

Panel Book 2026

Turning audience feedback into clear insight.





Research Support Framework for Confident Decisions.



Core Behaviour

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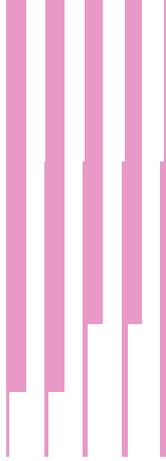
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Research Delivery Standard



Core Behaviour delivers market research built for real business decisions. We turn audience feedback into clear insight teams can use with confidence, combining qualitative depth with quantitative measurement. Every study is designed to be accurate, practical, and ready for stakeholder action.



Core Behaviour manages respondent quality, study execution, and reporting standards across markets. It summarizes our approach to recruitment, profiling, validation checks, and fieldwork controls that reduce noise and protect data integrity. You will also find our coverage footprint, capability overview across qualitative and quantitative methods, and the operational practices that keep delivery consistent. The goal is simple: provide a dependable research foundation that supports planning, positioning, and growth decisions with clarity and confidence.

Inside, you will see the standards behind our panel operations and study delivery, including validation checks, profiling discipline, and fieldwork controls. Each section is designed to make quality visible and outcomes easier to trust.



About Core Behaviour

Core Behaviour is a market research partner built for real business decisions. We combine qualitative depth with quantitative measurement to understand what people think, what they choose, and what drives the outcome.

What We Deliver

Core Behaviour turns audience feedback into decision-ready insight for planning, positioning, product, and growth. Each study is built around clear objectives, the right method mix, and outputs that stakeholders can align on quickly.

How We Work

We combine quality checks with thoughtful interpretation so results remain clean, consistent, & defensible. Reporting is designed to be usable immediately, with clear summaries, key takeaways, and actions tied back to your goals.

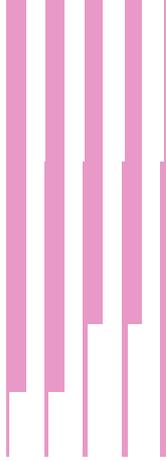
25+

Markets Supported





Research Execution Framework



Core Behaviour follows a disciplined delivery model that keeps research aligned, controlled, and decision-ready. Each stage is structured to protect quality, pace, and clarity.

> Research Design

Align objectives, audience, and KPIs before any fieldwork starts.

Define the right method mix across qualitative and quantitative.

Set clear sampling logic, quotas, and decision criteria for outputs.

> Fieldwork Control

Use structured screening and consistent respondent management.

Run soft launches, live monitoring, and replacement rules to protect data.

Maintain timelines with clear checkpoints and daily status visibility.

> Analysis & Interpretation

Clean and validate datasets before insights are pulled.

Combine statistical measurement with qualitative context and meaning.

Translate findings into implications tied to the business question.

> Reporting & Alignment

Toplines and full reports built for stakeholder clarity and adoption.

Clear story, key insights, and recommendations that teams can use fast.

Optional readouts and working sessions to align decisions and next steps.



Scale At A Glance

Global
Research Reach



Core Behaviour supports multi-market research with disciplined sampling, consistent fieldwork controls, and reporting built for decision-making. We combine qualitative depth with quantitative measurement to capture what people think, what they choose, and why it matters. Every dataset is reviewed through defined validation checks so results stay reliable, comparable, and ready for stakeholder use.

Clients Served

80+

Projects Delivered

2500+

Markets Covered

25+

On-Time Delivery

96%

Verified Responses

1.2M+

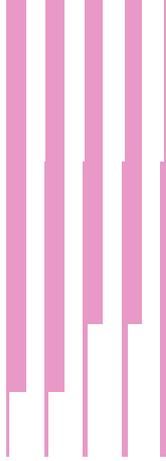
Client Retention Rate

88%

Footprint reflects consistent execution, controlled quality practices, and reliable delivery performance.



Respondent Operations Framework



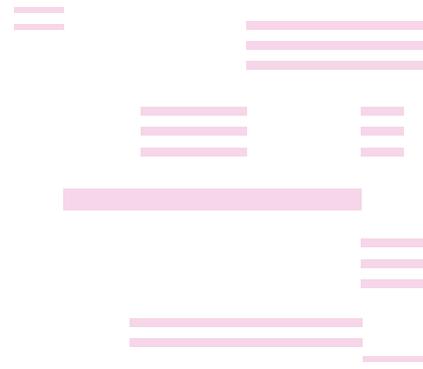
Core Behaviour runs respondent operations with structured controls across onboarding, profiling, sampling, and retention. This framework keeps participation consistent and ensures each study starts with a stable, decision-ready sample.

