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was established in 2000
is an actively managed community
is exclusively used for Market Research
adheres to International MR standards



Our Members -

are sourced online via an affiliate network of over 50 specialty websites
are sourced off line via print media and event sponsoring
are double opt in
are actively encouraged to complete a comprehensive profile

Our "Spider Team" -

will respond to RFQs within 6 business hours
can set up and launch a project in less than an hour
provides 24/7 coverage for LIVE projects



Our "Spider Team" is...
quicker than possible™



Current PANELBOOK, 2021

ASIA and Pacific

Country	Total	%		%					B2C	B2B	Target
		Male	Female	18-24	25-34	35-44	45-54	55+			
Australia	76,000	36	64	1	16	35	24	24	Yes	Yes	high
China	93,000	68	32	1	28	52	14	4	Yes	Yes	
Hong Kong	7,000	46	54	4	33	38	19	7	Yes		
India	98,000	75	25	3	40	38	12	7	Yes	Yes	high
Indonesia	28,000	71	29	25	41	26	6	2	Yes	Yes	
Japan	8,000	59	41	3	29	38	17	14	Yes		
Korea	9,000	61	39	6	27	35	22	9	Yes		
Malaysia	29,000	52	48	39	37	15	6	3	Yes	Yes	high
New Zealand	8,000	40	60	21	24	22	16	16	Yes		
Philippines	27,000	38	62	34	42	15	6	3	Yes	Yes	high
Singapore	9,000	48	52	36	34	19	7	3	Yes	Yes	high
Thailand	10,000	62	40	18	33	22	16	13	Yes	Yes	

EUROPE, Main Five

Country	Total	%		%					B2C	B2B	Target
		Male	Female	18-24	25-34	35-44	45-54	55+			
France	20,000	55	45	5	21	28	23	23	Yes	Yes	high
Germany	32,000	57	43	17	30	26	17	11	Yes	Yes	high
Italy	26,000	46	54	4	25	35	24	13	Yes	Yes	high
Spain	22,000	53	47	5	23	31	23	18	Yes	Yes	high
UK	77,000	47	53	21	30	23	15	11	Yes	Yes	high

EUROPE, Others

Country	Total	%		%					B2C	B2B	Target
		Male	Female	18-24	25-34	35-44	45-54	55+			
Bulgaria	8,000	39	61	24	35	24	13	5	Yes	Yes	
Czech Republic	17,000	31	69	25	37	22	11	5	Yes	Yes	
Greece	19,000	48	52	13	43	29	11	3	Yes	Yes	high
Poland	7,000	50	50	11	46	25	10	8	Yes		
Russia	38,000	53	47	30	43	16	7	3	Yes	Yes	high
Turkey	23,000	63	37	20	46	25	7	2	Yes	Yes	high
Ukraine	9,000	57	43	36	42	14	6	2	Yes		

AFRICA and Middle East

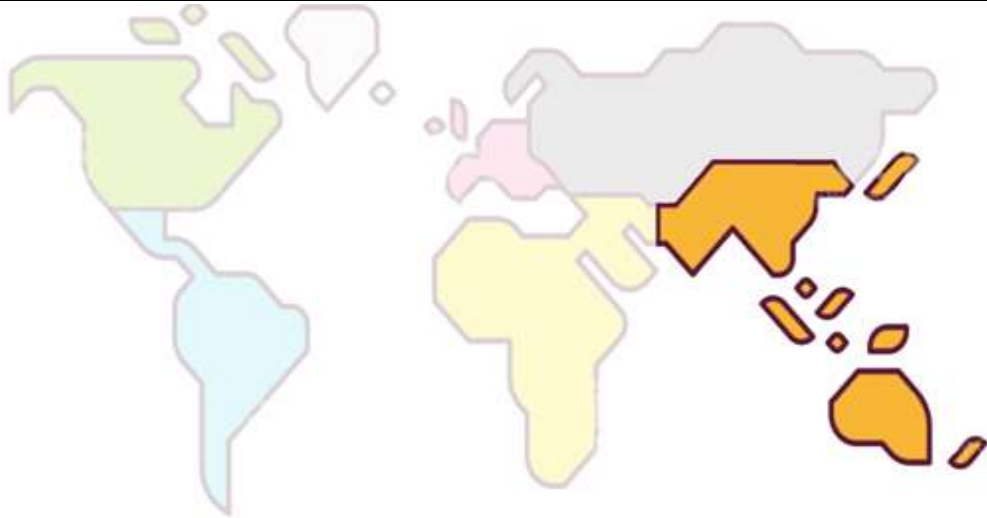
Country	Total	%		%					B2C	B2B	Target
		Male	Female	18-24	25-34	35-44	45-54	55+			
Nigeria	5,000	88	12	38	44	13	3	1	Yes		
South Africa	21,000	45	55	19	38	23	12	7	Yes	Yes	high
UAE	7,000	55	45	4	31	43	16	6	Yes	Yes	

AMERICAS, North and South

Country	Total	%		%					B2C	B2B	Target
		Male	Female	18-24	25-34	35-44	45-54	55+			
Argentina	5,000	54	46	3	32	34	18	12	Yes		
Brazil	67,000	58	42	23	38	23	10	6	Yes	Yes	high
Canada	18,000	48	52	19	36	22	14	9	Yes	Yes	high
Mexico	19,000	60	40	10	37	27	16	10	Yes	Yes	
USA	134,000	47	53	21	30	23	15	11	Yes	Yes	high

o - Gender and Age as a percentage of total population

ASIA and Pacific



Australia	76,000
China	93,000
Hong Kong	7,000
India	98,000
Indonesia	28,000
Japan	8,000
Korea	9,000
Malaysia	29,000
New Zealand	8,000
Philippines	27,000
Singapore	9,000
Thailand	10,000

Main Panel Demographics



Australia

N = 76,000 approx

Last Updated - August 2021

	Under 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	0.5	8.0	12.2	6.9	8.5	36.2
Females	0.5	8.4	22.3	17.4	15.1	63.8
Total	1.1	16.4	34.5	24.4	23.6	100.0

Lives in...	% of Total
<input type="radio"/> Sydney	25.0
<input type="radio"/> Melbourne	24.1
<input type="radio"/> Brisbane	12.3
<input type="radio"/> Adelaide	8.0
<input type="radio"/> Perth	7.0
<input type="radio"/> None of the above	23.7

Level of completed Education...	% of Total
<input type="radio"/> Basic High School or below	26.1
<input type="radio"/> After High School, some training or Trade	32.7
<input type="radio"/> Completed University to a Degree / Diploma	32.0
<input type="radio"/> Post University, eg. Masters / Doctor	9.1

Currently Employed Full Time as...	% of Total
<input type="radio"/> Owner / Self Employed	13.1
<input type="radio"/> Chief/Director/President level	1.9
<input type="radio"/> Senior Manager	5.9
<input type="radio"/> Middle Manager	10.8
<input type="radio"/> Team Leader / Supervisor	13.7
<input type="radio"/> Staff Member	52.3
<input type="radio"/> Trainee	2.3

