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ASIA CLOUD PANEL

GMO RESEARCH

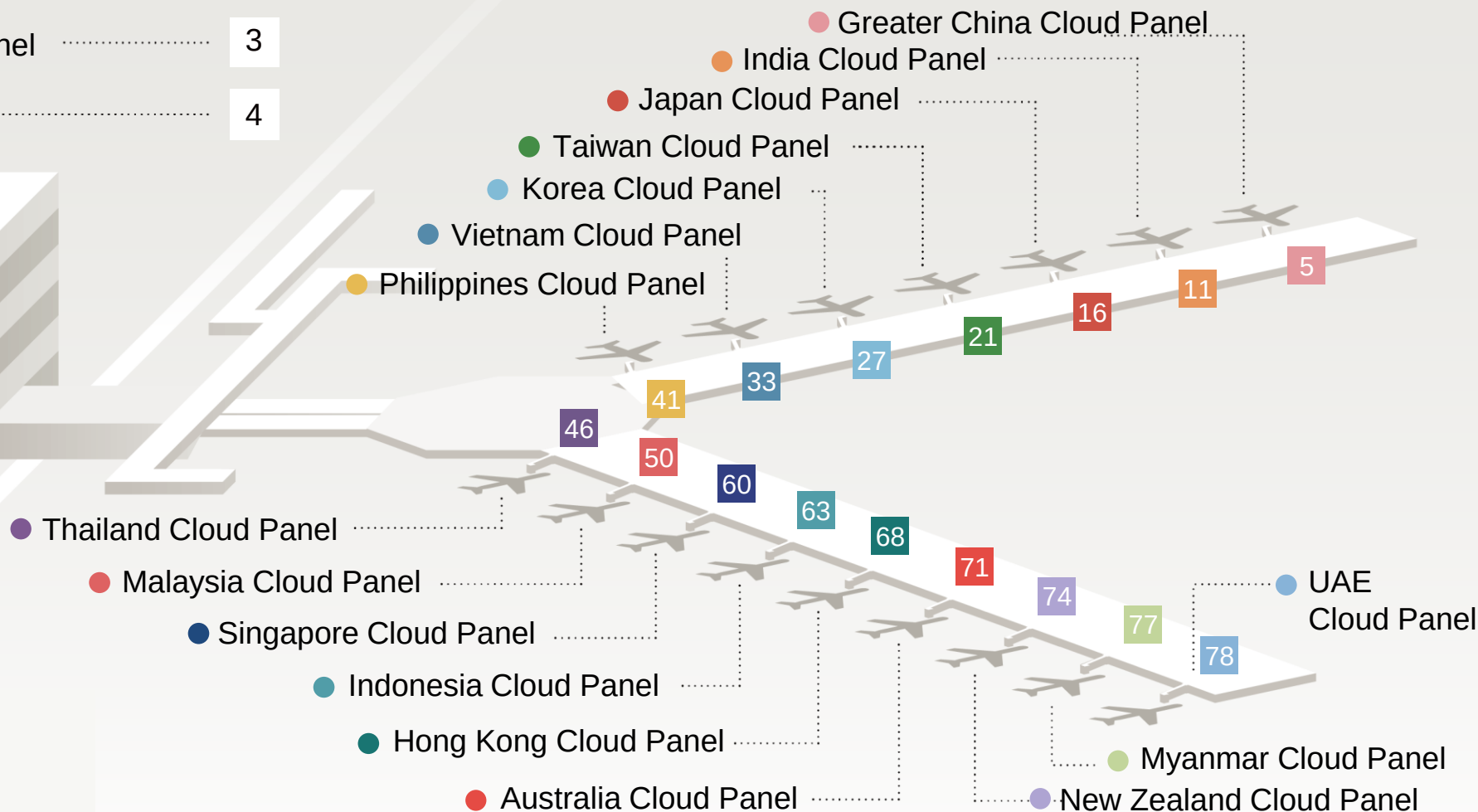
PANELBOOK





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What is Cloud Panel

GMO Research's Cloud Panel is a multi-access panel platform that brings the world closer to you. Cloud Panel incorporates multiple country panels into one, easy-to-use research platform. With 24 hour coverage, you will have a first class flight to Asia in a matter of minutes.



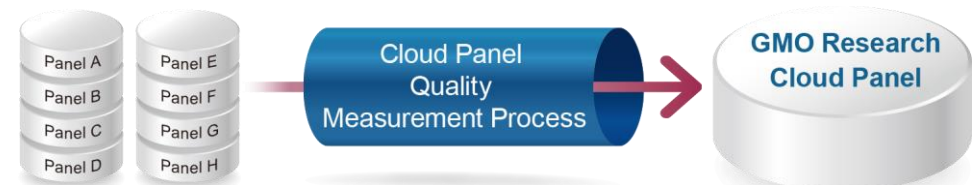
 Clients

Data
Collection

GMO Research Cloud Panel

 Japan 22,476,000	 Greater China 13,182,000	 Vietnam 927,000	 Taiwan 831,000
 Korea 493,000	 India 333,000	 Philippines 387,000	 Thailand 1,046,000
 Malaysia 1,295,000	 Hong Kong 24,000	 Indonesia 1,529,000	 Singapore 38,000
 Australia 87,000	 New Zealand 22,000	 Myanmar 25,000	 UAE 1,000

GMO Research only samples from respondents that have passed our quality measurement standards.

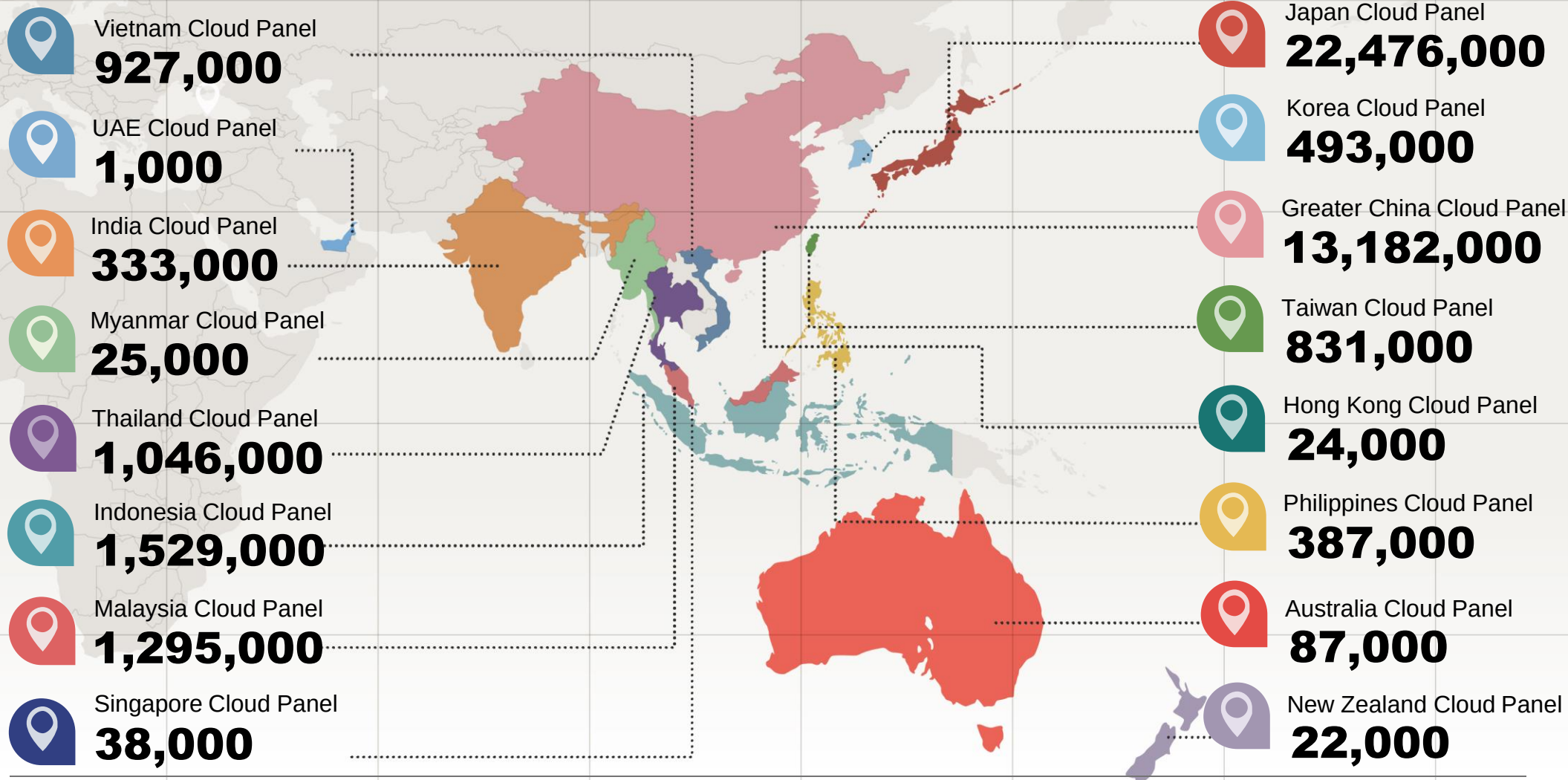




Coverage

TOTAL

16 Countries / Markets





PANEL

Greater China Cloud Panel

PANEL SIZE

13,182,000



Social and Economic Information

Real GDP growth :	6.14% [2019]
Real GDP per capita :	\$16,117 [2019]
GDP purchasing power parity :	1 st [2019]
Unemployment Rate :	3.64% [2019]
Currency :	Renminbi Yuan (RMB)
Language :	Chinese
Religion :	Buddhism
Government :	Communist party-led state
Land Mass :	9,596,960 km ²
Population :	1,397,897,720* [2021]
Capital :	Beijing
Internet Penetration :	54.3% [2018]
Internet Population :	751,886,119 *

(*) China figures do not include SAR Hong Kong, SAR Macao nor Taiwan, which are reported separately for statistical purposes.



Greater China



Gender	Panel	Census	Difference
Male	48 %	51 %	- 3%
Female	52 %	49 %	3%

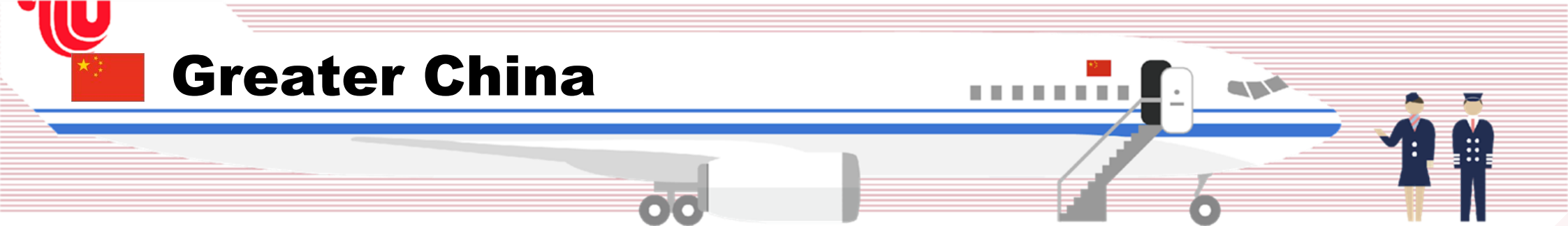
Age	Panel	Census	Difference
15-19	29 %	7 %	22 %
20-29	43 %	17 %	26 %
30-39	18 %	19 %	- 1 %
40-49	6 %	18 %	- 12 %
50-59	3 %	18 %	- 15 %
60+	1 %	21 %	- 20 %

