

PANEL PROFILE



the
online research
company

ABOUT I-LINK

Founded in 2001, i-Link is an independent online field bureau providing a full suite of services including survey deployment, recruitment, analysis and data processing services.

i-Link is accredited under ISO 20252, the international standard for social, opinion and market research services. Additionally, i-Link is a registered Australian R&D company and continues to develop new and innovative methods.

i-Link staff have been undertaking research online since 1996 and our key staff are “QPMR” accredited (Qualified Practicing Market Researchers) and have extensive experience both within service and client-side market research.

Our extensive experience in researching online has meant we understand the nuances applicable to that medium. As a result, we design approaches specific to this form of data-collection rather than simply adapting research from traditional methods.

As a leader in online research solutions i-Link chooses to follow best practices for panel and online management. We provide cost-effective access to over 1.2 million participants across a network of global respondents via our proprietary and affiliate panels. Our participants are drawn from panels used exclusively for market and social research only.

We adhere to Australian Privacy and Anti-spam legislation on a global level and have been instrumental in developing best-practice for selection and validation of research respondents.

As a registered R&D company we utilise advanced stable technology; i-Link has invested and developed world class research applications for conducting market research online.

Our proprietary survey application is designed for use online and has a number of features to ensure data collected by this medium is valid and robust. To this end, our survey system aims to increase respondent concentration and interaction, whilst utilising a wide range

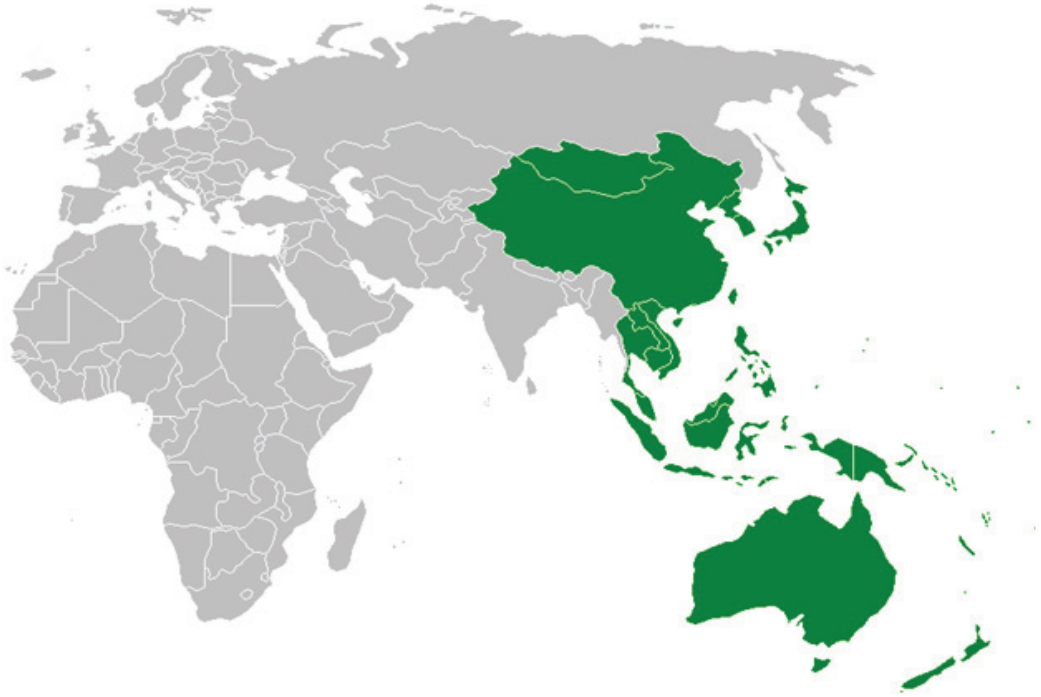
INDUSTRY ACCREDITATION

i-Link Research abides by industry standards and guidelines as prescribed by the Australian Market & Social Research Society (AMSRS) and the world association of research professionals (ESOMAR). The i-Link Research management team and project staff are active members of these organisations.

In addition, i-Link holds the following membership and promotes adherence to these guidelines / codes of practice:

- Accredited to ISO 20252, the international standard for social, opinion and market research.
- Adheres to the ESOMAR guidelines on conducting market and opinion research using the internet.
- Is a member of the Australian Market and Social Research Organisation (AMSRO).
- Adheres to AMSRO privacy principles and fully conforms to the Australian national privacy principles as detailed in the Privacy Amendment Act (2000).
- Adheres to the AMSRS code of professional behaviour and guidelines on the confidential handling and delivery of respondent information.
- AMSRO Quality Standards for Online Research (Access panels).
- Adheres to the Australian Anti-spam laws and applies this on a global level.

