



# Global Panel Book 2025

Conducts research performs deep analytics predicts consumer behavior and optimizes the research with precise data collection for the platform of choice for B2C and B2B interactions

# About Us

Catalyse Research is a full house market research company with a decade-long track record of excellence in the industry. Our primary specialization lies in gathering the opinions of brand advocates and conducting in-depth analysis. As an efficient and rapidly expanding research firm, we have a widespread operational presence across various markets. Our paramount focus is comprehending our client's needs and delivering tailored solutions utilizing cutting-edge technology and diverse methodologies.

We excel in facilitating easily accessible online research and extracting valuable insights from any company or source. Given the multitude of providers in the market, distinguishing between potential partners and ineffective ones can be overwhelming. This is where we step in to simplify the process for you. Our exceptional profiling capabilities enable us to target accurately, delivering high-quality insights from the right audience at the right moment.



# Our Mission

Our mission at Catalyse Research is to offer various services, including programing & hosting sampling, project management, robust panel representation, and stringent security measures to our diverse pool of strategic partners and clients. Beyond mere data collection and analysis, we view each market research project as an opportunity to help our clients deepen their meaningful interactions with customers.

Furthermore, we provide tailored consultations to guide our clients on the most suitable approaches for their specific requirements and objectives. With our expertise and precise panelist profiling, we have established ourselves as a leading company in online market research across the USA, Europe, and the Asia-Pacific region.



# Our Vision

Our vision is to offer high-quality services at cost-effective rates, driven by transparency and a strategic approach. With a team of research professionals boasting over a decade of industry experience, Catalyse Research ensures that client needs are not just understood but addressed effectively through collaborative management and timely delivery.





## Sampling Tool

# Sample Eye

In the ever-evolving realm of market research, obtaining reliable data swiftly is essential. Meet Sample Eye, your trusted ally in the world of online sampling. Crafted for precision and simplicity, Sample Eye streamlines the sampling process, catering specifically to the digital landscape of market research.

Sample Eye simplifies the process of gathering data online, providing researchers with access to a vast pool of respondents at their fingertips. With its user-friendly interface and advanced algorithms, Sample Eye empowers users to define target demographics, set parameters, and effortlessly procure a representative sample for their online studies.

In a digital landscape where precision and efficiency reign supreme, Sample Eye stands as a beacon of excellence, offering researchers a seamless online sampling experience and unlocking invaluable insights to drive strategic decision-making.







## Real-Time Insights

Experience the agility of Sample Eye with rapid response times, granting instant access to valuable insights to inform your decision-making process promptly.



## Flexibility

From online surveys to digital ethnography and beyond, Sample Eye accommodates a variety of online data collection methods, providing researchers with the flexibility to choose the approach that best suits their study objectives.



## Compliance

With adherence to industry standards and robust data privacy measures, Sample Eye upholds the highest levels of confidentiality and compliance throughout the sampling

# Key Features

“

Experience the efficiency of online sampling with Sample Eye and elevate your market research endeavors to new heights.

”



## Customization

Tailor your sample criteria effortlessly, whether it's specific demographic segments, geographic regions, or consumer behavior attributes.



## Scalability

Whether your study demands a small sample size or requires thousands of responses, Sample Eye scales seamlessly to meet your research needs.



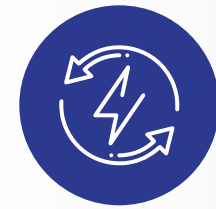
## Quality Assurance

Sample Eye prioritizes data quality through stringent screening processes and validation protocols, ensuring the reliability and accuracy of your research findings.





## Top Features Include



### Fast and Effective

We are capable of establishing a survey within just 60 seconds and commencing sampling immediately.



### Security Measures

We have implemented security measures to prevent unauthorized access to our surveys by BOTS or unknown respondents.



### Panel Integration

We can sample across various quota types, from basic to nested quota balancing (up to 5 demos) and click balancing.



### Quota Management

We can sample across various quota types, from basic to nested quota balancing (up to 5 demos) and click balancing functionalities.



### Quality Score

We are capable of establishing a survey within just 60 seconds and commencing sampling immediately.



### Click Reporting

We have implemented security measures to prevent unauthorized access to our surveys by BOTS or unknown respondents.



# About Pocketsfull

Pocketsfull is a legitimate money earning website that allows its users to earn money online with zero investment.

This website provides various small tasks and offers such as online surveys, cashback and coupon offers through which its users can generate extra income.

By completing the sign-in procedure, users can earn up to \$1. Some of the tasks and offers for earning and saving money online through Pocketsinfull are:

- Surveys - Pocketsinfull offers surveys across the globe. Each survey contains approximately 10-15 questions. Users can earn up to \$5 by spending 15-20 minutes in a survey.
- Coupons - Pocketsinfull offers 4000+ popular brand's coupon codes from all over the world. While shopping, users can use these coupons and save up to 70% on their purchase.
- Cashback - Users can use more than 2000 popular brands' cashback offers to shop their daily essentials. The website allows up to 45% cashback on every purchase made through this website's cashback

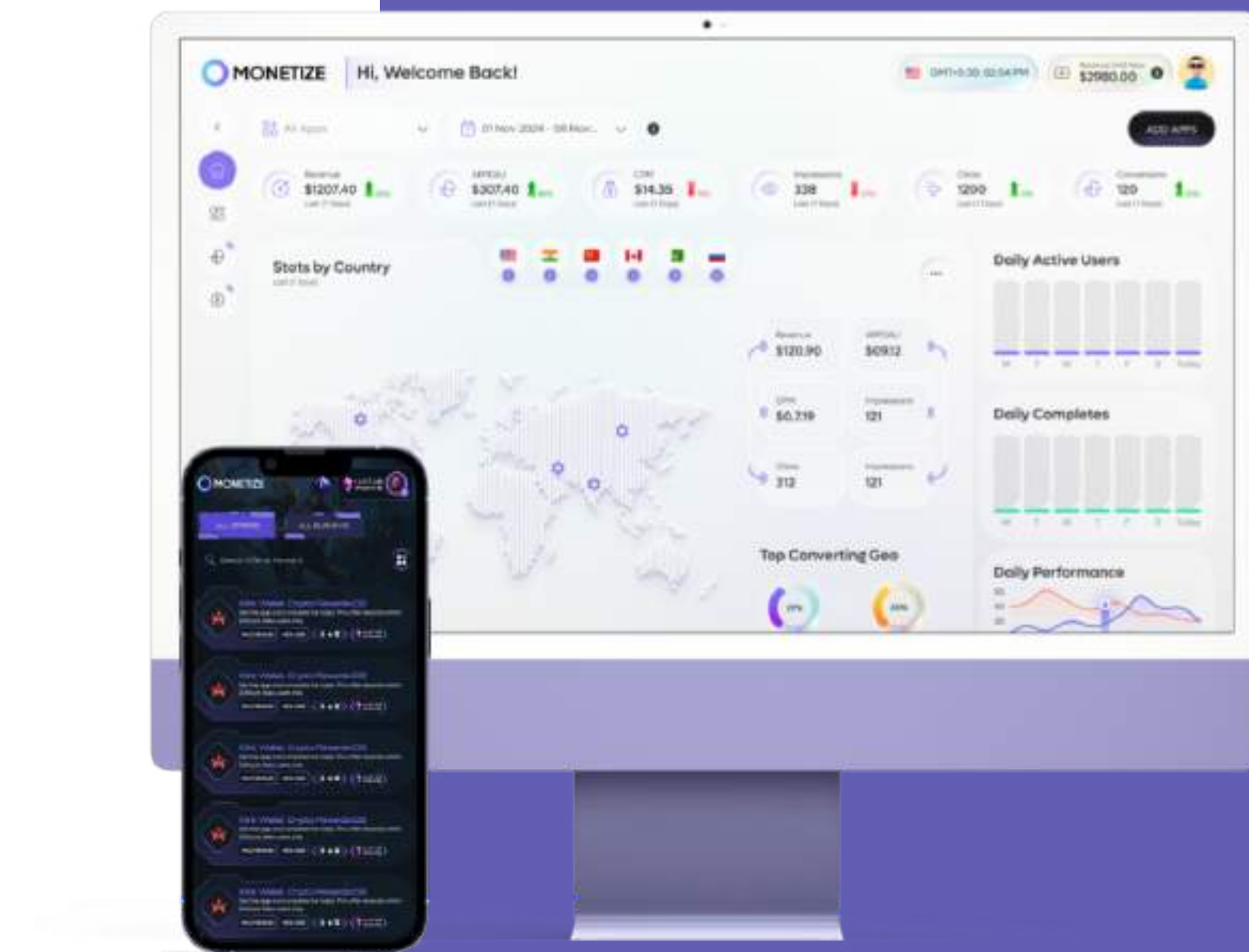


# About Monetize

Monetize is a platform that connects users, advertisers, and survey providers through offerwalls and surveys. It allows users to earn rewards by completing tasks or surveys, while advertisers gain engagement and insights. Monetize serves as the intermediary, ensuring seamless tracking and fair rewards distribution.

Monetize work by acting as intermediaries between users, advertisers, and survey providers.

- Users: Sign up and earn rewards (like points or money) by completing tasks such as surveys, app downloads, or watching ads.
- Offerwalls: Display tasks or offers from advertisers that users can select and complete to earn rewards.
- Surveys: Collect valuable feedback for market research companies, rewarding users for their time and input.
- Advertisers: Pay the website to promote their tasks or gather data from users.
- Monetization: The website earns revenue from advertisers and shares a portion with users as rewards.





# Quality Control Measures

Our primary focus lies in upholding the highest standards of sample quality, which we consider as our paramount benchmark. To achieve this, we engage in a thorough study of real users in their natural environments, collecting crucial data that reflects their authentic and unaltered survey responses.



Moreover, given our vast user base comprising over a million individuals, we are able to set remarkably specific positioning criteria. This transition from passive to active mechanisms enables us to efficiently pair respondents according to the criteria outlined in the surveys. Leveraging advanced technology in this process.



# Research Defender

Our platform is secured by Research defender Security technology.



## Digital Fingerprint & RelevantiD

We use digital fingerprinting and RelevantiD to detect multi-account fraud, ensuring only genuine responses are accepted for high-quality data.



## Imperium Verity

Our system integrates Imperium's Verity solution to cross-reference panelist information with publicly available records for verification purposes.



## MaxMind

We utilize sophisticated algorithms to assign a risk score, taking into account factors such as the presence of high-risk IP addresses, domains, proxy servers, and other relevant flags.



## Distil Technology

We leverage Distil's advanced technology to identify and mitigate bot traffic, ensuring that all surveys are protected from fraudulent activity.

“Every respondent in our system is assigned a score based on their previous completion/rejection history. Decisions regarding the utilization of specific sets of respondents for surveys are then made based on these scores.”



Global

# Consumer Panel Attributes



## Automotive

- DVD
- Boat
- Banks
- Finance
- Exercise
- Credit Cards
- Tax Preparation
- Satellite Radio
- Navigation Tools
- Investable Assets
- Diet/Healthy Eating Smoker
- Car Make/Model/Year Fuel Types
- Credit Card Loyalty Program
- Investment Firms

## General

- Marital Status
- Politics
- Sexual Orientation Religion
- Children in Household Education
- Level Household Income Ethnicity

## Leisure

- Hobbies
- Pet Ownership
- Grocery Shopping
- Restaurant Visits
- Alcohol Consumption Outdoor
- Enthusiast Shopping Habit



# Consumer Panel Attributes

- Tablet Owners
- Smartphone Types
- Cellular Carriers
- Game Console
- HDTV/Smart TV
- Owners Cellphone
- Cable/Satellite TV

- Cruises
- Airlines
- Car Rental
- Hotel Rewards
- Leisure/Business
- Method of Booking
- Targets vary from country to country\*\*

A conceptual image showing a person's hands using a tablet in a library. A large, stylized padlock icon is centered, surrounded by a network of smaller icons representing various digital services and users, symbolizing digital security and access.



Global

# B2B Panel Attributes

## General Targeting

- Industry
- Job Title
- Company Revenue
- Number of Locations
- Number of Employees
- Decision Making Roles
- Blue Collar vs. White Collar

## Specific Job Titles/Industries

- Energy
- Retail
- Education
- Law/Legal
- Insurance
- Marketing

- Non-Profit
- Real Estate
- IT Decision Makers
- Pharmaceutical Printing/Publishing
- Small Business Owners HR/Benefits
- Technology Telecommunication
- Travel/Hospitality
- Engineering Entertainment
- Food/Beverage Government
- Automotive Banking/Finance
- Communications Construction
- Construction Professionals
- Building Managers Industries and
- Vertical Agriculture





Global

# Healthcare Panel Attributes



## Healthcare

- Allergy Immunology Doctors
- Acupuncture
- Anaesthesiology Doctors
- Cardiology Doctors
- Chiropractic Doctors
- Dentists
- Dermatology Doctors
- Emergency Medicine Doctors
- Endocrinology diabetes
- Family Practice Doctors
- Gastroenterology Doctors
- General Practice Doctors
- Geriatrics Doctors
- Haematology Doctors
- Healthcare Technology
- Infectious Disease Doctors
- Internal Medicine Doctors
- Medical Genetics Doctors
- Neurology Doctors
- Nephrology Doctors
- Obstetrics/Gynaecology Doctors
- Oncology Doctors
- Ophthalmology Doctors
- Optometry Doctors
- Orthopaedics Surgery Doctors
- Osteopathic Doctors
- Otorhinolaryngology Doctors
- Pathology Doctors
- Pediatrics Doctors
- Physical Medicine Doctors
- Surgery/Plastic Surgery Doctors
- Preventive Medicine Doctors
- Psychiatry Doctors



Global

# Healthcare Panel Attributes



- Radiology Doctors
- Registered Nurses (RN)
- Rheumatology
- Urology Doctors
- Physicians & Assistants (PA)
- Toxicology Doctorsz

## Ailments

- Addiction
- Allergy / Asthma / Respiratory
- Arthritis / Joint Ailments
- Autoimmune / Blood Cancer
- Cardiovascular / Heart
- Dental
- Skin / Dermatologic
- Sleep Disorders
- Diabetes / Thyroid / Obesity
- Gastric / Digestive / Urinary (e.g. Crohn's, Heartburn, Kidney Disease)
- Male / Female Health (e.g. ED, Low T, Menopause, Osteoporosis)
- Mental Health (e.g. Anxiety, ADD/ADHD, Depression)
- Neurologic / Nervous (e.g. Migraines, MS, Stroke)



# Programming and Hosting Services

Programming your survey is both art and science. You want your survey respondents to have the best experience possible. Catalyse Research team has the know-how and experience to ensure your survey is programmed with the most effective logic.



## With every programming engagement, Catalyse Research provides you with:

- A dedicated project manager
- Clarification Log to easily track and update changes to the survey
- Reliable turnaround times and proactive communication
- Quota setup and consultation
- 3 rounds of Quality Assurance Checks
- Manual Script Check before launch
- Simulated data for pre-launch data check
- Soft launch data check
- Up to 3 rounds of data scrubbing



# Data Processing Services

The survey results are in. And, unless you are a large organization with a stable of data processors at your disposal, getting survey data structured and organized is complicated.



**Try Catalyse Research Services today!**

- **Crosstabs**

Crosstabs, also known as data tables, tabs, or tables, are matrix tables that display the multivariate frequency distribution between the variables.

- **Data Processing**

Data Processing includes organizing, re-coding, and reducing the amount of data to prepare for analysis and reporting.

- **Data Weighting**

Data weighting is used to ensure that survey results are representative of a particular population as needed.

- **Advanced Data Cleaning**

Advanced data cleaning is included in standard programming. Cleans traightliners, speeders, gibberish as well as nonsensical answers.

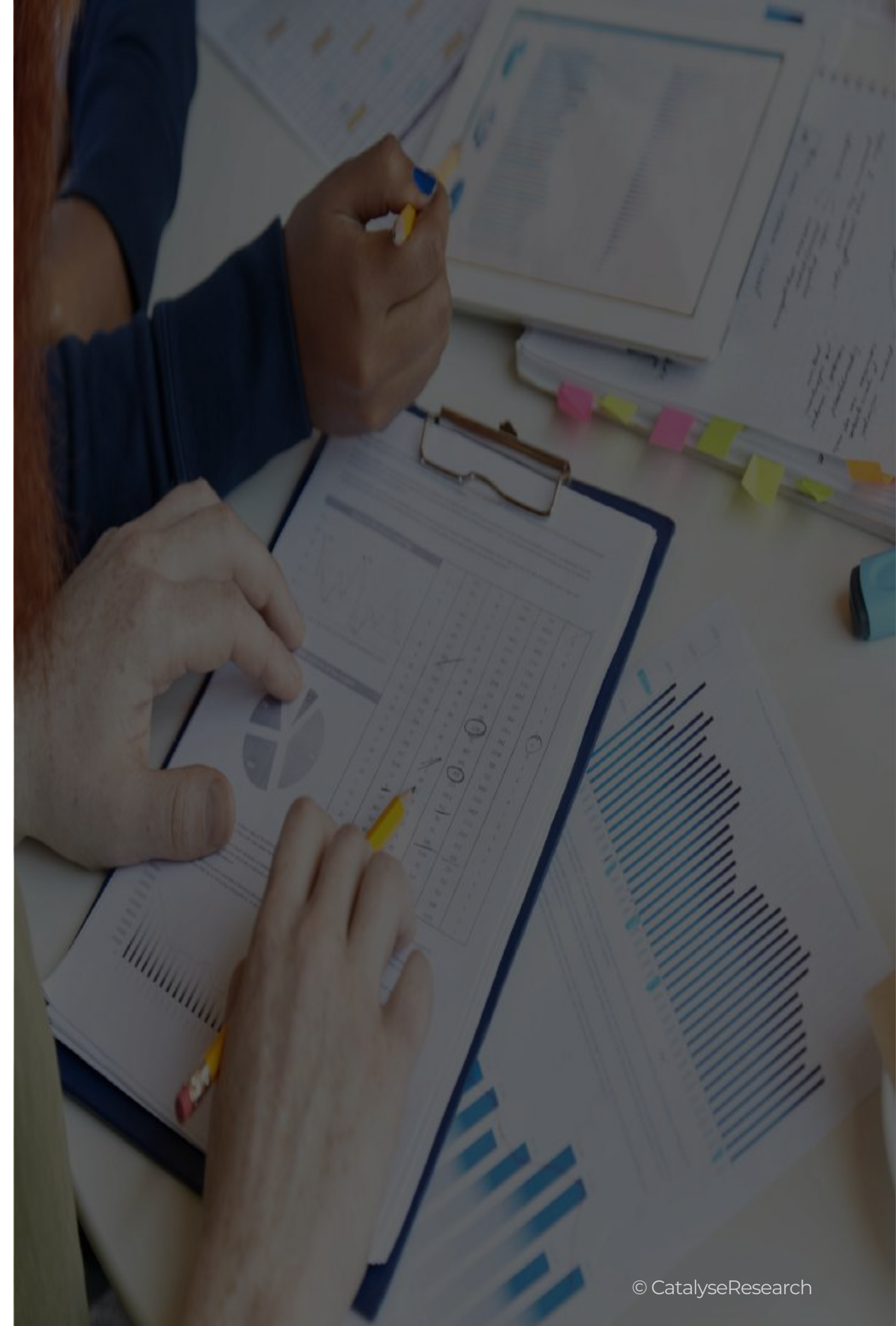
- **Open End Coding**

Open End Coding is the process of quantifying open-ended (qualitative) data collected in a survey. Coding involves grouping the open-ended responses into similar categories and assigning a numeric value to each.



# QUANTITATIVE FIELDWORK

- CATI interviewing – using our UK based Telephone Unit
- Global online panels
- Face to face interviewing – in store, street and other locations
- Hall Tests and Pre recruited Hall Tests
- Mystery Shopping
- Product Placement and recall
- Continuous Research / Tracking studies
- Eye tracking research





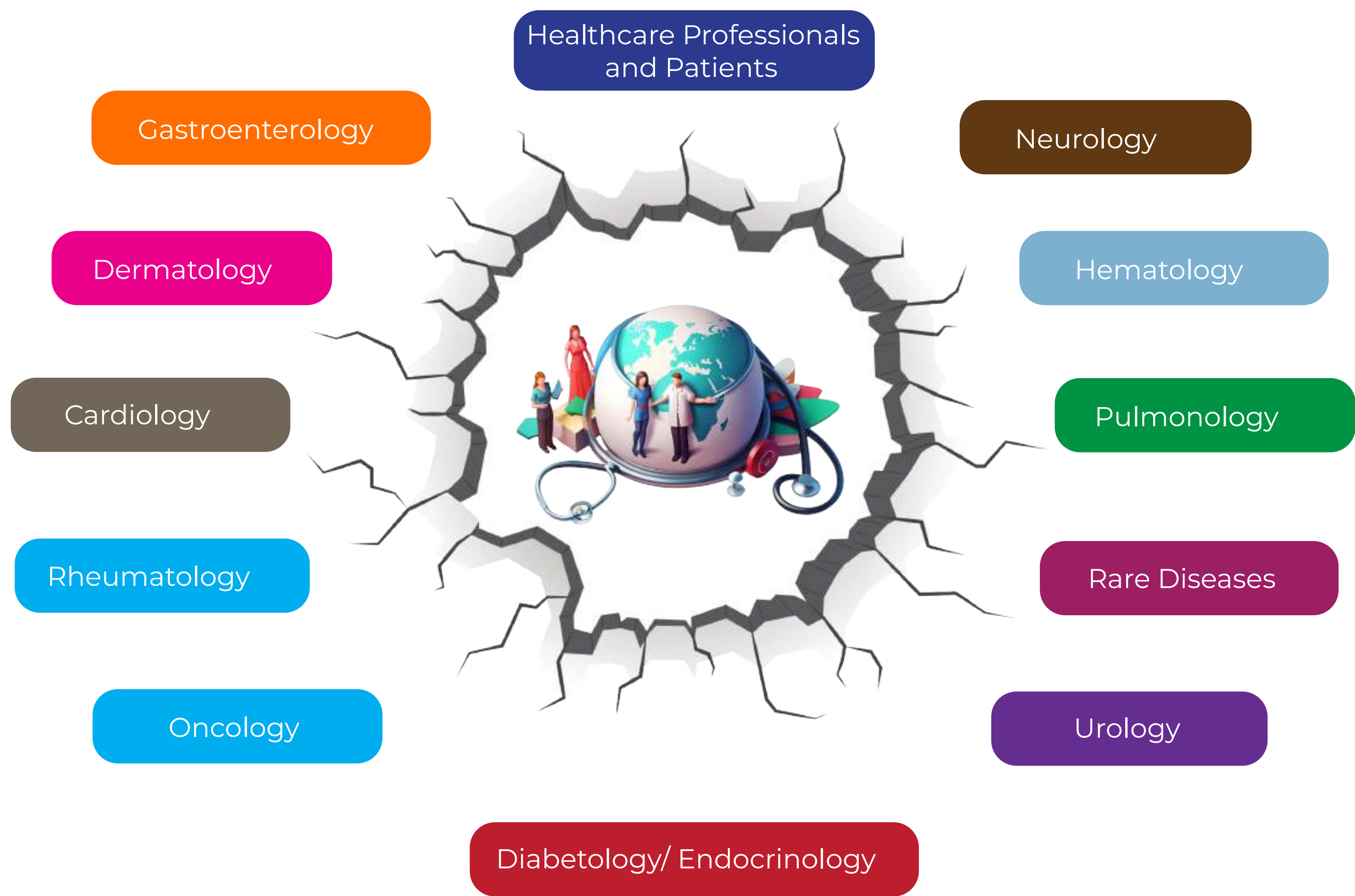
# QUALITATIVE RECRUITMENT

- Online Groups, Forum, Panels and Bulletin boards
- Usability testing, video diaries & home movies
- Focus Group, depth interviews & workshops
- Ethnography, Friends & Family groups
- Client list recruitment
- In-home product trial
- Fly-in car clinics / car clinics
- Onsite / Venue recruitment





# HEALTHCARE SECTORS





# Data Privacy

Catalyse Research follows the rules of GDPR, CCPA, and other local privacy laws that manage how panelists' data should be handled.

Catalyse Research provides its respondents with the following rights.

- We ensure that every individual is informed of his or her rights.
- Individuals possess the right to delete, update, and access their information.
- They also hold the right to halt the utilization of their information.
- Furthermore, individuals have the right to be notified in the event of a data breach.

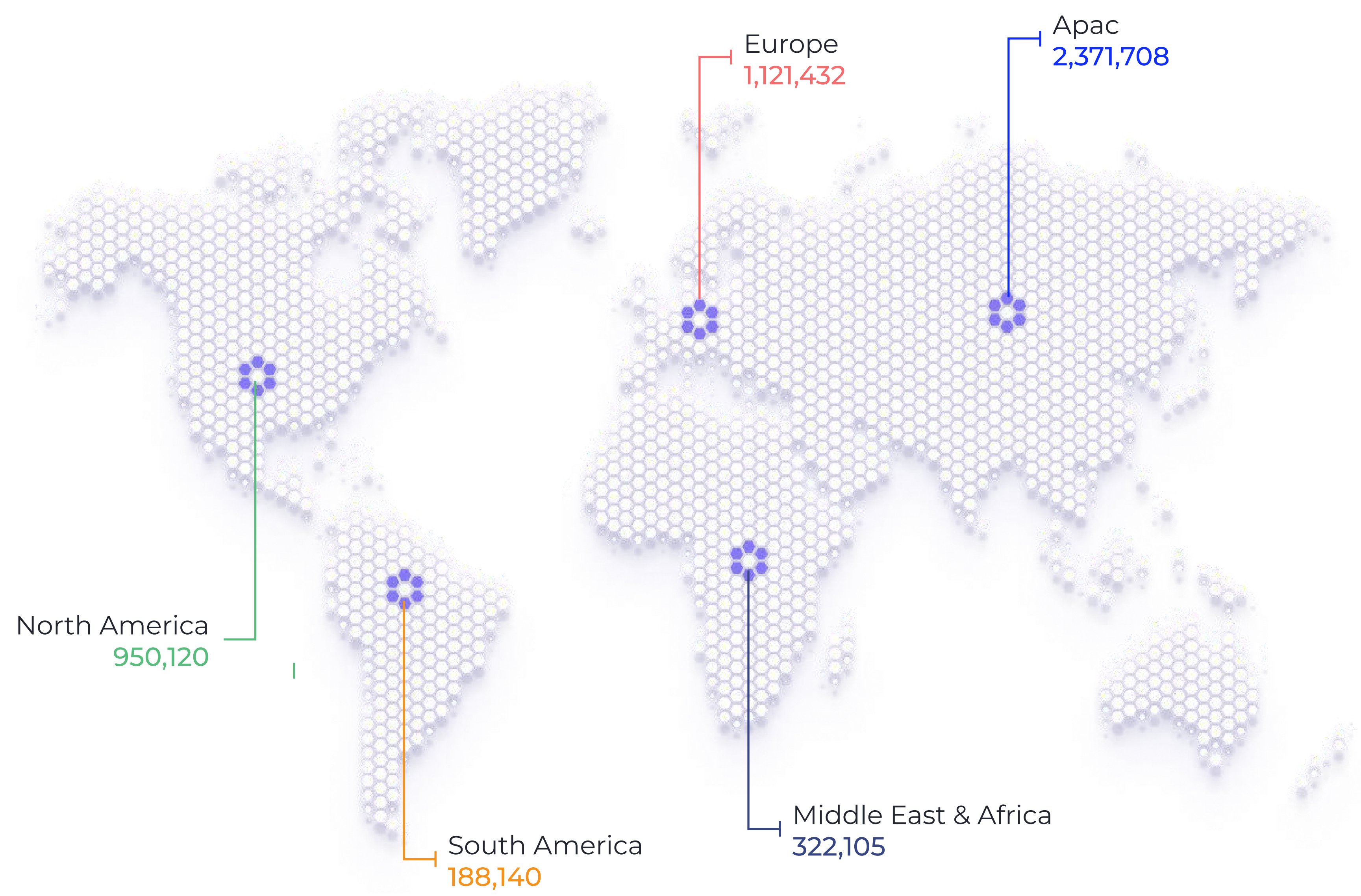
Our steadfast commitment lies in safeguarding the rights of panelists and implementing rigorous measures to protect personal data.





Global

# Consumer Panel Attributes



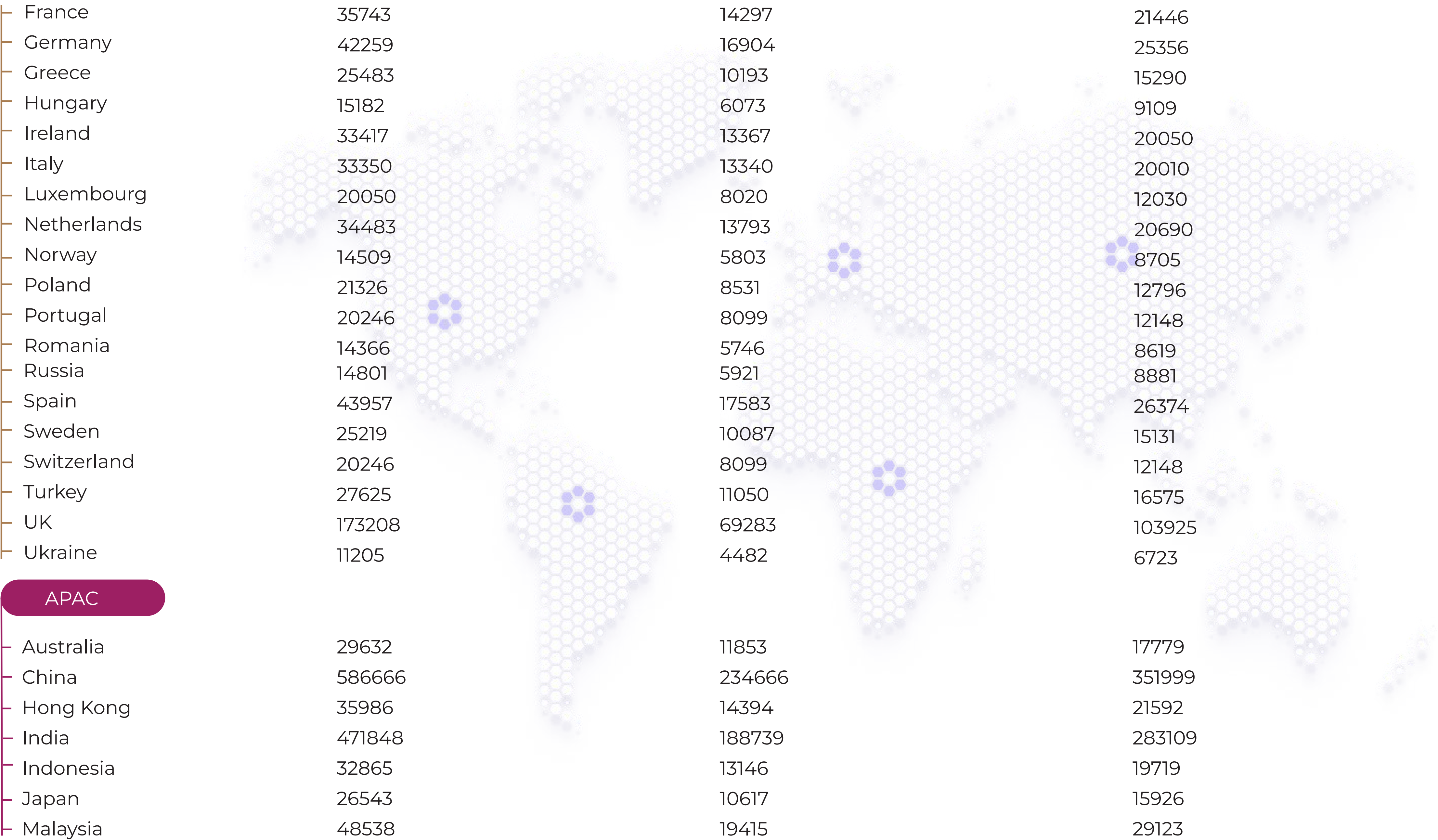


# Global

## Consumer Panel Attributes

North America		Panel counts	B2B Panel Count	Consumer Panel Count
—	Canada	62293	24917	37376
—	Mexico	31364	12546	18819
—	US	395606	158242	237364
North America				
—	Argentina	25347	10139	15208
—	Bolivia	9250	3700	5550
—	Brazil	18092	7237	10855
—	Chile	19235	7694	11541
—	Columbia	24480	9792	14688
—	Costa Rica	18386	7355	11032
—	Guatemala	33607	13443	20164
—	Honduras	19792	7917	11875
—	Peru	20012	8005	12007
Europe				
—	Austria	21089	8436	12653
—	Belgium	16722	6689	10033
—	Croatia	7937	3175	4762
—	Czech Republic	22519	9007	13511
—	Denmark	16070	6428	9642
—	Finland	10848	4339	6509







New Zealand  
Philippines  
Singapore  
South Korea  
Taiwan  
Thailand  
Vietnam

15286  
39660  
26770  
24820  
26745  
25547  
37119

6114  
15864  
10708  
9928  
10698  
10219  
14848

9172  
23796  
16062  
14892  
16047  
15328  
22271

Middle East & Africa

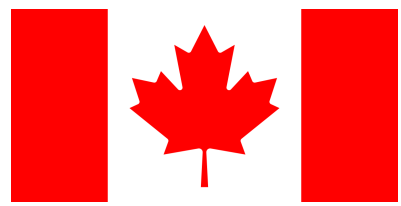
Bahrain  
Egypt  
Kuwait  
Nigeria  
Oman  
Saudi Arabia  
South Africa

11060  
22623  
17451  
33245  
7996  
37215  
33745  
37628

4424  
9049  
6980  
13298  
3198  
14886  
13498  
15051

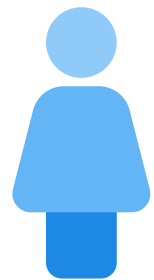
6636  
13574  
10471  
19947  
4797  
22329  
20247  
22577





# CANADA

## Gender



**Female**  
56%



**Male**  
44%

## Employment Status

Full Time	65%
Part Time	12%
Self Employed	7%
Unemployed	5%
Home Maker	2%
Retired	7%
Perfer Not to Answer	2%

## Household Income

Less than 10,000 CAD	7%
10,000-24,999 CAD	11%
25,000-39,999 CAD	16%
40,000-54,000 CAD	15%
55,000 - 69,999 CAD	14%
70,000-84,999 CAD	12%
85,000-99,999 CAD	6%
100,00-149,000 CAD	10%
150,000-199,000 CAD	5%
More than 200,000 CAD	3%
Prefer not to answer	1%

## Age

13 -17	<div><div></div></div>	1%
18-24	<div><div></div></div>	9%
25-34	<div><div></div></div>	27%
35-44	<div><div></div></div>	24%
45-54	<div><div></div></div>	19%
55-64	<div><div></div></div>	14%
65+	<div><div></div></div>	6%



**Panel Count** 62293

**B2B Count** 24917

**Consumer Count** 37376

## Region

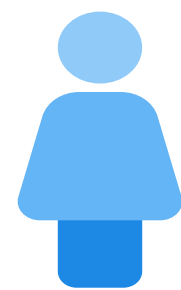
Alberta	13%
British Columbia	15%
Manitoba	5%
Ontario	40%
Quebec	14%
New Brunswick	3%
New Foundland & Labrador	2%
Nova Scotia	3%
Saskatchewan	3%
Prince Edward Island	1%
The North yokun	1%





