PANEL BOOK

symmetric

scientifically balanced samples worldwide

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Introduction

Featured Countries

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ABOUT US

symmetric

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.

We Are
The Sampling EXPERTS

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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**

A 2016
EXPERTCOMPANY
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.

Prevision CORPORATION

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.
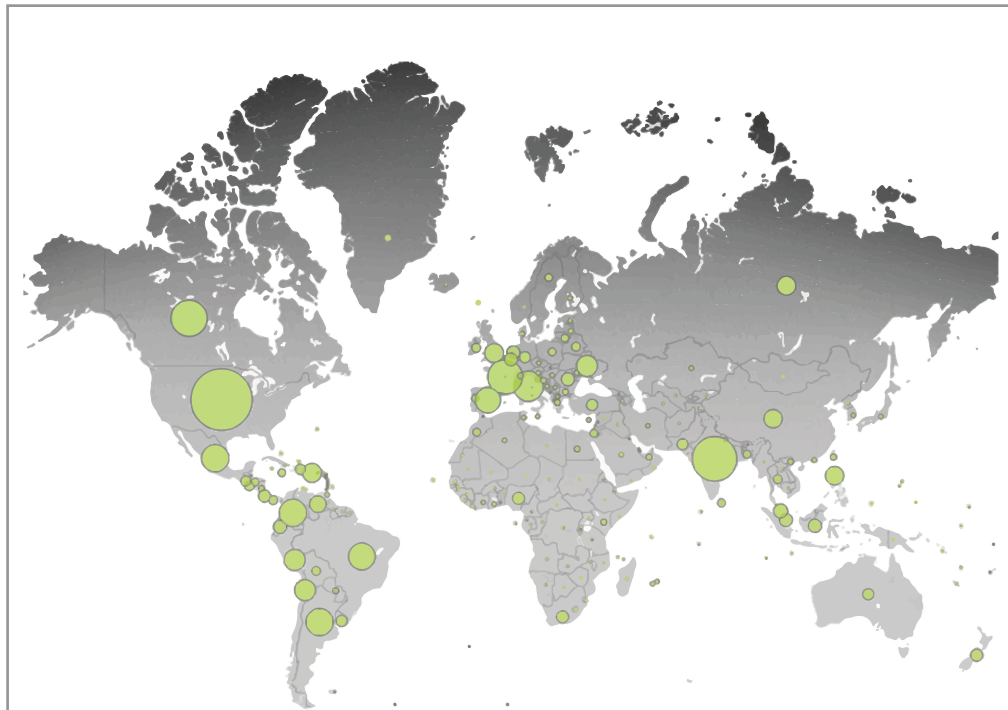
CASH INCENTIVES

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

11 Languages

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

COUNTRY LIST

Afghanistan	Bahrain
Albania	Bangladesh
Algeria	Barbados
American Samoa	Belarus
Andorra	Belgium
Angola	Belize
Anguilla	Benin
Antigua	Bermuda
Argentina	Bhutan
Armenia	Bolivia
Aruba	Bosnia and Herzevogina
Australia	Botswana
Austria	Brazil
Azerbaijan	Brunei Darassalam
Bahamas	Bulgaria

Burkina Faso	Congo
Burundi	Cook Islands
Cambodia	Costa Rica
Cameroon	Croatia
Canada	Cuba
Cape Verde	Cyprus
Cayman Islands	Czech Republic
Central African Republic	Denmark
Chad	Djibouti
Chile	Dominica
China	Dominican Republic
Christmas Island	East Timor
Cocos Islands	Ecuador
Colombia	Egypt
Comoros	El Salvador

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COUNTRY 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

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COUNTRY LIST (Continued)

Maldives	Mozambique	Norway	Romania
Mali	Myanmar	Oman	Russia
Malta	Namibia	Pakistan	Rwanda
Marshall Islands	Nauru	Palau Islands	Saint Lucia
Martinique	Nepal	Panama	Samoa
Mauritania	Netherlands	Papua New Guinea	San Marino
Mauritius	Netherlands Antilles	Paraguay	Sao Tome & Principe
Mexico	New Caledonia	Peru	Saudi Arabia
Micronesia	New Zealand	Philippines	Senegal
Moldova	Nicaragua	Pitcairn	Serbia
Monaco	Niger	Poland	Seychelles
Mongolia	Nigeria	Portugal	Sierra Leone
Montenegro	Niue	Puerto Rico	Singapore
Montserrat	North Korea	Qatar	Slovakia
Morocco	N. Mariana Islands	Reunion	Slovenia

