

Panelbook 2021

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ASIA AND BEYOND

China
Japan
Singapore
United States

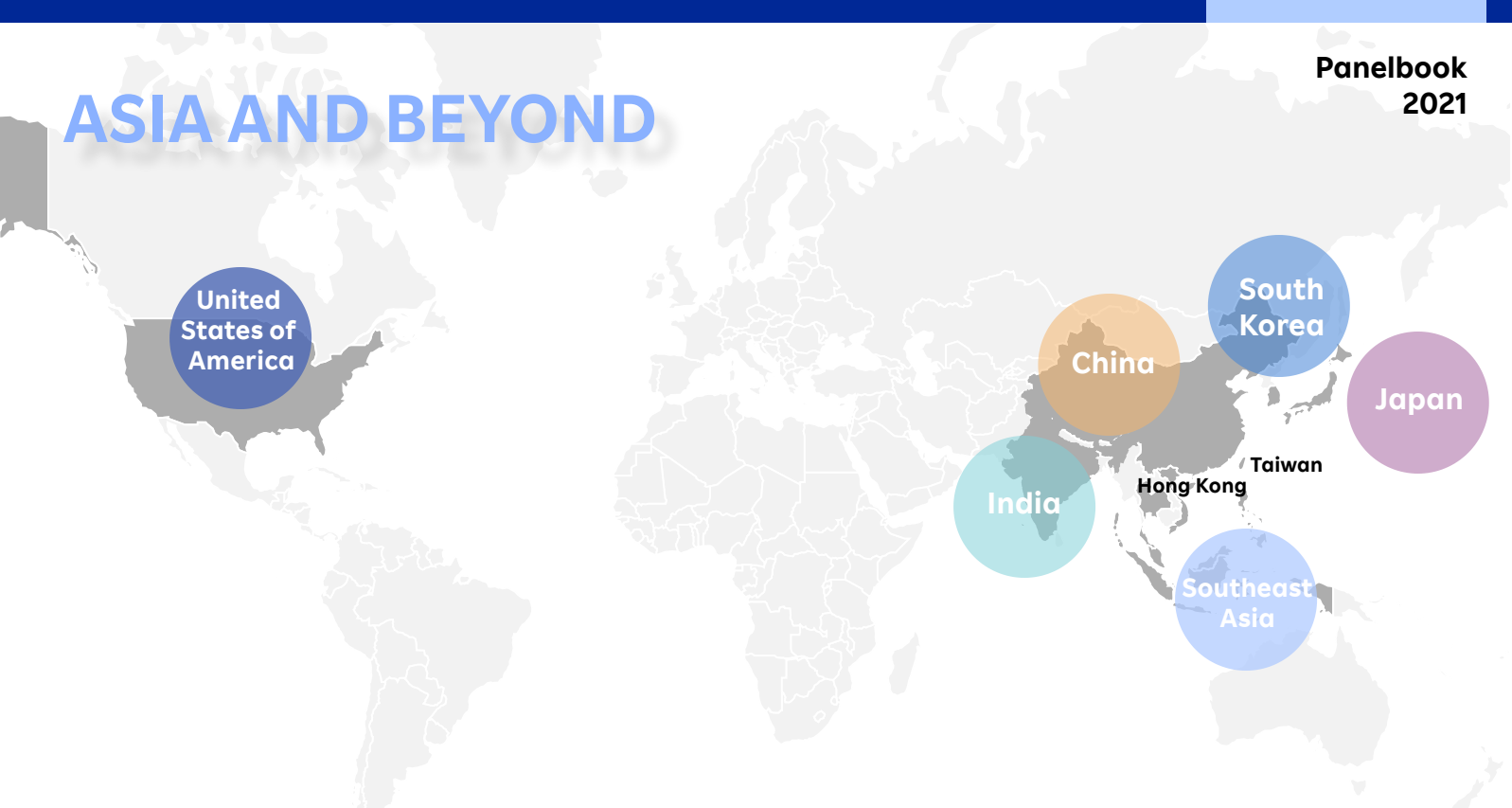
Hong Kong
South Korea
Taiwan

India
Malaysia
Thailand

Indonesia
Philippines
Vietnam



ASIA AND BEYOND



We respect and appreciate our panelists who have made Rakuten Insight's success possible.

Through established local network panel resources and agencies we can reach out to different markets in every continent.

PANEL REACH

Our panels grow daily with the needs of each market. Currently, we have proprietary panels in 12 Asian countries and regions. In addition, we've just launched our new US panel!

CHINA	3,450,000
HONG KONG	55,000
INDIA	800,000
INDONESIA	700,000
JAPAN	2,200,000
SOUTH KOREA	640,000
MALAYSIA	340,000
PHILIPPINES	375,000
SINGAPORE	90,000
TAIWAN	230,000
THAILAND	700,000
VIETNAM	400,000
UNITED STATES	1,500,000

* Size: RIS + Access Panel.

About us

As Asia's trusted research partner, Rakuten Insight has remained at the forefront of consumer market research data collection in the region for over 23 years.

Our online panels have been developed throughout 12 major Asian markets & the US, all of which are managed by dedicated local support teams and meet the highest standard of the industry. The team at Rakuten Insight Global offers 24-hour coverage from 11 worldwide locations, providing exceptional service for our over 500 clients across the globe.

Rakuten Insight Global is tasked with leveraging the membership assets of Rakuten Group for market research purposes. Having access to such a diverse and unique group of research participants allows Rakuten Insight to remain at the forefront of online research in the region.



Our story

The predecessor to Rakuten Insight started in a classroom of a Tokyo university, by several Japanese and Asian students who believed in the potential opportunities of Asia and identified the need for local languages to be accessible on the newly invented Internet. They formed a collaboration and launched a multilingual portal website for Asian audiences in 1997 when the Internet and World Wide Web was in its infancy.

