

**Dynova
Insights**










PANEL BOOK 2026

Decoding Markets. Delivering Insights.





Table of Contents

	Company Overview	-----	03
	Global Presence	-----	05
	Global Panel	-----	06
	Data Quality	-----	09
	Profiling Attributes	-----	10
	Panel Stats	-----	13
	Contact Us	-----	47





**Dynova
Insights**

Company Overview



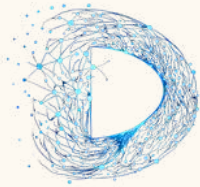
About Us

Dynova Insights helps brands understand people, markets, and business opportunities through reliable panel research and structured fieldwork. We support research teams with quality audience access and insight ready data for confident decision making.

Why Choose Dynova

With coverage across 35+ countries, Dynova Insights offers dependable global research support, responsive execution, and reliable sample access for agencies, consulting firms and business teams.





**Dynova
Insights**

Purpose & Values



Client Focus

Research solutions shaped around each client's audience, market, and business objective.



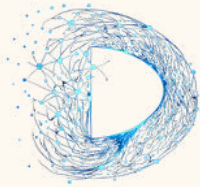
Quality

Verified respondents, structured checks, and reliable fieldwork help ensure decision-ready insights.



Our Purpose

Dynova Insights helps businesses understand markets with clarity by connecting them to the right audiences, dependable data, and actionable research intelligence. Our work is guided by integrity, agility, accuracy, and a strong commitment to client success.



**Dynova
Insights**



Global Presence



35+ Countries

Global Research Reach

Research coverage across key global markets with local relevance, audience diversity and dependable fieldwork support.



100+ Clients

Trusted by Global Clients

Supporting brands, firms, and consulting partners with responsive execution and reliable research delivery.



5M+ Panellists

Verified Respondent Network

Scalable access to verified consumer and professional audiences for broad and targeted research studies.





**Dynova
Insights**

Panel Built for Reliable Global Research



Verified Panels



Global Reach



Quality Control

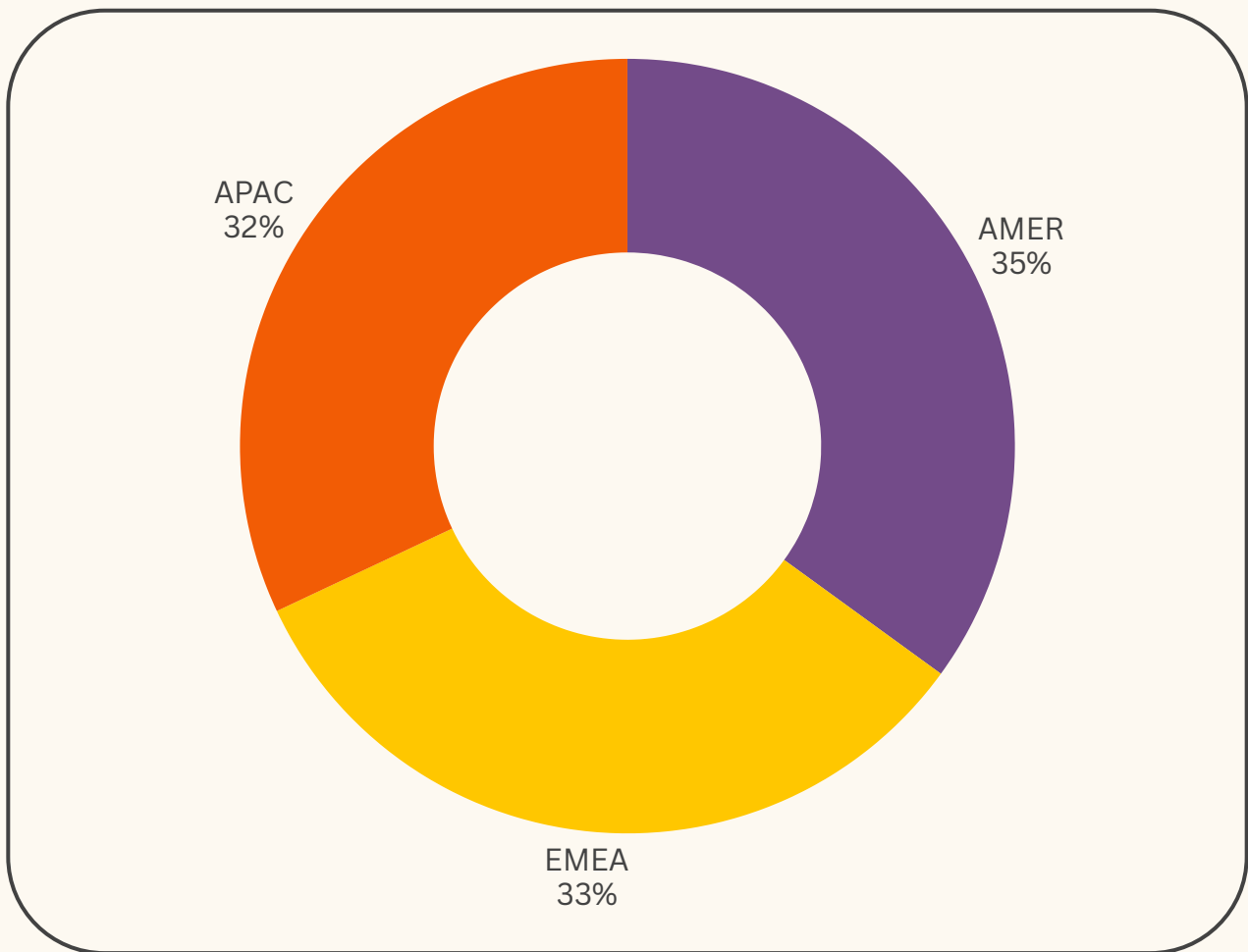
Dynova Insights connects research teams with verified respondents across diverse markets, demographics and audience segments. Our panel network is designed to support both broad consumer studies and niche targeting needs, helping clients collect dependable data with speed, accuracy and confidence.