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COUNTRY LIST

Solomon Islands		Syria		United Arab Emirates		Zambia	
Somalia		Taiwan		United Kingdom		Zimbabwe	
South Africa		Tajikistan		United States			
S. Georgia & S. Sandwich		Tanzania		Uruguay			
South Korea		Thailand		Uzbekistan			
Spain		Togo		Vanuatu			
Sri Lanka		Tonga		Vatican City			
St. Helena		Trinidad, Tobago		Venezuela			
St. Kitts, Nevis		Tunisia		Vietnam			
St. Vincent, Grenadines		Turkey		Virgin Islands - British			
Sudan		Turkmenistan		Virgin Islands - U.S.			
Suriname		Turks and Caicos		Western Sahara			
Swaziland		Tuvalu		Yemen			
Sweden		Uganda		Yugoslavia			
Switzerland		Ukraine		Zaire			

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HIGHLY ENGAGED MEMBERS

Percentage of Completion

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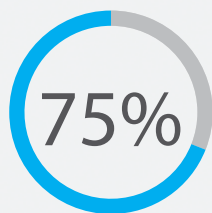
75% — Recontact Rate
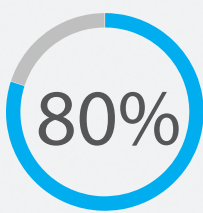
80% — Multiple-Day Diary Entry
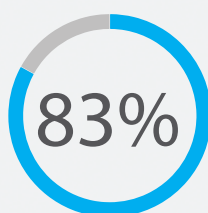
83% — Multiple Products & Follow-Up Survey (2 or More)
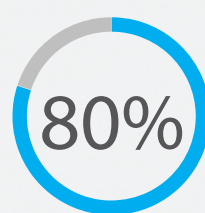
80% — Mobile-Friendly Completing on the Go
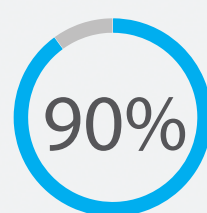
90% — Testing 1 Product With 1 Follow-Up Survey

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SPECIALTY PANELS

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)

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
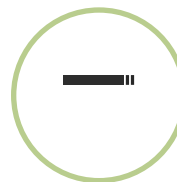
ALCOHOL

- 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
- Alcoholism
- Allergies
- Anemia
- Anxiety Disorders
- Arthritis
- Bladder Infection
- Bloating
- Cancer
- Cataracts
- Celiac Disease
- Cirrhosis
- 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

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FEATURED PANELS

North America

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UNITED STATES
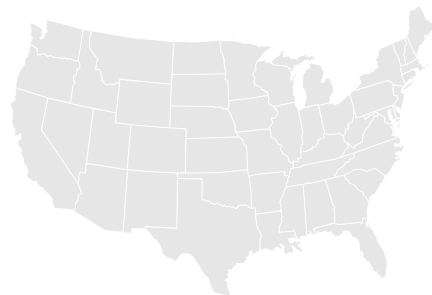
GENDER

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

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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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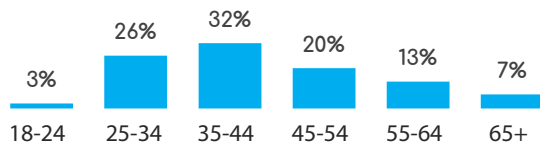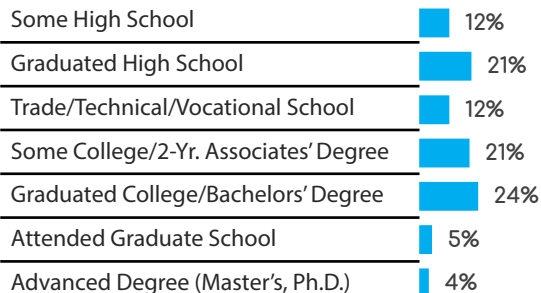
MEXICO

GENDER

Male **58.0%**

Female **42.0%**
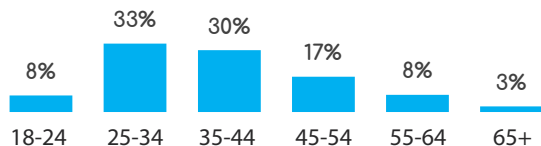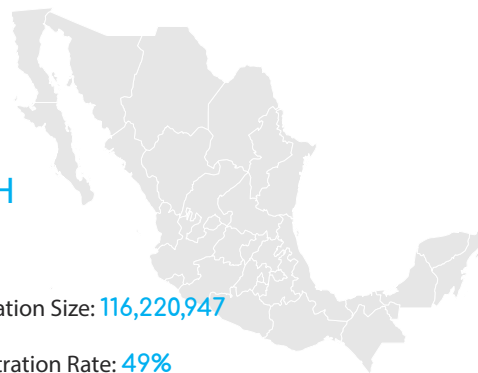
SPANISH