# NEW ZEALAND

## Gender

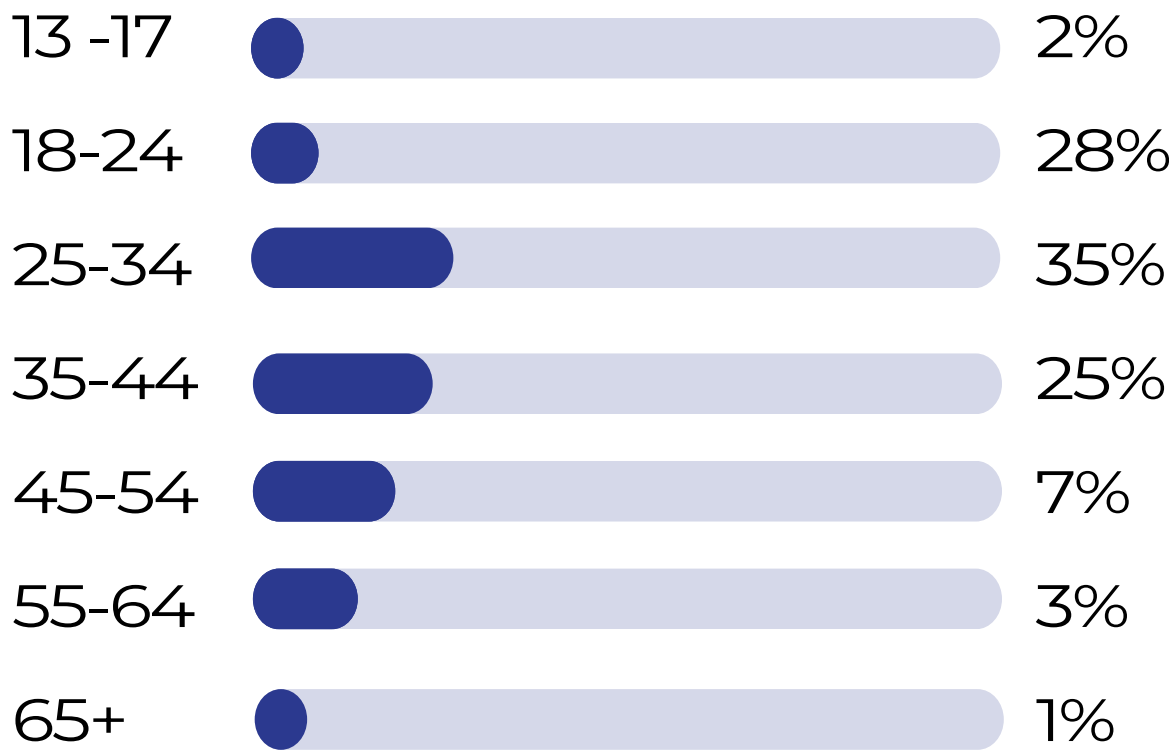


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 30,000 NZD	25%
30,000 to 39,999 NZD	13%
40,000 to 49,999 NZD	12%
50,000 to 59,999 NZD	8%
60,000 to 69,999 NZD	7%
70,000 to 79,999 NZD	6%
80,000 to 89,999 NZD	4%
90,000 to 99,999 NZD	4%
100,000 to 129,999 NZD	6%
130,000 to 159,999 NZD	3%
160,000 to 199,999 NZD	3%
200,000 to 249,999 NZD	2%
250,000 to 300,000 NZD	1%
More than 300,000 NZD	1%
Prefer not to answer	5%

## Region

Dunedin	2%
Auckland	30%
Clutha	1%
Waitaki	22%
Southland	8%
Fiordland	2%
Rakiura	25%
Napier	10%

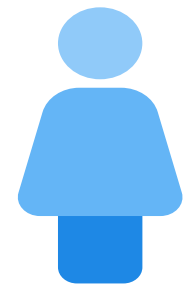
**Panel Count** 15286  
**B2B Count** 6114  
**Consumer Count** 9172





# PHILIPPINES

## Gender



**Female**

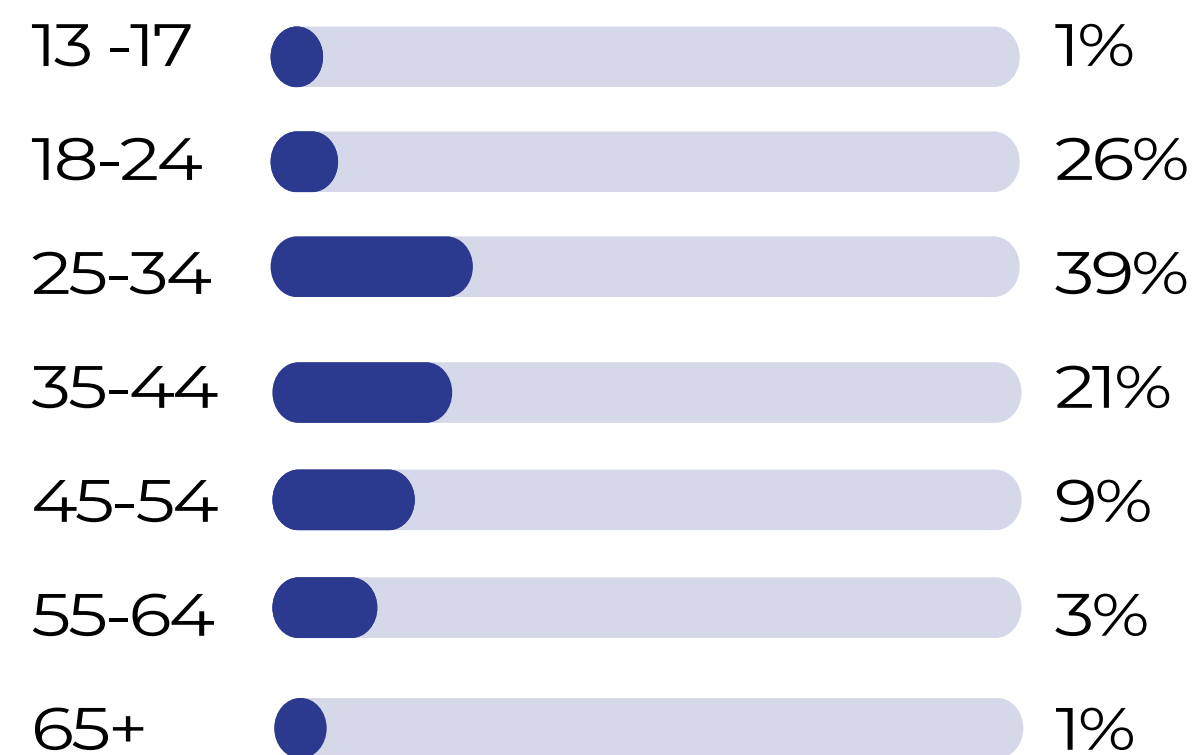
56%



**Male**

44%

## Age



## Household Income

Less than 96,000 PHP	28%
96,000 to 240,000 PHP	38%
240,000 to 480,000 PHP	13%
480,000 to 840,000 PHP	9%
840,000 to 200,000 PHP	5%
More than 200,000 PHP	2%
Prefer not to answer	5%

## Region

Metro Manila (NCR)	59%
Cordillera Administrative Region(CAR)	2%
Ilocos Region	2%
Cagayan Valley	2%
Calabarzon	2%
Bicol Region	5%
Western Visayas	2%
Central Visaya	2%
Zamboanga Peninsula	12%
Northern Mindanao	2%
Davao Region	6%
Soccsksargen	2%
Caraga	1%
Others	1%

Panel Count 39660

B2B Count 15864

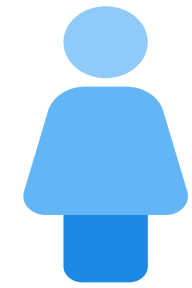
Consumer Count 23796





# SINGAPORE

## Gender

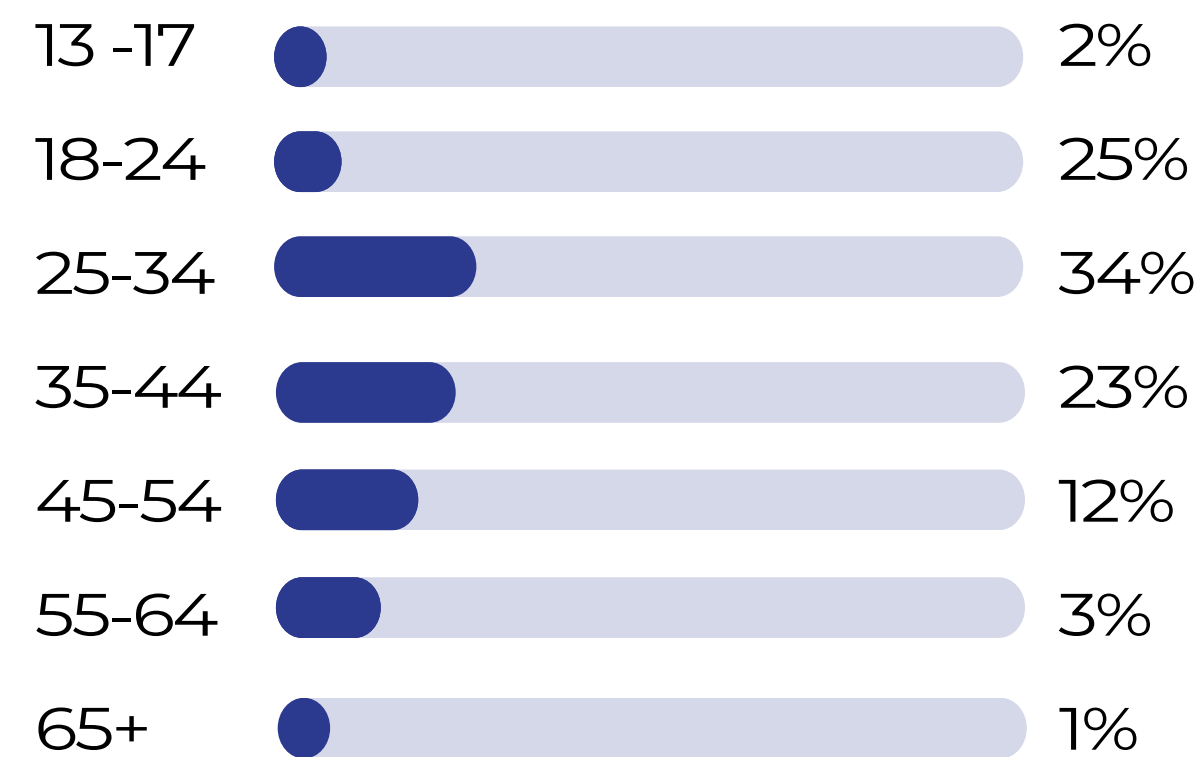


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 30,000 SGD	28%
30,000 to 50,000 SGD	20%
50,000 to 70,000 SGD	16%
70,000 to 90,000 SGD	12%
90,000 to 100,000 SGD	5%
More than 100,000 SGD	14%
Prefer not to say	5%



**Panel Count** 26770

**B2B Count** 10708

**Consumer Count** 16062

## Region

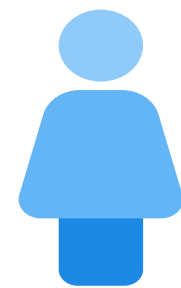
Central	13%
North East	13%
North West	9%
East	23%
West	21%
Others	21%





# SOUTH KOREA

## Gender



Female

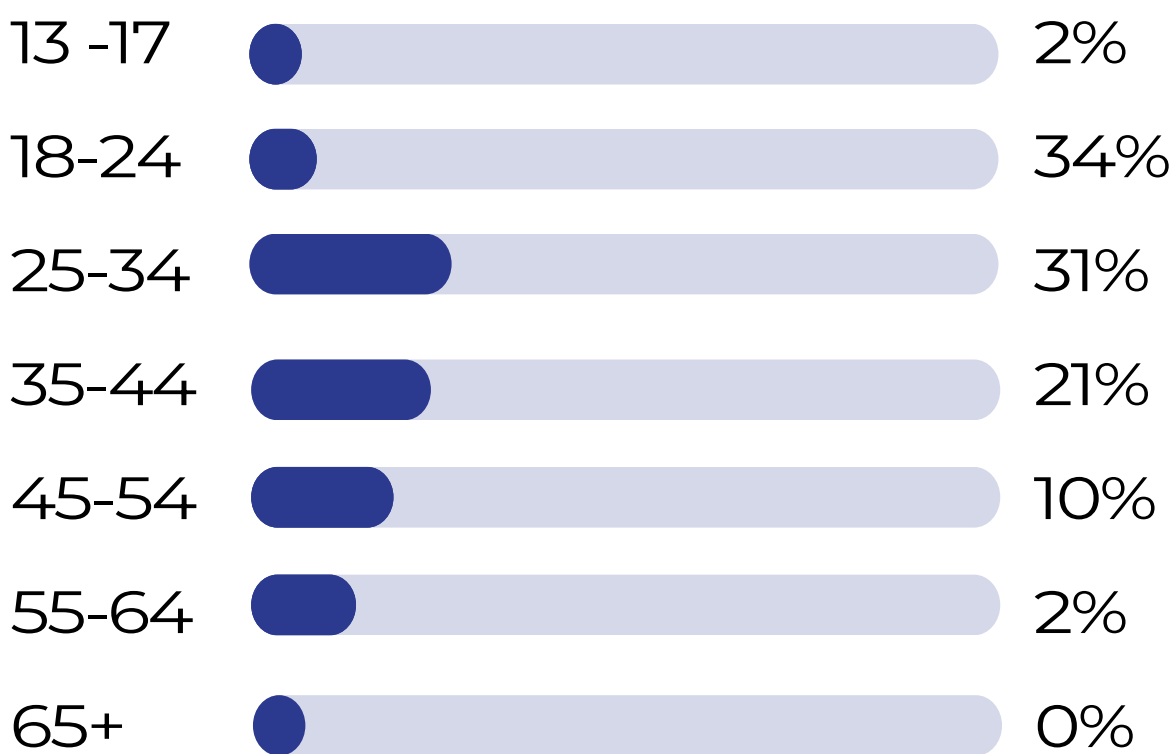
56%



Male

44%

## Age



## Household Income

Less than 25,000,000 KRW	22%
25,000,000 to 34,999,999 KRW	26%
35,000,000 to 44,999,999 KRW	29%
45,000,000 to 60,000,000 KRW	12%
60,000,000 to 80,000,000 KRW	5%
80,000,000 + KRW	3%
Prefer Not To Answer	3%

## Employment status

Full Time	67%
Part Time	8%
Self Employed	7%
Unemployed	2%
Home Maker	5%
Students	7%
Retired	2%
Prefer Not To Answer	2%

Panel Count 24820

B2B Count 9928

Consumer Count 14892

## Region

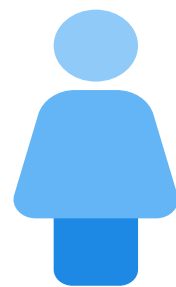
Seoul	30%
Busan	7%
Daegu	5%
Incheon	6%
Gwangju	3%
Daejeon	4%
Ulsan	2%
Sejong	1%
Gyeonggi-do	24%
Gangwon-do	2%
Chungcheongbuk-do	2%
Chungcheongnam-do	2%
Jeollabuk-do	2%
Jeollanam-do	2%
Gyeongsangbuk-do	3%
Gyeongsangnam-do	4%
Jeju	1%





# TAIWAN

## Gender

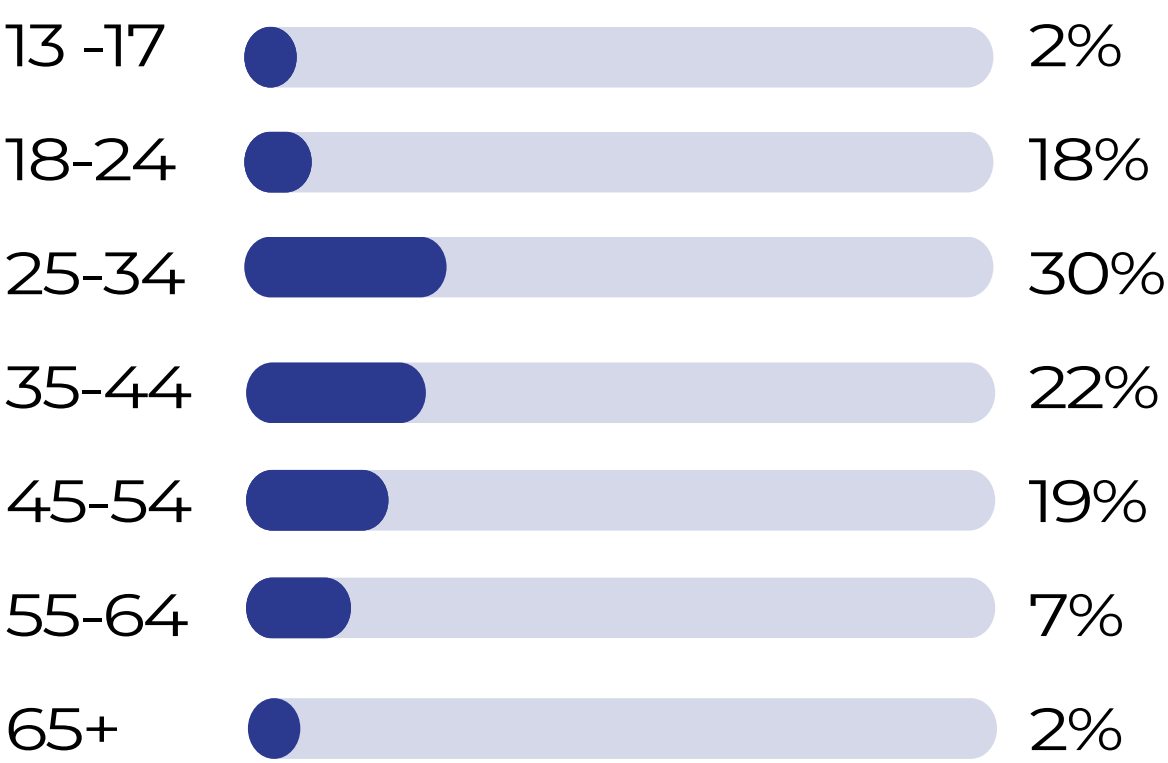


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 300K TWD	23%
300 to 400K TWD	1%
400 to 500K TWD	20%
500 to 600K TWD	6%
600 to 800K TWD	13%
800 to 1M TWD	9%
1M to 1.3M TWD	11%
1.3M to 2M TWD	12%
More than 2M TWD	5%

## Education

Some Secondary Education	4%
Secondary Education	24%
Some College, University or further education	4%
Vocational or Technical Degree	30%
University Degree	30%
Postgraduate Degree	6%
Doctoral or Professional Degree	2%



**Panel Count** 26745

**B2B Count** 10698

**Consumer Count** 16047

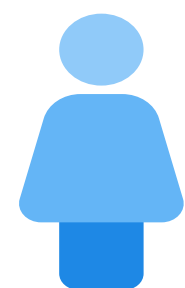






# THAILAND

## Gender

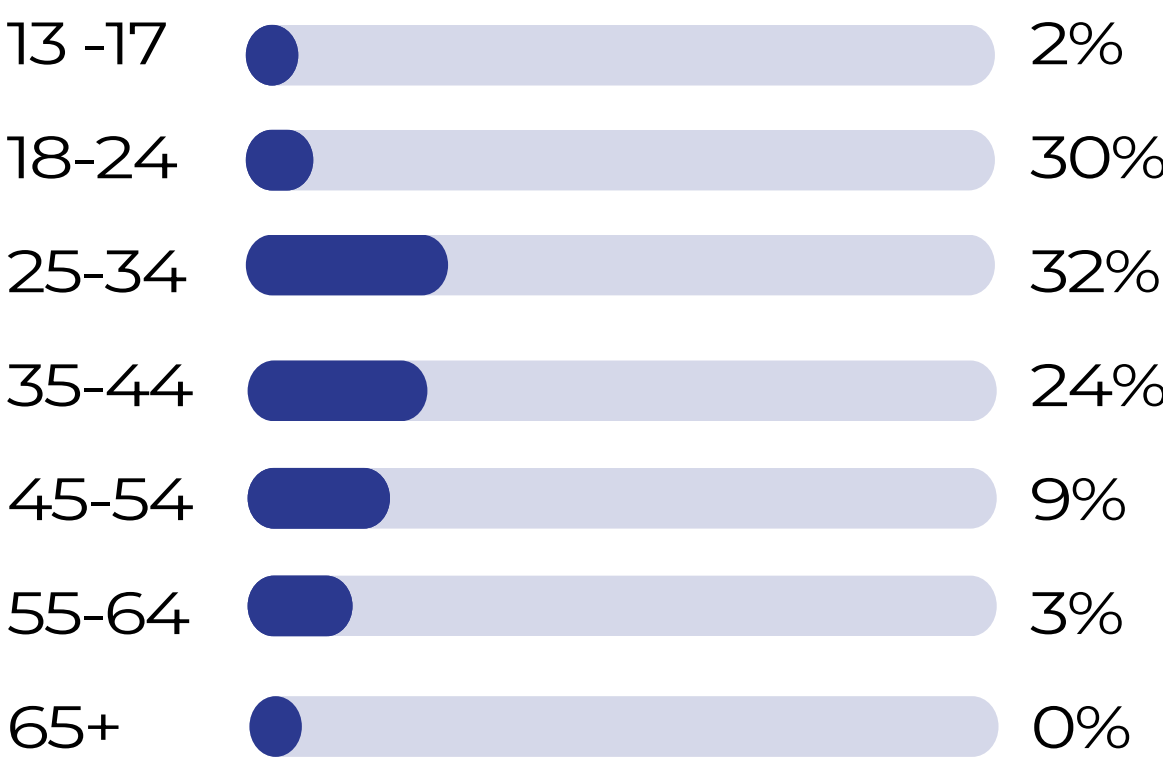


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less 36000 THB	7%
36,000 to 120,00 THB	12%
120,000 to 180,00 THB	12%
180,000 to 240,00 THB	12%
240,000 to 260,00 THB	15%
260,000 to 600,00 THB	17%
600,000 to 1,200,00 THB	12%
1,200,000 to 1,800,00 THB	3%
1,800,000 to 2,400,00 THB	2%
More than 2,400,00 THB	3%
Prefer not to answer	5%



**Panel Count** 25547

**B2B Count** 10219

**Consumer Count** 15328

## Region

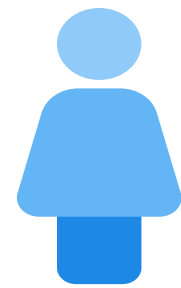
Bangkok	30%
Central	18%
East	9%
North	11%
North East	16%
South	11%
West	5%





# VIETNAM

## Gender

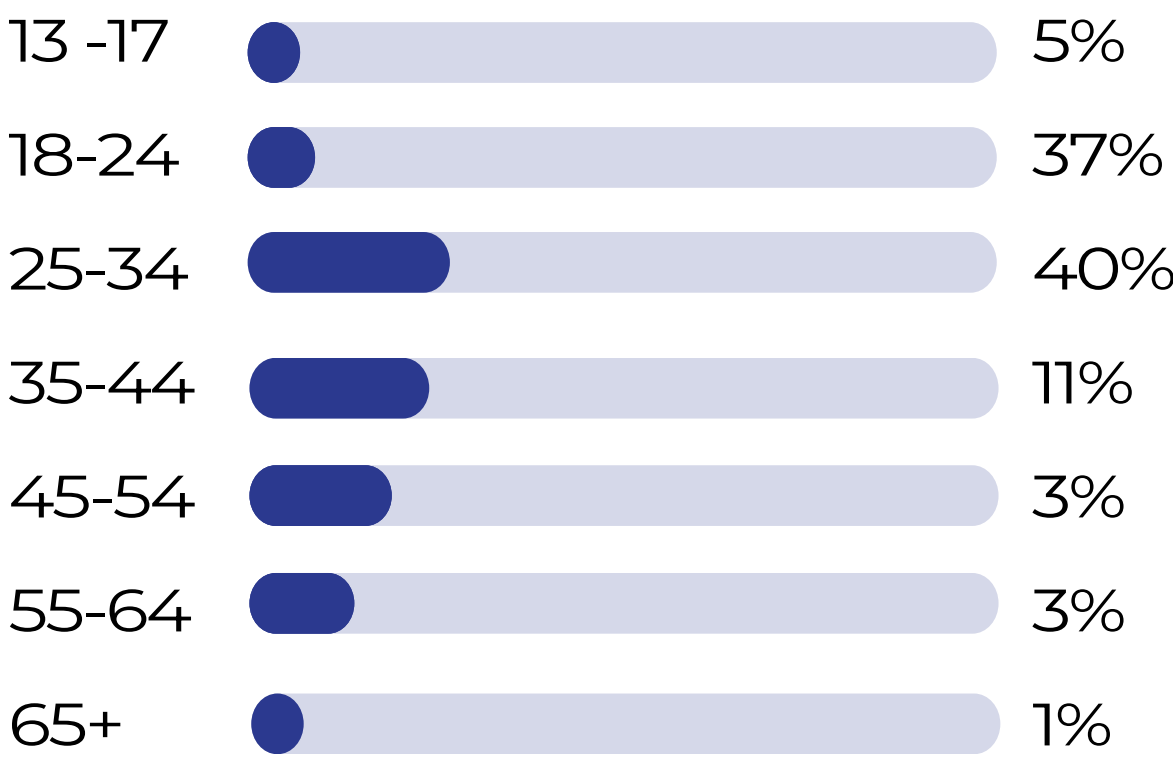


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 4,000,000 VND	10%
4,000,000 to 6,999,999 VND	22%
7,000,000 to 9,999,999 VND	16%
10,000,000 to 19,999,999 VND	29%
20,000,000 to 40,000,000 VND	17%
40,000,000 VND+	4%
Prefer Not To Answer	2%

Panel Count 37119

B2B Count 14848

Consumer Count 22271

## Region

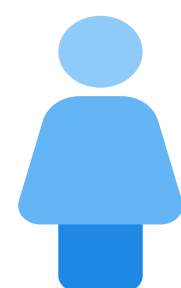
Red River Delta	32%
Northern Midlands and Mountain Areas	8%
North Central and Central Coastal	16%
Central Highlands	4%
South East	28%
Mekong River Delta	12%





# BAHRAIN

## Gender



**Female**

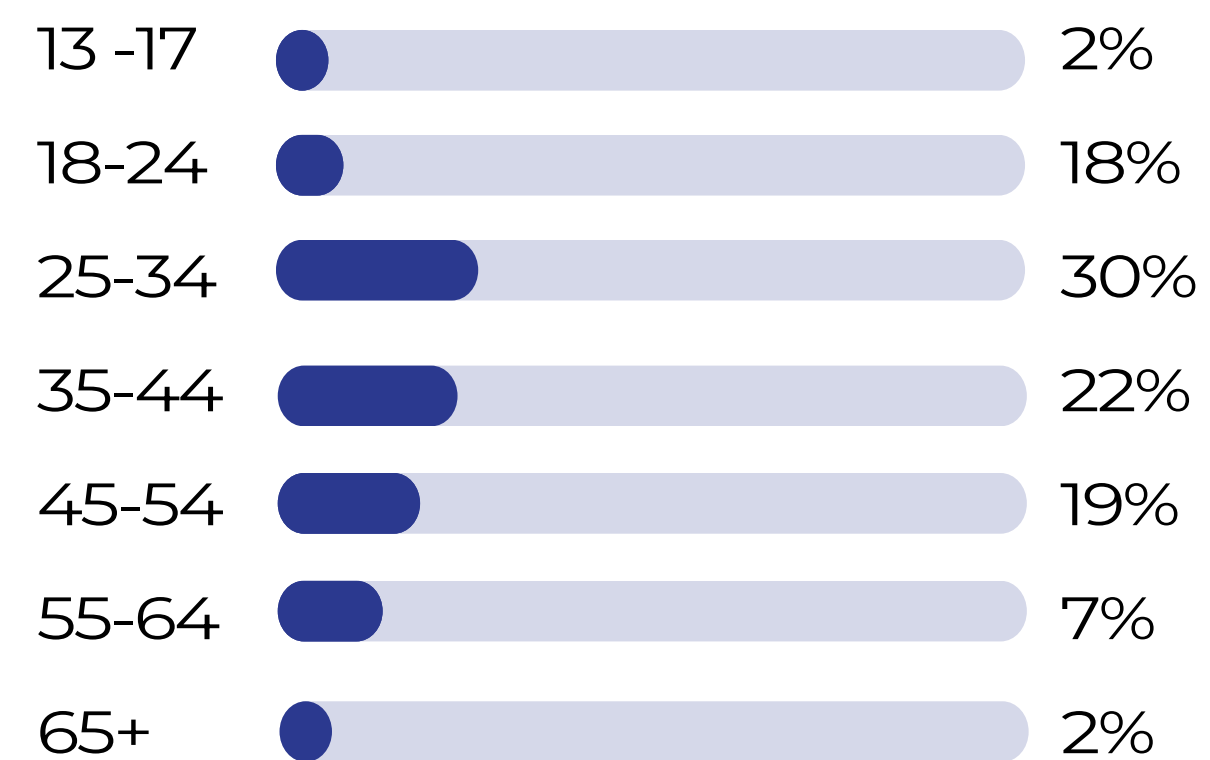
56%



**Male**

44%

## Age



**Panel Count** 11060

**B2B Count** 4424

**Consumer Count** 6636

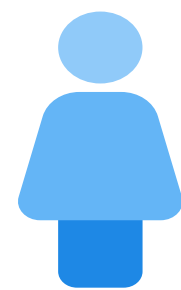






# EGYPT

## Gender

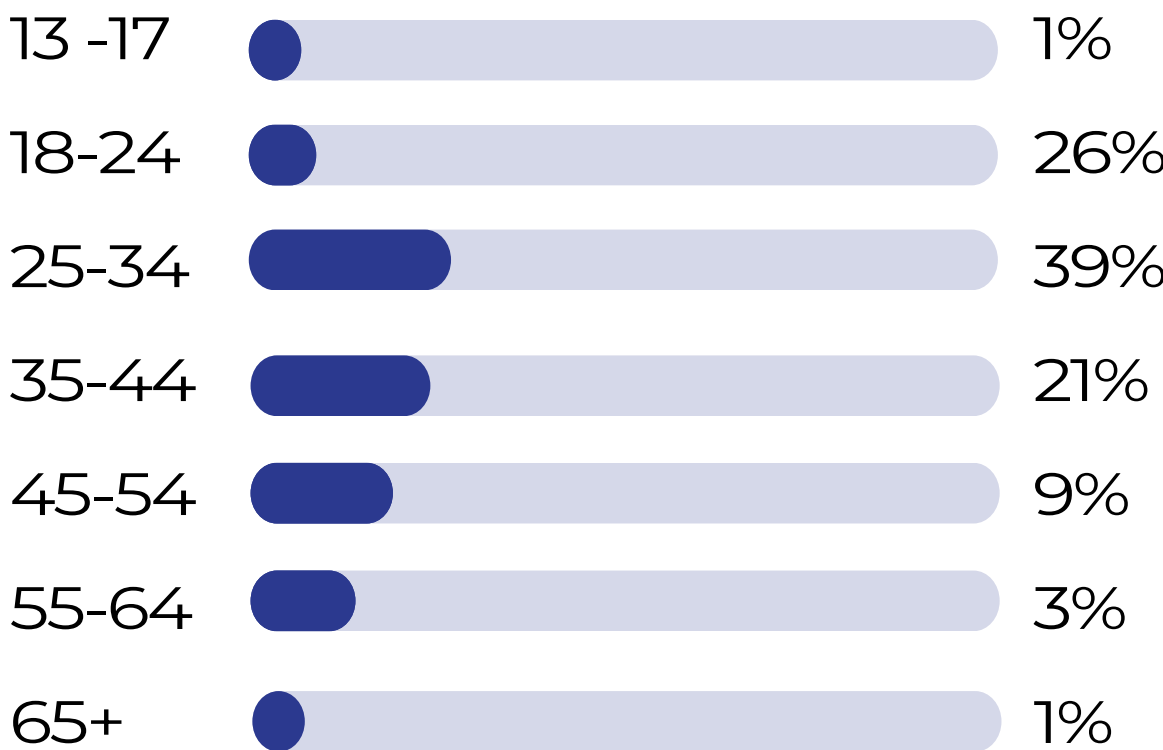


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 10,000 EGP	7%
10,000 to 14,999 EGP	17%
15,000 to 24,999 EGP	29%
25,000 to 49,999 EGP	36%
50,000 to 100,000 EGP	3%
100,000 EGP+	2%
Prefer Not To Answer	6%



**Panel Count** 22623  
**B2B Count** 9049  
**Consumer Count** 13574

## Region

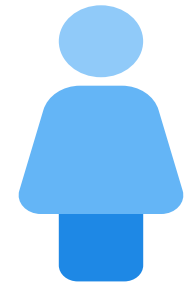
Cairo	28%
Sohag	3%
Asyout	3%
Al-Monofeya	3%
Fayium	1%
Kafr Al-Sheikh	2%
Qena	2%
Beny Swif	1%
Domyat	2%
Aswan	2%
Al-Esmayeleya	2%
Alexandria	13%
Others	38%





