

# Panel Book

version 1.0

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## ASIA, US & BEYOND

China  
Japan  
South Korea  
United States

Hong Kong  
Malaysia  
Thailand

India  
Philippines  
Taiwan

Indonesia  
Singapore  
Vietnam



# ASIA, US & BEYOND



Our panels are grown, strengthened, and maintained daily to meet our clients' specific needs.

We are proud of our quality assured, double opt-in proprietary panels in Asia & the US; we can support globally through our established local network panel resources.



We respect and appreciate all involved in Rakuten Insight's success - clients, employees, and panelists alike.

## PANEL REACH

CHINA	3,700,000
UNITED STATES	3,000,000
JAPAN	2,200,000
INDIA	1,600,000
INDONESIA	1,100,000
THAILAND	750,000
SOUTH KOREA	680,000
PHILIPPINES	570,000
VIETNAM	550,000
MALAYSIA	480,000
TAIWAN	270,000
SINGAPORE	115,000
HONG KONG	110,000

## About us

For over 25 years, Rakuten Insight Global has been at the forefront of consumer market research data collection. By combining our 1st party data with the highest levels of quality assurance processes, Rakuten Insight Global has remained our clients' trusted research partner for Asia, US & Beyond.

Our proprietary, double opt-in online panels have been developed throughout 12 major Asian markets & the US. All of the panels are managed by dedicated local support teams and meet the highest industry standards. The Rakuten Insight Global team offers 24-hour coverage from 11 worldwide locations, providing exceptional service for 500+ clients across the globe.

Rakuten Insight Global is tasked with leveraging the 1st party membership assets of the 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.



## Our story

More than 25 years ago, the predecessor to Rakuten Insight Global 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 was in its infancy.

Online research solutions being very limited at that time, the company that would become Rakuten Insight Global grew into a pioneer of Asian online sample providers recruiting respondents from their member database and networks, serving both domestic Japanese and international clients. To give an idea of scale, Rakuten Insight Global is either the largest or the second-largest panel in all of our markets apart from China & US, where we are aiming to aggressively grow. Our jewel in the crown is our Japan panel. Together with trusted local partnerships where needed, the company offers high-quality samples to researchers across the globe. In 2022, Rakuten Insight Global successfully launched its panel in the US, the number 1 Market Research market in the world.

