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ASIA CLOUD PANEL GMO RESEARCH

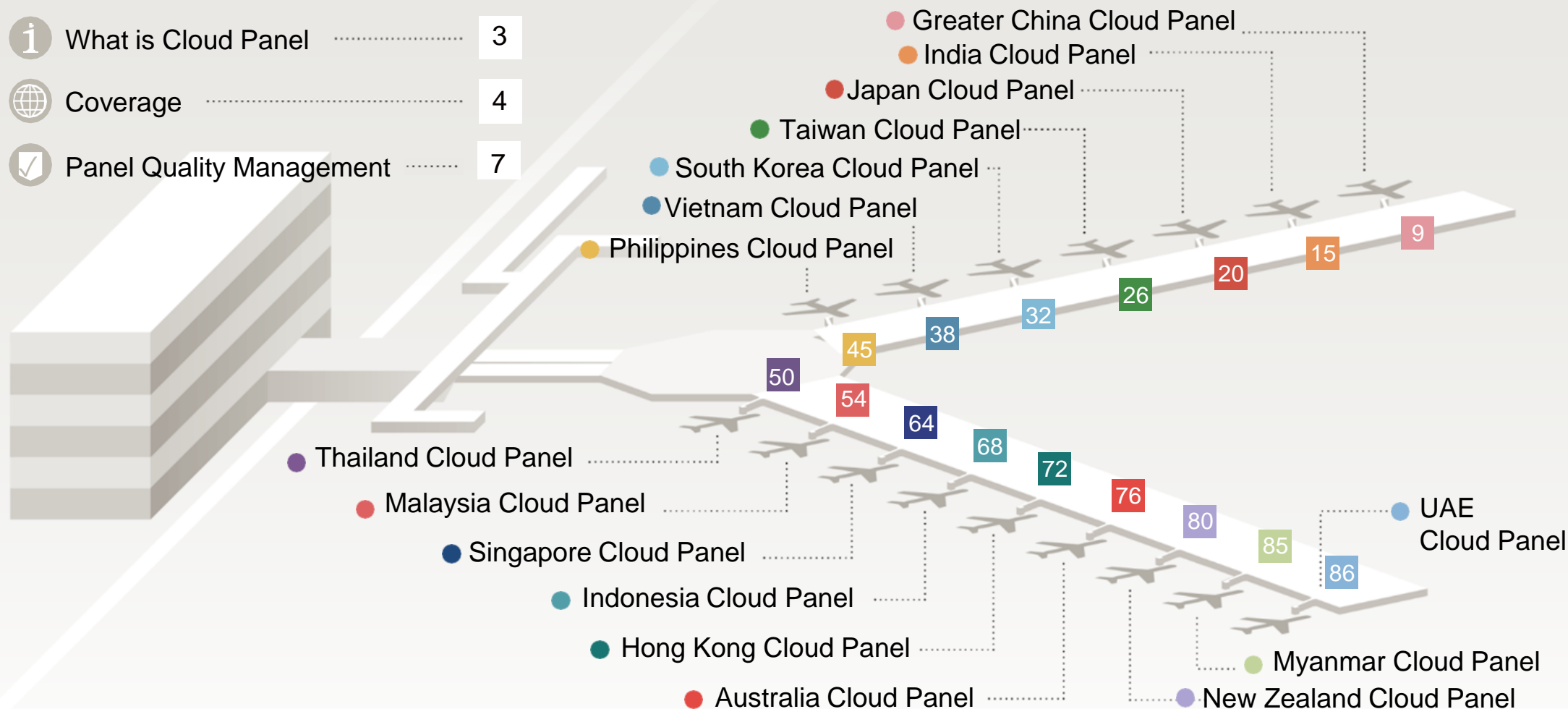
PANELBOOK





Contents / Markets

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What is Cloud Panel

GMO Research's Cloud Panel is an Audience Engagement platform that brings the world closer to you.

Cloud Panel incorporates multiple country panels into one, easy-to-use research platform. With 24-hour coverage, you will have a first-class flight to Asia in a matter of minutes.



 Clients

Data
Collection

GMO Research Cloud Panel

 Japan 28,222,000	 Greater China 19,155,000	 Vietnam 1,022,000	 Taiwan 981,000
 South Korea 822,000	 India 792,000	 Philippines 1,469,000	 Thailand 886,000
 Malaysia 1,325,000	 Hong Kong 45,000	 Indonesia 3,836,000	 Singapore 56,000
 Australia 112,000	 New Zealand 12,000	 Myanmar 26,000	 UAE 300

GMO Research only samples from respondents that have passed our quality measurement standards.





Coverage

TOTAL:

16 APAC Markets



Vietnam Cloud Panel

1,022,000



India Cloud Panel

792,000



UAE Cloud Panel

300



Myanmar Cloud Panel

26,000



Thailand Cloud Panel

886,000



Indonesia Cloud Panel

3,836,000



Malaysia Cloud Panel

1,325,000



Singapore Cloud Panel

56,000



Japan Cloud Panel

28,222,000



South Korea Cloud Panel

822,000



Greater China Cloud Panel

19,155,000



Taiwan Cloud Panel

981,000



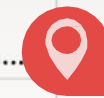
Hong Kong Cloud Panel

45,000



Philippines Cloud Panel

1,469,000



Australia Cloud Panel

112,000



New Zealand Cloud Panel

12,000



Coverage

Partner Countries

Africa

Algeria
Kenya
Madagascar
Morocco
Mozambique

Nigeria
South Africa
Tunisia

Central / South America

Argentina
Bolivia
Brazil
Chile
Colombia
Ecuador
Peru
Puerto Rico
Uruguay
Venezuela

North America

Canada
Mexico
USA

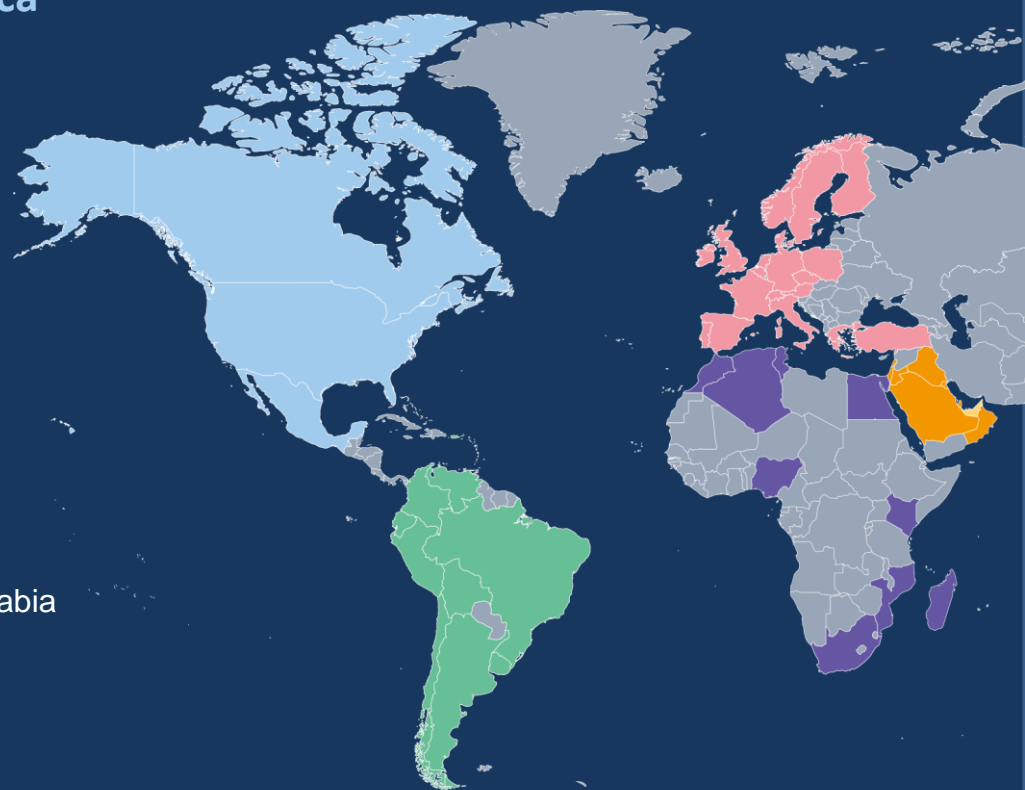
Europe

Austria
Belgium
Czech Republic
Denmark
Finland
France
Germany
Greece
Hungary
Ireland
Italy
Netherlands
Norway
Poland

Portugal
Romania
Spain
Sweden
Switzerland
Turkey
United Kingdom

Middle East

Bahrain
Egypt
Iraq
Jordan
Kuwait
Lebanon
Oman
Qatar
Saudi Arabia
UAE





Profiles We Can Target

Attributes

Basic

- Age
- Gender
- Ethnicity
- Income
- Education
- Marital Status
- Children



B2B

- Occupation
- Job Title
- Type of Industry
- Company Size
- Role in Decision-Making



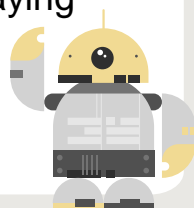
Automotive

- Owner of Cars
- Body Type
- Brand
- Number of Cars at Home
- Purchased Year of the Car



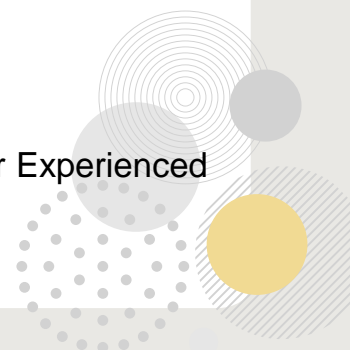
Game

- Devices
- Game Categories
- Frequency of Playing



Health Care

- Doctor
- Nurse
- Patient
- Conditions ever Experienced



Others

- Cigarettes
- Beverage & Alcohol
- Pets
- Home Appliances
- Financial Assets
- SNS
- Country/Region Visited In The Past



There are lots more!



Panel Quality Management

Panel Quality

We pre-investigate duplication of panelists before providing services to our clients.



Checking duplicated respondents under our proprietary system



Checking gender, date of birth and residence through every survey respondent

Quality Assurance

- Double opt-in registration
- Daily data checks
- Daily deduplication process across all panels
- Real time updates and feasibility
- In-depth profiling studies done once a year for Asia Cloud Panel
- Quality check survey done every month

Anti-Fraud Measures

We conduct quality check surveys monthly to maintain and ensure our panel quality.

Quality Check Survey Method

- ✓ Checking any difference of age / gender from the time of registration
- ✓ Asking trap questions to identify respondents' behavior and patterns including speeding and straight-lining.
- ✓ Sending educational surveys to members who did not pass the quality check survey and warning them to respond correctly.
- ✓ Eliminating respondents if they are found to be fraudulent.

We also manage our member IDs which are reported as bad quality by clients and conduct periodic quality check surveys.

All panels adhere to the quality control standard of JMRA (Japan Marketing Research Association) and ESOMAR (the European Society for Opinion and Marketing Research)



Panel Quality Management

GMO Research is a member of the following associations:

ESOMAR²³
Corporate

insights
ASSOCIATION
MEMBER

ephmra
Agency Member 1.10.22 – 30.9.23

JMRA

CMRA

MRSI
Market Research Society of India

MRSM
MARKETING RESEARCH SOCIETY MALAYSIA

JMRA
JAPAN MARKETING ASSN.

PANEL:

Greater China Cloud Panel

PANEL SIZE:

19,155,000



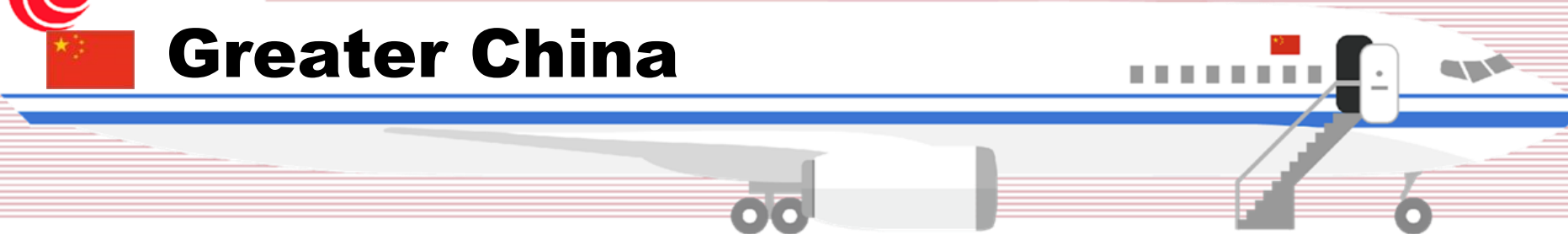
Social and Economic Information

Real GDP growth :	8.11% [2021]
Real GDP per capita :	\$ 17,600 [2021]
GDP purchasing power parity :	1 st [2021]
Unemployment Rate :	4.82% [2021]
Currency :	Renminbi Yuan (RMB)
Language :	Chinese
Religion :	Buddhism
Government :	Communist state
Area Mass :	9.596,960 km ²
Population :	1,413,142,846* [2023]
Capital :	Beijing
Internet Penetration :	73% [2021]
Internet Population :	1,022,000,000*

(*) China figures do not include SAR Hong Kong, SAR Macao nor Taiwan, which are reported separately for statistical purposes.

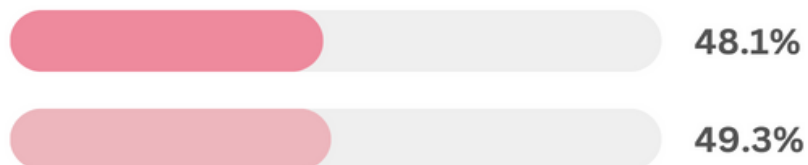
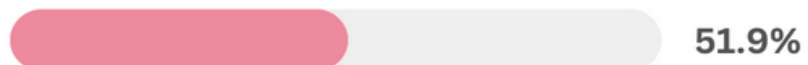


Greater China

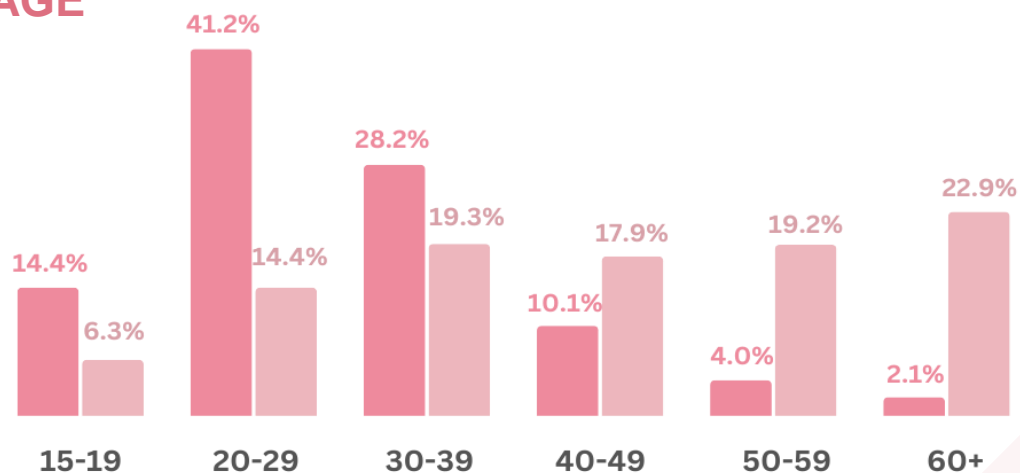


■ GMO Research ■ Census

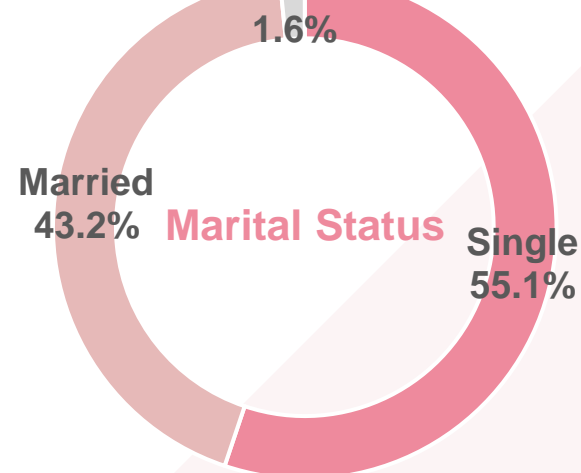
GENDER



AGE

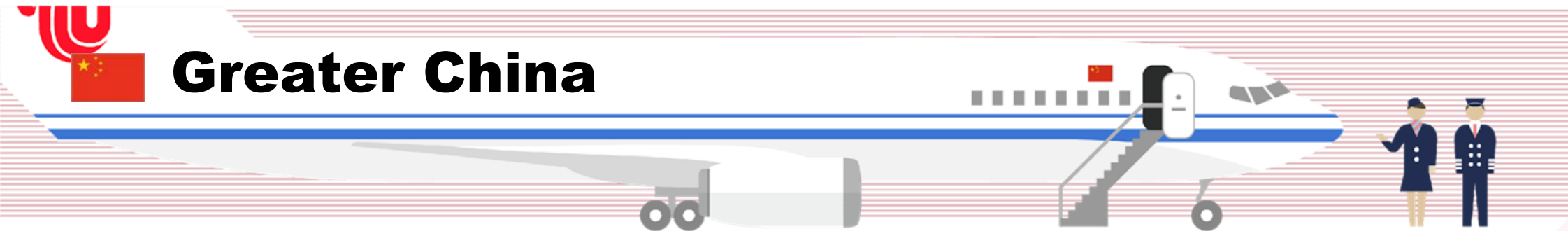


Marital Status



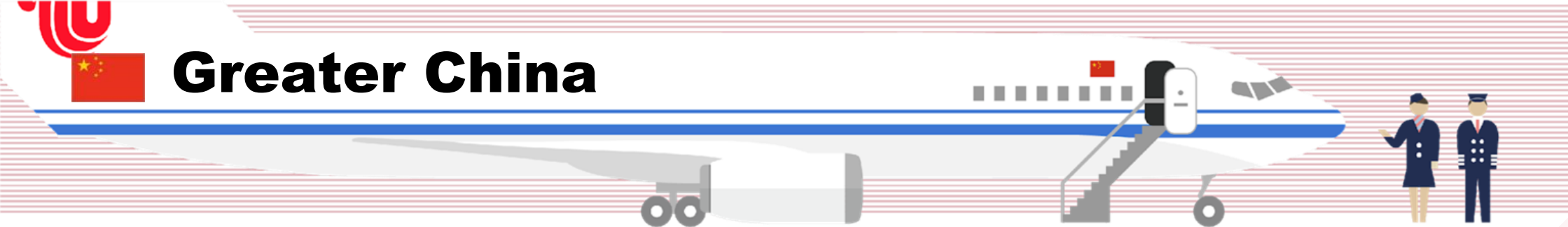
Basic Info

Median Age	Birth Rate	Life Expectancy
38.4 years	9.69 births (/1,000 population)	78.23 years



