



Asplor Research Panel Book

2020

Asplor Research Private Limited

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You can reach us anytime including nights and weekends.

Asplor Research Private Limited

About us:

Asplor Research provides global sampling and data collection service to clients and market research firms. We make survey incredibly easy for the audiences and provide high quality data collection service. Our passion is to create an easy to assess platform for clients as well as respondents to gather high quality response and superior results.

We are trusted global partner for Digital data collection, our innovative technology and sampling methodologies provide deep understanding of consumer's opinions and behaviors. We believe in that the client should be able to contact the human being to get a question answered, we are available everyday, after hours, on weekends and holidays to answer your queries over phone or mail to ensure that project will be executed flawlessly.

We are very unique in online market research with our own panels in 27 countries and partnerships with local panel providers in 10 countries provide us the freedom to provide customized solution for you, we work to ensure that right respondent will be available for right project, we provide the highest quality and most cost effective sampling in shortest possible time.

Our sampling methods and panels are built upon sophisticated technology, honest communication and respectful compensation to encourage participation, increase the response rate and to deliver high quality results.

Our comprehensive products and offerings offers the tools and service needed to generate dependable results across the consumer, B2B, financial, Healthcare and specialty business segments. We provide our panel service across India, South East Asia, Middle East and African countries with local experience and talent across the regions.

Online Sampling	Qualitative Online sampling	Community Research
Qualitative Recruitment	Usability Testing	Online Focus Groups
Product and Concept Testing	Brand tracking	Mobile Research
Offline data collection	Panel management	Online Bulletin Boards

Why work with Asplor Research:

We care about respondents:

A good respondent for a project is limited resource and essential element for any successful project, we respect and treat each and every respondent as valuable research partner and thereby increasing the higher quality response and deep and valuable insights for our clients, we have very high experience in creating and building panels and we developed engagement strategies the keep our respondent satisfied and increase loyalty.

We ensure quality and validity:

Our respondent validation and quality management procedure include double opt in registration process, digital fingerprinting, identity verification and categorization on past participation will ensure quality at every step of project. We identify speeders, Flat-liners and non-responders from our panel and exclude them from surveys to ensure quality.

Perfection:

Our expert and smart sampling team work actively on project and with clients and manage the project proactively, our goal is to simplify the sampling process regardless of how difficult is to find specific targets and provide you with perfect sample with flawless results.

Optimal Outcome:

We correctly match the respondents to the study to ensure that the study will run as expected in budget and on time. We combine our strength and skills of our people to push them beyond the accepted outcome and to deliver you exceptional and optimal outcome.

Unified Platform:

Our sampling and survey services will allow you to complete the research project end-to-end with one point of contact.

Panel Segmentation:

We segment our panelists according to their demographic and background information and we collect considerable amount of data point from respondents to segment them accordingly.

Participation control:

We remove bad panelist frequently to eliminate fatigue and bias responses in data collection through our various tools for quality control with high level of sampling filters.

High response rate:

We ensure that only panelists who are eager and interested in responding will remain in our panels, we follow rigorous registration process to validate new members and continuous profile update from active members to get high response rate.

Key targeting:

Our team is highly skilled and dedicated to understand the client needs, we provide the difficult recruitments of KOLs to industry leaders to ensure research target will remain as intended.

Our Sample Vitals:

Asplor Research is a leading online market research service provider. Through our comprehensive online panel, consumer, business and healthcare panelists we provide the insights needed to make confident decision about product or services. Now we live in the ever connected world with increasing internet penetration in the countries where internet is the thing of luxury just some time back increasing our reach day by day.

Our respondent first philosophy and recruitment process is increasing our reach day by day, we include and employ new technologies to provide the businesses with most diverse and distinct responsive panels across the countries we cover.

Our panelist numbers are growing day by day and we include thousands of panelists every week, our passionate recruiting team ensure to keep respondent engaged and be part of the community.

A Quick Snapshot...

