired	1%

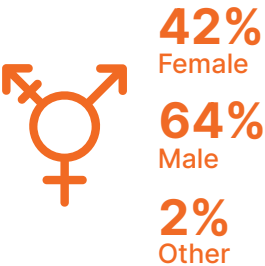
Education

Preschool	0%
IN-Intermediate (12th)	0%
Primary	0%
Secondary	0%
IN-Middle School	41%
Bachelor Degree	39%
Master's Degree	19%
Doctorate	2%

Household Income

Less than PLN 50,000	6%
PLN 50,000-PLN 99,999	25%
PLN 1,00,000-PLN 1,99,999	12%
PLN 2,00,000-PLN 4,99,999	5%
PLN 5,00,000-PLN 7,49,999	4%
PLN 7,50,000-PLN 9,99,999	5%
PLN 10,00,000-PLN 14,99,999	9%
PLN 15,00,000-PLN 19,99,999	1%
PLN 20,00,000-PLN 49,99,999	6%
PLN 50,00,000-PLN 99,99,999	17%
PLN 1,00,00,000-PLN 4,99,99,999	3%
PLN 5,00,00,000+	0%
Don't know	4%
Prefer not to say	5%

Gender Distribution



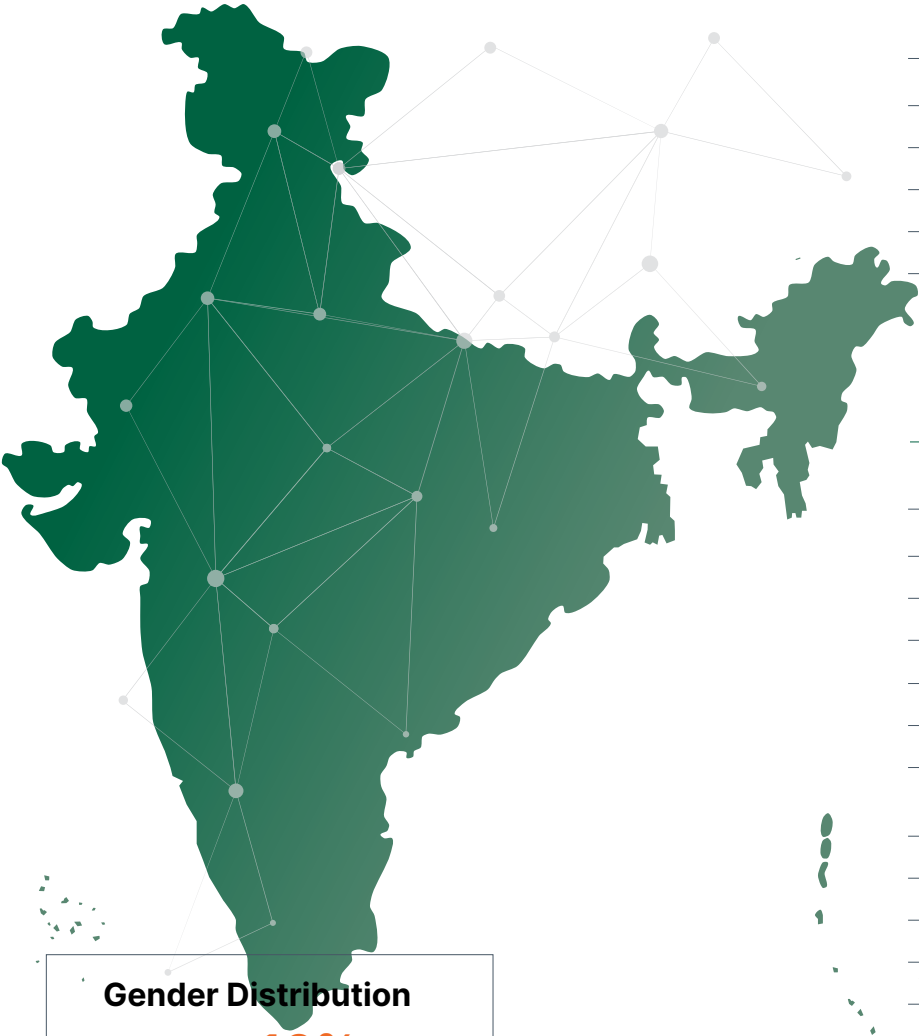
Age Range



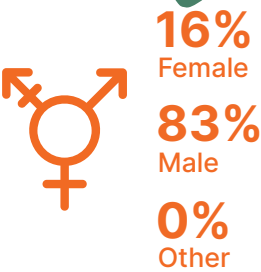


The true power lies in people's opinion

INDIA:5,79,336



Gender Distribution



Age Range



Consumer Speciality

Parents	54,510
Patients	88,909
Students	1,58,123
Car Owners	1,16,090
Home Owners	1,67,916

