

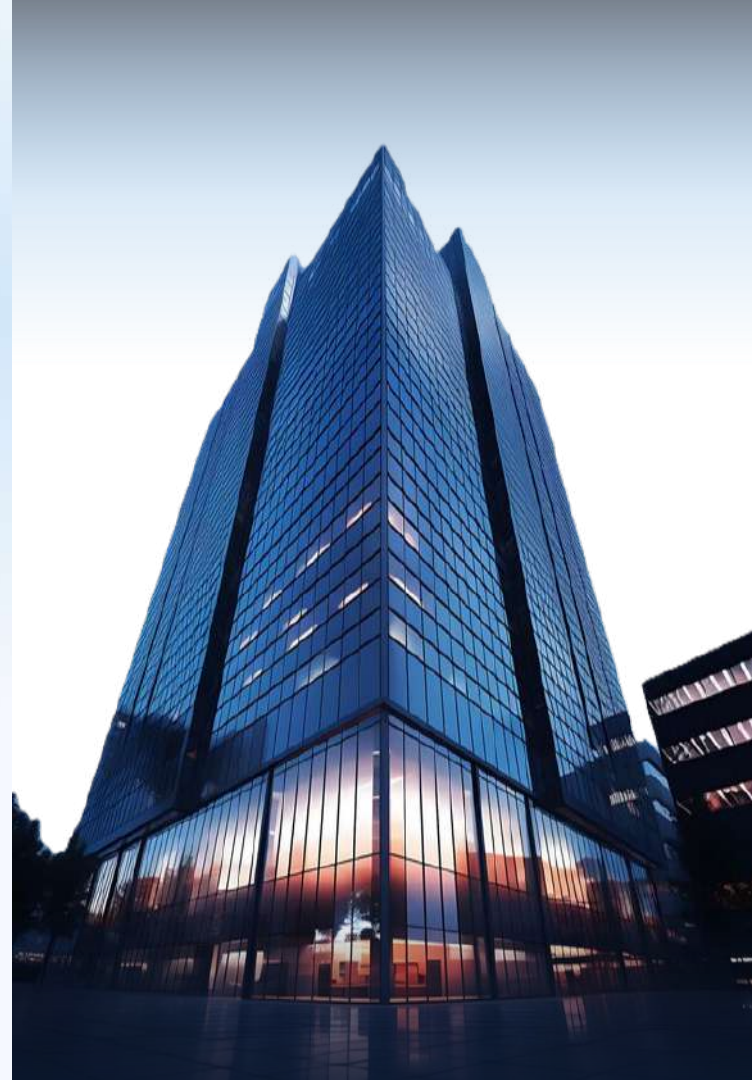
PANEL BOOKLET

Where Data Meet Direction

Our research transforms complex market intelligence into clear, actionable business decisions.

 www.prime-eyeresearch.com

 India



About This Booklet

This panel booklet introduces Prime-Eye Research's panel capabilities and how we support your research goals.

Inside, you'll find a clear view of our audience reach, coverage, and ways of working — designed to help you evaluate Prime-Eye Research as a reliable, long-term insights partner.

Designed to move your business forward through data-driven clarity.

2.5M+

ACTIVE PANELISTS

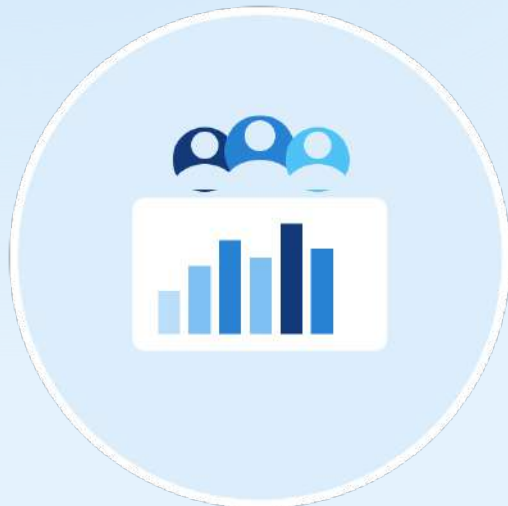
30

COUNTRIES COVERED

3

GLOBAL REGIONS

Who We Are



Strategic Growth

We are a strategic partner for brands that want to grow smarter, not louder.



Expertise & Insight

Our team blends category expertise, advanced methodologies, and real-world experience.



Seamless Extension

We're built to feel like an extension of your own team with senior involvement from brief to debrief.



Partnership Mindset

Transparent collaboration that puts your brand's goals at the center of every decision.

Our Services



Qualitative Research

Uncovering the "why" through in-depth human insights.



Quantitative Research

Statistically robust, data-driven validation.



Online Research

Fast, scalable digital panel network across geographies.



Telephone Surveys

Structured reach for niche or hard-to-access groups.



Business Research

Strategic B2B intelligence and competitor assessment.



Specialized Services

Customized solutions tailored to unique business needs.

The following pages walk through each capability in detail.

Qualitative Research

We explore the motivations and emotions behind consumer choices to surface meaningful insights.



In-Depth Interviews

One-on-one talks to reveal personal narratives.



Focus Groups

Group discussions to surface shared perceptions.



Ethnography

Observation in real contexts to see actual use.



Human Insight

Anchoring strategy in authentic human experience.

"Helping brands make decisions rooted in real human insight, moving beyond what people say to what they truly feel."

Quantitative Research



Data-Driven Validation

Our quantitative research delivers statistically robust insights through structured surveys and large-scale sampling.