3.50M + worldwide panelists

200+ web publisher and global sample partners

Hyper-targeted criteria – demographic, psychographic and geographic

Highly granular targeting attributes

Specialty panels

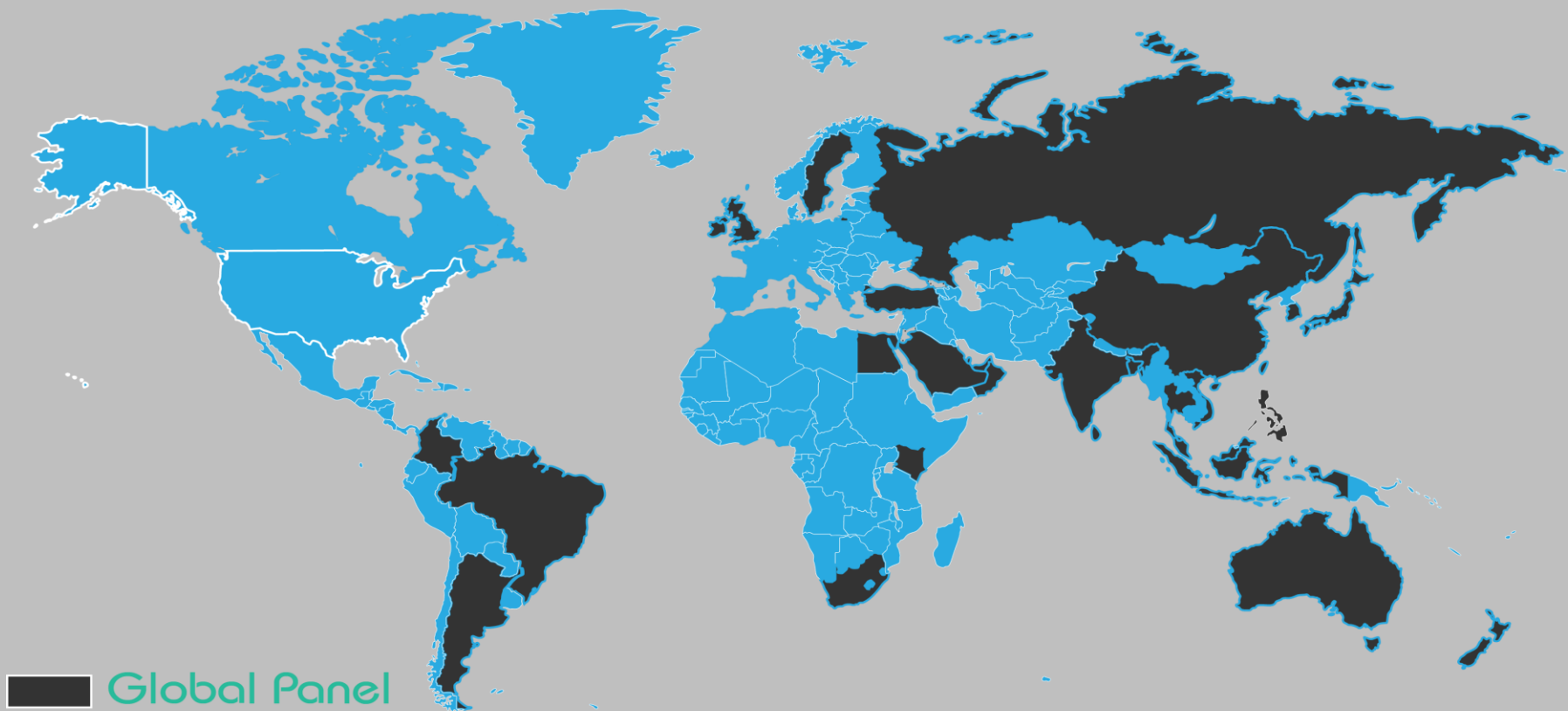
Mobile and SMS solutions

60,000 online projects completed worldwide

95 percent of projects fulfilled using instantly panel exclusively

92 percent live project completion rate

98 percent client satisfaction with instantly services



 Global Panel Coverage

Asia Pacific

- | | | |
|------------|-------------|-------------|
| India | Malaysia | Japan |
| Sri Lanka | Singapore | China |
| Bangladesh | Indonesia | Taiwan |
| Thailand | Philippines | Australia |
| Vietnam | South Korea | New Zealand |