# KUWAIT

## Gender



**Female**

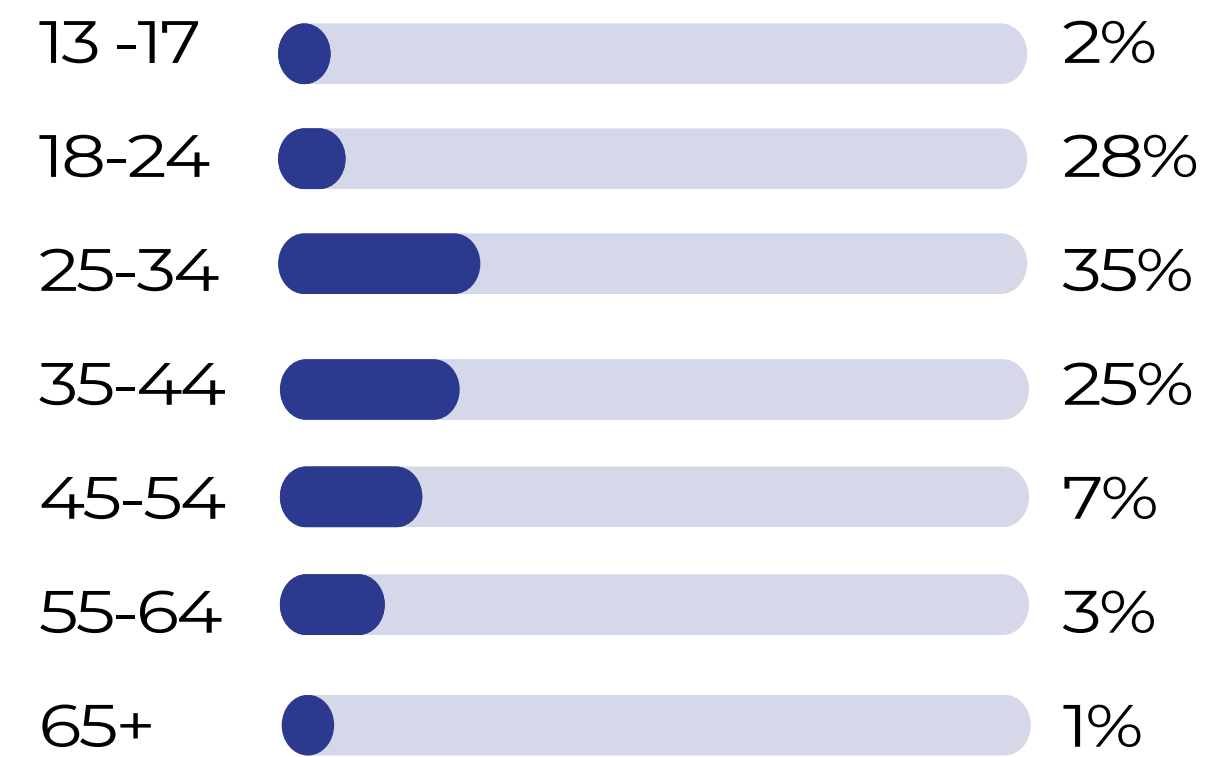
56%



**Male**

44%

## Age



**Panel Count** 17451

**B2B Count** 6980

**Consumer Count** 10471

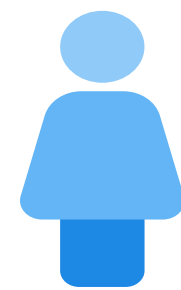






# NIGERIA

## Gender



**Female**

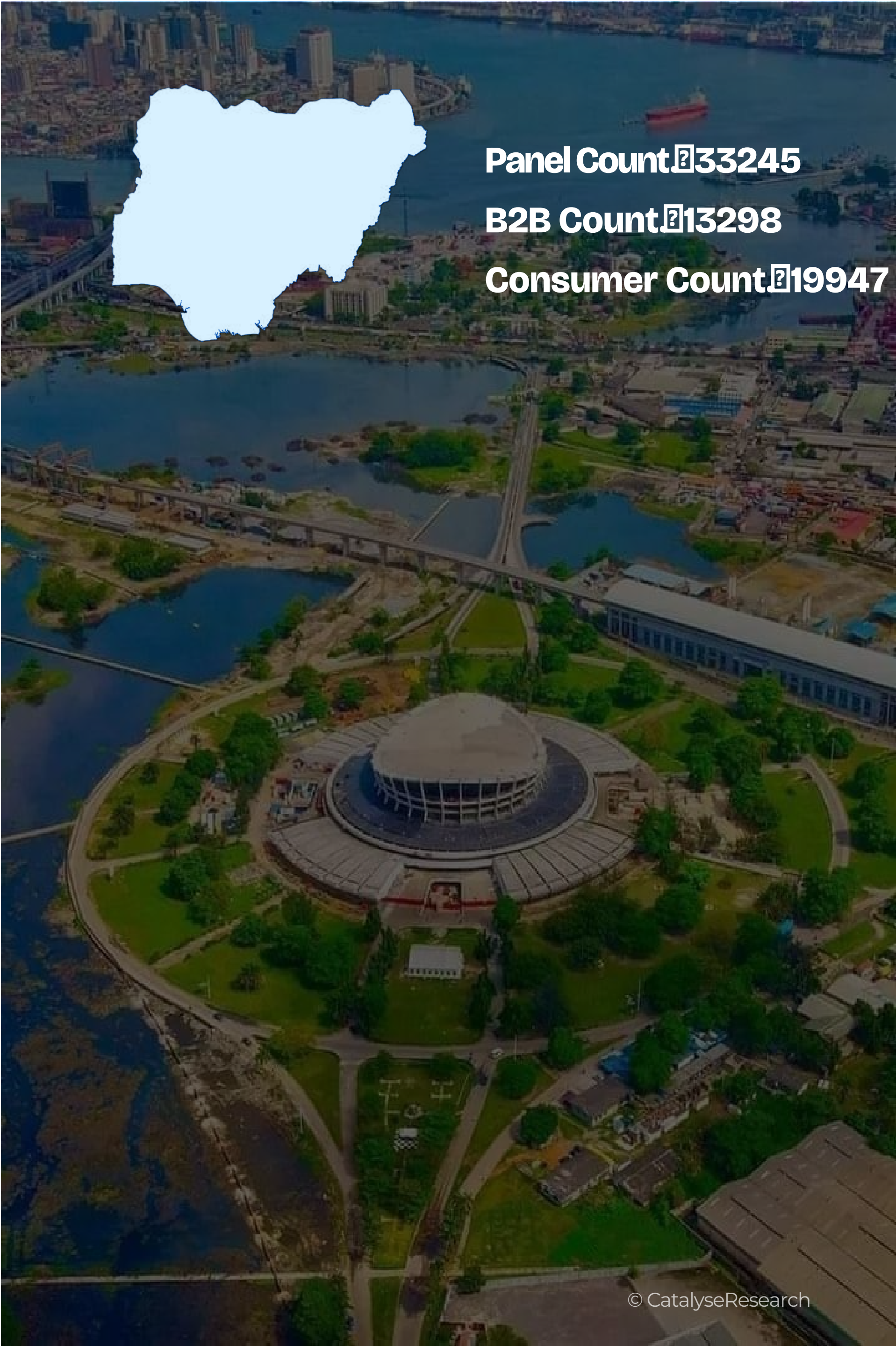
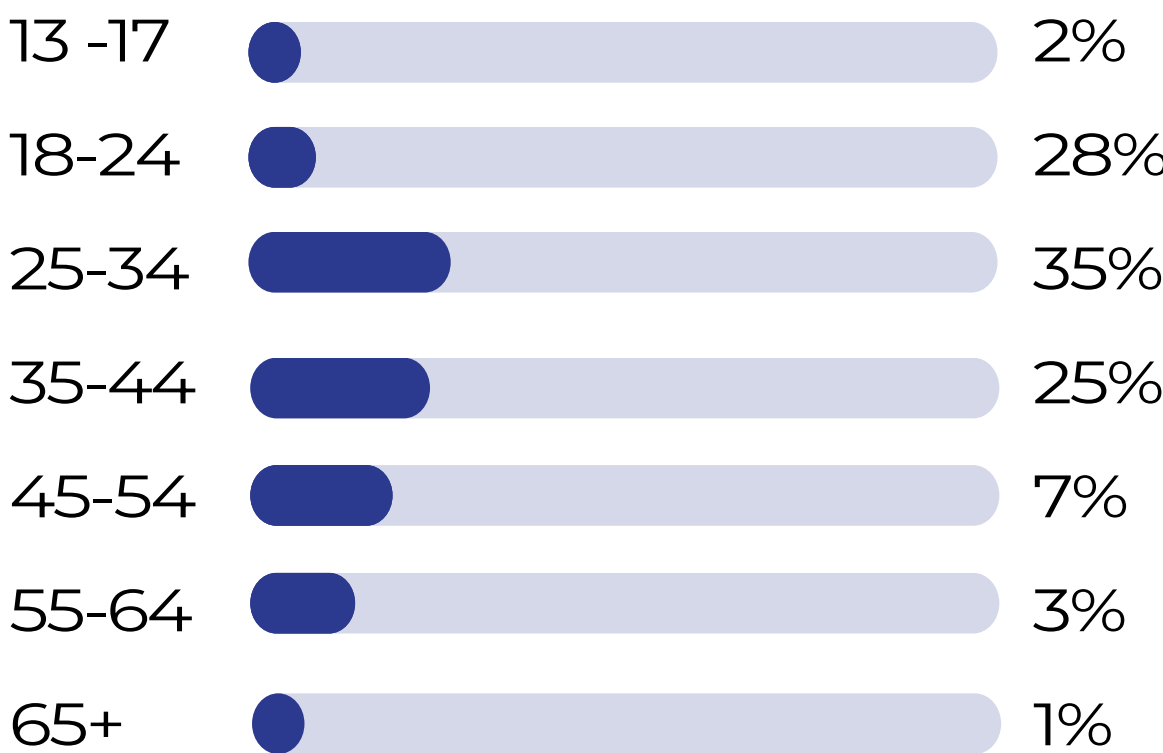
56%



**Male**

44%

## Age



Panel Count 33245

B2B Count 13298

Consumer Count 19947





# OMAN

## Gender

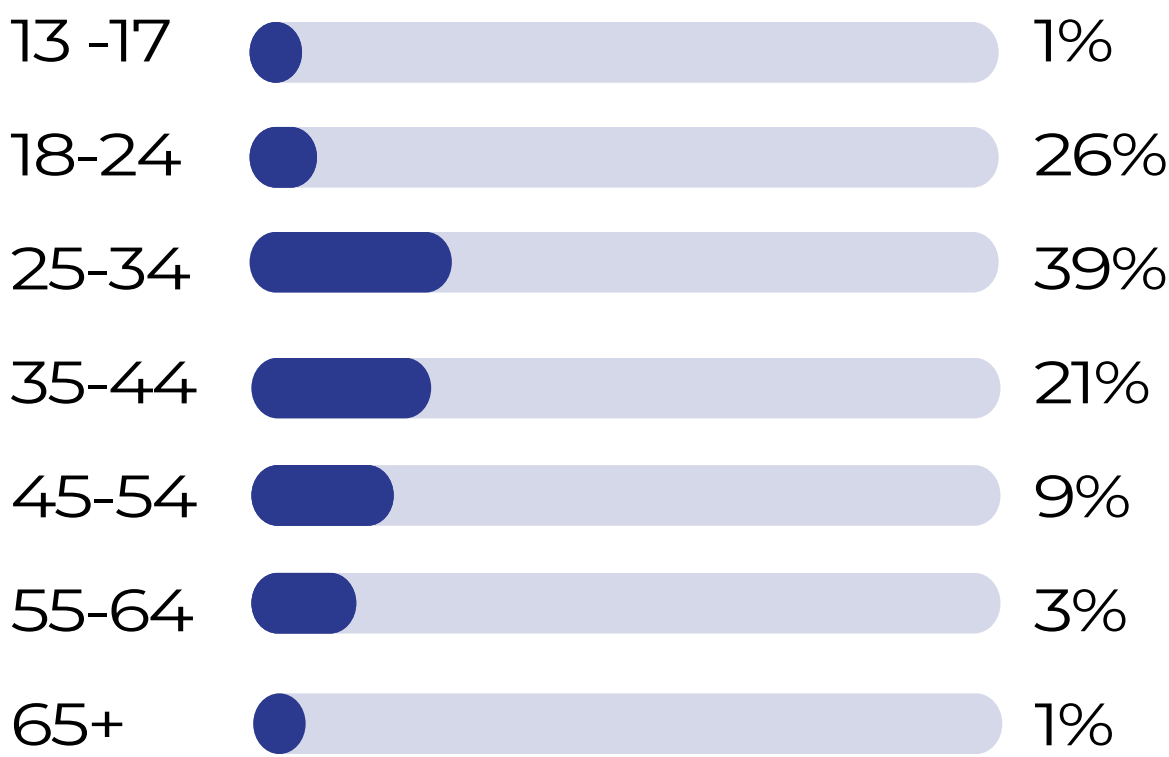


**Female**  
56%



**Male**  
44%

## Age



**Panel Count** 7996

**B2B Count** 3198

**Consumer Count** 4797

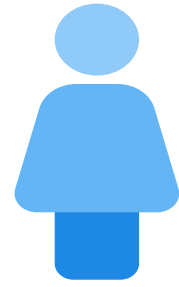






# SAUDI ARABIA

## Gender



**Female**

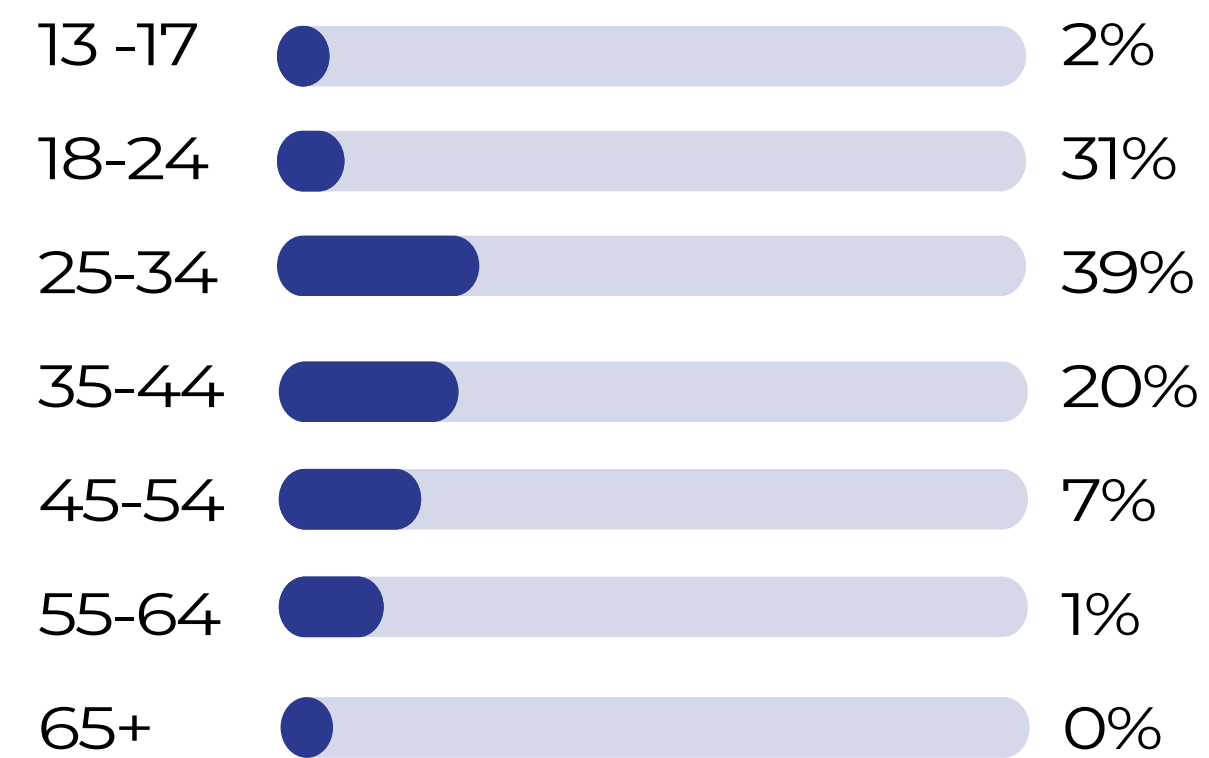
56%



**Male**

44%

## Age



Panel Count 37215

B2B Count 14886

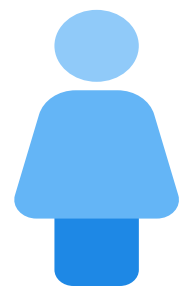
Consumer Count 22329





# SOUTH AFRICA

## Gender

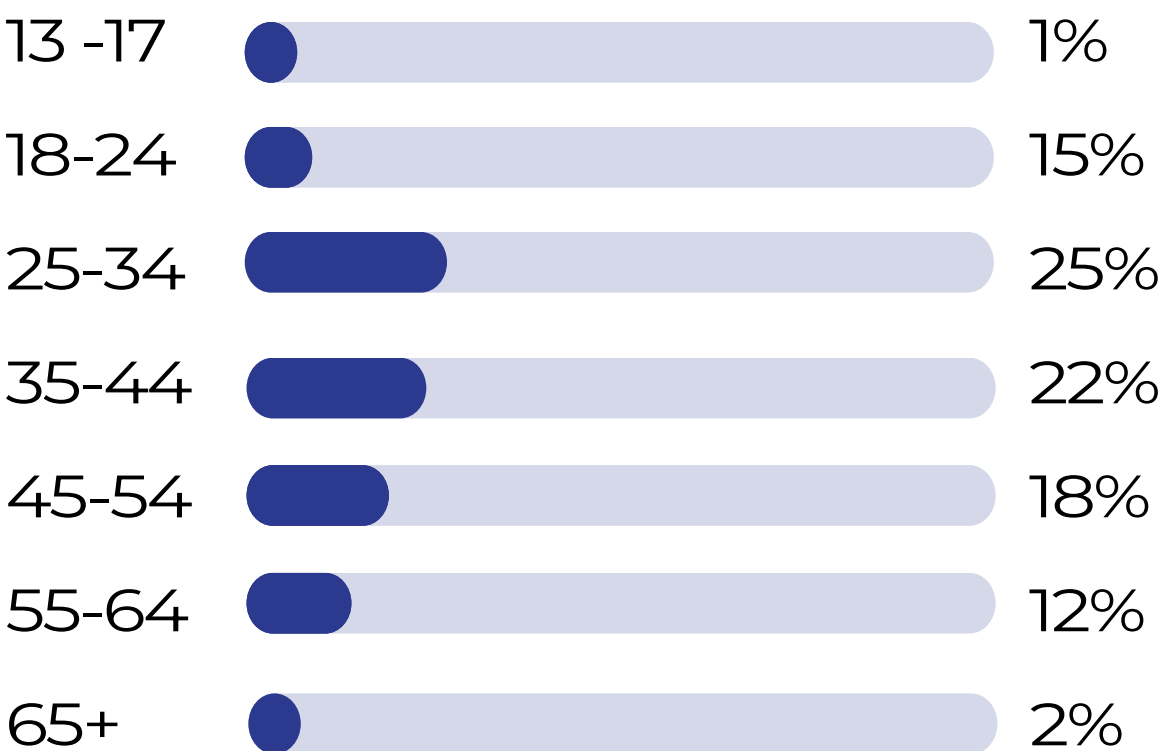


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Some Secondary Education	4%
Secondary Education	12%
Some College, University	26%
Vocational and Technical Degree	8%
University Degree	42%
Postgraduate Degree	6%
Doctoral or Professional Degree	2%

## Employment status

Full Time	68%
Part Time	7%
Self Employed	5%
Unemployed	4%
Home Maker	6%
Students	6%
Retired	2%
Prefer Not To Answer	2%

## Region

Gauteng	48%
Western Cape	22%
KZN	14%
Eastern Cape	5%
Mpumalanga	4%
Free State	3%
Limpopo	2%
North West	2%

Panel Count 33745

B2B Count 13498

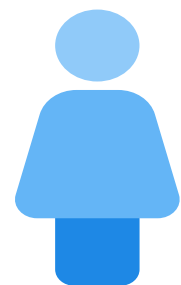
Consumer Count 20247





UAE

Gender

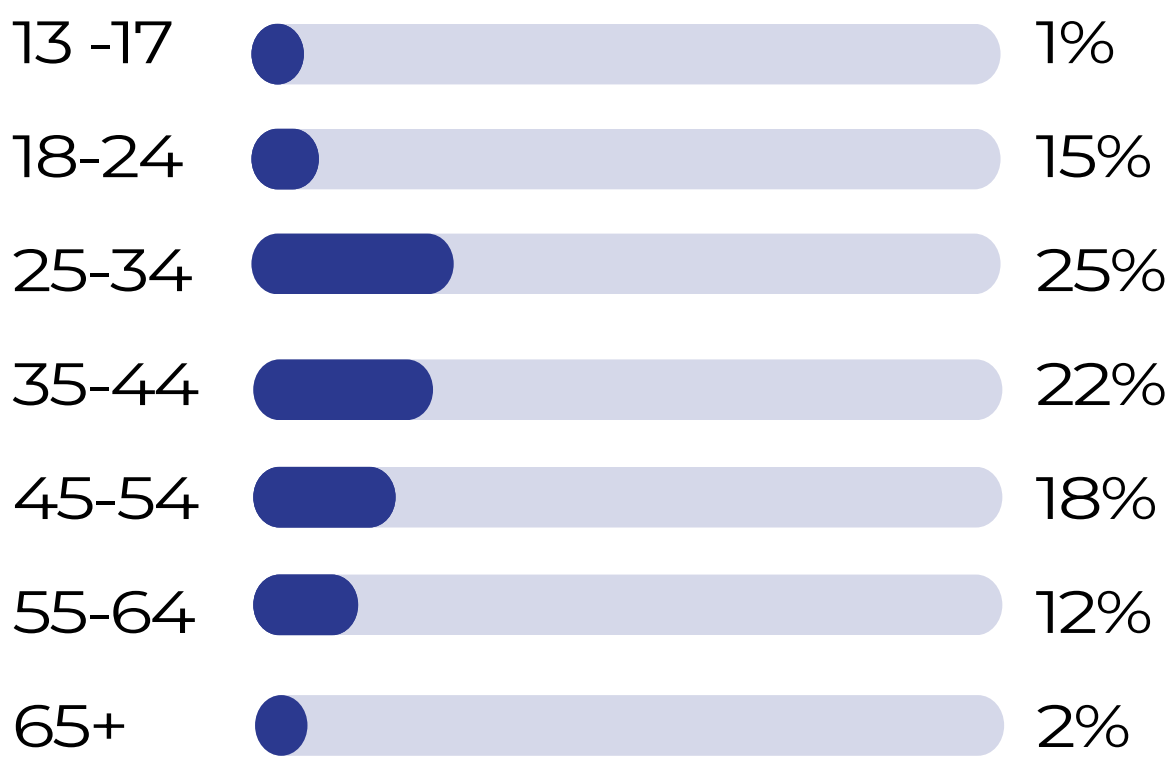


Female  
56%



Male  
44%

Age



Household Income

Less than 60K AED	14%
60 to 120K AED	19%
120 to 180K AED	13%
180 to 240K AED	13%
240 to 300K AED	9%
300 to 360K AED	6%
360 to 420K AED	8%
420 to 540K AED	7%
More than 540 AED	11%

Household Income

Some Secondary Education	1%
Secondary Education	3%
Some College, University or further education	9%
Vocational or Technical Degree	8%
University Degree	36%
Postgraduate Degree	40%
Doctoral or Professional Degree	3%



Panel Count 37628

B2B Count 15051

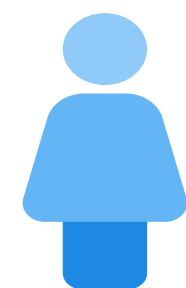
Consumer Count 22577





# TURKEY

## Gender

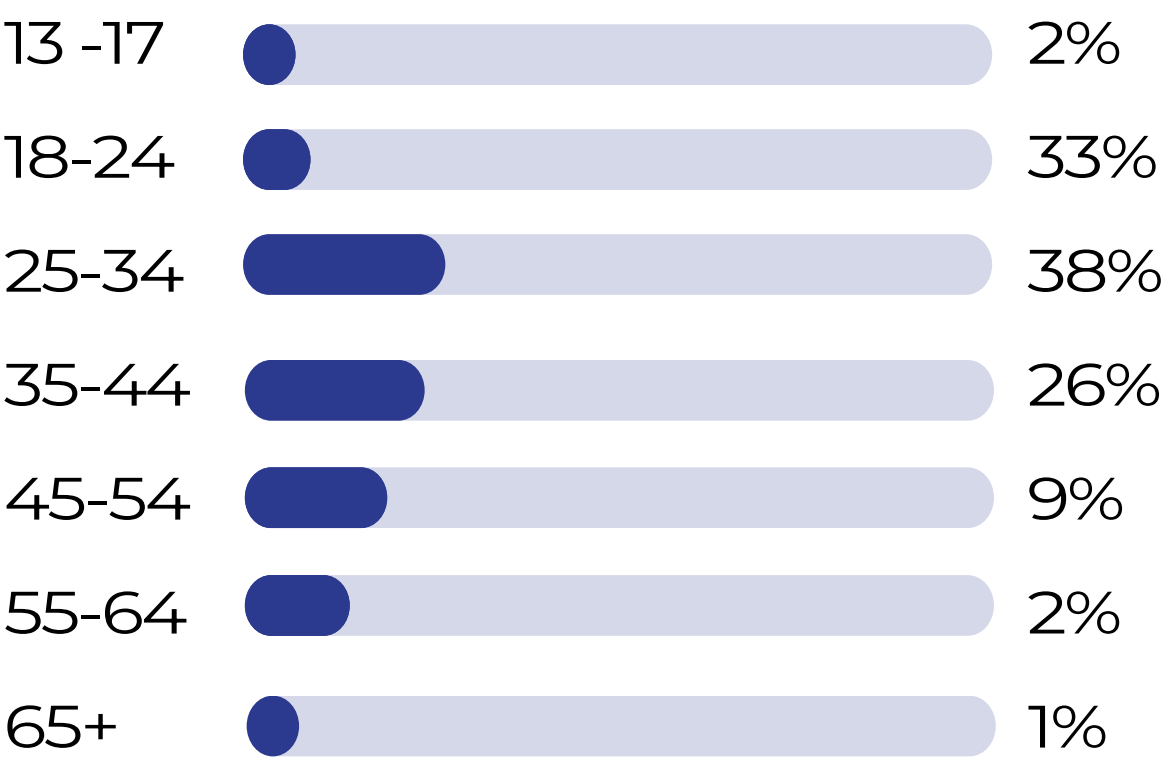


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 5,000 YTL	32%
5,000-9,999 YTL	9%
10,000-19,999 YTL	14%
20,000-39,999 YTL	17%
40,000-59,999 YTL	9%
60,0000-79,999 YTL	9%
More than 80,000 YTL	5%
Prefer Not to Answe	5%

## Region

Aegean	16%
Central Anatolia	4%
Eastern Black Sea	2%
Eastern Marmara	12%
Istanbul	23%
Mediterranean	12%
Middle East Anatolia	2%
North East Anatolia	1%
South East Anatolia	4%
Western Anatolia	14%
Western Black Sea	5%
Western Marmara	5%

Panel Count 27625

B2B Count 11050

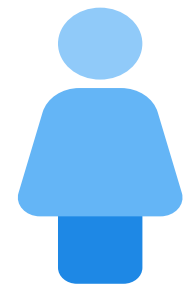
Consumer Count 16575





UK

Gender

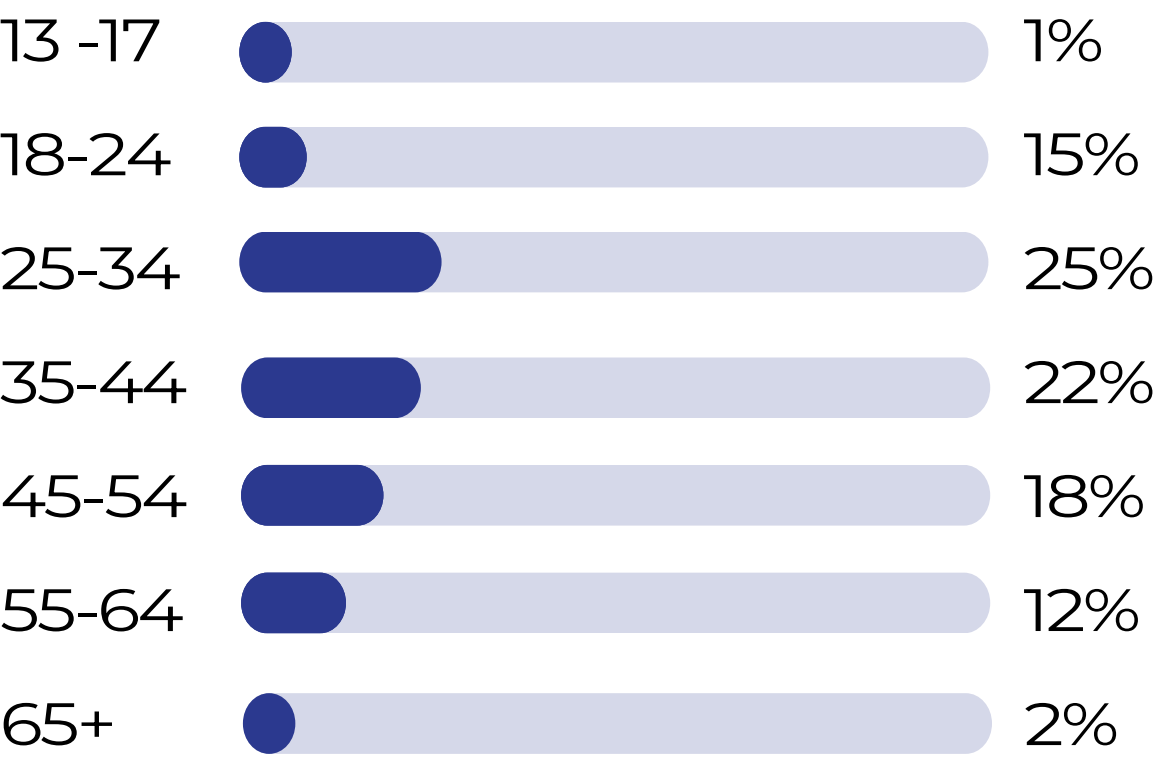


Female  
56%



Male  
44%

Age



Household Income

Less than 10,000 GBP	8%
10,000-19,999 GBP	17%
20,000-29,999 GBP	22%
30,000-39,999 GBP	11%
40,000-59,999 GBP	14%
60,000-74,999 GBP	9%
75,000-99,999 GBP	8%
100,000-149,999 GBP	7%
150,000-199,999 GBP	2%
More than 200,000 GBP	2%

Region

North East	4%
North West	8%
Yorkshire & Humberside	8%
East Midlands	11%
West Midlands	12%
East of England	9%
London	18%
South East	11%
South West	8%
Wales	4%
Scotland	4%
Nothern Ireland	2%
Channel	1%

Panel Count£173208  
B2B Count£69283  
Consumer Count£103925







# UKRAINE

## Gender

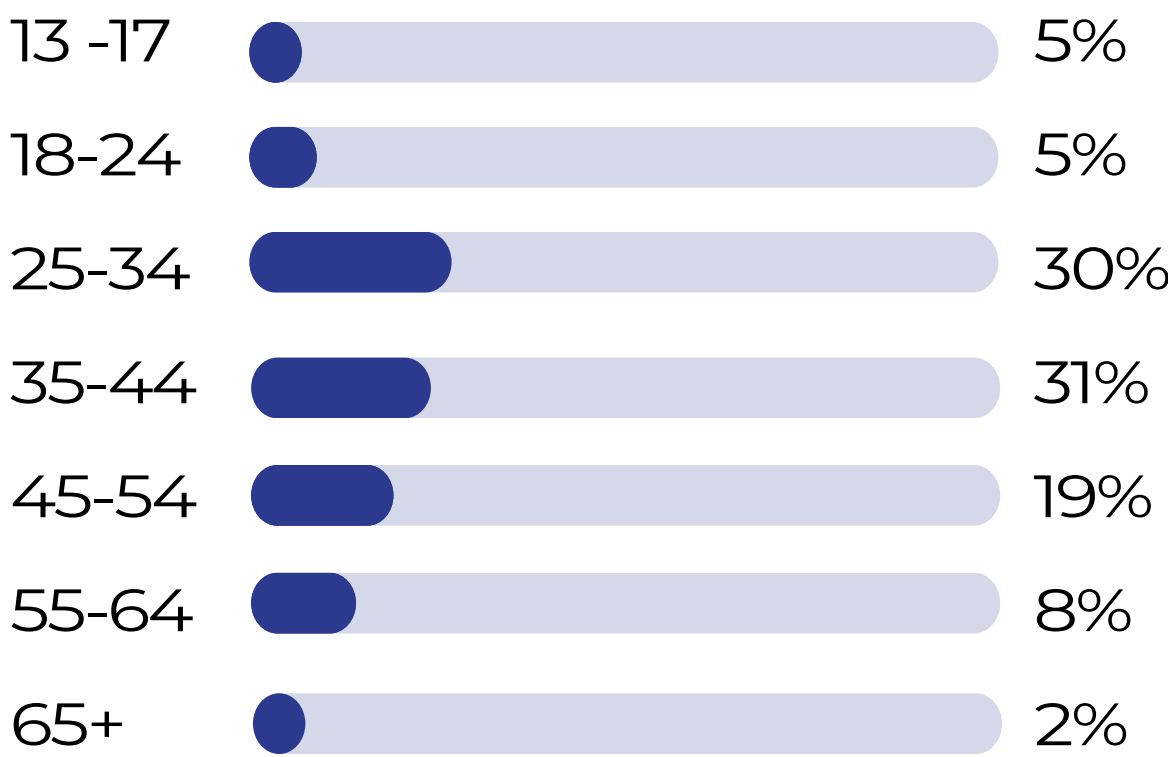


**Female**  
56%



**Male**  
44%

## Age



**Panel Count** 11205  
**B2B Count** 4482  
**Consumer Count** 6723

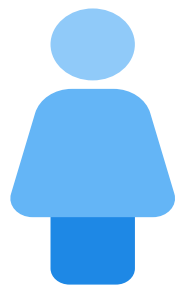






# AUSTRALIA

## Gender

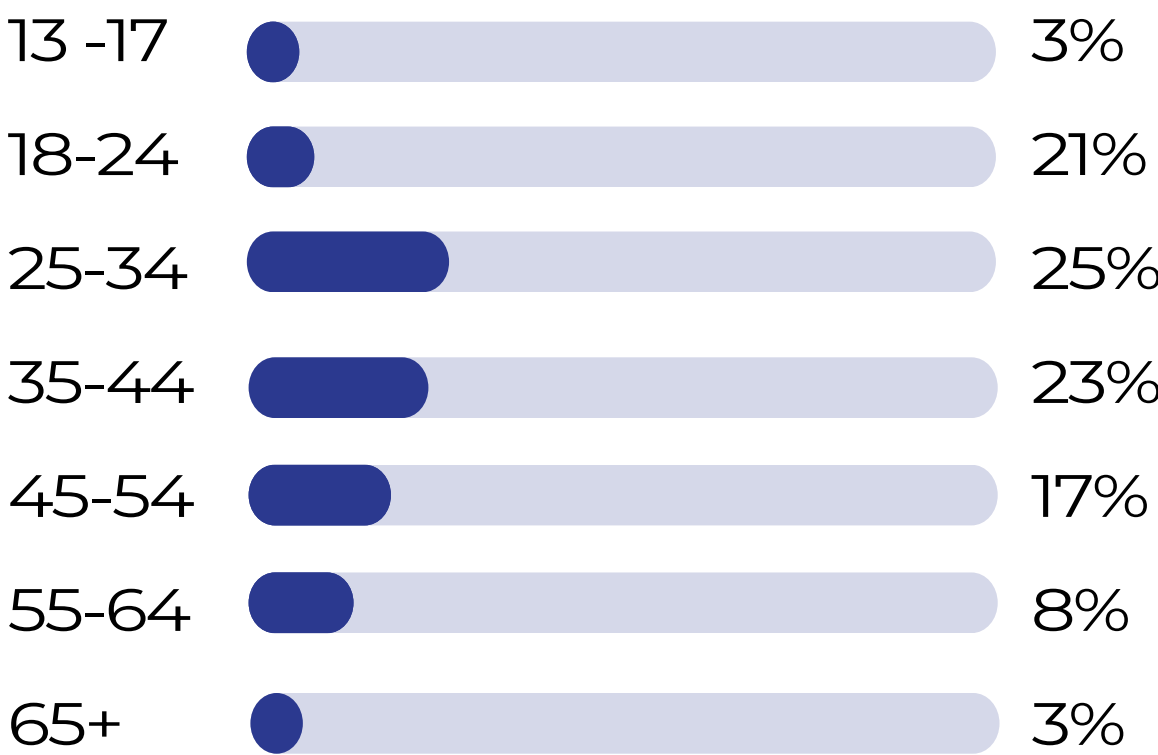


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 30,000 AUD	25%
30,000 to 39,999 AUD	13%
40,000 to 49,999 AUD	12%
50,000 to 59,999 AUD	8%
60,000 to 69,999 AUD	7%
70,000 to 79,999 AUD	6%
80,000 to 89,999 AUD	4%
90,000 to 99,999 AUD	4%
100,000 to 129,999 AUD	6%
130,000 to 159,999 AUD	3%
160,000 to 199,999 AUD	3%
200,000 to 249,999 AUD	2%
250,000 to 300,000 AUD	1%
More than 300,000 AUD	1%
Prefer not to answer	5%



Panel Count 29632

B2B Count 11853

Consumer Count 17779

## Region

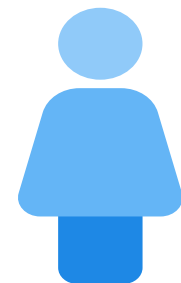
Australian Capital Territory	2%
New South Wales	30%
Northern Territory	1%
Queenslands	22%
South Australia	8%
Tasmania	2%
Victoria	25%
Western Australia	10%





# CHINA

## Gender

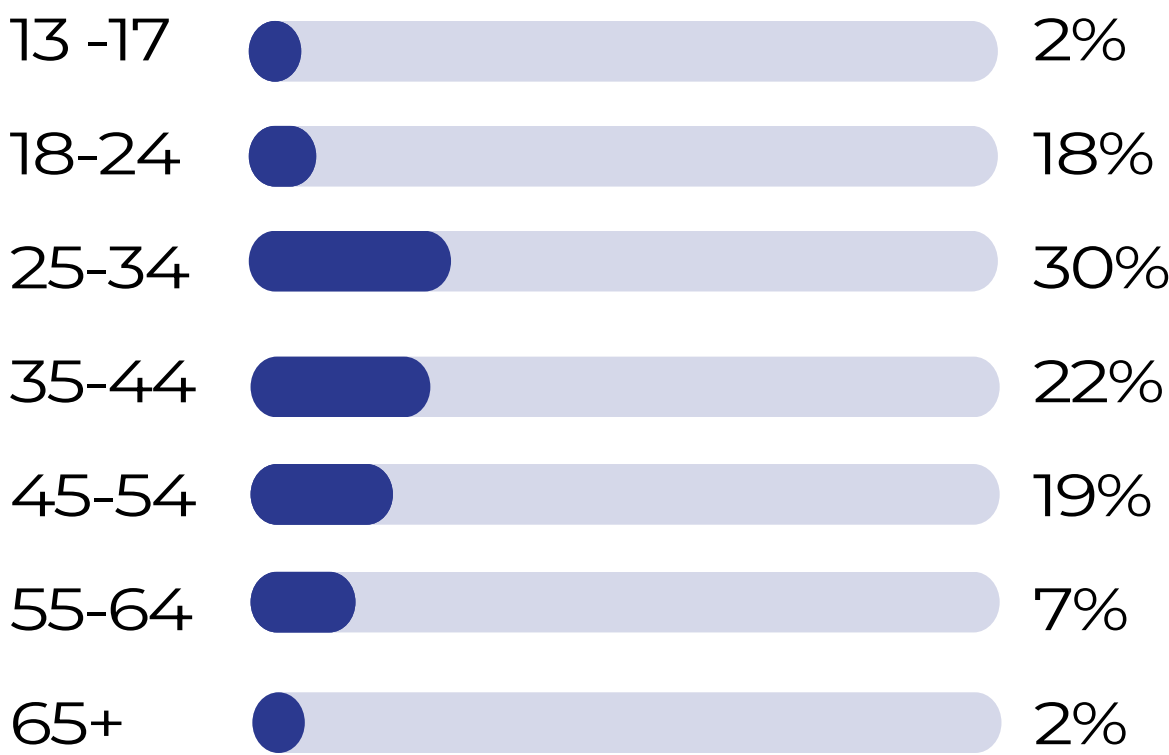


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Below 30,000 RMB	28%
30,001 to 60,000 RMB	23%
60,001 to 120,000 RMB	20%
120,000 to 240,000 RMB	15%
240,000 to 600,000 RMB	10%
More than 600,001 RMB	4%