PANEL PROFILE



PANEL SIZE

Australia	282,000
New Zealand	29,323
Malaysia	104,722
China	228,318
Hong Kong	57,137
Japan	183,356
South Korea	109,026
Singapore	67,839
Thailand	41,831
India	94,134
Taiwan	103,211
Vietnam	42,179

AUSTRALIA



AUSTRALIA
PANEL REACH : 282,000

GENDER

Male	45%
Female	55%
TOTAL	100%

AGE

15 – 19	3%
20 – 24	11%
25 – 29	15%
30 – 34	14%
35 – 39	14%
40 – 49	21%
50 & above	22%
TOTAL	100%

MARITAL STATUS

Single	43%
Married	56%
Divorced / Widowed	1%
TOTAL	100%

EDUCATION LEVEL

Elementary	15%
High School / Secondary	35%
Pre-U / Certificate	22%
Uni /Postgraduate	28%
TOTAL	100%

ANNUAL PERSONAL INCOME

Below AU\$20,000	20%
AU\$20,000 – AU\$39,999	35%
AU\$40,000 – AU\$59,999	25%
AU\$60,000 – AU\$79,999	12%
AU\$80,000 & above	8%
TOTAL	100%

EMPLOYMENT STATUS

Full-time	39%
Part-time	26%
Non-working	35%
TOTAL	100%

NEW ZEALAND



NEW ZEALAND
PANEL REACH : 29,323

GENDER

Male	30%
Female	70%
TOTAL	100%

AGE

15 – 19	6%
20 – 24	13%
25 – 29	16%
30 – 34	10%
35 – 39	12%
40 – 49	20%
50 & above	23%
TOTAL	100%

MARITAL STATUS

Single	34%
Married	59%
Divorced / Widowed	7%
TOTAL	100%

EDUCATION LEVEL

Elementary	9%
High School / Secondary	36%
Pre-U / Certificate	22%
Uni / Postgraduate	32%
TOTAL	100%

ANNUAL PERSONAL INCOME

Below NZ\$20,000	24%
NZ\$20,000 – NZ\$39,999	38%
NZ\$40,000 – NZ\$69,999	28%
NZ\$70,000 – NZ\$99,999	6%
NZ\$100,000 & above	4%
TOTAL	100%

EMPLOYMENT STATUS

Full-time	48%
Part-time	21%
Students	5%
Non Working	26%
TOTAL	100%



MALAYSIA PANEL REACH : 104,722

GENDER

Male	52%
Female	48%
TOTAL	100%

AGE

15 – 19	8%
20 – 24	19%
25 – 29	28%
30 – 34	19%
35 – 39	12%
40 – 49	10%
50 & above	3%
TOTAL	100%

RACE

Malay	59%
Chinese	29%
Indian / Others	12%
TOTAL	100%

MARITAL STATUS

Single	82%
Married	17%
Divorced / Widowed	1%
TOTAL	100%

EDUCATION LEVEL

Elementary	3%
High School / Secondary	18%
Pre-U / Certificate	49%
Uni /Postgraduate	30%
TOTAL	100%

MONTHLY PERSONAL INCOME

Below RM1,000	33%
RM1,000 – RM1,999	22%
RM2,000 – RM2,999	18%
RM3,000 – RM 3,999	7%
RM4,000 – RM4,999	6%
RM5,000 – RM7,999	7%
RM8,000 & above	6%
TOTAL	100%

EMPLOYMENT STATUS

Full-time	45%
Part-time	15%
Students	29%
Non-working	10%
TOTAL	100%

SINGAPORE



SINGAPORE PANEL REACH : 67,839

GENDER

Male	62%
Female	38%
TOTAL	100%

AGE

15 – 19	10%
20 – 24	27%
25 – 29	20%
30 – 34	18%
35 – 39	11%
40 – 49	9%
50 & above	6%
TOTAL	100%

RACE

Malay	6%
Chinese	90%
Indian / Others	5%
TOTAL	100%

MARITAL STATUS

Single	66%
Married	32%
Divorced / Widowed	3%
TOTAL	100%

EDUCATION LEVEL

Elementary	3%
High School / Secondary	23%
Pre-U / Certificate	47%
Uni /Postgraduate	27%
TOTAL	100%