Total Household Income	% of Total
<input type="radio"/> Less than A\$30,000 per year	21.0
<input type="radio"/> Between A\$30,000 and A\$60,000 per year	32.5
<input type="radio"/> Between A\$60,000 and A\$120,000 per year	34.3
<input type="radio"/> Over A\$120,000 per year	12.2

Family Status...	%
<input type="radio"/> Never been married	31.4
<input type="radio"/> Married / deFacto	59.5
<input type="radio"/> Separated / Widowed	9.1

Parent of a Child...	%
<input type="radio"/> None	56.1
<input type="radio"/> Under 3 years old	12.1
<input type="radio"/> Between 3 and 11	17.0
<input type="radio"/> Between 12 and 16	9.8
<input type="radio"/> Over 16 years old	5.0

Main Panel Demographics



China

N = 93,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	0.7	19.0	35.0	10.4	2.8	67.9
Females	0.5	9.2	17.0	4.1	1.3	32.1
Total	1.2	28.2	52.1	14.5	4.1	100.0

Lives in...	% of Total
<input type="radio"/> Guangdong	14.3
<input type="radio"/> Shanghai	8.5
<input type="radio"/> Jiangsu	8.3
<input type="radio"/> Shandong	8.1
<input type="radio"/> Beijing	7.6
<input type="radio"/> None of the above	53.2

Current Occupation...	% of Total
<input type="radio"/> Company Employee	40.9
<input type="radio"/> Student	21.5
<input type="radio"/> Public Employee	8.8
<input type="radio"/> Company Executive	5.2
<input type="radio"/> Self Employee	4.9
<input type="radio"/> Housewife/Househusband	3.1
<input type="radio"/> Unemployed	2.9
<input type="radio"/> Retired	1.1
<input type="radio"/> Other	11.6

Total Household Income	% of Total
<input type="radio"/> Less than 30,000 RMB per year	20.1
<input type="radio"/> Between 30,000 and 100,000 RMB per year	34.2
<input type="radio"/> Between 100,000 and 500,000 RMB per year	29.6
<input type="radio"/> Over 500,000 RMB per year	16.1

Family Status...	%
<input type="radio"/> Never been married	52.9
<input type="radio"/> Married / deFacto	45.2
<input type="radio"/> Separated / Widowed	1.9

Main Panel Demographics



Hong Kong

N = 7,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	1.2	15.3	16.8	8.7	4.3	46.3
Females	2.5	17.4	20.8	10.0	3.0	53.7
Total	3.6	32.8	37.6	18.7	7.3	100.0

Level of completed Education...	% of Total
o Basic High School or below	29.3
o After High School, some training or Trade	34.3
o Completed University to a Degree / Diploma	31.7
o Post University, eg. Masters / Doctor	4.7

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	6.8
o Chief/Director/President level	0.9
o Senior Manager	5.3
o Middle Manager	16.1
o Team Leader / Supervisor	6.0
o Staff Member	33.7
o (does not work)	31.3

Total Household Income	% of Total
o Below Average	26.6
o Average	44.9
o Above average	23.2
o High Above Average	5.3

Family Status...	%
o Never been married	59.1
o Married / deFacto	34.3
o Separated / Widowed	6.6

Parent of a Child...	%
o None	80.4
o Under 3 years old	8.6
o Between 3 and 11	6.3
o Between 12 and 16	3.5
o Over 16 years old	1.2

Main Panel Demographics



India

N = 98,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	2.5	30.9	27.4	8.9	5.2	74.9
Females	0.5	8.8	10.8	3.6	1.5	25.1
Total	3.0	39.6	38.2	12.5	6.7	100.0

Lives in...	% of Total
o Mumbai	15.3
o Delhi	14.6
o Surat	1.8
o Bangalore	11.5
o Kolkata	5.9
o None of the above	50.9

Level of completed Education...	% of Total
o Basic High School or below	2.5
o After High School, some training or Trade	7.1
o Completed University to a Degree / Diploma	57.9
o Post University, eg. Masters / Doctor	32.4

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	18.6
o Chief/Director/President level	2.5
o Senior Manager	11.9
o Middle Manager	16.7
o Team Leader / Supervisor	17.5
o Staff Member	24.7
o Trainee	8.1

Total Household Income	% of Total
o Less than 40,000 Rupees per year	22.2
o Between 40,000 and 80,000 Rupees per year	24.4
o Between 80,000 and 160,000 Rupees per year	24.9
o Over 160,000 Rupees per year	28.5

Family Status...	%
o Never been married	53.1
o Married / deFacto	44.9
o Separated / Widowed	2.0

Parent of a Child...	%
o None	65.9
o Under 3 years old	11.7
o Between 3 and 11	13.3
o Between 12 and 16	5.2
o Over 16 years old	3.8

Main Panel Demographics



Indonesia

N = 28,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	18.0	28.6	17.8	4.7	1.7	70.8
Females	6.5	12.4	7.9	1.7	0.6	29.2
Total	24.5	41.0	25.7	6.4	2.3	100.0

Lives in...	% of Total
o Jakarta	34.5
o Bandung	9.6
o Surabaya	14.5
o Medan	4.4
o Bekasi	3.1
o None of the above	33.9

Level of completed Education...	% of Total
o Basic High School or below	7.7
o After High School, some training or Trade	16.0
o Completed University to a Degree / Diploma	68.9
o Post University, eg. Masters / Doctor	7.4

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	18.8
o Chief/Director/President level	2.3
o Senior Manager	8.4
o Middle Manager	11.5
o Team Leader / Supervisor	16.5
o Staff Member	36.4
o Trainee	5.9

Total Household Income	% of Total
o Below Average	18.7
o Average	47.9
o Above average	24.8
o High Above Average	8.7

Family Status...	%
o Never been married	44.7
o Married / deFacto	52.9
o Separated / Widowed	2.3

Parent of a Child...	%
o None	51.8
o Under 3 years old	16.8
o Between 3 and 11	20.3
o Between 12 and 16	6.2
o Over 16 years old	4.8

Main Panel Demographics



Japan

N = 8,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	1.4	15.0	22.5	10.0	10.2	59.0
Females	1.2	13.9	15.3	6.7	3.9	41.0
Total	2.5	28.9	37.7	16.7	14.1	100.0

Lives in...	% of Total
o Hokkaido	5.0
o Tohoku	5.0
o Chubu	41.0
o Kanto	15.0
o Kansai / Kinki	18.0
o Chugoku	5.0
o Shikoku	2.0
o Kyushu / Okinawa	9.0

Level of completed Education...	% of Total
o Basic High School or below	24.9
o After High School, some training or Trade	19.0
o Completed University to a Degree / Diploma	48.9
o Post University, eg. Masters / Doctor	7.2

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	1.2
o Chief/Director/President level	2.9
o Senior Manager	5.8
o Middle Manager	16.0
o Team Leader / Supervisor	30.6
o Staff Member	43.4