-  **Controlled Onboarding**
Consent-led entry with identity and eligibility checks, followed by baseline profiling to standardize the starting sample.
-  **Panel Health Monitoring**
Ongoing activity monitoring, duplicate prevention, and lifecycle refresh rules to reduce inactive or low-quality participation.
-  **Sampling & Quota Governance**
Quota controls and audience matching using verified attributes to keep delivery aligned to the brief and reduce bias.
-  **Retention & Re-contact**
Clear communications and re-contact practices that support longitudinal work while protecting respondent experience and data quality.

Support dependable delivery across multi-market and tracking programs.



Data Quality Standards



At Core Behaviour, data quality is managed as a controlled process, not a final check. We apply structured validation across recruitment, profiling, and fieldwork to reduce noise, prevent duplication, and protect study integrity. This approach helps ensure the data you receive is consistent, defensible, and ready for decision-making across audiences and markets.

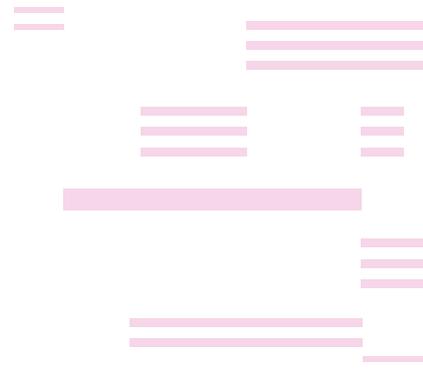
Condensed Overview

- Identity & Access Controls
Multi-step verification and secure access rules to protect respondent integrity.
- Fraud & Duplication Screening
Automated checks to detect bots, duplicates, and abnormal response patterns.
- In-Field Quality Validation
Attention, consistency, and speed controls to maintain reliable responses during live fieldwork.





Data Quality Standards



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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
- 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

Parenting

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



Profiling Attributes



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

Technology

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

Shopping

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

Finance

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

Logistics

- Type of Business
- Professional Drive
- Work Type

FMCG

- Brands
- Frequency
- Retail Outlets
- Online



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
- Vision Impairment
- Women's Health Issues (e.g., menopause, menstrual cycle, pregnancy, etc.)

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

Gaming

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

Travel

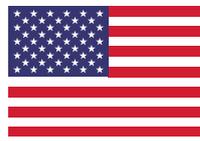
- Business Trips per Year
- Cities Visited
- Countries Visited
- Hotels Visited
- Leisure Trips per Year
- Loyalty Programs
- Vacations Taken



AMER



1,404,270



USA

Region	Panel	Census
Northeast	14%	16%
South	43%	39%
Midwest	21%	21%
West	22%	24%

Ethnicity	Panel	Census
White	65%	60%
Black/African American	17%	13%
Asian	4%	6%
Hispanic	9%	19%
Other	5%	2%

General Population : 331,002,651

Internet Penetration : 90%

Survey Language : English

Currency : USD

Gender	Panel	Census
Male	33%	49%
Female	67%	51%

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%

Annual Household Income	Panel
Less than \$20,000	26%
\$20,000 - \$30,000	13%
\$30,000 - \$50,000	19%
\$50,000 - \$70,000	13%
\$70,000 - \$100,000	13%
\$100,000 - \$150,000	9%
\$150,000 and above	7%

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%

533,400



CANADA

Region	Panel	Census
Atlantic Canada	7%	6%
Quebec	23%	22%
Ontario	39%	38%
Prairies	13%	14%
Alberta	11%	12%
British Columbia	7%	8%

Ethnicity	Panel	Census
White	67%	63%
Black/African American	8%	5%
Asian	15%	17%
Indigenous	5%	5%
Hispanic	3%	4%
Other	2%	6%

General Population : 40,528,396

Internet Penetration : 96%

Survey Language : English, French

Currency : Canadian Dollar (CAD)

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

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%

Annual Household Income	Panel
Less than \$27,000	22%
\$27,000 - \$40,000	14%
\$40,000 - \$67,000	20%
\$67,000 - \$94,000	14%
\$94,000 - \$135,000	14%
\$135,000 - \$200,000	10%
\$200,000 and above	6%

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%

162,339



MEXICO

Region	Panel	Census
Chihuahua	4%	4%
Coahuila	6%	7%
Guanajuato	38%	34%
Colima	16%	17%
Chiapas	20%	18%
Campeche	5%	6%
Tamaulipas	2%	3%
Tabasco	9%	11%

General Population : 12,58,52000

Internet Penetration : 84%

Survey Language : Spanish

Currency : MXN

Gender	Panel	Census
Male	45%	49%
Female	55%	51%

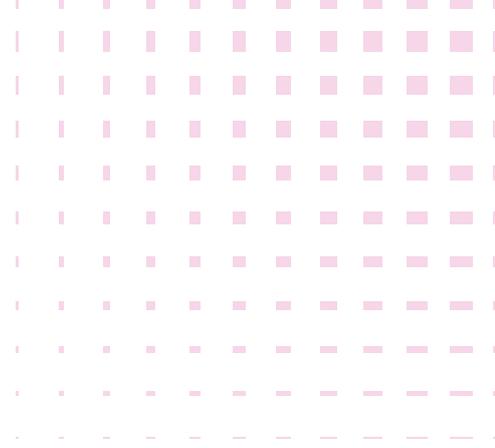
Age	Panel	Census
16-19	8%	11%
20-29	22%	18%
30-39	28%	17%
40-49	25%	18%
50-59	12%	18%
60+	5%	26%