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

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%
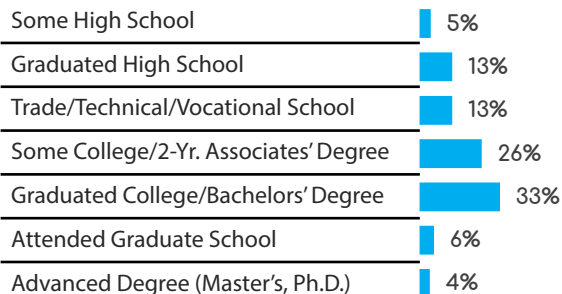
PUERTO RICO

SPANISH
ENGLISH

GENDER

Male **34.3%**

Female **65.7%**

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

Internet Penetration Rate: **80 %**

Smartphone Penetration Rate: **57%**

AGE

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

EDUCATION

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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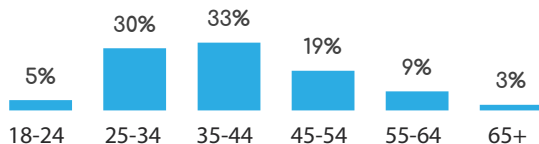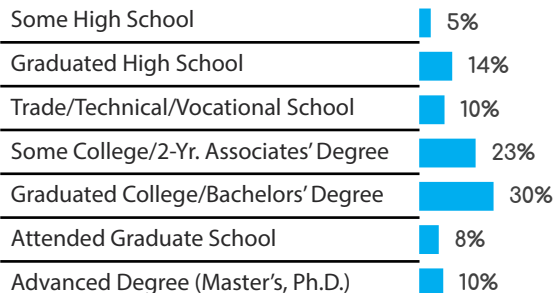
FEATURED PANELS

Central/South America

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COSTA RICA

GENDER

Male
51.3%

Female
48.7%

SPANISH

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

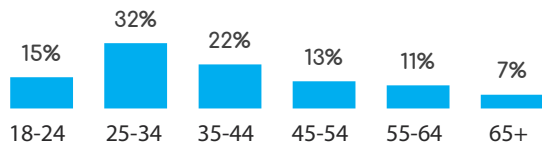Internet Penetration Rate: **60%**

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%

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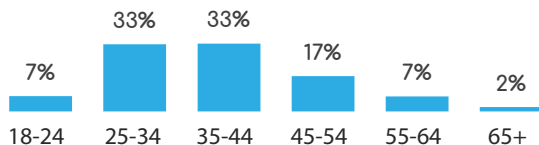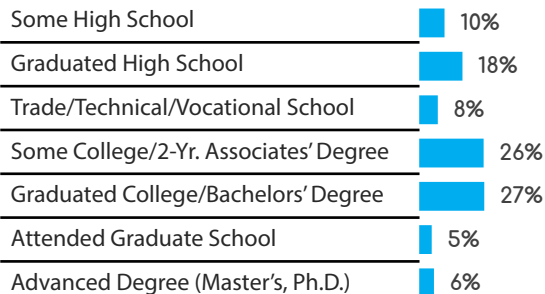
COLOMBIA

GENDER

Male **52.0%**

Female **48.0%**

SPANISH
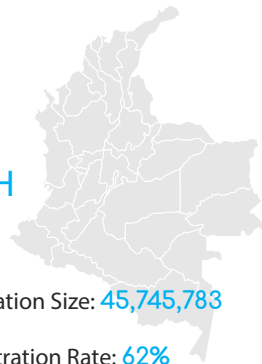
Census Population Size: **45,745,783**

Internet Penetration Rate: **62%**

Smartphone Penetration Rate: **40%**

AGE

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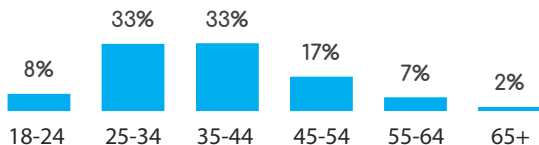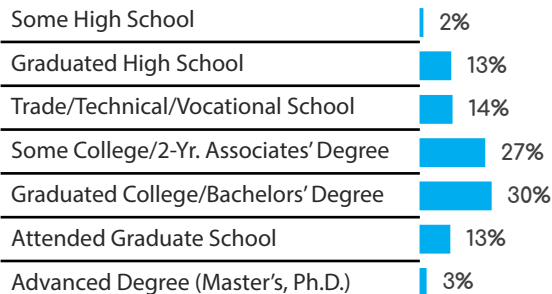
BRAZIL