Middle East

- Saudi Arabia
- United Arab Emirates
- Qatar
- Oman
- Turkey

Africa

- South Africa
- Kenya

Europe

- United Kingdom
- Ireland
- Sweden
- Russia

The Americas

- Brazil
- Colombia
- Argentina

Panel Recruitment and Management

Respondent First:

Asplor Research believes in good sampling and powerful research outcomes with engaged survey respondents, our panel members are highly engaged which give us higher rating on satisfaction and respondent are willing to participate in survey and provide much needed valuable insights for clients.

Technology First:

We use latest panel platform technology using the most innovative research quality techniques and technology in the industry, we keep our panel platform independent and it is designed to encourage positive survey experience and redefined how respondents communicate while taking the survey.

Our panel platform is easy to use with clean, consistent and intuitive interface that allows our respondents to participate in survey from any medium (Online, Mobile or offline). Our modern approach enables us to keep respondent motivated and retained.

Simple recruitment process:

Our panel recruitment is very straight forward and during recruitment we clearly defines the process and goals of the recruitment. Every communication with respondent during recruitment and panel membership is straight forward and transparent. Our panelists have easy access to their profiles, our privacy policy and terms and condition for the use.

Quality:

The quality of the survey data relies on many different factors like finding a panelist who is interested in market research and excluding the panelists who are no longer active and as well as the survey script and type. We take numerous steps to ensure quality with process starting at the panelist recruitment level to the survey completion.

The quality control process start with recruitment:

Double opt-in recruitment:

All of our panel members are screened through double opt-in recruitment process, in which when a panelists register themselves on our website we send them confirmation link to confirm their email id and follow-up mail after registration.

Our recruitment process as follows:




Step 1: After registration completion need to confirm all the verification process like name, age & address

Step 2: Respondents are required to confirm their mail id and double opt-in process.

Step 3: Each new recruited respondent is kept as new member till their first survey completion and quality markers are also checked in their first survey.

Quality and accuracy:

Respondent integrity is very critical step in panel building, we apply new and sophisticated technology to ensure the data we deliver to our client is of very high quality and reliable.

		
Full authentication of respondents	Matched respondents	Proven Consistency
Digital Fingerprinting Source certification Verification Geo-IP-Control Time stamps Questionnaire Quality control Reward claim authentication	Real time profiling Questions authentication Customized incentivization	Tools to provide consistent data Multiple quality control Active monitoring

Blacklisted Sources:

The recruitment sources are rigorously screened periodically and the grading is done on the basis of recruitment quality.

Suspicious ISPs:

We actively monitor and block survey panelist coming from suspicious internet service provider and hosting companies.

Proxy traffic:

We actively monitor and block proxy sourced traffic like those who are trying to mask their origin and block them.

Cookie Tests:

Cookies help us to identify whether respondent has already completed the survey or not from same device. Cookies enable us to monitor the devices.

IP address:

We actively monitor and note the IPs used for the survey, overused IPs addresses are blocked from taking the survey.

Geo IP verification:

We can actively get the respondent location from IP address they are having from ISPs, the process allow us to actively verify the geo-location of respondent before taking the survey.

Profile data quality:

Profile data quality is actively monitored for any suspicious activities and irrelevant behaviors.

Behavioral monitoring:

We use our tools to actively monitor individual panelist movements like completion speeds, click activity and inconsistent responses. These respondents are flagged for quality checks.

Consumer Panels:

Asia Pacific	Asplor Panel Count
India	800000
Sri Lanka	75000
Bangladesh	50000
Thailand	175000
Vietnam	125000
Malaysia	150000
Singapore	135000
Indonesia	175000
Philippines	100000
South Korea	150000
Japan	250000
China	250000
Taiwan	100000
Australia	50000
New Zealand	50000

Middle East	Asplor Panel Count
KSA	50000
UAE	100000
Qatar	25000
Oman	25000
Turkey	150000