Education

Middle School	10%
Matriculation (10th)	7%
Intermediate (12th)	23%
Diploma (ITI)	6%
Diploma (Polytechnic)	4%
Graduate 3-years college (Pass)	14%
Graduate 3-years college (Hons)	8%
Graduate 4 years	10%
Postgraduate Diploma	2%
Postgraduate / Masters Degree	9%
Vocational Courses	0%
Professional Courses	3%
Doctorate Degree (Ph.D.)	2%

Employment Status

Full-time employed	35%
Part-time employed	15%
Self-employed/Independent Professional/Contractor	12%
Between Jobs/Searching for a Job	4%
Housewife/Homemaker	3%
Military/Defence Services	1%
Student	29%
Retired	1%

Household Income

Less than ₹50,000	33%
₹50,000-₹99,999	15%
₹1,00,000-₹1,99,999	11%
₹2,00,000-₹4,99,999	11%
₹5,00,000-₹7,49,999	8%
₹7,50,000-₹9,99,999	5%
₹10,00,000-₹14,99,999	5%
₹15,00,000-₹19,99,999	3%
₹20,00,000-₹49,99,999	2%
₹50,00,000-₹99,99,999	1%
₹1,00,00,000-₹4,99,99,999	1%
₹5,00,00,000+	1%
Do not know	3%
Prefer not to say	3%

SINGAPORE: 56,966



Consumer Speciality

Parents	17,373
Patients	11,716
Students	0
Car Owners	13,736
Home Owners	15,353

Employment Status

Full-time employed	70%
Part-time employed	8%
Self-employed/Independent Professional/Contractor	10%
Between Jobs/Searching for a Job	2%
Housewife/Homemaker	2%
Military/Defence Services	0%
Student	0%
Retired	7%

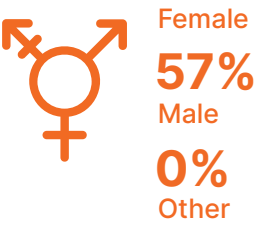
Education

Pre-School	0%
Primary School	1%
Secondary School	10%
Specialised School	1%
Junior Colleges/ Centralised Institute	7%
Polytechnics	18%
Institute of Technical Education	4%
Bachelors Degree	48%
Masters Degree	9%
Doctoral Degree	3%

Household Income

Less than S\$15,000	6%
S\$15,000-S\$29,999	8%
S\$30,000-S\$49,999	11%
S\$50,000-S\$74,999	14%
S\$75,000-S\$99,999	14%
S\$100,000-S\$124,999	13%
S\$125,000-S\$149,999	7%
S\$150,000-S\$174,999	7%
S\$175,000-S\$199,999	6%
S\$200,000-S\$249,999	6%
S\$250,000-S\$499,999	3%
S\$500,000+	2%
Do not know	1%
Prefer not to say	3%

Gender Distribution



Age Range



0.00%
13-17

3%
18-24

15%
25-34

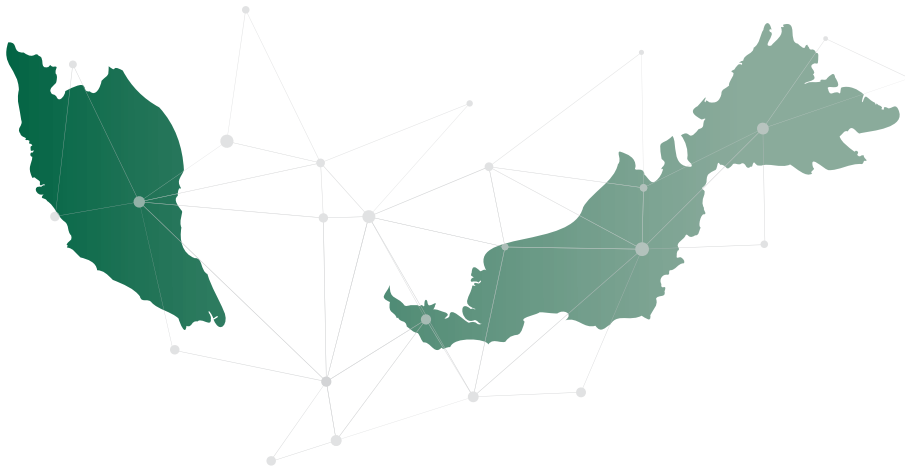
26%
35-44

26%
45-54

19%
55-64

12%
65 and above

MALAYSIA: 29,617



Consumer Speciality

Parents	6,093
Patients	7,042
Students	649
Car Owners	7,741
Home Owners	8,091

Employment Status

Full-time employed	67%
Part-time employed	5%
Self-employed/Independent Professional/Contractor	10%
Between Jobs/Searching for a Job	2%
Housewife/Homemaker	9%
Military/Defence Services	0%
Student	2%
Retired	4%

