

# Planet Pulse

Panel Book  
2008  
Version 2





- Planet Pulse is Asia's fastest growing online community, developed exclusively for market research purposes
- Planet Pulse is part of the Pulse Group, a leading 'Research Process Outsourcing' company (see [www.pulse-group.com](http://www.pulse-group.com) )
- The Planet Pulse network coverage spans the following regions:
  - Pacific Rim
  - Southeast-Asia
  - North Asia
  - Japan
  - India-sub continent, and
  - Gulf Region
- We have access to 2.3million panelists
- Our clients comprise of the leading market research and media organizations globally
- Planet Pulse abides by strict ESOMAR Online Panel guidelines



Dynamic individuals who  
Have opted-in specifically  
to contribute towards  
Online Surveys



B2C, B2B, Affluent  
And Specialty Panels



Highly Networked  
Asia-Pacific  
Community



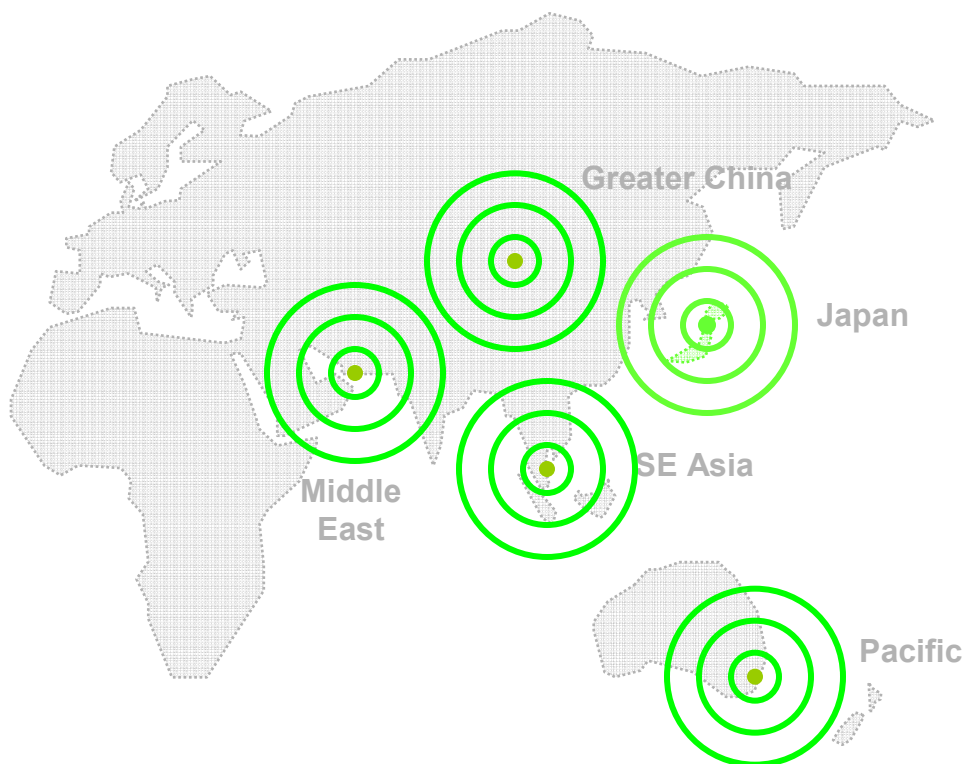
Connecting over 2.3 million  
Members throughout  
Asia-Pacific and the  
Middle-East

A Platform for  
Expression & Interaction





- We have an average recruitment of  $n=1,000$  new panelists daily from a variety of psychographic affiliates, portals, Search Engine, CATI, and event recruitment
- We recruit both B2C and B2B panelists with age groups from 14 to above 50. Registration is free



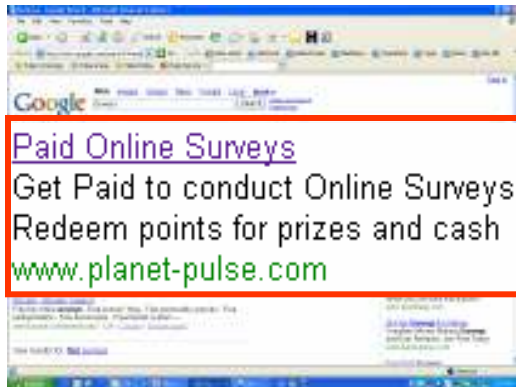


\* We recruit in local languages

The screenshot shows the Planet Pulse website interface. At the top left is the logo 'planet pulse make it count'. To the right is a 'member login' section with fields for 'email' and 'password', and buttons for 'Login' and 'Forgot password'. Below the login section is a horizontal navigation bar with flags for various countries: USA, UK, France, Germany, Spain, Italy, Japan, India, China, and others. A red box highlights this navigation bar. Below the navigation bar is a 'welcome to Planet Pulse' section with a 'Have your say!' heading. The main content area includes a 'Join planetpulsenow' button, a 'member rewards' button, a 'forum' button, and a 'winners' button. There is also an 'Opinion poll' section with a 'VOTE' button. At the bottom, there are links for 'Corporate Site', 'Affiliate', 'FAQ', 'Terms & Conditions', and 'Copyright by 2006 Pulse Group'.



- We are affiliated to 1,500+ International Affiliate sites, forums, blog's, and sponsored links





- All of our panelists endure a double opt-in process which abides with ESOMAR Online Panel guidelines
- We also ‘push’ an induction survey to;
  - a) Introduce members to our online surveys, and
  - b) As a verification measure to gauge quality of new sign-up’s
- The majority of Planet Pulse Panelists are loyal, engaged and willing to complete surveys
- To ensure consistency and quality, we limit a maximum of 3 surveys per month per panelist, to filter professional respondents
- We provide no more than 2 reminders for any project to our panelists
- Planet Pulse remunerates panelists with a proprietary currency called ‘Pulses’. Pulses are then redeemable for Cash, Charities, and other exciting gifts



## Basic registration profiling:

- Age
- Gender
- Country
- Postcode/Zip Code
- Education level
- Marital Status
- Household income
- Children in household
- Age of children in household
- Do you own a car?
- Do you own a pet?
- Do you own a credit card?
- Do you own a mobile phone?
- Employment Status
- Choice of language when receiving surveys

## Professional profiling:

- Occupation
- Industry
- Job function
- Decision maker
- Company size worldwide
- Company size country
- Company revenue



- Interests

- Internet surfing/betting/gambling
- Food/Cooking/Wine
- Shopping/Fashion/Clothing
- Watching TV/Movies/Music/Theatres/Galleries
- Travel/camping/sight seeing
- Home improvement/gardening
- Sports/fitness
- Computer games
- Reading/Writing/education/self improvement

- Sports

- Cricket
- Golf
- Motor sport racing
- Rugby
- Soccer
- Tennis
- Running
- Swimming
- Basketball
- Biking
- Billiards/Pool/Snooker
- Bowling
- Boxing
- Equestrian sports



- Fishing
- Martial Arts
- Skateboarding
- Softball
- Baseball
- Weight Lifting
- Wrestling
- Automobile
  - Motorcycle
  - Car – company
  - Car – private
  - Boat/Yacht/Ship
  - Van
  - Lorry
  - Bus
  - Taxi
  - Bicycle
- Hours spend on Internet?
  - 1-2
  - 3-4
  - 5-6
- Internet Connection Speed
  - 14.4-56k modem
  - ISDN
  - Cable
  - ADSL
  - None of the above



- Gadgets
  - Desktop PC
  - Laptop/notebook
  - PDA
  - Mp3 Players
  - Mobile phone
- Own BLOG
  - Yes – active
  - Yes – inactive
  - No – intend to start
  - No
- Media subscribed
  - Newspaper
  - Magazine
  - Cable TV
  - E-journals/e-magazines/online newsletters
  - BLOG
  - RSS Feeds
- Travel Frequency
  - Frequent Traveler
  - Less frequent traveler
  - Never



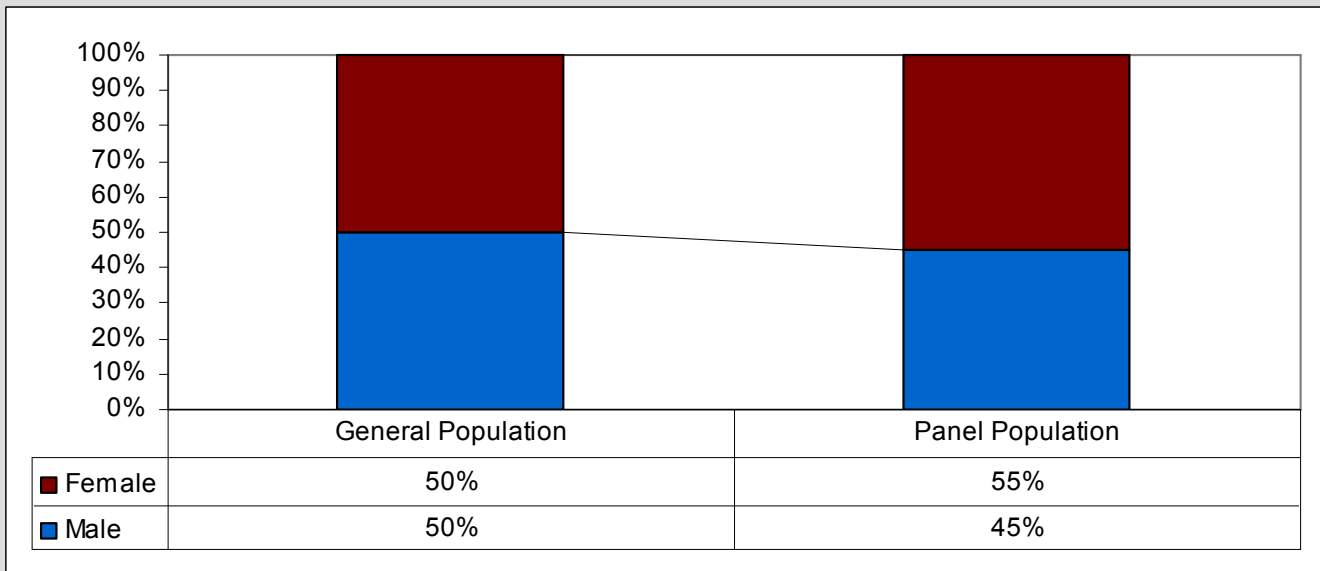
# A U S T R A L I A

**Australia population: 20,600,856** (Source: Internet World Stats 2008)

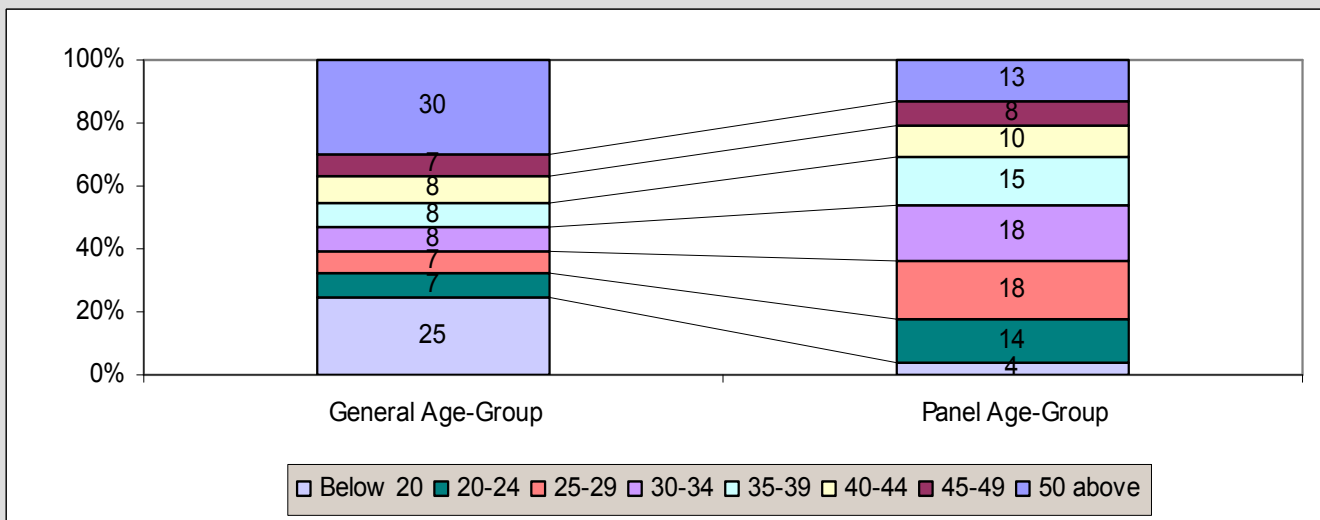
**Online population: 16,355,427** (Source: Internet World Stats 2008)

**Planet Pulse panel size '08: 175,472**

## Gender



## Age Group

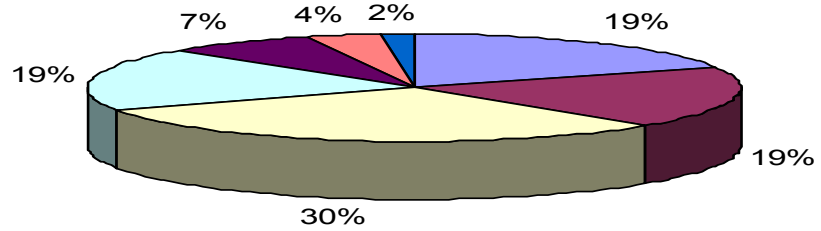




# A U S T R A L I A

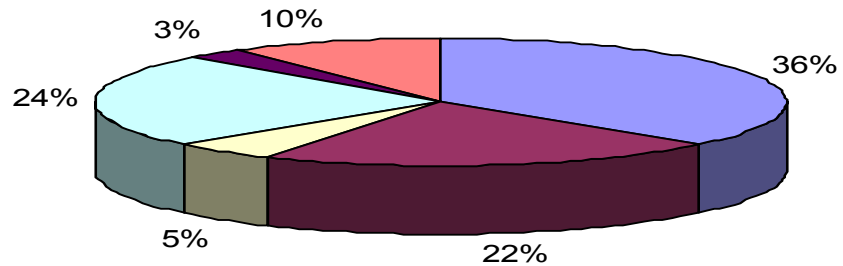
## Annual Income

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000



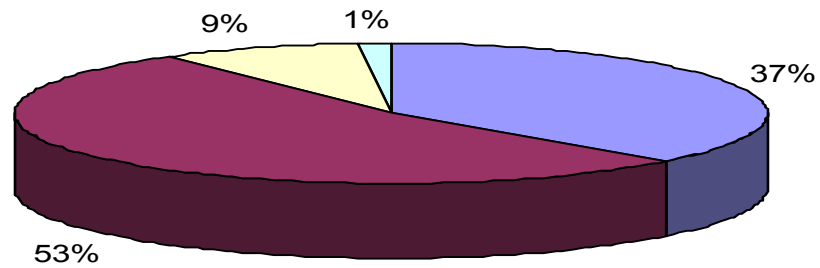
## Employment Status

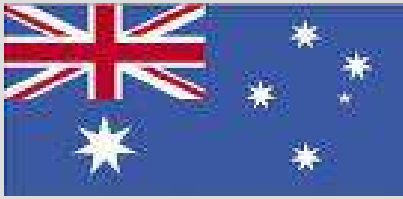
- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



## Marital Status

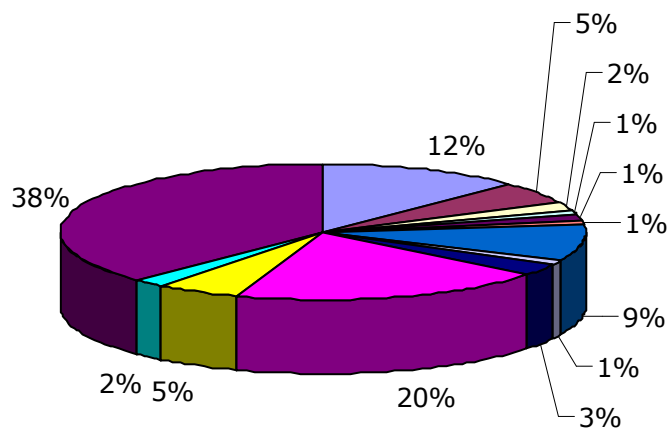
- Single
- Married
- Divorce
- Widow





# A U S T R A L I A

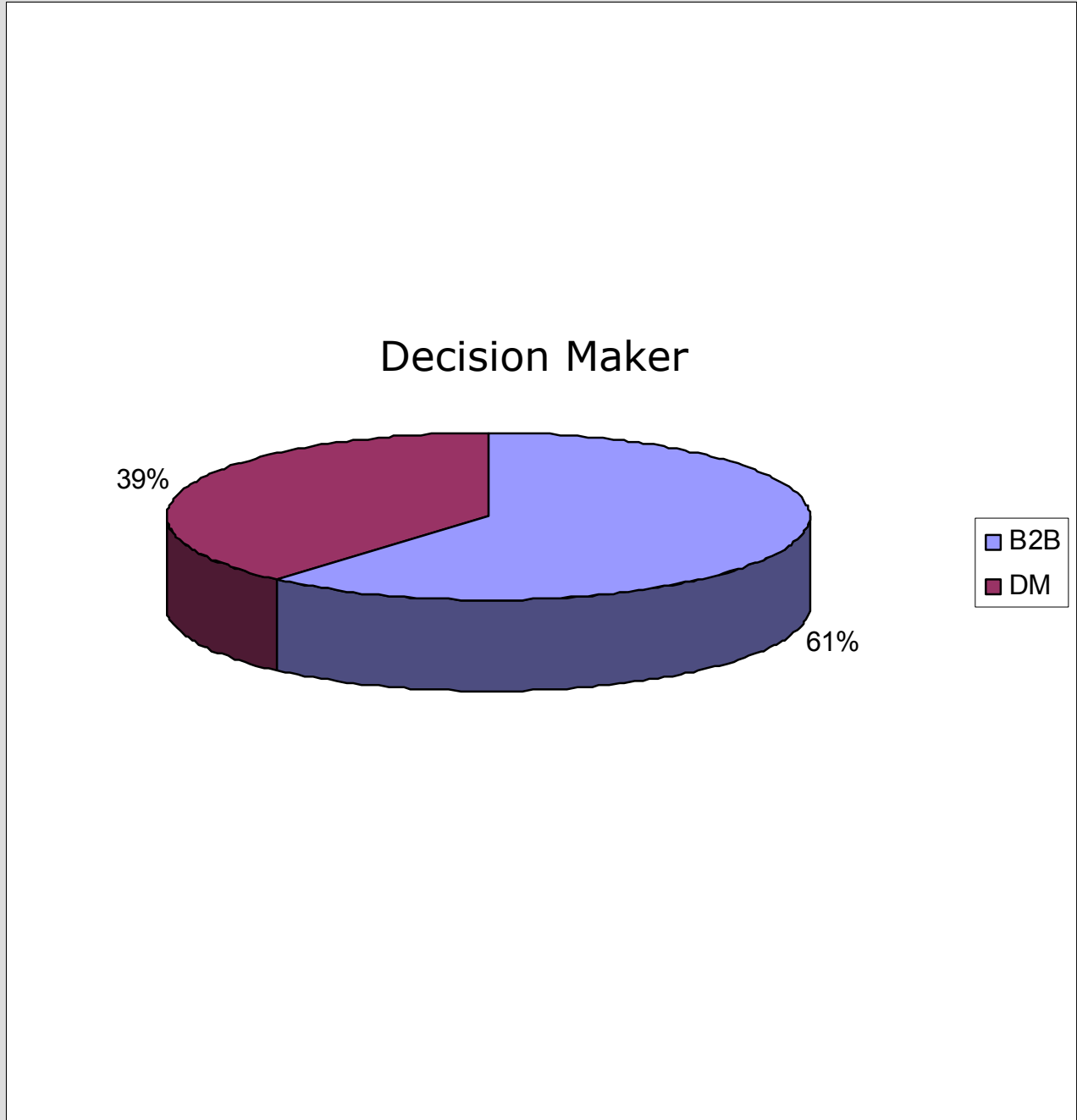
## Designation



- Professional
- Consultant
- Contractor
- Doctor, Dentist, Veterinarian
- Director
- General Manager
- Manager
- Executive
- Officer
- Administrator
- Owner of in-home business
- Freelance worker
- Other occupation



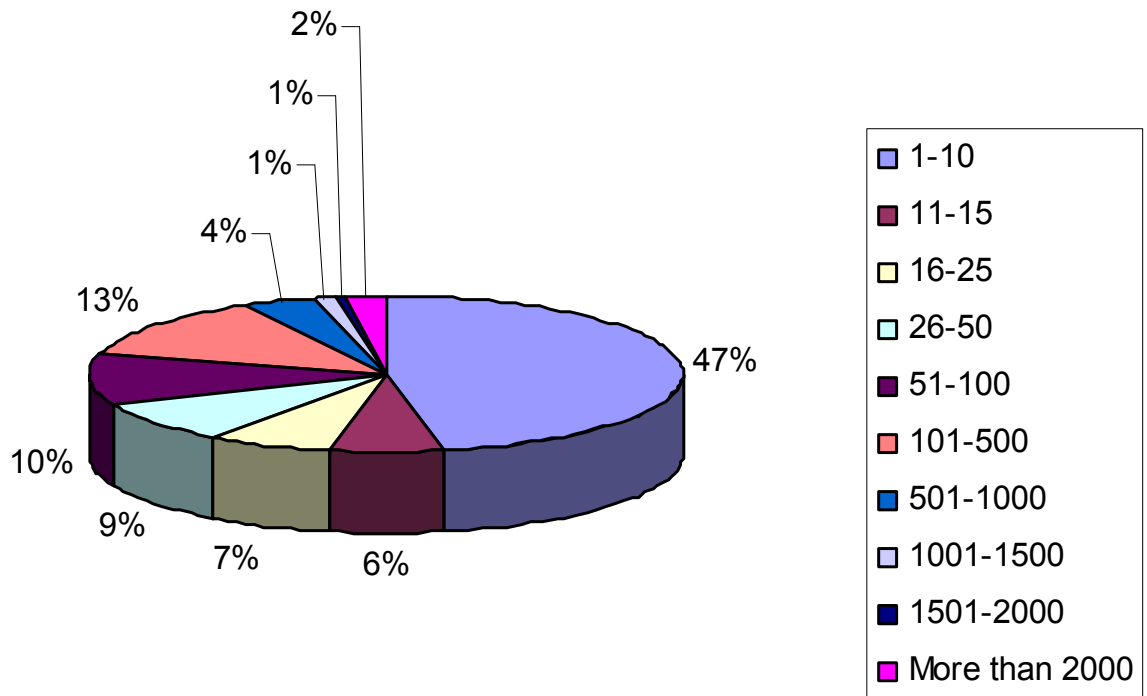
# A U S T R A L I A





# A U S T R A L I A

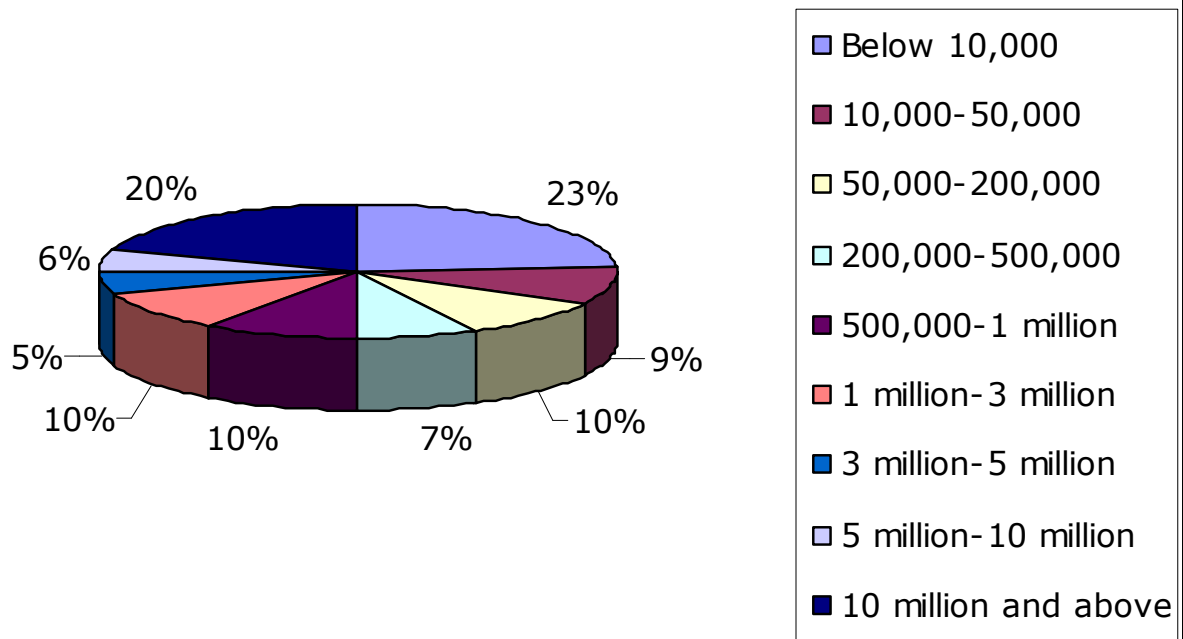
## Company Size





# A U S T R A L I A

## Company Revenue





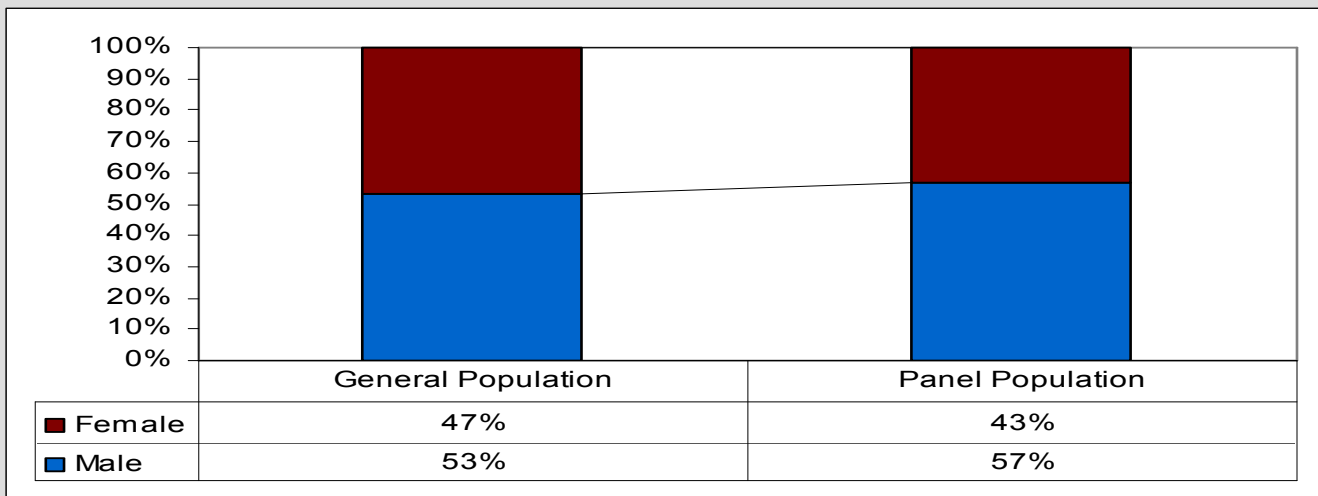
# CHINA

**China population:** 1,330,044,605 (Source: Internet World Stats 2008)

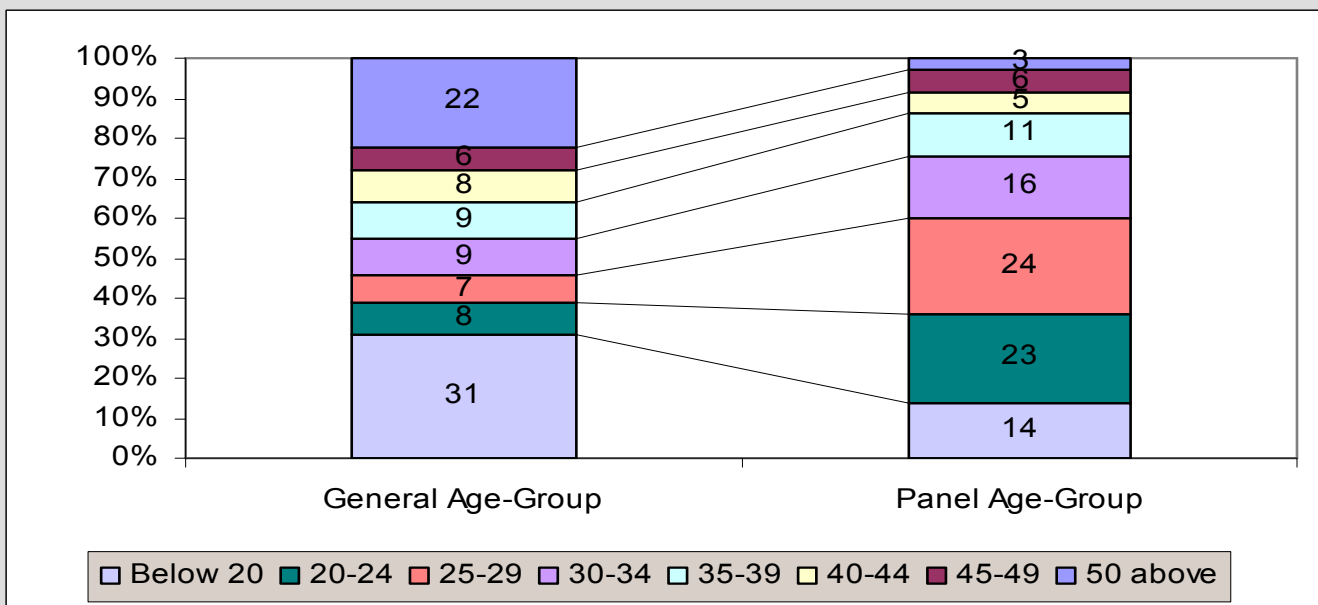
**Online population:** 253,000,000 (Source: Internet World Stats 2008)