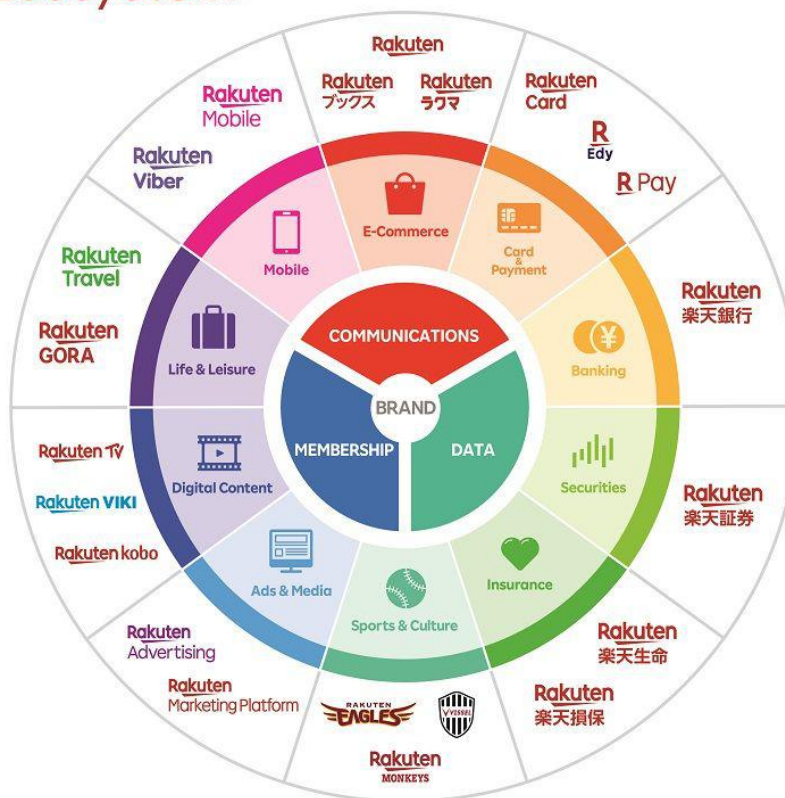
Online research solutions being very limited at that time, the company that would become Rakuten Insight grew into a pioneer of Asian online sample providers recruiting respondents from their member database and networks, serving both domestic Japanese and international clients. With countless encouragement and support from clients over the world, combined with dedicated team members and together with trusted local partnerships where needed, the company opened access to researchers across the globe looking for high quality samples and efficient solutions throughout Asia by harnessing the power of the connected world.

About Rakuten Group

**In Japanese, Rakuten stands for “optimism.”
This philosophy lies at the core of our brand.**

"Walk Together" expresses our dedication to building a better, more optimistic future by empowering individuals, businesses and societies to realize their dreams. We embrace new and disruptive ideas, are committed to acting on them and have the operational agility to implement and deliver at speed. We walk together with our partners, making progress today towards a more optimistic tomorrow.

Rakuten Ecosystem



Rakuten Group's **70+ businesses** span a broad range of online and offline services, including e-commerce, travel, digital content, fintech, such as credit cards, banking, securities, insurance, electronic money and smartphone app payments, communications, including a mobile carrier service, and professional sports. Linking these diverse services through a common membership and loyalty program, Rakuten has created one of the world's most unique and robust ecosystems.

Recruiting our research members through the various ecosystem channels and via external sources means an industry leading panel base.

Rakuten Group services have almost 1.4 billion members. This is what makes us strong.

Why Rakuten Insight

When was the last time you received authentic local feedback for your surveys to ensure the highest quality online data?

Rakuten Insight does this every single time. We provide a rich blend of authentic local insight and premium proprietary panels to clients who are looking for quick, affordable, and most of all, reliable online samples.

Experienced, Reliable, Excellent Customer Service

500+
Clients

10,000+
Projects
Annually

40+
countries

96%
satisfaction
with sales
department*

97%
satisfaction
with project
management*

Results of our Client Satisfaction Survey. Top 2 Box (Extremely Satisfied/Very Satisfied). N= 705. Jan – Dec 2020



What we offer

Online fieldwork pioneer in Asia
23 years of experience

- **Online Panels (Sampling Only)**
Proprietary panels in 12 Asian markets & the US + local insight
- **Programming/Data Collection**
Basic & advanced scripting, data delivery, charting & reporting
- **Offline Recruitment / Home Use Test/ Diaries and More...**
Trusted local partners for online + offline qualitative and in-home product tests



What makes us different

Local expertise
Quality panels

- **Proprietary Panels**, locally managed & trusted Global network
- **24/7 Global Operation Support**
- **Localization feedback** - language check by local staff
- Excellent client service with **Kaizen and Omotenashi mindset**

Global Standards



Our commitment to data quality

We proudly manage our proprietary, double-opt in research-only panels in 12 major Asian markets & the US.

Utilising the leverage of our centralized multi-cultural team's local expertise, Rakuten Insight firmly carry through the quality assurance in terms of Panel, Operation, and System.

Automated pre-screening

New recruits are screened before proceeding to the sign-up form by using Rakuten Group's cutting-edge bot-prevention technology, plus IP & geo-location checks.

Automated, intelligent examination upon registration

Before being allowed to participate in any studies, new recruits are subjected to thorough forensic examination, built upon state-of-the-art fraud prevention algorithms, crafted by in-house experts and bolstered by AI. (e.g.: checking IP address and device information; name and area of residence; validity of mobile number & email address).

Survey fraud & poor quality detection

We examine panelists' activity each time they participate in a survey, and at numerous other stages, through various ongoing quality checks, including: introductory surveys, regular qualitative checks, internal data collection and panelist account security checks.



As the pioneer & expert of online research in Asia, Rakuten Insight is dedicated to the continuous quality improvement via various process evolution and technology development.

Quality Control Procedures

Recruitment	Registration	Ongoing
<p>Closely scrutinise where, when and how we recruit. Each recruitment channel is reviewed on an ongoing basis. Channels not considered up to standard are removed and replaced.</p>	<p>Potential new panelists are thoroughly examined for quality, at the point of registration to maintain a high standard of quality by preventing fraudulent accounts.</p>	<p>After a new panelist has been accepted, they are examined again each time they participate in a survey, and at numerous other stages.</p>

Panel Targeting Attributes

Consumers, Healthcare, Business and IT Decision Makers, and many more! Rakuten Insight's well localized panel targeting attributes are updated every 3 months, 6 months and 12 months depending on items. Responding to our clients' needs, we will precisely target respondents profiles with **over 100 variables** that can save both cost and time of sampling.