Every project is supported through quality checks, respondent validation, and controlled fieldwork practices to reduce poor-quality responses and protect data integrity. With coverage across 30+ countries, we help brands and agencies reach the right people for meaningful, decision-ready insights.



**Dynova
Insights**

Panel Coverage



Coverage at Scale

Dynova Insights delivers panel coverage across AMER, EMEA, and APAC, enabling efficient audience access for local and multi-market studies. This regional structure supports better targeting, reliable feasibility, and smoother project delivery across global markets.



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Respondent Ops Framework

01

Controlled Onboarding

Consent-led entry with eligibility checks and baseline profiling for a reliable starting sample.

03

Sampling & Quota Governance

Quota controls and audience matching keep delivery aligned with study needs.

02

Panel Health Monitoring

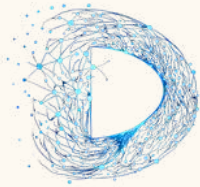
Activity review, duplicate prevention, and refresh controls help maintain panel quality.

04

Retention & Re-contact

Clear communication practices support continued participation and long-term study needs.





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Insights**



Data Quality

→ Quality Monitoring

Every project is reviewed through structured fieldwork checks, helping maintain respondent consistency, survey accuracy, and reliable data collection from launch to closure.

→ Respondent Validation

Dynova Insights applies verification controls such as source checks, geo-screening, duplication review, and behaviour-based monitoring to protect response authenticity.

→ Smart Sample Matching

Respondents are aligned with relevant studies using profile-based targeting and screening logic, improving survey fit and reducing low quality participation.

→ Data Integrity Checks

We use response pattern review, speed checks, straight-lining detection, and quality flags to identify weak data before it reaches final reporting.



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Profiling Attributes

Automotive

- Car Type / Color
- Years Owned
- Years Driving
- Ownership/Lease
- New/Used Vehicle
- Vehicle Purchase Amount
- GPS Navigation
- Auto Insurance Provider
- Hybrid Ownership & Usage
- Automotive Usage Habits
- New/Used Vehicle
- Service/Repair Location
- Total Vehicles owned

Beauty

- Cosmetic/Plastic Surgery
- Fragrance Products Used
- Hair Care Products Used
- Hair Removal
- Makeup Products Used
- Nail Care Products Used
- Oral Health Products Used
- Piercings
- Skincare Products Used
- Sunscreen Products Used
- Tattoos
- Teeth Whitening Used

Lifestyle

- Appliances in Home
- Musical Interests
- News Consumption
- Pet Ownership
- Political Interests
- Reading Habits
- Survey Participation Method

Logistics

- Type of Business
- Professional Drive
- Work Type

Money & Finance

- Banking Institutions Used
- Credit Cards Used
- Investable Assets
- Years at Present Location
- Type & Ownership of Residency

Shopping

- Household Products
- Product Ownership
- Type Of Product
- Purchase Decision Making
- Shopping Budget
- Shopping Expenses

FMCG

- Brands
- Frequency
- Retail Outlets





Profiling Attributes

Health

- Alcohol Consumption
- Allergies
- Anxiety Disorders
- Arthritis
- Asthma
- Cancer (All types)
- Chronic Pain
- Diabetes (Types I & II)
- Dietary Habits
- Exercise Habits
- Glasses/Contacts Usage
- High Blood Pressure
- High Cholesterol
- Infertility
- Medication Usage
- Migraines
- Obesity
- Physical Activities
- Smoking Habits
- Strokes
- Urinary Incontinence
- Varicose Veins
- Vision Impairment
- Weight Loss Surgery
- Thyroid Disorders
- Urinary Tract Infections
- Women's Health Issues (e.g. menopause, menstrual cycle, pregnancy, etc.)

Entertainment

- Cable TV
- DVD Ownership
- Magazine Categories
- Movie Interests
- Movies Purchased From TV
- No. of Hrs of TV per Week
- No. of Magazines Subscribed
- Online TV Viewing
- TV Show Categories
- No. of DVDs Purchased per Year
- No. of Movies at Theater per Year

Travel

- Business Trips per Year
- Car Rentals Used
- Cities Visited
- Countries Visited
- Cruising
- Hotels Visited
- Leisure Trips per Year
- Loyalty Programs
- Vacations Taken

Mobile Usage

- Daily Hours Spent
- Mobile Application Usage
- Mobile Brand
- Mobile Operating System
- Mobile Phone Activities
- Mobile Phone Number
- Mobile Phone Provider
- Types of Mobile Research
- Number of Household Mobile Phones

Technology

- Computer Ownership
- Electronic Ownership
- Email Usage
- Internet Usage
- Online Shopping Habits
- Printer Ownership
- Social Media Usage
- Software Usage
- Tablet Usage
- Webcam Ownership
- Frequency of Online News Consumption
- Internet Connection Type at Home



Profiling Attributes

Profiling

- Acculturation Level
- Citizenship
- Country of Birth
- Immigration Generation
- In-Community Environment
- Language Usage in Home
- Language Usage out of Home
- Primary Language
- Secondary Language
- Social Media Usage
- Years Lived in the US
- Media Consumption in Home (Internet, TV, Print)

Parenting

- Number/Age of Children
- Childcare
- Pregnancy
- Formula Usage
- Parenting Style
- Fertility
- Shopping Preferences

Gaming

- Frequency of Play
- Gaming Accessories Used
- Gaming Communities
- Gaming Platforms Owned
- Video Game Types
- Video Games Owned