Hypothesis Testing

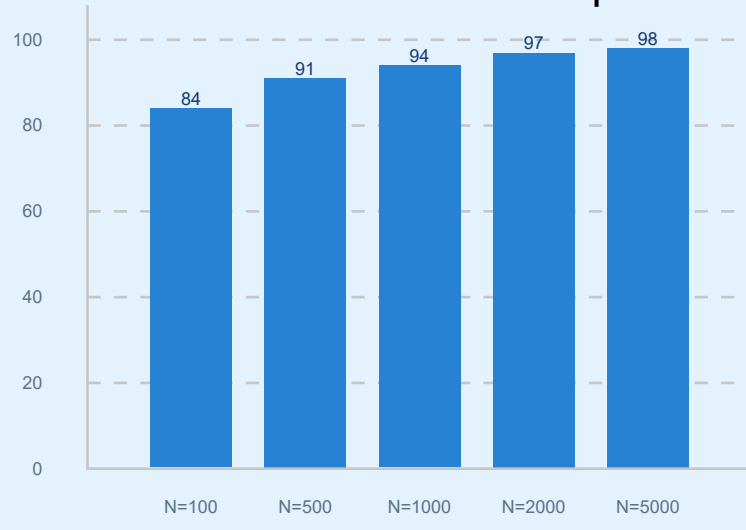
From market sizing to concept testing, we help you validate hypotheses with confidence and measure what matters most.



Statistically Robust

We ensure representative data that provides a solid foundation for strategic business decisions.

Statistical Confidence & Sample Size



Online Research



Global Reach & Scale

Leveraging our digital panel network to conduct fast, scalable research across diverse geographies and demographics.



Speed & Efficiency

Our online methodologies combine rapid data collection with rigorous quality checks for immediate business impact.



Reliable Accuracy

Delivering high-quality data through advanced fraud detection and respondent verification protocols.



Telephone Surveys



Structured Interviews

Conducted by trained professionals to ensure high-quality responses and deep engagement.



Niche Audience Reach

Accessing groups where digital access is limited or specific professional profiles are required.



Personal Engagement

Ensuring higher response quality through direct human interaction and rapport building.

Business Research



Strategic B2B Intelligence

Supporting decision-making with in-depth market, competitor, and industry research.



Actionable Insights

Helping organizations identify opportunities and assess risks with credible intelligence.



Risk Assessment

Building strategies backed by data to navigate complex B2B landscapes with confidence.



Growth Strategy

Delivering deep industry-specific insights that drive sustainable business growth.



Additional Services



Data Processing

Expert handling, cleaning, and analysis of complex datasets to ensure data integrity and clarity.



Panel Management

Comprehensive recruitment, engagement, and maintenance of high-quality research panels.



Localization Support

Translation and cultural adaptation services to ensure research resonance across global markets.



Strategic Consultancy

Expert guidance to translate research findings into actionable business strategies and growth.

Ensuring every research need is met under one roof.



AMER

North, Central & South America



United States



Argentina



Canada



Chile



Mexico



Colombia



Brazil



Peru



UNITED STATES

Federal Republic · United States of America

01

COUNTRY PROFILE

HISTORIC LANDMARK

Statue of Liberty, New York — a lasting emblem of the market this profile represents.

82,700+

ACTIVE PANEL SIZE

GENERAL POPULATION

347,275,807

INTERNET PENETRATION

93.1%

SURVEY LANGUAGE

English

CURRENCY

USD

GENDER

Panel vs Census

	Panel	Census
Male	51%	48%
Female	49%	52%

AGE

Panel vs Census

	Panel	Census
18–24	16%	12%
25–34	21%	16%
35–44	24%	19%
45–54	17%	15%
55+	22%	38%

HOUSEHOLD INCOME

Panel

Lower Income	24%
Lower-Middle	28%
Middle	22%
Upper-Middle	14%
Upper Income	12%

REGION

Panel vs Census

	Panel	Census
Northeast	15%	13%
South	32%	36%
Midwest	22%	22%
West	31%	29%

ETHNICITY

Panel vs Census

	Panel	Census
White	59%	61%
Black / African American	14%	13%
Hispanic	17%	18%
Asian	8%	7%
Other	2%	1%

EDUCATION

Panel

Secondary or Below	32%
Some Higher Education	31%
Bachelor's Degree	24%
Postgraduate	13%



HISTORIC LANDMARK

CN Tower, Toronto — an icon of the country's skyline and urban confidence.

104,900+

ACTIVE PANEL SIZE

GENERAL POPULATION

39.7M

INTERNET PENETRATION

93%

SURVEY LANGUAGE

English, French

CURRENCY

CAD

GENDER

Panel vs Census

	Panel	Census
Male	48%	48%
Female	52%	52%

AGE

Panel vs Census

	Panel	Census
18–24	17%	13%
25–34	19%	15%
35–44	23%	19%
45–54	21%	18%
55+	20%	35%

HOUSEHOLD INCOME

Panel

Lower Income	23%
Lower-Middle	28%
Middle	23%
Upper-Middle	16%
Upper Income	10%

REGION

Panel vs Census

	Panel	Census
Ontario	16%	18%
Quebec	35%	37%
British Columbia	16%	17%
Prairies	33%	28%

POPULATION BACKGROUND

Panel vs Census

	Panel	Census
European origin	57%	55%
Asian origin	20%	20%
Indigenous	5%	5%
Other	18%	20%

EDUCATION

Panel

Secondary or Below	34%
Some Higher Education	24%
Bachelor's Degree	26%
Postgraduate	16%



MEXICO

Federal Republic · United Mexican States

03

COUNTRY PROFILE

HISTORIC LANDMARK

Angel of Independence, Mexico City — a symbol of national pride and resilience.

127,400+

ACTIVE PANEL SIZE

GENERAL POPULATION

129.9M

INTERNET PENETRATION

78%

SURVEY LANGUAGE

Spanish

CURRENCY

MXN

GENDER

Panel vs Census

	Panel	Census
Male	51%	48%
Female	49%	52%

AGE

Panel vs Census

	Panel	Census
18–24	17%	13%
25–34	20%	15%
35–44	20%	17%
45–54	23%	16%
55+	20%	39%

HOUSEHOLD INCOME

Panel

Lower Income	24%
Lower-Middle	23%
Middle	29%
Upper-Middle	15%
Upper Income	9%

REGION

Panel vs Census

	Panel	Census
Central	28%	31%
North	25%	23%
South	21%	21%
Mexico City	26%	25%

POPULATION BACKGROUND

Panel vs Census

	Panel	Census
Mestizo	63%	58%
Indigenous	20%	25%
European descent	12%	12%
Other	5%	5%

EDUCATION

Panel

Secondary or Below	34%
Some Higher Education	30%
Bachelor's Degree	23%
Postgraduate	13%



BRAZIL

Federal Republic · Federative Republic of Brazil

04

COUNTRY PROFILE

HISTORIC LANDMARK

Christ the Redeemer, Rio de Janeiro — a landmark recognized the world over.