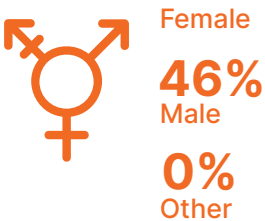
Education

Certificate (Skills/Vocational)	23%
Diploma (Skills/Vocational)	22%
Advanced Diploma (Skills/Vocational)	7%
Bachelors Degree	36%
Masters Degree	9%
Doctoral Degree	2%
Master's Degree	9%
Doctorate	2%

Household Income

Less than RM20,000	23%
RM20,000-RM29,999	9%
RM30,000-RM39,999	9%
RM40,000-RM49,999	15%
RM50,000-RM74,999	11%
RM75,000-RM99,999	6%
RM100,000-RM124,999	4%
RM125,000-RM149,999	4%
RM150,000-RM199,999	4%
RM200,000-RM249,999	2%
RM250,000-RM299,999	2%
RM300,000-RM399,999	2%
RM400,000-RM499,999	0%
RM500,000+	1%
Do not know	2%
Prefer not to say	3%

Gender Distribution



Age Range



HONG KONG: 27,847



Consumer Speciality

Parents	6,188
Patients	1,547
Students	3,094
Car Owners	4,641
Home Owners	12,376

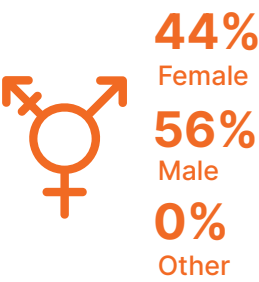
Employment Status

Full-time employed	78%
Part-time employed	0%
Self-employed/Independent Professional/Contractor	11%
Between Jobs/Searching for a Job	0%
Housewife/Homemaker	0%
Military/Defence Services	0%
Student	11%
Retired	0%

Household Income

Less than HK\$50,000	0%
HK\$50,000-HK\$74,999	0%
HK\$75,000-HK\$99,999	0%
HK\$100,000-HK\$124,999	11%
HK\$125,000-HK\$149,999	6%
HK\$150,000-HK\$199,999	6%
HK\$200,000-HK\$249,999	6%
HK\$250,000-HK\$299,999	11%
HK\$300,000-HK\$399,999	0%
HK\$400,000-HK\$499,999	17%
HK\$500,000-HK\$749,999	11%
HK\$750,000-HK\$999,999	17%
HK\$100,000,000 +	17%
Do not know	0%
Prefer not to say	0%

Gender Distribution



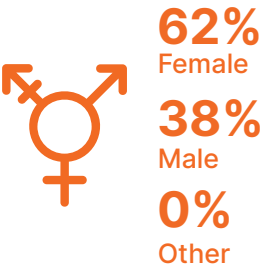
Age Range



THAILAND:30,423



Gender Distribution



Age Range



0.00%
13-17

2%
18-24

40%
25-34

38%
35-44

17%
45-54

2%
55-64

0%
65 and above

Consumer Speciality

Parents	7,244
Patients	7,244
Students	0
Car Owners	8,692
Home Owners	7,244

Employment Status

Full-time employed	71%
Part-time employed	0%
Self-employed/Independent Professional/Contractor	19%
Between Jobs/Searching for a Job	5%
Housewife/Homemaker	5%
Military/Defence Services	0%
Student	0%
Retired	0%