B2B

- Industry
- Job Role/Title
- Income
- Years at Company
- Number of Employees
- Total Investable Assets
- Business Travel
- Budget Oversight
- Organisational Revenue
- IT-Related Decision-Making
- Office Location Type
- Private/Public/Nonprofit
- Computer Usage





**Dynova
Insights**



AMER

North, Central & South America

➤ Canada

➤ Brazil

➤ Argentina

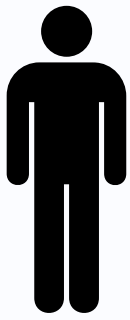
➤ Chile

➤ Mexico

➤ United States



Gender



Panel
47%
Census
48%



Panel
53%
Census
52%



54,621
CANADA



Annual Household Income

Panel

Less than 35,000	14%
35,000 - 59,999	19%
60,000 - 89,999	26%
90,000 - 124,999	22%
125,000 - 174,999	13%
175,000 and above	6%

General Population :

40,137,842

Internet Penetration :

94.9%

Survey Language :

English, French

Currency :

Canadian Dollar (CAD)

Education

Panel

Some High School	9%
High School Graduate	26%
Some College or Technical School	31%
College or Technical School Graduate	22%
Graduate School	11%
Other	1%

Age

Panel

Census

16-19	5%	8%
20-29	14%	17%
30-39	30%	17%
40-49	27%	16%
50-59	15%	18%
60+	9%	24%

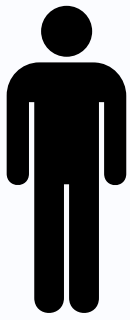
Region

Atlantic | Canada | Ontario | Prairies | Alberta | British Columbia

Ethnicity

White | Black/African American | Asian | Indigenous | Hispanic | Other

Gender



Panel
33%
Census
49%



Panel
67%
Census
51%



424,208

USA



Annual Household Income

Panel

Less than 35,000	18%
35,000 - 59,999	20%
60,000 - 99,999	27%
100,000 - 149,999	20%
150,000 - 249,999	10%
250,000 and above	5%

General Population :

347,321,564

Internet Penetration :

85.1%

Survey Language :

English

Currency :

US Dollar (USD)

Education

Panel

Some High School	10%
High School Graduate	28%
Some College or Technical School	28%
College or Technical School Graduate	21%
Graduate School	10%
Other	3%

Age

Panel

Census

16-19	3%	8%
20-29	16%	17%
30-39	33%	16%
40-49	25%	15%
50-59	14%	16%
60+	9%	28%

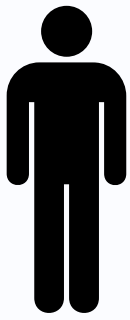
Region

Northeast | South | Midwest | West

Ethnicity

White | Black/African American | Asian | Hispanic | Other

Gender



Panel
46%

Census
49%



Panel
54%

Census
51%



50,441

ARGENTINA



Annual Household Income

Panel

Below 4M	24%
4M - 7.9M	29%
8M - 14.9M	25%
15M - 24.9M	15%
25M and above	7%

General Population :

45,731,884

Internet Penetration :

76.9%

Survey Language :

English, Spanish

Currency :

Argentine Peso (ARS)

Education

Panel

Some High School	9%
High School Graduate	26%
Some College or Technical School	30%
College or Technical School Graduate	23%
Graduate School	10%
Other	2%

Age

Panel

Census

16-19	4%	7%
20-29	15%	18%
30-39	31%	17%
40-49	26%	16%
50-59	15%	17%
60+	9%	25%

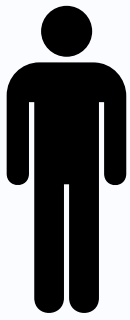
Region

Buenos Aires | Pampas | Northwest | Litoral | Cuyo | Patagonia

Ethnicity

White | Indigenous & Mestizo

Gender



Panel
45%
Census
49%



Panel
55%
Census
51%



142,177
MEXICO



Annual Household Income

Panel

Below 120,000	26%
120,000 - 249,999	29%
250,000 - 449,999	24%
450,000 - 799,999	14%
800,000 and above	7%

General Population :

131,842,376

Internet Penetration :

75.1%

Survey Language :

Spanish

Currency :

Mexican Peso (MXN)

Education

Panel

Some High School	6%
High School Graduate	26%
Some College or Technical School	33%
College or Technical School Graduate	11%
Graduate School	14%
Other	7%

Age

Panel

Census

16-19	8%	11%
20-29	22%	18%
30-39	28%	17%
40-49	25%	18%
50-59	12%	18%
60+	5%	26%

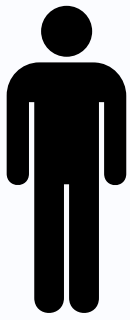
Region

North | Bajio & West | Central | Mexico City | South & Southeast

Ethnicity

Mestizo | Indigenous | White | Afro-Mexican | Other / Unspecified

Gender



Panel
46%
Census
49%



Panel
54%
Census
51%



21,915 CHILE



Annual Household Income

Panel

Below 6M	21%
6M - 11.9M	30%
12M - 19.9M	27%
20M - 34.9M	15%
35M and above	7%

General Population :

19,642,117

Internet Penetration :

77.9%

Survey Language :

English, Spanish

Currency :

Chilean Peso (CLP)

Education

Panel

Some High School	9%
High School Graduate	26%
Some College or Technical School	30%
College or Technical School Graduate	23%
Graduate School	10%
Other	2%

