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



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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 <sup>tm</sup>



Current PANELBOOK, 2022

## ASIA and Pacific

Country	Total	%		%					B2C	B2B	Target
		Male	Female	18-24	25-34	35-44	45-54	55+			
Australia	77,000	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	102,000	75	25	3	40	38	12	7	Yes	Yes	high
Indonesia	28,000	71	29	25	41	26	6	2	Yes	Yes	
Japan	11,000	59	41	3	29	38	17	14	Yes		
Korea	9,000	61	39	6	27	35	22	9	Yes		
Malaysia	30,000	52	48	39	37	15	6	3	Yes	Yes	high
New Zealand	7,000	40	60	21	24	22	16	16	Yes		
Philippines	26,000	38	62	34	42	15	6	3	Yes	Yes	high
Singapore	8,000	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	33,000	57	43	17	30	26	17	11	Yes	Yes	high
Italy	26,000	46	54	4	25	35	24	13	Yes	Yes	high
Spain	23,000	53	47	5	23	31	23	18	Yes	Yes	high
UK	80,000	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	16,000	31	69	25	37	22	11	5	Yes	Yes	
Greece	22,000	48	52	13	43	29	11	3	Yes	Yes	high
Poland	8,000	50	50	11	46	25	10	8	Yes		
Russia	34,000	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

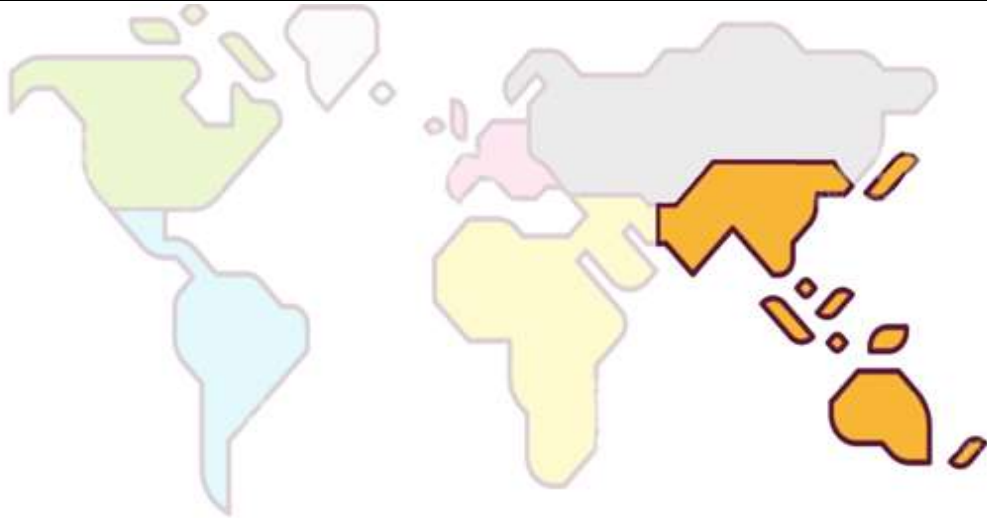
Country	Total	%		%					B2C	B2B	Target
		Male	Female	18-24	25-34	35-44	45-54	55+			
Nigeria	5,000	88	12	38	44	13	3	1	Yes		
South Africa	22,000	45	55	19	38	23	12	7	Yes	Yes	high
UAE	7,000	55	45	4	31	43	16	6	Yes	Yes	

## AMERICAS, North and South

Country	Total	%		%					B2C	B2B	Target
		Male	Female	18-24	25-34	35-44	45-54	55+			
Argentina	6,000	54	46	3	32	34	18	12	Yes		
Brazil	68,000	58	42	23	38	23	10	6	Yes	Yes	high
Canada	20,000	48	52	19	36	22	14	9	Yes	Yes	high
Mexico	21,000	60	40	10	37	27	16	10	Yes	Yes	
USA	140,000	47	53	21	30	23	15	11	Yes	Yes	high

o - Gender and Age as a percentage of total population

## ASIA and Pacific



Australia	77,000
China	93,000
Hong Kong	7,000
India	102,000
Indonesia	28,000
Japan	11,000
Korea	9,000
Malaysia	30,000
New Zealand	7,000
Philippines	26,000
Singapore	8,000
Thailand	10,000

## Main Panel Demographics



### Australia

N = 77,000 approx

Last Updated - September 2022

	Under 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	0.5	8.0	12.2	6.9	8.5	36.2
<b>Females</b>	0.5	8.4	22.3	17.4	15.1	63.8
<b>Total</b>	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 - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	0.7	19.0	35.0	10.4	2.8	67.9
<b>Females</b>	0.5	9.2	17.0	4.1	1.3	32.1
<b>Total</b>	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 - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	1.2	15.3	16.8	8.7	4.3	46.3
<b>Females</b>	2.5	17.4	20.8	10.0	3.0	53.7
<b>Total</b>	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 = 102,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	2.5	30.9	27.4	8.9	5.2	74.9
<b>Females</b>	0.5	8.8	10.8	3.6	1.5	25.1
<b>Total</b>	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 - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	18.0	28.6	17.8	4.7	1.7	70.8
<b>Females</b>	6.5	12.4	7.9	1.7	0.6	29.2
<b>Total</b>	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 = 11,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	1.4	15.0	22.5	10.0	10.2	59.0
<b>Females</b>	1.2	13.9	15.3	6.7	3.9	41.0
<b>Total</b>	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