**Planet Pulse panel size '08:** 292,168

## Gender



## Age Group

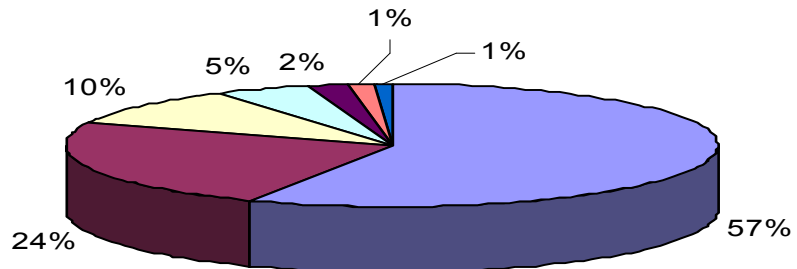




# CHINA

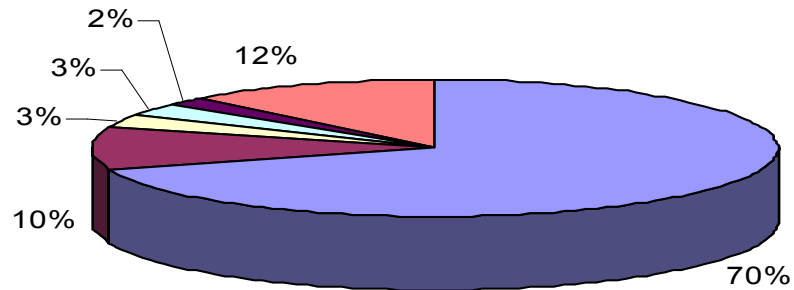
## Annual Income

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000



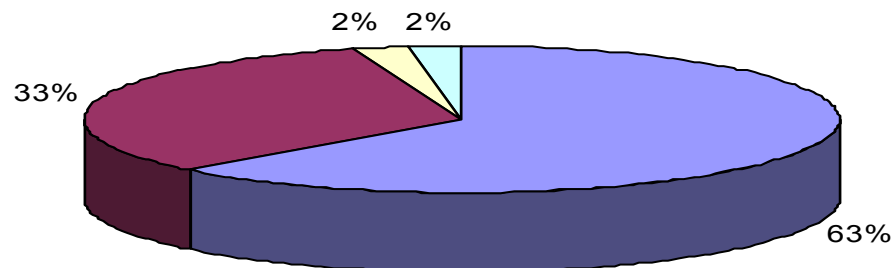
## Employment Status

- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



## Marital Status

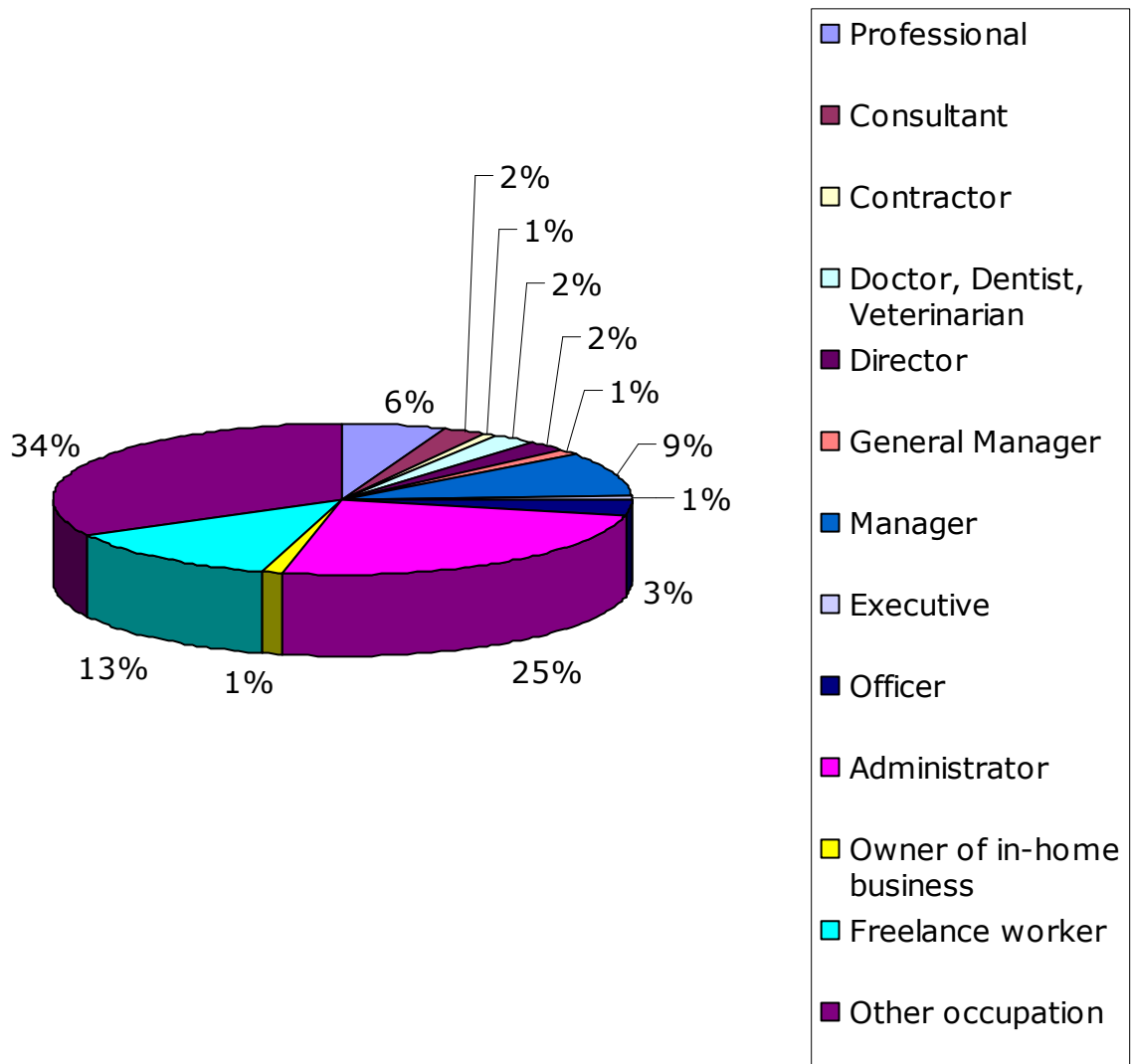
- Single
- Married
- Divorce
- Widow





# CHINA

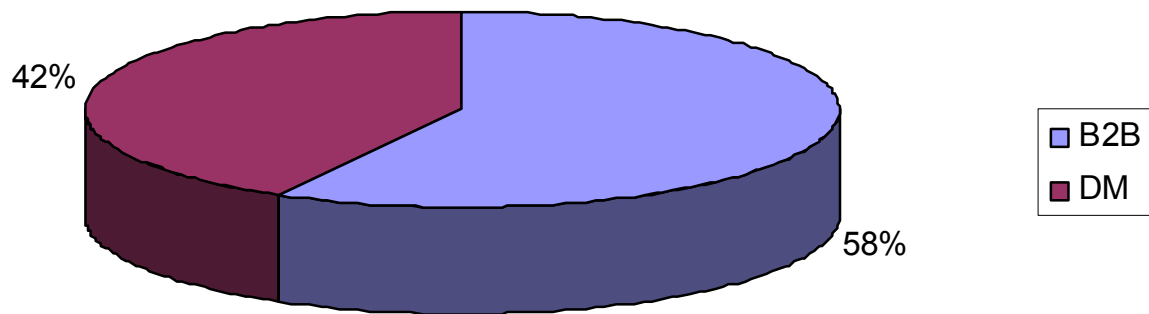
## Designation





# CHINA

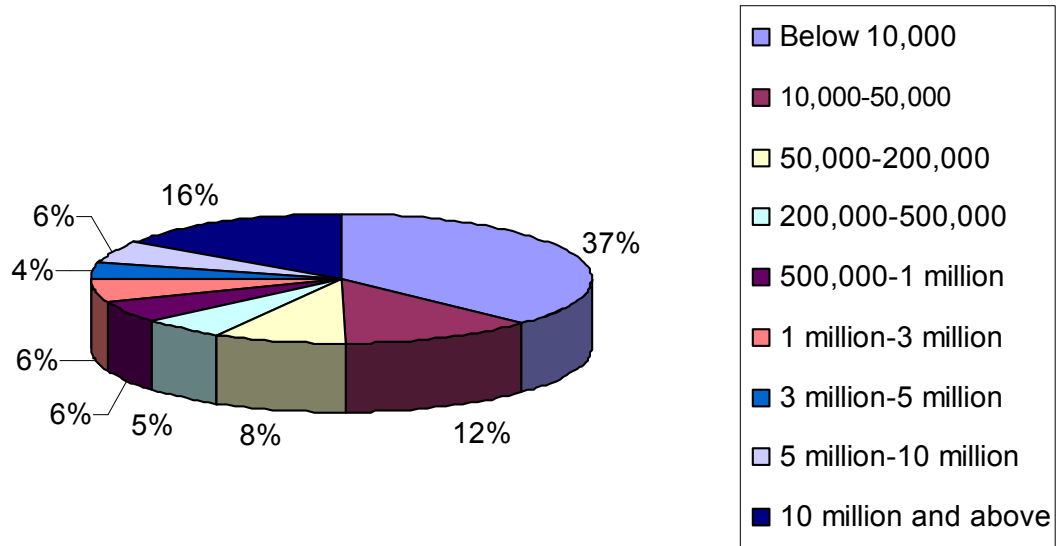
## Decision Maker





# CHINA

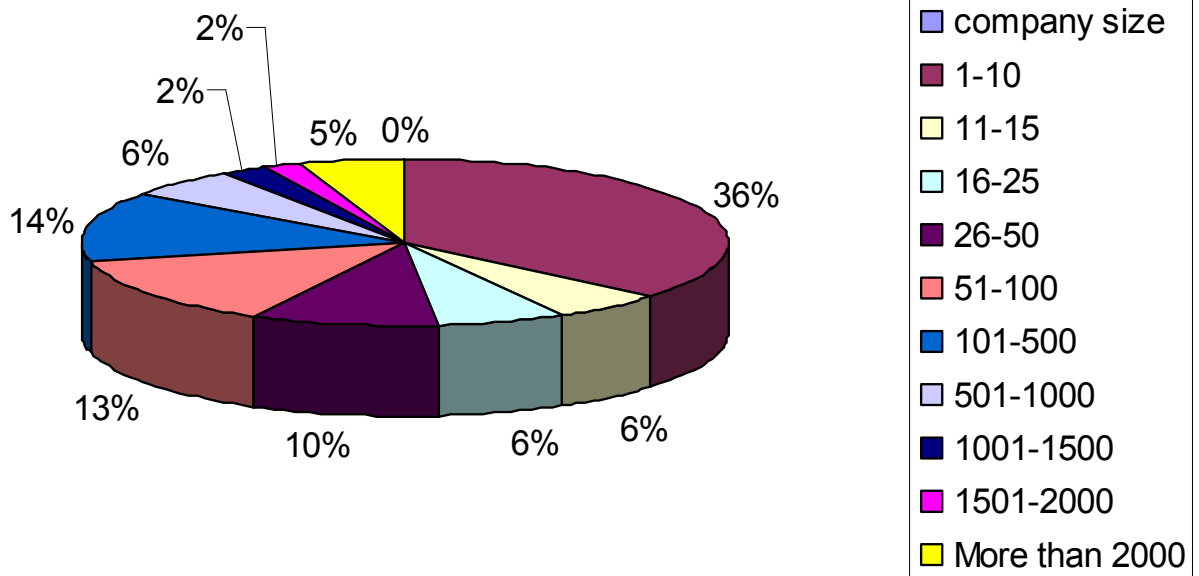
## Company Revenue





# CHINA

## Company Size





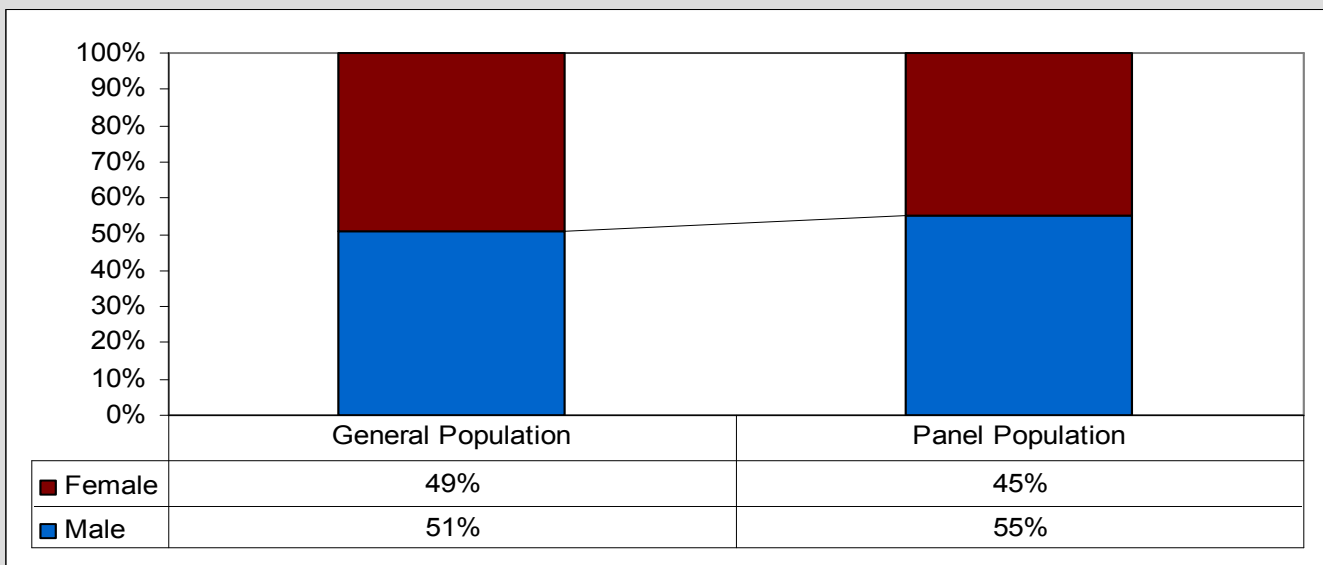
# HONG KONG

**Hong Kong population: 7,018,636** (Source: Internet World Stats 2008)

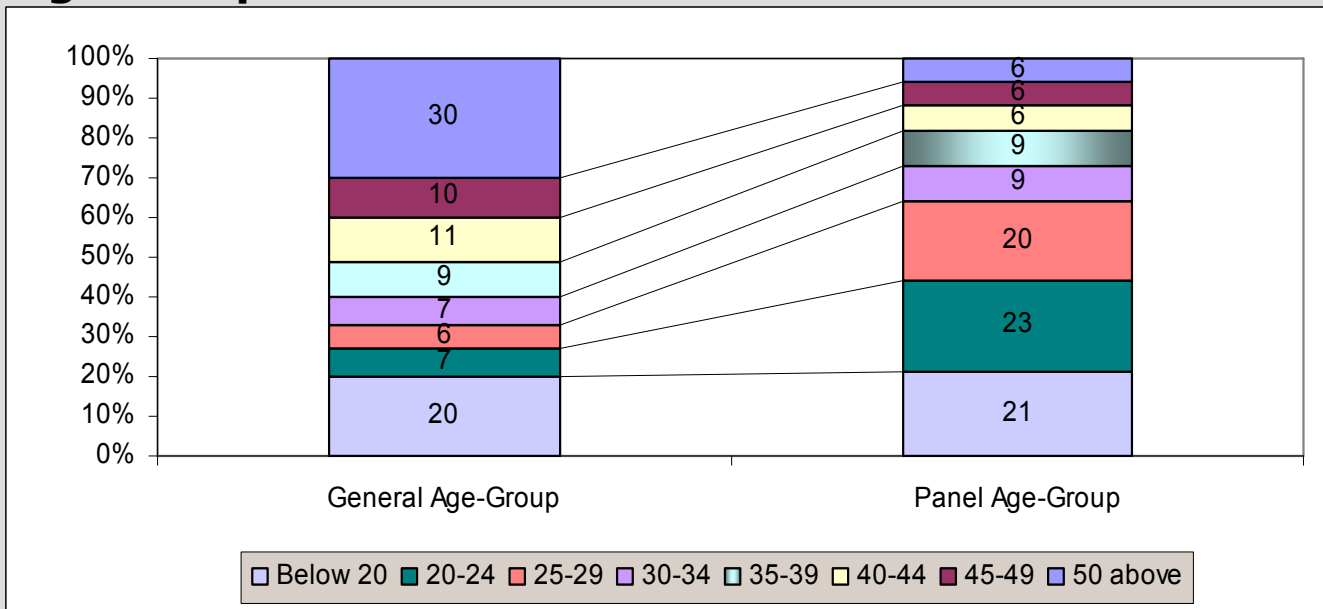
**Online population: 4,878,713** (Source: Internet World Stats 2008)

**Planet Pulse panel size '08: 54,873**

## Gender



## Age Group

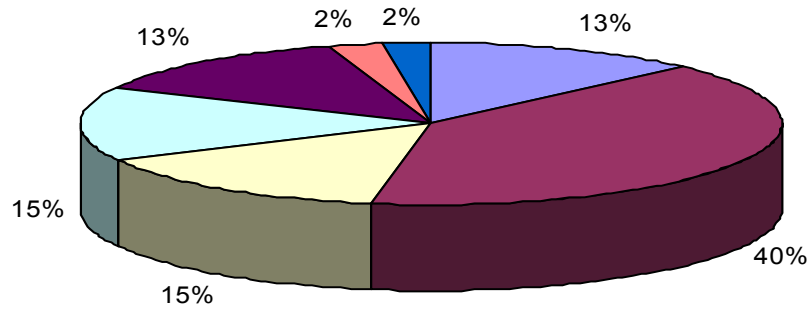




# HONG KONG

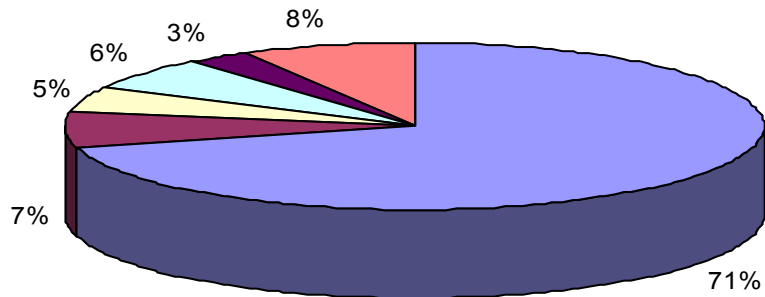
### Annual Income

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000

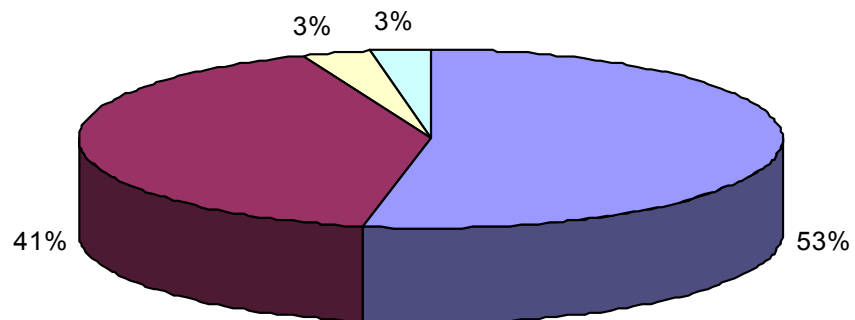


### Employment Status

- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



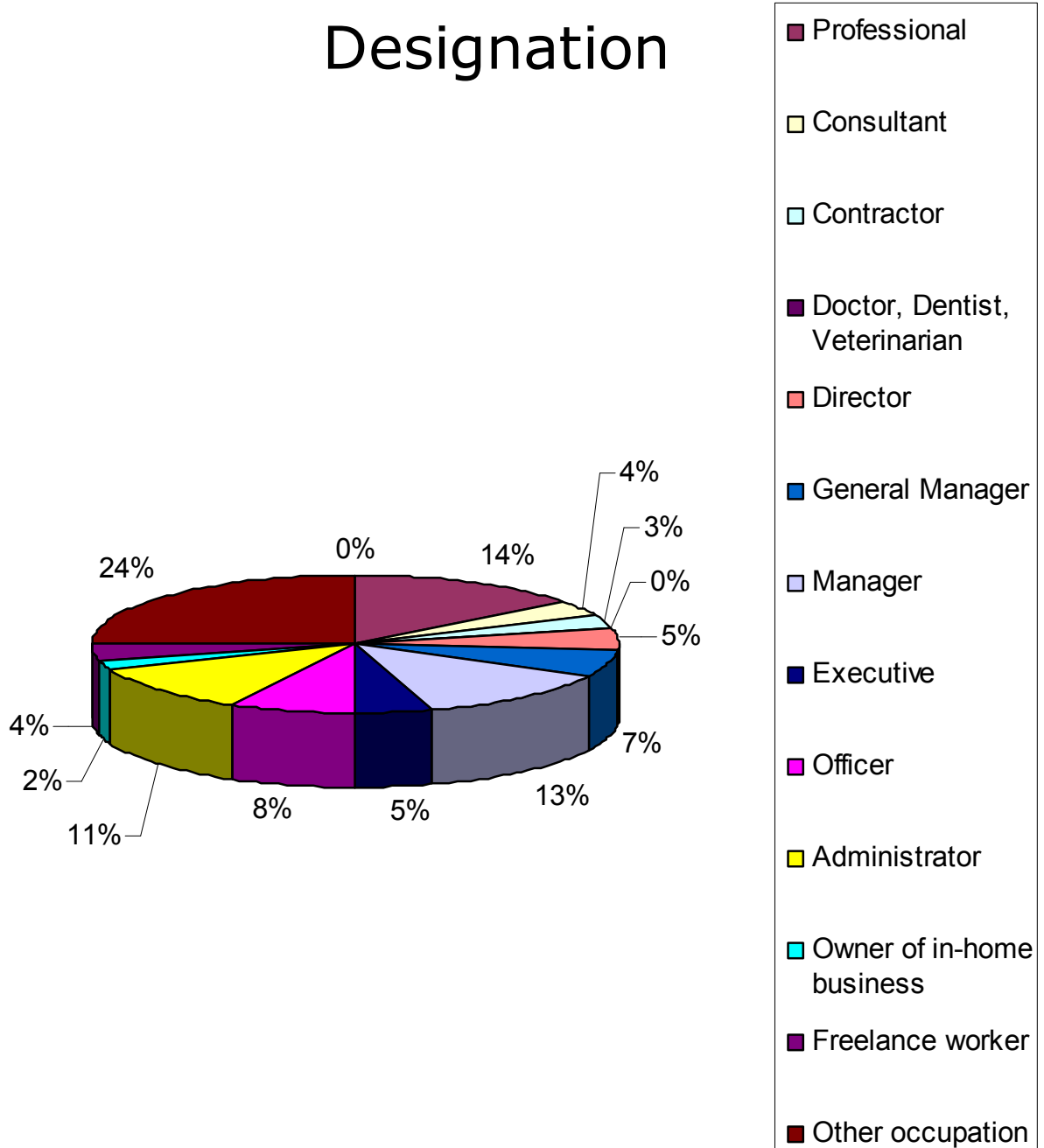
- Single
- Married
- Divorce
- Widow





# HONG KONG

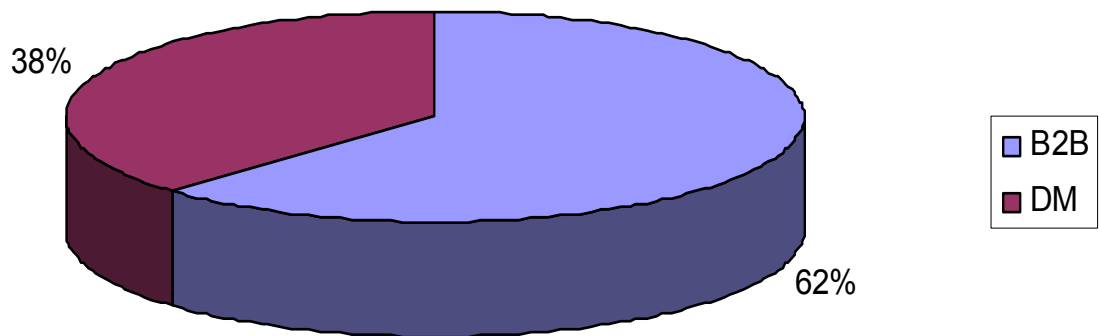
## Designation





HONG KONG

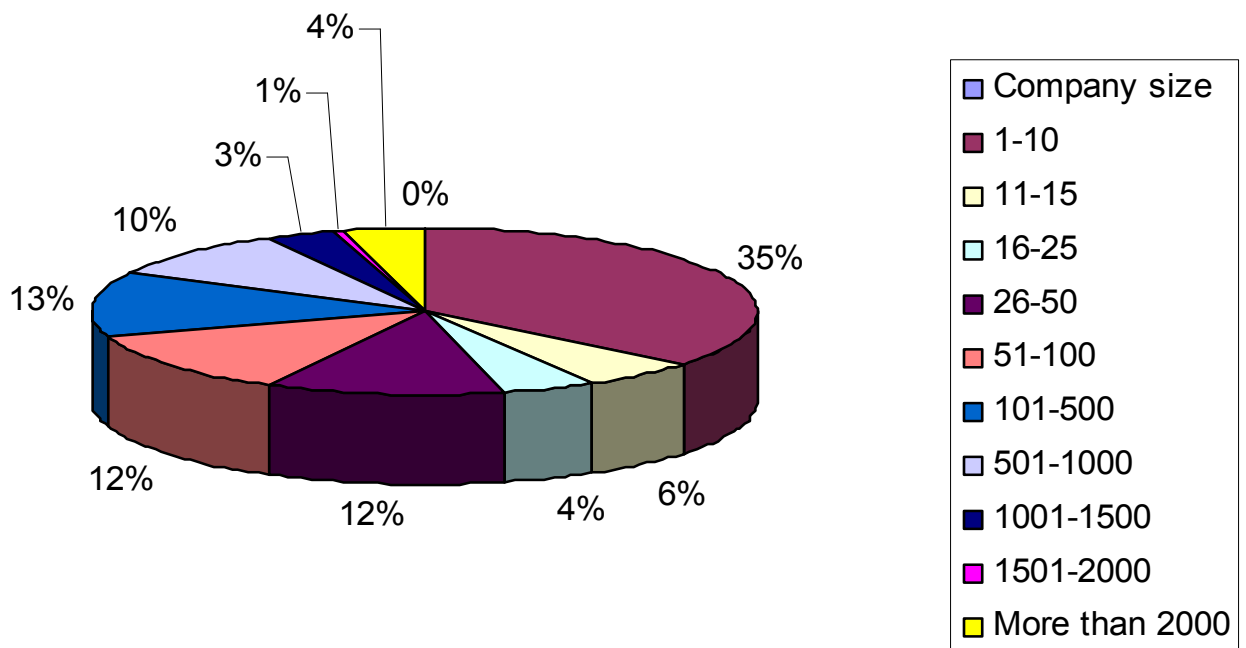
## Decision Maker





# HONG KONG

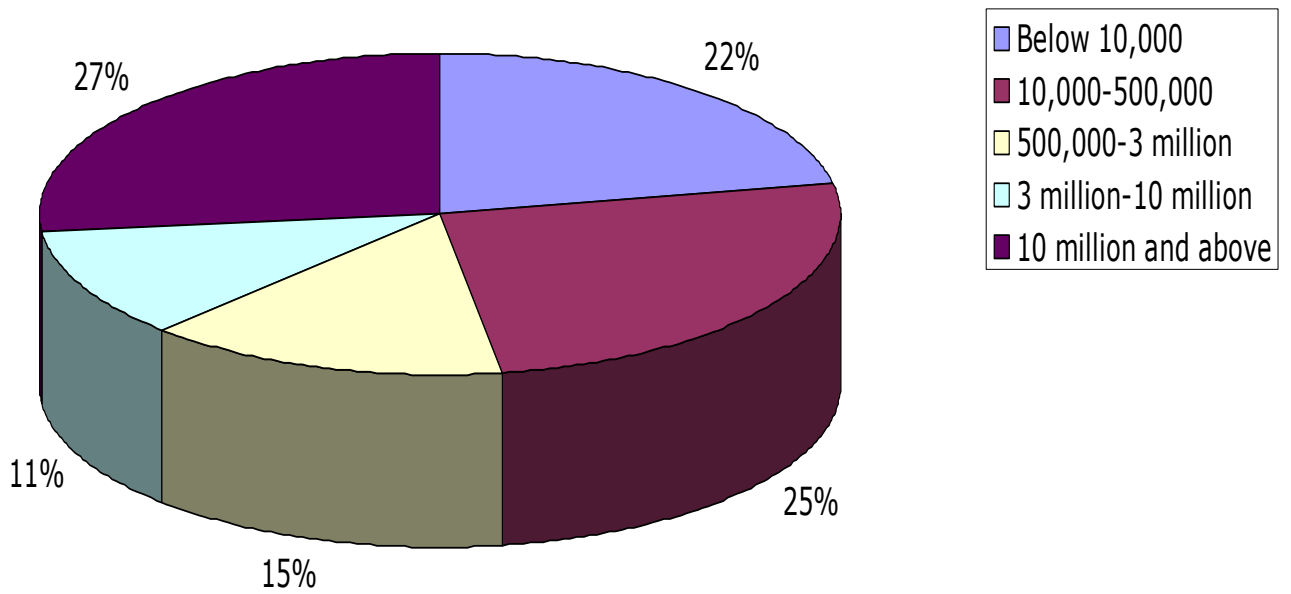
## Company Size





# HONG KONG

## Company Revenue





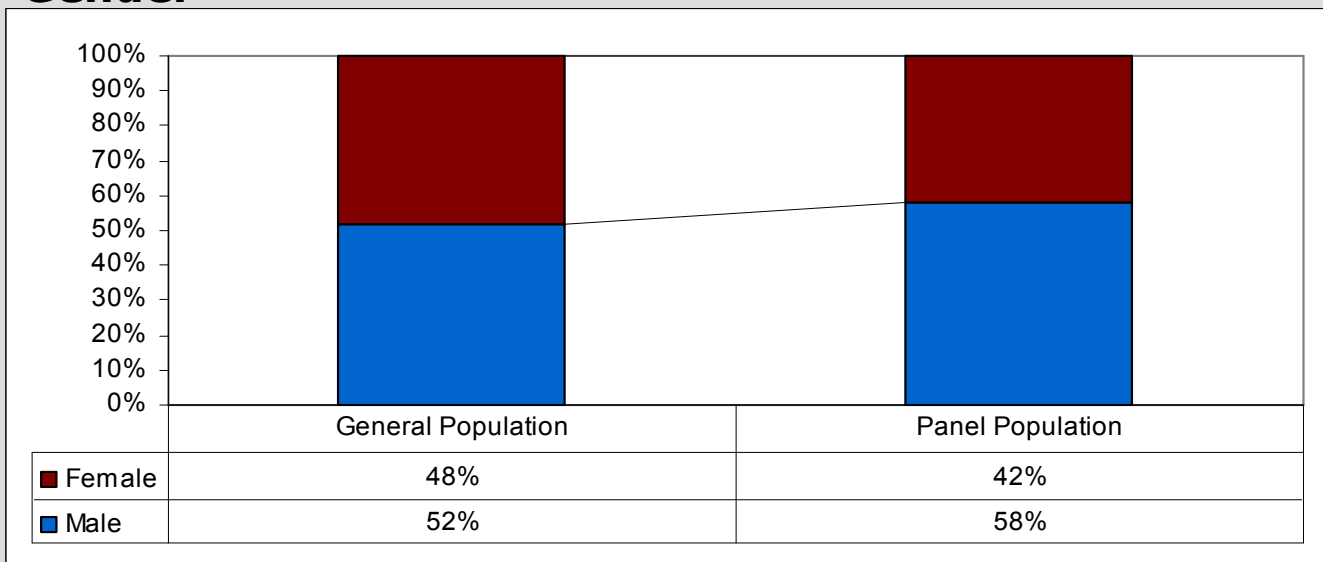
# INDIA

**India population:** 1,147,995,898 (Source: Internet World Stats 2008)

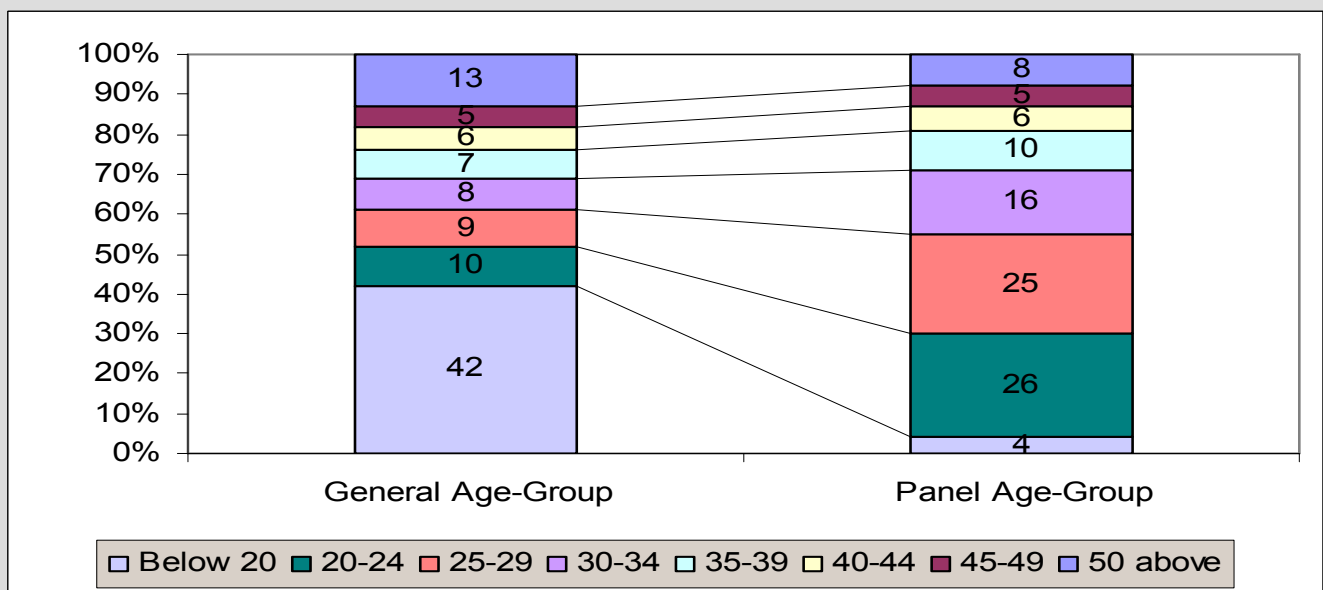
**Online population:** 60,000,000 (Source: Internet World Stats 2008)

