PANEL BOOKLET

2025

**INSIGHTCENTS
PANEL BOOK 2025**

Website: insightcents.com | Email: mayank@insightcents.com

WHO WE ARE

YOUR DEPENDABLE ALLY IN MARKET RESEARCH

Driving Decisions with Credible Insights

At insightcents, we elevate market intelligence through data-driven accuracy, worldwide coverage, and forward-thinking methodologies. Our proficiency across diverse sectors empowers businesses to navigate their markets confidently, backed by high-caliber insights.

4M+
Active Respondents

40+
Countries Covered

1150+
Profiling Variables

230+
Satisfied Partners

DATA COLLECTION SOLUTIONS FOR MARKET INSIGHTS ACCURACY, QUALITY, GLOBAL REACH.

WHAT WE DO

InsightCents provides robust market research solutions by connecting businesses to a global panel of 4+ million participants across 40+ countries. Through advanced technology and more than 150,000 daily surveys, they offer direct, high-quality data—enabling informed decisions rooted in authentic, AI-driven insights and a truly worldwide perspective.

- B2B & B2C Studies
- AI-Driven Predictive Insights
- Global Panel Engagement
- Customer-Centric Solutions

WHY CHOOSE INSIGHTCENTS ?

YOUR STRATEGIC ADVANTAGE IN MARKET RESEARCH.

At InsightCents, we link organizations to a vast, globally distributed panel of over 4 million respondents across 40+ countries, delivering sophisticated data collection solutions. By harnessing AI and machine learning, we facilitate daily surveys—surpassing 150,000 completions—to offer reliable, actionable insights for various industries.

Our commitment to direct panelist access and 100+ diverse recruitment channels ensures authentic, high-quality data, enabling clients to make well-informed, strategic decisions. Through cutting-edge technology, transparent processes, and a client-first mindset, we provide market intelligence that yields tangible results.

InsightCents—where technology meets true market intelligence. With a proven track record of delivering robust insights, we empower businesses to stay competitive in a rapidly shifting landscape.

- **Global Coverage: Over 4 million participants in 40+ countries**
- **Data Integrity: Direct, intermediary-free access to panellists**
- **AI & ML Powered: Predictive analysis for in-depth insights**
- **Daily Engagement: 150,000+ completed surveys each day**
- **Client-Focused: Solutions designed to support strategic decisions**

OUR EXPERTISE

Global Network

Spanning 40+ countries with a 4+ million-member panel, offering a wide range of market perspectives.

Authentic Data Collection

Direct respondent access and thorough validation ensure credible insights, powered by advanced technology.

Adaptive Targeting & Panels

Real-time sampling minimizes bias and boosts accuracy, supporting swift, effective decision-making.

Reliable & Scalable Solutions

Over 150,000 surveys completed daily, backed by a robust infrastructure and client-centric focus for dependable results.

PANEL
RECRUITMENT

THE INSIGHTCENTS ADVANTAGE: A HIGHLY ENGAGED GLOBAL COMMUNITY

We combine diverse recruitment channels, thorough verification, and strong retention strategies to create a vibrant community that provides top-tier, actionable data.

Broad Recruitment Pathways

Online campaigns, social media, affiliate partnerships, and organic referrals ensure a truly global perspective

Rigorous Member Vetting

Automated and manual checks uphold stringent standards, guaranteeing genuine, dependable insights

Sustained Panel Engagement

Ongoing communication and incentive programs keep respondents active, resulting in a continuous stream of high-quality feedback.

Engaged panelists drive precise insights, so Insightcents is committed to cultivating a vibrant, global research community.

INSIGHTCENTS
MISSION & VISION

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OUR MISSION

To equip businesses with credible, data-focused insights that foster smarter, ethical decisions. By harnessing advanced technologies and thorough validation, we deliver trusted market research solutions for a rapidly evolving global landscape.

OUR VISION

To emerge as a worldwide leader in market research— raising the bar for data integrity, innovation, and openness. We strive to make reliable insights universally accessible, empowering organizations to adapt confidently in an ever-changing environment.

PROFILE ATTRIBUTES

AUTOMOTIVE

- Car Type / Color
- Years Owned
- Years Driving
- Ownership/Lease
- New/Used Vehicle
- Vehicle Purchase Amount
- GPS Navigation
- Auto Insurance Provider
- Hybrid Ownership & Usage
- Automotive Usage Habits
- Service/Repair Location
- Total Vehicles owned

BEAUTY

- Cosmetic/Plastic Surgery
- Fragrance Products Used
- Hair Care Products Used
- Hair Removal
- Makeup Products Used
- Nail Care Products Used
- Oral Health Products Used
- Piercings
- Skincare Products Used
- Sunscreen Products Used
- Tattoos
- Teeth Whitening Used

LIFESTYLE

- Appliances in Home
- Musical Interests
- News Consumption
- Pet Ownership
- Political Interests
- Reading Habits
- Survey Participation Method

PARENTING

- Number/Age of Children
- Childcare
- Pregnancy
- Formula Usage
- Parenting Style
- Fertility
- Shopping Preferences

MONEY & FINANCE

- Banking Institutions Used
- Credit Cards Used
- Investable Assets
- Years at Present Location
- Type & Ownership of Residency

