PANEL BOOK

symmetric

scientifically balanced samples worldwide

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ABOUT US

symmetric

Our worldwide online panels reach millions of consumers in the United States, Canada, Latin America, Europe, and Asia. Over the past 3 decades, we have been at the forefront of technology and transitioned this panel from mail to phone (1980s), phone to web (1990s), and, most recently, to our mobile platform (2010s).

Quality is always top of mind. After a member joins one of our panels and completes the double-opt-in verification process, we take it a step further to verify they are providing thoughtful and truthful responses before they are confirmed as panel members.

This triple-opt-in process helps ensure panelists' engagement and quality.

In addition to building and managing our own panels for more than 30 years, we specialize in aggregating and vetting other sources. We apply our quality standards to all survey responses running through our system, whether that is through our panel, a third party, or a client list. Our experience gained from collaborating with panel partners over the years allows us to complete even your most difficult and hard-to-reach audiences with only the most trustworthy sample in the industry.

We Are
The Sampling EXPERTS

THE SYMMETRIC DIFFERENCE

AWARDS

Our sytem of panel management has led the way in innovation, technology, and data quality for more than three decades. We are often recognized for our quality and customer satisfaction. A couple of our most recent accomplishments include:

A top company for panel research
As seen in **QUIRK'S magazine**

Our panels are ranked #1 in the U.S.
Based on **Prevision Corporation's**

2015 Research Supplier Quality Study for Overall Satisfaction.

Ranked #1 Custom Quantitative Market Research Agency in U.S.
Source: Prevision Corporation's Annual Quality and Value Benchmarking Survey Among Corporate Buyers – 2020 Report.

A QUIRK'S TOP COMPANY 2021

★ Online Survey Research
★ Quantitative Research
★ Data Collection
★ Panel Research

PII (Personal Identifiable Information)

One of the many benefits of working with Symmetric is our double-opt-in panels. We collect and verify contact information on all of our panelists. This allows for data appends, recontact projects, and a variety of qualitative methods. We verify all of our panelists in order to insure that we have real respondents who provide real insights.

ROBUST PROFILERS

With the average panel member's tenure being more than two years, we have compiled robust targeting information on our members. We have thousands of data points on our panelists.

DEDICATED ACCOUNT MANAGERS

Every client of Symmetric has a dedicated account team that will be with them from start to finish on every project. This team is all located on-shore and has an average of 15 years of experience.
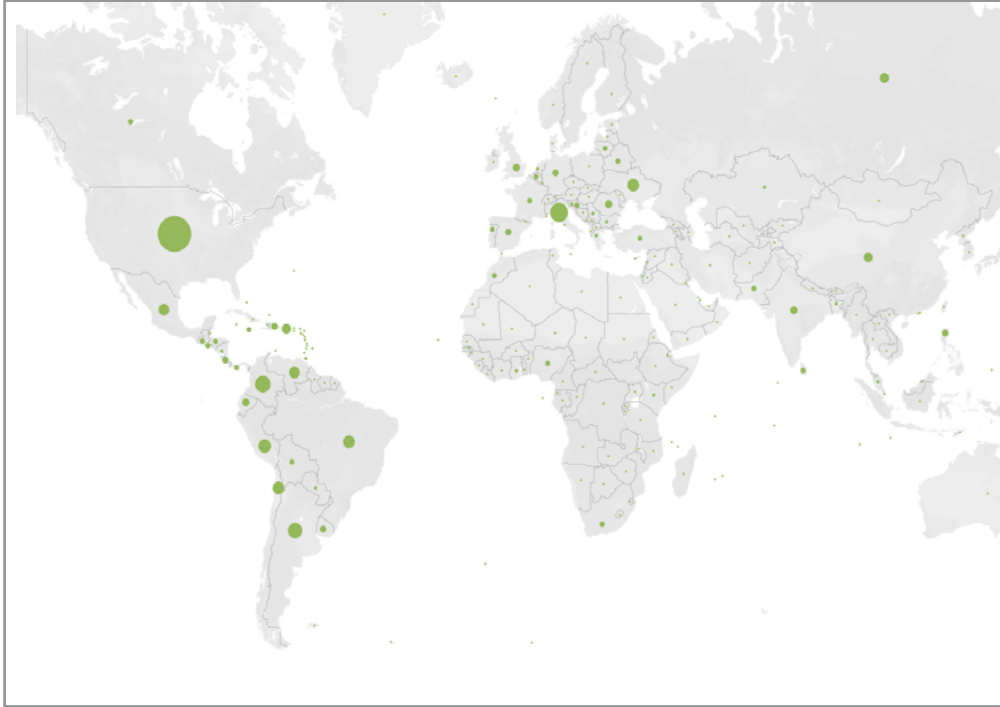
CASH INCENTIVES

We firmly believe that compensating our panel members fairly for both screeners and surveys promotes member engagement, resulting in more thoughtful responses. This is the backbone on which our panels were built 30 years ago, and this philosophy remains a priority for our company today.

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GLOBAL PANELS

Sample is available in more than

200 Countries & Territories

11 Languages

Languages supported are:
English, Dutch, French, German, Italian, Japanese, Portuguese, Russian, Spanish, Simplified Chinese, and Traditional Chinese.

GLOBAL PANEL LIST

Afghanistan	Bahrain	Burkina Faso	Congo (Dem. Rep.)
Albania	Bangladesh	Burundi	Cook Islands
Algeria	Barbados	Cambodia	Costa Rica
American Samoa	Belarus	Cameroon	Croatia
Andorra	Belgium	Canada	Cuba
Angola	Belize	Cape Verde	Cyprus
Anguilla	Benin	Cayman Islands	Czechia
Antigua & Barbuda	Bermuda	Central African Republic	Denmark
Argentina	Bhutan	Chad	Djibouti
Armenia	Bolivia	Chile	Dominica
Aruba	Bosnia and Herzevogina	China	Dominican Republic
Australia	Botswana	Christmas Island	Timor Leste
Austria	Brazil	Cocos Islands	Ecuador
Azerbaijan	Brunei	Colombia	Egypt
Bahamas	Bulgaria	Comoros	El Salvador

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GLOBAL PANEL LIST (Continued)

Equatorial Guinea	Gibraltar	India	Kyrgystan
Eritrea	Greece	Indonesia	Laos
Estonia	Greenland	Iran	Latvia
Ethiopia	Grenada	Iraq	Lebanon
Falkland Islands	Guadeloupe	Ireland	Lesotho
Fiji	Guam	Israel	Liberia
Finland	Guatemala	Italy	Libya
France	Guinea	Ivory Coast	Liechtenstein
French Guiana	Guinea-Bissau	Jamaica	Lithuania
French Polynesia	Guyana	Japan	Luxembourg
Gabon	Haiti	Jordan	Macau
Gambia	Honduras	Kazakhstan	Macedonia
Georgia	Hong Kong	Kenya	Madagascar
Germany	Hungary	Kiribati	Malawi
Ghana	Iceland	Kuwait	Malaysia

GLOBAL PANEL LIST (Continued)

Maldives	Mozambique
Mali	Myanmar
Malta	Namibia
Marshall Islands	Nauru
Martinique	Nepal
Mauritania	Netherlands
Mauritius	Netherlands Antilles
Mexico	New Caledonia
Micronesia	New Zealand
Moldova	Nicaragua
Monaco	Niger
Mongolia	Nigeria
Montenegro	Niue
Montserrat	N. Mariana Islands
Morocco	Norway

Oman	Russia
Pakistan	Rwanda
Palau Islands	Saint Lucia
Panama	Samoa
Papua New Guinea	San Marino
Paraguay	Sao Tome & Principe
Peru	Saudi Arabia
Philippines	Senegal
Pitcairn	Serbia
Poland	Seychelles
Portugal	Sierra Leone
Puerto Rico	Singapore
Qatar	Slovakia
Reunion	Slovenia
Romania	Solomon Islands