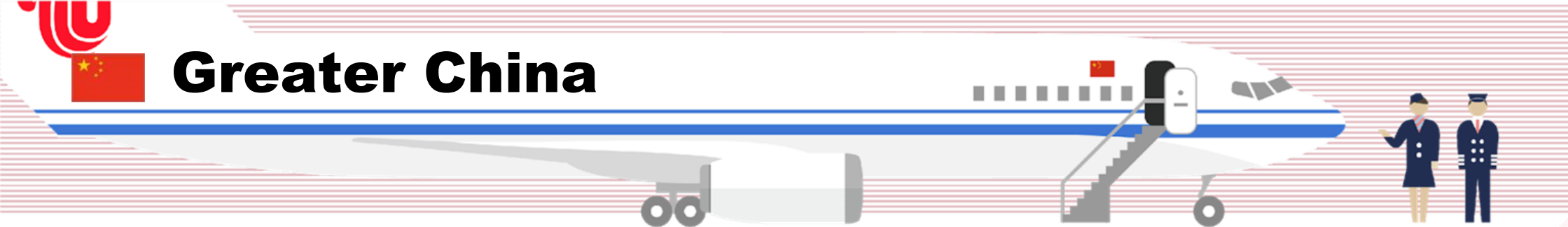
Area	Panel
Beijing	13.4%
Shanghai	7.5%
Tianjin	3.1%
Chongqing	1.4%
Guangdong	11.9%
Guangxi Zhuang Autonomous Region	2.2%
Hainan	0.4%
Jiangsu	6.2%
Zhejiang	4.7%
Anhui	3.1%

Area	Panel
Fujian	2.5%
Jiangxi	2.2%
Shandong	5.3%
Henan	4.6%
Hubei	2.7%
Hunan	2.9%
Hebei	4.6%
Shanxi	2.3%
Inner Mongolia	1.0%
Liaoning	3.1%



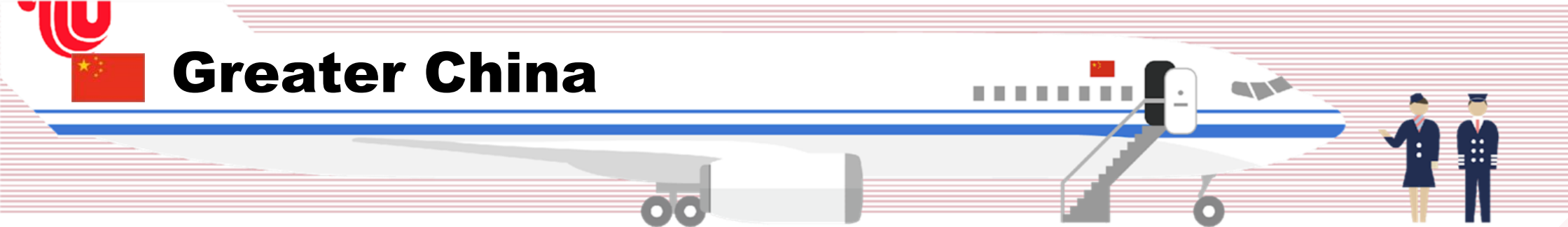
Area	Panel
Jilin	1.4%
Heilongjiang	1.7%
Sichuan	4.5%
Guizhou	1.5%
Yunnan	1.5%
Tibet Autonomous Region	0.1%
Shaanxi	2.3%
Gansu	0.9%
Qinghai	0.2%
Ningxia Hui Autonomous Region	0.4%
Xinjiang Uygur District	0.6%

Final Education	Panel
No schooling completed	1.3%
High School	11.4%
Junior college / Associate's degree	23.9%
University graduate / Bachelor's degree	43.2%
Master's degree	10.0%
Doctoral degree	1.8%
Vocational school	2.3%
Technical school	2.1%
Other	3.9%



Occupation	Panel
Student	27.1%
Homemaker	4.1%
Company Employee	24.7%
Non-Office Employee	5.8%
Company Executive (C-level)	7.0%
Public Employee	5.6%
Education (Teacher)	3.3%
Medical professional	2.1%
Company Owner	0.8%
Self Employed	6.1%
Part Time Employee	4.7%
Unemployed	4.4%
Other	4.1%

Annual Household Income	Panel
No Income	2.8%
30,000 RMB and under	12.0%
30,001 - 50,000 RMB	9.3%
50,001 - 70,000 RMB	6.9%
70,001 - 80,000 RMB	4.2%
80,001 - 90,000 RMB	3.8%
90,001 - 100,000 RMB	6.4%
100,001 - 115,000 RMB	7.7%
115,001 - 130,000 RMB	4.9%
130,001 - 150,000 RMB	5.1%
150,001 - 175,000 RMB	5.1%
175,001 - 200,000 RMB	5.4%
200,001 - 300,000 RMB	9.5%
300,001 - 500,000 RMB	6.6%
500,001 RMB and over	5.2%
Not sure / No answer	5.3%



Tips

Case 1

Monthly / Yearly Income

In China, monthly income varies from \$450 to \$1,000. This variation can make asking questions about monthly income difficult. On the topic of income, it is recommended to ask for both their annual and monthly income.

Case 2

Brand / Product Names

The results indicated a high use of hybrid cars, which seemed unusual given the population. The respondents accidentally misunderstood hybrid cars for fuel efficient cars. To avoid this mistake, write about a definition to match the specific type of product.

Case 3

Schedule

As many panelists respond to surveys at school or work, response rates are much lower on the weekends. To get a representative sample, it is recommended to keep a study in the field for 3-5 days.

PANEL:



India Cloud Panel

PANEL SIZE:

792,000



Social and Economic Information

Real GDP growth :	8.68% [2021]
Real GDP per capita :	\$ 6,600 [2021]
GDP purchasing power parity :	3 rd [2021]
Unemployment Rate :	5.98% [2021]
Currency :	Indian Rupees (INR)
Language :	Hindi and English
Religion :	Hindu, Muslim, Christian
Government :	Federal Republic
Area Mass :	3,287,263 km ²
Population :	1,399,179,585 [2023]
Capital :	New Delhi
Internet Penetration :	46% [2021]
Internet Population :	644,000,000



India

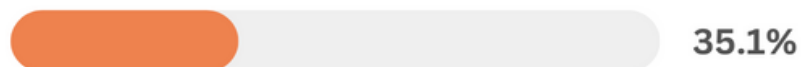
■ GMO Research ■ Census

GENDER



64.9%

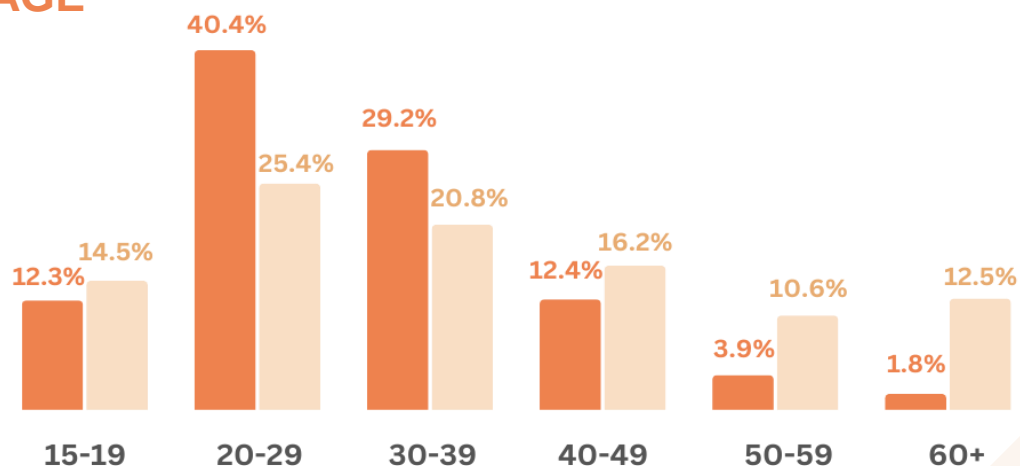
51.1%



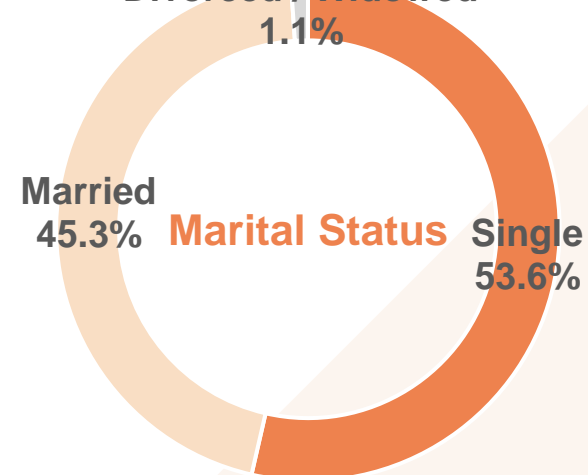
35.1%

48.9%

AGE



Marital Status



Basic Info

Median Age

28.7 years

Birth Rate

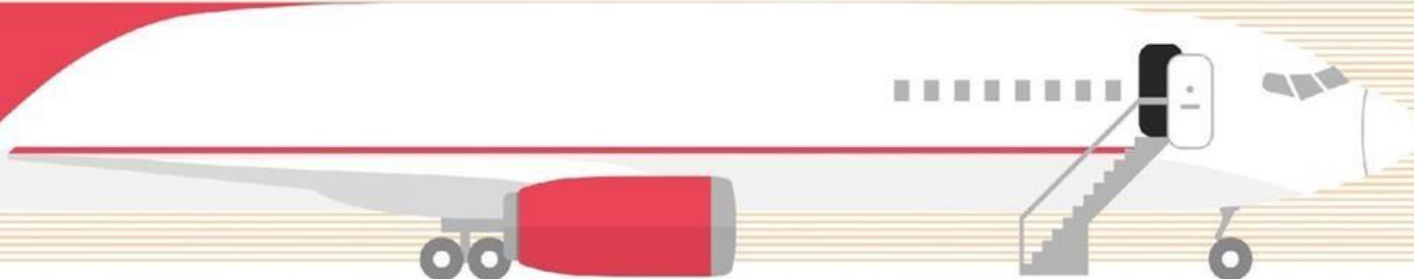
16.53 births
(/1,000 population)

Life Expectancy

67.69 years



India



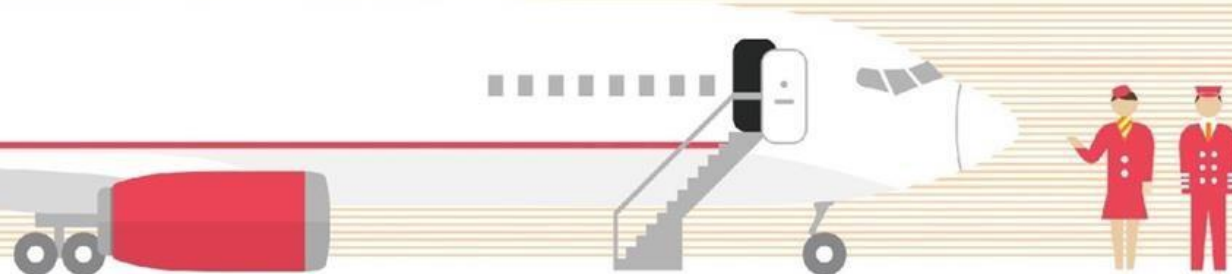
Area	Panel
Central India	4.0%
East India	12.4%
North India (including Delhi)	28.7%
North-East India	3.2%
South India	28.1%

Area	Panel
West India	19.2%
South-central India	4.4%
Others	0.1%

Areas not listed are less than 1% of the panel. Please contact for details.



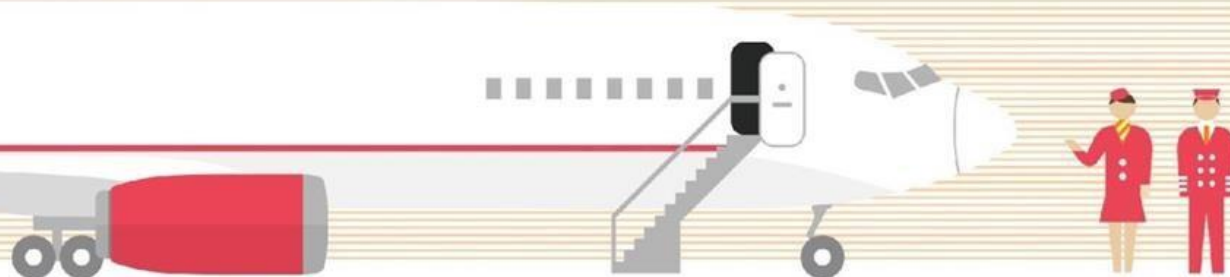
India



Final Education	Panel
No schooling completed	3.2%
Junior High School	9.0%
High School	12.4%
Junior college / Associate's degree	5.5%
University graduate / Bachelor's degree	39.5%
Master's degree	25.5%
Doctoral degree	1.8%
Vocational school	0.5%
Technical school	0.9%
Others	1.7%



India



Occupation	Panel
Student	30.6%
Homemaker	8.7%
Company Employee	13.4%
Non-Office Employee	1.4%
Company Executive (C-level)	7.2%
Public Employee	2.3%
Education (Teacher)	4.9%
Medical professional	1.7%
Company Owner	0.9%
Self Employed	15.0%
Part Time Employee	5.3%
Unemployed	5.1%
Other	3.3%

Annual Household Income	Panel
No Income	9.7%
100,000 INR and under	15.0%
100,001~200,000 INR	11.0%
200,001~300,000 INR	8.3%
300,001~400,000 INR	8.1%
400,001~500,000 INR	7.5%
500,001~750,000 INR	9.2%
750,001~1,000,000 INR	7.4%
1,000,001~2,000,000 INR	7.2%
2,000,001~3,000,000 INR	2.6%
3,000,001~4,000,000 INR	1.7%
4,000,001 INR and over	2.9%
Not sure / No answer	9.3%

PANEL:



Japan Cloud Panel

PANEL SIZE:

28,222,000



Social and Economic Information

Real GDP growth :	1.66% [2021]
Real GDP per capita :	\$ 40,800 [2021]
GDP purchasing power parity :	4 th [2021]
Unemployment Rate :	2.80% [2021]
Currency :	Japanese Yen (JPY)
Language :	Japanese
Religion :	Shintoism, Buddhism
Government :	Parliamentary
Area Mass :	377,915 km ²
Population :	123,719,238 [2023]
Capital :	Tokyo
Internet Penetration :	83% [2021]
Internet Population :	99,600,000



Japan



■ GMO Research ■ Census

GENDER



41.3%

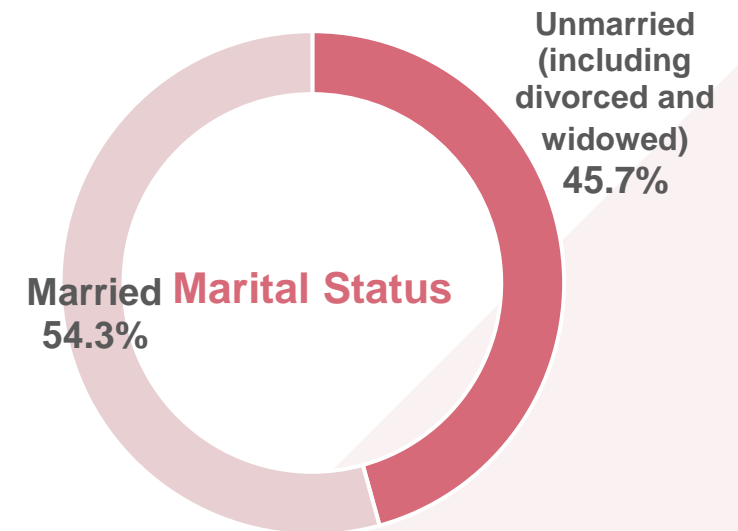
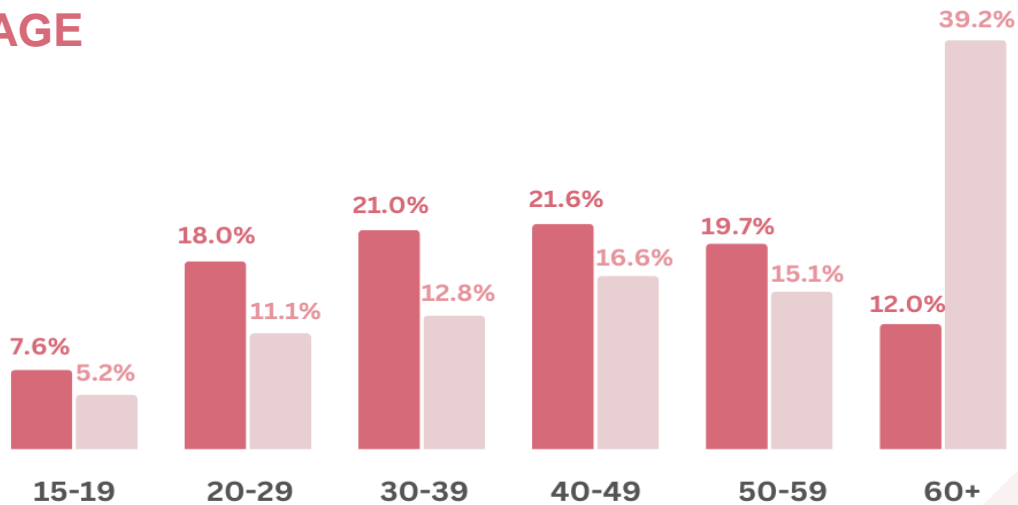
48.2%



