

[catalyseresearch.com](https://catalyseresearch.com)

# Global Panel Book 2025

One partner. Real audience. Insights that matter



# Our Company

Catalyse Research is a London-based boutique market research and fieldwork agency specialising in high-quality participant recruitment across both B2B and consumer audiences. We offer full-service fieldwork using methods, tailored to your research objectives and guided by a strategic, consultative approach.

From niche professionals to accessible or hard to reach members of the public, we connect you with real people: quickly, compliantly, and with ISO-certified precision. Our agile in-house team supports every stage of the process, from feasibility and questionnaire consultation, to programming, fieldwork, and data delivery.

With transparent communication, flexible execution, and a commitment to quality, we make data collection seamless, accurate, and insight-ready.

Partner with us and experience the difference a specialist fieldwork team can make.



# Who we are

---

Catalyse Research is your trusted partner for market research data collection and niche audience recruitment.

As recruitment experts for B2B, Consumer, and Social Research, we conduct qualitative and quantitative studies globally, ensuring you always receive high-quality, actionable insights.

# Our mission

---

We're the bridge between questions and clarity. Backed by a team of AI and technology experts, we blend strategy with flexibility, and transparency with insight, using both digital and face-to-face methods to connect you with the right people.

Certified, consultative, and always curious, with over 100 years of experience within our core team, we help you see what others miss.

# Quality Control

---

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 plays a pivotal role in significantly reducing the risk of collective fraud that may occur through the sharing of answers among participants.





# Research Defender

Our platform is secured by Research Defender Security technology.

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.



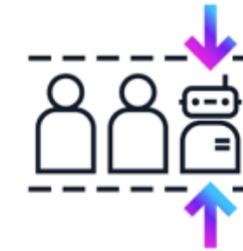
## DIGITAL FINGERPRINT & RELEVANT ID

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



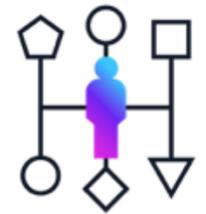
## IMPERIUM VERITY

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



## DISTIL TECHNOLOGY

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



## 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.

# Global Consumer Panel Attributes

---

## GENERAL

Marital Status

Politics

Sexual Orientation

Religion

Children in Household

Education Level

Household Income

Ethnicity

## TRAVEL

Cruises

Airlines

Car Rental

Hotel Rewards

Leisure/Business

Method of Booking

Targets vary from country to country.

## LIFESTYLE & WELLNESS

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

## TECHNOLOGY

Tablet Owners

Smartphone Types

Cellular Carriers

Game Console

HDTV/Smart TV

Owners Cellphone

Cable/Satellite TV

## LEISURE

Hobbies

Pet Ownership

Grocery Shopping

Restaurant Visits

Alcohol Consumption

Outdoor

Enthusiast Shopping Habit

# 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



# Data Privacy

---

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

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

Catalyse Research provides its respondents with the following rights:

We ensure that every individual is informed of their rights

Individuals possess the right to delete, update, and access their information

Respondents hold the right to halt the utilization of their information

Individuals have the right to be notified in the event of a data breach





# Panel Quality Assurance Overview

---

Our dedication to maintaining the highest standards of data quality commences with our meticulous recruitment process and extends throughout every phase of the survey process.

We adhere to industry-leading practices to ensure the integrity and authenticity of our panel members, employing a variety of acquisition methods, including member referrals, invitation-only panels, targeted recruitment, and strategic digital outreach through social media and organic search.

Upon joining our panel, members undergo a rigorous integrity test to authenticate their identity and commitment to our stringent data quality protocols. Panel members participate in educational initiatives to fully grasp our codes of conduct and expectations. Our panelists are meticulously selected for surveys and continuously monitored through robust quality assurance measures.

At every step, we ensure to provide reliable and accurate data through comprehensive post-survey analysis and review.



# Data Integrity Assurance

---

Our ongoing and unwavering commitment to reliable, transparent, top-tier data has been backed by CleanID, a cutting-edge system that preemptively neutralizes fraud and duplication risks in real time.

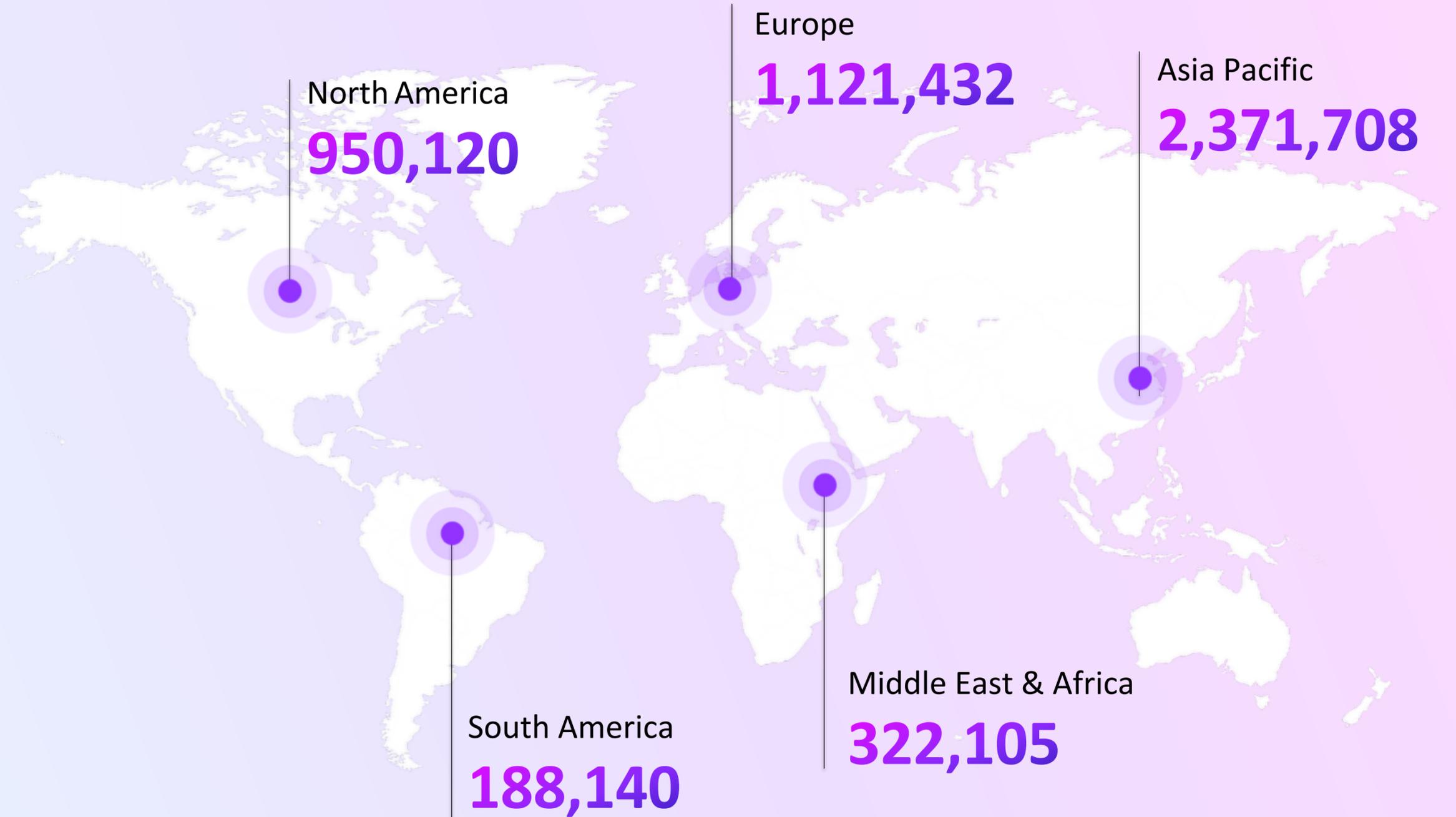
Our stringent quality control protocols encompass a comprehensive spectrum of measures, including:

- Authentication of identities
- Validation of IP addresses
- Cross-referencing of names
- Verification of passwords
- Scrutiny of profiles
- Validation of unique machine/device IDs
- Detection of fraudulent activities and inappropriate behavior
- Implementation of geo IP detection and deduplication filters
- Aligned with ISO, ESOMAR, and MRS Code of Conduct guidelines, our practices uphold the pinnacle of data integrity and conformity to industry-leading standards.



# Global Reach

---





SECTION 2

# Country Panels



# Country Panel Ratio

## North America

Canada	103,822
Costa Rica	40,800
Guatemala	30,644
Honduras	56,011
Mexico	52,274
Puerto Rico	23,892
US	395,606

## South America

Argentina	33,911
Bolivia	13,355
Brazil	26,820
Chile	25,392
Colombia	32,987
Peru	55,695

## Europe

Austria	33,148
Belgium	27,870
Croatia	13,223
Czech Republic	37,531
Denmark	26,724
Finland	16,414
France	59,571
Germany	70,432
Greece	42,472
Hungary	25,304
Ireland	55,695
Italy	55,583
Luxembourg	33,416
Netherlands	57,471
Norway	24,181
Poland	35,544
Portugal	33,744

Romania	23,943
Russia	24,669
Spain	56,595
Sweden	32,031
Switzerland	33,744
Turkey	46,042
UK	173,208
Ukraine	15,341

## APAC

Australia	49,387
China	586,666
Hong Kong	59,977
India	471,848
Indonesia	54,775
Japan	35,905
Malaysia	80,896

New Zealand	25,477
Philippines	66,100
Singapore	44,616
South Korea	41,366
Taiwan	44,575
Thailand	42,578
Vietnam	61,865

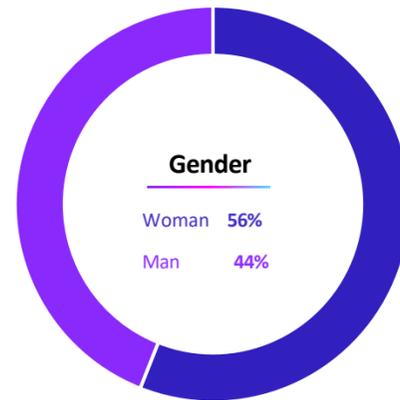
## Middle East & Africa

Bahrain	15,600
Egypt	31,033
Kuwait	25,752
Nigeria	55,409
Oman	13,326
Saudi Arabia	62,025
South Africa	56,241
UAE	62,713

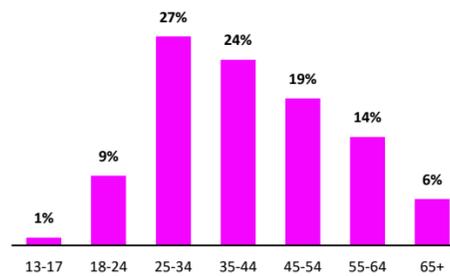
# Canada

Panel Count

103,822



Age



Household Income

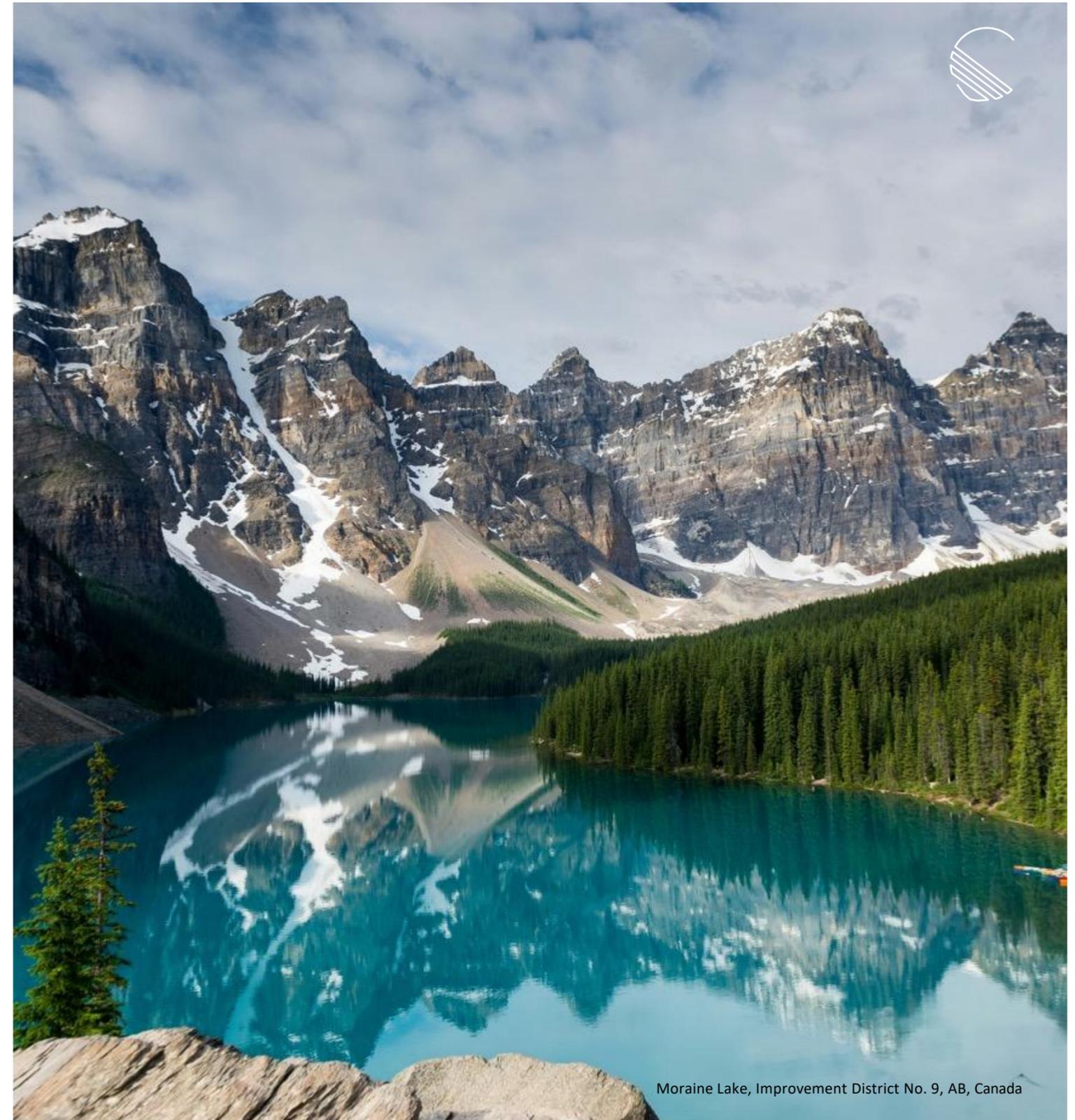
Less than 10,000 CAD	7%
10,000-24,999 CAD	11%
25,000-39,999 CAD	16%
40,000-54,000 CAD	15%
55,000 - 69,999 CAD	14%
70,000-84,999 CAD	12%
85,000-99,999 CAD	6%
100,00-149,000 CAD	10%
150,000-199,000 CAD	5%
More than 200,000 CAD	3%
Prefer Not to Answer	1%

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%

Employment status

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



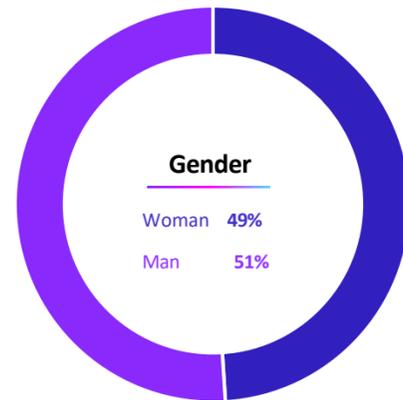
Moraine Lake, Improvement District No. 9, AB, Canada



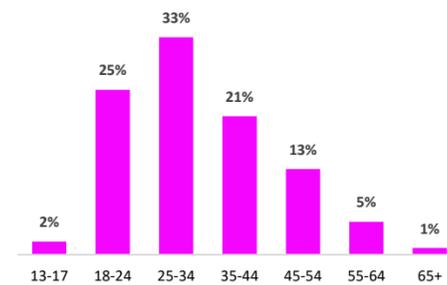
# Costa Rica

Panel Count

40,800



Age



Household Income

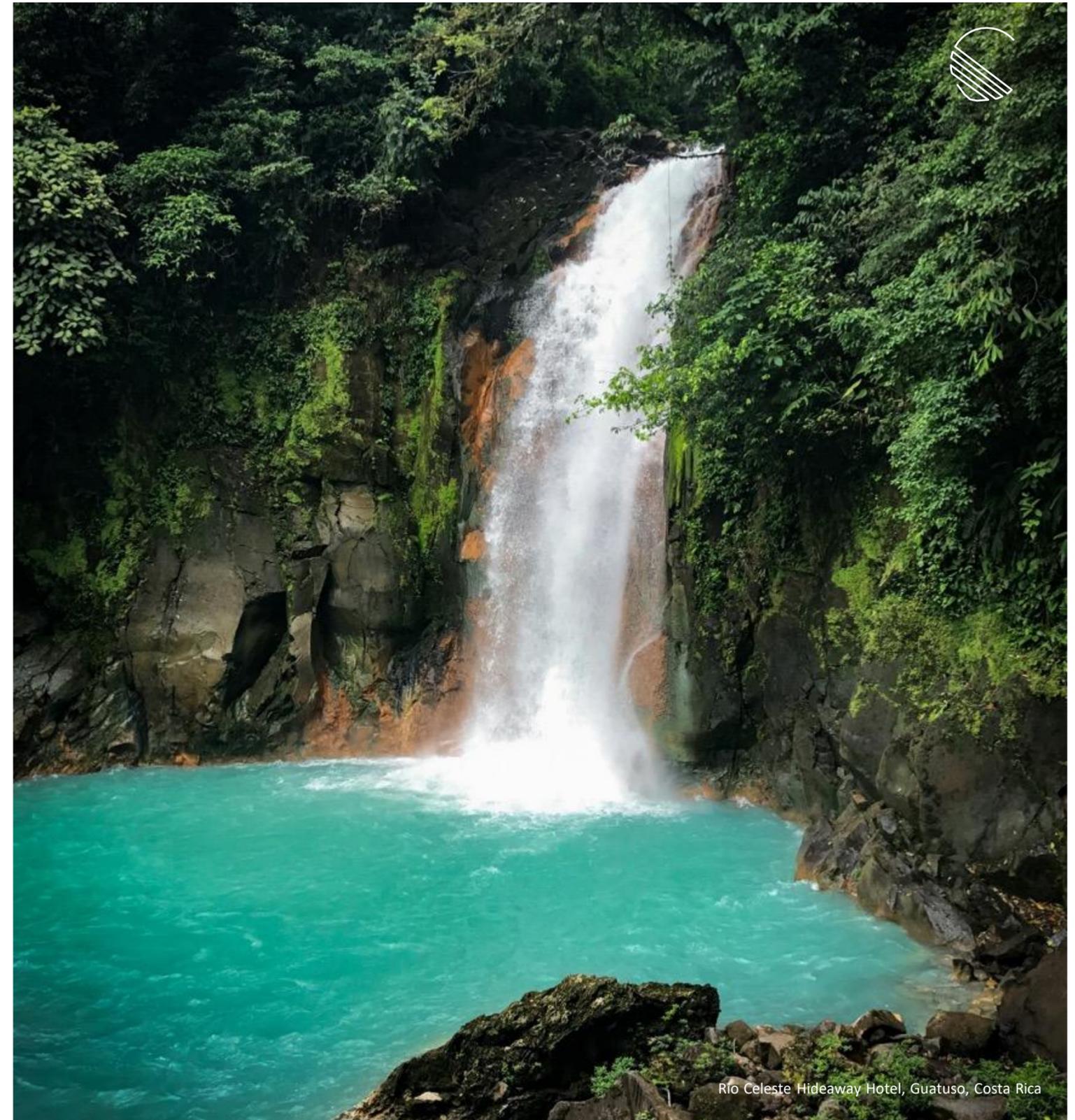
Less than 7,912,000 CRC	23%
7,912,000 – 13,171,000 CRC	30%
13,172,000 – 18,456,000 CRC	20%
18,457,000 – 26,360,000 CRC	15%
26,361,000 – 39,502,000 CRC	5%
39,503,000 – 52,694,000 CRC	3%
52,695,000 – 79,138,000 CRC	1%
79,139,000 – 105,401,000 CRC	1%
More than 105,490,000 CRC	1%
Prefer Not to Answer	1%

Region

San José	31%
Alajuela	24%
Cartago	13%
Heredia	9%
Puntarenas	8%
Limón	8%
Guanacaste	7%

Employment status

Full Time Employed	49%
Part Time Employed	11%
Self Employed	14%
Unemployed	10%
Home Makers	8%
Retired	7%
Prefer not to answer	1%

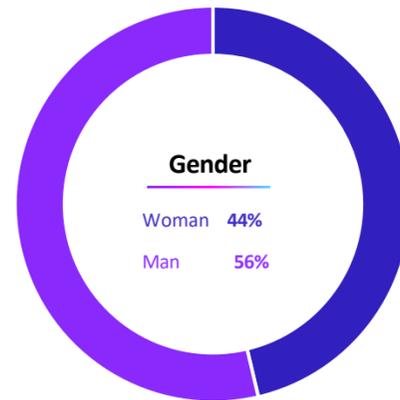


Rio Celeste Hideaway Hotel, Guatuso, Costa Rica

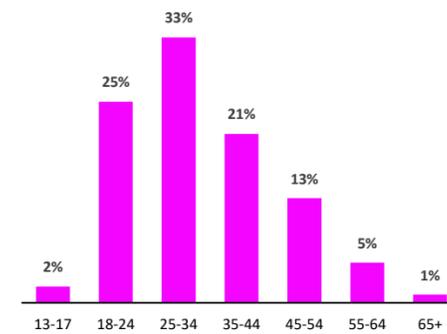
# Guatemala

Panel Count

30,644



Age



Household Income

Less than 115,550 GTQ	29%
115,550 – 192,570 GTQ	25%
192,570 – 269,590 GTQ	13%
269,590 – 377,460 GTQ	18%
385,165 – 577,730 GTQ	5%
577,730 – 770,330 GTQ	3%
770,330 – 1,148,790 GTQ	2%
1,148,790 – 1,526,250 GTQ	3%
More than 1,540,660 GTQ	1%
Prefer Not to Answer	1%

Region

Guatemala	21%
Huehuetenango	8%
Alta Verapaz	8%
San Marcos	8%
Quiché	7%
Quetzaltenango	6%
Escuintla	5%
Petén	5%
Chimaltenango	4%
Suchitepéquez	4%
Sololá	3%
Jutiapa	3%
Izabal	3%
Chiquimula	3%
Santa Rosa	2%
Jalapa	2%

Sacatepéquez	2%
Retalhuleu	2%
Baja Verapaz	2%
Zacapa	2%
Totonicapán	1%
El Progreso	1%

Employment status

Full Time Employed	44%
Part Time Employed	22%
Self Employed	12%
Unemployed	3%
Home Makers	10%
Retired	7%
Prefer not to answer	2%

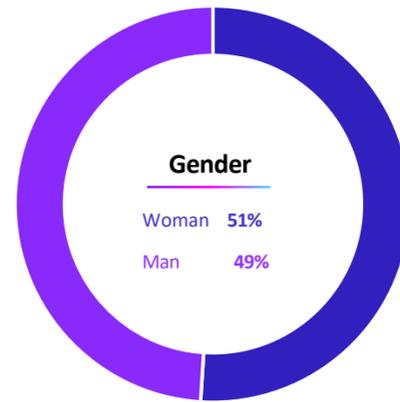


The Santa Catalina Arch Antigua, Guatemala

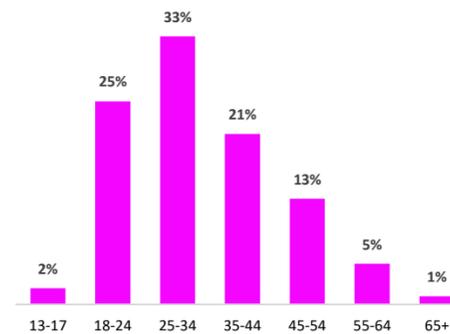
# Honduras

Panel Count

56,011



Age



Household Income

Less than 385,110 HNL	21%
385,110 – 641,840 HNL	24%
641,840 – 898,570 HNL	22%
898,570 – 1,257,980 HNL	9%
1,257,980 – 1,926,980 HNL	8%
1,926,980 – 2,568,390 HNL	3%
2,568,390 – 3,823,260 HNL	7%
3,823,260 – 5,078,130 HNL	3%
More than 5,078,130 HNL	2%
Prefer not to answer	1%

Region

Cortés	15%
Francisco Morazán	14%
Olancho	5%
Comayagua	4%
Yoro	5%
Atlántida	5%
Choluteca	5%
Copán	4%
El Paraíso	5%
Colón	4%
Santa Bárbara	4%
Lempira	5%
Intibucá	4%
La Paz	5%
Valle	5%

Ocatepeque	4%
Gracias a Dios	4%
Islas de la Bahía	1%

Employment status

Full Time Employed	30%
Part Time Employed	20%
Self Employed	13%
Unemployed	14%
Home Makers	14%
Retired	7%
Prefer not to answer	2%

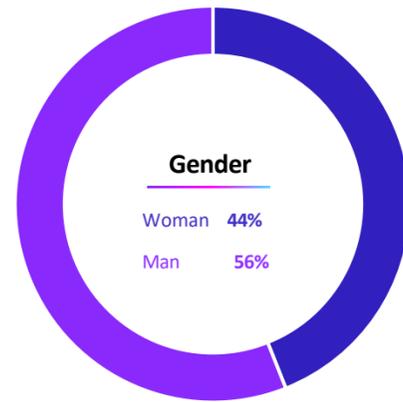


Catedral de San Pedro Sula, Honduras.