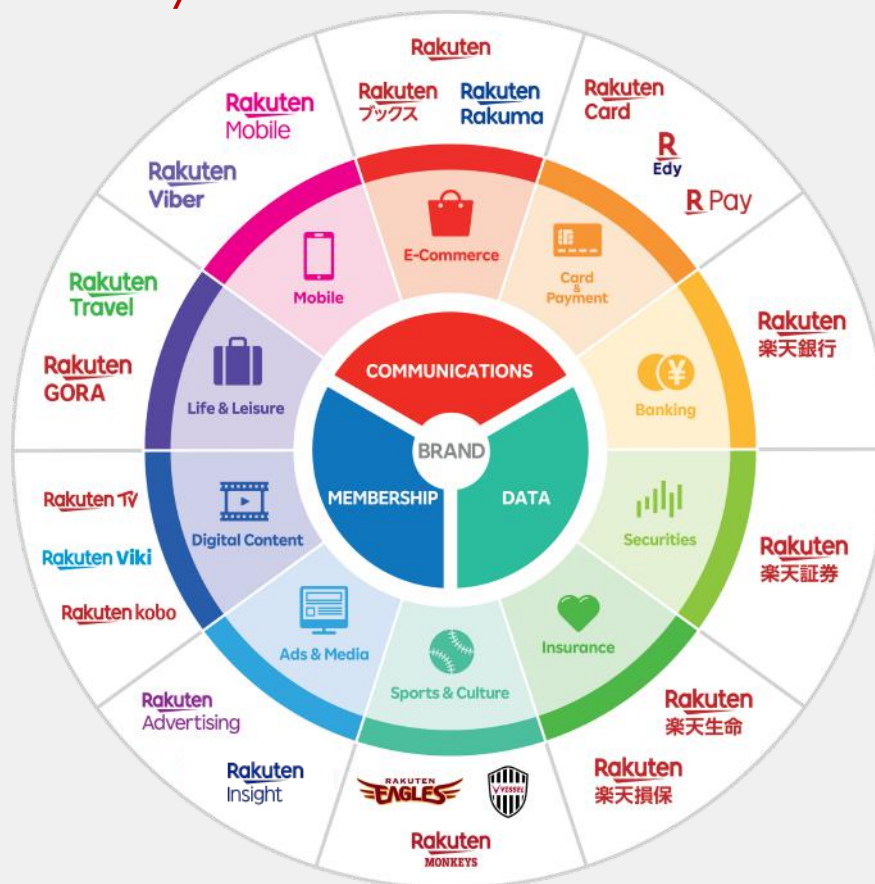
# About Rakuten Group

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

Our corporate motto, "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 1.6 billion members. This is what makes us strong.**

# Why Rakuten Insight

The highest quality of online data is ensured through quality assurance processes underpinned by the Japanese values of Kaizen & Omotenashi. Both concepts provide an ideal to always aspire towards. Omotenashi loosely translates as 'selfless hospitality' but can also be interpreted as 'going the extra mile' or 'customer-first mindset'. Through Kaizen (continuous improvement), we aim to reach Omotenashi.

Rakuten Insight Global continuously strives to 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

25  
years

96%  
satisfaction  
with sales  
department\*

97%  
satisfaction  
with project  
management\*

\*Results of our Client Satisfaction Survey. Top 2 Box (Extremely Satisfied/Very Satisfied). N= 568. June '21 – June '22



## OUR PANELS

### Proprietary, double opt-in

- 12 major Asian markets & the US
- Actively managed by dedicated local support teams
- High-level data quality
- In-depth profiling with hundreds of targeting attributes
- Recruited from diverse online/offline resources, including Rakuten Group companies network

### Global presence

Through our trusted local network panels



## OUR SERVICES

### Data Collection and Research Services Expertise

- 25 years of experience, from the simplest sample-only projects to the most complex of full data collection programming
- Over 100 employees worldwide
- 24/7 Global Operation Support

### Kaizen and Omotenashi mindset

More than just a word in Japanese, おもてなし (Omotenashi) is a concept meant to encourage reaching the height of possibilities in customer satisfaction, including the anticipation of clients' needs

# Our commitment to data quality

Data quality is assured on every survey we run with our panels by using a combination of Rakuten Group anti-bot technology with industry-leading knowledge, skills, and experience of Rakuten Insight's in-house experts.

## 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

Before being allowed to participate in any studies, new recruits are subjected to thorough forensic examination, built upon state-of-the-art fraud prevention algorithm, crafted by in-house experts and bolstered by AI.

These checks examine every piece of data received from the new recruit, including:

- ✓ IP address and device information;
- ✓ Name and area of residence;
- ✓ Validity of mobile number and email address;
- ✓ Verification of mobile number required in some markets (China, Taiwan).

## 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;
- ✓ Regular update of demographic information;
- ✓ Ad hoc checks on client projects;
- ✓ Panelist account security checks.

