# PANEL BOOKLET

2026

# 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.

## 500K+
Active Respondents

## 40+
Countries Covered

## 1150+
Profiling Variables

## 43+
Satisfied Partners

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

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## WHAT WE DO

InsightCents provides robust market research solutions by connecting businesses to a global panel of 500k+ participants across 40+countries. Through advanced technology and more than 5000+ 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 500K+ respondents across 40+ countries ,delivering sophisticated data collection solutions. By harnessing AI and machine learning, we facilitate daily surveys—surpassing 5000 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 500K+ participants in 40+ countries**
- **Data Integrity: Direct, intermediary-free access to panellists**
- **AI & ML Powered: Predictive analysis for in-depth insights**
- **Daily Engagement: 5000+ completed surveys each day**
- **Client-Focused: Solutions designed to support strategic decisions**

# OUR EXPERTISE

## Global Network

Spanning 40+ countries with a 500K+-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 5000 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

## 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% |

# 150,000+

| 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% |
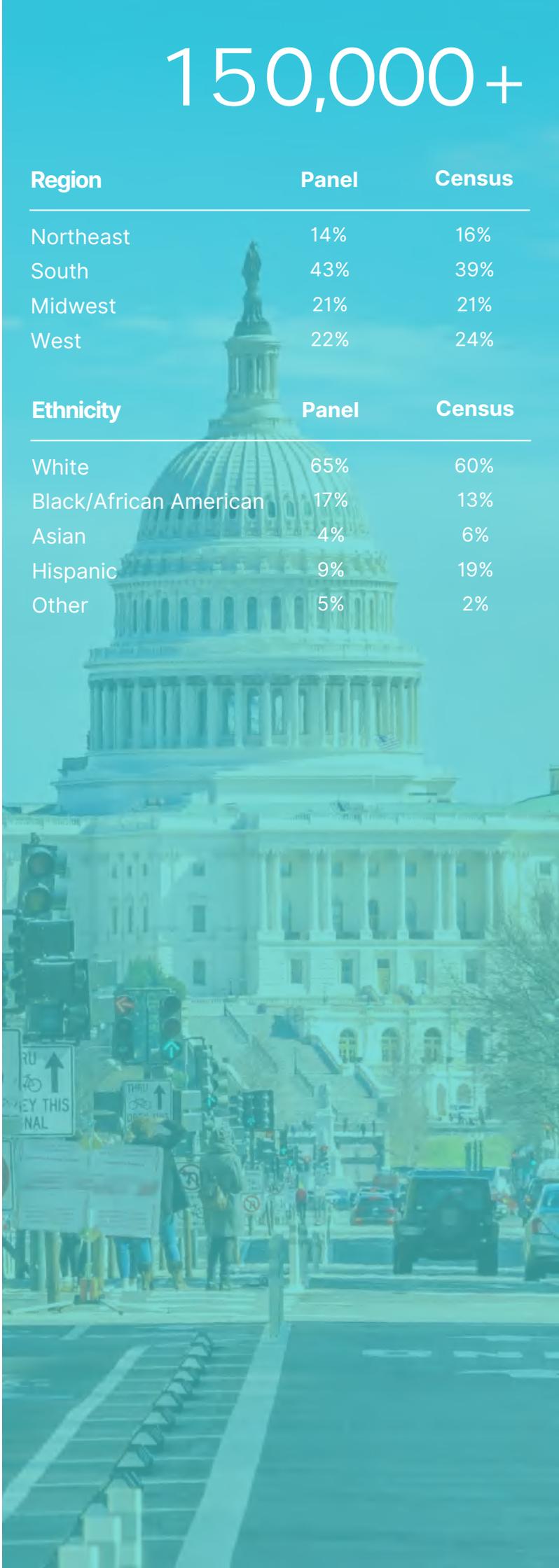
# CANADA