Marital Status	Panel
Single	25 %
Married	73 %
Divorced / Widowed	2 %



Simple Facts

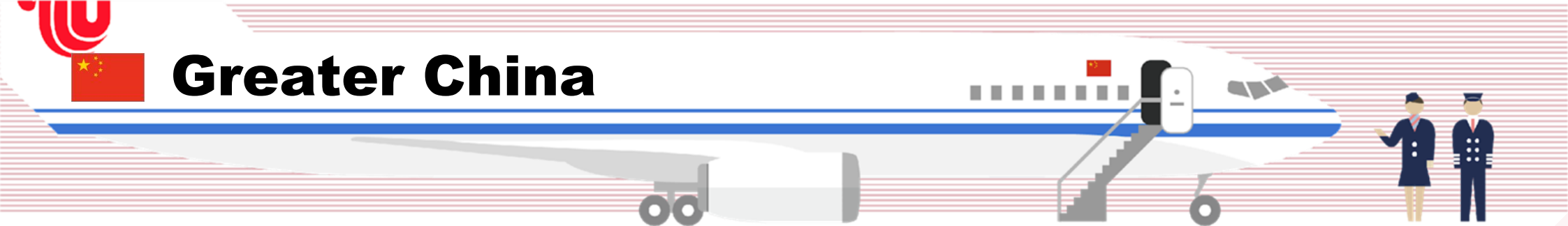
- Median Age : 38.4 years
- Birth Rate (/1,000 population) : 11.3 births
- Life Expectancy : 76.31 years



Greater China

Area	Panel
Beijing	8 %
Shanghai	6 %
Tianjin	2 %
Chongqing	2 %
Guangdong	14 %
Guangxi Zhuang Autonomous Region	3 %
Hainan	0.9 %
Jiangsu	6 %
Zhejiang	5 %
Anhui	3 %

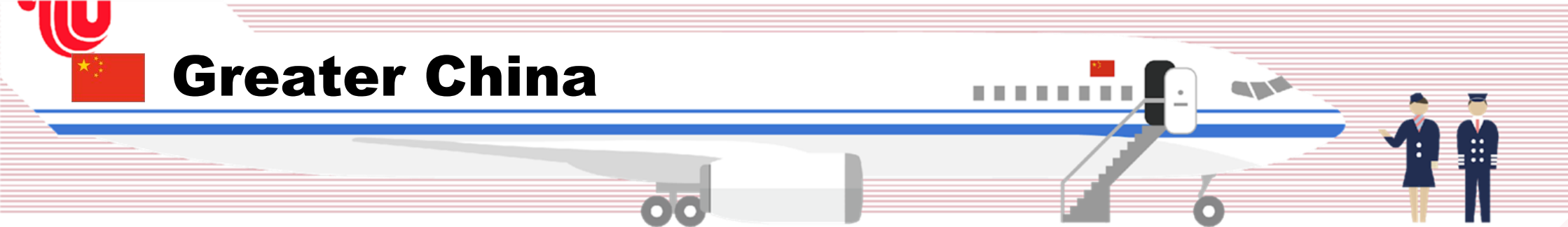
Area	Panel
Fujian	3 %
Jiangxi	3 %
Shandong	6 %
Henan	5 %
Hubei	3 %
Hunan	4 %
Hebei	4 %
Shanxi	3 %
Inner Mongolia	1 %
Liaoning	3 %



Greater China

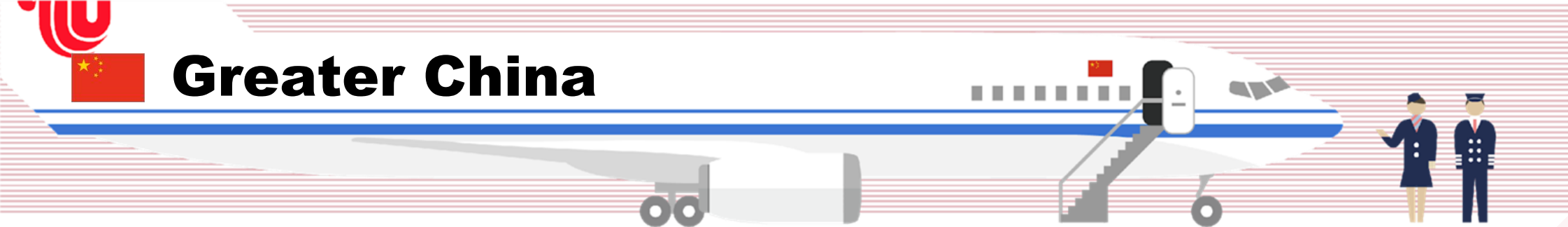
Area	Panel
Jilin	2 %
Heilongjiang	2 %
Sichuan	5 %
Guizhou	1 %
Yunnan	1 %
Tibet Autonomous Region	0.1%
Shaanxi	2 %
Gansu	1 %
Qinghai	0.2 %
Ningxia Hui Autonomous Region	0.4 %
Xinjiang Uygur District	0.4 %

Final Education	Panel
High School	5 %
Junior College	19 %
University	67 %
Graduate Master's Course	9 %



Occupation	Panel
Enterprise manager	2 %
Self Employed	3 %
Company Executive	6%
White Collar	49 %
Blue Collar	7 %
Public Employee	10 %
Teacher	6 %
Medical	2 %
Part Time	2 %
Student	4 %
Homemaker	2 %
Unemployed	4 %
Other	3 %

Annual Household Income	Panel
10,000 RMB or less	4 %
10,001 to 20,000 RMB	3 %
20,001 to 30,000 RMB	2 %
30,001 to 40,000 RMB	2 %
40,001 to 50,000 RMB	3 %
50,001 to 60,000 RMB	4 %
60,001 to 70,000 RMB	3 %
70,001 to 80,000 RMB	4 %
80,001 to 90,000 RMB	4 %
90,001 to 100,000 RMB	6 %
100,001 to 150,000 RMB	22 %
150,001 to 200,000 RMB	15 %
200,000 to 250,000 RMB	11 %
250,000 to 300,000 RMB	7 %
300,000 to 500,000 RMB	6 %
500,000 to 700,000 RMB	2 %
700,000 to 1,000,000 RMB	1 %
1,000,001 and above	2 %



Greater China



Tips

Case 1

Monthly / Yearly Income

In China, monthly income varies from \$450 to \$1,000. This variation can make asking questions about monthly income difficult. On the topic of income, it is recommended to ask for both their annual and monthly income.

Case 2

Brand / Product Names

The results indicated a high use of hybrid cars, which seemed unusual given the population. The respondents accidentally misunderstood hybrid cars for fuel efficient cars. To avoid this mistake, write about a definition to match the specific type of product.

Case 3

Schedule

As many panelists respond to surveys at school or work, response rates are much lower on the weekends. To get a representative sample, it is recommended to keep a study in the field for 3-5 days.

PANEL



India Cloud Panel

PANEL SIZE

333,000



Social and Economic Information

Real GDP growth :	4.86% [2019]
Real GDP per capita :	\$6,700 [2019]
GDP purchasing power parity :	3 rd [2019]
Unemployment Rate :	8.5% [2017]
Currency :	Indian Rupees (INR)
Language :	Hindi and English
Religion :	Hindu, Muslim and Christian
Government :	Federal Republic
Land Mass :	3,287,263 km ²
Population :	1,339,330,514 [2021]
Capital :	New Delhi
Internet Penetration :	34.5% [2018]
Internet Population :	446,759,327

※ Northern borderline in Kashmir represents approximately the Line of Control in Jammu and Kashmir agreed upon by India and Pakistan. The final status of Jammu and Kashmir has not been agreed upon by the parties.



India



Gender	Panel	Census	Difference
Male	71 %	52 %	19 %
Female	29 %	48 %	- 19 %

Age	Panel	Census	Difference
15-19	7 %	13 %	- 6 %
20-29	43 %	24 %	19 %
30-39	27 %	22 %	5 %
40-49	13 %	19 %	- 6 %
50-59	5 %	14 %	- 9 %
60+	4 %	9 %	- 5 %

Marital Status	Panel
Single	42 %
Married	56 %
Divorced / Widowed	2 %



Simple Facts

- Median Age : 28.7 years
- Birth Rate (/1,000 population) : 17.53 births
- Life Expectancy : 70.03 years



India



Area	Panel
Central India	3 %
West Bengal (including Kolkata)	6 %
Other Areas of Eastern India	6 %
Delhi	9 %
Other Areas of Northern India	16 %
Kerala	2 %

Area	Panel
Karnataka (including Bangalore)	8 %
Tamil Nadu	9 %
Other Areas of Southern India	12 %
Maharashtra (including Mumbai)	18 %
Other Areas of Western India	9 %
Other	2 %

Areas not listed are less than 1% of the panel. Please contact for details.



Final Education	Panel
High School	7 %
Junior College	5 %
University	47 %
Graduate Master's Course	36 %
Ph.D. Degree	3 %
Vocational School	1 %
Technical High School	1 %



India



Occupation	Panel
Enterprise manager	1 %
Self Employed	16 %
Company Executive	17 %
White Collar	26 %
Blue Collar	1 %
Public Employee	5 %
Education (Teacher)	5 %
Medical	1 %
Part Time	4 %
Student	14 %
Homemaker	5 %
Unemployed	2 %
Other	3 %

Annual Household Income	Panel
Under 100,000 INR	7 %
100,000 to 200,000 INR	10 %
200,001 to 300,000 INR	9 %
300,001 to 400,000 INR	11 %
400,001 to 500,000 INR	12 %
500,001 to 750,000 INR	15 %
750,001 to 1,000,000 INR	13 %
1,000,001 INR to 2,000,000 INR	13 %
2,000,001 INR to 3,000,000 INR	4 %
3,000,001 INR to 4,000,000 INR	2 %
More than 4,000,000 INR	4 %

PANEL



Japan Cloud Panel

PANEL SIZE

22,476,000

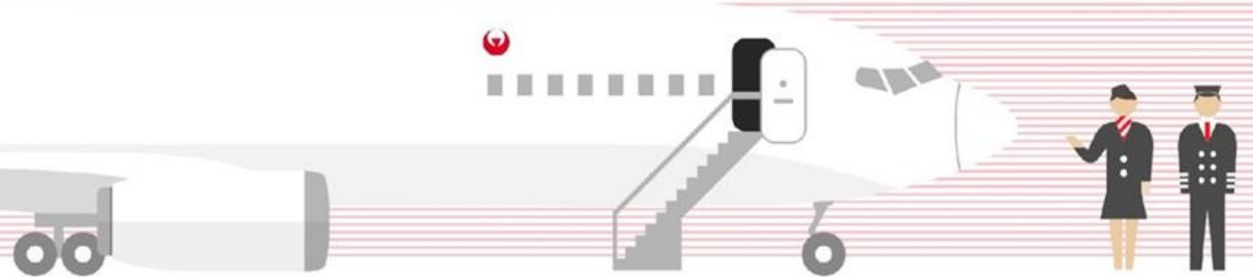


Social and Economic Information

Real GDP growth :	0.7 % [2019]
Real GDP per capita :	\$41,429 [2019]
GDP purchasing power parity :	4 th [2019]
Unemployment Rate :	2.36% [2019]
Currency :	Japanese Yen (JPY)
Language :	Japanese
Religion :	Buddhism, Christian
Government :	Parliamentary
Land Mass :	377,915 km ²
Population :	124,687,293 [2021]
Capital :	Tokyo
Internet Penetration :	84.6% [2018]
Internet Population :	106,725,643



Japan



Gender	Panel	Census	Difference
Male	56 %	49 %	7 %
Female	44 %	51 %	- 7 %

Age	Panel	Census	Difference
15-19	2 %	5 %	-3 %
20-29	12 %	11 %	1 %
30-39	28 %	13 %	15 %
40-49	31 %	13 %	18 %
50-59	17 %	12 %	5 %
60+	10 %	32 %	-22 %

Marital Status	Panel
Single	31 %
Married	64 %
Divorced / Widowed	5 %

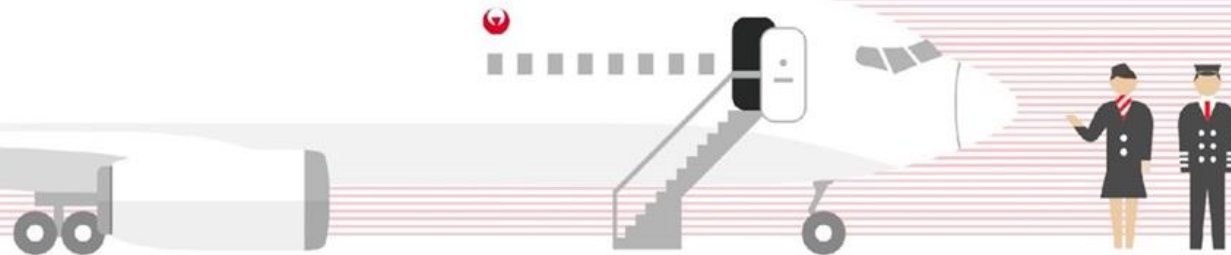


Simple Facts

- Median Age : 48.6 years
- Birth Rate (/1,000 population) : 7 births
- Life Expectancy : 84.65 years