## Employment status

Full Time	51%
Part Time	22%
Self Employed	10%
Unemployed	7%
HomeMaker	5%
Retired	2%
Prefer Not to Answer	3%



**Panel Count** 586666

**B2B Count** 234666

**Consumer Count** 351999

## Region

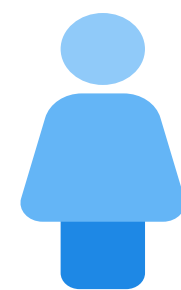
North	17%
East	36%
South West	9%
North East	6%
South	28%
Entre North West	4%





# HONG KONG

## Gender

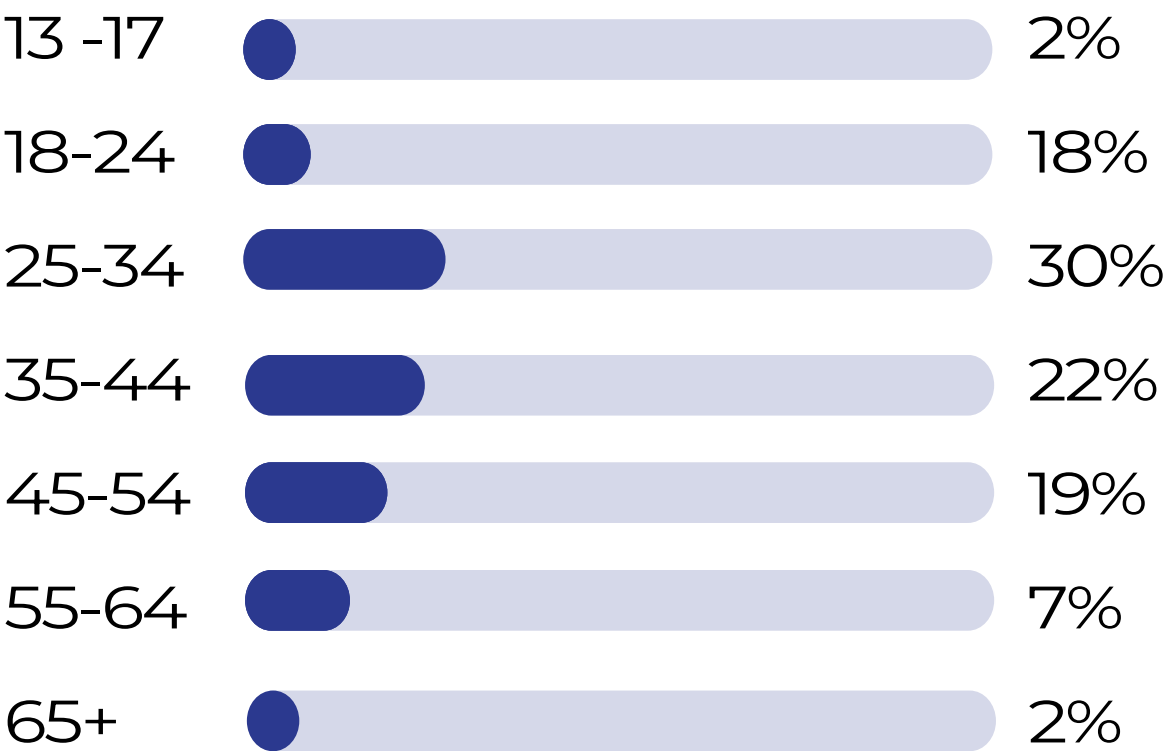


**Female**  
56%



**Male**  
44%

## Age



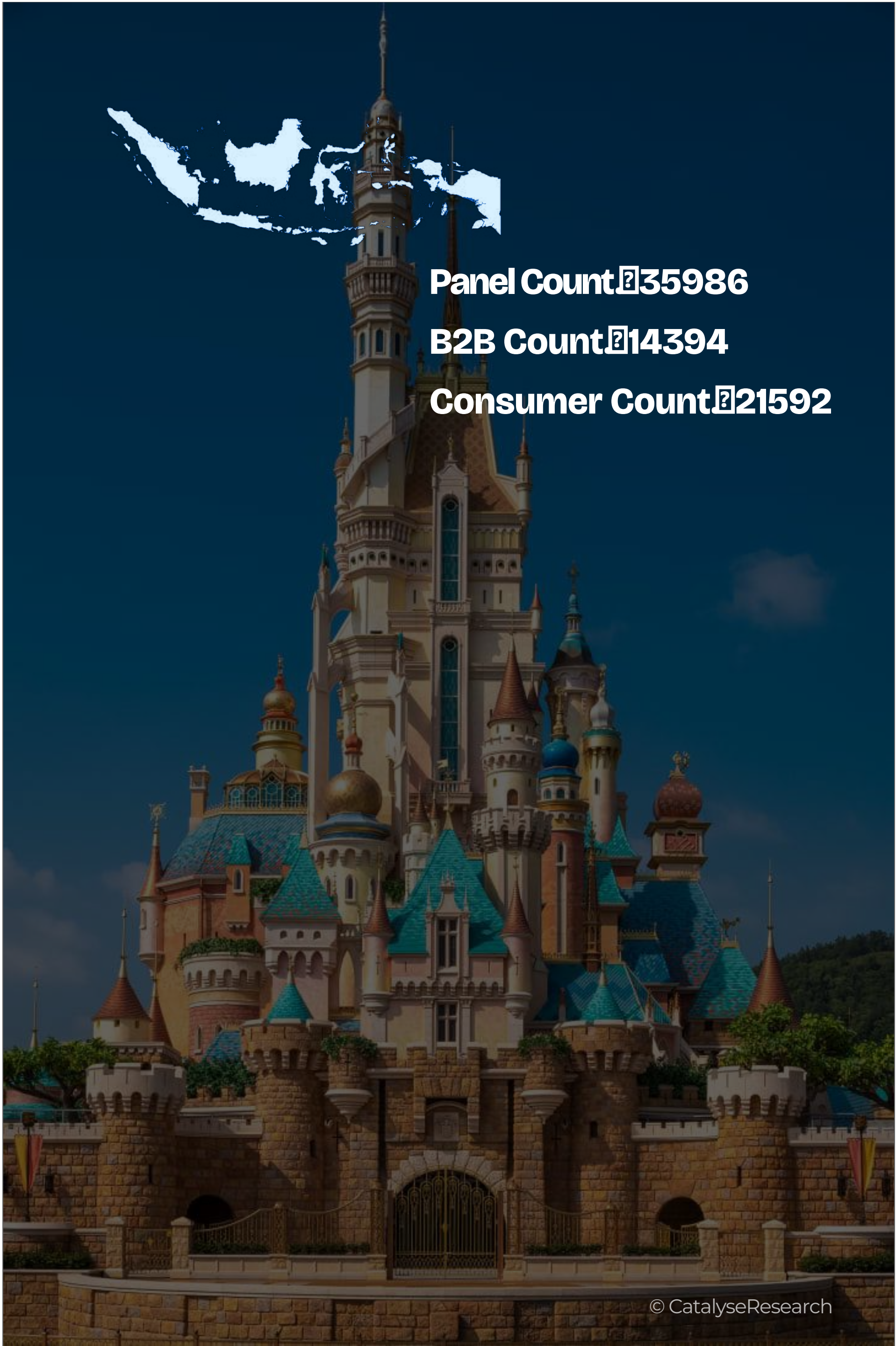
## Household Income

Less than 100K HKD	34%
100 to 200K HKD	12%
200 to 300K HKD	12%
300 to 400K HKD	9%
400 to 500K HKD	8%
500 to 600K NOK	7%
600 to 700K HKD	8%
700 to 800K HKD	3%
800 to 1M HKD	3%
More than 1M HKD	4%

## Education

Some Secondary Education	3%
Secondary Education	42%
Some College, University or further education	2%
Vocational or Technical Degree	2%
University Degree	40%
Postgraduate Degree	9%
Doctoral or Professional Degree	2%

**Panel Count** 35986  
**B2B Count** 14394  
**Consumer Count** 21592

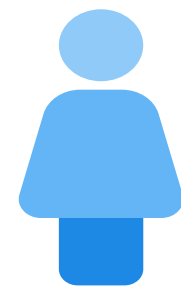






# INDIA

## Gender

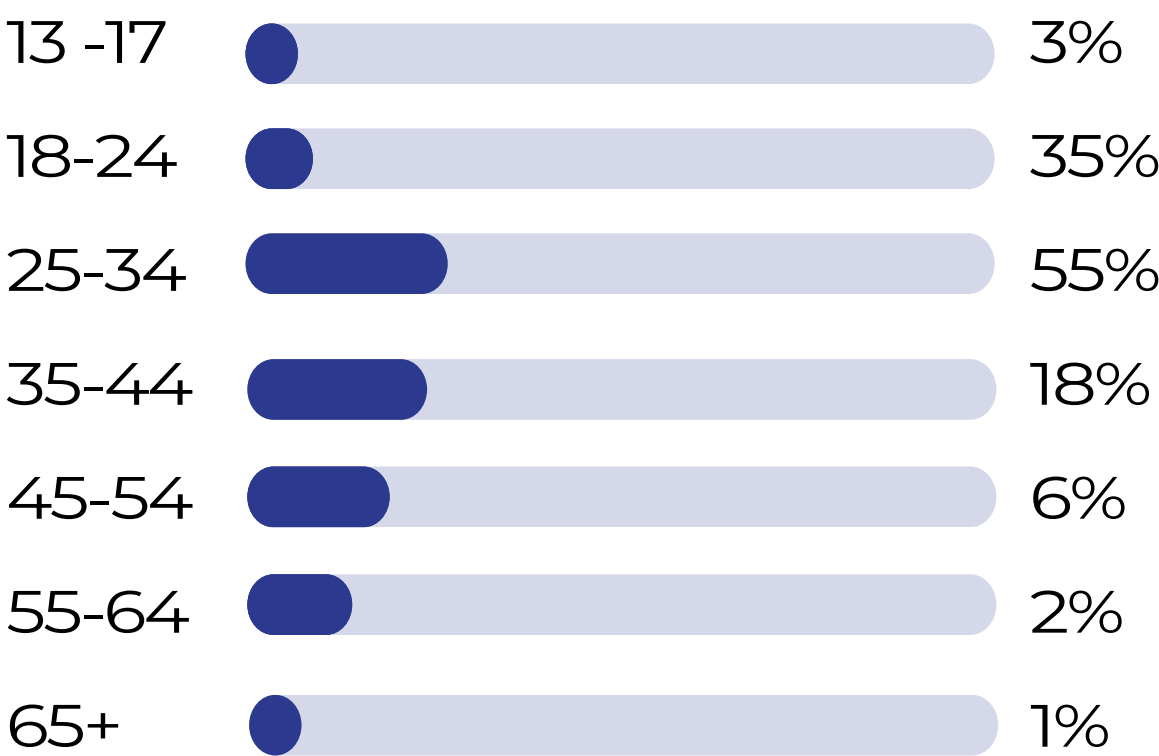


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 100,000 INR	19%
100,000 to 300,000 INR	32%
300,000 to 1,000,000 INR	36%
1,000,000 to 1,600,000 INR	6%
1,600,000 to 2,000,000 INR	2%
More than 2,000,000 INR	2%
Prefer Not to Answer	3%

## Employment status

Full Time	49%
Part Time	12%
Self Employed	10%
Unemployed	6%
Home Maker	9%
Retired	11%
Prefer Not to Answer	3%



**Panel Count** ₹471848

**B2B Count** ₹188739

**Consumer Count** ₹283109

## Region

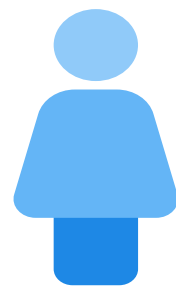
Andhra Pradesh	59%
Delhi	7%
Gujarat	1%
Haryana	1%
Karnataka	1%
Kerala	4%
Madhya Pradesh	1%
Maharashtra	1%
Orissa	12%
Punjab	1%
Rajasthan	6%
Tamil Nadu	2%
Uttar Pradesh	1%
Uttaranchal	1%
West Bengal	1%
Others	1%





# INDONESIA

## Gender

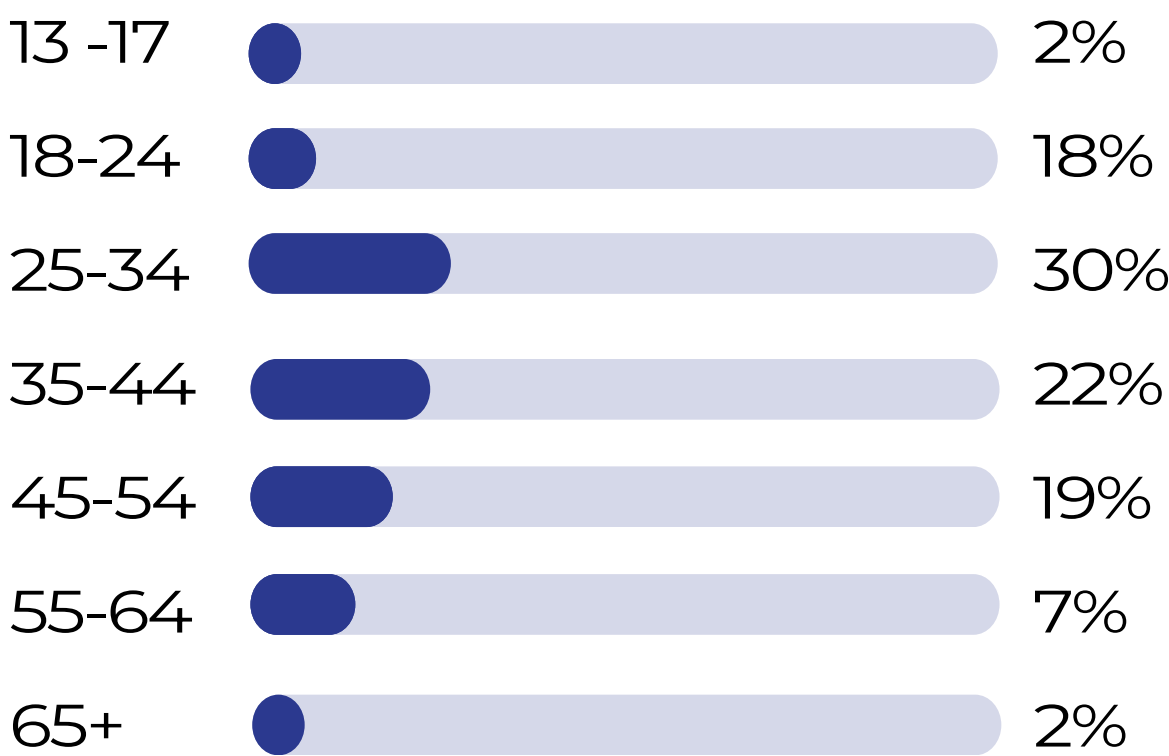


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 30,000,000 RP	41%
30,000,000 to 60,000,000 RP	25%
60,000,000 to 120,000,000 RP	15%
120,000,000 to 180,000,000 RP	6%
180,000,000 to 300,000,000 RP	3%
More than 300,000,000 RP	2%
Prefer not to answe	8%

## Region

Bali	2%
Banten	5%
Central Java	13%
D.I. Yogyakarta	3%
DKI Jakarta	14%
East Java	16%
East Kalimantan	1%
Lampung	2%
North Sumatera	4%
Riau	2%
South Sulawesi	3%
West Java	21%
South Sumatera	2%
West Sumatera	1%
Others	11%

Panel Count 32865

B2B Count 13146

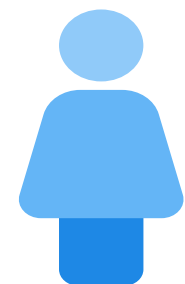
Consumer Count 19719





# JAPAN

## Gender

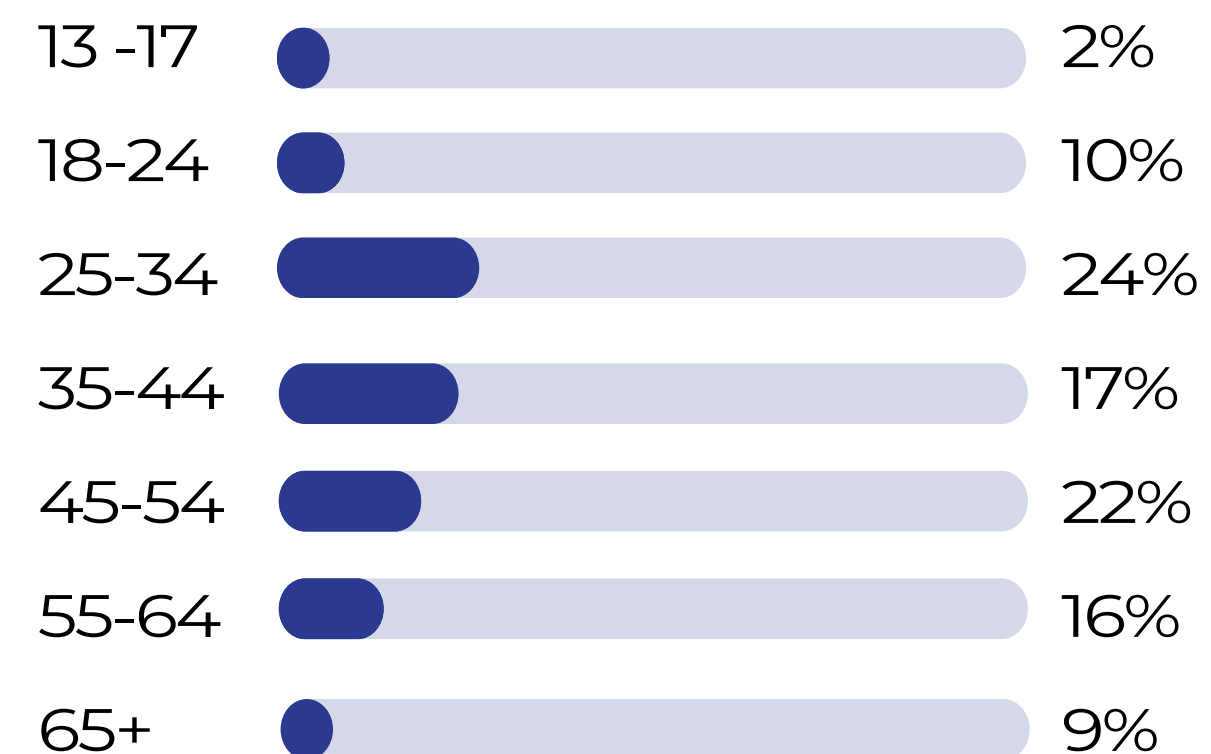


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 100,000 JPY	9%
100,001 to 200,000 JPY	22%
200,001 to 300,000 JPY	29%
300,001 to 400,000 JPY	20%
500,001 to 1,000,000 JPY	10%
More than 1,000,000 JPY	4%
Prefer not to say	6%

## Region

Hokkaido	4%
Tohoku	5%
Kanto	36%
Chubu	18%
Kansai	19%
Chugoku	6%
Shikoku	4%
Kyushu / Okinawa	8%

**Panel Count** 26543

**B2B Count** 10617

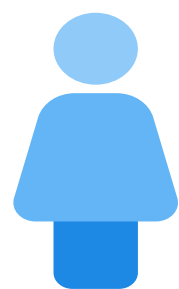
**Consumer Count** 15926





# MALAYSIA

## Gender

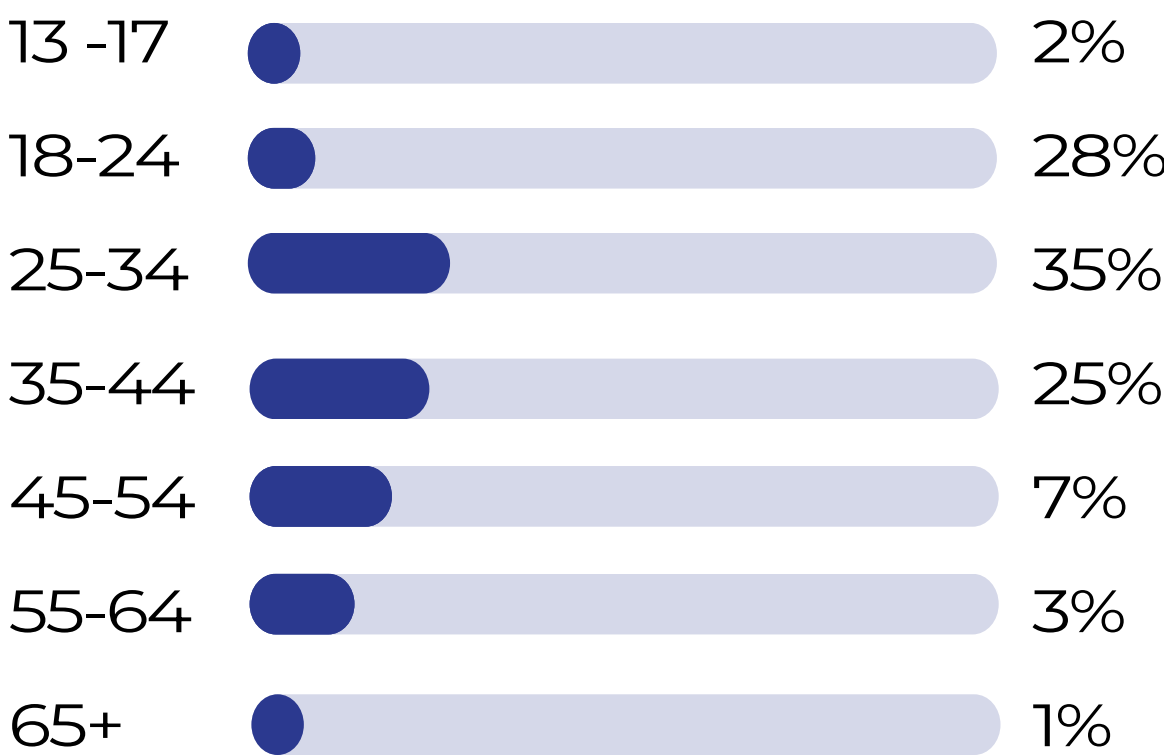


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 20,000 MYR	41%
20,000 to 34,999 MYR	20%
35,000 to 49,999 MYR	13%
50,000 to 99,999 MYR	15%
More than 100,000 MYR	6%
Prefer not to answer	5%

## Region

Negeri Sembilan	2%
Selangor	5%
Kuala Lumpur	13%
Persekutuan Putrajaya	3%
Kelantan	14%
Pahang	14%
Terengganu	1%
Sabah	2%
Sarawak	4%
Persekutuan Labuan	2%
Kedah	3%
Pulau Pinang	21%
Perak	7%
Perlis	1%
Johor	5%
Melaka	3%

**Panel Count** 48538  
**B2B Count** 19415  
**Consumer Count** 29123





# SWITZERLAND

## Gender

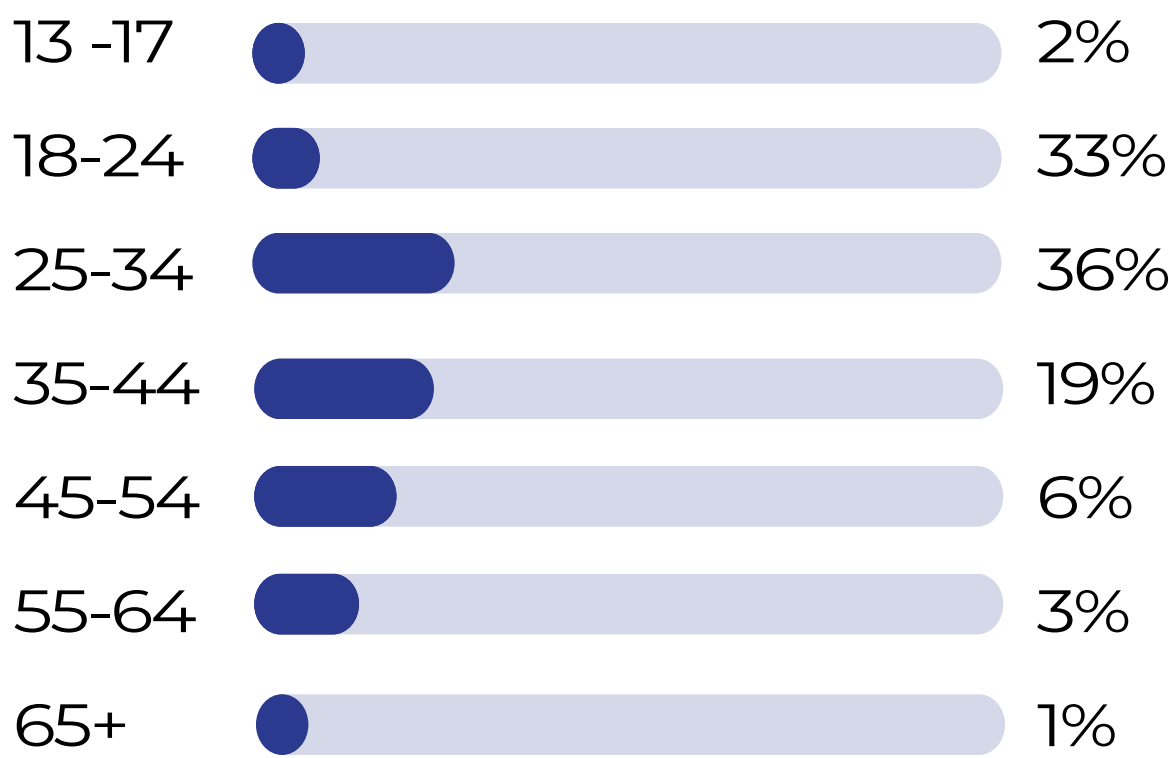


**Female**  
56%



**Male**  
44%

## Age



## Household Income

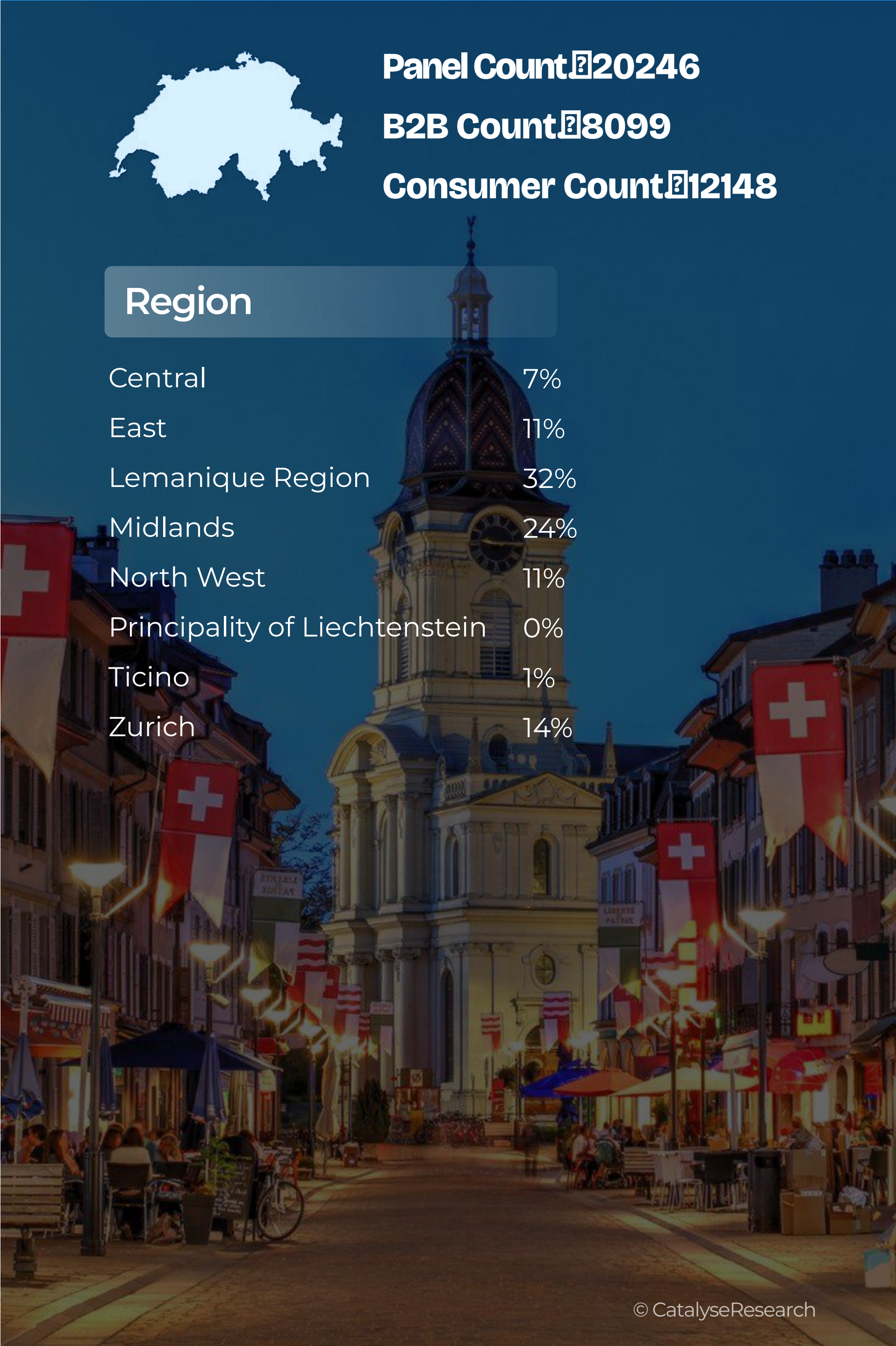
Less than 20,000 CHF	18%
20,000 to 39,999 CHF	12%
40,000 to 59,999 CHF	15%
60,000 to 79,999 CHF	16%
80,000 to 99,999 CHF	17%
100,000 to 119,999 CHF	7%
120,000 to 139,999 CHF	4%
140,000 to 180,000 CHF	5%
180,000 CHF+	4%
Prefer Not To Answer	2%



**Panel Count** 20246  
**B2B Count** 8099  
**Consumer Count** 12148

## Region

Central	7%
East	11%
Lemanique Region	32%
Midlands	24%
North West	11%
Principality of Liechtenstein	0%
Ticino	1%
Zurich	14%