34,386

**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% |

| 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% |
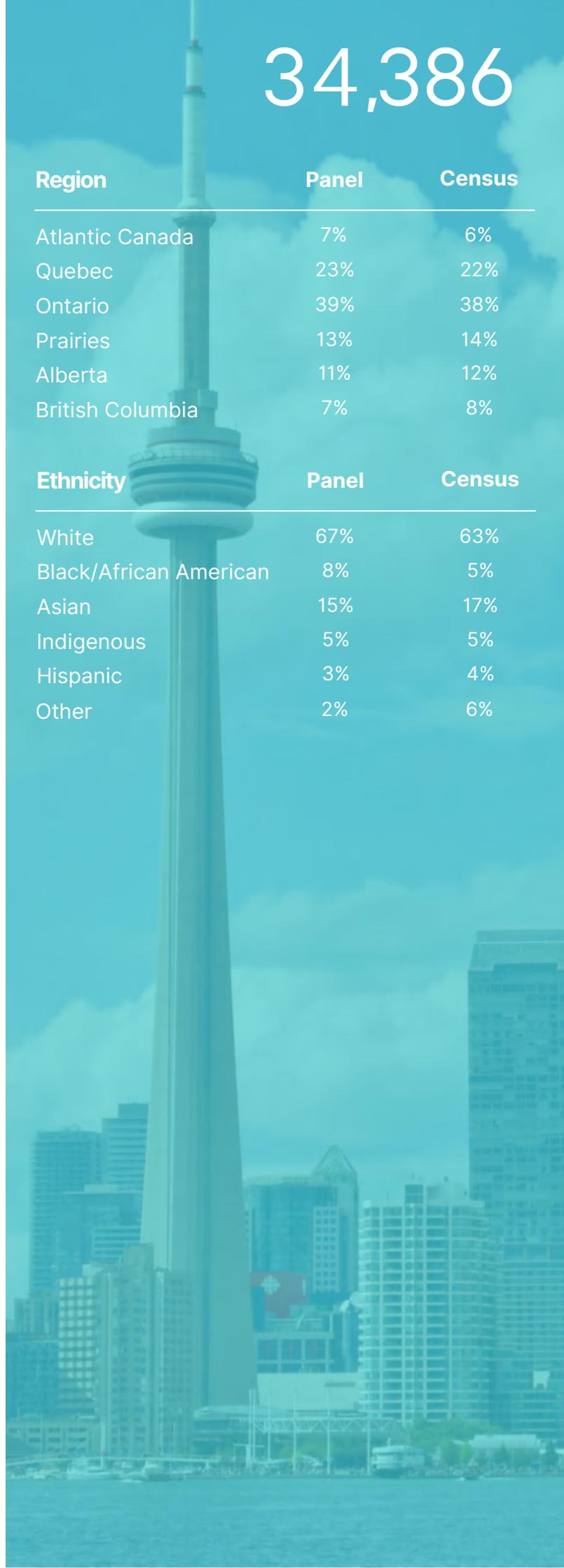
# GERMANY

**14,633**

**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
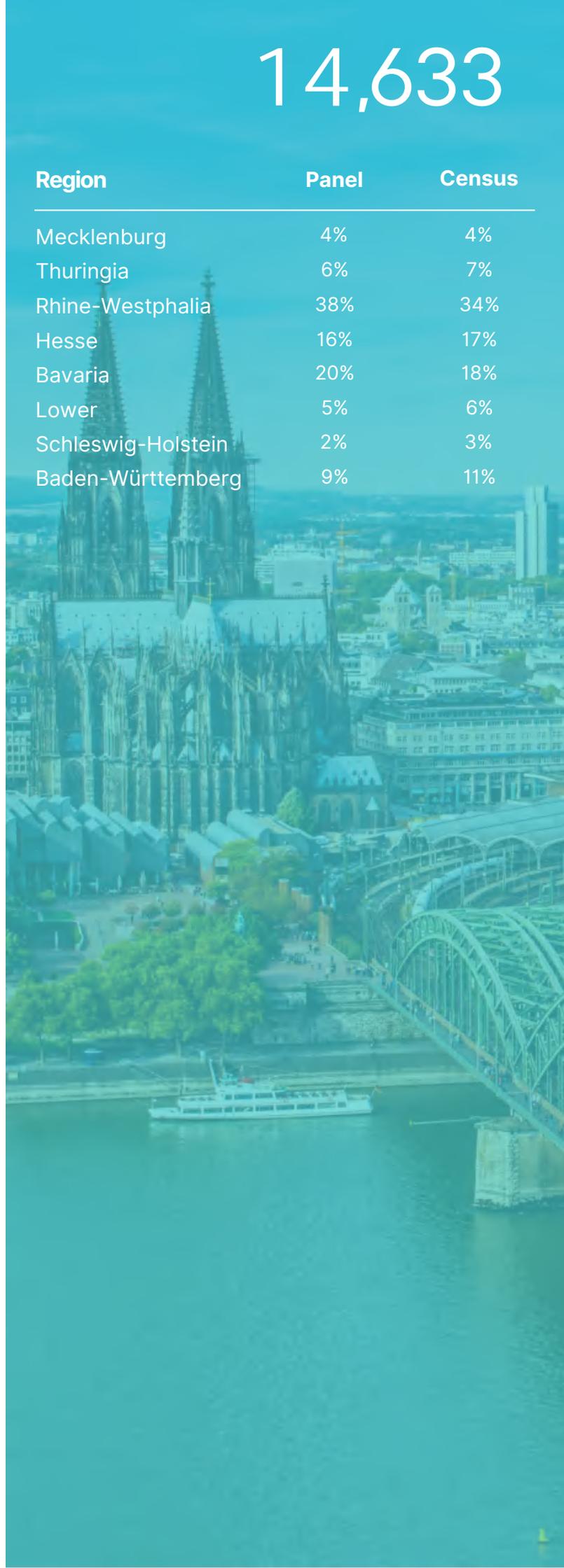
**General Population :** 67,673,141