Total Household Income	% of Total
o Below Average	21.6
o Average	50.9
o Above average	23.4
o High Above Average	4.1

is BDM...	20.7
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Family Status...	%
o Never been married	38.7
o Married / deFacto	52.6
o Separated / Widowed	8.8

Main Panel Demographics



South Korea

N = 7,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	4.6	12.3	22.3	15.7	5.8	60.8
Females	1.2	15.0	12.8	6.5	3.6	39.2
Total	5.8	27.4	35.1	22.3	9.4	100.0

Level of completed Education...	% of Total
o Basic High School or below	7.4
o After High School, some training or Trade	16.8
o Completed University to a Degree / Diploma	54.3
o Post University, eg. Masters / Doctor	21.5

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	3.8
o Chief/Director/President level	5.7
o Senior Manager	3.1
o Middle Manager	20.4
o Team Leader / Supervisor	7.1
o Staff Member	44.7
o (does not work)	15.2

Total Household Income	% of Total
o Below Average	19.0
o Average	42.9
o Above average	14.3
o High Above Average	23.8

is BDM...
34.5

Family Status...	%
o Never been married	45.6
o Married / deFacto	51.5
o Separated / Widowed	3.0

Parent of a Child...	%
o None	62.3
o Under 3 years old	13.0
o Between 3 and 11	16.9
o Between 12 and 16	6.5
o Over 16 years old	1.3

Main Panel Demographics



Malaysia

N = 29,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	21.5	18.3	7.5	2.9	2.1	52.3
Females	17.2	19.0	7.5	3.0	1.0	47.7
Total	38.7	37.2	15.0	5.9	3.1	100.0

Lives in...	% of Total
<input type="radio"/> Kuala Lumpur	40.7
<input type="radio"/> Johor Bahru	8.5
<input type="radio"/> Subang Jaya	7.5
<input type="radio"/> Klang	3.2
<input type="radio"/> Ampang	2.2
<input type="radio"/> None of the above	37.8

Level of completed Education...	% of Total
<input type="radio"/> Basic High School or below	12.7
<input type="radio"/> After High School, some training or Trade	19.1
<input type="radio"/> Completed University to a Degree / Diploma	64.0
<input type="radio"/> Post University, eg. Masters / Doctor	4.2

Currently Employed Full Time as...	% of Total
<input type="radio"/> Owner / Self Employed	11.9
<input type="radio"/> Chief/Director/President level	1.1
<input type="radio"/> Senior Manager	4.1
<input type="radio"/> Middle Manager	14.6
<input type="radio"/> Team Leader / Supervisor	19.0
<input type="radio"/> Staff Member	44.4
<input type="radio"/> Trainee	4.9

Total Household Income	% of Total
<input type="radio"/> Less than 15,000 Ringgits per year	40.0
<input type="radio"/> Between 15,000 and 30,000 Ringgits per year	24.6
<input type="radio"/> Between 30,000 and 60,000 Ringgits per year	21.1
<input type="radio"/> Over 60,000 Ringgits per year	14.3

Family Status...	%
<input type="radio"/> Never been married	59.9
<input type="radio"/> Married / deFacto	37.5
<input type="radio"/> Separated / Widowed	2.6

Parent of a Child...	%
<input type="radio"/> None	69.0
<input type="radio"/> Under 3 years old	12.1
<input type="radio"/> Between 3 and 11	10.9
<input type="radio"/> Between 12 and 16	4.2
<input type="radio"/> Over 16 years old	3.7

Main Panel Demographics



New Zealand

N = 8,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	10.1	7.7	8.9	5.3	7.6	39.6
Females	11.4	16.3	13.2	10.8	8.8	60.4
Total	21.4	24.0	22.0	16.1	16.4	100.0

Lives in...	% of Total
o Auckland	35.7
o Wellington	16.8
o Christchurch	7.8
o Hamilton	6.1
o Napier-Hastings	3.7
o None of the above	29.9

Level of completed Education...	% of Total
o Basic High School or below	21.5
o After High School, some training or Trade	39.8
o Completed University to a Degree / Diploma	28.5
o Post University, eg. Masters / Doctor	10.2

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	16.7
o Chief/Director/President level	1.5
o Senior Manager	3.0
o Middle Manager	5.3
o Team Leader / Supervisor	12.1
o Staff Member	58.3
o Trainee	3.0

Total Household Income	% of Total
o Less than NZ\$30,000 per year	26.1
o Between NZ\$30,000 and NZ\$60,000 per year	34.5
o Between NZ\$60,000 and NZ\$120,000 per year	31.0
o Over NZ\$120,000 per year	8.4

Family Status...	%
o Never been married	35.8
o Married / deFacto	53.2
o Separated / Widowed	10.9

Parent of a Child...	%
o None	58.7
o Under 3 years old	9.1
o Between 3 and 11	16.9
o Between 12 and 16	8.3
o Over 16 years old	7.0

Main Panel Demographics



Philippines

N = 27,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	14.3	14.1	5.3	2.4	1.4	37.6
Females	19.5	27.9	10.0	3.8	1.3	62.4
Total	33.8	42.0	15.3	6.2	2.7	100.0

Lives in...	% of Total
<input type="radio"/> Manila	50.1
<input type="radio"/> Baguio	4.9
<input type="radio"/> Cebu City	9.5
<input type="radio"/> Davao City	6.4
<input type="radio"/> Calamba	3.4
<input type="radio"/> None of the above	25.7

Level of completed Education...	% of Total
<input type="radio"/> Basic High School or below	2.3
<input type="radio"/> After High School, some training or Trade	13.9
<input type="radio"/> Completed University to a Degree / Diploma	78.7
<input type="radio"/> Post University, eg. Masters / Doctor	5.2

Currently Employed Full Time as...	% of Total
<input type="radio"/> Owner / Self Employed	12.6
<input type="radio"/> Chief/Director/President level	0.8
<input type="radio"/> Senior Manager	3.1
<input type="radio"/> Middle Manager	5.9
<input type="radio"/> Team Leader / Supervisor	18.0
<input type="radio"/> Staff Member	54.9
<input type="radio"/> Trainee	4.7

Total Household Income	% of Total
<input type="radio"/> Less than 60,000 Pesos per year	33.3
<input type="radio"/> Between 60,000 and 120,000 Pesos per year	22.5
<input type="radio"/> Between 120,000 and 240,000 Pesos per year	23.0
<input type="radio"/> Over 240,000 Pesos per year	21.2

Family Status...	%
<input type="radio"/> Never been married	60.8
<input type="radio"/> Married / deFacto	35.9
<input type="radio"/> Separated / Widowed	3.3

Parent of a Child...	%
<input type="radio"/> None	59.6
<input type="radio"/> Under 3 years old	16.1
<input type="radio"/> Between 3 and 11	16.1
<input type="radio"/> Between 12 and 16	5.0
<input type="radio"/> Over 16 years old	3.1

Main Panel Demographics



Singapore

N = 9,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	18.5	16.1	8.0	3.6	1.6	47.8
Females	18.0	18.1	10.7	3.8	1.6	52.2
Total	36.5	34.2	18.6	7.5	3.3	100.0