**Planet Pulse panel size '08:** 143,961

## Gender



## Age Group

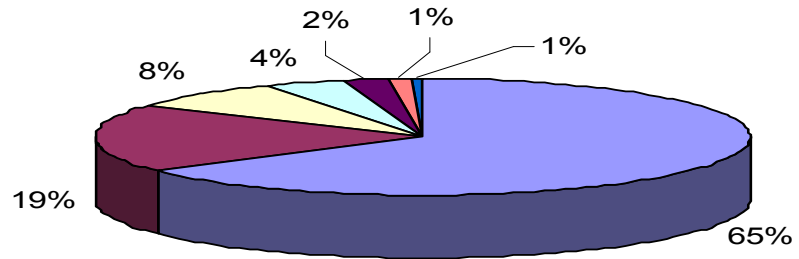




# INDIA

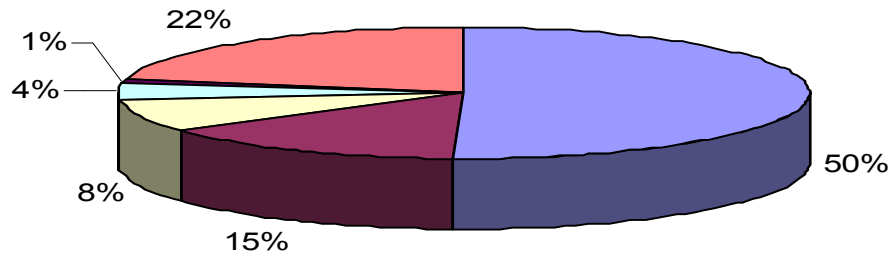
## Annual Income

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000



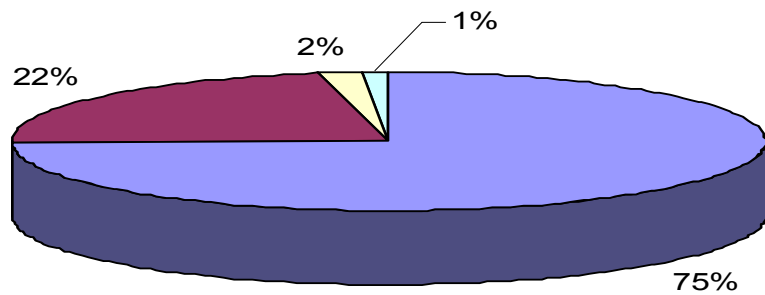
## Employment Status

- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



## Marital Status

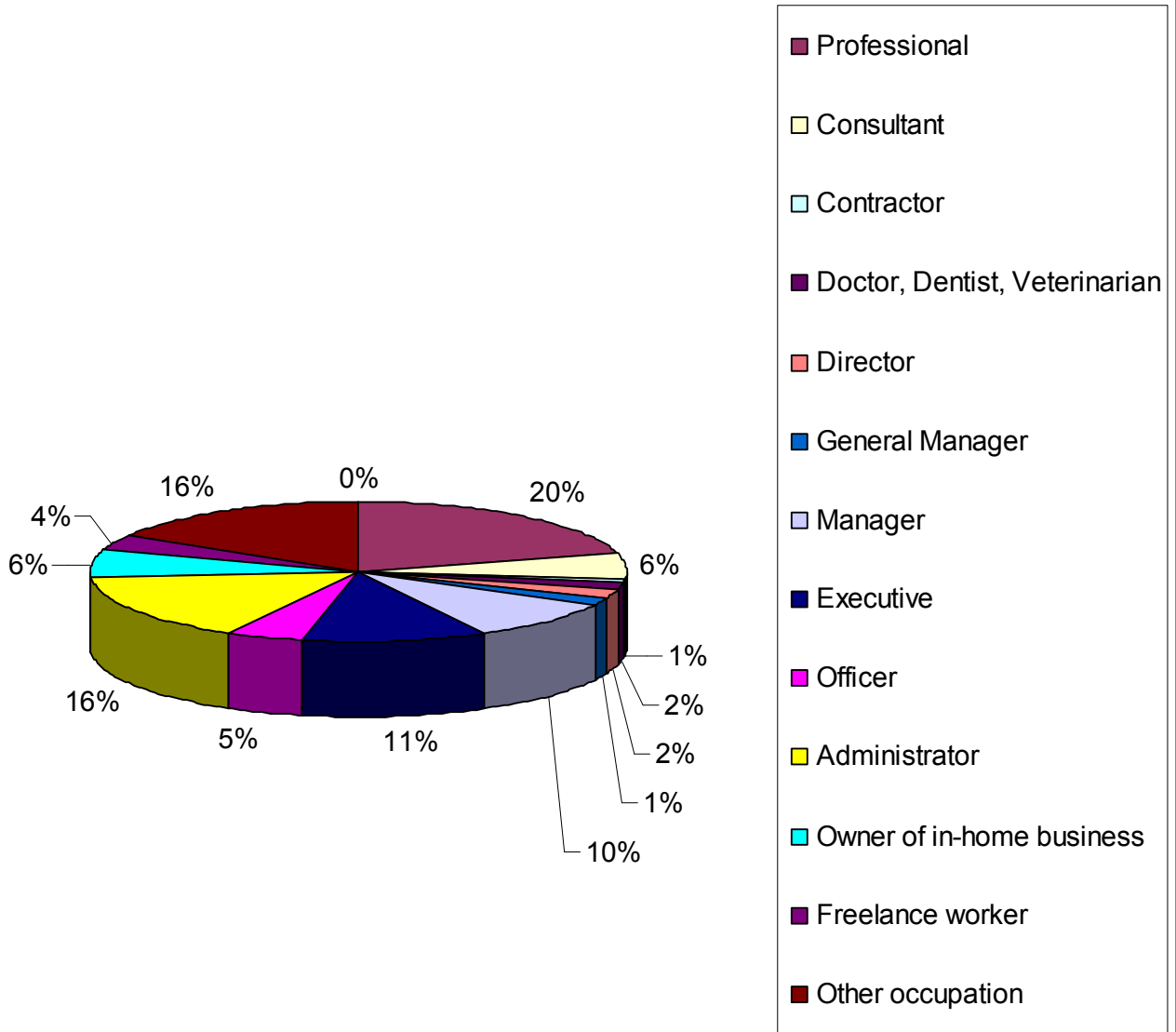
- Single
- Married
- Divorce
- Widow





# INDIA

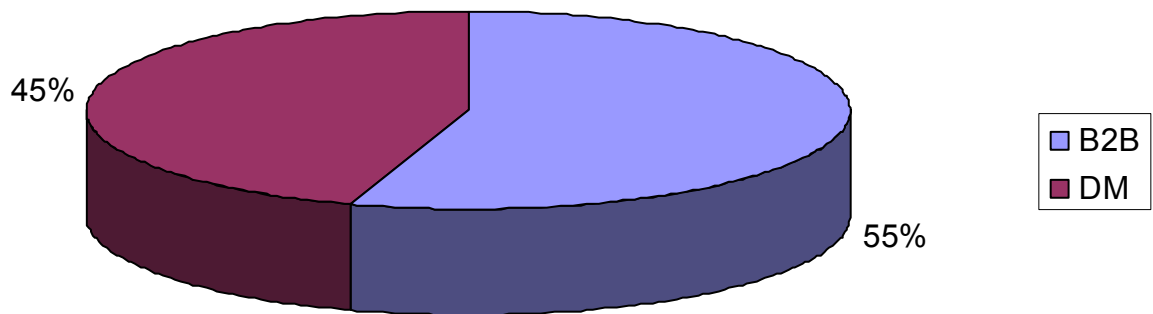
## Designation





# INDIA

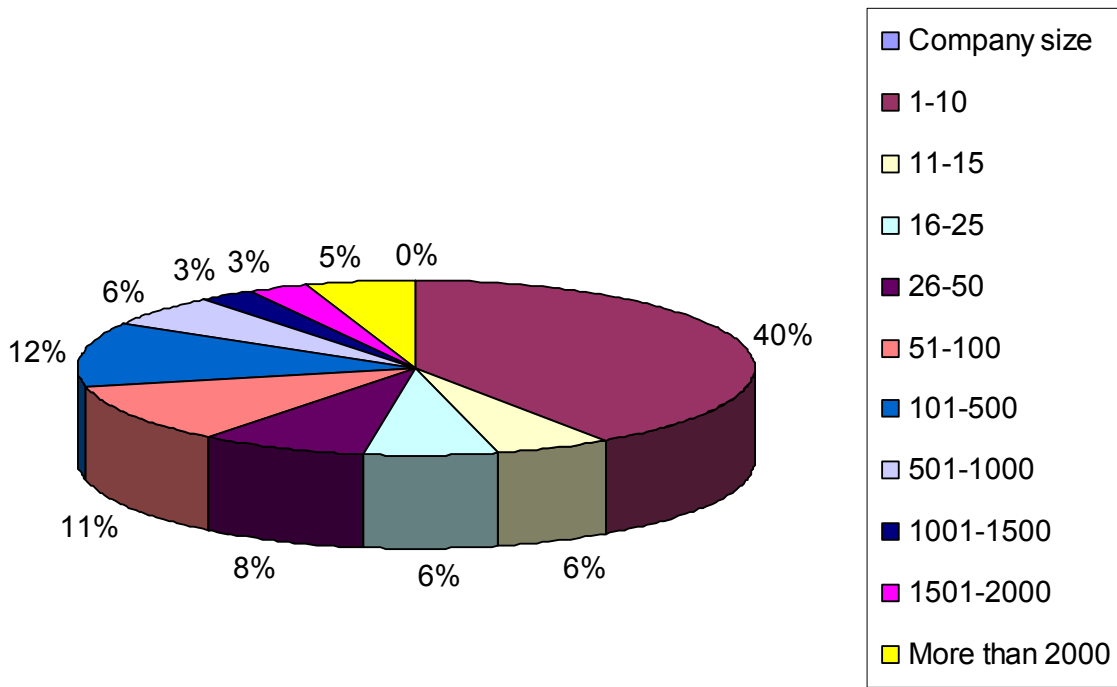
## Desicion Maker





# INDIA

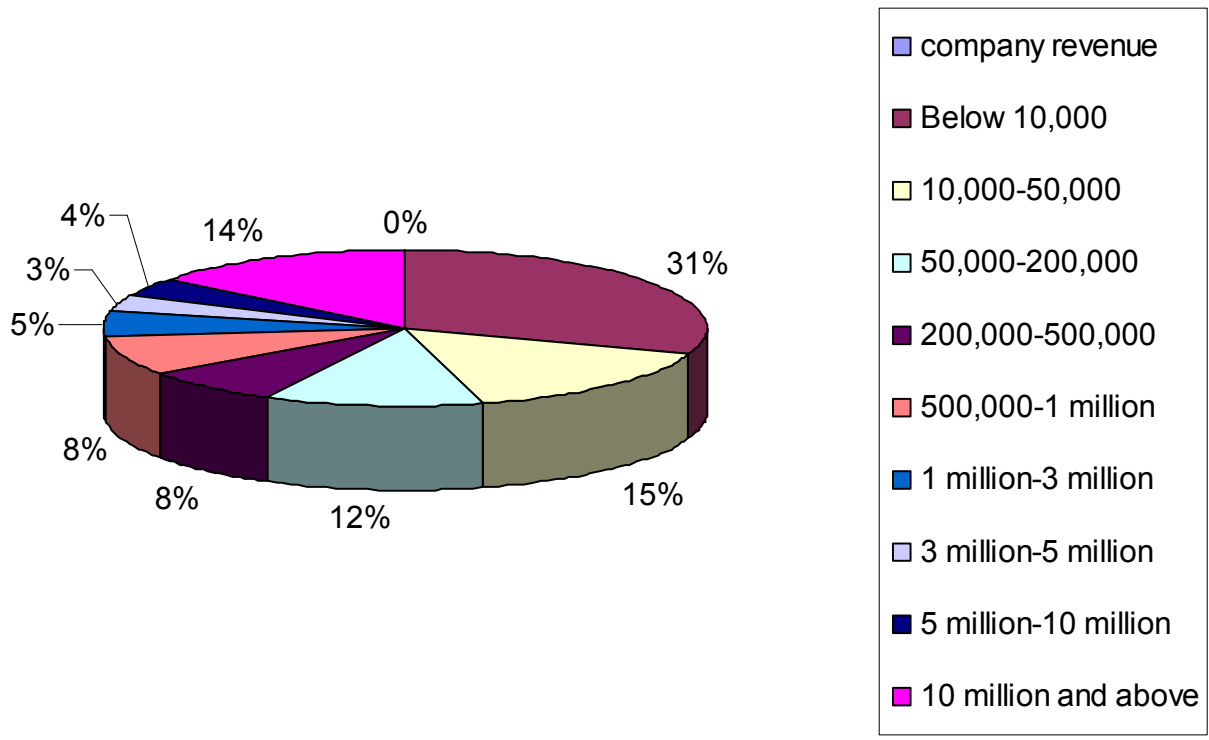
## Company Size





# INDIA

## Company Revenue





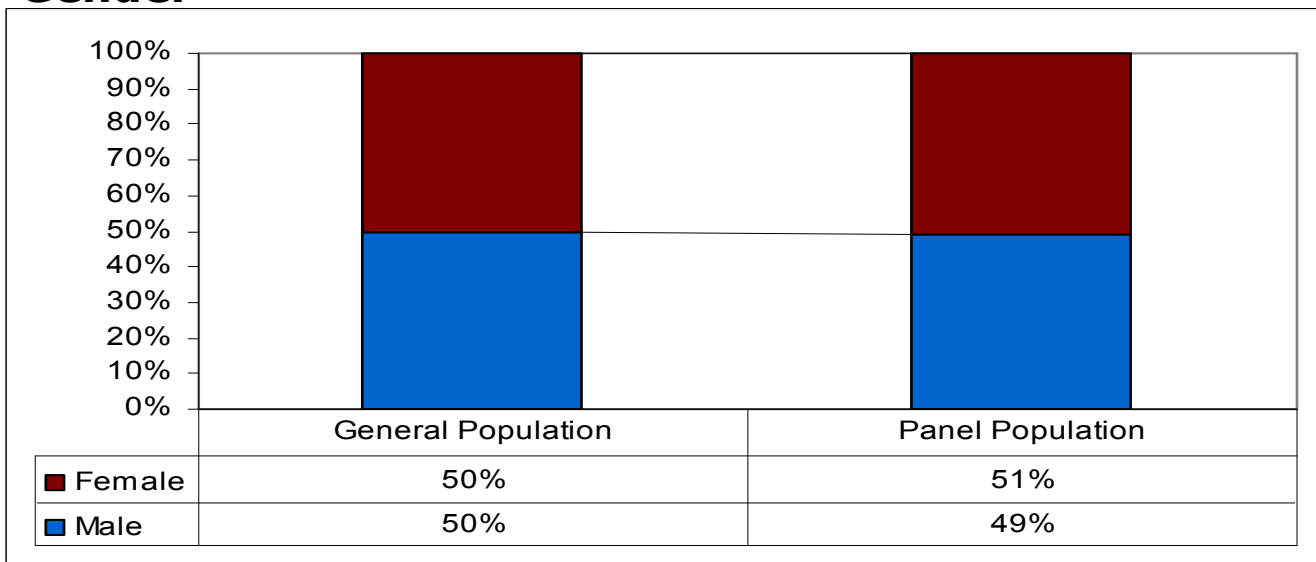
# INDONESIA

**Indonesia population:** 237,512,355 (Source: Internet World Stats 2008)

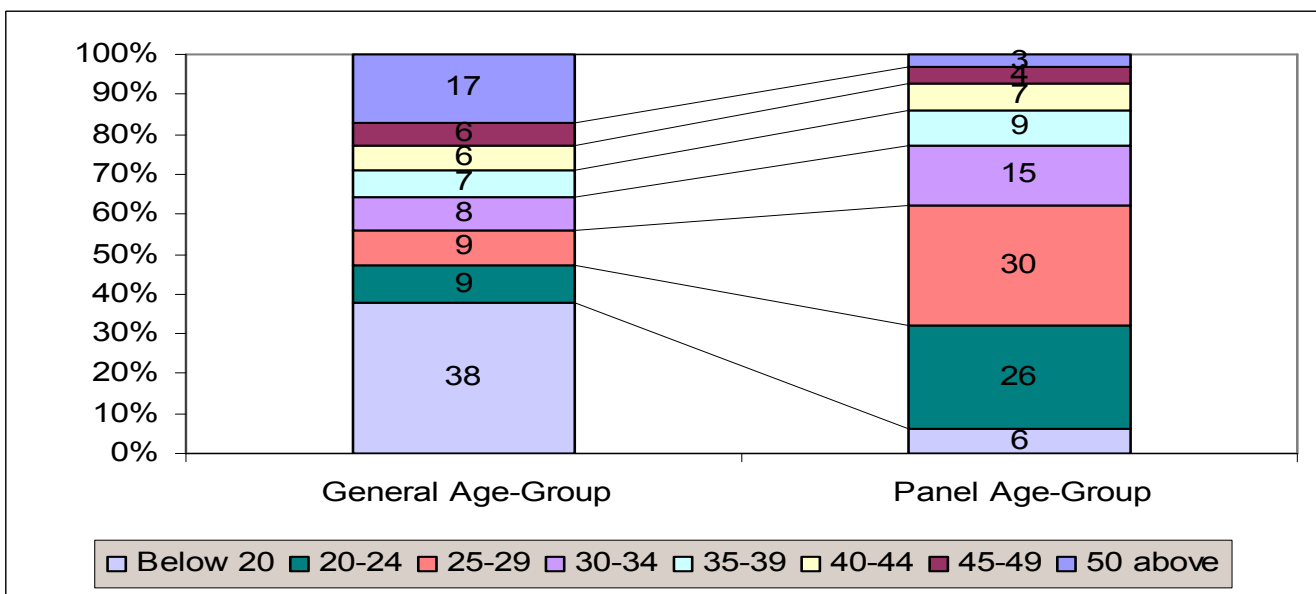
**Online population:** 25,000,000 (Source: Internet World Stats 2008)

**Planet Pulse panel size '08:** 33,281

## Gender



## Age Group

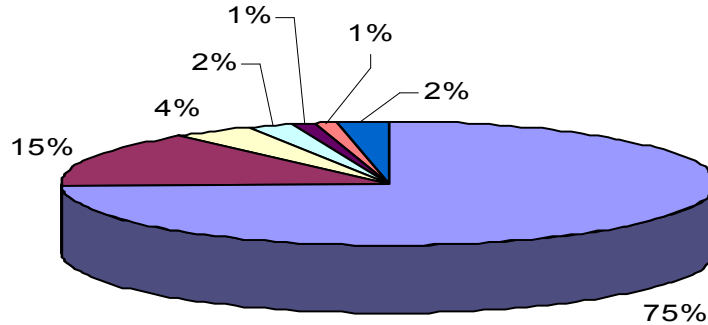




# INDONESIA

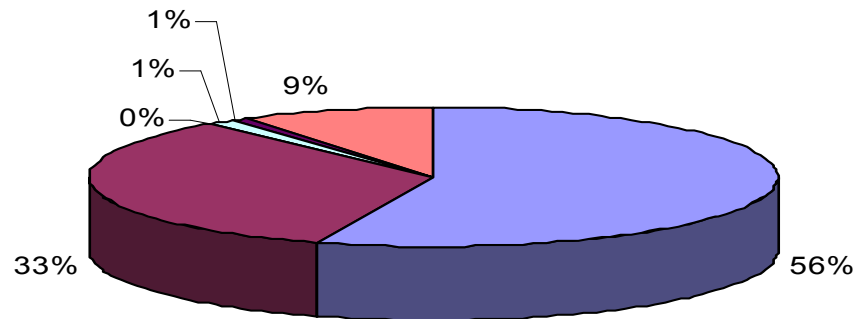
### Annual Income

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000



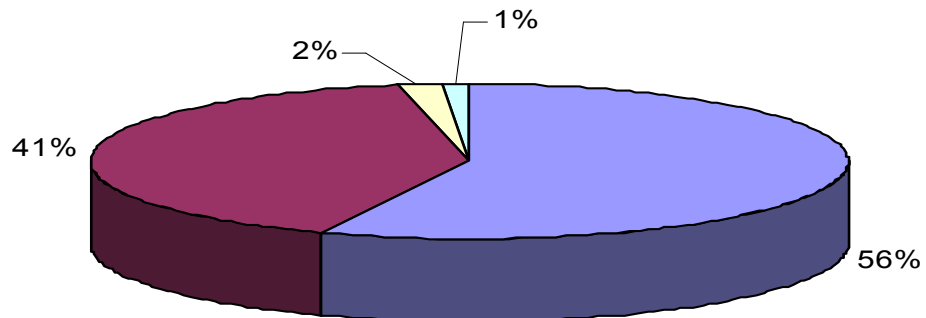
### Employment Status

- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



### Marital Status

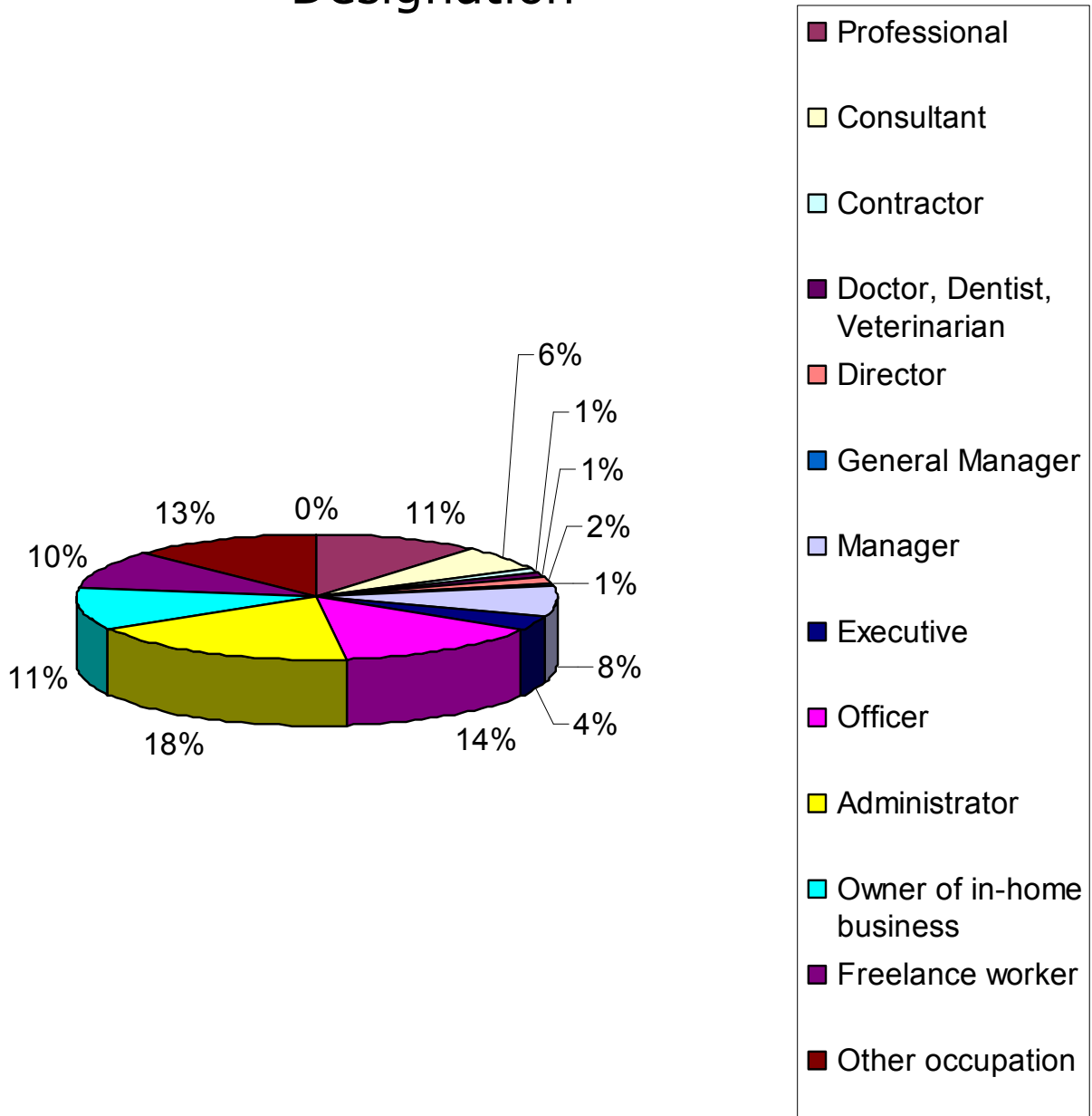
- Single
- Married
- Divorce
- Widow





# INDONESIA

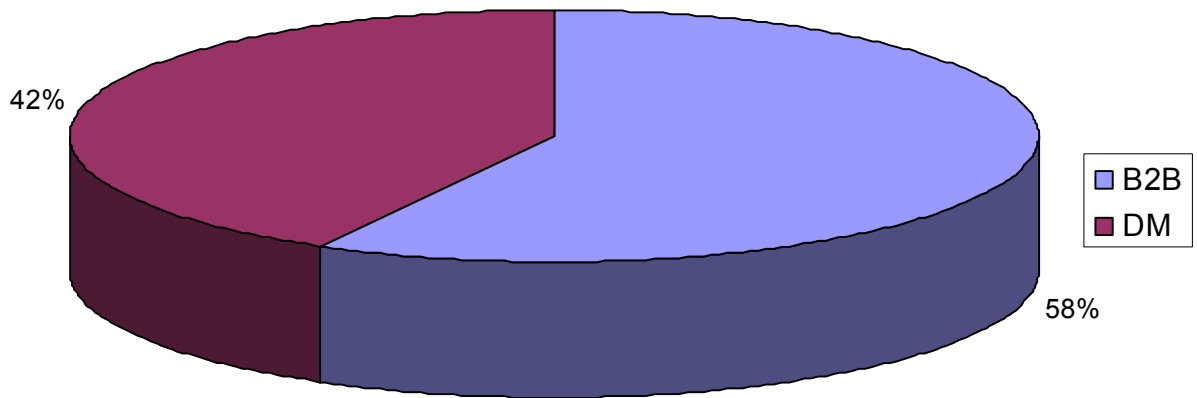
## Designation





# INDONESIA

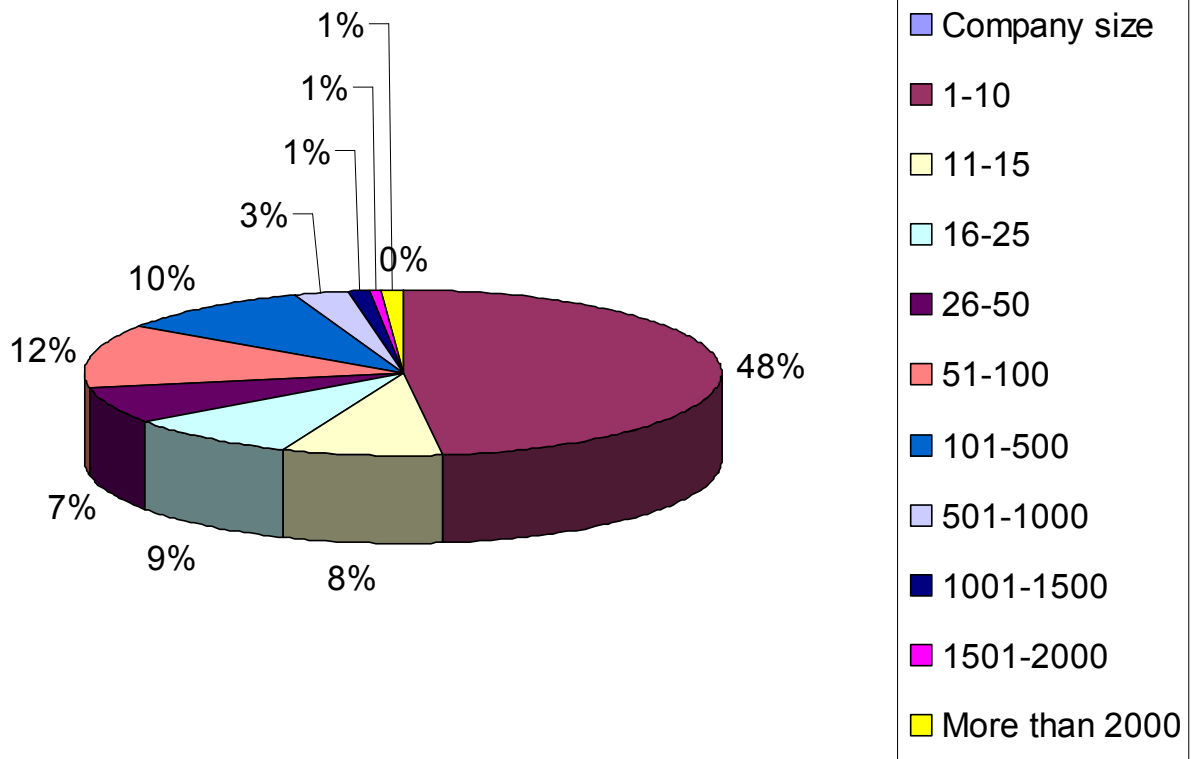
## Decision Maker





# INDONESIA

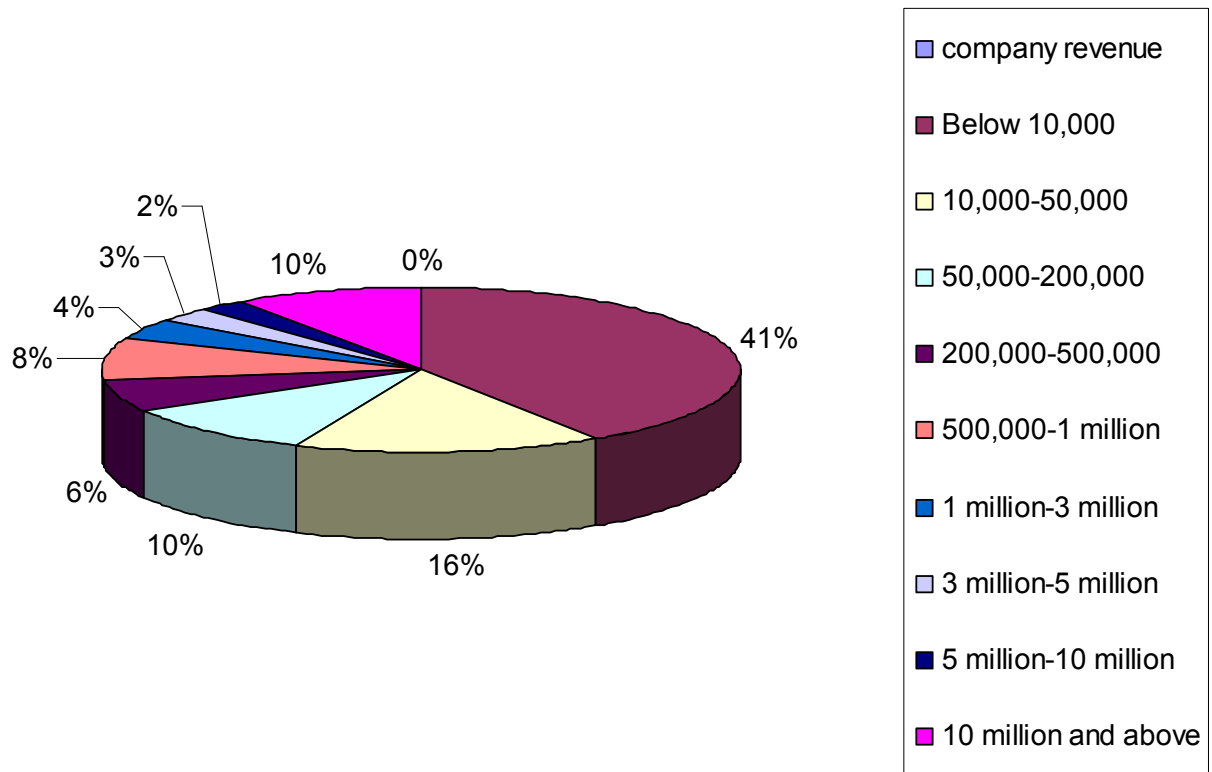
## Company Size





# INDONESIA

## Company revenue





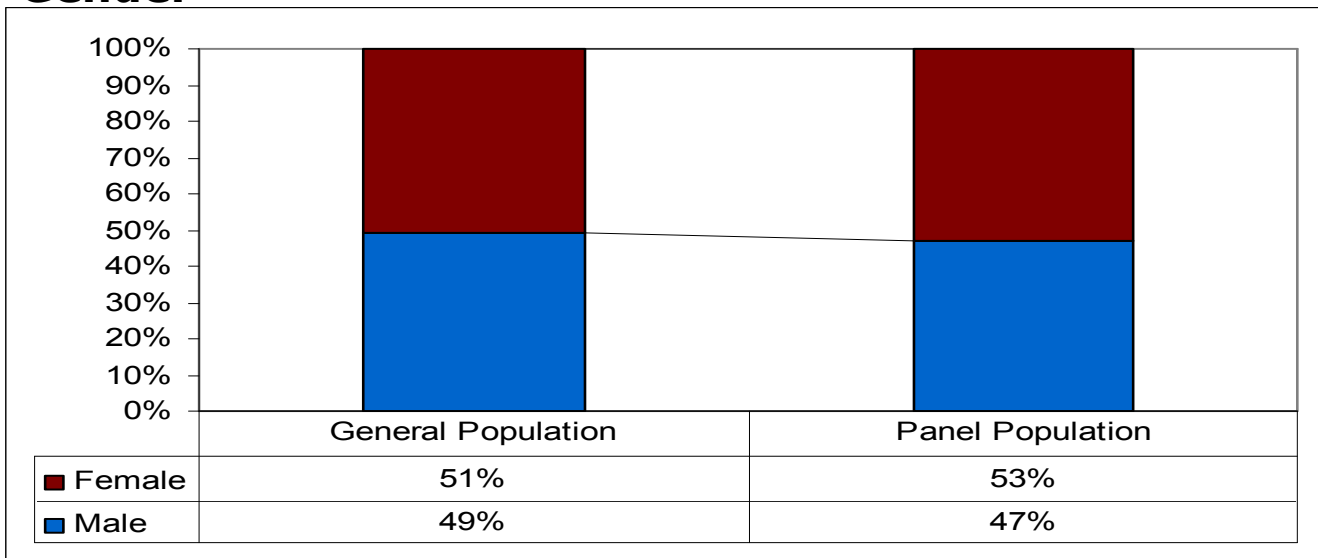
# JAPAN

**Japan population:** 127,288,419 (Source: Internet World Stats 2008)

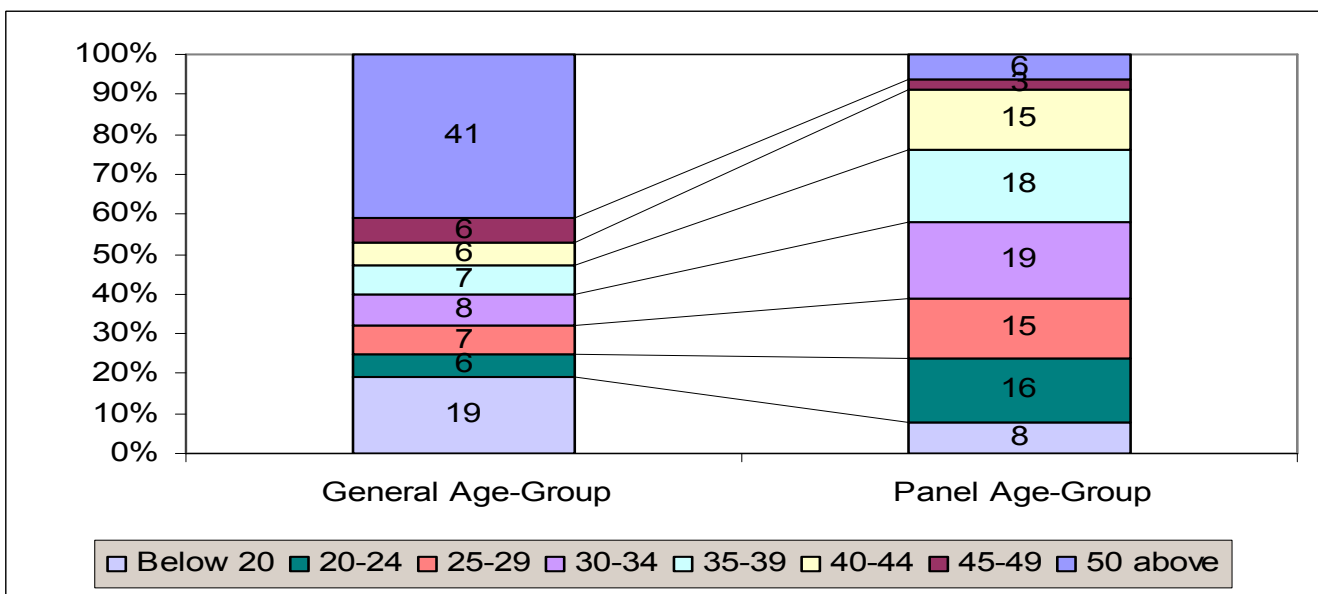
**Online population:** 94,000,000 (Source: Internet World Stats 2008)

