



MARKET
RESONANCE PVT. LTD.
Market Research Services



PANEL BOOK 2025

Email - info@marketresonance.com

website - www.marketresonance.co.in



Turning Data into Competitive Edge

WHEN DATA
IS ABUNDANT,
CLARITY
BECOMES
PRICELESS

6M+

Verified Global Panellists

85%

Sustained Partnerships

25+

Countries Reached Worldwide

Your Strategic Research Ally for Growth

At Market Resonance Pvt. Ltd., we believe true collaboration drives the best insights.

Our global network and agile approach help businesses turn market uncertainty into strategic clarity from start to finish.



Igniting Opportunity Advancing Global Good.

We are a global consulting and implementation firm dedicated to creating win-win opportunities that solve the world's most pressing social and environmental challenges while driving organizational growth.

Mission

Our methodology combines advanced research techniques with real human insight to ensure depth, accuracy, and relevance.

With 6M+ panel members across 25+ countries, we have the global reach to engage even the most specialized audiences.

Vision

At Market Resonance Pvt. Ltd., we deliver tailored, actionable insights—not just generic data.

Our custom research bridges the gap between market activity and strategic decision-making.

Because insight without action is just expensive data.

What Makes Us Different:

- **Field-Driven Insight:** Our perspective is rooted in deep, on-the-ground work especially in emerging markets enabling us to translate strategy into action and co-create scalable, locally relevant solutions .
- **Purpose + Practice:** We don't arrive with all the answers. Instead, we bring a full toolkit of technical approaches, identifying the core of problems, unifying stakeholders, and solving both current and emerging challenges in close partnership

Data Quality Standards



Security Authentication

RevAdvanced IP validation
Role-based access controls
Encrypted verification layers
Fraud detection & prevention systems

Engagement pattern analysis
Real-time consistency checks
Behavioral tracking across sessions
Automated engagement verification mechanisms

Behavioral Validation

Manual + AI-assisted respondent screening
Credential and identity verification
Premium quality benchmarks applied across panels
Continuous performance evaluation

Quality Verification

Our Commitment

With over 6 million+ actively verified members, we uphold data that is:

- Reliable for strategic decision-making
- Authentic in response quality
- Actionable for critical business outcomes



Scale & Reach



At Market Resonance, our research infrastructure transcends borders bridging cultures, markets, and mindsets. We specialize in delivering audience precision at scale, across both emerging economies and established regions. Our expansive reach ensures your research is grounded in diversity and driven by reliable global insight.

6M+ Engaged Participants

Actively profiled panelists across key geographies

1200+ Profiling Data Points

Rich attributes for high-precision targeting

25+ Global Markets

Multiregional reach with localized expertise

15K+ Research Delivered Annually

End-to-end studies executed with agility

120+ Tailored research frameworks Built

Customized research methodologies and tools

85% Sustained Partnerships

Repeat engagements with enterprise-level clients



Why Work with Us



Experienced Team

Over 25+ years of domain expertise, combining deep local knowledge with global best practices.

Fast Feasibility Turnaround

Quick TATs for feasibility checks help you stay ahead in a fast-paced environment.



24x7 Global Support

Our team is available round the clock to support your projects across time zones.

Client-Centric Approach

Built on trust and transparency, our relationships are long-term and solution-focused.



Flexible Quota Handling

Ability to quickly adjust quotas and criteria as your project demands evolve.

ESOMAR
Individual

Certificate

— of Membership —

We hereby confirm that

KARAN MOTWANI

is an Individual member of ESOMAR, the global voice of the data, research and insights community.

MARKET RESONANCE

INDIA

JOIN DATE: JANUARY 2010

VALID UNTIL: DECEMBER 2025

ESOMAR membership reflects commitment to the highest standards of professional practice as enshrined in the ICC/ESOMAR Code on Market, Opinion and Social Research and Data Analytics, and ESOMAR World Research Guidelines. Within the industry it is a promise to uphold the highest level of professional conduct and to implement best practices that support effective decision-making.