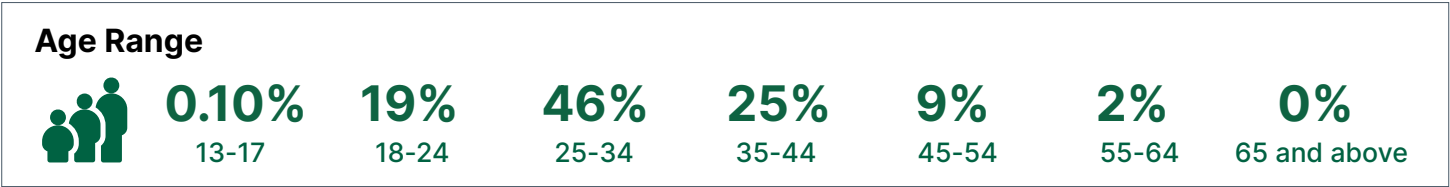
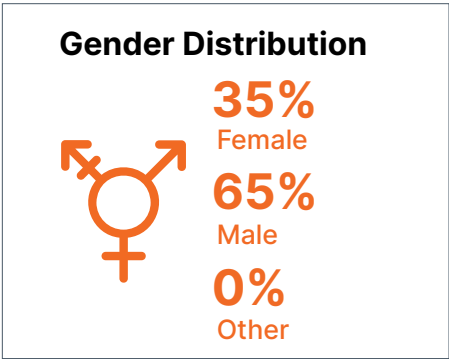
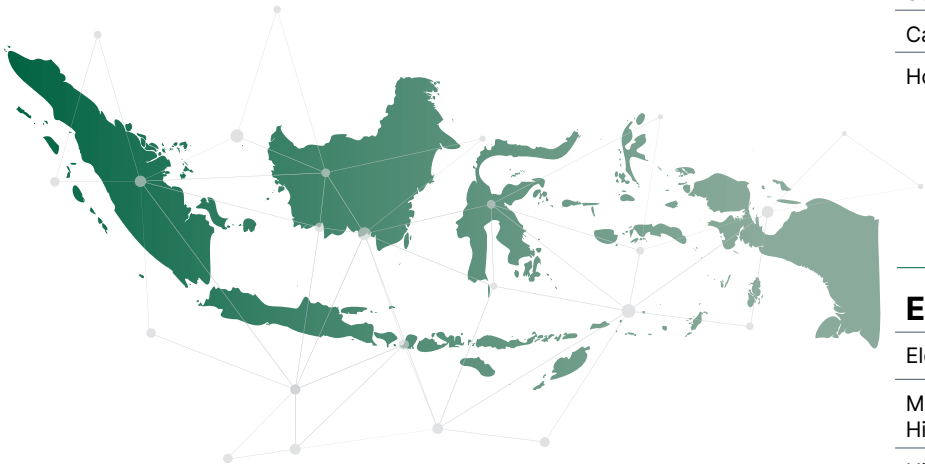
Education

Preschool	0%
Upper Secondary	12%
Primary	2%
Secondary	2%
Maternal	10%
Bachelor Degree	64%
Master's Degree	2%
Doctorate	7%

Household Income

Less than 50,000 bhat	5%
50,000 bhat - 99,999 bhat	2%
100,000 bhat - 199,999 bhat	7%
200,000 bhat - 499,999 bhat	24%
750,000 bhat - 999,999 bhat	21%
1,000,000 bhat - 1,499,999 bhat	7%
1,500,000 bhat - 1,999,999 bhat	2%
2,000,000 bhat - 4,999,999 bhat	0%
5,000,000 bhat - 9,999,999 bhat	0%
10,000,000 bhat - 49,999,999 bhat	2%
500,000 bhat - 749,999 bhat	5%
More than 50,000,000 bhat	2%
Prefer not to say	2%
Don't know	2%

INDONESIA: 46,068



Consumer Speciality

Parents	17,611
Patients	13,185
Students	2,016
Car Owners	2,781
Home Owners	10,474

Employment Status

Full-time employed	49%
Part-time employed	21%
Self-employed/Independent Professional/Contractor	17%
Between Jobs/Searching for a Job	4%
Housewife/Homemaker	5%
Military/Defence Services	0%
Student	4%
Retired	0%

Education

Elementary School	1%
Middle School / Junior High School	5%
High School Graduate	39%
Some College / University	6%
Associates Degree	1%
Bachelors Degree	36%
Post Bachelors Diploma / Certificate	9%
Masters Degree	2%
Doctoral Degree (Ph.D.)	0%
Advanced Professional Degree	0%
Postdoctoral Study & Research	1%

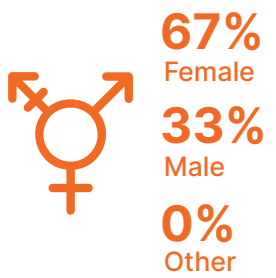
Household Income

Less than RP 15,000	3%
RP 15,000- RP 29,999	3%
RP 30,000- RP 49,999	6%
RP 50,000- RP 74,999	7%
RP 75,000- RP 99,999	5%
RP 100,000- RP 124,999	7%
RP 125,000- RP 149,999	4%
RP 150,000- RP 174,999	4%
RP 175,000- RP 199,000	2%
RP 200,000- RP 249,999	6%
RP 250,000- RP 499,999	5%
RP 500,000 +	37%
Do not know	3%
Prefer not to say	6%