Level of completed Education...	% of Total
o Basic High School or below	13.1
o After High School, some training or Trade	25.8
o Completed University to a Degree / Diploma	52.9
o Post University, eg. Masters / Doctor	8.2

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	6.6
o Chief/Director/President level	2.0
o Senior Manager	7.1
o Middle Manager	14.6
o Team Leader / Supervisor	23.2
o Staff Member	42.9
o Trainee	3.5

Total Household Income	% of Total
o Less than S\$30,000 per year	34.4
o Between S\$30,000 and S\$60,000 per year	34.7
o Between S\$60,000 and S\$120,000 per year	23.5
o Over S\$120,000 per year	7.4

Family Status...	%
o Never been married	59.9
o Married / deFacto	37.5
o Separated / Widowed	2.5

Parent of a Child...	%
o None	76.5
o Under 3 years old	10.3
o Between 3 and 11	15.1
o Between 12 and 16	5.6
o Over 16 years old	2.5

Main Panel Demographics



Thailand

N = 10,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	8.1	14.6	13.0	13.8	12.2	61.8
Females	9.8	17.9	8.9	2.4	0.8	39.8
Total	17.9	32.5	22.0	16.3	13.0	100.0

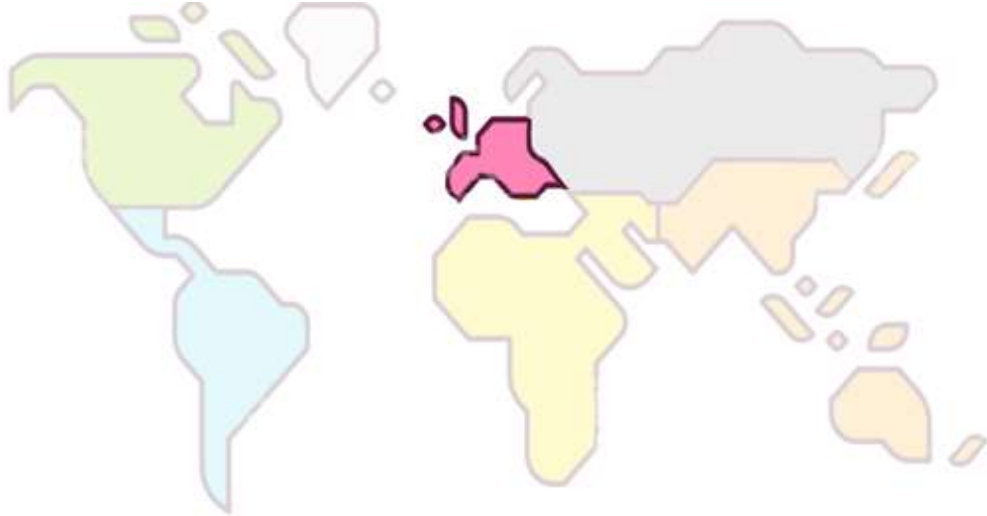
Lives in...	% of Total
o Bangkok	46.9
o Samut Prakan	6.1
o Nonthanburi	2.0
o Udon Thani	8.2
o Nakhon Ratchasima	8.2
o Other	28.6

Level of completed Education...	% of Total
o Basic High School or below	9.1
o After High School, some training or Trade	12.1
o Completed University to a Degree / Diploma	63.6
o Post University, eg. Masters / Doctor	15.2

Family Status...	%
o Never been married	47.4
o Married / deFacto	39.5
o Separated / Widowed	13.2

Parent of a Child...	%
o None	53.2
o Under 3 years old	6.4
o Between 3 and 11	23.4
o Between 12 and 16	8.5
o Over 16 years old	8.5

EUROPE, Main Five



France	20,000
Germany	32,000
Italy	26,000
Spain	22,000
UK	77,000



Main Panel Demographics



France

N = 20,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	3.3	13.0	15.3	11.4	12.4	55.5
Females	1.8	7.7	12.8	11.5	10.6	44.5
Total	5.1	20.8	28.2	22.9	23.0	100.0

Lives in...	% of Total
<input type="radio"/> Paris	26.8
<input type="radio"/> Marseille	11.1
<input type="radio"/> Lyon	14.2
<input type="radio"/> Toulouse	6.5
<input type="radio"/> Bordeaux	7.3
<input type="radio"/> None of the above	34.1

Level of completed Education...	% of Total
<input type="radio"/> Basic High School or below	24.6
<input type="radio"/> After High School, some training or Trade	30.5
<input type="radio"/> Completed University to a Degree / Diploma	36.6
<input type="radio"/> Post University, eg. Masters / Doctor	8.3

Currently Employed Full Time as...	% of Total
<input type="radio"/> Employed Full-time	46.3
<input type="radio"/> Employed Part-time (Less than 32 hours)	8.4
<input type="radio"/> Retired/Unable to Work/Disabled	7.8
<input type="radio"/> Student/At School	9.9
<input type="radio"/> Not Working/Looking for Work	16.7
<input type="radio"/> Housewife/Househusband	6.4
<input type="radio"/> Other	4.5

Total Household Income	% of Total
<input type="radio"/> Less than 12,000 Euros per year	19.1
<input type="radio"/> Between 12,000 and 24,000 Euros per year	32.2
<input type="radio"/> Between 24,000 and 48,000 Euros per year	28.9
<input type="radio"/> Over 48,000 Euros per year	19.8

Family Status...	%
<input type="radio"/> Never been married	56.3
<input type="radio"/> Married / deFacto	36.5
<input type="radio"/> Separated / Widowed	7.2

Children at home...	%
<input type="radio"/> None	52.1
<input type="radio"/> one or two	35.2
<input type="radio"/> three or more	12.7

Main Panel Demographics



Germany

N = 32,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	13.8	15.4	13.3	9.0	5.9	57.4
Females	2.8	14.1	12.2	8.2	5.4	42.6
Total	16.6	29.5	25.5	17.1	11.3	100.0

Lives in...	% of Total
o Berlin	27.6
o Hamburg	14.2
o München	11.4
o Köln	8.4
o Frankfurt	5.6
o Other	32.8

Level of completed Education...	% of Total
o Basic High School or below	20.8
o After High School, some training or Trade	35.0
o Completed University to a Degree / Diploma	34.4
o Post University, eg. Masters / Doctor	9.8

Currently Employed as...	% of Total
o Employed Full-time	43.8
o Employed Part-time (Less than 32 hours)	12.2
o Retired/Unable to Work/Disabled	8.1
o Student/At School	13.1
o Not Working/Looking for Work	8.8
o Housewife/Househusband	8.9
o Other	5.1

Total Household Income	% of Total
o Less than 12,000 Euros per year	8.7
o Between 12,000 and 24,000 Euros per year	31.7
o Between 24,000 and 48,000 Euros per year	33.6
o 0	0.0

Family Status...	%
o Never been married	60.3
o Married / deFacto	30.3
o Separated / Widowed	9.4