Japan

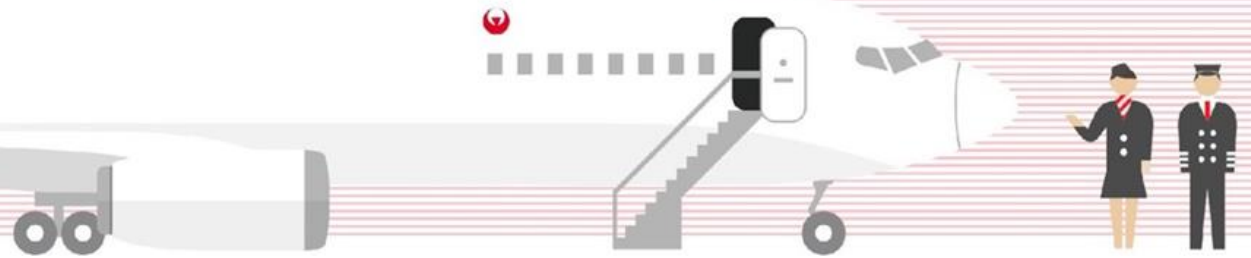


Occupation	Panel
Student	4 %
Housewife/Househusband	19 %
Company Employee	40 %
Company Director	2 %
Public Employee	3 %
Education (Teacher)	2 %
Medical	2 %
Company Executive	1 %
Self Employee	8 %
Part Time	10 %
Unemployed	8 %
Other	4 %

Annual Household Income	Panel
No Income	1 %
Less than 1 million JPY	2 %
1 to 1.99 million JPY	4 %
2 to 2.99 million JPY	8 %
3 to 4.99 million JPY	11 %
5 to 5.99 million JPY	12 %
6 to 6.99 million JPY	10 %
7 to 7.99 million JPY	8 %
8 to 8.99 million JPY	7 %
9 to 9.99 million JPY	5 %
10 million JPY or more	13 %
Other	19 %



Japan

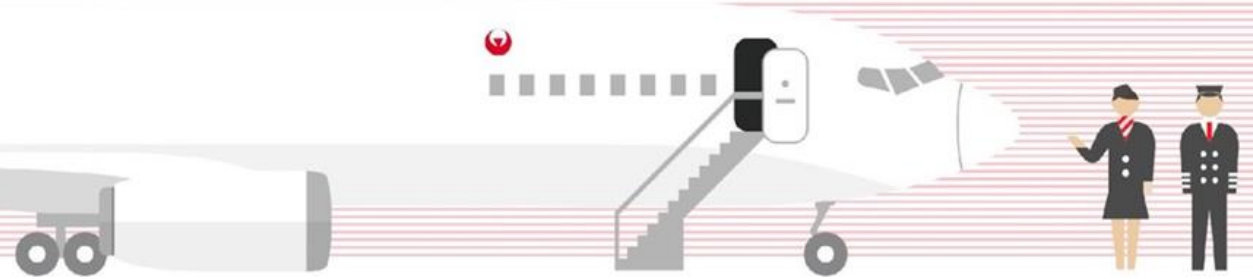


Area	Panel	Census	Difference
Hokkaido	5 %	4 %	1 %
Tohoku	5 %	7 %	- 2 %
North Kanto	4 %	6 %	- 2 %
Tokyo, Chiba, Saitama, Kanagawa	38 %	28 %	10 %
Shin-Etsu	2 %	4 %	- 2 %
Hokuriku	2 %	2 %	-

Area	Panel	Census	Difference
Tokai	11 %	12 %	-1 %
Kinki	18 %	16 %	2 %
Chugoku	5 %	6 %	-1 %
Shikoku	2 %	3 %	-1 %
Kyushu	7 %	10 %	-3 %
Okinawa	1 %	1 %	-



Japan



Tips

Case 1

B2B Studies

Japan is a country made up of small and medium enterprises. Only 1% of all companies have over 1,000 employees. To get a representative sample, it is recommended to include all company sizes for business studies.

Case 2

Luxury Goods

Japan is one of the largest markets for luxury goods purchasing. In this unique market, brand consumers are not necessarily tied to high income. When researching luxury goods, it is not necessary to limit targeting to high income groups.

Case 3

Schedule

Peak response times for surveys is weekdays from 7:00 to midnight. To get a representative sample, opening a study for 3 to 5 days is recommended.



PANEL

Taiwan Cloud Panel

PANEL SIZE

831,000

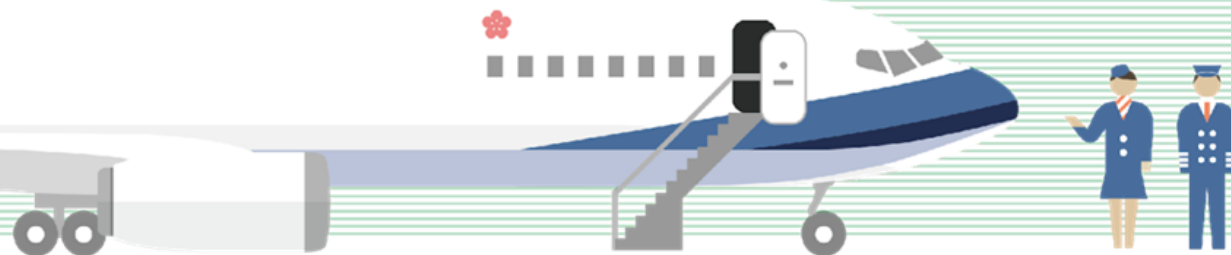


Social and Economic Information

Real GDP growth :	2.71% [2019]
Real GDP per capita :	\$24,502 [2018]
GDP purchasing power parity :	22 nd [2019]
Unemployment Rate :	3.73% [2019]
Currency :	Taiwan Dollar (TWD)
Language :	Mandarin Chinese
Religion :	Buddhism, Taoism
Government :	Multiparty Democracy
Land Mass :	35,980 km ²
Population :	23,572,052 [2021]
Capital :	Taipei
Internet Penetration :	92.78% [2018]
Internet Population :	21,845,944



Taiwan



Gender	Panel	Census	Difference
Male	40 %	50 %	- 10 %
Female	60 %	50 %	10 %

Age	Panel	Census	Difference
15-19	3 %	7 %	- 4 %
20-29	26 %	17 %	9 %
30-39	34 %	20 %	14 %
40-49	25 %	20 %	5 %
50-59	10 %	20 %	- 10 %
60+	2 %	16 %	- 14 %

Marital Status	Panel
Single	57 %
Married	40 %
Divorced / Widowed	3 %

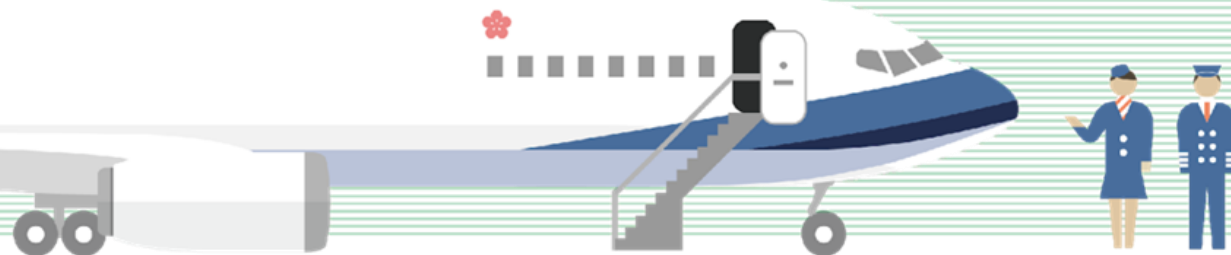


Simple Facts

- Median Age : 42.3 years
- Birth Rate (/1000 population) : 7.43 births
- Life Expectancy : 80.95 years



Taiwan

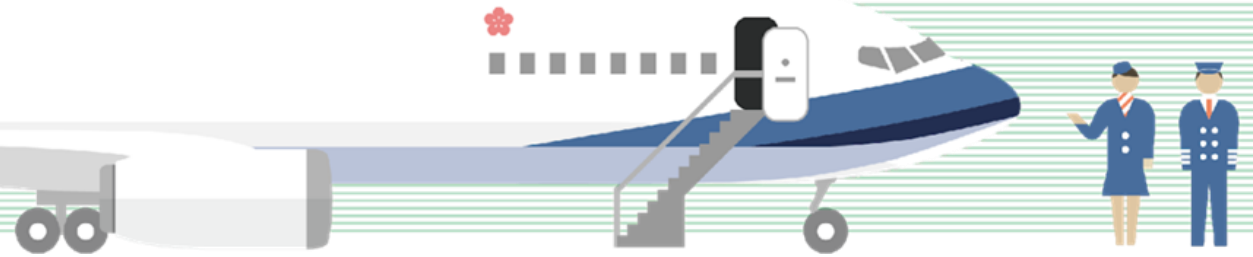


Area	Panel
Taipei	22 %
Keelung	2.2 %
New Taipei City	26 %
Yilan	1.9 %
Taoyuan	7 %
Hsinchu City	2.5 %
Hsinchu County	2 %
Miaoli	1.3 %
Taichung	10.9 %
Changhua	3 %

Area	Panel
Yunlin	1.2 %
Hualien	0.7 %
Chiayi City	0.8 %
Chiayi County	0,8 %
Tainan City	5.3 %
Kaohsiung	8 %
Pingtung	1.2 %
Taito	0.1 %
Penghu	0.1 %
Kinmon	0.1 %

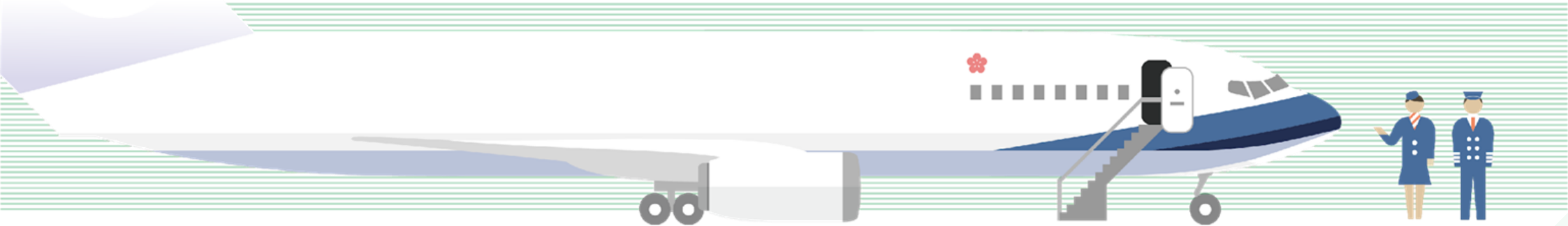


Taiwan



Occupation	Panel
Enterprise manager	1 %
Self Employed	4 %
Company Executive	4 %
White Collar	44 %
Blue Collar	11 %
Public Employee	6 %
Education (Teacher)	4 %
Medical	3 %
Part Time	1 %
Student	10 %
Homemaker	6 %
Unemployed	4 %
Other	2 %

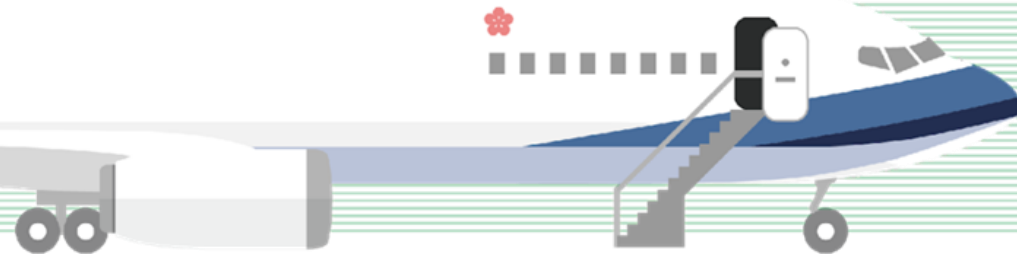
Annual Household Income	Panel
Under 200,000 NTD	7 %
200,000 to 300,000 NTD	6 %
300,001 to 400,000 NTD	7 %
400,001 to 500,000 NTD	7 %
500,001 to 600,000 NTD	8 %
600,001 to 700,000 NTD	7 %
700,001 to 800,000 NTD	8 %
800,001 to 900,000 NTD	7 %
900,001 to 1,000,000 NTD	9 %
1,000,001 to 1,250,000 NTD	13 %
1,250,001 to 1,500,000 NTD	8 %
1,500,001 to 2,000,000 NTD	6 %
2,000,001 NTD and more	7 %



Final Education	Panel
High School	10 %
Technical High School	3 %
Vocational School	11 %
Technical College	11 %
University	44 %
Graduate Master's Course	19 %
Ph.D. Degree	2 %



Taiwan



Tips

Case 1

Smartphones

For electronics studies, especially smartphones, ownership may not necessarily be linked to income. There's a high percentage of students who own smartphones in Taiwan.