Age

Panel

Census

16-19	4%	7%
20-29	15%	18%
30-39	31%	17%
40-49	26%	16%
50-59	15%	17%
60+	9%	25%

Region

North | Central Chile | South | Austral / Patagonia

Ethnicity

European / Mestizo | Indigenous | Black & Other

Gender



Panel
46%

Census
49%



Panel
54%

Census
51%



227,243
BRAZIL



Annual Household Income

Panel

Below 25,000	26%
25,000 - 49,999	18%
50,000 - 89,999	14%
90,000 - 149,999	10%
150,000 and above	12%

General Population :

212,756,483

Internet Penetration :

74.4%

Survey Language :

Portuguese

Currency :

Brazilian Real (BRL)

Education

Panel

Some High School	11%
High School Graduate	20%
Some College or Technical School	28%
College or Technical School Graduate	25%
Graduate School	13%
Other	3%

Age

Panel

Census

16-19	4%	7%
20-29	15%	18%
30-39	31%	17%
40-49	26%	16%
50-59	15%	17%
60+	9%	25%

Region

North | Northeast | Southeast | South | Center-West

Ethnicity

Pardo | White | Black | Indigenous | East Asian



**Dynova
Insights**



EMEA

Europe, Middle East & Africa

➤ France

➤ Denmark

➤ UAE

➤ Saudi Arabia

➤ Spain

➤ Greece

➤ Egypt

➤ UK

➤ Sweden

➤ Italy

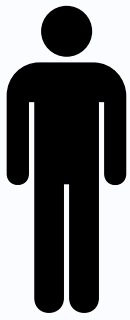
➤ Austria

➤ Germany

➤ Poland



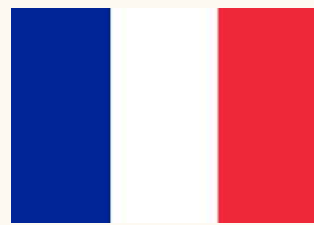
Gender



Panel
46%
Census
49%



Panel
54%
Census
51%



169,428
FRANCE



Annual Household Income

Panel

Below 20,000	17%
20,000 - 39,999	28%
40,000 - 64,999	30%
65,000 - 99,999	17%
100,000 and above	8%

General Population :

66,548,391

Internet Penetration :

90.7%

Survey Language :

French

Currency :

Euro (EUR)

Education

Panel

Some High School	11%
High School Graduate	31%
Some College or Technical School	26%
College or Technical School Graduate	19%
Graduate School	11%
Other	2%

Age

Panel

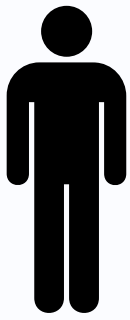
Census

16-19	3%	6%
20-29	15%	16%
30-39	30%	18%
40-49	26%	17%
50-59	16%	17%
60+	10%	24%

Region

Paris & suburbs | North & Northwest | East & Northeast | Southwest | Southeast

Gender



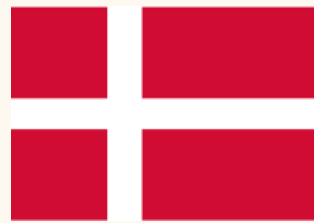
Panel
48%

Census
49%



Panel
52%

Census
51%



16,660

DENMARK



Annual Household Income

Panel

Below 250,000	15%
250,000 - 499,999	27%
500,000 - 799,999	31%
800,000 - 1.2M	18%
1.2M and above	9%

General Population :

6,012,447

Internet Penetration :

99%

Survey Language :

English, Danish

Currency :

Danish Krone (DKK)

Education

Panel

Some High School	12%
High School Graduate	24%
Some College or Technical School	23%
College or Technical School Graduate	21%
Graduate School	12%
Other	8%

Age

Panel

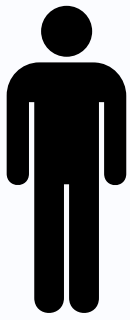
Census

16-19	3%	7%
20-29	15%	16%
30-39	32%	18%
40-49	26%	17%
50-59	15%	18%
60+	9%	24%

Region

Capital Region | Zealand | South Denmark | Central Jutland | North Jutland

Gender



Panel
47%
Census
49%



Panel
53%
Census
51%



112,989

GERMANY



Annual Household Income

Panel

Below 25,000	15%
25,000 - 49,999	27%
50,000 - 84,999	31%
85,000 - 139,999	18%
140,000 and above	9%

General Population :

84,173,682

Internet Penetration :

95.8%

Survey Language :

German

Currency :

Euro (EUR)

Education

Panel

Some High School	15%
High School Graduate	20%
Some College or Technical School	26%
College or Technical School Graduate	18%
Graduate School	12%
Other	9%

Age

Panel

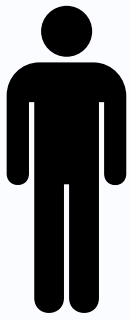
Census

16-19	2%	6%
20-29	14%	15%
30-39	30%	17%
40-49	27%	18%
50-59	16%	19%
60+	11%	25%

Region

North | West | Southwest | East | South

Gender



Panel
47%
Census
49%



Panel
53%
Census
51%



147,696

ITALY



Annual Household Income

Panel

Below 20,000	22%
20,000 - 39,999	31%
40,000 - 64,999	26%
65,000 - 99,999	14%
100,000 and above	7%

General Population :

59,124,781

Internet Penetration :

89%

Survey Language :

Italian

Currency :

Euro (EUR)

Education

Panel

Some High School	24%
High School Graduate	18%
Some College or Technical School	12%
College or Technical School Graduate	24%
Graduate School	20%
Other	2%