From sign-up to survey to payout, panelists are subjected to multiple layers of checks to ensure quality:

- Recruitment
- Registration
- On-going
- Redemption



# 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 data collection.

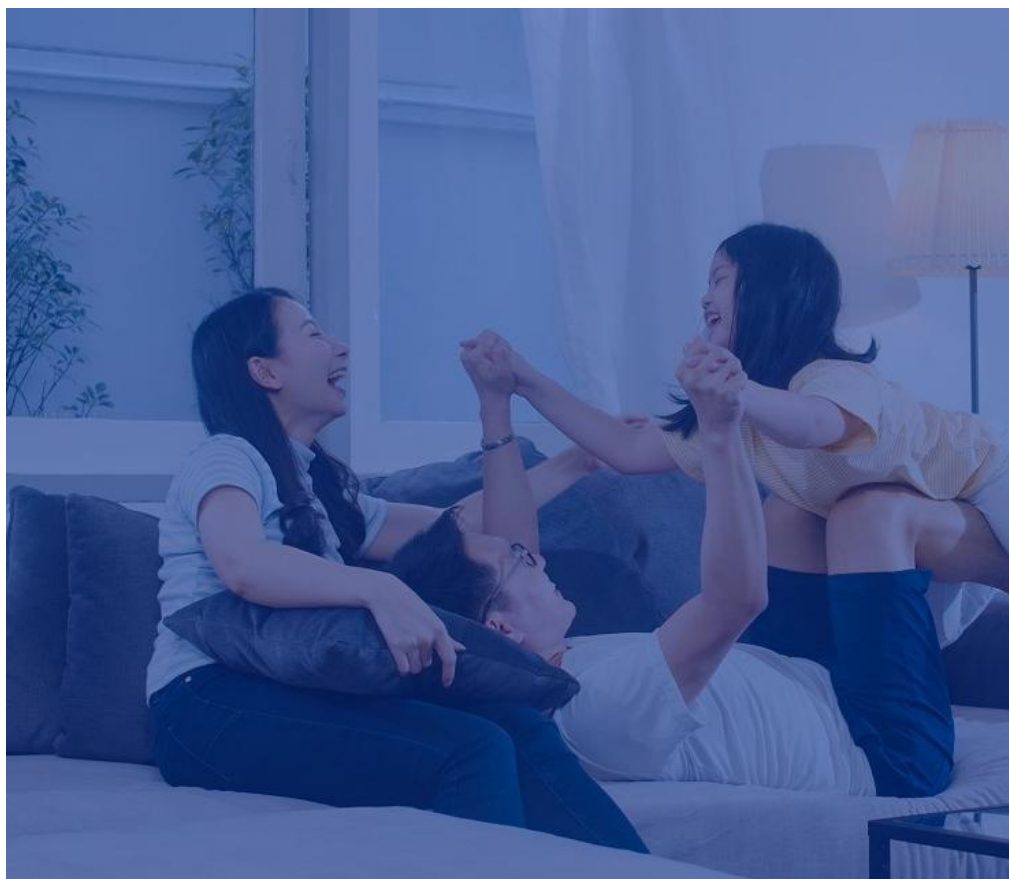
## Personal and Household

### Basic

- Prefecture/Province/State
- City/area
- Gender
- Age
- Race ( MY, SG & US 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

- No. of business trips in the past 6 months
- No. 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...

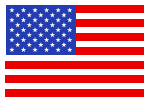
## Division

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)





# United States

**General Population:** 331,002,651

**Internet Penetration:** 90%

**Survey Language:** English

**Currency:** USD

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

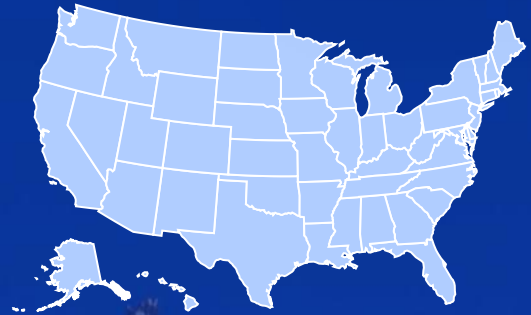
Age	Panel	Census
16-19	3%	8%
20-29	16%	17%
30-39	33%	16%
40-49	25%	15%
50-59	14%	16%
60+	9%	28%