58.7%

51.8%

AGE



Married **Marital Status**
54.3%

Unmarried
(including
divorced and
widowed)
45.7%



Basic Info

Median Age

48.6 years

Birth Rate

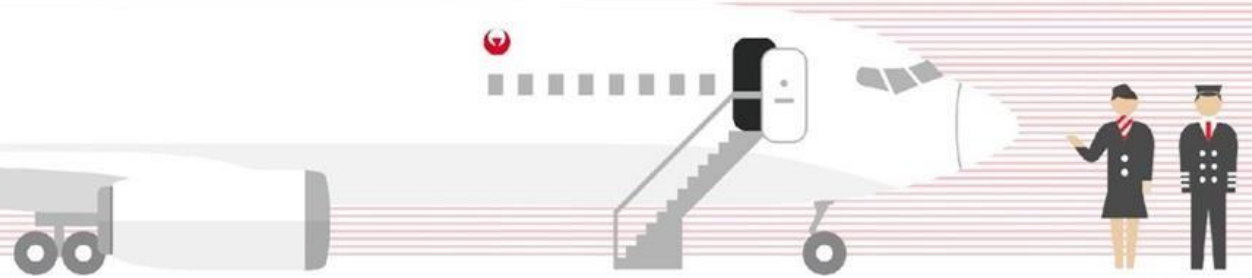
6.9 births
(/1,000 population)

Life Expectancy

85 years



Japan

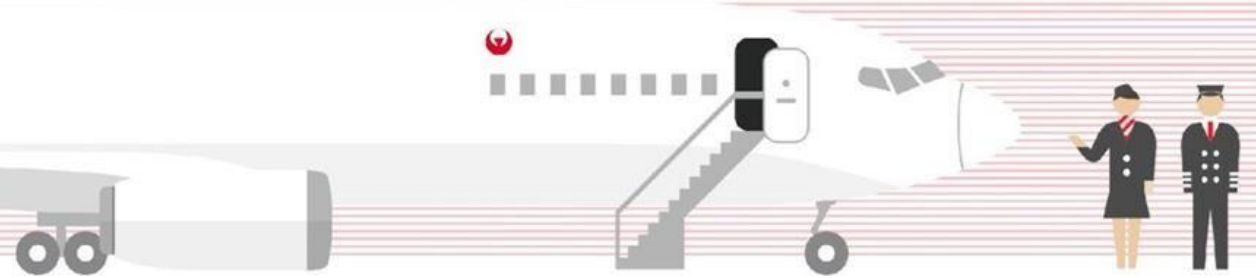


Area	Panel	Census	Difference
Hokkaido	4.5%	4.6%	-0.2%
Tohoku	6.2%	4.7%	1.5%
North Kanto	4.6%	3.3%	1.3%
Tokyo, Chiba, Saitama, Kanagawa	30.2%	38.1%	-7.8%
Ko-Shin-Etsu	3.3%	2.4%	0.9%
Hokuriku	2.0%	1.6%	0.4%

Area	Panel	Census	Difference
Tokai	13.4%	11.0%	2.4%
Kinki	17.4%	19.2%	-1.8%
Chugoku	5.2%	4.3%	0.9%
Shikoku	3.3%	1.8%	1.6%
Kyushu	8.7%	8.1%	0.6%
Okinawa	1.1%	1.1%	0.0%



Japan



Final Education	Panel
Primary School Graduate	0.3%
Junior Middle School Graduate	3.7%
Senior High School / Technical School	32.8%
Associate Degree / Certificate	16.0%
College Diploma	9.6%
Bachelor's Degree	32.7%
Master's Degree / Graduate Diploma	3.3%
Other	1.7%



Japan

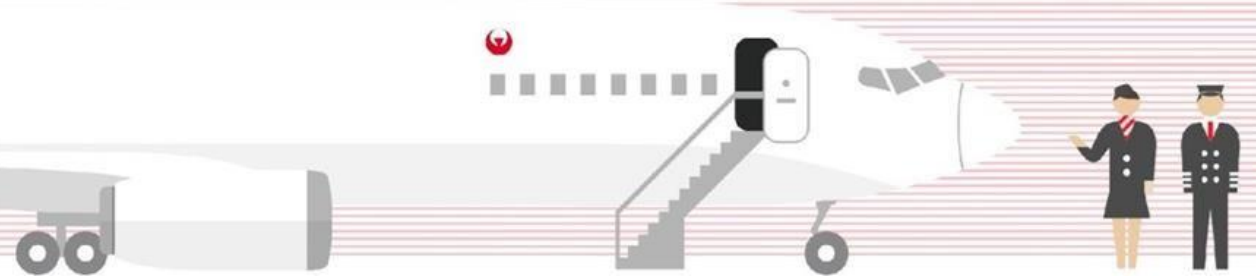


Occupation	Panel
Student	8.7%
Housemaker	9.4%
Office Worker (White Collar)	29.5%
Non-Office Worker (Blue Collar)	11.6%
Public Employee	4.4%
Enterprise operator/principal	1.7%
Individually owned business	3.8%
Freelancer	1.5%
Temporary worker/part-time worker	18.5%
Unemployed	7.8%
Other	3.1%

Annual Household Income	Panel
No Income ~ less than 3 million yen	17.5%
3 million ~ less than 5 million yen	19.9%
5 million ~ less than 7 million yen	15.7%
7 million ~ less than 10 million yen	14.1%
10 million and above	8.1%
Not sure / No answer	24.7%



Japan



Tips

Case 1

B2B Studies

Japan is a country made up of small and medium enterprises. Only 1% of all companies have over 1,000 employees. To get a representative sample, it is recommended to include all company sizes for business studies.

Case 2

Luxury Goods

Japan is one of the largest markets for luxury goods purchasing. In this unique market, brand consumers are not necessarily tied to high income. When researching luxury goods, it is not necessary to limit targeting to high income groups.

Case 3

Schedule

Peak response times for surveys is weekdays from 7:00 to midnight. To get a representative sample, opening a study for 3 to 5 days is recommended.

PANEL:

Taiwan Cloud Panel

PANEL SIZE:

981,000

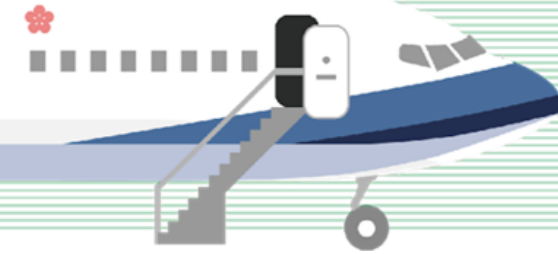


Social and Economic Information

Real GDP growth :	2.71% [2019]
Real GDP per capita :	\$ 47,800 [2019]
GDP purchasing power parity :	24 th [2019]
Unemployment Rate :	3.73% [2019]
Currency :	New Taiwan Dollars(TWD)
Language :	Mandarin Chinese
Religion :	Buddhism, Taoist
Government :	Multiparty Democracy
Area Mass :	35,980 km ²
Population :	23,588,613 [2023]
Capital :	Taipei
Internet Penetration :	90% [2021]
Internet Population :	21,600,000



Taiwan



■ GMO Research ■ Census

GENDER



41.6%

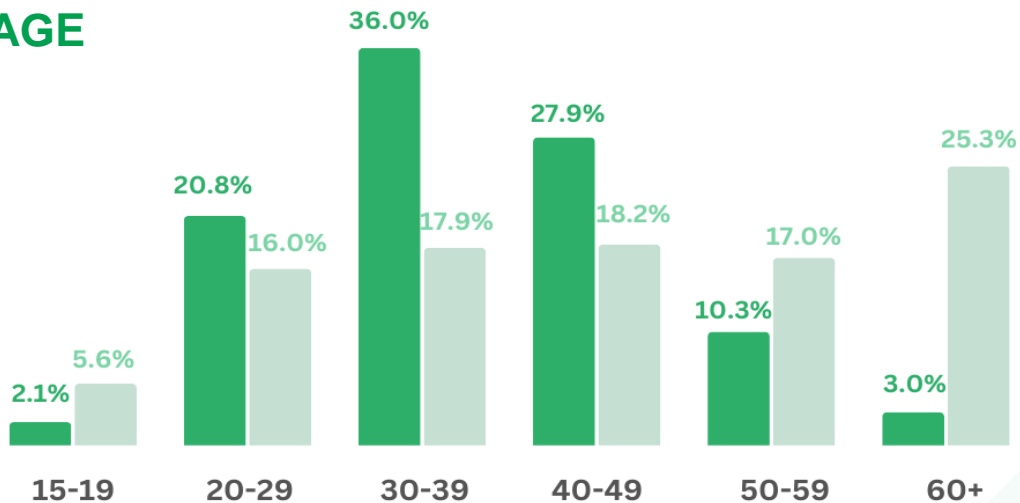
48.9%



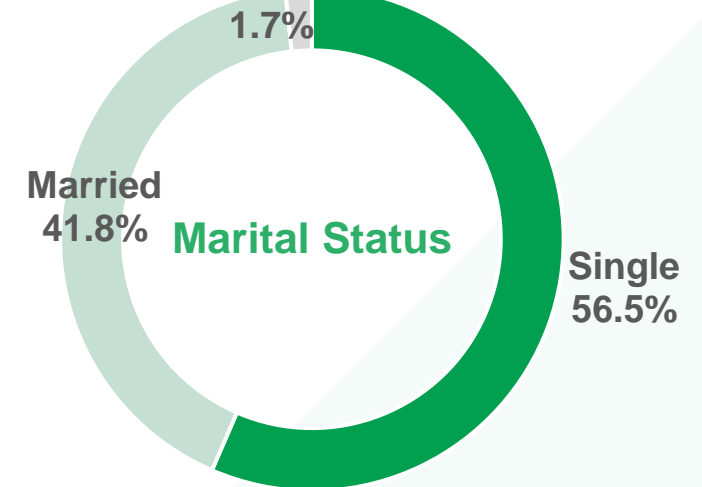
58.4%

51.1%

AGE



Marital Status



Basic Info

Median Age

42.3 years

Birth Rate

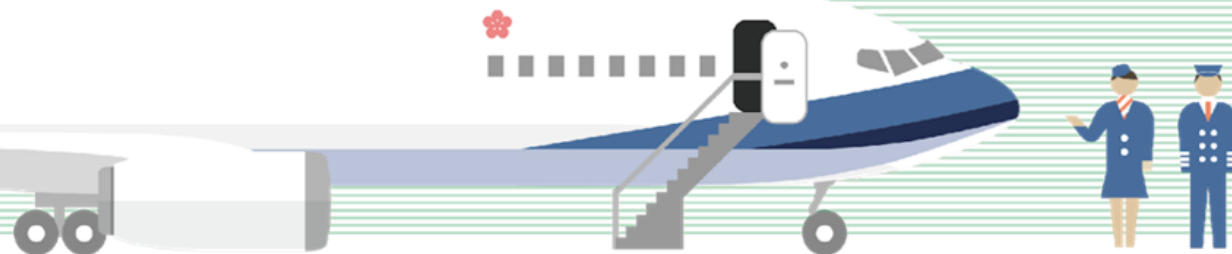
7.33 births
(/1,000 population)

Life Expectancy

81.38 years



Taiwan



Area	Panel
Taipei City	13.4%
Keelung City	4.5%
New Taipei City	18.8%
Yilan County	2.4%
Taoyuan County	8.0%
Hsinchu City	2.1%
Hsinchu County	2.2%
Miaoli County	1.8%
Taichung City	9.5%
Taichung City (Originally Taichung County)	2.7%
Changhua County	3.9%
Nantou County	1.7%
Yunlin County	1.7%

Area	Panel
Hualien County	0.8%
Chiayi City	1.2%
Chiayi County	1.5%
Tainan City	5.7%
Tainan City (Originally Tainan County)	1.7%
Kaohsiung City	8.0%
Kaohsiung City (Originally Kaohsiung County)	1.8%
Pingtung County	1.9%
Taitung County	0.4%
Penghu County	0.2%
Kinmen County	0.2%
Lienchiang County	0.04%
Others	3.9%



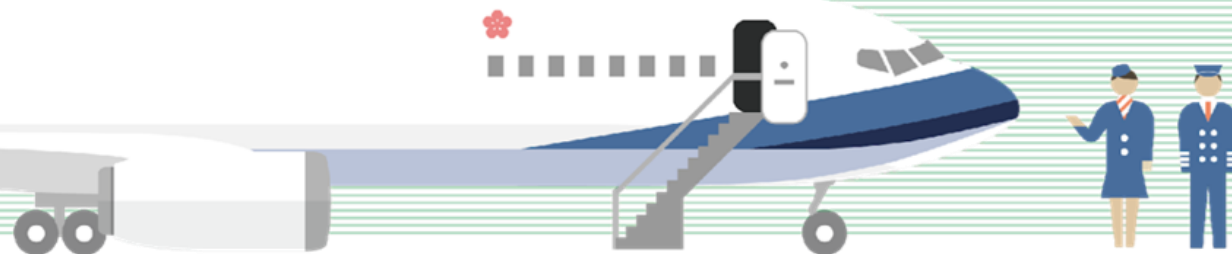
Taiwan



Final Education	Panel
No schooling completed	0.8%
High School	12.4%
Vocational School	4.3%
Junior college / Associate's degree	10.8%
Technical School	11.3%
University graduate / Bachelor's degree	43.5%
Master's degree	14.3%
Doctoral degree	1.1%
Other	1.4%



Taiwan

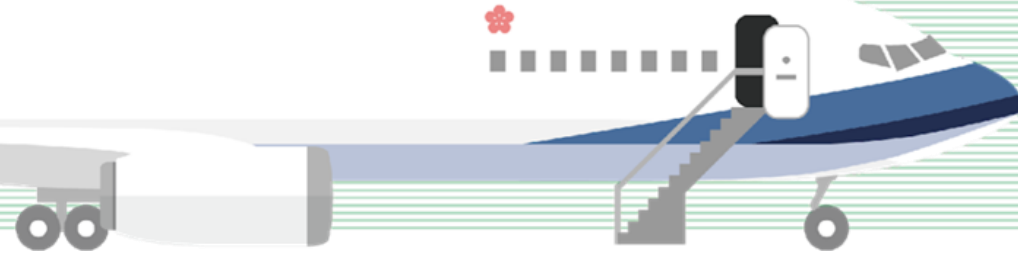


Occupation	Panel
Student	7.5%
Homemaker	7.6%
Company Employee	40.1%
Non-Office Employee	12.9%
Company Executive (C-level)	3.7%
Public Employee	4.6%
Education (Teacher)	3.5%
Medical professional	2.8%
Company Owner	1.7%
Self Employed	4.7%
Part Time Employee	2.2%
Unemployed	5.1%
Other	3.7%

Annual Household Income	Panel
No Income	1.7%
200,000 TWD and under	5.4%
200,001~300,000 TWD	5.0%
300,001~400,000 TWD	6.0%
400,001~500,000 TWD	6.4%
500,001~600,000 TWD	6.5%
600,001~700,000 TWD	5.9%
700,001~800,000 TWD	6.3%
800,001~900,000 TWD	6.0%
900,001~1,000,000 TWD	8.0%
1,000,001~1,250,000 TWD	11.0%
1,250,001~1,500,000 TWD	6.2%
1,500,001~2,000,000 TWD	5.8%
2,000,001 TWD and over	5.5%
Not sure / No answer	14.3%



Taiwan



Tips

Case 1

Smartphones

For electronics studies, especially smartphones, ownership may not necessarily be linked to income. There's a high percentage of students who own smartphones in Taiwan.

Case 2

Income

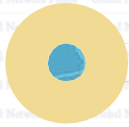
There's notable difference between income levels for residents in North/Central/South regions and urban/rural areas of Taiwan. For studies requiring high income levels, we recommend to focus more on North and metropolitan areas.

Case 3

Schedule

Due to significant low response rates during the lunar new year (Jan 22nd - Feb 19th), we recommend to avoid conducting online research during this period.