101,100+

ACTIVE PANEL SIZE

GENERAL POPULATION

216.4M

INTERNET PENETRATION

81%

SURVEY LANGUAGE

Portuguese

CURRENCY

BRL

GENDER

Panel vs Census

	Panel	Census
Male	50%	49%
Female	50%	51%

AGE

Panel vs Census

	Panel	Census
18–24	14%	12%
25–34	21%	16%
35–44	18%	17%
45–54	21%	17%
55+	26%	38%

HOUSEHOLD INCOME

Panel

Lower Income	22%
Lower-Middle	27%
Middle	26%
Upper-Middle	13%
Upper Income	12%

REGION

Panel vs Census

	Panel	Census
Southeast	24%	23%
Northeast	16%	16%
South	21%	24%
North	39%	37%

ETHNICITY

Panel vs Census

	Panel	Census
White (Branca)	41%	40%
Mixed (Parda)	46%	50%
Black (Preta)	11%	9%
Other	2%	1%

EDUCATION

Panel

Secondary or Below	33%
Some Higher Education	28%
Bachelor's Degree	28%
Postgraduate	11%



ARGENTINA

Federal Republic · Argentine Republic

05

COUNTRY PROFILE

HISTORIC LANDMARK

Obelisco de Buenos Aires, Buenos Aires — the heart of the country's capital.

132,700+

ACTIVE PANEL SIZE

GENERAL POPULATION

46.2M

INTERNET PENETRATION

87%

SURVEY LANGUAGE

Spanish

CURRENCY

ARS

GENDER

Panel vs Census

	Panel	Census
Male	50%	49%
Female	50%	51%

AGE

Panel vs Census

	Panel	Census
18–24	16%	12%
25–34	22%	17%
35–44	23%	16%
45–54	20%	17%
55+	19%	38%

HOUSEHOLD INCOME

Panel

Lower Income	20%
Lower-Middle	31%
Middle	23%
Upper-Middle	17%
Upper Income	9%

REGION

Panel vs Census

	Panel	Census
Buenos Aires	12%	13%
Pampas	38%	34%
Cuyo	35%	34%
Patagonia	15%	19%

POPULATION BACKGROUND

Panel vs Census

	Panel	Census
European descent	62%	63%
Mestizo	30%	29%
Indigenous	2%	3%
Other	6%	5%

EDUCATION

Panel

Secondary or Below	30%
Some Higher Education	29%
Bachelor's Degree	29%
Postgraduate	12%



CHILE

Unitary Republic · Republic of Chile

06

COUNTRY PROFILE

HISTORIC LANDMARK

Torre Entel, Santiago — a modern marker of the capital skyline.

82,000+

ACTIVE PANEL SIZE

GENERAL POPULATION

19.6M

INTERNET PENETRATION

88%

SURVEY LANGUAGE

Spanish

CURRENCY

CLP

GENDER

Panel vs Census

	Panel	Census
Male	47%	47%
Female	53%	53%

AGE

Panel vs Census

	Panel	Census
18–24	17%	12%
25–34	20%	17%
35–44	18%	15%
45–54	23%	17%
55+	22%	39%

HOUSEHOLD INCOME

Panel

Lower Income	23%
Lower-Middle	25%
Middle	25%
Upper-Middle	17%
Upper Income	10%

REGION

Panel vs Census

	Panel	Census
Central	26%	22%
North	21%	24%
South	22%	21%
Santiago	31%	33%

POPULATION BACKGROUND

Panel vs Census

	Panel	Census
European descent	51%	56%
Mestizo	36%	32%
Indigenous (Mapuche)	8%	9%
Other	5%	3%

EDUCATION

Panel

Secondary or Below	27%
Some Higher Education	32%
Bachelor's Degree	26%
Postgraduate	15%



COLOMBIA

Unitary Republic · Republic of Colombia

07

COUNTRY PROFILE

HISTORIC LANDMARK

Monserate, Bogotá — overlooking the Colombian capital.

79,400+

ACTIVE PANEL SIZE

GENERAL POPULATION

52.2M

INTERNET PENETRATION

70%

SURVEY LANGUAGE

Spanish

CURRENCY

COP

GENDER

Panel vs Census

	Panel	Census
Male	50%	47%
Female	50%	53%

AGE

Panel vs Census

	Panel	Census
18–24	13%	12%
25–34	27%	19%
35–44	20%	15%
45–54	18%	17%
55+	22%	37%

HOUSEHOLD INCOME

Panel

Lower Income	24%
Lower-Middle	23%
Middle	25%
Upper-Middle	17%
Upper Income	11%

REGION

Panel vs Census

	Panel	Census
Andina	27%	27%
Caribe	27%	26%
Pacifica	32%	30%
Bogota	14%	17%

POPULATION BACKGROUND

Panel vs Census

	Panel	Census
Mestizo	57%	58%
White	21%	18%
Afro-Colombian	12%	13%
Indigenous	5%	5%
Other	5%	6%

EDUCATION

Panel

Secondary or Below	33%
Some Higher Education	29%
Bachelor's Degree	26%
Postgraduate	12%



PERU

Unitary Republic · Republic of Peru

08

COUNTRY PROFILE

HISTORIC LANDMARK

Machu Picchu, Cusco Region — an enduring symbol of the country's heritage.