Annual Household Income	Panel
Less than \$20,000	26%
\$20,000 - less than \$30,000	13%
\$30,000 - less than \$50,000	19%
\$50,000 - less than \$70,000	13%
\$70,000 - less than \$100,000	13%
\$100,000 - less than \$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%

**Data Source**  
 General Population, Internet Penetration: Internet World Stats ([www.internetworldstats.com](http://www.internetworldstats.com))  
 Gender, Age, Region, Ethnicity: U.S. Census Bureau 2021 ([www.census.gov](http://www.census.gov))  
 Panel Number: Rakuten Insight + Access Panel; Panel %: Rakuten Insight only



# China

**General Population:** 1,448,314,408

**Internet Penetration:** 73%

**Survey Language:** Simplified Chinese

**Currency:** RMB

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

Age	Panel	Census
16-19	25%	6%
20-29	47%	15%
30-39	21%	19%
40-49	4%	18%
50-59	2%	19%
60+	1%	23%



Monthly Household Income	Panel
Below RMB2,500	10%
RMB2,501 - RMB5,000	9%
RMB5,001 - RMB15,000	40%
RMB15,001 - RMB25,000	25%
RMB25,001 - RMB50,000	9%
RMB50,001 - RMB70,000	2%
RMB70,001 - RMB100,000	2%
RMB 100,001 or more	3%

Education	Panel
Junior High School or lower	11%
High school / vocational school	24%
College	23%
Undergraduate	36%
Master	4%
Dr. and above	2%

# 3,700,000



Region	Panel	Census
<b>North</b>	<b>15%</b>	<b>12%</b>
Beijing	6%	2%
Tianjin	1%	1%
Hebei	4%	5%
Shanxi	2%	2%
Inner Mongolia	1%	2%
<b>East</b>	<b>35%</b>	<b>30%</b>
Shanghai	6%	2%
Jiangsu	7%	6%
Zhejiang	6%	5%
Anhui	3%	4%
Fujian	4%	3%
Jiangxi	2%	3%
Shandong	7%	7%
<b>Southwest</b>	<b>10%</b>	<b>15%</b>
Chongqing	2%	2%
Sichuan	5%	6%
Guizhou	1%	3%
Yunnan	1%	3%
Tibet	<1%	<1%
<b>NorthEast</b>	<b>6%</b>	<b>7%</b>
Liaoning	3%	3%
Jilin	1%	2%
Heilongjiang	2%	2%
<b>South Central</b>	<b>28%</b>	<b>29%</b>
Henan	5%	7%
Hubei	4%	4%
Hunan	3%	5%
Guangdong	13%	9%
Guangxi	3%	4%
Hainan	1%	1%
<b>NorthWest</b>	<b>6%</b>	<b>7%</b>
Shaanxi	3%	3%
Gansu	1%	2%
Qinghai	<1%	<1%
Ningxia	<1%	1%
Xinjiang Uygur Autonomous Region	1%	2%

**Data Source**

General Population, Internet Penetration: China Internet Network Information Center  
Gender, Age, Region: Census 2020, National Bureau of Statistics of China  
Panel Number: Rakuten Insight + Access Panel; Panel %: Rakuten Insight only



# Hong Kong

**General Population:** 7,596,249

**Internet Penetration:** 92%

**Survey Language:** Traditional Chinese

**Currency:** HKD

	<b>Gender</b>	<b>Panel</b>	<b>Census</b>
	Male	40%	45%
	Female	60%	55%

<b>Age</b>	<b>Panel</b>	<b>Census</b>
16-19	7%	3%
20-29	32%	12%
30-39	30%	17%
40-49	18%	18%
50-59	9%	18%
60+	4%	32%



<b>Monthly Household Income</b>	<b>Panel</b>
HK\$10,000 or less	4%
HK\$10,001 - 25,000	16%
HK\$25,001 - 40,000	26%
HK\$40,001 - 50,000	16%
HK\$50,001 - 80,000	24%
HK\$80,001 - 100,000	7%
HK\$100,001 or more	7%