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GLOBAL PANEL LIST (Continued)

Somalia	
South Africa	
S. Georgia & S. Sandwich	
South Korea	
Spain	
Sri Lanka	
St. Helena	
St. Kitts, Nevis	
St. Vincent, Grenadines	
Sudan	
Suriname	
Swaziland	
Sweden	
Switzerland	
Syria	

Taiwan	
Tajikistan	
Tanzania	
Thailand	
Togo	
Tonga	
Trinidad, Tobago	
Tunisia	
Turkey	
Turkmenistan	
Turks and Caicos	
Tuvalu	
Uganda	
Ukraine	
United Arab Emirates	

United Kingdom	
United States	
Uruguay	
Uzbekistan	
Vanuatu	
Vatican City	
Venezuela	
Vietnam	
Virgin Islands - British	
Virgin Islands - U.S.	
Western Sahara	
Yemen	
Zambia	
Zimbabwe	

HIGHLY ENGAGED MEMBERS

Percentage of Completion
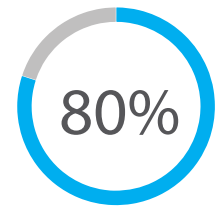
80%
Multiple-Day Diary Entry
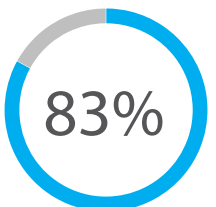
83%
Multiple Products & Follow-Up Survey (2 or More)
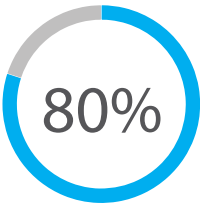
80%
Mobile-Friendly Completing on the Go
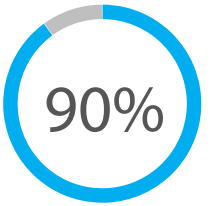
90%
Testing 1 Product With 1 Follow-Up Survey

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SPECIALTY PANELS

The Medical Advisory Board® is an online panel of nurses, optometrists, pharmacists, dietitians, pathologists, laboratory technicians, radiologists, veterinarians, and other healthcare professionals.

The Contractor Advisory Board® is an international panel of general contractors and subcontractors from all segments of the building and construction industry.

The Physicians Advisory Council® is an online panel of physicians and surgeons from around the world, including both general practitioners and specialists.

The Executive Advisory Board® is a worldwide panel of managers, executives, and directors of major corporations and other large organizations, as well as executives in small- to medium-sized companies.

The Technology Advisory Board® is a worldwide online panel of information systems professionals, engineers, scientists, and other technologists.

SELECTED TARGETING

ONLINE ACTIVITIES/ENTERTAINMENT

- Banking
- Blogs
- Hours of TV Watched
- Movies Seen
- Entertainment News
- Games
- News/Information
- Shopping
- Social Networks
- Streaming Services (Hulu, Apple TV, Netflix, etc.)
- TV (Online)
- Videos (Web)

DEVICES

- Browser
- Devices owned
- Operating System
- Phone Type

CAR

Type Owned
- Four-Door Sedan
- Hatchback
- SUV
- Truck
- Two-Door Coupe
- Van/Minivan

Engine Type
- Diesel
- Electric
- Ethanol
- Gas-Powered
- Hybrid
- Natural Gas

Purchase/Finance
- Finance Over Time
- Lease
- Pay Cash

TOBACCO

- Cigarettes
- Cigarillos
- Cigars
- E-Cigarettes
- Smokeless Tobacco

ALCOHOL

- Beer
- Liquor
- Wine

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TARGETING (Continued)

PERSONAL CARE

- Blood Glucose Monitor
- Body Care (Moisturizer, Body Scrub, etc.)
- Contact Lenses (Corrective)
- Dental Floss
- Dentures
- Deodorant
- Electric Toothbrush
- Eye Cosmetics
- Eyeglasses (Corrective)
- Face or Body Hair Lightener (Bleach)
- Face or Body Hair Removal (Lotion)
- Facial Care (Moisturizer, Serum, etc.)
- Facial Cosmetics
- Fragrance
  (Perfume, Cologne, Body Spray, etc.)

- Hair Color
- Hair Regrowth/Loss Prevention
- Hand Sanitizer
- Homeopathic Remedies
- Lip Cosmetics
- Maxi Pads
- Mouthwash
- Nail Products and Hand/Foot Care
  (Polish, Cuticle Cream, Callus Remover, etc.)
- Over-the-Counter Medicine
  (Pain Reliever, Cough Syrup, etc.)
- Panty Liners
- Self-Tanners
- Specialty Hair Care
  (Gloss, Deep Conditioner, etc.)

- Sun Protection
- Tampons
- Toothbrush
- Toothpaste
- Vitamins and Supplements
- Whitening Toothpaste

TARGETING (Continued)

AILMENTS

- Acne
- Asthma
- ADD/ADHD
- Alcoholism
- Allergies
- Anemia
- Anxiety Disorders
- Arthritis
- Back Pain
- Bipolar Disorder
- Cardiovascular Diseases
- Cancer
- Cataracts
- Celiac Disease
- Cirrhosis
- Constipation
- COPD
- Corns/Calluses
- Crohn's Disease

- Depression
- Diabetes (Type 1)
- Diabetes (Type 2)
- Drug Dependency
- Eating Disorders
- Eczema or Other Skin Conditions
- Flatulence/Gas
- Food Allergy
- Frequent Indigestion
- Gallstones/GallBladder Problems
- Gastritis
- Glaucoma
- Gluten Intolerance
- Gout
- Heart Disease
- Heartburn
- Hemophilia
- Hemorrhoids
- Hepatitis

- High Blood Pressure/Hypertension
- High Cholesterol
- HIV
- Hypoglycemia
- Incontinence
- Infertility
- Insomnia
- Irritable Bowel Syndrome
- Joint Replacement
- Lactose Intolerance
- Low Blood Pressure
- Menopause Symptoms
- Menstrual Cramps
- Multiple Sclerosis
- Migraine Headaches
- Neurological Disorders
- Obesity
- Osteoporosis
- Pancreatitis

- Parkinson's Disease
- Perimenopause Symptoms
- Periodontal/Gum Disease
- Premenopause Symptoms
- Premenstrual Syndrome (PMS)
- Prostate Problems
- Sexual Dysfunction
- Shingles
- Skin Rash
- Stomach Ulcers
- Stress
- Stroke
- Thyroid Disorders
- Ulcerative Colitis
- Vision Problems

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FEATURED PANELS

North America

UNITED STATES
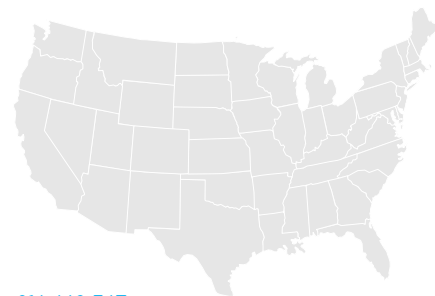
GENDER

Male 26.7%

Female 73.3%

ENGLISH
SPANISH

Census Population Size: 316,668,567

Internet Penetration Rate: 87%

Smartphone Penetration Rate: 72%

AGE

- 18-24: 15%
- 25-34: 32%
- 35-44: 22%
- 45-54: 13%
- 55-64: 11%
- 65+: 7%

EDUCATION

Education Level	Percentage
Some High School	11%
Graduated High School	21%
Trade/Technical/Vocational School	6%
Some College/2-Yr. Associates' Degree	32%
Graduated College/Bachelors' Degree	20%
Attended Graduate School	3%
Advanced Degree (Master's, Ph.D.)	6%