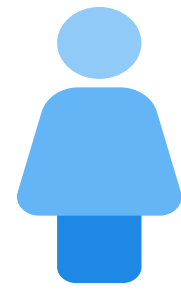






# COSTA RICA

## Gender



**Female**

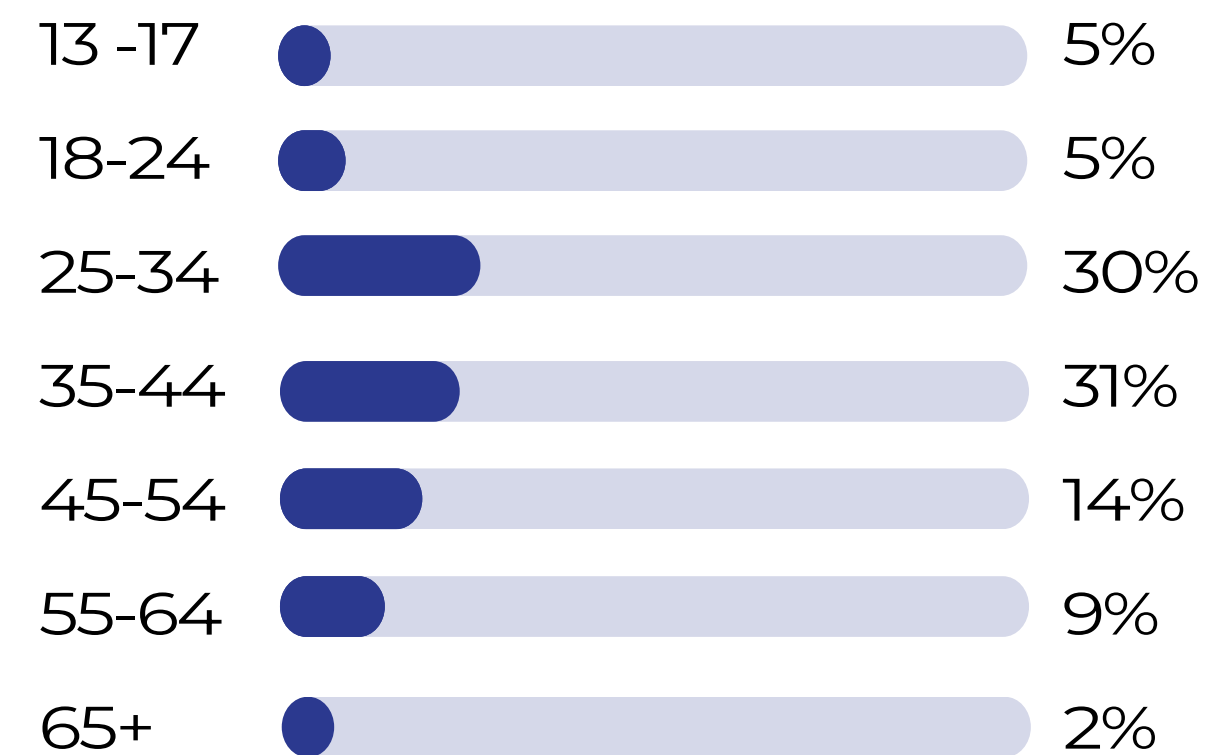
56%



**Male**

44%

## Age



Panel Count 18386

B2B Count 7355

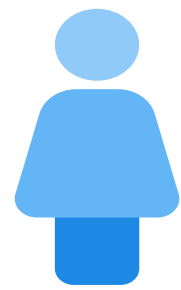
Consumer Count 11032





# GUATEMALA

## Gender

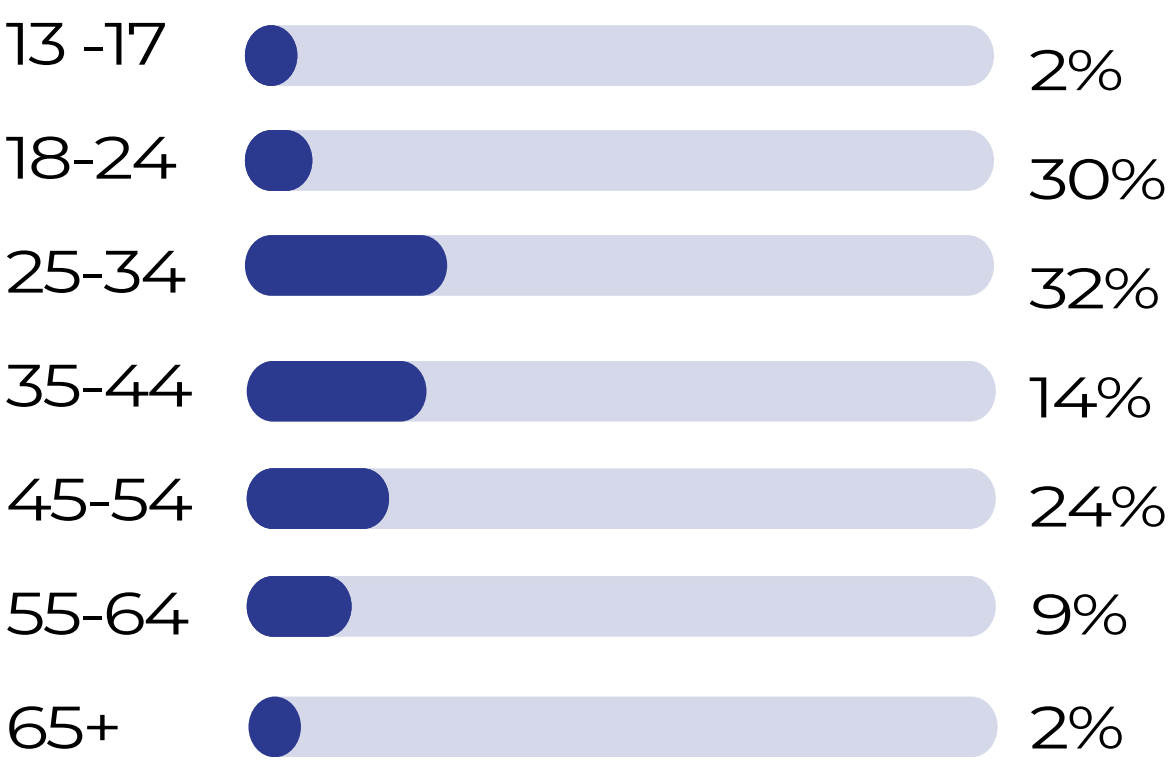


**Female**  
56%

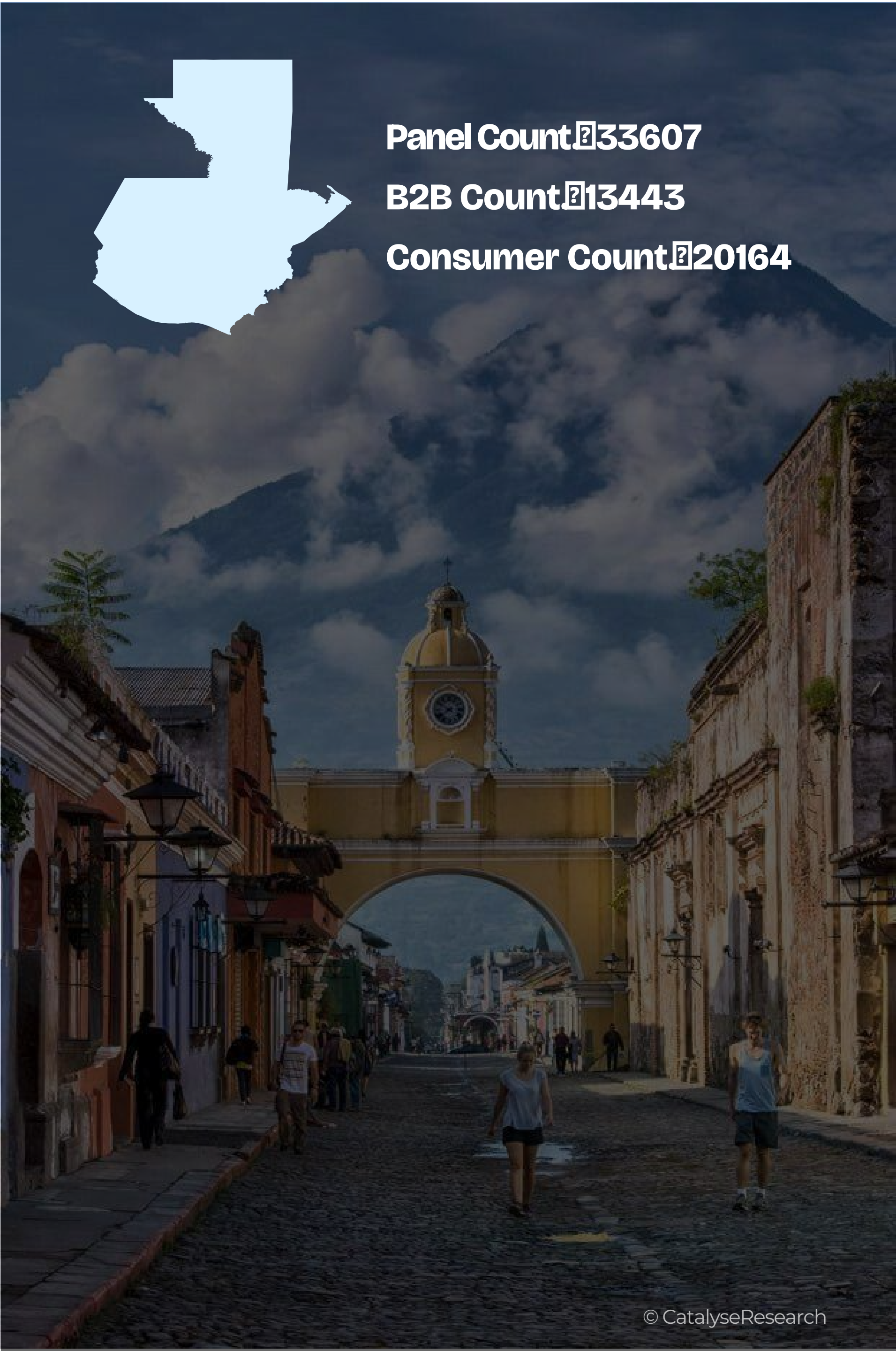


**Male**  
44%

## Age



**Panel Count** 33607  
**B2B Count** 13443  
**Consumer Count** 20164







# HONDURAS

## Gender

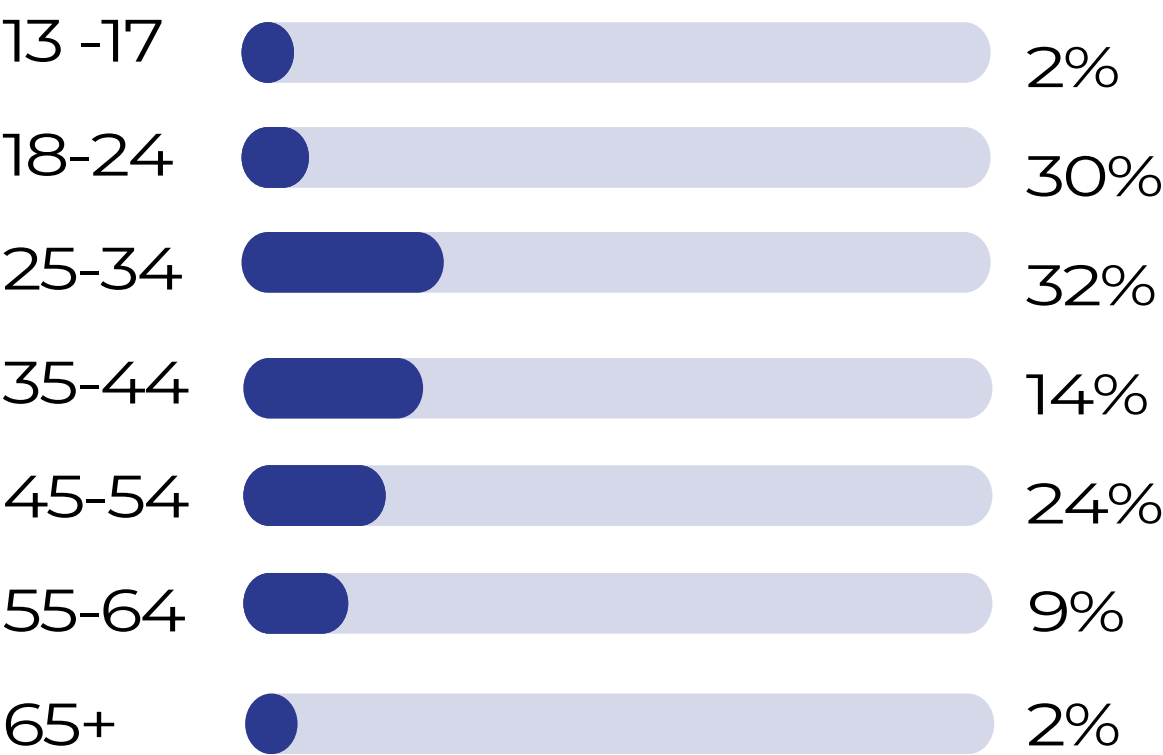


**Female**  
56%



**Male**  
44%

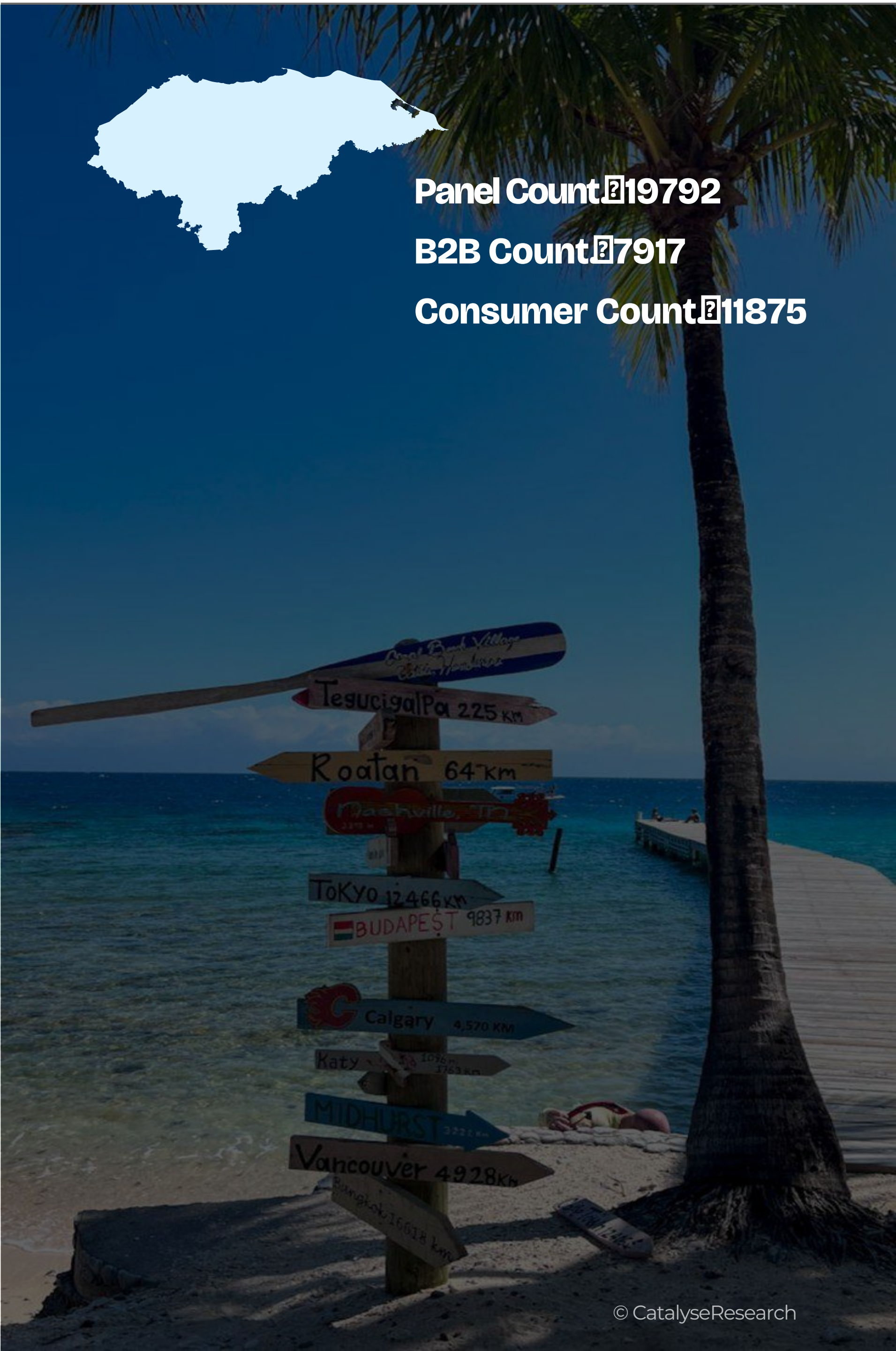
## Age



**Panel Count** 19792

**B2B Count** 7917

**Consumer Count** 11875

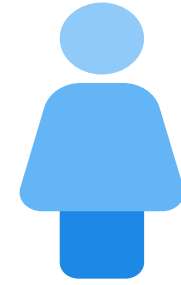






# SPAIN

## Gender

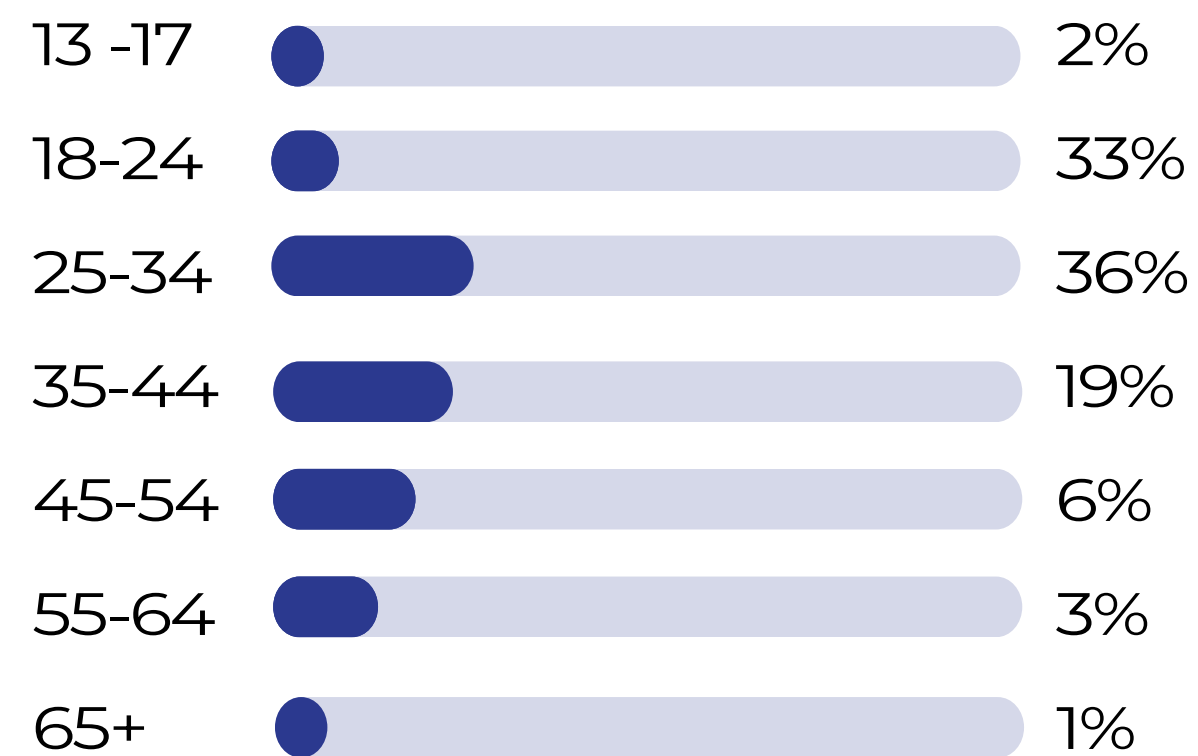


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 13,000 EUR	16%
13,001 to 26,000 EUR	33%
26,001 to 52,000 EUR	32%
52,001 to 80,000 EUR	10%
80,001 to 105,000 EUR	3%
More than 105,000 EUR	2%
Prefer not to answer	4%

## Employment status

Full Time	66%
Part Time	14%
Self Employed	7%
Unemployed	3%
Home Maker	5%
Retired	2%
Prefer Not To Answer	3%

## Region

Andalucía	17%
Aragón	3%
Canarias	4%
Cantabria	1%
Castilla y León	6%
Castilla-la Mancha	4%
Cataluña	17%
Comunidad de Madrid	17%
Extremadura	2%
Comunidad Foral de Navarra	1%
Comunidad Valenciana	11%
Galicia	5%
Illes Balears	2%
La Rioja	1%
País Vasco	4%
Principado de Asturias	2%
Región de Murcia	3%

Panel Count 43957

B2B Count 17583

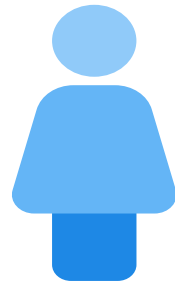
Consumer Count 26374





# SWEDEN

## Gender

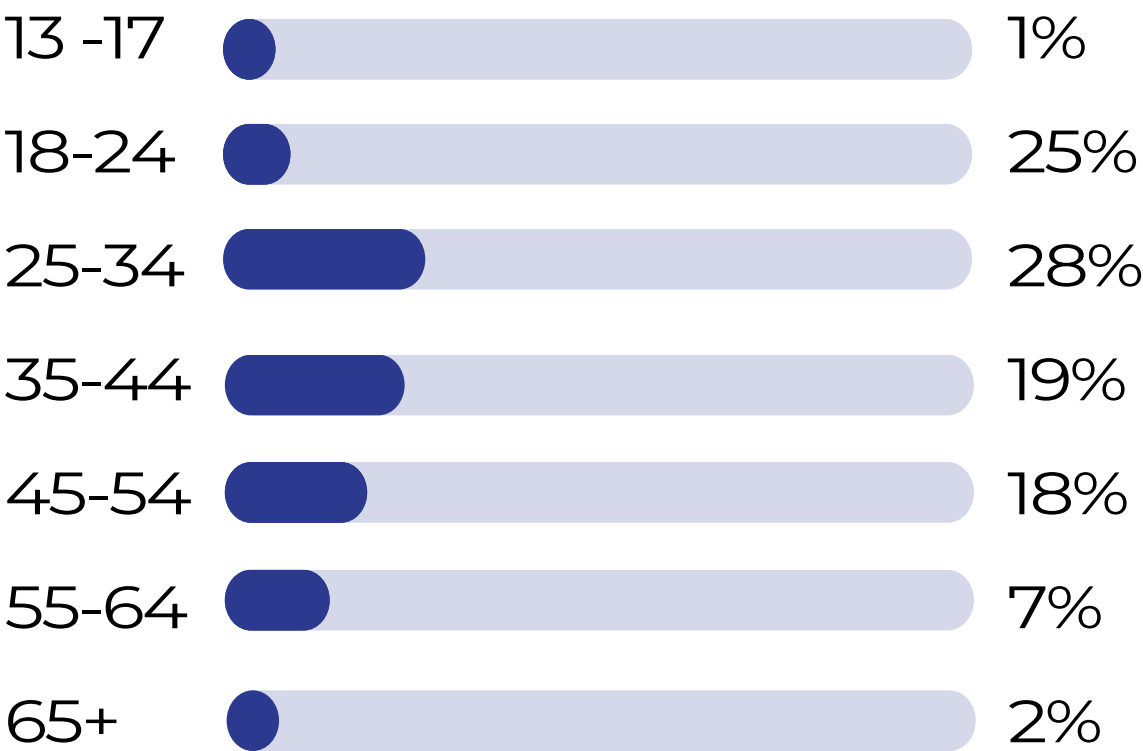


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 100,000 SEK	13%
100,000 to 199,999 SEK	16%
200,000 to 299,999 SEK	17%
300,000 to 399,999 SEK	17%
400,000 to 499,999 SEK	12%
500,000 to 599,999 SEK	9%
600,000 to 699,999 SEK	6%
700,000 to 800,000 SEK	5%
800,000 SEK+	3%
Prefer Not To Answer	2%

## Employment status

Sodermanland	24%
Uppsala	3%
Varmland	3%
Vasterbotten	3%
Vasternorrland	3%
Vastmanland	2%
Vastra Gotaland	2%
Orebro	13%
Ostergotland	6%



**Panel Count** 25219

**B2B Count** 10087

**Consumer Count** 15131

## Region

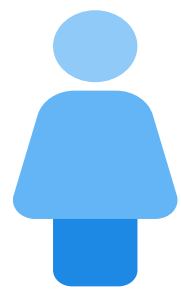
Blekinge	3%
Dalarna	3%
Gotland	2%
Gavleborg	4%
Halland	2%
Jamtland	2%
Jonkoping	3%
Kalmar	3%
kronoberg	3%
Norrbottn	3%
Skane	2%
Stockholm	11%





# MEXICO

## Gender

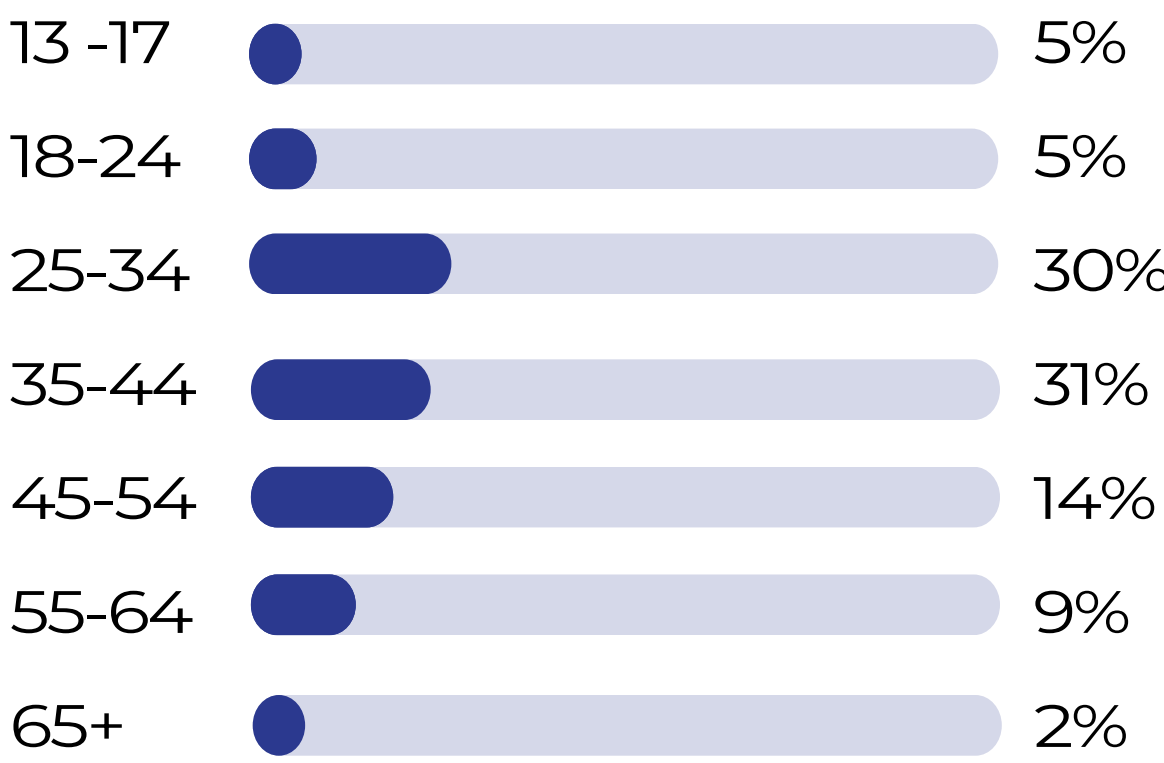


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 20,000 MXN	28%
20,000-39,999 MXN	15%
40,000-59,999 MXN	11%
60,000-79,999 MXN	8%
80,000-99,999 MXN	8%
100,000-119,999 MXN	6%
120,000-139,999 MXN	5%
140,000-159,999 MXN	3%
160,000-179,999 MXN	3%
180,000-199,999 MXN	3%
200,000-299,999 MXN	4%
300,000-399,999 MXN	2%
400,000-499,999 MXN	1%
500,000-749,999 MXN	1%
50,000-999,999 MXN	1%
Prefer not to answer	1%

## Gender

Full Time	63%
Part Time	14%
Self Employed	9%
Unemployed	3%
HomeMaker	4%
Retired	2%
Prefer Not to Answe	5%



**Panel Count** 31364

**B2B Count** 12546

**Consumer Count** 18819

## Region

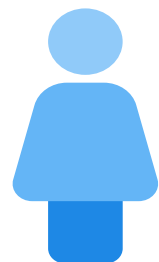
Center	54%
East	14%
North	12%
South	11%
West	9%





USA

Gender

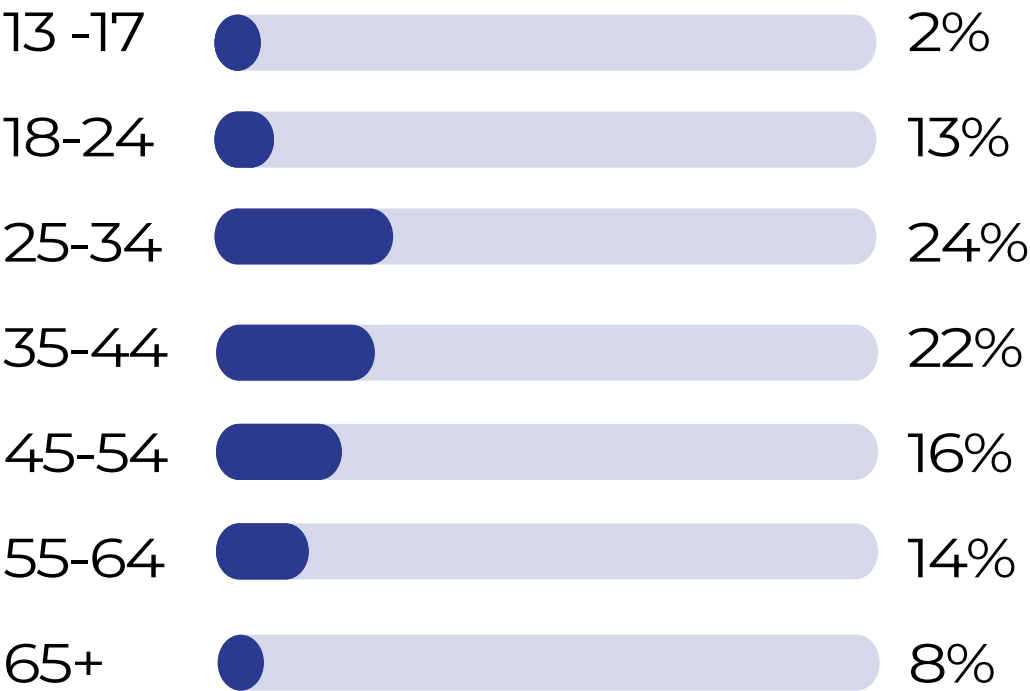


Female  
56%



Male  
44%

Age



Race

Non- Hispanics	84%
Hispanics	14%
Prefer not to answe	2%

Education

Less than High School	9%
High School Graduate	23%
Completed some college, but no degree	13%
Associate Degree (Occupational Academic)	7%
College Graduate	32%
Post Graduate Degree+	16%

Ethnicity

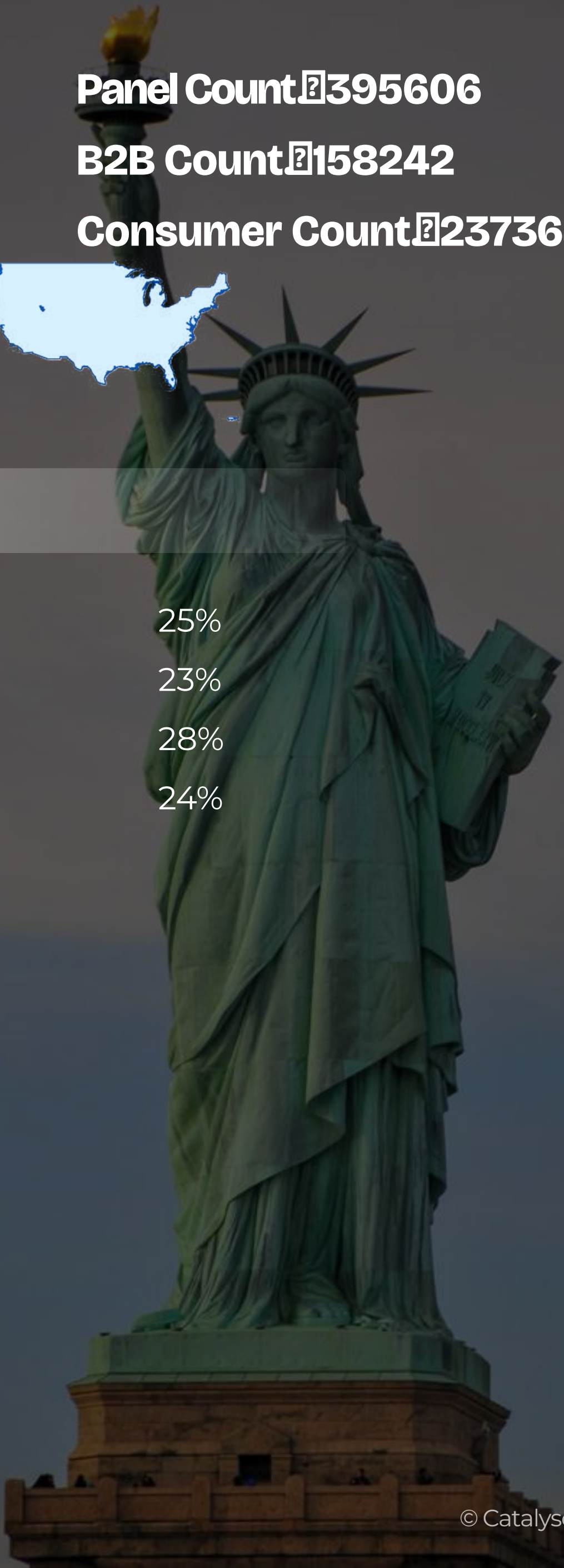
White	77%
African American	13%
Asia/Pacific	5%
Other Ethnicity	3%
Prefer not to answer	2%



Panel Count 395606  
B2B Count 158242  
Consumer Count 237364

Region

North-east	25%
Mid-east	23%
South	28%
West	24%

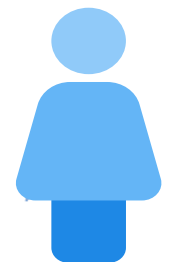






# ARGENTINA

## Gender

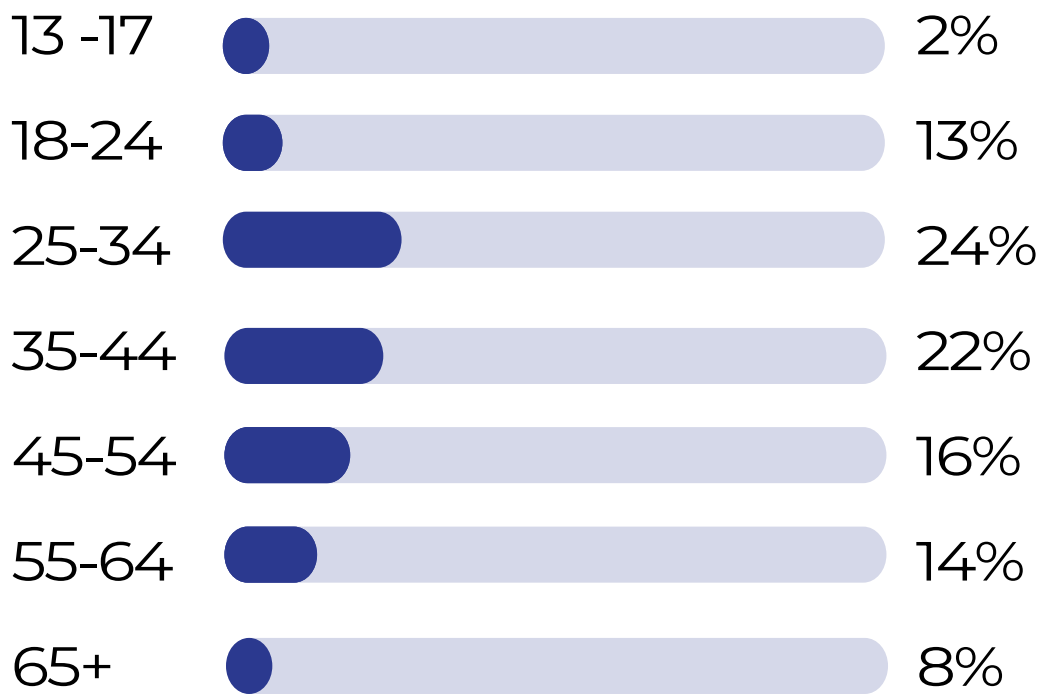


**Female**  
56%



**Male**  
44%

## Age



## Age

Less than 25,000 ARS	28%
25,000-50,000 ARS	23%
50,000-100,000 ARS	18%
100,000-200,000 ARS	10%
200,000-300,000 ARS	5%
300,000-400,000 ARS	4%
400,000-500,000 ARS	2%
500,000-600,000 ARS	2%
600,000-750,000 ARS	1%
750,000-1,000,000 ARS	1%
More than 1,000,000 ARS	1%
Prefer not to Answe	5%

**Panel Count** 25347

**B2B Count** 10139

**Consumer Count** 15208

## Region

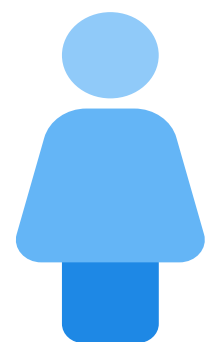
Buenos Aires	59%
Chaco	1%
Chubut	1%
Córdoba	1%
Corrientes	1%
Entre Ríos	4%
Formosa	1%
Jujuy	1%
Santa Fe	12%
La Pampa	1%
Mendoza	6%
Misiones	2%
Neuquén	1%
Río Negro	1%
Salta	1%
San Juan	1%
San Luis	1%
Santa Cruz	1%
Santiago del Estero	1%
Tucumán	3%