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 - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	4.6	12.3	22.3	15.7	5.8	60.8
<b>Females</b>	1.2	15.0	12.8	6.5	3.6	39.2
<b>Total</b>	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 = 30,000 approx

Last Updated - September 2022

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

Lives in...	% of Total
o Kuala Lumpur	40.7
o Johor Bahru	8.5
o Subang Jaya	7.5
o Klang	3.2
o Ampang	2.2
o None of the above	37.8

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

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

Total Household Income	% of Total
o Less than 15,000 Ringgits per year	40.0
o Between 15,000 and 30,000 Ringgits per year	24.6
o Between 30,000 and 60,000 Ringgits per year	21.1
o Over 60,000 Ringgits per year	14.3

Family Status...	%
o Never been married	59.9
o Married / deFacto	37.5
o Separated / Widowed	2.6

Parent of a Child...	%
o None	69.0
o Under 3 years old	12.1
o Between 3 and 11	10.9
o Between 12 and 16	4.2
o Over 16 years old	3.7

## Main Panel Demographics



### New Zealand

N = 7,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	10.1	7.7	8.9	5.3	7.6	39.6
<b>Females</b>	11.4	16.3	13.2	10.8	8.8	60.4
<b>Total</b>	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 = 26,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	14.3	14.1	5.3	2.4	1.4	37.6
<b>Females</b>	19.5	27.9	10.0	3.8	1.3	62.4
<b>Total</b>	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 = 8,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	18.5	16.1	8.0	3.6	1.6	47.8
<b>Females</b>	18.0	18.1	10.7	3.8	1.6	52.2
<b>Total</b>	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 - September 2022

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

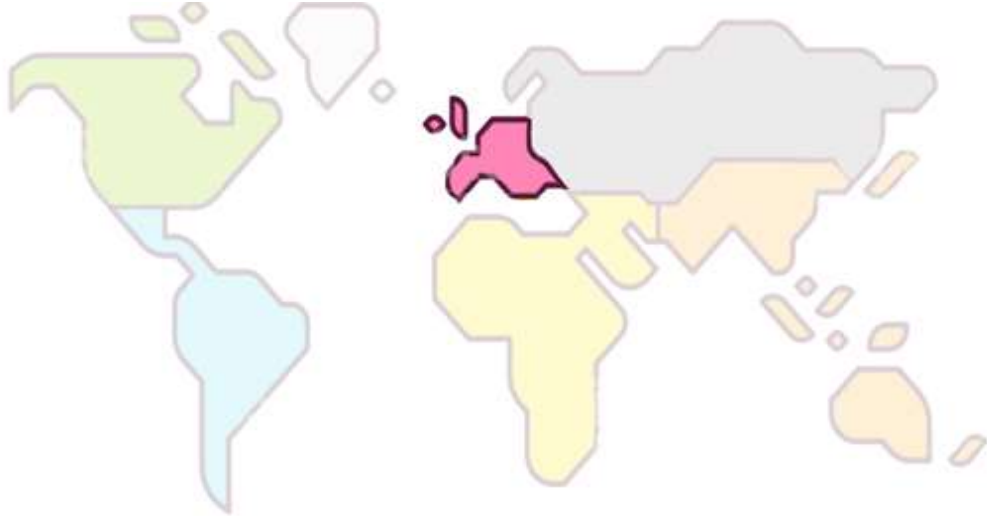
Lives in...	% of Total
o Bangkok	46.9
o Samut Prakan	6.1
o Nonthanburi	2.0
o Udon Thani	8.2
o Nakhon Ratchasima	8.2
o Other	28.6

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	33,000
Italy	26,000
Spain	23,000
UK	80,000





## Main Panel Demographics



### France

N = 20,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	3.3	13.0	15.3	11.4	12.4	55.5
<b>Females</b>	1.8	7.7	12.8	11.5	10.6	44.5
<b>Total</b>	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 = 33,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	13.8	15.4	13.3	9.0	5.9	57.4
<b>Females</b>	2.8	14.1	12.2	8.2	5.4	42.6
<b>Total</b>	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 - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	1.8	11.4	15.1	10.5	6.7	45.6
<b>Females</b>	1.9	13.5	19.8	13.0	6.3	54.4
<b>Total</b>	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 = 23,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	2.5	13.0	15.8	12.1	9.3	52.7
<b>Females</b>	2.2	10.1	15.6	11.2	8.3	47.3
<b>Total</b>	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 = 80,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	10.6	14.1	10.6	7.4	4.7	47.5
<b>Females</b>	10.3	15.6	12.6	7.6	6.4	52.5
<b>Total</b>	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	16,000
Greece	22,000
Poland	8,000
Russia	34,000
Turkey	23,000
Ukraine	9,000