Monthly Household Income	Panel
Below 10,000 MXN	40%
10,000 - 19,999 MXN	30%
20,000 - 39,999 MXN	20%
40,000+ MXN	10%

Education	Panel
No Formal Education	5%
Primary Education	25%
Secondary Education	35%
Vocational/Technical Training	12%
Bachelor's Degree	15%
Postgraduate Degree	5%
Other	3%



EMEA



407,017



FRANCE

Region	Panel	Census
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Corsica	4%	4%
Northeast	6%	7%
Île-de-France	38%	34%
Central France	16%	17%
Southwest	20%	18%
Northwest	5%	6%
Overseas Territories	2%	3%
Southeast	2%	9%

General Population : 68,042,591

Internet Penetration : 92%

Survey Language : French

Currency : Euro (€)

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

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

Annual Household Income	Panel
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Less than €18,000	22%
€18,000 - €27,000	14%
€27,000 - €45,000	20%
€45,000 - €63,000	14%
€63,000 - €90,000	14%
€90,000 - €135,000	10%
€135,000 and above	6%

Education	Panel
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Some High School	9%
High School Graduate	27%
Some College or Technical School	29%
College or Technical School Graduate	23%
Graduate School	10%
Other	2%

424,760



UK

General Population : 67,673,141

Internet Penetration : 95%

Survey Language : English

Currency : British Pound (£)

Region	Panel	Census
Northern Ireland	4%	4%
Northeast England	6%	7%
London & Southeast	38%	34%
East Midlands	16%	17%
Northwest England	20%	18%
Wales	5%	6%
Scotland	2%	3%
North East	9%	39%

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

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%

Annual Household Income	Panel
Less than £15,000	22%
£15,000 - £25,000	14%
£25,000 - £40,000	20%
£40,000 - £60,000	14%
£60,000 - £90,000	14%
£90,000 - £130,000	10%
£130,000 and above	6%

Education	Panel
Some High School	9%
High School Graduate	27%
Some College or Technical School	29%
College or Technical School Graduate	23%
Graduate School	10%
Other	2%

513,520



GERMANY

Region	Panel	Census
Mecklenburg	4%	4%
Thuringia	6%	7%
Rhine-Westphalia	38%	34%
Hesse	16%	17%
Bavaria	20%	18%
Lower	5%	6%
Schleswig-Holstein	2%	3%
Baden-Württemberg	9%	11%

General Population : 83,294,633

Internet Penetration : 94%

Survey Language : German

Currency : Euro (€)

Gender	Panel	Census
Male	47%	49%
Female	53%	51%

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%

Annual Household Income	Panel
Less than €18,000	22%
€18,000 - €27,000	14%
€27,000 - €45,000	20%
€45,000 - €63,000	14%
€63,000 - €90,000	14%
€90,000 - €135,000	10%
€135,000 and above	6%

Education	Panel
Some High School	8%
High School Graduate	25%
Some College or Technical School	30%
College or Technical School Graduate	24%
Graduate School	11%
Other	2%

54,710



SWITZERLAND

General Population : 88,55,365

Internet Penetration : 97%

Survey Language : French , German

Currency : CHF

Region	Panel	Census
Northwestern	5%	6%
Basel-Stadt	2%	1%
Aargau	3%	5%
Western	9%	11%
Glarus	4%	6%
Schaffhausen	5%	4%
Central	16%	17%
Lucerne	7%	11%
Nidwalden	1%	2%
Schwyz	5%	1%
Uri	2%	2%
Zug	1%	1%
Zurich Region	38%	34%