All ESOMAR members are listed in the members' search at www.esomar.org

**ESOMAR is the world organization for enabling better research
into markets, consumers, and societies.**

Sincerely,

Ray Poynter
ESOMAR President



Certificate of Registration

This is to certify that the Quality Management System of

MARKET RESONANCE PRIVATE LIMITED

Unit No. 203, Guru Gobind Singh Industrial Estate, Goregoan East,
Mumbai-400 063, Maharashtra, India.

has been assessed and conforms to
the requirements of Documentation of:

ISO 9001:2015

for the following activities

- * Face-to Face Interviews
- * CAPI (Computer Assisted Personal Interviews)
- * CATI (Computer Assisted Telephone Interviews)
- * Online Surveys (CAWI-Computer Assisted Web Interviews)
- * P2W
- * Online Sampling
- * In person
- * CLT (Central Location Test)
- * Product Placements
- * Sensory Tests
- * Store Audits
- * Mystery Shopping
- * Focus Group Discussions (Traditional & Online)
- * In-Depth Personal Interviews
- * In-Depth Phone Interviews
- * Ethnography
- * Desk Research
- * Translation
- * Transcription
- * Data Processing & Reporting

Certificate Number : 14239-AQMS-4339

Original Certification Date : 12/05/2025

1st Surveillance Due Before : 07/05/2026 Done on: Not Yet Due

Revised Certification Date : N.A.

2nd Surveillance Due Before: 06/05/2027 Done on: Not Yet Due

Certificate Expiration Date : 11/05/2028

As per the rules of ISO it is mandatory to get both 1st & 2nd surveillance audits done at least 15 days before the due date. If surveillance audit is not done till due date of both "1st & 2nd SURVEILLANCE DUE DATES" then this certificate shall become invalid on the due date. The client should send a proposed date for each surveillance audit at least 15 days before the due date at the email given below.



George Mathew

Certification Manager

The validity of this certificate is contingent upon the condition that the client has undertaken to accept and shall prior to next assessment, re-certification assessment. Where agreement for certification conditions and fees have not been met our website www.maxcerts.org it applies only to the documentation contained by the client and it does not include the design or product testing or manufacturing performance, which are not. The certificate cannot void the manufacturing conditions and the quality system are not changed. This certificate validity is subject to regular review of membership status. The client is requested to check the above certificate details at our website www.maxcerts.org and also on www.globalaccreditationboard.org under the heading of Member & its listing of certified organizations by entering their certificate number and follow us on any discrepancy at our India email id.



INTERNATIONAL
COUNCIL OF
ACCREDITATION
BODIES

Accerta Management Systems Pvt. Ltd.

Corp. Office: DBS Corporate Centre, 11 Floor,
Rajiv Chavhan, Poo Poo Jeeva Road, No.20,
Nariman Point, Mumbai-400013, India.
Website : www.maxcerts.org
Email : contact@maxcerts.org, direct@maxcerts.org

Profiling Attributes

Deeper profiles, sharper insights, smarter decisions.

→ 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
-

→ Logistics

- Type of Business
 - Professional Drive
 - Work Type
-

→ FMCG

- Brands
 - Frequency
 - Retail Outlets
 - Online
-

Profiling 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.)
-

→ 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
-

→ 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
-

→ Travel

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

→ 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
-

Profiling Attributes



"Connecting brands with thoughtfully profiled, genuinely engaged audiences through intelligent targeting strategies."



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)



B2B

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



SOUTH KOREA

128,344

General Population : 51,340,112

Internet Penetration : 97%

Survey Language : Korean

Currency : KRW

Gender	Panel	Census
Male	63%	49%
Female	37%	51%

Age	Panel	Census
16-19	10%	5%
20-29	25%	15%
30-39	24%	15%
40-49	22%	18%
50-59	13%	18%
60+	6%	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%



INDIA

General Population : 1,402,228,175

Internet Penetration : 47%

Survey Language : English

Currency : INR

Gender	Panel	Census
Male	71%	52%
Female	29%	48%

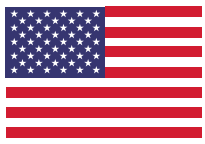
Age	Panel	Census
16-19	23%	15%
20-29	52%	28%
30-39	15%	21%
40-49	7%	15%
50-59	2%	10%
60+	1%	11%