93,100+

ACTIVE PANEL SIZE

GENERAL POPULATION

34.4M

INTERNET PENETRATION

70%

SURVEY LANGUAGE

Spanish

CURRENCY

PEN

GENDER

Panel vs Census

	Panel	Census
Male	54%	50%
Female	46%	50%

AGE

Panel vs Census

	Panel	Census
18–24	17%	12%
25–34	20%	15%
35–44	19%	15%
45–54	21%	18%
55+	23%	40%

HOUSEHOLD INCOME

Panel

Lower Income	25%
Lower-Middle	25%
Middle	22%
Upper-Middle	18%
Upper Income	10%

REGION

Panel vs Census

	Panel	Census
Lima	29%	27%
Coast	28%	35%
Highlands	27%	25%
Jungle	16%	13%

POPULATION BACKGROUND

Panel vs Census

	Panel	Census
Mestizo	61%	58%
Indigenous (Andean)	25%	25%
White	8%	9%
Other	6%	8%

EDUCATION

Panel

Secondary or Below	29%
Some Higher Education	26%
Bachelor's Degree	29%
Postgraduate	16%



EMEA

Europe, Middle East & Africa



United Kingdom



Germany



France



Italy



Spain



Netherlands



Sweden



Poland



UAE



Saudi Arabia



South Africa



Turkey



HISTORIC LANDMARK

Elizabeth Tower (Big Ben), London — a defining silhouette of the capital.

136,400+

ACTIVE PANEL SIZE

GENERAL POPULATION

68.3M

INTERNET PENETRATION

97%

SURVEY LANGUAGE

English

CURRENCY

GBP

GENDER

Panel vs Census

	Panel	Census
Male	54%	50%
Female	46%	50%

AGE

Panel vs Census

	Panel	Census
18–24	19%	13%
25–34	21%	15%
35–44	19%	16%
45–54	21%	16%
55+	20%	40%

HOUSEHOLD INCOME

Panel

Lower Income	21%
Lower-Middle	30%
Middle	20%
Upper-Middle	18%
Upper Income	11%

REGION

Panel vs Census

	Panel	Census
England	29%	28%
Scotland	16%	20%
Wales	21%	25%
N. Ireland	34%	27%

ETHNICITY

Panel vs Census

	Panel	Census
White	81%	82%
Asian	9%	10%
Black	5%	4%
Mixed / Other	5%	4%

EDUCATION

Panel

Secondary or Below	31%
Some Higher Education	29%
Bachelor's Degree	26%
Postgraduate	14%



GERMANY

Parliamentary Republic · Federal Republic of Germany

10

COUNTRY PROFILE

HISTORIC LANDMARK

Brandenburg Gate, Berlin — a symbol of unity and history.

136,200+

ACTIVE PANEL SIZE

GENERAL POPULATION

84.5M

INTERNET PENETRATION

93%

SURVEY LANGUAGE

German

CURRENCY

EUR

GENDER

Panel vs Census

	Panel	Census
Male	48%	50%
Female	52%	50%

AGE

Panel vs Census

	Panel	Census
18–24	18%	13%
25–34	24%	18%
35–44	22%	18%
45–54	19%	17%
55+	17%	34%

HOUSEHOLD INCOME

Panel

Lower Income	21%
Lower-Middle	29%
Middle	22%
Upper-Middle	17%
Upper Income	11%

REGION

Panel vs Census

	Panel	Census
Bavaria	28%	24%
NRW	21%	24%
Baden-Wurt.	18%	16%
Berlin	33%	36%

POPULATION BACKGROUND

Panel vs Census

	Panel	Census
Native German	68%	73%
EU migrant background	14%	11%
Non-EU migrant background	16%	14%
Other	2%	2%

EDUCATION

Panel

Secondary or Below	31%
Some Higher Education	27%
Bachelor's Degree	27%
Postgraduate	15%



HISTORIC LANDMARK

Eiffel Tower, Paris — an icon recognized across the globe.

40,400+

ACTIVE PANEL SIZE

GENERAL POPULATION

68.4M

INTERNET PENETRATION

92%

SURVEY LANGUAGE

French

CURRENCY

EUR

GENDER

Panel vs Census

	Panel	Census
Male	50%	50%
Female	50%	50%

AGE

Panel vs Census

	Panel	Census
18–24	13%	11%
25–34	26%	19%
35–44	20%	17%
45–54	22%	19%
55+	19%	34%

HOUSEHOLD INCOME

Panel

Lower Income	21%
Lower-Middle	29%
Middle	24%
Upper-Middle	17%
Upper Income	9%

REGION

Panel vs Census

	Panel	Census
Ile-de-France	16%	12%
South	32%	34%
North	33%	32%
East	19%	22%

POPULATION BACKGROUND

Panel vs Census

	Panel	Census
French (metropolitan)	74%	74%
EU background	10%	9%
North African background	9%	12%
Other	7%	5%

EDUCATION

Panel

Secondary or Below	35%
Some Higher Education	32%
Bachelor's Degree	21%
Postgraduate	12%



ITALY

Unitary Republic · Italian Republic

12

COUNTRY PROFILE

HISTORIC LANDMARK

The Colosseum, Rome — a monument to centuries of history.

43,000+

ACTIVE PANEL SIZE

GENERAL POPULATION

58.9M

INTERNET PENETRATION

87%

SURVEY LANGUAGE

Italian

CURRENCY

EUR

GENDER

Panel vs Census

	Panel	Census
Male	47%	48%
Female	53%	52%

AGE

Panel vs Census

	Panel	Census
18–24	14%	11%
25–34	22%	19%
35–44	25%	19%
45–54	19%	17%
55+	20%	34%

HOUSEHOLD INCOME

Panel

Lower Income	24%
Lower-Middle	28%
Middle	22%
Upper-Middle	15%
Upper Income	11%

REGION

Panel vs Census

	Panel	Census
North	17%	15%
Central	40%	35%
South	23%	26%
Islands	20%	24%

POPULATION BACKGROUND

Panel vs Census

	Panel	Census
Italian	85%	83%
EU resident	4%	5%
Non-EU resident	9%	10%
Other	2%	2%

EDUCATION

Panel

Secondary or Below	33%
Some Higher Education	24%
Bachelor's Degree	28%
Postgraduate	15%



SPAIN

Constitutional Monarchy · Kingdom of Spain

13

COUNTRY PROFILE

HISTORIC LANDMARK

Sagrada Familia, Barcelona — an architectural landmark of the country.