Gender	Panel	Census
Male	45%	49%
Female	55%	51%

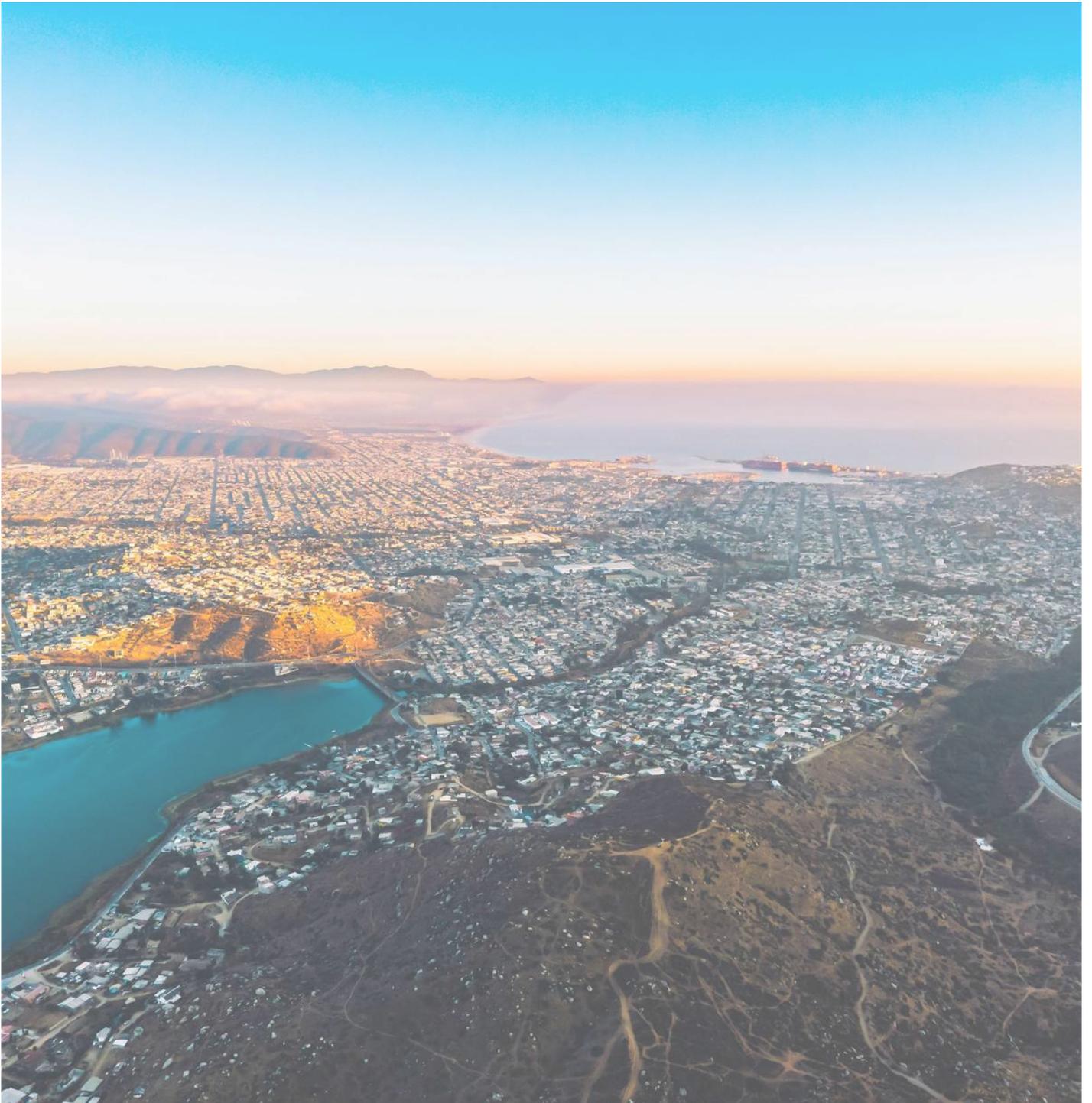
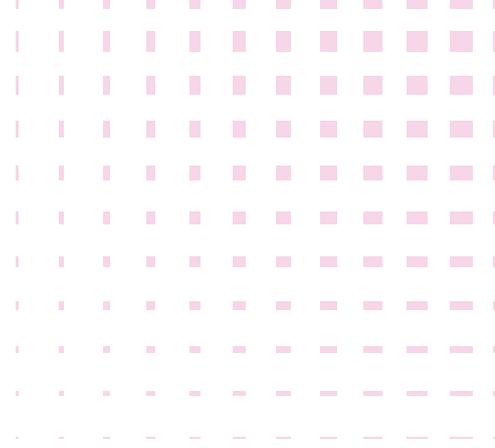
Age	Panel	Census
16-19	9%	12%
20-29	25%	19%
30-39	26%	18%
40-49	20%	17%
50-59	13%	15%
60+	7%	19%

Monthly Household Income	Panel
Below 6,000 CHF	15%
6,000 - 9,999 CHF	30%
10,000 - 14,999 CHF	35%
15,000+ CHF	20%

Education	Panel
No Formal Education	1%
High School or Equivalent	25%
Vocational/Apprenticeship Training	30%
Bachelor's Degree	25%
Postgraduate	14%
Other	5%



APAC



40,589



AUSTRALIA

Region	Panel	Census
Tasmania	4%	4%
Northern Territory	6%	7%
New South Wales	38%	34%
Victoria	16%	17%
Queensland	7%	21%
South Australia	2%	24%
Western Australia	25%	16%

General Population : 26,572,462

Internet Penetration : 97%

Survey Language : English

Currency : Australian Dollar (AUD)

Gender	Panel	Census
Male	38%	49%
Female	62%	51%

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%

Annual Household Income	Panel
Less than \$30,000	22%
\$30,000 - \$45,000	14%
\$45,000 - \$75,000	20%
\$75,000 - \$105,000	14%
\$105,000 - \$150,000	14%
\$150,000 - \$220,000	10%
\$220,000 and above	6%