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REGIONS

West	South	Midwest	Northeast
21%	41%	22%	16%

ETNICITY

White or Caucasian — 82%
African American — 14%
American Indian, Eskimo, Aleut — 1%
Asian or Pacific Islander — 4%

14% Hispanic

ANNUAL INCOME

< $10K	$10K - $14,999	$15K - $24,999	$25K - $34,999	$35K - $49,999	$50K - $74,999	$75K - $99,999	$100K+
17%	8%	15%	14%	15%	15%	8%	9%

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CANADA

GENDER

Male 33.7%

Female 66.3%
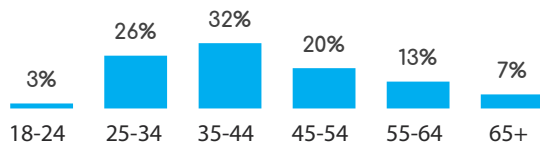
FRENCH 20%
ENGLISH 80%

Census Population Size: 34,568,211

Internet Penetration Rate: 95%

Smartphone Penetration Rate: 73%

AGE

18-24	25-34	35-44	45-54	55-64	65+
3%	26%	32%	20%	13%	7%

EDUCATION

Some High School	12%
Graduated High School	21%
Trade/Technical/Vocational School	12%
Some College/2-Yr. Associates' Degree	21%
Graduated College/Bachelors' Degree	24%
Attended Graduate School	5%
Advanced Degree (Master's, Ph.D.)	4%

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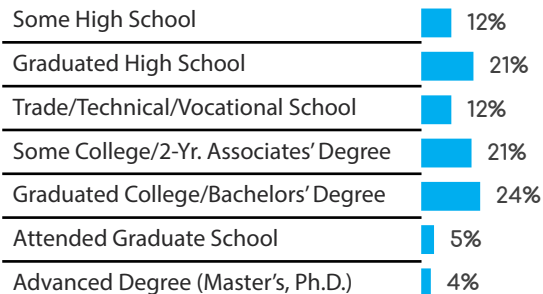
MEXICO

GENDER

Male **58.0%**

Female **42.0%**
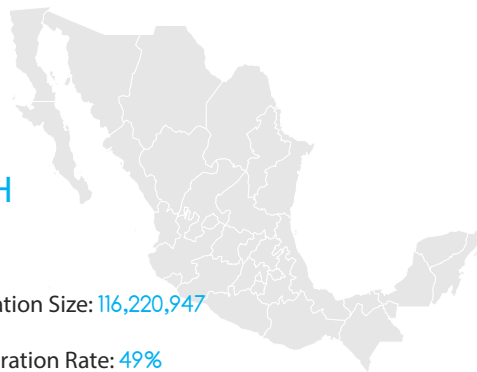
SPANISH

Census Population Size: **116,220,947**

Internet Penetration Rate: **49%**

Smartphone Penetration Rate: **66%**

AGE

- 18-24: 8%
- 25-34: 33%
- 35-44: 30%
- 45-54: 17%
- 55-64: 8%
- 65+: 3%

EDUCATION

Education Level	Percentage
Some High School	5%
Graduated High School	13%
Trade/Technical/Vocational School	13%
Some College/2-Yr. Associates' Degree	26%
Graduated College/Bachelors' Degree	33%
Attended Graduate School	6%
Advanced Degree (Master's, Ph.D.)	4%

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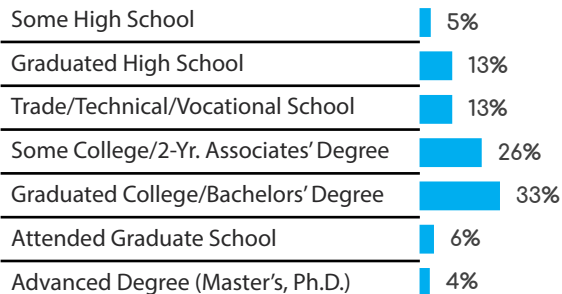
PUERTO RICO

GENDER

Male **34.3%**

Female **65.7%**

SPANISH
ENGLISH

Census Population Size: **3,578,056**

Internet Penetration Rate: **80 %**

Smartphone Penetration Rate: **57%**

AGE

Age	Percentage
18-24	5%
25-34	30%
35-44	33%
45-54	19%
55-64	9%
65+	3%

EDUCATION

Education	Percentage
Some High School	5%
Graduated High School	14%
Trade/Technical/Vocational School	10%
Some College/2-Yr. Associates' Degree	23%
Graduated College/Bachelors' Degree	30%
Attended Graduate School	8%
Advanced Degree (Master's, Ph.D.)	10%

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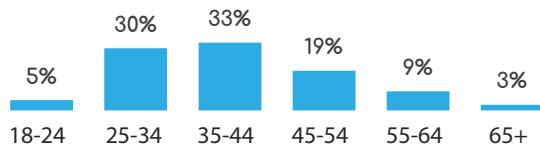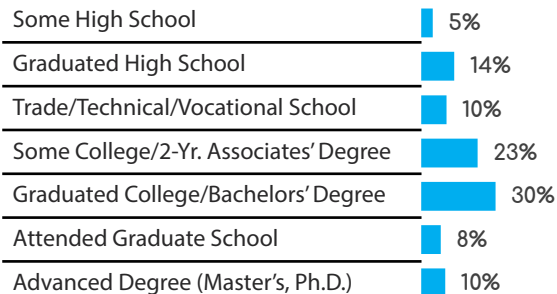
FEATURED PANELS

Central/South America

COSTA RICA

GENDER

Male **51.3%**

Female **48.7%**

SPANISH

Census Population Size: **4,872,543**

Internet Penetration Rate: **60%**

Smartphone Penetration Rate: **53%**

AGE

Age	Percentage
18-24	7%
25-34	33%
35-44	33%
45-54	17%
55-64	7%
65+	2%

EDUCATION

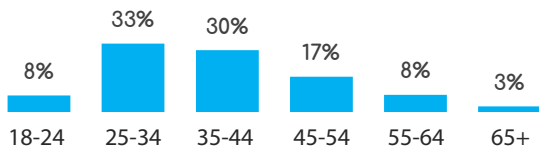| Education	Percentage
Some High School	10%
Graduated High School	18%
Trade/Technical/Vocational School	8%
Some College/2-Yr. Associates' Degree	26%
Graduated College/Bachelors' Degree	27%
Attended Graduate School	5%
Advanced Degree (Master's, Ph.D.)	6%

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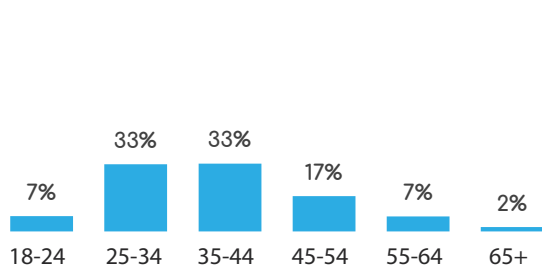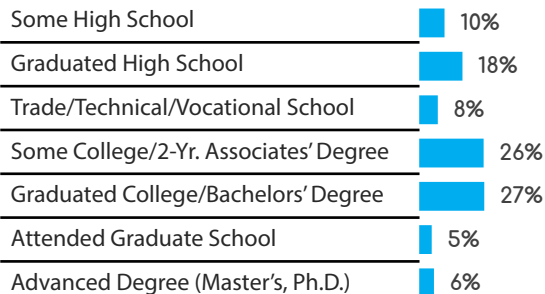
COLOMBIA

GENDER

Male 52.0%

Female 48.0%

SPANISH
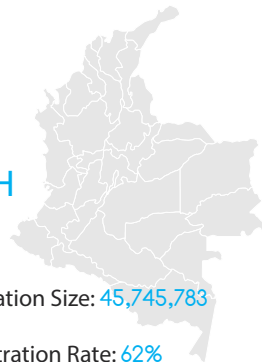
Census Population Size: 45,745,783