MONTHLY PERSONAL INCOME

Below SG\$1,000	17%
SG\$1,000 – SG\$1,999	16%
SG\$2,000 – SG\$2,999	24%
SG\$3,000 – SG\$3,999	21%
SG\$4,000 – SG\$4,999	6%
SG\$5,000 – SG\$7,999	10%
SG\$8,000 & above	6%
TOTAL	100%

EMPLOYMENT STATUS

Full-time	50%
Part-time	12%
Students	31%
Non-working	7%
TOTAL	100%



CHINA
PANEL REACH : 228,318

GENDER

Male	64%
Female	36%

TOTAL 100%

AGE

15 – 19	10%
20 – 24	32%
25 – 29	31%
30 – 34	10%
35 – 39	6%
40 – 49	9%
50 & above	1%

TOTAL 100%

MARITAL STATUS

Single	71%
Married	28%
Divorced / Widowed	1%

TOTAL 100%

EDUCATION LEVEL

Elementary	3%
High School / Secondary	17%
Pre-U / Certificate	38%
Uni /Postgraduate	42%

TOTAL 100%

MONTHLY PERSONAL INCOME

Below ¥1,000	13%
¥1,000 – ¥2,499	23%
¥2,500 – ¥4,999	26%
¥5,000 – ¥6,999	19%
¥7,000 – ¥9,999	17%
¥10,000 & above	2%

TOTAL 100%

EMPLOYMENT STATUS

Full-time	65%
Part-time	13%
Students	17%
Non-working	5%

TOTAL 100%



HONG KONG PANEL REACH : 57,137

GENDER

Male	45%
Female	55%
TOTAL	100%

AGE

15 – 19	47%
20 – 24	21%
25 – 29	14%
30 – 34	7%
35 – 39	5%
40 – 49	5%
50 & above	1%
TOTAL	100%

MARITAL STATUS

Single	83%
Married	15%
Divorced / Widowed	2%
TOTAL	100%

EDUCATION LEVEL

Primary	4%
Secondary	24%
Pre-U / Certificate	55%
Uni / Postgraduate	16%
TOTAL	100%

MONTHLY HOUSEHOLD INCOME

Below HK\$6,000	4%
HK\$6,000 – HK\$9,999	10%
HK\$10,000 – HK\$24,999	41%
HK\$25,000 – HK\$39,999	26%
HK\$40,000 – HK\$59,999	13%
HK\$60,000 & above	7%
TOTAL	100%

EMPLOYMENT STATUS

Full-time	35%
Part-time	10%
Students	43%
Non-working	12%
TOTAL	100%



TAIWAN PANEL REACH : 103,211

GENDER

Male	55%
Female	45%
TOTAL	100%

AGE

15 – 19	20%
20 – 24	18%
25 – 29	15%
30 – 34	10%
35 – 39	10%
40 – 49	16%
50 & above	11%
TOTAL	100%

MARITAL STATUS

Single	68%
Married	29%
Divorced / Widowed	2%
TOTAL	100%

EDUCATION LEVEL

Primary	10%
Secondary	22%
Pre-U / Certificate	47%
Uni /Postgraduate	21%
TOTAL	100%

MONTHLY HOUSEHOLD INCOME

Below NT\$20,000	9%
NT\$20,000 – NT\$39,999	20%
NT\$40,000 – NT\$59,999	25%
NT\$60,000 – NT\$79,999	22%
NT\$80,000 – NT\$99,999	12%
NT\$100,000 – NT\$149,999	8%
NT\$150,000 & above	5%
TOTAL	100%

EMPLOYMENT STATUS

Full-time	59%
Part-time	1%
Students	29%
Non-working	10%
TOTAL	100%

JAPAN



JAPAN
PANEL REACH : 183,356

GENDER

Male	52%
Female	48%

TOTAL 100%

AGE

15 – 19	3%
20 – 24	7%
25 – 29	17%
30 – 34	18%
35 – 39	20%
40 – 49	22%
50 & above	13%

TOTAL 100%

MARITAL STATUS

Single	42%
Married	54%
Divorced / Widowed	5%

TOTAL 100%

EDUCATION LEVEL

Primary	7%
Secondary	27%
Pre-U / Certificate	34%
Uni /Postgraduate	32%

TOTAL 100%

ANNUAL HOUSEHOLD INCOME

Below ¥2 million	8%
¥2 – ¥3.99 million	25%
¥4 – ¥5.99 million	31%
¥6 – ¥7.99 million	19%
¥8 – ¥9.99 million	11%
¥10 – ¥14.99 million	5%
¥15 million & above	1%