SHOPPING

- Household Products
- Product Ownership
- Type Of Product
- Purchase Decision-Making
- Shopping Budget
- Shopping Expenses

GAMING

- Frequency of Play
- Gaming Accessories Used
- Gaming Communities
- Gaming Platforms Owned
- Video Game Types
- Video Games Owned

ATTRIBUTES

HEALTH

- Alcohol Consumption
- Allergies
- Anxiety Disorders
- Arthritis
- Asthma
- Cancer (All types)
- Chronic Pain
- Diabetes (Types I & II)
- Dietary Habits
- Exercise Habits
- Glasses/Contacts Usage
- High Blood Pressure
- High Cholesterol
- Infertility
- Medication Usage
- Migraines
- Obesity
- Physical Activities
- Smoking Habits
- Strokes
- Urinary Incontinence
- Varicose Veins
- Vision Impairment
- Weight Loss Surgery
- Thyroid Disorders
- Urinary Tract Infections
- Vision Impairment
- Women's Health Issues (e.g., menopause, menstrual cycle, pregnancy, etc.)

INSIGHTCENTS RECRUITS DIVERSE, HIGHLY ENGAGED RESPONDENTS USING ADVANCED PROFILING TECHNIQUES.

TRAVEL

- Business Trips per Year
- Car Rentals Used
- Cities Visited
- Countries Visited
- Cruising
- Hotels Visited
- Leisure Trips per Year
- Loyalty Programs
- Vacations Taken

ENTERTAINMENT

- Cable TV
- DVD Ownership
- Magazine Categories
- Movie Interests
- Movies Purchased From TV
- No. of Hrs of TV per Week
- No. of Magazines Subscribed
- Online TV Viewing
- TV Show Categories
- No. of DVDs Purchased per Year
- No. of Movies at Theater per Year

PROFILING

- Acculturation Level
- Citizenship
- Country of Birth
- Immigration Generation
- In-Community Environment
- Language Usage in Home
- Language Usage out of Home
- Primary Language
- Secondary Language
- Social Media Usage
- Years Lived in the US
- Media Consumption in Home (Internet, TV, Print)

MOBILE USAGE

- Daily Hours Spent
- Mobile Application Usage
- Mobile Brand
- Mobile Operating System
- Mobile Phone Activities
- Mobile Phone Number
- Mobile Phone Provider
- Types of Mobile Research
- Number of Household Mobile Phones

TECHNOLOGY

- Computer Ownership
- Electronic Ownership
- Email Usage
- Internet Usage
- Online Shopping Habits
- Printer Ownership
- Social Media Usage
- Software Usage
- Tablet Usage
- Webcam Ownership
- Frequency of Online News Consumption
- Internet Connection Type at Home

B2B

- Industry
- Job Role/Title
- Income
- Years at Company
- Number of Employees
- Business Travel
- Budget Oversight
- Organisational Revenue
- IT-Related Decision-Making
- Office Location Type
- Private/Public/Nonprofit
- Computer Usage
- Business-Related Decision-Making
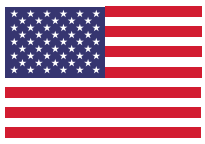
GLOBAL COVERAGE

With a strong footprint in over 40 countries, InsightCents provides regionally tailored market intelligence to address a variety of needs. Our global scope and localized expertise ensure accurate, culturally relevant insights for B2B, B2C, and healthcare markets.

USA

General Population : 331,002,651

Internet Penetration : 90%

Survey Language : English

Currency : USD

Gender	Panel	Census
Male	33%	49%
Female	67%	51%

Age	Panel	Census
16-19	3%	8%
20-29	16%	17%
30-39	33%	16%
40-49	25%	15%
50-59	14%	16%
60+	9%	28%

Annual Household Income	Panel
Less than $20,000	26%
$20,000 - $30,000	13%
$30,000 - $50,000	19%
$50,000 - $70,000	13%
$70,000 - $100,000	13%
$100,000 - $150,000	9%
$150,000 and above	7%

Education	Panel
Some High School	10%
High School Graduate	28%
Some College or Technical School	28%
College or Technical School Graduate	21%
Graduate School	10%
Other	3%

3,000,000

Region	Panel	Census
Northeast	14%	16%
South	43%	39%
Midwest	21%	21%
West	22%	24%

Ethnicity	Panel	Census
White	65%	60%
Black/African American	17%	13%
Asian	4%	6%
Hispanic	9%	19%
Other	5%	2%

CANADA

General Population : 40,528,396
Internet Penetration : 96%
Survey Language : English, French
Currency : Canadian Dollar (CAD)

Gender	Panel	Census
Male	46%	49%
Female	54%	51%

Age	Panel	Census
16-19	4%	7%
20-29	15%	18%
30-39	31%	17%
40-49	26%	16%
50-59	15%	17%
60+	9%	25%

Annual Household Income	Panel
Less than $27,000	22%
$27,000 - $40,000	14%
$40,000 - $67,000	20%
$67,000 - $94,000	14%
$94,000 - $135,000	14%
$135,000 - $200,000	10%
$200,000 and above	6%