Education	Panel
Some High School	8%
High School Graduate	26%
Some College or Technical School	30%
College or Technical School Graduate	24%
Graduate School	10%
Other	2%

9,057



SINGAPORE

Region	Panel	Census
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Central Region	15%	23%
East Region	26%	17%
North Region	15%	14%
North-East Region	18%	23%
West Region	26%	23%

Ethnicity	Panel	Census
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Chinese	72%	75%
Malay	13%	13%
Indian	9%	9%
Other	6%	3%

General Population : 5,925,416

Internet Penetration : 92%

Survey Language : English

Currency : SGD

Gender	Panel	Census
--------	-------	--------

Male	44%	51%
Female	56%	49%

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

Annual Household Income	Panel
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SGD 30,000 or less	25%
SGD 30,001 - 50,000	14%
SGD 50,001 - 70,000	14%
SGD 70,001 - 90,000	13%
SGD 90,001 - 100,000	6%
SGD100,001 or more	28%

Education	Panel
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Primary School or lower	1%
Secondary School	11%
Polytechnic	17%
Vocational Course (ITE)	7%
Junior College	5%
University	43%
Masters Degree	9%
Doctoral Degree	1%
Postgraduate Diploma	4%
Other	2%

2,173,753



INDIA

Region	Panel	Census
Northern	37%	39%
Chandigarh	1%	<1%
Delhi	8%	2%
Haryana	3%	2%
Himachal Pradesh	1%	1%
Jammu and Kashmir	1%	1%
Punjab	2%	2%
Rajasthan	5%	6%
Uttar Pradesh	10%	17%
Uttarakhand	1%	1%
Chhattisgarh	1%	2%
Madhya Pradesh	4%	6%
Northeastern	3%	4%
Assam	2%	3%
Arunachal Pradesh	<1%	<1%
Manipur	<1%	<1%
Meghalaya	<1%	<1%
Mizoram	<1%	<1%
Nagaland	<1%	<1%
Tripura	<1%	<1%
Sikkim	<1%	<1%
Eastern	15%	22%
Bihar	4%	9%
Jharkhand	2%	3%
Odisha	2%	3%
West Bengal	7%	7%
Western	17%	14%
Dadra and Nagar Haveli	2%	3%
Daman and Diu	<1%	<1%
Goa	<1%	<1%
Gujarat	5%	5%
Maharashtra	11%	9%
Southern	28%	21%
Andhra Pradesh	4%	4%
Karnataka	5%	5%
Kerala	7%	3%
Tamil Nadu	7%	6%
Telangana	5%	3%

General Population : 1,402,228,175

Internet Penetration : 47%

Survey Language : English

Currency : INR

Gender	Panel	Census
Male	74%	52%
Female	26%	48%

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%

Annual Household Income	Panel
Less than Rs 30,000	26%
Rs 30,000 - 99,999	17%
Rs 1,00,000 - 2,99,000	21%
Rs 3,00,000 - 9,99,000	23%
Rs 10,00,000 - 15,99,000	7%
Rs 16,00,000 - 29,99,000	4%
Rs 30,00,000 or more	2%

Education	Panel
Below 10th Standard	6%
High School/ Higher Secondary	20%
Intermediate/Senior Secondary	11%
Polytechnic/Diploma	6%
Bachelors Degree	35%
PG Diploma	3%
Masters Degree	13%
Doctoral Graduate	2%
Other	4%

7,758



NEW ZEALAND

Region	Panel	Census
Northland	4%	4%
Waikato & Bay of Plenty	6%	7%
Auckland	38%	34%
Lower North Island	16%	17%
Wellington	4%	10%
Hawke's Bay	7%	3%
Taranaki	5%	14%
Canterbury	20%	18%
Otago & Southland	5%	6%
West Coast	2%	3%
Nelson, Marlborough	9%	11%

General Population : 52,44,525

Internet Penetration : 95%

Survey Language : English

Currency : NZD

Gender	Panel	Census
Male	51%	49%
Female	49%	51

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%

Monthly Household Income	Panel
Below \$3,000 NZD	18%
\$3,000 - \$5,999 NZD	32%
\$6,000 - \$9,999 NZD	30%
\$10,000+ NZD	20%

Education	Panel
No Formal Education	1%
High School or Equivalent	29%
Diploma/Trade Qualification	20%
Bachelor's Degree	35%
Postgraduate Degree	12%
Other	3%