**Planet Pulse panel size '08:** 311,689

## Gender



## Age Group

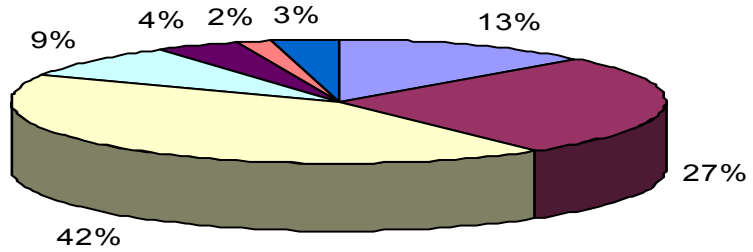




# JAPAN

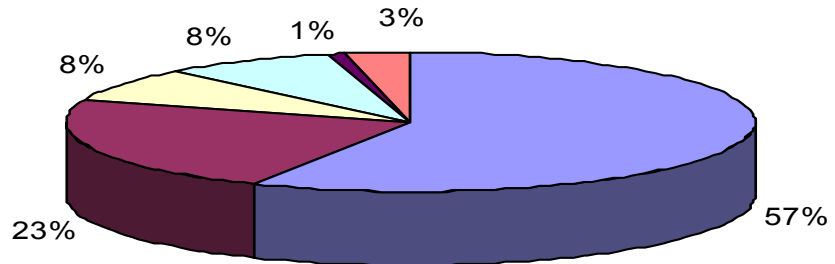
## Annual Income

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000



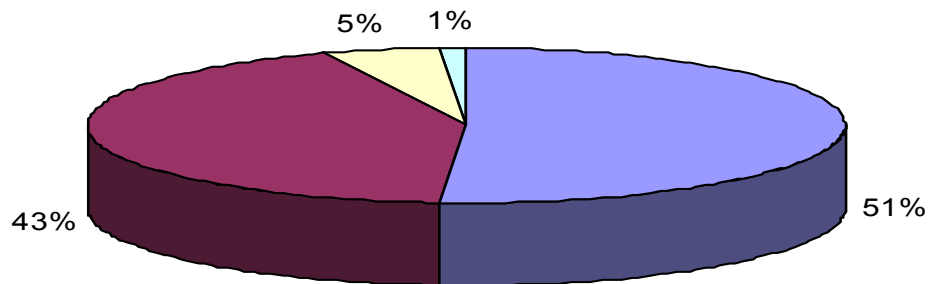
## Employment Status

- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



## Marital Status

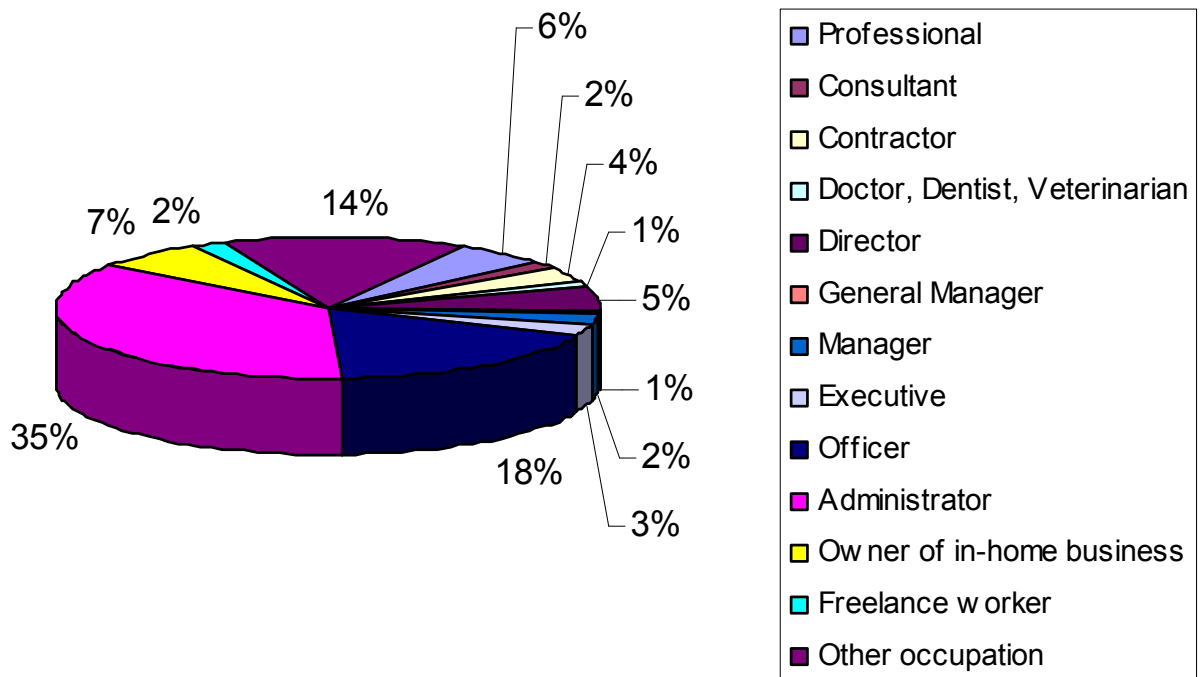
- Single
- Married
- Divorce
- Widow





# JAPAN

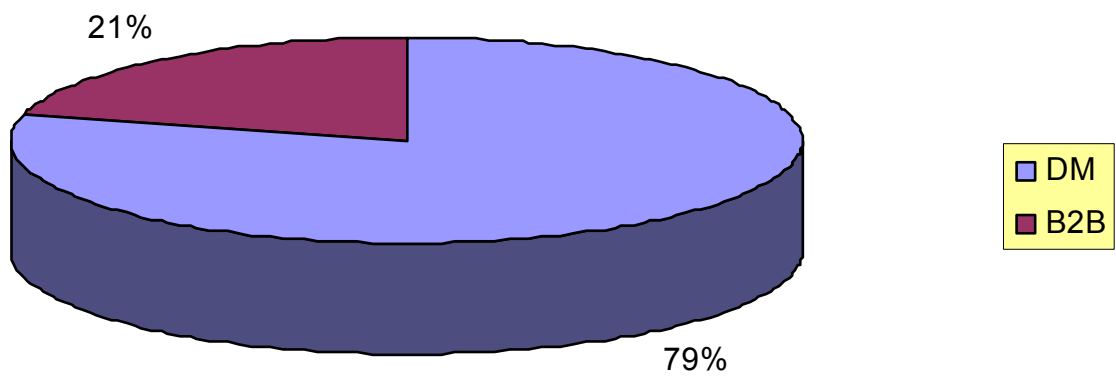
## Designation





**J A P A N**

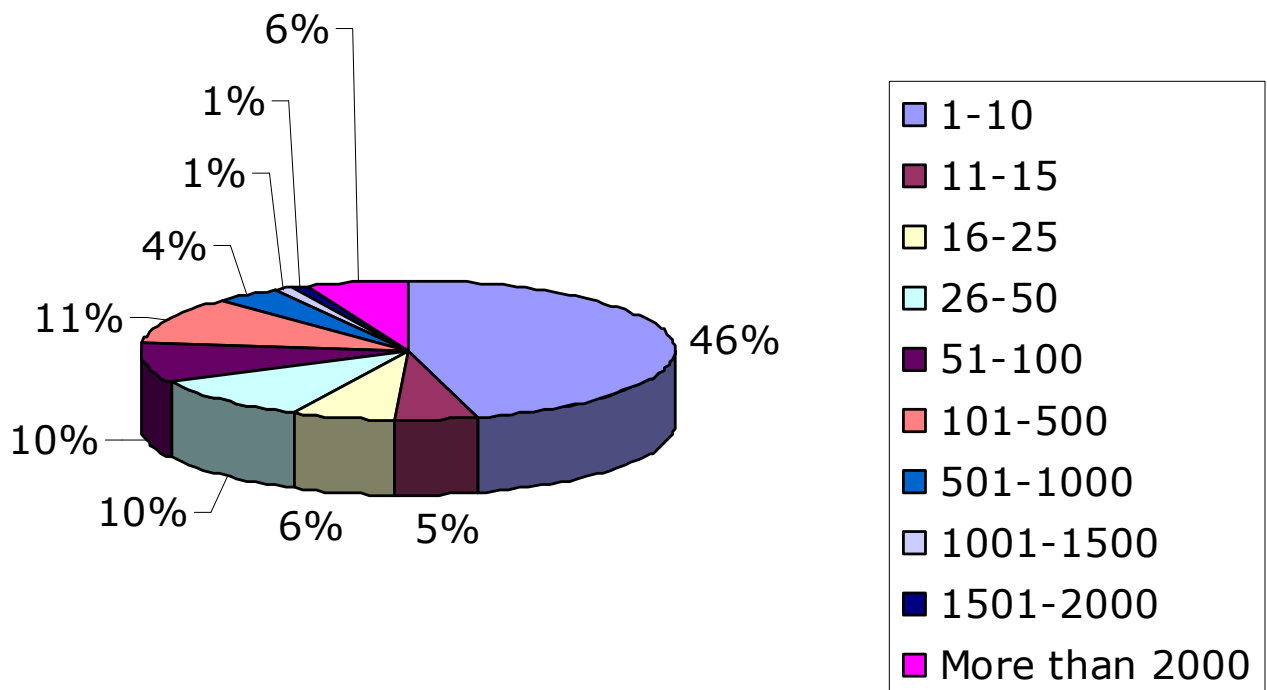
## Decision Maker





# JAPAN

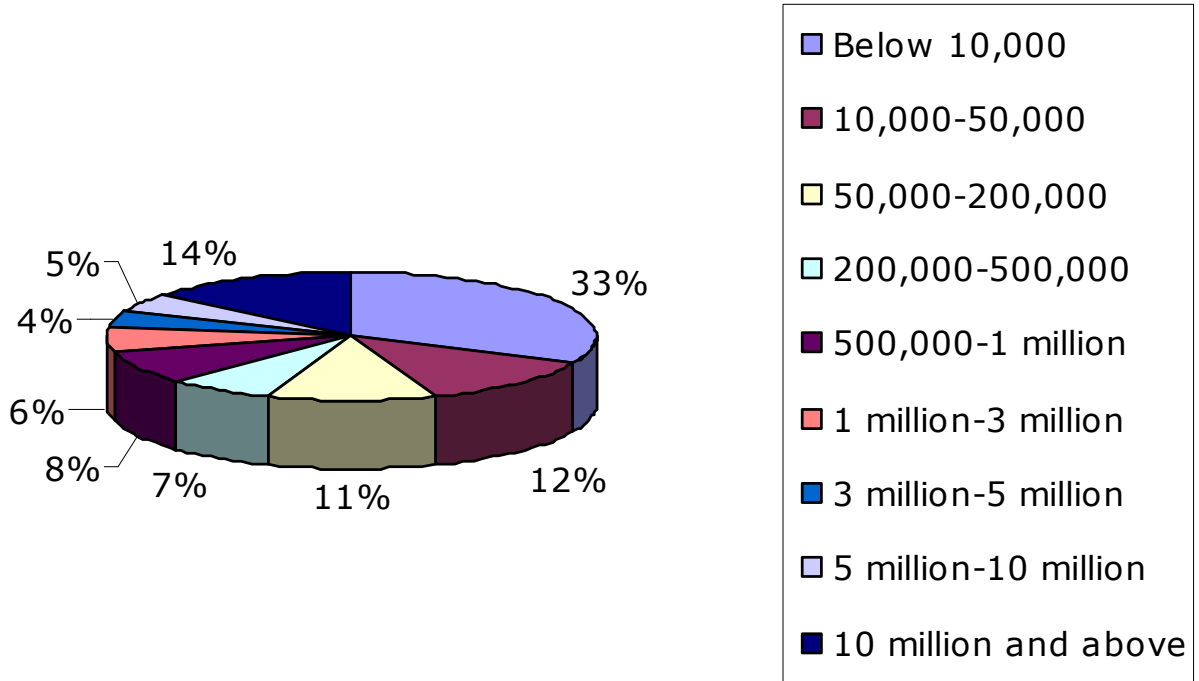
## Company Size





# JAPAN

## Company Revenue





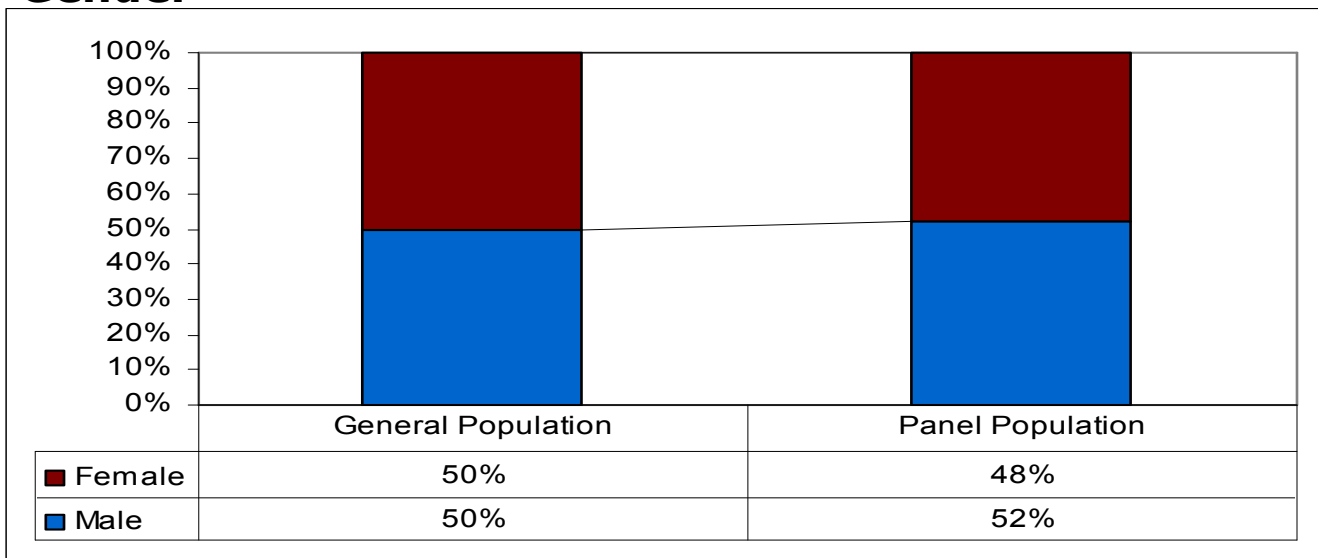
# MALAYSIA

**Malaysia population: 25,274,133** (Source: Internet World Stats 2008)

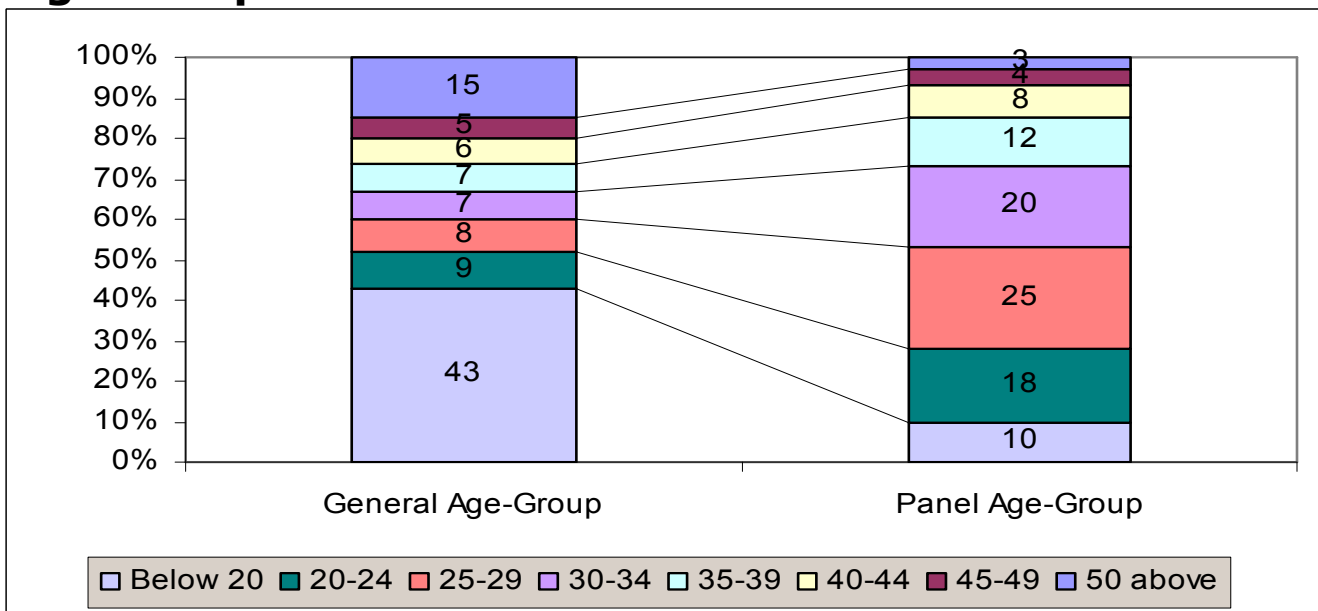
**Online population: 14,904,000** (Source: Internet World Stats 2008)

**Planet Pulse panel size '08: 135,268**

## Gender



## Age Group

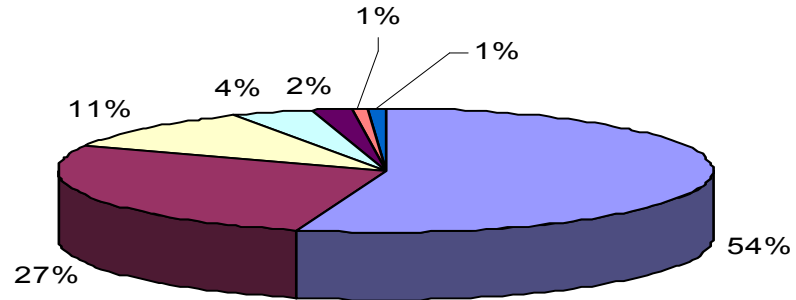




# MALAYSIA

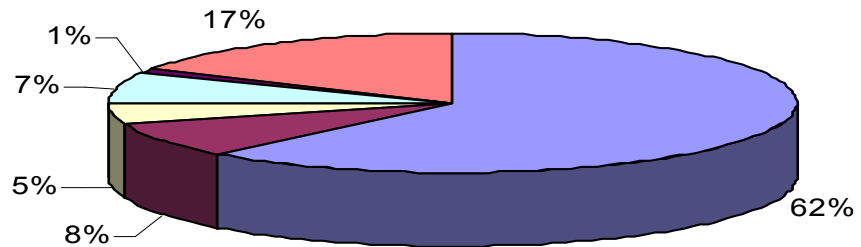
## Annual Income

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000



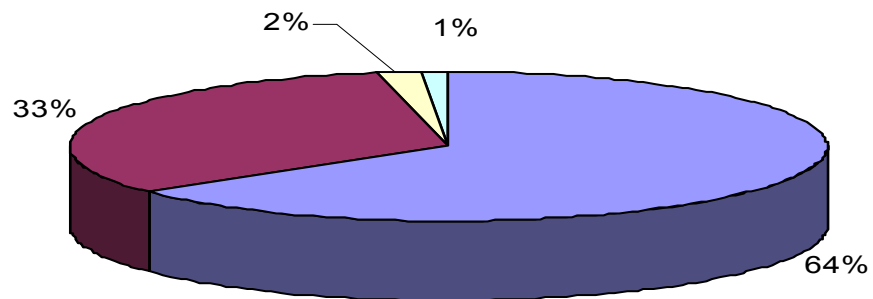
## Employment Status

- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



## Marital Status

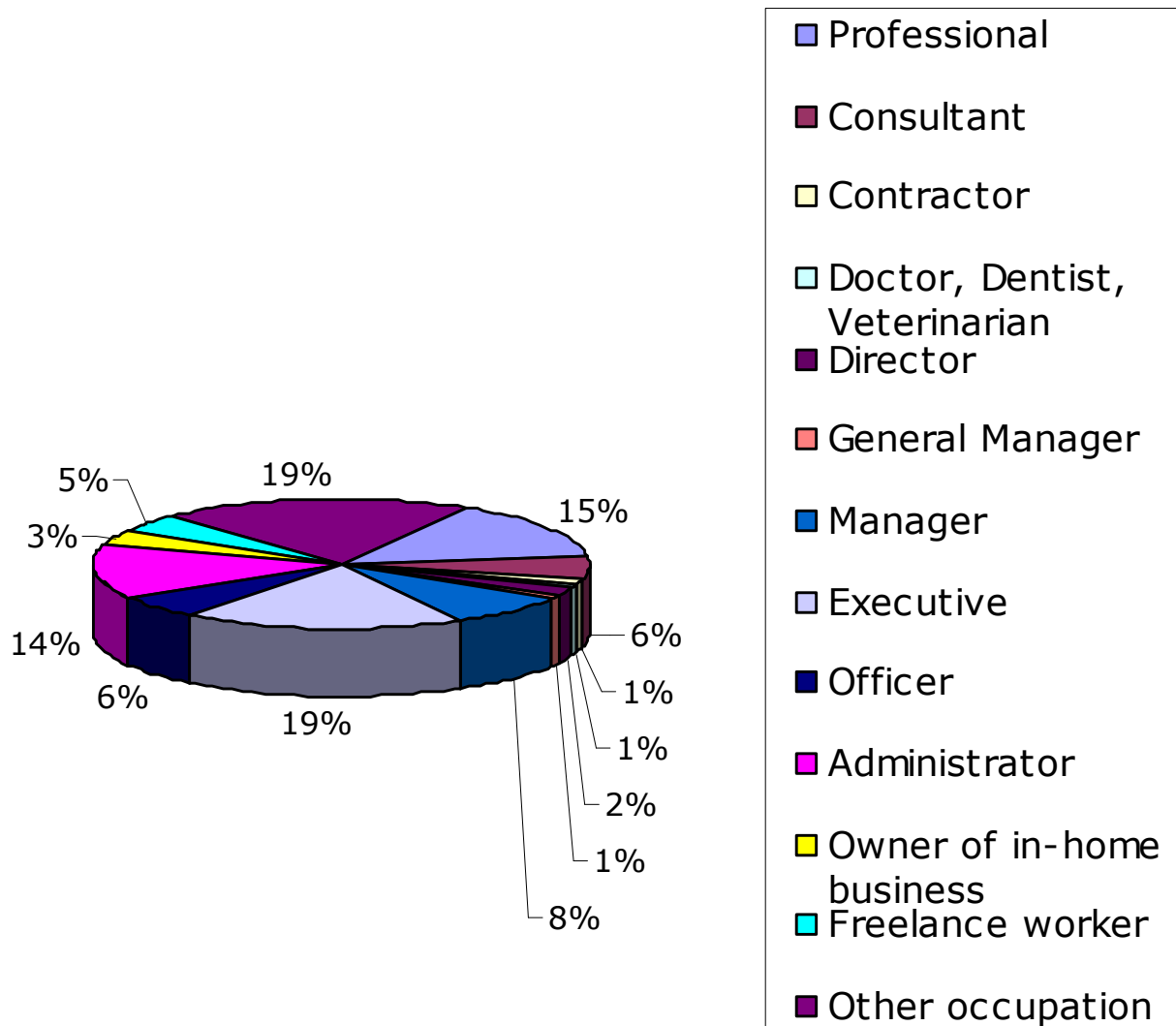
- Single
- Married
- Divorce
- Widow





# MALAYSIA

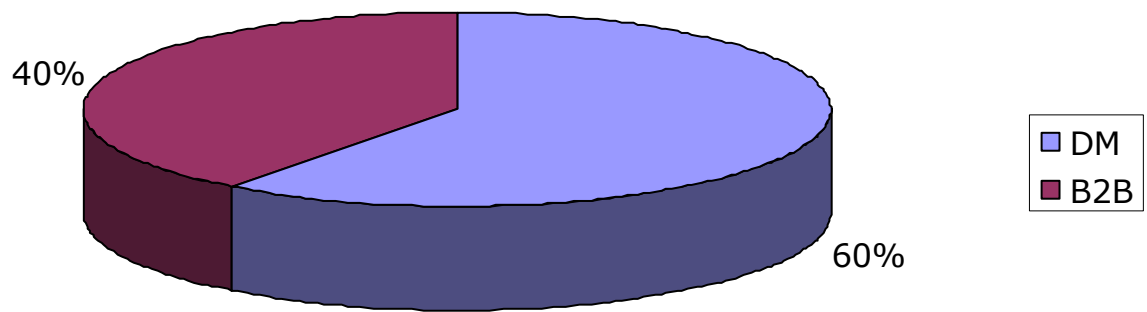
## Designation





# MALAYSIA

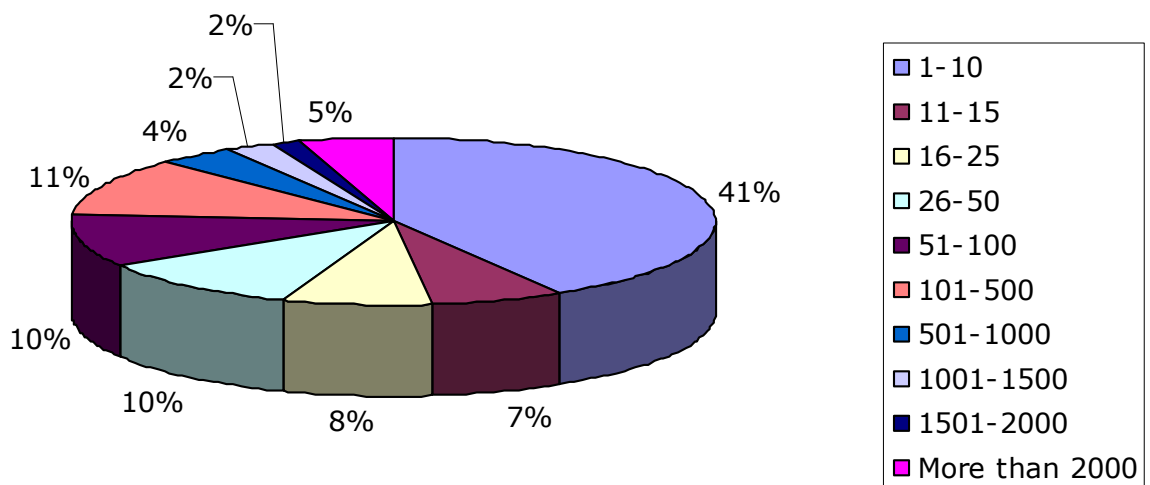
## Decision Maker





# MALAYSIA

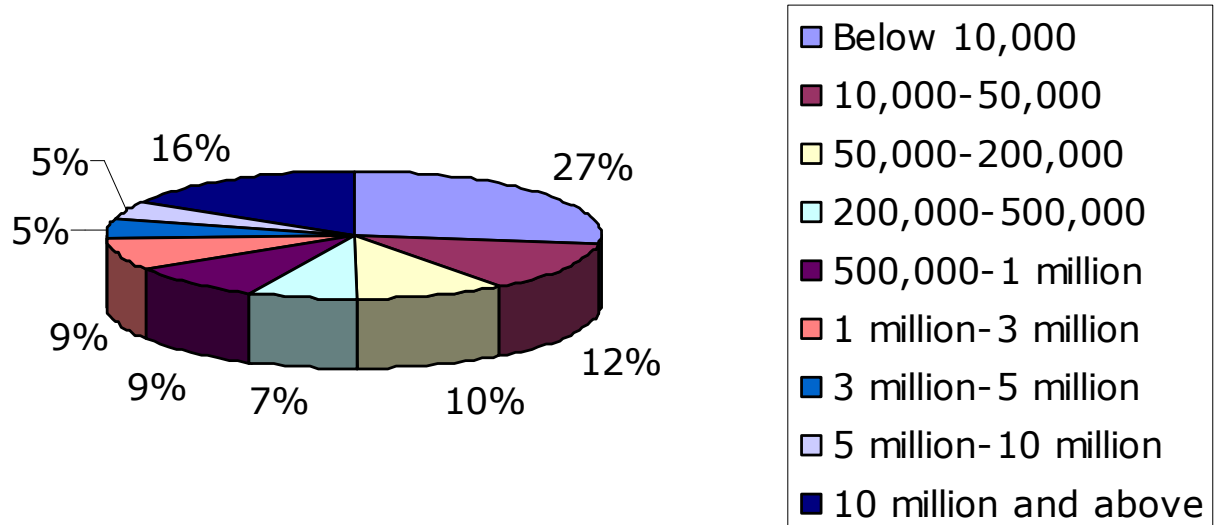
## Company Size





# MALAYSIA

## Company Revenue





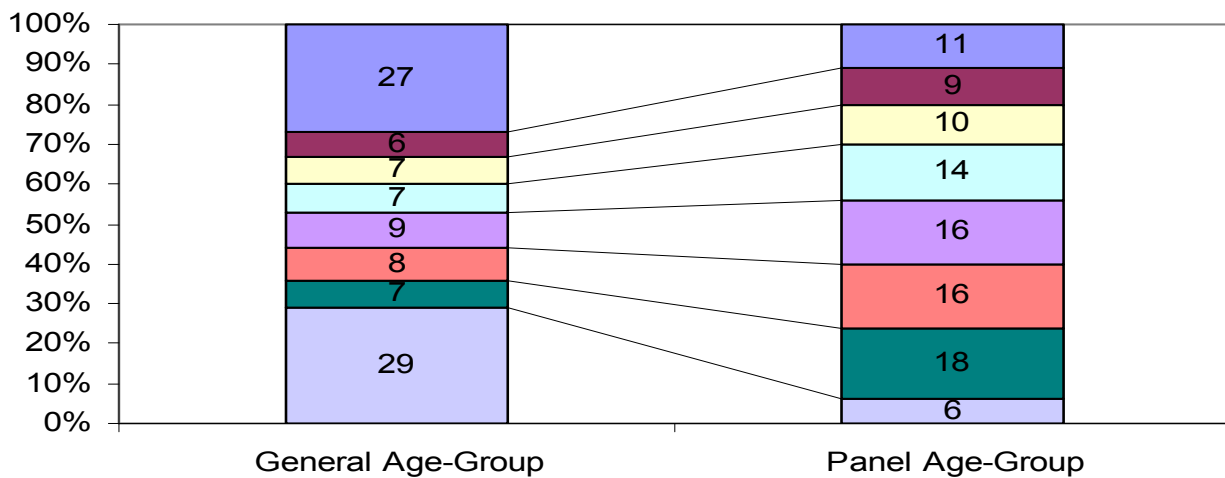
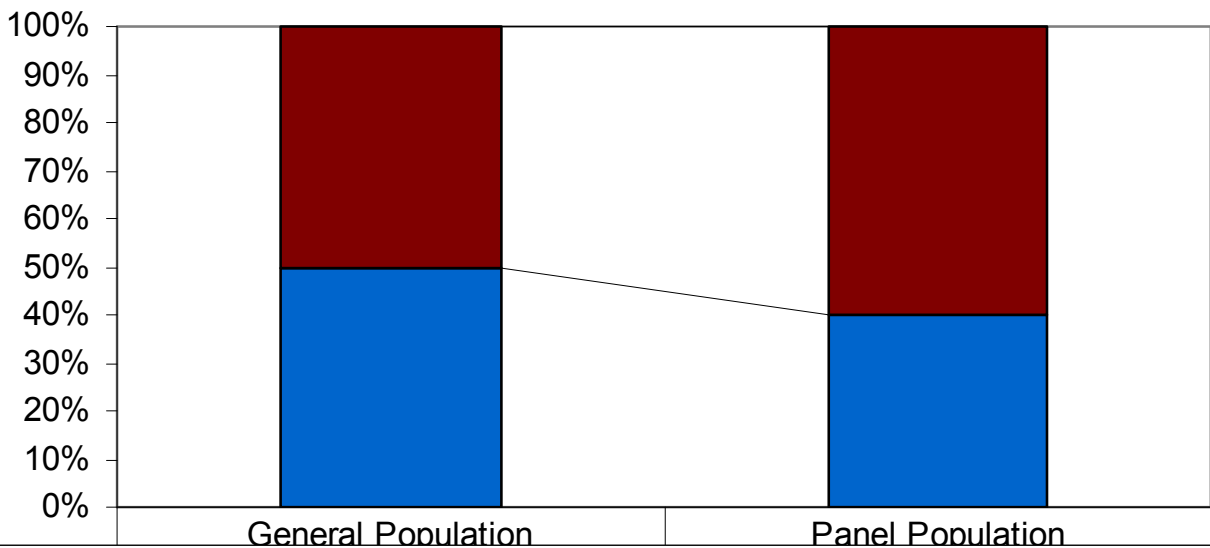
# NEW ZEALAND

**New Zealand population:** 4,173,460 (Source: Internet World Stats 2008)

**Online population:** 3,360,000 (Source: Internet World Stats 2008)

**Planet Pulse panel size '08:** 34,088

## Gender



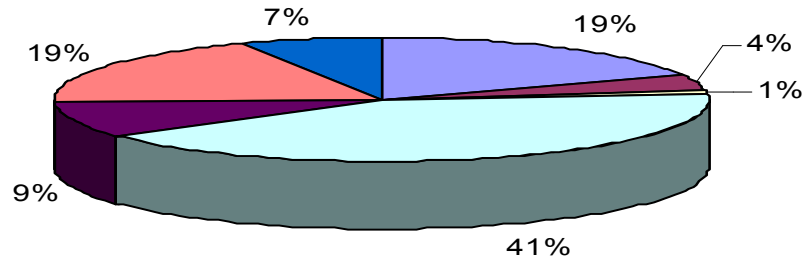
■ Below 20 
 ■ 20-24 
 ■ 25-29 
 ■ 30-34 
 ■ 35-39 
 ■ 40-44 
 ■ 45-49 
 ■ 50 above



