



GLOBAL PANEL BOOK 2019



About **Market Cube**

Market Cube is an Insights, Market Research Operations and Data Sciences company. We enable our clients to leverage the power of people. We own and manage a diverse array of global panels that span from deep, nationally representative communities to niche, unique audiences. We've evolved into a sample technology company with cutting edge consumer insights powered by data sciences and over 10 years of experience.

Intelligence

There are an ever-increasing number of ways to solve the challenges of Market Research. Market Cube is uniquely positioned to consult on the best path forward with our strong knowledge of the toolsets available and their best uses, such as applying deep learning to each panelist to create next generation insights.

Automation

Our clients benefit from consistently high-quality performance due to our smart automation in all areas: sampling, bidding, IT infrastructure, invoicing, APIs, reports, and more.

People

Market Cube draws its strength from people: our team, our clients, our global panelists.



Panel Cube:

Our sophisticated and advanced panel management technology, Panel Cube, helps Market Cube and our clients get the most out of their communities. Panel Cube is an advanced platform that brings panelists together to share their opinions on a product, service or issue and rewards them for their insights. An intelligent algorithm assists with sampling, recruiting, survey creation and management, user profiling, and incentives. Panel Cube helps leverage panels, communities, and databases by reducing the clicks required and increasing control.

Top Features Include:

- Fully SaaS-based online panel management
- Automated incentive management
- Automated, quality-controlled survey sampling
- In-depth user & project reporting
- Deep & continuous profiling
- API connections to survey inventory
- Safe and secure member recruitment





Panel Cube Panels

Market Cube owns and operates Univox Community, a global access panel. We have developed a diverse and representative sample of each country via recruiting methods such as affiliate networks, telephone recruiting, and robust referral programs. Additionally, with a flexible incentive program and a high-touch approach, we keep panelists engaged and willing to participate.

Market Cube also has access to these panels via Panel Cube:

Specpan, InMyOpinion, WilkinsResearch, and Canview Connect.

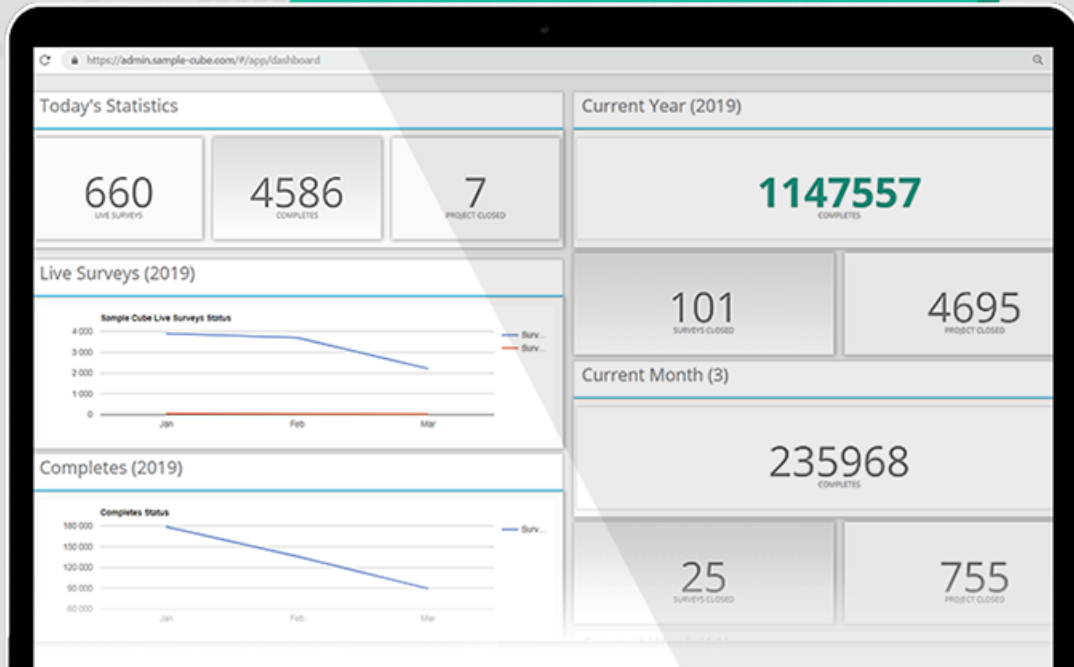


Sample Cube:

Sample Cube is a sophisticated platform created by Market Cube that delivers sample to online market research projects. We leverage multiple panels and communities to find the exact audience you need. Sample Cube houses the entire project management life cycle, from launching a study to reporting to invoicing projects. It is user-friendly software that facilitates field management including: complex nested quotas, click balancing, scheduled sample deployment, qualification based targeting, and real-time sample analytics.

Top Features Include:

- A fraud score system to ensure reliable results
- Complex quota management
- Qualification based targeting
- Machine learning based algorithms
- Seamless supplier management
- Robust partner integration
- Hierarchical and granular reporting
- Simple invoicing
- Easy to learn, understand, and use





GDPR
COMPLIANT

GDPR

The General Data Protection Regulation (GDPR) is a legal framework for personal data that went into effect as of May 2018. Market Cube is compliant with GDPR and other local privacy laws that govern the panelist experience.

Market Cube provides respondents with the following rights, amongst others:

- The right to know their rights
- The right to delete, update and access their information
- The right to stop the usage of their information
- The right to know if there has been a data breach

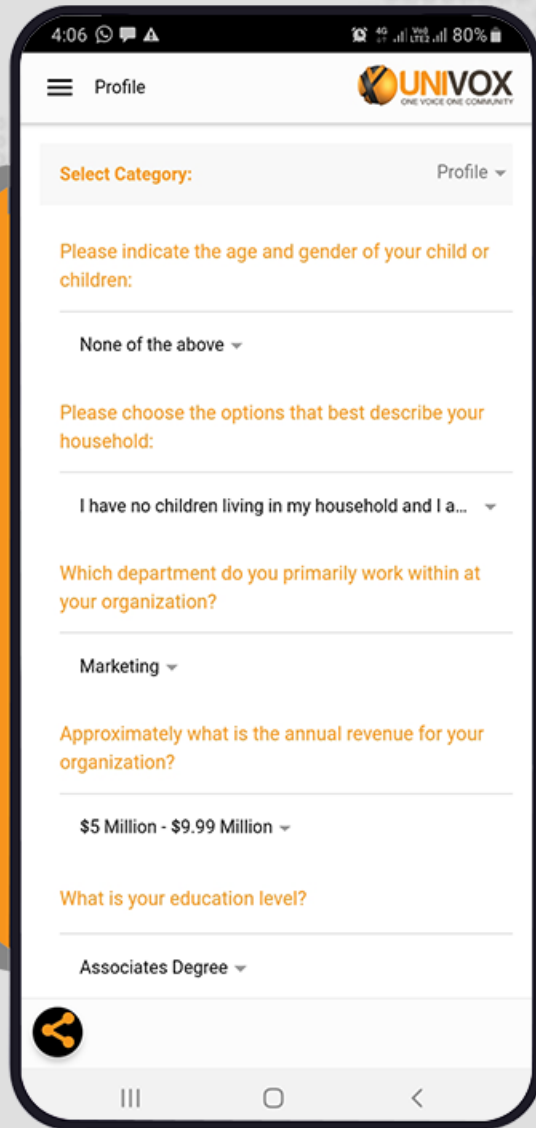
We firmly believe in upholding the rights of panelists and taking every measure to secure personal data.

Quality Control Measures

Each candidate undergoes exhaustive security checks before Market Cube accepts them into our panel. We layer various 3rd party technologies and our own checks to catch the highest number of fraudsters.

- **MaxMind's Minfraud®** assigns a risk score based on the presence of high-risk IP addresses, domains, proxy servers, and other flags.
- We employ Imperium's **RelevantID®** digital fingerprinting to identify fraudulent respondents in real-time.
- We also employ Imperium's Verity to check the panelist's information against public records.
- Distil Networks specializes in bot traffic detection and removal.
- Market Cube uses a proprietary algorithm to assign a Quality Score to each respondent. We remove a panelist from our database once their Quality Score dips beneath the threshold.





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Profile

UNIVOX
ONE VOICE ONE COMMUNITY

Select Category: Profile

Please indicate the age and gender of your child or children:

None of the above

Please choose the options that best describe your household:

I have no children living in my household and I a...

Which department do you primarily work within at your organization?

Marketing

Approximately what is the annual revenue for your organization?

\$5 Million - \$9.99 Million

What is your education level?

Associates Degree

Profiling

We leverage hundreds of targeted profiling data-points on our panelists, including basic demographic data, business and workplace characteristics, product ownership, media consumption, shopping preferences, and health. Panelists can update their profiling information at any time, and we provide incentives prompting this action at relevant intervals. We are confident that this approach provides well-rounded and more deeply targeted respondents.