Annual Household Income	Panel
Less than ₹20,000	26%
₹20,000 - ₹30,000	17%
₹30,000 - ₹50,000	21%
₹50,000 - ₹70,000	23%
₹70,000 - ₹100,000	7%
₹100,000 - ₹150,000	4%
₹150,000 and above	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%

435,996

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	<1%	<1%
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%
Lakshadweep	<1%	<1%
Puducherry	<1%	<1%
Tamil Nadu	7%	6%
Telangana	5%	3%
Andaman,Nicobar Islands	<1%	<1%



USA

1,394,400

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%

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%



CHINA

1,273,620

General Population : 1,448,314,408

Internet Penetration : 73%

Survey Language : Simplified Chinese

Currency : RMB

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

Age	Panel	Census
16-19	10%	6%
20-29	40%	15%
30-39	39%	19%
40-49	8%	18%
50-59	2%	19%
60+	1%	23%

Monthly Household Income	Panel
Below RMB2,500	2%
RMB2,501 - RMB5,000	4%
RMB5,001 - RMB15,000	29%
RMB15,001 - RMB30,000	32%
RMB30,001 - RMB50,000	21%
RMB50,001 or more	13%

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

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



SWITZERLAND

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%

31,438

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%



JAPAN

General Population : 127,202,192

Internet Penetration : 93%

Survey Language : Japanese

Currency : JPY

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

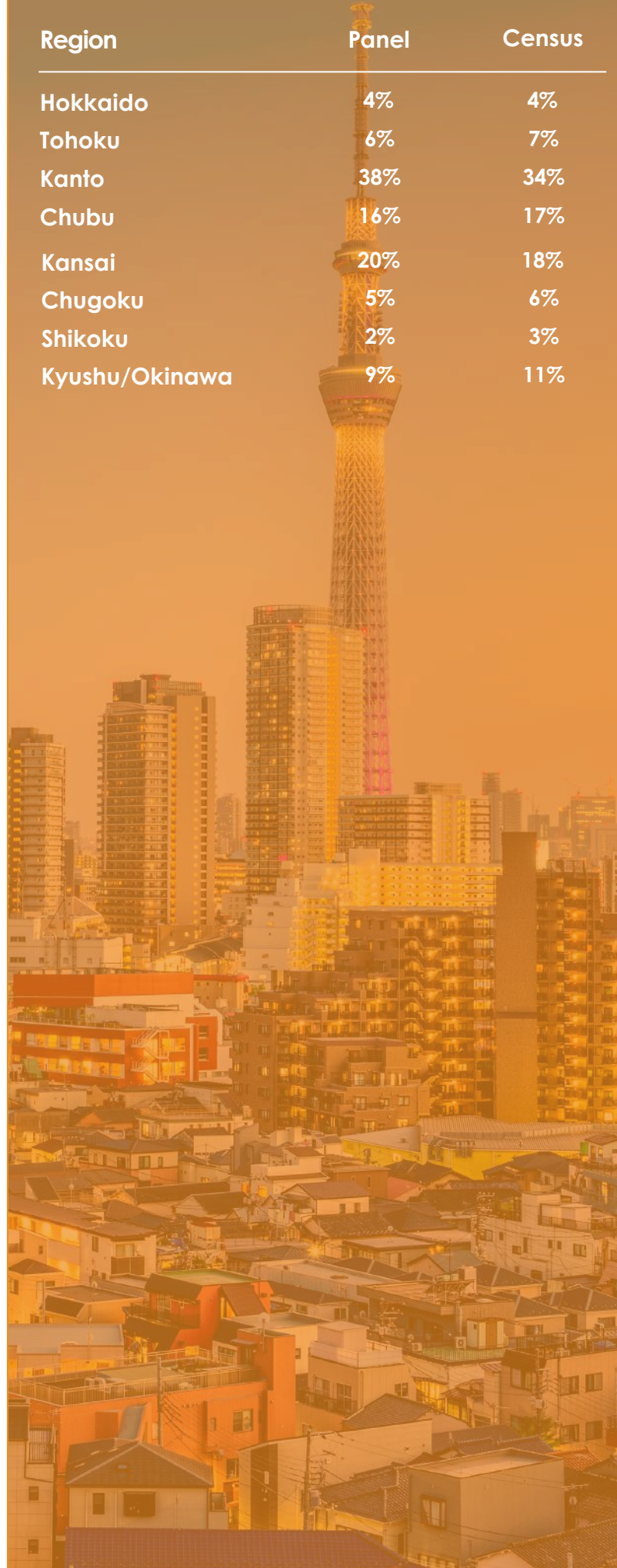
Age	Panel	Census
16-19	1%	5%
20-29	9%	11%
30-39	14%	13%
40-49	21%	17%
50-59	26%	15%
60+	27%	39%