51,566



MALAYSIA

Region	Panel	Census
Central Region	41%	32%
Negeri Sembilan	4%	4%
Selangor	25%	22%
Kuala Lumpur	12%	6%
Putrajaya	<1%	<1%
East Coast	9%	14%
Kelantan	4%	6%
Pahang	3%	5%
Terengganu	3%	4%
East Malaysia	15%	18%
Sabah	7%	11%
Sarawak	7%	8%
Labuan	<1%	<1%
Northern Region	20%	21%
Kedah	5%	7%
Pulau Pinang	7%	5%
Perak	7%	8%
Perlis	<1%	1%
Southern Region	15%	15%
Johor	12%	12%
Melaka	3%	3%
Perlis	<1%	1%
Ethnicity	Panel	Census
Malay	46%	57%
Indigenous	7%	13%
Chinese	37%	23%
Indian	7%	7%
Other	3%	<1%

General Population : 33,049,551

Internet Penetration : 94%

Survey Language : Malay, Eng, Simplified Chinese

Currency : MYR

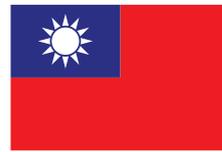
Gender	Panel	Census
Male	45%	52%
Female	55%	48%

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%

Monthly Household Income	Panel
Less than RM1,000	20%
RM1,000 - 2,499	21%
RM2,500 - 3,999	17%
RM4,000-4,499	5%
RM4,500-4,999	5%
RM5,000-9,999	19%
RM10,000 and above	13%

Education	Panel
Primary Education or lower	3%
Lower Secondary Education	8%
Higher Secondary Education	23%
Pre-University Education	19%
Bachelor's degree or equivalent	38%
Master's or doctoral degree	4%
Other	5%

34,751



TAIWAN

Region	Panel	Census
Keelung City	2%	2%
Taipei City	13%	12%
Xinpei City	22%	17%
Taoyuan City	10%	9%
Hsinchu City	2%	2%
Hsinchu County	3%	2%
Miaoli County	2%	2%
Taichung City	13%	12%
Changhua County	4%	5%
Nantou County	1%	2%
Yunlin County	2%	3%
Chiayi City	1%	1%
Chiayi County	1%	2%
Tainan City	7%	8%
Kaohsiung City	11%	12%
Pingtung County	2%	4%
Taitung County	1%	1%
Hualien County	1%	1%
Yilan County	1%	2%
Penghu County	<1%	<1%
Kinmen County	<1%	1%
Lienchiang County	<1%	<1%

General Population : 23,886,225

Internet Penetration : 95%

Survey Language : Traditional Chinese

Currency : NTD

Gender	Panel	Census
Male	45%	49%
Female	55%	51%

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%

Monthly Household Income	Panel
NT\$ 30,000 or below	12%
NT\$ 30,001-70,000	33%
NT\$ 70,001-90,000	15%
NT\$ 90,001-110,000	18%
NT\$ 110,001-130,000	8%
NT\$ 130,001-150,000	5%
NT\$ 150,001 or above	9%

Education	Panel
Elementary School or lower	<1%
Junior High School	2%
High School	19%
Vocational School	8%
College / University	55%
Masters Degree	14%
Doctoral Graduate	1%
Other	1%

182,758



JAPAN

Region	Panel	Census
Hokkaido	4%	4%
Tohoku	6%	7%
Kanto	38%	34%
Chubu	16%	17%
Kansai	20%	18%
Chugoku	5%	6%
Shikoku	2%	3%
Kyushu/Okinawa	9%	11%

General Population : 127,202,192

Internet Penetration : 93%

Survey Language : Japanese

Currency : JPY

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

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%

Annual Household Income	Panel
4,000,000 Yen or less	31%
4,000,001 - 6,000,000 Yen	26%
6,000,001 - 8,000,000 Yen	19%
8,000,001 - 10,000,000 Yen	12%
10,000,001 - 12,000,000 Yen	6%
12,000,001 - 15,000,000 Yen	3%
15,000,001 Yen or more	3%

Education	Panel
Junior High School or lower	2%
High school	27%
Vocational school	14%
Junior college/technical college	36%
Undergraduate	4%
Postgraduate	2%
Attending school	2%
Other	2%

182,758



JAPAN

Region	Panel	Census
Hokkaido	4%	4%
Tohoku	6%	7%
Kanto	38%	34%
Chubu	16%	17%
Kansai	20%	18%
Chugoku	5%	6%
Shikoku	2%	3%
Kyushu/Okinawa	9%	11%

General Population : 127,202,192

Internet Penetration : 93%

Survey Language : Japanese

Currency : JPY

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

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%

Annual Household Income	Panel
4,000,000 Yen or less	31%
4,000,001 - 6,000,000 Yen	26%
6,000,001 - 8,000,000 Yen	19%
8,000,001 - 10,000,000 Yen	12%
10,000,001 - 12,000,000 Yen	6%
12,000,001 - 15,000,000 Yen	3%
15,000,001 Yen or more	3%

Education	Panel
Junior High School or lower	2%
High school	27%
Vocational school	14%
Junior college/technical college	36%
Undergraduate	4%
Postgraduate	2%
Attending school	2%
Other	2%