PANEL PROFILING ATTRIBUTES



Business

- Employment status
- Industry
- Current occupation
- Job title
- Current position
- Business category
- Annual revenue
- Number of employees
- Number of years in business
- Direct and indirect reports
- Role in the purchase of business product and services
- Frequency of internet use in research or purpose



Financial

- Number of credit cards
- Credit card payment history
- Method of payment
- Household payment responsibility
- Primary bank
- Financial products
- Current loans(s)
- Primary mortgage bank
- Likelihood for mortgage refinance
- Responsibility for tax preparation
- Method of tax preparation or tax service
- Internet based tax preparation or tax preparation software
- Likelihood of switching tax preparation method



Travel

- Business vs. Pleasure travel
- Travel planning responsibility
- Method of travel planning and booking
- Vacation destinations
- Travel activities
- Frequency of domestic and international travel
- Hotels/motels
- Frequency of airline travel
- Frequent flyer membership
- Frequency of car rental
- Car rental companies
- Cruise lines



Health, Fitness, & Medical

- Frequency of exercise
- Location of exercise
- Gym membership
- Reasons of dieting
- Doctors/healthcare professionals
- Frequency of vitamins, minerals and supplement usage
- Type of vitamins, minerals and supplement
- Frequency of prescription drug usage
- Current health condition
- Involvement in insurance selection
- Type of insurance
- Insurance companies



Vehicles

- Number of vehicles owned by individual and/or household
- Number of drivers in household
- Type of vehicle owned/leased
- Purchase vs. Lease
- Payments remaining on vehicle(s)
- Type of vehicle considered
- Important factors when purchasing or lease
- Ownership of motorcycles, RVs, ATVs, etc.



Sports

- Websites
- Sports publications
- Sports networks
- Level of individual interest
- Sporting events attendance
- Participation in sports activities
- Ownership or intent to purchase sports equipment
- Participation in fantasy sports



Cell Phones

- Cell phone brand
- Cell phone service providers
- Average monthly service cost
- Cell phone features and activities



Beverages

- Frequency of non-alcoholic beverage consumption
- Frequency of regular and diet soda consumption
- Brands of regular and diet soda
- Frequency of alcohol consumption
- Frequency of beer consumption
- Brands of beer
- Frequency of wine consumption
- Type of wine
- Frequency of spirits/liquor consumption
- Types of spirits/liquor



Electronics and Technology Adoption

- Electronics
- Adoption of new technology



Stores and Restaurants

- Retail stores
- Grocery stores
- Entertainment stores
- Automotive stores
- Restaurants
- Online retailers and catalogues



Pet Ownership

- Type of pets owned
- Amount of money spent on pet(s)
- Pet products (food, toys, grooming, etc.)
- Involvement in pet-related purchased
- Likelihood of pet ownership
- Type of pet(s) considered



Hobbies and Interests

- Participation in hobbies and activities
- Types of items collected as a hobby
- Sports equipment owned or intend to purchase
- Sports participation
- Sporting events



Video Games

- Video game console/ handheld
- Household members involved in games
- Types of video game
- Length of games owned
- Length of time spent playing video games via console/handheld
- Number of games purchased
- Number of games rented
- Amount spent on all aspects of games
- Category of video games
- Statements about video game usage
- Intention to buy video games in the future
- Brands of video games console/ handhelds
- Frequency games played on the Internet



Television

- Hours of television viewed during the week and on the weekend
- Television service (cable, satellite, etc.)
- Cable service providers
- Satellite service providers
- Television features and products
- Networks viewed
- Frequency of television viewership online



Computer & Internet Usage

- Number of years active online
- Number of hours spent online at home and at work
- Internet Service Providers (ISP)
- ISP company
- Brand of computer
- Online activities
- Use of Instant Messenger
- Other messenger applications



Environment/Green

- Level of interest in environmental issues
- Level of concern for the environment
- Most concerning environmental problems

GLOBAL REACH



Country	Panel	Country	Panel	Country	Panel	Country	Panel
 United States	1,207,000	 Spain	101,400	 Poland	28,200	 Denmark	8,700
 India	850,600	 Italy	98,600	 Australia	23,400	 Hungary	8,300
 China	830,800	 Indonesia	59,500	 South Africa	21,700	 UAE	8,200
 Russia	248,300	 Japan	51,400	 Malaysia	18,000	 Switzerland	8,100
 Canada	220,300	 Philippines	45,700	 Singapore	17,800	 Netherlands	8,100
 UK	204,700	 Turkey	45,200	 Egypt	16,800	 Thailand	8,100
 Brazil	194,100	 Argentina	35,500	 Chile	14,400	 Sweden	7,900
 Germany	133,800	 S. Korea	32,000	 Czech Republic	9,800	 Peru	7,300
 France	122,300	 Colombia	30,800	 Austria	9,300	 Portugal	6,400
 Mexico	106,200	 Romania	29,300	 KSA	9,300	 Belgium	5,500



USA

PANEL COUNT 1,207,000



42%



58%



13 - 17

3%



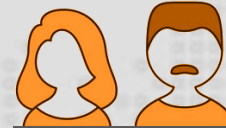
18 - 24

13%



25 - 35

24%



35 - 44

22%



45 - 54

16%



55 - 64

14%



65 - 74

9%



HOUSEHOLD INCOME

Less than 15,000 USD	10%
15,000-24,999 USD	9%
25,000-34,999 USD	21%
35,000-49,999 USD	13%
50,000-74,999 USD	21%
75,000-99,999 USD	11%
100,000-149,999 USD	9%
150,000-199,999 USD	3%
More than 200,000 USD	2%
Prefer Not to Answer	1%



RACE

Non-Hispanics	84%
Hispanics	14%
Prefer Not to Answer	2%



REGION

Northeast	18%
Midwest	23%
South	38%
West	21%



EMPLOYEE SIZE

1-10	10%
11-50	19%
51-100	16%
100-250	9%
251-500	18%
501-1000	8%
1000-5000	11%
5000+	7%
Prefer Not to Answer	2%



EDUCATION

Less than High School	5%
High School Graduate	28%
Completed some college, but no degree	18%
Associate Degree (Occupational Academic)	4%
College Graduate	32%
Post Graduate Degree+	13%



JOB TITLE

C-Level (e.g. CEO, CFO), Owner, Partner, President	8%
Vice President (EVP, SVP, AVP, VP)	1%
Director (Group Director, Sr. Director, Director)	2%
Manager (Group Manager, Sr. Manager, Manager, Program Manager)	9%
Non Managerial Role	78%
None of the above	2%



EMPLOYMENT STATUS

Full Time	Part Time	Self Employed
65%	10%	8%
Unemployed	Home Maker	Retired
6%	5%	2%
	Prefer Not to Answer	
	2%	



ETHNICITY

White	77%
African American	13%
Asian/Pacific	5%
Other Ethnicity	3%
Prefer Not to Answer	2%



INDIA

PANEL COUNT 850,600



67%



33%



13 - 17

3%



18 - 24

35%



25 - 35

35%



35 - 44

18%



45 - 54

6%



55 - 64

2%



65 - 74

1%



HOUSEHOLD INCOME

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



REGION

Andhra Pradesh	9%
Delhi	13%
Gujarat	6%
Haryana	4%
Karnataka	11%
Kerala	4%
Madhya Pradesh	2%
Maharashtra	15%
Orissa	2%
Punjab	2%
Rajasthan	2%
Tamil Nadu	11%
Uttar Pradesh	7%
Uttaranchal	1%
West Bengal	5%
Others	6%



EMPLOYEE SIZE

1	12%
11-50	19%
51-100	19%
100-250	12%
251-500	14%
501-1000	9%
1000-5000	8%
5000+	4%
Prefer Not to Answer	3%



EMPLOYMENT STATUS



Full Time
49%



Part Time
12%



Self Employed
10%



Unemployed
6%



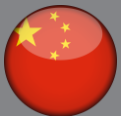
Home Maker
9%



Retired
11%



Prefer Not to Answer
3%



CHINA

PANEL COUNT 830,800



58%



42%



13 - 17

2%



18 - 24

18%



25 - 35

30%



35 - 44

22%



45 - 54

19%



55 - 64

7%



65 - 74

2%



HOUSEHOLD INCOME

Below 30,000 RMB	15%
30,001-60,000 RMB	9%
60,001-120,000 RMB	17%
120,000-240,000 RMB	26%
240,000-600,000 RMB	17%
More than 600,001 RMB	14%
Prefer not to answer	2%