Africa	Asplor Panel Count
South Africa	50000
Kenya	35000

Europe	Asplor Panel Count
UK	120000
Ireland	20000
Sweden	30000
Russia	120000

The Americas	Asplor Panel Count
Brazil	120000
Colombia	25000
Argentina	35000

Consumer panel	Panel Count
India	800000
Language	Hindi, English
Smartphone Penetration	35%



Age

Age	Panel Count
16-24	34%
25-34	39%
35-44	17%
45-54	8%
55-99	2%

Geographic Region

Geographic Region	Panel Count
Eastern India	10%
North India	30%
North Central	8%
North Eastern	3%
Southern India	35%
Western	14%

Household Income

Household Income / Per Year	Panel Count
Less than 0.5 Million INR	80%
Above 0.5 Million INR	20%

Gender

Gender	Panel Count
Male	60%
Female	40%

Education

Education	Panel Count
Graduate	75%
less than graduate	25%

Employment Status

Employment Status	Panel Count
Business Owners	9%
Employed/Working full time	50%
Employed/Working part time	5%
Self Employed professionals	8%
Currently Unemployed	4%
Student	24%



Consumer panel	Panel Count
Sri Lanka	75000
Language	English, Tamil
Smartphone Penetration	20%

Age

Age	Panel Count
16-24	33%
25-34	45%
35-44	18%
45-54	3%
55-99	1%

Geographic Region

Geographic Region	Panel Count
North	10%
East	5%
West	45%
South	40%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million LKR	85%
Above 0.5 Million LKR	15%

Gender

Gender	Panel Count
Male	65%
Female	35%

Education

Education	Panel Count
Graduate	80%
less than graduate	20%

Employment Status

Employment Status	Panel Count
Business Owners	5%
Employed/Working full time	52%
Employed/Working part time	8%
Self Employed professionals	6%
Currently Unemployed	3%
Student	26%



Consumer panel	Panel Count
Bangladesh	50000
Language	English, Bengali
Smartphone Penetration	35%

Age

Age	Panel Count
16-24	34%
25-34	39%
35-44	17%
45-54	8%
55-99	2%

Geographic Region

Geographic Region	Panel Count
North	10%
East	5%
West	45%
South	40%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million BDT	88%
Above 0.5 Million BDT	12%

Gender

Gender	Panel Count
Male	80%
Female	20%

Education

Education	Panel Count
Graduate	80%
less than graduate	20%

Employment Status

Employment Status	Panel Count
Business Owners	10%
Employed/Working full time	50%
Employed/Working part time	6%
Self Employed professionals	4%
Currently Unemployed	8%
Student	22%

Consumer panel	Panel Count
Thailand	175000
Language	Thai
Smartphone Penetration	28%



Age

Age	Panel Count
16-24	45%
25-34	37%
35-44	14%
45-54	3%
55-99	1%

Geographic Region

Geographic Region	Panel Count
Central Thailand	48%
Eastern Thailand	8%
Northeastern Thailand	18%
Northern Thailand	26%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million BHAT	88%
Above 0.5 Million BHAT	12%

Gender

Gender	Panel Count
Male	65%
Female	35%

Education

Education	Panel Count
Graduate	45%
less than graduate	55%

Employment Status

Employment Status	Panel Count
Business Owners	4%
Employed/Working full time	44%
Employed/Working part time	6%
Self Employed professionals	11%
Currently Unemployed	15%
Student	20%



Consumer panel	Panel Count
Vietnam	125000
Language	Vietnamese
Smartphone Penetration	36%

Age

Age	Panel Count
16-24	57%
25-34	35%
35-44	5%
45-54	2%
55-99	1%

Geographic Region

Geographic Region	Panel Count
Hanoi	23%
Ho Chi Minh	49%
Dong Nai	3%
Tp Da Nang	2%
Hai Phong	3%
Others Vietnam	20%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million VND	94%
Above 0.5 Million VND	6%

Gender

Gender	Panel Count
Male	60%
Female	40%

Education

Education	Panel Count
Graduate	60%
less than graduate	40%

Employment Status

Employment Status	Panel Count
Business Owners	8%
Employed/Working full time	49%
Employed/Working part time	6%
Self Employed professionals	9%
Currently Unemployed	3%
Student	25%