# NEW ZEALAND

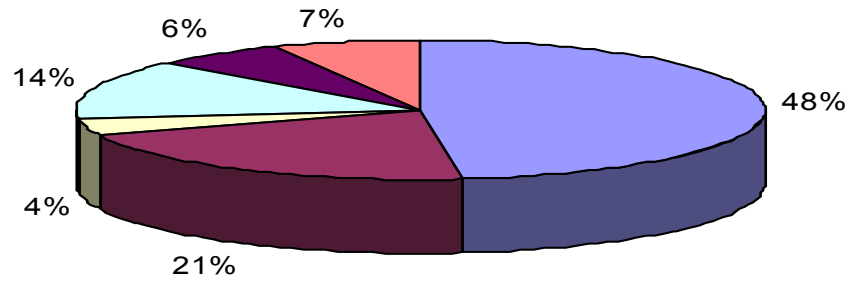
## Annual Income

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000



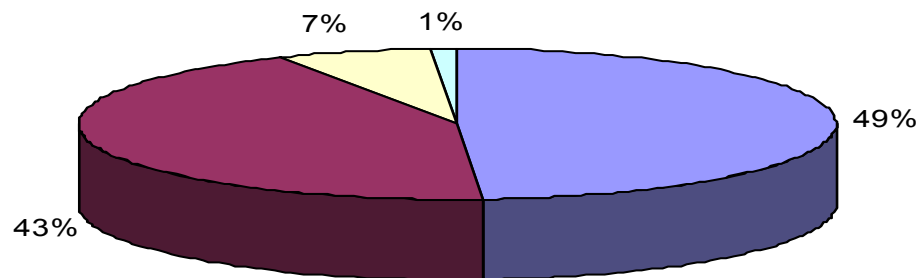
## Employment Status

- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



## Marital Status

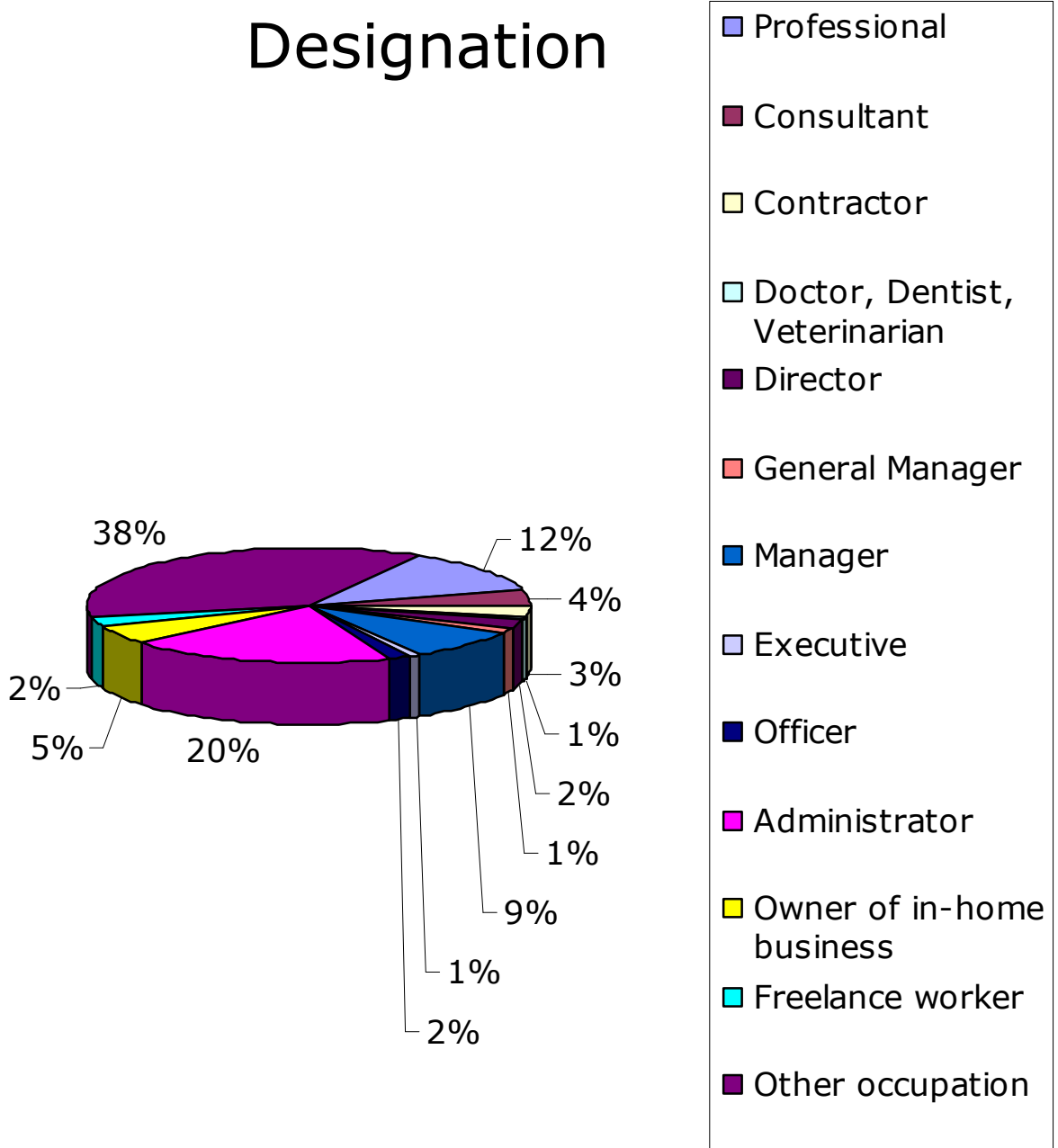
- Single
- Married
- Divorce
- Widow





# NEW ZEALAND

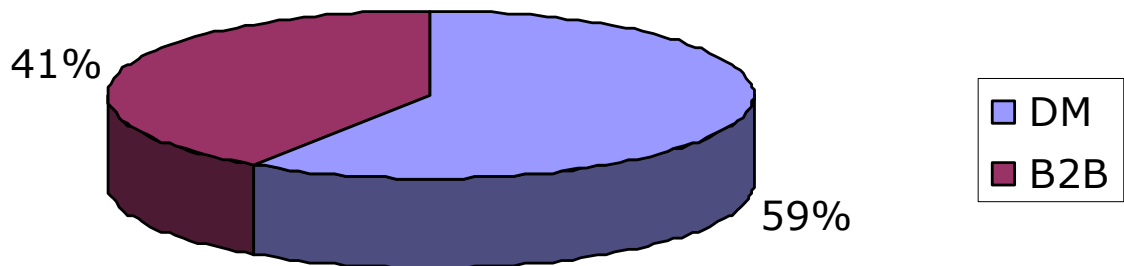
## Designation





# NEW ZEALAND

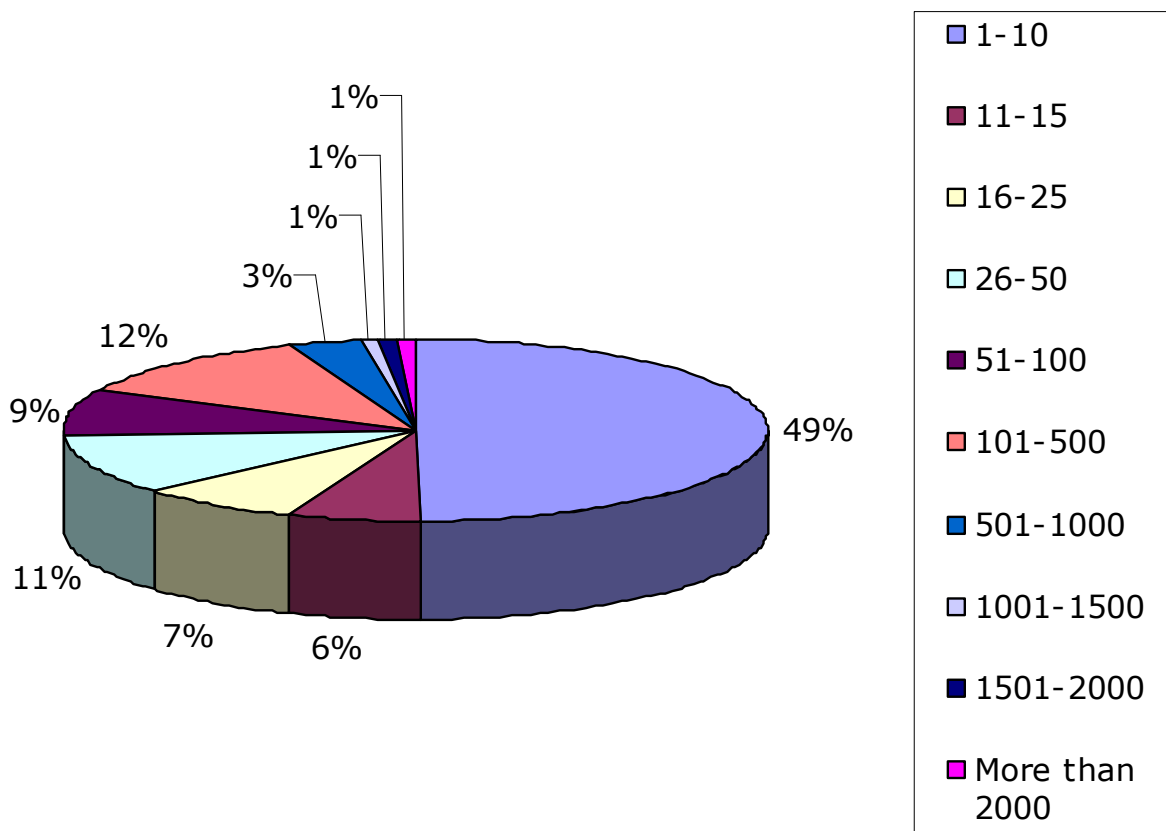
## Decision Maker





# NEW ZEALAND

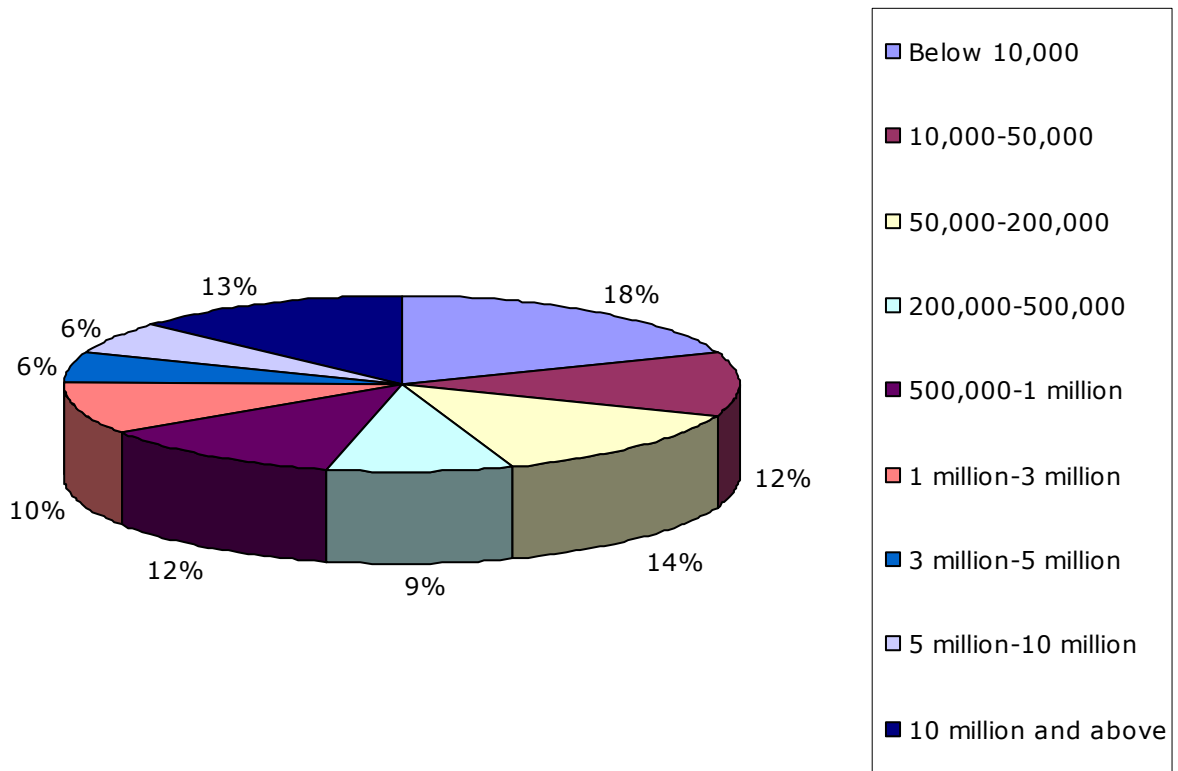
## Company Size





# NEW ZEALAND

## Company Revenue





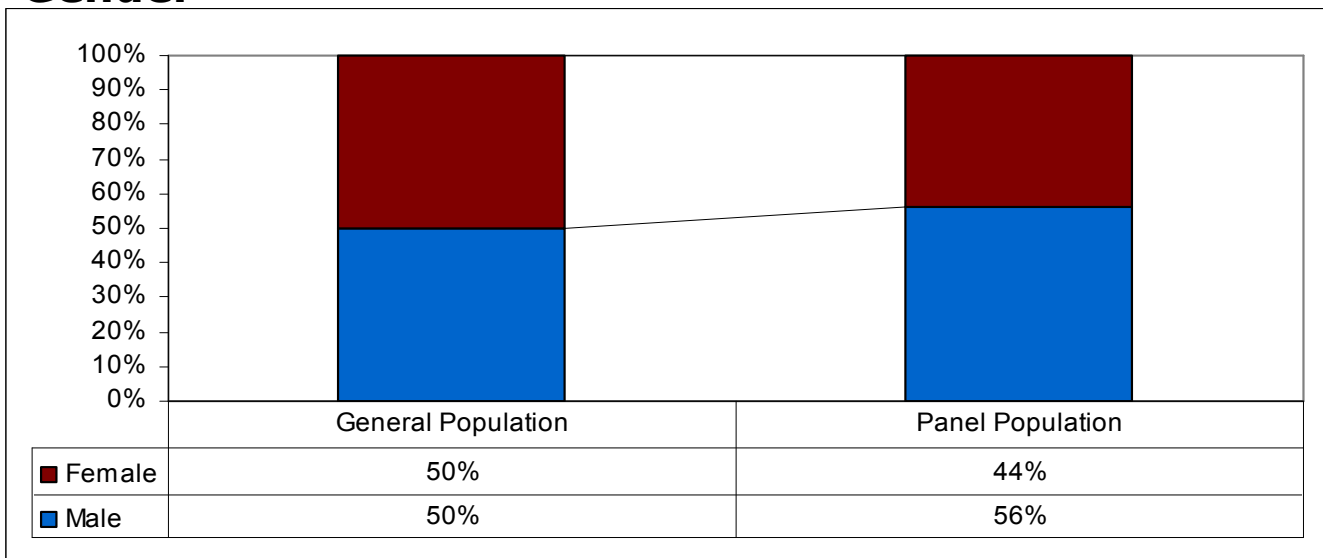
# PHILIPPINES

**Philippines population: 92,681,453** (Source: Internet World Stats 2008)

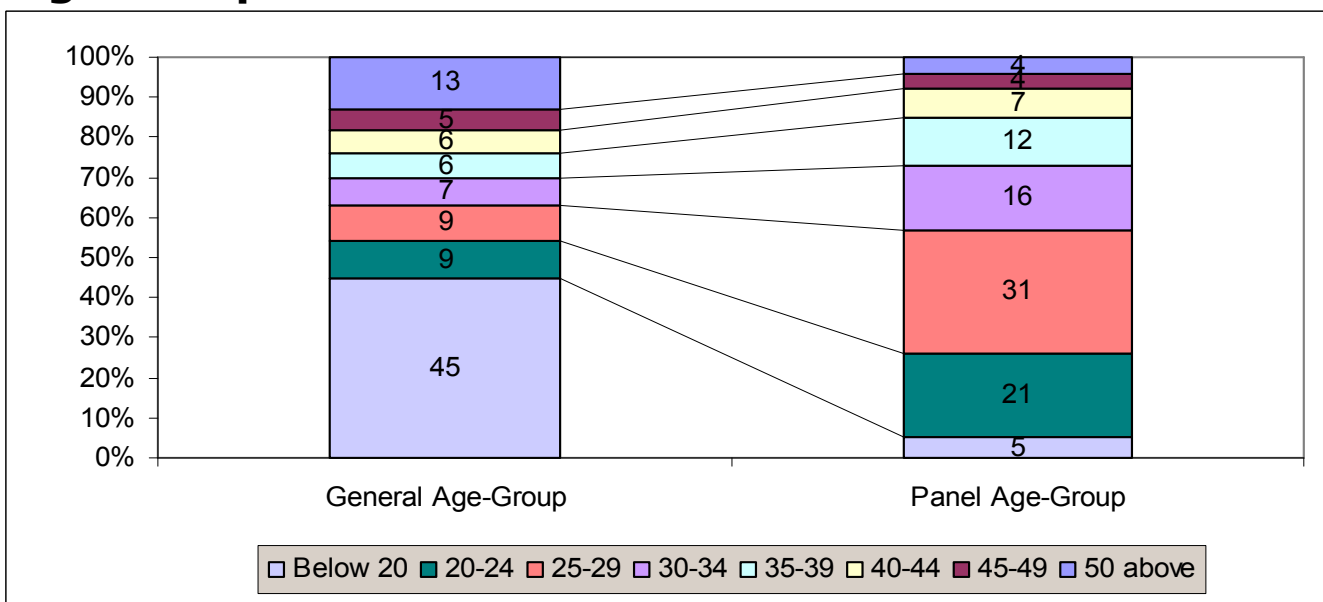
**Online population: 14,000,000** (Source: Internet World Stats 2008)

**Planet Pulse panel size '08: 55,344**

## Gender



## Age Group

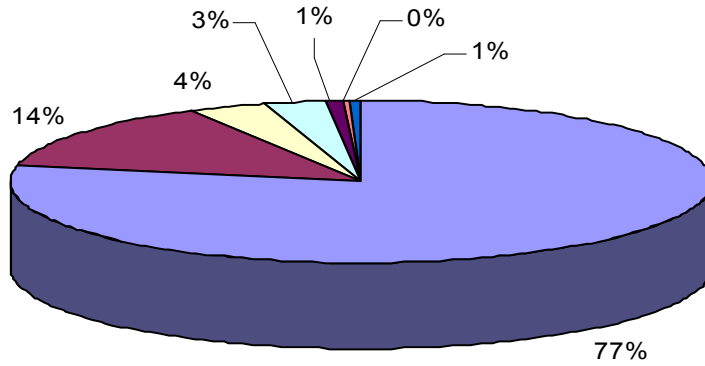




# PHILIPPINES

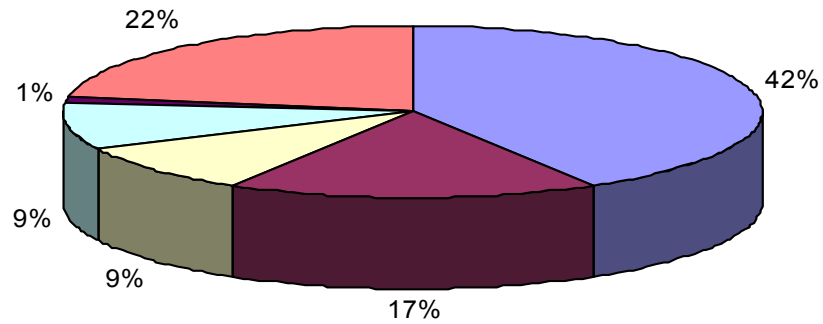
### Annual Income

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000



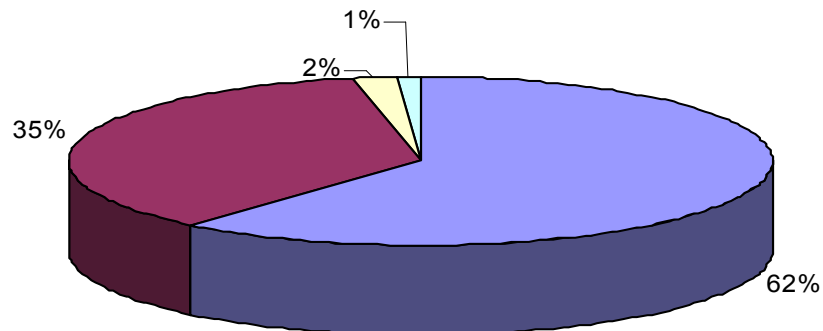
### Employment Status

- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



### Marital Status

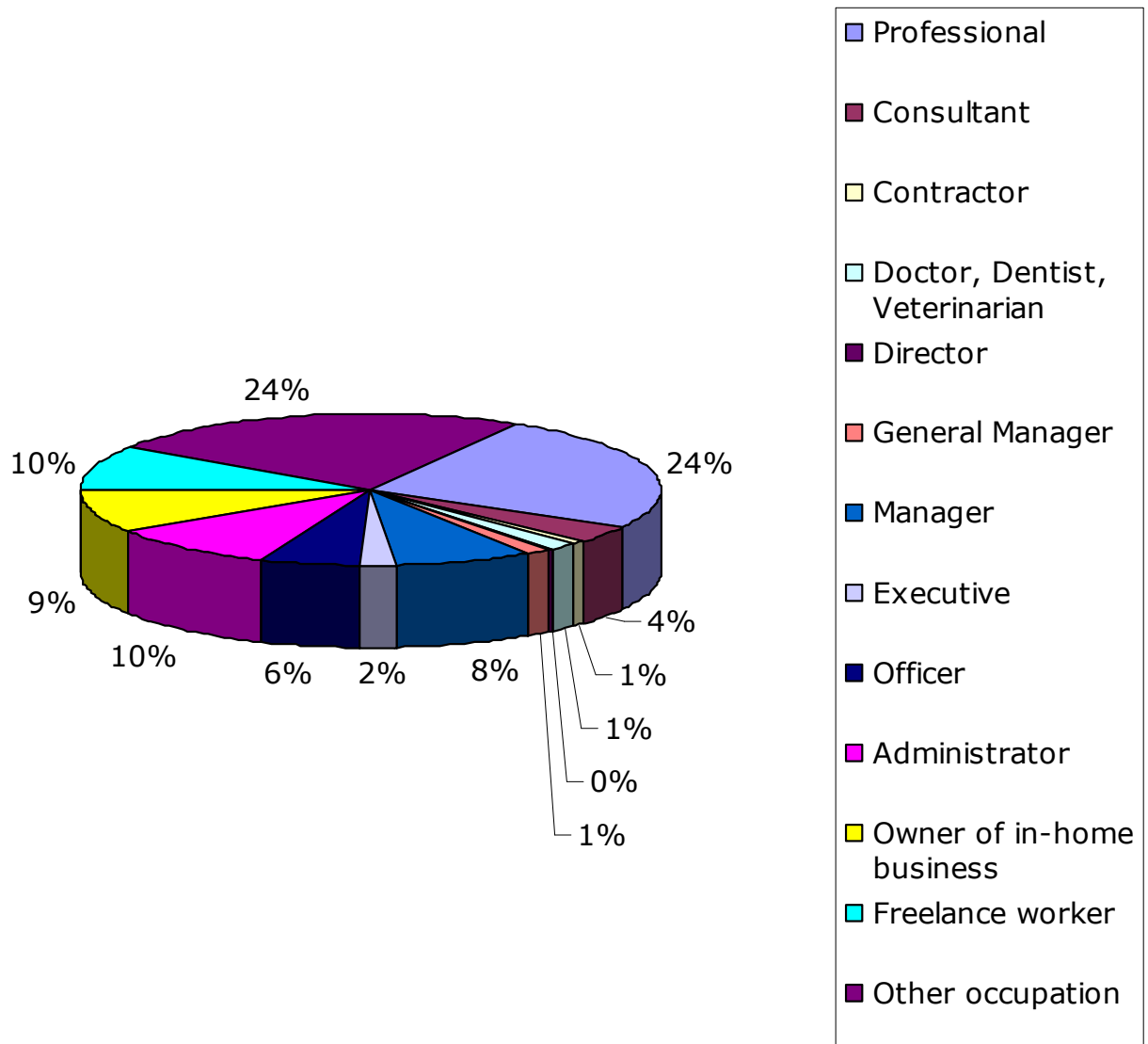
- Single
- Married
- Divorce
- Widow





# PHILIPPINES

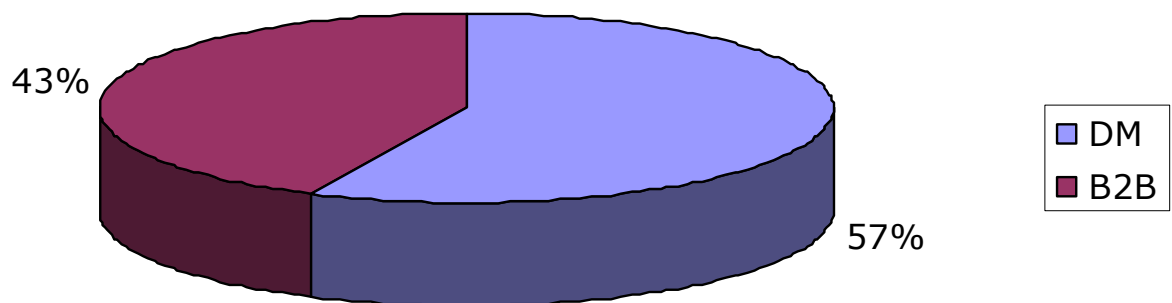
## Designation





# PHILIPPINES

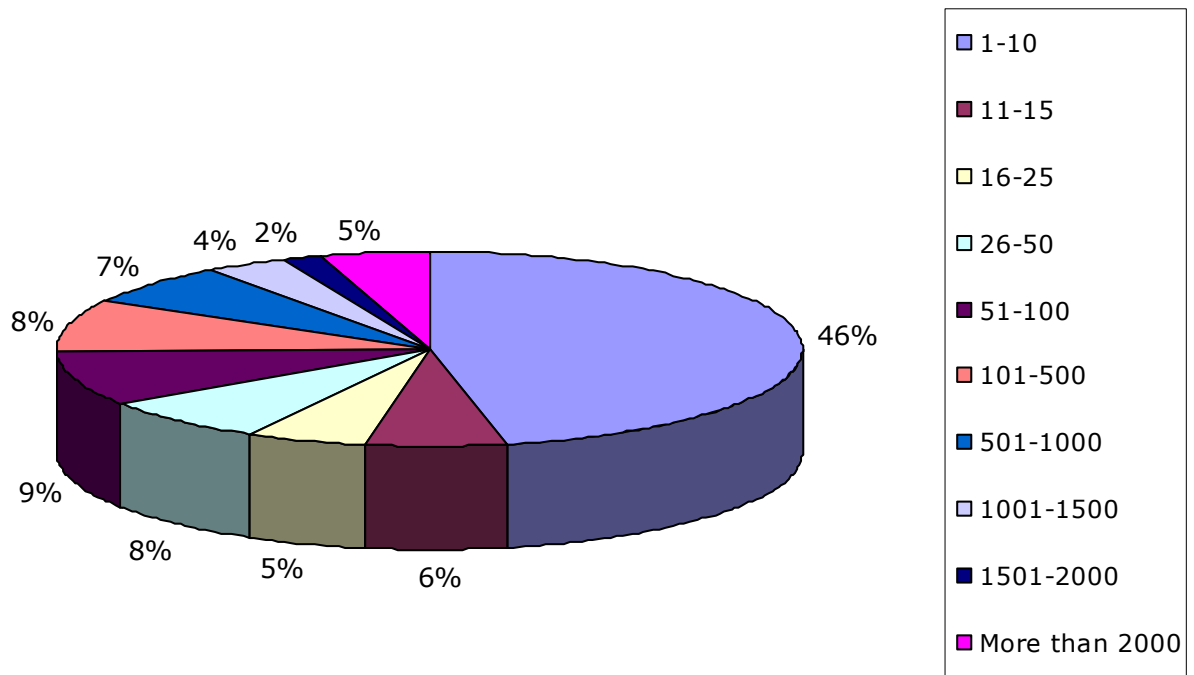
## Decision Maker





# PHILIPPINES

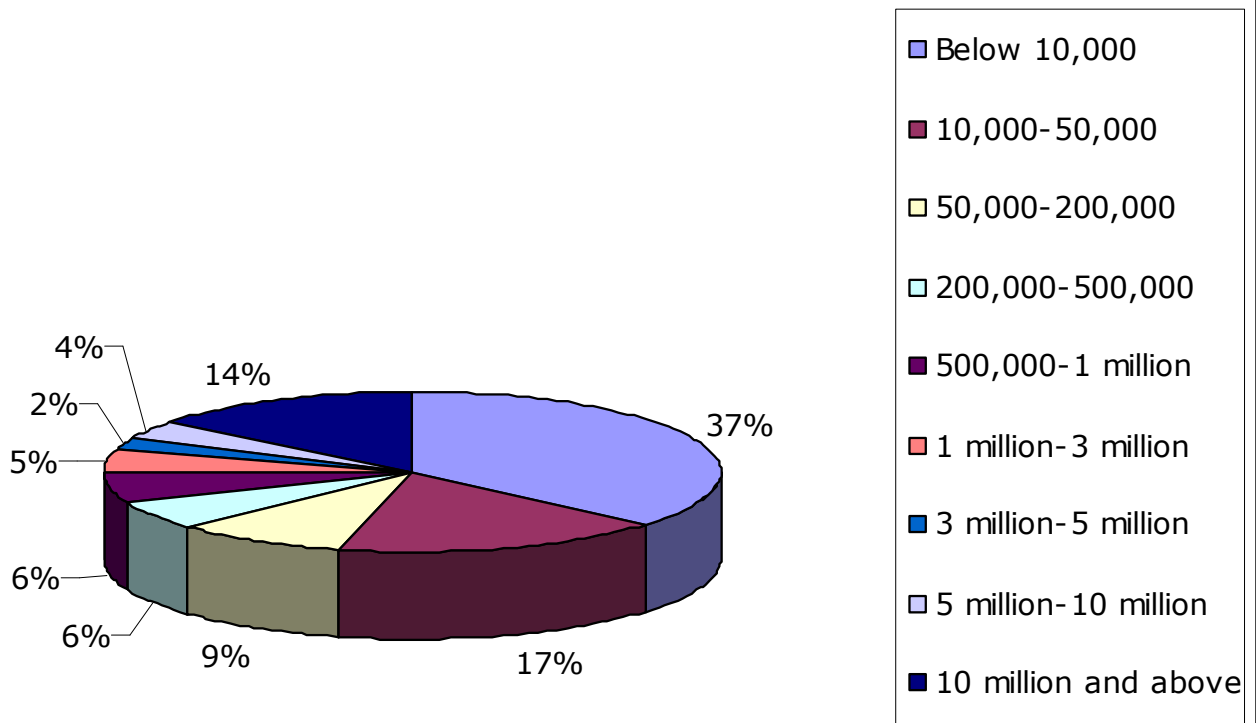
## Company Size





# PHILIPPINES

## Company Revenue





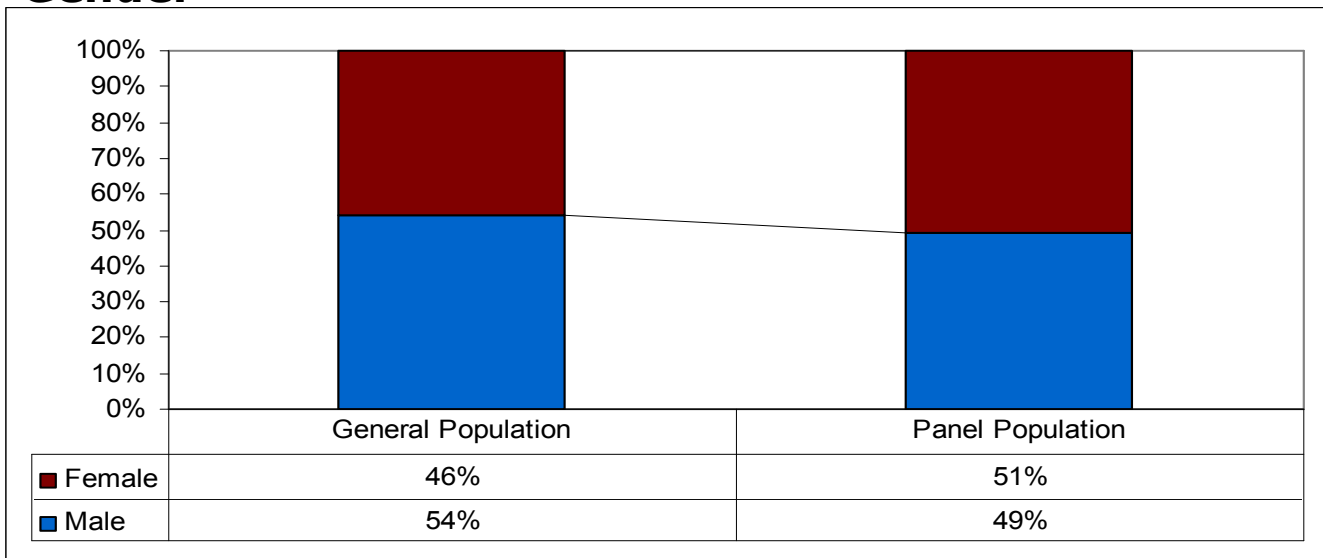
# SINGAPORE

**Singapore population: 4,608,167** (Source: Internet World Stats 2008)

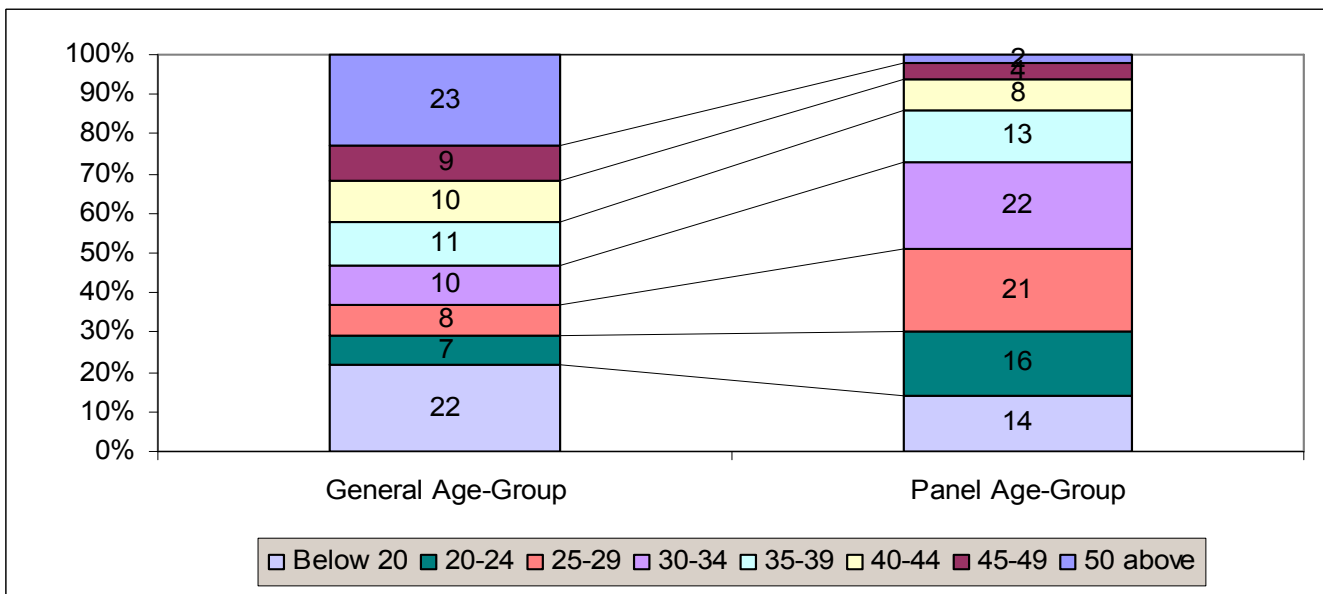
**Online population: 2,700,000** (Source: Internet World Stats 2008)