REGION

North	17%
East	36%
Southwest	9%
Northeast	6%
South	28%
Northwest	4%



EMPLOYEE SIZE

1-10	15%
11-50	19%
51-100	21%
100-250	12%
251-500	14%
501-1000	7%
1000-5000	6%
5000+	3%
Prefer Not to Answer	3%



EMPLOYMENT STATUS



Full Time

51%



Part Time

18%



Self Employed

6%



Unemployed

4%



Home Maker

4%



Retired

1%



Prefer Not to Answer

3%



RUSSIA

PANEL COUNT 248,300



45%



55%



13 - 17

2%



18 - 24

25%



25 - 35

28%



35 - 44

23%



45 - 54

14%



55 - 64

6%



65 - 74

1%



HOUSEHOLD INCOME

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



REGION

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



EMPLOYEE SIZE

1	12%
11-50	23%
51-100	21%
100-250	11%
251-500	18%
501-1000	7%
1000-5000	3%
5000+	2%
Prefer Not to Answer	3%



EMPLOYMENT STATUS

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



CANADA

PANEL COUNT 220,300



44%



56%



13 - 17

1%



18 - 24

3%



25 - 35

25%



35 - 44

23%



45 - 54

18%



55 - 64

14%



65 - 74

6%



HOUSEHOLD INCOME

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



REGION

Alberta	13%
British Columbia	15%
Manitoba	5%
Ontario	40%
Quebec	14%
New Brunswick	3%
New Foundland & Labrador	2%
Nova Scotia	3%
Saskatchewan	3%
Prince Edward Island	1%
The North Yukon)h (Northwest Territories, Nunavut,	1%



EMPLOYEE SIZE

1	11%
11-50	20%
51-100	16%
100-250	10%
251-500	19%
501-1000	8%
1000-5000	9%
5000+	5%
Prefer Not to Answer	2%



EMPLOYMENT STATUS



Full Time
65%



Part Time
12%



Self Employed
7%



Unemployed
7%



Home Maker
5%



Retired
2%



Prefer Not to Answer
2%



UNITED KINGDOM

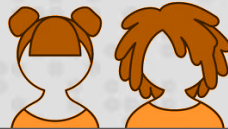
PANEL COUNT 204,700



46%



54%



13 - 17

1%



18 - 24

15%



25 - 35

25%



35 - 44

22%



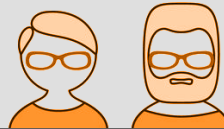
45 - 54

18%



55 - 64

12%



65 - 74

7%



HOUSEHOLD INCOME

Less than 10,000 GBP	8%
10,000-19,999 GBP	17%
20,000-29,999 GBP	22%
30,000-39,999 GBP	11%
40,000-59,999 GBP	14%
60,000-74,999 GBP	9%
75,000-99,999 GBP	8%
100,000-149,999 GBP	7%
150,000-199,999 GBP	2%
More than 200,000 GBP	1%
Prefer Not to Answer	1%



REGION

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



EMPLOYEE SIZE

1	12%
11-50	22%
51-100	19%
100-250	11%
251-500	19%
501-1000	8%
1000-5000	5%
5000+	2%
Prefer Not to Answer	2%



EMPLOYMENT STATUS



Full Time
66%



Part Time
13%



Self Employed
8%



Unemployed
4%



Home Maker
5%



Retired
2%



Prefer Not to Answer
2%



BRAZIL

PANEL COUNT 194,100



51%



49%



13 - 17

2%



18 - 24

25%



25 - 35

33%



35 - 44

21%



45 - 54

12%



55 - 64

5%



65 - 74

1%



HOUSEHOLD INCOME

Less than 4,600 BRL	34%
4,600-9,299 BRL	13%
9,300-13,999 BRL	5%
14,000-18,999 BRL	5%
19,000-22,999 BRL	3%
23,000-27,999 BRL	5%
28,000-32,999 BRL	4%
33,000-36,999 BRL	4%
37,000-41,999 BRL	3%
42,000-46,999 BRL	3%
47,000-69,999 BRL	4%
70,000-93,999 BRL	3%
94,000-116,999 BRL	2%
117,000-175,999 BRL	2%
176,000-234,999 BRL	2%
235,000-349,999 BRL	1%
350,000-469,999 BRL	1%
More than 470,000 BRL	1%
Prefer not to say	5%



REGION

North	4%
North East	16%
South East	57%
South	15%
centre-West	8%



EMPLOYEE SIZE

1	13%
11-50	22%
51-100	19%
100-250	11%
251-500	18%
501-1000	8%
1000-5000	3%
5000+	2%
Prefer Not to Answer	4%



EMPLOYMENT STATUS



Full Time

63%



Part Time

12%



Self Employed

10%



Unemployed

4%



Home Maker

5%



Retired

2%



Prefer Not to Answer

4%



GERMANY

PANEL COUNT 133,800



46%



54%



13 - 17

2%



18 - 24

16%



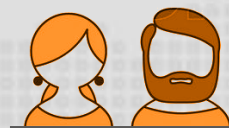
25 - 35

25%



35 - 44

21%



45 - 54

17%



55 - 64

13%



65 - 74

6%



HOUSEHOLD INCOME

Less than 13,000 EUR
13,001-26,000 EUR
26,001-52,000 EUR
52,001-80,000 EUR
80,001-105,000 EUR
More than 105,000 EUR
Prefer not to answer

22%
26%
29%
12%
5%
3%
3%



REGION

BadenWürttemberg
Bayern
Berlin
Brandenburg
Bremen
Hamburg
Hessen
MecklenburgVorpommern
Niedersachsen
NordrheinWestfalen
Rheinland-Pfalz
Saarland
Sachen
Sachen-Anhalt
SchleswigHolstein
Thüringen

11%
14%
6%
3%
1%
3%
8%
2%
9%
23%
5%
1%
6%
3%
4%
3%



EMPLOYEE SIZE

1
11-50
51-100
100-250
251-500
501-1000
1000-5000
5000+
Prefer Not to Answer

14%
22%
19%
9%
15%
8%
7%
3%
3%



EMPLOYMENT STATUS



Full Time
66%



Part Time
12%



Self Employed
9%



Unemployed
3%



Home Maker
5%



Retired
2%



Prefer Not to Answer
3%



FRANCE

PANEL COUNT 122,300



53%



47%



13 - 17

3%



18 - 24

21%



25 - 35

23%



35 - 44

21%



45 - 54

17%



55 - 64

10%



65 - 74

5%



HOUSEHOLD INCOME

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



REGION

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



EMPLOYEE SIZE

1	15%
11-50	19%
51-100	20%
100-250	11%
251-500	19%
501-1000	7%
1000-5000	3%
5000+	2%
Prefer Not to Answer	4%



EMPLOYMENT STATUS



Full Time
63%



Part Time
13%



Self Employed
11%



Unemployed
3%



Home Maker
4%



Retired
2%



Prefer Not to Answer
4%



MEXICO

PANEL COUNT 106,200



56%



44%



13 - 17

2%



18 - 24

30%



25 - 35

35%



35 - 44

20%



45 - 54

8%



55 - 64

3%



65 - 74

1%



HOUSEHOLD INCOME

Less than 20,000 MXN	23%
20,000-39,999 MXN	12%
40,000-59,999 MXN	8%
60,000-79,999 MXN	6%
80,000-99,999 MXN	8%
100,000-119,999 MXN	6%
120,000-139,999 MXN	5%
140,000-159,999 MXN	3%
160,000-179,999 MXN	3%
180,000-199,999 MXN	3%
200,000-299,999 MXN	5%
300,000-399,999 MXN	4%
400,000-499,999 MXN	2%
500,000-749,999 MXN	2%
750,000-999,999 MXN	1%
1,000,000-1,499,999 MXN	1%
1,500,000-2,000,000 MXN	1%
More than 2,000,000 MXN	1%
Prefer Not to Answer	6%



REGION

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



EMPLOYEE SIZE

1	14%
11-50	22%
51-100	21%
100-250	11%
251-500	18%
501-1000	7%
1000-5000	3%
5000+	1%
Prefer Not to Answer	3%



EMPLOYMENT STATUS



Full Time

63%



Part Time

14%



Self Employed

9%



Unemployed

3%



Home Maker

4%



Retired

2%



Prefer Not to Answer

5%



SPAIN

PANEL COUNT 101,400



54%



46%



13 - 17

2%



18 - 24

20%



25 - 35

24%



35 - 44

25%



45 - 54

17%



55 - 64

9%



65 - 74

3%



HOUSEHOLD INCOME

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



REGION

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



EMPLOYEE SIZE

1	15%
11-50	22%
51-100	21%
100-250	10%
251-500	16%
501-1000	6%
1000-5000	4%
5000+	3%
Prefer Not to Answer	3%