Consumer panel	Panel Count
Malaysia	150000
Language	Malay
Smartphone Penetration	51%

Age

Age	Panel Count
16-24	34%
25-34	42%
35-44	16%
45-54	6%
55-99	2%

Gender

Gender	Panel Count
Male	45%
Female	55%

Geographic Region

Geographic Region	Panel Count
Selangor	22%
Kuala Lumpur	13%
Johor	12%
Sabah	8%
Kedah	8%
Pahang	7%
Perak	6%
Kelantan	5%
Terengganu	4%
Melaka	4%
Sarawak	4%
Negeri Sembilan	2%
Pinang	2%
Putrajaya	1%
Perlis	1%
Labuan	1%

Education

Education	Panel Count
Graduate	80%
less than graduate	20%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million Ringgit	97%
Above 0.5 Million Ringgit	3%

Employment Status

Employment Status	Panel Count
Business Owners	8%
Employed/Working full time	52%
Employed/Working part time	5%
Self Employed professionals	6%
Currently Unemployed	4%
Student	23%

Consumer panel	Panel Count
Singapore	135000
Language	English, Mandarin, Malay, Tamil
Smartphone Penetration	80%



Age

Age	Panel Count
16-24	26%
25-34	34%
35-44	23%
45-54	11%
55-99	6%

Geographic Region

Geographic Region	Panel Count
Citizen	70%
Permanent resident	20%
Non-Resident	10%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million SGD	96%
Above 0.5 Million SGD	4%

Gender

Gender	Panel Count
Male	48%
Female	52%

Education

Education	Panel Count
Graduate	75%
less than graduate	25%

Employment Status

Employment Status	Panel Count
Business Owners	1%
Employed/Working full time	65%
Employed/Working part time	4%
Self Employed professionals	8%
Currently Unemployed	10%
Student	12%

Consumer panel	Panel Count
Indonesia	175000
Language	Bahasa Indonesian
Smartphone Penetration	25%



Age

Age	Panel Count
16-24	44%
25-34	33%
35-44	17%
45-54	5%
55-99	1%

Geographic Region

Geographic Region	Panel Count
Jawa Barat	22%
Jawa Tengah	14%
Jawa Timur	15%
Jakarta	20%
Borneo	6%
Sumatra	5%
Others Indonesia	18%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million IDR	0%
Above 0.5 Million IDR	100%

Gender

Gender	Panel Count
Male	66%
Female	34%

Education

Education	Panel Count
Graduate	54%
less than graduate	46%

Employment Status

Employment Status	Panel Count
Business Owners	4%
Employed/Working full time	40%
Employed/Working part time	5%
Self Employed professionals	11%
Currently Unemployed	7%
Student	33%



Consumer panel	Panel Count
Philippines	100000
Language	Filipino, English
Smartphone Penetration	25%

Age

Age	Panel Count
16-24	30%
25-34	44%
35-44	17%
45-54	6%
55-99	3%

Geographic Region

Geographic Region	Panel Count
Metro Manila 30%	30%
Luzon 35%	35%
Visayas 19%	20%
Mindanao 16%	15%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million PHP	86%
Above 0.5 Million PHP	14%

Gender

Gender	Panel Count
Male	40%
Female	60%

Education

Education	Panel Count
Graduate	60%
less than graduate	40%

Employment Status

Employment Status	Panel Count
Business Owners	1%
Employed/Working full time	46%
Employed/Working part time	9%
Self Employed professionals	24%
Currently Unemployed	18%
Student	2%



Consumer panel	Panel Count
South Korea	150000
Language	Korean
Smartphone Penetration	55%

Age

Age	Panel Count
16-24	35%
25-34	31%
35-44	21%
45-54	10%
55-99	3%

Gender

Gender	Panel Count
Male	52%
Female	48%

Geographic Region

Geographic Region	Panel Count
Seoul	31%
Incheon Metropolitan City	6%
Busan Metropolitan City	7%
Gwangju Metropolitan City	3%
Daegu Metropolitan City	4%
Daejeon Metropolitan City	3%
Ulsan	2%
Gangwon-do	2%
Gyeonggi-do	22%
Kyungnam	4%
Gyeongbuk	4%
Jeollanam	2%
Chonbuk	4%
Chungnam	2%