JAPAN: 22,545



Gender Distribution



Consumer Speciality

Parents	0
Patients	7,515
Students	0
Car Owners	7,515
Home Owners	7515

Employment Status

Full-time employed	67%
Part-time employed	0%
Self-employed/Independent Professional/Contractor	0%
Between Jobs/Searching for a Job	0%
Housewife/Homemaker	0%
Military/Defence Services	33%
Student	0%
Retired	0%

Household Income

Less than ¥50,000	33%
¥50,000-¥99,999	0%
¥1,00,000-¥1,99,999	0%
¥2,00,000-¥4,99,999	0%
¥5,00,000-¥7,49,999	0%
¥7,50,000-¥9,99,999	0%
¥10,00,000-¥14,99,999	0%
¥15,00,000-¥19,99,999	33%
¥20,00,000-¥49,99,999	0%
¥50,00,000-¥99,99,999	0%
¥1,00,00,000-¥4,99,99,999	0%
¥5,00,00,000+	33%
Don't know	0%
Prefer not to answer	0%

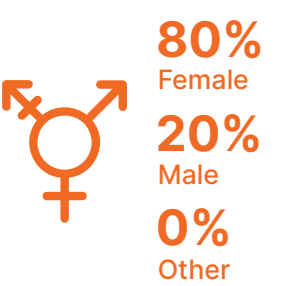
Age Range



TAIWAN: 23,797



Gender Distribution



Age Range



Consumer Speciality

Parents	4,759
Patients	4,759
Students	0
Car Owners	9,519
Home Owners	4,759

Employment Status

Full-time employed	80%
Part-time employed	20%
Self-employed/Independent Professional/Contractor	0%
Between Jobs/Searching for a Job	0%
Housewife/Homemaker	0%
Military/Defence Services	0%
Student	0%
Retired	0%

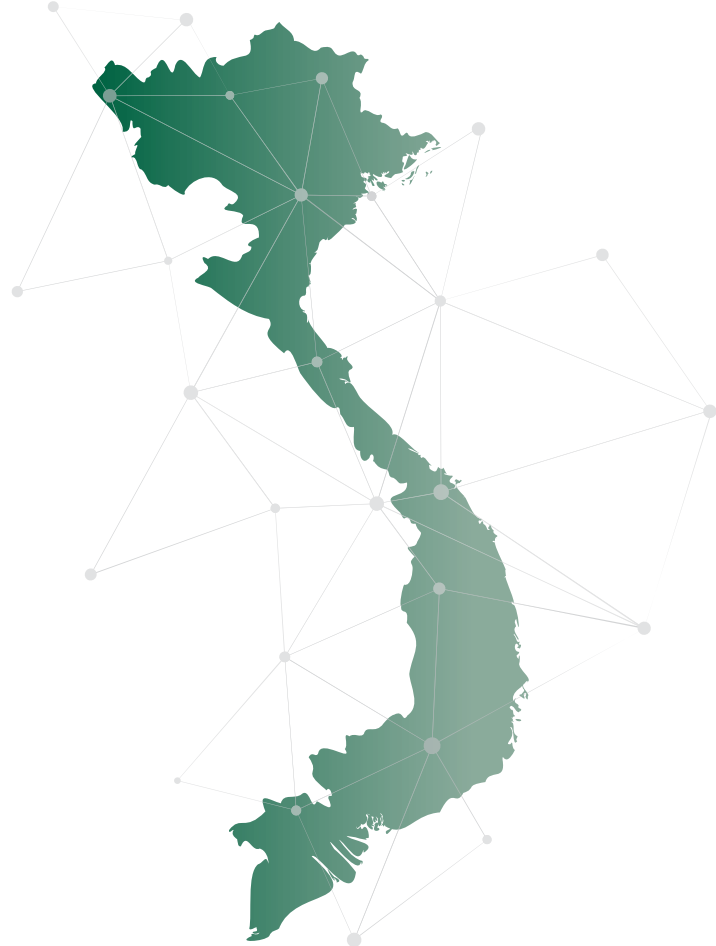
Education

Preschool	0%
Upper Secondary	0%
Primary	0%
Secondary	0%
Maternal	0%
Bachelor Degree	40%
Master's Degree	40%
Doctorate	20%

Household Income

Less than 50,000	0%
50,000-99,999	20%
1,00,000-1,99,999	0%
2,00,000-4,99,999	20%
5,00,000-7,49,999	0%
7,50,000-9,99,999	0%
10,00,000-14,99,999	20%
15,00,000-19,99,999	0%
20,00,000-49,99,999	0%
5,00,00,000+	20%
Don't know	20%
Prefer not say	0%