Case 2

Income

There's notable difference between income levels for residents in North/Central/South regions and urban/rural areas of Taiwan. For studies requiring high income levels, we recommend to focus more on North and metropolitan areas.

Case 3

Schedule

Due to significant low response rates during the lunar new year (Jan 22nd - Feb 19th), we recommend to avoid conducting online research during this period.



PANEL

Korea Cloud Panel

PANEL SIZE

493,000



Social and Economic Information

Real GDP growth :	2.04% [2019]
Real GDP per capita :	\$42,765 [2019]
GDP purchasing power parity :	14 th [2019]
Unemployment Rate :	3.76% [2019]
Currency :	South Korean Won (KRW)
Language :	Korean
Religion :	Christian, Buddhism
Government :	Presidential Republic
Land Mass :	99,720 km ²
Population :	51,715,162 [2021]
Capital :	Seoul
Internet Penetration :	95.9% [2018]
Internet Population :	49,309,955



Korea



Gender	Panel	Census	Difference
Male	48 %	50 %	- 2 %
Female	52 %	50 %	2 %

Age	Panel	Census	Difference
15-19	3 %	10 %	- 7%
20-29	21 %	22 %	- 1%
30-39	33 %	19 %	14 %
40-49	27 %	20 %	7 %
50-59	12 %	19 %	- 7 %
60+	4 %	10 %	- 6 %

Marital Status	Panel
Single	45 %
Married	53 %
Divorced / Widowed	2 %



Simple Facts

- Median Age : 43.2 years
- Birth Rate (/1,000 population) : 6.89 births
- Life Expectancy : 82.78 years



Korea



Area	Panel
Seoul	35 %
Busan	7 %
Daegu	4 %
Incheon	6 %
Gwangju	3 %
Daejeon	3 %
Ulsan	1.5 %
Sejong	0.2 %
Gyeonggi	24 %
Gangwon	2 %

Area	Panel
Chungcheongbuk	2 %
Chungcheongnam	2 %
Jeollabuk	2 %
Jeollanam	1.3 %
Gyeongsangbuk	3 %
Gyeongsangnam	3 %
Jeju	0.5 %
Others	0.5 %



Korea



Occupation	Panel
Enterprise manager	1 %
Self Employed	7 %
Company Executive	1 %
White Collar	49 %
Blue Collar	6 %
Public Employee	2 %
Education (Teacher)	4 %
Medical	3 %
Part Time	2 %
Student	6 %
Homemaker	10 %
Unemployed	7 %
Other	2 %

Annual Household Income	Panel
Under 20 million KRW	7 %
20,000K to 30,000K KRW	11 %
30,001K to 40,000K KRW	14 %
40,001K to 50,000K KRW	15 %
50,001K to 60,000K KRW	13 %
60,001K to 70,000K KRW	11 %
70,001K to 80,000K KRW	9 %
80,001K to 90,000K KRW	7 %
90,001K to 100,000K KRW	5 %
100,001K to 150,000K KRW	6 %
150,001K KRW and over	2 %



Final Education	Panel
High School	17 %
Junior College	15 %
University	57 %
Graduate Master's Course	9 %
Ph.D. Degree	2 %



Korea



Tips

Case 1

Response Rates

The response rates fluctuate greatly depending on whether panelists are rewarded immediately after a survey or some time after the project. It is always recommend to reward on a real time basis.

Case 2

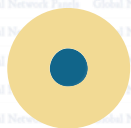
Targets

The panel is primarily a general consumer panel. Targets such as seniors, physicians, C-Level executives are often better to recruit offline and have respondents conduct the survey online. Mixed methodology is necessary for a big sample size.

Case 3

Survey Topics

Respondents are sensitive to give information about their company or personal life, especially to a foreign entity. These type of questions need to be phrased properly and always have an escape question to avoid drop outs (ex. Do not want to answer).



PANEL

Vietnam Cloud Panel

PANEL SIZE

927,000



Social and Economic Information

Real GDP growth :	6.8% [2017]
Real GDP per capita :	\$8,041 [2019]
GDP purchasing power parity :	30 th [2019]
Unemployment Rate :	3.11% [2018]
Currency :	Vietnamese Dong (VND)
Language :	Vietnamese
Religion :	Buddhism, Catholic
Government :	Communist state
Land Mass :	331,210 km ²
Population :	102,789,598 [2021]
Capital :	Hanoi
Internet Penetration :	70.35% [2018]
Internet Population :	68,267,875



Vietnam



Gender	Panel	Census	Difference
Male	42 %	50 %	- 8 %
Female	58 %	50 %	8 %

Age	Panel	Census	Difference
15-19	25 %	10 %	15 %
20-29	54 %	23%	31 %
30-39	17 %	24 %	- 7 %
40-49	3 %	19 %	- 16 %
50-59	0.8 %	15 %	- 14.2 %
60+	0.2 %	9 %	- 8.8 %

Marital Status	Panel
Single	48 %
Married	51 %
Divorced / Widowed	1 %



Simple Facts

- Median Age : 31.9 years
- Birth Rate (/1,000 population) : 16.04 births
- Life Expectancy : 75.25 years



Vietnam



Area	Panel
Hanoi	23 %
Ho Chi Minh	16 %
Da Nang	3 %
Hai Phong	3 %
Can Tho	2 %
Northwest Region	1 %
Northeast Region	9 %

Area	Panel
Red River Delta	12 %
North Central Region	8 %
South Central Region	5 %
Central Plateau	3 %
Southeast Region	7 %
Mekong Delta	8 %



Vietnam



Occupation	Panel
Self Employed	9 %
Company Executive	1 %
White Collar	49 %
Blue Collar	5 %
Public Employee	4 %
Education (Teacher)	5 %
Medical	2 %
Part Time	1 %
Student	18 %
Homemaker	2 %
Unemployed	2 %
Other	2 %

Annual Household Income	Panel
Under 20,000K VDN	17 %
20,000K to 40,000K VDN	12 %
40,001K to 60,000K VDN	6 %
60,001K to 80,000K VDN	6 %
80,001K to 100,000K VDN	6 %
100,001K to 125,000K VDN	7 %
125,001K to 150,000K VDN	7 %
150,001K to 200,000K VDN	10 %
200,001K to 250,000K VDN	8 %
250,001K to 300,000K VDN	6 %
300,001K to 400,000K VDN	6 %
400,001K to 500,000K VDN	4 %
500,001K and over	5 %



Vietnam



Final Education	Panel
High School	18 %
Junior College	13 %
University	61 %
Graduate Master's Course	5 %
Ph.D. Degree	0.5 %
Vocational School	0.5 %
Technical College	2 %



Vietnam



Household Size including Panelist	Panel
1 (live alone)	1 %
2	3 %
3	14 %
4	38 %
5	27 %
More than 6	17 %

Parents with Children	Panel
Yes	30 %
No	70 %

Child Age	Panel
Under 5 yrs	64 %
over 5 under 10yrs	21 %
over 10 under 15yrs	7 %
over 15 under 20yrs	4 %
over 20 under 25yrs	3 %
over 25 up to 30yrs	2 %



Vietnam



Electronic Devices	Panel
Desktop PC	56 %
Laptop PC	77 %
Tablet	31 %
Smartphone	77 %
Mobile Phone	78 %

Ownership of Vehicle	Panel
Car	13 %
Motorbike	97 %

Main Driver of Vehicle	Panel
Car	6 %
Motorbike	76 %



Vietnam



Tips

Case 1

Sample Representation

Vietnam has a relatively young population. When conducting studies, samples will be heavily weighted with people in their 20s and 30s. The internet population is also focused in major metropolitan areas like Ho Chi Minh and Hanoi.

Case 2

Schedule

As many panelists respond to surveys at school or work, response rates are much lower on the holidays. To get a representative sample, it is recommended to keep a study in the field for 3-5 working days

Case 3

Survey Topics

When conducting surveys in Vietnam, survey topics relating to politics or religion need to be avoided.

PANEL

Philippines Cloud Panel

PANEL SIZE

387,000



Social and Economic Information

Real GDP growth :	6.04% [2019]
Real GDP per capita :	\$8,908 [2019]
GDP purchasing power parity :	28 th [2019]
Unemployment Rate :	5.11% [2019]
Currency :	Philippine Pesos (PHP)
Language :	Filipino and English
Religion :	Catholic and Muslim
Government :	Presidential Republic
Land Mass :	300,000 km ²
Population :	110,818,325 [2021]
Capital :	Manila
Internet Penetration :	60.05% [2018]
Internet Population :	63,588,975



Philippines



Gender	Panel	Census	Difference
Male	35 %	50 %	-15 %
Female	65 %	50 %	15 %

Age	Panel	Census	Difference
15-19	8 %	16 %	- 8 %
20-29	47 %	27 %	20 %
30-39	30 %	22 %	8 %
40-49	11 %	17 %	- 6 %
50-59	4 %	19 %	- 15 %
60+	1 %	7 %	- 6 %

Marital Status	Panel
Single	69 %
Married	30 %
Divorced / Widowed	1 %



Simple Facts

- Median Age : 24.1 years
- Birth Rate (/1,000 population) : 22.66 births
- Life Expectancy : 70.32 years



Philippines



Area	Panel
Autonomous Region in Muslim Mindanao	0.4 %
Bicol Region	2.8 %
Cagayan Valley	1.5 %
Calabarzon	19.2 %
Caraga	1.3 %
Central Luzon	10.6 %
Central Visayas	8.5 %
Cordillera Administrative Region	2.5 %
Davao Region	4.1 %

Area	Panel
Eastern Visayas	2.0 %
Ilocos Region	3.2 %
Mimaropa	1.1 %
Metro Manila	28 %
Northern Mindanao	3.4 %
Soccsksargen	1.6 %
Western Visayas	4.4 %
Zamboanga Peninsula	1.4 %
Other	4.0 %

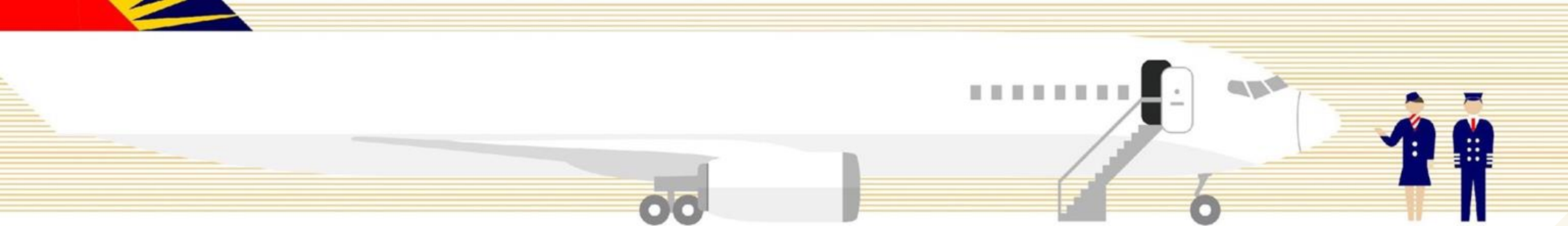


Philippines



Occupation	Panel
Enterprise manager	0.1 %
Self Employed	15 %
Company Executive	2.2 %
White Collar	22 %
Blue Collar	3 %
Public Employee	3 %
Education (Teacher)	4 %
Medical	1.7 %
Part Time	3 %
Student	16 %
Homemaker	9 %
Unemployed	15 %
Other	6 %