**Planet Pulse panel size '08: 65,148**

## Gender



## Age Group

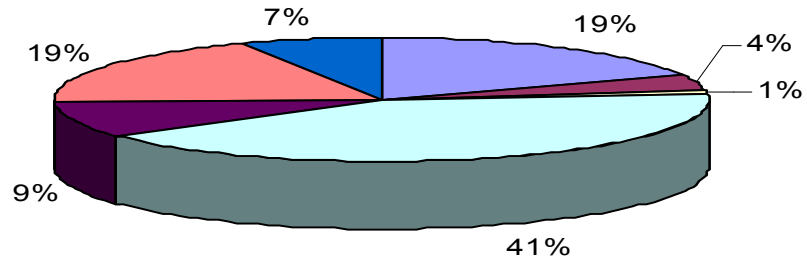




# SINGAPORE

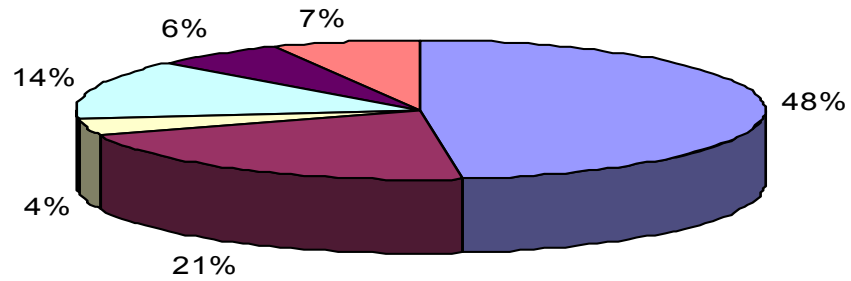
## Annual Income

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000



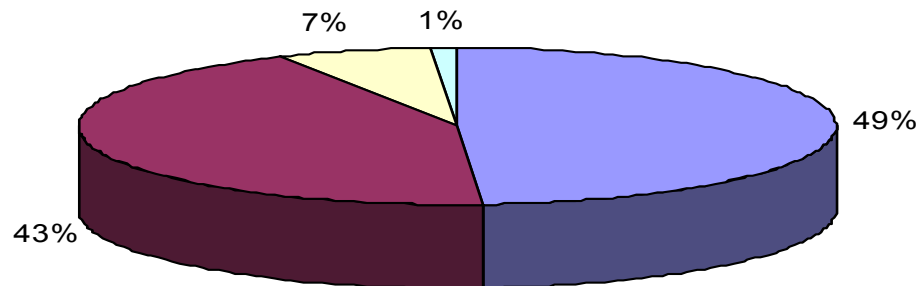
## Employment Status

- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



## Marital Status

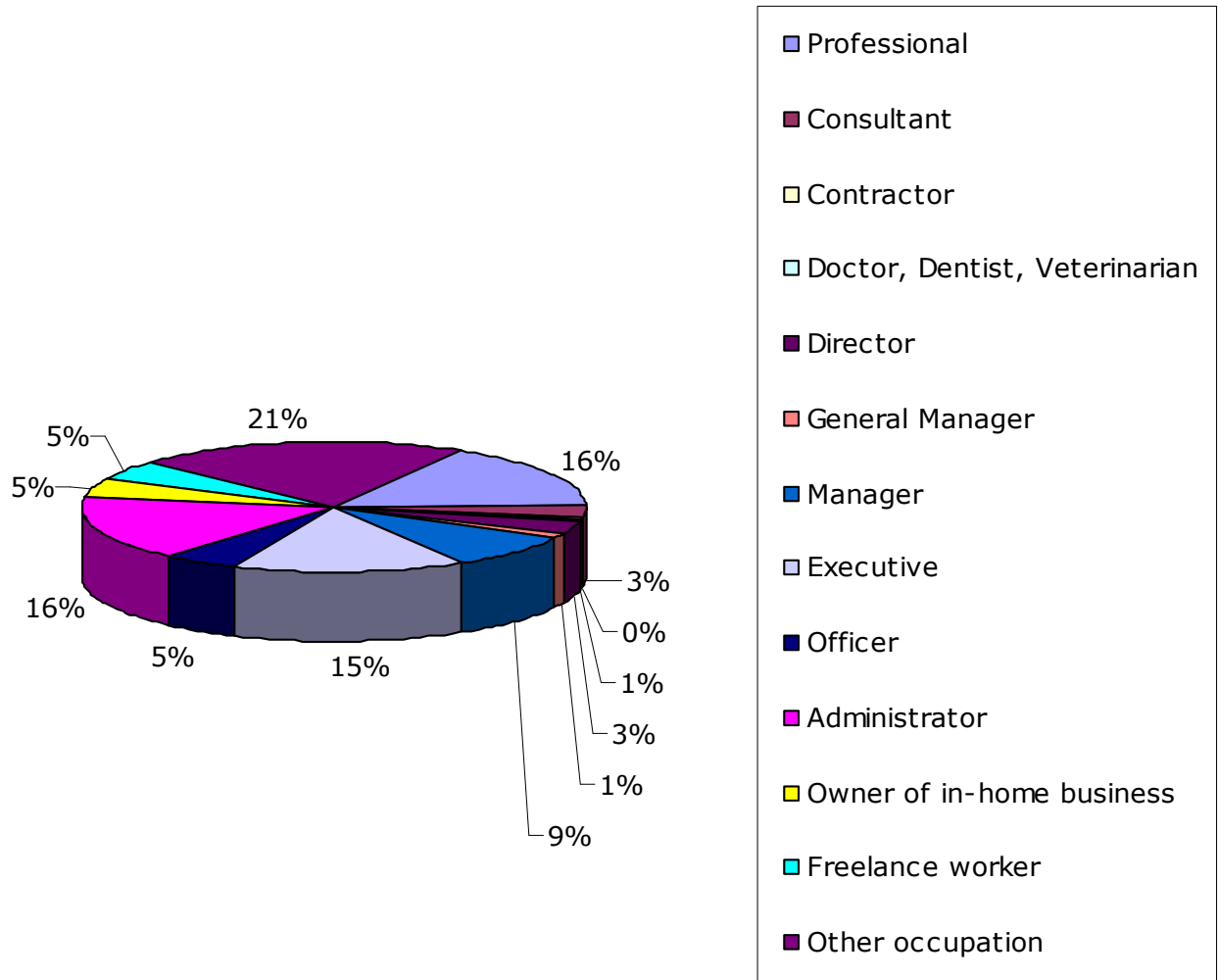
- Single
- Married
- Divorce
- Widow





# SINGAPORE

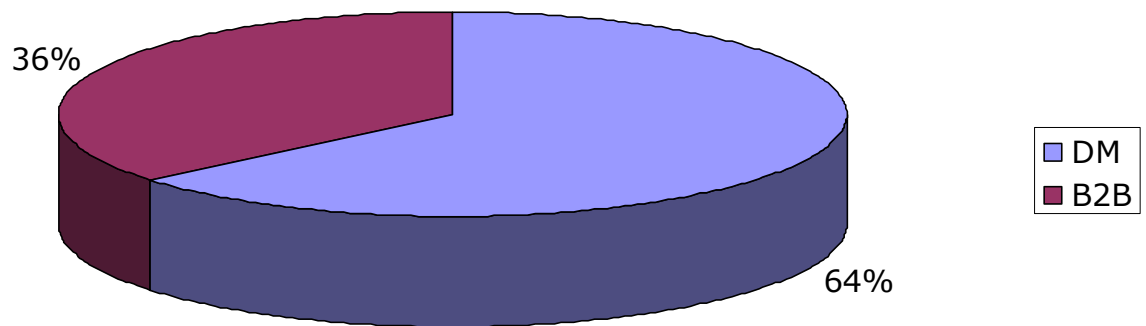
## Designation





# SINGAPORE

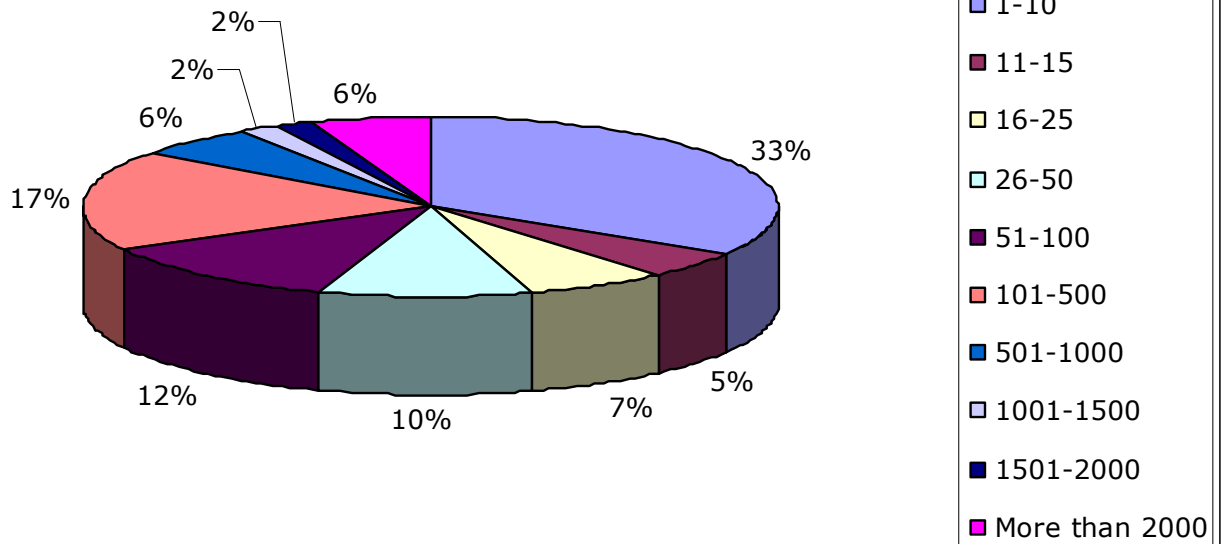
## Decision Maker





# SINGAPORE

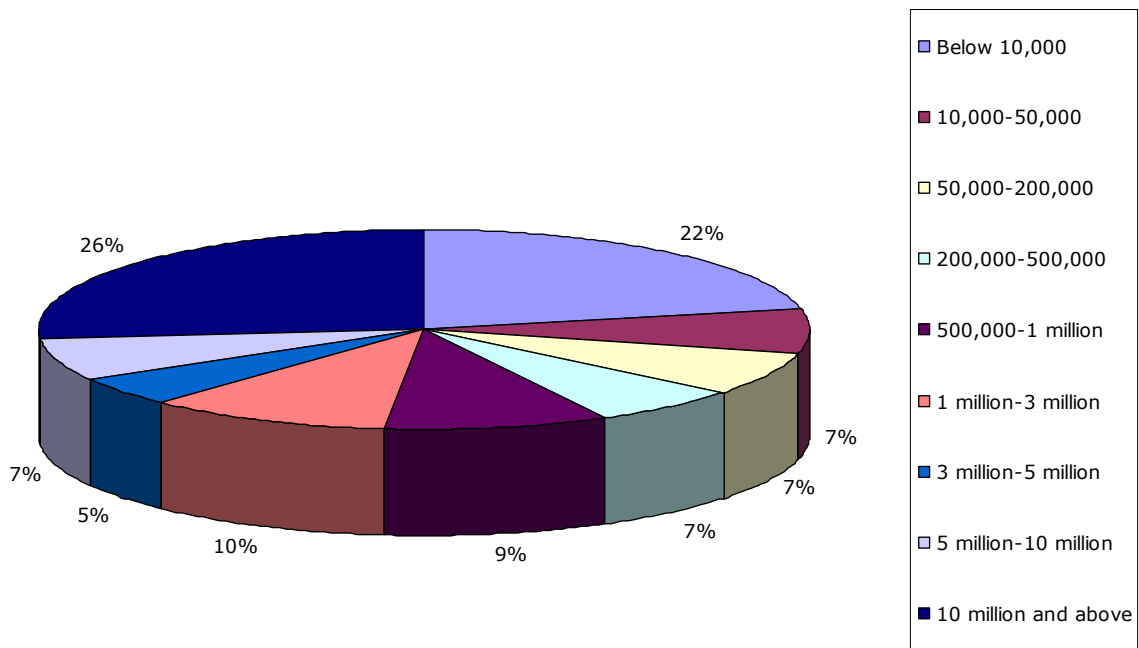
## Company Size





# SINGAPORE

## Company Revenue





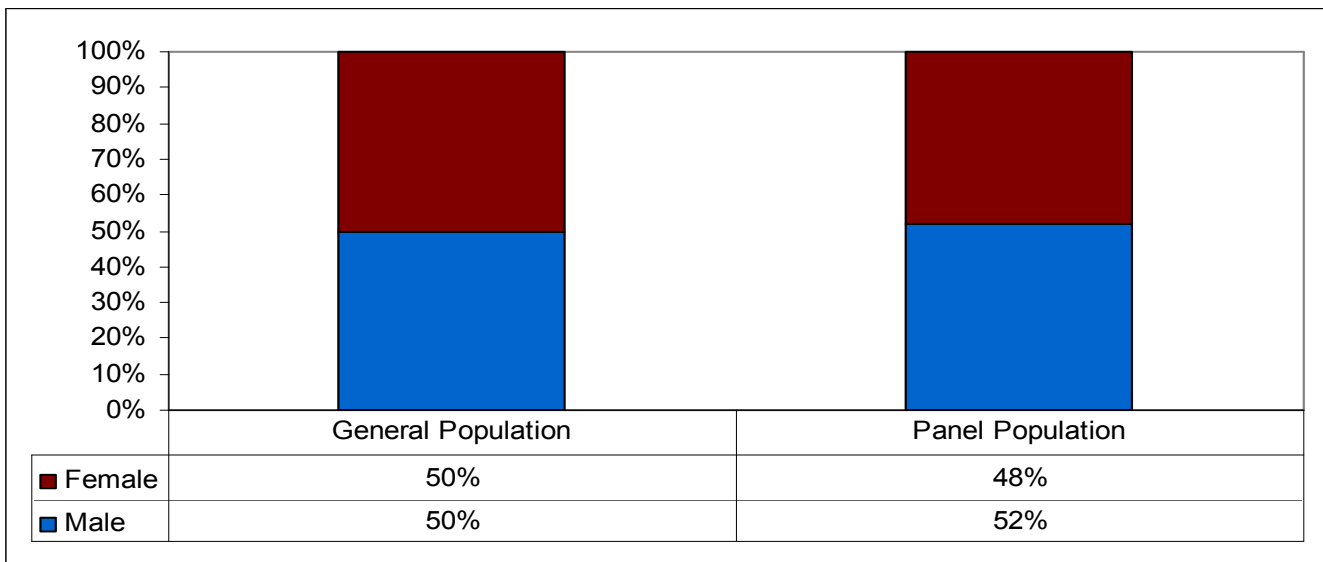
# SOUTH KOREA

**South Korea population:** 49,232,844 (Source: Internet World Stats 2008)

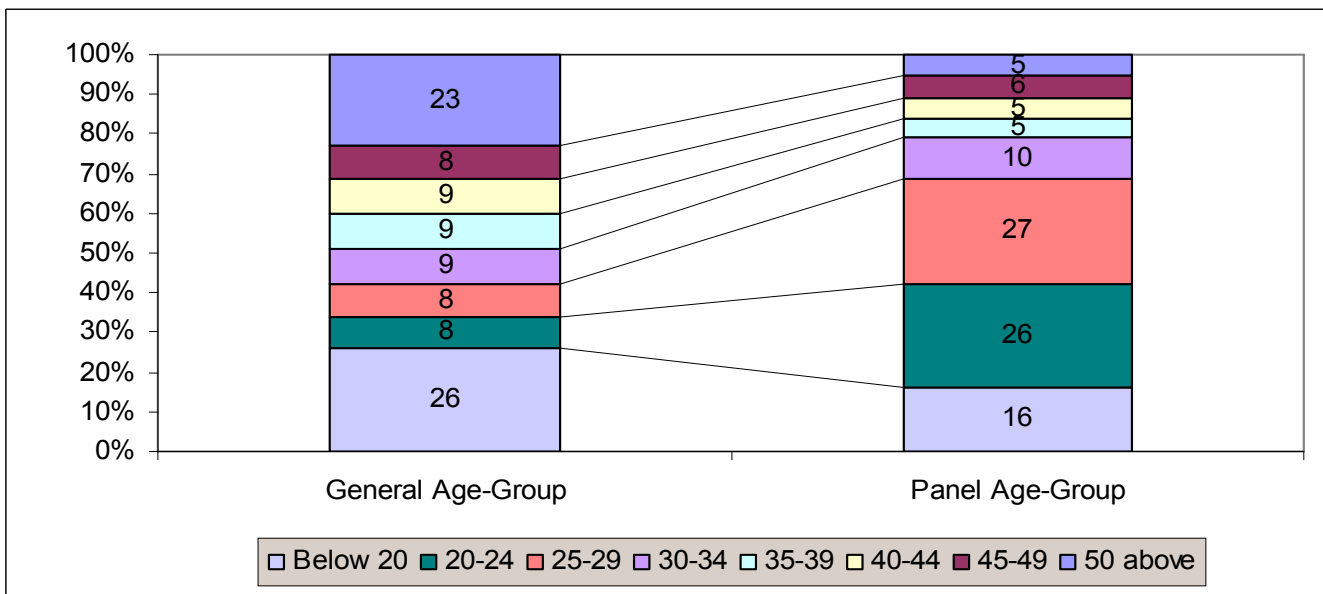
**Online population:** 34,820,000 (Source: Internet World Stats 2008)

**Planet Pulse panel size '08:** 301,933

## Gender



## Age Group

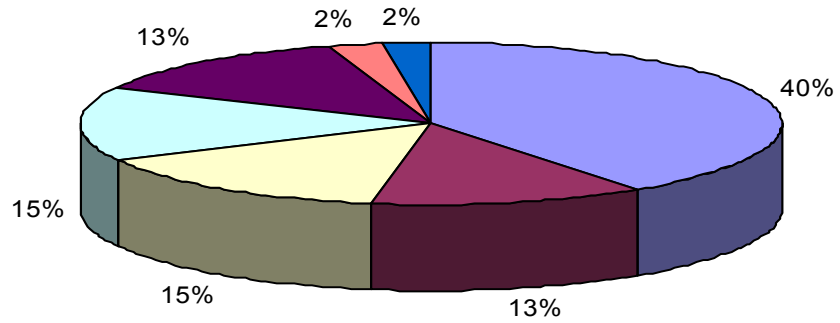




# SOUTH KOREA

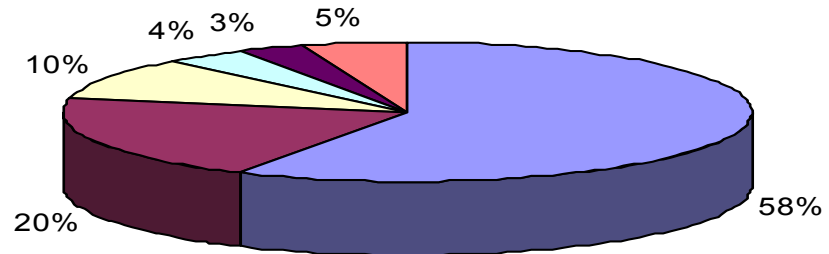
### Annual Income

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000



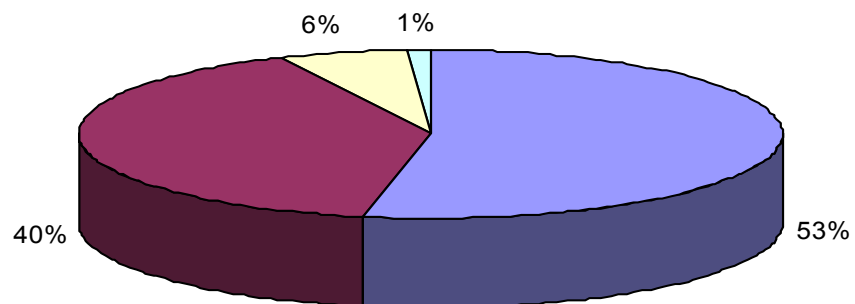
### Employment Status

- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



### Marital Status

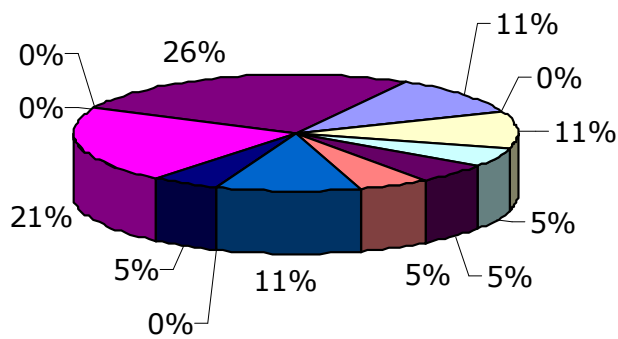
- Single
- Married
- Divorce
- Widow





# SOUTH KOREA

## Designation

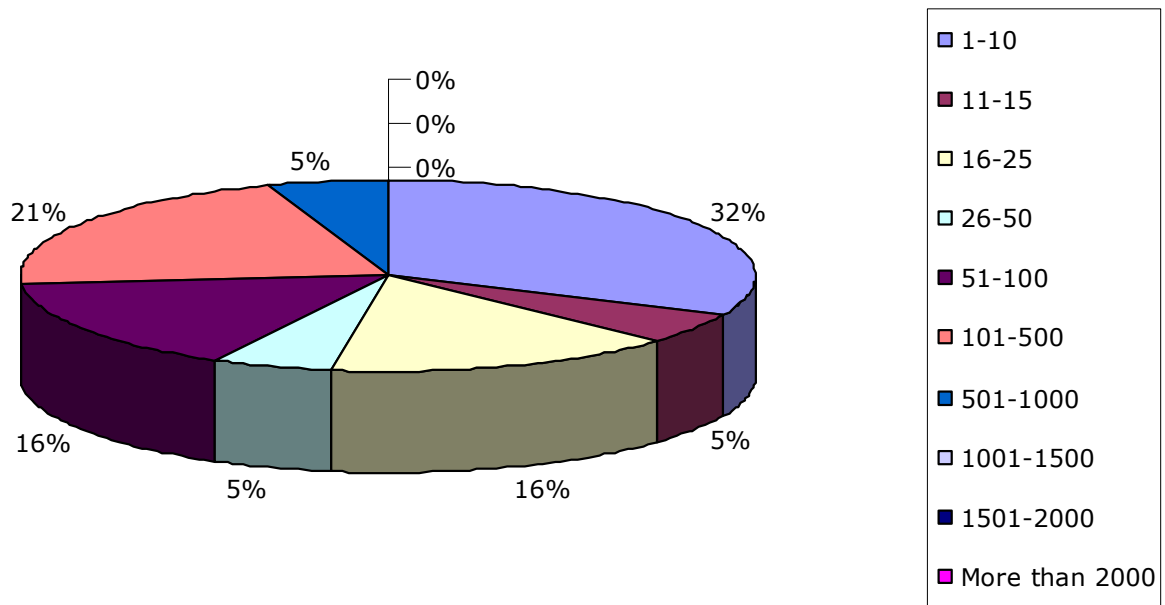


- Professional
- Consultant
- Contractor
- Doctor, Dentist, Veterinarian
- Director
- General Manager
- Manager
- Executive
- Officer
- Administrator
- Owner of in-home business
- Freelance worker
- Other occupation



# SOUTH KOREA

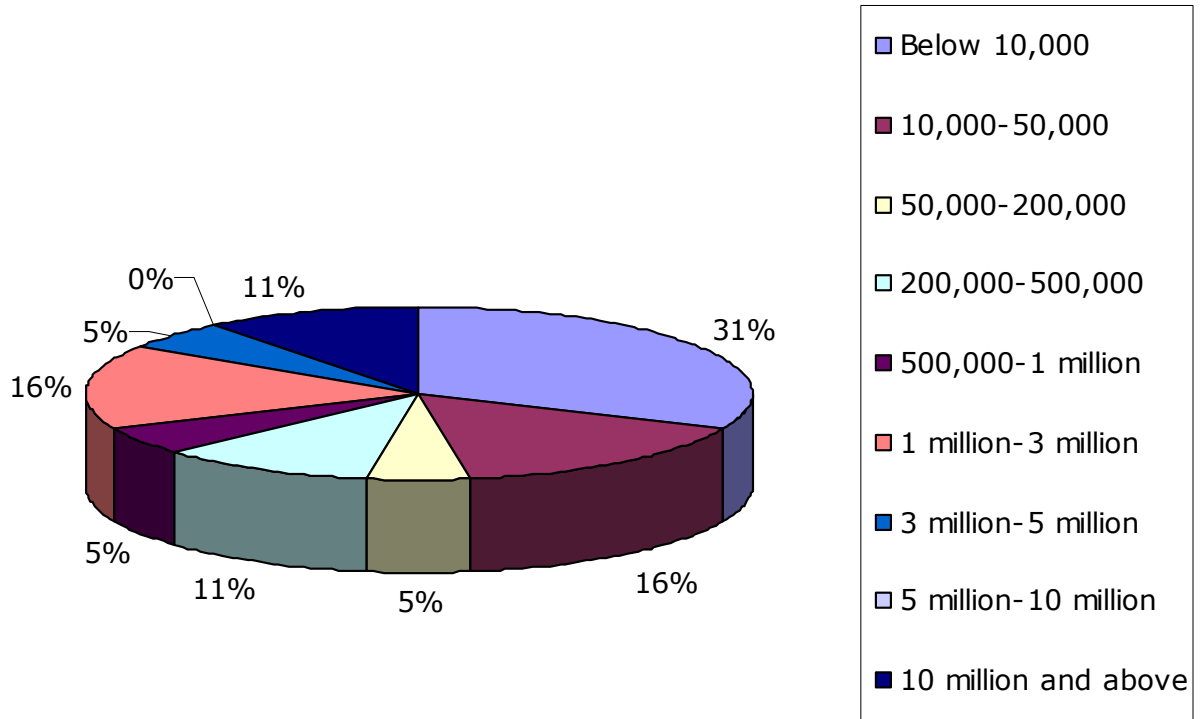
## Company Size





# SOUTH KOREA

## Company Revenue





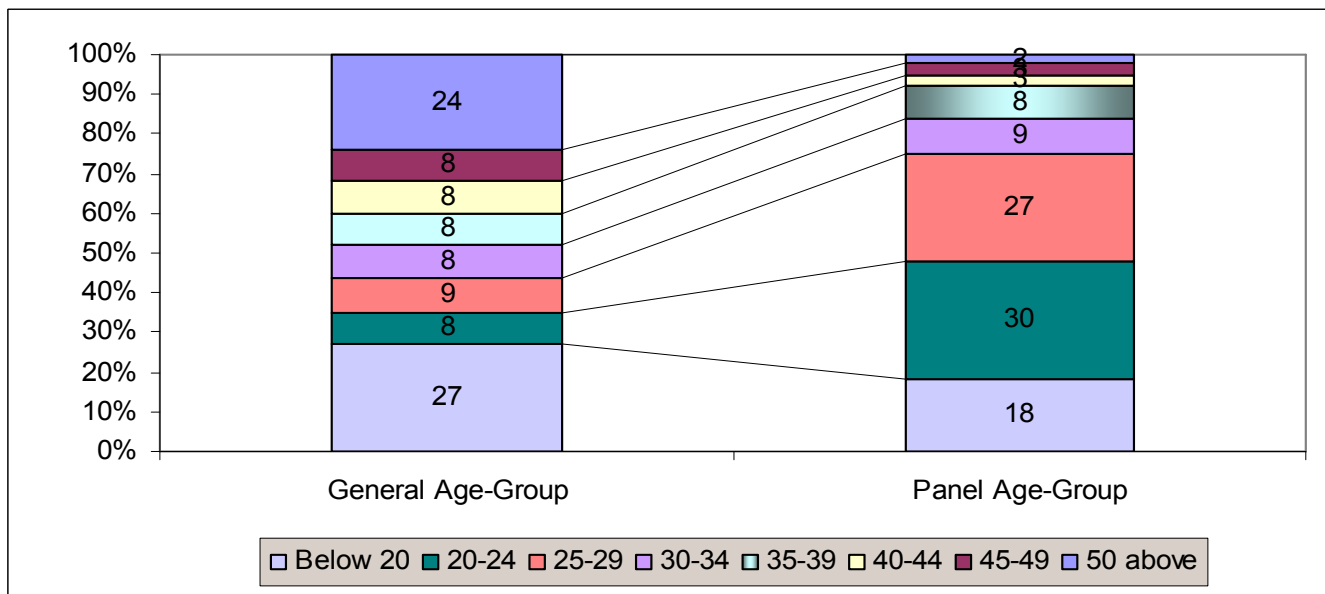
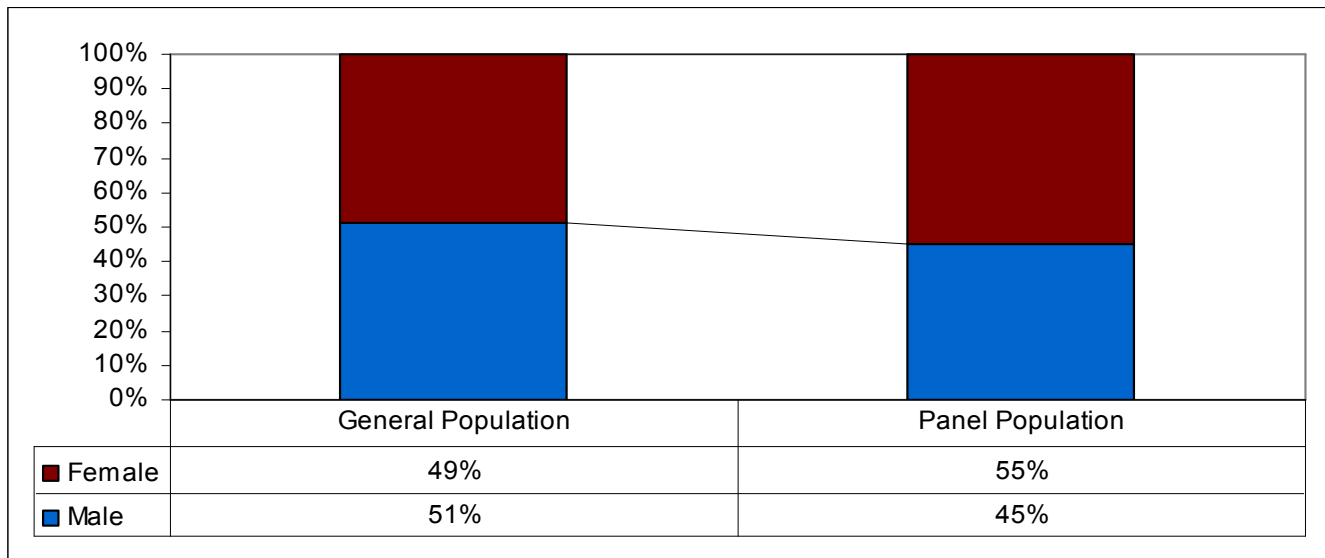
# TAIWAN