Education

Education	Panel Count
Graduate	40%
less than graduate	60%

Household Income

Household Income/ Per Year	Panel Count
Less than 2 Million Won	24%
Above 2 Million Won	76%

Employment Status

Employment Status	Panel Count
Business Owners	7%
Employed/Working full time	48%
Employed/Working part time	11%
Self Employed professionals	9%
Currently Unemployed	7%
Student	18%

Consumer panel	Panel Count
Japan	250000
Language	Japanese
Smartphone Penetration	35%



Age

Age	Panel Count
16-24	13%
25-34	21%
35-44	24%
45-54	23%
55-99	19%

Geographic Region

Geographic Region	Panel Count
Chubu	15%
Chugoku	6%
Hokkaido	4%
Kanto	40%
Kinki	18%
Kyushu	6%
Okinawa	1%
Shikoku	3%
Tohoku	6%
Okinawa	1%

Household Income

Household Income/ Per Year	Panel Count
Less than 5 Million JPY	55%
Above 5 Million JPY	45%

Gender

Gender	Panel Count
Male	65%
Female	35%

Education

Education	Panel Count
Graduate	85%
less than graduate	15%

Employment Status

Employment Status	Panel Count
Business Owners	4%
Employed/Working full time	55%
Employed/Working part time	6%
Self Employed professionals	8%
Currently Unemployed	4%
Student	23%

Consumer panel	Panel Count
China	250000
Language	Mandarin (Simplified Chinese)
Smartphone Penetration	70%



Age

Age	Panel Count
16-24	27%
25-34	45%
35-44	19%
45-54	7%
55-99	2%

Geographic Region

Geographic Region	Panel Count
East China 37%	37%
North China 16%	16%
North East China 11%	11%
South Central China 36%	36%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million CNY	97%
Above 0.5 Million CNY	3%

Gender

Gender	Panel Count
Male	60%
Female	40%

Education

Education	Panel Count
Graduate	79%
less than graduate	21%

Employment Status

Employment Status	Panel Count
Business Owners	5%
Employed/Working full time	55%
Employed/Working part time	5%
Self Employed professionals	12%
Currently Unemployed	3%
Student	20%



Consumer panel	Panel Count
Taiwan	100000
Language	Mandarin (Traditional Chinese)
Smartphone Penetration	65%

Age

Age	Panel Count
16-24	18%
25-34	33%
35-44	30%
45-54	15%
55-99	4%

Geographic Region

Geographic Region	Panel Count
East	37%
North	16%
North East	11%
South	36%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million TWD	45%
Above 0.5 Million TWD	55%

Gender

Gender	Panel Count
Male	42%
Female	58%

Education

Education	Panel Count
Graduate	38%
less than graduate	62%

Employment Status

Employment Status	Panel Count
Business Owners	4%
Employed/Working full time	46%
Employed/Working part time	11%
Self Employed professionals	5%
Currently Unemployed	7%
Student	27%

Consumer panel	Panel Count
Australia	50000
Language	English
Smartphone Penetration	62%



Age

Age	Panel Count
16-24	27%
25-34	24%
35-44	17%
45-54	14%
55-99	18%

Geographic Region

Geographic Region	Panel Count
Australian Capital Territory	2%
New South Wales	31%
Northern Territory	1%
Queensland	21%
South Australia	8%
Tasmania	2%
Victoria	25%
Western Australia	10%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million AUD	92%
Above 0.5 Million AUD	8%

Gender

Gender	Panel Count
Male	38%
Female	62%

Education

Education	Panel Count
Graduate	35%
less than graduate	65%

Employment Status

Employment Status	Panel Count
Business Owners	1%
Employed/Working full time	25%
Employed/Working part time	18%
Self Employed professionals	6%
Currently Unemployed	41%
Student	9%

Consumer panel	Panel Count
New Zealand	50000
Language	English
Smartphone Penetration	60%