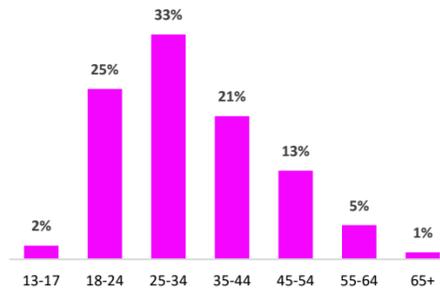
# Mexico

Panel Count

52,274



Age



Household Income

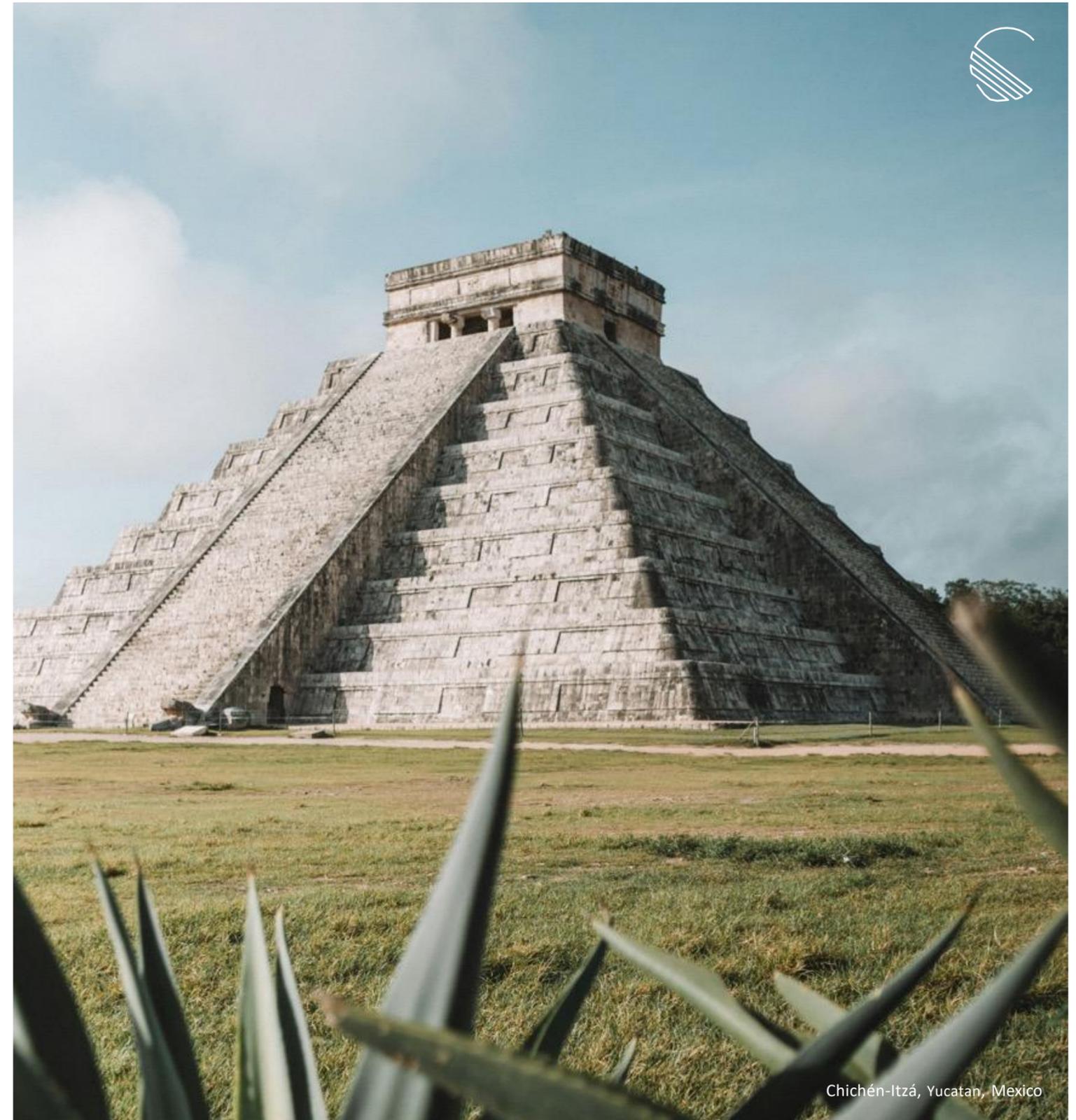
Less than 20,000 MXN	28%
20,000-39,999 MXN	15%
40,000-59,999 MXN	11%
60,000-79,999 MXN	8%
80,000-99,999 MXN	8%
100,000-119,999 MXN	6%
120,000-139,999 MXN	5%
140,000-159,999 MXN	3%
160,000-179,999 MXN	3%
180,000-199,999 MXN	3%
200,000-299,999 MXN	4%
300,000-399,999 MXN	2%
400,000-499,999 MXN	1%
500,000-749,999 MXN	1%
750,000-999,999 MXN	1%
Prefer not to answer	1%

Region

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

Employment status

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



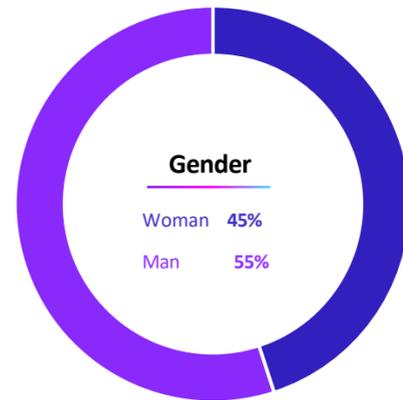
Chichén-Itzá, Yucatan, Mexico



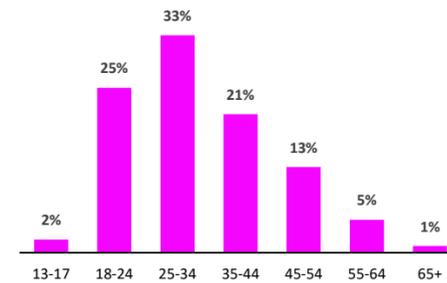
# Puerto Rico

Panel Count

23,892



Age



Household Income

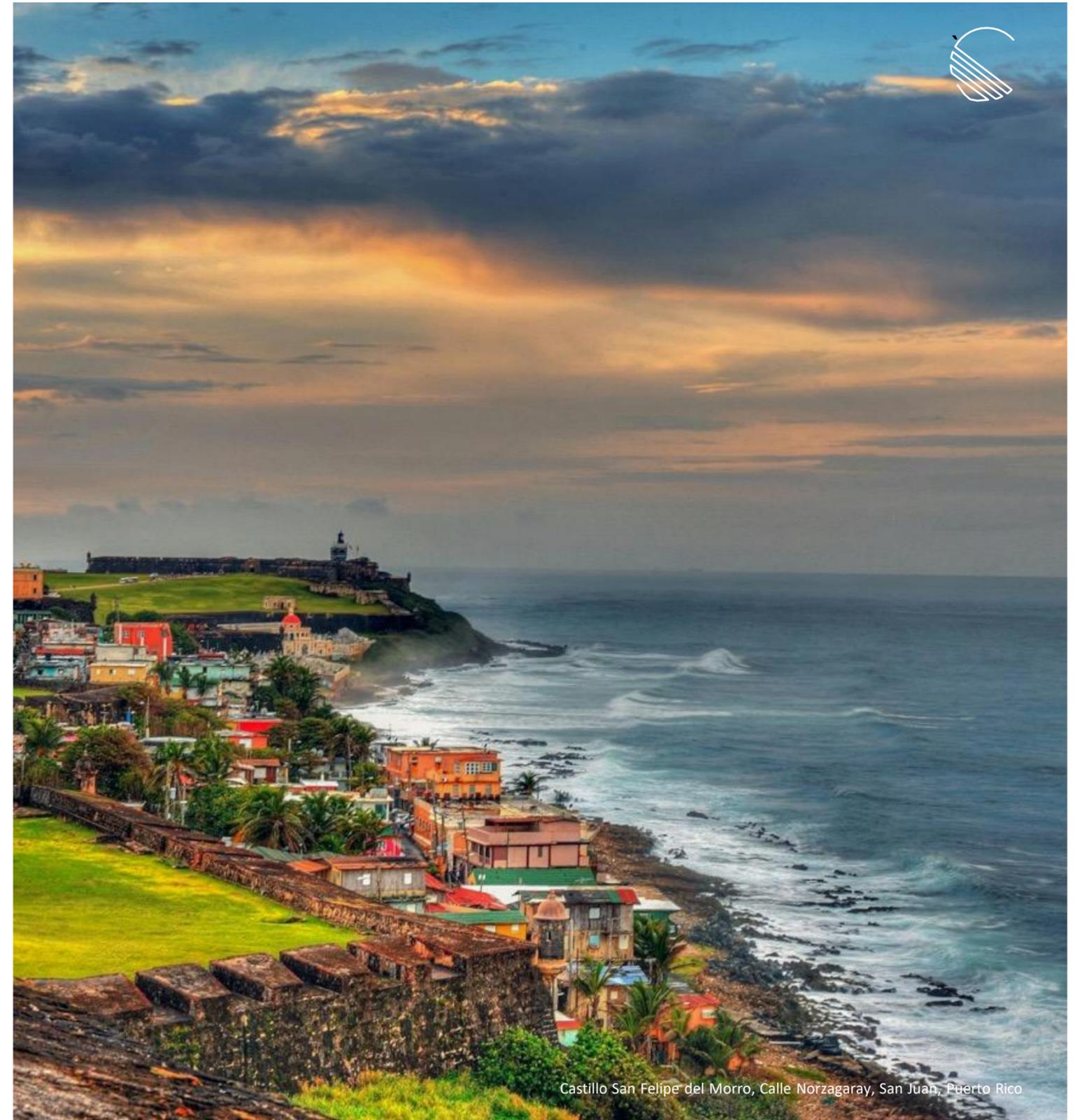
Less than 15,000 USD	11%
15,000 – 24,999 USD	10%
25,000 – 34,999 USD	20%
35,000 – 49,000 USD	12%
50,000 – 74,999 USD	14%
74,999 – 99,999 USD	13%
100,000 – 149,000 USD	11%
150,000 – 199,999 USD	5%
More than 200,000 USD	3%
Prefer Not to Answer	1%

Region

San Juan–Bayamón–Caguas MSA	62%
Mayagüez–Aguadilla CSA	14%
Ponce–Coamo CSA	11%
Arecibo MSA	6%
Guayama MSA	2%
Lares μSA	1%
Utua do μSA	1%
Salinas μSA	1%
Coamo μSA	2%
Other Municipalities	1%

Employment status

Full Time Employed	40%
Part Time Employed	15%
Self Employed	8%
Unemployed	6%
Home Makers	15%
Retired	14%
Prefer not to answer	2%

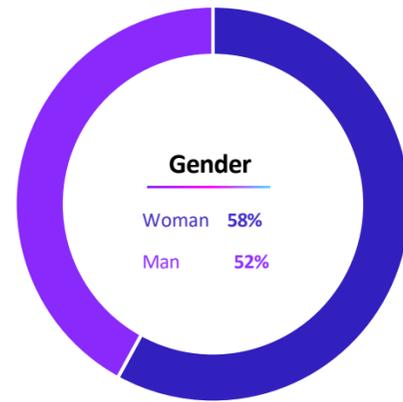


Castillo San Felipe del Morro, Calle Norzagaray, San Juan, Puerto Rico

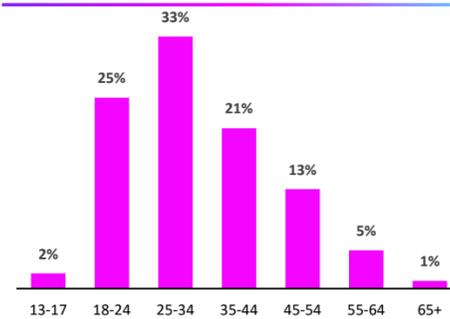
# USA

Panel Count

395,606



Age



Household Income

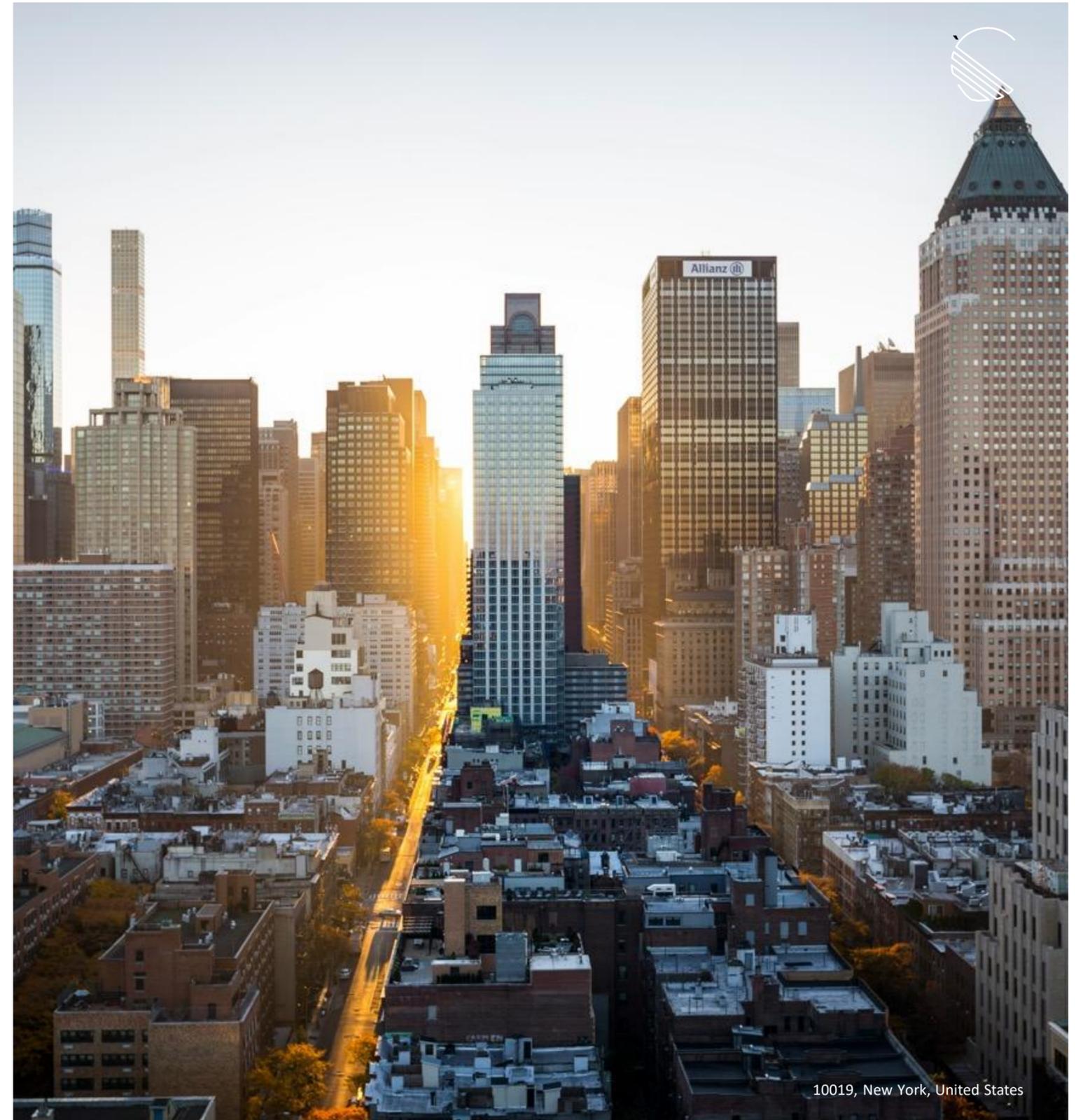
Less than 15,000 USD	11%
15,000 - 24,999 USD	10%
25,000 - 34,999 USD	20%
35,000 - 49,000 USD	12%
50,000 - 74,999 USD	14%
74,999 - 99,999 USD	13%
100,000 - 149,000 USD	11%
150,000 - 199,999 USD	5%
More than 200,000 USD	3%
Prefer Not to Answer	1%

Region

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

Employment status

Full Time Employed	49%
Part Time Employed	16%
Self Employed	13%
Unemployed	6%
Home Makers	7%
Retired	6%
Prefer not to answer	3%

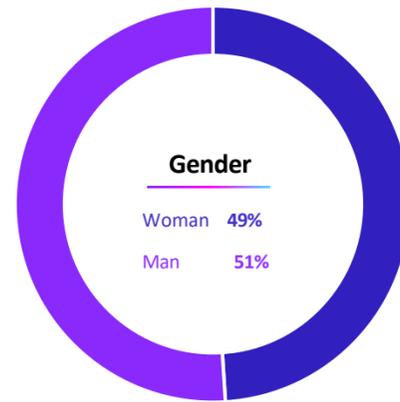


10019, New York, United States

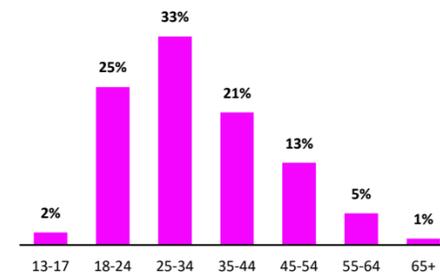
# Argentina

Panel Count

33,911



Age



Household Income

Less than 25,000 ARSs	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 say	5%

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	1%

Employment status

Full Time Employed	41%
Part Time Employed	14%
Self Employed	10%
Unemployed	6%
Home Makers	15%
Retired	12%
Prefer not to answer	2%

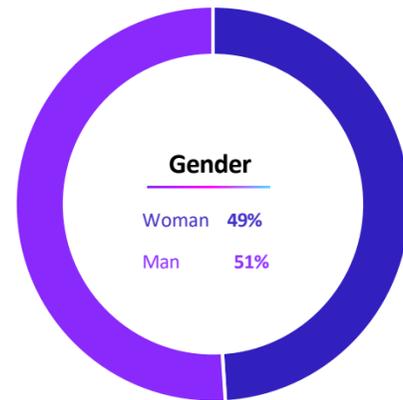


Obelisk in the city of Buenos Aires Argentina

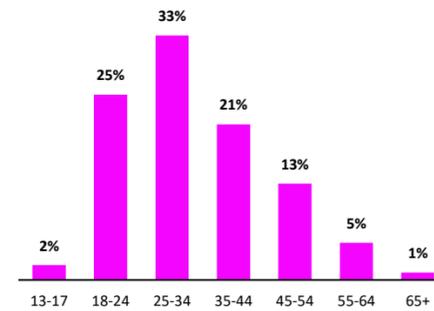
# Bolivia

Panel Count

13,335



Age



Household Income

Less than BOB 103,650	33%
BOB 103,650 – 172,725	21%
BOB 172,725 – 241,800	13%
BOB 241,850 – 338,590	15%
BOB 345,500 – 518,230	11%
BOB 518,230 – 691,060	2%
BOB 691,000 – 1,029,590	1%
BOB 1,036,500 – 1,377,090	2%
More than BOB 1,382,000	1%
Prefer Not to Answer	1%

Region

Santa Cruz	27%
La Paz	26%
Cochabamba	18%
Other Regions	29%

Employment status

Full Time Employed	35%
Part Time Employed	10%
Self Employed	25%
Unemployed	5%
Home Makers	11%
Retired	12%
Prefer not to answer	2%



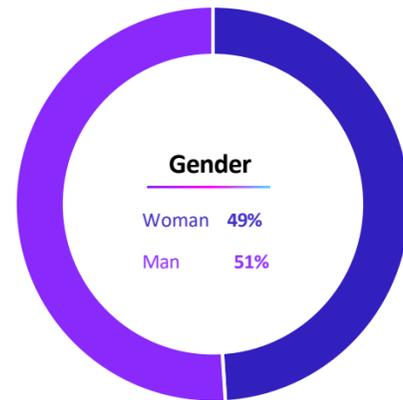
Girl and llama on the Isla del Sol, Bolivia



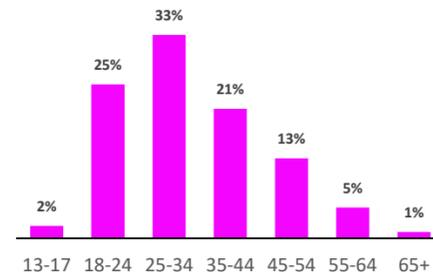
# Brazil

Panel Count

26,820



Age



Household Income

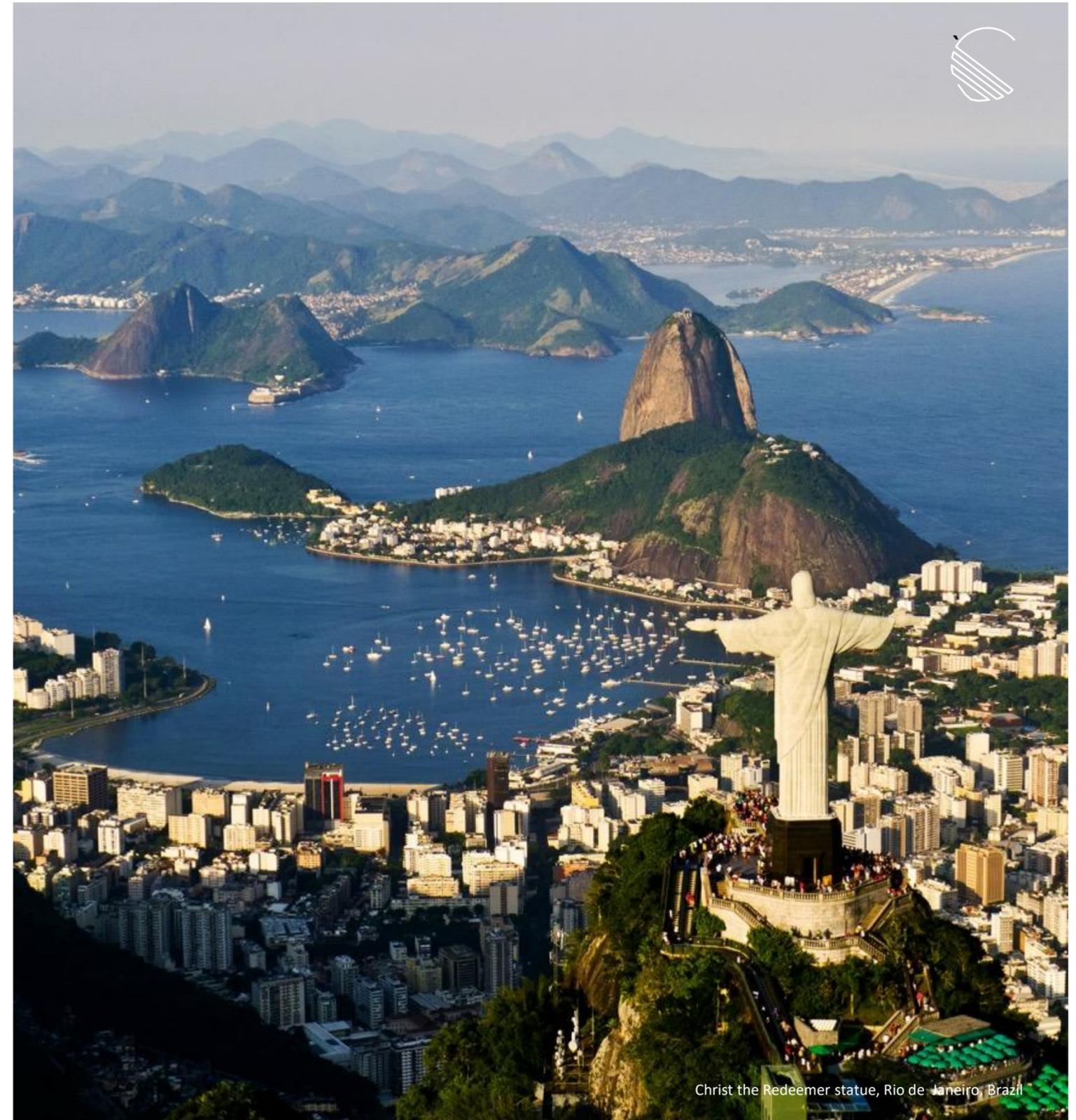
Less than 4,600 BRL	34%
4,600-9,299 BRL	13%
9,300-13,999 BRL	6%
14,000-18,999 BRL	6%
19,000-22,999 BRL	3%
23,000-27,999 BRL	5%
28,000-32,999 BRL	4%
33,000-36,999 BRL	4%
37,000-41,999 BRL	4%
42,000-46,999 BRL	3%
47,000-69,999 BRL	3%
70,000-93,999 BRL	3%
94,000-116,999 BRL	4%
117,000-175,999 BRL	2%
176,000-234,999 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%
117,000-175,999 BRL	2%

Region

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

Employment status

Full Time	63%
Part Time	12%
Self Employed	10%
Unemployed	4%
Home Maker	5%
Retired	2%



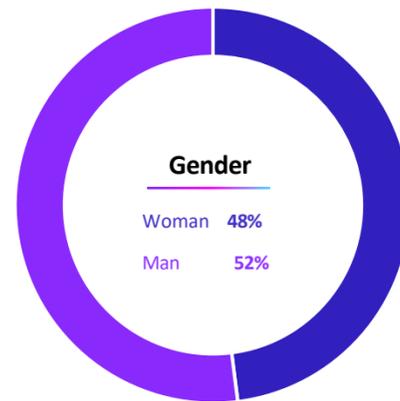
Christ the Redeemer statue, Rio de Janeiro, Brazil