51,700+

ACTIVE PANEL SIZE

GENERAL POPULATION

47.9M

INTERNET PENETRATION

94%

SURVEY LANGUAGE

Spanish

CURRENCY

EUR

GENDER

Panel vs Census

	Panel	Census
Male	46%	50%
Female	54%	50%

AGE

Panel vs Census

	Panel	Census
18–24	14%	11%
25–34	20%	14%
35–44	25%	19%
45–54	21%	17%
55+	20%	39%

HOUSEHOLD INCOME

Panel

Lower Income	21%
Lower-Middle	29%
Middle	25%
Upper-Middle	13%
Upper Income	12%

REGION

Panel vs Census

	Panel	Census
Madrid	16%	18%
Catalonia	30%	26%
Andalusia	19%	22%
North	35%	34%

POPULATION BACKGROUND

Panel vs Census

	Panel	Census
Spanish	82%	81%
Latin American background	8%	10%
Other EU	5%	5%
Other	5%	4%

EDUCATION

Panel

Secondary or Below	34%
Some Higher Education	26%
Bachelor's Degree	26%
Postgraduate	14%



NETHERLANDS

Constitutional Monarchy · Kingdom of the Netherlands

14

COUNTRY PROFILE

HISTORIC LANDMARK

Historic Windmills, Zaanse Schans — an emblem of Dutch heritage.

118,900+

ACTIVE PANEL SIZE

GENERAL POPULATION

18.0M

INTERNET PENETRATION

96%

SURVEY LANGUAGE

Dutch

CURRENCY

EUR

GENDER

Panel vs Census

	Panel	Census
Male	44%	49%
Female	56%	51%

AGE

Panel vs Census

	Panel	Census
18–24	16%	13%
25–34	20%	15%
35–44	20%	15%
45–54	18%	15%
55+	26%	42%

HOUSEHOLD INCOME

Panel

Lower Income	20%
Lower-Middle	24%
Middle	28%
Upper-Middle	19%
Upper Income	9%

REGION

Panel vs Census

	Panel	Census
Randstad	30%	30%
North	29%	27%
South	22%	24%
East	19%	19%

POPULATION BACKGROUND

Panel vs Census

	Panel	Census
Dutch	72%	79%
Western migration background	11%	9%
Non-Western migration background	14%	11%
Other	3%	1%

EDUCATION

Panel

Secondary or Below	25%
Some Higher Education	32%
Bachelor's Degree	27%
Postgraduate	16%



HISTORIC LANDMARK

Stockholm City Hall, Stockholm — home to the country's civic tradition.

52,200+

ACTIVE PANEL SIZE

GENERAL POPULATION

10.6M

INTERNET PENETRATION

96%

SURVEY LANGUAGE

Swedish

CURRENCY

SEK

GENDER

Panel vs Census

	Panel	Census
Male	50%	47%
Female	50%	53%

AGE

Panel vs Census

	Panel	Census
18–24	13%	12%
25–34	24%	19%
35–44	22%	18%
45–54	23%	18%
55+	18%	33%

HOUSEHOLD INCOME

Panel

Lower Income	19%
Lower-Middle	28%
Middle	26%
Upper-Middle	18%
Upper Income	9%

REGION

Panel vs Census

	Panel	Census
Stockholm	25%	29%
Gothenburg	22%	25%
Malmö	25%	22%
North	28%	24%

POPULATION BACKGROUND

Panel vs Census

	Panel	Census
Swedish-born	78%	80%
Nordic / EU born	7%	7%
Non-EU born	13%	11%
Other	2%	2%

EDUCATION

Panel

Secondary or Below	33%
Some Higher Education	26%
Bachelor's Degree	29%
Postgraduate	12%



POLAND

Unitary Republic · Republic of Poland

16

COUNTRY PROFILE

HISTORIC LANDMARK

Palace of Culture and Science, Warsaw — a defining feature of the capital skyline.

51,100+

ACTIVE PANEL SIZE

GENERAL POPULATION

37.6M

INTERNET PENETRATION

88%

SURVEY LANGUAGE

Polish

CURRENCY

PLN

GENDER

Panel vs Census

	Panel	Census
Male	44%	48%
Female	56%	52%

AGE

Panel vs Census

	Panel	Census
18–24	15%	11%
25–34	18%	15%
35–44	23%	19%
45–54	21%	16%
55+	23%	39%

HOUSEHOLD INCOME

Panel

Lower Income	21%
Lower-Middle	32%
Middle	21%
Upper-Middle	17%
Upper Income	9%

REGION

Panel vs Census

	Panel	Census
Mazovia	30%	30%
Silesia	27%	26%
Lesser Pol.	25%	29%
North	18%	15%

POPULATION BACKGROUND

Panel vs Census

	Panel	Census
Polish	94%	94%
EU resident	2%	2%
Non-EU resident	3%	3%
Other	1%	1%

EDUCATION

Panel

Secondary or Below	34%
Some Higher Education	27%
Bachelor's Degree	26%
Postgraduate	13%