Education	Panel
Some High School	9%
High School Graduate	26%
Some College or Technical School	30%
College or Technical School Graduate	23%
Graduate School	10%
Other	2%

608,773

Region	Panel	Census
Atlantic Canada	7%	6%
Quebec	23%	22%
Ontario	39%	38%
Prairies	13%	14%
Alberta	11%	12%
British Columbia	7%	8%

Ethnicity	Panel	Census
White	67%	63%
Black/African American	8%	5%
Asian	15%	17%
Indigenous	5%	5%
Hispanic	3%	4%
Other	2%	6%

GERMANY

293,266

General Population : 83,294,633

Internet Penetration : 94%
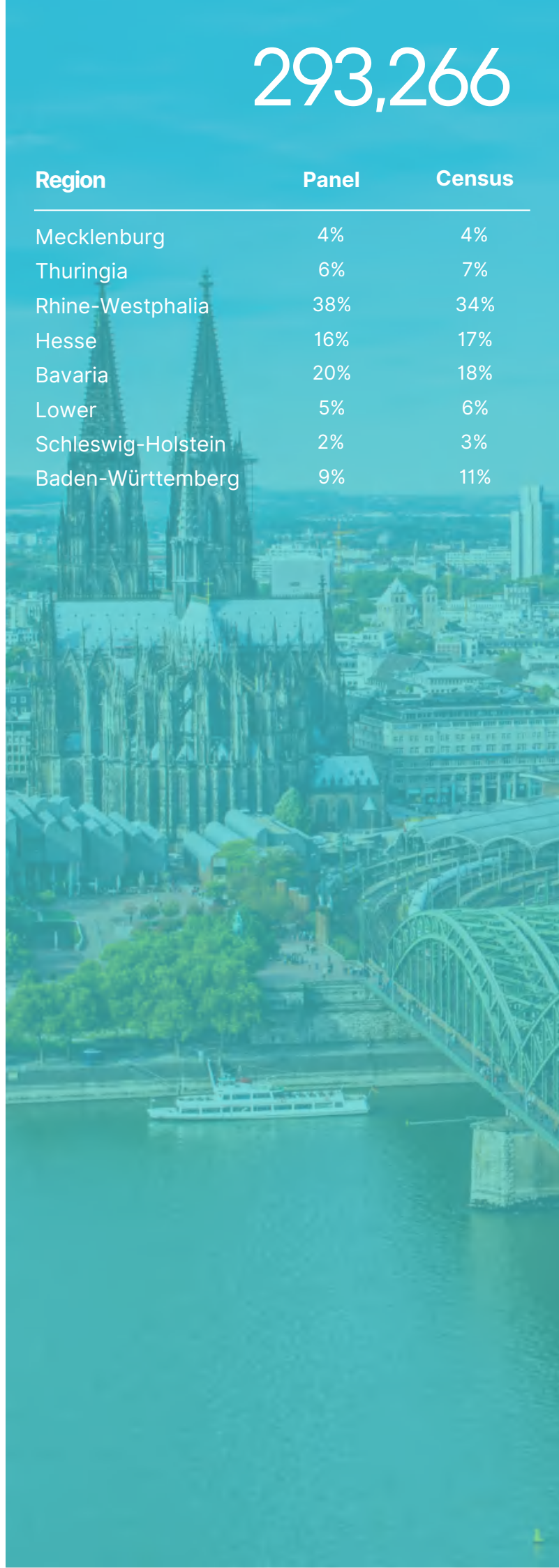
Survey Language : German

Currency : Euro (€)

Gender	Panel	Census
Male	47%	49%
Female	53%	51%

Age	Panel	Census
16-19	2%	6%
20-29	14%	15%
30-39	30%	17%
40-49	27%	18%
50-59	16%	19%
60+	11%	25%

Annual Household Income	Panel
Less than €18,000	22%
€18,000 - €27,000	14%
€27,000 - €45,000	20%
€45,000 - €63,000	14%
€63,000 - €90,000	14%
€90,000 - €135,000	10%
€135,000 and above	6%

Education	Panel
Some High School	8%
High School Graduate	25%
Some College or Technical School	30%
College or Technical School Graduate	24%
Graduate School	11%
Other	2%

Region	Panel	Census
Mecklenburg	4%	4%
Thuringia	6%	7%
Rhine-Westphalia	38%	34%
Hesse	16%	17%
Bavaria	20%	18%
Lower	5%	6%
Schleswig-Holstein	2%	3%
Baden-Württemberg	9%	11%

UK

761,102

General Population : 67,673,141

Internet Penetration : 95%

Survey Language : English

Currency : British Pound (£)

Gender	Panel	Census
Male	48%	49%
Female	52%	51%

Age	Panel	Census
16-19	3%	7%
20-29	15%	16%
30-39	32%	18%
40-49	26%	17%
50-59	15%	18%
60+	9%	24%

Annual Household Income	Panel
Less than £15,000	22%
£15,000 - £25,000	14%
£25,000 - £40,000	20%
£40,000 - £60,000	14%
£60,000 - £90,000	14%
£90,000 - £130,000	10%
£130,000 and above	6%