1,324,000



CHINA

Region	Panel	Census
North	15%	12%
Beijing	6%	2%
Tianjin	1%	1%
Hebei	4%	5%
Shanxi	2%	2%
Inner Mongolia	1%	2%
East	35%	30%
Shanghai	6%	2%
Jiangsu	7%	6%
Zhejiang	6%	5%
Anhui	3%	4%
Fujian	4%	3%
Jiangxi	2%	3%
Shandong	7%	7%
Southwest	10%	15%
Chongqing	2%	2%
Sichuan	5%	6%
Guizhou	1%	3%
Yunnan	1%	3%
Tibet	<1%	<1%
NorthEast	6%	7%
Liaoning	3%	3%
Jilin	1%	2%
Heilongjiang	2%	2%
South Central	28%	29%
Henan	5%	7%
Hubei	4%	4%
Hunan	3%	5%
Guangdong	13%	9%
Guangxi	3%	4%
Hainan	1%	1%
NorthWest	6%	7%
Shaanxi	3%	3%
Gansu	1%	2%
Qinghai	<1%	<1%
Ningxia	<1%	1%
Xinjiang Uygur Autonomous Region	1%	2%

General Population : 1,448,314,408

Internet Penetration : 73%

Survey Language : Simplified Chinese

Currency : RMB

Gender	Panel	Census
Male	51%	51%
Female	49%	49%

Age	Panel	Census
16-19	10%	6%
20-29	40%	15%
30-39	39%	19%
40-49	8%	18%
50-59	2%	19%
60+	1%	23%

Monthly Household Income	Panel
Below RMB2,500	2%
RMB2,501 - RMB5,000	4%
RMB5,001 - RMB15,000	29%
RMB15,001 - RMB30,000	32%
RMB30,001 - RMB50,000	21%
RMB50,001 or more	13%

Education	Panel
Junior High School or lower	11%
High school / vocational school	24%
College	23%
Undergraduate	36%
Master	4%
Dr. and above	2%

39,358



HONG KONG

Region	Panel	Census
Hong Kong Island	15%	16%
Kowloon	30%	30%
New Territories East	25%	25%
New Territories West	30%	29%

General Population : 7,596,249

Internet Penetration : 92%

Survey Language : Traditional Chinese

Currency : HKD

Gender	Panel	Census
Male	38%	45%
Female	62%	55%

Age	Panel	Census
16-19	1%	3%
20-29	16%	12%
30-39	32%	17%
40-49	26%	18%
50-59	15%	18%
60+	10%	32%

Monthly Household Income	Panel
HK\$10,000 or less	4%
HK\$10,001 - 25,000	16%
HK\$25,001 - 40,000	26%
HK\$40,001 - 50,000	16%
HK\$50,001 - 80,000	24%
HK\$80,001 - 100,000	7%
HK\$100,001 or more	7%

Education	Panel
Primary School or below	1%
Lower Secondary School	4%
Upper Secondary School	18%
Sixth Form	9%
Post-secondary / University	56%
Master Degree	10%
Doctorate Degree or above	1%
Others	1%

243,274



SOUTH KOREA

Region	Panel	Census
Seoul	28%	19%
Busan	7%	7%
Daegu	5%	5%
Incheon	6%	6%
Gwangju	3%	3%
Daejeon	3%	3%
Ulsan	2%	2%
Sejong	<1%	<1%
Gyeonggi-do	25%	27%
Gangwon-do	2%	3%
Chungcheongbuk-do	2%	3%
Chungcheongnam-do	3%	4%
Jeollabuk-do	3%	3%
Jeollanam-do	2%	3%
Gyeongsangbuk-do	3%	5%
Gyeongsangnam-do	5%	6%
Jeju	1%	1%

General Population : 51,340,112

Internet Penetration : 97%

Survey Language : Korean

Currency : KRW

Gender	Panel	Census
Male	63%	49%
Female	37%	51%

Age	Panel	Census
16-19	10%	5%
20-29	25%	15%
30-39	24%	15%
40-49	22%	18%
50-59	13%	18%
60+	6%	29%

Annual Household Income	Panel
25,000,000 KRW or less	18%
25,000,001 - 35,000,000 KRW	13%
35,000,001 - 50,000,000 KRW	21%
50,000,001 - 60,000,000 KRW	10%
60,000,001 - 70,000,000 KRW	10%
70,000,001 - 80,000,000 KRW	8%
80,000,001 KRW or more	20%

Education	Panel
Elementary School	1%
Junior High School	4%
High School	23%
2,3 years College	14%
4 years College / University	47%
Masters Degree and over	10%
Other	1%