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%

347,116

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%





INDONESIA

General Population : 278,268,685

Internet Penetration : 76%

Survey Language : Indonesian

Currency : IDR

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

Age	Panel	Census
16-19	18%	11%
20-29	49%	22%
30-39	21%	21%
40-49	10%	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%

297,355

Region	Panel	Census
Sumatra	16%	22%
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%
Java	70%	56%
DKI Jakarta	10%	4%
West Java	24%	18%
Central Java	13%	14%
DI Yogyakarta	3%	1%
East Java	14%	15%
Banten	6%	4%
Lesser Sunda Islands	4%	6%
Bali	2%	2%
West Nusa Tenggara	1%	2%
East Nusa Tenggara	1%	2%
Kalimantan	5%	6%
West Kalimantan	1%	2%
Central Kalimantan	1%	1%
South Kalimantan	1%	2%
East Kalimantan	2%	1%
North Kalimantan	<1%	<1%
Sulawesi	4%	7%
North Sulawesi	1%	1%
Central Sulawesi	1%	1%
South Sulawesi	2%	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%	2%
West Papua	<1%	<1%
Papua	<1%	2%



PHILIPPINES

428,956

General Population : 111,987,776

Internet Penetration : 78%

Survey Language : English, Tagalog

Currency : PHP

Gender	Panel	Census
Male	32%	50%
Female	68%	50%

Age	Panel	Census
16-19	9%	14%
20-29	51%	26%
30-39	26%	20%
40-49	11%	16%
50-59	3%	12%
60+	1%	12%

Monthly Household Income	Panel
Less than 5,000 Peso	24%
5000 - 9,999 Peso	15%
10,000 - 19,999 Peso	21%
20,000 - 39,999 Peso	20%
40,000 - 99,999 Peso	15%
100,000 - 199,999 Peso	4%
200,000 - 499,999 Peso	1%
500,000 - 999,999 Peso	<1%
1,000,000 Peso or more	<1%

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
Luzon	67%	51%
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%
Visayas	16%	25%
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	17%	24%
Zamboanga Peninsula (Region IX)	3%	4%
Northern Mindanao (Region X)	4%	5%
Davao Region (Region XI)	6%	5%
SOCSCSARGEN (Region XII)	2%	5%
Caraga Region (Region XIII)	1%	3%
Bangsamoro Region in Muslim Mindanao (BARMM)	<1%	4%