**Taiwan population:** 22,920,946 (Source: Internet World Stats 2008)

**Online population:** 15,400,000 (Source: Internet World Stats 2008)

**Planet Pulse panel size '08:** 129,182

## Gender

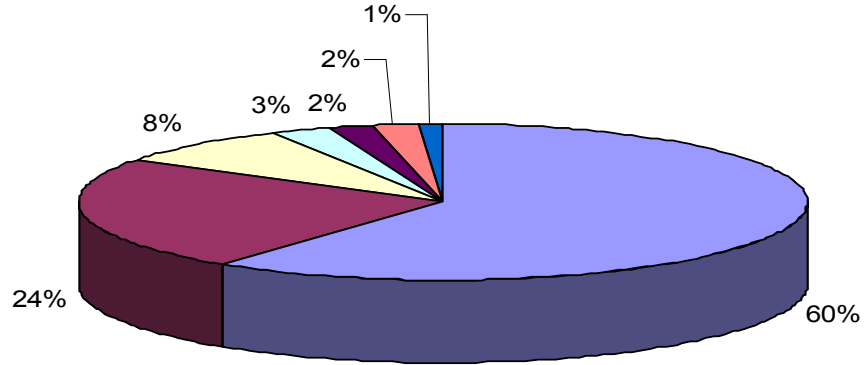




# TAIWAN

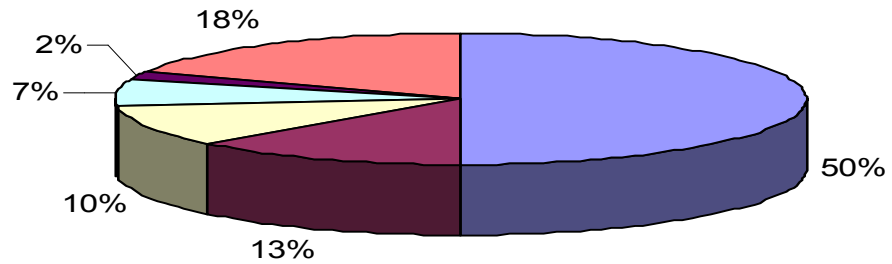
### Annual Income

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000



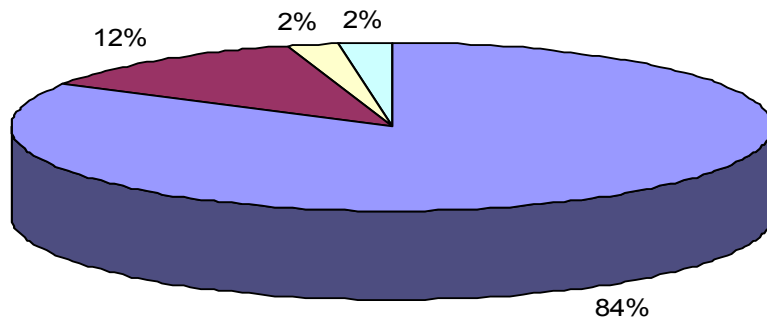
### Employment Status

- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



### Marital Status

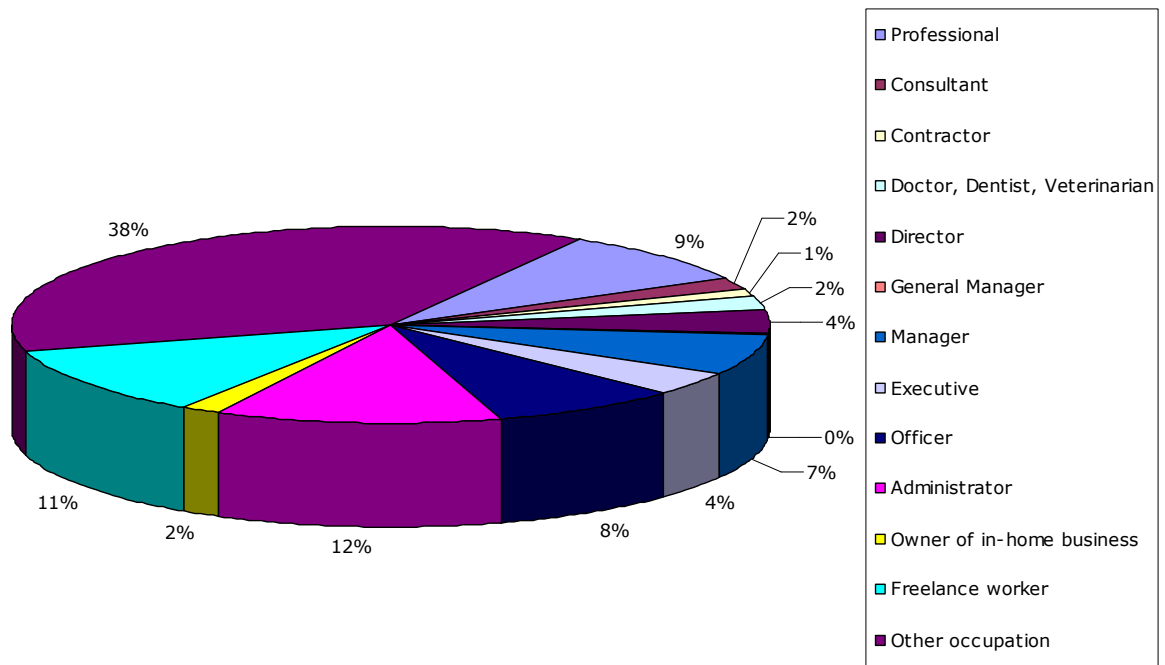
- Single
- Married
- Divorce
- Widow





# TAIWAN

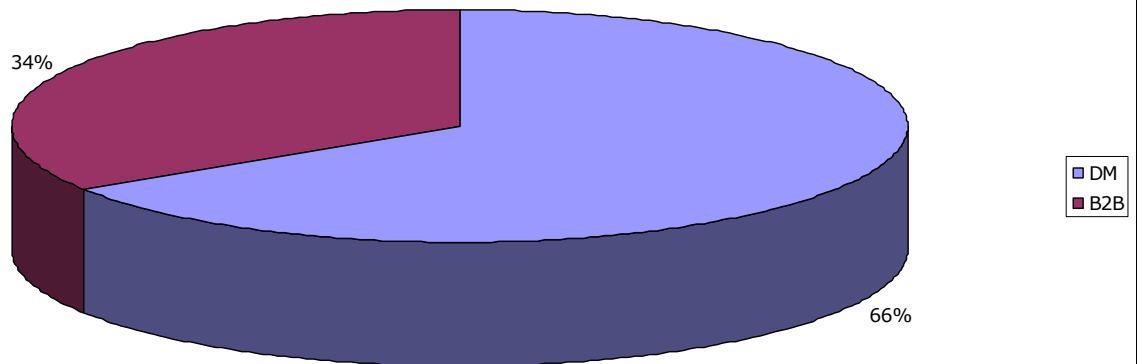
## Designation





# TAIWAN

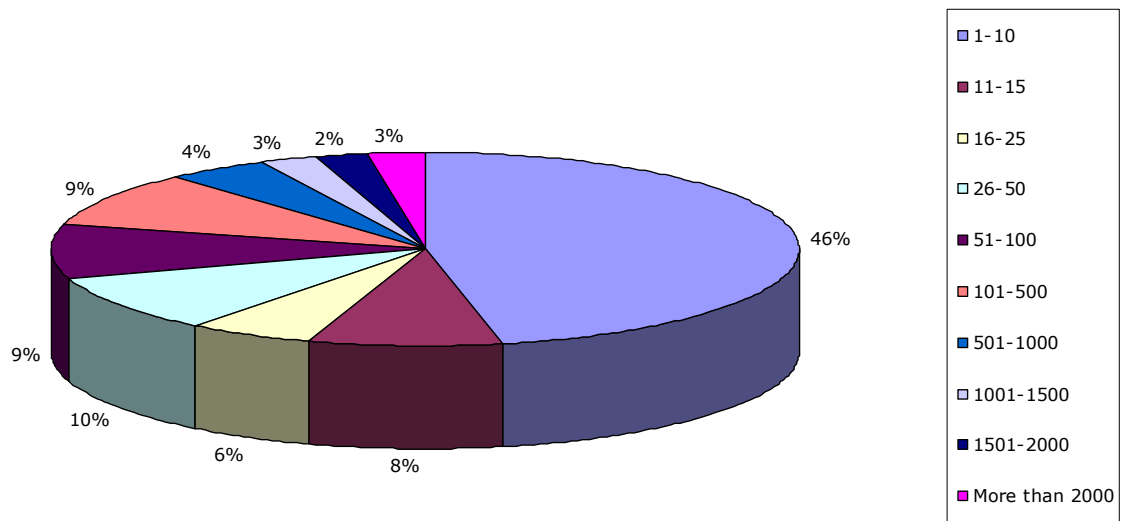
## Decision Maker





# TAIWAN

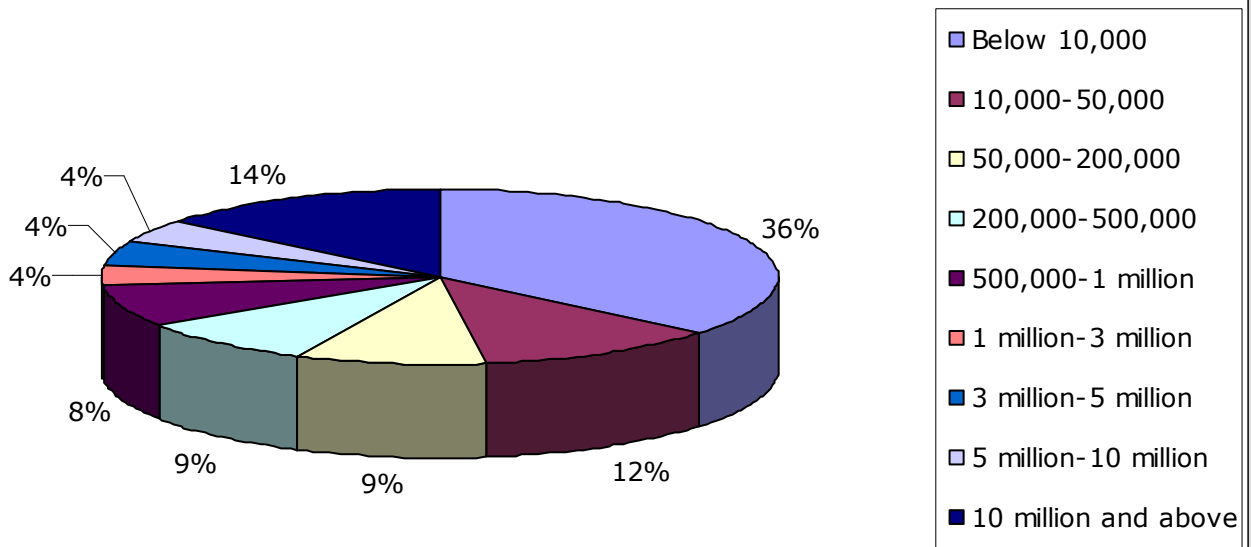
## Company Size





# TAIWAN

## Company Revenue





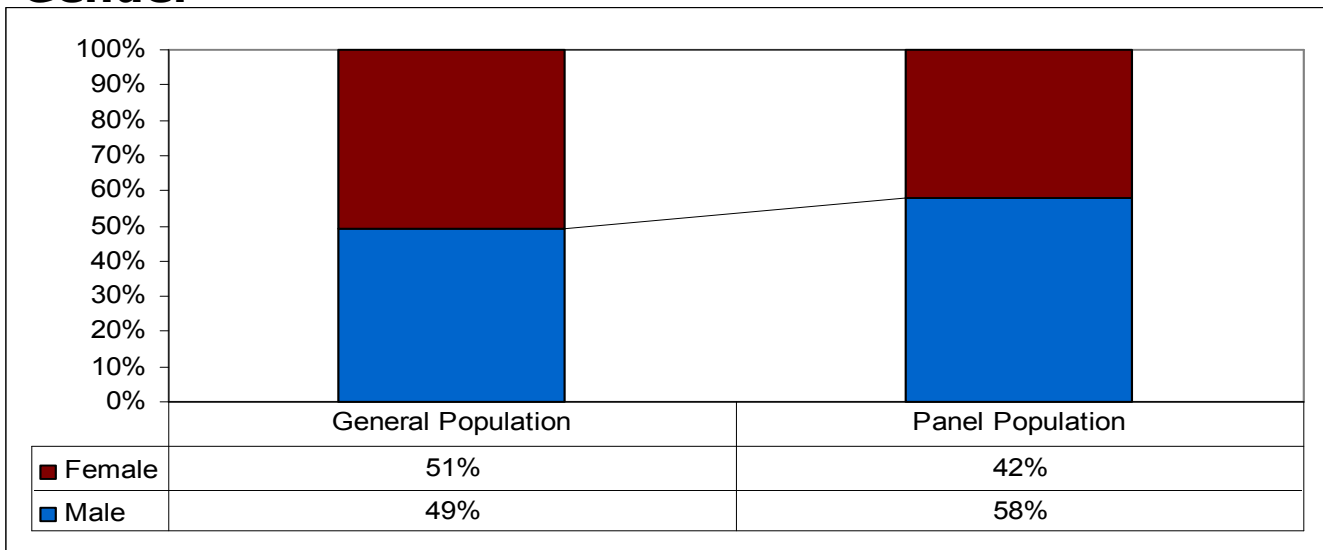
# THAILAND

**Thailand population: 65,493,298** (Source: Internet World Stats 2008)

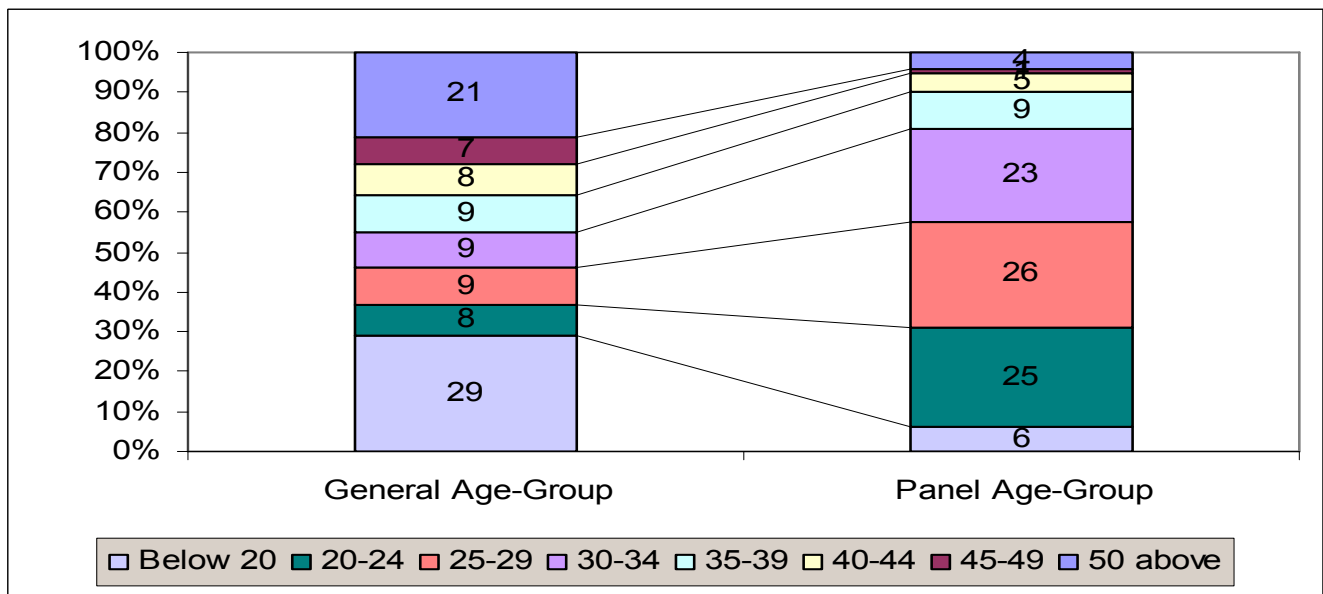
**Online population: 13,416,000** (Source: Internet World Stats 2008)

**Planet Pulse panel size '08: 63,614**

## Gender



## Age Group

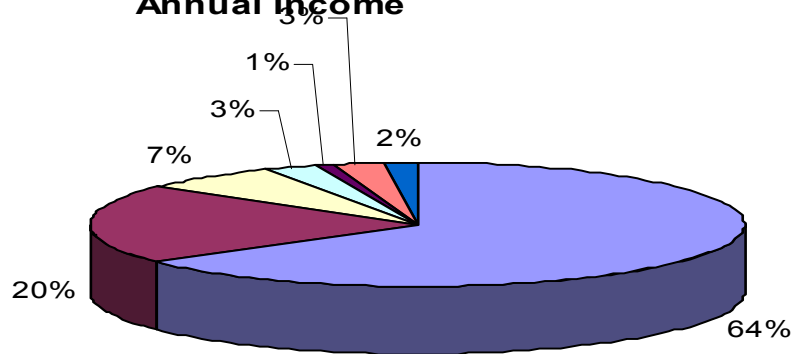




# THAILAND

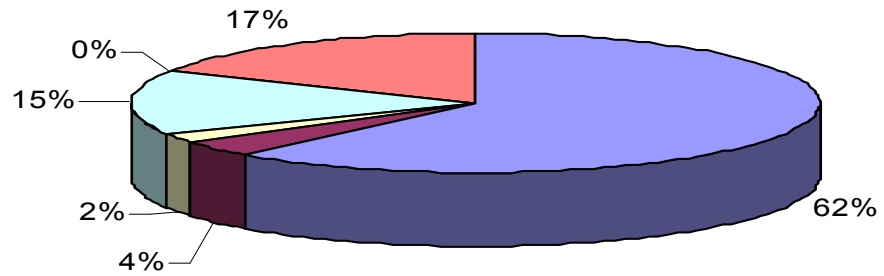
### Annual Income

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000



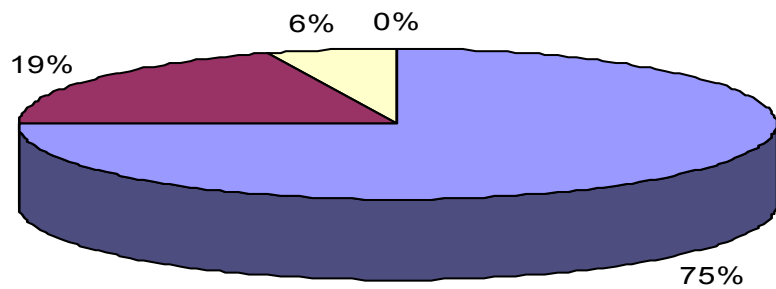
### Employment Status

- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



### Marital Status

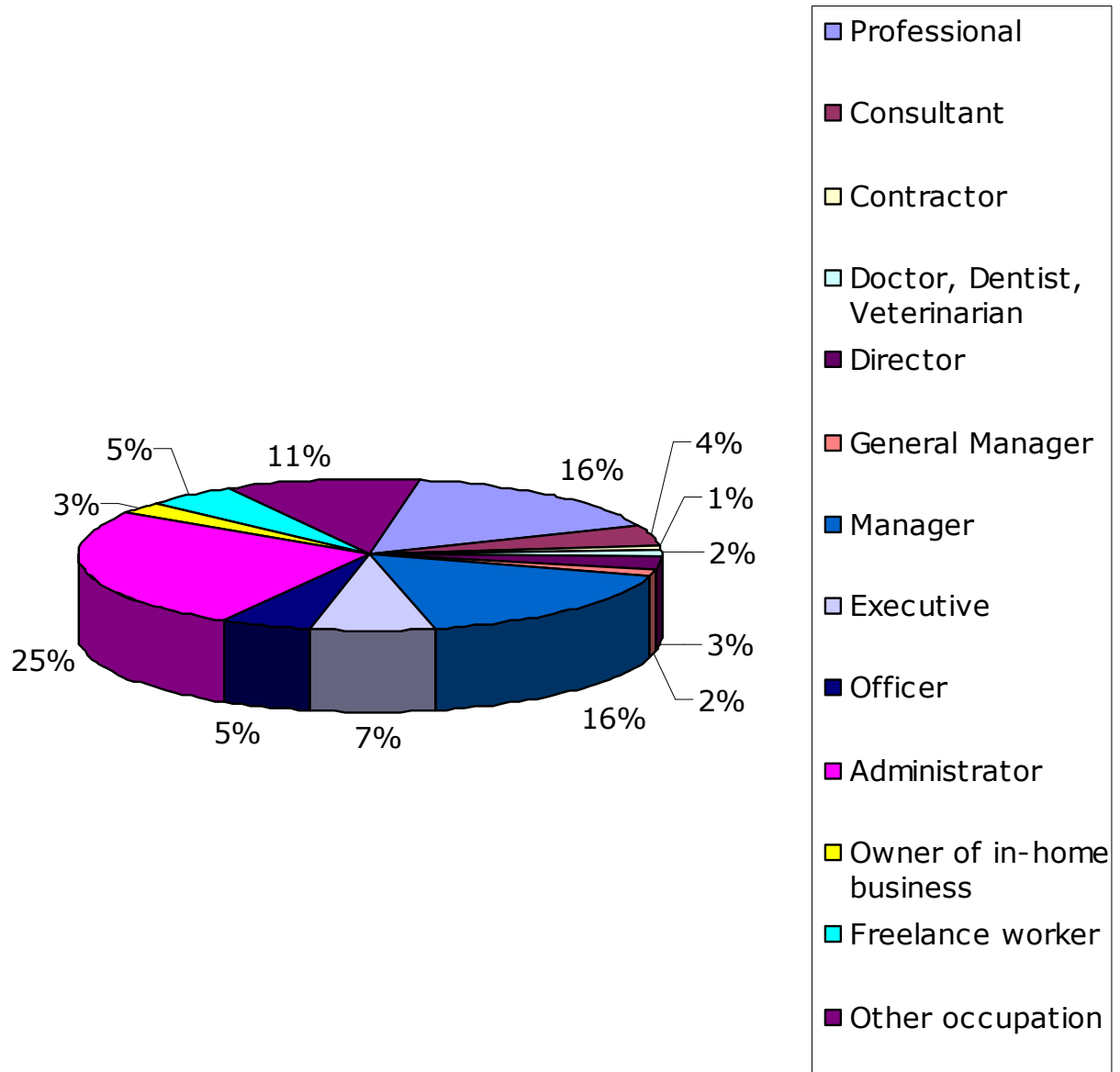
- Single
- Married
- Divorce
- Widow





# THAILAND

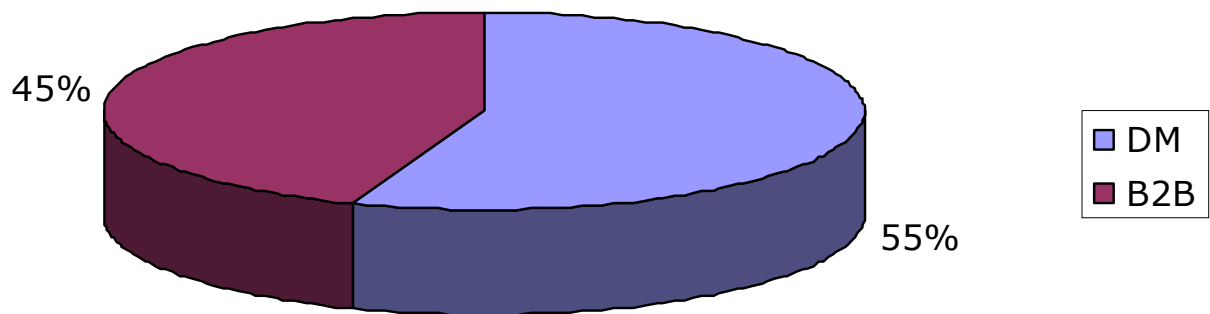
## Designation





# THAILAND

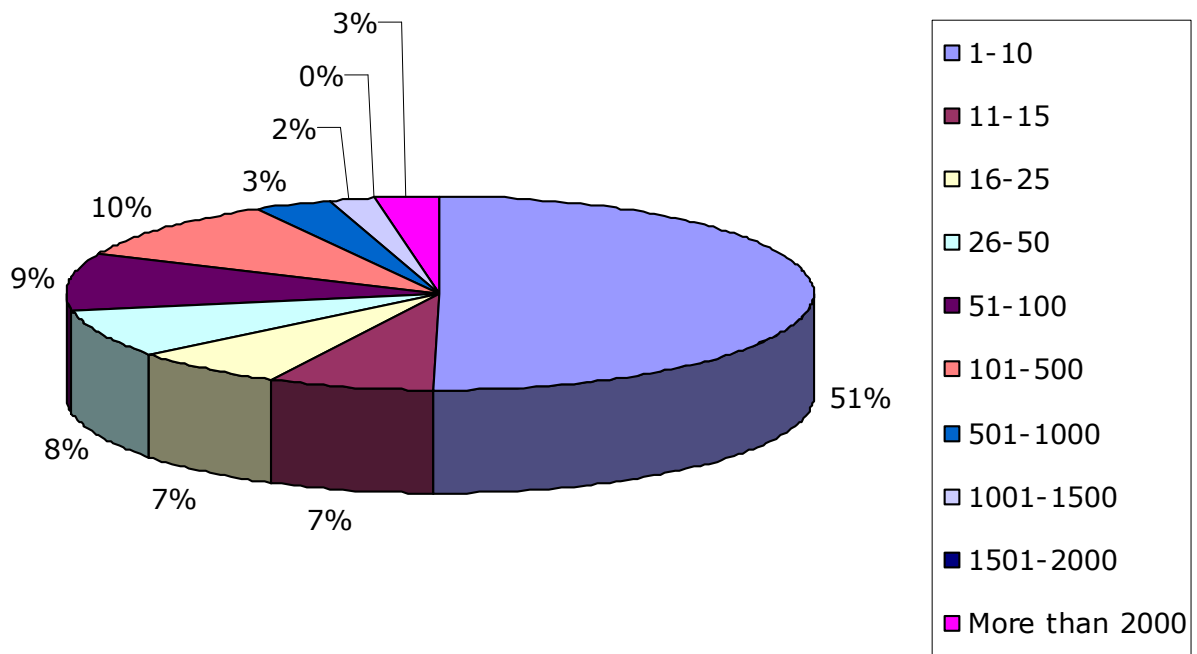
## Decision Maker





# THAILAND

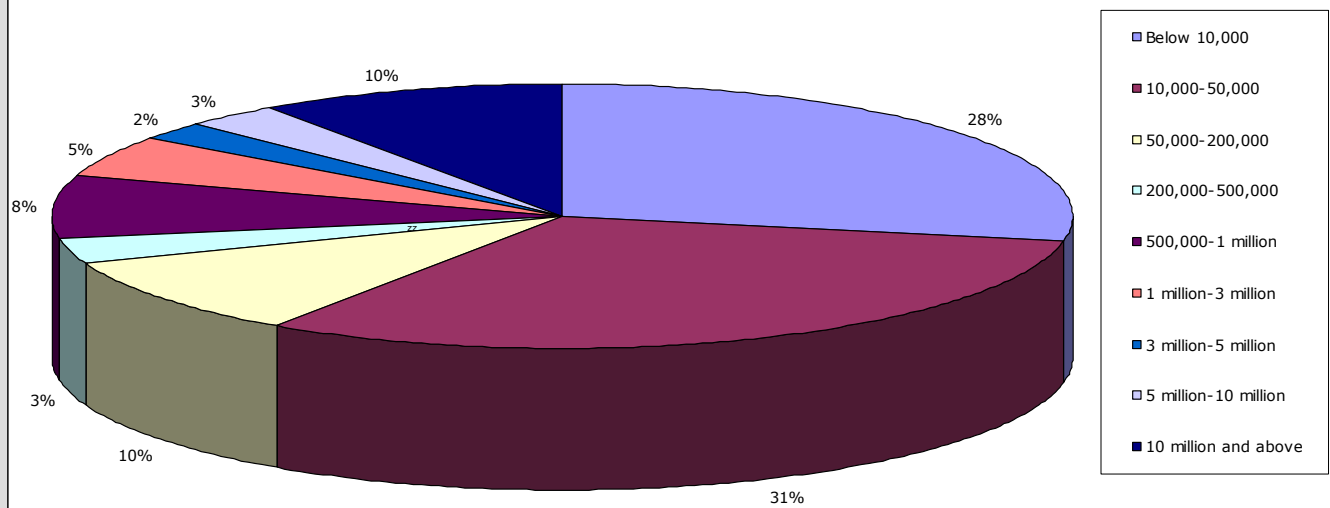
## Company Size





# THAILAND

## Company Revenue





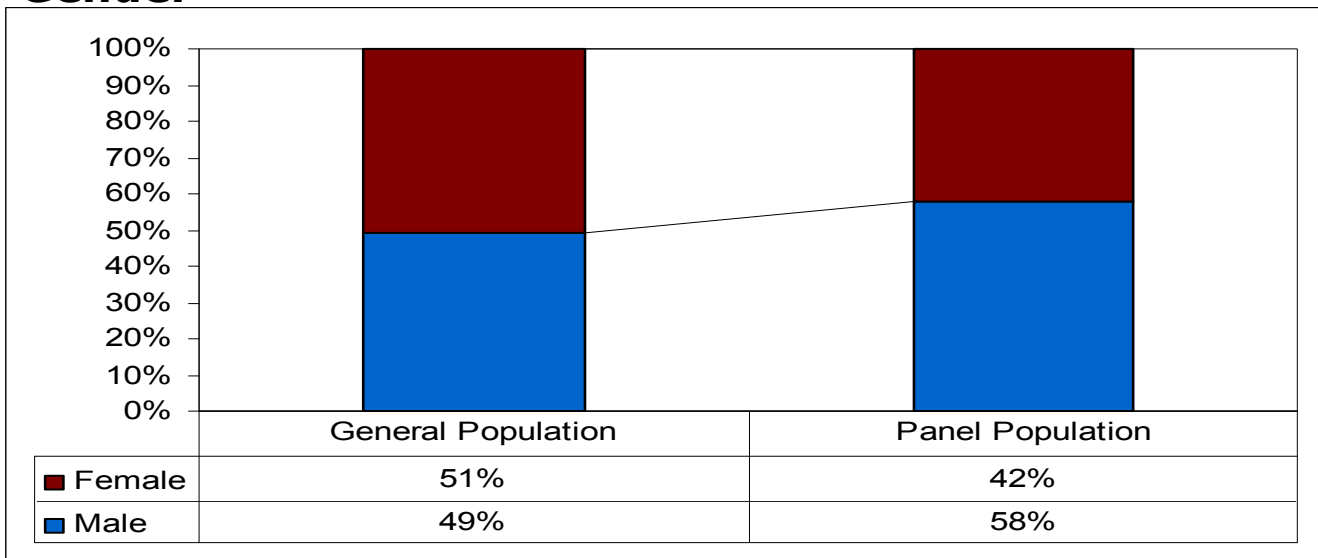
# VIETNAM

**Vietnam population:** 86,116,559 (Source: Internet World Stats 2008)

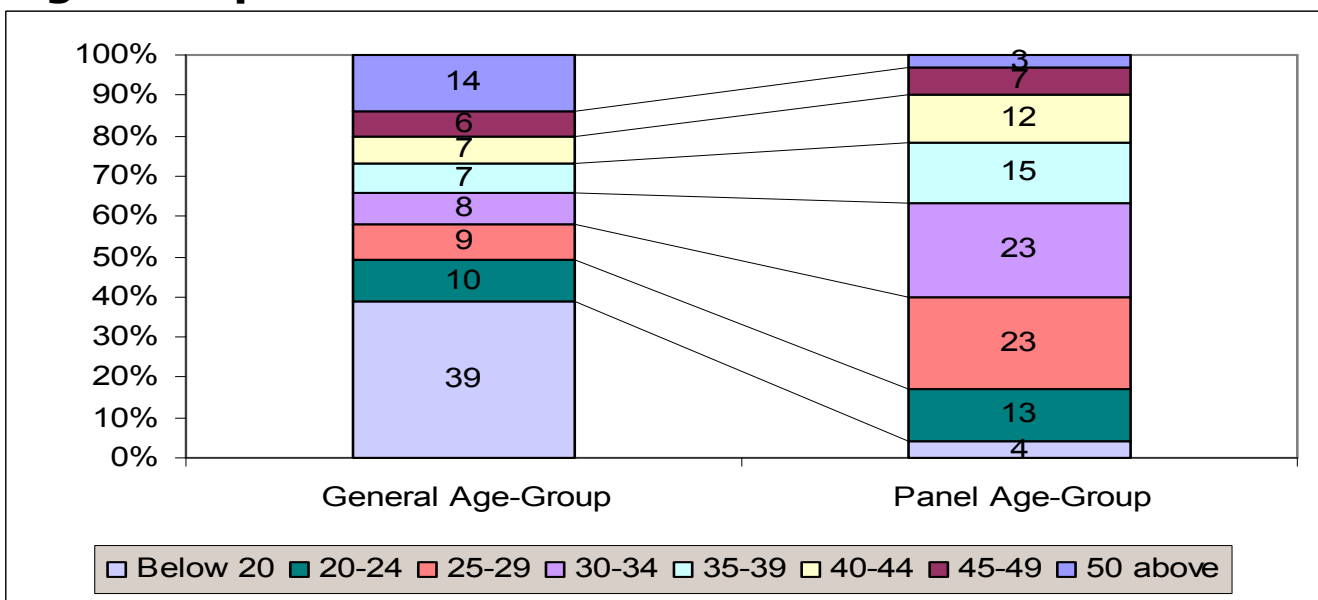
**Online population:** 20,159,615 (Source: Internet World Stats 2008)

**Planet Pulse panel size '08:** 23,216

## Gender



## Age Group

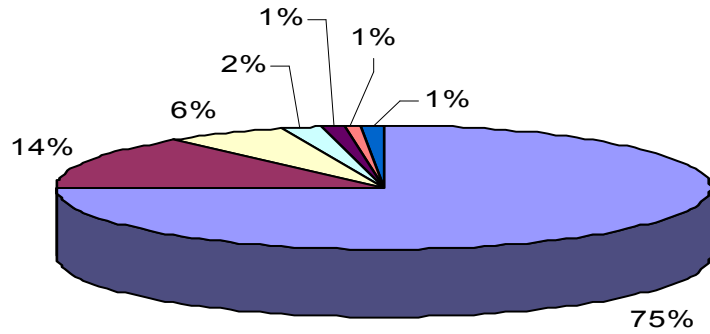




# VIETNAM

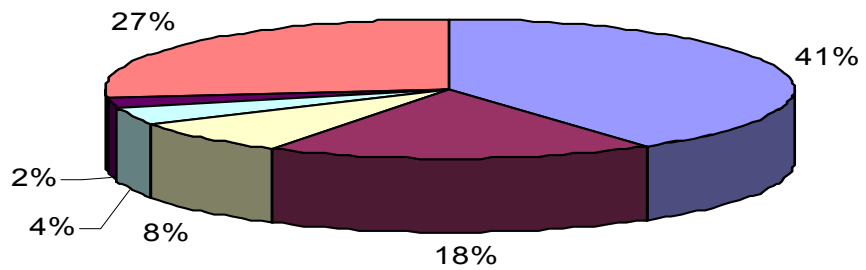
## Annual Income

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000



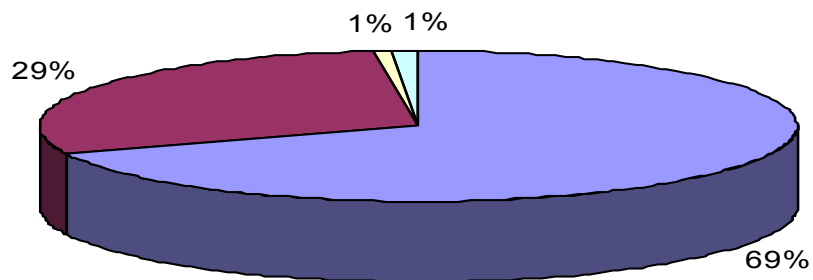
## Employment Status

- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



## Marital Status

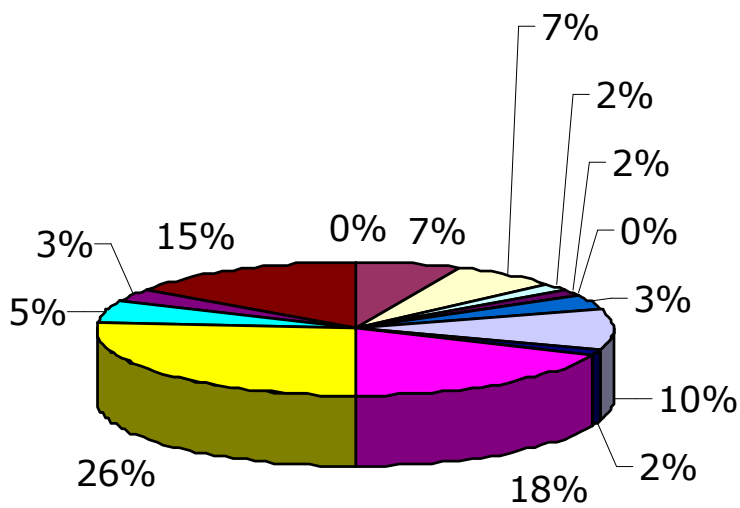
- Single
- Married
- Divorce
- Widow





# VIETNAM

## Designation

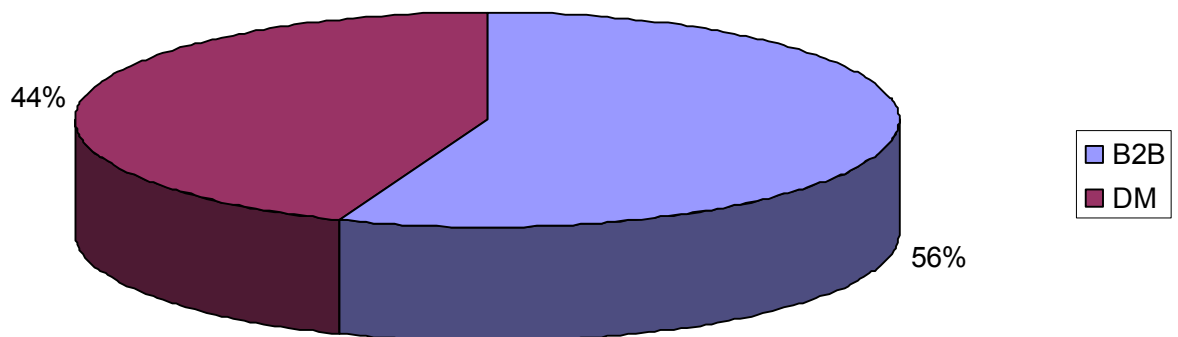


- Professional
- Consultant
- Contractor
- Doctor, Dentist, Veterinarian
- Director
- General Manager
- Manager
- Executive
- Officer
- Administrator
- Owner of in-home business
- Freelance worker
- Other occupation