VIETNAM: 41,285



Consumer Speciality

Parents	10,496
Patients	13,295
Students	700
Car Owners	9,796
Home Owners	6,997

Employment Status

Full-time employed	80%
Part-time employed	3%
Self-employed/Independent Professional/Contractor	8%
Between Jobs/Searching for a Job	5%
Housewife/Homemaker	2%
Military/Defence Services	0%
Student	2%
Retired	0%

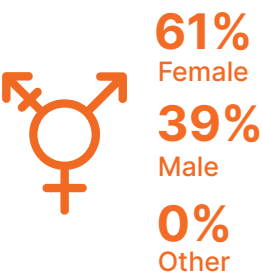
Education

Preschool	0%
Upper Secondary	34%
Primary	2%
Secondary	3%
Maternal	3%
Bachelor Degree	44%
Master's Degree	10%
Doctorate	3%

Household Income

Under VND50,000	3%
VND50,000-VND99,999	2%
VND1,00,000- VND1,99,999	0%
VND2,00,000- VND4,99,999	0%
VND5,00,000- VND7,49,999	2%
VND7,50,000- VND9,99,999	7%
VND10,00,000- VND14,99,999	7%
VND15,00,000- VND19,99,999	14%
VND20,00,000- VND49,99,999	15%
VND50,00,000- VND99,99,999	10%
VND1,00,00,000- VND4,99,99,999	14%
VND5,00,00,000 +	15%
Do not know	2%
Prefer not to say	10%

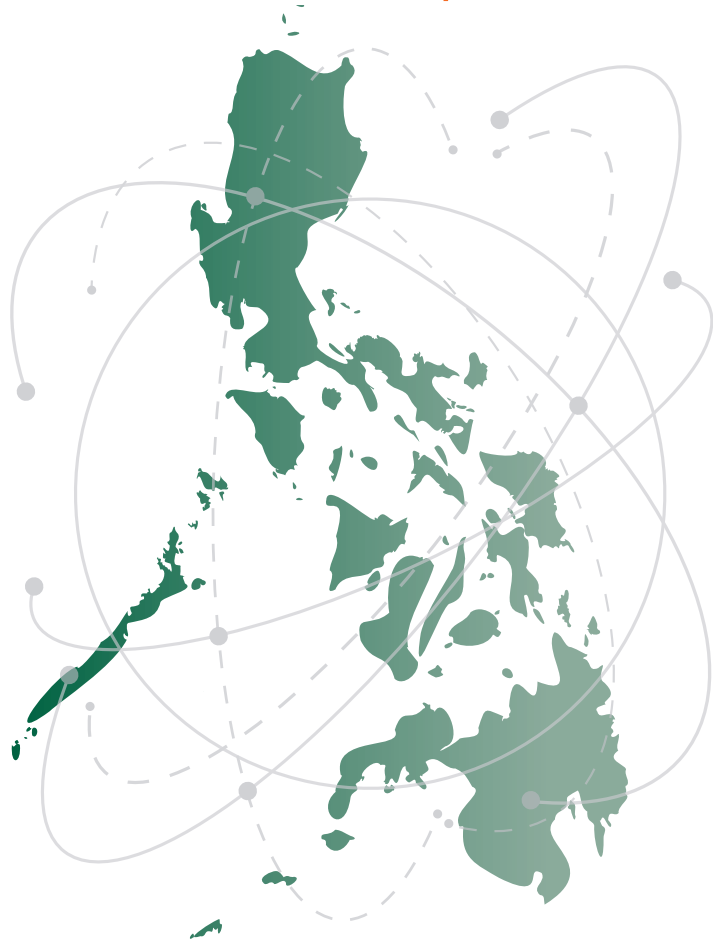
Gender Distribution



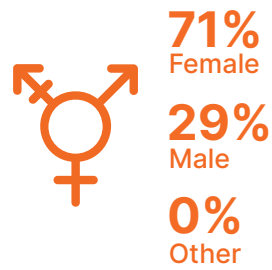
Age Range



PHILIPPINES:15,239



Gender Distribution



Consumer Speciality

Parents	3,507
Patients	2,232
Students	1,403
Car Owners	4,973
Home Owners	3,124

Employment Status

Full-time employed	43%
Part-time employed	8%
Self-employed/Independent Professional/Contractor	20%
Between Jobs/Searching for a Job	6%
Housewife/Homemaker	10%
Military/Defence Services	4%
Student	8%
Retired	0%