Annual Household Income	Panel
Under 50,000 PHP	29 %
50,000 to 100,000 PHP	14 %
100,001 to 200,000 PHP	15 %
200,001 to 300,000 PHP	14 %
300,001 to 400,000 PHP	6 %
400,001 to 500,000 PHP	6 %
500,001 to 750,000 PHP	7 %
750,001 to 1,000,000 PHP	4 %
1,000,001 to 2,500,000 PHP	3.2 %
2,500,001 to 5,000,000 PHP	0.4 %
5,000,001 PHP and over	1.4 %



Final Education	Panel
High School	19 %
Junior College	9 %
University	60 %
Graduate Master's Course	2 %
Ph.D. Degree	0.4 %
Vocational School	8 %
Technical College	1.6 %



PANEL

Thailand Cloud Panel

PANEL SIZE

1,046,000

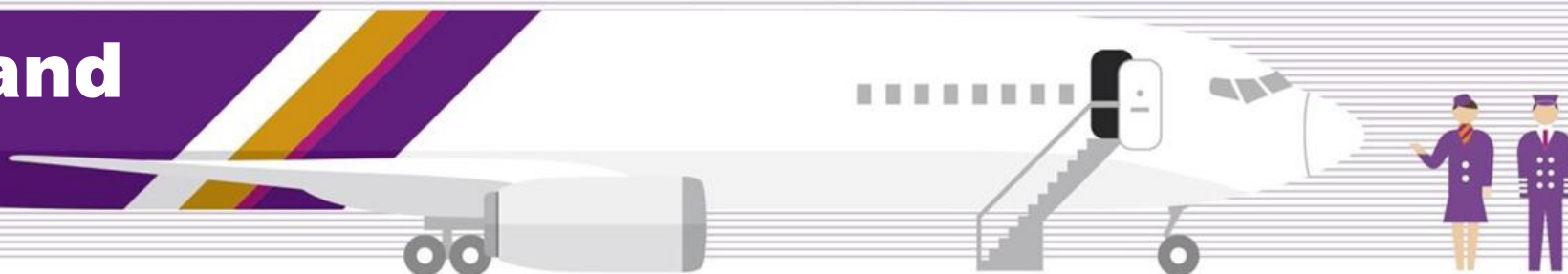


Social and Economic Information

Real GDP growth :	2.62% [2019]
Real GDP per capita :	\$18,460 [2019]
GDP purchasing power parity :	18 th [2019]
Unemployment Rate :	0.99% [2019]
Currency :	Thai Baht (THB)
Language :	Thai
Religion :	Buddhism
Government :	Constitutional Monarchy
Land Mass :	513,120 km ²
Population :	69,480,520 [2021]
Capital :	Bangkok
Internet Penetration :	56.82% [2018]
Internet Population :	38,987,531



Thailand



Gender	Panel	Census	Difference
Male	60 %	49 %	11 %
Female	40 %	51 %	- 11 %

Age	Panel	Census	Difference
15-19	33 %	8 %	25 %
20-29	41 %	19 %	22 %
30-39	16 %	19 %	- 3 %
40-49	6 %	21 %	- 15 %
50-59	2 %	19 %	- 17 %
60+	2 %	13 %	- 11%

Marital Status	Panel
Single	75 %
Married	22 %
Divorced / Widowed	3 %

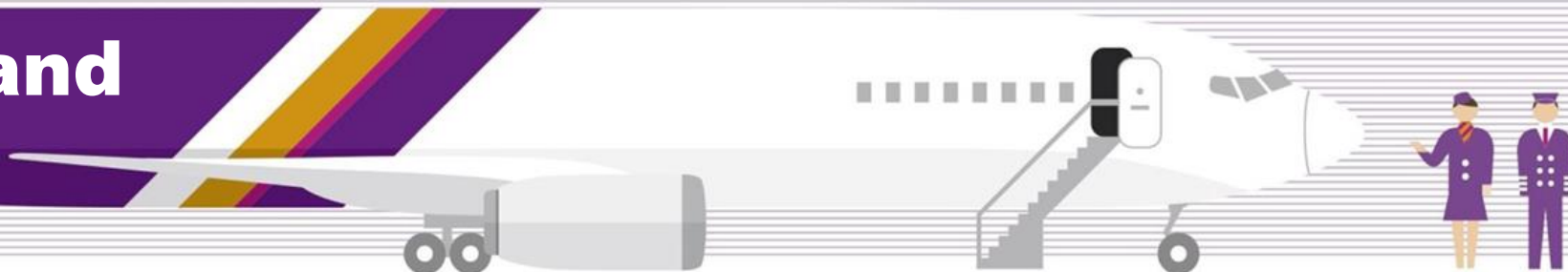


Simple Facts

- Median Age : 39 years
- Birth Rate (/1,000 population) : 10.25 births
- Life Expectancy : 77.41 years



Thailand

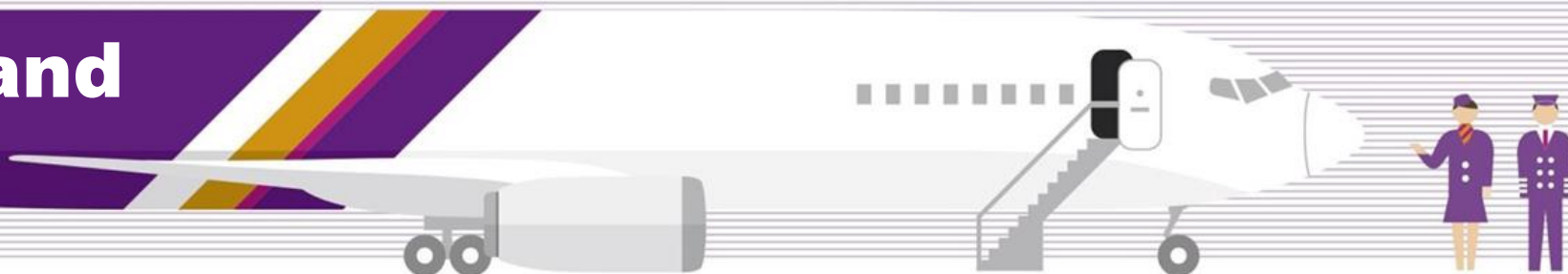


Area	Panel
Chiang Mai	3 %
Other North Region	15 %
Nakhon Ratchasima	3 %
Udon Thani	2 %
Other East Region	23 %
Bangkok	15 %
Samut Prakan	3 %
Nonthaburi	2 %
Other Central Region	22 %
South Region	12 %

Final Education	Panel
High School	41 %
Junior College	6 %
University	38 %
Graduate Master's Course	5 %
Ph.D. Degree	1 %
Vocational School	7 %
Technical College	2 %



Thailand



Occupation	Panel
Enterprise manager	1 %
Self Employed	13 %
Company Executive	1 %
White Collar	21 %
Blue Collar	4 %
Public Employee	4 %
Education (Teacher)	1 %
Medical	1 %
Part Time	2 %
Student	37 %
Homemaker	3 %
Unemployed	8 %
Other	4 %

Annual Household Income	Panel
Under 100,000 Baht	26 %
100,000 to 200,000 Baht	19 %
200,001 to 300,000 Baht	13 %
300,001 to 400,000 Baht	10 %
400,001 to 500,000 Baht	8 %
500,001 to 600,000 Baht	6 %
600,001 to 700,000 Baht	4 %
700,001 to 800,000 Baht	3 %
800,001 to 1,000,000 Baht	4 %
1,000,001 to 1,500,000 Baht	4 %
1,500,001 Baht or more	3 %



PANEL

Malaysia Cloud Panel

PANEL SIZE

1,295,000

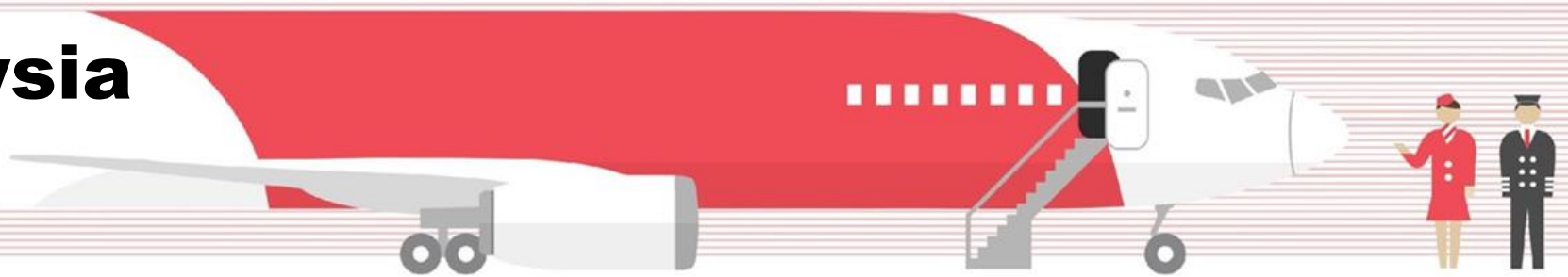


Social and Economic Information

Real GDP growth :	4.31% [2019]
Real GDP per capita :	\$28,364 [2019]
GDP purchasing power parity :	29 th [2019]
Unemployment Rate :	3.3% [2019]
Currency :	Malaysian Ringgit (MYR)
Language :	Bahasa Malaysia
Religion :	Muslim, Buddhism, Christian
Government :	Constitutional Monarchy
Land Mass :	329,847 km ²
Population :	33,519,406 [2021]
Capital :	Kuala Lumpur
Internet Penetration :	81.2% [2018]
Internet Population :	25,829,444



Malaysia



Gender	Panel	Census	Difference
Male	43 %	51 %	- 8%
Female	57 %	49 %	8 %

Age	Panel	Census	Difference
15-19	5 %	13 %	- 8 %
20-29	46 %	23 %	23 %
30-39	32 %	21 %	11 %
40-49	12 %	19 %	- 7 %
50-59	4 %	15 %	- 11 %
60+	1 %	10 %	- 9 %

Marital Status	Panel
Single	48 %
Married	49 %
Divorced / Widowed	3 %

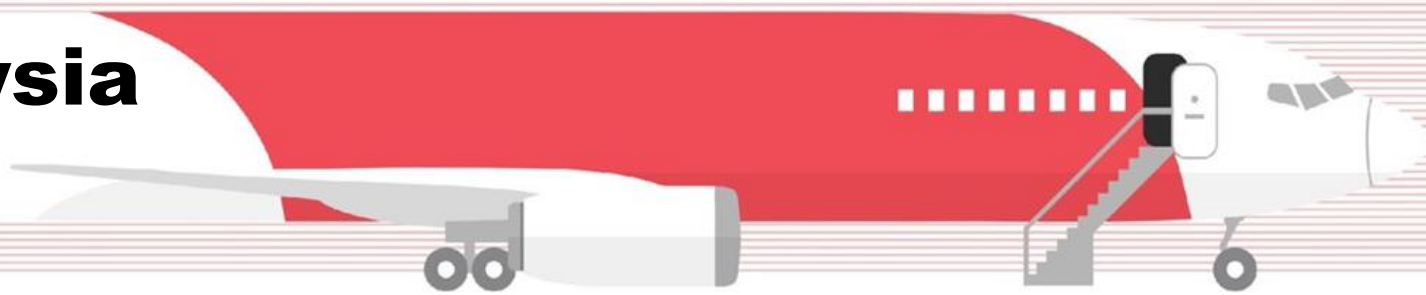


Simple Facts

- Median Age : 29.2 years
- Birth Rate (/1,000 population) : 14.72 births
- Life Expectancy : 75.87 years