PANEL:



South Korea Cloud Panel

PANEL SIZE:

822,000



Social and Economic Information

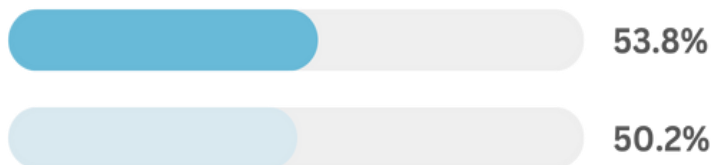
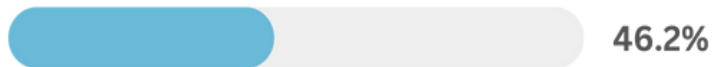
Real GDP growth :	4.15% [2021]
Real GDP per capita :	\$ 44,200 [2021]
GDP purchasing power parity :	14 th [2021]
Unemployment Rate :	3.53% [2021]
Currency :	South Korean Won (KRW)
Language :	Korean
Religion :	Christian, Buddhism
Government :	Presidential Republic
Area Mass :	99,720 km ²
Population :	51,966,948 [2023]
Capital :	Seoul
Internet Penetration :	98% [2021]
Internet Population :	50,960,000



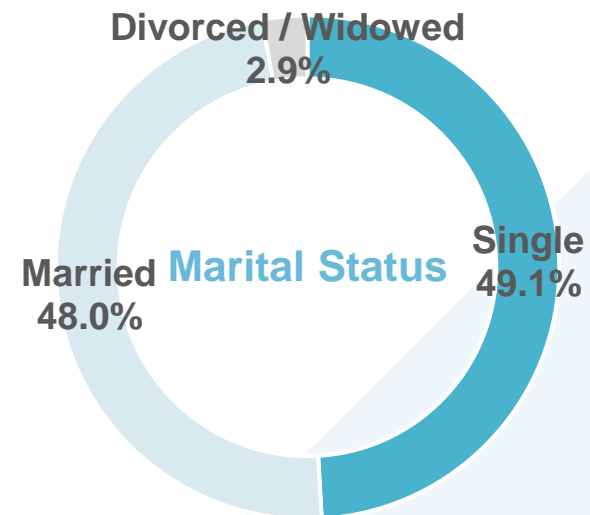
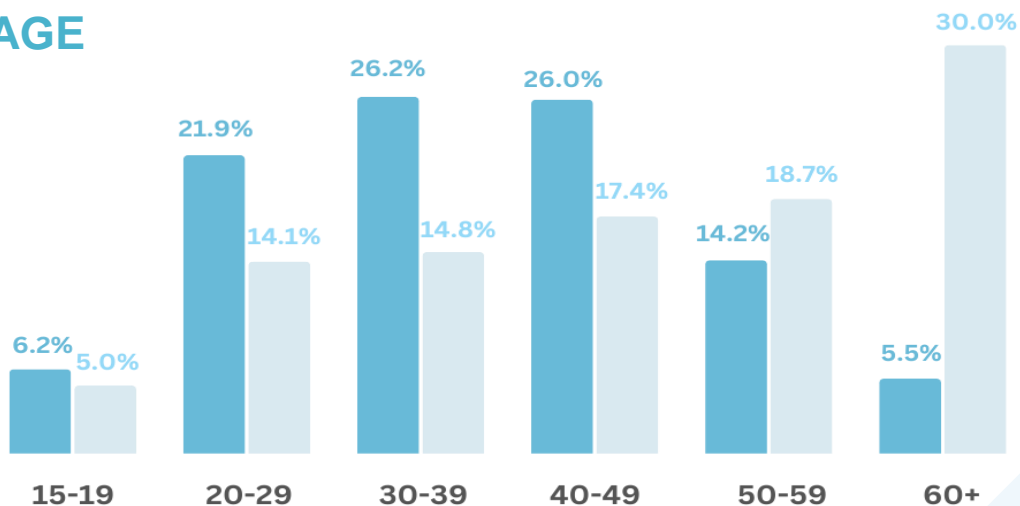
Korea

■ GMO Research ■ Census

GENDER



AGE



Basic Info

Median Age

43.2 years

Birth Rate

6.95 births
(/1,000 population)

Life Expectancy

83.17 years



Korea



Area	Panel
Seoul	32.2%
Busan	6.7%
Daegu	4.1%
Incheon	5.3%
Gwangju	2.6%
Daejeon	2.8%
Ulsan	1.7%
Sejong	0.5%
Gyeonggi	21.1%
Gangwon	1.7%

Area	Panel
Chungcheongbuk	1.8%
ChungCheongnam	2.4%
Jeollabuk	2.0%
Jeollanam	1.6%
Gyeongsangbuk	2.8%
Gyeongsangnam	4.2%
Jeju	0.7%
Other	5.9%



Korea



Final Education	Panel
No schooling completed	0.4%
High School graduate	20.8%
Junior college / Associate's degree	15.3%
University graduate / Bachelor's degree	50.5%
Master's degree	8.0%
Doctoral degree	1.5%
Vocational School	0.3%
Technical School	0.7%
Other	2.5%



Korea



Occupation	Panel
Student	11.6%
Homemaker	11.6%
Company Employee	38.6%
Non-Office Employee	6.7%
Company Executive (C-level)	0.4%
Public Employee	2.7%
Education (Teacher)	4.0%
Medical professional	4.4%
Company Owner	0.5%
Self Employed	6.1%
Part Time Employee	3.3%
Unemployed	6.9%
Other	3.2%

Annual Household Income	Panel
No Income	1.9%
20,000,000 KRW and under	4.7%
20,000,001 KRW~30,000,000 KRW	7.5%
30,000,001 KRW~40,000,000 KRW	10.2%
40,000,001 KRW~50,000,000 KRW	11.2%
50,000,001 KRW~60,000,000 KRW	11.1%
60,000,001 KRW~70,000,000 KRW	9.4%
70,000,001 KRW~80,000,000 KRW	8.6%
80,000,001 KRW~90,000,000 KRW	7.0%
90,000,001 KRW~100,000,000 KRW	6.1%
100,000,001 KRW~150,000,000 KRW	8.0%
150,000,001 KRW and over	3.4%
Not sure / No answer	10.9%



Korea



Tips

Case 1

Response Rates

The response rates fluctuate greatly depending on whether panelists are rewarded immediately after a survey or some time after the project. It is always recommended to reward on a real time basis.

Case 2

Targets

The panel is primarily a general consumer panel. Targets such as seniors, physicians, C-Level executives are often better to recruit offline and have respondents conduct survey online. Mixed methodology necessary for a big sample size.

Case 3

Survey Topics

Respondents are sensitive to give information about their company or personal life, especially to a foreign entity. These type of the questions need to be phrased properly and is always have an escape question to avoid drop-outs (ex. Do not want to answer).

PANEL:

Vietnam Cloud Panel

PANEL SIZE:

1,022,000

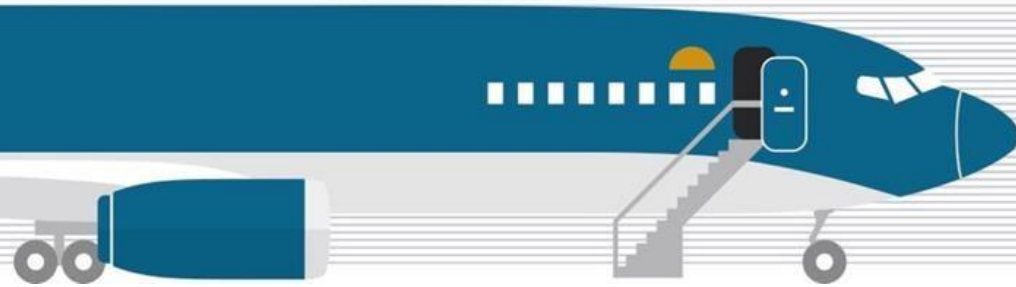


Social and Economic Information

Real GDP growth :	2.56% [2021]
Real GDP per capita :	\$ 10,600 [2021]
GDP purchasing power parity :	26 th [2021]
Unemployment Rate :	2.17% [2021]
Currency :	Vietnamese Dong (VND)
Language :	Vietnamese
Religion :	Buddhism, Christian
Government :	Communism
Area Mass :	331,210 km ²
Population :	104,799,174 [2023]
Capital :	Hanoi
Internet Penetration :	74% [2021]
Internet Population :	71,780,000



Vietnam



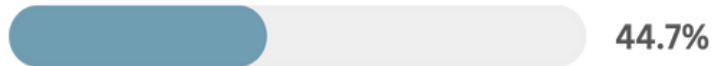
■ GMO Research ■ Census

GENDER



55.3%

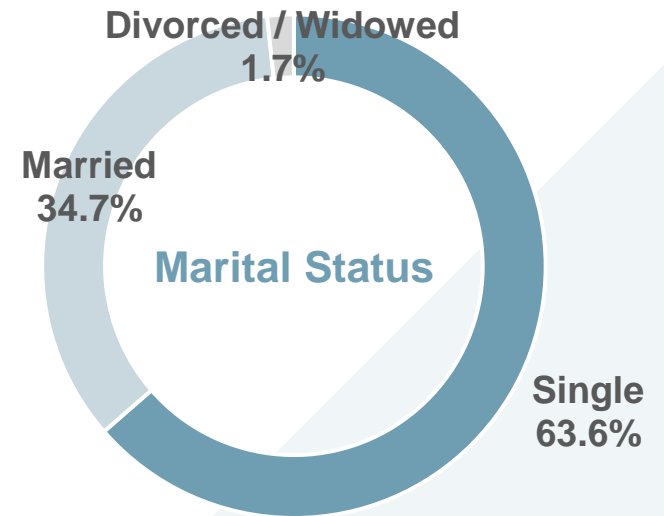
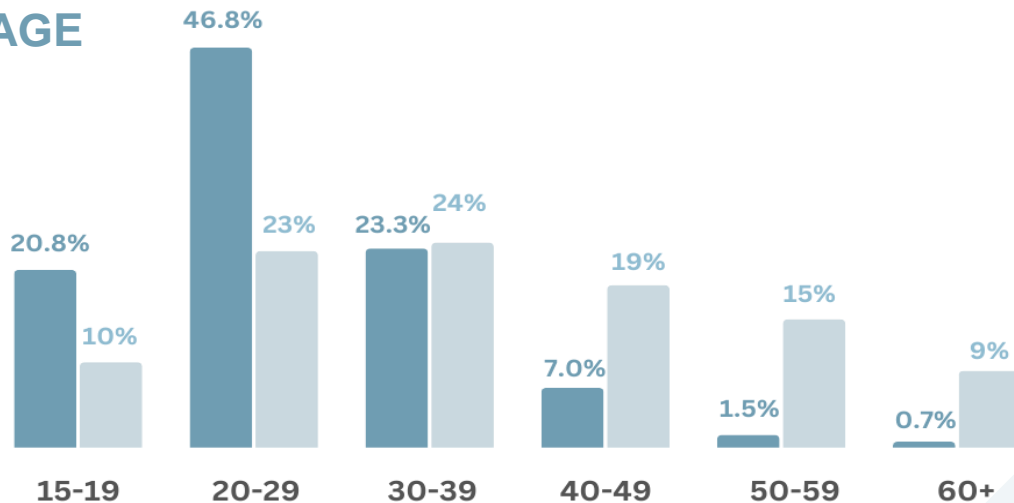
50%



44.7%

50%

AGE



Basic Info

Median Age

31.9 years

Birth Rate

15.29 births
(/1,000 population)

Life Expectancy

75.79 years



Vietnam



Area	Panel
Municipalities	48.4%
Northwest Region	1.8%
Northeast Region	7.4%
Red River Delta	9.3%
North Central Coast	7.1%
South Central Coast	4.6%
Central Highlands	4.1%
Southeast Region	8.8%
Mekong Delta	8.5%

Final Education	Panel
No schooling completed	1.4%
High School graduate	30.8%
Junior college / Associate's degree	11.4%
University graduate / Bachelor's degree	46.3%
Master's degree	3.7%
Doctoral degree	0.5%
Vocational School	0.7%
Technical School	1.4%
Other	4.0%



Vietnam



Occupation	Panel
Student	30.2%
Homemaker	3.0%
Company Employee	35.8%
Non-Office Employee	7.8%
Company Executive (C-level)	0.9%
Public Employee	2.3%
Education (Teacher)	2.8%
Medical professional	1.9%
Company Owner	0.3%
Self Employed	7.2%
Part Time Employee	1.7%
Unemployed	3.7%
Other	2.4%

Annual Household Income	Panel
No Income	3.3%
20,000,000 VND and under	16.1%
20,000,001~40,000,000 VND	9.0%
40,000,001~60,000,000 VND	5.0%
60,000,001~80,000,000 VND	4.1%
80,000,001~100,000,000 VND	5.6%
100,000,001~125,000,000 VND	6.6%
125,000,001~150,000,000 VND	5.4%
150,000,001~200,000,000 VND	8.4%
200,000,001~250,000,000 VND	7.7%
250,000,001~300,000,000 VND	5.7%
300,000,001~400,000,000 VND	6.2%
400,000,001~500,000,000 VND	4.1%
500,000,001 VND and over	6.1%
Not sure / No answer	6.8%



Vietnam



Parents with Children	Panel
Yes	35.1%
No	64.9%

Child Age	Panel
Less than 12 months old	8.5%
1 – 4 years old	32.6%
5 – 9 years old	30.6%
10 – 14 years old	17.5%
15 – 20 years old	7.5%
21 years old or above	3.2%



Vietnam



Electronic Devices	Panel
SLR Film camera	6.9%
Digital SLR camera	11.4%
Digital mirrorless (ILCs) camera	3.8%
Advanced compact camera	3.1%
Windows Desktop PC (with web cam)	23.5%
Windows Laptop PC (with web cam)	42.2%
Mac Desktop PC (with web cam)	2.9%
Mac Laptop PC (with web cam)	6.4%

Main Vehicle	Panel
Car	33.0%
Motorcycle	86.4%



Vietnam



Tips

Case 1

Sample Representation

Vietnam has a relatively young population. When conducting studies, samples will be heavily weighted with people in their 20s and 30s. The internet population is also focused in major metropolitan areas like Ho Chi Minh and Hanoi.

Case 2

Schedule

As many panelists respond to surveys at school or work, response rates are much lower on the holidays. To get a representative sample, it is recommended to keep a study in the field for 3-5 working days.

Case 3

Survey Topics

When conducting surveys in Vietnam, survey topics relating to politics or religion need to be avoided.

PANEL:

Philippines Cloud Panel

PANEL SIZE:

1,469,000



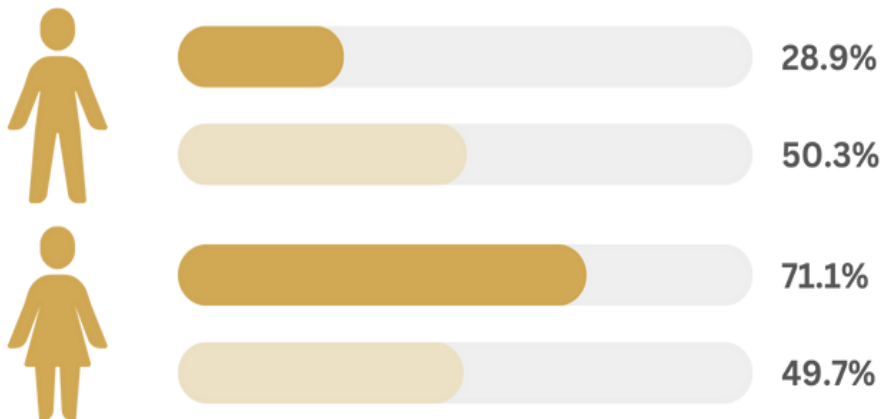
Social and Economic Information

Real GDP growth :	5.70% [2021]
Real GDP per capita :	\$ 8,100 [2021]
GDP purchasing power parity :	30 th [2021]
Unemployment Rate :	2.41% [2021]
Currency :	Philippine Pesos (PHP)
Language :	Filipino and English
Religion :	Christian, Muslim
Government :	Presidential Republic
Area Mass :	300,000 km ²
Population :	116,434,200 [2023]
Capital :	Manila
Internet Penetration :	53% [2021]
Internet Population :	58,300,000

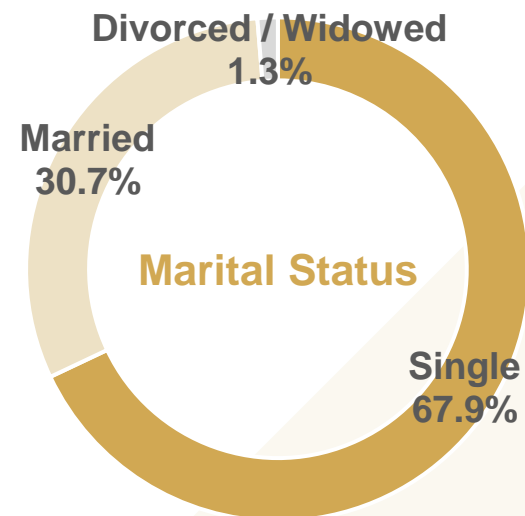
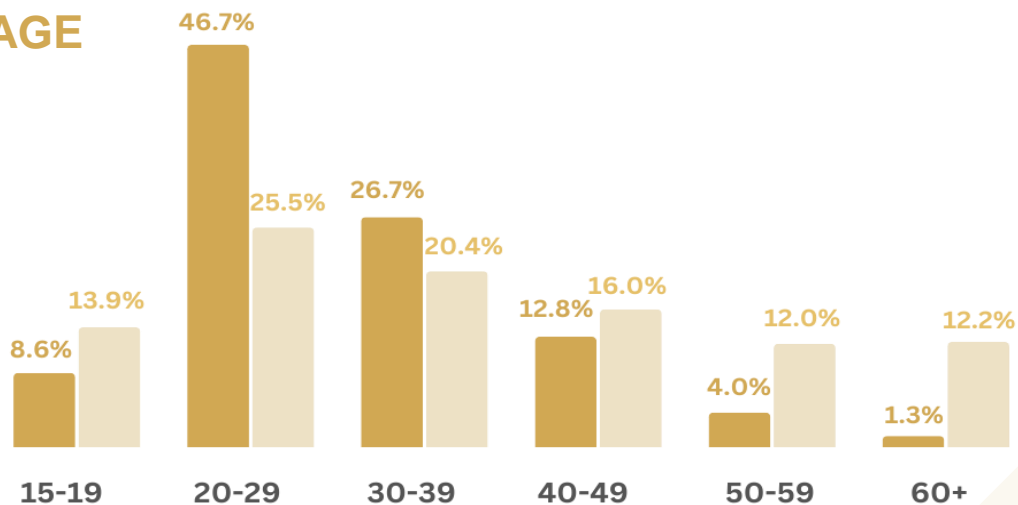
Philippines

GMO Research Census

GENDER



AGE



Basic Info

Median Age

24.1 years

Birth Rate

22.17 births
(/1,000 population)

Life Expectancy

70.48 years



Philippines



Area	Panel
Autonomous region in Muslim Mindanao	0.4%
Bicol	3.0%
Cagayan Valley	1.7%
Calabarzon	12.8%
Caraga	1.3%
Central Luzon	7.4%
Central Visayas	6.5%
Cordillera Administrative Region	1.4%
Davao	3.4%

Area	Panel
Eastern Visayas	2.5%
Ilocos	2.5%
Mimaropa	1.4%
National Capital Region	17.8%
Northern Mindanao	3.2%
Soccsksargen	1.8%
Western Visayas	4.1%
Zamboanga Peninsula	1.8%
Other	27.0%



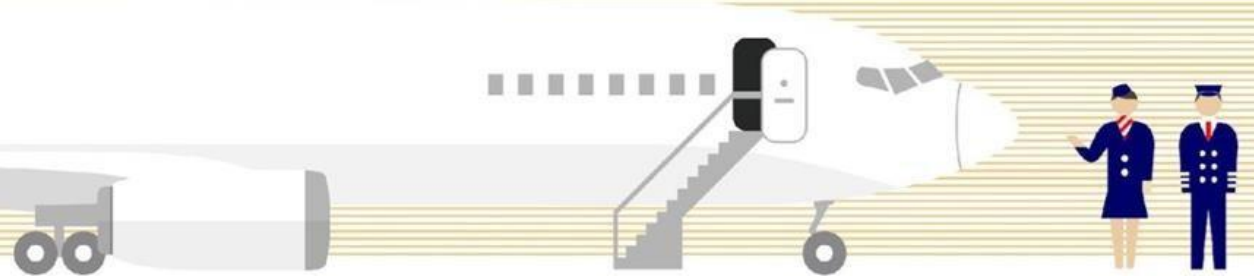
Philippines



Final Education	Panel
No schooling completed	0.8%
High School graduate	18.8%
Junior college / Associate's degree	15.6%
University graduate / Bachelor's degree	52.3%
Master's degree	4.2%
Doctoral degree	1.2%
Vocational school	4.7%
Technical school	0.7%
Other	1.7%



