ABOUT US

Our worldwide online panels reach more than 7 million 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.
THE SYMMETRIC DIFFERENCE

**AWARDS**

Our system 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.

**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.

**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.

**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.

**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.
GLOBAL PANELS

Sample is available in more than 200 Countries

11 Languages

Languages supported are:
English, Dutch, French, German, Italian, Japanese, Portuguese, Russian, Spanish, Simplified Chinese, and Traditional Chinese.
<table>
<thead>
<tr>
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<th>Bahrain</th>
<th>Burkina Faso</th>
<th>Congo</th>
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<td>Switzerland</td>
<td>Ukraine</td>
<td>Zaire</td>
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</table>
HIGHLY ENGAGED MEMBERS

Percentage of Completion

- **Survey Completion Rate**: 90%
- **Recontact Rate**: 75%
- **Multiple-Day Diary Entry**: 80%
- **Multiple Products & Follow-Up Survey (2 or More)**: 83%
- **Mobile-Friendly Completing on the Go**: 80%
- **Testing 1 Product With 1 Follow-Up Survey**: 90%
SPECIALTY PANELS

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

EXECUTIVE ADVISORY BOARD®
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.

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

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

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

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

DEVICES
- Browser
- Devices owned
- Operating System
- Phone Type

ALCOHOL
- Beer
- Liquor
- Wine
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
AILMENTS

• Acne
• Alcoholism
• Allergies
• Anemia
• Anxiety Disorders
• Arthritis
• Bladder Infection
• Bloating
• Cancer
• Cataracts
• Celiac Disease
• Cataracts
• Constipation
• Corns/Calluses
• Depression
• Diabetes (Type 1)
• Diabetes (Type 2)
• Drug Dependency
• Eating Disorders
• Eczema or Other Skin Conditions
• Fatigue
• Flatulence/Gas
• Food Allergy
• Frequent Indigestion
• Gallstones/GallBladder Problems
• Gastritis
• Glaucoma
• Gluten Intolerance
• Gout
• Heart Disease
• Heartburn
• Hemorrhoids
• Hepatitis
• Hiatal Hernia
• High Blood Pressure/Hypertension
• High Cholesterol
• Hypoglycemia
• Incontinence
• Insomnia
• Irritable Bowel Syndrome
• Lactose Intolerance
• Low Blood Pressure
• Menopause Symptoms
• Menstrual Cramps
• Migraine Headaches
• Neurological Disorders
• Obesity
• Osteoporosis
• Pancreatitis
• Perimenopause Symptoms
• Periodontal/Gum Disease
• Premenopause Symptoms
• Premenstrual Syndrome (PMS)
• Prostate Problems
• Sexual Dysfunction
• Skin Rash
• Stomach Ulcers
• Stress
• Thyroid Disorders
• Ulcerative Colitis
• Vision Problems
• Water Retention
FEATURED PANELS

North America
UNITED STATES

**GENDER**

- Male: 26.7%
- Female: 73.3%

**AGE**

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

**EDUCATION**

- 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%

**ENGLISH**

- Census Population Size: 316,668,567
- Internet Penetration Rate: 87%
- Smartphone Penetration Rate: 72%

**SPANISH**

- Male: 73.3%
- Female: 26.7%

**Census Population Size:** 316,668,567

**Internet Penetration Rate:** 87%

**Smartphone Penetration Rate:** 72%
### REGIONS

- **West**: 21%
- **South**: 41%
- **Midwest**: 22%
- **Northeast**: 16%

### ETHNICITY

- **White or Caucasian**: 82%
- **African American**: 14%
- **American Indian, Eskimo, Aleut**: 1%
- **Asian or Pacific Islander**: 4%
- **Hispanic**: 14%

### ANNUAL INCOME

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

GENDER

- Male: 33.7%
- Female: 66.3%

AGE

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

FRENCH: 20%
ENGLISH: 80%

- Census Population Size: 34,568,211
- Internet Penetration Rate: 95%
- Smartphone Penetration Rate: 73%
MEXICO

GENDER

- Male: 58.0%
- Female: 42.0%

AGE

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

EDUCATION

- 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%

SPANISH

- Census Population Size: 116,220,947
- Internet Penetration Rate: 49%
- Smartphone Penetration Rate: 66%
PUERTO RICO

GENDER

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>Percentage</td>
<td>34.3%</td>
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AGE

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<th>25-34</th>
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<tr>
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<td>30%</td>
<td>33%</td>
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EDUCATION

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<td>Graduated College/Bachelors’ Degree</td>
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<td>Attended Graduate School</td>
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<tr>
<td>Advanced Degree (Master’s, Ph.D.)</td>
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SPANISH