VIETNAM

267,391

General Population : 98,745,016

Internet Penetration : 86%

Survey Language : Vietnamese

Currency : VND

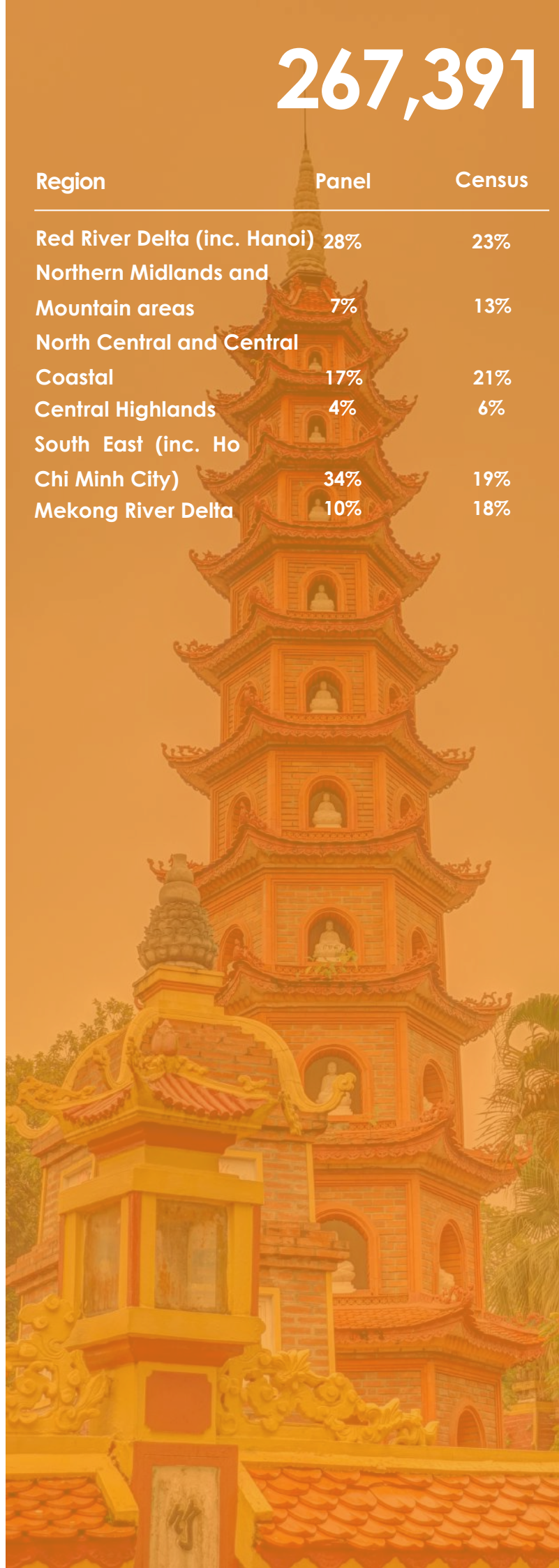
Gender	Panel	Census
Male	63%	49%
Female	37%	51%

Age	Panel	Census
16-19	26%	9%
20-29	48%	21%
30-39	20%	22%
40-49	5%	18%
50-59	1%	15%
60+	<1%	15%

Annual 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%





General Population : 68,042,591

Internet Penetration : 92%

Survey Language : French

Currency : Euro (€)

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

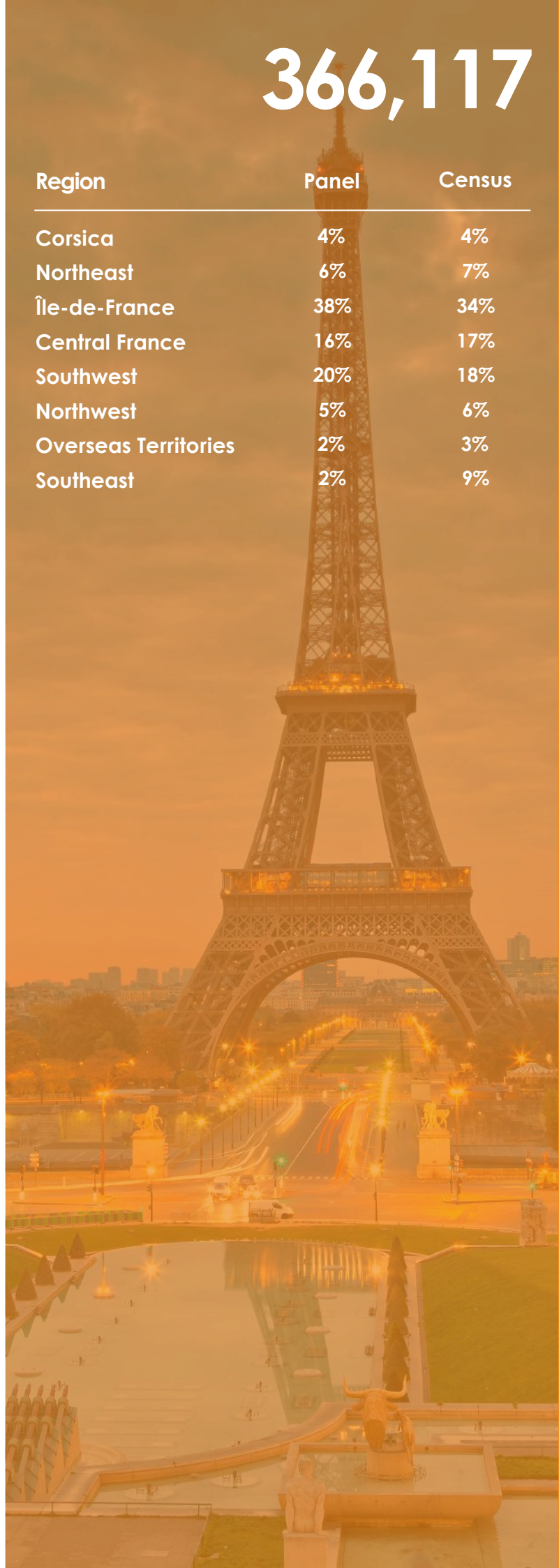
Age	Panel	Census
16-19	3%	6%
20-29	15%	16%
30-39	30%	18%
40-49	26%	17%
50-59	16%	19%
60+	10%	24%