Personal and Household

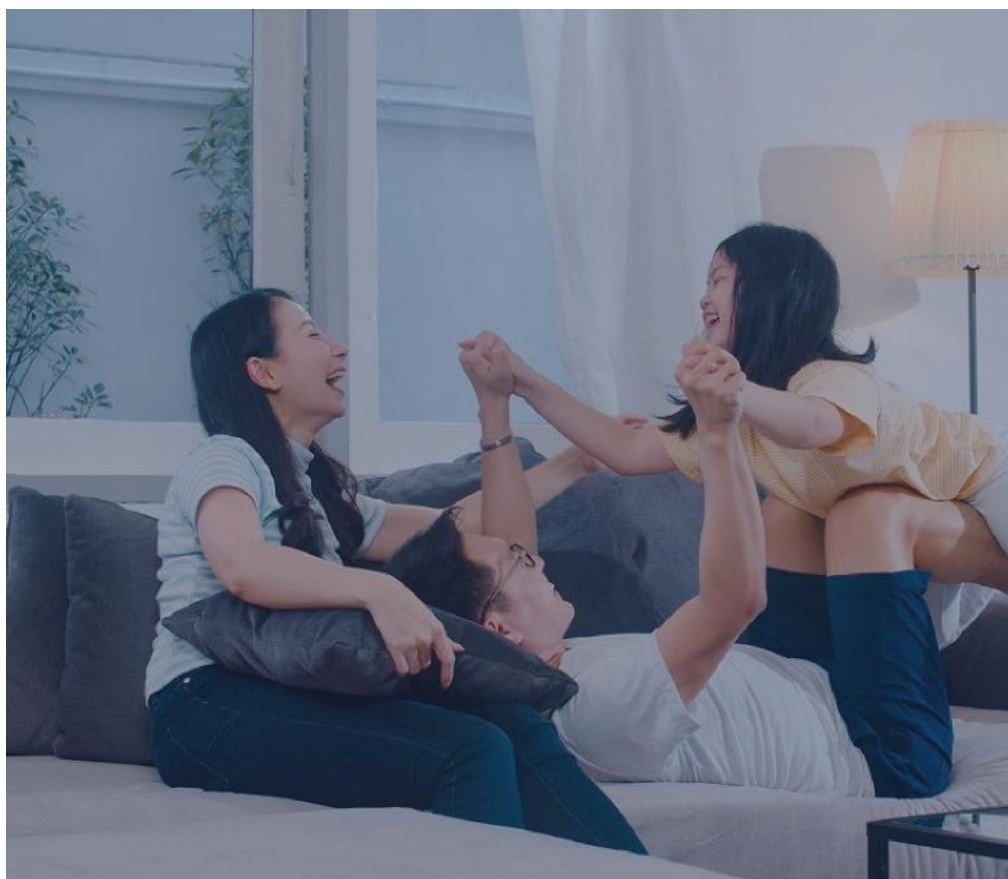
Basic

- Prefecture/Province
- City/area
- Gender
- Age
- Race (MY & SG only)
- Main/ Possible survey language
- Education
- Household Income
- Personal Income
- Social economic class (IN, ID, VN)



Household

- Marriage status
- Family size
- Number of kids in household
- Children's age
- Children's gender
- Expectant mothers



Pets

- Dog(s)
- Cat(s)
- Bird(s)
- Fish
- Horse
- Reptiles
- Other pets

Authority of decision (in Household)

- Groceries/Household Goods
- Cars
- Financial Services and Investments
- Real Estate, Housing, Land
- Purchases

Employment

- Employment status
- Division
- Industry
- Number of employees

Finance

- Financial products ownership: credit cards, savings, insurance, etc.

Car

- Driver's license
- Household Number of cars
- Car type
- Car brand
- Car purchased year
- Purchased new or old
- Purchase decision making

Lifestyle & Entertainment

Food and Beverage

Coffee & Tea

Beer

Soft drinks

Wine

Spirits & liquors



Fast food frequency

Primary grocery shoppers



Ride-sharing

Ride-sharing apps

Frequency

Travel

Number of business trips in the past 6 months

Number of leisure trips in the past 6 months

Gaming

Games Platforms

Nintendo

Playstation

Xbox

PC game

Smartphone

VR System

Tablet



Frequency of games played

Type of games

Smoking

Smoking frequency

Tobacco type

Number of cigarettes, brand smoked, HNB (only in JP)



Healthcare

Glasses/Contacts

- Glasses wearers
- Contact lenses wearers



Medical conditions have ever suffered from

- Asthma
- Allergies
- Cancer
- Diabetes
- Dermatitis
- Insomnia
- Hepatitis
- Hypertension
- Migraine
- Osteoporosis
- Obesity
- Stroke
- Urinary incontinence
- And many more.....

Japan - Healthcare professionals

- Physicians
- Nurses
- Pharmacists
- Medical service-department;
- number of beds

Japan – Disease panel (140+ medical conditions)

- Medical Condition - respondent/Family Members
- Current or Past History of Diseases
- Treatment Status
- Operation
- Intractable Disease
- Nursing Care Status of the Family Living Together

B2B panel

Job Title

Director / General Manager / Vice President
Owner / Partner / Self Employed Manager
Executive / Supervisor / Officer
and more...

Industry

Agriculture
Construction
Manufacturing
Mining
Publishing/Printing
Transport/Logistics
Travel/Hotels
Wholesale
Finance/Banking
Services
Medical
Education
and more...

Division

Accounting / Finance
Administrative / Clerical
Human Resources
Legal
Marketing / Product
Communications / PR / Advertising
Manufacturing / Operations / Production
Procurement
Logistics / Distribution / Transportation
Training / Education
Building / Construction / Equipment
and more...