EMPLOYMENT STATUS



Full Time
66%



Part Time
14%



Self Employed
7%



Unemployed
3%



Home Maker
5%



Retired
2%



Prefer Not to Answer
3%



ITALY

PANEL COUNT 98,600



58%



42%



13 - 17

1%



18 - 24

15%



25 - 35

22%



35 - 44

25%



45 - 54

20%



55 - 64

12%



65 - 74

4%



HOUSEHOLD INCOME

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



REGION

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



EMPLOYEE SIZE

1	15%
11-50	22%
51-100	18%
100-250	11%
251-500	16%
501-1000	8%
1000-5000	4%
5000+	2%
Prefer Not to Answer	4%



EMPLOYMENT STATUS



Full Time
66%



Part Time
11%



Self Employed
8%



Unemployed
4%



Home Maker
4%



Retired
2%

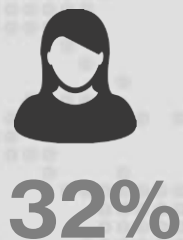
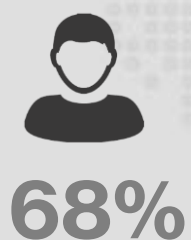
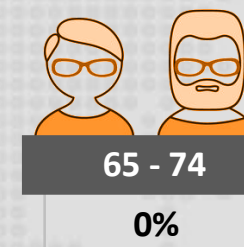
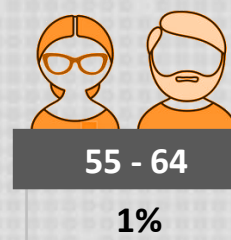
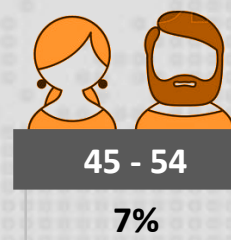
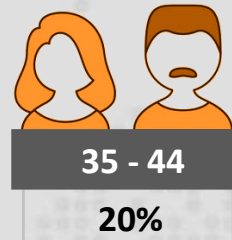
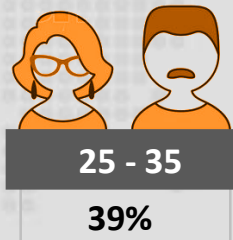
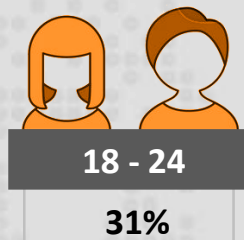
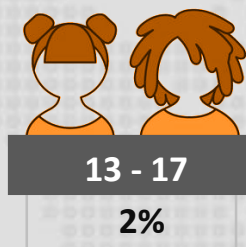


Prefer Not to Answer
5%



INDONESIA

PANEL COUNT 59,500



HOUSEHOLD INCOME

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



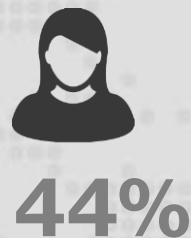
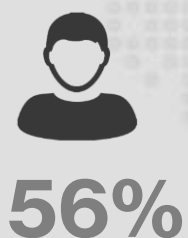
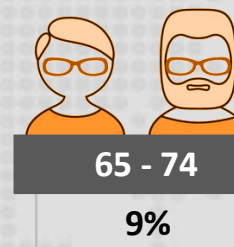
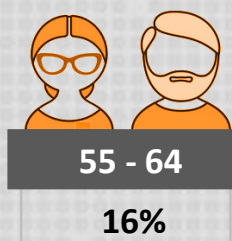
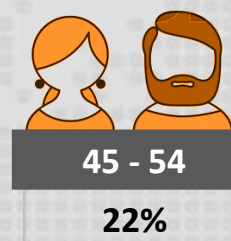
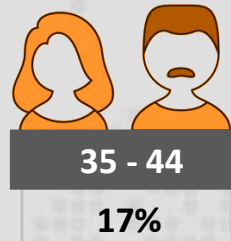
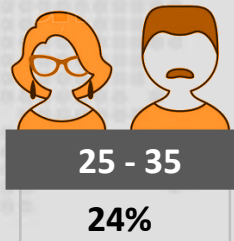
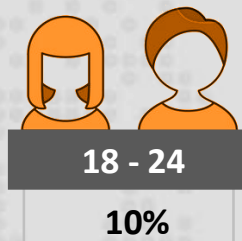
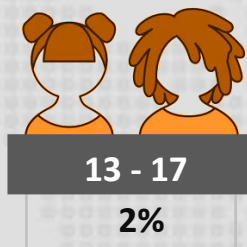
REGION

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



JAPAN

PANEL COUNT 51,400



HOUSEHOLD INCOME

Less than 2,000,000 JPY	9%
2,000,000-4,000,000 JPY	22%
4,000,000 - 7,000,000 JPY	29%
7,000,000 - 10,000,000 JPY	20%
10,000,000 - 15,000,000 JPY	10%
More than 15,000,000 JPY	4%
Prefer Not to answer	6%



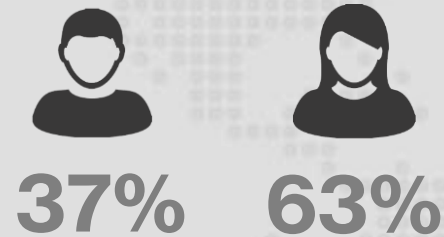
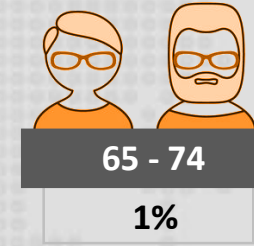
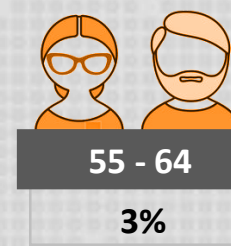
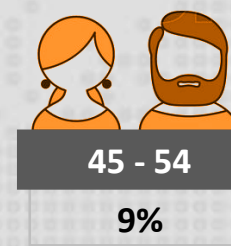
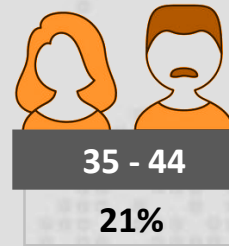
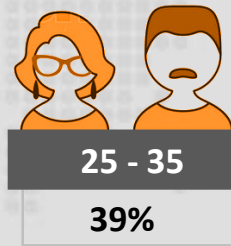
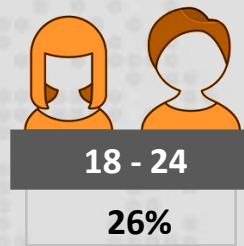
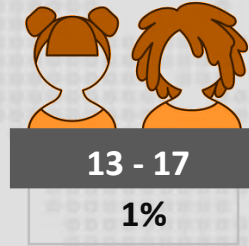
REGION

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



PHILIPPINES

PANEL COUNT 45,700



HOUSEHOLD INCOME

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



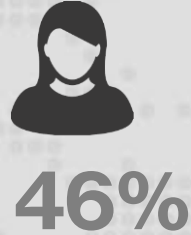
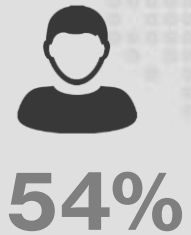
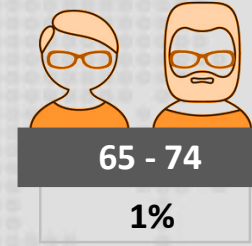
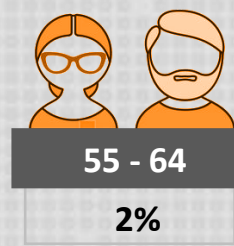
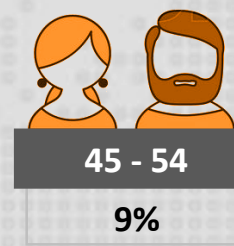
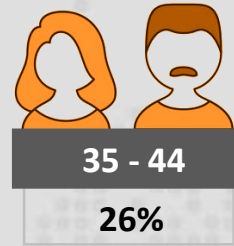
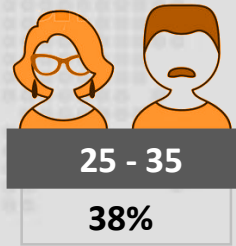
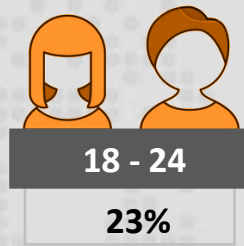
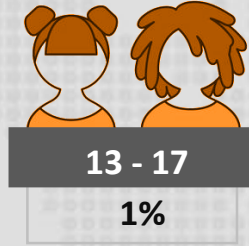
REGION