- Census Population Size: 3,578,056
- Internet Penetration Rate: 80%
- Smartphone Penetration Rate: 57%

ENGLISH

- Male Female
- Gender
- Education
- Age

Census Population Size: 3,578,056
Internet Penetration Rate: 80%
Smartphone Penetration Rate: 57%
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

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

EDUCATION

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%
COLOMBIA

GENDER

- Male: 52.0%
- Female: 48.0%

SPANISH

- Census Population Size: 45,745,783
- Internet Penetration Rate: 62%
- Smartphone Penetration Rate: 40%

AGE

<table>
<thead>
<tr>
<th>Gender</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
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<tbody>
<tr>
<td>Male</td>
<td>8%</td>
<td>33%</td>
<td>33%</td>
<td>17%</td>
<td>7%</td>
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<tr>
<td>Female</td>
<td>33%</td>
<td>33%</td>
<td>17%</td>
<td>7%</td>
<td>2%</td>
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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%
ARGENTINA

**Gender**
- Male: 54.2%
- Female: 45.8%

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

**Spanish**
- Census Population Size: 42,610,981
- Internet Penetration Rate: 75%
- Smartphone Penetration Rate: 67%

**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: 5%
25-34: 27%
35-44: 31%
45-54: 21%
55-64: 13%
65+: 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%
UNITED KINGDOM

GENDER

Male 40.2%
Female 59.8%

AGE

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

Census Population Size: 63,887,988
Internet Penetration Rate: 90%
Smartphone Penetration Rate: 74%
# FRANCE

## GENDER

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>20.9%</td>
<td>4%</td>
</tr>
<tr>
<td>25-34</td>
<td>31%</td>
<td>7%</td>
</tr>
<tr>
<td>35-44</td>
<td>35%</td>
<td>6%</td>
</tr>
<tr>
<td>45-54</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>55-64</td>
<td>7%</td>
<td>31%</td>
</tr>
<tr>
<td>65+</td>
<td>4%</td>
<td>35%</td>
</tr>
</tbody>
</table>

## AGE

<table>
<thead>
<tr>
<th>Gender</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>20.9%</td>
<td>31%</td>
<td>35%</td>
<td>18%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Female</td>
<td>4%</td>
<td>7%</td>
<td>6%</td>
<td>4%</td>
<td>31%</td>
<td>35%</td>
</tr>
</tbody>
</table>

## 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%

## FRENCH

- Census Population Size: 65,633,194
- Internet Penetration Rate: 83%
- Smartphone Penetration Rate: 64%
GERMANY

GENDER

- Male: 46.9%
- Female: 53.1%

AGE

<table>
<thead>
<tr>
<th>Gender</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
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</thead>
<tbody>
<tr>
<td>Male</td>
<td>6%</td>
<td>22%</td>
<td>25%</td>
<td>23%</td>
<td>16%</td>
<td>9%</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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%

Census Population Size: 82,020,578
Internet Penetration Rate: 88%
Smartphone Penetration Rate: 68%
Belgium

**Gender**

- Male: 41.2%
- Female: 58.8%

**Age**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
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<tr>
<td>25-34</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>35-44</td>
<td>31%</td>
<td>17%</td>
</tr>
<tr>
<td>45-54</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>55-64</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>65+</td>
<td>4%</td>
<td>16%</td>
</tr>
</tbody>
</table>

**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%

**French, Dutch, English**

- Census Population Size: 11,161,642
- Internet Penetration Rate: 90%
- Smartphone Penetration Rate: 60%
ITALY

GENDER

Male 52.5%
Female 47.5%

AGE

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>25-34</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>35-44</td>
<td>33%</td>
<td></td>
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<tr>
<td>45-54</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>55-64</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>65+</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

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%

ITALIAN

Census Population Size: 59,685,227
Internet Penetration Rate: 59%
Smartphone Penetration Rate: 77%
THE NETHERLANDS

GENDER

- Male: 36.7%
- Female: 63.3%

AGE

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

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%

DUTCH

ENGLISH

- Census Population Size: 16,779,575
- Internet Penetration Rate: 96%
- Smartphone Penetration Rate: 80%
SPAIN

GENDER

- Male: 47.1%
- Female: 52.9%

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%

SPANISH

- Census Population Size: 46,704,308
- Internet Penetration Rate: 67%
- Smartphone Penetration Rate: 81%
TURKEY

GENDER

- Male: 64.6%
- Female: 35.4%

AGE

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>12%</td>
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<td>10%</td>
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<tr>
<td>55-64</td>
<td>2%</td>
</tr>
<tr>
<td>65+</td>
<td>1%</td>
</tr>
</tbody>
</table>