Age

Panel

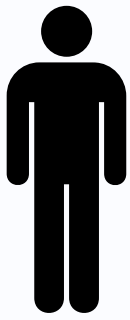
Census

16-19	2%	6%
20-29	14%	15%
30-39	30%	17%
40-49	27%	18%
50-59	16%	19%
60+	11%	25%

Region

Northwest | Northeast | Center | South | Islands

Gender



Panel
47%

Census
49%



Panel
53%

Census
51%



122,956
SPAIN



Annual Household Income

Panel

Below 18,000	21%
18,000 - 34,999	30%
35,000 - 59,999	27%
60,000 - 99,999	15%
100,000 and above	7%

General Population :

48,583,117

Internet Penetration :

90.2%

Survey Language :

Spanish

Currency :

Euro (EUR)

Education

Panel

Some High School	18%
High School Graduate	22%
Some College or Technical School	30%
College or Technical School Graduate	15%
Graduate School	11%
Other	4%

Age

Panel

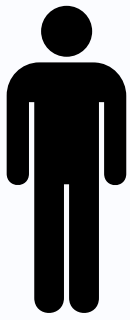
Census

16-19	2%	6%
20-29	14%	15%
30-39	30%	17%
40-49	27%	18%
50-59	16%	19%
60+	11%	25%

Region

North & Atlantic Coast | Center | East / Mediterranean | South | Islands & Ceuta/Melilla

Gender



Panel
45%
Census
49%



Panel
55%
Census
51%



22,662
GREECE



Annual Household Income

Panel

Below 15,000	26%
15,000 - 29,999	31%
30,000 - 49,999	24%
50,000 - 79,999	13%
80,000 and above	6%

General Population :

10,047,238

Internet Penetration :

80.8%

Survey Language :

Greek

Currency :

Euro (EUR)

Education

Panel

Some High School	31%
High School Graduate	20%
Some College or Technical School	24%
College or Technical School Graduate	14%
Graduate School	9%
Other	2%

Age

Panel

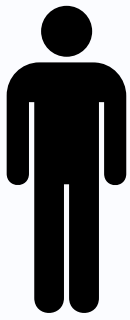
Census

16-19	9%	12%
20-29	25%	19%
30-39	26%	18%
40-49	20%	17%
50-59	13%	15%
60+	7%	19%

Region

Attica | Northern Greece | Central Greece | Western | Aegean

Gender



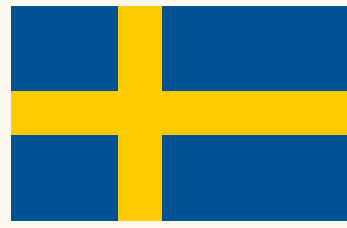
Panel
47%

Census
49%



Panel
53%

Census
51%



29,256
SWEDEN



Annual Household Income

Panel

Below 250,000	14%
250,000 - 499,999	26%
500,000 - 799,999	33%
800,000 - 1.2M	18%
1.2M and above	9%

General Population :

10,684,213

Internet Penetration :

98.4%

Survey Language :

Swedish

Currency :

Swedish Krona (SEK)

Education

Panel

Some High School	18%
High School Graduate	20%
Some College or Technical School	25%
College or Technical School Graduate	17%
Graduate School	11%
Other	9%

Age

Panel

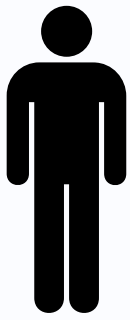
Census

16-19	2%	6%
20-29	14%	15%
30-39	30%	17%
40-49	27%	18%
50-59	16%	19%
60+	11%	25%

Region

Greater Stockholm | East Sweden | South Sweden | West Sweden | North Sweden

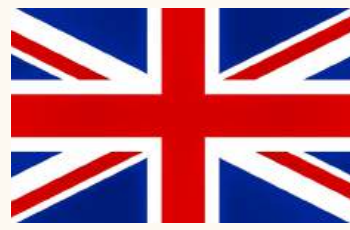
Gender



Panel
48%
Census
49%



Panel
52%
Census
51%



188,578

UK



Annual Household Income

Panel

Below 20,000	16%
20,000 - 39,999	26%
40,000 - 69,999	31%
70,000 - 119,999	18%
120,000 and above	9%

General Population :

69,742,115

Internet Penetration :

96%

Survey Language :

English

Currency :

Pound Sterling (GBP)

Education

Panel

Some High School	19%
High School Graduate	25%
Some College or Technical School	20%
College or Technical School Graduate	13%
Graduate School	18%
Other	5%

Age

Panel

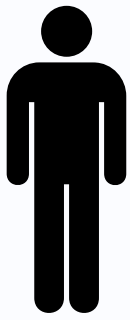
Census

16-19	3%	7%
20-29	15%	16%
30-39	32%	18%
40-49	26%	17%
50-59	15%	18%
60+	9%	24%

Region

London | South of England | Midlands | North of England | Scotland | Wales

Gender



Panel
48%
Census
49%



Panel
52%
Census
51%

90,982
POLAND



Annual Household Income

Panel

Below 40,000	24%
40,000 - 79,999	32%
80,000 - 149,999	25%
150,000 - 279,999	13%
280,000 and above	6%

General Population :

37,564,819

Internet Penetration :

86.5%

Survey Language :

English, Polish

Currency :

Polish Złoty (PLN)

Education

Panel

Some High School	12%
High School Graduate	27%
Some College or Technical School	16%
College or Technical School Graduate	23%
Graduate School	20%
Other	2%

Age

Panel

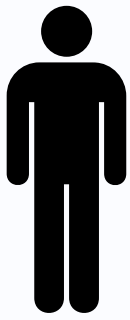
Census

16-19	3%	7%
20-29	15%	16%
30-39	32%	18%
40-49	26%	17%
50-59	15%	18%
60+	9%	24%

Region

North | West | Central | South | East

Gender



Panel
48%

Census
49%



Panel
52%

Census
51%



23,482
AUSTRIA



Annual Household Income

Panel

Below 25,000	16%
25,000 - 44,999	27%
45,000 - 74,999	31%
75,000 - 119,999	18%
120,000 and above	8%