Metro Manila (NCR)	34%
Cordillera Administrative Region (CAR)	3%
Ilocos Region	2%
Cagayan Valley	1%
Central Luzon	9%
Calabarzon	20%
Bicol Region	2%
Western Visayas	4%
Central Visayas	9%
Zamboanga Peninsula	1%
Northern Mindanao	4%
Davao Region	5%
Soccsksargen	2%
Caraga	1%
Others	3%



TURKEY

PANEL COUNT 45,200



HOUSEHOLD INCOME

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



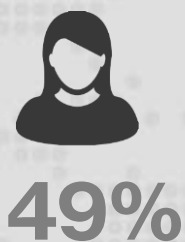
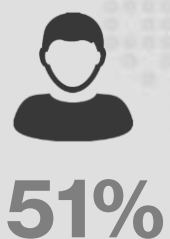
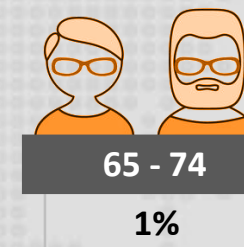
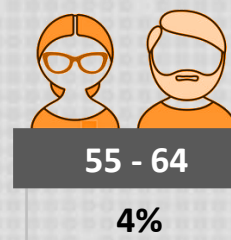
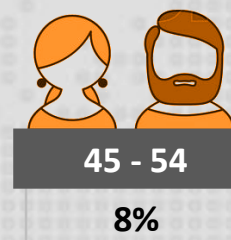
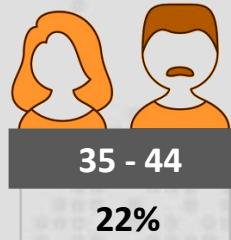
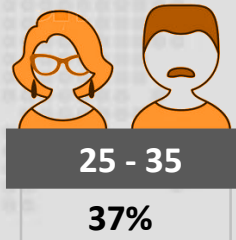
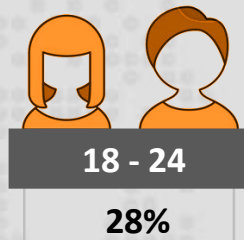
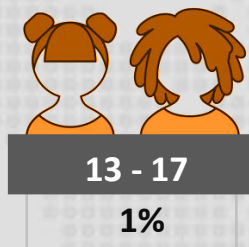
REGION

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



ARGENTINA

PANEL COUNT 35,500



HOUSEHOLD INCOME

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



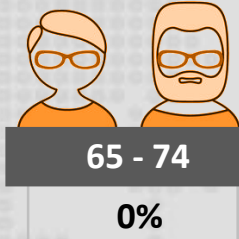
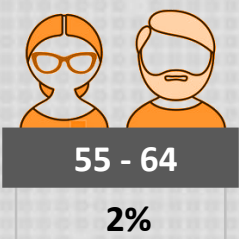
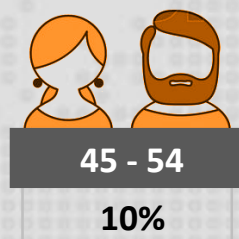
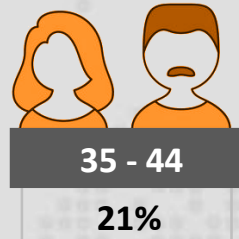
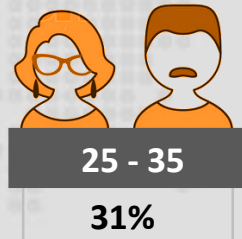
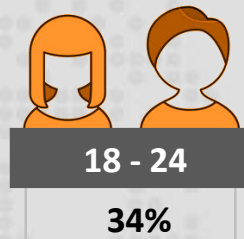
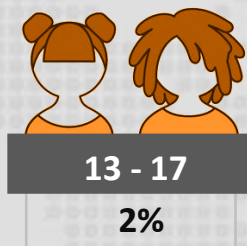
REGION

Buenos Aires	59%
Chaco	1%
Chubut	1%
Córdoba	1%
Corrientes	1%
Entre Ríos	4%
Formosa	1%
Jujuy	1%
La Pampa	1%
Mendoza	6%
Misiones	2%
Neuquén	1%
Río Negro	1%
Salta	2%
San Juan	1%
San Luis	1%
Santa Cruz	1%
Santa Fe	11%
Santiago del Estero	1%
Tucumán	3%



SOUTH KOREA

PANEL COUNT 32,000



48%



52%



HOUSEHOLD INCOME

Less than 25,000,000 KRW	16%
25,000,000-35,000,000 KRW	28%
35,000,000-45,000,000 KRW	14%
45,000,000-60,000,000 KRW	17%
60,000,000-80,000,000 KRW	12%
More than 80,000,000 KRW	7%
Prefer not to answer	6%



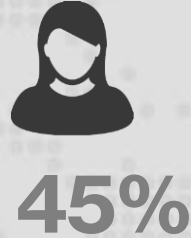
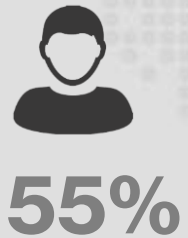
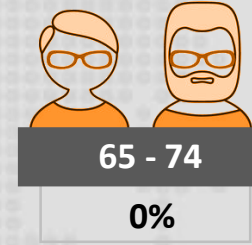
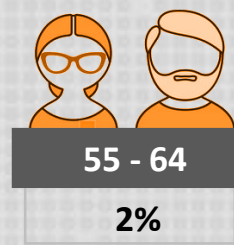
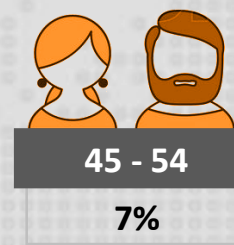
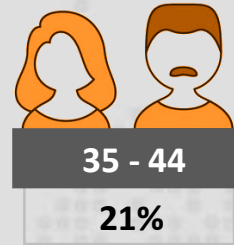
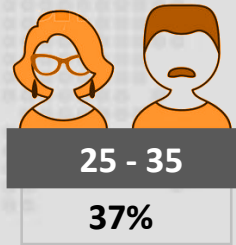
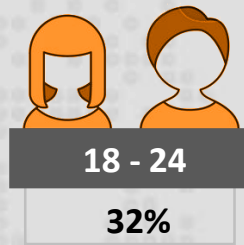
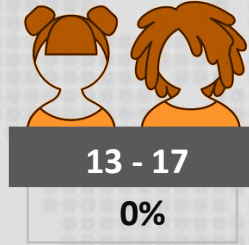
REGION

Seoul	33%
GyeongSang-regions	20%
GyeongGi-regions	32%
JeolLa-regions	7%
ChungCheong-regions	7%
GangWon-regions	1%



COLOMBIA

PANEL COUNT 30,800



HOUSEHOLD INCOME

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



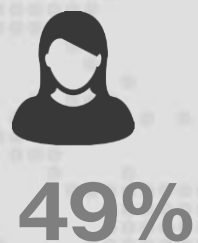
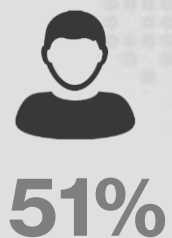
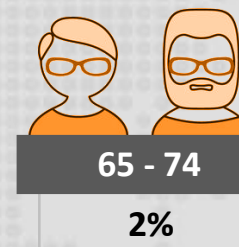
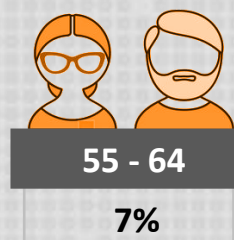
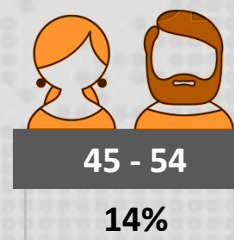
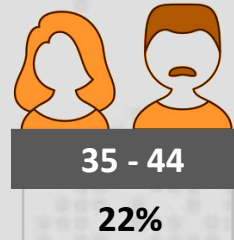
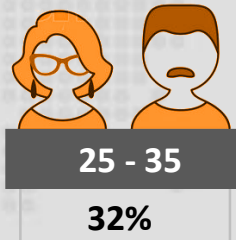
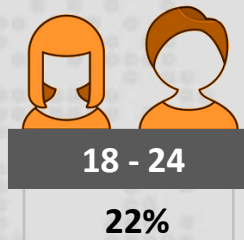
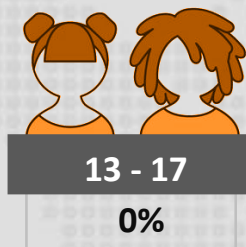
REGION

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



ROMANIA

PANEL COUNT 29,300



HOUSEHOLD INCOME

Less than 6,000 RON	25%
6,000-11,999 Lei RON	19%
12,000-17,999 RON	15%
18,000-29,999 RON	18%
30,000-47,999 RON	12%
More than 48,000 RON	6%
Prefer not to Answer	5%