Decision making authority

ITDMs (Computer Hardware/ Software)
Printers
Internet Service Provider
HRDMs (Recruitment, Training)
Finance DMs (Auditing, Insurance, Accounting, Banking)





China

General Population: 1,444,216,107

Internet Penetration: 69%

Survey Language: Simplified Chinese

Currency: RMB

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

Age	Panel	Census
16-19	11%	7%
20-29	53%	20%
30-39	27%	17%
40-49	6%	20%
50-59	2%	16%
60+	1%	20%



Monthly Household Income	Panel
Below RMB2,500	18%
RMB2,501 - RMB5,000	12%
RMB5,001 - RMB15,000	47%
RMB15,001 - RMB25,000	13%
RMB25,001 - RMB50,000	4%
RMB50,001 - RMB70,000	1%
RMB70,001 - RMB100,000	2%
RMB 100,001 or more	3%

Education	Panel
Junior High School or lower	10%
High school / vocational school	23%
College	23%
Undergraduate	38%
Master	4%
Dr. and above	2%

Panel: 3,450,000



Region	Panel	Census
North	15%	12%
Beijing	6%	2%
Tianjin	2%	1%
Hebei	4%	5%
Shanxi	2%	3%
Inner Mongolia	1%	2%
East	36%	30%
Shanghai	6%	2%
Jiangsu	7%	6%
Zhejiang	6%	4%
Anhui	3%	5%
Fujian	4%	3%
Jiangxi	3%	3%
Shandong	7%	7%
Southwest	10%	15%
Chongqing	2%	2%
Sichuan	5%	6%
Guizhou	1%	3%
Yunnan	2%	3%
Tibet	<1%	<1%
NorthEast	6%	8%
Liaoning	3%	3%
Jilin	1%	2%
Heilongjiang	2%	3%
South Central	28%	28%
Henan	5%	7%
Hubei	4%	4%
Hunan	4%	5%
Guangdong	12%	8%
Guangxi	3%	4%
Hainan	<1%	1%
NorthWest	5%	7%
Shaanxi	3%	3%
Gansu	1%	2%
Qinghai	<1%	<1%
Ningxia	<1%	1%
Xinjiang Uygur Autonomous Region	1%	2%

Data Source

General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)

Gender, Age: U.S. Census Bureau (www.census.gov)

Region: Census 2010, National Bureau of Statistics of China

Panel Number: RIS + Access Panel; Panel %: RIS only



Hong Kong

General Population: 7,552,810

Internet Penetration: 89%

Survey Language: Traditional Chinese

Currency: HKD

	Gender	Panel	Census
	Male	34%	47%
	Female	66%	53%

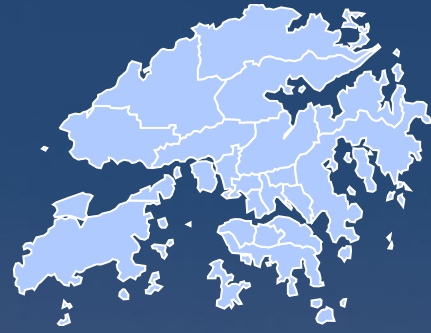
Age	Panel	Census
16-19	8%	6%
20-29	32%	14%
30-39	30%	17%
40-49	17%	17%
50-59	9%	20%
60+	4%	26%



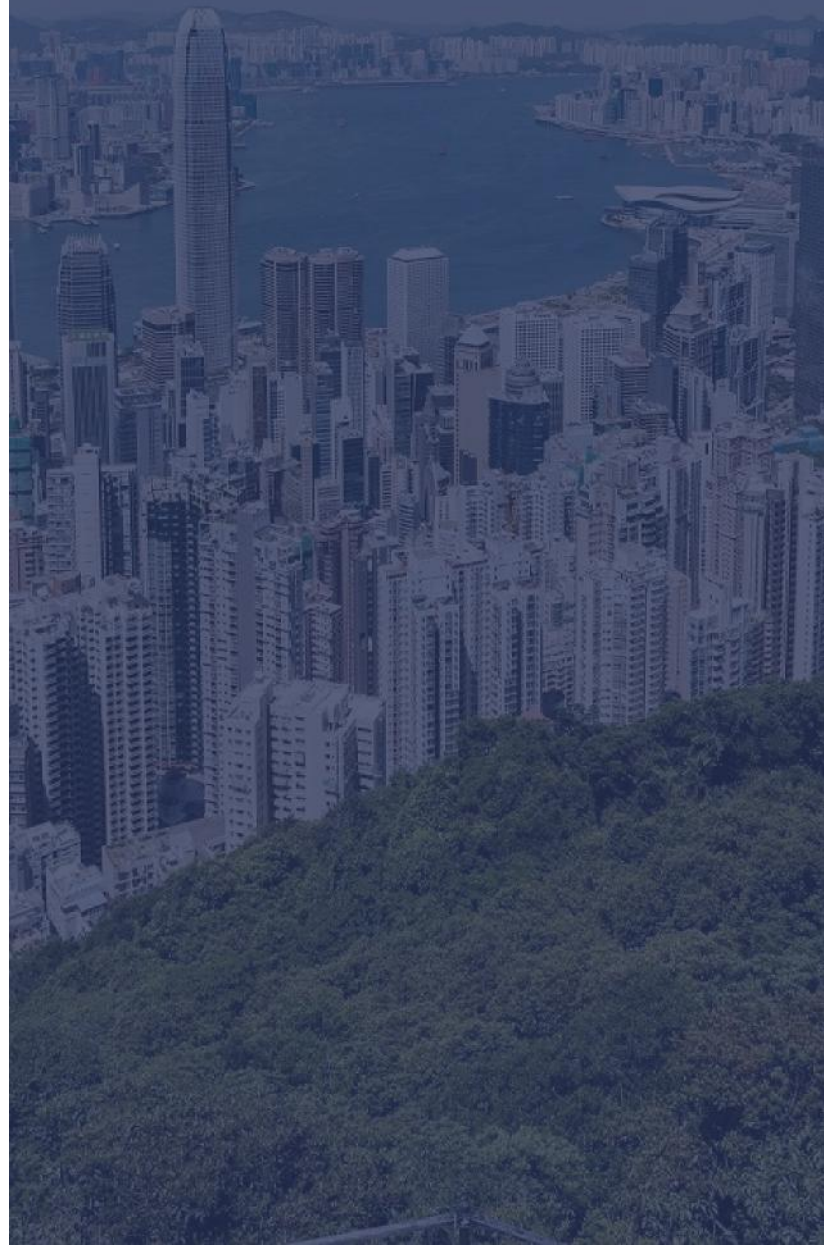
Monthly Household Income	Panel
HK\$10,000 or less	5%
HK\$10,001 - 25,000	21%
HK\$25,001 - 40,000	27%
HK\$40,001 - 50,000	15%
HK\$50,001 - 80,000	21%
HK\$80,001 - 100,000	6%
HK\$100,001 or more	5%