General Population :

9,187,654

Internet Penetration :

91%

Survey Language :

English, German

Currency :

Euro (EUR)

Education

Panel

Some High School	15%
High School Graduate	20%
Some College or Technical School	18%
College or Technical School Graduate	28%
Graduate School	13%
Other	6%

Age

Panel

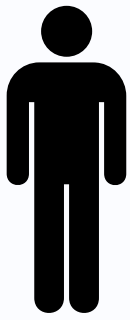
Census

16-19	3%	7%
20-29	15%	16%
30-39	32%	18%
40-49	26%	17%
50-59	15%	18%
60+	9%	24%

Region

Vienna | Burgenland | Upper Austria | Salzburg & Tyrol | Styria & Carinthia

Gender



Panel
48%
Census
49%



Panel
52%
Census
51%



29,732
UAE



Annual Household Income

Panel

Below 100,000	20%
100,000 - 199,999	17%
27,000 - 45,000	25%
45,000 - 63,000	19%
63,000 - 90,000	9%
90,000 - 135,000	8%
135,000 and above	2%

General Population :

10,673,891

Internet Penetration :

100%

Survey Language :

Arabic, English

Currency :

UAE Dirham (AED)

Education

Panel

Some High School	13%
High School Graduate	26%
Some College or Technical School	19%
College or Technical School Graduate	23%
Graduate School	10%
Other	9%

Age

Panel

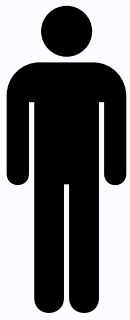
Census

16-19	3%	7%
20-29	15%	16%
30-39	32%	18%
40-49	26%	17%
50-59	15%	18%
60+	9%	24%

Region

Abu Dhabi | Dubai | Northern | Fujairah

Gender



Panel
48%
Census
49%



Panel
52%
Census
51%



66,430

SAUDI ARABIA



Annual Household Income

Panel

Less than 18,000	18%
100,000 - 199,999	26%
200,000 - 349,999	29%
350,000 - 599,999	18%
600,000 and above	9%

General Population :

38,742,196

Internet Penetration :

61.2%

Survey Language :

Arabic

Currency :

Saudi Riyal (SAR)

Education

Panel

Some High School	20%
High School Graduate	27%
Some College or Technical School	15%
College or Technical School Graduate	21%
Graduate School	10%
Other	7%

Age

Panel

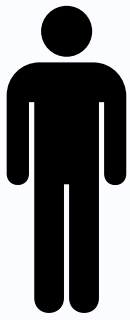
Census

16-19	3%	7%
20-29	15%	16%
30-39	32%	18%
40-49	26%	17%
50-59	15%	18%
60+	9%	24%

Region

Riyadh Region | Western Region | Eastern Province | Northern Regions
| Southern

Gender



Panel
48%
Census
49%



Panel
52%
Census
51%



192,280
EGYPT



Annual Household Income

Panel

Below 90,000	31%
90,000 - 179,999	29%
180,000 - 349,999	23%
350,000 - 699,999	12%
700,000 and above	5%

General Population :

118,438,672

Internet Penetration :

57.9%

Survey Language :

English, Arabic

Currency :

Egyptian Pound (EGP)

Education

Panel

Some High School	15%
High School Graduate	12%
Some College or Technical School	29%
College or Technical School Graduate	23%
Graduate School	20%
Other	1%

Age

Panel

Census

16-19	3%	7%
20-29	15%	16%
30-39	32%	18%
40-49	26%	17%
50-59	15%	18%
60+	9%	24%

Region

Greater Cairo | Nile Delta | North | South | Suez Canal | Frontier



**Dynova
Insights**



APAC

Asia & Pacific

➤ Japan

➤ Russia

➤ Australia

➤ India

➤ Taiwan

➤ South Korea

➤ Malaysia

➤ Hong Kong

➤ Indonesia

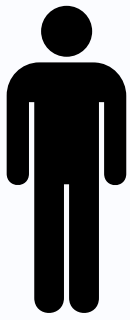
➤ Thailand

➤ Singapore

➤ Philippines



Gender



Panel
49%

Census
48%



Panel
51%

Census
52%



14,179

HONG KONG



Annual Household Income

Panel

Below 250k	18%
250k - 499k	29%
500k - 999k	31%
1M - 1.9M	15%
2M and above	7%

General Population :

7,531,682

Internet Penetration :

84.6%

Survey Language :

Cantonese, English

Currency :

Hong Kong Dollar (HKD)

Education

Panel

Some High School	21%
High School Graduate	27%
Some College or Technical School	14%
College or Technical School Graduate	16%
Graduate School	19%
Other	3%

Age

Panel

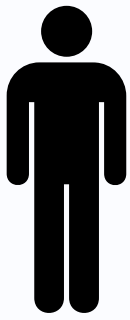
Census

16-19	2%	5%
20-29	15%	11%
30-39	21%	13%
40-49	23%	17%
50-59	22%	15%
60+	17%	39%

Region

Hong Kong Island | Kowloon | New Territories East | New Territories West | Outlying Islands

Gender



Panel
51%

Census
49%



Panel
49%

Census
51%



385,214

INDONESIA



Annual Household Income

Panel

Below 50M	29%
50M - 99M	32%
100M - 249M	24%
250M - 499M	10%
500M and above	5%

General Population :

285,648,921

Internet Penetration :

66.6%

Survey Language :

Indonesian

Currency :

Indonesian Rupiah (IDR)

Education

Panel

Some High School	10%
High School Graduate	25%
Some College or Technical School	20%
College or Technical School Graduate	32%
Graduate School	12%
Other	1%