Philippines



Occupation	Panel
Student	11.6%
Homemaker	7.3%
Company Employee	28.6%
Non-Office Employee	3.5%
Company Executive (C-level)	2.6%
Public Employee	6.1%
Education (Teacher)	3.4%
Medical professional	3.8%
Company Owner	0.5%
Self Employed	10.3%
Part Time Employee	3.3%
Unemployed	11.3%
Other	7.6%

Annual Household Income	Panel
No Income	5.6%
50,000 PHP and under	15.9%
50,001~100,000 PHP	9.8%
100,001~200,000 PHP	8.2%
200,001~300,000 PHP	9.5%
300,001~400,000 PHP	7.5%
400,001~500,000 PHP	6.3%
500,001~750,000 PHP	9.0%
750,001~1,000,000 PHP	6.4%
1,000,001~2,500,000 PHP	6.8%
2,500,001~5,000,000 PHP	1.9%
5,000,001 PHP and over	1.3%
Not sure / No answer	11.7%

PANEL:

Thailand Cloud Panel

PANEL SIZE:

886,000

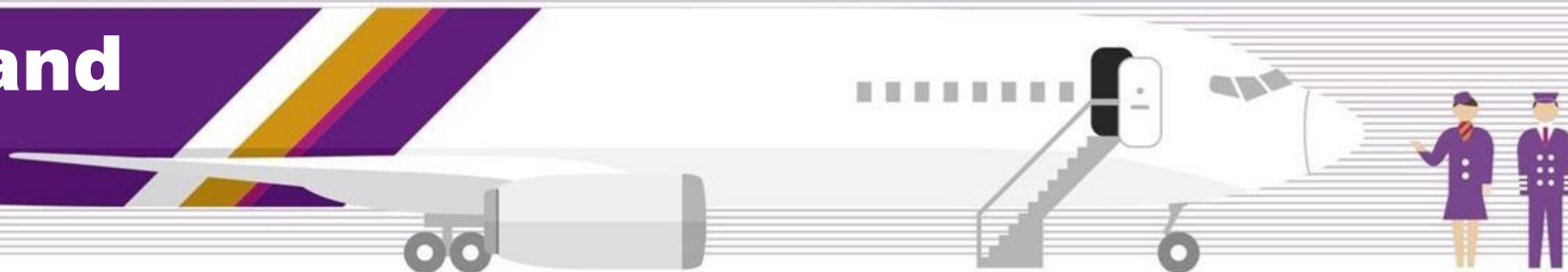


Social and Economic Information

Real GDP growth :	1.53% [2021]
Real GDP per capita :	\$ 17,100 [2021]
GDP purchasing power parity :	22 nd [2021]
Unemployment Rate :	1.42% [2021]
Currency :	Thai Baht (THB)
Language :	Thai
Religion :	Buddhism
Government :	Constitutional Monarchy
Area Mass :	513,120 km ²
Population :	69,794,997 [2023]
Capital :	Bangkok
Internet Penetration :	85% [2021]
Internet Population :	61,200,000

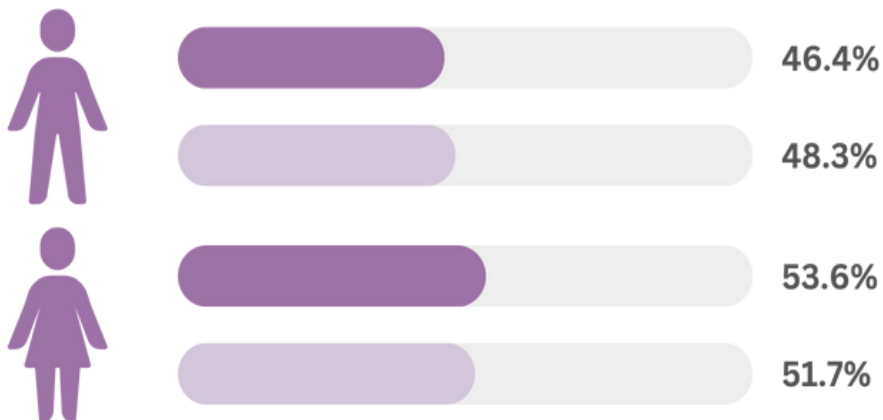


Thailand

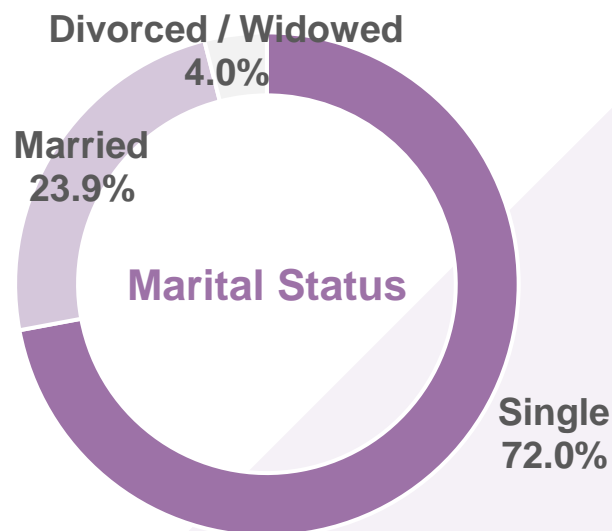
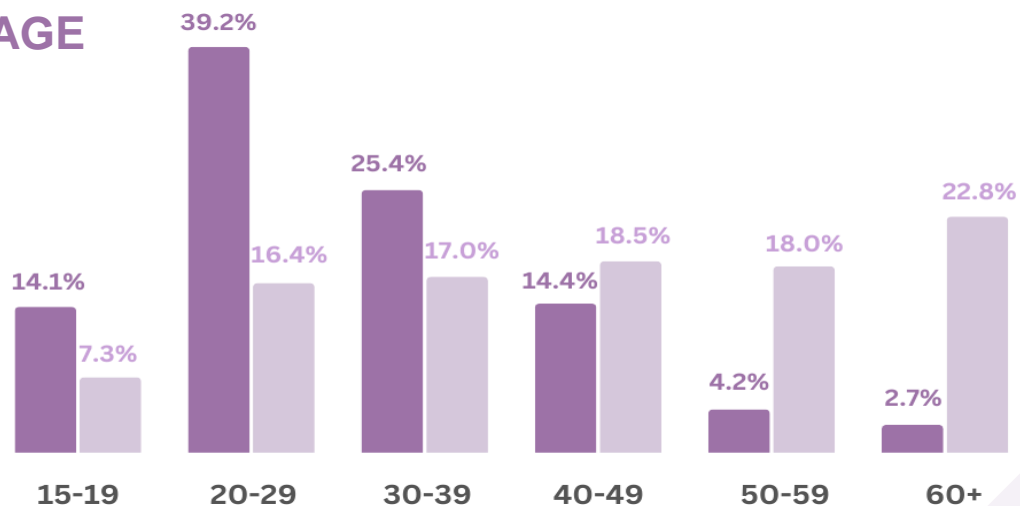


■ GMO Research ■ Census

GENDER



AGE



Basic Info

Median Age

39 years

Birth Rate

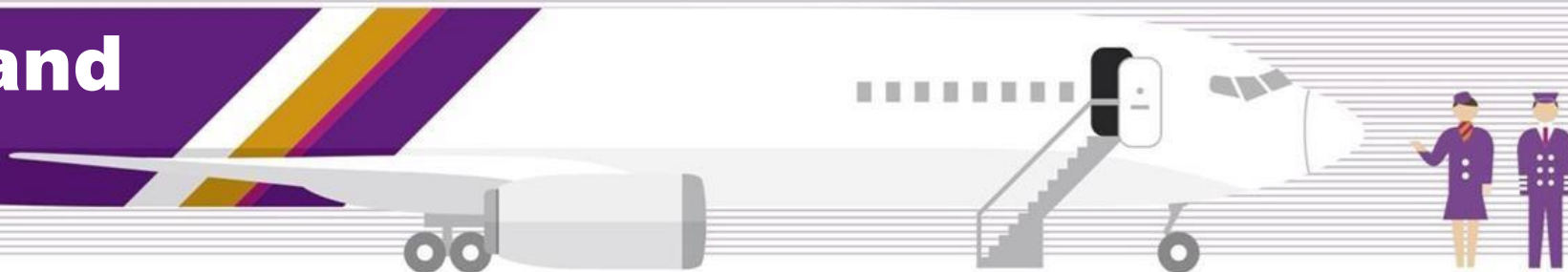
10.04 births
(/1,000 population)

Life Expectancy

77.91 years



Thailand

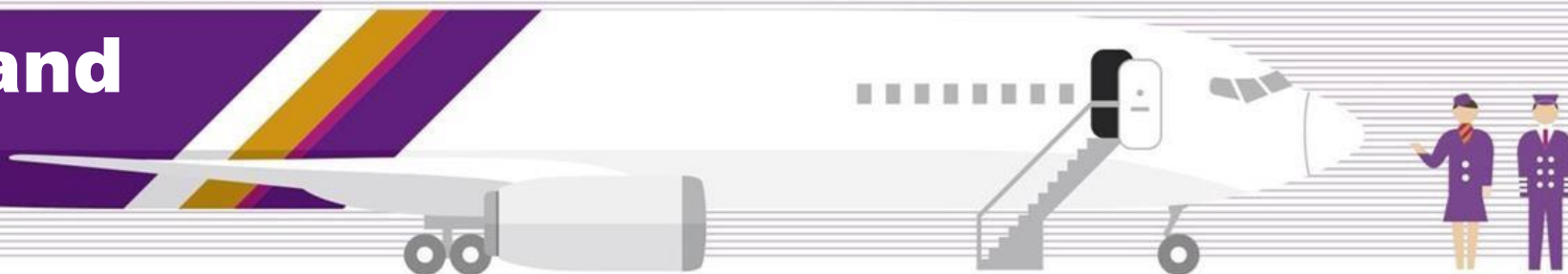


Area	Panel
Northern Thailand	13.3%
Northeastern Thailand	20.0%
Central Thailand (including Bangkok)	41.3%
Southern Thailand	10.6%
Other	14.7%

Final Education	Panel
No schooling completed	9.4%
High School	33.9%
Junior college / Associate's degree	4.4%
University graduate / Bachelor's degree	35.3%
Master's degree	5.0%
Doctoral degree	1.0%
Vocational school	6.0%
Technical school	1.3%
Other	3.5%



Thailand



Occupation	Panel
Student	21.1%
Homemaker	4.0%
Company Employee	23.8%
Non-Office Employee	4.7%
Company Executive (C-level)	1.2%
Public Employee	5.0%
Education (Teacher)	0.9%
Medical professional	0.9%
Company Owner	0.6%
Self Employed	18.3%
Part Time Employee	2.5%
Unemployed	13.0%
Other	4.0%

Annual Household Income	Panel
No Income	8.0%
100,000 Baht and under	16.8%
100,001~200,000 Baht	12.8%
200,001~300,000 Baht	11.1%
300,001~400,000 Baht	8.6%
400,001~500,000 Baht	5.9%
500,001~600,000 Baht	5.3%
600,001~700,000 Baht	3.3%
700,001~800,000 Baht	3.2%
800,001~1,000,000 Baht	3.3%
1,000,001~1,500,000 Baht	3.9%
1,500,001 Baht or more	2.7%
Not sure / No answer	14.9%

PANEL:



Malaysia Cloud Panel

PANEL SIZE:

1,325,000

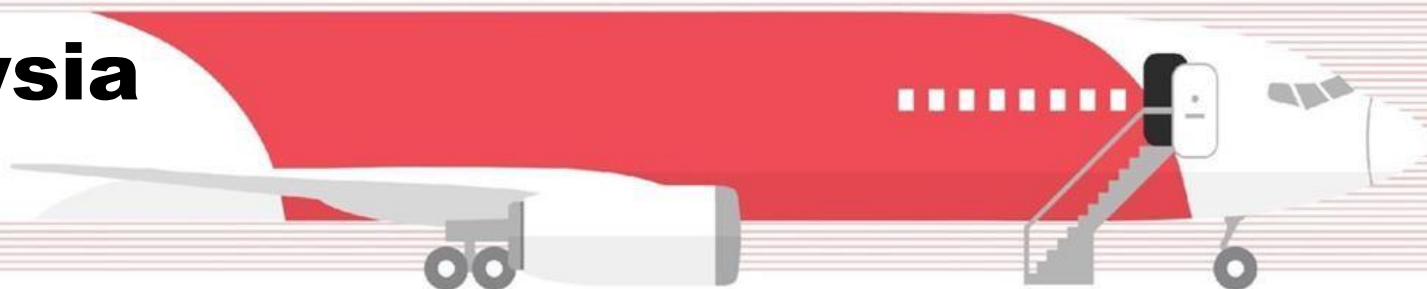


Social and Economic Information

Real GDP growth :	3.09% [2021]
Real GDP per capita :	\$ 26,300 [2021]
GDP purchasing power parity :	31 st [2021]
Unemployment Rate :	4.61% [2021]
Currency :	Malaysian Ringgit (MYR)
Language :	Bahasa Malaysia, English
Religion :	Muslim, Buddhist, Christian
Government :	Federal Parliamentary
Area Mass :	329,847 km ²
Population :	34,219,975 [2023]
Capital :	Kuala Lumpur
Internet Penetration :	97% [2021]
Internet Population :	32,980,000

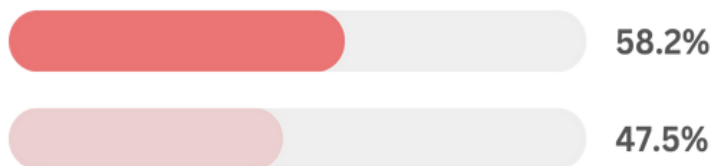
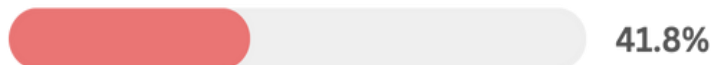


Malaysia

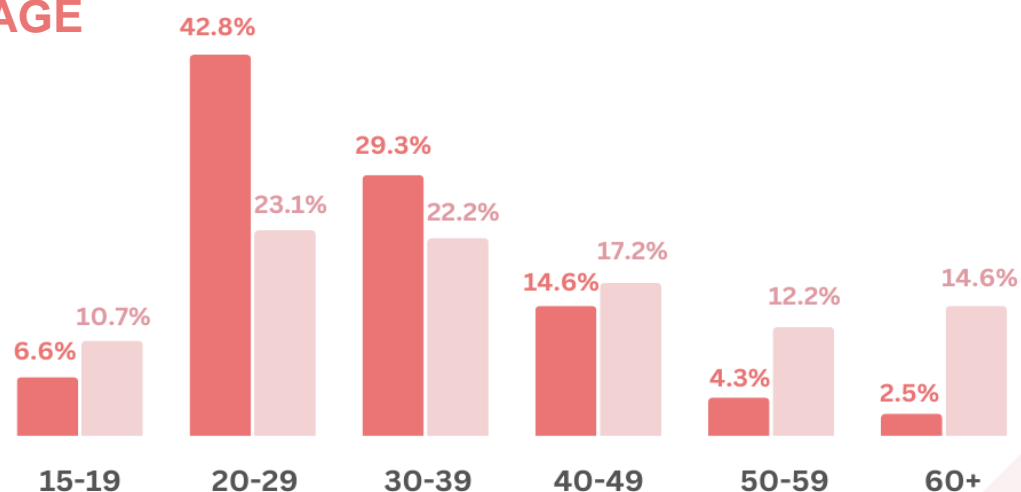


■ GMO Research ■ Census

GENDER



AGE



Divorced / Widowed
3.0%

Married
43.9%

Marital Status

Single
53.2%



Basic Info

Median Age

29.2 years

Birth Rate

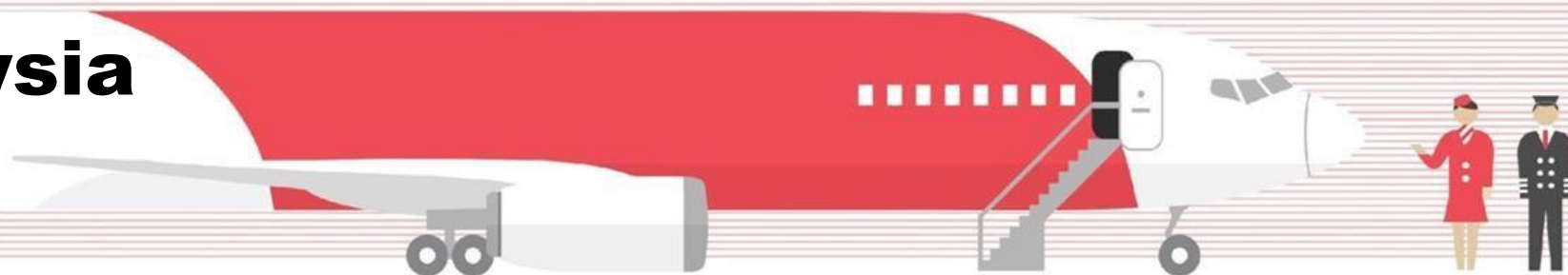
14.39 births
(/1,000 population)