Internet Penetration Rate: 62%

Smartphone Penetration Rate: 40%

AGE

- 18-24: 8%
- 25-34: 33%
- 35-44: 33%
- 45-54: 17%
- 55-64: 7%
- 65+: 2%

EDUCATION

Some High School	2%
Graduated High School	13%
Trade/Technical/Vocational School	14%
Some College/2-Yr. Associates' Degree	27%
Graduated College/Bachelors' Degree	30%
Attended Graduate School	13%
Advanced Degree (Master's, Ph.D.)	3%

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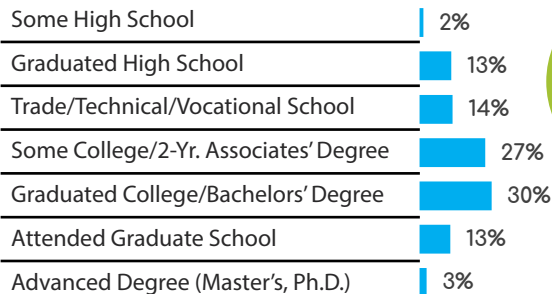
BRAZIL

GENDER

Male **54.4%**

Female **45.6%**
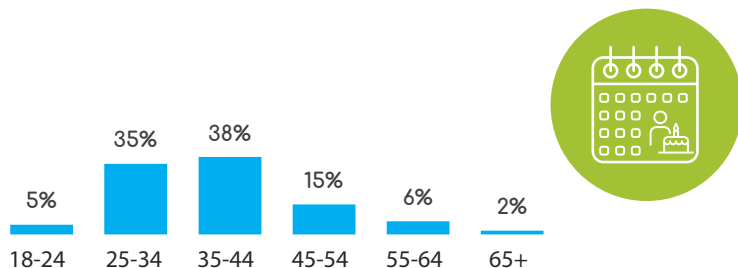
PORTUGUESE
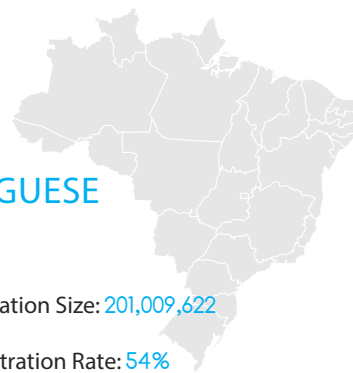
Census Population Size: **201,009,622**

Internet Penetration Rate: **54%**

Smartphone Penetration Rate: **62%**

AGE

Age	Percentage
18-24	5%
25-34	35%
35-44	38%
45-54	15%
55-64	6%
65+	2%

EDUCATION

Education	Percentage
Some High School	6%
Graduated High School	24%
Trade/Technical/Vocational School	6%
Some College/2-Yr. Associates' Degree	33%
Graduated College/Bachelors' Degree	24%
Attended Graduate School	5%
Advanced Degree (Master's, Ph.D.)	3%

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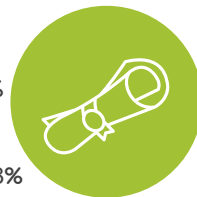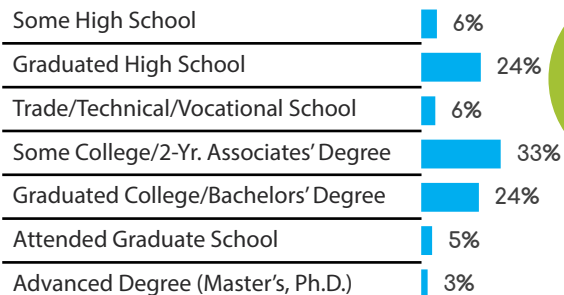
ARGENTINA

GENDER

Male 54.2%

Female 45.8%
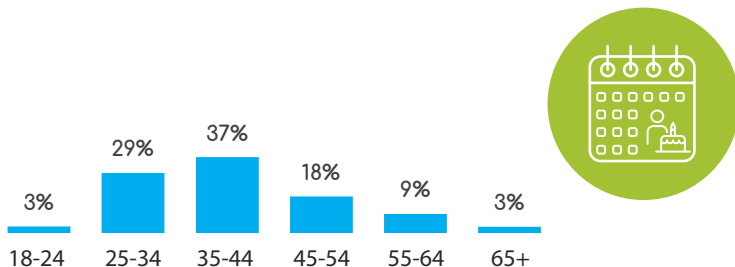
SPANISH

Census Population Size: 42,610,981

Internet Penetration Rate: 75%

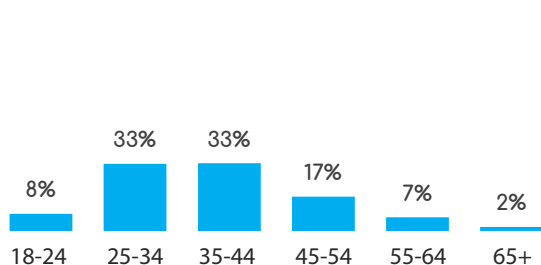Smartphone Penetration Rate: 67%

AGE

- 18-24: 3%
- 25-34: 29%
- 35-44: 37%
- 45-54: 18%
- 55-64: 9%
- 65+: 3%

EDUCATION

Some High School	8%
Graduated High School	25%
Trade/Technical/Vocational School	10%
Some College/2-Yr. Associates' Degree	34%
Graduated College/Bachelors' Degree	16%
Attended Graduate School	4%
Advanced Degree (Master's, Ph.D.)	2%
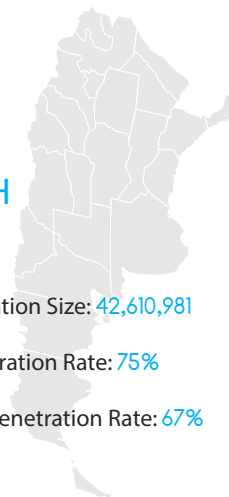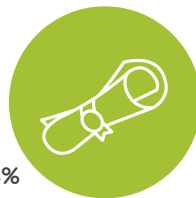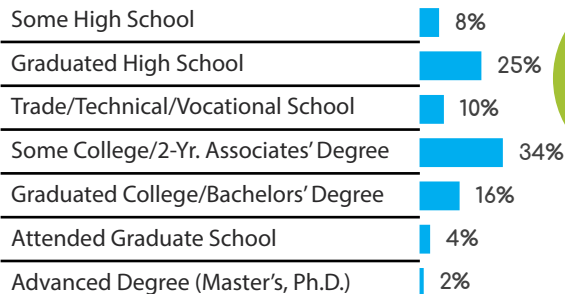
URUGUAY

GENDER

Male **49.3%**

Female **50.7%**
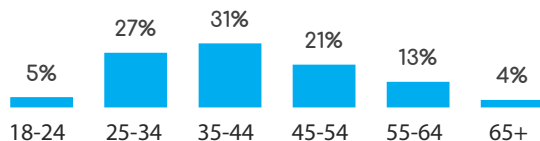
SPANISH

Census Population Size: **3,351,016**

Internet Penetration Rate: **65%**

Smartphone Penetration Rate: **84%**

AGE

18-24	25-34	35-44	45-54	55-64	65+
5%	27%	31%	21%	13%	4%

EDUCATION

Some High School	13%
Graduated High School	27%
Trade/Technical/Vocational School	14%
Some College/2-Yr. Associates' Degree	25%
Graduated College/Bachelors' Degree	13%
Attended Graduate School	5%
Advanced Degree (Master's, Ph.D.)	2%