Age

Panel

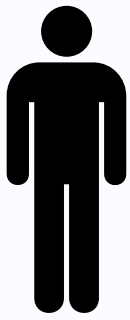
Census

16-19	9%	6%
20-29	26%	14%
30-39	27%	16%
40-49	24%	17%
50-59	12%	18%
60+	2%	29%

Region

Sumatra | Jakarta | Kalimantan | Sulawesi | Bali & Nusa Tenggara |
Papua & Maluku

Gender



Panel
51%
Census
49%



Panel
49%
Census
51%



174,080

PHILIPPINES



Annual Household Income

Panel

Below 200k	31%
200k - 399k	30%
400k - 799k	24%
800k - 1.5M	10%
800k - 1.5M	5%

General Population :

116,784,251

Internet Penetration :

67%

Survey Language :

Filipino, English

Currency :

Philippine Peso (PHP)

Education

Panel

Some High School	25%
High School Graduate	29%
Some College or Technical School	18%
College or Technical School Graduate	10%
Graduate School	14%
Other	4%

Age

Panel

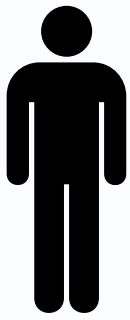
Census

16-19	9%	6%
20-29	26%	14%
30-39	27%	16%
40-49	24%	17%
50-59	12%	18%
60+	2%	29%

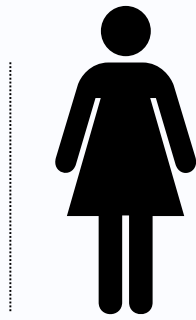
Region

**Luzon North & Central | Metro Manila (NCR) | South Luzon & Bicol |
Visayas | Mindanao**

Gender



Panel
74%
Census
52%



Panel
26%
Census
48%



1,437,189
INDIA



Annual Household Income

Panel

Below 3L	17%
3L - 5.9L	29%
6L - 11.9L	28%
12L - 24.9L	18%
25L and above	8%

General Population :

1,464,127,845

Internet Penetration :

70%

Survey Language :

English

Currency :

Indian Rupee (INR)

Education

Panel

Some High School	16%
High School Graduate	20%
Some College or Technical School	11%
College or Technical School Graduate	15%
Graduate School	35%
Other	3%

Age

Panel

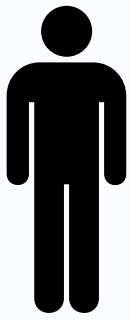
Census

16-19	26%	15%
20-29	57%	28%
30-39	11%	21%
40-49	4%	15%
50-59	1%	10%
60+	1%	11%

Region

North India | West India | South India | East India | Northeast India

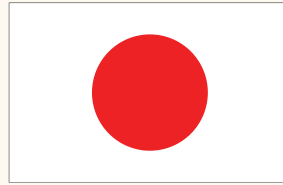
Gender



Panel
49%
Census
48%



Panel
51%
Census
52%



257,762
JAPAN



Annual Household Income

Panel

Below 3M	17%
3M - 5.9M	29%
6M - 8.9M	28%
9M - 14.9M	18%
15M and above	8%

General Population :

123,084,512

Internet Penetration :

93%

Survey Language :

Japanese

Currency :

Japanese Yen (JPY)

Education

Panel

Some High School	27%
High School Graduate	22%
Some College or Technical School	19%
College or Technical School Graduate	16%
Graduate School	14%
Other	2%

Age

Panel

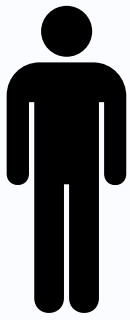
Census

16-19	2%	5%
20-29	15%	11%
30-39	21%	13%
40-49	23%	17%
50-59	22%	15%
60+	17%	39%

Region

**Hokkaido | Tohoku | Kanto | Chubu | Kansai | Chugoku | Shikoku |
Kyushu/Okinawa**

Gender



Panel
51%
Census
49%



Panel
49%
Census
51%



193,056
RUSSIA



Annual Household Income

Panel

Below 700k	24%
700k - 1.4M	31%
1.5M - 2.9M	27%
3M - 5.9M	12%
6M and above	6%

General Population :

143,862,447

Internet Penetration :

63.1%

Survey Language :

Russian

Currency :

Russian Ruble (RUB)

Education

Panel

Some High School	11%
High School Graduate	29%
Some College or Technical School	20%
College or Technical School Graduate	25%
Graduate School	12%
Other	3%

Age

Panel

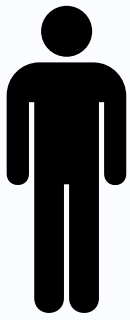
Census

16-19	9%	6%
20-29	26%	14%
30-39	27%	16%
40-49	24%	17%
50-59	12%	18%
60+	2%	29%

Region

Central Russia | Northwest | South & North Caucasus | Volga Region | Ural Region | Siberia & Far East

Gender



Panel
38%
Census
49%



Panel
62%
Census
51%



56,387

AUSTRALIA



Annual Household Income

Panel

Below 50,000	16%
50,000 - 89,999	25%
90,000 - 149,999	31%
150,000 - 249,999	19%
250,000 and above	9%

General Population :

26,942,178

Internet Penetration :

93.8%

Survey Language :

English

Currency :

Australian Dollar (AUD)

Education

Panel

Some High School	26%
High School Graduate	10%
Some College or Technical School	18%
College or Technical School Graduate	24%
Graduate School	15%
Other	7%