Education

Preschool	0%
Upper Secondary	2.93%
Primary	5.44%
Secondary	12.55%
Maternal	17.99%
Bachelor Degree	25.52%
Master's Degree	34.73%
Doctorate	0.84%

Household Income

Less than Php 50,000	33%
Php 50,000-Php 99,999	18%
Php 1,00,000-Php 1,99,999	10%
Php 2,00,000-Php 4,99,999	7%
Php 5,00,000-Php 7,49,999	3%
Php 7,50,000-Php 9,99,999	2%
Php 10,00,000-Php 14,99,999	2%
Php 15,00,000-Php 19,99,999	3%
Php 20,00,000-Php 49,99,999	5%
Php 50,00,000-Php 99,99,999	5%
Php 1,00,00,000-Php 4,99,99,999	1%
Php 5,00,00,000+	3%
Don't know	2%
Prefer not to say	6%

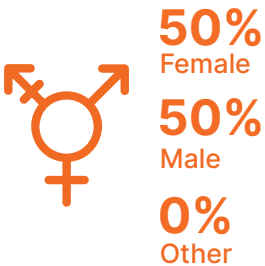
Age Range



SOUTH KOREA: 5,470



Gender Distribution



Age Range



Consumer Speciality

Parents	2,735
Patients	0
Students	0
Car Owners	0
Home Owners	2,735

Education

Preschool	0%
Upper Secondary	50%
Primary	0%
Secondary	50%
Maternal	0%
Bachelor Degree	0%
Master's Degree	0%
Doctorate	0%

Employment Status

Full-time employed	50%
Part-time employed	0%
Self-employed/Independent Professional/Contractor	50%
Between Jobs/Searching for a Job	0%
Housewife/Homemaker	0%
Military/Defence Services	0%
Student	0%
Retired	0%

Household Income

Less than 750,000 won	0%
750,000 won - 1,499,999 won	0%
1,500,000 won - 2,999,999 won	100%
3,000,000 won - 7,499,999 won	0%
7,500,000 won - 9,999,999 won	0%
10,000,000 won - 14,999,999 won	0%
15,000,000 won - 19,999,999 won	0%
20,000,000 won - 29,999,999 won	0%
30,000,000 won - 74,999,999 won	0%
75,000,000 won - 149,999,999 won	0%
150,000,000 won - 749,999,999 won	0%
750,000,000 won	0%
Do not know	0%
Prefer not to say	0%

Access limitless knowledge
through people



AUSTRALIA: 63,378



Consumer Speciality

Parents	3,397
Patients	7,510
Students	1,877
Car Owners	20,920
Home Owners	29,681

Employment Status

Full-time employed	31%
Part-time employed	18%
Self-employed/Independent Professional/Contractor	7%
Between Jobs/Searching for a Job	6%
Housewife/Homemaker	12%
Military/Defence Services	0%
Student	3%
Retired	22%

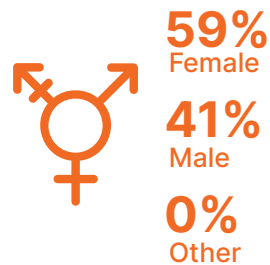
Education

Primary school	2%
Secondary school	15%
Senior secondary school	15%
Diploma	13%
Advanced diploma	6%
Associate degree	3%
Bachelor degree	19%
Bachelor honours degree	5%
Graduate certificate	8%
Graduate diploma	2%
Masters degree	10%
Doctoral degree	3%

Household Income

Less than A\$15,000	5%
A\$15,000-A\$29,999	10%
A\$30,000-A\$49,999	18%
A\$50,000-A\$74,999	18%
A\$75,000-A\$99,999	12%
A\$100,000-A\$124,999	9%
A\$125,000-A\$149,999	8%
A\$150,000-A\$174,999	4%
A\$175,000-A\$199,999	3%
A\$200,000-A\$249,999	5%
A\$250,000-A\$499,999	3%
A\$500,000+	1%
Do not know	1%
Prefer not to say	4%