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%

366,117

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%





THAILAND

General Population : 70,082,569

Internet Penetration : 88%

Survey Language : Thai

Currency : THB

Gender	Panel	Census
Male	32%	49%
Female	68%	51%

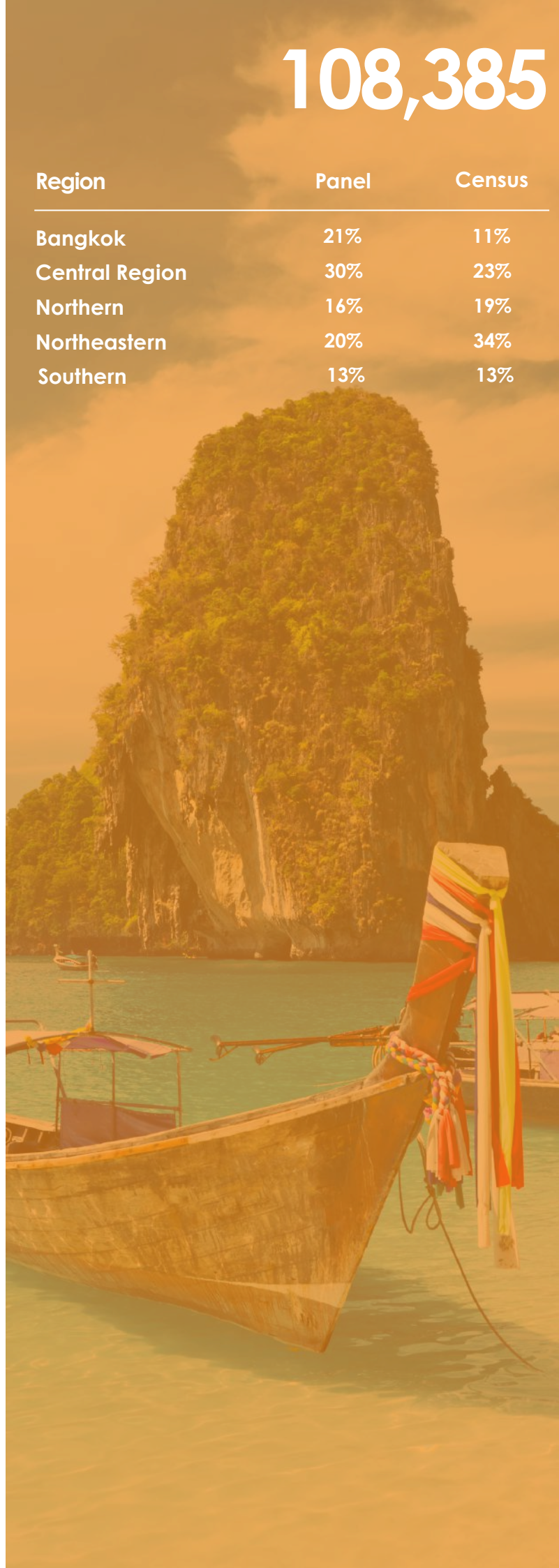
Age	Panel	Census
16-19	22%	8%
20-29	41%	18%
30-39	21%	19%
40-49	12%	19%
50-59	3%	17%
60+	1%	19%