# BOLIVIA

## Gender



**Female**

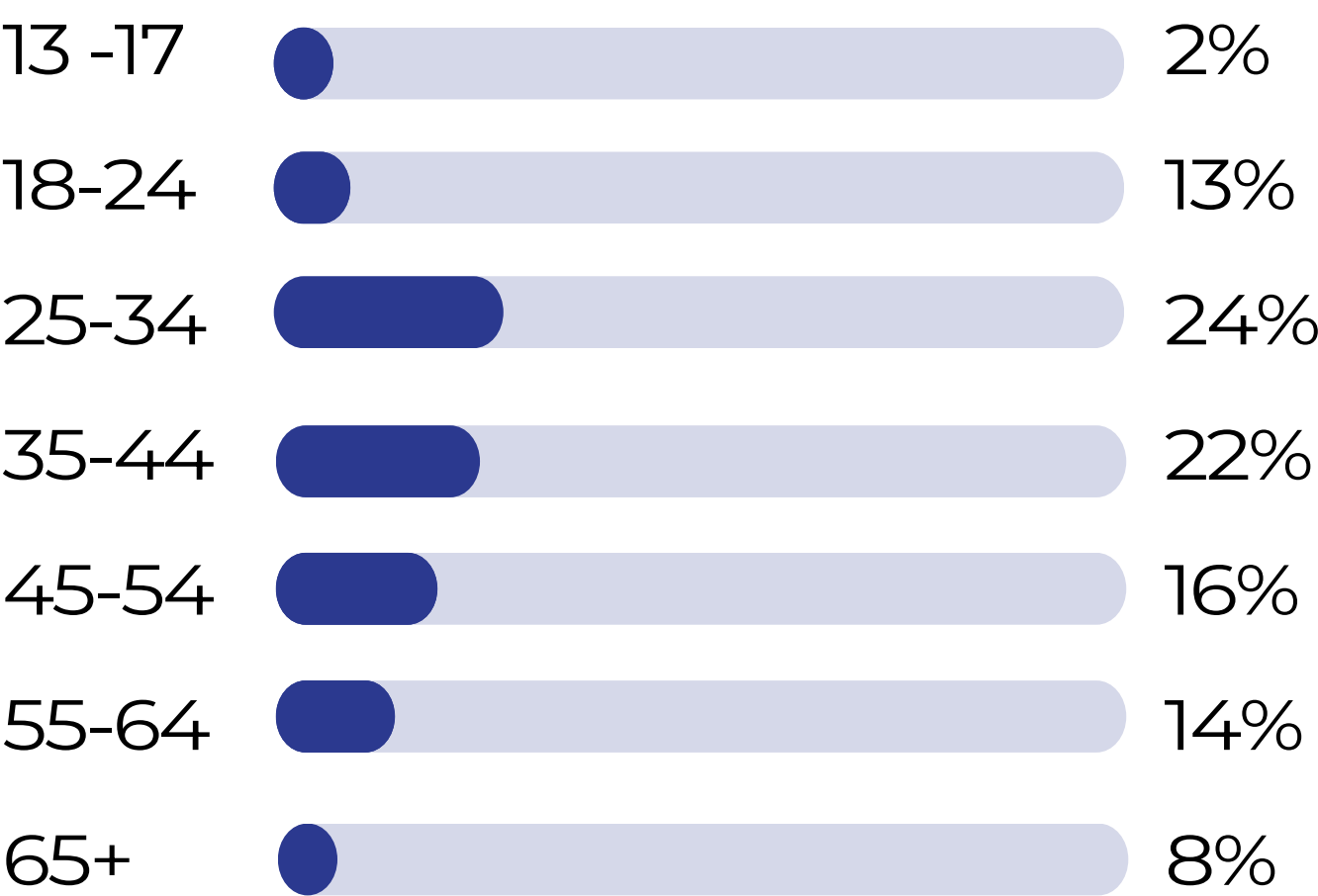
56%



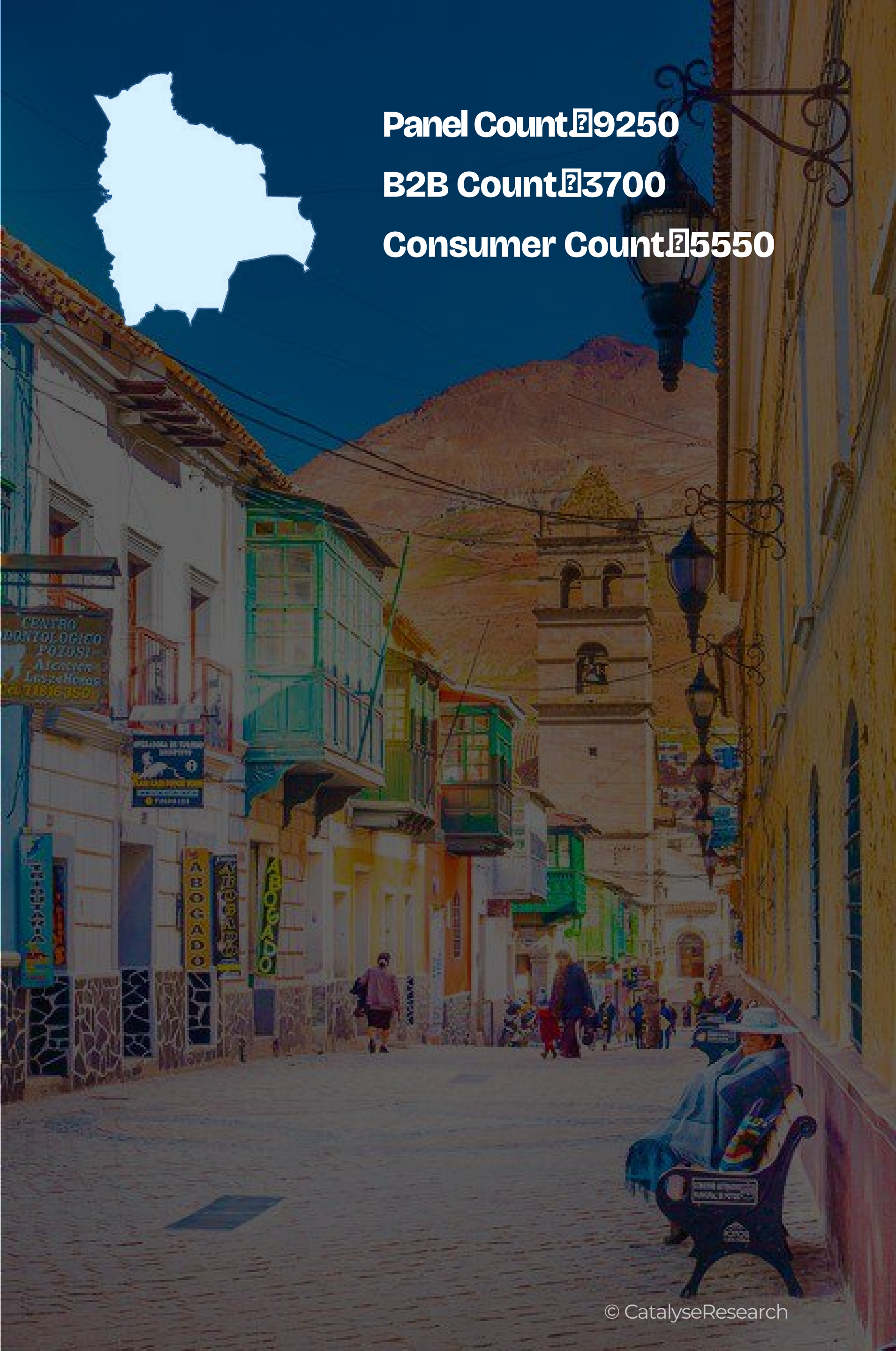
**Male**

44%

## Age



Panel Count 9250  
B2B Count 3700  
Consumer Count 5550







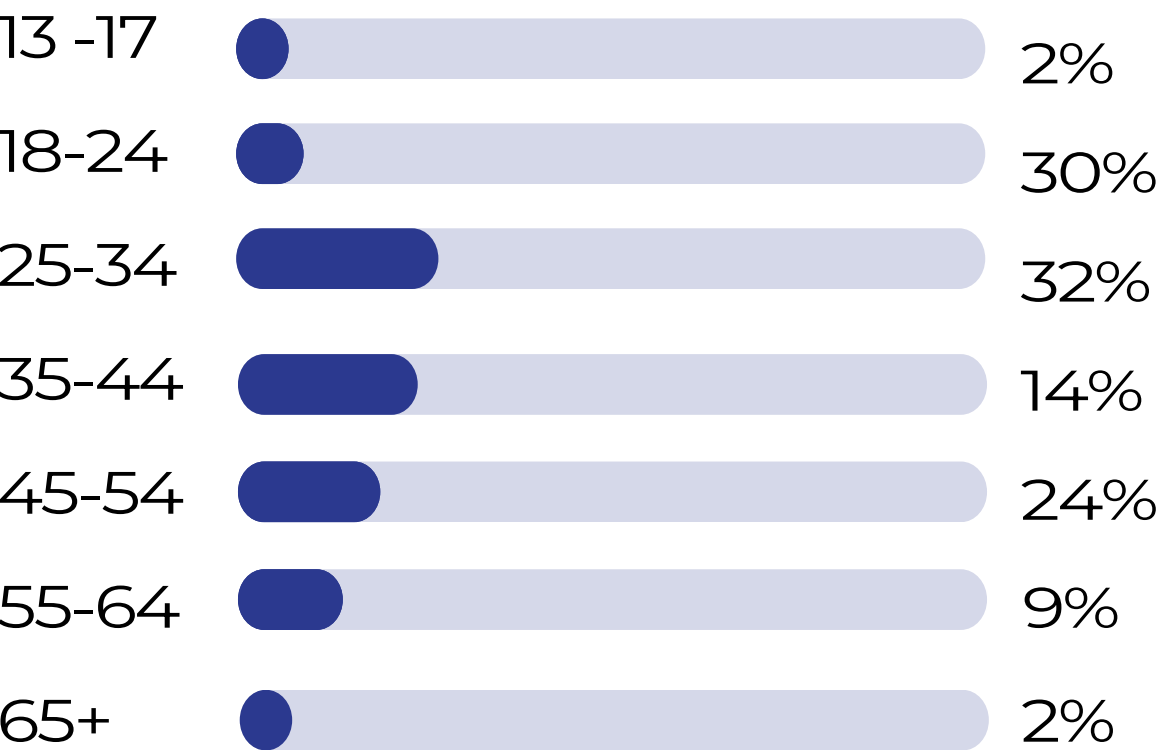
Gender



Female  
56%



Male  
44%



Household Income

Less than 4,600 BRL	34%
4,600-9,299 BRL	13%
9,300-13,999 BRL	6%
14,000-18,999 BRL	6%
19,000-22,999 BRL	3%

23,000-27,999 BRL	5%
28,000-32,999 BRL	4%
33,000-36,999 BRL	4%
37,000-41,999 BRL	4%
42,000-46,999 BRL	3%
47,000-69,999 BRL	3%
70,000-93,999 BRL	3%
94,000-116,999 BRL	4%
117,000-175,999 BRL	2%
176,000-234,999 BRL	1%
235,000-349,999 BRL	2%
350,000-469,999 BRL	1%
More than 470,000 BRL	1%
Prefer not to say	1%

Employment status

Full Time	63%
Part Time	12%
Self Employed	10%
Unemployed	4%
HomeMaker	5%
Retired	2%
Prefer Not to Answe	4%



Panel Count 18092  
B2B Count 7237  
Consumer Count 10855

Region

North	4%
North East	16%
South East	57%
South	15%
Centre West	8%

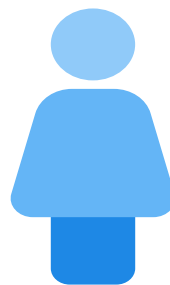






# CHILE

## Gender

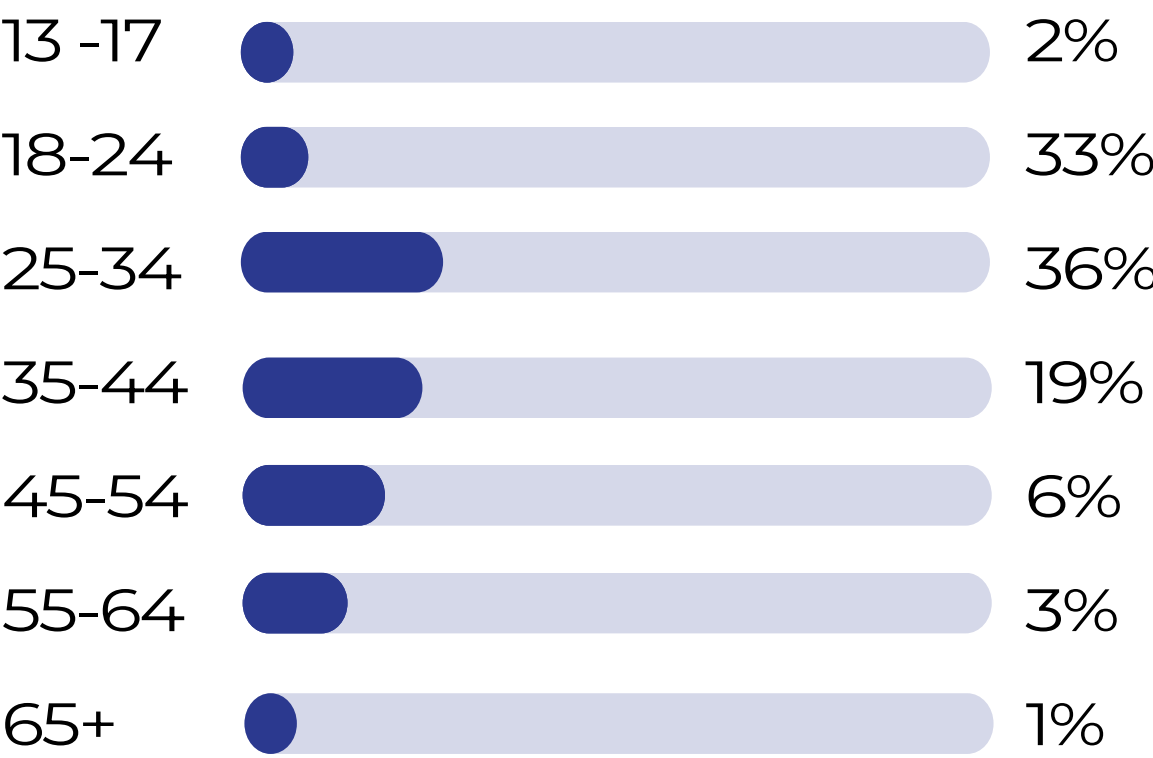


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 1,000,000 CLP	29%
1,000,001-3,000,000 CLP	19%
3,000,001-5,000,000 CLP	9%
5,000,001-7,000,000 CLP	6%
7,000,001-9,000,000 CLP	5%
9,000,001-15,000,000 CLP	9%
15,000,001-25,000,000 CLP	7%
25,000,001-35,000,000 CLP	3%
35,000,001-45,000,000 CLP	6%
45,000,001-50,000,000 CLP	1%
More than 50,000,001 CLP	1%
Prefer not to Answer	5%



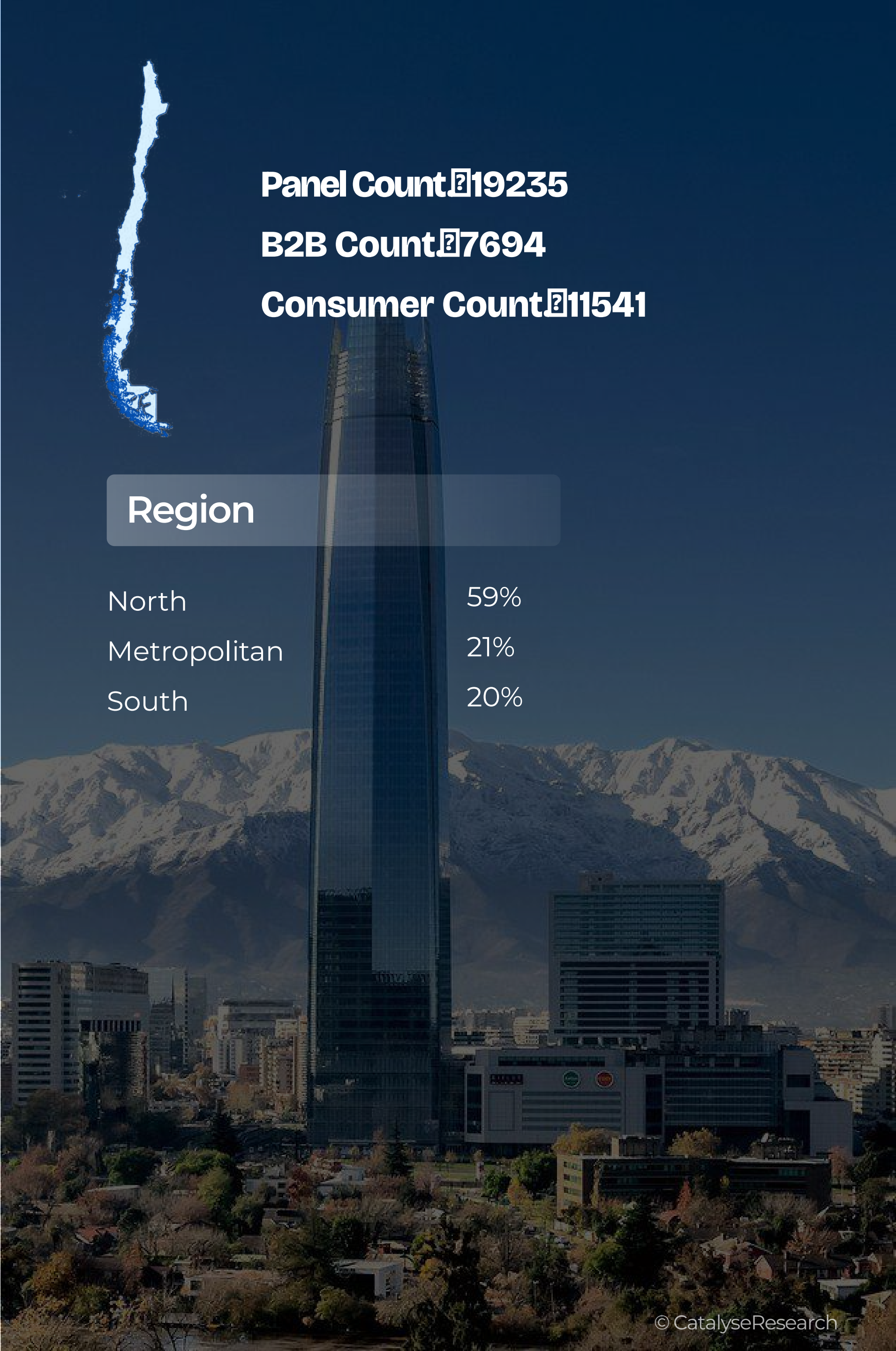
**Panel Count** 19235

**B2B Count** 7694

**Consumer Count** 11541

## Region

North	59%
Metropolitan	21%
South	20%







# COLUMBIA

## Gender

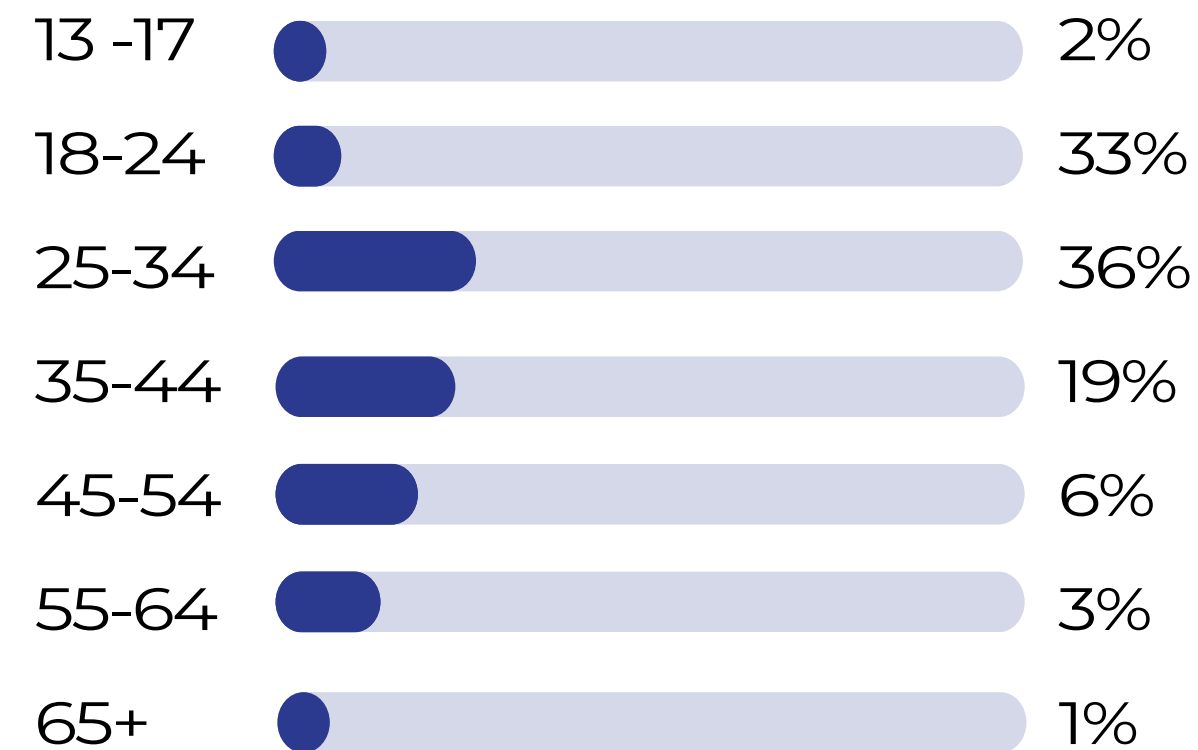


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 1,700,000 COP	6%
1,700,000-3,500,000 COP	8%
3,500,000-6,500,000 COP	14%
6,500,000-14,000,000 COP	32%
14,000,000-28,000,000 COP	19%
28,000,000-60,000,000 COP	12%
More than 60,000,000 COP	4%
Prefer not to answer	5%



**Panel Count** 24480

**B2B Count** 9792

**Consumer Count** 14688

## Region

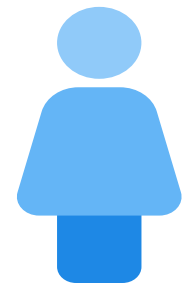
Antioquia	17%
Atlántico	5%
Bogotá DC	16%
Bolívar	2%
Boyacá	2%
Caldas	2%
Casanare	1%
Cauca	10%
Cesar	1%
Córdoba	1%
Cundinamarca	20%
Huila	2%
Magdalena	3%
Meta	2%
Nariño	3%
Risaralda	2%
Santander	6%
Tolima	2%
Valle	3%





# PERU

## Gender

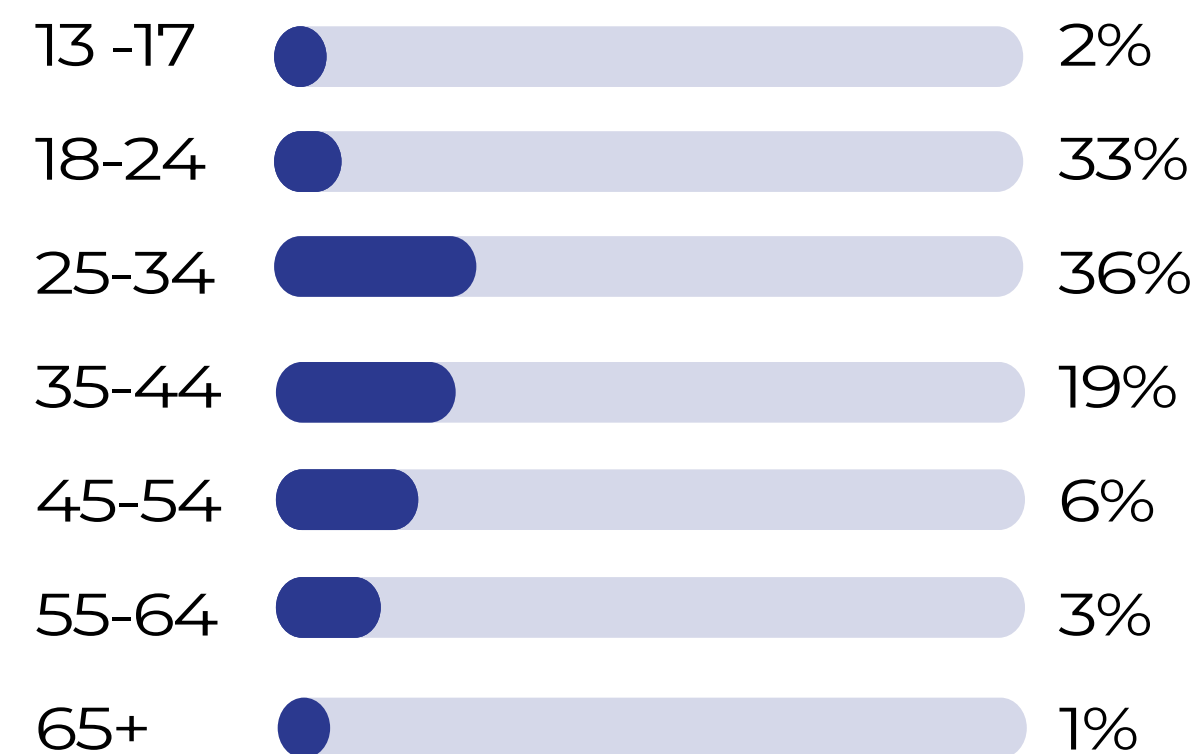


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 20,000 PEN	33%
20,000 to 44,999 PEN	25%
45,000 to 84,999 PEN	10%
85,000 to 169,999 PEN	8%
170,000 to 259,999 PEN	4%
260,000 to 349,999 PEN	6%
350,000 to 439,999 PEN	3%
440,000 to 519,999 PEN	2%
520,000 to 649,999 PEN	1%
650,000 to 870,000 PEN	1%
870,000 PEN+	1%
Prefer Not To Answer	6%



**Panel Count** 20012

**B2B Count** 8005

**Consumer Count** 12007

## Region

Lima	53%
Arequipa	6%
Callao	5%
Lambayeque	4%
Piura	6%
La Libertad	4%
Cusco	3%
Resto	19%





# AUSTRIA

## Gender

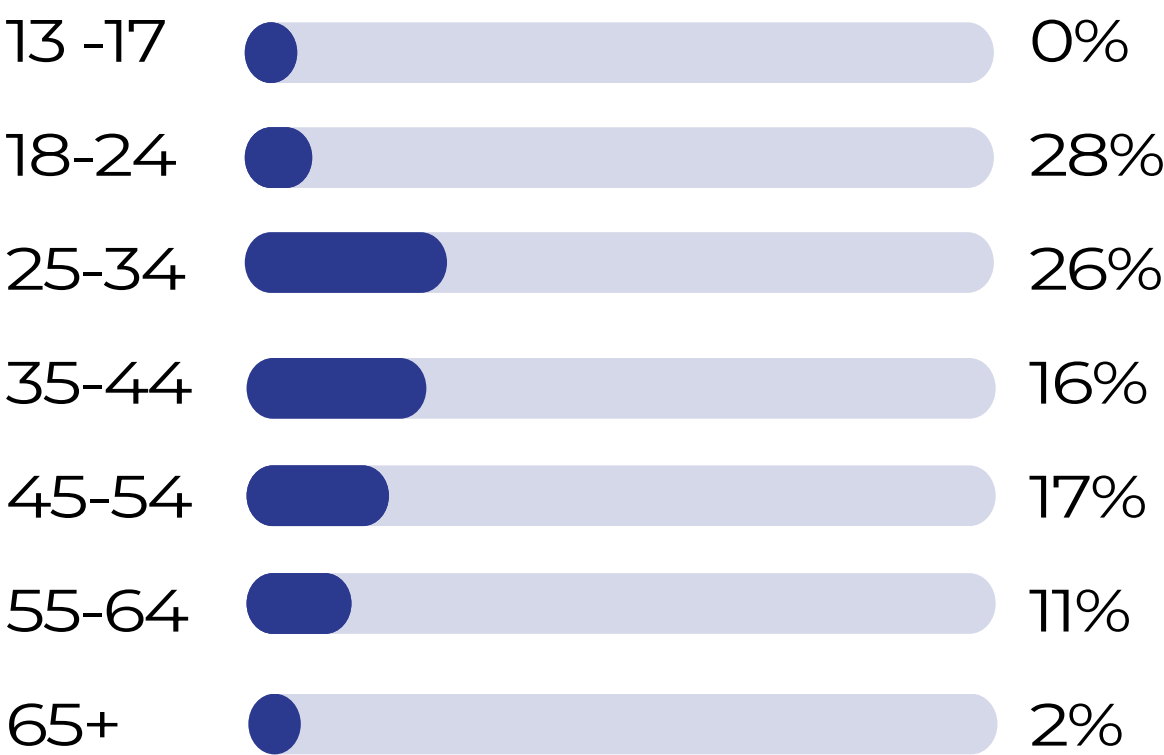


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 15,000 EUR	25%
15,000 to 19,999 EUR	18%
20,000 to 29,999 EUR	17%
30,000 to 39,999 EUR	12%
40,000 to 49,999 EUR	6%
50,000 to 59,999 EUR	5%
60,000 to 69,999 EUR	2%
70,000 to 79,999 EUR	3%
80,000 to 89,999 EUR	2%
90,000 to 99,999 EUR	2%
100,000 to 149,999 EUR	2%
150,000 to 199,999 EUR	1%
200,000 to 250,000 EUR	1%
250,000 EUR+	1%
Prefer Not To Answer	3%

Panel Count21089

B2B Count8436

Consumer Count12653

## Region

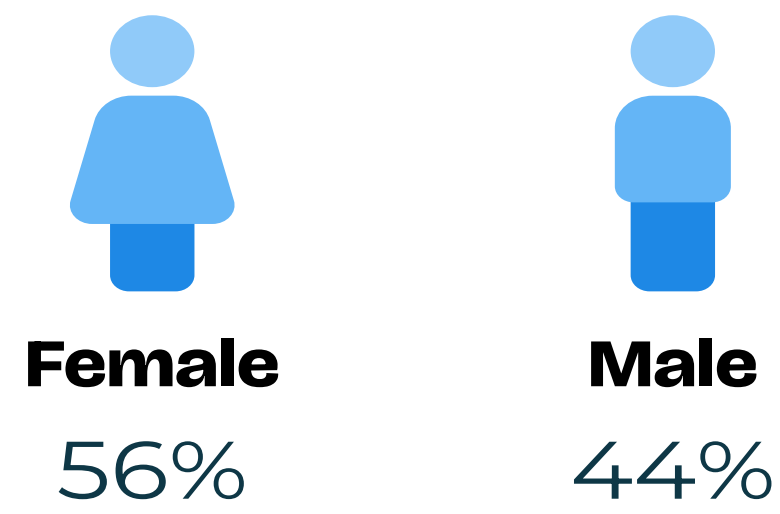
Burgenland	3%
Carinthia	6%
Lower Austria	19%
Salzburg	6%
Styria	14%
Tyrol	7%
Upper Austria	15%
Vienna	26%
Vorarlberg	4%



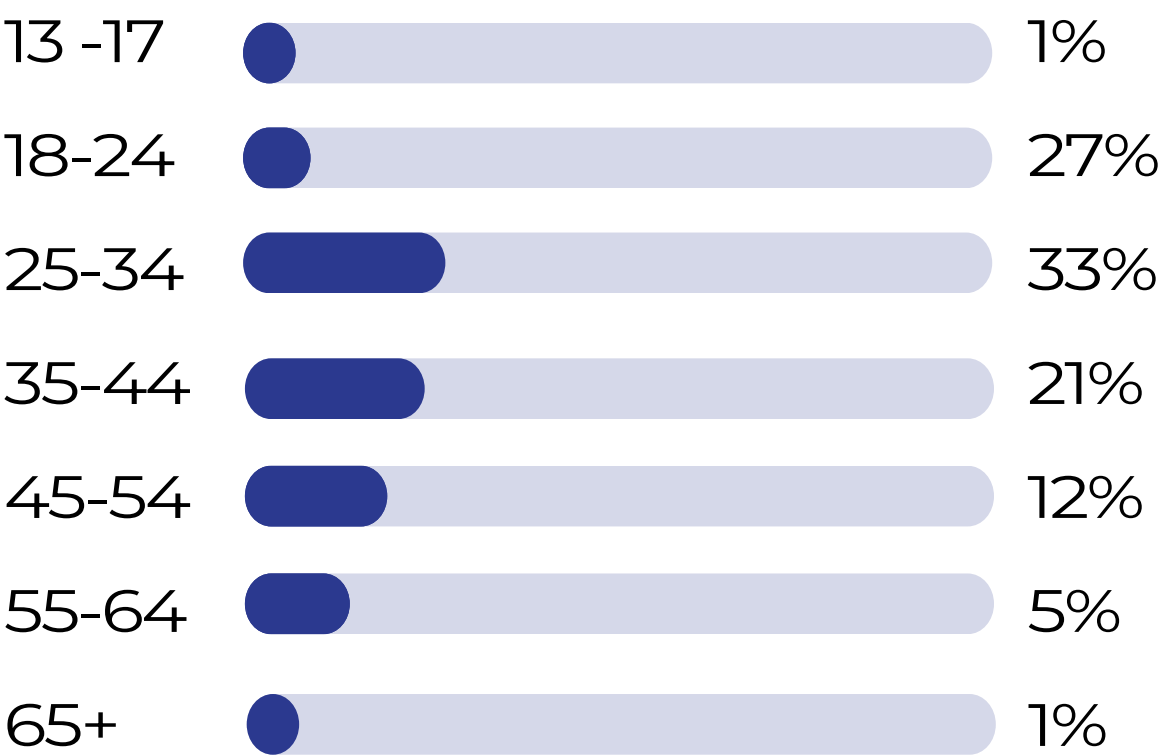


# BELGIUM

## Gender



## Age



## Household Income

Less than 20,000 EUR	28%
20,000 to 39,999 EUR	34%
40,000 to 59,999 EUR	21%
60,000 to 79,999 EUR	9%
80,000 to 120,000 EUR	3%
120,000 EUR+	3%
Prefer Not To Answe	2%



Panel Count16722

B2B Count6689

Consumer Count10033

## Region

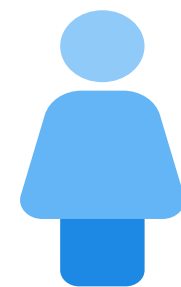
Vlaams Brabant	16%
Brabant wallon	4%
Bruxelles Capitale	8%
Hainaut	14%
Liege	11%
Limburg	7%
Luxembourg	3%
Namur	5%
Oost Vlaanderen	13%
Vlaams Brabant	9%
West Vlaanderen	10%