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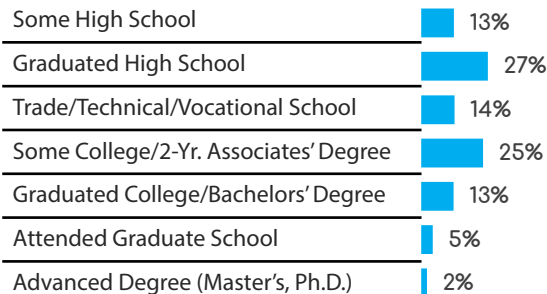
FEATURED PANELS

EUROPE

UNITED KINGDOM

GENDER

Male 40.2%

Female 59.8%

ENGLISH

Census Population Size: 63,887,988

Internet Penetration Rate: 90%

Smartphone Penetration Rate: 74%

AGE

18-24	25-34	35-44	45-54	55-64	65+
19%	28%	24%	15%	9%	5%

EDUCATION

Some High School	12%
Graduated High School	19%
Trade/Technical/Vocational School	7%
Some College/2-Yr. Associates' Degree	22%
Graduated College/Bachelors' Degree	25%
Attended Graduate School	8%
Advanced Degree (Master's, Ph.D.)	7%

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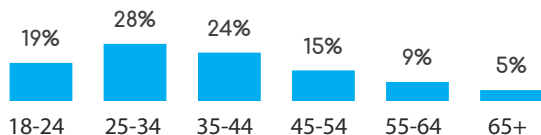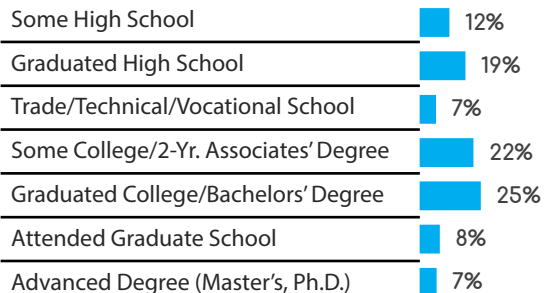
FRANCE

GENDER

Male
20.9%

Female
79.1%
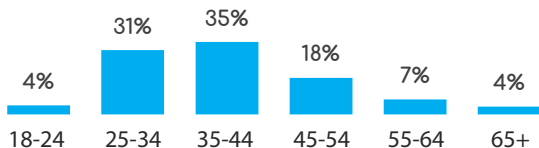
FRENCH
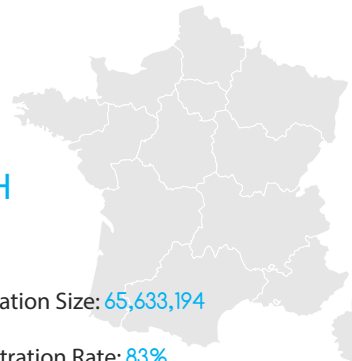
Census Population Size: 65,633,194

Internet Penetration Rate: 83%

Smartphone Penetration Rate: 64%

AGE

18-24	25-34	35-44	45-54	55-64	65+
4%	31%	35%	18%	7%	4%

EDUCATION

Some High School	15%
Graduated High School	19%
Trade/Technical/Vocational School	25%
Some College/2-Yr. Associates' Degree	15%
Graduated College/Bachelors' Degree	12%
Attended Graduate School	6%
Advanced Degree (Master's, Ph.D.)	7%
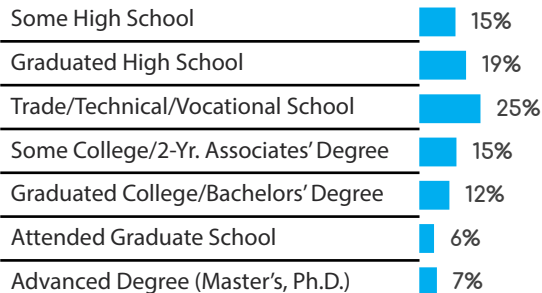
GERMANY

GENDER

Male
46.9%

Female
53.1%
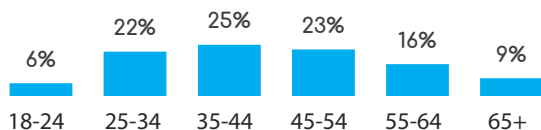
GERMAN

Census Population Size: 82,020,578

Internet Penetration Rate: 88%

Smartphone Penetration Rate: 68%

AGE

18-24	25-34	35-44	45-54	55-64	65+
6%	22%	25%	23%	16%	9%

EDUCATION

Some High School	13%
Graduated High School	20%
Trade/Technical/Vocational School	35%
Some College/2-Yr. Associates' Degree	8%
Graduated College/Bachelors' Degree	17%
Attended Graduate School	2%
Advanced Degree (Master's, Ph.D.)	6%

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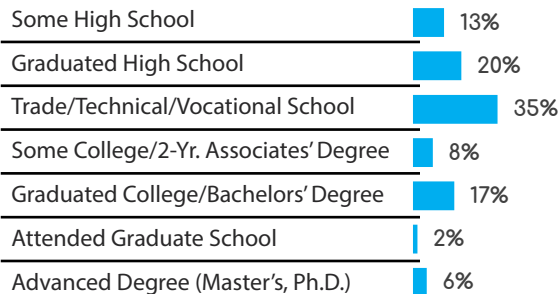
BELGIUM

GENDER

Male **41.2%**

Female **58.8%**
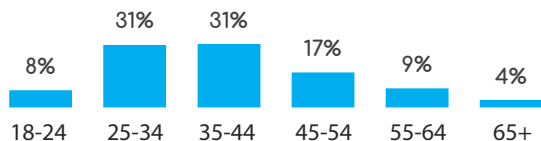
FRENCH
DUTCH
ENGLISH
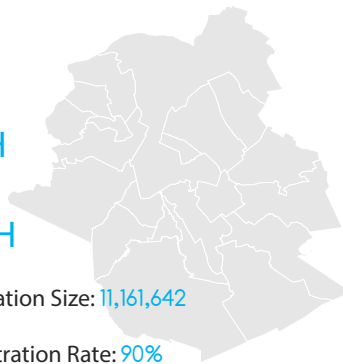
Census Population Size: 11,161,642

Internet Penetration Rate: 90%

Smartphone Penetration Rate: 60%

AGE

- 18-24: 8%
- 25-34: 31%
- 35-44: 31%
- 45-54: 17%
- 55-64: 9%
- 65+: 4%

EDUCATION

Some High School	16%
Graduated High School	27%
Trade/Technical/Vocational School	20%
Some College/2-Yr. Associates' Degree	15%
Graduated College/Bachelors' Degree	14%
Attended Graduate School	5%
Advanced Degree (Master's, Ph.D.)	3%
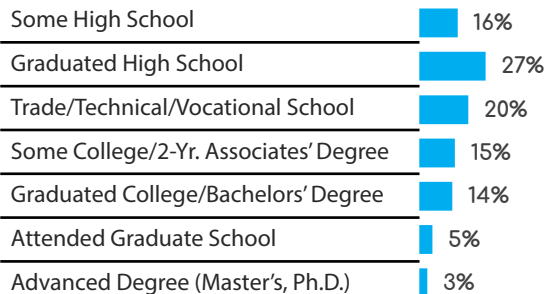
ITALY

GENDER

Male 52.5%

Female 47.5%
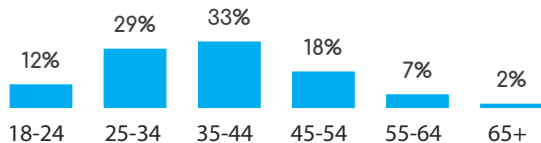
ITALIAN
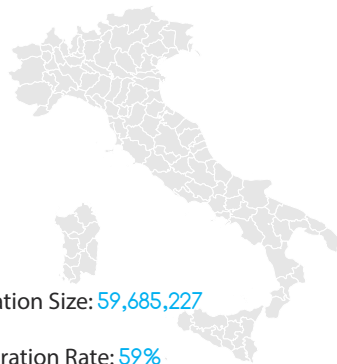
Census Population Size: 59,685,227