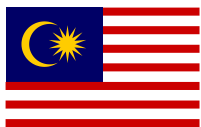
Annual Household Income	Panel
6,000THB and lower	14%
6,001 - 20,000 THB	35%
20,001 - 30,000THB	14%
30,001- 50,000THB	16%
50,001 - 100,000THB	12%
100,001 THB and over	9%

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%

108,385

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





MALAYSIA

291,943

General Population : 33,049,551

Internet Penetration : 94%

Survey Language : Malay, English, Simplified Chinese

Currency : MYR

Gender	Panel	Census
Male	36%	52%
Female	64%	48%

Age	Panel	Census
16-19	13%	11%
20-29	39%	24%
30-39	28%	23%
40-49	15%	16%
50-59	4%	12%
60+	1%	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%

Region	Panel	Census
Central Region	41%	32%
Negeri Sembilan	4%	4%
Selangor	25%	22%
Wilayah Persekutuan		
Kuala Lumpur	12%	6%
Wilayah Persekutuan		
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%
Wilayah Persekutuan		
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%
Ethnicity	Panel	Census
Malay	46%	57%
Indigenous	7%	13%
Chinese	37%	23%
Indian	7%	7%
Other	3%	<1%



HONG KONG

42,653

General Population : 7,596,249

Internet Penetration : 92%

Survey Language : Traditional Chinese

Currency : HKD

Gender	Panel	Census
Male	38%	45%
Female	62%	55%

Age	Panel	Census
16-19	1%	3%
20-29	16%	12%
30-39	32%	17%
40-49	26%	18%
50-59	15%	18%
60+	10%	32%

Monthly Household Income	Panel
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%

Education	Panel
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%

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





GERMANY

143,238

General Population : 83,294,633

Internet Penetration : 94%

Survey Language : German

Currency : Euro (€)

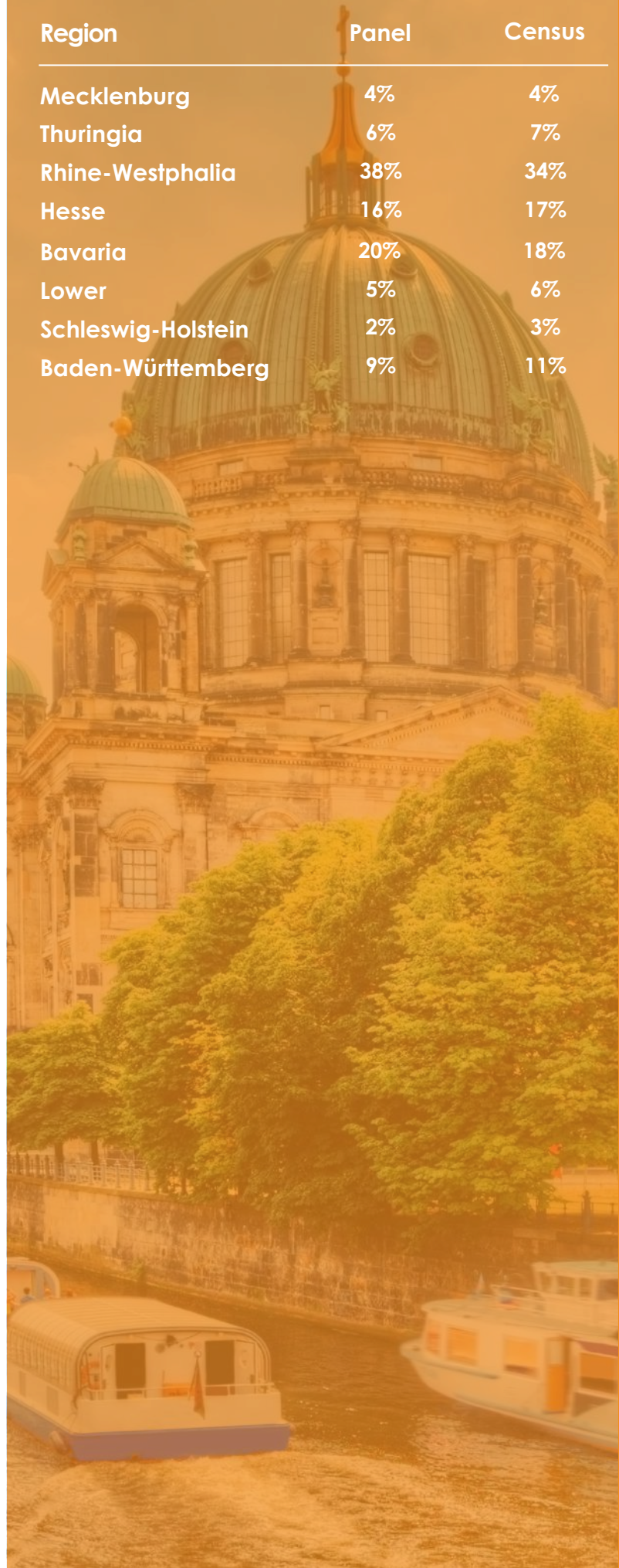
Gender	Panel	Census
Male	47%	49%
Female	53%	51%