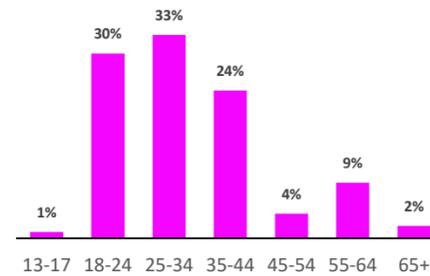
# Chile

Panel Count

25,392



Age



Household Income

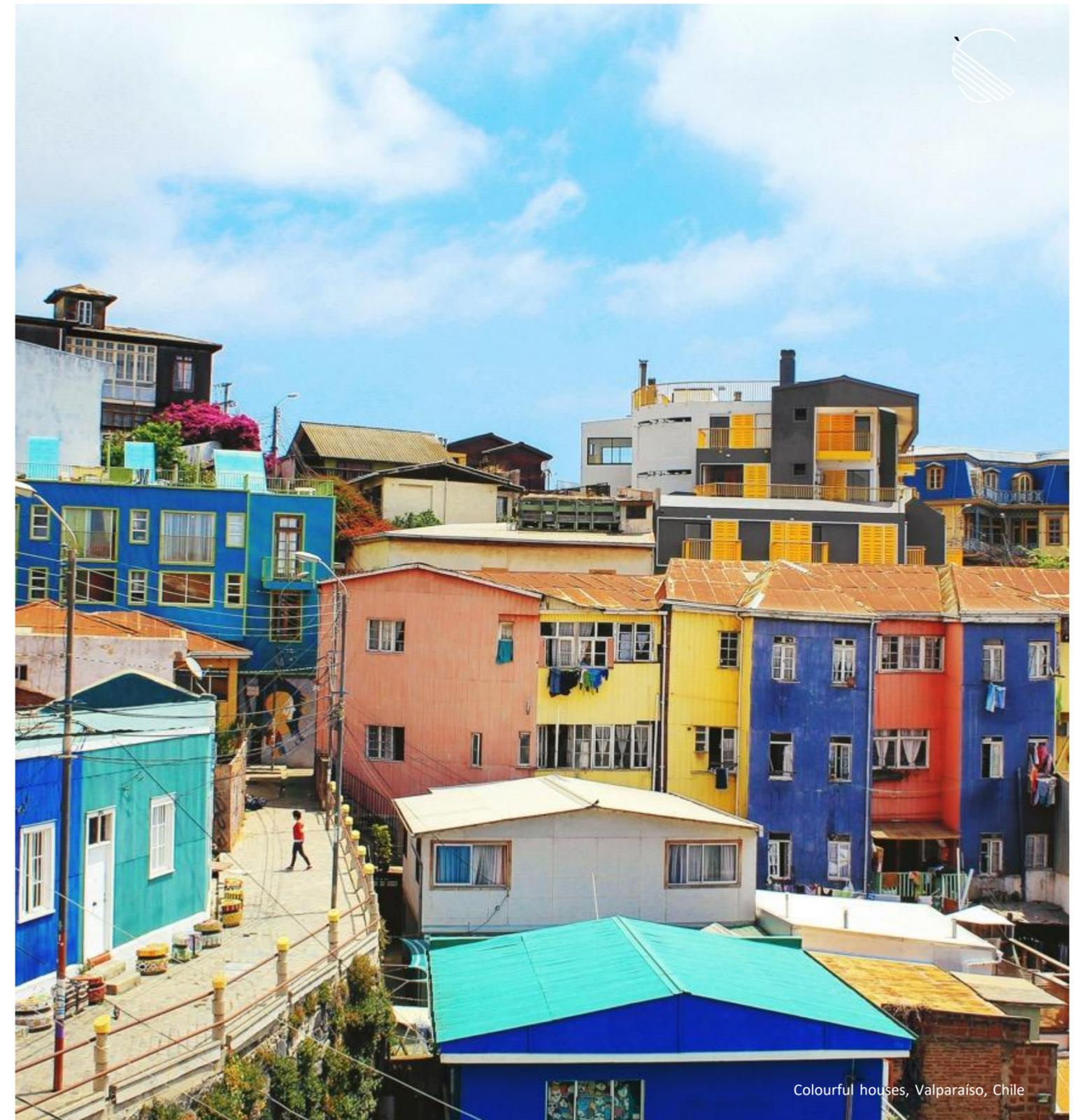
Less than 1,000,000 CLP	29%
1,000,001-3,000,000 CLP	19%
3,000,001-5,000,000 CLP	9%
5,000,001-7,000,000 CLP	6%
7,000,001-9,000,000 CLP	5%
9,000,001-15,000,000 CLP	9%
15,000,001-25,000,000 CLP	7%
25,000,001-35,000,000 CLP	3%
35,000,001-45,000,000 CLP	6%
45,000,001-50,000,000 CLP	1%
More than 50,000,001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

Region

North	59%
Metropolitan	21%
South	20%

Employment status

Full Time Employed	50%
Part Time Employed	10%
Self Employed	15%
Unemployed	9%
Home Makers	8%
Retired	7%
Prefer not to answer	1%

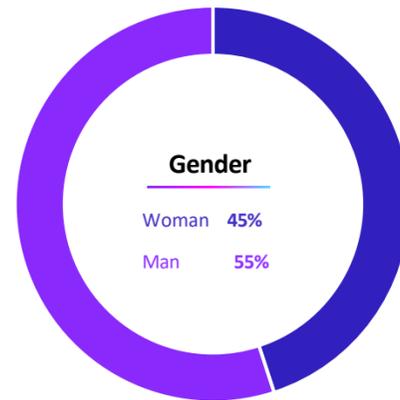


Colourful houses, Valparaíso, Chile

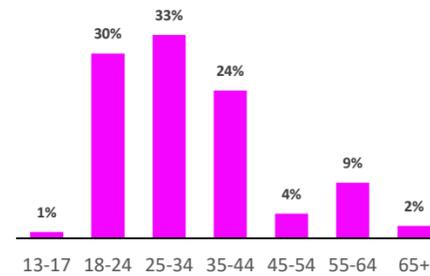
# Colombia

Panel Count

32,987



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%

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%

Employment status

Full Time Employed	25%
Part Time Employed	10%
Self Employed	25%
Unemployed	11%
Home Makers	15%
Retired	13%
Prefer not to answer	1%

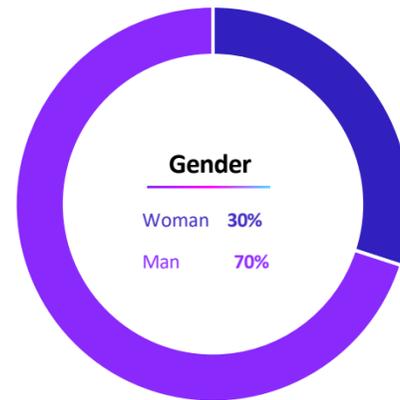


Cartagena, Colombia

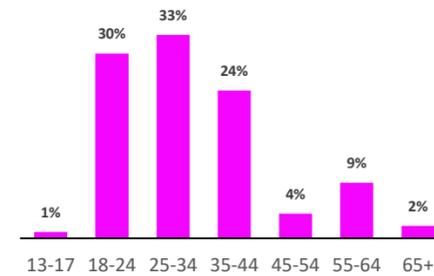
# Peru

Panel Count

55,695



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%

Region

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

Employment status

Full Time Employed	25%
Part Time Employed	17%
Self Employed	21%
Unemployed	7%
Home Makers	16%
Retired	13%
Prefer not to answer	1%



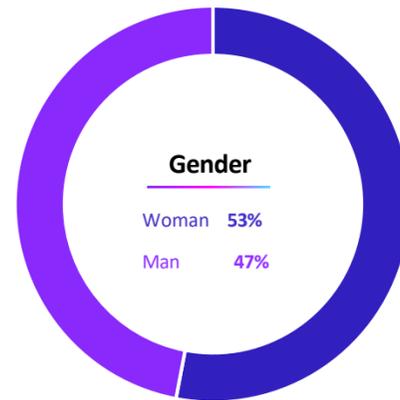
Macchu Picchu, Peru



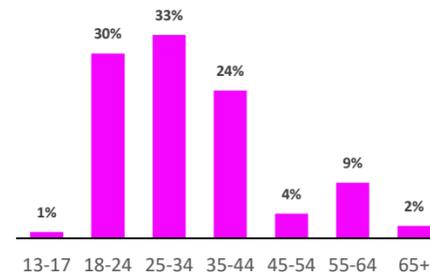
# Austria

Panel Count

35,148



Age



Household Income

Less than 15,000 EUR	25%
15,000 to 19,999 EUR	18%
20,000 to 29,999 EUR	17%
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%

Region

Burgenland	3%
Carinthia	6%
Lower Austria	19%
Salzburg	6%
Styria	14%
Tyrol	7%

Employment status

Full Time Employed	43%
Part Time Employed	16%
Self Employed	9%
Unemployed	6%
Home Makers	14%
Retired	11%
Prefer not to answer	1%

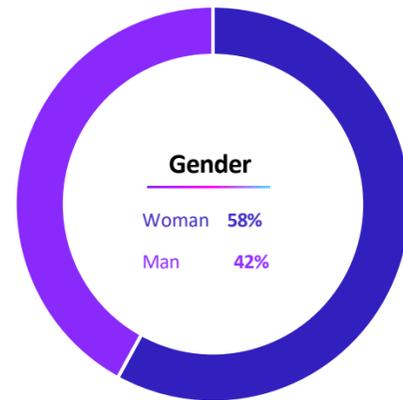


Hallstatt, Austria

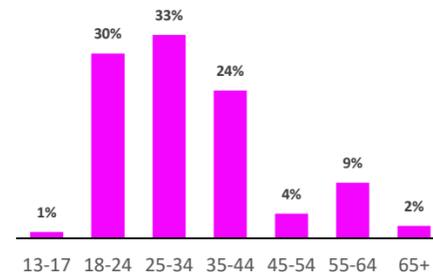
# Belgium

Panel Count

27,870



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 Answer	2%

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%

Employment status

Full Time Employed	40%
Part Time Employed	15%
Self Employed	10%
Unemployed	6%
Home Makers	15%
Retired	12%
Prefer not to answer	2%

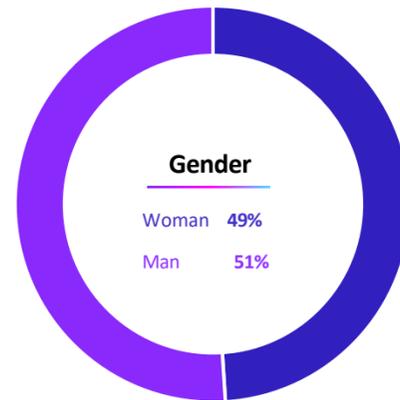


Blinde-Ezelstraat 3, Bruges, Belgium

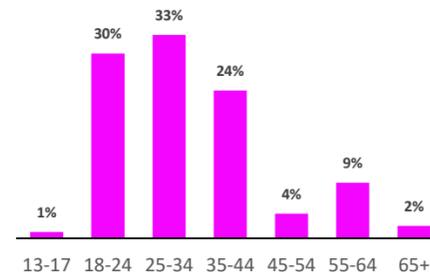
# Croatia

Panel Count

13,228



Age



## Household Income

Less than HRK 103,650	50%
HRK 103,650 – 172,725	20%
HRK 172,725 – 241,800	10%
HRK 241,850 – 338,590	6%
HRK 345,500 – 518,230	4%
HRK 518,230 – 691,060	4%
HRK 691,000 – 1,029,590	2%
HRK 1,036,500 – 1,377,090	2%
More than HRK 1,382,000	1%
Prefer Not to Answer	1%

## Region

City of Zagreb	20%
Split-Dalmatia	11%
Osijek-Baranja	7%
Primorje-Gorski Kotar	7%
Zagreb	8%
Zadar	4%
Varaždin	4%
Istria	5%
Vukovar-Srijem	4%
Sisak-Moslavina	4%
Slavonski Brod-Posavina	3%
Karlovac	3%
Bjelovar-Bilogora	3%
Koprivnica-Križevci	3%
Šibenik-Knin	2%
Dubrovnik-Neretva	3%

Međimurje	3%
Krapina-Zagorje	3%
Požega-Slavonia	2%
Virovitica-Podravina	2%
Lika-Senj	1%

## Employment status

Full Time Employed	44%
Part Time Employed	16%
Self Employed	8%
Unemployed	6%
Home Makers	14%
Retired	11%
Prefer not to answer	1%

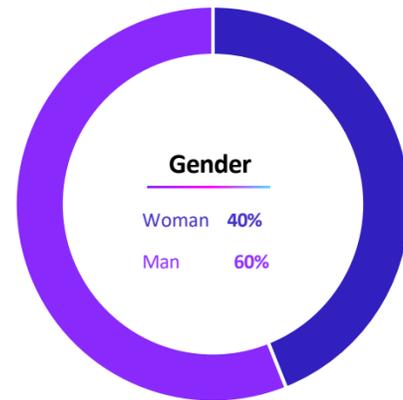


West Harbor, Dubrovnik, Croatia

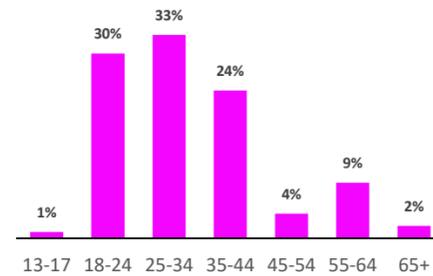
# Czech Republic

Panel Count

37,531



Age



Household Income

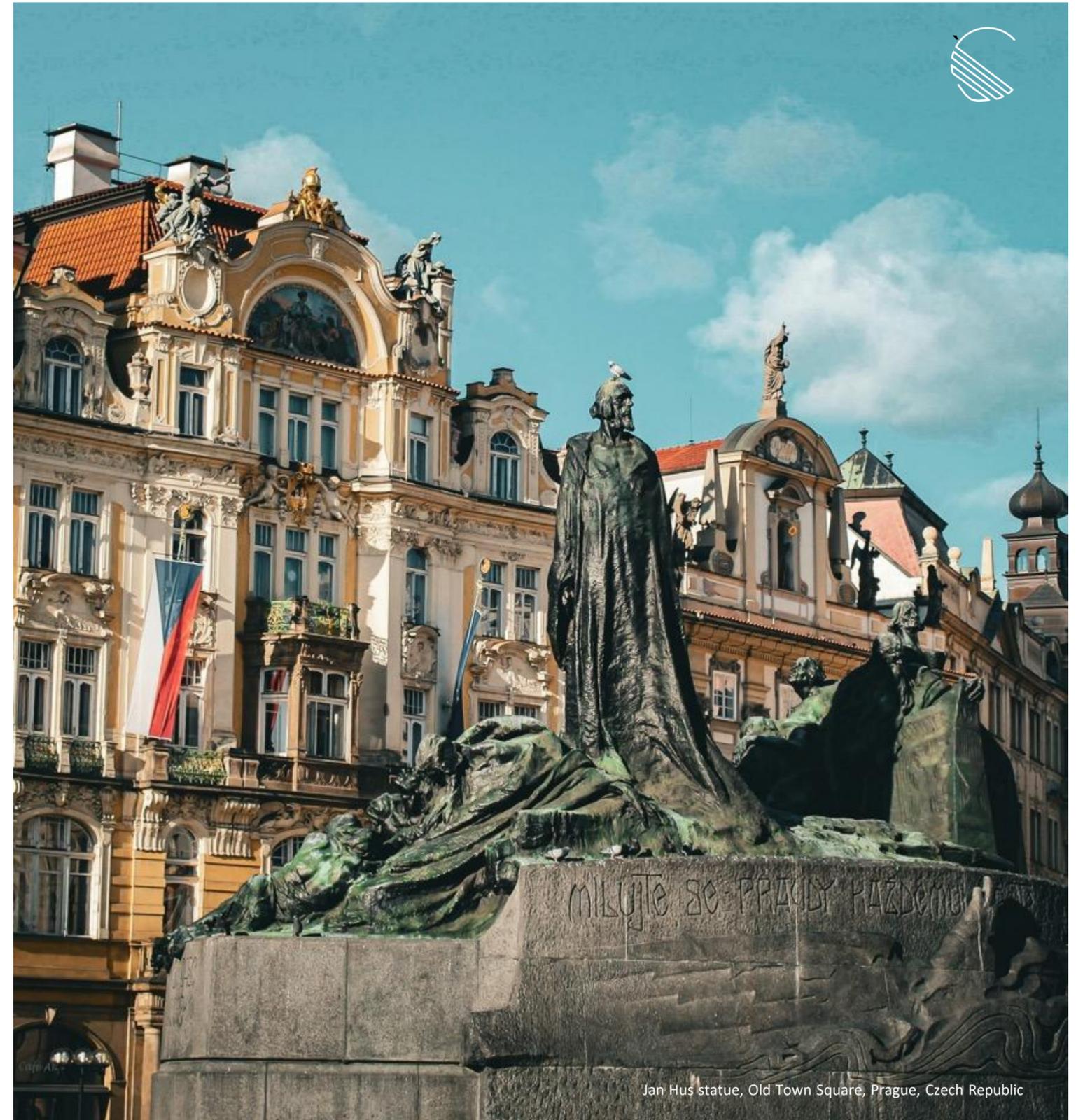
120,000-239,999 CZK	24%
240,000-359,999 CZK	23%
360,000-479,999 CZK	17%
480,000-599,999 CZK	10%
600,000-719,999 CZK	5%
720,000-840,00 CZK	4%
More than 840,000 CZK	1%
Prefer Not to Answer	2%

Region

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

Employment status

Full Time Employed	41%
Part Time Employed	16%
Self Employed	9%
Unemployed	6%
Home Makers	15%
Retired	12%
Prefer not to answer	1%

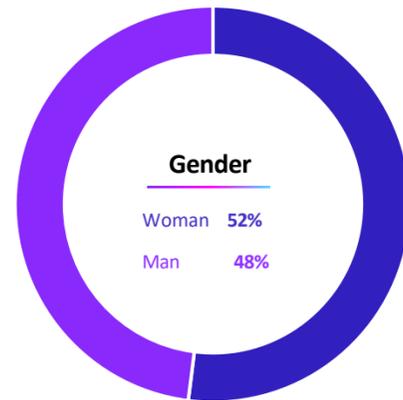


Jan Hus statue, Old Town Square, Prague, Czech Republic

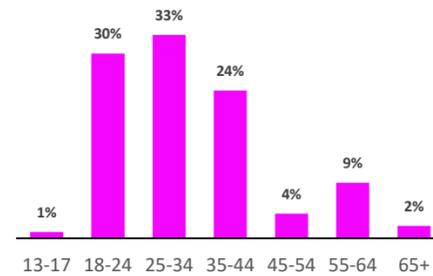
# Denmark

Panel Count

26,784



Age



Household Income

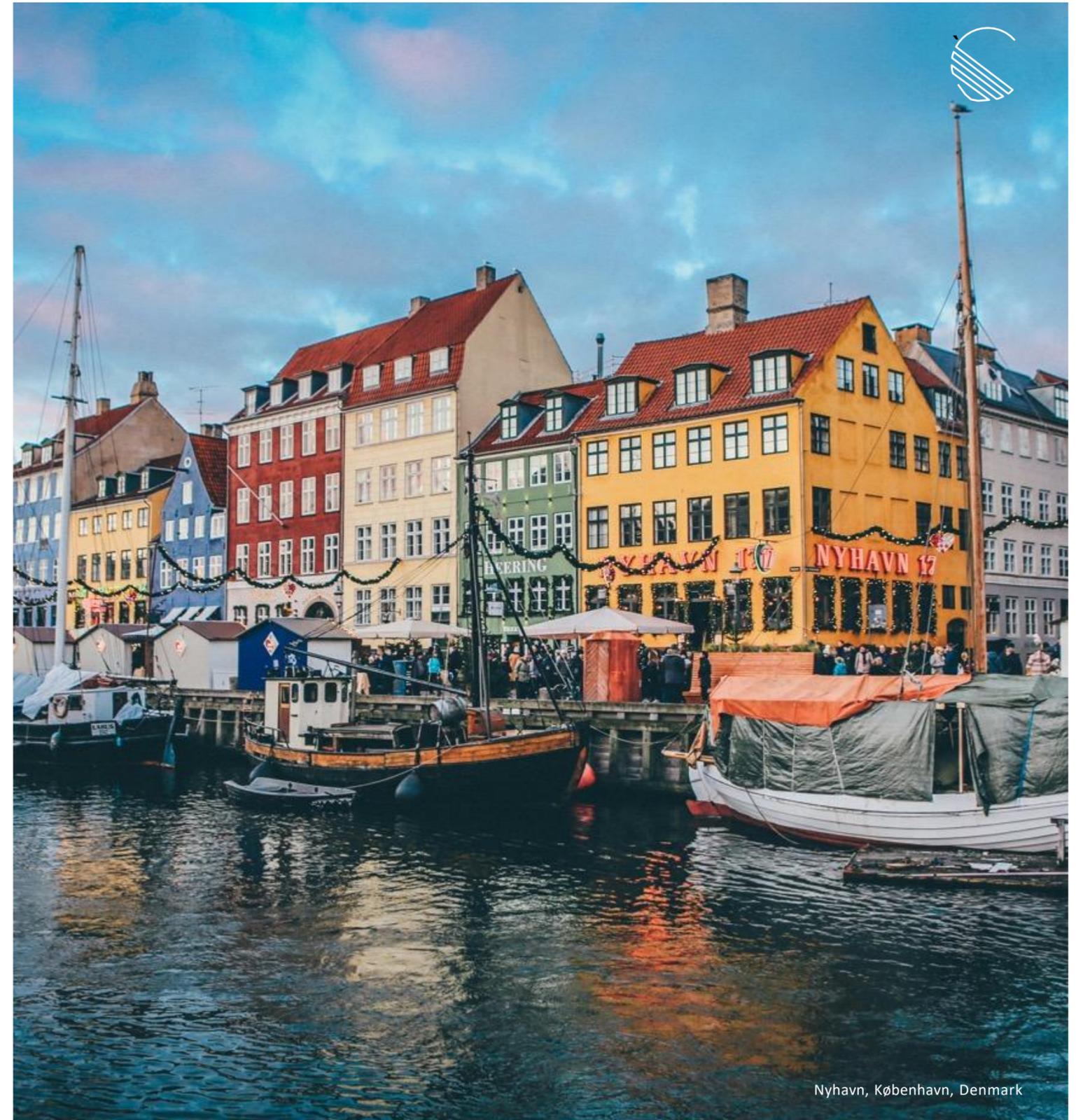
Less than 110,000 DKK	17%
110,000 to 219,999 DKK	19%
220,000 to 329,999 DKK	14%
330,000 to 439,999 DKK	12%
440,000 to 549,999 DKK	11%
550,000 to 659,999 DKK	12%
660,000 to 769,999 DKK	5%
770,000 to 880,000 DKK	4%
880,000 DKK+	3%
Prefer Not To Answer	3%

Region

Copenhagen Capital	30%
Region Central Jutland	25%
Region North Jutland 1	11%
Region South Denmark	19%
Region Zealand	15%

Employment status

Full Time Employed	25%
Part Time Employed	17%
Self Employed	21%
Unemployed	7%
Home Makers	17%
Retired	12%
Prefer not to answer	1%

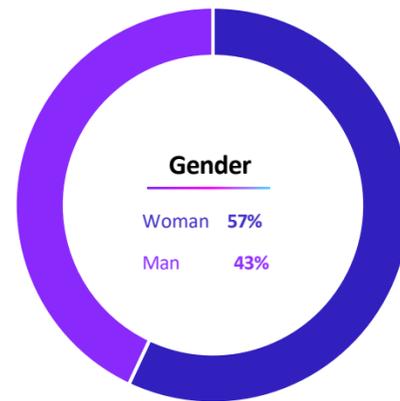


Nyhavn, København, Denmark

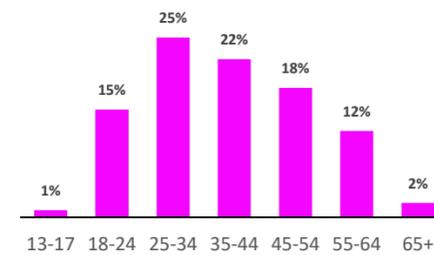
# Finland

Panel Count

16,414



Age



Household Income

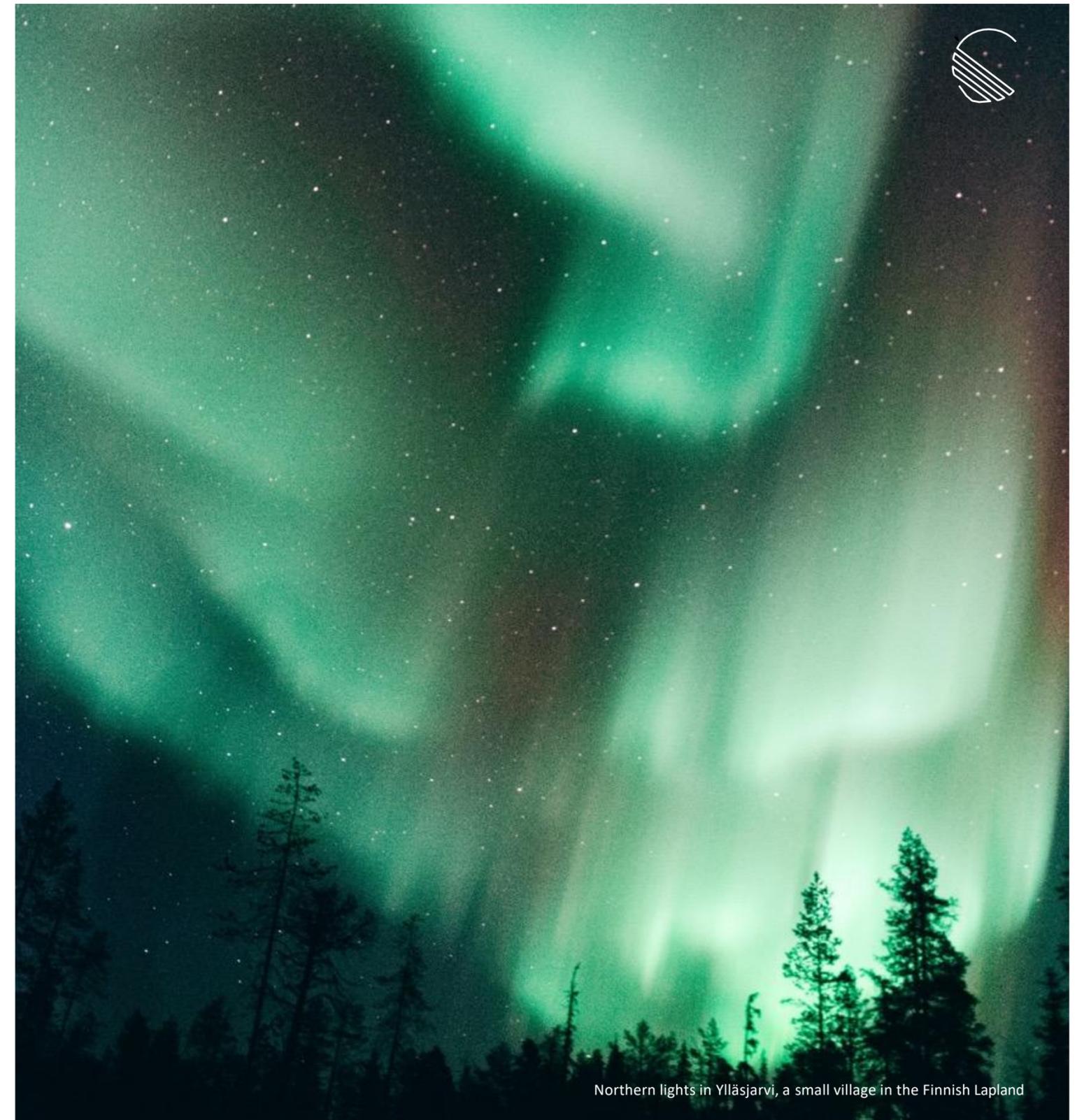
Household Income	Percentage
Less than 20,000 EUR	32%
20,000 to 39,999 EUR	33%
40,000 to 59,999 EUR	16%
60,000 to 79,999 EUR	10%
80,000 to 99,999 EUR	5%
100,000 to 150,000 EUR	1%
150,000 EUR+	1%
Prefer Not To Answer	2%