Internet Penetration Rate: 59%

Smartphone Penetration Rate: 77%

AGE

18-24	25-34	35-44	45-54	55-64	65+
12%	29%	33%	18%	7%	2%

EDUCATION

Some High School	13%
Graduated High School	34%
Trade/Technical/Vocational School	9%
Some College/2-Yr. Associates' Degree	19%
Graduated College/Bachelors' Degree	12%
Attended Graduate School	7%
Advanced Degree (Master's, Ph.D.)	5%

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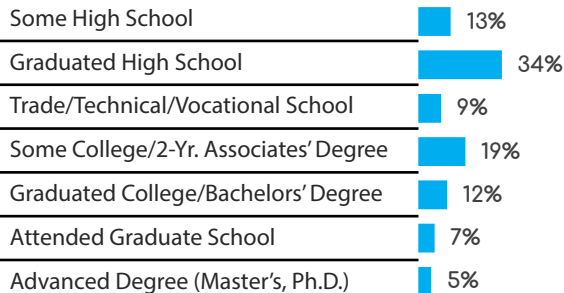
THE NETHERLANDS

GENDER

Male 36.7%

Female 63.3%

DUTCH
ENGLISH

Census Population Size: 16,779,575

Internet Penetration Rate: 96%

Smartphone Penetration Rate: 80%

AGE

17% 18-24
30% 25-34
21% 35-44
18% 45-54
10% 55-64
4% 65+

EDUCATION

Some High School	10%
Graduated High School	35%
Trade/Technical/Vocational School	27%
Some College/2-Yr. Associates' Degree	10%
Graduated College/Bachelors' Degree	11%
Attended Graduate School	2%
Advanced Degree (Master's, Ph.D.)	4%

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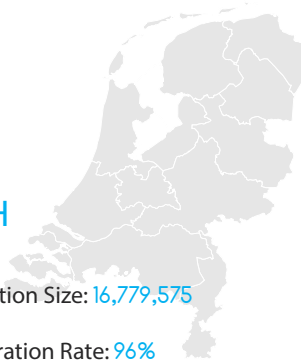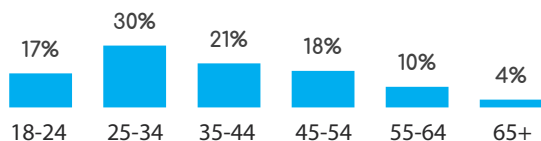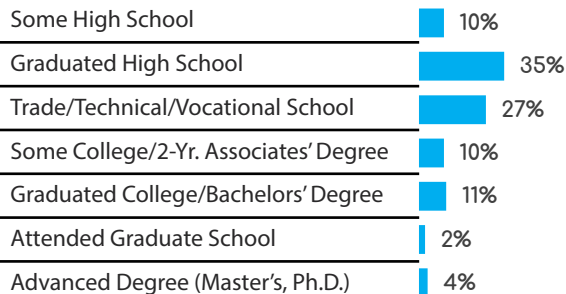
SPAIN

GENDER

Male 47.1%

Female 52.9%

SPANISH
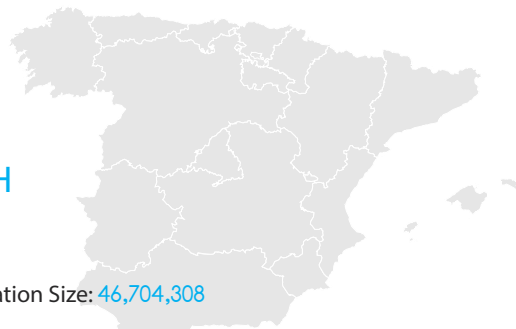
Census Population Size: 46,704,308

Internet Penetration Rate: 67%

Smartphone Penetration Rate: 81%

AGE

- 18-24: 5%
- 25-34: 28%
- 35-44: 39%
- 45-54: 18%
- 55-64: 7%
- 65+: 2%

EDUCATION

Some High School	10%
Graduated High School	23%
Trade/Technical/Vocational School	20%
Some College/2-Yr. Associates' Degree	20%
Graduated College/Bachelors' Degree	19%
Attended Graduate School	5%
Advanced Degree (Master's, Ph.D.)	5%

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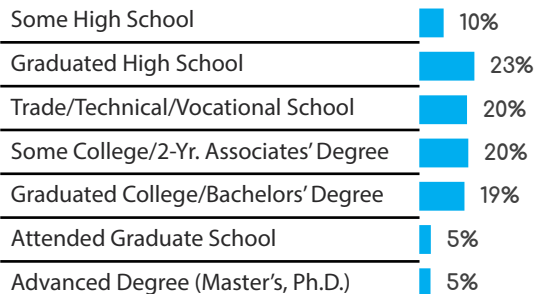
TURKEY

GENDER

Male
64.6%

Female
35.4%
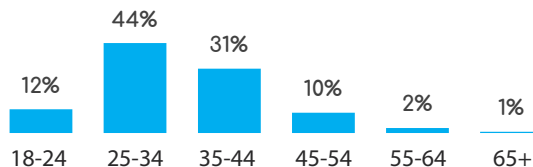
ENGLISH

Census Population Size: 75,627,384

Internet Penetration Rate: 57%

Smartphone Penetration Rate: 75%
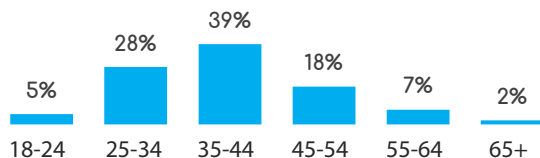
AGE

- 18-24: 12%
- 25-34: 44%
- 35-44: 31%
- 45-54: 10%
- 55-64: 2%
- 65+: 1%

EDUCATION

Some High School	10%
Graduated High School	22%
Trade/Technical/Vocational School	8%
Some College/2-Yr. Associates' Degree	17%
Graduated College/Bachelors' Degree	26%
Attended Graduate School	9%
Advanced Degree (Master's, Ph.D.)	8%
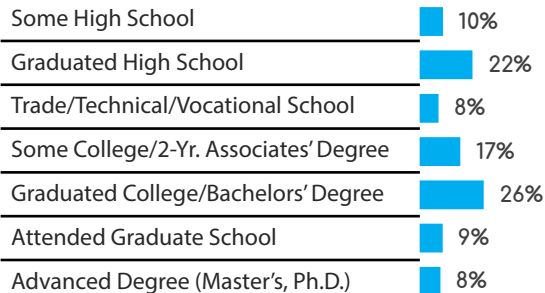
FEATURED PANELS

ASIA/PACIFIC

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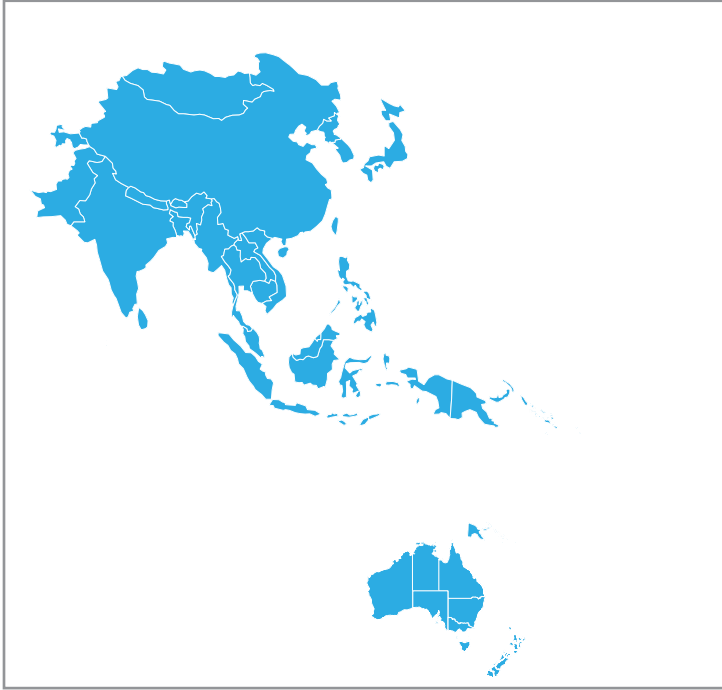
CHINA