# VIETNAM

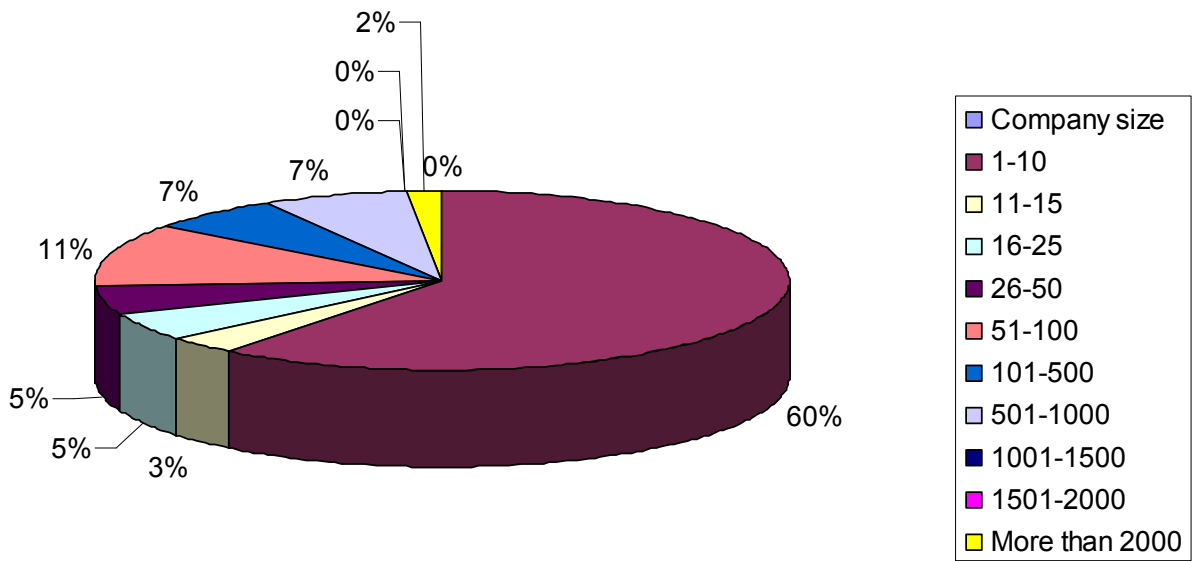
## Decision Maker





# VIETNAM

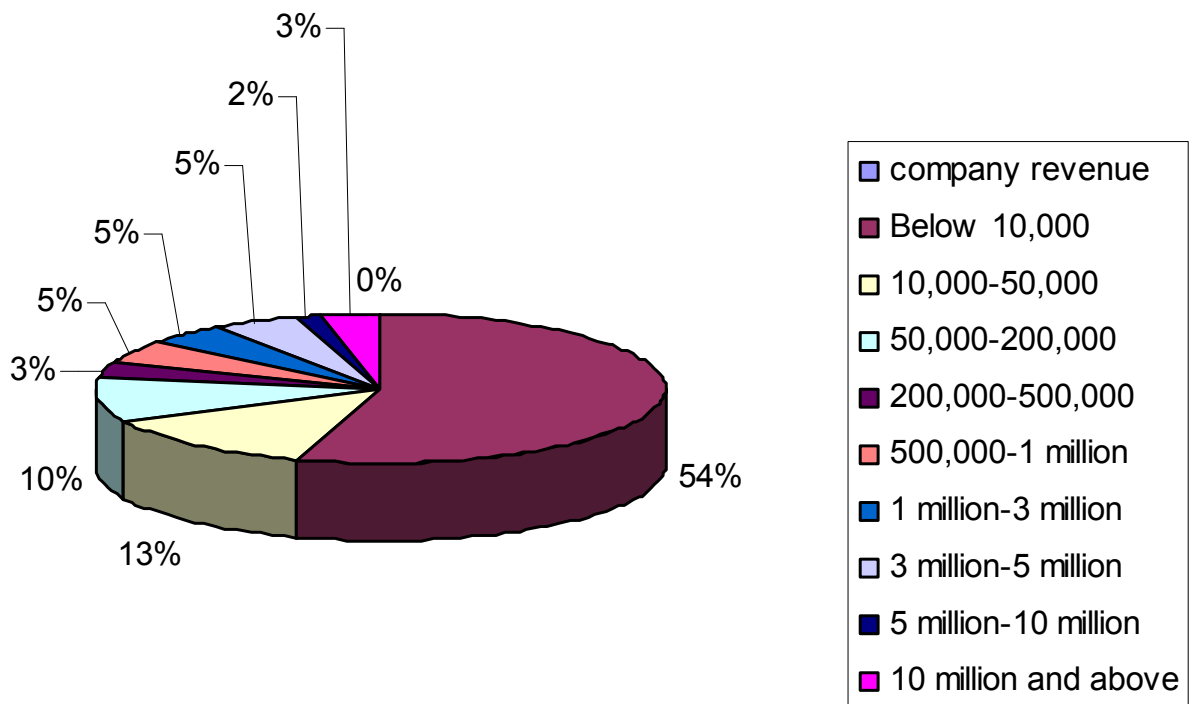
## Company Size





# VIETNAM

## Company Size



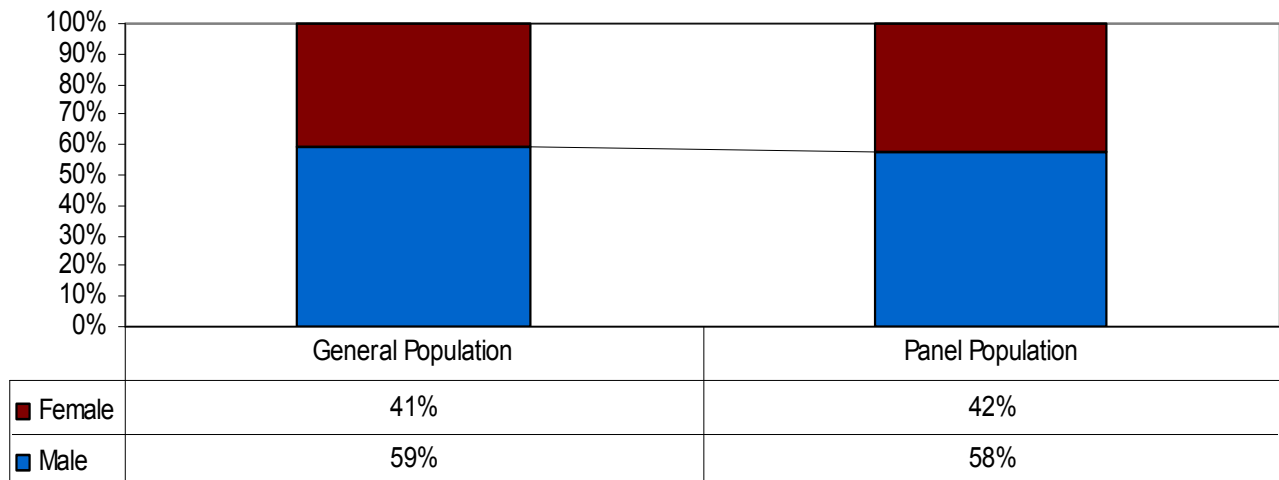


**UAE population: 4,444,011** (Source: Internet World Stats 2008)

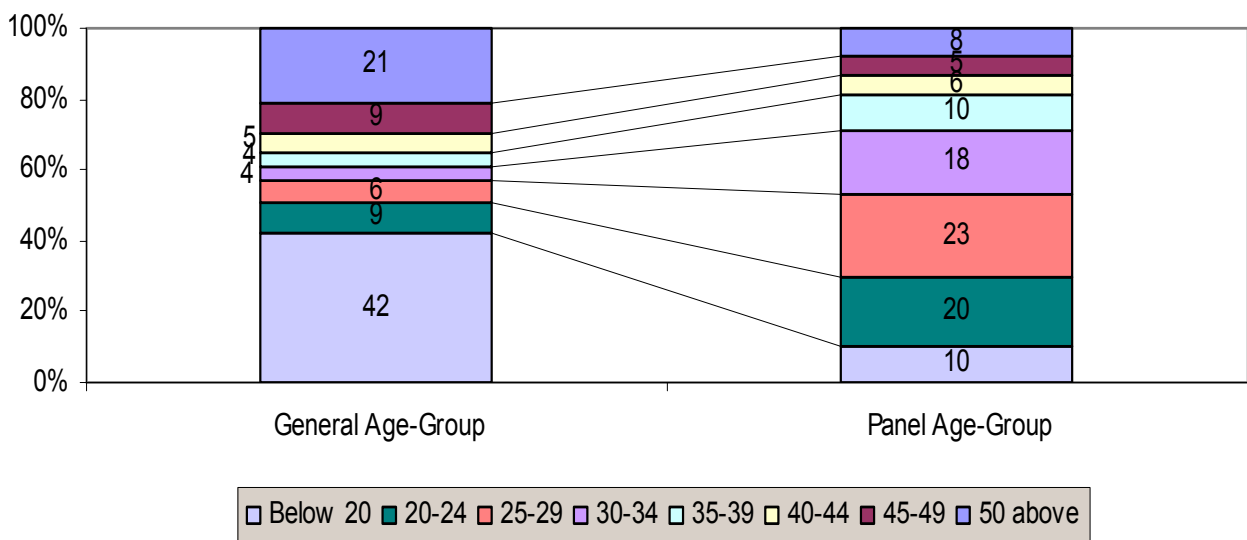
**Online population: 1,708,500** (Source: Internet World Stats 2008)

**Planet Pulse panel size '08: 42,766**

### Gender



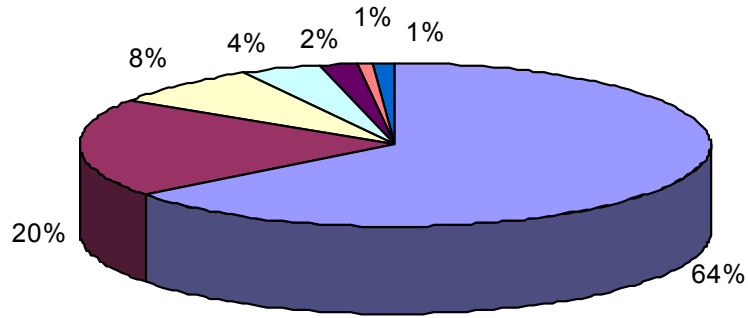
### Age Group





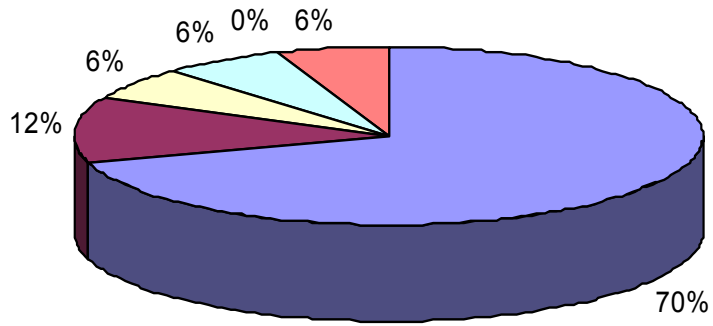
Annual Income

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000



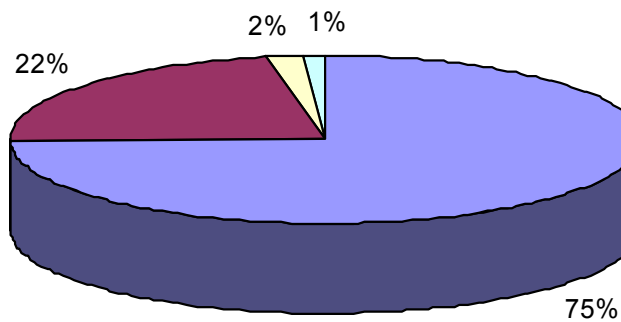
Employment Status

- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



Marital Status

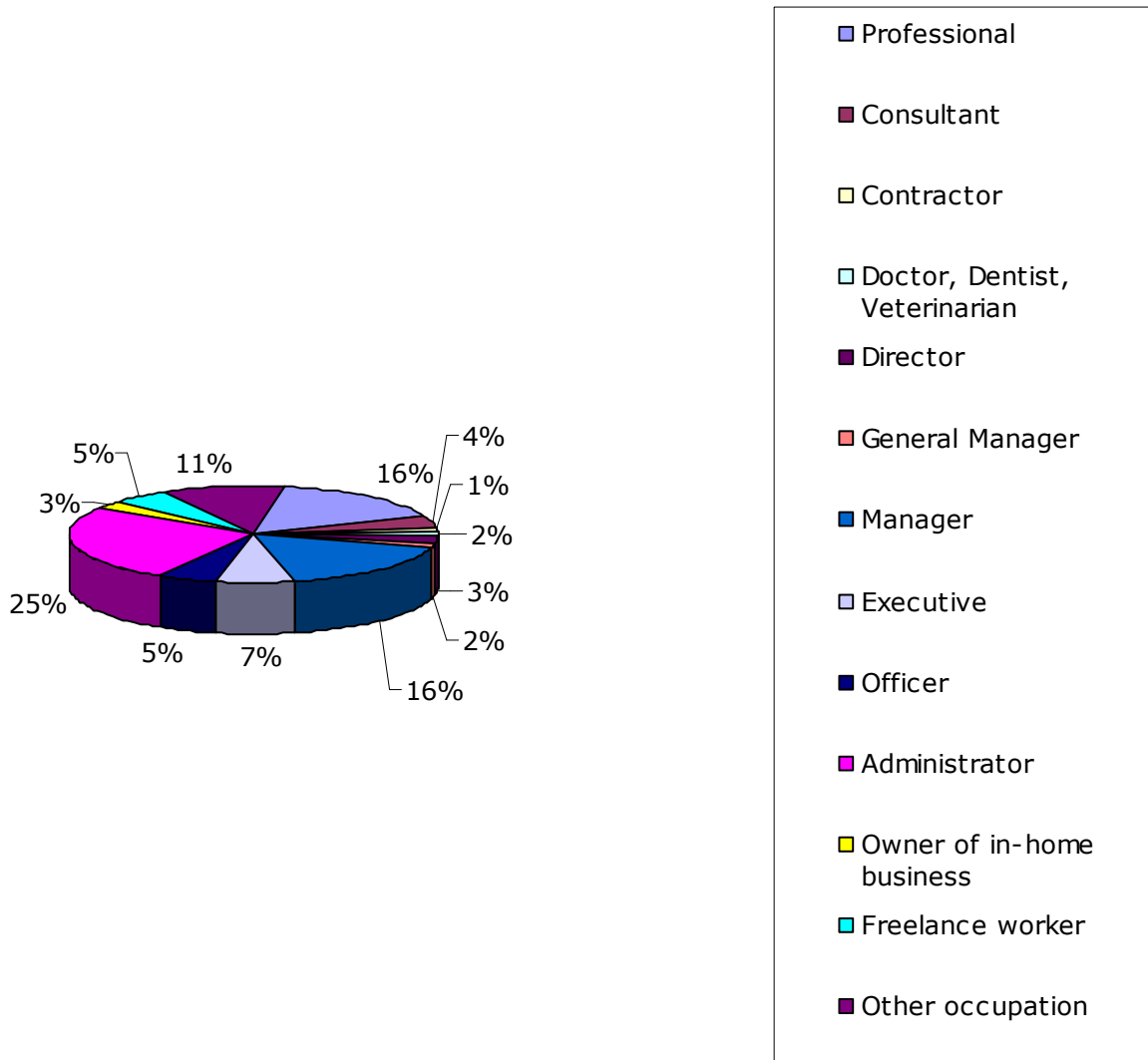
- Single
- Married
- Divorce
- Widow





**U A E**

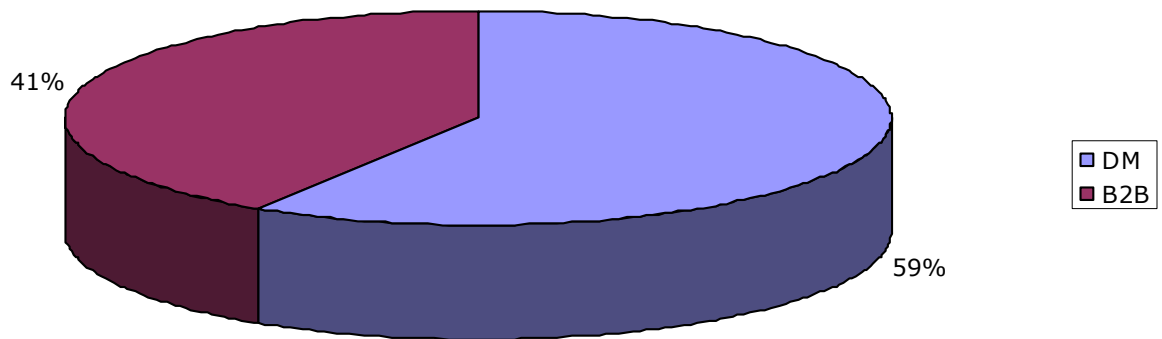
## Designation





**U A E**

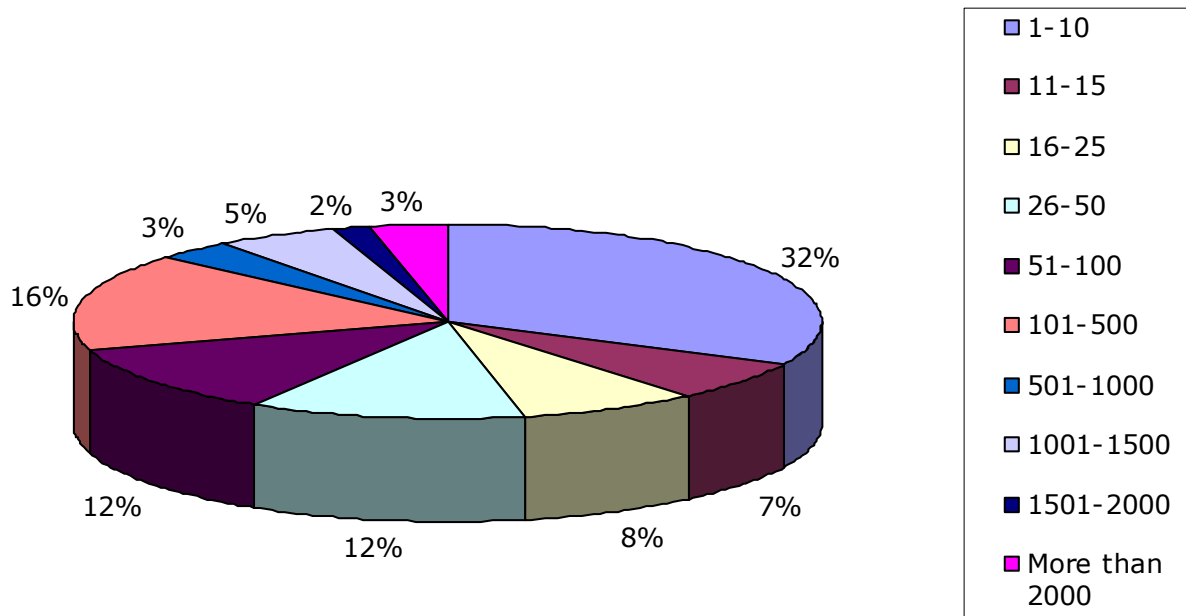
## Decision Maker





**U A E**

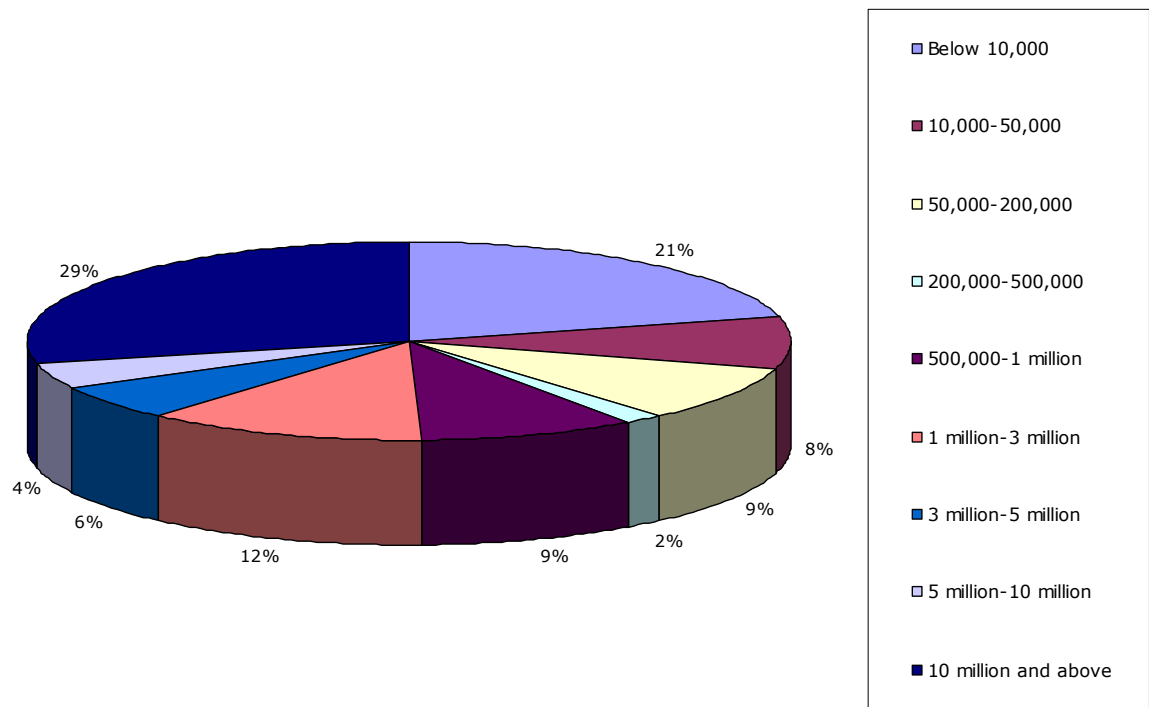
## Company Size





**U A E**

## Company Revenue





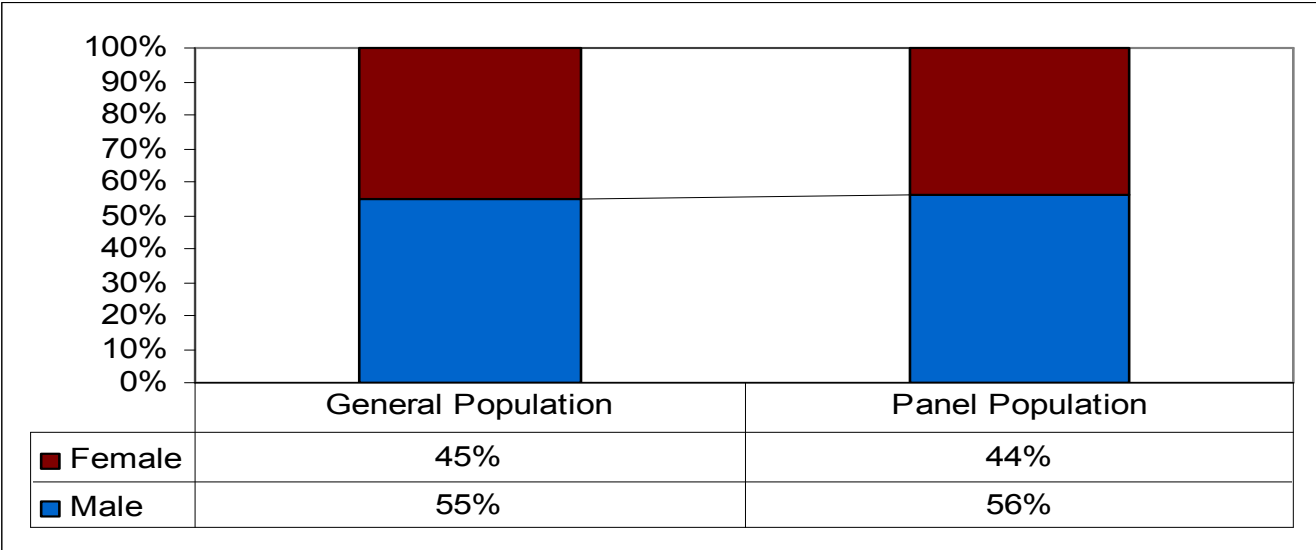
# Saudi Arabia

**Saudi Arabia population: 27,601,038** (Source: Internet World Stats 2008)

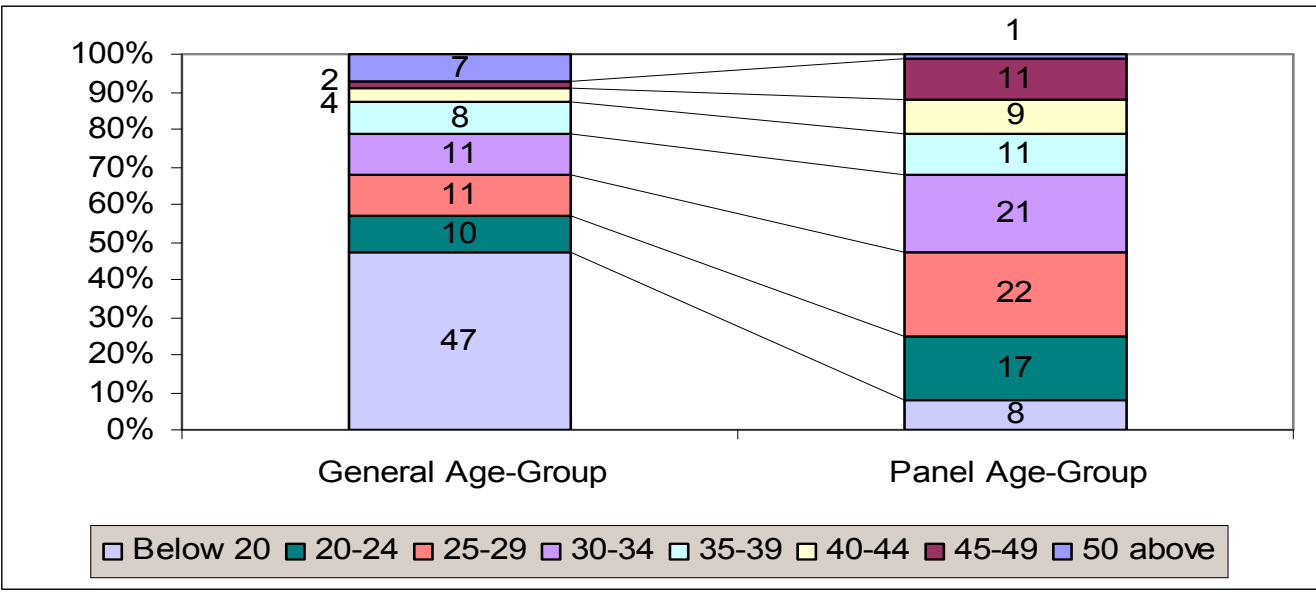
**Online population: 4,700,000** (Source: Internet World Stats 2008)

**Planet Pulse panel size '08: 55,723**

## Gender



## Age Group

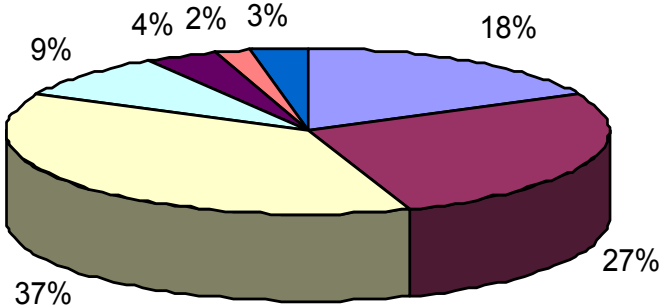




# Saudi Arabia

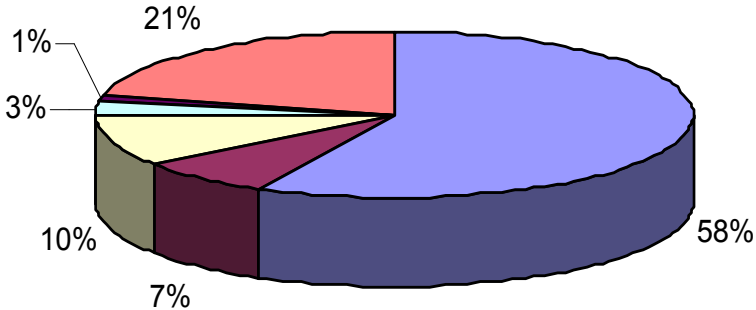
**Annual Income**

- Below 10,000
- 10,000-20,000
- 20,000-40,000
- 40,000-60,000
- 60,000-80,000
- 80,000-100,000
- Above 100,000

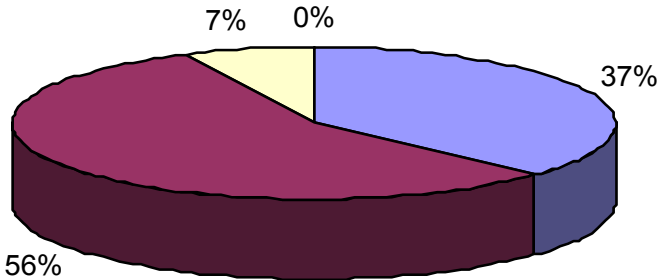


**Employment Status**

- Full time
- Part time
- Unemployed
- Home maker
- Retired
- Student



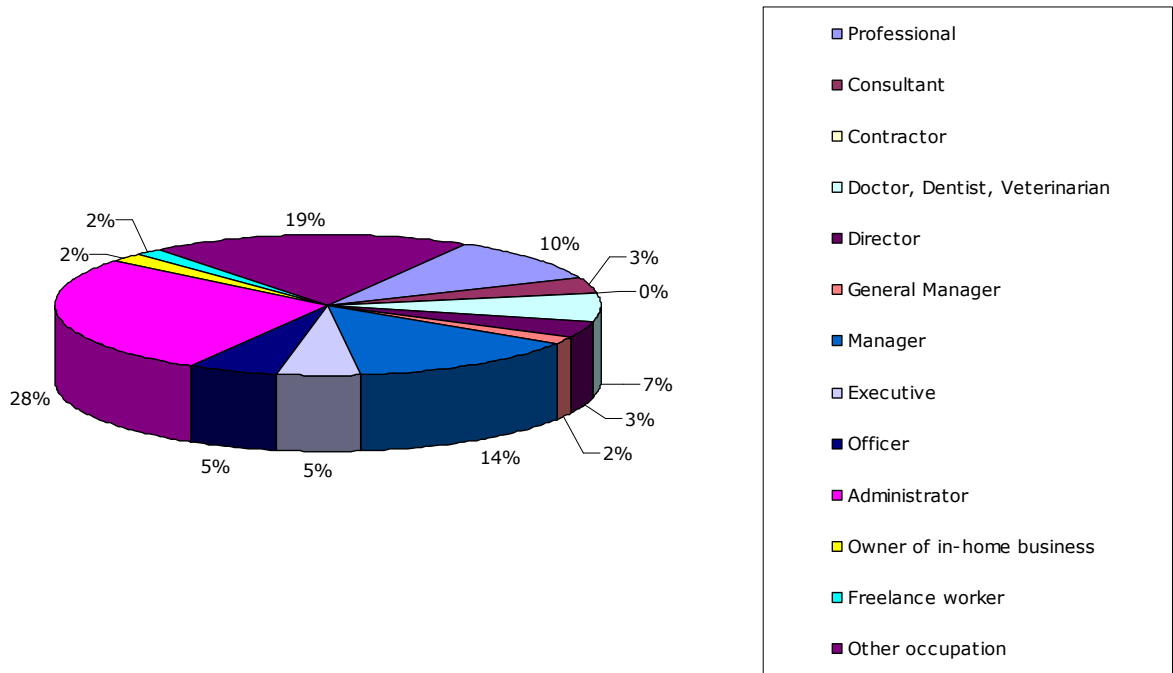
- Single
- Married
- Divorce
- Widow





# Saudi Arabia

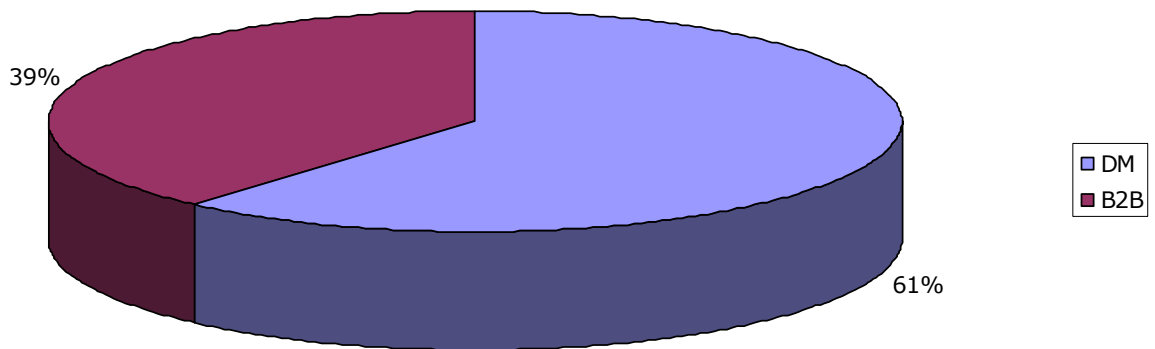
## Designation





## Saudi Arabia

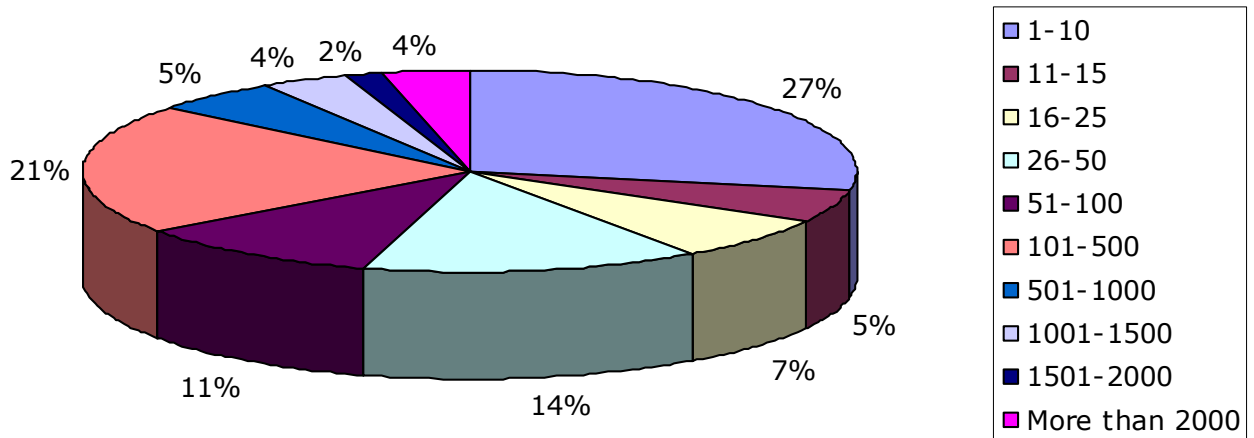
### Decision Maker





# Saudi Arabia

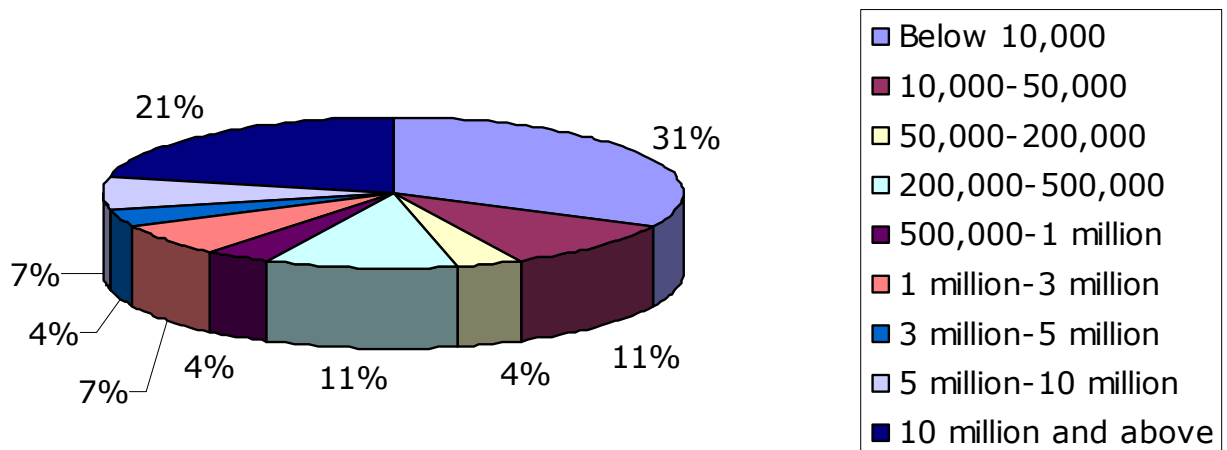
## Company Size





# Saudi Arabia

## Company Revenue





Should you have any further enquiries about Pulse Group or Planet Pulse, please visit us at;

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We look forward to working with you!