Malaysia

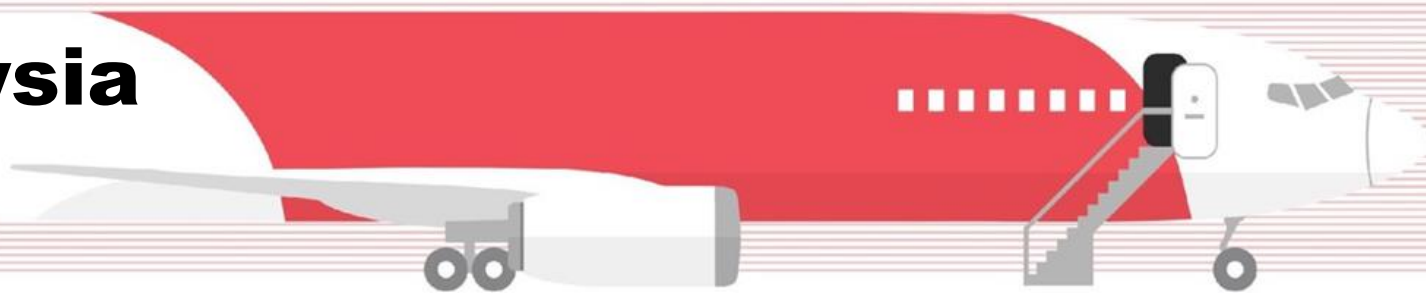


Area	Panel
Kuala Lumpur	22 %
Putrajaya	1 %
Johor	9 %
Kedah	3 %
Kelantan	3 %
Melaka	3 %
Negeri Sembilan	3 %

Area	Panel
Pahang	3 %
Pulau Pinang	8 %
Perak	6 %
Selangor	28 %
Terengganu	2 %
Sabah	4 %
Sarawak	5 %



Malaysia

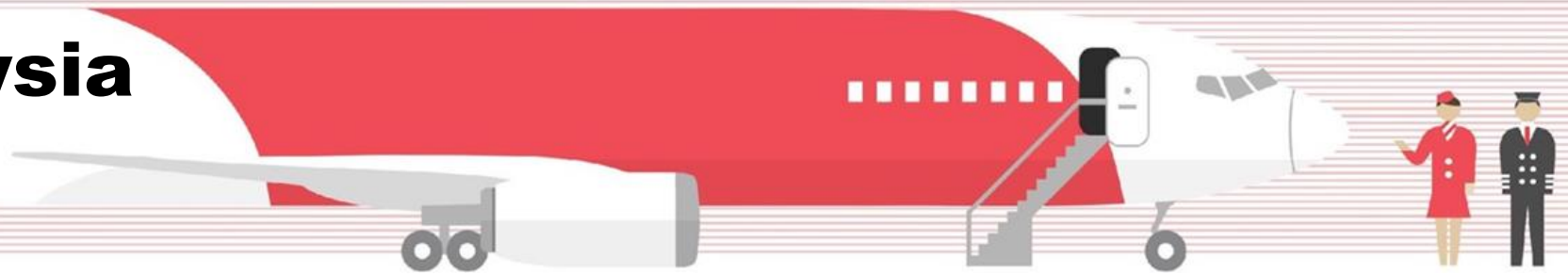


Occupation	Panel
Enterprise manager	2 %
Self Employed	9 %
Company Executive	18 %
White Collar	41 %
Blue Collar	4 %
Public Employee	6 %
Education (Teacher)	3 %
Medical	3 %
Part Time	1 %
Student	4 %
Homemaker	2 %
Unemployed	3 %
Other	4 %

Annual Income Class	Panel
Under 30,000 MYR	15 %
30,000 to 50,000 MYR	20 %
50,001 to 70,000 MYR	15 %
70,001 to 80,000 MYR	7 %
80,001 to 90,000 MYR	7 %
90,001 to 100,000 MYR	9 %
100,001 to 120,000 MYR	9 %
120,001 to 150,000 MYR	6 %
150,001 to 200,000 MYR	5 %
200,001 to 300,000 MYR	4 %
300,001 to 400,000 MYR	1 %
400,001 MYR and over	2 %



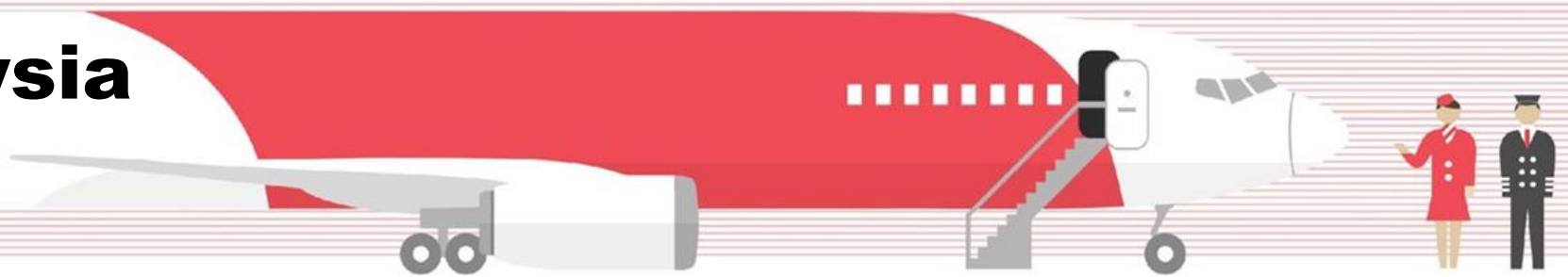
Malaysia



Final Education	Panel
Technical College	2 %
Vocational School	2 %
Junior College	25 %
University	56 %
Graduate Master's Course	13 %
Ph.D Degree	2 %



Malaysia

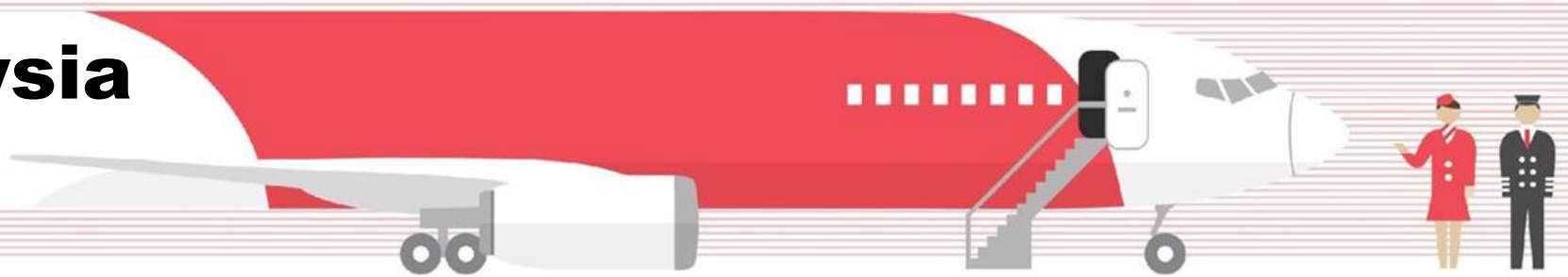


Business Type	Panel
Agriculture, Forestry and Fisheries	1 %
IT	14 %
Construction	8 %
Manufacturing	14 %
Electricity, Gas and Water	3 %
Mail	3 %
Retail, Wholesale and Distribution	8 %
Banks and Investment trusts	14 %
Real estate	2 %
Restaurant and Hotel	2 %

Business Type	Panel
Lifestyle and Amusement	1 %
Education	3 %
Medical care and Welfare	2 %
Publications	2 %
Media	3 %
Trading company	6 %
NPO/NGO	0.3 %
Other	15 %



Malaysia

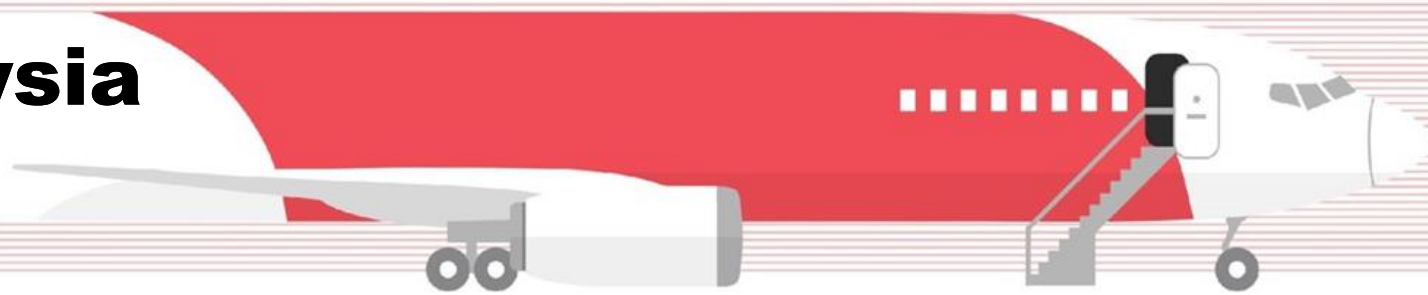


Business Title	Panel
Chairman / Vice Chairman	0.8 %
CEO / Vice President	1 %
CFO/ COO/ CTO/ CIO	0.5 %
Director	5 %
Advisor	3 %
Business Manager	3 %
Manager	8 %
Assistant Manager	14 %

Business Title	Panel
Account Executive	2 %
Leader	2 %
General Staff	2 %
Part Time Employee	2 %
Other	3 %



Malaysia



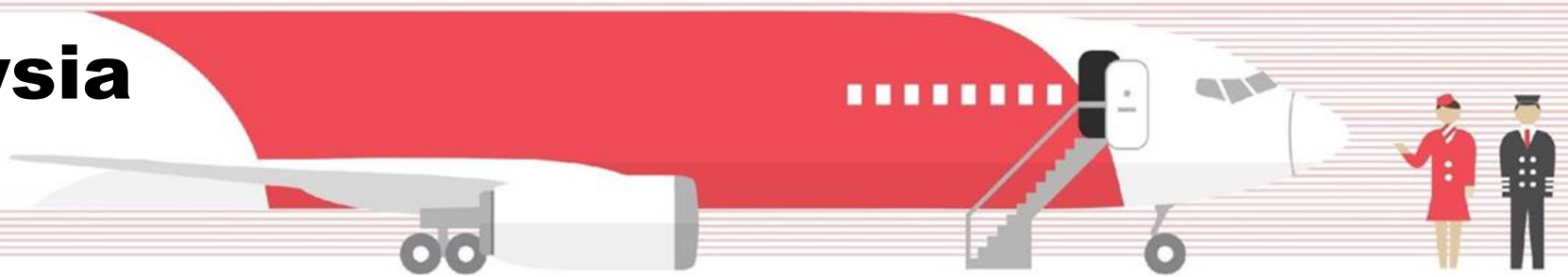
Ethnic Group	Panel
Chinese	64 %
Malay	25 %
Indian	2 %
Other	3 %

Religion	Panel
Buddhism	64 %
Islam	25 %
Christian	13 %
Confucianism, Taoism and other Chinese folk religion	5 %
Hindu	2 %
No religion	5 %
Other	1 %

Language	Panel
Chinese	50 %
Bahasa Malaysia	23 %
English	44 %
Tamil	1 %
Other	4 %



Malaysia



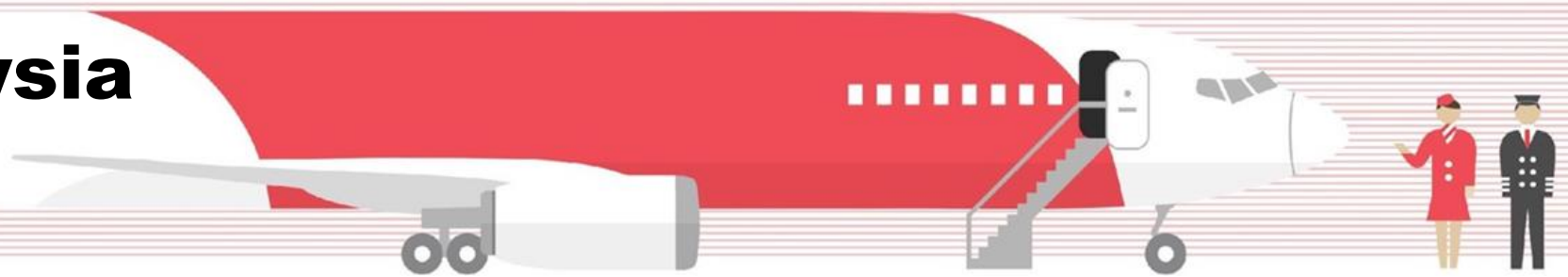
Household Size Including panelist	Panel
1 (live alone)	7 %
2	11 %
3	16 %
4	22 %
5	22 %
6 and more	23 %