Children at home...	%
o None	57.0
o one or two	34.3
o three or more	8.7

Main Panel Demographics



Italy

N = 26,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	1.8	11.4	15.1	10.5	6.7	45.6
Females	1.9	13.5	19.8	13.0	6.3	54.4
Total	3.7	24.8	34.9	23.5	13.1	100.0

Lives in...	% of Total
o Rome	17.5
o Milan	18.2
o (all others)	64.3

Level of completed Education...	% of Total
o Basic High School or below	19.9
o After High School, some training or Trade	35.6
o Completed University to a Degree / Diploma	35.0
o Post University, eg. Masters / Doctor	9.6

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	16.5
o Chief/Director/President level	3.1
o Senior Manager	5.5
o Middle Manager	12.8
o Team Leader / Supervisor	9.2
o Staff Member	48.0
o Trainee	4.9

Total Household Income	% of Total
o Below Average	29.0
o Average	51.9
o Above average	16.8
o High Above Average	2.4

Family Status...	%
o Never been married	43.4
o Married / deFacto	50.5
o Separated / Widowed	6.2

Parent of a Child...	%
o None	51.1
o Under 3 years old	10.1
o Between 3 and 11	21.2
o Between 12 and 16	10.9
o Over 16 years old	6.7

Main Panel Demographics



Spain

N = 22,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	2.5	13.0	15.8	12.1	9.3	52.7
Females	2.2	10.1	15.6	11.2	8.3	47.3
Total	4.7	23.1	31.4	23.3	17.5	100.0

Lives in...	% of Total
o Madrid	19.8
o Barcelona	17.1
o Valencia	11.2
o Sevilla	7.3
o (all others)	44.6

Level of completed Education...	% of Total
o Basic High School or below	11.1
o After High School, some training or Trade	40.0
o Completed University to a Degree / Diploma	35.3
o Post University, eg. Masters / Doctor	13.7

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	23.9
o Chief/Director/President level	4.2
o Senior Manager	7.8
o Middle Manager	8.5
o Team Leader / Supervisor	14.1
o Staff Member	36.6
o Trainee	4.9

Total Household Income	% of Total
o Below Average	21.6
o Average	36.3
o Above average	32.4
o High Above Average	9.8

Family Status...	%
o Never been married	32.2
o Married / deFacto	58.2
o Separated / Widowed	9.6

Parent of a Child...	%
o None	49.7
o Under 3 years old	10.3
o Between 3 and 11	23.6
o Between 12 and 16	10.3
o Over 16 years old	6.2

Main Panel Demographics



United Kingdom

N = 77,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	10.6	14.1	10.6	7.4	4.7	47.5
Females	10.3	15.6	12.6	7.6	6.4	52.5
Total	21.0	29.7	23.2	15.0	11.2	100.0

Lives in...	% of Total
o London	33.5
o Birmingham	8.9
o Liverpool	2.1
o Leeds	6.6
o Manchester	7.2
o None of the above	41.7

Level of completed Education...	% of Total
o Basic High School or below	23.5
o After High School, some training or Trade	41.5
o Completed University to a Degree / Diploma	28.0
o Post University, eg. Masters / Doctor	6.9

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	17.2
o Chief/Director/President level	3.5
o Senior Manager	4.8
o Middle Manager	9.3
o Team Leader / Supervisor	15.9
o Staff Member	45.8
o Trainee	3.5

Total Household Income	% of Total
o Less than 16,000 Pounds per year	24.9
o Between 16,000 and 32,000 Pounds per year	33.2
o Between 32,000 and 64,000 Pounds per year	30.6
o Over 64,000 Pounds per year	11.3

Family Status...	%
o Never been married	40.5
o Married / deFacto	50.4
o Separated / Widowed	9.1

Parent of a Child...	%
o None	56.0
o Under 3 years old	9.6
o Between 3 and 11	17.3
o Between 12 and 16	12.5
o Over 16 years old	4.6

EUROPE



Bulgaria	8,000
Czech Republic	17,000
Greece	19,000
Poland	7,000
Russia	38,000
Turkey	23,000
Ukraine	9,000

Main Panel Demographics



Bulgaria

N = 8,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	11.5	11.4	9.2	4.9	2.0	39.0
Females	12.5	23.4	14.6	7.8	2.6	61.0
Total	24.0	34.8	23.8	12.7	4.6	100.0

Lives in...	% of Total
o South West	33.2
o North West	12.3
o North Central	9.8
o North East	13.4
o South East	18.1
o South Central	13.2

Level of completed Education...	% of Total
o Basic High School or below	7.2
o After High School, some training or Trade	29.7
o Completed University to a Degree / Diploma	45.7
o Post University, eg. Masters / Doctor	17.4

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	9.9
o Chief/Director/President level	1.8
o Senior Manager	4.1
o Middle Manager	6.2
o Team Leader / Supervisor	16.9
o Staff Member	55.7
o Trainee	5.5

Parent of a Child...	%
o None	63.3
o Under 3 years old	10.0
o Between 3 and 11	19.5
o Between 12 and 16	4.1
o Over 16 years old	3.1

Main Panel Demographics



Czech Republic

N = 17,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	9.2	10.2	6.0	3.2	2.4	31.1
Females	15.9	26.6	15.9	7.6	2.9	68.9
Total	25.1	36.8	21.9	10.8	5.3	100.0

Lives in...	% of Total
o Prague	40.1
o Brno	9.2
o Ostrava	9.7
o Plzen	5.5
o Liberec	3.3
o None of the above	32.3

Level of completed Education...	% of Total
o Basic High School or below	4.2
o After High School, some training or Trade	21.8
o Completed University to a Degree / Diploma	61.1
o Post University, eg. Masters / Doctor	12.9

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	14.0
o Chief/Director/President level	2.9
o Senior Manager	14.7
o Middle Manager	22.8
o Team Leader / Supervisor	14.0
o Staff Member	29.4
o Trainee	2.2

is BDM...
24.1

Main Panel Demographics



Greece

N = 19,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	7.2	19.3	14.6	5.7	1.5	48.3
Females	6.2	23.7	14.7	5.7	1.3	51.7
Total	13.5	43.0	29.4	11.4	2.8	100.0

Lives in...	% of Total
<input type="radio"/> Athens	50.8
<input type="radio"/> Salonica	21.2
<input type="radio"/> Patra	2.9
<input type="radio"/> Irakleio	3.8
<input type="radio"/> Larisa	3.8
<input type="radio"/> None of the above	17.5

Level of completed Education...	% of Total
<input type="radio"/> Basic High School or below	7.2
<input type="radio"/> After High School, some training or Trade	29.7
<input type="radio"/> Completed University to a Degree / Diploma	45.7
<input type="radio"/> Post University, eg. Masters / Doctor	17.4

Currently Employed Full Time as...	% of Total
<input type="radio"/> Owner / Self Employed	18.2
<input type="radio"/> Chief/Director/President level	3.5
<input type="radio"/> Senior Manager	5.5
<input type="radio"/> Middle Manager	8.2
<input type="radio"/> Team Leader / Supervisor	16.4
<input type="radio"/> Staff Member	44.2
<input type="radio"/> Trainee	4.0