Life Expectancy

76.38 years



Malaysia

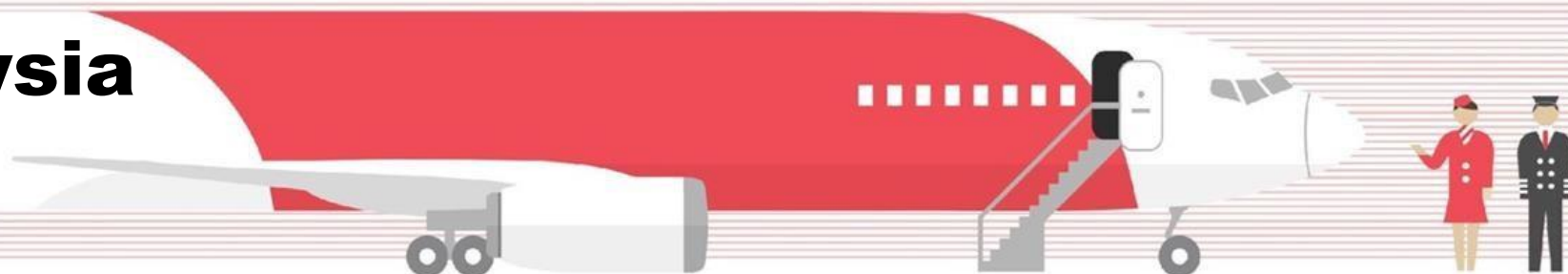


Area	Panel
Kuala Lumpur	20.4%
Labuan	0.4%
Putrajaya	1.2%
Johor	9.5%
Kedah	4.1%
Kelantan	3.1%
Melaka	2.7%
Negeri Sembilan	2.7%
Pahang	2.8%

Area	Panel
Pulau Pinang	6.5%
Perak	5.2%
Perlis	0.5%
Selangor	20.2%
Terengganu	2.2%
Sabah	6.5%
Sarawak	6.5%
Other	5.5%



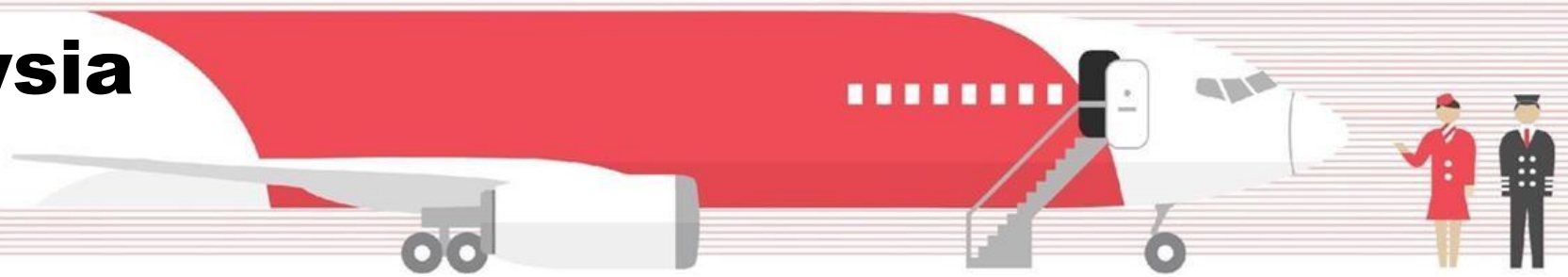
Malaysia



Final Education	Panel
No schooling completed	1.8%
High School	21.7%
Junior college / Associate's degree	22.5%
University graduate / Bachelor's degree	42.2%
Master's degree	6.8%
Doctoral degree	0.9%
Vocational school	1.2%
Technical school	0.9%
Other	2.0%



Malaysia

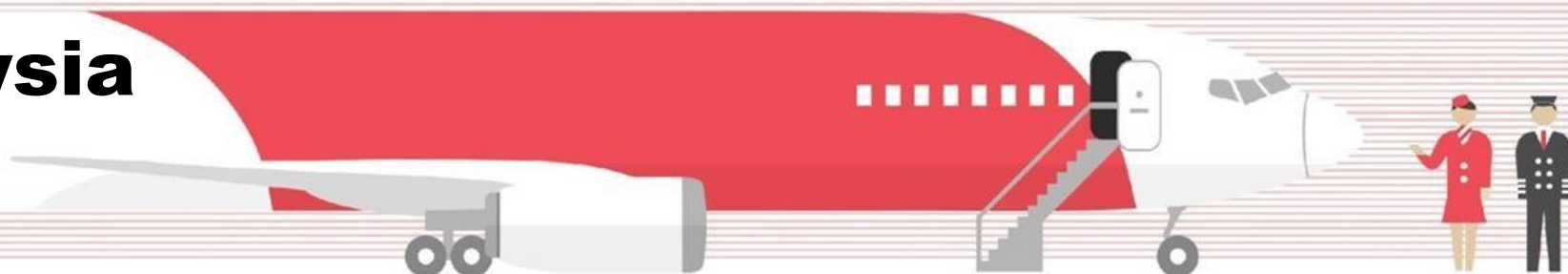


Occupation	Panel
Student	14.2%
Homemaker	7.5%
Company Employee	26.1%
Non-Office Employee	6.1%
Company Executive (C-level)	8.7%
Public Employee	7.1%
Education (Teacher)	3.4%
Medical professional	1.8%
Company Owner	1.0%
Self Employed	8.0%
Part Time Employee	3.8%
Unemployed	6.4%
Other	6.0%

Annual Household Income	Panel
No Income	8.0%
RM 30,000 and under	23.5%
RM 30,001~RM 50,000	15.6%
RM 50,001~RM 70,000	9.8%
RM 70,001~RM 80,000	4.7%
RM 80,001~RM 90,000	3.6%
RM 90,001~RM 100,000	4.4%
RM 100,001~RM 120,000	4.6%
RM 120,001~RM 150,000	3.3%
RM 150,001~RM 200,000	2.9%
RM 200,001~RM 300,000	1.9%
RM 300,001~RM 400,000	0.7%
RM 400,001 and over	0.9%
Not sure / No answer	15.9%



Malaysia

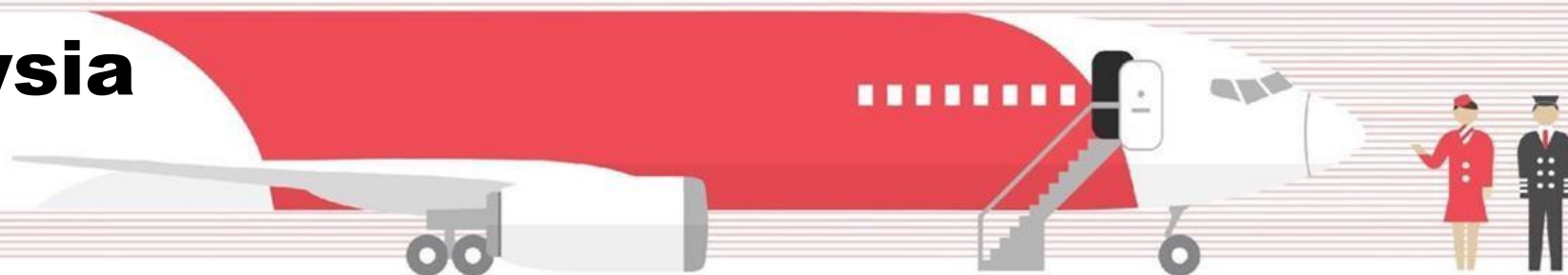


Business Type	Panel
Agriculture / Forestry / Fishing	2.7%
IT	9.1%
Construction	8.0%
Manufacturing	13.5%
Electric / Gas / Water Industry	2.5%
Retail / Wholesale / Distribution	9.0%
Finance (Banks and Investment)	7.7%
Real Estate	2.0%
Restaurant or Hotel	2.1%
Lifestyle Service, Amusement Park	0.8%
Education	3.2%
Medical or Welfare	2.4%
Trading Company	1.7%
NPO / NGO	0.6%

Business Type	Panel
Communications	1.8%
Automotive	2.4%
Travel / Tourism	1.2%
Food / Beverage / Restaurant	5.1%
Pharmaceutical / Chemical	1.0%
Internet / Web Development	1.0%
Petroleum / Petrochemicals	1.6%
Fashion / Luxury Goods	1.1%
Media	1.0%
Advertising	0.9%
Market Research	0.5%
Other	17.2%



Malaysia

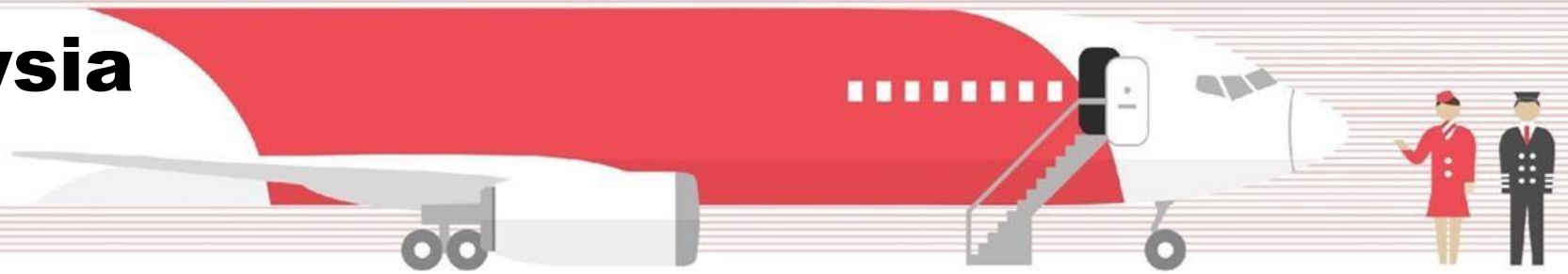


Business Title	Panel
Chairman / Vice Chairman	5.4%
CEO (Chief Executive Officer)	3.9%
Company Executive (C-level)	22.7%
Advisor / Counselor	2.1%
Department / Division Director	1.5%
Manager	8.2%

Business Title	Panel
Branch Manager / Factory Manager / Shop Manager	2.7%
General Staff	35.0%
Contract / Temporary	4.6%
Part time	7.8%
Other	6.2%



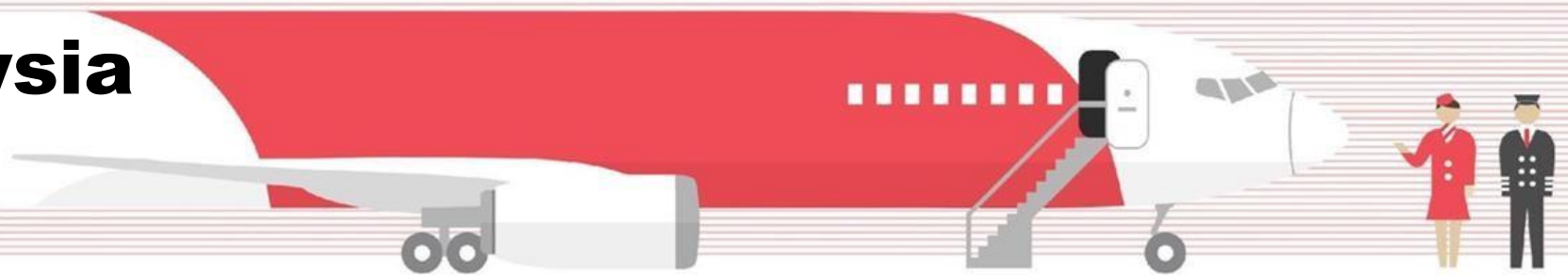
Malaysia



Ethnic Group	Panel
Malay	34.0%
Chinese	57.0%
Indian	2.8%
Other	6.1%



Malaysia

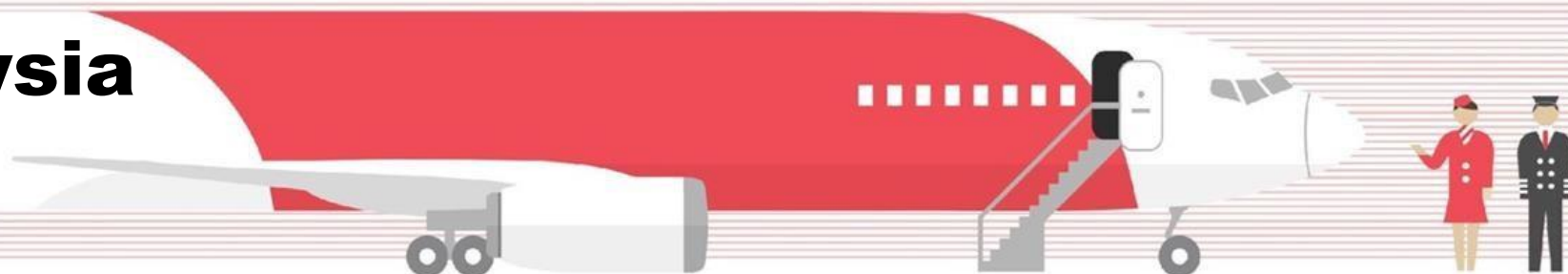


Parents with Children	Panel
Yes	39.3%
No	60.7%

Child Age	Panel
Less than 12 months old	8.9%
1 - 4 years old	25.0%
5 – 9 years old	23.5%
10 – 14 years old	17.5%
15 – 20 years old	14.0%
21 years old or above	11.0%



Malaysia



Electronic Devices	Panel
SLR Film camera	3.3%
Digital SLR camera	13.0%
Digital ILC (mirrorless) camera	3.2%
Advanced compact camera	5.0%
Windows Desktop PC	17.4%
Windows Laptop PC	48.0%
Mac Desktop PC	2.7%
Mac Laptop PC	7.4%

Main Vehicle	Panel
Car	83.8%
Motorcycle	42.6%

PANEL:

Singapore Cloud Panel

PANEL SIZE:

56,000



Social and Economic Information

Real GDP growth :	7.61% [2021]
Real GDP per capita :	\$ 106,000 [2021]
GDP purchasing power parity :	38 th [2021]
Unemployment Rate :	3.62% [2021]
Currency :	Singapore Dollar (SGD)
Language :	Mandarin, English
Religion :	Buddhism, Christian, Muslim
Government :	Parliamentary Republic
Area Mass :	719 km ²
Population :	5,975,383 [2023]
Capital :	Singapore
Internet Penetration :	91% [2021]
Internet Population :	5,369,000



Singapore



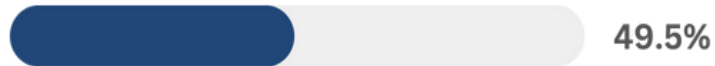
■ GMO Research ■ Census

GENDER



50.5%

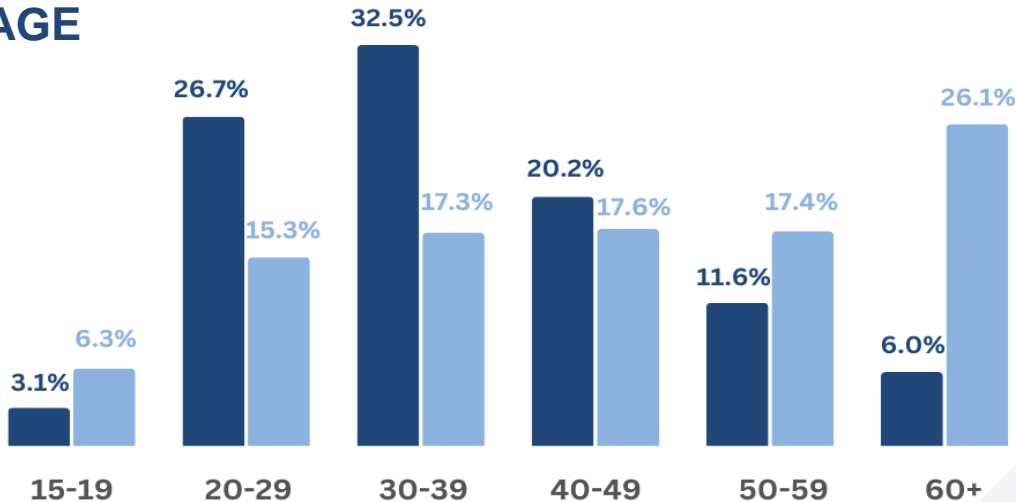
48.1%



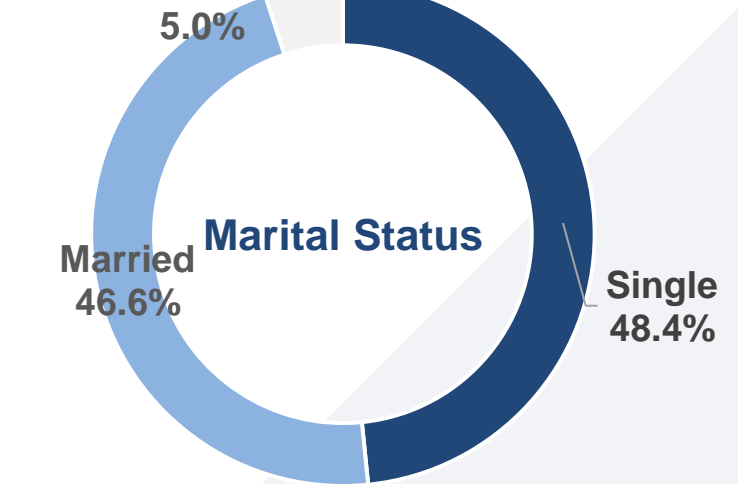
49.5%

51.9%

AGE



Marital Status



Basic Info

Median Age

35.6 years

Birth Rate

8.94 births
(/1,000 population)

Life Expectancy

86.51 years



Singapore



Area	Panel
Central Region	32.1%
East Region	17.0%
North Region	15.0%
North-East Region	15.3%
West Region	18.3%
Other	2.2%

Occupation	Panel
Student	7.5%
Homemaker	4.9%
Company Employee	37.7%
Non-Office Employee	7.3%
Company Executive (C-level)	7.5%
Public Employee	5.6%
Education (Teacher)	2.9%
Medical professional	1.9%
Company Owner	0.4%
Self Employed	6.2%
Part Time Employee	4.3%
Unemployed	5.7%
Other	8.1%

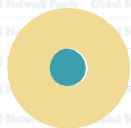


Singapore



Annual Household Income	Panel
No Income	5.8%
below 30,000SGD	14.8%
30,001~40,000SGD	9.3%
40,001~50,000SGD	5.8%
50,001~60,000SGD	6.8%
60,001~70,000SGD	6.0%
70,001~80,000SGD	5.7%
80,001~90,000SGD	4.7%

Annual Household Income	Panel
90,001~100,000SGD	4.6%
100,001~125,000SGD	8.8%
125,001~150,000SGD	4.6%
150,001~200,000SGD	6.0%
200,001~250,000SGD	2.5%
250,001~300,000SGD	1.5%
above 300,001 SGD	2.3%
Not sure/No answer	10.8%