Region

Region	Percentage
North Ostrobothnia	6%
Pirkanmaa	7%
Uusimaa	22%
Varsinais Suomi	11%
Other	54%

Employment status

Employment status	Percentage
Full Time Employed	44%
Part Time Employed	22%
Self Employed	12%
Unemployed	3%
Home Makers	10%
Retired	8%
Prefer not to answer	1%

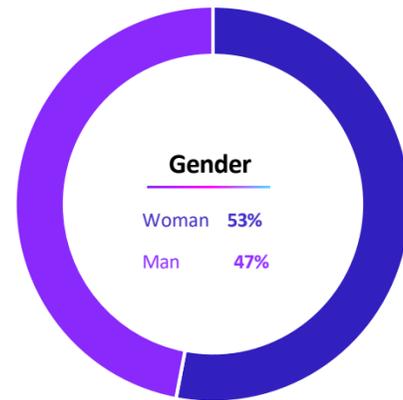


Northern lights in Ylläsjarvi, a small village in the Finnish Lapland

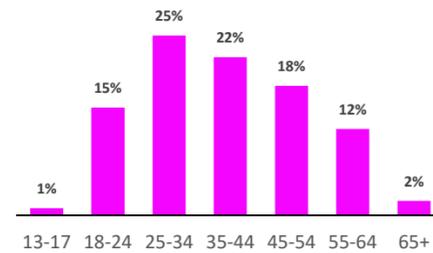
# France

Panel Count

59,571



Age



Household Income

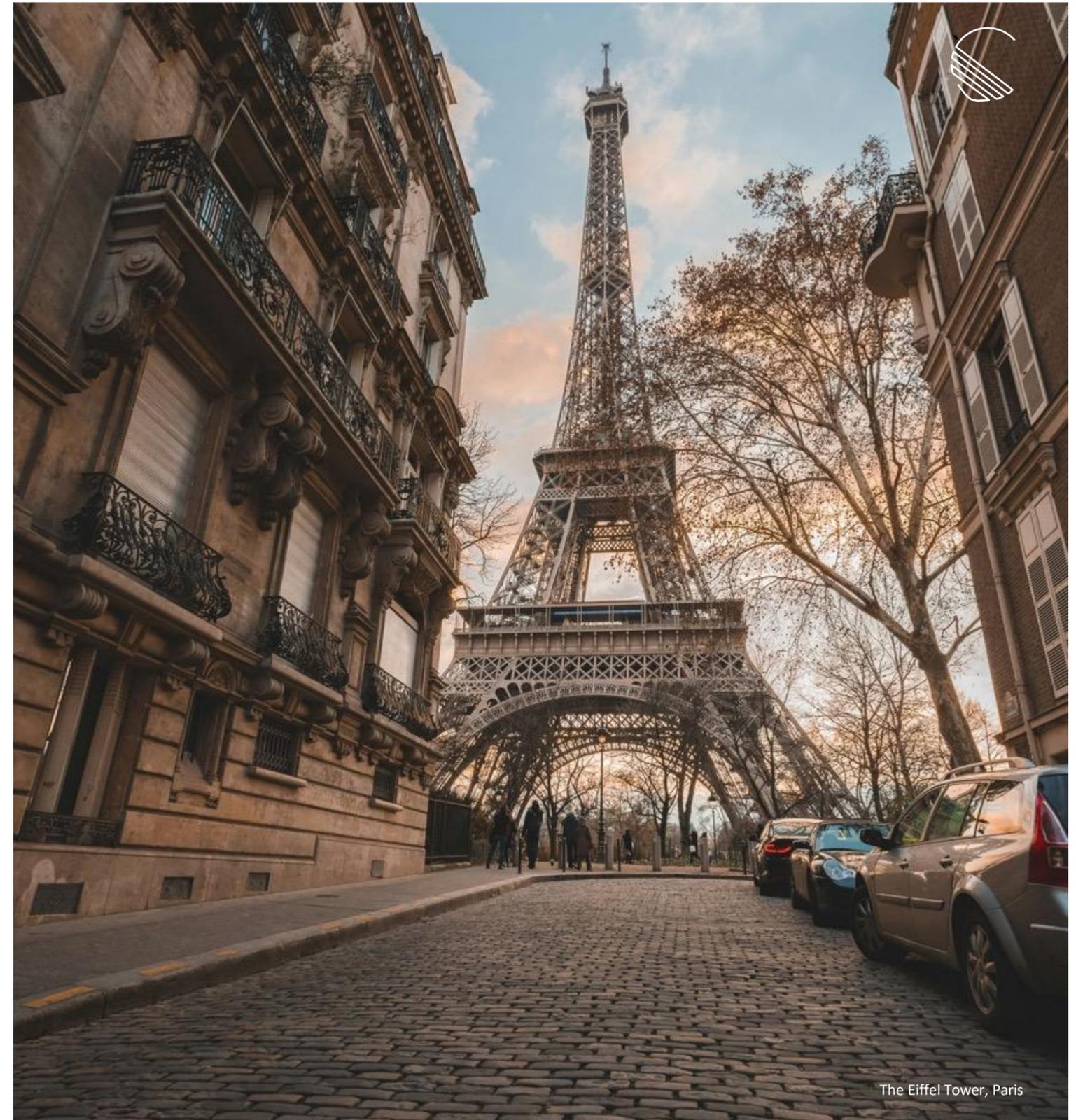
Les than 13,000 EUR	14%
13,001-26,000 EUR	30%
26,001-52,000 EUR	36%
52,001-80,000 EUR	9%
80,001-105,000 EUR	3%
More than 105,000 EUR	2%
Prefer not to answer	6%

Region

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

Employment status

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

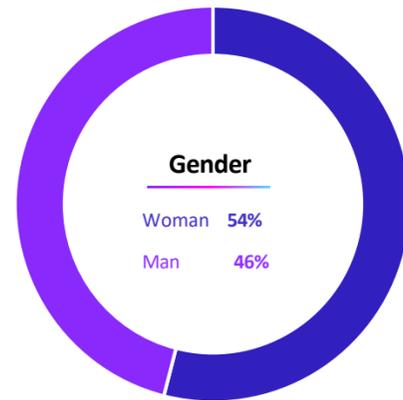


The Eiffel Tower, Paris

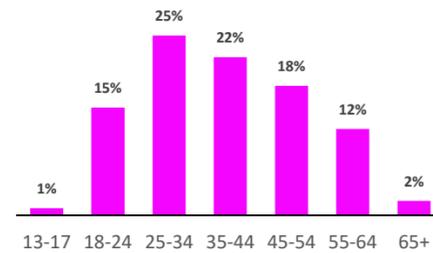
# Germany

Panel Count

70,432



Age



Household Income

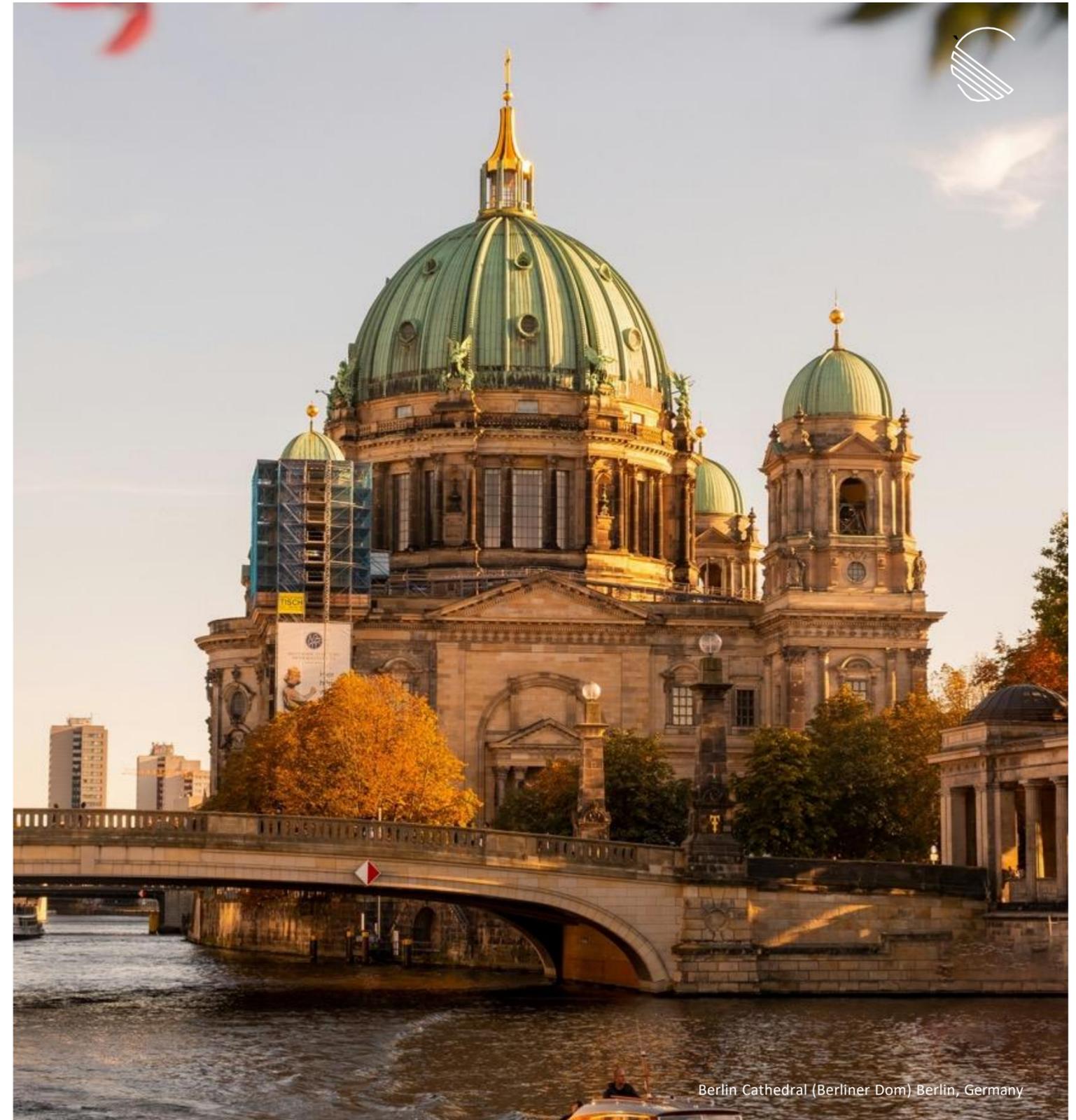
Less than 13,000 EUR	22%
13,001-26,000 EUR	26%
=26,001-52,000 EUR	29%
52,001-80,000 EUR	12%
80,001-105,000 EUR	5%
More than 105,000 EUR	3%
Prefer Not to Answer	3%

Region

Baden-Württemberg	11%
Bayern	10%
Berlin	6%
Hamburg	1%
Hessen	3%
Mecklenburg-Vorpommern	5%
Niedersachsen	20%
Nordrhein Westfalen	20%
Rheinland Pfalz	5%
Saarland	1%
Sachen	5%
Sachen-Anhalt	3%
SchleswigHolstein	4%
Thüringen	3%

Employment status

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

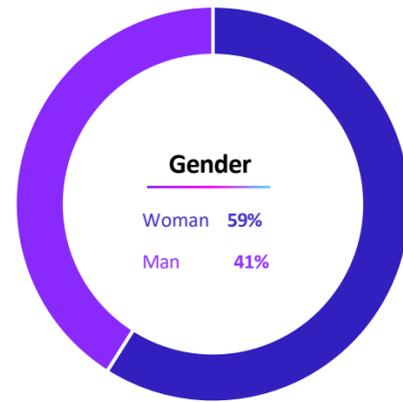


Berlin Cathedral (Berliner Dom) Berlin, Germany

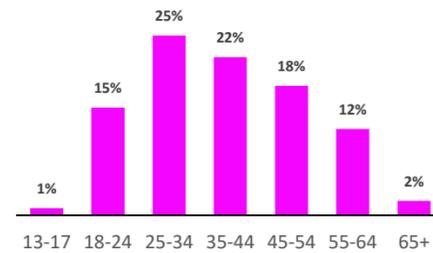
# Greece

Panel Count

42,472



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%

Region

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

Employment status

Full Time Employed	46%
Part Time Employed	19%
Self Employed	13%
Home Maker	7%
Unemployed	6%
Retired	6%
Prefer not to answer	3%

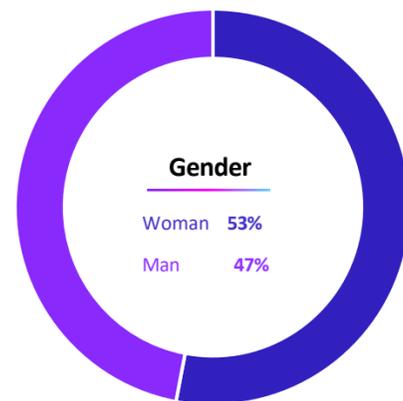


Mykonos, Greece

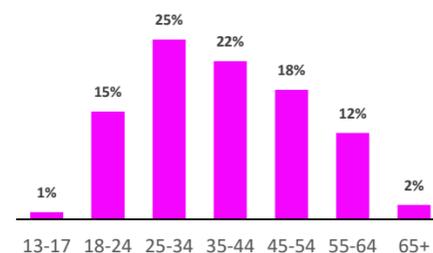
# Hungary

Panel Count

25,304



Age



Household Income

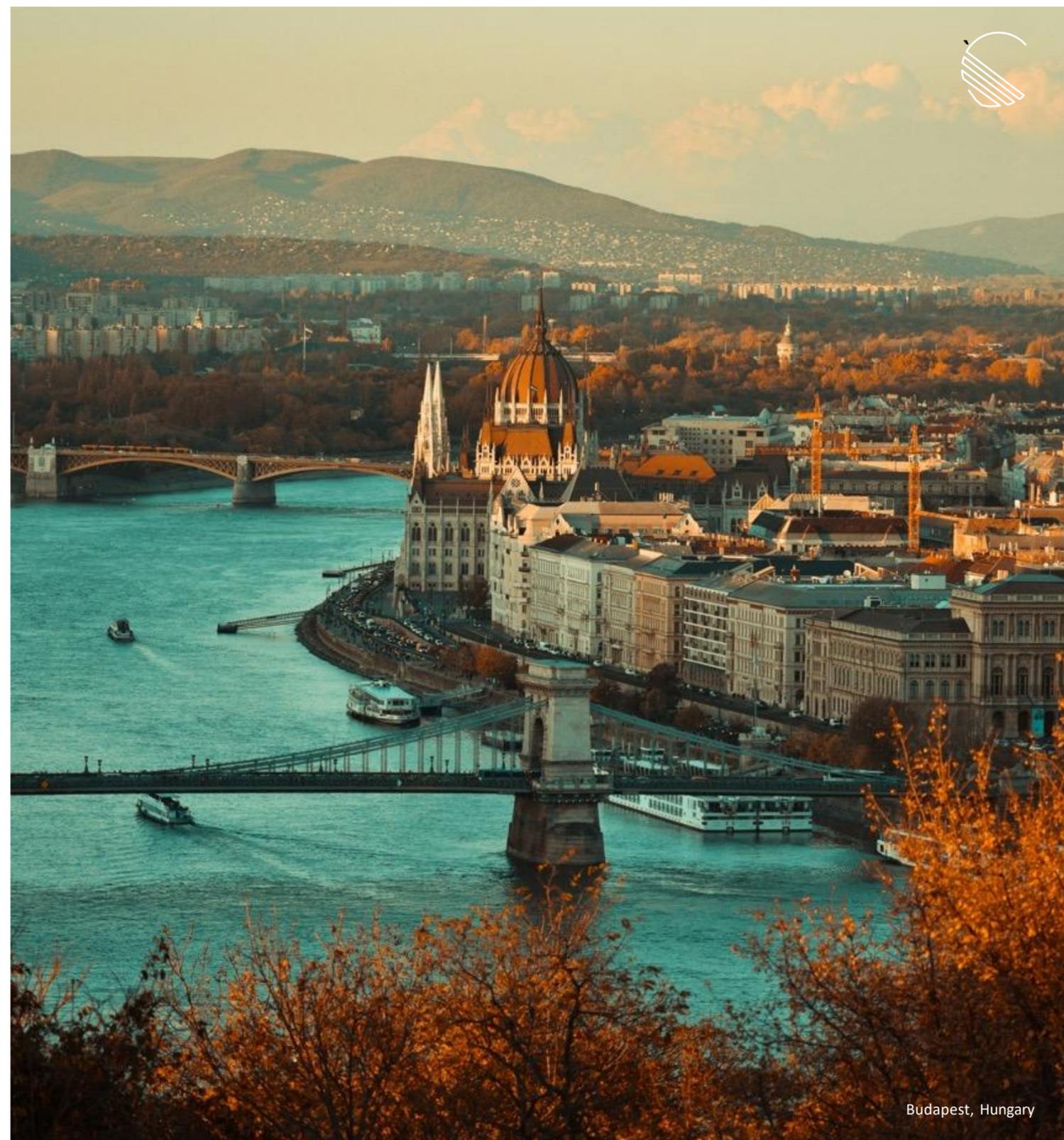
- Less than 200,000 HUF
- 200,000 to 399,999 HUF
- 400,000 to 899,999 HUF
- 900,000 to 1,499,999 HUF
- 1,500,000 to 2,499,999 HUF
- 2,500,000 to 3,499,999 HUF
- 3,500,000 to 4,500,000 HUF
- 4,500,000 HUF+
- Prefer Not to Answer

Region

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

Employment status

- Full Time Employed **47%**
- Part Time Employed **9%**
- Self Employed **9%**
- Unemployed **5%**
- Home Makers **18%**
- Retired **11%**
- Prefer not to answer **1%**

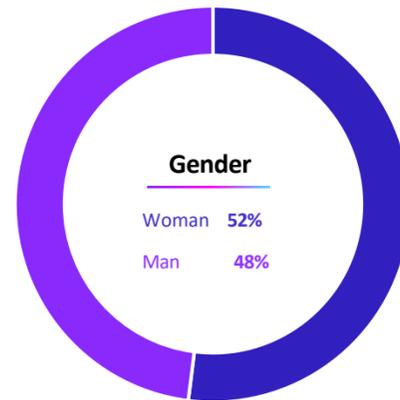


Budapest, Hungary

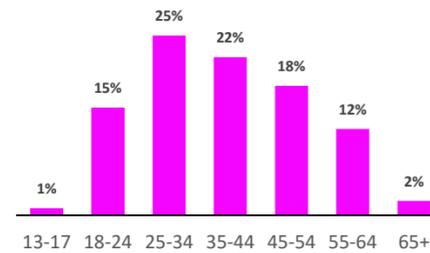
# Ireland

Panel Count

25,304



Age



Household Income

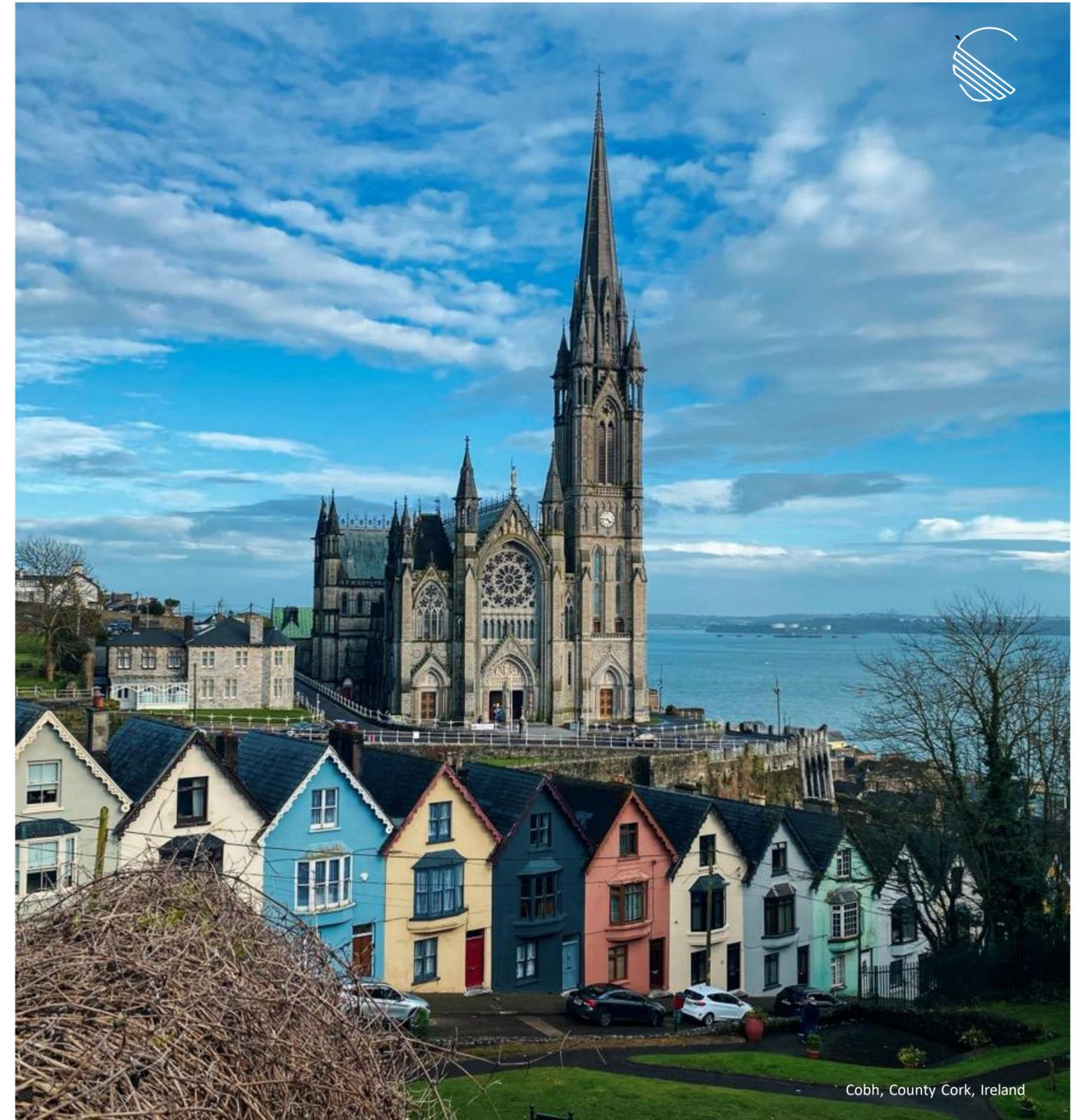
Less than 20,000 EUR	26%
20,000 to 39,999 EUR	32%
40,000 to 59,999 EUR	19%
60,000 to 79,999 EUR	12%
80,000 to 99,999 EUR	4%
100,000 to 250,000 EUR	3%
250,000 EUR +	2%
Prefer Not To Answer	2%

Region

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

Employment status

Full Time Employed	55%
Part Time Employed	11%
Self Employed	10%
Unemployed	4%
Home Makers	10%
Retired	8%
Prefer not to answer	2%