<b>Education</b>	<b>Panel</b>
Primary School or below	1%
Lower Secondary School	4%
Upper Secondary School	18%
Sixth Form	9%
Post-secondary / University	56%
Master Degree	10%
Doctorate Degree or above	1%
Others	1%

# 110,000



<b>Region</b>	<b>Panel</b>	<b>Census</b>
Hong Kong Island	15%	16%
Kowloon	30%	30%
New Territories East	25%	25%
New Territories West	30%	29%





# 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%

**Data Source**

General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)  
Gender, Age, Region: Census 2011, Office of the Registrar General & Census Commissioner, India  
Panel Number: Rakuten Insight + Access Panel; Panel %: Rakuten Insight only



# 1,600,000

Region	Panel	Census
<b>Northern</b>	<b>37%</b>	<b>39%</b>
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%
<b>Northeastern</b>	<b>3%</b>	<b>4%</b>
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%
<b>Eastern</b>	<b>15%</b>	<b>22%</b>
Bihar	4%	9%
Jharkhand	2%	3%
Odisha	2%	3%
West Bengal	7%	7%
<b>Western</b>	<b>17%</b>	<b>14%</b>
Dadra and Nagar Haveli	<1%	<1%
Daman and Diu	<1%	<1%
Goa	<1%	<1%
Gujarat	5%	5%
Maharashtra	11%	9%
<b>Southern</b>	<b>28%</b>	<b>21%</b>
Andhra Pradesh	4%	4%
Karnataka	5%	5%
Kerala	7%	3%
Lakshadweep	<1%	<1%
Puducherry	<1%	<1%
Tamil Nadu	7%	6%
Telangana	5%	3%
Andaman and Nicobar Islands	<1%	<1%

# Indonesia

**General Population:** 278,268,685

**Internet Penetration:** 76%

**Survey Language:** Indonesian

**Currency:** IDR

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

Age	Panel	Census
16-19	15%	11%
20-29	55%	22%
30-39	19%	21%
40-49	8%	19%
50-59	2%	14%
60+	<1%	13%

Monthly Household Income	Panel
Rp 2,500,000 or less	30%
Rp 2,500,001 - 5,000,000	32%
Rp 5,000,001 - 10,000,000	20%
Rp 10,000,001 - 15,000,000	8%
Rp 15,000,001 - 20,000,000	4%
Rp 20,000,001 - 25,000,000	3%
Rp 25,000,001 or more	3%

Education	Panel
Primary Education or lower	2%
Lower Secondary Education	5%
Higher Secondary Education	46%
Diploma	8%
Bachelor's degree or equivalent	36%
Master's or doctoral degree or equivalent	2%
Other	1%

1,100,000

Region	Panel	Census
<b>Sumatra</b>	<b>16%</b>	<b>22%</b>
Aceh	1%	2%
North Sumatra	5%	5%
West Sumatra	2%	2%
Riau	2%	2%
Jambi	1%	1%
South Sumatra	2%	3%
Bengkulu	<1%	1%
Lampung	2%	3%
Bangka-Belitung Islands	<1%	1%
Riau Islands	1%	1%
<b>Java</b>	<b>70%</b>	<b>56%</b>
DKI Jakarta	10%	4%
West Java	24%	18%
Central Java	13%	14%
DI Yogyakarta	3%	1%
East Java	14%	15%
Banten	6%	4%
<b>Lesser Sunda Islands</b>	<b>4%</b>	<b>6%</b>
Bali	2%	2%
West Nusa Tenggara	1%	2%
East Nusa Tenggara	1%	2%
<b>Kalimantan</b>	<b>5%</b>	<b>6%</b>
West Kalimantan	1%	2%
Central Kalimantan	1%	1%
South Kalimantan	1%	2%
East Kalimantan	2%	1%
North Kalimantan	<1%	<1%
<b>Sulawesi</b>	<b>4%</b>	<b>7%</b>
North Sulawesi	1%	1%
Central Sulawesi	1%	1%
South Sulawesi	2%	3%
Southeast Sulawesi	<1%	1%
Gorontalo	<1%	<1%
West Sulawesi	<1%	1%
<b>Maluku Islands</b>	<b>&lt;1%</b>	<b>1%</b>
Maluku	<1%	1%
North Maluku	<1%	<1%
<b>Western New Guinea</b>	<b>&lt;1%</b>	<b>2%</b>
West Papua	<1%	<1%
Papua	<1%	2%