GENDER

Male **54.4%**

Female **45.6%**

PORTUGUESE
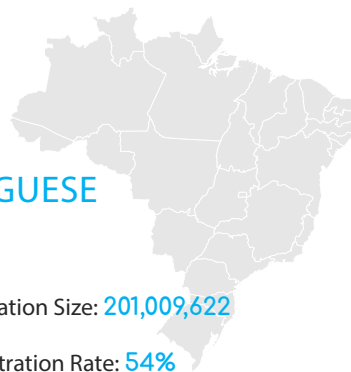
Census Population Size: **201,009,622**

Internet Penetration Rate: **54%**

Smartphone Penetration Rate: **62%**

AGE

- 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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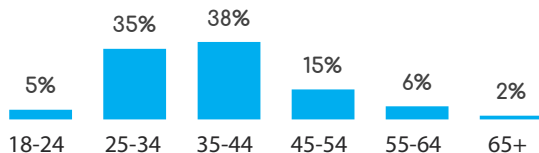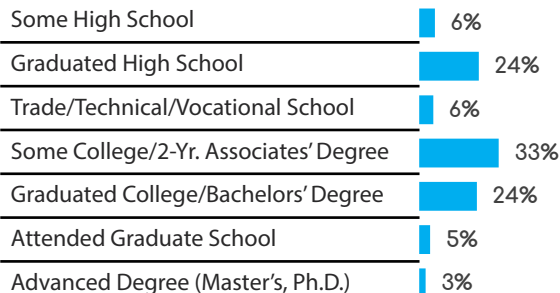
ARGENTINA

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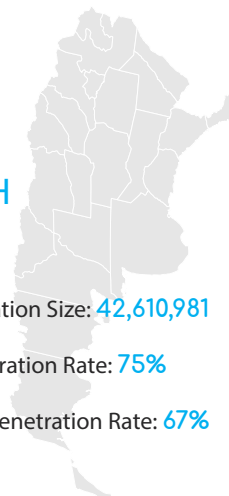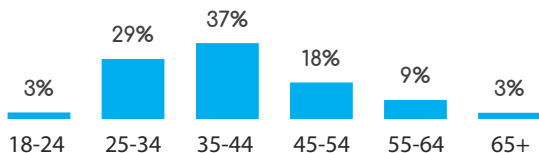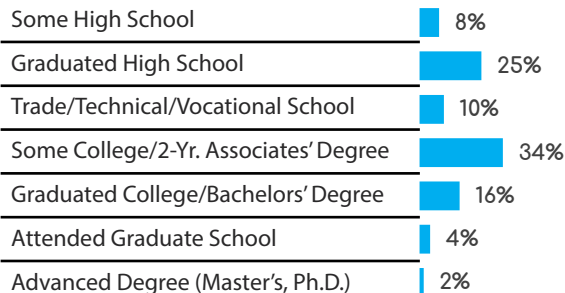
URUGUAY

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

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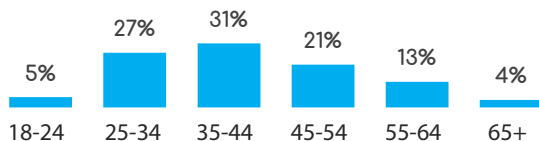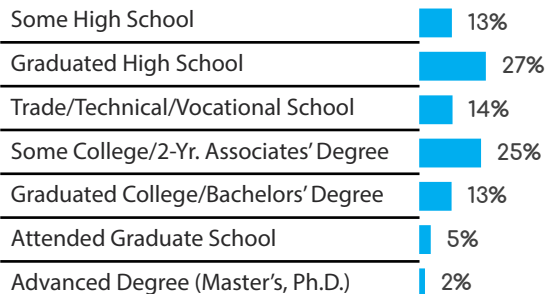
UNITED KINGDOM

GENDER

Male **40.2%**

Female **59.8%**

ENGLISH

Census Population Size: **63,887,988**

Internet Penetration Rate: **90%**

Smartphone Penetration Rate: **74%**

AGE

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

EDUCATION

Education Level	Percentage
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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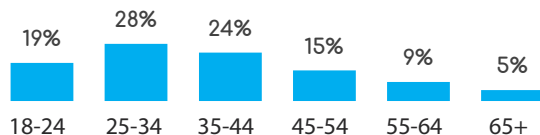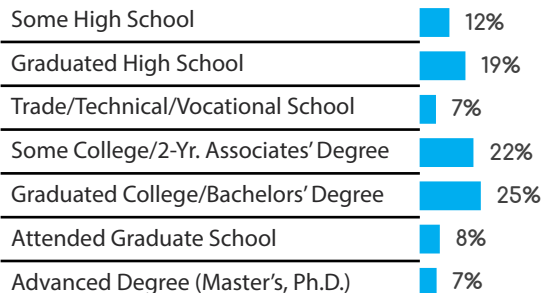
FRANCE

