

**Proprietary Panel -India**



<b>Members in India</b>				
<b>%</b>	<b>331,543</b>			
<b>Gender Breakup</b>				
Male	58	192,295		
Female	42	139,248		
<b>Members in India</b>			<b>Gender</b>	
<b>%</b>			<b>Female</b>	<b>Male</b>
<b>Age Breakup</b>				
Age(12-18)	3	9,946	2,984	6,962
Age(19-25)	27	89,517	35,807	53,710
Age(26-35)	30	99,463	34,812	64,651
Age(36-45)	25	82,886	37,299	45,587
Age(46-55)	13	43,101	4,310	38,791
Age(55+)	2	6,631	332	6,299
<b>Members in India</b>			<b>Gender</b>	
<b>%</b>			<b>Female</b>	<b>Male</b>
<b>Profession Breakup</b>				
Working professional	42	139,248	48,737	90,511
Non Working	26	86,201	56,031	30,170
Students	6	19,893	6,962	12,930
Housewife	23	76,255	19,064	57,191
Teenagers	3	9,946	3,183	6,763
<b>Members in India</b>			<b>Gender</b>	
<b>%</b>			<b>Female</b>	<b>Male</b>
<b>Speciality Breakup</b>				

ITDM's(IT Managers to CIO)	2.5	8,289	414	7,874
IT Professionals	5	16,577	5,802	10,775
Software Developers	4	13,262	3,315	9,946
BDM's	15	49,731	21,385	28,347
C level executives	0.5	1,658	116	1,542
Doctors	2	6,631	3,117	3,514
Others (Gen Pop)	71	235,396	65,911	169,485
<b>Members in India</b>	<b>%</b>	<b>331,543</b>	<b>Gender</b>	
<b>Education Breakup</b>			<b>Female</b>	<b>Male</b>
Under Graduate	30	99,463	29,839	69,624
Graduate	45	149,194	44,758	104,436
Post Graduate	25	82,886	24,866	58,020
<b>Members in India</b>	<b>%</b>	<b>331,543</b>	<b>Gender</b>	
<b>Zone Breakup</b>			<b>Female</b>	<b>Male</b>
North India	23	76,255	19,064	57,191
Central India(Delhi/NCR)	33	109,409	27,352	82,057
South India	3	9,946	2,487	7,460
East India	34	112,725	28,181	84,543
West India	7	23,208	5,802	17,406
<b>Members in India</b>	<b>%</b>	<b>331,543</b>	<b>Gender</b>	
<b>Car Owners</b>	<b>45</b>	<b>149,194</b>	<b>Female</b>	<b>Male</b>
North India	28	41,774	8,355	33,420
Central India(Delhi/NCR)	38	56,694	11,339	45,355
South India	3	4,476	895	3,581
East India	24	35,807	7,161	28,645
West India	7	10,444	2,089	8,355
<b>Members in India</b>	<b>%</b>	<b>331,543</b>	<b>Gender</b>	

<b>Smart Phone Owners</b>	38	<b>125,986</b>	Female	Male
North India	27	34,016	9,184	24,832
Central India(Delhi/NCR)	23	28,977	9,273	19,704
South India	17	21,418	3,855	17,562
East India	18	22,678	2,721	19,956
West India	15	18,898	6,992	11,906
<b>Members in India</b>	%	<b>331,543</b>	<b>Gender</b>	
<b>Credit Card Owners</b>	43	<b>142,563</b>	Female	Male
North India	34	48,472	8,725	39,747
Central India(Delhi/NCR)	38	54,174	11,377	42,798
South India	5	7,128	1,782	5,346
East India	16	22,810	2,053	20,757
West India	7	9,979	2,295	7,684
<b>Members in India</b>	%	<b>331,543</b>	<b>Gender</b>	
<b>Abroad Travellers</b>	7	<b>23,208</b>	Female	Male
North India	35	8,123	569	7,554
Central India(Delhi/NCR)	31	7,194	863	6,331
South India	14	3,249	130	3,119
East India	2	464	32	432
West India	18	4,177	460	3,718
<b>Members in India</b>	%	<b>331,543</b>	<b>Gender</b>	
<b>Alcohol Drinkers</b>	26	<b>86,201</b>	Female	Male
North India	25	21,550	1,078	20,473
Central India(Delhi/NCR)	33	28,446	2,276	26,171
South India	3	2,586	52	2,534
East India	17	14,654	147	14,508
West India	22	18,964	1,707	17,257