**UAE**

Federal Monarchy · United Arab Emirates

17

COUNTRY PROFILE

HISTORIC LANDMARK

*Burj Khalifa, Dubai — a symbol of the country's ambition.***33,800+**

ACTIVE PANEL SIZE

GENERAL POPULATION

10.1M

INTERNET PENETRATION

99%

SURVEY LANGUAGE

Arabic, English

CURRENCY

AED**GENDER**

Panel vs Census

	Panel	Census
Male	46%	50%
Female	54%	50%

AGE

Panel vs Census

	Panel	Census
18–24	15%	10%
25–34	18%	16%
35–44	20%	17%
45–54	23%	19%
55+	24%	38%

HOUSEHOLD INCOME

Panel

Lower Income	20%
Lower-Middle	24%
Middle	28%
Upper-Middle	18%
Upper Income	10%

REGION

Panel vs Census

	Panel	Census
Dubai	30%	24%
Abu Dhabi	25%	27%
Sharjah	24%	28%
Other	21%	21%

POPULATION SEGMENT

Panel vs Census

	Panel	Census
Emirati nationals	12%	14%
South Asian expatriates	54%	51%
Arab expatriates	13%	14%
Western / Other expatriates	21%	21%

EDUCATION

Panel

Secondary or Below	25%
Some Higher Education	30%
Bachelor's Degree	30%
Postgraduate	15%



SAUDI ARABIA

Absolute Monarchy · Kingdom of Saudi Arabia

18

COUNTRY PROFILE

HISTORIC LANDMARK

Masmak Fortress, Riyadh — a marker of the kingdom's heritage.

63,900+

ACTIVE PANEL SIZE

GENERAL POPULATION

36.9M

INTERNET PENETRATION

99%

SURVEY LANGUAGE

Arabic

CURRENCY

SAR

GENDER

Panel vs Census

	Panel	Census
Male	52%	47%
Female	48%	53%

AGE

Panel vs Census

	Panel	Census
18–24	17%	11%
25–34	24%	16%
35–44	19%	17%
45–54	18%	16%
55+	22%	40%

HOUSEHOLD INCOME

Panel

Lower Income	25%
Lower-Middle	23%
Middle	25%
Upper-Middle	17%
Upper Income	10%

REGION

Panel vs Census

	Panel	Census
Riyadh	34%	35%
Makkah	17%	15%
Eastern	28%	28%
Other	21%	22%

POPULATION SEGMENT

Panel vs Census

	Panel	Census
Saudi nationals	63%	64%
South Asian expatriates	21%	20%
Arab expatriates	10%	9%
Other expatriates	6%	7%

EDUCATION

Panel

Secondary or Below	35%
Some Higher Education	28%
Bachelor's Degree	21%
Postgraduate	16%



SOUTH AFRICA

Unitary Republic · Republic of South Africa

19

COUNTRY PROFILE

HISTORIC LANDMARK

Table Mountain, Cape Town — one of the country's most recognized landmarks.

99,700+

ACTIVE PANEL SIZE

GENERAL POPULATION

60.6M

INTERNET PENETRATION

72%

SURVEY LANGUAGE

English, Zulu

CURRENCY

ZAR

GENDER

Panel vs Census

	Panel	Census
Male	46%	47%
Female	54%	53%

AGE

Panel vs Census

	Panel	Census
18–24	17%	13%
25–34	22%	19%
35–44	20%	18%
45–54	20%	16%
55+	21%	34%

HOUSEHOLD INCOME

Panel

Lower Income	24%
Lower-Middle	21%
Middle	27%
Upper-Middle	17%
Upper Income	11%

REGION

Panel vs Census

	Panel	Census
Gauteng	31%	34%
W. Cape	24%	25%
KZN	19%	18%
Other	26%	23%

ETHNICITY

Panel vs Census

	Panel	Census
Black African	80%	79%
Coloured	8%	9%
White	8%	8%
Indian / Asian	3%	3%
Other	1%	1%

EDUCATION

Panel

Secondary or Below	32%
Some Higher Education	30%
Bachelor's Degree	27%
Postgraduate	11%



TURKEY

Unitary Republic · Republic of Türkiye

20

COUNTRY PROFILE

HISTORIC LANDMARK

Hagia Sophia, Istanbul — a landmark bridging centuries.

107,800+

ACTIVE PANEL SIZE

GENERAL POPULATION

85.8M

INTERNET PENETRATION

85%

SURVEY LANGUAGE

Turkish

CURRENCY

TRY

GENDER

Panel vs Census

	Panel	Census
Male	47%	50%
Female	53%	50%

AGE

Panel vs Census

	Panel	Census
18–24	14%	12%
25–34	21%	15%
35–44	20%	17%
45–54	22%	16%
55+	23%	40%

HOUSEHOLD INCOME

Panel

Lower Income	21%
Lower-Middle	25%
Middle	26%
Upper-Middle	15%
Upper Income	13%

REGION

Panel vs Census

	Panel	Census
Istanbul	17%	19%
Central	45%	46%
Aegean	17%	15%
East	21%	20%

LANGUAGE GROUP

Panel vs Census

	Panel	Census
Turkish speakers	83%	84%
Kurdish speakers	14%	14%
Other	3%	2%

EDUCATION

Panel

Secondary or Below	24%
Some Higher Education	32%
Bachelor's Degree	28%
Postgraduate	16%



APAC

Asia Pacific



India



China



Japan



South Korea



Australia



Singapore



Indonesia



Philippines



Thailand



Vietnam



INDIA

Federal Republic · Republic of India

21

COUNTRY PROFILE

HISTORIC LANDMARK

Taj Mahal, Agra — a timeless symbol of the country.

73,000+

ACTIVE PANEL SIZE

GENERAL POPULATION

1,441M

INTERNET PENETRATION

52%

SURVEY LANGUAGE

Hindi, English

CURRENCY

INR

GENDER

Panel vs Census

	Panel	Census
Male	48%	46%
Female	52%	54%

AGE

Panel vs Census

	Panel	Census
18–24	15%	12%
25–34	26%	18%
35–44	18%	16%
45–54	18%	17%
55+	23%	37%

HOUSEHOLD INCOME

Panel

Lower Income	20%
Lower-Middle	26%
Middle	22%
Upper-Middle	19%
Upper Income	13%

REGION

Panel vs Census

	Panel	Census
North	24%	24%
South	18%	18%
West	27%	24%
East	31%	34%

LANGUAGE GROUP

Panel vs Census

	Panel	Census
Hindi speakers	42%	40%
English-fluent urban	12%	12%
Regional language speakers	42%	44%
Other	4%	4%

EDUCATION

Panel

Secondary or Below	34%
Some Higher Education	26%
Bachelor's Degree	27%
Postgraduate	13%



CHINA

Unitary One-Party State · People's Republic of China

22

COUNTRY PROFILE

HISTORIC LANDMARK

The Great Wall, Beijing Region — a monument spanning the country's history.