GENDER

Male **73.5%**

Female **26.5%**
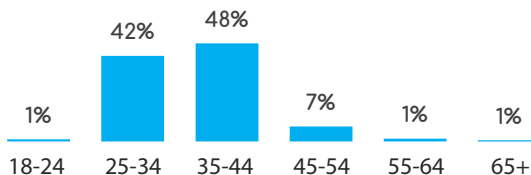
CHINESE TRADITIONAL SIMPLIFIED

Census Population Size: 1,349,585,838

Internet Penetration Rate: 47%

Smartphone Penetration Rate: 79%

AGE

- 18-24: 1%
- 25-34: 42%
- 35-44: 48%
- 45-54: 7%
- 55-64: 1%
- 65+: 1%

EDUCATION

Some High School	4%
Graduated High School	8%
Trade/Technical/Vocational School	7%
Some College/2-Yr. Associates' Degree	18%
Graduated College/Bachelors' Degree	53%
Attended Graduate School	4%
Advanced Degree (Master's, Ph.D.)	7%
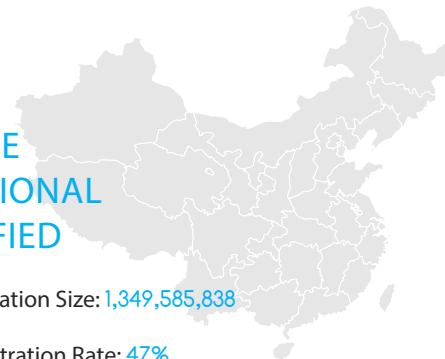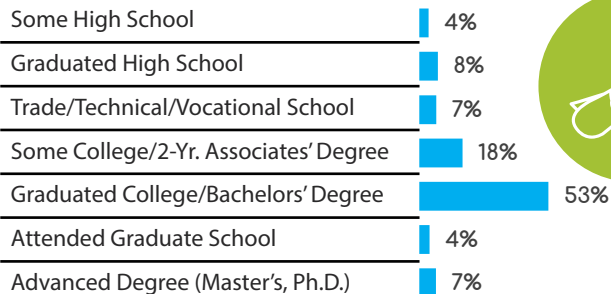
INDIA

GENDER

Male
78.2%

Female
21.8%

ENGLISH

Census Population Size: 1,220,800,359

Internet Penetration Rate: 20%

Smartphone Penetration Rate: 33%

AGE

- 18-24: 5%
- 25-34: 52%
- 35-44: 30%
- 45-54: 8%
- 55-64: 3%
- 65+: 2%

EDUCATION

Some High School	5%
Graduated High School	10%
Trade/Technical/Vocational School	3%
Some College/2-Yr. Associates' Degree	12%
Graduated College/Bachelors' Degree	47%
Attended Graduate School	9%
Advanced Degree (Master's, Ph.D.)	14%

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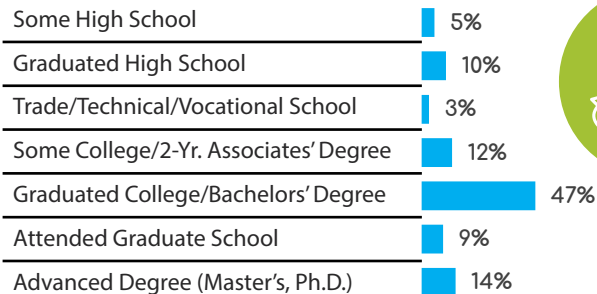
INDONESIA

GENDER

Male 75.2%

Female 24.8%

ENGLISH

Census Population Size: 251,160,124

Internet Penetration Rate: 95%

Smartphone Penetration Rate: 73%

AGE

- 18-24: 5%
- 25-34: 34%
- 35-44: 42%
- 45-54: 15%
- 55-64: 3%
- 65+: 1%

EDUCATION

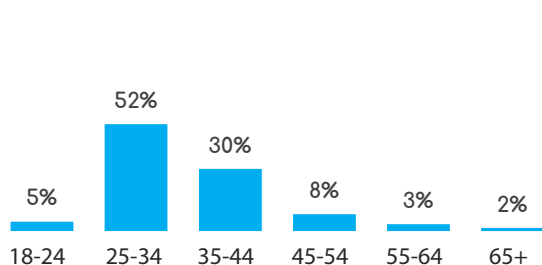|	
Some High School	6%
Graduated High School	16%
Trade/Technical/Vocational School	3%
Some College/2-Yr. Associates' Degree	13%
Graduated College/Bachelors' Degree	49%
Attended Graduate School	5%
Advanced Degree (Master's, Ph.D.)	6%
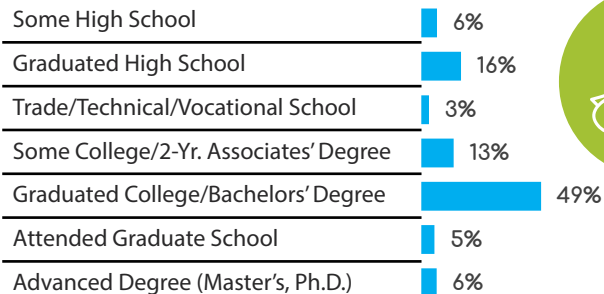
MALAYSIA

GENDER

Male 58.9%

Female 41.1%

ENGLISH

Census Population Size: 26,628,392
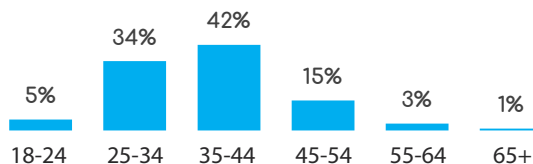
Internet Penetration Rate: 67%

Smartphone Penetration Rate: 81%

AGE

- 18-24: 8%
- 25-34: 40%
- 35-44: 34%
- 45-54: 12%
- 55-64: 5%
- 65+: 1%

EDUCATION

Some High School	8%
Graduated High School	13%
Trade/Technical/Vocational School	2%
Some College/2-Yr. Associates' Degree	15%
Graduated College/Bachelors' Degree	46%
Attended Graduate School	10%
Advanced Degree (Master's, Ph.D.)	6%

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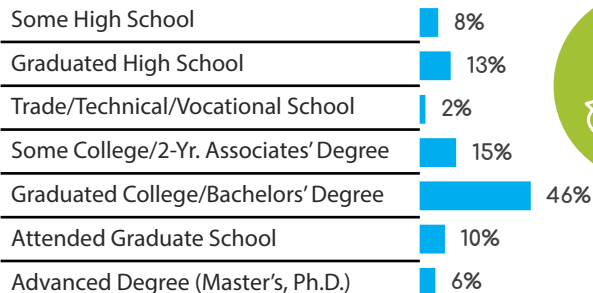
SINGAPORE