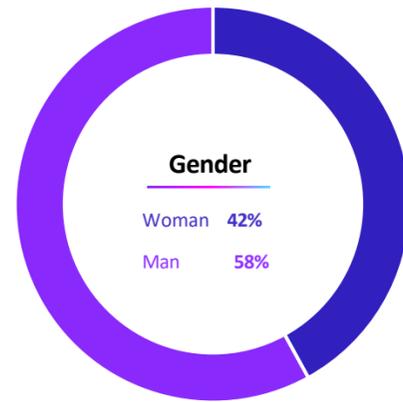


Cobh, County Cork, Ireland

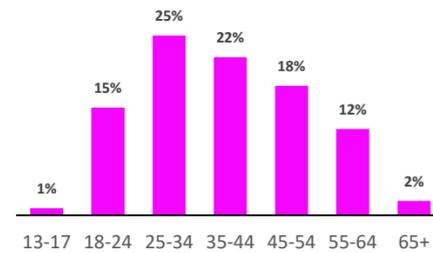
# Italy

Panel Count

55,683



Age



Household Income

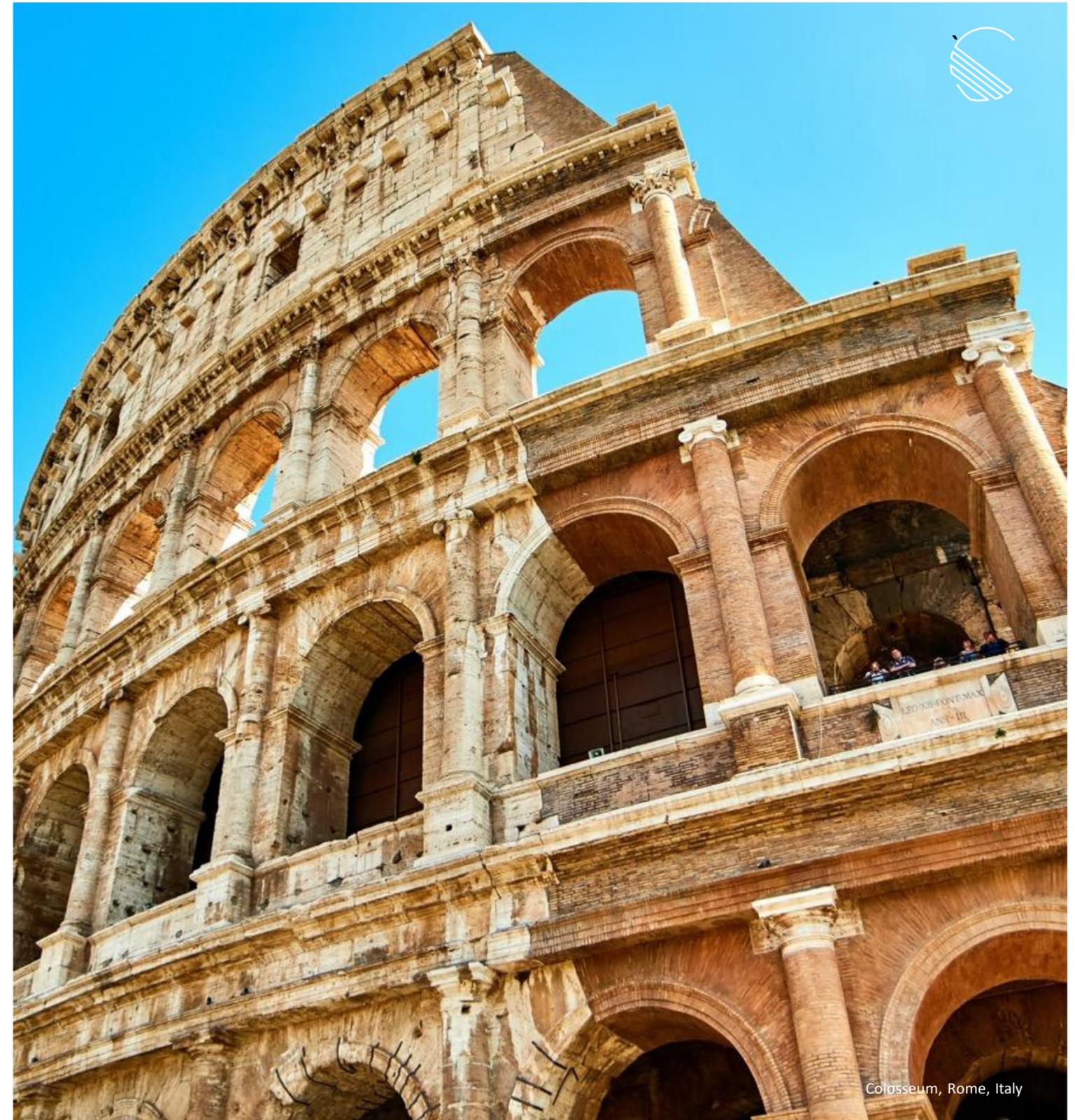
Less than 13,000 EUR	15%
13,001-26,000 EUR	27%
26,001-52,000 EUR	34%
52,001-80,000 EUR	12%
80,001-105,000 EUR	4%
More than 105,000 EUR	2%
Prefer not to say	6%

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	8%
Umbria	2%
Venetia	7%

Employment status

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



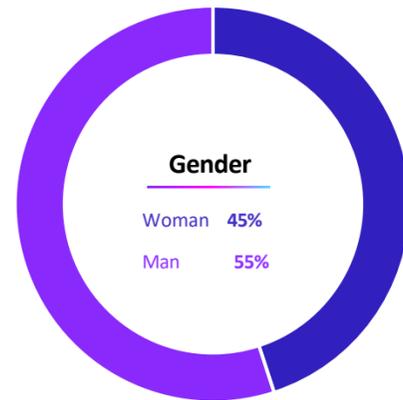
Colosseum, Rome, Italy



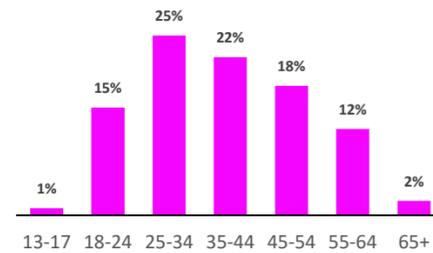
# Luxembourg

Panel Count

33,416



Age



Household Income

Less than €10,350	4%
€10,350 – €17,250	17%
€17,250 – €24,300	22%
€24,300 – €34,000	15%
€34,000 – €52,500	15%
€52,500 – €69,000	7%
€69,000 – €103,500	7%
€103,500 – €138,000	6%
More than €138,000	5%
Prefer Not to Answer	2%

Region

Luxembourg	31%
Esch-sur-Alzette	28%
Capellen	8%
Mersch	6%
Diekirch	5%
Grevenmacher	5%
Remich	4%
Redange	3%
Clervaux	3%
Echternach	3%
Wiltz	3%
Vianden	1%

Employment status

Full Time Employed	50%
Part Time Employed	15%
Self Employed	5%
Unemployed	5%
Home Makers	11%
Retired	12%
Prefer not to answer	2%

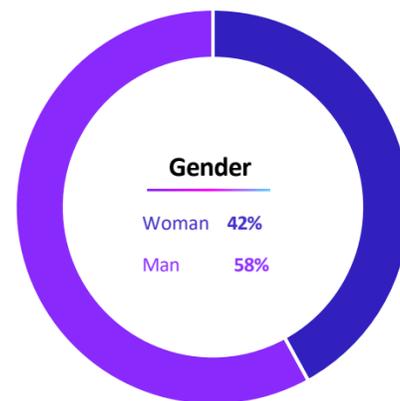


Adolphe Bridge, Luxembourg

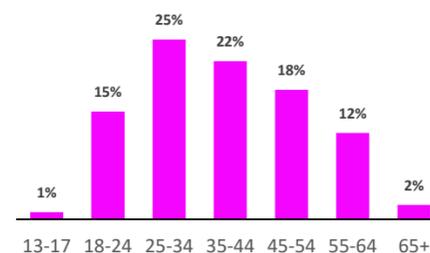
# Netherlands

Panel Count

57,471



Age



Household Income

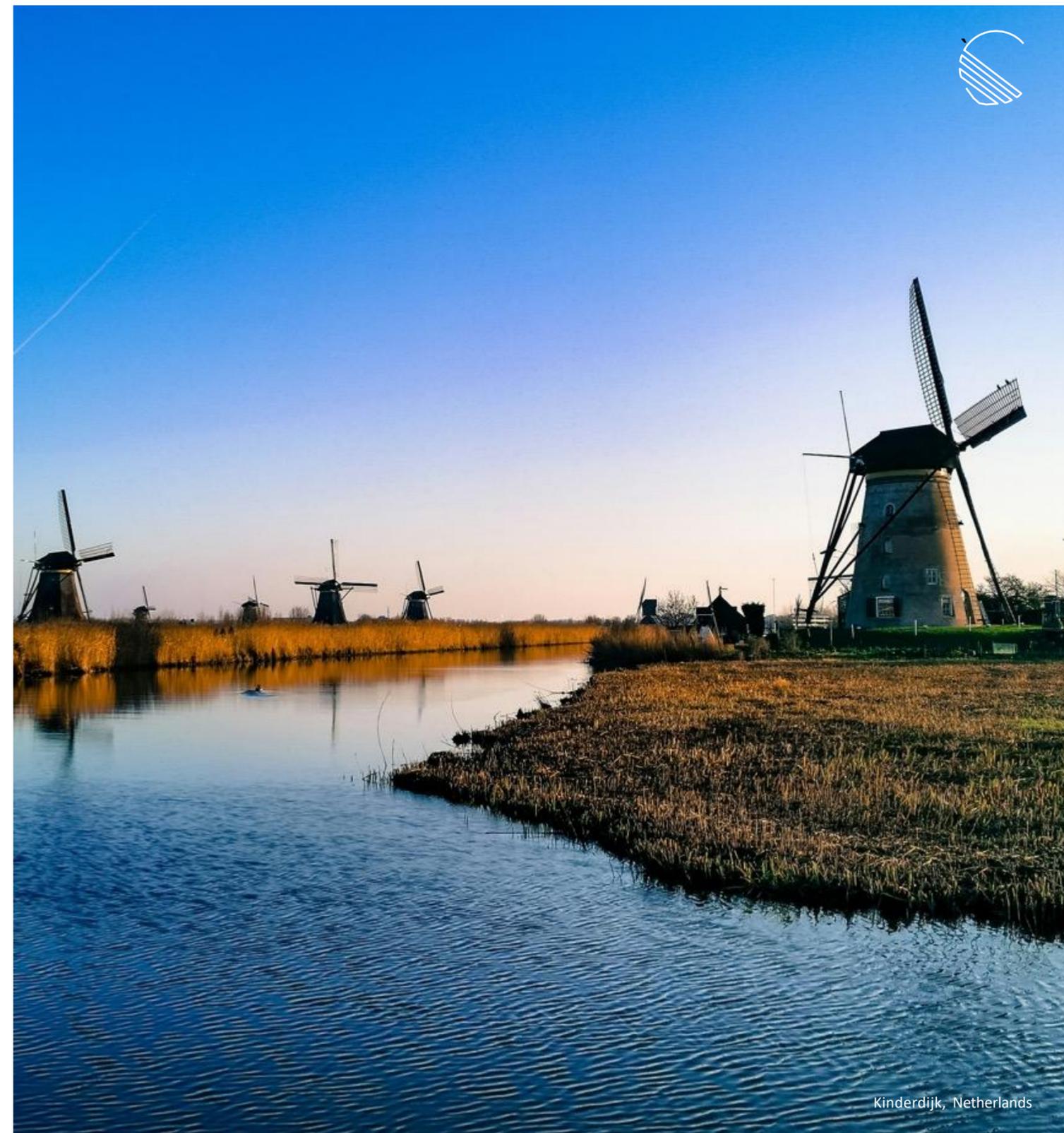
Less than 20,000 EUR	24%
20,000 to 39,999 EUR	37%
40,000 to 59,999 EUR	21%
60,000 to 79,999 EUR	9%
80,000 to 99,999 EUR	3%
100,000 to 150,000 EUR	3%
150,000 EUR+	1%
Prefer Not To Answer	2%

Region

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

Employment status

Full Time Employed	40%
Part Time Employed	15%
Self Employed	8%
Unemployed	6%
Home Makers	15%
Retired	14%
Prefer not to answer	2%

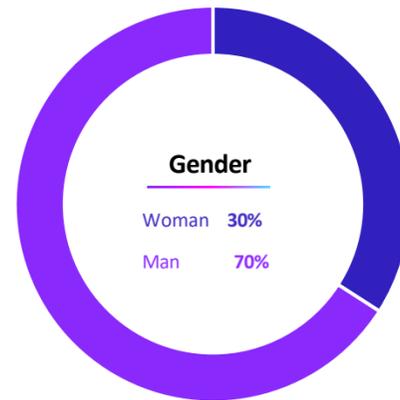


Kinderdijk, Netherlands

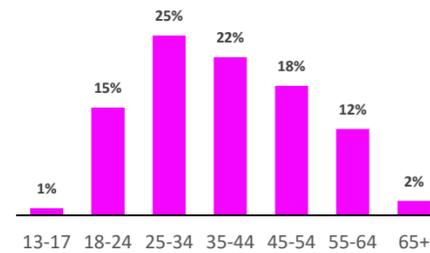
# Norway

Panel Count

24,181



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%

Region

Oslo	13%
Akershus	12%
Vestland	12%
Rogaland	9%
Trøndelag	9%
Innlandet	7%
Østfold	6%
Buskerud	5%
Møre og Romsdal	5%
Nordland	4%
Troms	3%
Agder	6%
Telemark	3%
Vestfold	4%
Finnmark	1%
Svalbard	1%

Employment status

Full Time Employed	35%
Part Time Employed	10%
Self Employed	25%
Unemployed	5%
Home Makers	11%
Retired	12%
Prefer not to answer	2%

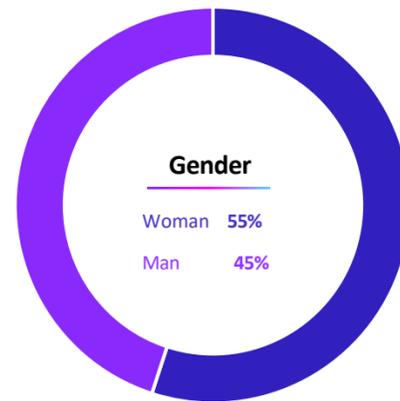


Lofoten Islands, Svolvær, Norway

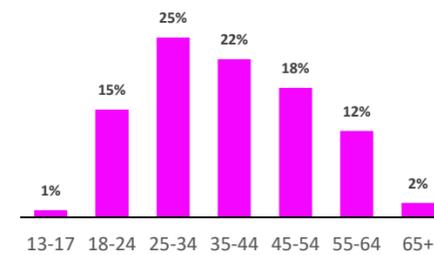
# Poland

Panel Count

35,544



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%

Region

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

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%

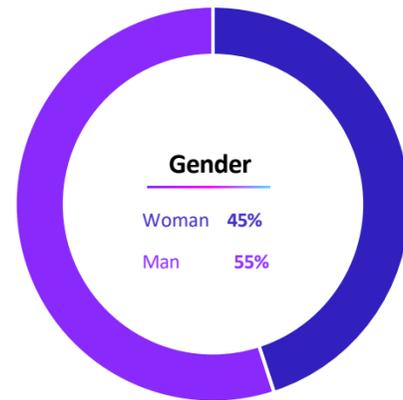


Palace of Culture and Science, PKiN, Warsaw Poland

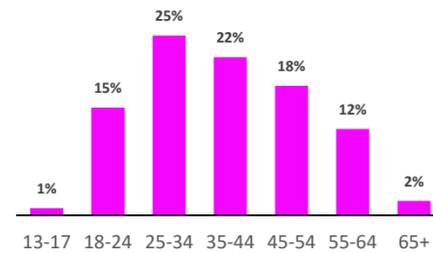
# Portugal

Panel Count

33,744



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%

Region

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

Employment status

Full Time Employed	50%
Part Time Employed	10%
Self Employed	15%
Unemployed	9%
Home Makers	8%
Retired	7%
Prefer not to answer	1%

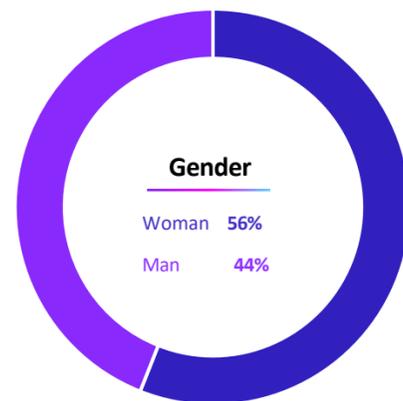


Tram on the road, Lisbon, Portugal

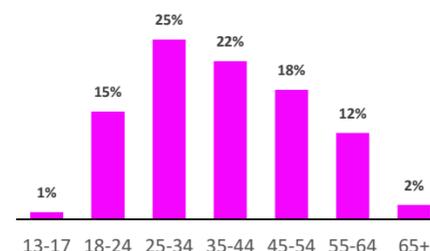
# Romania

Panel Count

23,943



Age



Household Income

Les than 6,000 RON	25%
6,000ot 19,9 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%

Region

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

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%

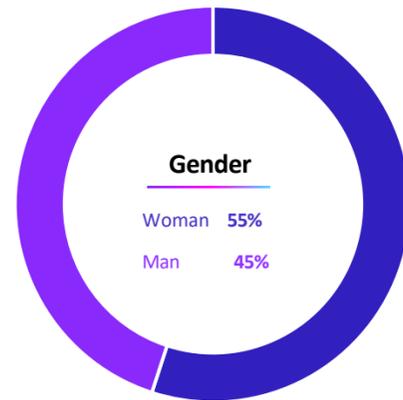


Peles Castle, Romania

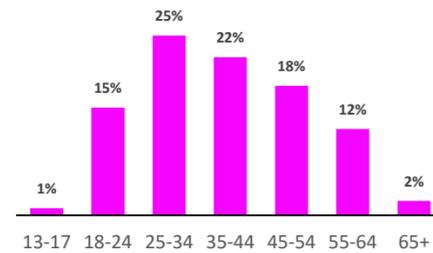
# Russia

Panel Count

24,669



Age



Household Income

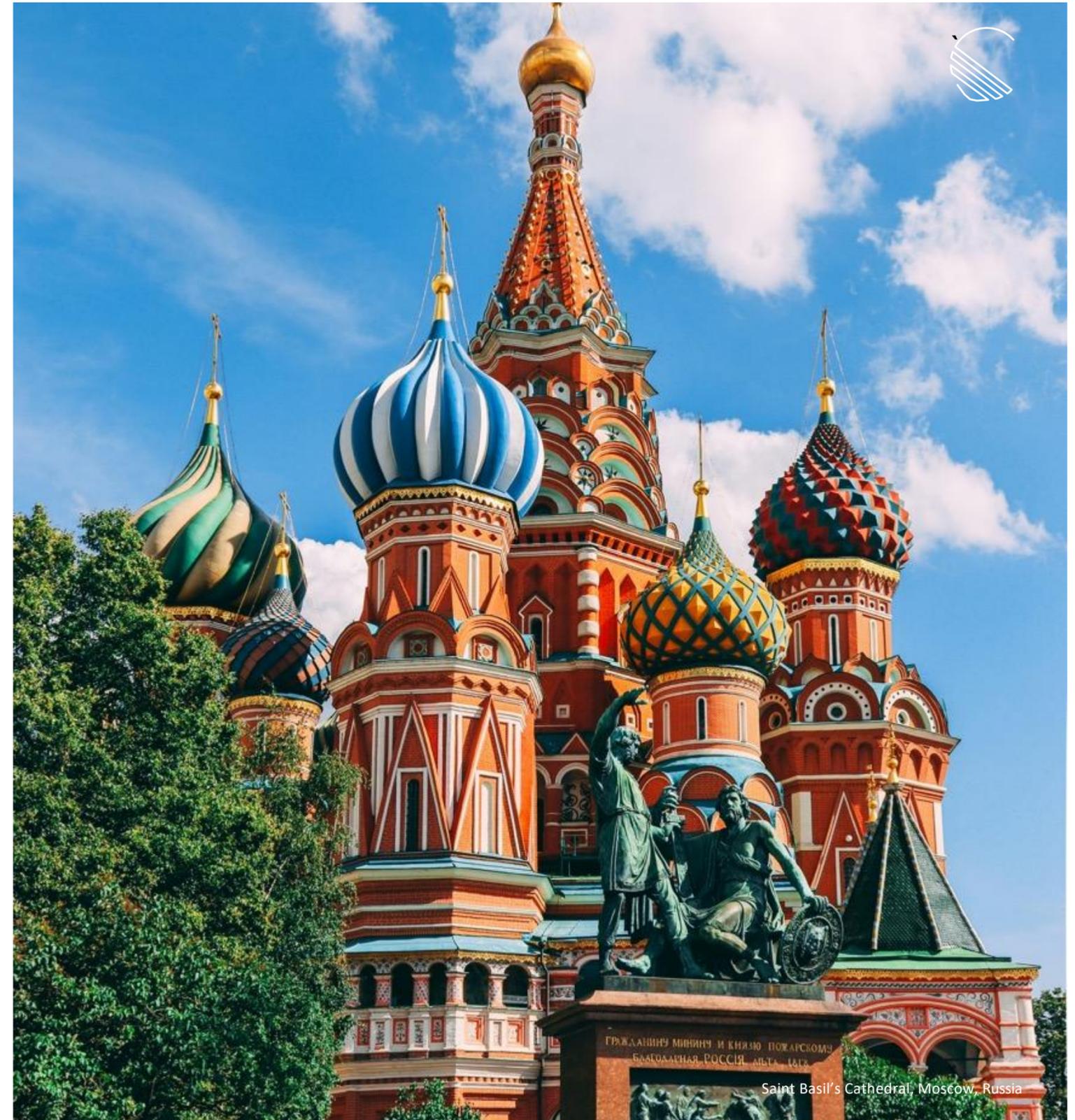
Less than 100,000 RUB	46%
100,001 to 200,000 RUB	13%
200,001 to 300,000 RUB	8%
300,001 to 400,000 RUB	9%
400,001 to 500,000 RUB	6%
500,001 to 1,000,000 RUB	10%
More than 1,000,000 RUB	4%
Prefer not to say	4%

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%

Employment status

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

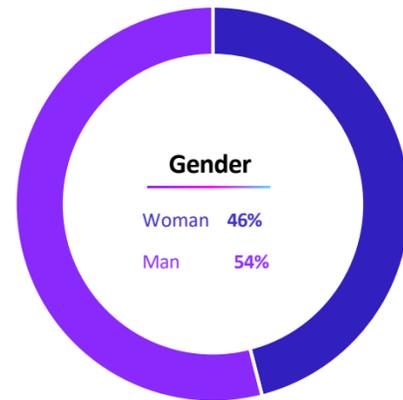


Saint Basil's Cathedral, Moscow, Russia

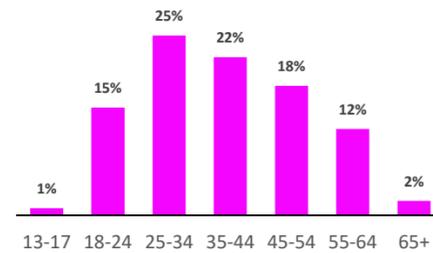
# Spain

Panel Count

56,595



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%
Morethan105,000 EUR	2%
Prefer not to answer	4%

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	1%
Galicia	5%
Illes Balears	2%
La Rioja	1%
País Vasco	4%
Principado deAsturias	2%
Región de Murcia	3%

Employment status

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

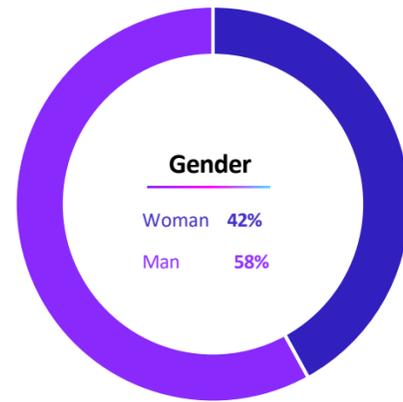


Old Town, Calp, Spain

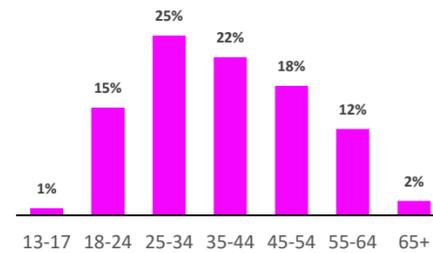
# Sweden

Panel Count

32,301



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%

Region

Blekinge	3%
Dalarna	3%
Gotland	2%
Gavleborg	4%
Halland	2%
Jamtland	2%
Jonkoping	3%
Kalmar	3%
Kronoberg	3%
Norbotten	3%
Skane	2%
Stockholm	11%
Sodermanland	24%
Uppsala	3%
Varmland	3%
Vasterbotten	3%

Vasternorrland	3%
Vastmanland	2%
Vastra Gotaland	2%
Orebro	13%
Ostergotland	6%

Employment status

Full Time Employed	25%
Part Time Employed	10%
Self Employed	25%
Unemployed	11%
Home Makers	15%
Retired	13%
Prefer not to answer	1%



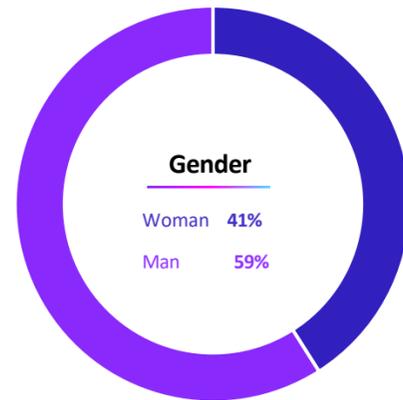
Väderöarna, Sweden



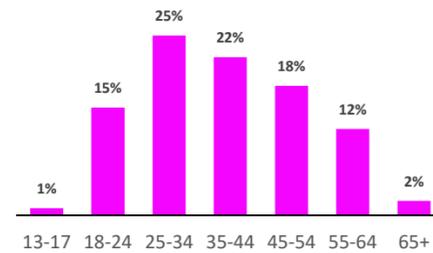
# Switzerland

Panel Count

33,744



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%

Region

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

Employment status

Full Time Employed	25%
Part Time Employed	17%
Self Employed	21%
Unemployed	7%
Home Makers	16%
Retired	13%
Prefer not to answer	1%

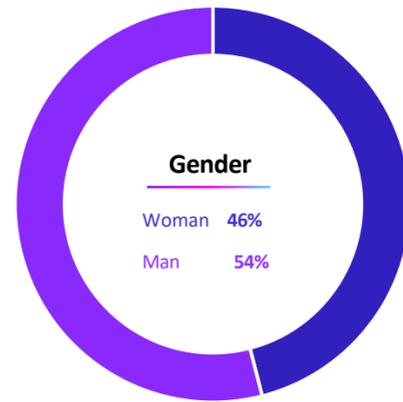


Titlis Mount, Switzerland

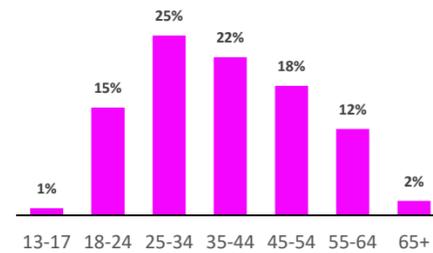
# Turkey

Panel Count

46,042



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%
60,000-79,999 YTL	9%
More than 80,000 YTL	5%
Prefer Not to Answer	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%

Employment status

Full Time Employed	45%
Part Time Employed	15%
Self Employed	8%
Unemployed	6%
Home Makers	14%
Retired	11%
Prefer not to answer	1%