**Data Source**

General Population, Internet Penetration: Internet World Stats ([www.internetworldstats.com](http://www.internetworldstats.com))  
 Gender, Age, Region: The 2020 Population Census, BPS - Statistics Indonesia  
 Panel Number: Rakuten Insight + Access Panel; Panel %: Rakuten Insight only



# Japan



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

**Internet Penetration:** 93%

**Survey Language:** Japanese

**Currency:** JPY

# 2,200,000

	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	2%
High school	27%
Vocational school	14%
Junior college/technical college	10%
Undergraduate	38%
Postgraduate	4%
Attending school	4%
Other	1%

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%

**Data Source**

General Population, Internet Penetration: Internet World Stats ([www.internetworldstats.com](http://www.internetworldstats.com))

Gender, Age, Region: 2020 Population Census, Japanese Government Statistics

Panel Number: Rakuten Insight; Panel %: Rakuten Insight only





# South Korea

# 680,000

**General Population:** 51,340,112

**Internet Penetration:** 97%

**Survey Language:** Korean

**Currency:** KRW



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

Age	Panel	Census
16-19	8%	5%
20-29	28%	15%
30-39	26%	15%
40-49	21%	18%
50-59	12%	18%
60+	5%	29%

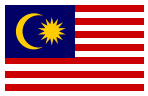


Annual Household Income	Panel
25,000,000 KRW or less	18%
25,000,001 - 35,000,000 KRW	13%
35,000,001 - 50,000,000 KRW	21%
50,000,001 - 60,000,000 KRW	10%
60,000,001 - 70,000,000 KRW	10%
70,000,001 - 80,000,000 KRW	8%
80,000,001 KRW or more	20%

Education	Panel
Elementary School	1%
Junior High School	4%
High School	23%
2,3 years College	14%
4 years College / University	47%
Masters Degree and over	10%
Other	1%

Region	Panel	Census
Seoul	28%	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%	27%
Gangwon-do	2%	3%
Chungcheongbuk-do	2%	3%
Chungcheongnam-do	3%	4%
Jeollabuk-do	3%	3%
Jeollanam-do	2%	3%
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, Region: Population Census 2020, Korean Statistical Information Service  
 Panel Number: Rakuten Insight + Access Panel; Panel %: Rakuten Insight only



# Malaysia

**General Population:** 33,049,551

**Internet Penetration:** 94%

**Survey Language:** Malay, English, 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 or equivalent	4%
Other	5%

# 480,000



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

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

**Data Source**

General Population, Internet Penetration: Internet World Stats ([www.internetworldstats.com](http://www.internetworldstats.com))  
Gender, Age, Region, Ethnicity: Population and Housing Census 2020, Department of Statistics Malaysia  
Panel Number: Rakuten Insight + Access Panel; Panel %: Rakuten Insight only



# Philippines

# 570,000

**General Population:** 111,987,776

**Internet Penetration:** 78%

**Survey Language:** English, Tagalog

**Currency:** PHP



Gender	Panel	Census
Male	37%	50%
Female	63%	50%

Age	Panel	Census
16-19	7%	14%
20-29	49%	26%
30-39	29%	20%
40-49	11%	16%
50-59	3%	12%
60+	1%	12%