GENDER

Male **20.9%**

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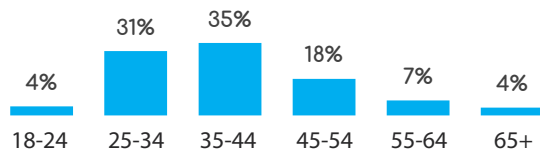
FRENCH
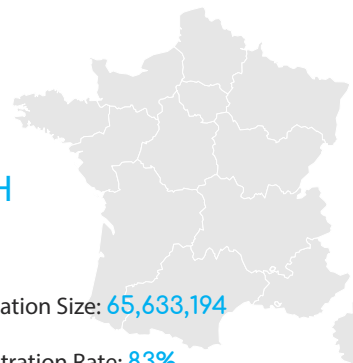
Census Population Size: **65,633,194**

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%
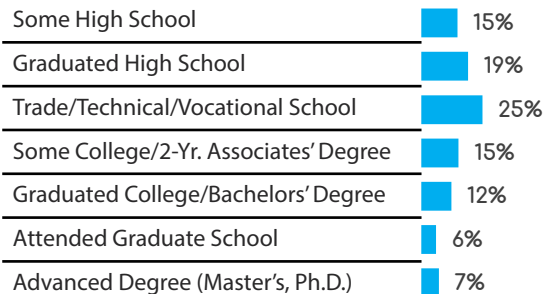
GERMANY

GENDER

Male **46.9%**

Female **53.1%**
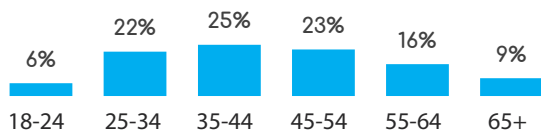
GERMAN
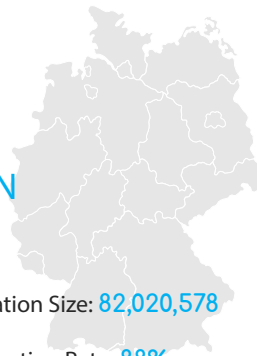
Census Population Size: **82,020,578**

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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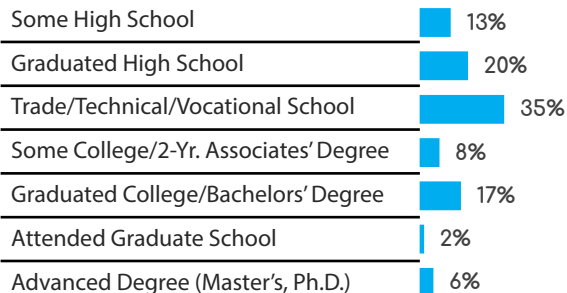
BELGIUM

GENDER

Male **41.2%**

Female **58.8%**
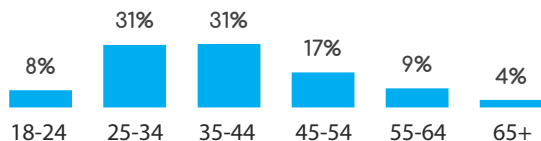
FRENCH
DUTCH
ENGLISH

Census Population Size: **11,161,642**

Internet Penetration Rate: **90%**

Smartphone Penetration Rate: **60%**

AGE

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

EDUCATION

Education	Percentage
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%

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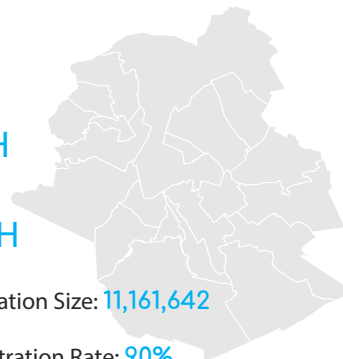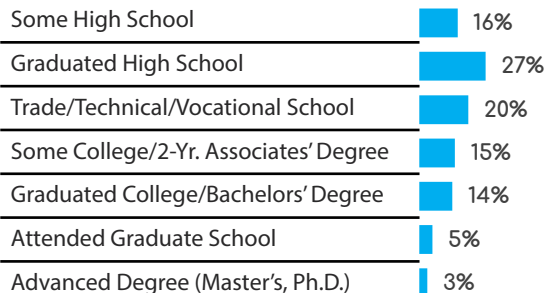
ITALY