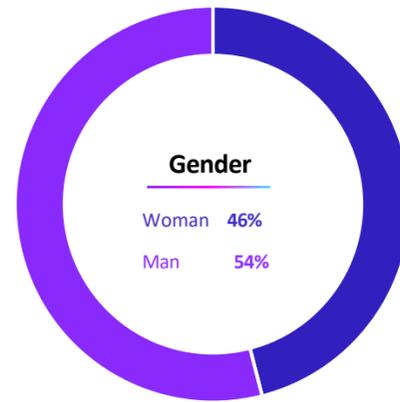


Galata Tower, Beyoğlu, Istanbul, Turkey

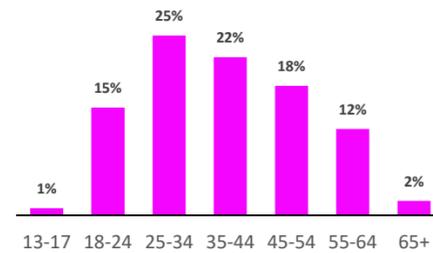
# UK

Panel Count

173,208



Age



Household Income

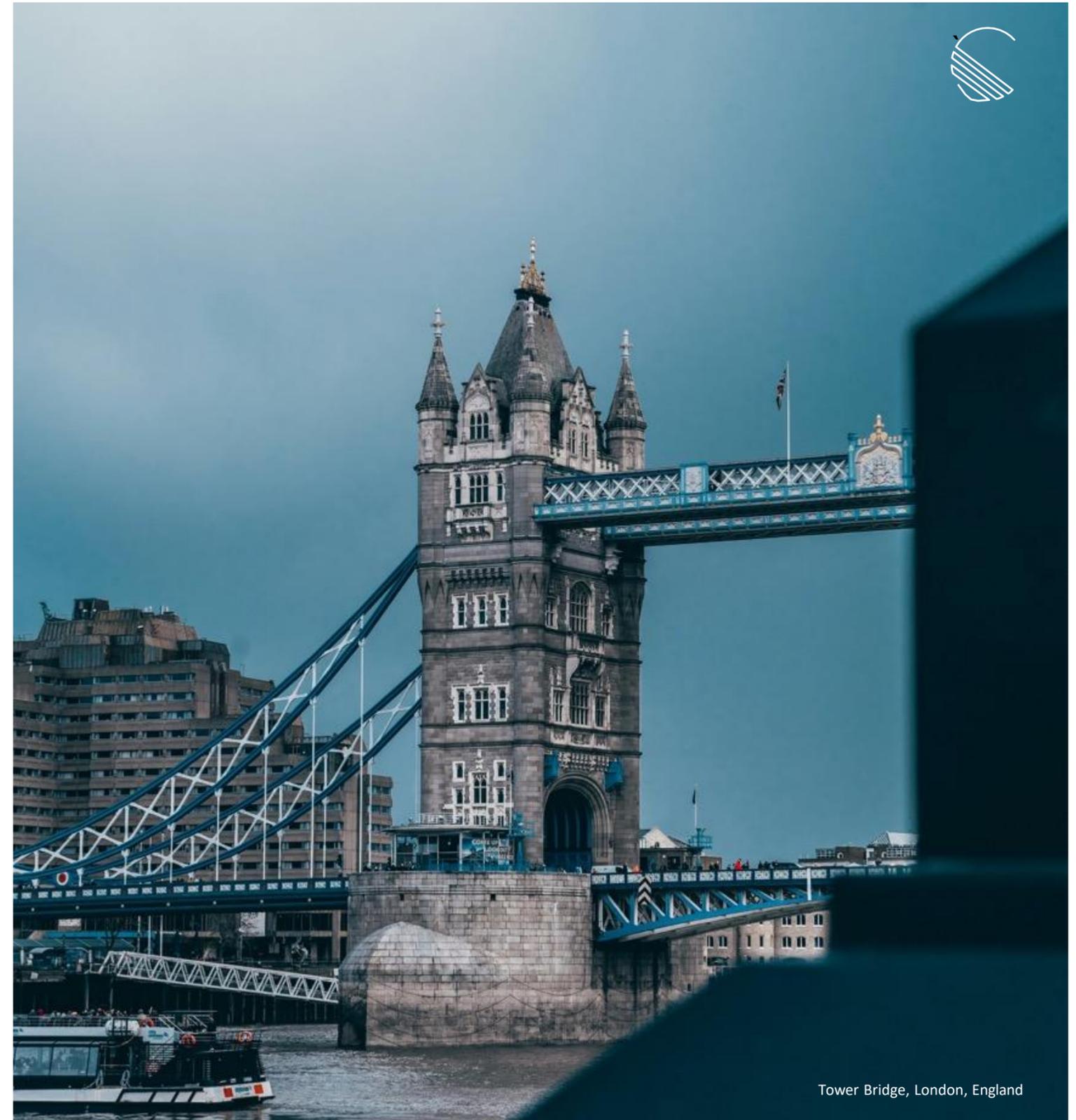
Less than 10,000 GBP	8%
10,000-19,999 GBP	17%
20,000-29,999 GBP	22%
30,000-39,999 GBP	11%
40,000-59,999 GBP	14%
60,000-74,999 GBP	9%
75,000-99,999 GBP	8%
100,000-149,999 GBP	7%
150,000-199,999 GBP	2%
More than 200,000 GBP	2%

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%

Employment status

Full Time Employed	41%
Part Time Employed	23%
Self Employed	14%
Unemployed	6%
Home Makers	7%
Retired	7%
Prefer not to answer	2%



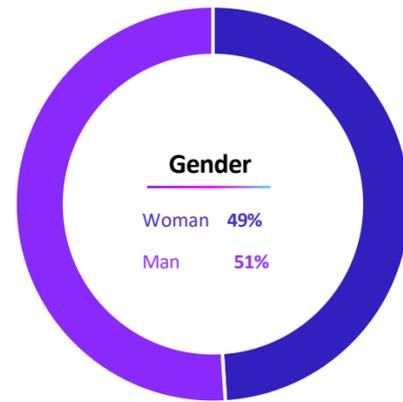
Tower Bridge, London, England



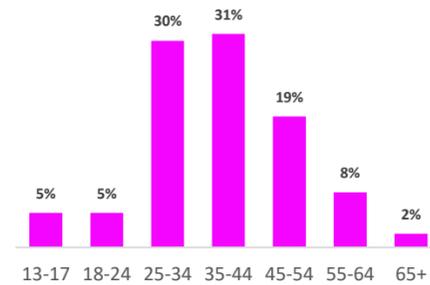
# Ukraine

Panel Count

15,341



Age



Household Income

Less than 600,000 UAH	10%
600,000 – 1,000,000 UAH	11%
1,000,000 – 1,400,000 UAH	16%
1,400,000 – 2,000,000 UAH	15%
2,000,000 – 3,000,000 UAH	14%
3,000,000 – 4,000,000 UAH	12%
4,000,000 – 6,000,000 UAH	6%
6,000,000 – 8,000,000 UAH	10%
More than 8,000,000 UAH	5%
Prefer Not to Answer	1%

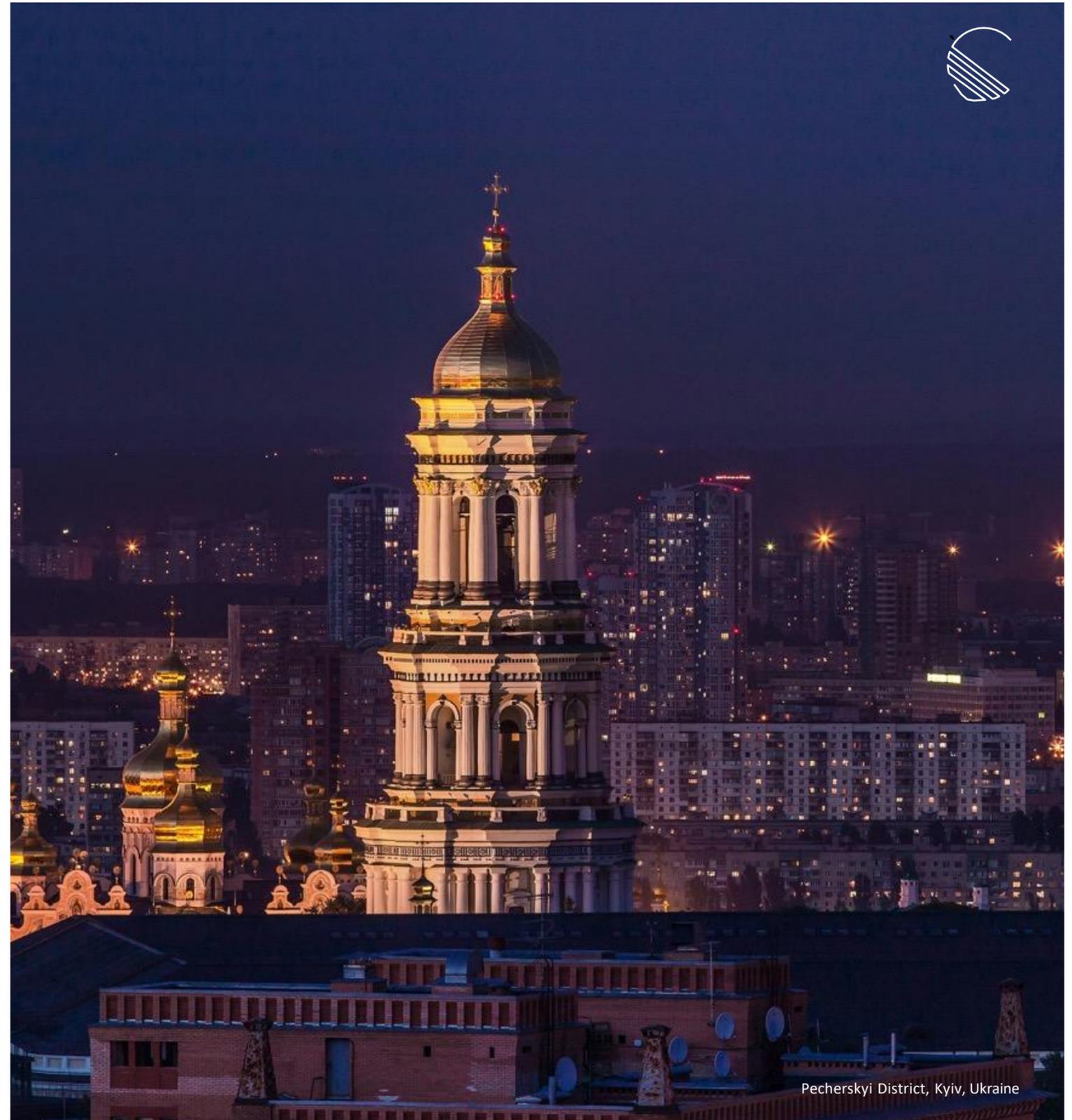
Region

Donetsk	10%
Dnipropetrovsk	8%
Kyiv (City)	7%
Kharkiv	6%
Lviv	6%
Odesa	6%
Luhansk	5%
Zaporizhzhia	4%
Kyiv (Oblast)	4%
Vinnitsia	4%
Poltava	3%
Ivano-Frankivsk	3%
Khmelnytskyi	3%
Zakarpattia	3%
Zhytomyr	3%
Cherkasy	3%
Rivne	3%

Mykolaiv	3%
Sumy	3%
Ternopil	3%
Kherson	2%
Chernihiv	2%
Volyn	3%
Kirovohrad	2%
Chernivtsi	2%

Employment status

Full Time Employed	25%
Part Time Employed	10%
Self Employed	25%
Unemployed	11%
Home Makers	15%
Retired	13%
Prefer not to answer	1%



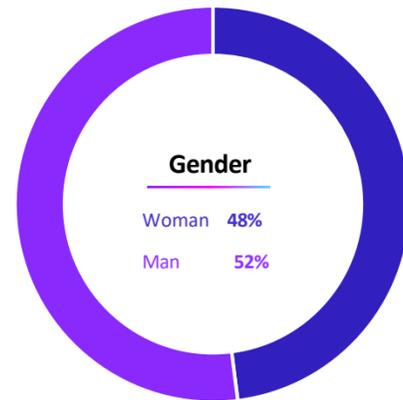
Pecherskyi District, Kyiv, Ukraine



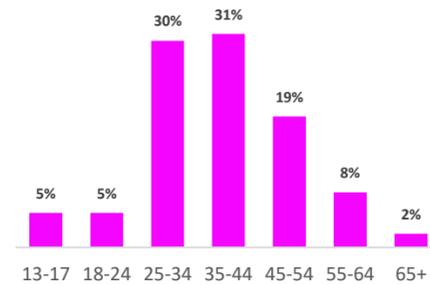
# Australia

Panel Count

49,387



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%

Region

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

Employment status

Full Time Employed	36%
Part Time Employed	9%
Self Employed	25%
Unemployed	5%
Home Makers	11%
Retired	12%
Prefer not to answer	2%

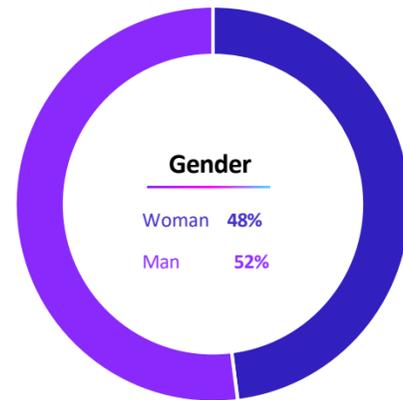


Sydney Opera House, Sydney, Australia

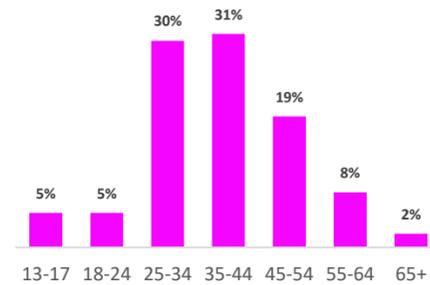
# China

Panel Count

586,666



Age



Household Income

Household Income	Percentage
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%

Region

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

Employment status

Employment status	Percentage
Full Time	51%
Part Time	22%
Self Employed	10%
Unemployed	7%
Home Maker	5%
Retired	2%
Prefer Not to Answer	3%

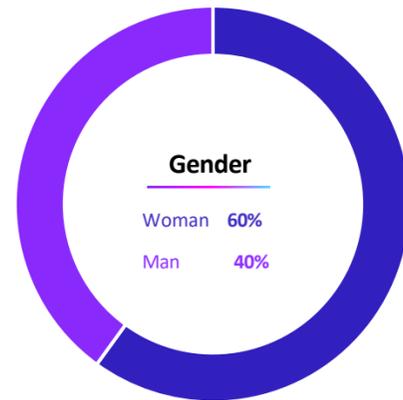


The Great Wall, China

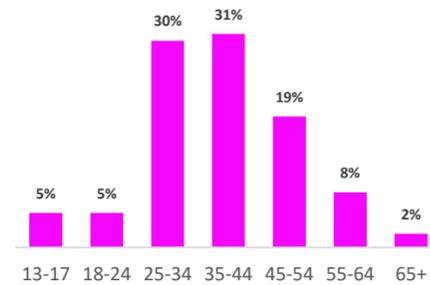
# Hong Kong

Panel Count

59,977



Age



Household Income

Less than 10K 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 HKD	7%
600 to 700K HKD	8%
700 to 800K HKD	3%
800 to 1M HKD	3%
More than 1M HKD	4%

Region

Sha Tin	10%
Kwun Tong	9%
Yuen Long	8%
Eastern	7%
Tuen Mun	7%
Kwai Tsing	7%
Sai Kung	7%
Sham Shui Po	6%
Kowloon City	6%
Wong Tai Sin	5%
Tsuen Wan	4%
Tai Po	4%
Yau Tsim Mong	4%
North	4%

Southern	4%
Central and Western	3%
Islands	3%
Wan Chai	2%

Employment status

Full Time Employed	50%
Part Time Employed	10%
Self Employed	15%
Unemployed	9%
Home Makers	8%
Retired	7%
Prefer not to answer	1%

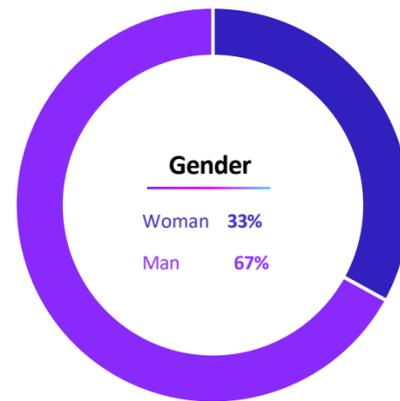


Lit up skyscrapers at night, Hong Kong

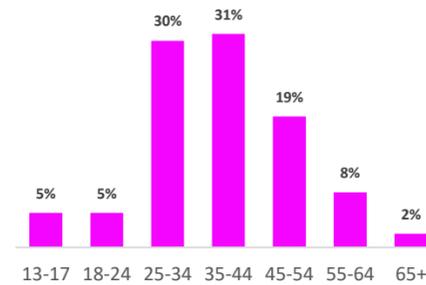
# India

Panel Count

471,848



Age



Household Income

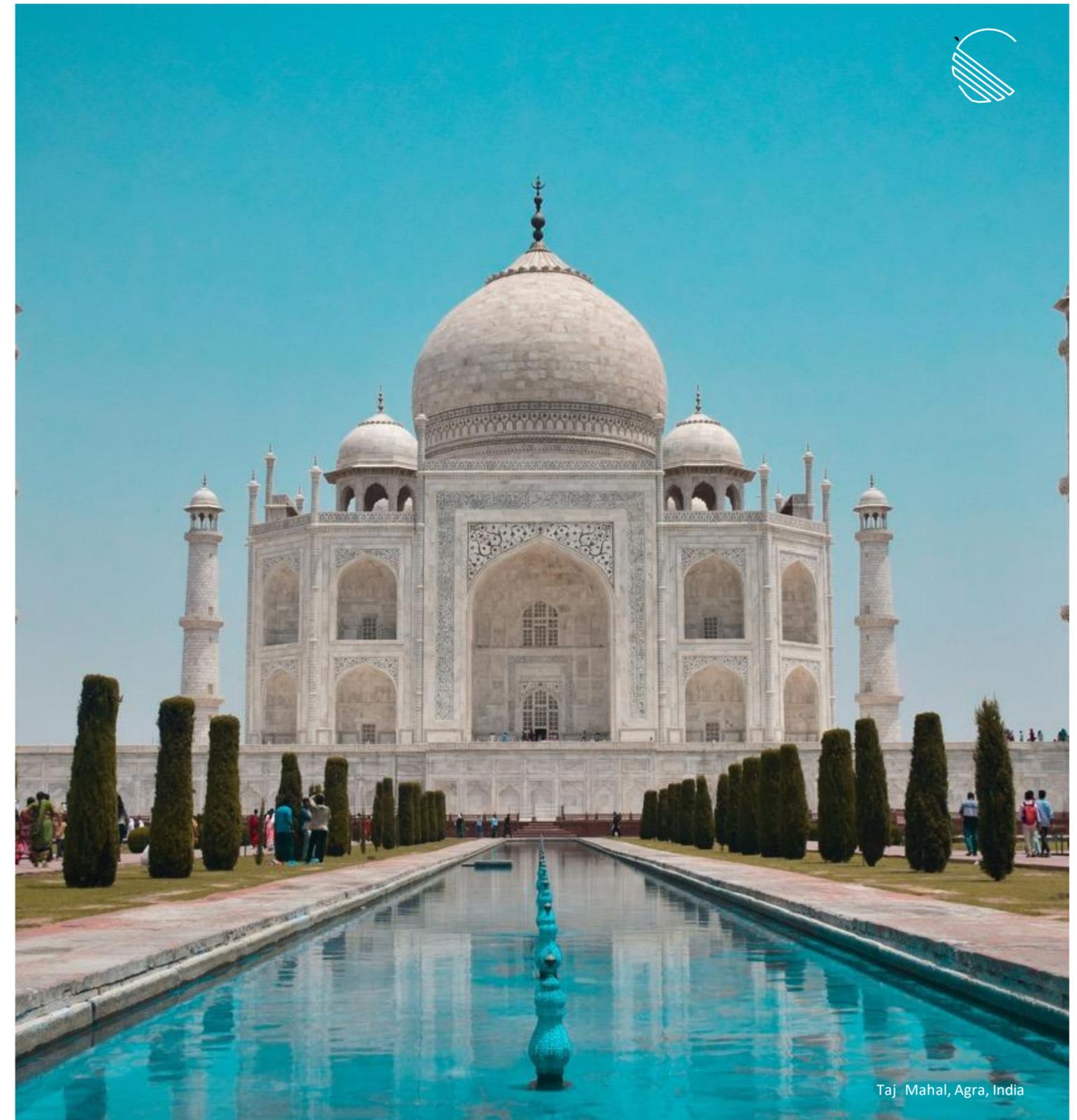
Less than 100,000 INR	19%
100,000 to 300,000 INR	32%
300,000 to 1,000,000 INR	36%
1,000,000 to 1,600,000 INR	6%
1,600,000 to 2,000,000 INR	2%
More than 2,000,000 INR	2%
Prefer Not to Answer	2%

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%
Uttar Pradesh	1%
Uttaranchal	1%
West Bengal	1%
Others	1%

Employment status

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

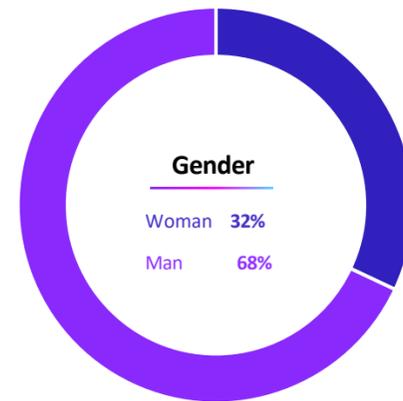


Taj Mahal, Agra, India

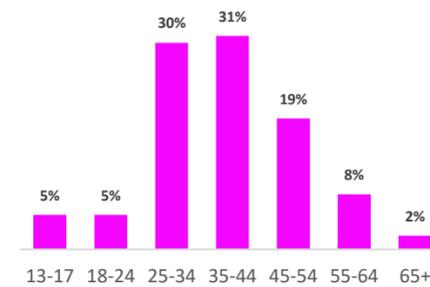
# Indonesia

Panel Count

54,775



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 answer	8%

Region

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

Employment status

Full Time Employed	25%
Part Time Employed	10%
Self Employed	25%
Unemployed	11%
Home Makers	15%
Retired	13%
Prefer not to answer	1%

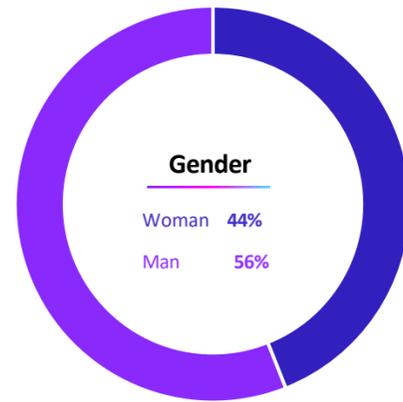


Ulun Danu Beratan Temple, Indonesia

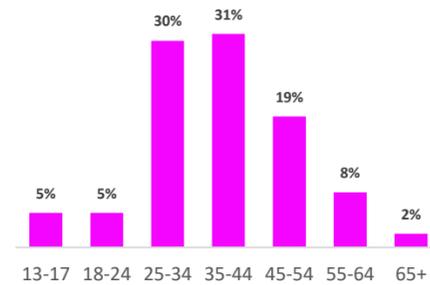
# Japan

Panel Count

35,905



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%

Employment status

Full Time Employed	25%
Part Time Employed	17%
Self Employed	21%
Unemployed	7%
Home Makers	16%
Retired	13%
Prefer not to answer	1%