Age

Age	Panel Count
16-24	28%
25-34	20%
35-44	17%
45-54	15%
55-99	20%

Geographic Region

Geographic Region	Panel Count
Auckland	35%
Bay of Plenty	7%
West Coast	11%
Gisborne	1%
Nelson	3%
Northland	4%
Otago	6%
Taranaki	4%
Hawkes Bay	4%
Waikato	10%
Wellington	15%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million NZD	99%
Above 0.5 Million NZD	1%

Gender

Gender	Panel Count
Male	39%
Female	61%

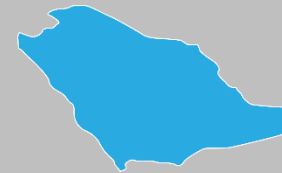
Education

Education	Panel Count
Graduate	27%
less than graduate	73%

Employment Status

Employment Status	Panel Count
Business Owners	1%
Employed/Working full time	31%
Employed/Working part time	17%
Self Employed professionals	8%
Currently Unemployed	30%
Student	13%

Consumer panel	Panel Count
KSA	50000
Language	Arabic
Smartphone Penetration	25%



Age

Age	Panel Count
16-24	35%
25-34	42%
35-44	15%
45-54	5%
55-99	3%

Geographic Region

Geographic Region	Panel Count
Riyadh	35%
Jeddah	20%
Makkah	11%
Damman	9%
Madinah	6%
Buraydh	4%
Al Qatif	4%
Khubar	3%
Hufuf	3%
Al Taif	5%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million SAR	80%
Above 0.5 Million SAR	20%

Gender

Gender	Panel Count
Male	75%
Female	25%

Education

Education	Panel Count
Graduate	42%
less than graduate	58%

Employment Status

Employment Status	Panel Count
Business Owners	2%
Employed/Working full time	60%
Employed/Working part time	3%
Self Employed professionals	4%
Currently Unemployed	13%
Student	18%



Consumer panel	Panel Count
UAE	100000
Language	Arabic, English
Smartphone Penetration	35%

Age

Age	Panel Count
16-24	35%
25-34	40%
35-44	15%
45-54	8%
55-99	2%

Geographic Region

Geographic Region	Panel Count
Dubai	42%
Abu Dhabi	30%
Sharjah	12%
Ajman	2%
Ras-al-Khaimah	4%
Umm al-Quwain	1%
Fujairah	2%
Al Ain	4%
Others	3%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million AED	90%
Above 0.5 Million AED	10%

Gender

Gender	Panel Count
Male	70%
Female	30%

Education

Education	Panel Count
Graduate	65%
less than graduate	35%

Employment Status

Employment Status	Panel Count
Business Owners	2%
Employed/Working full time	70%
Employed/Working part time	5%
Self Employed professionals	6%
Currently Unemployed	10%
Student	7%

Consumer panel	Panel Count
Turkey	150000
Language	Turkish
Smartphone Penetration	39%



Age

Age	Panel Count
16-24	41%
25-34	35%
35-44	16%
45-54	6%
55-99	2%

Geographic Region

Geographic Region	Panel Count
Akdeniz Bölgesi	7%
Dogu Anadolu Bölgesi	4%
Ege Bölgesi	19%
Güneydogu	5%
Iç Anadolu Bölgesi	10%
Karadeniz Bölgesi	10%
Marmara Bölgesi	45%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million YTL	90%
Above 0.5 Million YTL	10%

Gender

Gender	Panel Count
Male	72%
Female	28%

Education

Education	Panel Count
Graduate	40%
less than graduate	60%

Employment Status

Employment Status	Panel Count
Business Owners	7%
Employed/Working full time	48%
Employed/Working part time	11%
Self Employed professionals	9%
Currently Unemployed	7%
Student	18%

Consumer panel	Panel Count
South Africa	50000
Language	Afrikaans, English, Ndebele, Northern Sotho, Sotho, Swazi, Tswana, Tsonga, Venda, Xhosa and Zulu
Smartphone Penetration	20%