**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% |
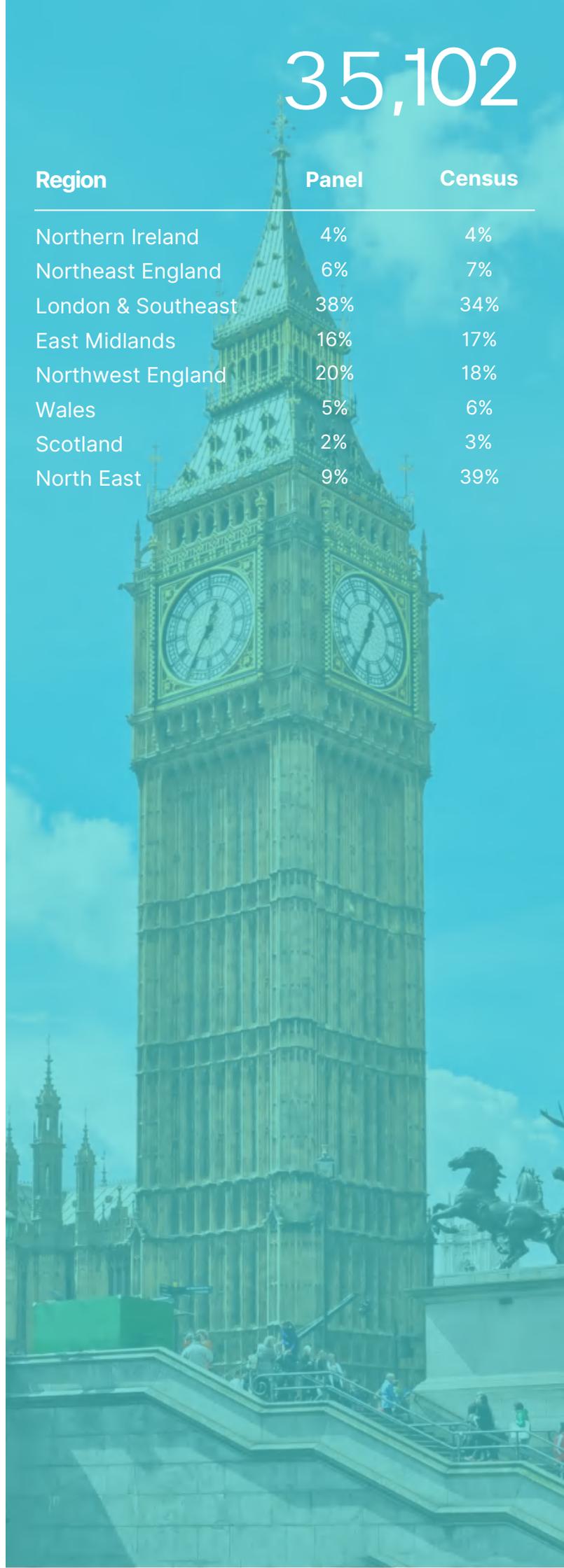
# AUSTRALIA

**15,904**

**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% |
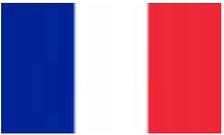