61,600+

ACTIVE PANEL SIZE

GENERAL POPULATION

1,410M

INTERNET PENETRATION

76%

SURVEY LANGUAGE

Mandarin

CURRENCY

CNY

GENDER

Panel vs Census

	Panel	Census
Male	51%	50%
Female	49%	50%

AGE

Panel vs Census

	Panel	Census
18–24	16%	11%
25–34	21%	16%
35–44	16%	15%
45–54	20%	16%
55+	27%	42%

HOUSEHOLD INCOME

Panel

Lower Income	23%
Lower-Middle	29%
Middle	21%
Upper-Middle	18%
Upper Income	9%

REGION

Panel vs Census

	Panel	Census
East	38%	31%
North	22%	29%
South	25%	25%
West	15%	15%

REGIONAL GROUP

Panel vs Census

	Panel	Census
Eastern coastal	38%	38%
Northern	19%	21%
Southern	25%	23%
Western / Central	18%	18%

EDUCATION

Panel

Secondary or Below	31%
Some Higher Education	33%
Bachelor's Degree	23%
Postgraduate	13%



JAPAN

Constitutional Monarchy · Japan

23

COUNTRY PROFILE

HISTORIC LANDMARK

Mount Fuji, Honshu — an enduring symbol of the country.

79,800+

ACTIVE PANEL SIZE

GENERAL POPULATION

123.8M

INTERNET PENETRATION

93%

SURVEY LANGUAGE

Japanese

CURRENCY

JPY

GENDER

Panel vs Census

	Panel	Census
Male	51%	50%
Female	49%	50%

AGE

Panel vs Census

	Panel	Census
18–24	19%	13%
25–34	22%	17%
35–44	17%	16%
45–54	22%	18%
55+	20%	36%

HOUSEHOLD INCOME

Panel

Lower Income	19%
Lower-Middle	28%
Middle	25%
Upper-Middle	18%
Upper Income	10%

REGION

Panel vs Census

	Panel	Census
Kanto	26%	25%
Kansai	27%	31%
Chubu	29%	26%
Kyushu	18%	18%

REGIONAL GROUP

Panel vs Census

	Panel	Census
Kanto	32%	35%
Kansai	20%	14%
Chubu	17%	16%
Other regions	31%	35%

EDUCATION

Panel

Secondary or Below	25%
Some Higher Education	32%
Bachelor's Degree	29%
Postgraduate	14%



SOUTH KOREA

Unitary Republic · Republic of Korea

24

COUNTRY PROFILE

HISTORIC LANDMARK

Namsan Seoul Tower, Seoul — a landmark overlooking the capital.

50,000+

ACTIVE PANEL SIZE

GENERAL POPULATION

51.7M

INTERNET PENETRATION

97%

SURVEY LANGUAGE

Korean

CURRENCY

KRW

GENDER

Panel vs Census

	Panel	Census
Male	52%	47%
Female	48%	53%

AGE

Panel vs Census

	Panel	Census
18–24	14%	11%
25–34	26%	18%
35–44	18%	18%
45–54	24%	19%
55+	18%	34%

HOUSEHOLD INCOME

Panel

Lower Income	25%
Lower-Middle	27%
Middle	21%
Upper-Middle	16%
Upper Income	11%

REGION

Panel vs Census

	Panel	Census
Seoul Capital	15%	17%
Yeongnam	33%	30%
Honam	26%	24%
Other	26%	29%

REGIONAL GROUP

Panel vs Census

	Panel	Census
Seoul Capital Area	54%	54%
Yeongnam	18%	22%
Honam	9%	9%
Other regions	19%	15%

EDUCATION

Panel

Secondary or Below	32%
Some Higher Education	25%
Bachelor's Degree	30%
Postgraduate	13%



AUSTRALIA

Federal Parliamentary Democracy · Commonwealth of Australia

25

COUNTRY PROFILE

HISTORIC LANDMARK

Sydney Opera House, Sydney — an icon of the national culture.

105,100+

ACTIVE PANEL SIZE

GENERAL POPULATION

26.7M

INTERNET PENETRATION

96%

SURVEY LANGUAGE

English

CURRENCY

AUD

GENDER

Panel vs Census

	Panel	Census
Male	53%	50%
Female	47%	50%

AGE

Panel vs Census

	Panel	Census
18–24	16%	12%
25–34	19%	16%
35–44	23%	18%
45–54	19%	15%
55+	23%	39%

HOUSEHOLD INCOME

Panel

Lower Income	22%
Lower-Middle	23%
Middle	26%
Upper-Middle	18%
Upper Income	11%

REGION

Panel vs Census

	Panel	Census
NSW	28%	24%
Victoria	23%	27%
Queensland	17%	17%
Other	32%	32%

POPULATION BACKGROUND

Panel vs Census

	Panel	Census
Australian-born	69%	64%
UK / European background	12%	14%
Asian background	16%	19%
Other	3%	3%

EDUCATION

Panel

Secondary or Below	32%
Some Higher Education	24%
Bachelor's Degree	32%
Postgraduate	12%



SINGAPORE

Unitary Republic · Republic of Singapore

26

COUNTRY PROFILE

HISTORIC LANDMARK

Marina Bay Sands, Singapore — a symbol of the city-state's skyline.