Education	Panel
Some High School	9%
High School Graduate	27%
Some College or Technical School	29%
College or Technical School Graduate	23%
Graduate School	10%
Other	2%

Region	Panel	Census
Northern Ireland	4%	4%
Northeast England	6%	7%
London & Southeast	38%	34%
East Midlands	16%	17%
Northwest England	20%	18%
Wales	5%	6%
Scotland	2%	3%
North East	9%	39%

AUSTRALIA

271,904

General Population : 26,572,462

Internet Penetration : 97%

Survey Language : English

**Currency :** Australian Dollar (AUD)

Gender	Panel	Census
Male	38%	49%
Female	62%	51%

Age	Panel	Census
16-19	3%	7%
20-29	16%	18%
30-39	31%	19%
40-49	25%	17%
50-59	14%	18%
60+	11%	21%

Annual Household Income	Panel
Less than $30,000	22%
$30,000 - $45,000	14%
$45,000 - $75,000	20%
$75,000 - $105,000	14%
$105,000 - $150,000	14%
$150,000 - $220,000	10%
$220,000 and above	6%

Education	Panel
Some High School	8%
High School Graduate	26%
Some College or Technical School	30%
College or Technical School Graduate	24%
Graduate School	10%
Other	2%

Region	Panel	Census
Tasmania	4%	4%
Northern Territory	6%	7%
New South Wales	38%	34%
Victoria	16%	17%
Queensland	7%	21%
South Australia	2%	24%
Western Australia	25%	16%
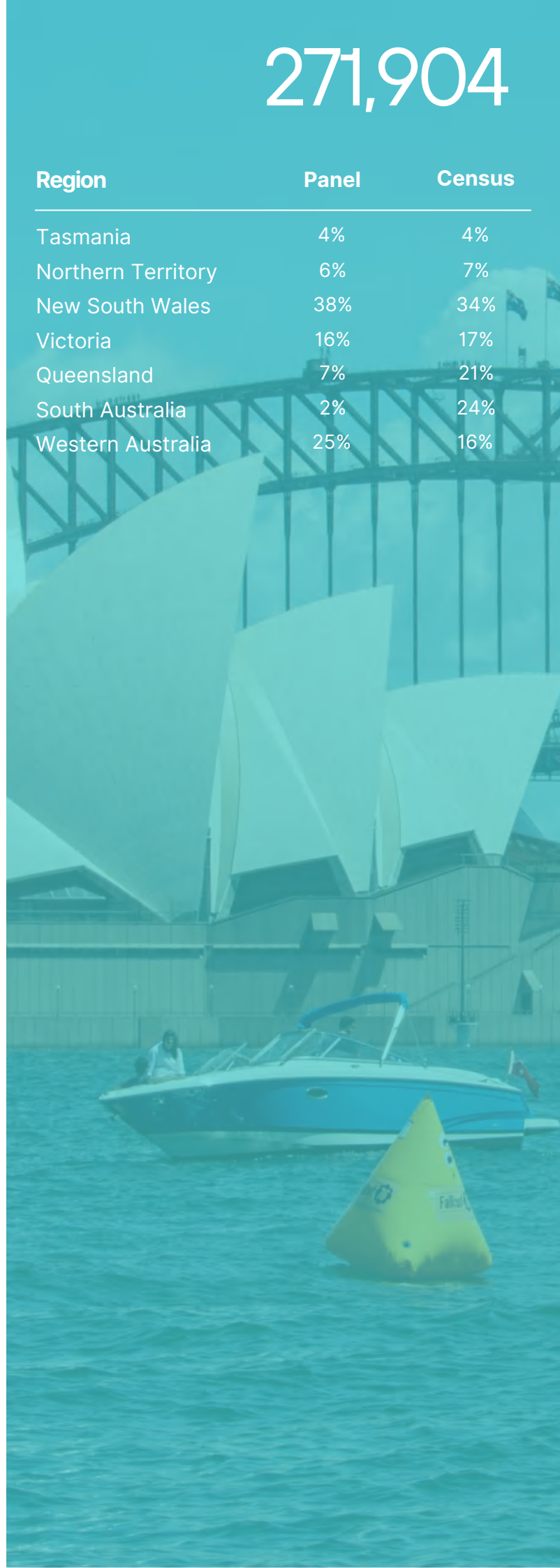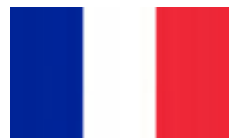
FRANCE