Age

Age	Panel Count
16-24	20%
25-34	35%
35-44	24%
45-54	13%
55-99	8%

Geographic Region

Geographic Region	Panel Count
Johanesberg	22%
Cape Town	21%
Durban	13%
Pretoria	12%
Port Elizabeth	5%
Alberton	2%
Others	25%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million ZAR	80%
Above 0.5 Million ZAR	20%

Gender

Gender	Panel Count
Male	38%
Female	62%

Education

Education	Panel Count
Graduate	19%
less than graduate	81%

Employment Status

Employment Status	Panel Count
Business Owners	4%
Employed/Working full time	52%
Employed/Working part time	6%
Self Employed professionals	13%
Currently Unemployed	9%
Student	16%

Consumer panel	Panel Count
UK	120000
Language	English
Smartphone Penetration	70%



Age

Age	Panel Count
16-24	34%
25-34	26%
35-44	17%
45-54	13%
55-99	10%

Geographic Region

Geographic Region	Panel Count
Midlands and Wales	21%
North and Scotland	32%
Northern Ireland	5%
South	39%

Household Income

Household Income/ Per Year	Panel Count
Less than 100000 Pound	80%
Above 100000 Million pound	20%

Gender

Gender	Panel Count
Male	39%
Female	61%

Education

Education	Panel Count
Graduate	75%
less than graduate	25%

Employment Status

Employment Status	Panel Count
Business Owners	5%
Employed/Working full time	60%
Employed/Working part time	12%
Self Employed professionals	8%
Currently Unemployed	2%
Student	13%

Consumer panel	Panel Count
Sweden	30000
Language	Swedish
Smartphone Penetration	76%



Age

Age	Panel Count
16-24	31%
25-34	26%
35-44	16%
45-54	12%
55-99	15%

Geographic Region

Geographic Region	Panel Count
East Middle	19%
Middle Norrland	4%
North Middle	9%
Smaland and Islands	6%
South	15%
Stockholm	22%
Upper Norrland	5%
West Sweden	20%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million SEK	64%
Above 0.5 Million SEK	36%

Gender

Gender	Panel Count
Male	50%
Female	50%

Education

Education	Panel Count
Graduate	40%
less than graduate	60%

Employment Status

Employment Status	Panel Count
Business Owners	8%
Employed/Working full time	52%
Employed/Working part time	6%
Self Employed professionals	7%
Currently Unemployed	3%
Student	24%

Consumer panel	Panel Count
Russia	120000
Language	Russian
Smartphone Penetration	46%



Age

Age	Panel Count
16-24	33%
25-34	43%
35-44	15%
45-54	7%
55-99	2%

Geographic Region

Geographic Region	Panel Count
Moscow	20%
Saint petersberg	16%
Nizhy Novgorod	6%
Yekaterinburg	6%
Krasnodar	5%
Novosibirsk	5%
Others	42%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million RUB	81%
Above 0.5 Million RUB	19%

Gender

Gender	Panel Count
Male	42%
Female	58%

Education

Education	Panel Count
Graduate	48%
less than graduate	52%

Employment Status

Employment Status	Panel Count
Business Owners	10%
Employed/Working full time	46%
Employed/Working part time	4%
Self Employed professionals	9%
Currently Unemployed	7%
Student	24%



Consumer panel	Panel Count
Brazil	120000
Language	Portuguese
Smartphone Penetration	27%

Age

Age	Panel Count
16-24	24%
25-34	32%
35-44	23%
45-54	13%
55-99	6%

Geographic Region

Geographic Region	Panel Count
Sao Paulo	40%
Rio de Janeiro	12%
Minas Gerais	9%
Parana	6%
Rio Grande do Sul	6%
Others	27%

Household Income

Household Income/ Per Year	Panel Count
Less than 0.5 Million BRL	96%
Above 0.5 Million BRL	4%

Gender

Gender	Panel Count
Male	45%
Female	55%

Education

Education	Panel Count
Graduate	45%
less than graduate	55%

Employment Status

Employment Status	Panel Count
Business Owners	10%
Employed/Working full time	45%
Employed/Working part time	9%
Self Employed professionals	12%
Currently Unemployed	5%
Student	19%

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