GENDER

Male **52.5%**

Female **47.5%**
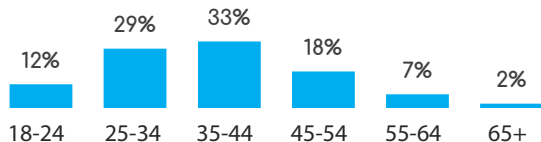
ITALIAN

Census Population Size: **59,685,227**

Internet Penetration Rate: **59%**

Smartphone Penetration Rate: **77%**

AGE

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

EDUCATION

Education	Percentage
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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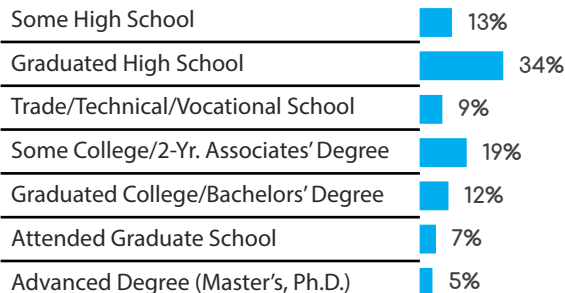
THE NETHERLANDS

GENDER

Male **36.7%**

Female **63.3%**

DUTCH
ENGLISH

Census Population Size: **16,779,575**

Internet Penetration Rate: **96%**

Smartphone Penetration Rate: **80%**

AGE

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

www.symmetricsampling.com
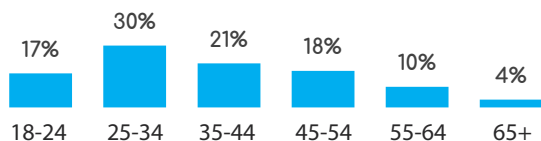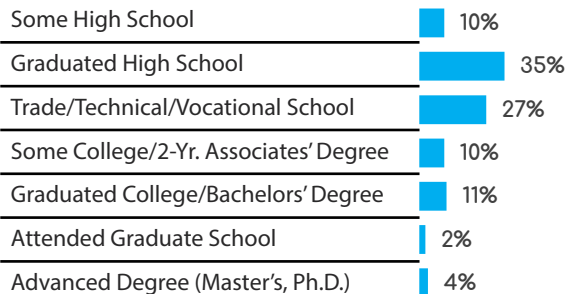
SPAIN

GENDER

Male **47.1%**

Female **52.9%**

SPANISH
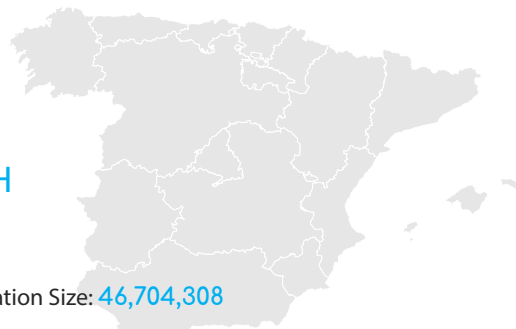
Census Population Size: **46,704,308**

Internet Penetration Rate: **67%**

Smartphone Penetration Rate: **81%**

AGE

Age	Percentage
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%

www.symmetricsampling.com
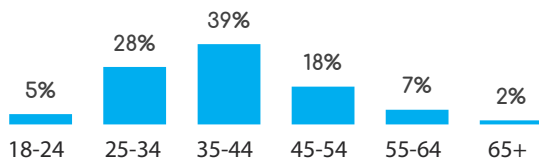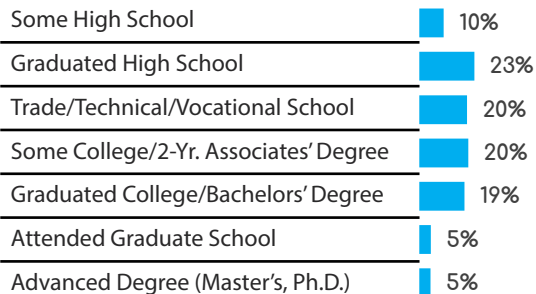
TURKEY

GENDER

Male **64.6%**

Female **35.4%**

ENGLISH

Census Population Size: **75,627,384**

Internet Penetration Rate: **57%**

Smartphone Penetration Rate: **75%**

AGE

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

EDUCATION

Education	Percentage
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%

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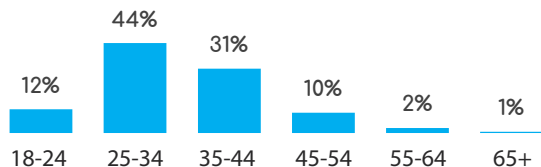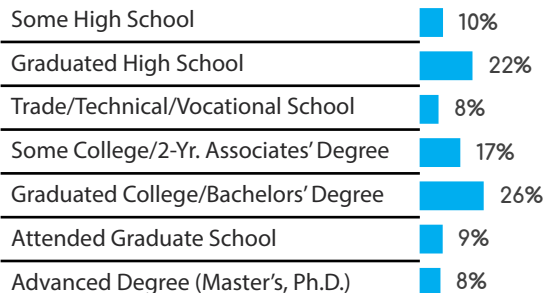
FEATURED PANELS