Parents with Children	Panel
Yes	34 %
No	66 %

Child Age	Panel
Under 5 yrs	38 %
over 5 under 10yrs	24 %
over 10 under 15yrs	16 %
over 15 under 20yrs	11 %
over 20 under 25yrs	7 %
over 25 up to 30yrs	5 %



Malaysia



Electronic Devices	Panel
Desktop PC	35 %
Laptop PC	69 %
Tablet	41 %
Smartphone	83 %
Mobile Phone	28 %

Ownership of Vehicle	Panel
Car	85 %
Motorbike	25 %
Lorry/ Truck	0.2 %

Main Driver of Vehicle	Panel
Car	62 %
Motorbike	12 %



PANEL

Singapore Cloud Panel

PANEL SIZE

38,000



Social and Economic Information

Real GDP growth :	0.73% [2019]
Real GDP per capita :	\$97,341 [2019]
GDP purchasing power parity :	38 th [2019]
Unemployment Rate :	2.25% [2019]
Currency :	Singapore Dollar (SGD)
Language :	Mandarin, English
Religion :	Buddhist, Christian, Muslim
Government :	Parliamentary Republic
Land Mass :	719,2 km ²
Population :	5,866,139 [2021]
Capital :	Singapore
Internet Penetration :	88.2% [2018]
Internet Population :	5,286,665



Singapore



Gender	Panel	Census	Difference
Male	53 %	49 %	4 %
Female	47 %	51 %	- 4 %

Age	Panel	Census	Difference
15-19	7 %	8 %	- 1 %
20-29	32 %	25 %	7 %
30-39	28 %	24 %	4 %
40-49	18 %	18 %	0 %
50-59	10 %	15 %	- 5 %
60+	5 %	11 %	- 6 %



Simple Facts

- Median Age : 35.6 years
- Birth Rate (/1,000 population) : 9.13 births
- Life Expectancy : 86.19 years



Singapore



Annual Household Income	Panel
No Income	4 %
Under 30,000 SGD	17 %
30,000 to 49,999 SGD	20 %
50,000 to 69,999 SGD	17 %
70,000 to 99,999 SGD	17 %
100,000 to 149,999 SGD	12 %
150,000 to 199,999 SGD	3 %
200,000 SGD or more	5 %
Do not know	5 %



PANEL

Indonesia Cloud Panel

PANEL SIZE

1,529,000

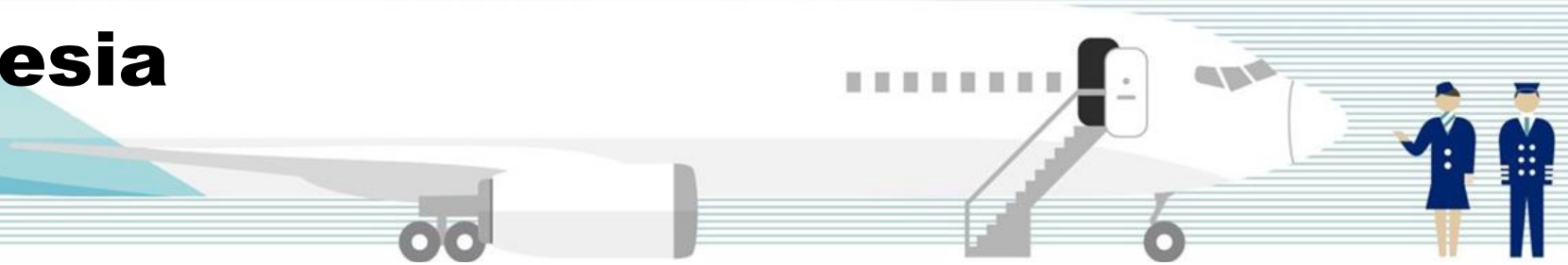


Social and Economic Information

Real GDP growth :	5.03 % [2019]
Real GDP per capita :	\$11,812 [2019]
GDP purchasing power parity :	7 th [2019]
Unemployment Rate :	5.31% [2018]
Currency :	Indonesian Rupiah (IDR)
Language :	Bahasa Indonesia
Religion :	Muslim, Christian, Hindu
Government :	Presidential Republic
Land Mass :	1,904,569 km ²
Population :	275,122,131 [2021]
Capital :	Jakarta
Internet Penetration :	39.79% [2018]
Internet Population :	104,563.108



Indonesia



Gender	Panel	Census	Difference
Male	59 %	50 %	9 %
Female	41 %	50 %	- 9 %

Age	Panel	Census	Difference
15-19	12 %	12 %	0 %
20-29	43 %	23 %	20 %
30-39	30 %	21 %	9 %
40-49	11 %	20 %	- 9 %
50-59	3 %	15 %	- 12 %
50+	1 %	10 %	- 9 %

Marital Status	Panel
Single	41 %
Married	56 %

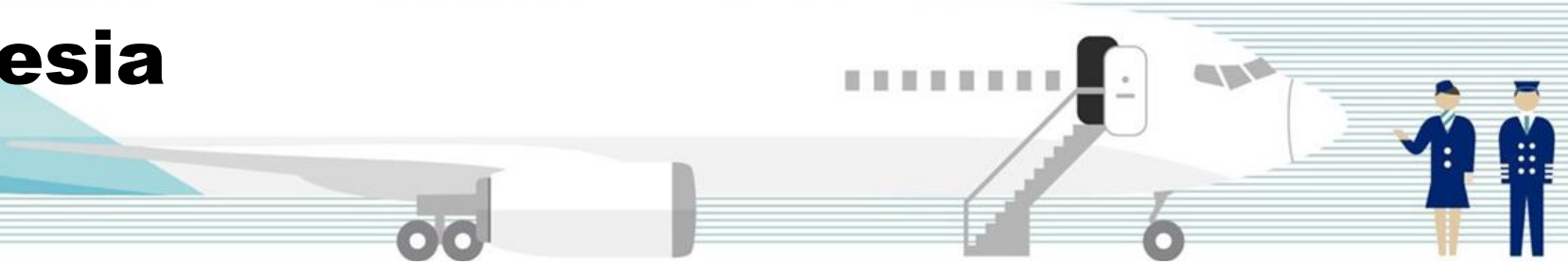


Simple Facts

- Median Age : 31.1 years
- Birth Rate (/1,000 population) : 15.59 births
- Life Expectancy : 72.82 years



Indonesia

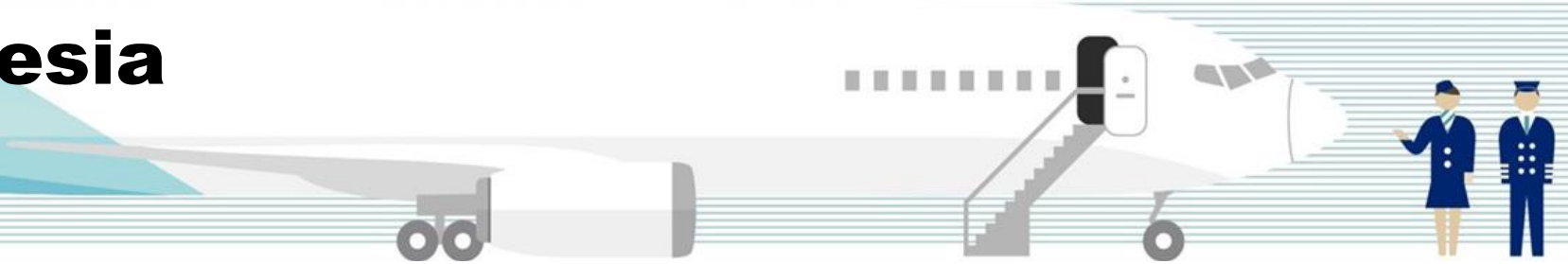


Area	Panel
Jakarta Special Capital Region	14 %
Yogyakarta Special Region	2 %
East Java	19 %
Other areas in Java	35 %
North Sumatra (Including Medan)	4 %
Other areas in Sumatra	11 %

Area	Panel
Lesser Sunda Islands (Including Bali)	1.3 %
Borneo	5 %
Sulawesi	4 %
Maluku Islands	0.2 %
New Guinea	0.1 %
Other	4.4 %

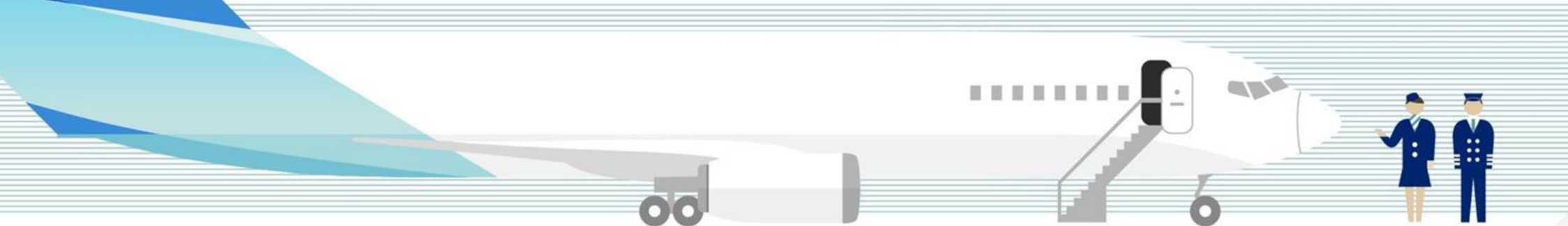


Indonesia



Occupation	Panel
Enterprise manager	1 %
Self Employed	17 %
Company Executive	1 %
White Collar	16 %
Blue Collar	6 %
Public Employee	3 %
Education (Teacher)	5 %
Medical	1 %
Part Time	10 %
Student	12 %
Homemaker	17 %
Unemployed	7 %
Other	4 %

Annual Household Income	Panel
Under 20,000K IDR	32 %
20,000K to 30,000K IDR	13 %
30,001K to 40,000K IDR	9 %
40,001K to 50,000K IDR	8 %
50,001K to 60,000K IDR	8 %
60,001K to 70,000K IDR	6 %
70,001K to 80,000K IDR	4 %
80,001K to 90,000K IDR	3 %
90,001K to 100,000K IDR	3 %
100,001K to 125,000K IDR	4 %
125,001K to 150,000K IDR	3 %
150,001K to 200,000K IDR	2 %
200,001K to 250,000K IDR	2 %
250,001K and over	3 %



Final Education	Panel
High School	42 %
Junior College	12 %
University	35 %
Graduate Master's Course	3 %
Ph.D. Degree	0.3 %
Vocational School	7 %
Technical College	0.7 %



PANEL

Hong Kong Cloud Panel

PANEL SIZE

24,000



Social and Economic Information

Real GDP growth :	-1.25% [2019]
Real GDP per capita :	\$59,848 [2019]
GDP purchasing power parity :	45 th [2019]
Unemployment Rate :	2.93% [2019]
Currency :	Hong Kong Dollar (HKD)
Language :	Cantonese, English
Religion :	Buddhism, Taoism, Christian
Government :	Limited democracy
Land Mass :	1,108 km ²
Population :	7,263,234 [2021]
Capital :	-
Internet Penetration :	89.42% [2018]
Internet Population :	6,450,167



Hong Kong



Gender	Panel	Census	Difference
Male	46 %	45 %	1 %
Female	54 %	55 %	- 1 %

Age	Panel	Census	Difference
15-19	6 %	5 %	1 %
20-29	26 %	15 %	11%
30-39	39 %	19 %	20 %
40-49	20 %	19 %	1 %
50-59	8 %	23 %	- 15 %
60+	1 %	19 %	- 18 %