Education	Panel
Primary School or below	1%
Lower Secondary School	6%
Upper Secondary School	19%
Sixth Form	9%
Post-secondary / University	54%
Master Degree	9%
Doctorate Degree or above	1%
Others	1%

Panel: 55,000



Region	Panel	Census
Hong Kong Island	16%	17%
Kowloon	30%	31%
New Territories East	25%	24%
New Territories West	29%	29%



Data Source

General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)

Gender, Age: U.S. Census Bureau (www.census.gov)

Region: 2016 Population By-census, the Census and Statistics Department HK

Panel Number: RIS + Access Panel; Panel%: RIS only



General Population: 1,393,409,038

Internet Penetration: 40%

Survey Language: English

Currency: INR

Gender	Panel	Census
Male	76%	52%
Female	24%	48%

Age	Panel	Census
16-19	23%	13%
20-29	57%	24%
30-39	14%	21%
40-49	5%	18%
50-59	1%	12%
60+	1%	12%

Annual Household Income	Panel
Less than Rs 30,000	20%
Rs 30,000 - 99,999	20%
Rs 1,00,000 - 2,99,000	24%
Rs 3,00,000 - 9,99,000	26%
Rs 10,00,000 - 15,99,000	5%
Rs 16,00,000 - 29,99,000	3%
Rs 30,00,000 or more	2%

Education	Panel
Below 10th Standard	5%
High School/ Higher Secondary	19%
Intermediate/Senior Secondary	10%
Polytechnic/Diploma	6%
Bachelors Degree	37%
PG Diploma	3%
Masters Degree	14%
Doctoral Graduate	2%
Other	4%

Panel: 800,000



Region	Panel	Census
Northern	33%	39%
Chandigarh	1%	<1%
Delhi	8%	2%
Haryana	2%	2%
Himachal Pradesh	1%	1%
Jammu and Kashmir	1%	1%
Punjab	2%	2%
Rajasthan	4%	6%
Uttar Pradesh	9%	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	16%	22%
Bihar	3%	9%
Jharkhand	2%	3%
Odisha	2%	3%
West Bengal	8%	7%
Western	19%	14%
Dadra and Nagar Haveli	<1%	<1%
Daman and Diu	<1%	<1%
Goa	<1%	<1%
Gujarat	6%	5%
Maharashtra	12%	9%
Southern	30%	21%
Andhra Pradesh	4%	4%
Karnataka	5%	5%
Kerala	11%	3%
Lakshadweep	<1%	<1%
Puducherry	<1%	<1%
Tamil Nadu	5%	6%
Telangana	5%	3%
Andaman and Nicobar Islands	<1%	<1%

Data Source
 General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)
 Gender, Age: U.S. Census Bureau (www.census.gov)
 Region: Census 2011, Office of the Registrar General & Census Commissioner, India
 Panel Number: RIS + Access Panel; Panel%: RIS only

Indonesia

General Population: 276,361,783

Internet Penetration: 71%

Survey Language: Indonesian

Currency: IDR

Gender	Panel	Census
Male	62%	50%
Female	38%	50%

Age	Panel	Census
16-19	13%	12%
20-29	51%	21%
30-39	24%	21%
40-49	10%	19%
50-59	3%	13%
60+	<1%	14%



Monthly Household Income	Panel
Rp 2,500,000 or less	43%
Rp 2,500,001 - 5,000,000	27%
Rp 5,000,001 - 10,000,000	17%
Rp 10,000,001 - 15,000,000	6%
Rp 15,000,001 - 20,000,000	3%
Rp 20,000,001 - 25,000,000	1%
Rp 25,000,001 or more	3%

Education	Panel
Primary Education or lower	2%
Lower Secondary Education	6%
Higher Secondary Education	49%
Diploma	9%
Bachelor's degree or equivalent	31%
Master's or doctoral degree or equivalent	2%
Other	1%

Panel: 700,000



Region	Panel	Census
Sumatra	17%	16%
Aceh	1%	1%
North Sumatra	5%	5%
West Sumatra	1%	2%
Riau	2%	2%
Jambi	1%	1%
South Sumatra	2%	2%
Bengkulu	<1%	<1%
Lampung	2%	2%
Bangka-Belitung Islands	<1%	1%
Riau Islands	1%	1%
Java	70%	68%
DKI Jakarta	12%	8%
West Java	22%	25%
Central Java	12%	12%
DI Yogyakarta	3%	2%
East Java	15%	15%
Banten	6%	6%
Lesser Sunda Islands	3%	4%
Bali	1%	2%
West Nusa Tenggara	1%	2%
East Nusa Tenggara	<1%	1%
Kalimantan	5%	5%
West Kalimantan	1%	1%
Central Kalimantan	1%	1%
South Kalimantan	1%	1%
East Kalimantan	2%	2%
North Kalimantan	<1%	<1%
Sulawesi	5%	5%
North Sulawesi	1%	1%
Central Sulawesi	<1%	1%
South Sulawesi	3%	3%
Southeast Sulawesi	1%	1%
Gorontalo	<1%	<1%
West Sulawesi	<1%	<1%
Maluku Islands	<1%	1%
Maluku	<1%	<1%
North Maluku	<1%	<1%
Western New Guinea	<1%	1%
West Papua	<1%	<1%
Papua	<1%	<1%