PANEL:

Indonesia Cloud Panel

PANEL SIZE:

3,836,000



Social and Economic Information

Real GDP growth :	3.69% [2021]
Real GDP per capita :	\$ 11,900 [2021]
GDP purchasing power parity :	7 th [2021]
Unemployment Rate :	4.41% [2021]
Currency :	Indonesian Rupiah (IDR)
Language :	Bahasa Indonesia
Religion :	Muslim, Christian, Hindu
Government :	Presidential Republic
Area Mass :	1,904,569 km ²
Population :	279,476,346 [2023]
Capital :	Jakarta
Internet Penetration :	62% [2021]
Internet Population :	167,400,000

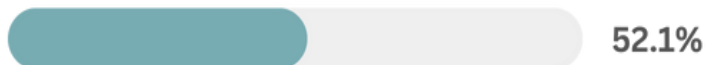


Indonesia



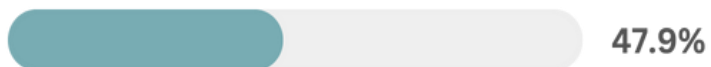
■ GMO Research ■ Census

GENDER



52.1%

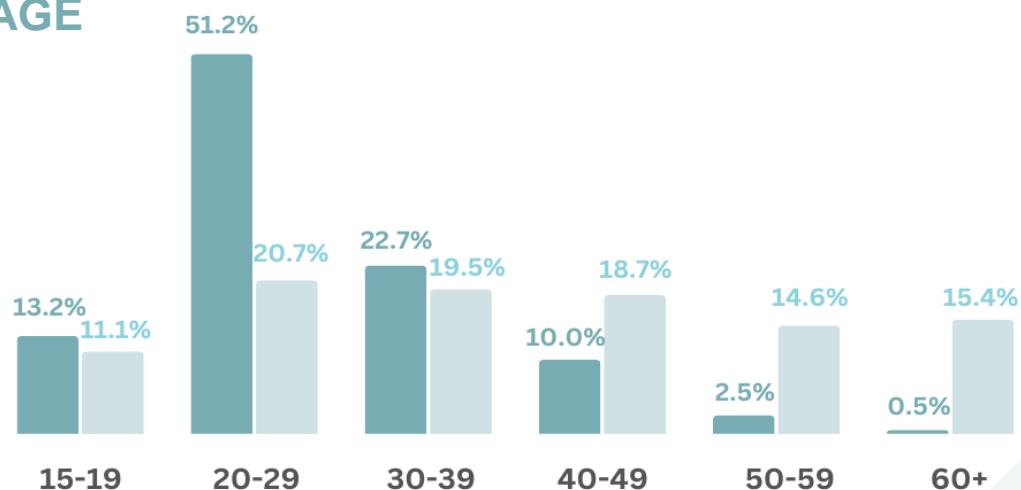
49.6%



47.9%

50.4%

AGE



Divorced / Widowed

3.0%

Married

41.2%

Marital Status

Single

55.8%



Basic Info

Median Age

31.1 years

Birth Rate

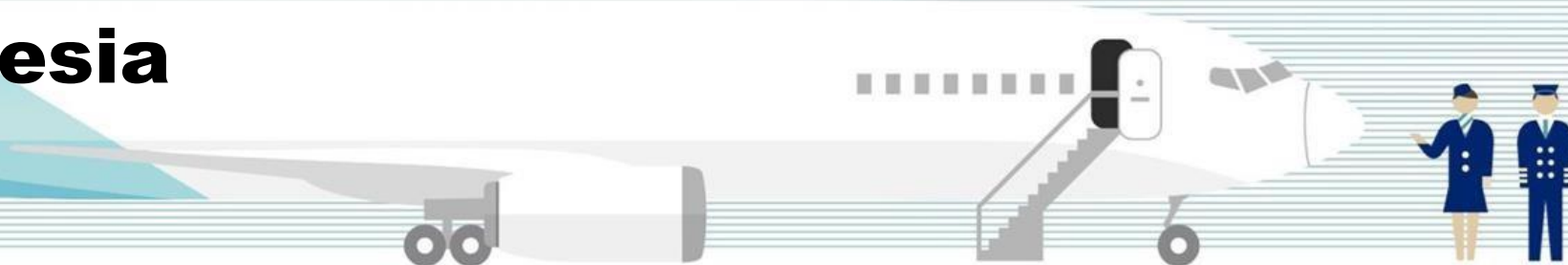
15.05 births
(/1,000 population)

Life Expectancy

73.33 years



Indonesia

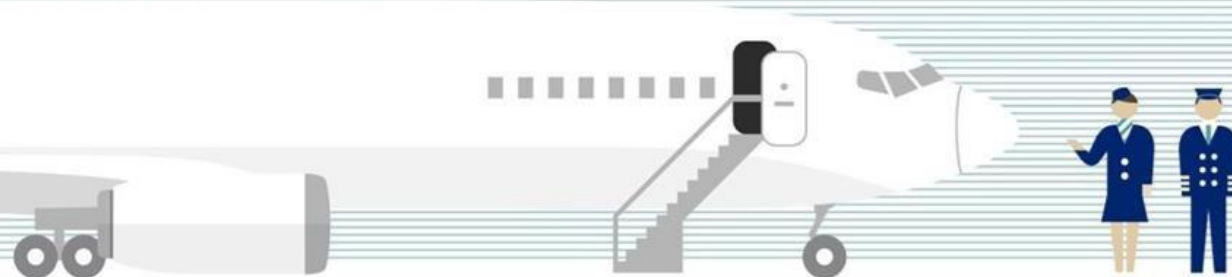


Area	Panel
Sumatra	15.9%
Lesser Sunda Islands	2.5%
Java (including Jakarta)	60.4%
Kalimantan	5.3%
Sulawesi	4.2%
Maluku Islands	0.7%
Western New Guinea	0.4%
Other	10.6%

Final Education	Panel
No schooling completed	3.3%
High School	46.7%
Junior college / Associate's degree	8.1%
University graduate / Bachelor's degree	23.5%
Master's degree	2.1%
Doctoral degree	0.5%
Vocational school	8.6%
Technical school	0.6%
Other	6.4%



Indonesia



Occupation	Panel
Student	21.3%
Homemaker	13.6%
Company Employee	12.2%
Non-Office Employee	5.7%
Company Executive (C-level)	0.5%
Public Employee	2.6%
Education (Teacher)	2.8%
Medical professional	0.9%
Company Owner	0.7%
Self Employed	13.4%
Part Time Employee	10.9%
Unemployed	11.2%
Other	4.3%

Annual Household Income	Panel
No Income	16.1%
20,000,000 IDR and under	20.6%
20,000,001~30,000,000 IDR	9.0%
30,000,001~40,000,000 IDR	5.2%
40,000,001~50,000,000 IDR	4.4%
50,000,001~60,000,000 IDR	4.1%
60,000,001~70,000,000 IDR	3.3%
70,000,001~80,000,000 IDR	2.4%
80,000,001~90,000,000 IDR	2.0%
90,000,001~100,000,000 IDR	2.3%
100,000,001~125,000,000 IDR	3.3%
125,000,001~150,000,000 IDR	2.1%
150,000,001~200,000,000 IDR	2.0%
200,000,001~250,000,000 IDR	2.0%
250,000,001 IDR and over	3.3%
Not sure / No answer	17.9%

PANEL:

Hong Kong Cloud Panel

PANEL SIZE:

45,000



Social and Economic Information

Real GDP growth :	6.34% [2021]
Real GDP per capita :	\$ 60,000 [2021]
GDP purchasing power parity :	45 th [2021]
Unemployment Rate :	5.32% [2021]
Currency :	Hong Kong Dollars (HKD)
Language :	Cantonese, English
Religion :	Buddhism, Taoist, Christian
Government :	Presidential limited democracy
Area Mass :	1,108 km ²
Population :	7,288,167 [2023]
Capital :	-
Internet Penetration :	93% [2021]
Internet Population :	6,975,000

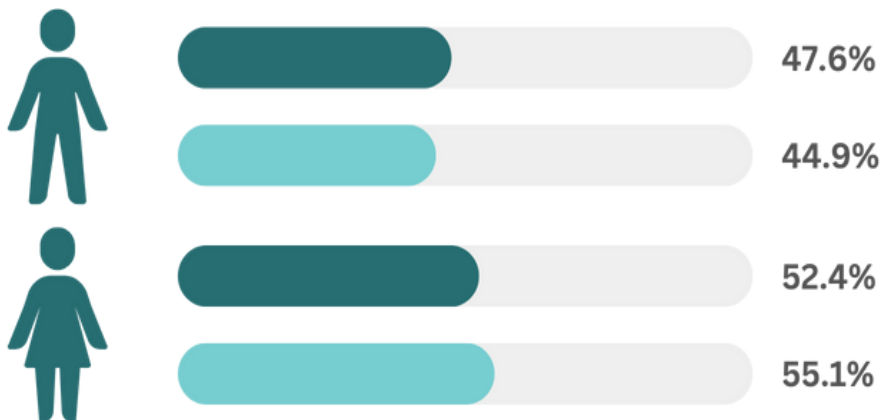


Hong Kong

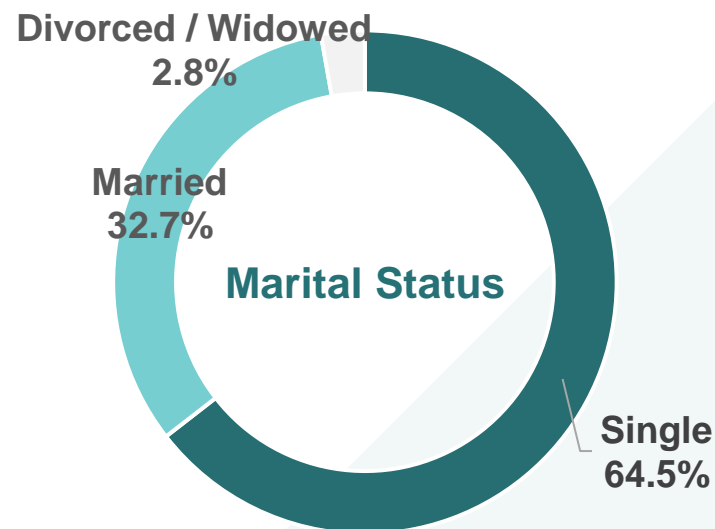
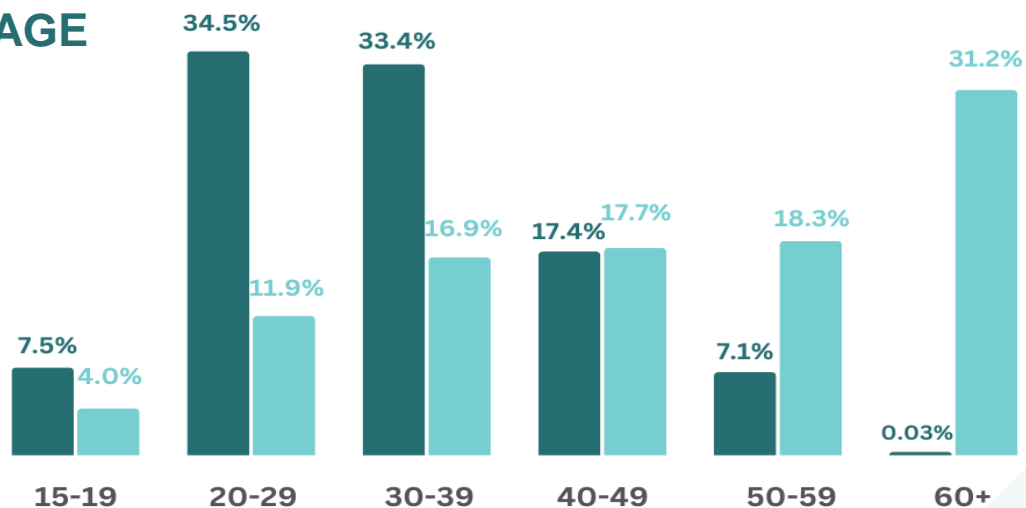


■ GMO Research ■ Census

GENDER



AGE



Basic Info

Median Age

45.6 years

Birth Rate

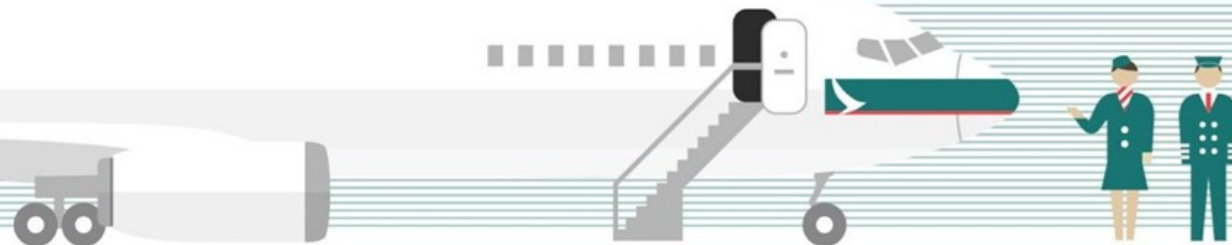
7.85 births
(/1,000 population)

Life Expectancy

83.8 years



Hong Kong

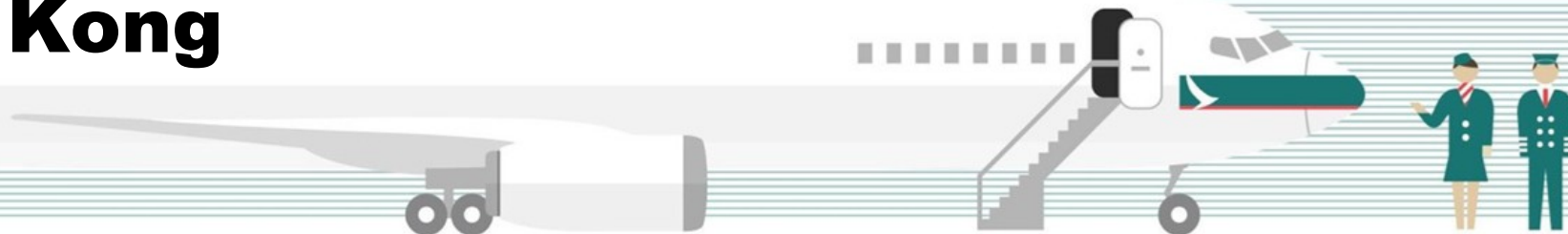


Area	Panel
Hong Kong Island	21.9%
Kowloon	30.7%
New Territories	46.7%
Other	0.8%

Occupation	Panel
Student	11.0%
Homemaker	5.4%
Office Worker (White Collar)	40.2%
Non-Office Worker (Blue Collar)	7.6%
Company Executive(C-level)	6.6%
Public Employee (Work for Government Organization)	6.6%
Education (Teacher)	3.0%
Medical professional	3.7%
Company owner	0.8%
Self Employed	5.1%
Part time Employee	2.4%
Unemployed	4.3%
Other	3.3%



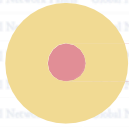
Hong Kong



Final Education	Panel
No schooling completed	1.1%
High School	22.8%
Junior college / Associate's degree	19.3%
University graduate / Bachelor's degree	42.9%
Master's degree	10.2%
Doctoral degree	0.9%
Vocational school	0.7%
Technical school	0.4%
Other	1.8%

Annual Household Income	Panel
No Income	2.1%
~30000RMB	6.6%
30,001 - 50,000RMB	4.7%
50,001 - 70,000RMB	3.4%
70,001 - 80,000RMB	5.2%
80,001 - 90,000RMB	8.5%
90,001 - 100,000RMB	9.1%
100,001 - 115,000RMB	8.5%
115,001 - 130,000RMB	8.0%
130,001 - 150,000RMB	6.6%
150,001 - 175,000RMB	5.0%
175,001 - 200,000RMB	3.3%
200,001 - 300,000RMB	2.9%
300,001 - 500,000RMB	7.0%
500,001RMB~	0.6%
Not sure/No answer	18.7%

PANEL:



Australia Cloud Panel

PANEL SIZE:

112,000



Social and Economic Information

Real GDP growth :	2.24% [2021]
Real GDP per capita :	\$ 49,800 [2021]
GDP purchasing power parity :	20 th [2021]
Unemployment Rate :	5.11% [2021]
Currency :	Australian Dollars (AUD)
Language :	English
Religion :	Christian
Government :	Parliamentary Democracy
Area Mass :	7,741,220 km ²
Population :	26,461,166 [2023]
Capital :	Canberra
Internet Penetration :	96% [2021]
Internet Population :	24,960,000

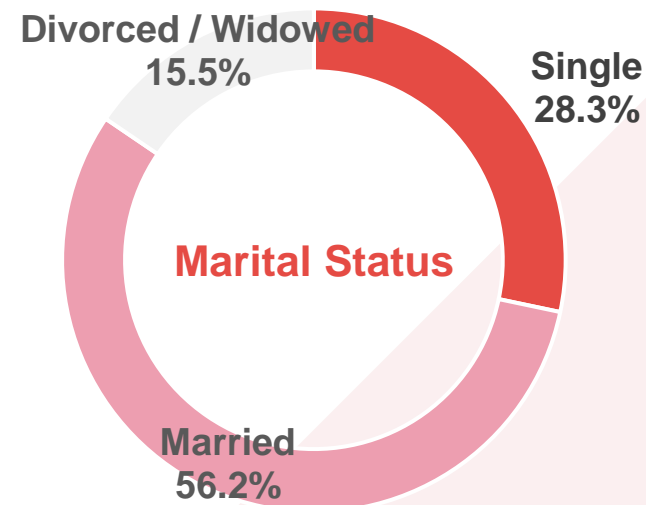
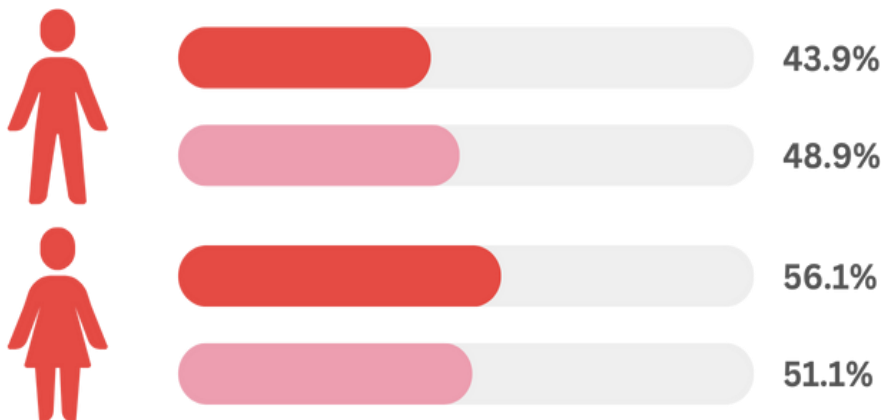