## Main Panel Demographics



### Bulgaria

N = 8,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	11.5	11.4	9.2	4.9	2.0	39.0
<b>Females</b>	12.5	23.4	14.6	7.8	2.6	61.0
<b>Total</b>	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 = 16,000 approx

Last Updated - September 2022

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

<b>Lives in...</b>	<b>% of Total</b>
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

<b>Level of completed Education...</b>	<b>% of Total</b>
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

<b>Currently Employed Full Time as...</b>	<b>% of Total</b>
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

<b>is BDM...</b>
24.1



## Main Panel Demographics



### Greece

N = 22,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	7.2	19.3	14.6	5.7	1.5	48.3
<b>Females</b>	6.2	23.7	14.7	5.7	1.3	51.7
<b>Total</b>	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 = 8,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	5.1	22.1	12.0	5.8	4.6	49.6
<b>Females</b>	5.8	24.0	12.9	4.7	3.0	50.4
<b>Total</b>	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 = 34,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	15.5	21.0	9.7	4.7	2.0	52.8
<b>Females</b>	14.9	21.9	6.7	2.8	1.0	47.2
<b>Total</b>	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 - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	14.7	29.4	13.4	4.1	1.2	62.7
<b>Females</b>	5.5	16.8	11.5	2.9	0.6	37.3
<b>Total</b>	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 - September 2022

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

Lives in...	% of Total
o Kiev	25.8
o Kharkiv	8.3
o Dnipropetrovsk	10.1
o Odessa	5.2
o Donetsk	8.5
o None of the above	42.0

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

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

Total Household Income	% of Total
o Less than 6,000 Euros per year	36.5
o Between 6,000 and 12,000 Euros per year	34.8
o Between 12,000 and 24,000 Euros per year	21.7
o Over 24,000 Euros per year	7.0

Family Status...	%
o Never been married	36.0
o Married / deFacto	56.8
o Separated / Widowed	7.1

Parent of a Child...	%
o None	51.9
o Under 3 years old	17.5
o Between 3 and 11	17.6
o Between 12 and 16	7.9
o Over 16 years old	5.1

AFRICA and Middle East



Nigeria	5,000
South Africa	22,000
UAE	7,000



Main Panel Demographics



**Nigeria**

N = 5,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	34.4	39.0	11.3	2.9	0.8	88.4
<b>Females</b>	4.0	5.0	2.1	0.4	0.1	11.6
<b>Total</b>	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 = 22,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	10.9	16.0	9.0	4.9	3.7	44.5
<b>Females</b>	8.3	21.8	14.4	7.4	3.6	55.5
<b>Total</b>	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 - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	2.3	16.5	23.2	9.7	3.7	55.3
<b>Females</b>	1.9	14.2	20.1	6.5	1.9	44.7
<b>Total</b>	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	6,000
Brazil	68,000
Canada	20,000
Mexico	21,000
USA	140,000



Main Panel Demographics



**Argentina**

N = 6,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	1.8	19.5	17.2	9.1	6.5	54.1
<b>Females</b>	1.5	12.0	17.2	9.1	6.0	45.9
<b>Total</b>	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 = 68,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	14.7	21.9	13.0	5.3	3.5	58.4
<b>Females</b>	8.7	16.3	10.0	4.5	2.1	41.6
<b>Total</b>	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 = 20,000 approx

Last Updated - September 2022

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

Lives in...	% of Total
o Toronto	26.2
o Montreal	7.5
o Vancouver	10.5
o Ottawa	2.3
o Calgary	5.4
o None of the above	48.0

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

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

Total Household Income	% of Total
o Less than C\$30,000 per year	34.4
o Between C\$30,000 and C\$60,000 per year	34.7
o Between C\$60,000 and C\$120,000 per year	25.9
o Over C\$120,000 per year	5.0

Family Status...	%
o Never been married	38.2
o Married / deFacto	52.6
o Separated / Widowed	9.2

Parent of a Child...	%
o None	61.8
o Under 3 years old	9.2
o Between 3 and 11	15.2
o Between 12 and 16	8.8
o Over 16 years old	5.0

Main Panel Demographics



**Mexico**

N = 21,000 approx

Last Updated - September 2022

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

<b>Lives in...</b>	<b>% of Total</b>
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

<b>Level of completed Education...</b>	<b>% of Total</b>
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

<b>Currently Employed Full Time as...</b>	<b>% of Total</b>
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

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

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

Main Panel Demographics



**United States**

N = 140,000 approx

Last Updated - September 2022

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
<b>Males</b>	10.6	14.1	10.6	7.4	4.7	47.5
<b>Females</b>	10.3	15.6	12.6	7.6	6.4	52.5
<b>Total</b>	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