# FRANCE

**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% |

## 16,593

| 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% |
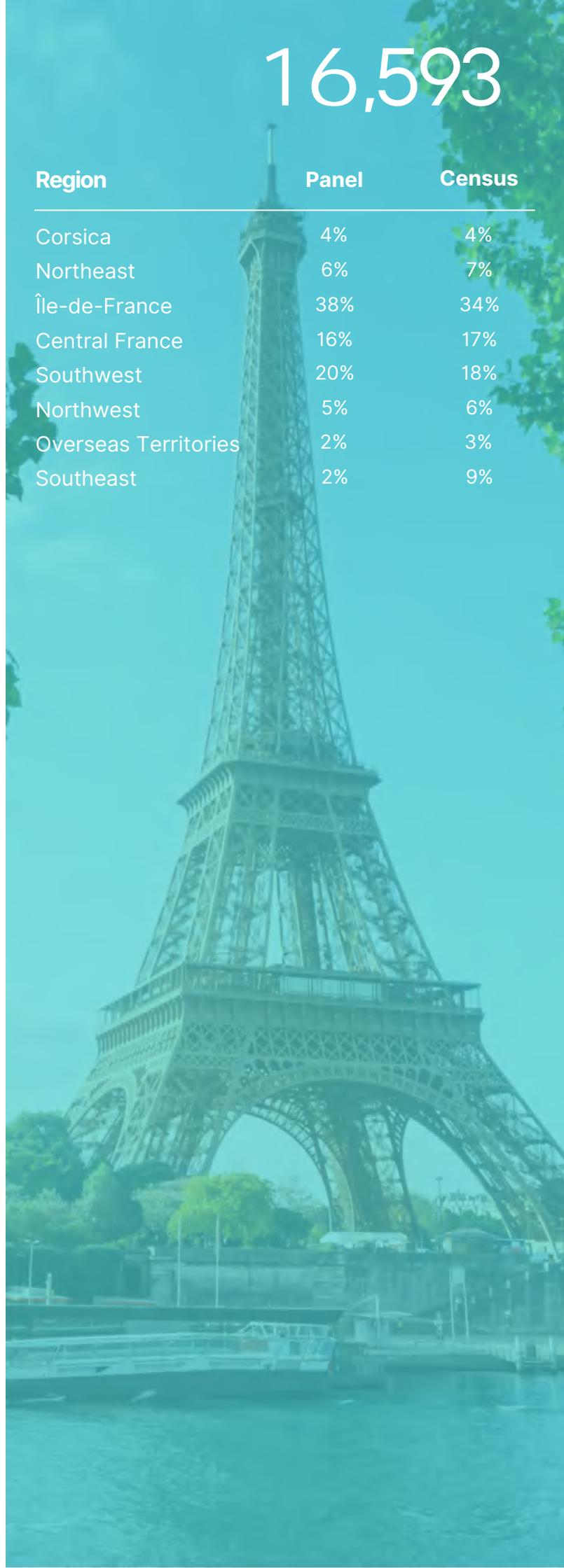
# SINGAPORE