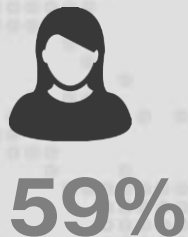
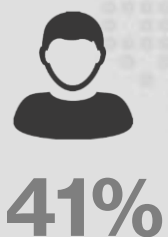
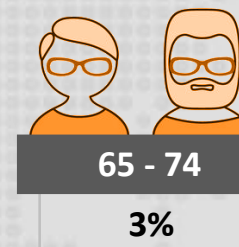
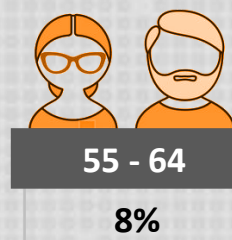
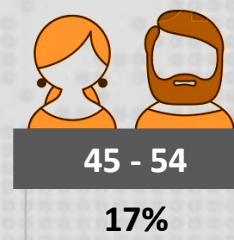
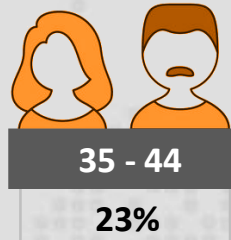
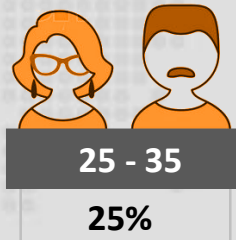
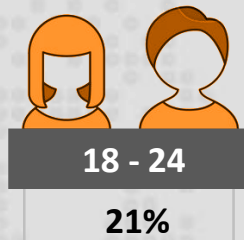
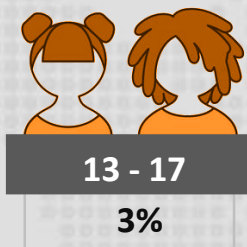
REGION

Bucharest - Ilfov	16%
Center	10%
North East	17%
North West	12%
South	15%
South East	13%
South West	8%
West	9%



POLAND

PANEL COUNT 28,200



HOUSEHOLD INCOME

Less than 3,000 PLN	8%
3,001-6,000 PLN	9%
6,001-12,000 PLN	7%
12,001-18,000 PLN	6%
18,001-24,000 PLN	12%
24,001-30,000 PLN	10%
30,001-36,000 PLN	10%
36,001-48,000 PLN	9%
48,001-60,000 PLN	9%
60,001-72,000 PLN	6%
72,001-84,000 PLN	3%
84,001-96,000 PLN	3%
96,001-108,000 PLN	2%
More than 108,000 PLN	2%
Prefer Not to Answer	4%



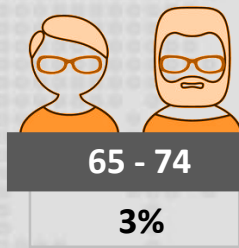
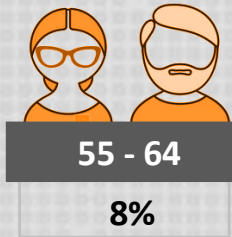
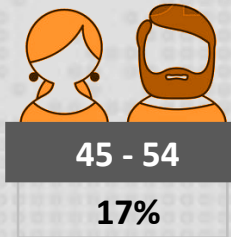
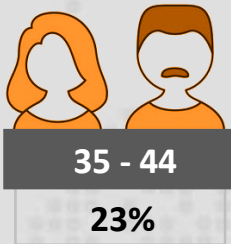
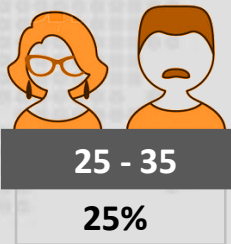
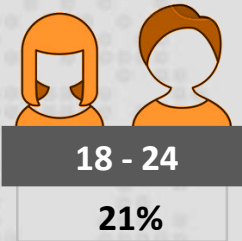
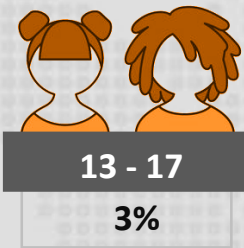
REGION

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



AUSTRALIA

PANEL COUNT 23,400



52%



48%



HOUSEHOLD INCOME

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



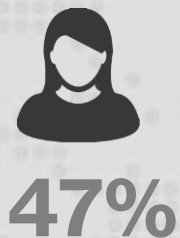
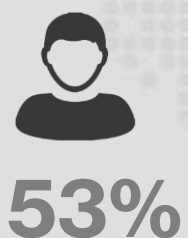
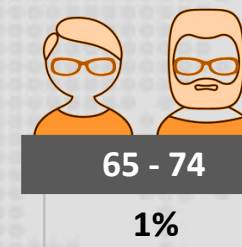
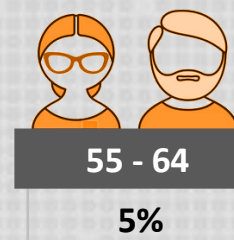
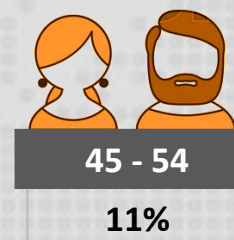
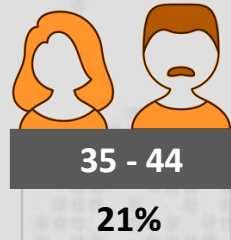
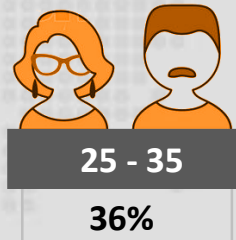
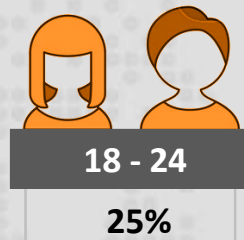
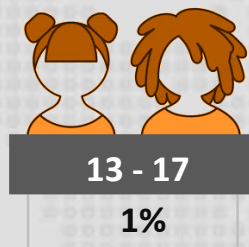
REGION

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



SOUTH AFRICA

PANEL COUNT 21,700



HOUSEHOLD INCOME

Less than 39,999 ZAR	6%
40,000-89,999 ZAR	14%
90,000-149,999 ZAR	26%
149,000-249,999 ZAR	29%
250,000-499,999 ZAR	19%
Prefer Not to answer	6%



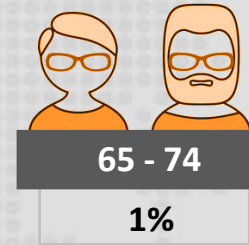
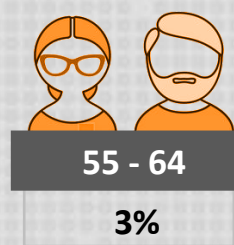
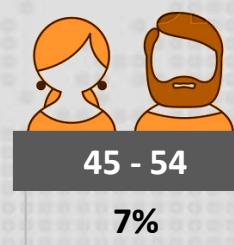
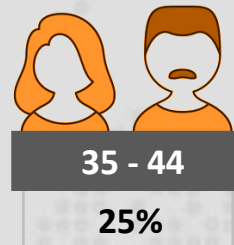
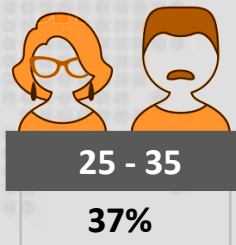
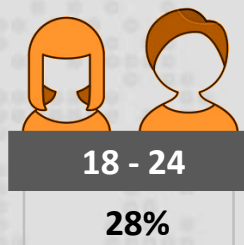
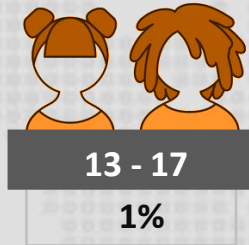
REGION

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



MALAYSIA

PANEL COUNT 18,000



56%



44%



HOUSEHOLD INCOME

Less than 20,000 MYR	41%
20,000-34,999 MYR	17%
35,000-49,999 MYR	13%
50,000-99,999 MYR	15%
More than 100,000 MYR	6%
Prefer not to answer	5%