Total Household Income	% of Total
<input type="radio"/> Less than 12,000 Euros per year	34.9
<input type="radio"/> Between 12,000 and 24,000 Euros per year	43.3
<input type="radio"/> Between 24,000 and 48,000 Euros per year	19.5
<input type="radio"/> Over 48,000 Euros per year	2.2

Family Status...	%
<input type="radio"/> Never been married	48.8
<input type="radio"/> Married / deFacto	45.5
<input type="radio"/> Separated / Widowed	5.7

Parent of a Child...	%
<input type="radio"/> None	59.2
<input type="radio"/> Under 3 years old	12.0
<input type="radio"/> Between 3 and 11	18.8
<input type="radio"/> Between 12 and 16	5.6
<input type="radio"/> Over 16 years old	4.4

Main Panel Demographics



Poland

N = 7,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	5.1	22.1	12.0	5.8	4.6	49.6
Females	5.8	24.0	12.9	4.7	3.0	50.4
Total	11.0	46.2	24.9	10.4	7.6	100.0

Level of completed Education...	% of Total
o Basic High School or below	13.5
o After High School, some training or Trade	34.6
o Completed University to a Degree / Diploma	30.9
o Post University, eg. Masters / Doctor	21.1

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	10.9
o Chief/Director/President level	7.7
o Senior Manager	6.9
o Middle Manager	6.8
o Team Leader / Supervisor	4.7
o Staff Member	35.6
o (does not work)	27.3

Total Household Income	% of Total
o Below Average	25.3
o Average	63.6
o Above average	4.3
o High Above Average	6.8

Family Status...	%
o Never been married	47.5
o Married / deFacto	46.5
o Separated / Widowed	6.0

Parent of a Child...	%
o None	57.0
o Under 3 years old	15.9
o Between 3 and 11	17.2
o Between 12 and 16	6.5
o Over 16 years old	3.4

Main Panel Demographics



Russian Federation

N = 38,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	15.5	21.0	9.7	4.7	2.0	52.8
Females	14.9	21.9	6.7	2.8	1.0	47.2
Total	30.4	42.9	16.3	7.4	3.0	100.0

Lives in...	% of Total
<input type="radio"/> Moscow	27.8
<input type="radio"/> St Petersburg	9.1
<input type="radio"/> Novosibirsk	4.7
<input type="radio"/> Nizhny	4.0
<input type="radio"/> Yekaterinburg	7.3
<input type="radio"/> None of the above	47.1

Level of completed Education...	% of Total
<input type="radio"/> Basic High School or below	4.5
<input type="radio"/> After High School, some training or Trade	19.4
<input type="radio"/> Completed University to a Degree / Diploma	67.3
<input type="radio"/> Post University, eg. Masters / Doctor	8.8

Currently Employed Full Time as...	% of Total
<input type="radio"/> Owner / Self Employed	7.6
<input type="radio"/> Chief/Director/President level	3.8
<input type="radio"/> Senior Manager	10.8
<input type="radio"/> Middle Manager	24.9
<input type="radio"/> Team Leader / Supervisor	16.9
<input type="radio"/> Staff Member	33.5
<input type="radio"/> Trainee	2.5

Total Household Income	% of Total
<input type="radio"/> Less than 120,000 Rubles per year	19.0
<input type="radio"/> Between 120,000 and 240,000 Rubles per year	21.7
<input type="radio"/> Between 240,000 and 480,000 Rubles per year	29.2
<input type="radio"/> Over 480,000 Rubles per year	30.2

Family Status...	%
<input type="radio"/> Never been married	30.5
<input type="radio"/> Married / deFacto	63.1
<input type="radio"/> Separated / Widowed	6.3

Parent of a Child...	%
<input type="radio"/> None	44.7
<input type="radio"/> Under 3 years old	21.9
<input type="radio"/> Between 3 and 11	17.8
<input type="radio"/> Between 12 and 16	9.1
<input type="radio"/> Over 16 years old	6.6

Main Panel Demographics



Turkey

N = 23,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	14.7	29.4	13.4	4.1	1.2	62.7
Females	5.5	16.8	11.5	2.9	0.6	37.3
Total	20.2	46.2	24.8	7.0	1.8	100.0

Lives in...	% of Total
o Istanbul	44.8
o Ankara	11.5
o Izmir	14.2
o Bursa	4.6
o Adana	4.7
o None of the above	20.1

Level of completed Education...	% of Total
o Basic High School or below	12.6
o After High School, some training or Trade	17.0
o Completed University to a Degree / Diploma	59.8
o Post University, eg. Masters / Doctor	10.6

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	13.8
o Chief/Director/President level	8.9
o Senior Manager	5.2
o Middle Manager	15.5
o Team Leader / Supervisor	19.1
o Staff Member	34.2
o Trainee	3.4

Total Household Income	% of Total
o Less than 12,000 TRY per year	14.7
o Between 12,000 and 24,000 TRY per year	28.4
o Between 24,000 and 48,000 TRY per year	37.2
o Over 48,000 TRY per year	19.8

Family Status...	%
o Never been married	40.4
o Married / deFacto	54.1
o Separated / Widowed	5.5

Parent of a Child...	%
o None	52.9
o Under 3 years old	16.7
o Between 3 and 11	17.7
o Between 12 and 16	8.5
o Over 16 years old	4.2

Main Panel Demographics



Ukraine

N = 9,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	20.3	20.9	9.6	4.2	1.5	56.6
Females	15.8	20.8	4.5	1.9	0.4	43.4
Total	36.1	41.7	14.2	6.1	1.9	100.0

Lives in...	% of Total
<input type="radio"/> Kiev	25.8
<input type="radio"/> Kharkiv	8.3
<input type="radio"/> Dnipropetrovsk	10.1
<input type="radio"/> Odessa	5.2
<input type="radio"/> Donetsk	8.5
<input type="radio"/> None of the above	42.0

Level of completed Education...	% of Total
<input type="radio"/> Basic High School or below	4.2
<input type="radio"/> After High School, some training or Trade	16.8
<input type="radio"/> Completed University to a Degree / Diploma	66.1
<input type="radio"/> Post University, eg. Masters / Doctor	12.9

Currently Employed Full Time as...	% of Total
<input type="radio"/> Owner / Self Employed	15.2
<input type="radio"/> Chief/Director/President level	3.8
<input type="radio"/> Senior Manager	13.7
<input type="radio"/> Middle Manager	22.8
<input type="radio"/> Team Leader / Supervisor	12.7
<input type="radio"/> Staff Member	26.4
<input type="radio"/> Trainee	5.3

Total Household Income	% of Total
<input type="radio"/> Less than 6,000 Euros per year	36.5
<input type="radio"/> Between 6,000 and 12,000 Euros per year	34.8
<input type="radio"/> Between 12,000 and 24,000 Euros per year	21.7
<input type="radio"/> Over 24,000 Euros per year	7.0

Family Status...	%
<input type="radio"/> Never been married	36.0
<input type="radio"/> Married / deFacto	56.8
<input type="radio"/> Separated / Widowed	7.1