# CROATIA

## Gender



**Female**

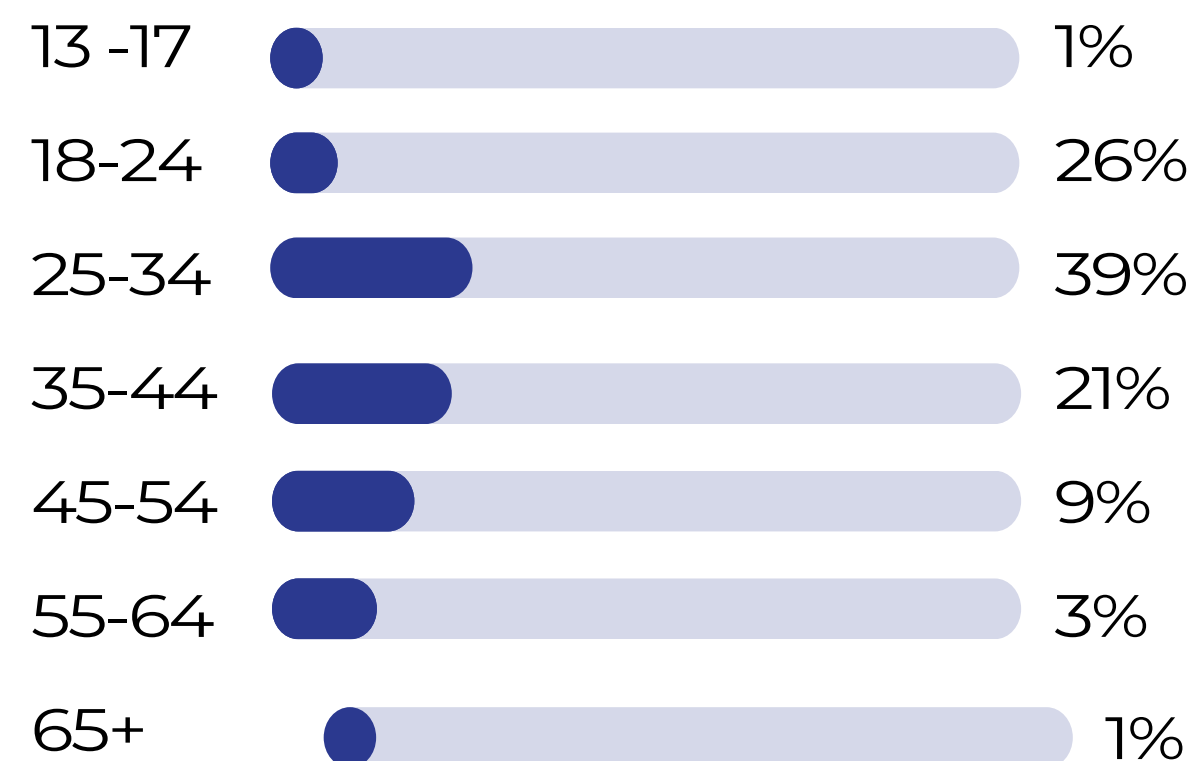
56%



**Male**

44%

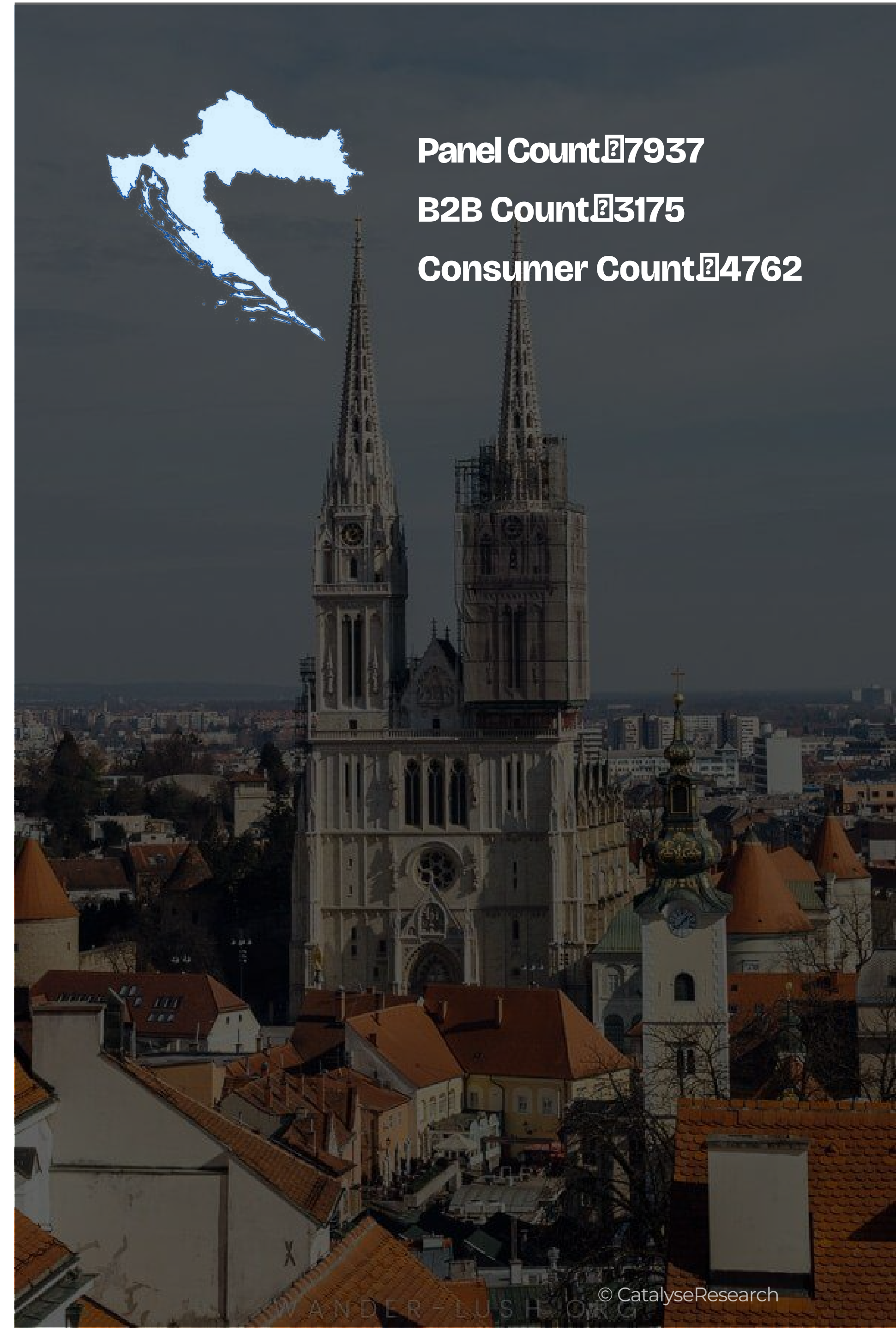
## Age



**Panel Count** 7937

**B2B Count** 3175

**Consumer Count** 4762

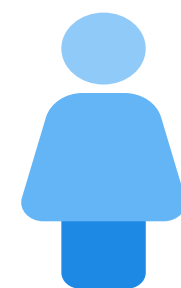






# CZECH REPUBLIC

## Gender

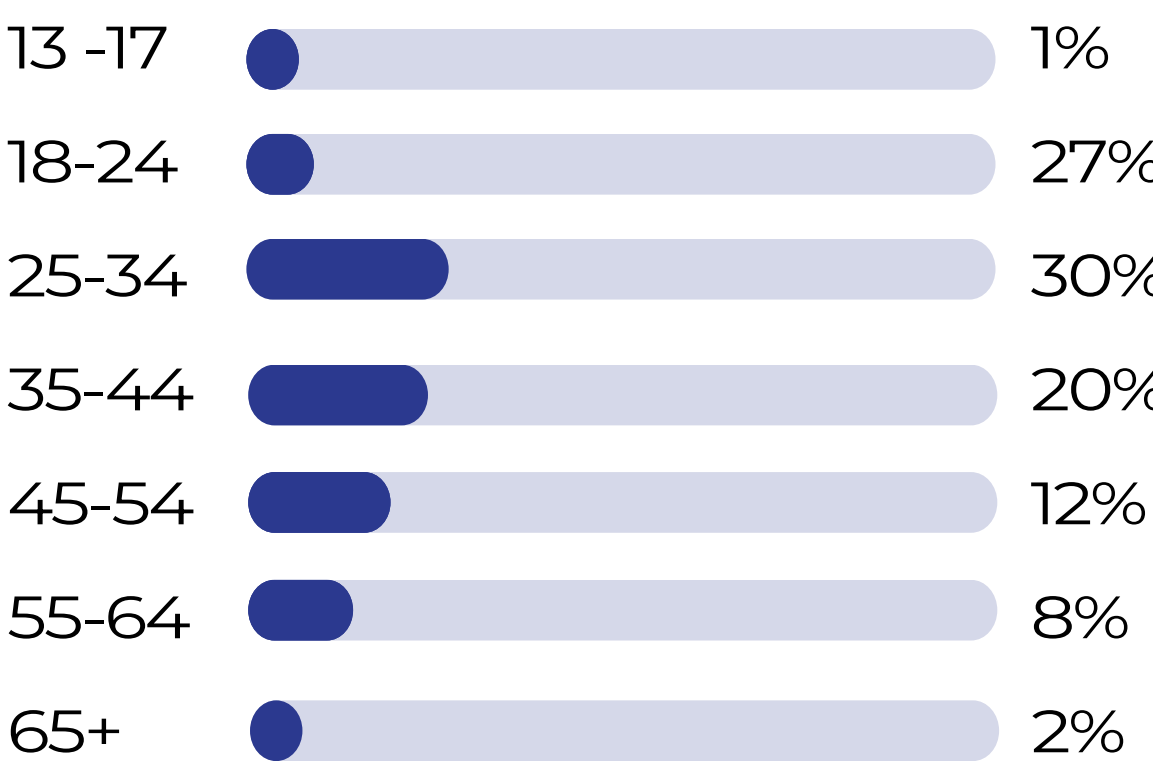


**Female**  
56%



**Male**  
44%

## Age



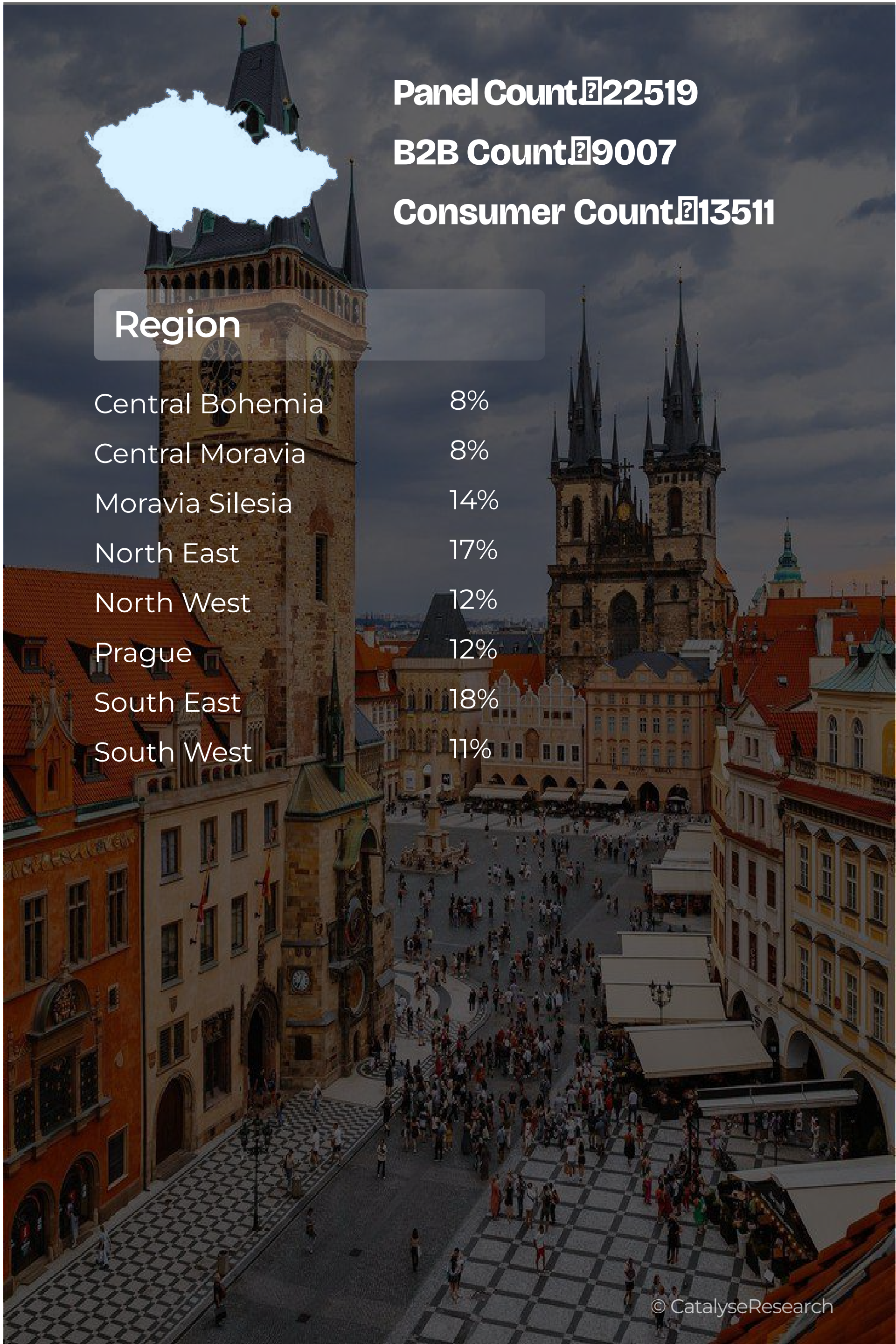
## Household Income

Less than 120,000 CZK	14%
120,000 to 239,999 CZK	24%
240,000 to 359,999 CZK	23%
360,000 to 479,999 CZK	17%
480,000 to 599,999 CZK	10%
600,000 to 719,999 CZK	5%
720,000 to 840,000 CZK	4%
840,000 CZK+	1%
Prefer Not To Answer	2%

## Region

Central Bohemia	8%
Central Moravia	8%
Moravia Silesia	14%
North East	17%
North West	12%
Prague	12%
South East	18%
South West	11%

**Panel Count** 22519  
**B2B Count** 9007  
**Consumer Count** 13511

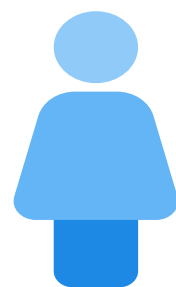






# DENMARK

## Gender

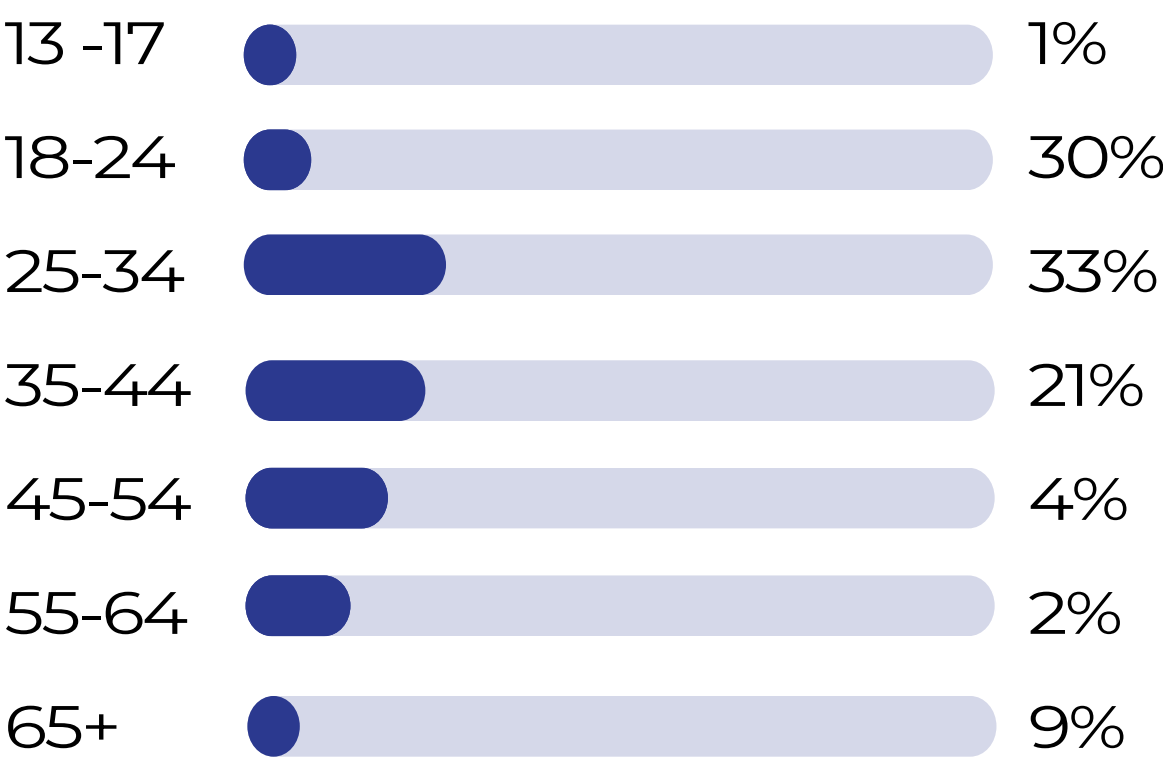


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 110,000 DKK	17%
110,000 to 219,999 DKK	19%
220,000 to 329,999 DKK	14%
330,000 to 439,999 DKK	12%
440,000 to 549,999 DKK	11%
550,000 to 659,999 DKK	12%
660,000 to 769,999 DKK	5%
770,000 to 880,000 DKK	4%
880,000 DKK+	3%
Prefer Not To Answer	3%



**Panel Count** 16070

**B2B Count** 6428

**Consumer Count** 9642

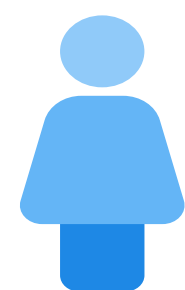
## Region

Copenhagen Capital	30%
Region Central Jutland	25%
Region North Jutland	11%
Region South Denmark	19%
Region Zealand	15%





## Gender

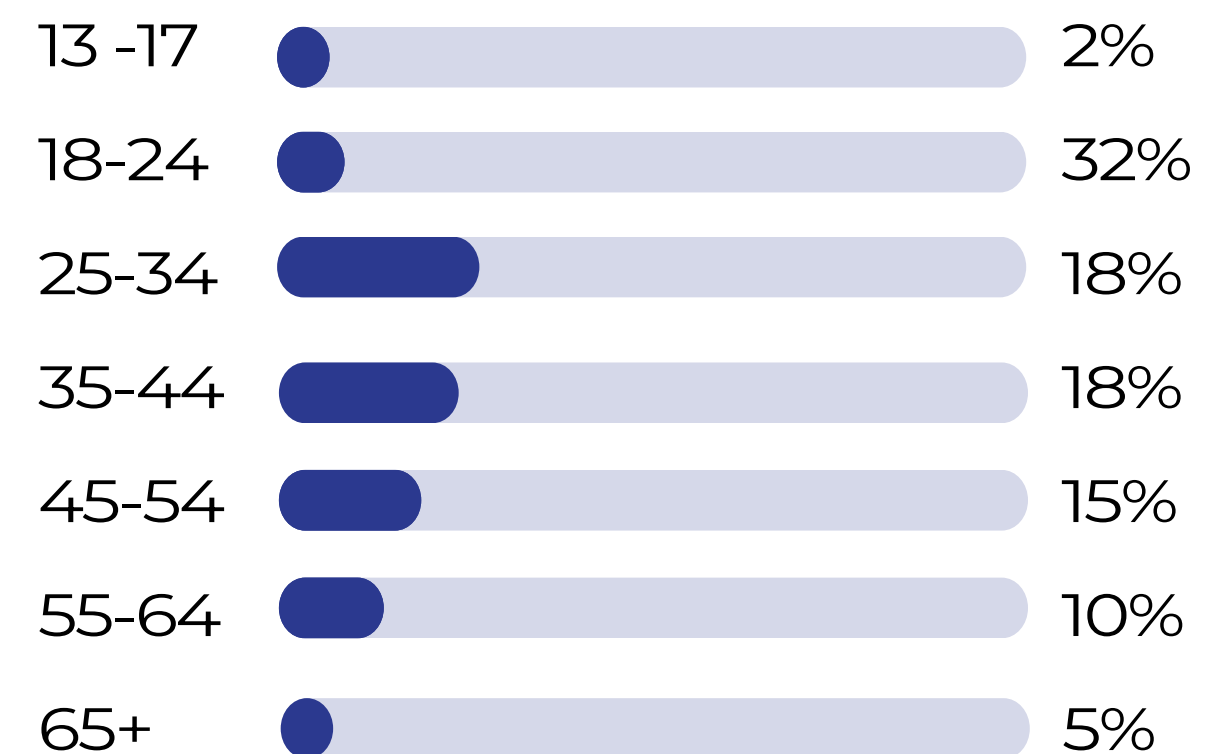


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 20,000 EUR	32%
20,000 to 39,999 EUR	33%
40,000 to 59,999 EUR	16%
60,000 to 79,999 EUR	10%
80,000 to 99,999 EUR	5%
100,000 to 150,000 EUR	1%
150,000 EUR+	1%
Prefer Not To Answer	2%



**Panel Count** 10848

**B2B Count** 4339

**Consumer Count** 6509

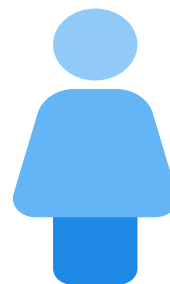
## Region

North Ostrobothnia	6%
Pirkanmaa	7%
Uusimaa	22%
Varsinais Suomi	11%
Othe	54%



FRANCE

Gender



Female

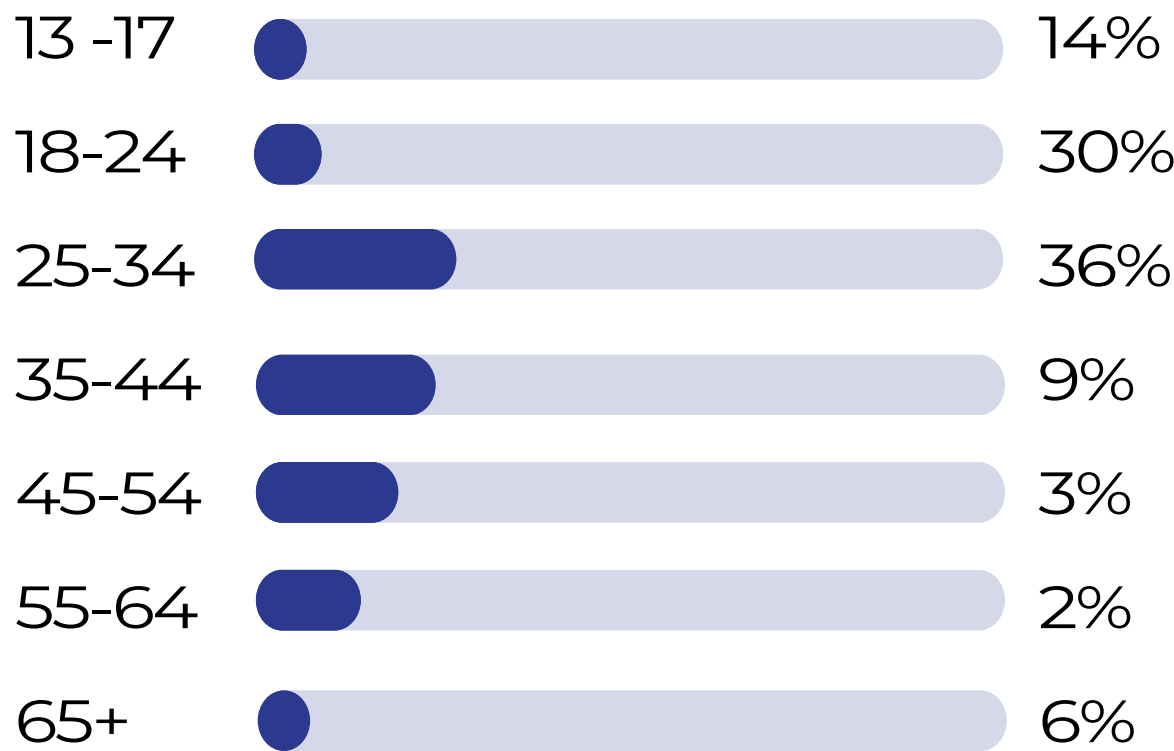
56%



Male

44%

Age



Household Income

Less than 13,000 EUR	14%
13,001-26,000 EUR	30%
26,001-52,000 EUR	36%
52,001-80,000 EUR	9%
80,001-105,000 EUR	3%
More than 105,000 EUR	2%
Prefer not to answer	6%

Employment status

Full Time	63%
Part Time	13%
Self Employed	11%
Unemployed	3%
Home Maker	4%
Retired	2%
Prefer Not to Answer	4%



Panel Count235743

B2B Count214297

Consumer Count221446

Region

Bassin Parisien	17%
Est	8%
Île de France	17%
Méditerranée	13%
Nord	8%
Ouest	14%
Sud-Est	12%
Sud-Ouest	11%





# GERMANY

## Gender



**Female**

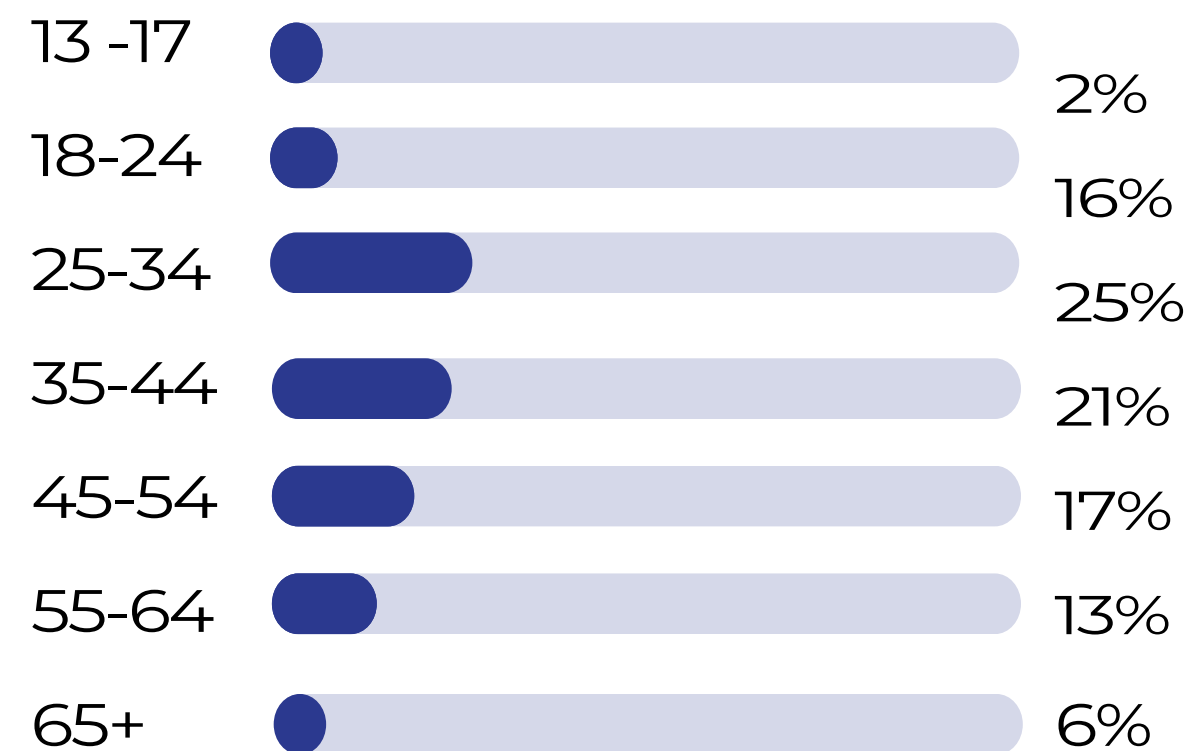
56%



**Male**

44%

## Age



## Household Income

Less than 13,000 EUR	22%
13,001-26,000 EUR	26%
26,001-52,000 EUR	29%
52,001-80,000 EUR	12%
80,001-105,000 EUR	5%
More than 105,000 EUR	3%
Prefer not to answer	3%

## Employment status

Full Time	66%
Part Time	12%
Self Employed	9%
Unemployed	3%
Home Maker	5%
Retired	2%
Prefer Not to Answer	3%



**Panel Count** 42259

**B2B Count** 16904

**Consumer Count** 25356

## Region

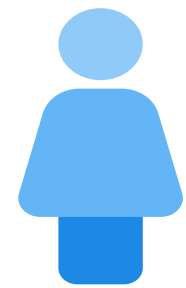
BadenWürttemberg	11%
Bayern	10%
Berlin	6%
Brandenburg	3%
Hamburg	1%
Hessen	3%
MecklenburgVorpommern	5%
Niedersachsen	20%
NordrheinWestfalen	20%
Rheinland-Pfalz	5%
Saarland	1%
Sachen	5%
Sachen-Anhalt	3%
SchleswigHolstein	4%
Thüringen	3%





# GREECE

## Gender

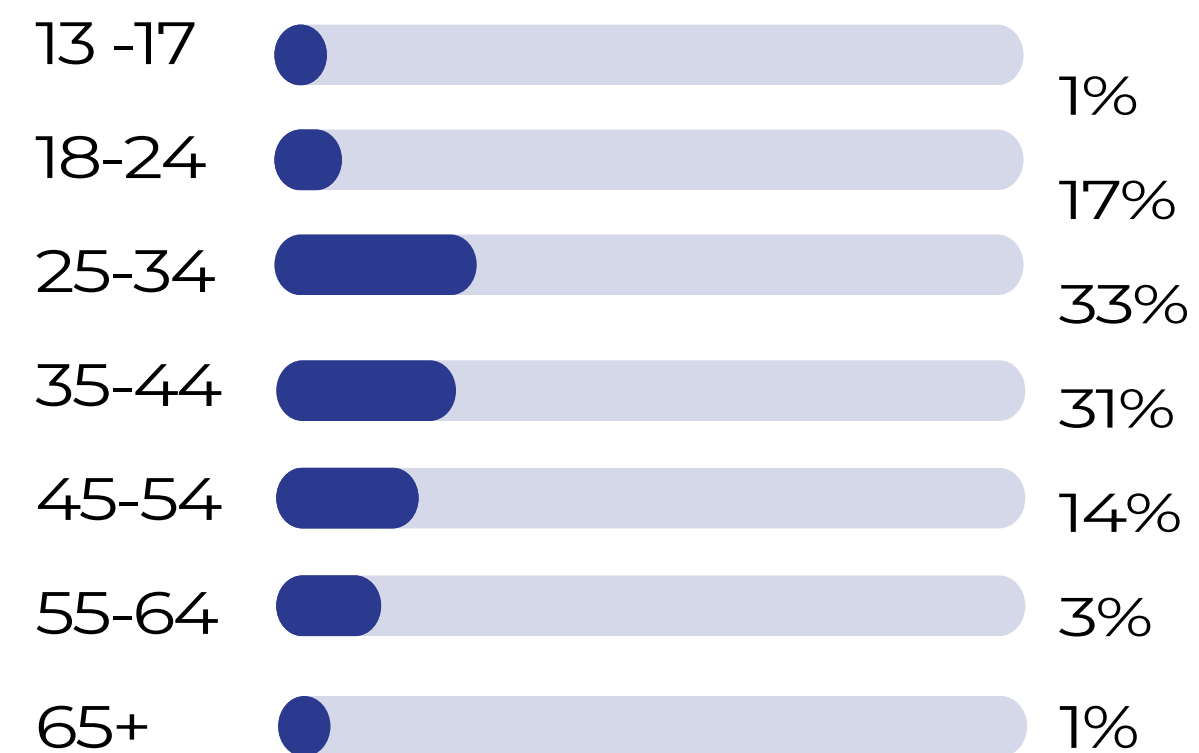


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 15,000 EUR	45%
15,000 to 19,999 EUR	15%
20,000 to 29,999 EUR	11%
30,000 to 39,999 EUR	4%
40,000 to 49,999 EUR	2%
50,000 to 59,999 EUR	3%
60,000 to 69,999 EUR	2%
70,000 to 79,999 EUR	2%
80,000 to 89,999 EUR	1%
90,000 to 99,999 EUR	1%
100,000 to 149,999 EUR	1%
150,000 to 199,999 EUR	1%
200,000 to 250,000 EUR	1%
250,000 EUR+	1%
Prefer not to say	10%

Panel Count 25483

B2B Count 10193

Consumer Count 15290

## Region

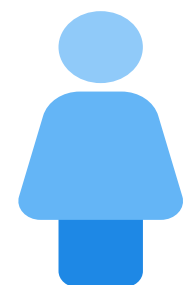
Attica	51%
Central Greece	13%
Islands	8%
North Greece	28%





# HUNGARY

## Gender

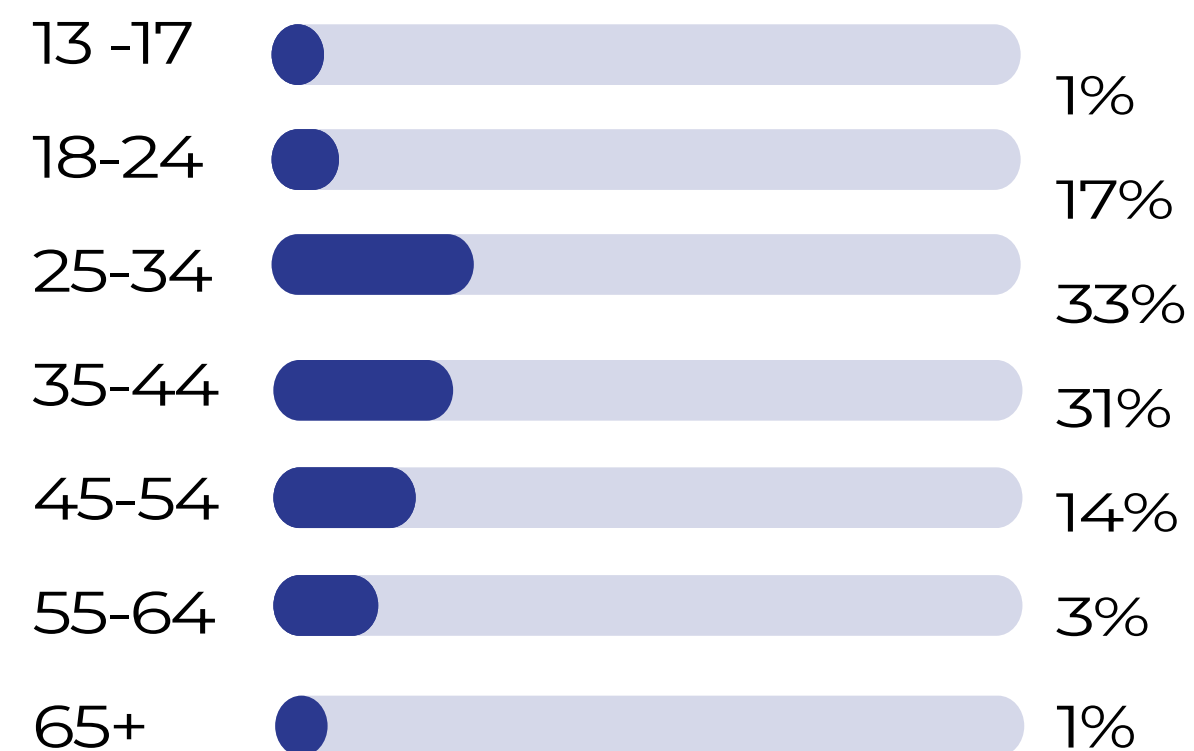


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 200,000 HUF  
200,000 to 399,999 HUF  
400,000 to 899,999 HUF  
900,000 to 1,499,999 HUF  
1,500,000 to 2,499,999 HUF  
2,500,000 to 3,499,999 HUF  
3,500,000 to 4,500,000 HUF  
4,500,000 HUF+  
Prefer Not To Answer

Panel Count 15182

B2B Count 6073

Consumer Count 9109

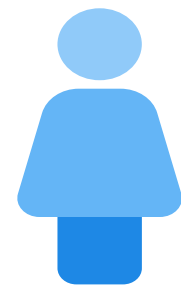
## Region

Southern Great Plains  
Southern Transdanubia  
Central Transdanubia  
Central Hungary  
Western Transdanubia  
Northern Great Plains  
Northern Hungary



IRELAND

Gender

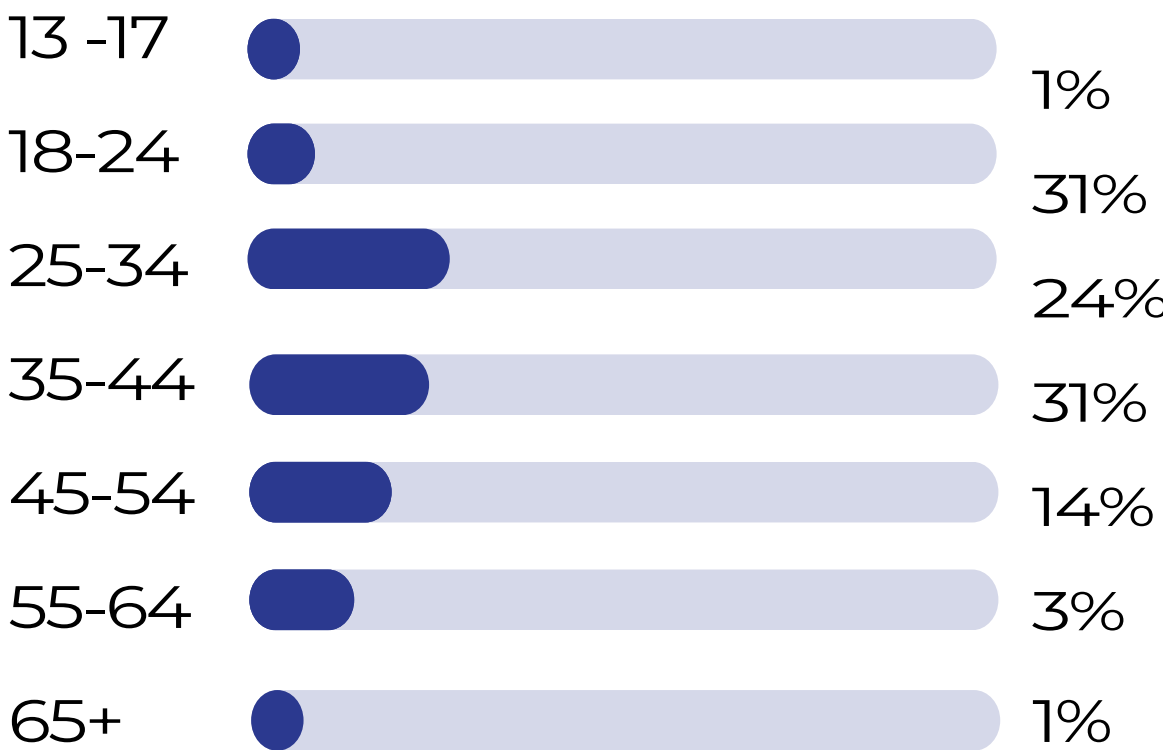


Female  
56%



Male  
44%

Age



Household Income

Less than 20,000 EUR	26%
20,000 to 39,999 EUR	32%
40,000 to 59,999 EUR	19%
60,000 to 79,999 EUR	12%
80,000 to 99,999 EUR	21%
100,000 to 250,000 EUR	13%
250,000 EUR +	7%
Prefer Not To Answer	3%