Monthly Household Income	Panel
Less than 5,000 Peso	21%
5000 - 9,999 Peso	14%
10,000 - 19,999 Peso	21%
20,000 - 39,999 Peso	20%
40,000 - 99,999 Peso	17%
100,000 - 199,999 Peso	5%
200,000 Peso or more	2%

Education	Panel
Elementary School or lower	1%
Secondary / High School	25%
Tertiary / College	52%
Vocational College	13%
Masters Degree	6%
Doctoral(Doctoral Graduate)	<1%
Other	2%

Region	Panel	Census
<b>Luzon</b>	<b>67%</b>	<b>51%</b>
Metro Manila (NCR)	34%	12%
Ilocos Region	2%	5%
Cordillera Administrative Region (CAR)	1%	2%
Cagayan Valley (Region II)	1%	3%
Central Luzon (Region III)	8%	11%
CALABARZON (Region IV-A)	20%	15%
Southwestern Tagalog Region (MIMAROPA)	1%	3%
<b>Visayas</b>	<b>16%</b>	<b>25%</b>
Bicol Region (Region V)	2%	6%
Western Visayas (Region VI)	4%	7%
Central Visayas (Region VII)	9%	7%
Eastern Visayas (Region VIII)	2%	4%
<b>Mindanao</b>	<b>17%</b>	<b>24%</b>
Zamboanga Peninsula (Region IX)	3%	4%
Northern Mindanao (Region X)	4%	5%
Davao Region (Region XI)	6%	5%
SOCCSKSARGEN (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, Region: 2020 Census of Population, Philippines Statistics Authority  
Panel Number: Rakuten Insight + Access Panel; Panel %: Rakuten Insight only



# Singapore

**General Population:** 5,925,416

**Internet Penetration:** 92%

**Survey Language:** English

**Currency:** SGD

# 115,000



	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%

**Data Source**

General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)  
Gender, Age, Region, Ethnicity: Census of Population 2020, Singapore Department of Statistics  
Panel Number: Rakuten Insight + Access Panel; Panel %: Rakuten Insight only



# Taiwan

**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%

# 270,000



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%

**Data Source**

General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)  
Gender, Age, Region: Population and Housing Census 2020, Taiwanese Department of Statistics  
Panel Number: Rakuten Insight + Access Panel; Panel %: Rakuten Insight only