Gender Distribution



Age Range



0.28%
13-17

6%
18-24

19%
25-34

23%
35-44

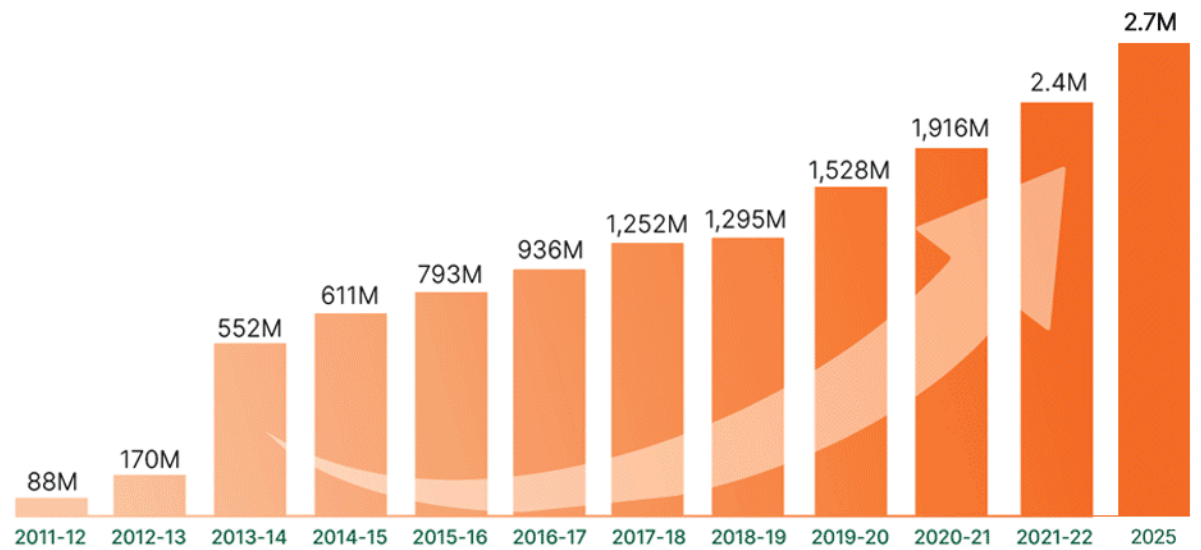
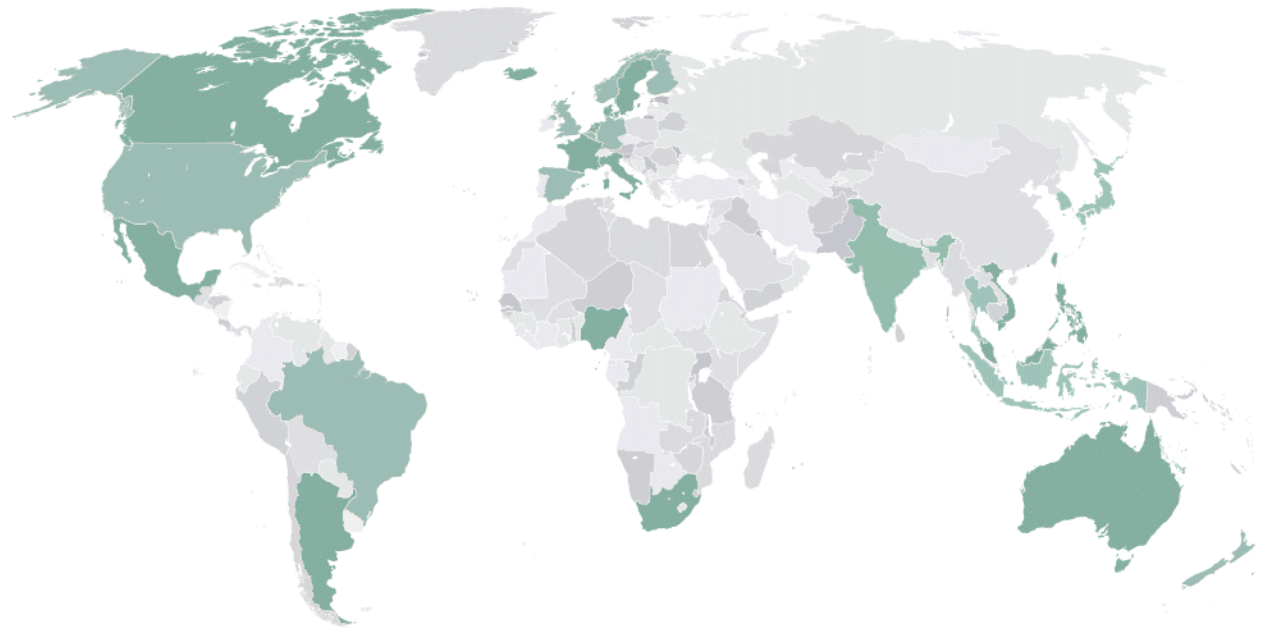
18%
45-54

13%
55-64

22%
65 and above



PANEL SIZE: 27,16,536





Thank you!

Contact Us

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