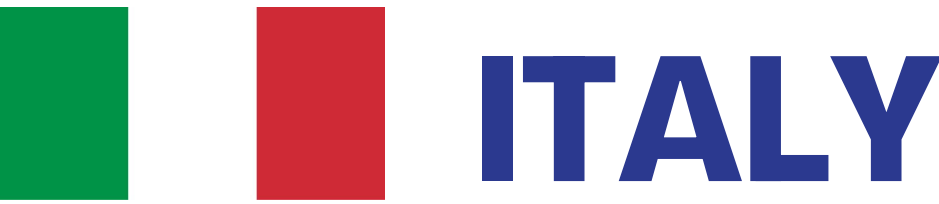


Panel Count 33417  
B2B Count 13367  
Consumer Count 20050

Region

Connacht	12%
Leinster	57%
Munster	26%
Ulster	5%





Gender

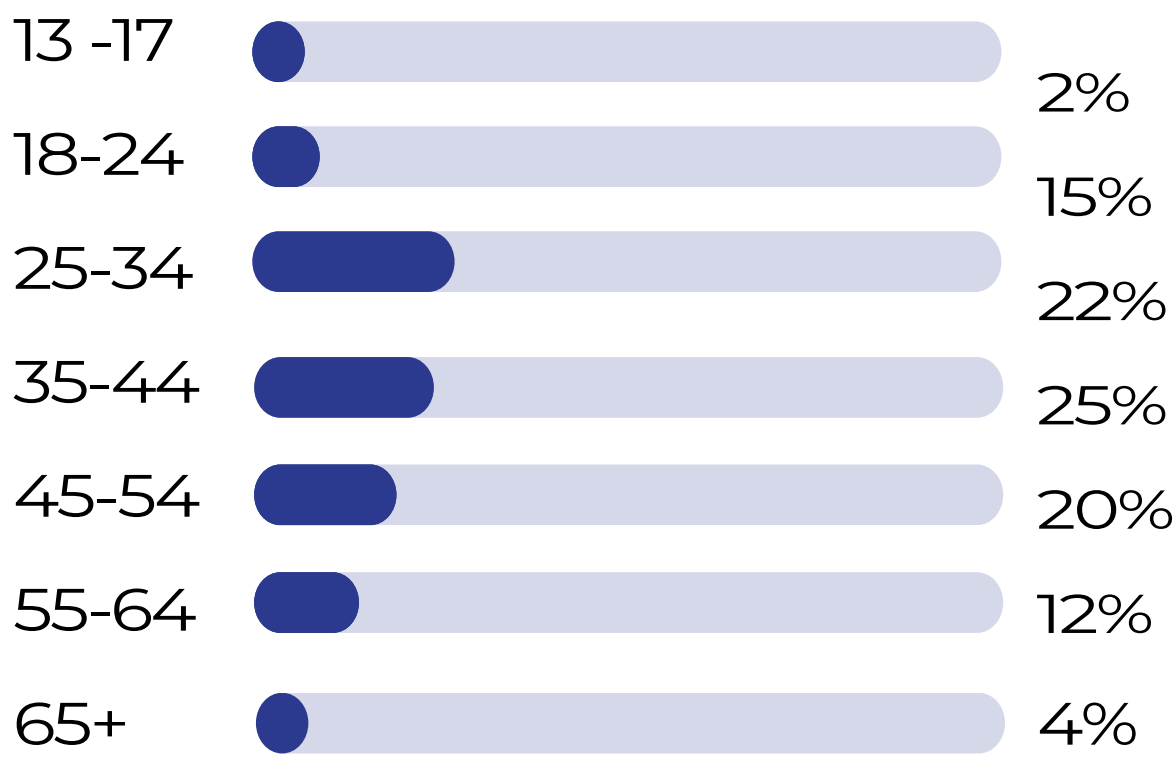


Female  
56%



Male  
44%

Age



Household Income

Less than 13,000 EUR	15%
13,001-26,000 EUR	27%
26,001-52,000 EUR	34%
52,001-80,000 EUR	12%
80,001-105,000 EUR	4%
More than 105,000 EUR	2%
Prefer not to say	6%

Employment status

Full Time	66%
Part Time	11%
Self Employed	8%
Unemployed	4%
Home Maker	4%
Retired	2%
Prefer Not to Answer	5%



Panel Count 33350  
B2B Count 13340  
Consumer Count 20010

Region

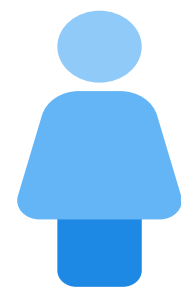
Abruzzo	2%
Basilicata	1%
Calabria	3%
Campania	8%
Emilia-Romagna	8%
Lazio	11%
Liguria	3%
Friuli-Venezia Giulia	2%
Lombardia	18%
Marche	2%
Piemonte	8%
Puglia	7%
Sardegna	4%
Sicilia	8%
Toscana	6%
Umbria	2%
Veneto	7%





# RUSSIA

## Gender

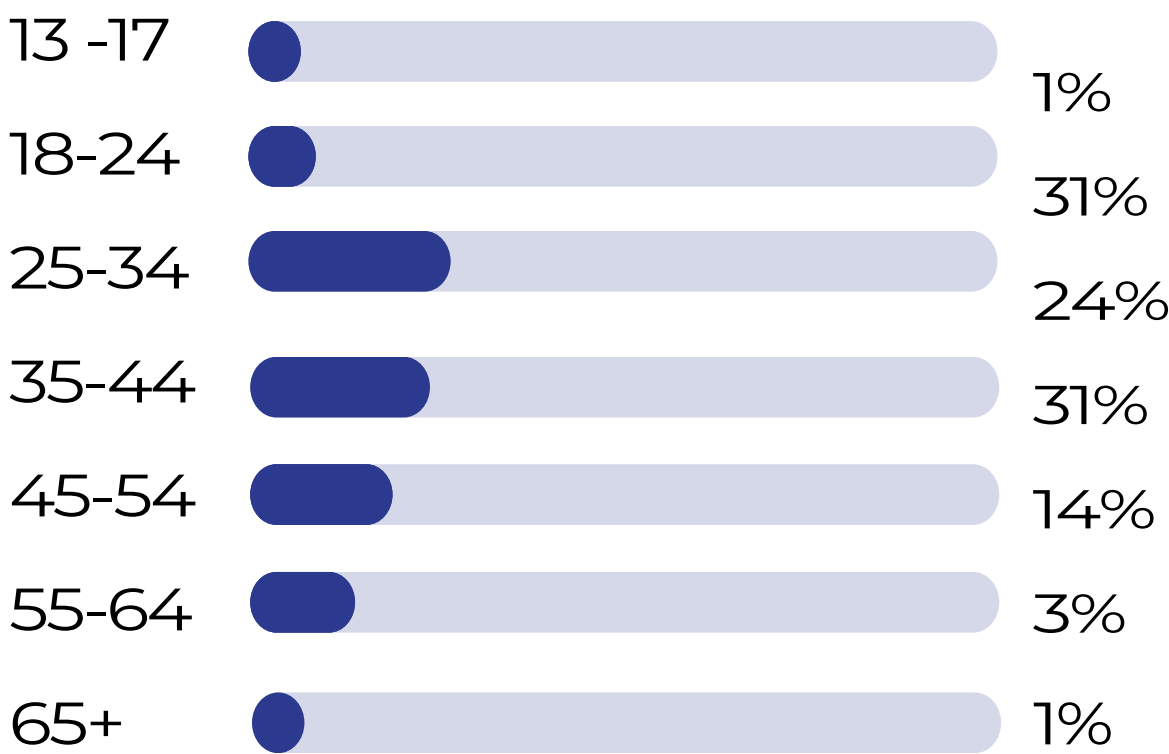


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 100,000 RUB	46%
100,001 to 200,000 RUB	13%
200,001 to 300,000 RUB	8%
300,001 to 400,000 RUB	9%
400,001 to 500,000 RUB	6%
500,001 to 1,000,000 RUB	10%
More than 1,000,000 RUB	4%
Prefer not to say	4%

## Employment status

Full Time	67%
Part Time	12%
Self Employed	9%
Unemployed	2%
Home Maker	4%
Retired	2%
Prefer Not To Answer	4%



Panel Count 14801

B2B Count 5921

Consumer Count 8881

## Region

Central Federal	28%
Far Eastern Federal	3%
Northwestern Federal	10%
Siberian Federal	17%
Southern Federal	10%
Urals Federal District	10%
Volga Federal District	22%





# LUXEMBOURG

## Gender

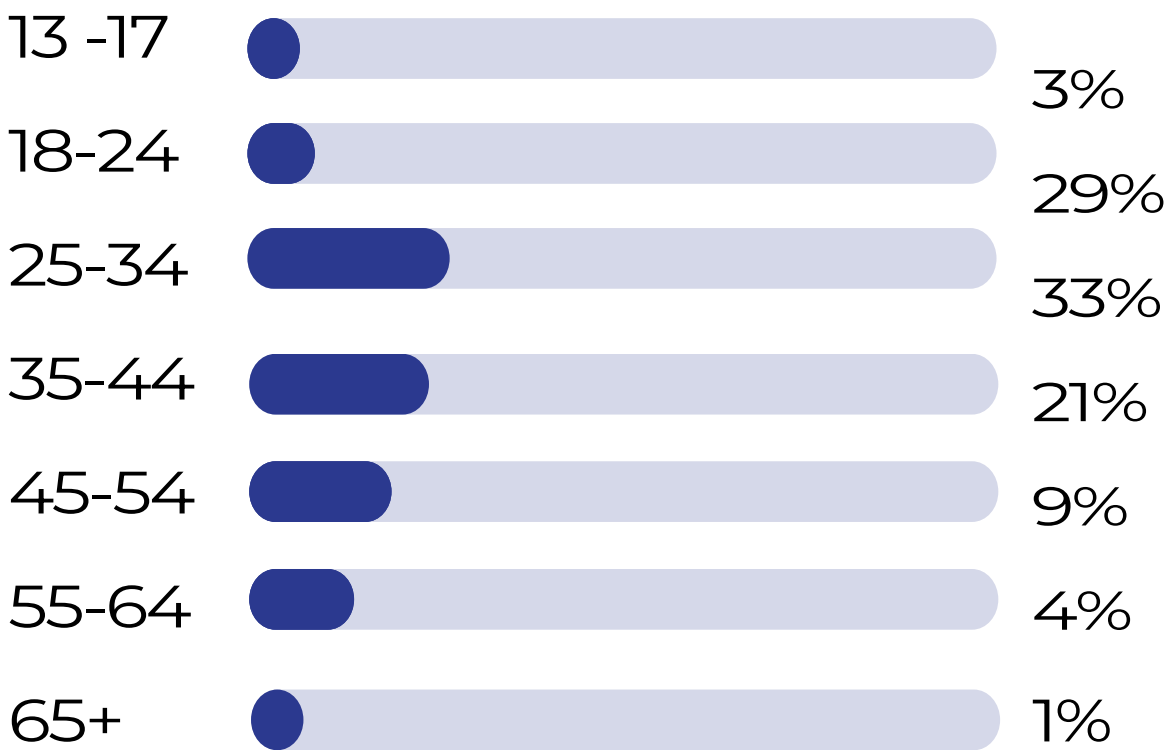


**Female**  
56%



**Male**  
44%

## Age



**Panel Count** £20050  
**B2B Count** £8020  
**Consumer Count** £12030

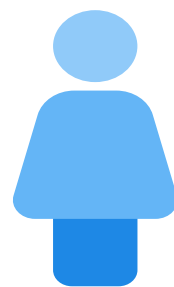






# NORWAY

## Gender

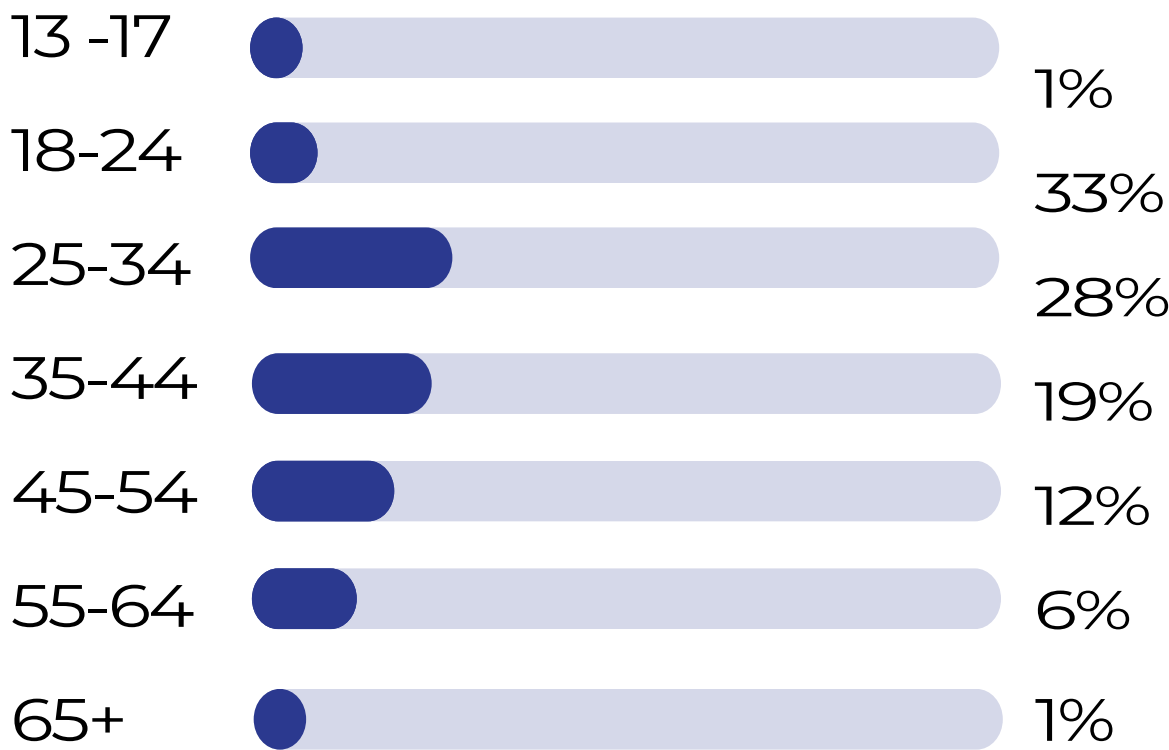


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 100K NOK	11%
100 - 200K NOK	9%
200 - 300K NOK	11%
300 - 400K NOK	13%
400 - 500K NOK	12%
500 - 600K NOK	12%
600 - 700K NOK	7%
700 - 1M NOK	24%
More than 1M NOK	1%

## Education

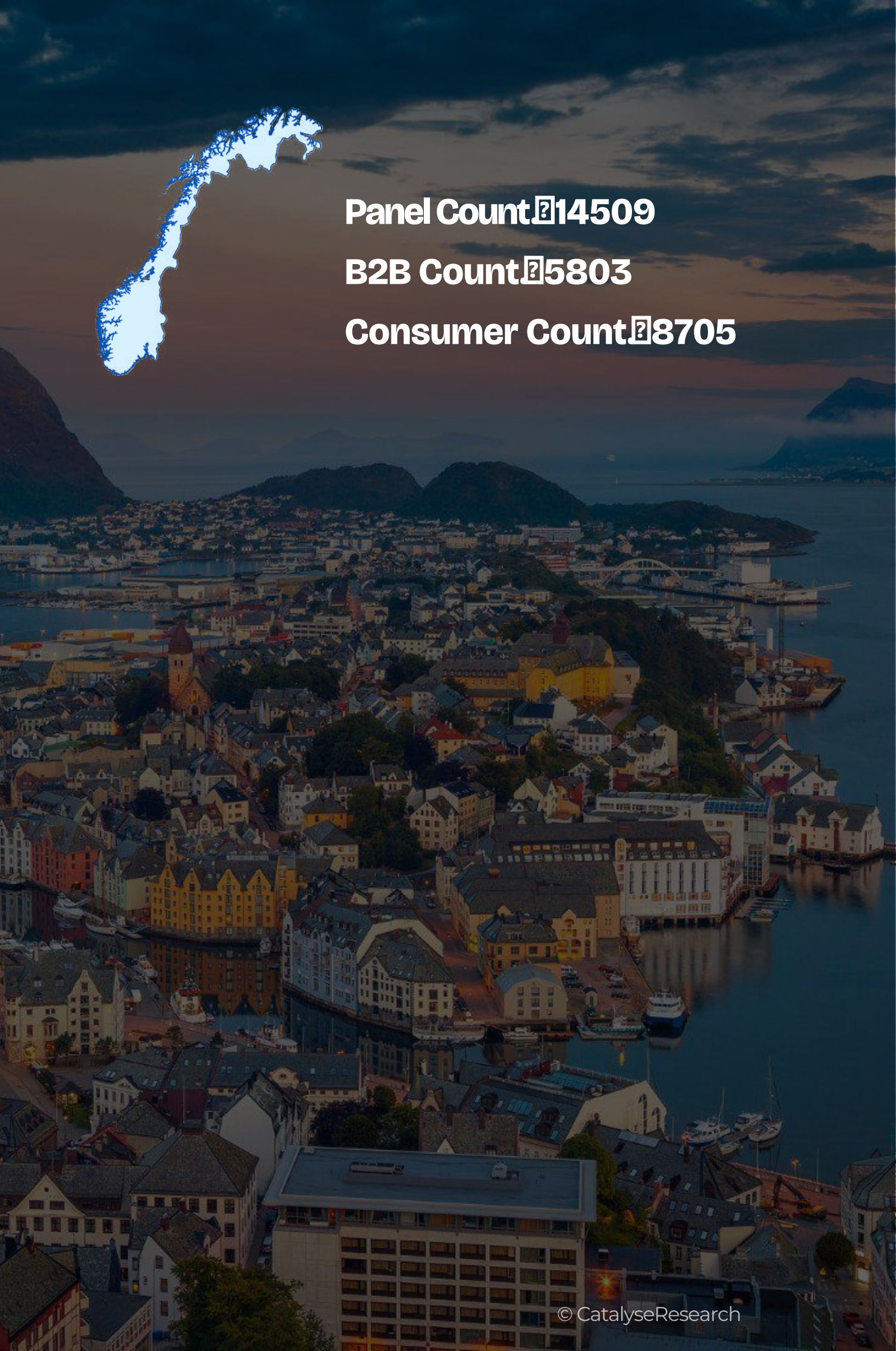
Some Secondary Education	4%
Secondary Education	53%
Some College, University or further education	1%
Vocational or Technical Degree	1%
University Degree	22%
Postgraduate Degree	19%



**Panel Count** 14509

**B2B Count** 5803

**Consumer Count** 8705

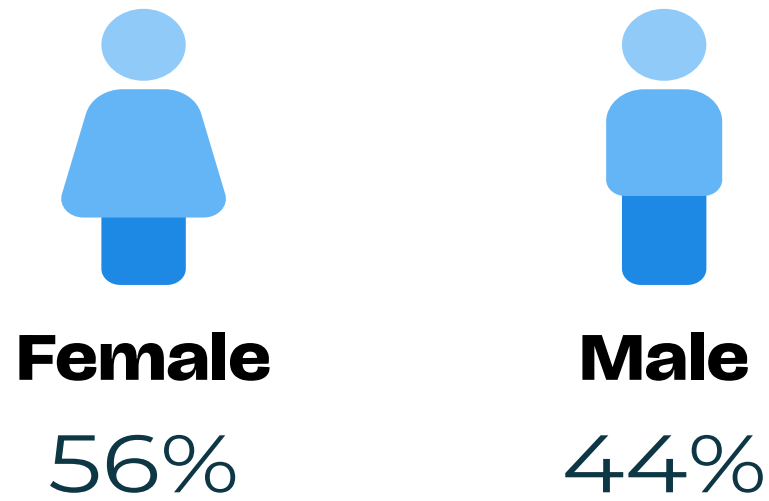




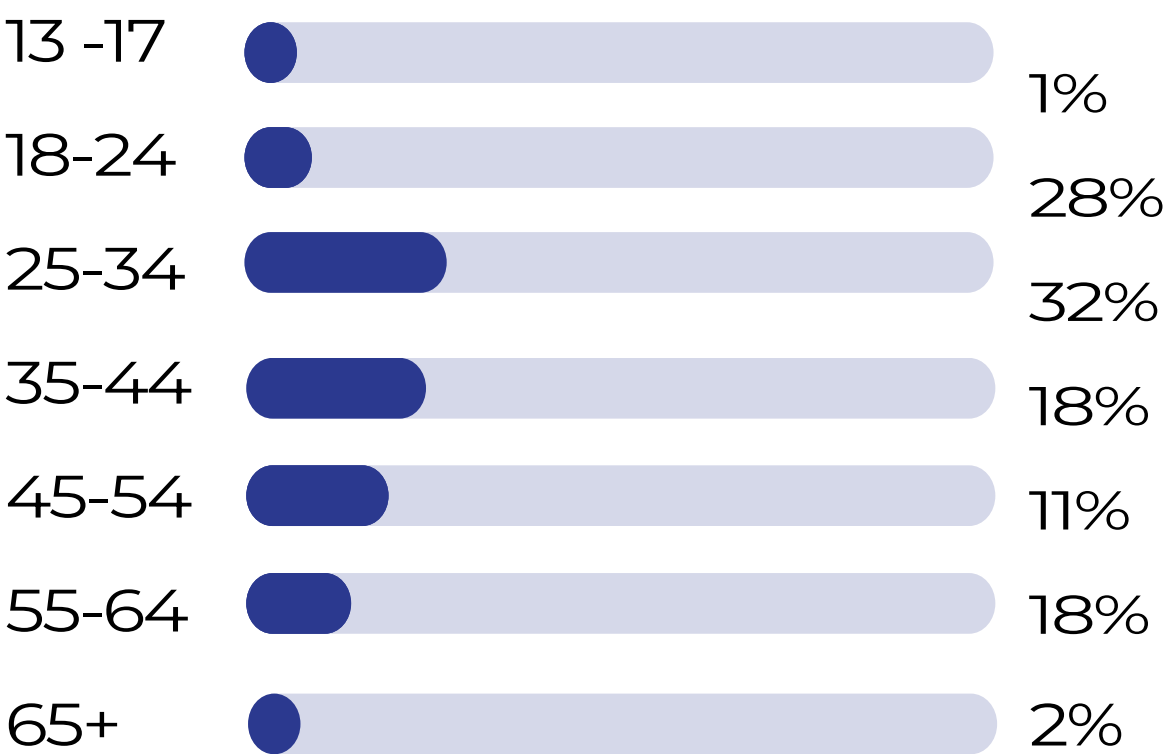


# POLAND

## Gender



## Age



## Household Income

Less than 10,000 PLN	6%
10,000 to 19,999 PLN	4%
20,000 to 29,999 PLN	8%
30,000 to 39,999 PLN	32%
40,000 to 49,999 PLN	12%
50,000 to 59,999 PLN	6%
60,000 to 74,999 PLN	5%
75,000 to 100,000 PLN	12%
100,000 PLN+	11%
Prefer Not To Answer	4%

## Employment status

Full Time	62%
Part Time	9%
Self Employed	6%
Unemployed	3%
Home Maker	7%
Students	7%
Retired	3%
Prefer Not To Answer	3%



**Panel Count** £21326

**B2B Count** £8531

**Consumer Count** £12796

## Region

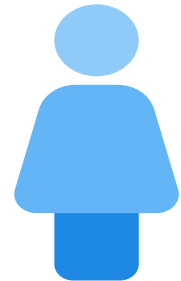
Central	21%
East	15%
North	16%
North West	16%
South	21%
South West	11%





# PORTUGAL

## Gender

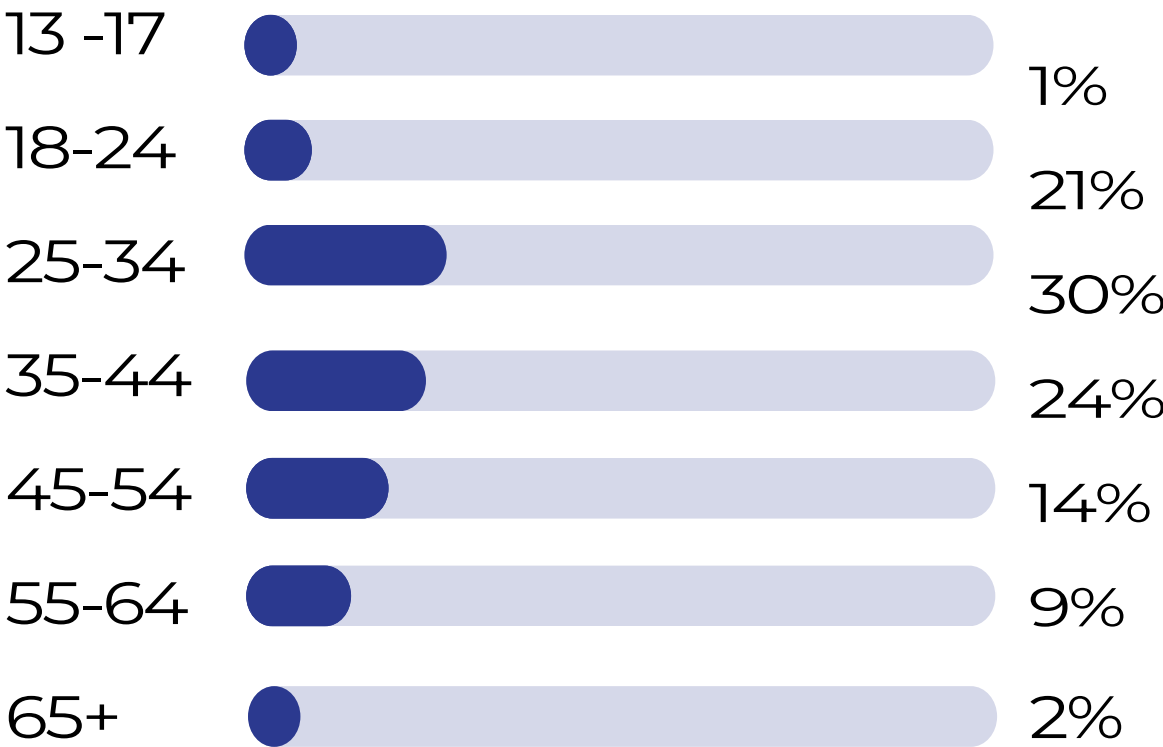


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 10,000 EUR	14%
10,000 to 19,999 EUR	36%
20,000 to 29,999 EUR	22%
30,000 to 39,999 EUR	10%
40,000 to 49,999 EUR	8%
50,000 to 59,999 EUR	3%
60,000 to 69,999 EUR	2%
70,000 to 90,000 EUR	1%
90,000 EUR+	1%
Prefer Not To Answer	3%



**Panel Count** 20246

**B2B Count** 8099

**Consumer Count** 12148

## Region

North	32%
Center	22%
Lisboa & Tagus Valley	33%
Alentejo	6%
Algarve	4%
Azores	2%
Maderia	1%





# NETHERLANDS

## Gender

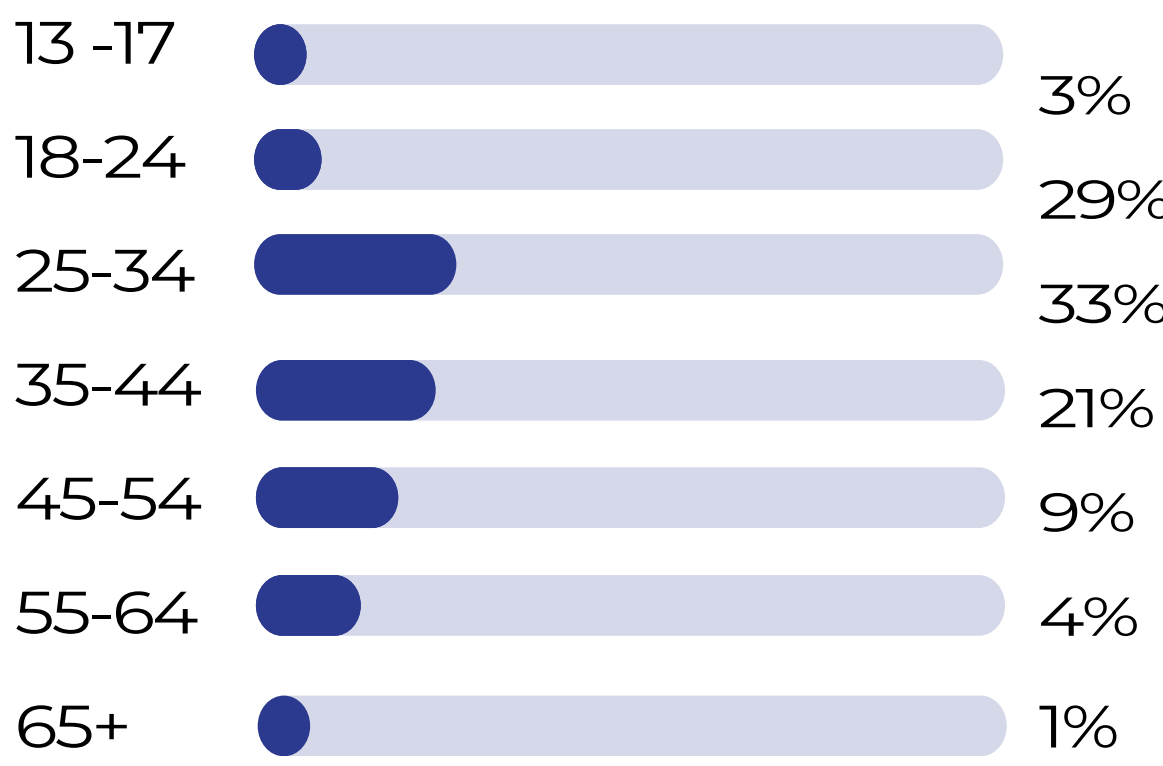


**Female**  
56%



**Male**  
44%

## Age



## Household Income

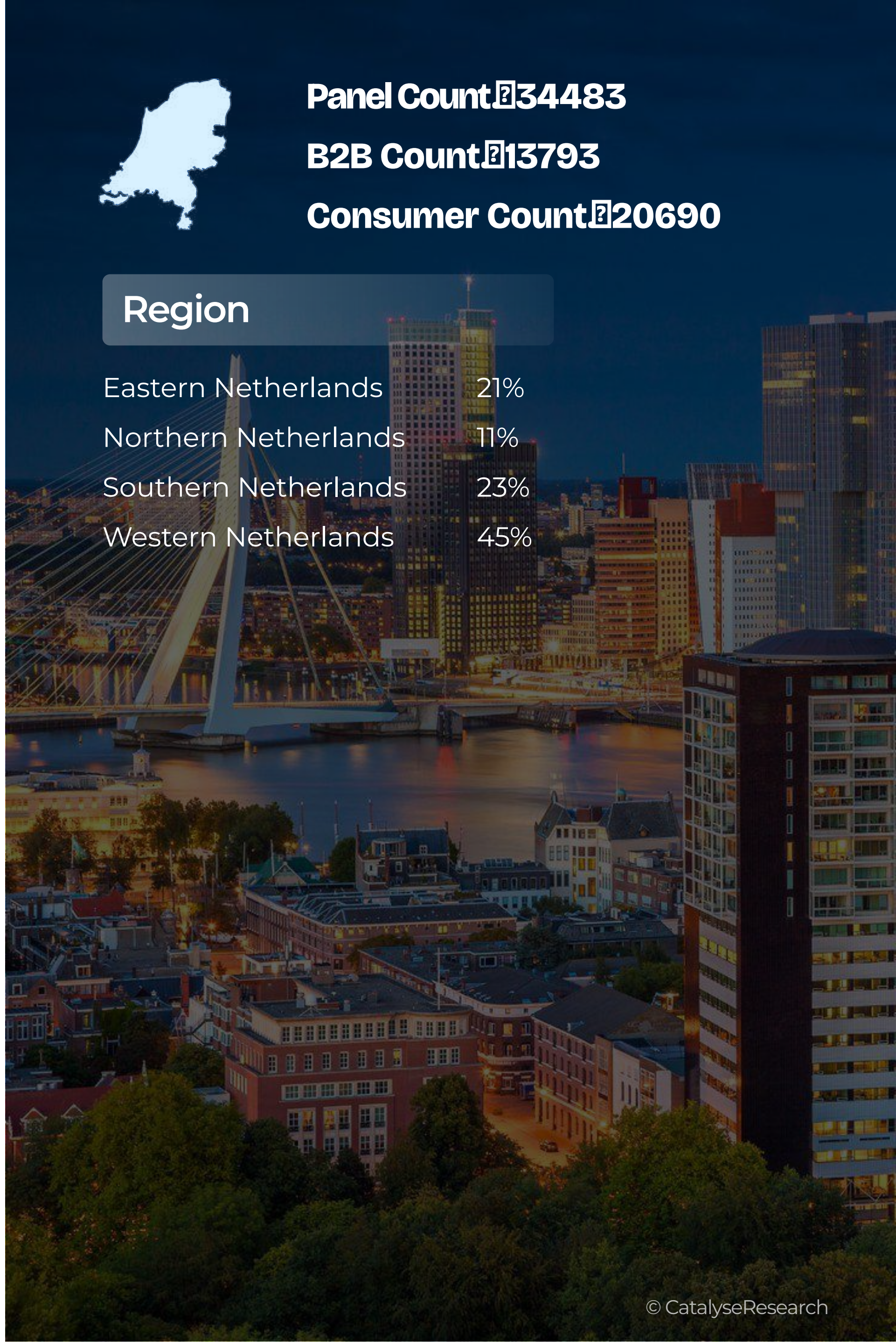
Less than 20,000 EUR	24%
20,000 to 39,999 EUR	37%
40,000 to 59,999 EUR	21%
60,000 to 79,999 EUR	9%
80,000 to 99,999 EUR	3%
100,000 to 150,000 EUR	3%
150,000 EUR+	1%
Prefer Not To Answer	2%



**Panel Count** 34483  
**B2B Count** 13793  
**Consumer Count** 20690

## Region

Eastern Netherlands	21%
Northern Netherlands	11%
Southern Netherlands	23%
Western Netherlands	45%

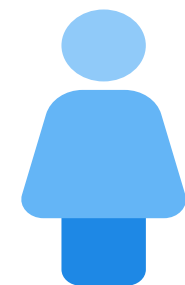






# ROMANIA

## Gender

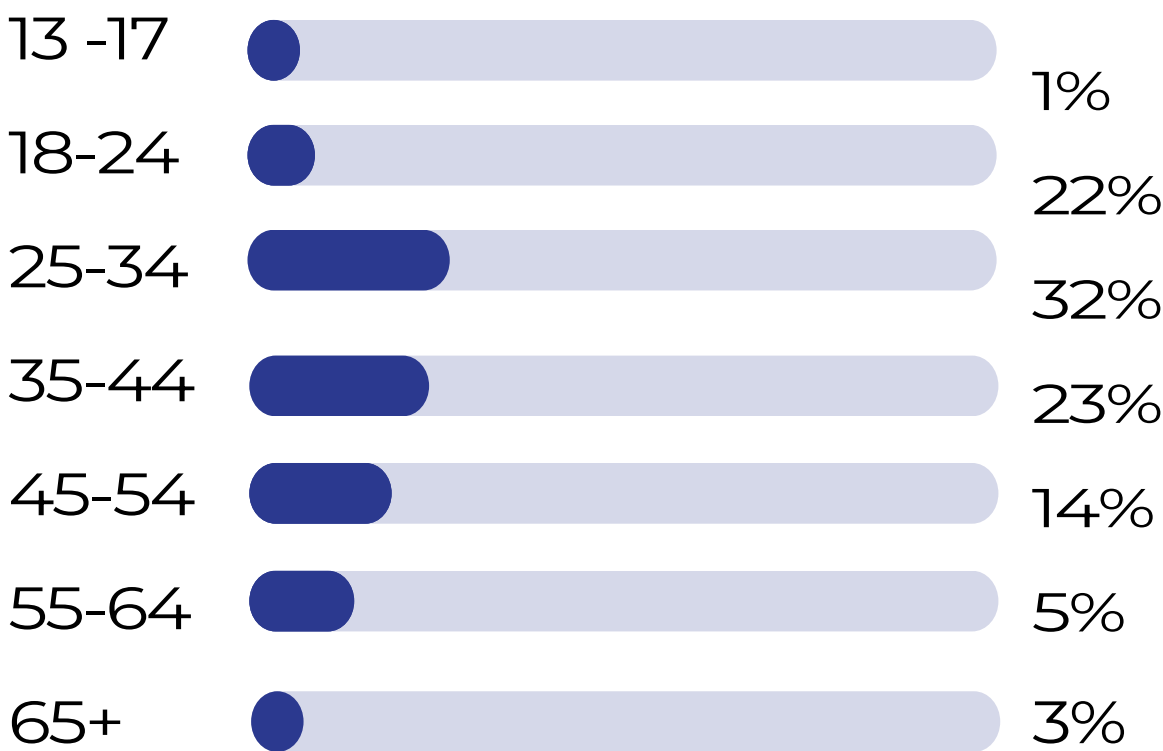


**Female**  
56%



**Male**  
44%

## Age



## Household Income

Less than 6,000 RON	25%
6,000 to 11,999 RON	19%
12,000 to 17,999 RON	15%
18,000 to 29,999 RON	18%
30,000 to 48,000 RON	12%
48,000 RON+	6%
Prefer Not To Answer	5%

## Employment status

Full Time	62%
Part Time	9%
Self Employed	6%
Unemployed	3%
Home Maker	7%
Students	7%
Retired	3%
Prefer Not To Answer	3%

## Region

Bucharest Ilfov	16%
Center	14%
North East	13%
North West	14%
South	12%
South East	12%
South West	10%
West	9%

Panel Count 14366

B2B Count 5746

Consumer Count 8619





## Let's Talk

### Head Office



USA - 4530 S Orange Blossom Trail # 758, Orlando, FL 32839.



Canada - 30 Eglinton Avenue West, Mississauga, ON, L5R 3E7, Ontario, Canada.



UK - 11-19 St Thomas Street, London, SE1 9RY

### Operations Office



India - Unit – 351&351B, Tower-B2, Spaze ITech Park, Sector-49, Gurgaon, Haryana – 122001.



+91 8750282147



+1-647-803-7294



USA



CANADA



UK



INDIA