# Thailand

**General Population:** 70,082,569

**Internet Penetration:** 88%

**Survey Language:** Thai

**Currency:** THB

750,000



	Gender	Panel	Census
	Male	35%	49%
	Female	65%	51%

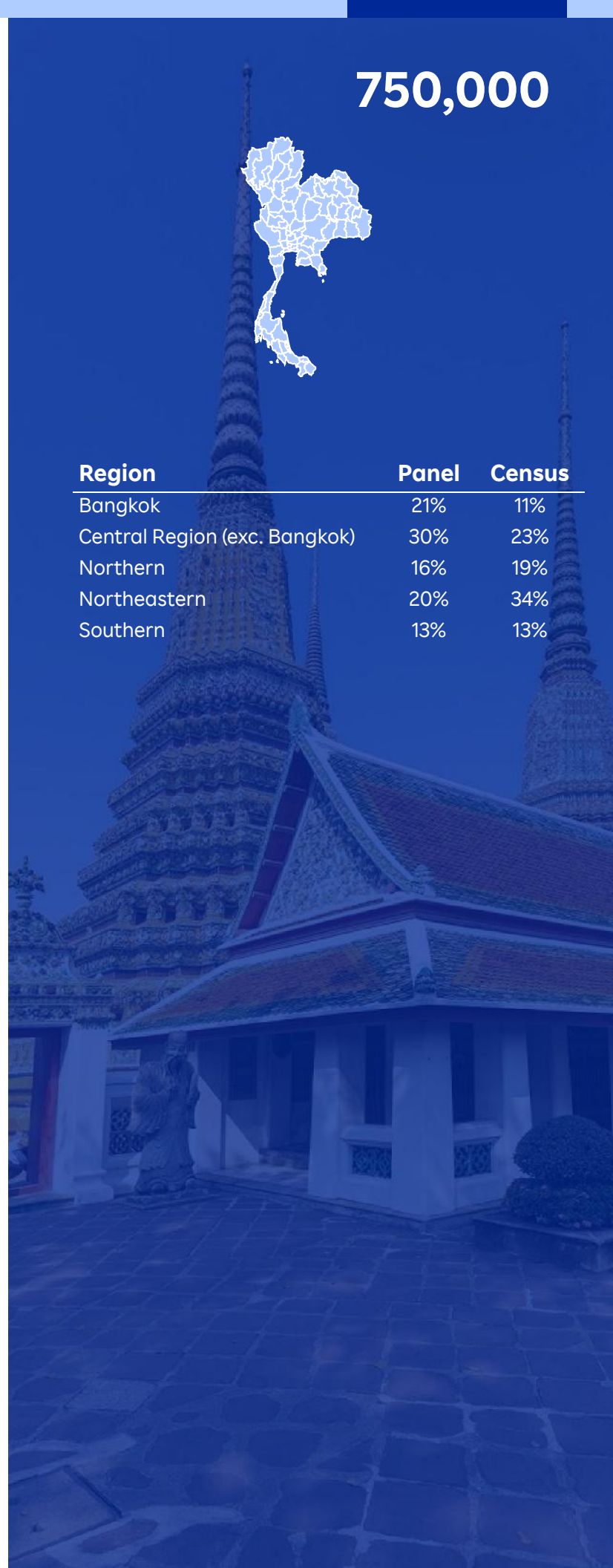
Age	Panel	Census
16-19	26%	8%
20-29	45%	18%
30-39	18%	19%
40-49	8%	19%
50-59	2%	17%
60+	1%	19%



Monthly Household Income	Panel
6,000THB and lower	14%
6,001 - 20,000 THB	35%
20,001 - 30,000THB	14%
30,001- 50,000THB	16%
50,001 - 100,000THB	12%
100,001 THB and over	9%

Education	Panel
Elementary School or lower	2%
Junior High School	12%
High School	28%
Vocational School	13%
College / University	39%
Masters Degree	3%
Doctoral Graduate	1%
Other	2%

Region	Panel	Census
Bangkok	21%	11%
Central Region (exc. Bangkok)	30%	23%
Northern	16%	19%
Northeastern	20%	34%
Southern	13%	13%



**Data Source**

General Population, Internet Penetration: Internet World Stats ([www.internetworldstats.com](http://www.internetworldstats.com))  
Gender, Age, Region: Census 2010, Thailand National Statistical Office  
Panel Number: Rakuten Insight + Access Panel; Panel %: Rakuten Insight only



# Vietnam

# 550,000

**General Population:** 98,745,016

**Internet Penetration:** 86%

**Survey Language:** Vietnamese

**Currency:** VND

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

Age	Panel	Census
16-19	25%	9%
20-29	49%	21%
30-39	19%	22%
40-49	5%	18%
50-59	1%	15%
60+	1%	15%



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

Education	Panel
Elementary School or lower(5 years)	<1%
Junior High School(4 years)	6%
High School(3 years)	17%
Vocational School	8%
Junior College	10%
College / University	54%
Masters Degree	3%
Doctoral Graduate	1%
Other	1%

Region	Panel	Census
Red River Delta (inc. Hanoi)	28%	23%
Northern Midlands and Mountain areas	7%	13%
North Central and Central Coastal	17%	21%
Central Highlands	4%	6%
South East (inc. Ho Chi Minh City)	34%	19%
Mekong River Delta	10%	18%

**Data Source**

General Population, Internet Penetration: Internet World Stats (www.internetworldstats.com)  
Gender, Age, Region: 2019 Population and Housing Census, General Statistics Office of Vietnam  
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