Parent of a Child...	%
<input type="radio"/> None	51.9
<input type="radio"/> Under 3 years old	17.5
<input type="radio"/> Between 3 and 11	17.6
<input type="radio"/> Between 12 and 16	7.9
<input type="radio"/> Over 16 years old	5.1

AFRICA and Middle East



Nigeria	5,000
South Africa	21,000
UAE	7,000



Main Panel Demographics



Nigeria

N = 5,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	34.4	39.0	11.3	2.9	0.8	88.4
Females	4.0	5.0	2.1	0.4	0.1	11.6
Total	38.4	44.0	13.4	3.2	1.0	100.0

Lives in...	% of Total
<input type="radio"/> Lagos	41.8
<input type="radio"/> Kano	2.2
<input type="radio"/> Ibadan	11.3
<input type="radio"/> Kaduna	5.3
<input type="radio"/> Abuja	13.2
<input type="radio"/> None of the above	26.2

Level of completed Education...	% of Total
<input type="radio"/> Basic High School or below	5.1
<input type="radio"/> After High School, some training or Trade	7.9
<input type="radio"/> Completed University to a Degree / Diploma	79.8
<input type="radio"/> Post University, eg. Masters / Doctor	7.3

Currently Employed Full Time as...	% of Total
<input type="radio"/> Owner / Self Employed	22.4
<input type="radio"/> Chief/Director/President level	2.9
<input type="radio"/> Senior Manager	11.9
<input type="radio"/> Middle Manager	11.0
<input type="radio"/> Team Leader / Supervisor	16.2
<input type="radio"/> Staff Member	29.0
<input type="radio"/> Trainee	6.7

Total Household Income	% of Total
<input type="radio"/> Less than 75,000 Niara per year	24.6
<input type="radio"/> Between 75,000 and 150,000 Niara per year	20.8
<input type="radio"/> Between 150,000 and 300,000 Niara per year	22.2
<input type="radio"/> Over 300,000 Niara per year	32.4

Family Status...	%
<input type="radio"/> Never been married	71.2
<input type="radio"/> Married / deFacto	27.7
<input type="radio"/> Separated / Widowed	1.0

Parent of a Child...	%
<input type="radio"/> None	70.4
<input type="radio"/> Under 3 years old	12.8
<input type="radio"/> Between 3 and 11	11.9
<input type="radio"/> Between 12 and 16	3.7
<input type="radio"/> Over 16 years old	1.2

Main Panel Demographics



South Africa

N = 21,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	10.9	16.0	9.0	4.9	3.7	44.5
Females	8.3	21.8	14.4	7.4	3.6	55.5
Total	19.3	37.7	23.4	12.3	7.3	100.0

Lives in...	% of Total
<input type="radio"/> Johannesburg	40.0
<input type="radio"/> Cape Town	20.6
<input type="radio"/> Durban	12.6
<input type="radio"/> Port Elizabeth	5.8
<input type="radio"/> East London	1.4
<input type="radio"/> None of the above	19.7

Level of completed Education...	% of Total
<input type="radio"/> Basic High School or below	20.5
<input type="radio"/> After High School, some training or Trade	45.2
<input type="radio"/> Completed University to a Degree / Diploma	30.3
<input type="radio"/> Post University, eg. Masters / Doctor	4.0

Currently Employed Full Time as...	% of Total
<input type="radio"/> Owner / Self Employed	24.5
<input type="radio"/> Chief/Director/President level	1.4
<input type="radio"/> Senior Manager	9.5
<input type="radio"/> Middle Manager	12.8
<input type="radio"/> Team Leader / Supervisor	11.9
<input type="radio"/> Staff Member	37.6
<input type="radio"/> Trainee	2.3

Total Household Income	% of Total
<input type="radio"/> Less than 60,000 Rand per year	18.0
<input type="radio"/> Between 60,000 and 120,000 Rand per year	27.6
<input type="radio"/> Between 120,000 and 180,000 Rand per year	21.3
<input type="radio"/> Over 180,000 Rand per year	33.1

Family Status...	%
<input type="radio"/> Never been married	39.3
<input type="radio"/> Married / deFacto	50.9
<input type="radio"/> Separated / Widowed	9.7

Parent of a Child...	%
<input type="radio"/> None	49.9
<input type="radio"/> Under 3 years old	13.8
<input type="radio"/> Between 3 and 11	22.5
<input type="radio"/> Between 12 and 16	8.1
<input type="radio"/> Over 16 years old	5.8

Main Panel Demographics



United Arab Emirates

N = 7,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	2.3	16.5	23.2	9.7	3.7	55.3
Females	1.9	14.2	20.1	6.5	1.9	44.7
Total	4.2	30.6	43.3	16.2	5.6	100.0

Lives in...	% of Total
o Abu Dhabi	25.1
o Dubai	52.7
o Sharjah	16.1
o (other)	6.1

Level of completed Education...	% of Total
o Basic High School or below	2.9
o After High School, some training or Trade	10.3
o Completed University to a Degree / Diploma	68.6
o Post University, eg. Masters / Doctor	18.1

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	6.4
o Chief/Director/President level	1.9
o Senior Manager	7.1
o Middle Manager	17.3
o Team Leader / Supervisor	25.0
o Staff Member	38.5
o Trainee / Intern	3.8

Total Household Income	% of Total
o Below Average	9.9
o Average	61.5
o Above average	25.2
o High Above Average	3.3

is BDM...
32.6

Family Status...	%
o Never been married	34.8
o Married / deFacto	62.8
o Separated / Widowed	2.3

Parent of a Child...	%
o None	50.8
o Under 3 years old	15.9
o Between 3 and 11	23.5
o Between 12 and 16	6.9
o Over 16 years old	2.9

AMERICAS



Argentina	5,000
Brazil	67,000
Canada	18,000
Mexico	19,000
USA	134,000



Main Panel Demographics



Argentina

N = 5,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	1.8	19.5	17.2	9.1	6.5	54.1
Females	1.5	12.0	17.2	9.1	6.0	45.9
Total	3.3	31.6	34.5	18.1	12.5	100.0

Lives in...	% of Total
o Buenos Aires	51.4
o Cordoba	8.8
o Rosario	11.1
o (other)	28.7

Level of completed Education...	% of Total
o Basic High School or below	17.4
o After High School, some training or Trade	41.2
o Completed University to a Degree / Diploma	32.1
o Post University, eg. Masters / Doctor	9.2

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	24.6
o Chief/Director/President level	6.0
o Senior Manager	6.7
o Middle Manager	7.5
o Team Leader / Supervisor	13.5
o Staff Member	41.8

Total Household Income	% of Total
o Below Average	10.8
o Average	54.3
o Above average	26.1
o High Above Average	8.7

is BDM...
30.4

Family Status...	%
o Never been married	41.2
o Married / deFacto	50.7
o Separated / Widowed	8.1

Parent of a Child...	%
o None	41.2
o Under 3 years old	14.7
o Between 3 and 11	26.0
o Between 12 and 16	8.3
o Over 16 years old	9.8