**7,000**

**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% |

# 80,000

| 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

1,612

**General Population :** 52,44,525

**Internet Penetration :** 95%
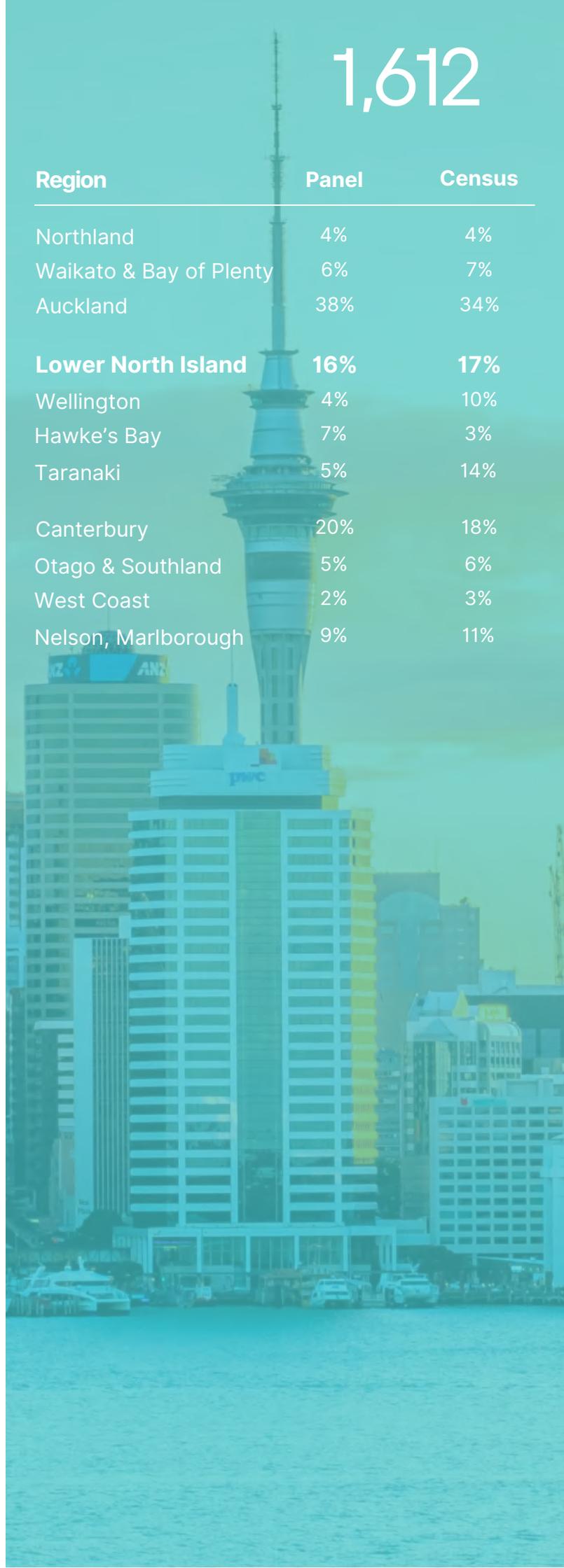
**Survey Language :** English

**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

3,971

**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% |
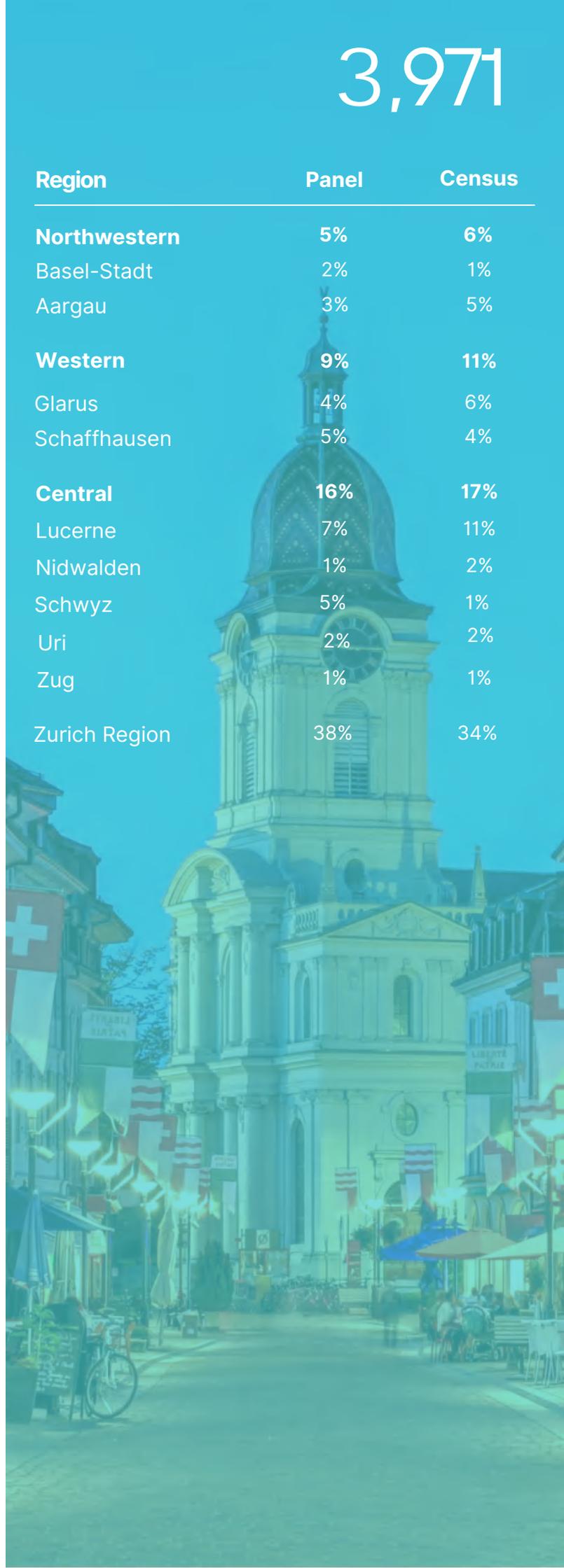
# MALAYSIA

**24,000**

**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

**General Population :** 12,58,52000

**Internet Penetration :** 84%

**Survey Language :** Spanish

**Currency :** MXN

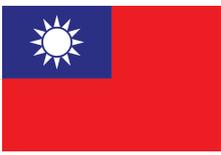| Gender | Panel | Census |