Data Source

General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)

Gender, Age: U.S. Census Bureau (www.census.gov)

Region: SUPAS 2015, BPS - Statistics Indonesia

Panel Number: RIS + Access Panel; Panel %: RIS only



Japan

General Population: 125,570,000

Internet Penetration: 95%

Survey Language: Japanese

Currency: JPY

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

Age	Panel	Census
16-19	1%	6%
20-29	8%	11%
30-39	27%	14%
40-49	32%	17%
50-59	21%	14%
60+	11%	38%



Annual Household Income	Panel
4,000,000 Yen or less	31%
4,000,001 - 6,000,000 Yen	28%
6,000,001 - 8,000,000 Yen	19%
8,000,001 - 10,000,000 Yen	11%
10,000,001 - 12,000,000 Yen	5%
12,000,001 - 15,000,000 Yen	3%
15,000,001 Yen or more	3%

Education	Panel
Junior high school	3%
High school	28%
Vocational school	15%
Junior college/technical college	11%
Undergraduate	36%
Postgraduate	4%
Attending school	4%
Other	1%

Panel: 2,200,000



Region	Panel	Census
Hokkaido	5%	4%
Tohoku	6%	7%
Kanto	36%	34%
Chubu	16%	17%
Kansai	21%	18%
Chugoku	5%	6%
Shikoku	3%	3%
Kyushu/Okinawa	8%	11%

Data Source

General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)

Gender, Age: U.S. Census Bureau (www.census.gov)

Region: 2015 Population Census, Japanese Government Statistics

Panel Number: RIS; Panel %: RIS only



South Korea

General Population: 51,305,186

Internet Penetration: 96%

Survey Language: Korean

Currency: KRW

Gender	Panel	Census
Male	53%	50%
Female	47%	50%

Age	Panel	Census
16-19	6%	8%
20-29	27%	15%
30-39	27%	17%
40-49	23%	19%
50-59	12%	19%
60+	5%	22%



Annual Household Income	Panel
25,000,000 KRW or less	20%
25,000,001 - 35,000,000 KRW	15%
35,000,001 - 50,000,000 KRW	22%
50,000,001 - 60,000,000 KRW	11%
60,000,001 - 70,000,000 KRW	9%
70,000,001 - 80,000,000 KRW	7%
80,000,001 KRW or more	16%

Education	Panel
Elementary School	<1%
Junior High School	5%
High School	25%
2,3 years College	15%
4 years College / University	46%
Masters Degree and over	9%
Other	1%

Panel: 640,000



Region	Panel	Census
Seoul	29%	19%
Busan	7%	7%
Daegu	5%	5%
Incheon	6%	6%
Gwangju	3%	3%
Daejeon	3%	3%
Ulsan	2%	2%
Sejong	<1%	1%
Gyeonggi-do	25%	25%
Gangwon-do	2%	3%
Chungcheongbuk-do	2%	3%
Chungcheongnam-do	3%	4%
Jeollabuk-do	2%	4%
Jeollanam-do	2%	4%
Gyeongsangbuk-do	3%	5%
Gyeongsangnam-do	5%	6%
Jeju	1%	1%

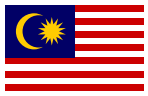
Data Source

General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)

Gender, Age: U.S. Census Bureau (www.census.gov)

Region: Population Census 2016, Korean Statistical Information Service

Panel Number: RIS + Access Panel; Panel%: RIS only



Malaysia

General Population: 32,776,194

Internet Penetration: 89%

Survey Language: Malay, English, Simplified Chinese

Currency: MYR

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

Age	Panel	Census
16-19	8%	12%
20-29	44%	22%
30-39	29%	21%
40-49	13%	18%
50-59	4%	14%
60+	2%	13%



Monthly Household Income	Panel
Less than RM1,000	18%
RM1,000 - 2,499	26%
RM2,500 - 3,999	19%
RM4,000-4,499	5%
RM4,500-4,999	4%
RM5,000-9,999	18%
RM10,000 and above	10%

Education	Panel
Primary Education or lower	2%
Lower Secondary Education	11%
Higher Secondary Education	21%
Pre-University Education	17%
Bachelor's degree or equivalent	40%
Master's or doctoral degree or equivalent	5%
Other	4%

Panel: 340,000



Region	Panel	Census
Central Region	41%	29%
Negeri Sembilan	4%	4%
Selangor	24%	19%
Wilayah Persekutuan Kuala Lumpur	13%	6%
Wilayah Persekutuan Putrajaya	<1%	<1%
East Coast	10%	15%
Kelantan	4%	6%
Pahang	3%	5%
Terengganu	3%	4%
East Malaysia	16%	21%
Sabah	9%	12%
Sarawak	7%	9%
Wilayah Persekutuan Labuan	<1%	<1%
Northern Region	19%	21%
Kedah	5%	7%
Pulau Pinang	6%	6%
Perak	7%	8%
Perlis	1%	1%
Southern Region	14%	14%
Johor	11%	12%
Melaka	3%	3%

Ethnicity	Panel	Census
Malay	55%	50%
Indigenous	7%	12%
Chinese	29%	23%
Indian	6%	7%
Other	3%	8%

Data Source

General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)

Gender, Age: U.S. Census Bureau (www.census.gov)

Region: Population by States and Ethnic Group 2015, Department of Information, Ministry of Communications and Multimedia, Malaysia

Panel Number: RIS + Access Panel; Panel %: RIS only



Philippines

General Population: 111,046,913

Internet Penetration: 78%

Survey Language: English, Tagalog

Currency: PHP

Gender	Panel	Census
Male	39%	50%
Female	61%	50%

Age	Panel	Census
16-19	11%	15%
20-29	51%	26%
30-39	26%	22%
40-49	9%	16%
50-59	2%	11%
60+	1%	10%