Age

Panel

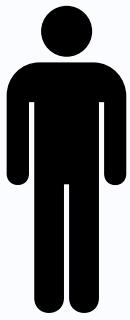
Census

16-19	3%	7%
20-29	16%	18%
30-39	31%	19%
40-49	25%	17%
50-59	14%	18%
60+	11%	21%

Region

**Tasmania | Northern Territory | New South Wales | Victoria |
Queensland | South Australia | Western Australia**

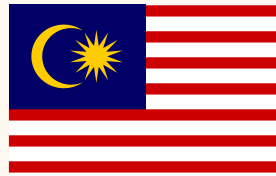
Gender



Panel
45%
Census
52%



Panel
55%
Census
48%



77,726

MALAYSIA



Annual Household Income

Panel

Below 30,000	25%
30,000 - 59,999	31%
60,000 - 119,999	26%
120,000 - 249,999	13%
250,000 and above	5%

General Population :

35,648,273

Internet Penetration :

97.7%

Survey Language :

Malay, Eng, Simplified Chinese

Currency :

Malaysian Ringgit (MYR)

Education

Panel

Some High School	32%
High School Graduate	19%
Some College or Technical School	13%
College or Technical School Graduate	11%
Graduate School	21%
Other	4%

Age

Panel

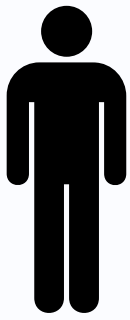
Census

16-19	15%	11%
20-29	46%	24%
30-39	23%	23%
40-49	11%	16%
50-59	3%	12%
60+	2%	14%

Region

Klang Valley | Northern Peninsula | Southern Peninsula | East Coast | Sabah | Sarawak | Ethnicity | Malay | Chinese | Indian | Indigenous Peoples | Other

Gender



Panel
44%
Census
51%



Panel
56%
Census
49%



13,345
SINGAPORE



Annual Household Income

Panel

Below 50,000	15%
50,000 - 99,999	25%
100,000 - 199,999	32%
200,000 - 399,999	19%
400,000 and above	9%

General Population :

6,094,218

Internet Penetration :

97%

Survey Language :

English, Malay

Currency :

Singapore Dollar (SGD)

Education

Panel

Some High School	21%
High School Graduate	16%
Some College or Technical School	24%
College or Technical School Graduate	18%
Graduate School	11%
Other	10%

Age

Panel

Census

16-19	8%	6%
20-29	32%	16%
30-39	28%	17%
40-49	18%	18%
50-59	9%	17%
60+	5%	26%

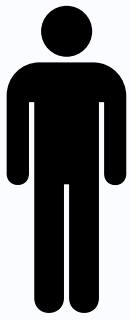
Region

Central Region | East Region | North Region | North-East Region | West Region

Ethnicity

Chinese | Malay | Indian | Other

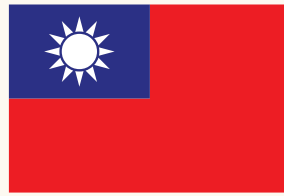
Gender



Panel
45%
Census
49%



Panel
55%
Census
51%



43,926

TAIWAN



Annual Household Income

Panel

Below 500k	18%
500k - 999k	29%
1M - 1.9M	30%
2M - 3.9M	16%
4M and above	7%

General Population :

23,421,638

Internet Penetration :

84%

Survey Language :

Mandarin

Currency :

New Taiwan Dollar (TWD)

Education

Panel

Some High School	20%
High School Graduate	18%
Some College or Technical School	26%
College or Technical School Graduate	22%
Graduate School	8%
Other	6%

Age

Panel

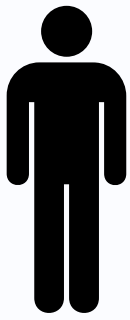
Census

16-19	10%	6%
20-29	38%	15%
30-39	26%	17%
40-49	17%	18%
50-59	7%	18%
60+	2%	26%

Region

**Northern Taiwan | Central Taiwan | Southern Taiwan | Eastern Taiwan
| Offshore Islands**

Gender



Panel
49%
Census
48%



Panel
51%
Census
52%



108,964

THAILAND



Annual Household Income

Panel

Below 250k	27%
250k - 499k	31%
500k - 999k	25%
1M - 1.9M	12%
2M and above	5%

General Population :

71,583,406

Internet Penetration :

68.1%

Survey Language :

Thai

Currency :

Thai Baht (THB)

Education

Panel

Some High School	15%
High School Graduate	29%
Some College or Technical School	11%
College or Technical School Graduate	33%
Graduate School	9%
Other	3%

Age

Panel

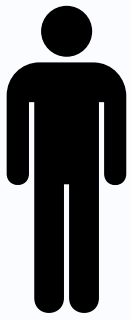
Census

16-19	2%	5%
20-29	15%	11%
30-39	21%	13%
40-49	23%	17%
50-59	22%	15%
60+	17%	39%

Region

Bangkok | Northern Thailand | Northeastern Thailand | Eastern Seaboard | Southern Thailand

Gender



Panel
51%
Census
49%



Panel
49%
Census
51%



112,416

SOUTH KOREA



Annual Household Income

Panel

Below 30M	17%
30M - 59.9M	28%
60M - 99.9M	31%
100M - 179.9M	17%
180M and above	7%

General Population :

51,742,811

Internet Penetration :

97.3%

Survey Language :

Korean

Currency :

South Korean Won (KRW)

Education

Panel

No Formal Education	13%
High School or Equivalent	27%
Diploma/Trade Qualification	21%
Bachelor's Degree	33%
Postgraduate Degree	4%
Other	2%

Age

Panel

Census

16-19	9%	6%
20-29	26%	14%
30-39	27%	16%
40-49	24%	17%
50-59	12%	18%
60+	2%	29%

Region

**Seoul Capital Area | Gangwon | Chungcheong Region | Honam Region |
Yeongnam Region | Jeju Island**



**Dynova
Insights**

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