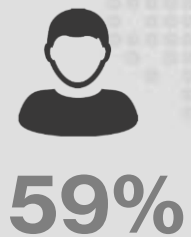
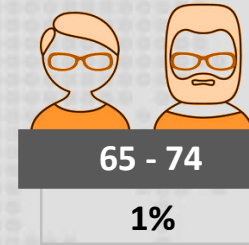
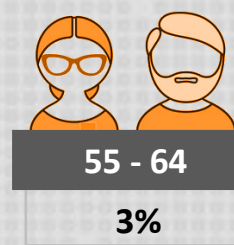
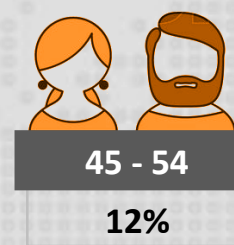
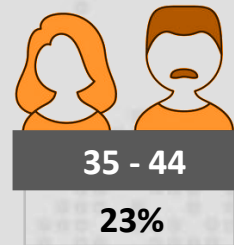
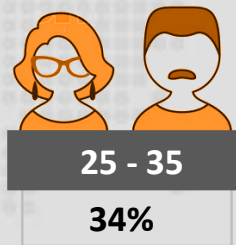
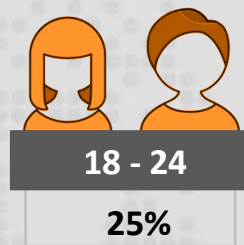
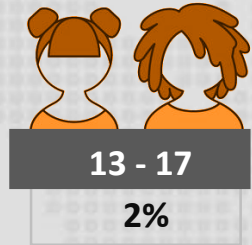
REGION

Negeri Sembilan	4%
Selangor	27%
Wilayah Persekutuan Kuala Lumpur	13%
Wilayah Persekutuan Putrajaya	1%
Kelantan	3%
Pahang	3%
Terengganu	2%
Sabah	6%
Sarawak	5%
Wilayah Persekutuan Labuan	1%
Kedah	5%
Pulau Pinang	8%
Perak	7%
Perlis	1%
Johor	11%
Melaka	3%



SINGAPORE

PANEL COUNT 17,800



HOUSEHOLD INCOME

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



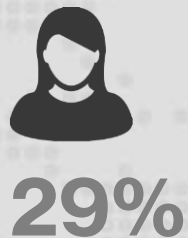
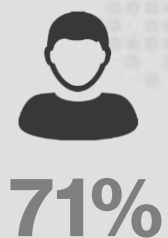
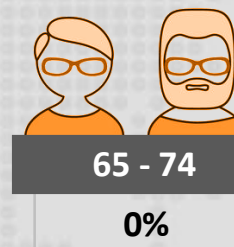
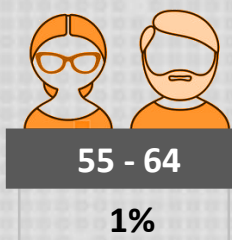
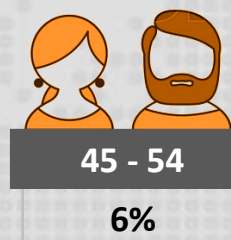
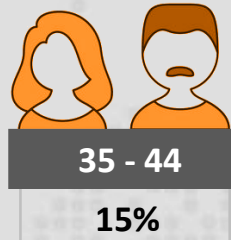
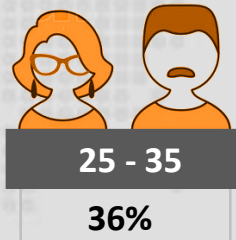
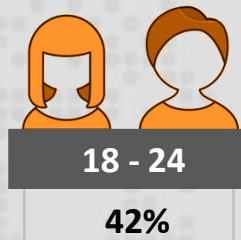
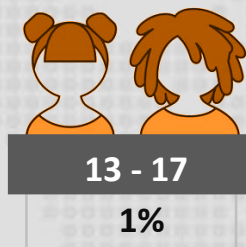
REGION

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



EGYPT

PANEL COUNT 16,800



HOUSEHOLD INCOME

Less than 10,000 EGP	7%
10,001-15,000 EGP	17%
15,001-25,000 EGP	29%
25,001-50,000 EGP	36%
50,001-100,000 EGP	3%
More than 100,001 EGP	2%
Prefer Not to answer	6%



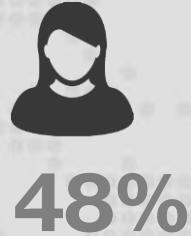
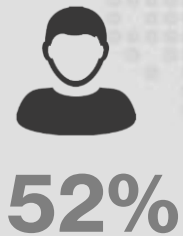
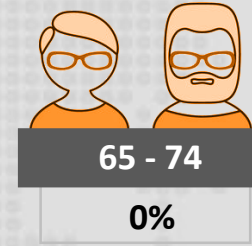
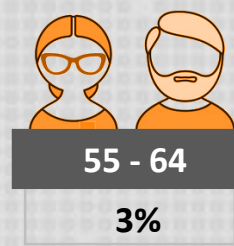
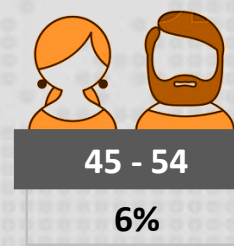
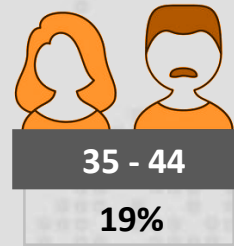
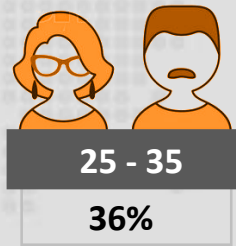
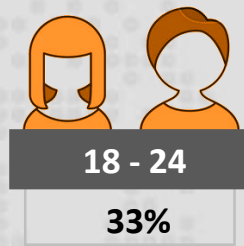
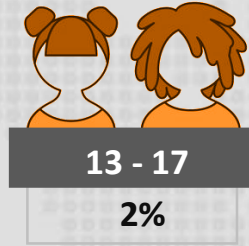
REGION

Cairo	28%
Alexandria	19%
Giza	19%
Gharbeia	11%
Kaluobiya	14%
Sohag	4%
Others	5%



CHILE

PANEL COUNT 14,400



HOUSEHOLD INCOME

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



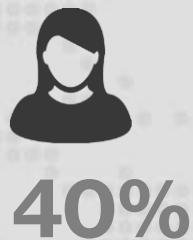
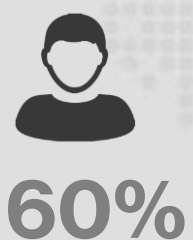
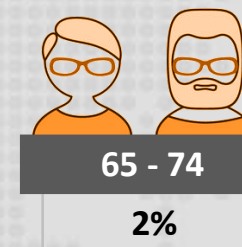
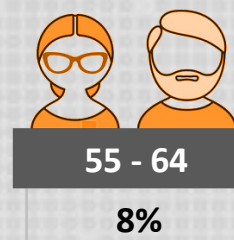
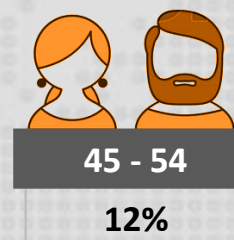
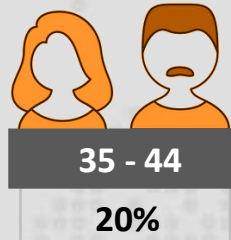
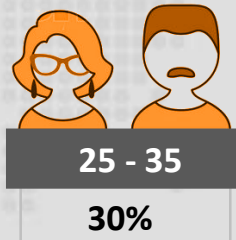
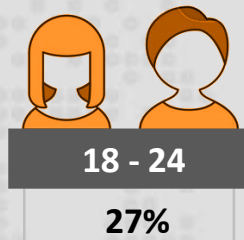
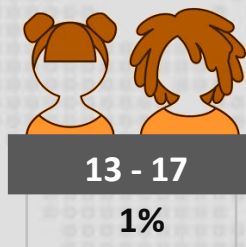
REGION

North	18%
Metropolitan	57%
South	25%



CZECH REPUBLIC

PANEL COUNT 9,800



HOUSEHOLD INCOME

Less than 96,000 CZK	15%
96,000-191,999 CZK	28%
192,000-299,999 CZK	24%
300,000-395,999 CZK	14%
396,000-503,999 CZK	19%
More than 504,000 CZK	5%
Prefer not to Answer	5%