Main Panel Demographics



Brazil

N = 67,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	14.7	21.9	13.0	5.3	3.5	58.4
Females	8.7	16.3	10.0	4.5	2.1	41.6
Total	23.4	38.2	23.0	9.7	5.6	100.0

Lives in...	% of Total
<input type="radio"/> São Paulo	31.7
<input type="radio"/> Rio de Janeiro	16.5
<input type="radio"/> Salvador	9.3
<input type="radio"/> Brasília	4.7
<input type="radio"/> Fortaleza	4.6
<input type="radio"/> None of the above	33.2

Level of completed Education...	% of Total
<input type="radio"/> Basic High School or below	15.2
<input type="radio"/> After High School, some training or Trade	42.6
<input type="radio"/> Completed University to a Degree / Diploma	35.6
<input type="radio"/> Post University, eg. Masters / Doctor	6.5

Currently Employed Full Time as...	% of Total
<input type="radio"/> Small business / Self Employed	19.4
<input type="radio"/> Cxx Level / President	2.4
<input type="radio"/> Director or above	7.4
<input type="radio"/> Senior Manager	12.5
<input type="radio"/> Middle Level Manager / Supervisor	15.8
<input type="radio"/> Other Employee	42.6

Total Household Income Classification	% of Total
<input type="radio"/> A1 / A2	28.0
<input type="radio"/> B 1 / B 2	52.0
<input type="radio"/> C1 / C2	20.0

Family Status...	%
<input type="radio"/> Never been married	33.4
<input type="radio"/> Married / deFacto	52.5
<input type="radio"/> Separated / Widowed	14.1

Main Panel Demographics



Canada

N = 18,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	10.9	18.0	8.8	5.6	4.4	47.7
Females	8.2	18.4	13.3	8.1	4.3	52.3
Total	19.2	36.3	22.1	13.7	8.7	100.0

Lives in...	% of Total
<input type="radio"/> Toronto	26.2
<input type="radio"/> Montreal	7.5
<input type="radio"/> Vancouver	10.5
<input type="radio"/> Ottawa	2.3
<input type="radio"/> Calgary	5.4
<input type="radio"/> None of the above	48.0

Level of completed Education...	% of Total
<input type="radio"/> Basic High School or below	22.8
<input type="radio"/> After High School, some training or Trade	39.1
<input type="radio"/> Completed University to a Degree / Diploma	34.3
<input type="radio"/> Post University, eg. Masters / Doctor	3.8

Currently Employed Full Time as...	% of Total
<input type="radio"/> Owner / Self Employed	17.1
<input type="radio"/> Chief/Director/President level	1.7
<input type="radio"/> Senior Manager	2.3
<input type="radio"/> Middle Manager	6.9
<input type="radio"/> Team Leader / Supervisor	15.4
<input type="radio"/> Staff Member	53.7
<input type="radio"/> Trainee	2.9

Total Household Income	% of Total
<input type="radio"/> Less than C\$30,000 per year	34.4
<input type="radio"/> Between C\$30,000 and C\$60,000 per year	34.7
<input type="radio"/> Between C\$60,000 and C\$120,000 per year	25.9
<input type="radio"/> Over C\$120,000 per year	5.0

Family Status...	%
<input type="radio"/> Never been married	38.2
<input type="radio"/> Married / deFacto	52.6
<input type="radio"/> Separated / Widowed	9.2

Parent of a Child...	%
<input type="radio"/> None	61.8
<input type="radio"/> Under 3 years old	9.2
<input type="radio"/> Between 3 and 11	15.2
<input type="radio"/> Between 12 and 16	8.8
<input type="radio"/> Over 16 years old	5.0

Main Panel Demographics



Mexico

N = 19,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	6.7	23.1	14.6	8.9	6.7	59.9
Females	3.4	14.2	12.4	7.0	3.2	40.1
Total	10.1	37.3	27.0	15.9	9.8	100.0

Lives in...	% of Total
o México	23.1
o Distrito Federal	35.6
o Veracruz	5.2
o Jalisco	8.4
o Puebla	3.3
o Elsewhere	24.4

Level of completed Education...	% of Total
o Basic High School or below	17.1
o After High School, some training or Trade	39.6
o Completed University to a Degree / Diploma	34.6
o Post University, eg. Masters / Doctor	8.7

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	19.1
o Chief/Director/President level	2.4
o Senior Manager	10.1
o Middle Manager	16.0
o Team Leader / Supervisor	19.0
o Staff Member	25.4
o Trainee	8.1

Total Household Income	% of Total
o AB	43.7
o C+ / C / C-	48.1
o D+ /D	8.2

Family Status...	%
o Never been married	37.2
o Married / deFacto	59.9
o Separated / Widowed	3.1

Main Panel Demographics



United States

N = 134,000 approx

Last Updated - August 2021

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	10.6	14.1	10.6	7.4	4.7	47.5
Females	10.3	15.6	12.6	7.6	6.4	52.5
Total	21.0	29.7	23.2	15.0	11.2	100.0

Lives in...	% of Total
<input type="radio"/> New York	13.6
<input type="radio"/> Los Angeles	9.6
<input type="radio"/> Chicago	6.3
<input type="radio"/> Houston	4.1
<input type="radio"/> Phoenix	2.0
<input type="radio"/> None of the above	64.5

Level of completed Education...	% of Total
<input type="radio"/> Basic High School or below	22.8
<input type="radio"/> After High School, some training or Trade	34.0
<input type="radio"/> Completed University to a Degree / Diploma	33.4
<input type="radio"/> Post University, eg. Masters / Doctor	9.8

Currently Employed Full Time as...	% of Total
<input type="radio"/> Owner / Self Employed	18.7
<input type="radio"/> Chief/Director/President level	3.3
<input type="radio"/> Senior Manager	7.6
<input type="radio"/> Middle Manager	9.4
<input type="radio"/> Team Leader / Supervisor	15.7
<input type="radio"/> Staff Member	41.9
<input type="radio"/> Trainee	3.3

Total Household Income	% of Total
<input type="radio"/> Less than US\$30,000 per year	29.9
<input type="radio"/> Between US\$30,000 and US\$60,000 per year	29.5
<input type="radio"/> Between US\$60,000 and US\$120,000 per year	28.0
<input type="radio"/> Over US\$120,000 per year	12.7

Family Status...	%
<input type="radio"/> Never been married	41.3
<input type="radio"/> Married / deFacto	47.4
<input type="radio"/> Separated / Widowed	11.3

Parent of a Child...	%
<input type="radio"/> None	54.0
<input type="radio"/> Under 3 years old	11.9
<input type="radio"/> Between 3 and 11	19.6
<input type="radio"/> Between 12 and 16	9.9
<input type="radio"/> Over 16 years old	4.6



Feasibility and Pricing Team



will provide feasibility for any target groups requested
and will respond within 6 hours, at the most, but usually much quicker

Project Management Team



Set up and launch projects in less than an hour
and actively manage them to ensure
optimum delivery cover 24/7