329,593

General Population : 68,042,591

Internet Penetration : 92%
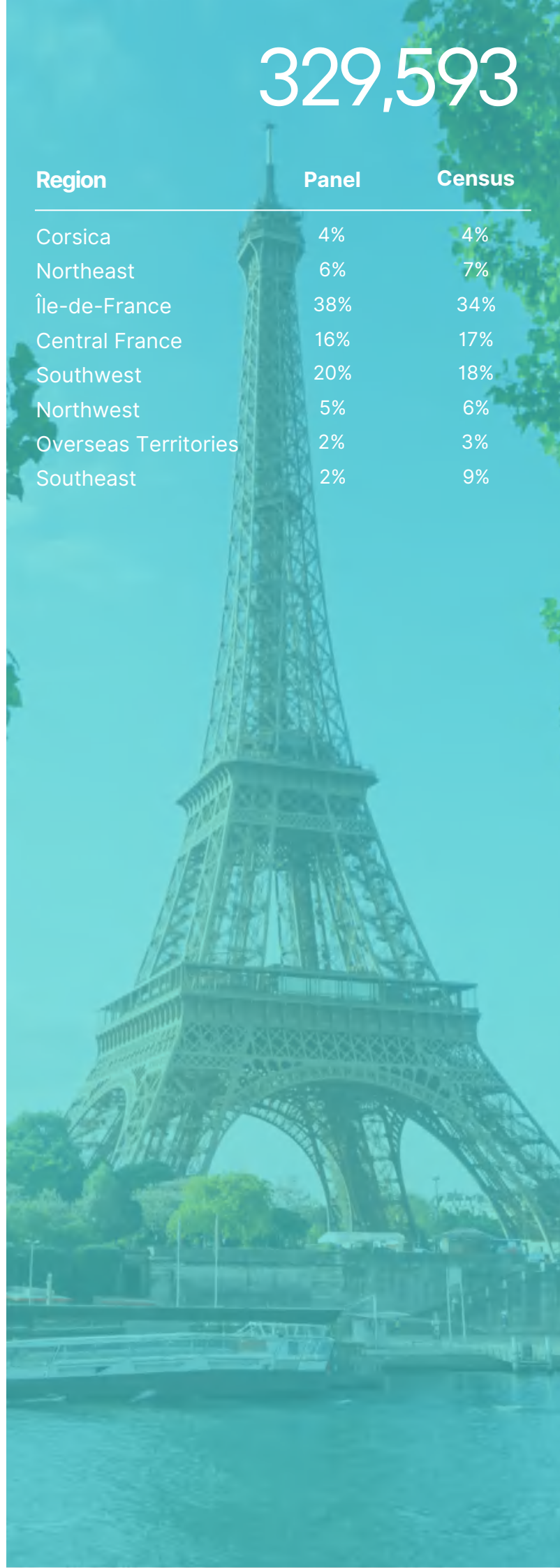
Survey Language : French

Currency : Euro (€)

Gender	Panel	Census
Male	46%	49%
Female	54%	51%

Age	Panel	Census
16-19	3%	6%
20-29	15%	16%
30-39	30%	18%
40-49	26%	17%
50-59	16%	19%
60+	10%	24%

Annual Household Income	Panel
Less than €18,000	22%
€18,000 - €27,000	14%
€27,000 - €45,000	20%
€45,000 - €63,000	14%
€63,000 - €90,000	14%
€90,000 - €135,000	10%
€135,000 and above	6%

Education	Panel
Some High School	9%
High School Graduate	27%
Some College or Technical School	29%
College or Technical School Graduate	23%
Graduate School	10%
Other	2%

Region	Panel	Census
Corsica	4%	4%
Northeast	6%	7%
Île-de-France	38%	34%
Central France	16%	17%
Southwest	20%	18%
Northwest	5%	6%
Overseas Territories	2%	3%
Southeast	2%	9%

SINGAPORE

115,000

General Population : 5,925,416
Internet Penetration : 92%
Survey Language : English
Currency : SGD

Gender	Panel	Census
Male	44%	51%
Female	56%	49%

Age	Panel	Census
16-19	8%	6%
20-29	32%	16%
30-39	28%	17%
40-49	18%	18%
50-59	9%	17%
60+	5%	26%

Annual Household Income	Panel
SGD 30,000 or less	25%
SGD 30,001 - 50,000	14%
SGD 50,001 - 70,000	14%
SGD 70,001 - 90,000	13%
SGD 90,001 - 100,000	6%
SGD100,001 or more	28%

Education	Panel
Primary School or lower	1%
Secondary School	11%
Polytechnic	17%
Vocational Course (ITE)	7%
Junior College	5%
University	43%
Masters Degree	9%
Doctoral Degree	1%
Postgraduate Diploma	4%
Other	2%

Region	Panel	Census
Central Region	15%	23%
East Region	26%	17%
North Region	15%	14%
North-East Region	18%	23%
West Region	26%	23%