23,900+

ACTIVE PANEL SIZE

GENERAL POPULATION

5.9M

INTERNET PENETRATION

92%

SURVEY LANGUAGE

English, Mandarin

CURRENCY

SGD

GENDER

Panel vs Census

	Panel	Census
Male	54%	46%
Female	46%	54%

AGE

Panel vs Census

	Panel	Census
18–24	14%	11%
25–34	24%	17%
35–44	21%	17%
45–54	20%	19%
55+	21%	36%

HOUSEHOLD INCOME

Panel

Lower Income	18%
Lower-Middle	31%
Middle	24%
Upper-Middle	17%
Upper Income	10%

REGION

Panel vs Census

	Panel	Census
Central	25%	23%
East	26%	32%
West	19%	18%
North	30%	27%

ETHNICITY

Panel vs Census

	Panel	Census
Chinese	75%	73%
Malay	14%	14%
Indian	8%	9%
Other	3%	4%

EDUCATION

Panel

Secondary or Below	30%
Some Higher Education	33%
Bachelor's Degree	24%
Postgraduate	13%



INDONESIA

Unitary Republic · Republic of Indonesia

27

COUNTRY PROFILE

HISTORIC LANDMARK

Borobudur, Central Java — a heritage landmark of the country.

85,300+

ACTIVE PANEL SIZE

GENERAL POPULATION

279.8M

INTERNET PENETRATION

68%

SURVEY LANGUAGE

Indonesian

CURRENCY

IDR

GENDER

Panel vs Census

	Panel	Census
Male	50%	48%
Female	50%	52%

AGE

Panel vs Census

	Panel	Census
18–24	18%	13%
25–34	21%	16%
35–44	22%	18%
45–54	20%	17%
55+	19%	36%

HOUSEHOLD INCOME

Panel

Lower Income	23%
Lower-Middle	26%
Middle	24%
Upper-Middle	16%
Upper Income	11%

REGION

Panel vs Census

	Panel	Census
Java	22%	20%
Sumatra	22%	20%
Kalimantan	27%	25%
Other	29%	35%

LANGUAGE GROUP

Panel vs Census

	Panel	Census
Javanese	38%	44%
Sundanese	19%	13%
Other regional groups	39%	40%
Other	4%	3%

EDUCATION

Panel

Secondary or Below	33%
Some Higher Education	24%
Bachelor's Degree	27%
Postgraduate	16%



HISTORIC LANDMARK

Chocolate Hills, Bohol — a marker of Filipino heritage.

67,100+

ACTIVE PANEL SIZE

GENERAL POPULATION

117.3M

INTERNET PENETRATION

73%

SURVEY LANGUAGE

Filipino, English

CURRENCY

PHP

GENDER

Panel vs Census

	Panel	Census
Male	52%	49%
Female	48%	51%

AGE

Panel vs Census

	Panel	Census
18–24	18%	13%
25–34	22%	16%
35–44	19%	19%
45–54	20%	18%
55+	21%	34%

HOUSEHOLD INCOME

Panel

Lower Income	20%
Lower-Middle	29%
Middle	22%
Upper-Middle	17%
Upper Income	12%

REGION

Panel vs Census

	Panel	Census
Luzon	32%	33%
Visayas	23%	26%
Mindanao	21%	21%
Metro Manila	24%	20%

LANGUAGE GROUP

Panel vs Census

	Panel	Census
Tagalog speakers	29%	29%
Cebuano speakers	26%	27%
Other regional languages	41%	41%
Other	4%	3%

EDUCATION

Panel

Secondary or Below	32%
Some Higher Education	27%
Bachelor's Degree	25%
Postgraduate	16%



HISTORIC LANDMARK

Wat Arun, Bangkok — a landmark temple on the riverbank.

129,600+

ACTIVE PANEL SIZE

GENERAL POPULATION

71.8M

INTERNET PENETRATION

85%

SURVEY LANGUAGE

Thai

CURRENCY

THB

GENDER

Panel vs Census

	Panel	Census
Male	46%	49%
Female	54%	51%

AGE

Panel vs Census

	Panel	Census
18–24	18%	13%
25–34	21%	16%
35–44	24%	19%
45–54	18%	16%
55+	19%	36%

HOUSEHOLD INCOME

Panel

Lower Income	19%
Lower-Middle	28%
Middle	27%
Upper-Middle	16%
Upper Income	10%

REGION

Panel vs Census

	Panel	Census
Central	20%	21%
North	27%	23%
Northeast	22%	25%
South	31%	31%

REGIONAL GROUP

Panel vs Census

	Panel	Census
Central	35%	34%
Northeastern (Isan)	27%	27%
Northern	20%	21%
Southern	18%	18%

EDUCATION

Panel

Secondary or Below	29%
Some Higher Education	25%
Bachelor's Degree	30%
Postgraduate	16%



VIETNAM

Unitary One-Party State · Socialist Republic of Vietnam

30

COUNTRY PROFILE

HISTORIC LANDMARK

Ha Long Bay, Quang Ninh — a natural wonder recognized worldwide.

86,200+

ACTIVE PANEL SIZE

GENERAL POPULATION

100.3M

INTERNET PENETRATION

78%

SURVEY LANGUAGE

Vietnamese

CURRENCY

VND

GENDER

Panel vs Census

	Panel	Census
Male	46%	48%
Female	54%	52%

AGE

Panel vs Census

	Panel	Census
18–24	15%	12%
25–34	22%	16%
35–44	21%	18%
45–54	21%	17%
55+	21%	37%

HOUSEHOLD INCOME

Panel

Lower Income	22%
Lower-Middle	25%
Middle	26%
Upper-Middle	18%
Upper Income	9%

REGION

Panel vs Census

	Panel	Census
North	30%	27%
Central	36%	35%
South	18%	19%
Mekong Delta	16%	19%

REGIONAL GROUP

Panel vs Census

	Panel	Census
Northern	31%	34%
Central	21%	24%
Southern	38%	32%
Other	10%	10%

EDUCATION

Panel

Secondary or Below	26%
Some Higher Education	34%
Bachelor's Degree	27%
Postgraduate	13%

THANK YOU

We truly appreciate your time and consideration.
We look forward to the opportunity of working
together to drive meaningful insights.

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Where data meet direction