GENDER

Male **48.0%**

Female **52.0%**
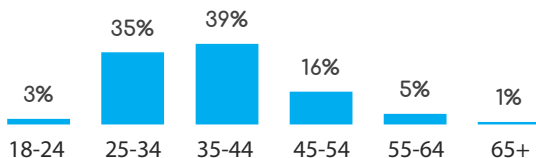
ENGLISH

Census Population Size: **5,460,302**

Internet Penetration Rate: **80%**

Smartphone Penetration Rate: **91%**

AGE

- 18-24: 3%
- 25-34: 35%
- 35-44: 39%
- 45-54: 16%
- 55-64: 5%
- 65+: 1%

EDUCATION

Education Level	Percentage
Some High School	11%
Graduated High School	16%
Trade/Technical/Vocational School	9%
Some College/2-Yr. Associates' Degree	13%
Graduated College/Bachelors' Degree	35%
Attended Graduate School	10%
Advanced Degree (Master's, Ph.D.)	6%
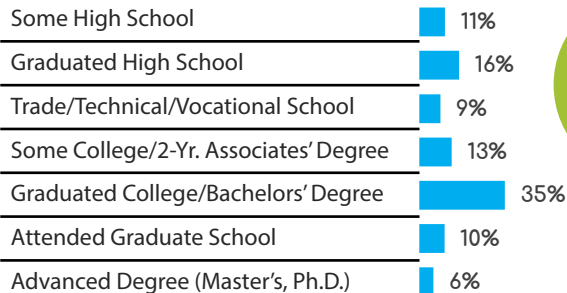
AUSTRALIA

GENDER

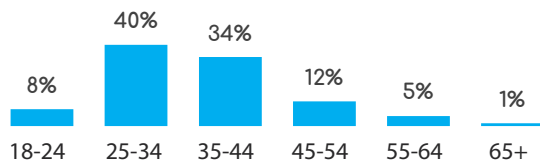Male 30.9%

Female 69.1%

ENGLISH

Census Population Size: 22,262,501

Internet Penetration Rate: 94%

Smartphone Penetration Rate: 80%

AGE

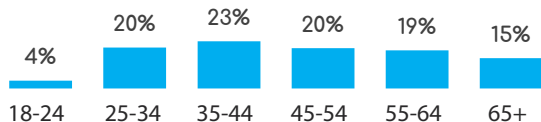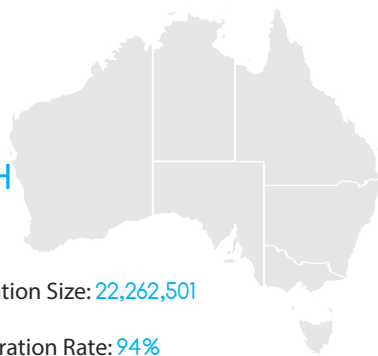| 18-24	25-34	35-44	45-54	55-64	65+
4%	20%	23%	20%	19%	15%

EDUCATION

Some High School	17%
Graduated High School	24%
Trade/Technical/Vocational School	12%
Some College/2-Yr. Associates' Degree	13%
Graduated College/Bachelors' Degree	19%
Attended Graduate School	9%
Advanced Degree (Master's, Ph.D.)	6%

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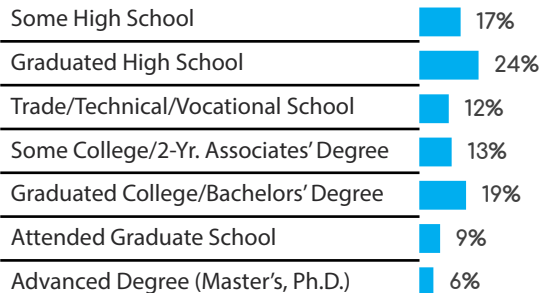
NEW ZEALAND

GENDER

Male
31.8%

Female
68.2%

ENGLISH

Census Population Size: **4,365,113**

Internet Penetration Rate: **95%**
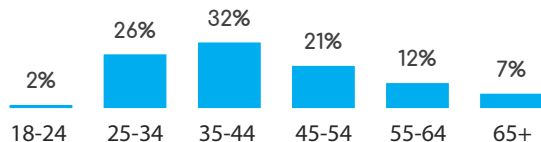
Smartphone Penetration Rate: **76%**

AGE

- 18-24: 2%
- 25-34: 26%
- 35-44: 32%
- 45-54: 21%
- 55-64: 12%
- 65+: 7%

EDUCATION

Some High School	21%
Graduated High School	18%
Trade/Technical/Vocational School	11%
Some College/2-Yr. Associates' Degree	17%
Graduated College/Bachelors' Degree	19%
Attended Graduate School	10%
Advanced Degree (Master's, Ph.D.)	4%

FEATURED PANELS

AFRICA

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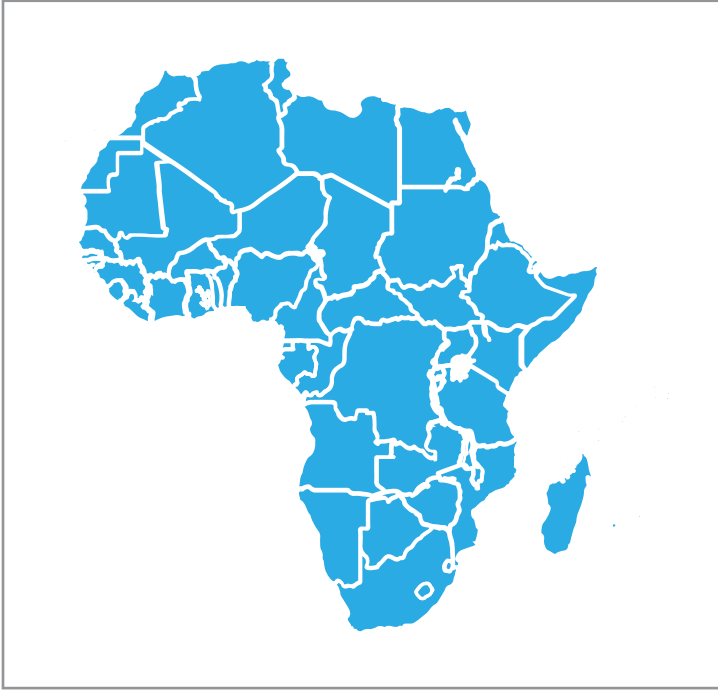
AFRICA

GENDER

Male
69.9%

Female
30.1%

MULTIPLE

Census Population Size: 1.3B

Internet Penetration Rate: Varies By Country

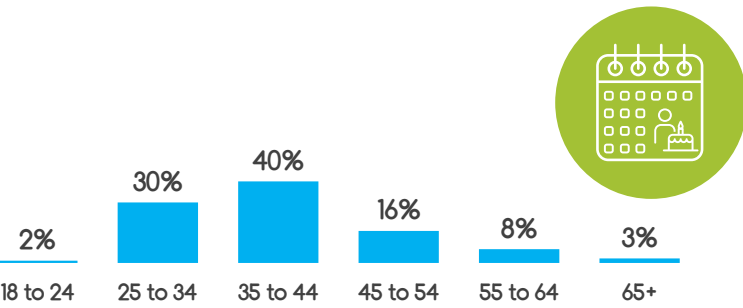Smartphone Penetration Rate: Varies By Country

AGE

Age	Percent
18 to 24	2%
25 to 34	30%
35 to 44	40%
45 to 54	16%
55 to 64	8%
65+	3%

EDUCATION

Level	Percent
Some High School	9%
Graduated High School	16%
Trade/Technical/Vocational School	9%
Some College/2-Yr. Associates' Degree	18%
Graduated College/Bachelors' Degree	30%
Attended Graduate School	10%
Advanced Degree (Master's, Ph.D.)	8%
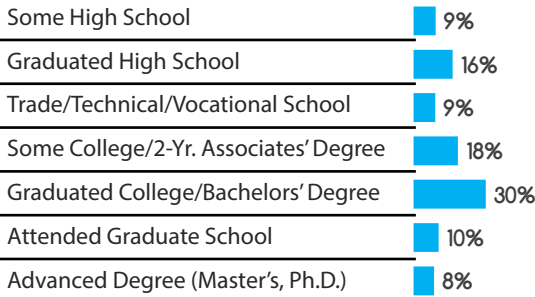
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