Ethnicity	Panel	Census
Chinese	72%	75%
Malay	13%	13%
Indian	9%	9%
Other	6%	3%
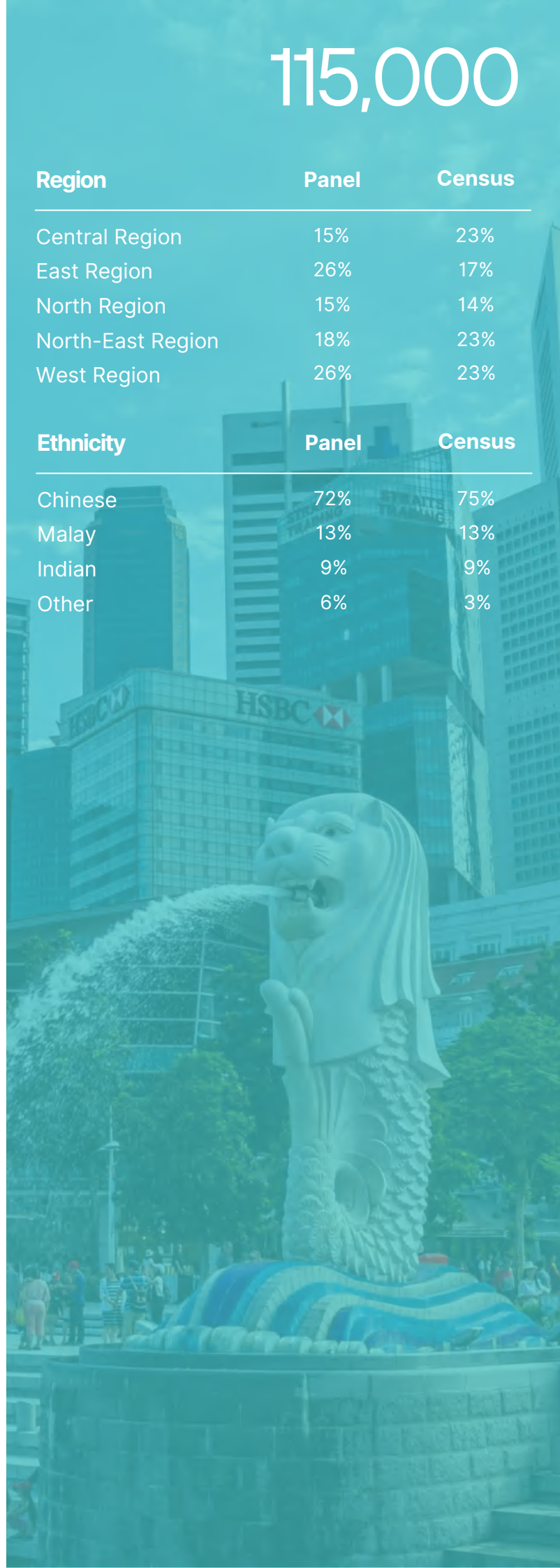
INDIA

General Population : 1,402,228,175

Internet Penetration : 47%

Survey Language : English

Currency : INR

Gender	Panel	Census
Male	74%	52%
Female	26%	48%

Age	Panel	Census
16-19	26%	15%
20-29	57%	28%
30-39	11%	21%
40-49	4%	15%
50-59	1%	10%
60+	1%	11%

Annual Household Income	Panel
Less than Rs 30,000	26%
Rs 30,000 - 99,999	17%
Rs 1,00,000 - 2,99,000	21%
Rs 3,00,000 - 9,99,000	23%
Rs 10,00,000 - 15,99,000	7%
Rs 16,00,000 - 29,99,000	4%
Rs 30,00,000 or more	2%

Education	Panel
Below 10th Standard	6%
High School/ Higher Secondary	20%
Intermediate/Senior Secondary	11%
Polytechnic/Diploma	6%
Bachelors Degree	35%
PG Diploma	3%
Masters Degree	13%
Doctoral Graduate	2%
Other	4%

1,600,000

Region	Panel	Census
Northern	**37%**	**39%**
Chandigarh	1%	<1%
Delhi	8%	2%
Haryana	3%	2%
Himachal Pradesh	1%	1%
Jammu and Kashmir	1%	1%
Punjab	2%	2%
Rajasthan	5%	6%
Uttar Pradesh	10%	17%
Uttarakhand	1%	1%
Chhattisgarh	1%	2%
Madhya Pradesh	4%	6%
Northeastern	**3%**	**4%**
Assam	2%	3%
Arunachal Pradesh	<1%	<1%
Manipur	<1%	<1%
Meghalaya	<1%	<1%
Mizoram	<1%	<1%
Nagaland	<1%	<1%
Tripura	<1%	<1%
Sikkim	<1%	<1%
Eastern	**15%**	**22%**
Bihar	4%	9%
Jharkhand	2%	3%
Odisha	2%	3%
West Bengal	7%	7%
Western	**17%**	**14%**
Dadra and Nagar Haveli	2%	3%
Daman and Diu	<1%	<1%
Goa	<1%	<1%
Gujarat	5%	5%
Maharashtra	11%	9%
Southern	**28%**	**21%**
Andhra Pradesh	4%	4%
Karnataka	5%	5%
Kerala	7%	3%
Tamil Nadu	7%	6%
Telangana	5%	3%

NEW ZEALAND

33,612

General Population : 52,44,525

Internet Penetration : 95%

Survey Language : English

Currency : NZD

Gender	Panel	Census
Male	51%	49%
Female	49%	51

Age	Panel	Census
16-19	9%	6%
20-29	26%	14%
30-39	27%	16%
40-49	24%	17%
50-59	12%	18%
60+	2%	29%

Monthly Household Income	Panel
Below $3,000 NZD	18%
$3,000 - $5,999 NZD	32%
$6,000 - $9,999 NZD	30%
$10,000+ NZD	20%

Education	Panel
No Formal Education	1%
High School or Equivalent	29%
Diploma/Trade Qualification	20%
Bachelor's Degree	35%
Postgraduate Degree	12%
Other	3%