Monthly Household Income	Panel
Less than 5,000 Peso	19%
5000 - 9,999 Peso	16%
10,000 - 19,999 Peso	24%
20,000 - 39,999 Peso	21%
40,000 - 99,999 Peso	15%
100,000 - 199,999 Peso	3%
200,000 Peso or more	2%

Education	Panel
Elementary School or lower	1%
Secondary / High School	19%
Tertiary / College	62%
Vocational College	10%
Masters Degree	5%
Doctoral(Doctoral Graduate)	<1%
Other	2%

Panel: 375,000



Region	Panel	Census
Luzon	70%	48%
Metro Manila (NCR)	30%	13%
Ilocos Region	3%	5%
Cordillera Administrative Region (CAR)	2%	2%
Cagayan Valley (Region II)	1%	3%
Central Luzon (Region III)	11%	11%
CALABARZON (Region IV-A)	21%	14%
Southwestern Tagalog Region (MIMAROPA)	1%	3%
Visayas	17%	28%
Bicol Region (Region V)	2%	6%
Western Visayas (Region VI)	4%	7%
Central Visayas (Region VII)	9%	7%
Eastern Visayas (Region VIII)	2%	4%
Mindanao	13%	24%
Zamboanga Peninsula (Region IX)	1%	4%
Northern Mindanao (Region X)	4%	5%
Davao Region (Region XI)	5%	5%
SOCCKSARGEN (Region XII)	2%	5%
Caraga Region (Region XIII)	1%	3%
Bangsamoro Region in Muslim Mindanao (BARMM)	<1%	4%

Data Source

General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)

Gender, Age: U.S. Census Bureau (www.census.gov)

Region: 2015 Census of Population, Philippine Statistics Authority

Panel Number: RIS + Access Panel; Panel%: RIS only



Singapore

General Population: 5,896,686

Internet Penetration: 88%

Survey Language: English

Currency: SGD

Gender	Panel	Census
Male	42%	49%
Female	58%	51%

Age	Panel	Census
16-19	8%	8%
20-29	33%	24%
30-39	29%	22%
40-49	18%	16%
50-59	8%	14%
60+	4%	16%



Annual Household Income	Panel
SGD 30,000 or less	30%
SGD 30,001 - 50,000	18%
SGD 50,001 - 70,000	14%
SGD 70,001 - 90,000	12%
SGD 90,001 - 100,000	7%
SGD100,001 or more	19%

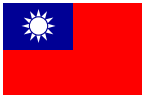
Education	Panel
Primary School or lower	1%
Secondary School	11%
Polytechnic	20%
Vocational Course (ITE)	6%
Junior College	5%
University	44%
Masters Degree	8%
Doctoral Degree	1%
Other	4%

Panel: 90,000



Region	Panel	Census
Central Region	16%	24%
East Region	29%	18%
North Region	13%	14%
North-East Region	16%	21%
West Region	26%	23%

Ethnicity	Panel	Census
Chinese	72%	75%
Malay	13%	13%
Indian	8%	9%
Other	7%	3%



Taiwan

General Population: 23,855,010

Internet Penetration: 92%

Survey Language: Traditional Chinese

Currency: NTD

Gender	Panel	Census
Male	44%	50%
Female	56%	50%

Age	Panel	Census
16-19	6%	6%
20-29	35%	16%
30-39	31%	19%
40-49	19%	18%
50-59	7%	18%
60+	2%	23%



Monthly Household Income	Panel
NT\$ 30,000 or below	16%
NT\$ 30,001-70,000	37%
NT\$ 70,001-90,000	13%
NT\$ 90,001-110,000	16%
NT\$ 110,001-130,000	6%
NT\$ 130,001-150,000	4%
NT\$ 150,001 or above	8%

Education	Panel
Elementary School or lower	<1%
Junior High School	2%
High School	17%
Vocational School	10%
College / University	55%
Masters Degree	14%
Doctoral Graduate	1%
Other	<1%

Panel: 230,000



Region	Panel	Census
Keelung City	2%	2%
Taipei City	14%	12%
Xinpei City	22%	17%
Taoyuan City	10%	9%
Hsinchu City	2%	2%
Hsinchu County	2%	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%

Data Source

General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)

Gender, Age: U.S. Census Bureau (www.census.gov)

Region: Census 2010, Taiwanese Department of Statistics

Panel Number: RIS + Access Panel; Panel%: RIS only



Thailand

General Population: 69,950,850

Internet Penetration: 82%

Survey Language: Thai

Currency: THB

	Gender	Panel	Census
	Male	43%	49%
	Female	57%	51%

Age	Panel	Census
16-19	21%	8%
20-29	41%	18%
30-39	23%	19%
40-49	11%	19%
50-59	3%	17%
60+	1%	19%