TOTAL 100%

EMPLOYMENT STATUS

Full-time	56%
Part-time	10%
Students	10%
Non-working	25%

TOTAL 100%

SOUTH KOREA



SOUTH KOREA PANEL REACH : 109,026

GENDER

Male	45%
Female	55%
TOTAL	100%

AGE

15 – 19	14%
20 – 24	27%
25 – 29	21%
30 – 34	14%
35 – 39	10%
40 – 49	3%
50 & above	10%
TOTAL	100%

MARITAL STATUS

Single	56%
Married	40%
Divorced / Widowed	4%
TOTAL	100%

EDUCATION LEVEL

Primary	3%
Secondary	19%
Pre-U / Certificate	45%
Uni /Postgraduate	33%
TOTAL	100%

ANNUAL HOUSEHOLD INCOME

Below ₩10 million	12%
₩10 – ₩29.9 million	21%
₩30 – ₩49.9 million	39%
₩50 – ₩79.9 million	21%
₩80 – ₩99.9 million	4%
₩100 million & above	3%
TOTAL	100%

EMPLOYMENT STATUS

Full-time	53%
Part-time	9%
Students	27%
Non-working	11%
TOTAL	100%

THAILAND



THAILAND
PANEL REACH : 41,831

GENDER

Male	42%
Female	58%
TOTAL	100%

AGE

15 – 19	14%
20 – 24	21%
25 – 29	27%
30 – 34	11%
35 – 39	11%
40 – 49	10%
50 & above	7%
TOTAL	100%

MARITAL STATUS

Single	61%
Married	36%
Divorced / Widowed	3%
TOTAL	100%

EDUCATION LEVEL

Primary	4%
Secondary	19%
Pre-U / Certificate	67%
Uni /Postgraduate	10%
TOTAL	100%

MONTHLY HOUSEHOLD INCOME

Below ฿15,000	18%
฿15,000 – ฿29,999	29%
฿30,000 – ฿49,999	24%
฿50,000 – ฿69,999	16%
฿70,000 – ฿99,999	10%
฿100,000 & above	3%
TOTAL	100%

EMPLOYMENT STATUS

Full-time	49%
Part-time	11%
Students	31%
Non-working	10%
TOTAL	100%



VIETNAM

PANEL REACH : 42, 179

GENDER

Male	69%
Female	31%
TOTAL	100%

AGE

15 – 19	9%
20 – 24	20%
25 – 29	36%
30 – 34	17%
35 – 39	11%
40 – 49	5%
50 & above	1%
TOTAL	100%

MARITAL STATUS

Single	69%
Married	29%
Divorced / Widowed	2%
TOTAL	100%

EDUCATION LEVEL

Primary	13%
Secondary	68%
Pre-U / Certificate	14%
Uni /Postgraduate	6%
TOTAL	100%

MONTHLY HOUSEHOLD INCOME

Below ₫100,000	35%
₫100,000 – ₫199,999	24%
₫200,000 – ₫399,999	21%
₫400,000 – ₫599,999	13%
₫600,000 – ₫799,999	4%
₫800,000 – ₫999,999	3%
₫1,000,000 & above	1%
TOTAL	100%

EMPLOYMENT STATUS

Full-time	40%
Part-time	19%
Students	27%
Non-working	13%
TOTAL	100%

INDIA



INDIA
PANEL REACH : 94,134

GENDER

Male	77%
Female	23%

TOTAL 100%

AGE

15 – 19	6%
20 – 24	14%
25 – 29	24%
30 – 34	23%
35 – 39	16%
40 – 49	13%
50 & above	5%

TOTAL 100%

MARITAL STATUS

Single	37%
Married	62%
Divorced / Widowed	1%

TOTAL 100%

EDUCATION LEVEL

Primary	2%
Secondary	16%
Pre-U / Certificate	33%
Uni /Postgraduate	49%

TOTAL 100%

MONTHLY HOUSEHOLD INCOME

Below Rs10,000	23%
Rs10,000 – Rs24,999	37%
Rs25,000 – Rs49,999	21%
Rs50,000 – Rs74,999	8%
Rs75,000 & above	11%

TOTAL 100%

EMPLOYMENT STATUS

Full-time	65%
Part-time	4%
Students	26%
Non-working	5%

TOTAL 100%