|---|---|---|
| **Male** | 45% | 49% |
| **Female** | 55% | 51% |

| 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% |

# 47,902

| 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

**General Population :** 23,886,225

**Internet Penetration :** 95%

**Survey Language :** Traditional Chinese

**Currency :** NTD

## 17,000

| 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 flag]

# JAPAN

**110,000**
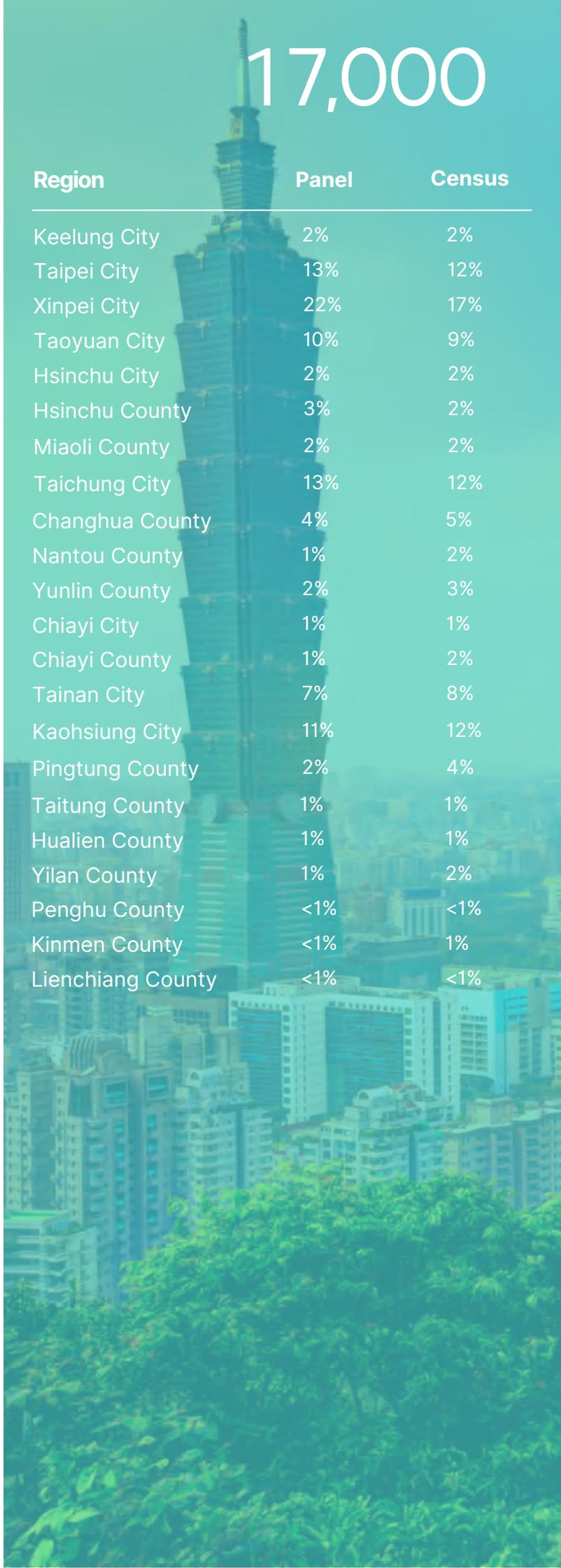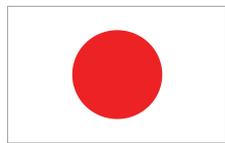
**General Population :** 127,202,192

**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% |

| 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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