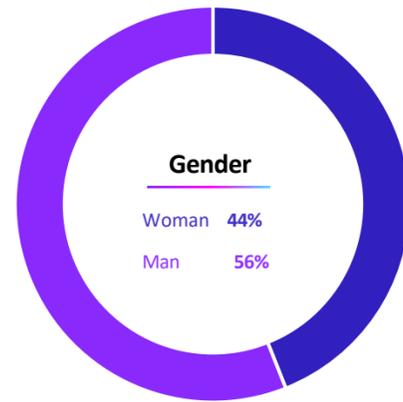


Fujiyoshida, Japan

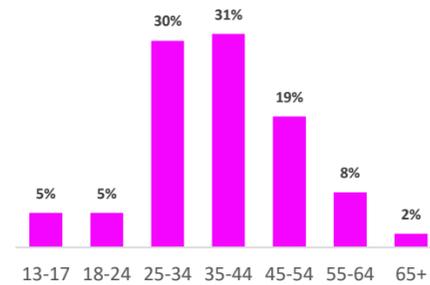
# Malaysia

Panel Count

80,896



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%

Employment status

Kedah	3%
Pulau Pinang	21%
Perak	7%
Perlis	1%
Johor	5%
Melaka	3%

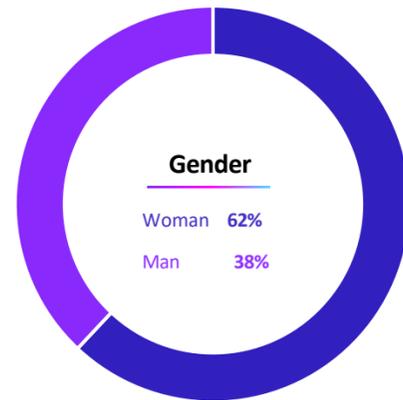


Petronas Twin Tower in Kuala Lumpur, Malaysia

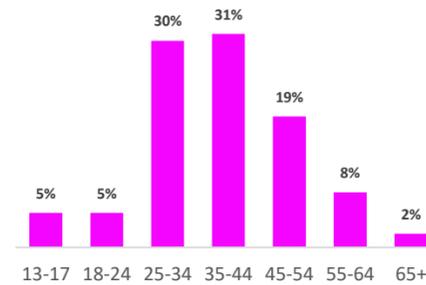
# New Zealand

Panel Count

15,286



Age



Household Income

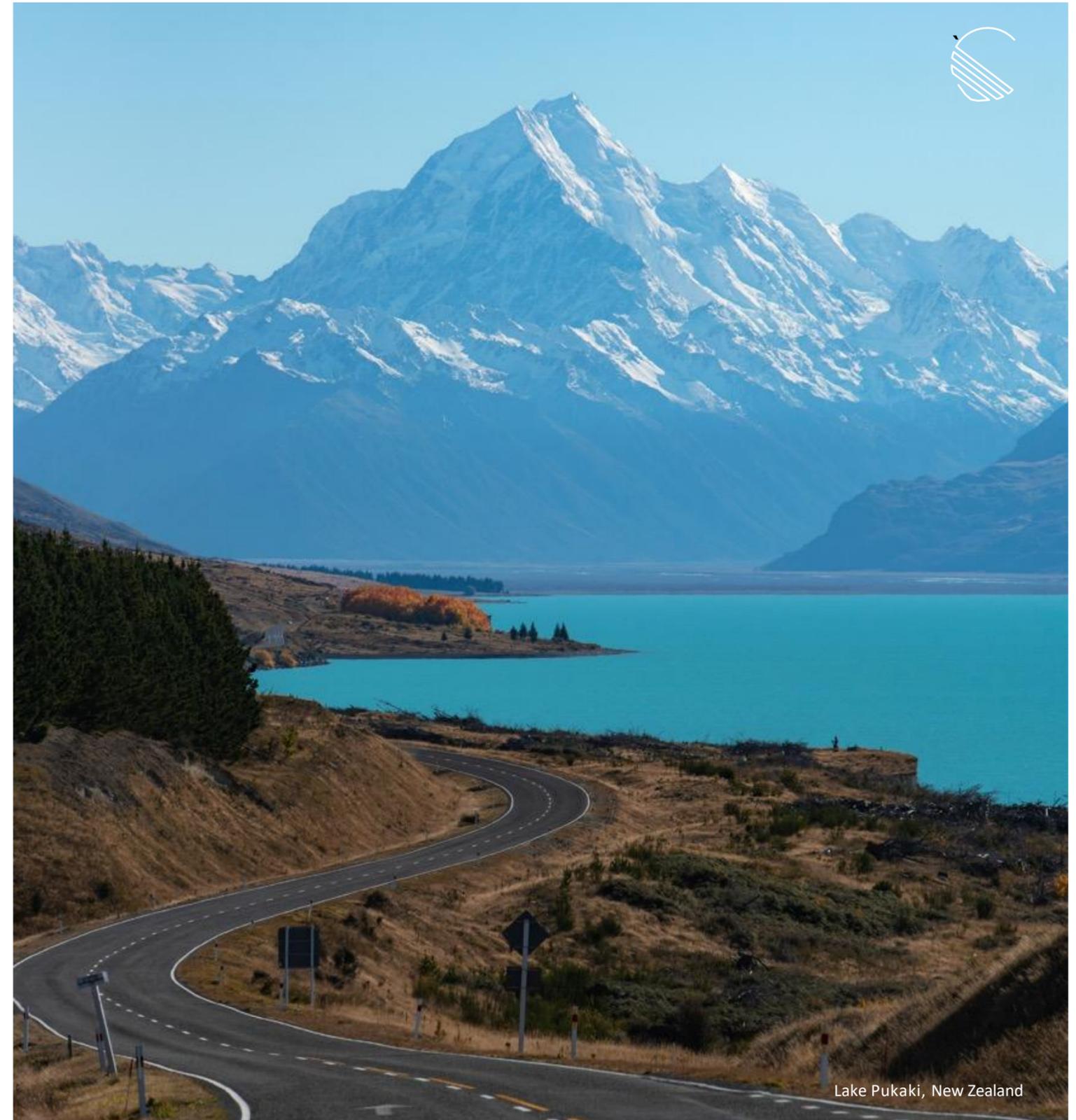
Less than 30,000 NZD	25%
30,000 to 39,999 NZD	13%
40,000 to 49,999 NZD	12%
50,000 to 59,999 NZD	8%
60,000 to 69,999 NZD	7%
70,000 to 79,999 NZD	6%
80,000 to 89,999 NZD	4%
90,000 to 99,999 NZD	4%
100,000 to 129,999 NZD	6%
130,000 to 159,999 NZD	3%
160,000 to 199,999 NZD	3%
200,000 to 249,999 NZD	2%
250,000 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%

Employment status

Full Time Employed	45%
Part Time Employed	15%
Self Employed	8%
Unemployed	6%
Home Makers	14%
Retired	11%
Prefer not to answer	1%

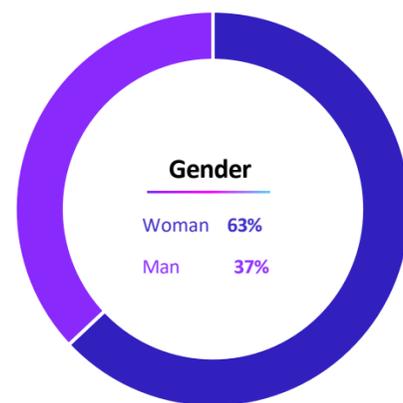


Lake Pukaki, New Zealand

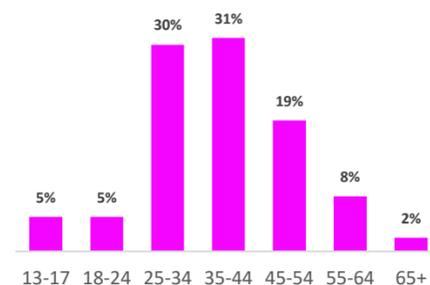
# Philippines

Panel Count

66,100



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 Visayas	2%
Zamboanga Peninsula	12%
Northern Mindanao	12%
Davao Region	6%
Soccsksargen	2%
Caraga	1%

Employment status

Full Time Employed	45%
Part Time Employed	20%
Self Employed	13%
Unemployed	6%
Home Makers	7%
Retired	7%
Prefer not to answer	2%

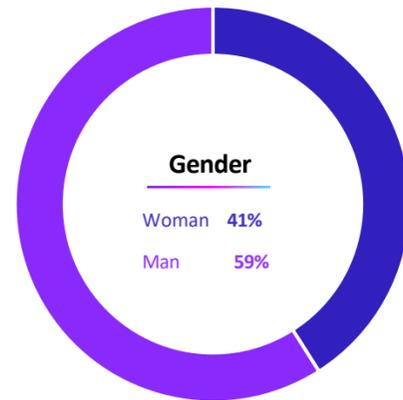


El Nido, Philippines

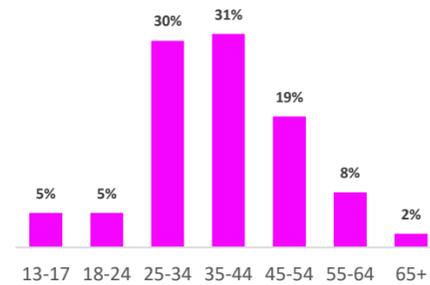
# Singapore

Panel Count

44,616



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 Answer	5%

Region

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

Employment status

Full Time Employed	40%
Part Time Employed	15%
Self Employed	8%
Unemployed	6%
Home Makers	15%
Retired	14%
Prefer not to answer	2%

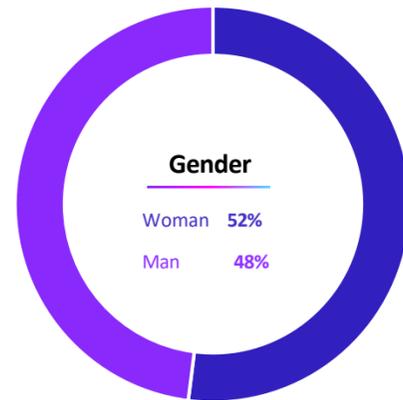


Marina Bay Sands at night, Singapore

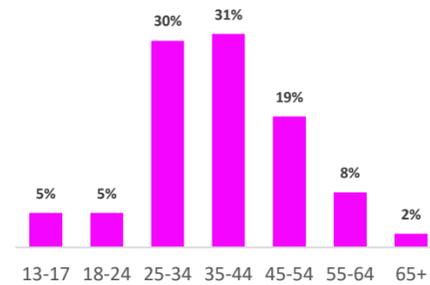
# South Korea

Panel Count

41,366



Age



Household Income

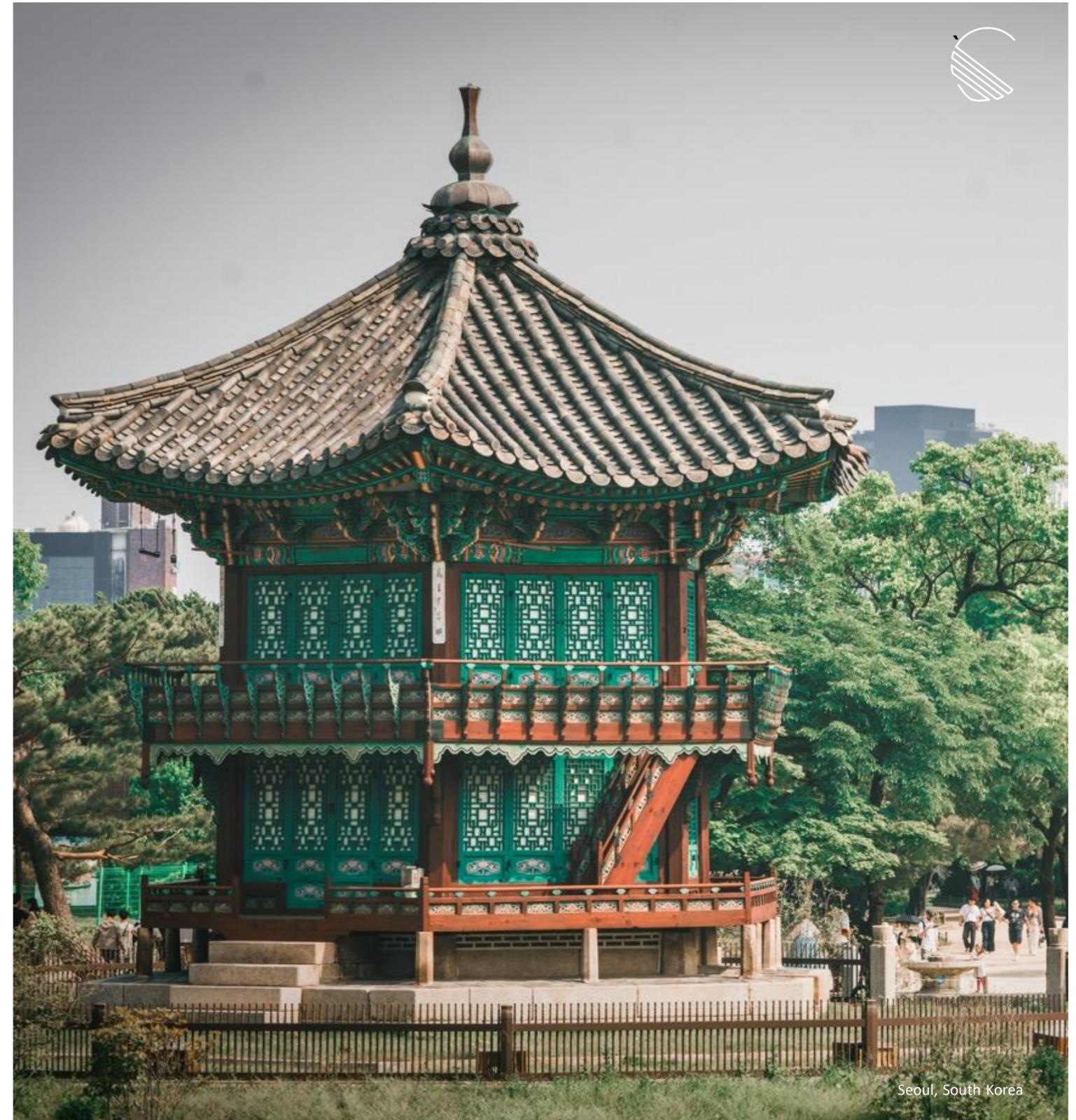
Less than 25,000,000 KRW	22%
25,000,000 to 34,999,999 KRW	26%
35,000,000 to 44,999,999 KRW	29%
45,000,000 to 60,000,000 KRW	12%
60,000,000 to 80,000,000 KRW	5%
80,000,000 +KRW	3%
Prefer Not To Answer	3%

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-d	4%
Jeju	1%

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%



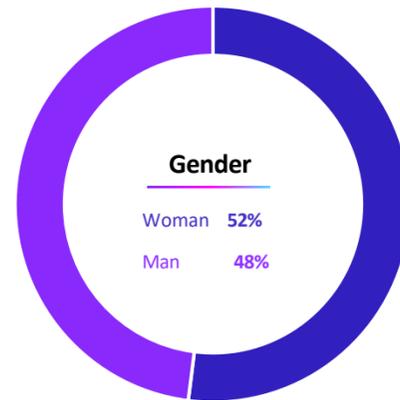
Seoul, South Korea



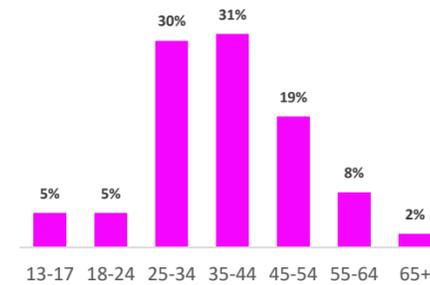
# Taiwan

Panel Count

26,745



Age



Household Income

Household Income	Percentage
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%

Region

Employment status

Employment status	Percentage
Full Time Employed	35%
Part Time Employed	10%
Self Employed	24%
Unemployed	6%
Home Makers	11%
Retired	12%
Prefer not to answer	2%

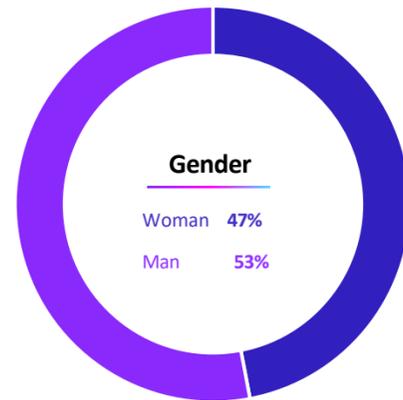


Taipei City, Taiwan

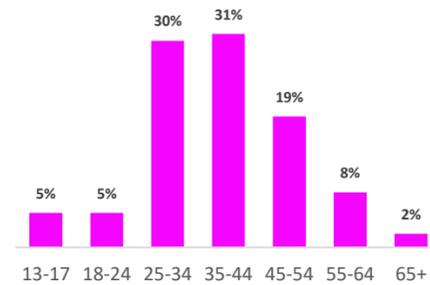
# Thailand

Panel Count

42,578



Age



Household Income

Less than 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%

Region

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

Employment status

Full Time Employed	50%
Part Time Employed	10%
Self Employed	15%
Unemployed	9%
Home Makers	8%
Retired	7%
Prefer not to answer	1%

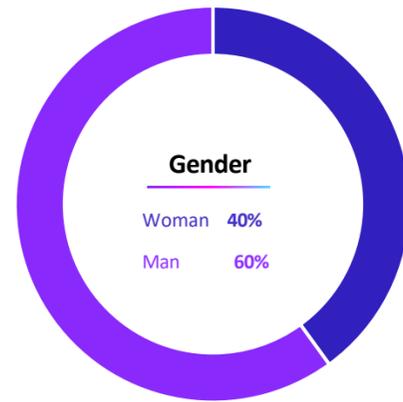


Khao Sok National Park, Khlong Sok, Thailand

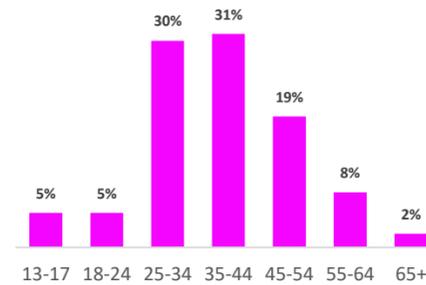
# Vietnam

Panel Count

61,865



Age



Household Income

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

Region

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

Employment status

Full Time Employed	25%
Part Time Employed	10%
Self Employed	25%
Unemployed	11%
Home Makers	15%
Retired	13%
Prefer not to answer	1%

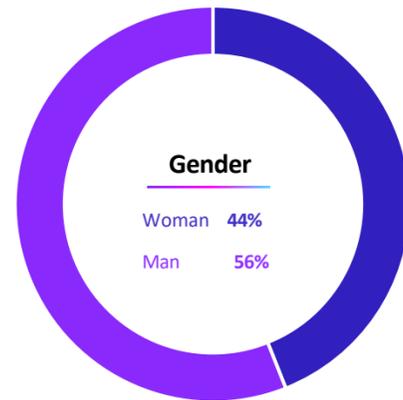


Ha Long, Vietnam

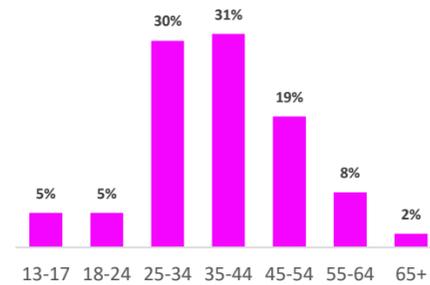
# Bahrain

Panel Count

15,600



Age



## Household Income

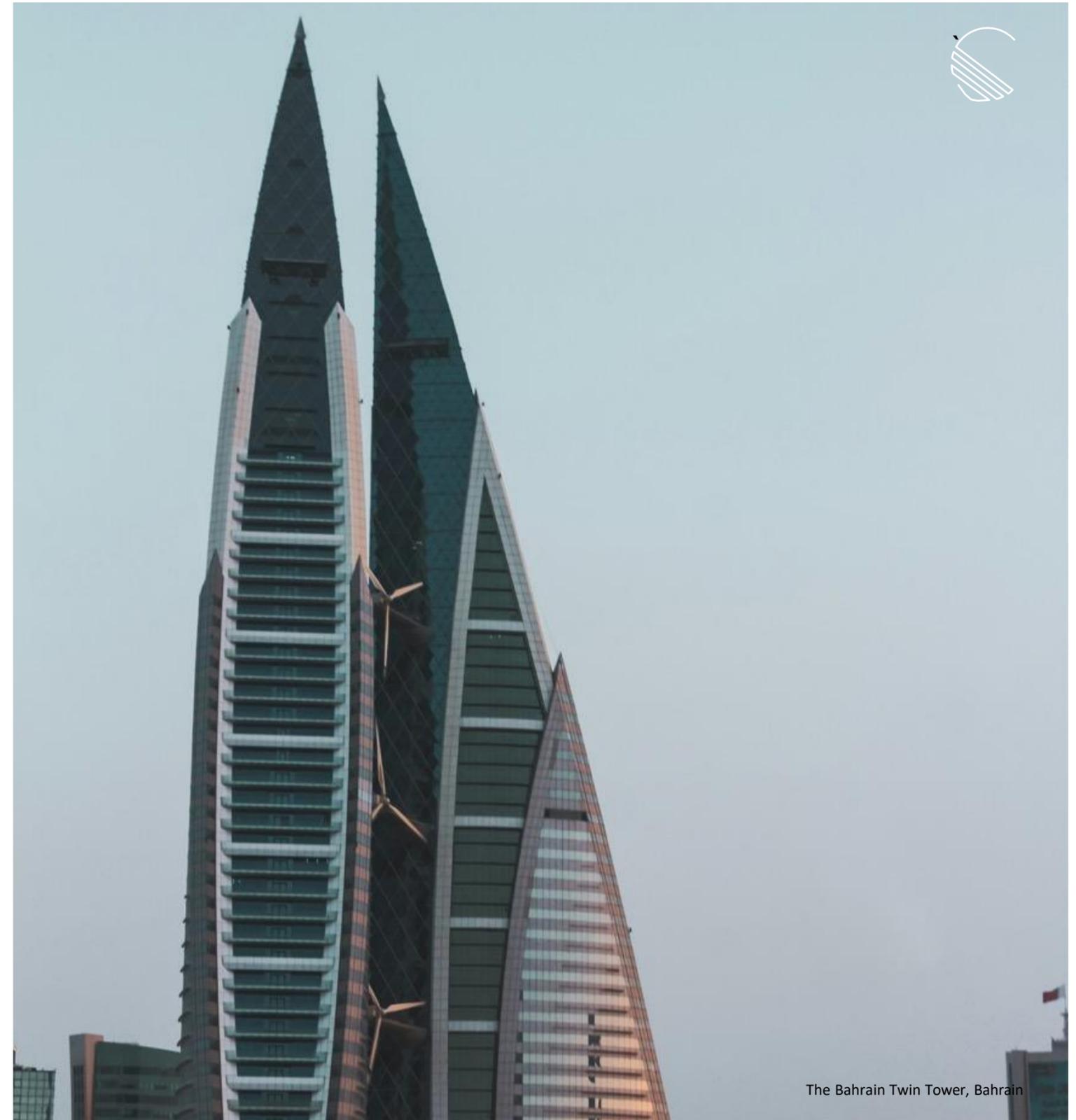
Less than 5,654 BHD	33%
5,654 – 9,422 BHD	19%
9,422 – 13,191 BHD	14%
13,191 – 18,472 BHD	16%
18,472 – 28,208 BHD	8%
28,208 – 37,945 BHD	3%
37,945 – 56,417 BHD	2%
56,417 – 74,889 BHD	3%
More than 75,380 BHD	1%
Prefer Not to Answer	1%

## Region

Capital	35%
Northern	27%
Southern	21%
Muharraq	18%

## Employment status

Full Time Employed	25%
Part Time Employed	17%
Self Employed	21%
Unemployed	7%
Home Makers	16%
Retired	13%
Prefer not to answer	1%

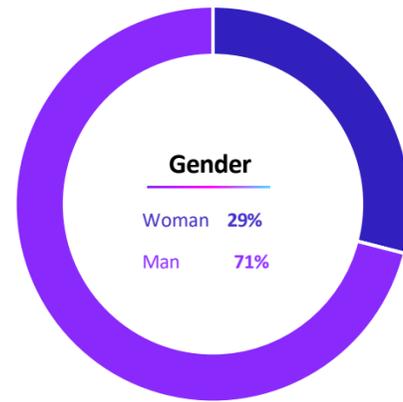


The Bahrain Twin Tower, Bahrain

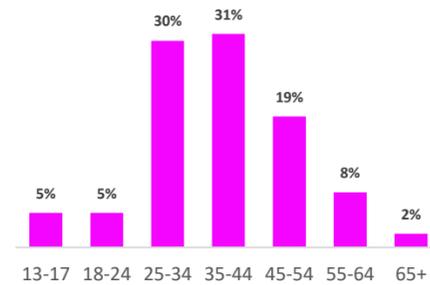
# Egypt

Panel Count

31,038



Age



Household Income

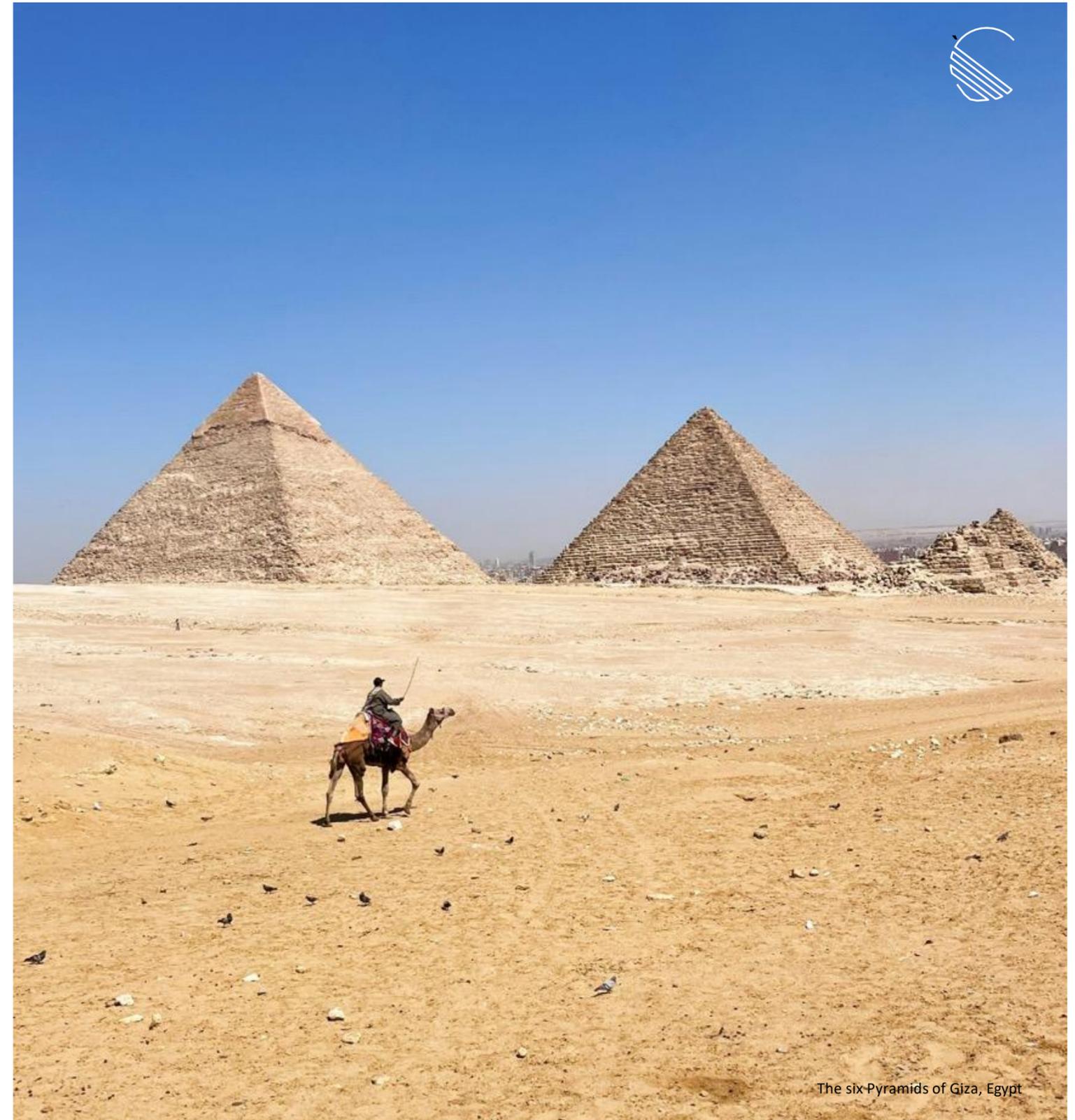
Less than 10,000 EGP	7%
10,000-14,999 EGP	17%
15,000-24,999 EGP	29%
25,000-49,999 EGP	36%
50,000 - 100,000 EGP	3%
100,000+ EGP	2%
Prefer Not to Answer	6%