Marital Status	Panel
Single	52 %
Married	48 %

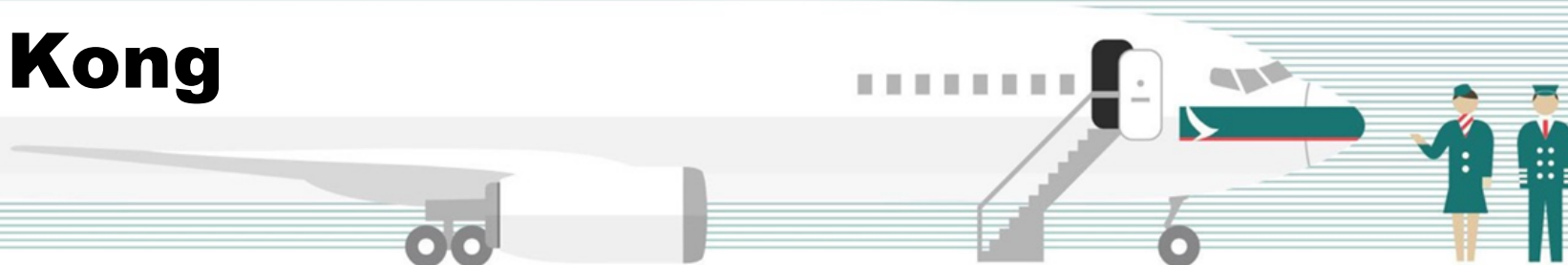


Simple Facts

- Median Age : 45.6 years
- Birth Rate (/1,000 population) : 8.23 births
- Life Expectancy : 83.41 years



Hong Kong



Occupation	Panel
Enterprise manager	2 %
Self Employed	3 %
Company Executive	3 %
Company Employee	52 %
Public Employee	3 %
Education	3 %
Medical	2 %
Part Time	3 %
Housewife/Househusband	3 %
Unemployed	3 %
Other	22 %

Annual Household Income	Panel
Under 10,000 HKD	3 %
100,000 to 200,000 HKD	5 %
200,001 to 300,000 HKD	2 %
300,001 to 500,000 HKD	25 %
500,001 to 750,000 HKD	27 %
750,001 to 1,000,000 HK	18 %
1,000,001 to 1,500,000 HKD	9 %
1,500,001 to 2,000,000 HKD	3 %
2,000,001 to 3,000,000 HKD	2 %
3,000,001 to 5,000,000 HKD	2 %
5,000,001 to 10,000,000 HKD	2 %
10,000,001 and over	2 %



PANEL

Australia Cloud Panel

PANEL SIZE

87,000

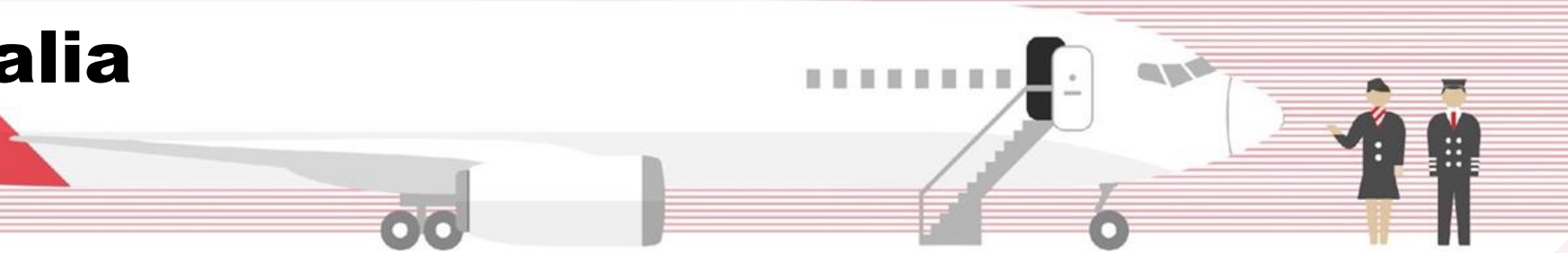


Social and Economic Information

Real GDP growth :	1.84% [2019]
Real GDP per capita :	\$49,854 [2019]
GDP purchasing power parity :	19 th [2019]
Unemployment Rate :	5.16% [2019]
Currency :	Australian Dollar (AUD)
Language :	English
Religion :	Protestant, Roman Catholic
Government :	Federal parliamentary democracy
Land Mass :	7,741,220 km ²
Population :	25.809,973 [2021]
Capital :	Canberra
Internet Penetration :	86.55% [2018]
Internet Population :	21,419,302



Australia



Gender	Panel	Census	Difference
Male	31 %	49 %	- 18 %
Female	69 %	51 %	18 %

Age	Panel	Census	Difference
15-19	3 %	8 %	- 5 %
20-29	14 %	17 %	- 3 %
30-39	19 %	17 %	2 %
40-49	20 %	18 %	2 %
50-59	27 %	16 %	11 %
60+	16 %	24 %	- 8 %

Marital Status	Panel
Single	35 %
Married	50 %
Divorced / Widowed	15 %

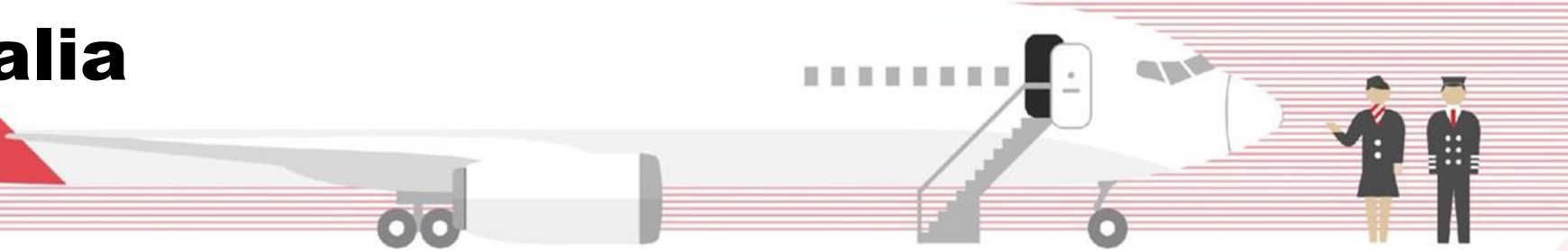


Simple Facts

- Median Age : 37.5 years
- Birth Rate (/1,000 population) : 12.35 births
- Life Expectancy : 82.89 years



Australia



Occupation	Panel
Student	-
Housewife/Househusband	-
Company Employee	-
Company Executive	-
Public Employee	-
Education	-
Medical	-
Enterprise manager	-
Self Employed	-
Part Time	-
Unemployed	-
Other	-

Annual Household Income	Panel
\$30,000 AUD and under	21 %
\$30,001 to \$40,000 AUD	14 %
\$40,001 to \$50,000 AUD	11 %
\$50,001 to \$60,000 AUD	9 %
\$60,001 to \$70,000 AUD	7 %
\$70,001 to \$80,000 AUD	6 %
\$80,001 to \$90,000 AUD	6 %
\$90,001 to \$100,000 AUD	6 %
\$100,001 to \$125,000 AUD	9 %
\$125,001 to \$150,000 AUD	5 %
\$150,001 to \$200,000 AUD	5 %
\$200,001 to \$250,000 AUD	1 %
\$250,001 AUD and over	1 %



PANEL

New Zealand Cloud Panel

PANEL SIZE

22,000

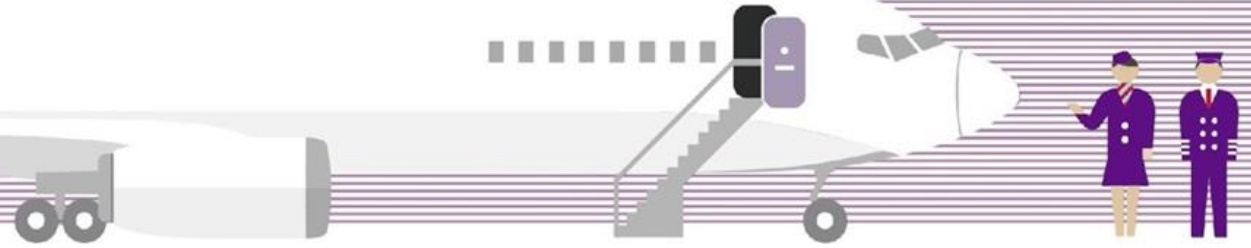


Social and Economic Information

Real GDP growth	2.22% [2019]
Real GDP per capita :	\$42,888 [2019]
GDP purchasing power parity :	66 th [2019]
Unemployment Rate :	4.13% [2019]
Currency :	New Zealand Dollar (NZD)
Language :	English, Maori
Religion :	Christian
Government :	Parliamentary Democracy
Land Mass :	268,838 km ²
Population :	4,991,442 [2021]
Capital :	Wellington
Internet Penetration :	90.81% [2018]
Internet Population :	4,340,672



New Zealand



Gender	Panel	Census	Difference
Male	32 %	49 %	- 17 %
Female	68 %	51 %	17 %

Age	Panel	Census	Difference
15-19	4 %	8 %	- 4 %
20-29	15 %	17 %	- 2 %
30-39	22 %	16 %	6 %
40-49	19 %	17 %	2 %
50-59	17 %	16 %	1 %
60+	24 %	26 %	- 2 %

Marital Status	Panel
Single	37 %
Married	50 %
Divorced / Widowed	13 %

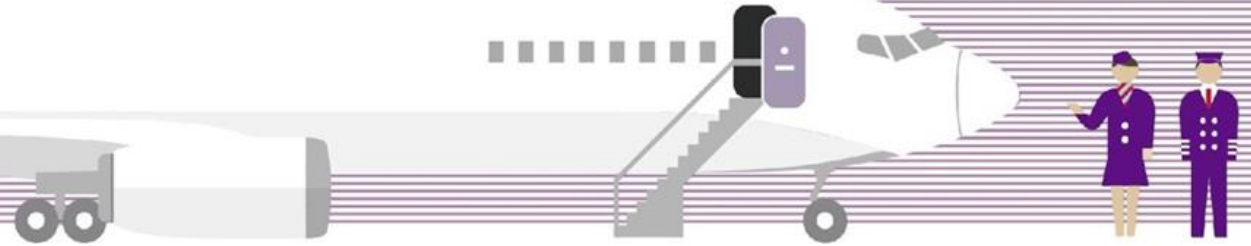


Simple Facts

- Median Age : 37.2 years
- Birth Rate (/1,000 population) : 12.83 births
- Life Expectancy : 82.33 years



New Zealand



Electronic Devices	Panel
PC (Laptop)	48 %
Mobile (Smartphone/Tablet)	50 %
Other	2 %

Annual Household Income	Panel
No Income	3 %
20,000 NZD and under	11 %
20,001 to 39,999 NZD	21 %
40,000 to 59,999 NZD	15 %
60,000 to 79,999 NZD	13 %
80,000 to 99,999 NZD	14 %
100,000 to 149,999 NZD	9 %
150,000 NZD and over	3 %
Do not know	11 %



PANEL

Myanmar Cloud Panel

PANEL SIZE

25,000



Social and Economic Information

Real GDP growth :	6.80% [2017]
Real GDP per capita :	\$5,142 [2019]
GDP purchasing power parity :	58 th [2019]
Unemployment Rate :	4.0% [2017]
Currency :	Burmese Kyat (MMK)
Language :	Burmese
Religion :	Buddhist, Christian, Muslim
Government :	Parliamentary Republic
Land Mass :	676,578 km ²
Population :	57,069,099 [2021]
Capital :	Rangoon (Yangon)
Internet Penetration :	30.68% [2018]
Internet Population :	17,064,985



PANEL

UAE Cloud Panel

PANEL SIZE

1,000



Social and Economic Information

Real GDP growth :	0.80% [2017]
Real GDP per capita :	\$67,119 [2019]
GDP purchasing power parity :	34 th [2019]
Unemployment Rate :	1.60% [2016]
Currency :	Dirham (AED)
Language :	Arabic, English
Religion :	Muslim, Christian
Government :	Federation of monarchies
Land Mass :	83,600 km ²
Population :	9,856,612 [2021]
Capital :	Abu Dhabi
Internet Penetration :	98.45% [2018]
Internet Population :	9,550,945



Contact



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Class

First Class

Gate	Gate Closes	Seat
S12	19:00	26B



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“Country Data” Source: The World Factbook. Washington, DC: Central Intelligence Agency, July 22, 2021
<https://www.cia.gov/the-world-factbook/countries/>