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%

Census Population Size: 75,627,384
Internet Penetration Rate: 57%
Smartphone Penetration Rate: 75%
FEATURED PANELS

ASIA/PACIFIC
**CHINA**

**GENDER**

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>73.5%</td>
<td>26.5%</td>
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**AGE**

<table>
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<tr>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>42%</td>
<td>48%</td>
<td>7%</td>
<td>1%</td>
<td>1%</td>
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</tbody>
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**EDUCATION**

<table>
<thead>
<tr>
<th>Education</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Some High School</td>
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</tr>
<tr>
<td>Graduated High School</td>
<td>8%</td>
</tr>
<tr>
<td>Trade/Technical/Vocational School</td>
<td>7%</td>
</tr>
<tr>
<td>Some College/2-Yr. Associates’ Degree</td>
<td>18%</td>
</tr>
<tr>
<td>Graduated College/Bachelors’ Degree</td>
<td>53%</td>
</tr>
<tr>
<td>Attended Graduate School</td>
<td>4%</td>
</tr>
<tr>
<td>Advanced Degree (Master’s, Ph.D.)</td>
<td>7%</td>
</tr>
</tbody>
</table>

**CHINESE TRADITIONAL SIMPLIFIED**

- Census Population Size: 1,349,585,838
- Internet Penetration Rate: 47%
- Smartphone Penetration Rate: 79%

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INDIA

GENDER

- Male: 78.2%
- Female: 21.8%

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%

Census Population Size: 1,220,800,359
Internet Penetration Rate: 20%
Smartphone Penetration Rate: 33%
INDONESIA

**GENDER**

- Male: 75.2%
- Female: 24.8%

**AGE**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
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<tr>
<td>25-34</td>
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<tr>
<td>45-54</td>
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<td>1%</td>
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<tr>
<td>55-64</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>65+</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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%

**ENGLISH**

- Internet Penetration Rate: 95%
- Smartphone Penetration Rate: 73%
**Malaysia**

**Gender**
- Male: 58.9%
- Female: 41.1%

**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%

**Census Population Size:** 26,628,392

**Internet Penetration Rate:** 67%

**Smartphone Penetration Rate:** 81%
SINGAPORE

GENDER

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>48.0%</td>
<td>52.0%</td>
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AGE

<table>
<thead>
<tr>
<th>Age Group</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
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</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>3%</td>
<td>35%</td>
<td>39%</td>
<td>16%</td>
<td>5%</td>
<td>1%</td>
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EDUCATION

<table>
<thead>
<tr>
<th>Education</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some High School</td>
<td>11%</td>
</tr>
<tr>
<td>Graduated High School</td>
<td>16%</td>
</tr>
<tr>
<td>Trade/Technical/Vocational School</td>
<td>9%</td>
</tr>
<tr>
<td>Some College/2-Yr. Associates’ Degree</td>
<td>13%</td>
</tr>
<tr>
<td>Graduated College/Bachelors’ Degree</td>
<td>35%</td>
</tr>
<tr>
<td>Attended Graduate School</td>
<td>10%</td>
</tr>
<tr>
<td>Advanced Degree (Master’s, Ph.D.)</td>
<td>6%</td>
</tr>
</tbody>
</table>

Census Population Size: 5,460,302
Internet Penetration Rate: 80%
Smartphone Penetration Rate: 91%
AUSTRALIA

GENDER

- Male: 30.9%
- Female: 69.1%

AGE

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

Census Population Size: 22,262,501
Internet Penetration Rate: 94%
Smartphone Penetration Rate: 80%
### Gender

<table>
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<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
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<td></td>
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<tr>
<td>25-34</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>35-44</td>
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</tr>
<tr>
<td>45-54</td>
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</tr>
<tr>
<td>55-64</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>65+</td>
<td>7%</td>
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</tbody>
</table>

### Education

<table>
<thead>
<tr>
<th>Education</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some High School</td>
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<tr>
<td>Graduated High School</td>
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<tr>
<td>Trade/Technical/Vocational School</td>
<td>11%</td>
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<tr>
<td>Some College/2-Yr. Associates’ Degree</td>
<td>17%</td>
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<tr>
<td>Graduated College/Bachelors’ Degree</td>
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<tr>
<td>Attended Graduate School</td>
<td>10%</td>
</tr>
<tr>
<td>Advanced Degree (Master’s, Ph.D.)</td>
<td>4%</td>
</tr>
</tbody>
</table>

### Census Population Size

4,365,113

### Internet Penetration Rate

95%

### Smartphone Penetration Rate

76%
We Are The Sampling EXPERTS

www.symmetricsampling.com

For more information or to get a quote:
1-817-649-5243
info@symmetricsampling.com