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%

Employment status

Full Time Employed	45%
Part Time Employed	15%
Self Employed	8%
Unemployed	6%
Home Makers	14%
Retired	11%
Prefer not to answer	1%

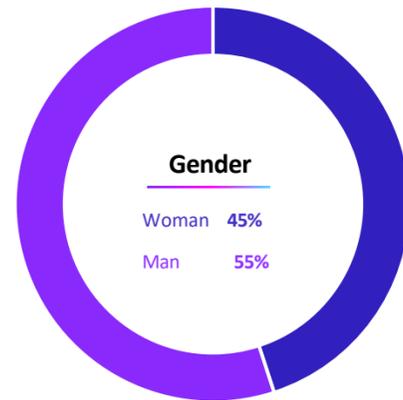


The six-Pyramids of Giza, Egypt

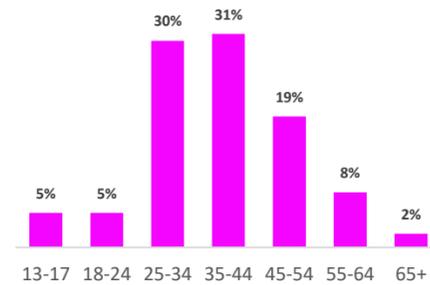
# Kuwait

Panel Count

25,752



Age



Household Income

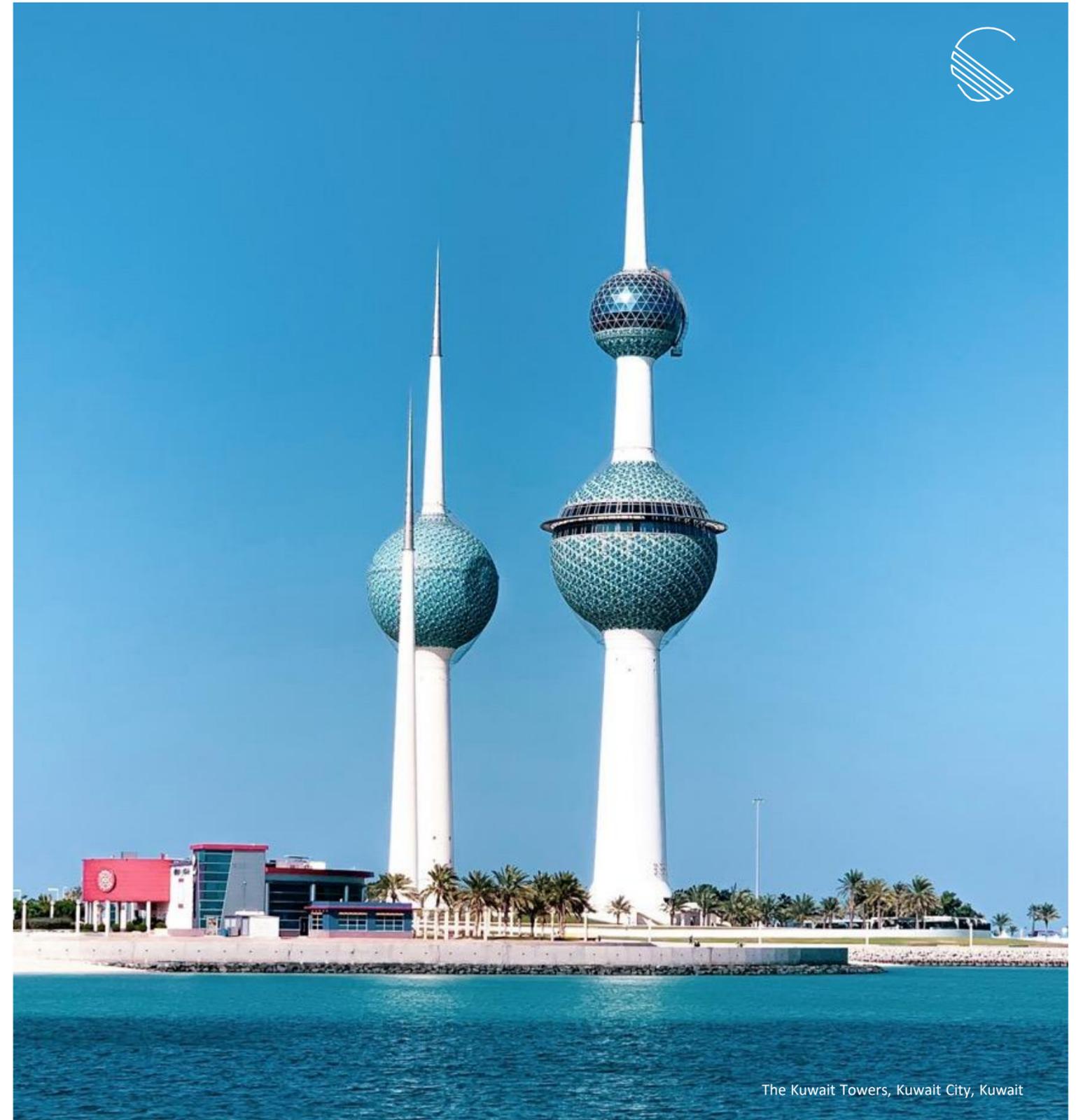
Less than KWD 4,500	11%
KWD 4,500 – 7,500	10%
KWD 7,500 – 10,500	20%
KWD 10,500 – 14,700	12%
KWD 14,700 – 22,500	14%
KWD 22,500 – 30,000	13%
KWD 30,000 – 45,000	11%
KWD 45,000 – 60,000	5%
More than KWD 60,000	3%
Prefer Not to Answer	1%

Region

Al-Farwaniya	25%
Hawally	21%
Al-Ahmadi	21%
Capital	13%
Al-Jahra	13%
Mubarak Al-Kabeer	6%

Employment status

Full Time Employed	49%
Part Time Employed	16%
Self Employed	13%
Unemployed	6%
Home Makers	7%
Retired	7%
Prefer not to answer	2%

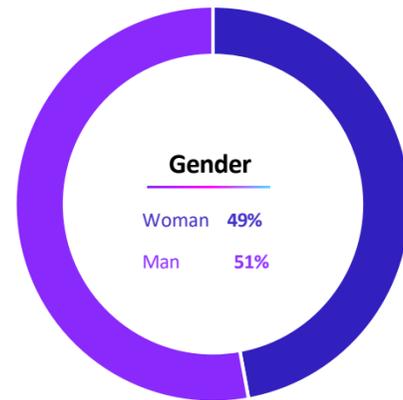


The Kuwait Towers, Kuwait City, Kuwait

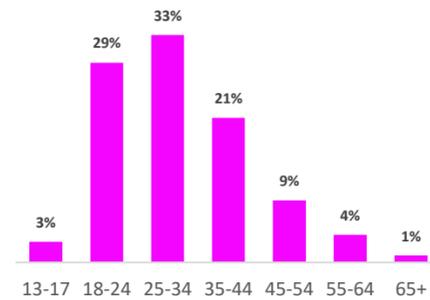
# Nigeria

Panel Count

33,245



Age



Household Income

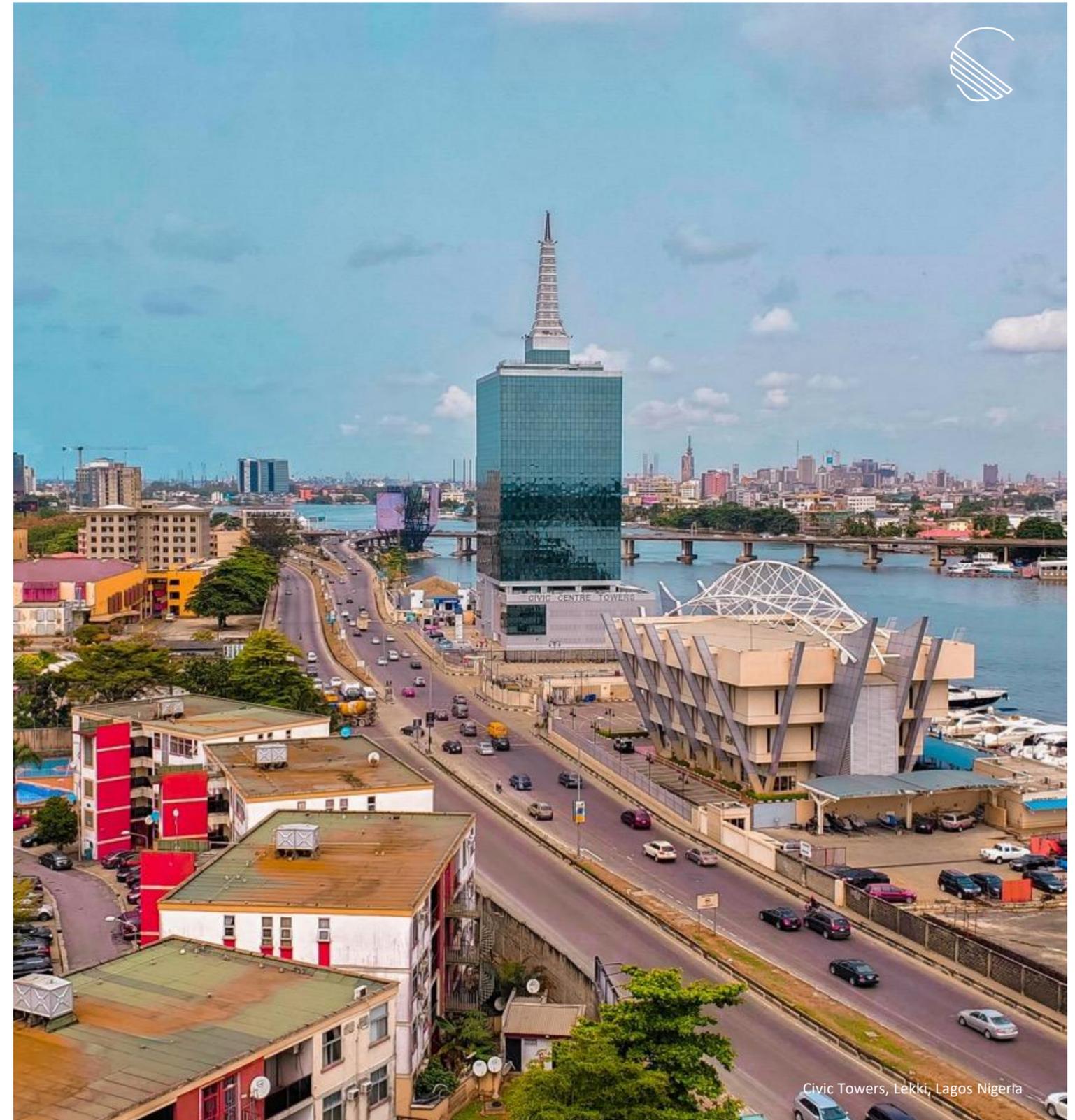
Less than ₦22,500,000	70%
₦22,500,000 – ₦37,500,000	13%
₦37,500,000 – ₦52,500,000	5%
₦52,500,000 – ₦73,500,000	4%
₦73,500,000 – ₦99,000,000	3%
₦99,000,000 – ₦148,500,000	2%
₦148,500,000 – ₦198,000,000	1%
More than ₦198,000,000	1%
Prefer Not to Answer	1%

Region

Kano	25%
Lagos	24%
Katsina	15%
Kaduna	8%
Bauchi	7%
Oyo	6%
Anambra	4%
Rivers	3%
Jigawa	2%
Niger	1%
Others	5%

Employment status

Full Time Employed	40%
Part Time Employed	15%
Self Employed	8%
Unemployed	6%
Home Makers	15%
Retired	14%
Prefer not to answer	2%



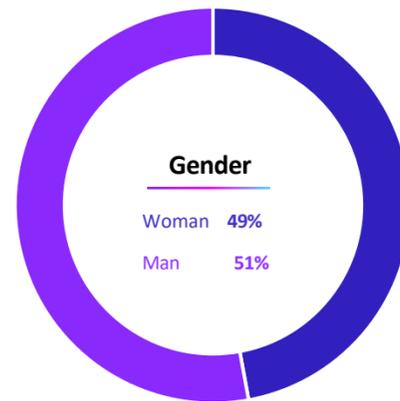
Civic Towers, Lekki, Lagos Nigeria



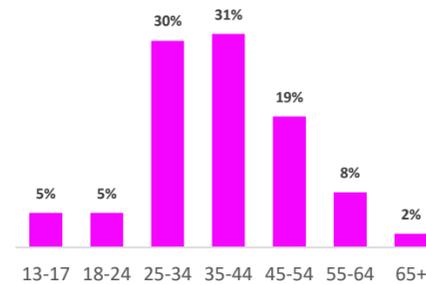
# Oman

Panel Count

13,326



Age



Household Income

Less than 5,775 OMR	24%
5,775 – 9,612 OMR	30%
9,613 – 13,462 OMR	20%
13,463 – 19,225 OMR	15%
19,226 – 28,811 OMR	5%
28,811 – 38,462 OMR	3%
38,462 – 57,750 OMR	1%
57,750 – 76,923 OMR	1%
More than 77,000 OMR	1%
Prefer Not to Answer	0%

Region

Al Batinah North	25%
Muscat	26%
Ad Dakhiliyah	10%
Dhofar	8%
Al Batinah South	9%
Ash Sharqiyah South	6%
Ash Sharqiyah North	6%
Ad Dhahirah	4%
Al Buraimi	3%
Musandam	1%
Al Wusta	1%

Employment status

Full Time Employed	35%
Part Time Employed	10%
Self Employed	25%
Unemployed	5%
Home Makers	11%
Retired	12%
Prefer not to answer	2%



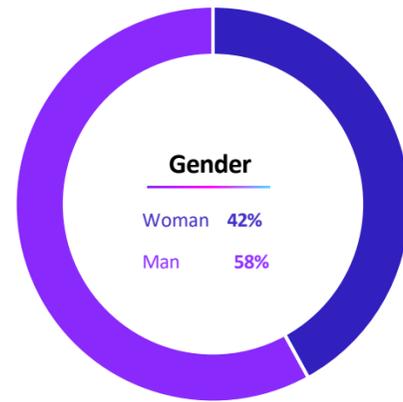
Muttrah, Muscat, Oman

# Saudi Arabia

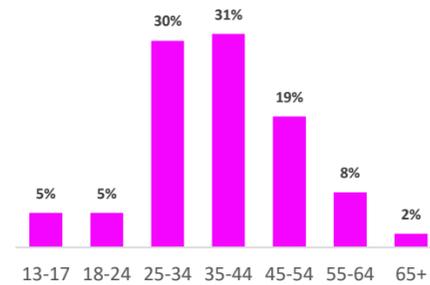
Panel Count

62,025

50%



Age



Household Income

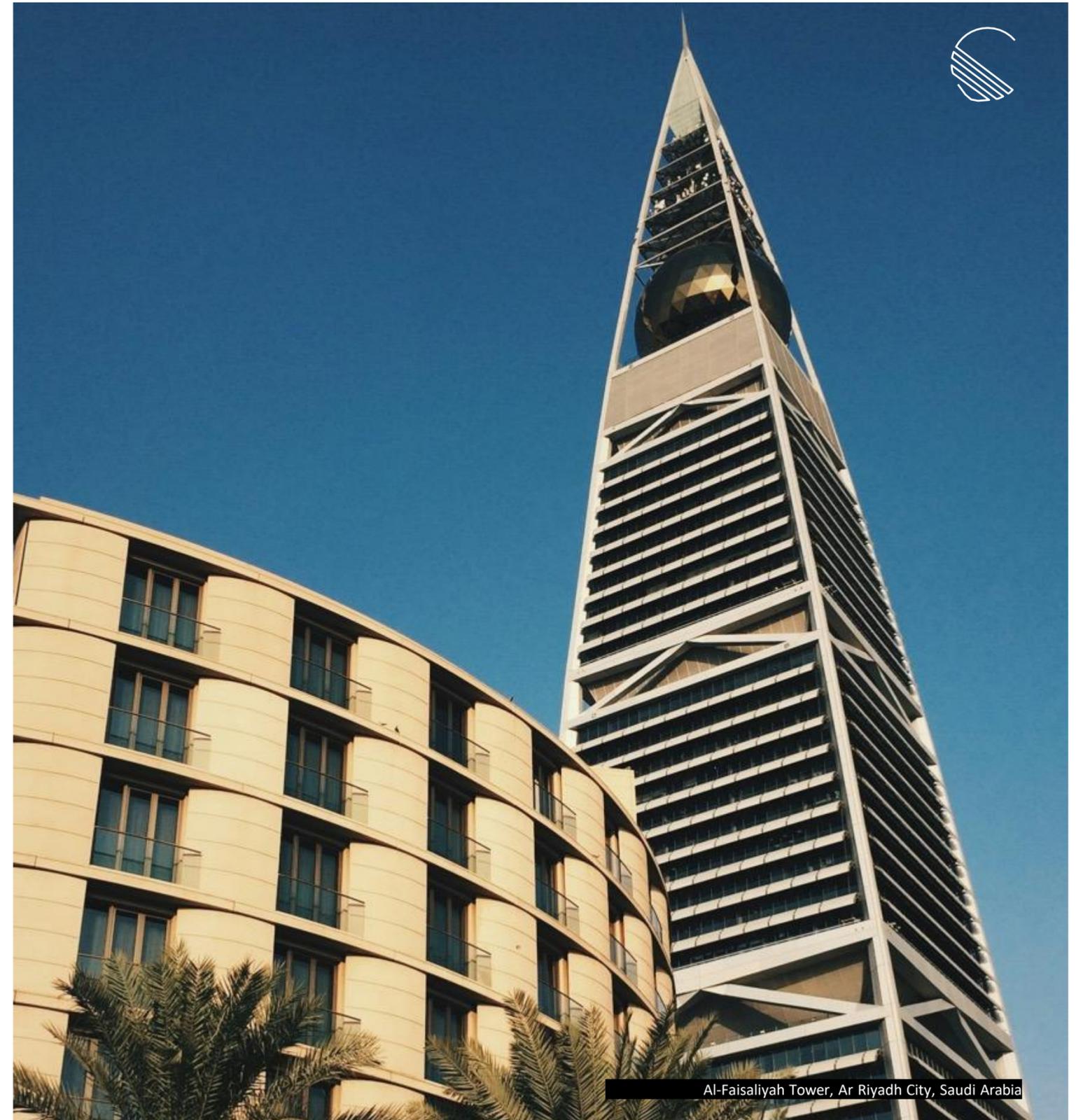
Less than SAR 56,250	28%
SAR 56,250 – SAR 93,750	30%
SAR 93,750 – SAR 131,250	10%
SAR 131,250 – SAR 183,750	8%
SAR 183,750 – SAR 281,250	7%
SAR 281,250 – SAR 375,000	4%
SAR 375,000 – SAR 562,500	4%
SAR 562,500 – SAR 750,000	5%
More than SAR 750,000	3%
Prefer Not to Answer	1%

Region

Makkah	26%
Riyadh	25%
Eastern Region	15%
Aseer	7%
Al-Madina	7%
Al-Qaseem	5%
Jazan	5%
Tabouk	3%
Hail	2%
Najran	2%
Al-Baha	2%
Al-Jouf	2%
Northern Borders	1%

Employment status

Full Time Employed	50%
Part Time Employed	10%
Self Employed	15%
Unemployed	9%
Home Makers	8%
Retired	7%
Prefer not to answer	1%



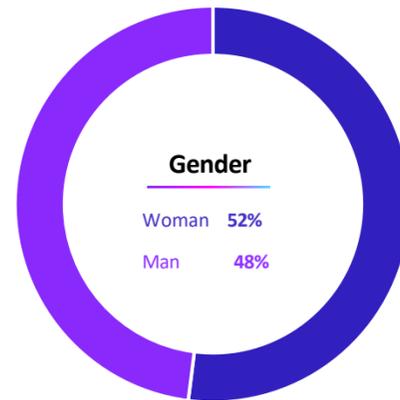
Al-Faisaliyah Tower, Ar Riyadh City, Saudi Arabia



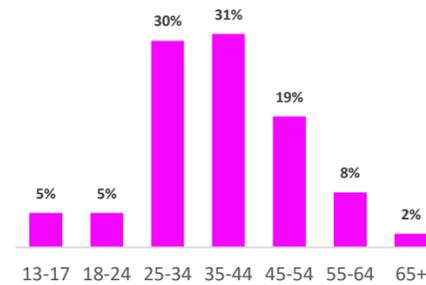
# South Africa

Panel Count

56,241



Age



Household Income

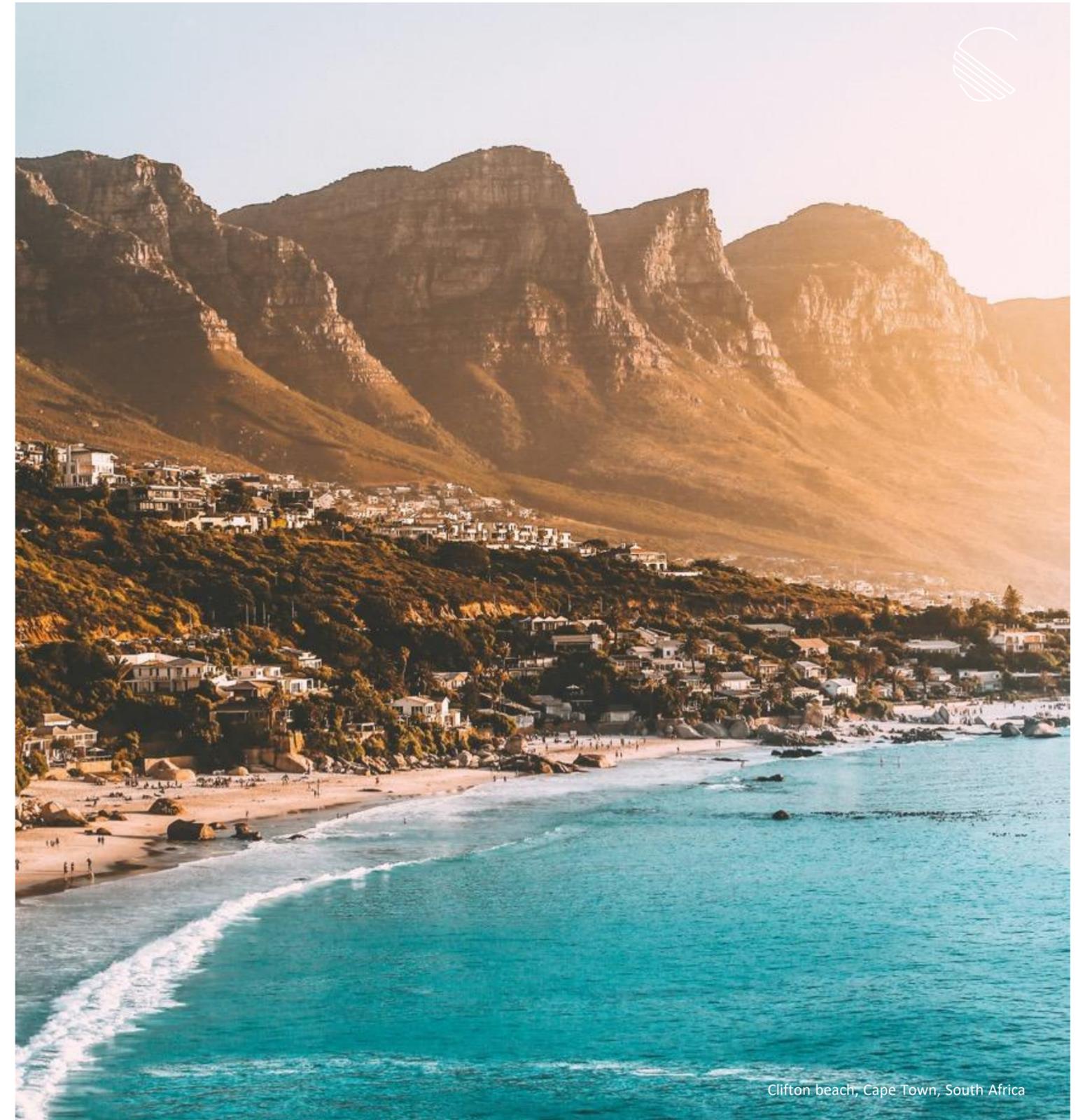
Some Secondary Education	4%
Secondary Education	12%
Some College, University	26%
Vocational and Technical Degree	8%
University Degree	42%
Postgraduate Degree	6%
Doctoral or Professional Degree	2%

Region

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

Employment status

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

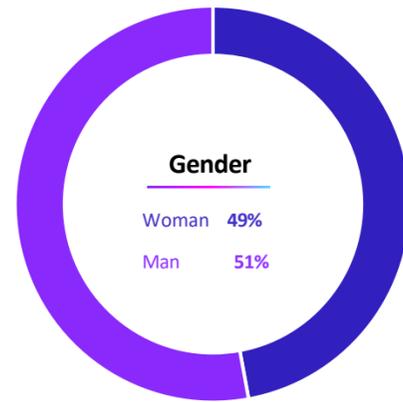


Clifton beach, Cape Town, South Africa

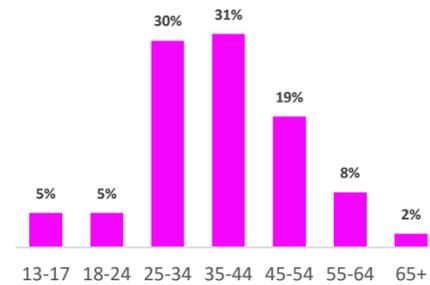
# UAE

Panel Count

62,713



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 540K AED	11%

Region

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

Employment status

Full Time Employed	26%
Part Time Employed	11%
Self Employed	25%
Unemployed	11%
Home Makers	14%
Retired	12%
Prefer not to answer	1%



Dubai, United Arab Emirates



# Let's work together

Faraz Zamyadi

MANAGING DIRECTOR

Irena Hempel

GLOBAL HEAD OF SALES



## UK

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

[faraz.zamyadi@catalyseresearch.com](mailto:faraz.zamyadi@catalyseresearch.com)



## USA

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



## CANADA

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

[irena.hempel@catalyseresearch.com](mailto:irena.hempel@catalyseresearch.com)



## INDIA

Unit 351 & 351B, Tower  
B2, Spaze | Tech Park,  
Sector-49, Gurgaon,  
Haryana - 122001