204,946



PHILIPPINES

Region	Panel	Census
Luzon	67%	51%
Metro Manila (NCR)	34%	12%
Ilocos Region	2%	5%
Cordillera Administrative Region (CAR)	1%	2%
Cagayan Valley (Region II)	1%	3%
Central Luzon (Region III)	8%	11%
CALABARZON (Region IV-A)	20%	15%
Southwestern Tagalog Region (MIMAROPA)	1%	3%
Visayas	16%	25%
Bicol Region (Region V)	2%	6%
Western Visayas (Region VI)	4%	7%
Central Visayas (Region VII)	9%	7%
Eastern Visayas (Region VIII)	2%	4%
Mindanao	17%	24%
Zamboanga Peninsula (Region IX)	3%	4%
Northern Mindanao (Region X)	4%	5%
Davao Region (Region XI)	6%	5%
SOCCSKSARGEN (Region XII)	2%	5%
Caraga Region (Region XIII)	1%	3%
Bangsamoro Region in Muslim Mindanao (BARMM)	<1%	4%

General Population : 111,987,776

Internet Penetration : 78%

Survey Language : English, Tagalog

Currency : PHP

Gender	Panel	Census
Male	32%	50%
Female	68%	50%

Age	Panel	Census
16-19	9%	14%
20-29	51%	26%
30-39	26%	20%
40-49	11%	16%
50-59	3%	12%
60+	1%	12%

Monthly Household Income	Panel
Less than 5,000 Peso	24%
5000 - 9,999 Peso	15%
10,000 - 19,999 Peso	21%
20,000 - 39,999 Peso	20%
40,000 - 99,999 Peso	15%
100,000 - 199,999 Peso	4%
200,000 - 499,999 Peso	1%
500,000 - 999,999 Peso	<1%
1,000,000 Peso or more	<1%

Education	Panel
Elementary School or lower	1%
Secondary / High School	25%
Tertiary / College	52%
Vocational College	13%
Masters Degree	6%
Doctoral(Doctoral Graduate)	<1%
Other	2%

268,185



THAILAND

Region	Panel	Census
Bangkok	21%	11%
Central Region	30%	23%
Northern	16%	19%
Northeastern	20%	34%
Southern	13%	13%

General Population : 70,082,569

Internet Penetration : 88%

Survey Language : Thai

Currency : THB

Gender	Panel	Census
Male	32%	49%
Female	68%	51%

Age	Panel	Census
16-19	22%	8%
20-29	41%	18%
30-39	21%	19%
40-49	12%	19%
50-59	3%	17%
60+	1%	19%

Annual Household Income	Panel
6,000THB and lower	14%
6,001 - 20,000 THB	35%
20,001 - 30,000THB	14%
30,001 - 50,000THB	16%
50,001 - 100,000THB	12%
100,001 THB and over	9%

Education	Panel
Elementary School or lower	2%
Junior High School	12%
High School	28%
Vocational School	13%
College / University	39%
Masters Degree	3%
Doctoral Graduate	1%
Other	2%

196,782



VIETNAM

Region	Panel	Census
Red River Delta (inc. Hanoi)	28%	23%
Northern Midlands and Mountain areas	7%	13%
North Central and Central Coastal	17%	21%
Central Highlands	4%	6%
South East (inc. Ho Chi Minh City)	34%	19%
Mekong River Delta	10%	18%

General Population : 98,745,016

Internet Penetration : 86%

Survey Language : Vietnamese

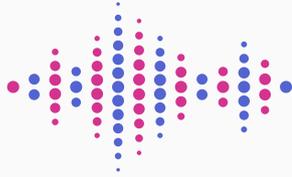
Currency : VND

Gender	Panel	Census
Male	63%	49%
Female	37%	51%

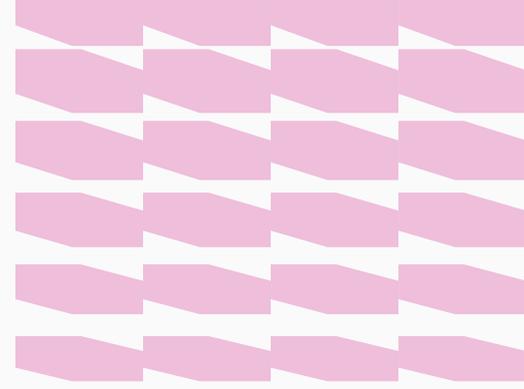
Age	Panel	Census
16-19	26%	9%
20-29	48%	21%
30-39	20%	22%
40-49	5%	18%
50-59	1%	15%
60+	<1%	15%

Annual Household Income	Panel
4,000,000 VND or less	10%
4,000,001 - 7,000,000 VND	7%
7,000,001 - 10,000,000 VND	12%
10,000,001 - 15,000,000 VND	16%
15,000,001 - 25,000,000 VND	25%
25,000,001 - 40,000,000 VND	18%
40,000,001 VND or more	12%

Education	Panel
Elementary School or lower(5 years)	<1%
Junior High School(4 years)	6%
High School(3 years)	17%
Vocational School	8%
Junior College	10%
College / University	54%
Masters Degree	3%
Doctoral Graduate	1%
Other	1%



Core Behaviour



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