ASIA/PACIFIC

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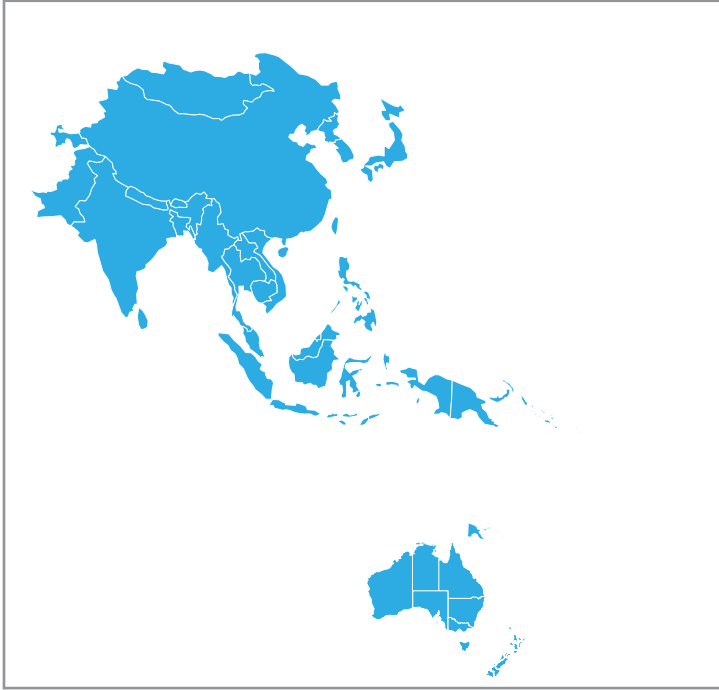
CHINA

GENDER

Male **73.5%**

Female **26.5%**
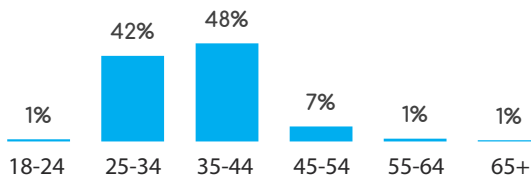
CHINESE
TRADITIONAL
SIMPLIFIED

Census Population Size: **1,349,585,838**

Internet Penetration Rate: **47%**

Smartphone Penetration Rate: **79%**

AGE

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

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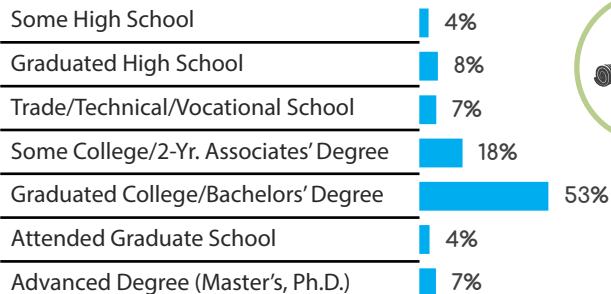
INDIA

GENDER

Male **78.2%**

Female **21.8%**

ENGLISH
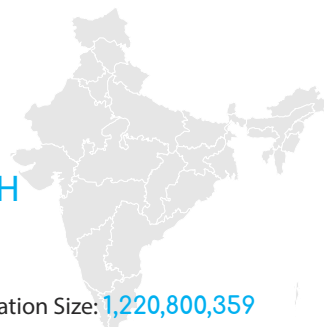
Census Population Size: **1,220,800,359**

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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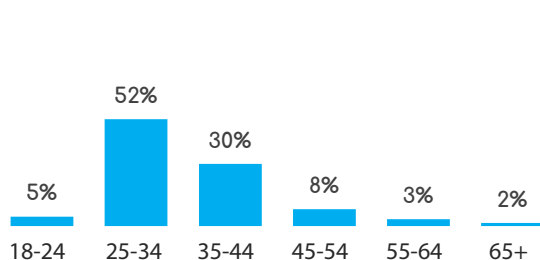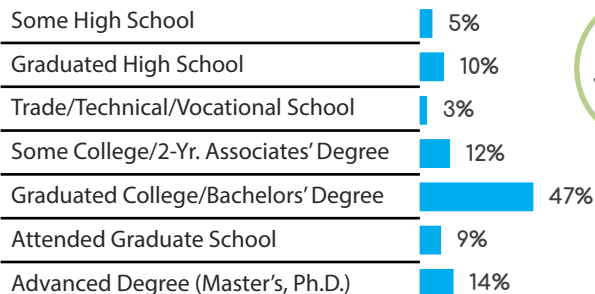
INDONESIA