Region	Panel	Census
Northland	4%	4%
Waikato & Bay of Plenty	6%	7%
Auckland	38%	34%
Lower North Island	**16%**	**17%**
Wellington	4%	10%
Hawke's Bay	7%	3%
Taranaki	5%	14%
Canterbury	20%	18%
Otago & Southland	5%	6%
West Coast	2%	3%
Nelson, Marlborough	9%	11%

SWITZERLAND

64,971

General Population : 88,55,365

Internet Penetration : 97%

**Survey Language :** French , German

Currency : CHF

Gender	Panel	Census
Male	45%	49%
Female	55%	51%

Age	Panel	Census
16-19	9%	12%
20-29	25%	19%
30-39	26%	18%
40-49	20%	17%
50-59	13%	15%
60+	7%	19%

Monthly Household Income	Panel
Below 6,000 CHF	15%
6,000 - 9,999 CHF	30%
10,000 - 14,999 CHF	35%
15,000+ CHF	20%

Education	Panel
No Formal Education	1%
High School or Equivalent	25%
Vocational/Apprenticeship Training	30%
Bachelor's Degree	25%
Postgraduate	14%
Other	5%

Region	Panel	Census
Northwestern	**5%**	**6%**
Basel-Stadt	2%	1%
Aargau	3%	5%
Western	**9%**	**11%**
Glarus	4%	6%
Schaffhausen	5%	4%
Central	**16%**	**17%**
Lucerne	7%	11%
Nidwalden	1%	2%
Schwyz	5%	1%
Uri	2%	2%
Zug	1%	1%
Zurich Region	38%	34%

MALAYSIA

480,000
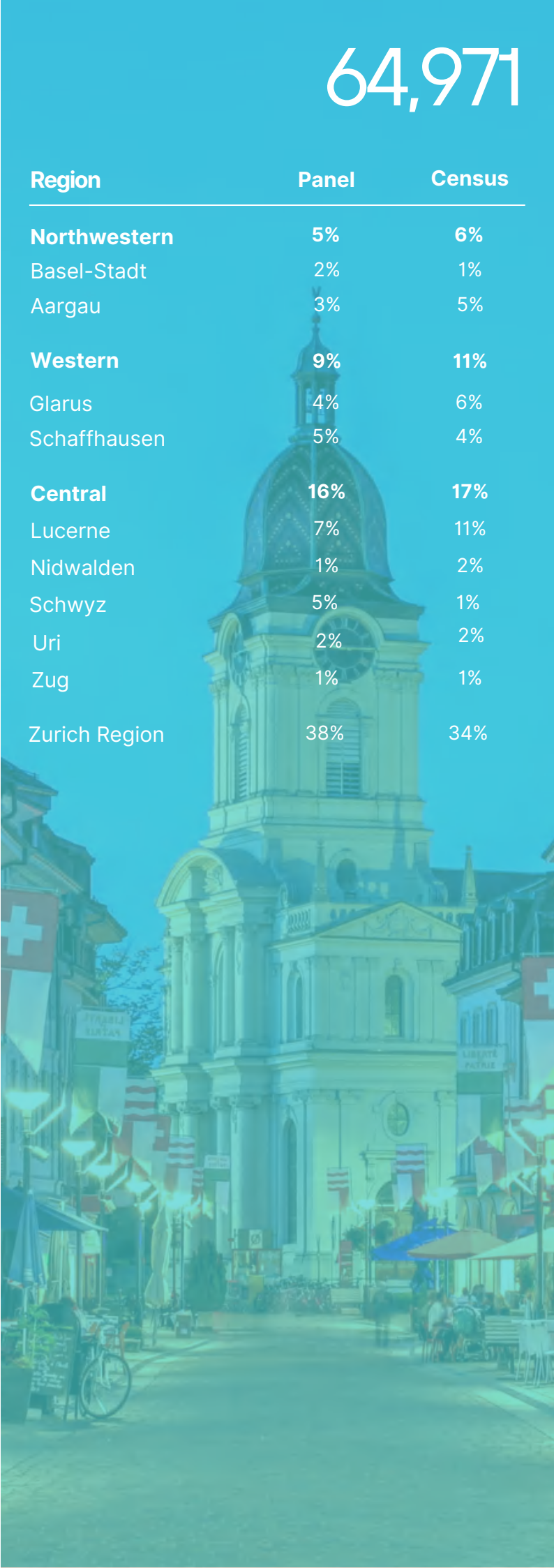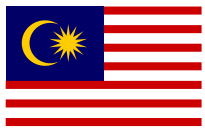
General Population : 33,049,551

Internet Penetration : 94%

Survey Language : Malay, Eng, Simplified Chinese

Currency : MYR

Gender	Panel	Census
Male	45%	52%
Female	55%	48%

Age	Panel	Census
16-19	15%	11%
20-29	46%	24%
30-39	23%	23%
40-49	11%	16%
50-59	3%	12%
60+	2%	14%

Monthly Household Income	Panel
Less than RM1,000	20%
RM1,000 - 2,499	21%
RM2,500 - 3,999	17%
RM4,000-4,499	5%
RM4,500-4,999	5%
RM5,000-9,999	19%
RM10,000 and above	13%

Education	Panel
Primary Education or lower	3%
Lower Secondary Education	8%
Higher Secondary Education	23%
Pre-University Education	19%
Bachelor's degree or equivalent	38%
Master's or doctoral degree	4%
Other	5%