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%



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%
Guanajuat	38%	34%
Oolima	16%	17%
Chiapas	20%	18%
Campeche	5%	6%
Tamaulipas	2%	3%
Tabasco	9%	11%



SINGAPORE

41,147

General Population : 5,925,416

Internet Penetration : 92%

Survey Language : English

Currency : SGD

Gender	Panel	Census
Male	40%	51%
Female	60%	49%

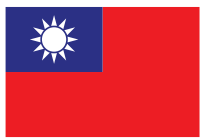
Age	Panel	Census
16-19	7%	6%
20-29	27%	16%
30-39	31%	17%
40-49	22%	18%
50-59	10%	17%
60+	4%	26%

Annual Household Income	Panel
Less than SGD 30,000	26%
SGD 30,001 - 50,000	13%
SGD 50,001 - 70,000	19%
SGD 70,001 - 90,000	13%
SGD 90,001 - 150,000	13%
SGD 150,001 - 250,000	9%
SGD 250,001 - 350,000	7%
SGD 350,001 or more	2%

Education	Panel
Primary School or lower	1%
Secondary School	12%
Polytechnic	18%
Vocational Course (ITE)	9%
Junior College	3%
University	40%
Other	17%

Region	Panel	Census
Central Region	14%	23%
East Region	26%	17%
North Region	15%	14%
North-East Region	19%	23%
West Region	27%	23%

Ethnicity	Panel	Census
Chinese	63%	75%
Malay	18%	13%
Indian	8%	9%
Other	11%	3%



TAIWAN

87,935

General Population : 23,886,225

Internet Penetration : 95%

Survey Language : Traditional Chinese

Currency : NTD

Gender	Panel	Census
Male	41%	49%
Female	59%	51%

Age	Panel	Census
16-19	14%	6%
20-29	40%	15%
30-39	23%	17%
40-49	15%	18%
50-59	6%	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%



UK

862,348

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%



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%

273,192

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%
Indigenous	15%	17%
Asian	5%	5%
Hispanic	3%	4%
Other	2%	6%



AUSTRALIA

95,346

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%





NEW ZEALAND

34,579

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%



MARKET
RESONANCE PVT. LTD.
Market Research Services

Contact Us

Phone

+91 22 (4023 7647)

Email

info@marketresonance.co.in

kmotwani@marketresonance.co.in

m.dahodwala@marketresonance.co.in

r.more@marketresonance.co.in



Head Office 1

Unit No 203/A, Guru Gobind Singh Ind.
Estate, Goregaon East,
Mumbai 400063, Maharashtra,
India



Head Office 2

Unit No 1002 B, 10th Floor, 81 Crest,
Santacruz West,
Mumbai 400054, Maharashtra,
India