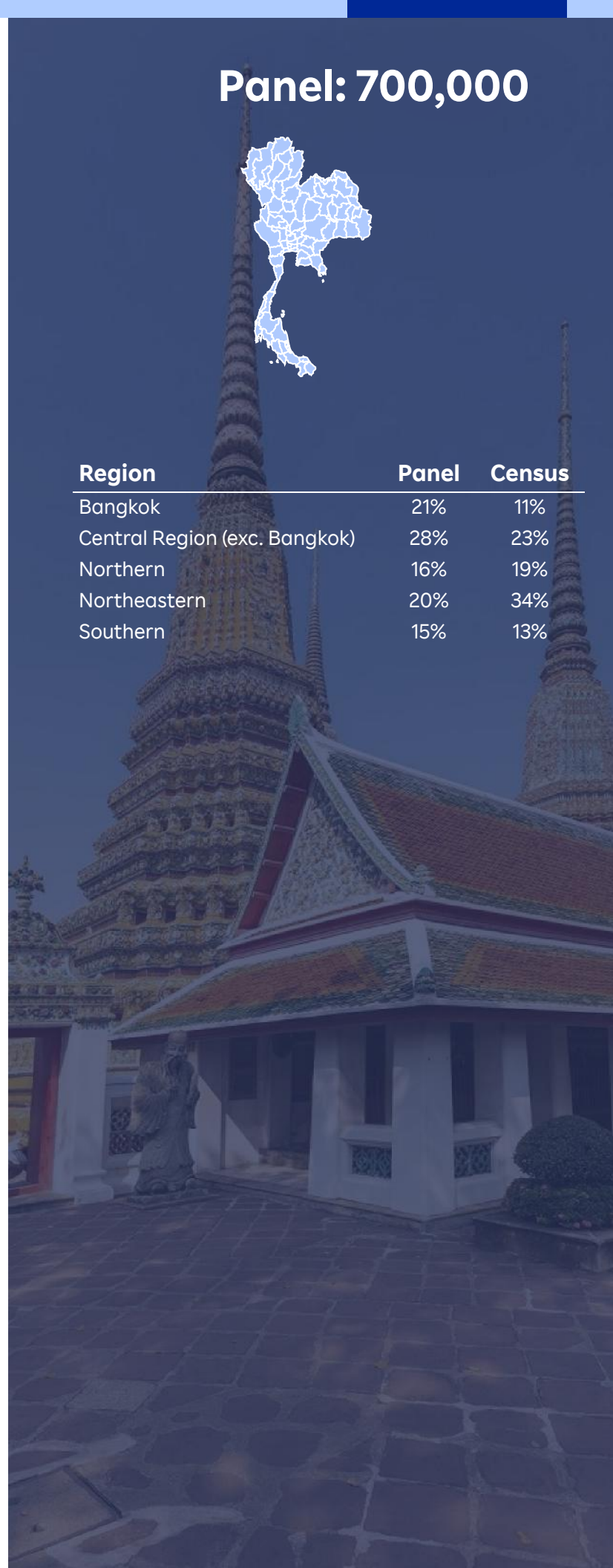
Monthly Household Income	Panel
6,000THB and lower	13%
6,001 - 20,000 THB	35%
20,001 - 30,000THB	14%
30,001- 50,000THB	16%
50,001 - 100,000THB	15%
100,001 THB and over	7%

Education	Panel
Elementary School or lower	2%
Junior High School	12%
High School	28%
Vocational School	14%
College / University	37%
Masters Degree	4%
Doctoral Graduate	1%
Other	2%

Panel: 700,000



Region	Panel	Census
Bangkok	21%	11%
Central Region (exc. Bangkok)	28%	23%
Northern	16%	19%
Northeastern	20%	34%
Southern	15%	13%



Data Source

General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)

Gender, Age: U.S. Census Bureau (www.census.gov)

Region: Census 2010, Thailand National Statistical Office

Panel Number: RIS + Access Panel; Panel %: RIS only





Vietnam

General Population: 97,338,579

Internet Penetration: 70%

Survey Language: Vietnamese

Currency: VND

	Gender	Panel	Census
	Male	55%	50%
	Female	45%	50%

Age	Panel	Census
16-19	15%	10%
20-29	49%	24%
30-39	27%	22%
40-49	6%	17%
50-59	2%	14%
60+	1%	13%



Monthly Household Income	Panel
4,000,000 VND or less	10%
4,000,001 - 7,000,000 VND	12%
7,000,001 - 10,000,000 VND	16%
10,000,001 - 15,000,000 VND	18%
15,000,001 - 25,000,000 VND	22%
25,000,001 - 40,000,000 VND	13%
40,000,001 VND or more	9%

Education	Panel
Elementary School or lower(5 years)	<1%
Junior High School(4 years)	5%
High School(3 years)	16%
Vocational School	8%
Junior College	12%
College / University	54%
Masters Degree	3%
Doctoral Graduate	<1%
Other	1%

Panel: 400,000



Region	Panel	Census
Red River Delta (inc. Hanoi)	28%	23%
Northern Midlands and Mountain areas	7%	13%
North Central and Central Coastal	17%	22%
Central Highlands	4%	6%
South East (inc. Ho Chi Minh City)	33%	16%
Mekong River Delta	11%	20%

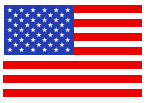
Data Source

General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)

Gender, Age: U.S. Census Bureau (www.census.gov)

Region: 2010 Census Survey, General Statistics office of Vietnam

Panel Number: RIS + Access Panel; Panel%: RIS only




United States

General Population: 331,002,651

Internet Penetration: 90%

Survey Language: English

Currency: USD

	Gender	Panel	Census
	Male	34%	49%
	Female	66%	51%

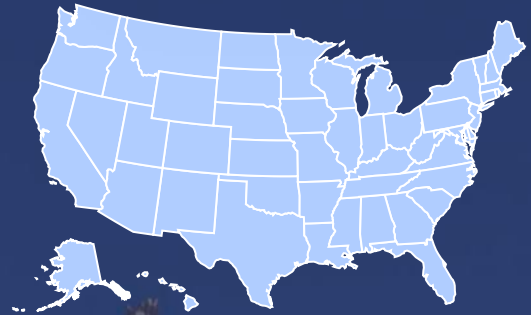
Age	Panel	Census
16-19	3%	8%
20-29	21%	17%
30-39	30%	16%
40-49	23%	15%
50-59	13%	16%
60+	10%	28%



Annual Household Income	Panel
Less than \$20,000	33%
\$20,000 - less than \$30,000	15%
\$30,000 - less than \$50,000	19%
\$50,000 - less than \$70,000	12%
\$70,000 - less than \$100,000	10%
\$100,000 - less than \$150,000	7%
\$150,000 and above	4%

Education	Panel
Some High School	12%
High School Graduate	34%
Some College or Technical School	25%
College or Technical School Graduate	20%
Graduate School	8%
Other	1%

Panel: 1,500,000



Region	Panel	Census
Northeast	13%	16%
South	50%	39%
Midwest	21%	21%
West	16%	24%

Ethnicity	Panel	Census
White	62%	60%
Black/African American	18%	13%
Asian	5%	6%
Hispanic	9%	19%
Other	6%	2%

Data Source

General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)

Gender, Age, Region, Ethnicity: U.S. Census Bureau (www.census.gov)

Panel Number: RIS + Access Panel; Panel%: RIS only

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