Australia

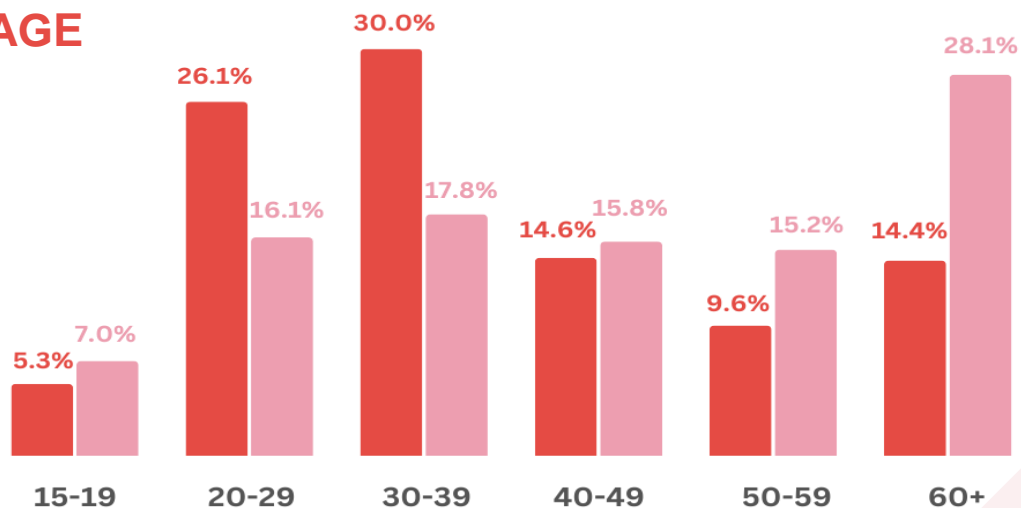


■ GMO Research ■ Census

GENDER



AGE



Basic Info

Median Age

37.5 years

Birth Rate

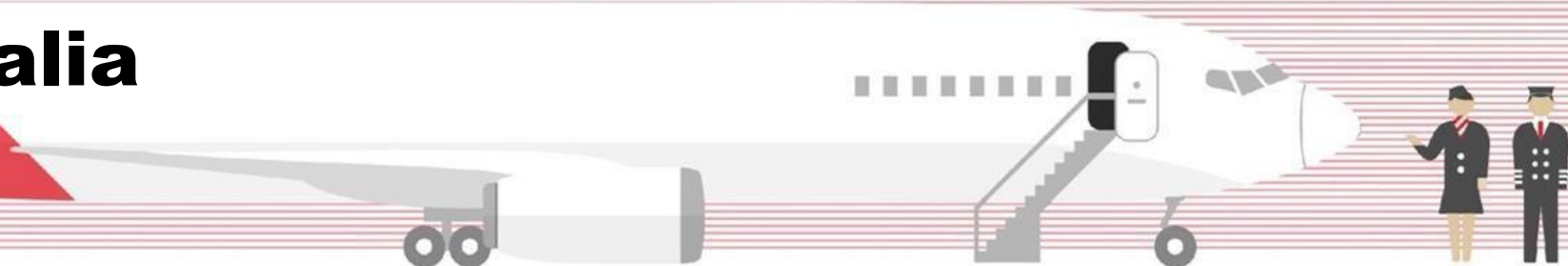
12.23 births
(/1,000 population)

Life Expectancy

83.28 years



Australia

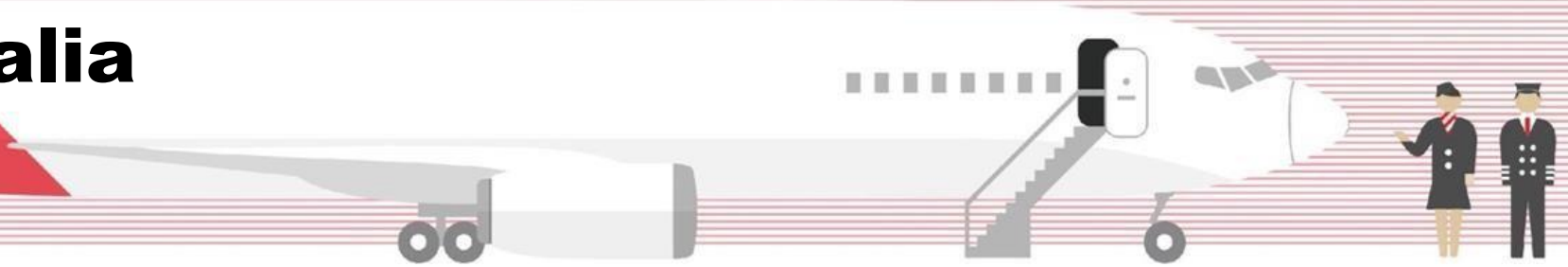


Area	Panel
New South Wales	34.1%
Queensland	19.4%
South Australia	7.2%
Tasmania	2.1%
Victoria	25.2%
Western Australia	10.1%
Australian Capital Territory	1.7%
Northern Territory	0.2%
Other	0.04%

Final Education	Panel
No schooling Completed	5.3%
High School	23.2%
Junior college / Associate's degree	33.2%
University graduate / Bachelor's degree	24.5%
Master's degree	9.4%
Doctoral degree	2.1%
Other	2.2%



Australia



Occupation	Panel
Student	3.5%
Homemaker	11.6%
Company Employee	18.4%
Non-Office Employee	4.1%
Company Executive (C-level)	3.6%
Public Employee	4.0%
Education (Teacher)	4.3%
Medical professional	3.0%
Company Owner	1.0%
Self Employed	5.2%
Part Time Employee	9.2%
Unemployed	11.0%
Other	21.1%

Annual Household Income	Panel
No Income	1.8%
\$30,000 AUD and under	13.5%
\$30,001~\$40,000 AUD	8.4%
\$40,001~\$50,000 AUD	7.9%
\$50,001~\$60,000 AUD	6.7%
\$60,001~\$70,000 AUD	6.0%
\$70,001~\$80,000 AUD	5.6%
\$80,001~\$90,000 AUD	4.9%
\$90,001~\$100,000 AUD	5.2%
\$100,001~\$125,000 AUD	8.3%
\$125,001~\$150,000 AUD	7.5%
\$150,001~\$200,000 AUD	7.2%
\$200,001~\$250,000 AUD	2.9%
\$250,001 AUD and over	4.4%
Not sure / No answer	9.8 %

PANEL:

New Zealand Cloud Panel

PANEL SIZE:

12,000

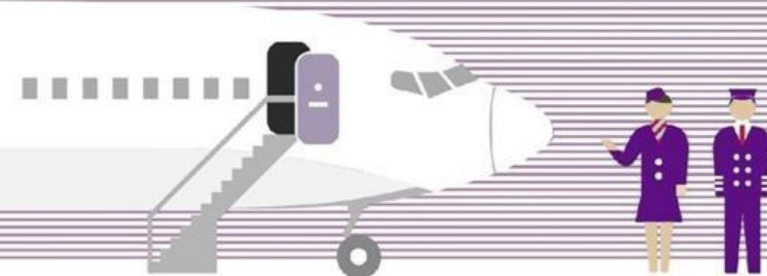


Social and Economic Information

Real GDP growth :	3.71% [2021]
Real GDP per capita :	\$ 42,900 [2021]
GDP purchasing power parity :	64 th [2021]
Unemployment Rate :	4.12% [2021]
Currency :	New Zealand Dollars (NZD)
Language :	English, Maori
Religion :	Christian
Government :	Parliamentary Democracy
Area Mass :	268,838 km ²
Population :	5,109,702 [2023]
Capital :	Wellington
Internet Penetration :	96% [2021]
Internet Population :	4,896,000

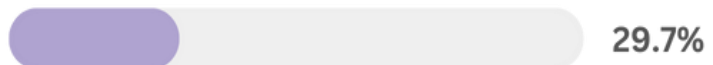


New Zealand



■ GMO Research ■ Census

GENDER



29.7%

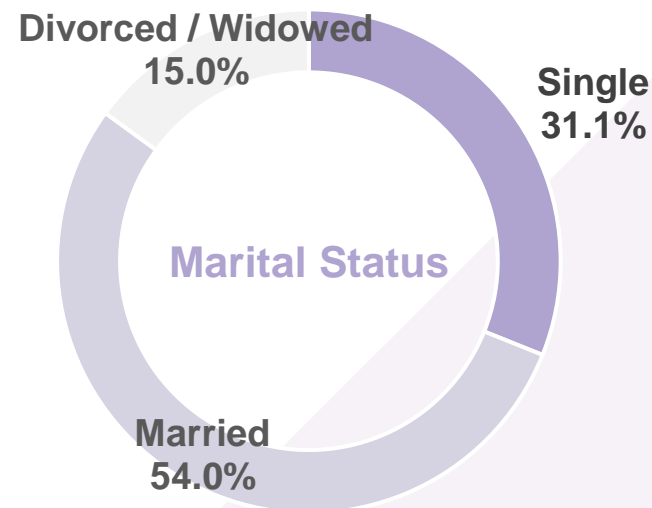
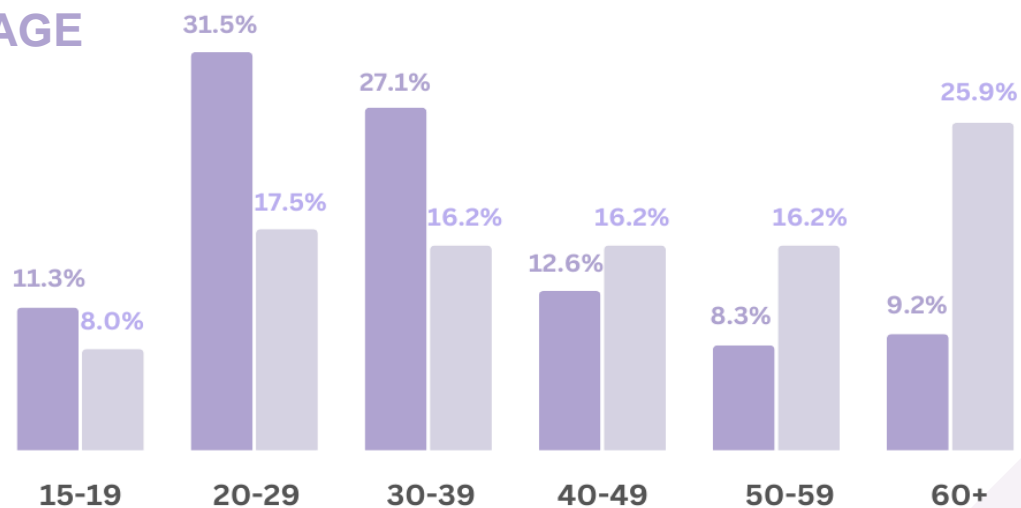
49.4%



70.3%

50.6%

AGE



Basic Info

Median Age

37.2 years

Birth Rate

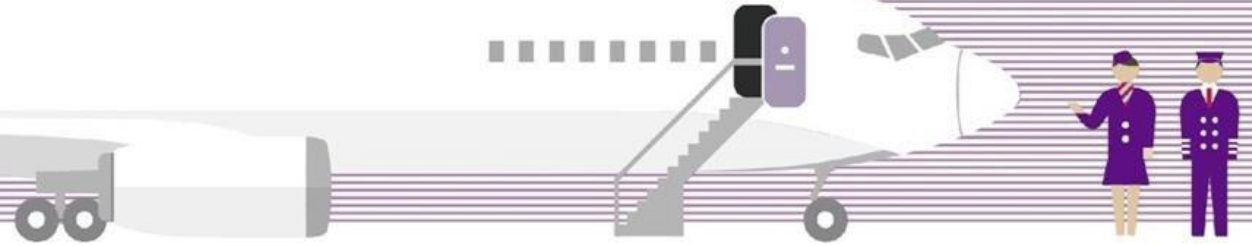
12.69 births
(/1,000 population)

Life Expectancy

82.74 years



New Zealand

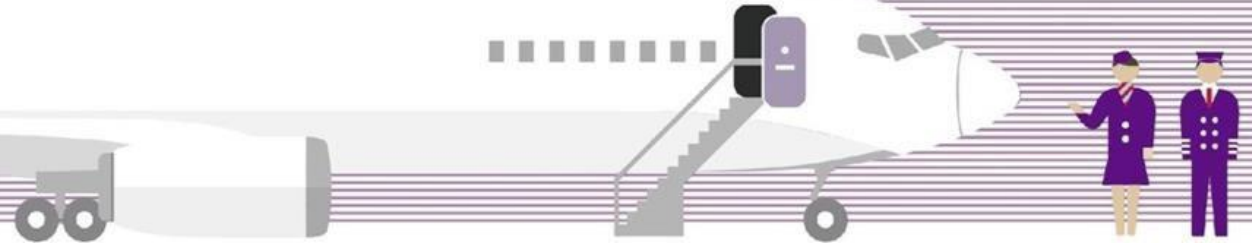


Area	Panel
Auckland	6.0%
Bay of Plenty	1.4%
Canterbury	2.7%
Gisborne	0.1%
Hawke's Bay	0.6%
Manawatu-Wanganui	1.1%
Marlborough	0.1%
Nelson	0.2%
Northland	0.6 %

Area	Panel
Otago	0.9%
Southland	0.5%
Taranaki	0.6%
Tasman	0.1%
Waikato	1.8%
Wellington	2.0%
West Coast	0.1%
Other	81.0%



New Zealand

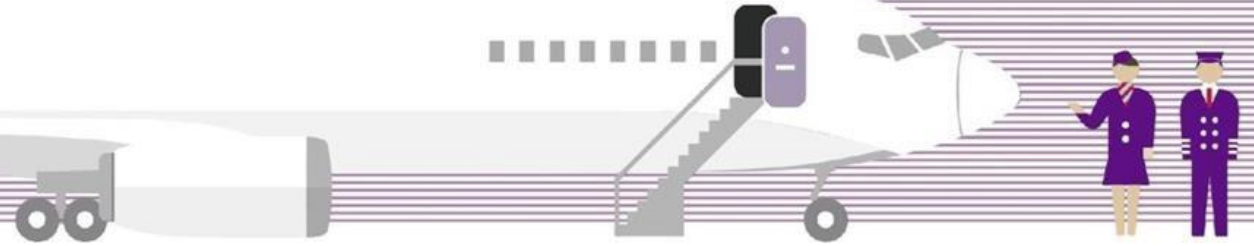


Final Education	Panel
No schooling completed	9.6%
Senior High School graduate	25.0%
Degree or Certificate from TAFE or other college	28.7%
University graduate/ Bachelor's degree	25.6%
Master's degree	7.2%
Doctoral degree	1.0%
Other	3.0%

Occupation	Panel
Student	2.2%
Homemaker	12.0%
Company Employee	17.4%
Non-Office Employee	6.7%
Company Executive (C-level)	1.6%
Public Employee	3.9%
Education (Teacher)	4.8%
Medical professional	3.3%
Company Owner	0.8%
Self Employed	6.2%
Part Time Employee	9.8%
Unemployed	11.6%
Other	19.6%



New Zealand



Annual Household Income	Panel
No Income	0.5%
Less than \$5,000 NZD	1.0%
\$5,001 to \$10,000 NZD	0.8%
\$10,001 to \$20,000 NZD	2.4%
\$20,001 to \$30,000 NZD	8.6%
\$30,001 to \$40,000 NZD	7.6%
\$40,001 to \$50,000 NZD	9.1%
\$50,001 to \$60,000 NZD	7.6%

Annual Household Income	Panel
\$60,001 to \$70,000 NZD	7.0%
\$70,001 to \$80,000 NZD	5.9%
\$80,001 to \$90,000 NZD	4.5%
\$90,001 to \$100,000 NZD	6.3%
\$100,001 to \$250,000 NZD	24.9%
\$250,001 to \$500,000 NZD	1.4%
More than \$500,001 NZD	0.3%
Not sure/No answer	12.2%



PANEL:

Myanmar Cloud Panel

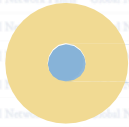
PANEL SIZE:

26,000



Social and Economic Information

Real GDP growth :	-17.91% [2021]
Real GDP per capita :	\$ 4,000 [2021]
GDP purchasing power parity :	65 th [2021]
Unemployment Rate :	2.17% [2021]
Currency :	Burmese Kyat (MMK)
Language :	Burmese
Religion :	Buddhist, Christian, Muslim
Government :	Parliamentary Republic
Area Mass :	676,578 km ²
Population :	57,970,293 [2023]
Capital :	Naypyidaw
Internet Penetration :	44% [2021]
Internet Population :	23,760,000



PANEL:

UAE Cloud Panel

PANEL SIZE:

300



Social and Economic Information

Real GDP growth :	3.92% [2021]
Real GDP per capita :	\$ 69,700 [2021]
GDP purchasing power parity :	34 th [2021]
Unemployment Rate :	3.36% [2021]
Currency :	Emirati Dirham (AED)
Language :	Arabic, English
Religion :	Muslim
Government :	Federation of Monarchies
Area Mass :	83,600 km ²
Population :	9,973,449 [2023]
Capital :	Abu Dhabi
Internet Penetration :	100% [2021]
Internet Population :	9,400,000



Contact



GMO RESEARCH

E-mail :

request@gmo-research.jp

Class

First Class



Gate	Gate Closes	Seat
S12	19:00	26B

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MALAYSIA

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INDIA

+91 11 4106 0725

CHINA

+86 21 3330 1227



“Country Data” Source: The World Factbook 2021. Washington, DC: Central Intelligence Agency, 2021. <https://www.cia.gov/the-world-factbook/>