Region	Panel	Census
Central Region	**41%**	**32%**
Negeri Sembilan	4%	4%
Selangor	25%	22%
Kuala Lumpur	12%	6%
Putrajaya	<1%	<1%
East Coast	**9%**	**14%**
Kelantan	4%	6%
Pahang	3%	5%
Terengganu	3%	4%
East Malaysia	**15%**	**18%**
Sabah	7%	11%
Sarawak	7%	8%
Labuan	<1%	<1%
Northern Region	**20%**	**21%**
Kedah	5%	7%
Pulau Pinang	7%	5%
Perak	7%	8%
Perlis	<1%	1%
Southern Region	**15%**	**15%**
Johor	12%	12%
Melaka	3%	3%
Perlis	<1%	1%

Ethnicity	Panel	Census
Malay	46%	57%
Indigenous	7%	13%
Chinese	37%	23%
Indian	7%	7%
Other	3%	<1%

MEXICO

8,77,902

General Population : 12,58,52000

Internet Penetration : 84%

Survey Language : Spanish

Currency : MXN

Gender	Panel	Census
Male	45%	49%
Female	55%	51%

Age	Panel	Census
16-19	8%	11%
20-29	22%	18%
30-39	28%	17%
40-49	25%	18%
50-59	12%	18%
60+	5%	26%

Monthly Household Income	Panel
Below 10,000 MXN	40%
10,000 - 19,999 MXN	30%
20,000 - 39,999 MXN	20%
40,000+ MXN	10%

Education	Panel
No Formal Education	5%
Primary Education	25%
Secondary Education	35%
Vocational/Technical Training	12%
Bachelor's Degree	15%
Postgraduate Degree	5%
Other	3%

Region	Panel	Census
Chihuahua	4%	4%
Coahuila	6%	7%
Guanajuato	38%	34%
Colima	16%	17%
Chiapas	20%	18%
Campeche	5%	6%
Tamaulipas	2%	3%
Tabasco	9%	11%

TAIWAN

270,000
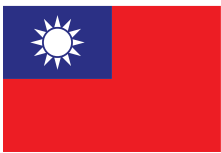
General Population : 23,886,225
Internet Penetration : 95%
Survey Language : Traditional Chinese
Currency : NTD

Gender	Panel	Census
Male	45%	49%
Female	55%	51%

Age	Panel	Census
16-19	10%	6%
20-29	38%	15%
30-39	26%	17%
40-49	17%	18%
50-59	7%	18%
60+	2%	26%

Monthly Household Income	Panel
NT$ 30,000 or below	12%
NT$ 30,001-70,000	33%
NT$ 70,001-90,000	15%
NT$ 90,001-110,000	18%
NT$ 110,001-130,000	8%
NT$ 130,001-150,000	5%
NT$ 150,001 or above	9%

Education	Panel
Elementary School or lower	<1%
Junior High School	2%
High School	19%
Vocational School	8%
College / University	55%
Masters Degree	14%
Doctoral Graduate	1%
Other	1%

Region	Panel	Census
Keelung City	2%	2%
Taipei City	13%	12%
Xinpei City	22%	17%
Taoyuan City	10%	9%
Hsinchu City	2%	2%
Hsinchu County	3%	2%
Miaoli County	2%	2%
Taichung City	13%	12%
Changhua County	4%	5%
Nantou County	1%	2%
Yunlin County	2%	3%
Chiayi City	1%	1%
Chiayi County	1%	2%
Tainan City	7%	8%
Kaohsiung City	11%	12%
Pingtung County	2%	4%
Taitung County	1%	1%
Hualien County	1%	1%
Yilan County	1%	2%
Penghu County	<1%	<1%
Kinmen County	<1%	1%
Lienchiang County	<1%	<1%
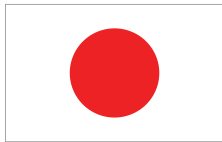
JAPAN

General Population : 127,202,192

Internet Penetration : 93%

Survey Language : Japanese

Currency : JPY

Gender	Panel	Census
Male	49%	48%
Female	51%	52%

Age	Panel	Census
16-19	2%	5%
20-29	15%	11%
30-39	21%	13%
40-49	23%	17%
50-59	22%	15%
60+	17%	39%

Annual Household Income	Panel
4,000,000 Yen or less	31%
4,000,001 - 6,000,000 Yen	26%
6,000,001 - 8,000,000 Yen	19%
8,000,001 - 10,000,000 Yen	12%
10,000,001 - 12,000,000 Yen	6%
12,000,001 - 15,000,000 Yen	3%
15,000,001 Yen or more	3%

Education	Panel
Junior High School or lower	2%
High school	27%
Vocational school	14%
Junior college/technical college	36%
Undergraduate	4%
Postgraduate	2%
Attending school	2%
Other	2%

22,00,000

Region	Panel	Census
Hokkaido	4%	4%
Tohoku	6%	7%
Kanto	38%	34%
Chubu	16%	17%
Kansai	20%	18%
Chugoku	5%	6%
Shikoku	2%	3%
Kyushu/Okinawa	9%	11%

WORK WITH US

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