GENDER

Male **75.2%**

Female **24.8%**

ENGLISH

Census Population Size: **251,160,124**

Internet Penetration Rate: **95%**

Smartphone Penetration Rate: **73%**

AGE

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

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%
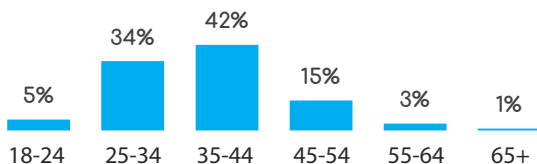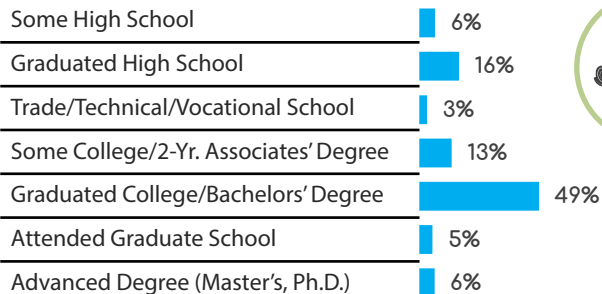
MALAYSIA

GENDER

Male **58.9%**

Female **41.1%**
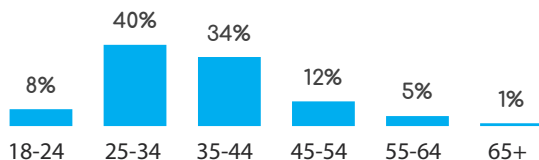
ENGLISH

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

Category	Percent
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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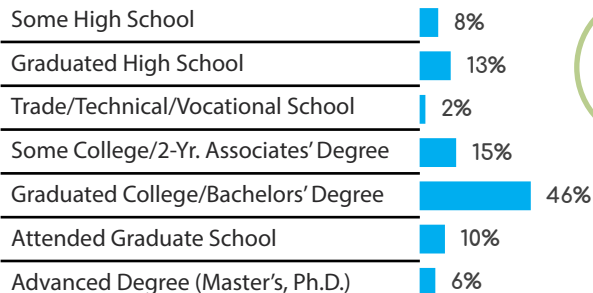
SINGAPORE

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	%
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%
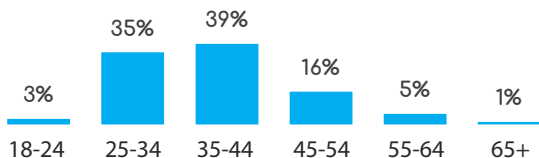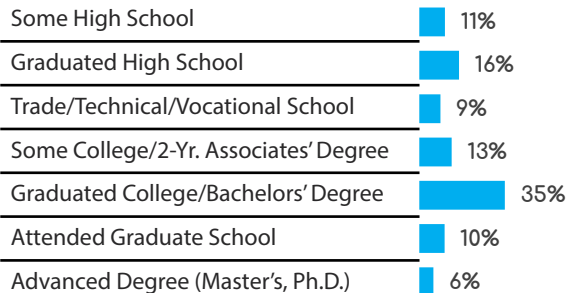
AUSTRALIA

GENDER

Male **30.9%**

Female **69.1%**
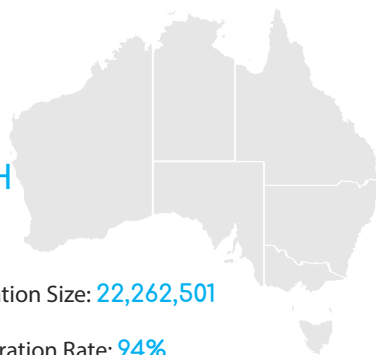
ENGLISH

Census Population Size: **22,262,501**

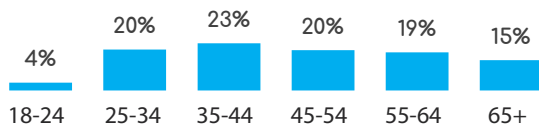Internet Penetration Rate: **94%**

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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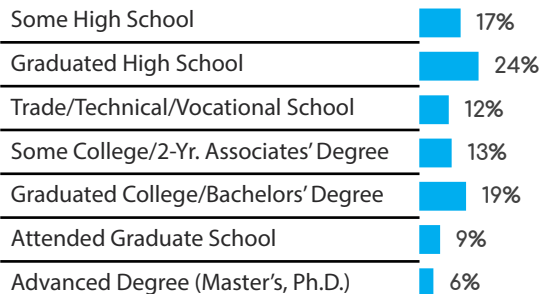
NEW ZEALAND

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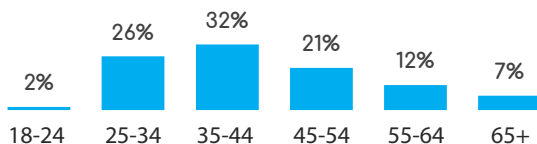
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