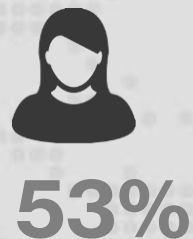
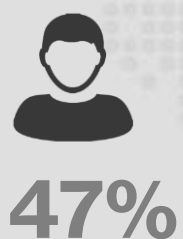
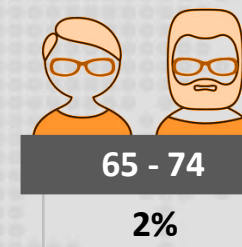
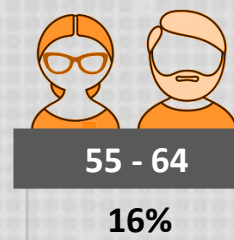
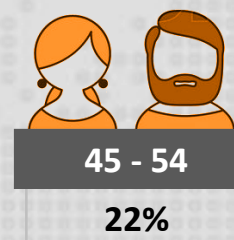
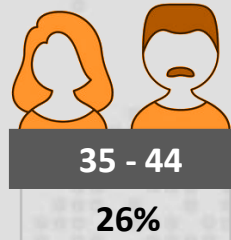
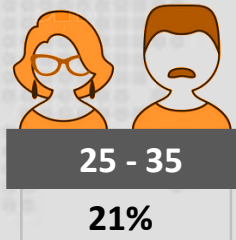
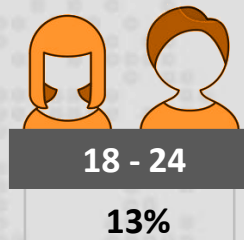
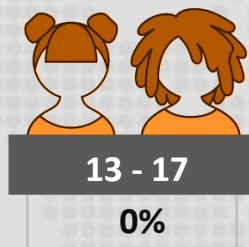
REGION

Brno	5%
Liberec	2%
Olomouc	1%
Ostrava	4%
Plzen	1%
Prague (Praha)	13%
Other	74%



AUSTRIA

PANEL COUNT 9,300



HOUSEHOLD INCOME

Less than 15,000 EUR	25%
15,000-19,999 EUR	14%
20,000-29,999 EUR	17%
30,000-39,999 EUR	12%
40,000-49,999 EUR	8%
50,000-59,999 EUR	4%
60,000-69,999 EUR	2%
70,000-79,999 EUR	3%
80,000-89,999 EUR	2%
90,000-99,999 EUR	2%
100,000-149,999 EUR	2%
150,000-199,999 EUR	1%
200,000-249,999 EUR	1%
More than 250,000 EUR	1%
Prefer Not to Answer	6%



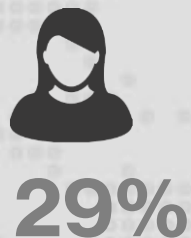
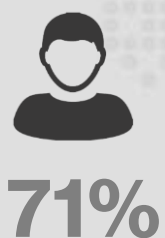
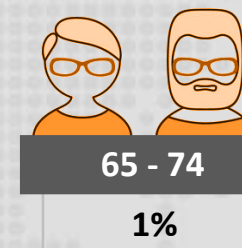
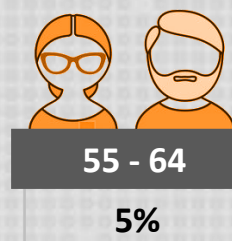
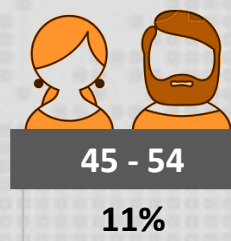
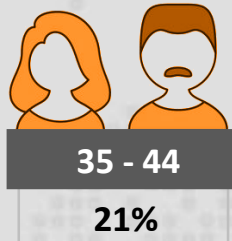
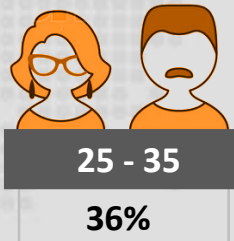
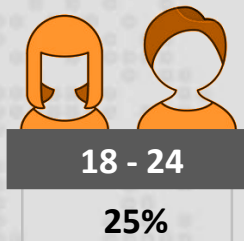
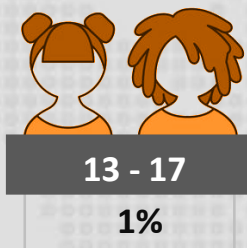
REGION

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



KSA

PANEL COUNT 9,300



HOUSEHOLD INCOME

Less than 2,000 SAR	16%
2,001-4,000 SAR	13%
4,001-6,000 SAR	7%
6,001-8,000 SAR	5%
8,001-10,000 SAR	6%
10,001-12,000 SAR	4%
12,001-14,000 SAR	2%
14,001-16,000 SAR	2%
16,001-18,000 SAR	1%
18,001-20,000 SAR	3%
20,001-30,000 SAR	4%
30,001-40,000 SAR	4%
40,001-50,000 SAR	4%
50,001-60,000 SAR	3%
60,001-70,000 SAR	3%
70,001-80,000 SAR	3%
80,001-90,000 SAR	3%
90,001-100,000 SAR	5%
More than 100,000 SAR	7%
Prefer Not to answer	5%



REGION

Riyadh	36%
Jeddah	21%
Makkah	11%
Damman	9%
Madinah	6%
Buraydh	4%
Al Qatif	4%
Khobar	3%
Hufuf	3%
Al Taif	3%



DENMARK

PANEL COUNT 8,700



13 - 17

1%



18 - 24

30%



25 - 35

33%



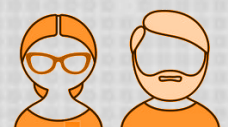
35 - 44

21%



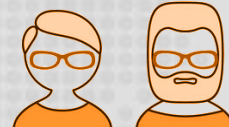
45 - 54

9%



55 - 64

4%



65 - 74

2%



58%



42%



HOUSEHOLD INCOME

Less than 110,000 DKK	16%
110,000-149,000 DKK	12%
150,000-219,000 DKK	13%
220,000-299,000 DKK	12%
300,000-374,000 DKK	8%
375,000-449,000 DKK	7%
450,000-519,000 DKK	5%
520,000-594,000 DKK	7%
595,000-669,000 DKK	5%
670,000-744,000 DKK	4%
745,000-999,999 DKK	4%
1,000,000-1,500,000 DKK	1%
1,600,000-1,800,000 DKK	1%
More than 1,900,000 DKK	1%
Prefer not to Answer	4%



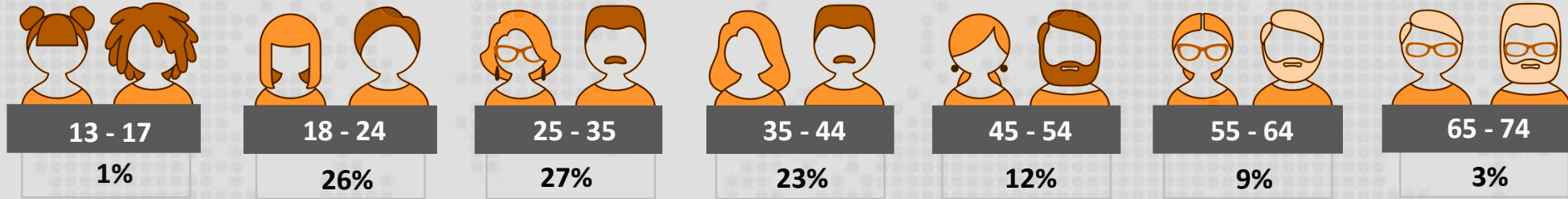
REGION

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



HUNGARY

PANEL COUNT 8,300



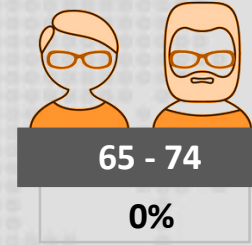
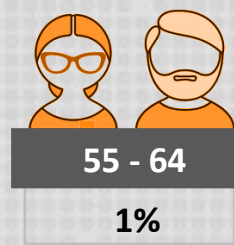
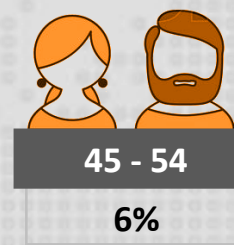
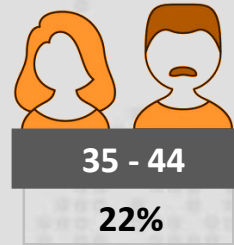
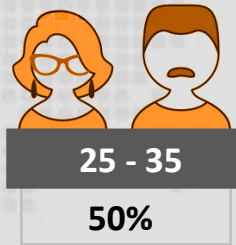
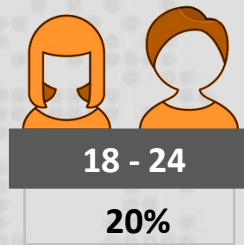
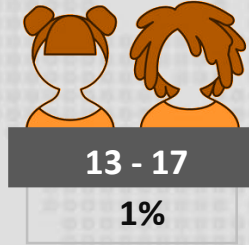
53%

47%



REGION

Southern Great Plains	15%
Southern Transdanubia	8%
Central Transdanubia	10%
Central Hungary	33%
Western Transdanubia	8%
Northern Great Plains	15%
Northern Hungary	11%



62%



38%



HOUSEHOLD INCOME

Less than 36,000 AED	44%
36,000-72,000 AED	28%
72,000-144,000 AED	14%
144,000-216,000 AED	3%
216,000-288,000 AED	3%
More than 288,000 AED	2%
Prefer Not to answer	6%



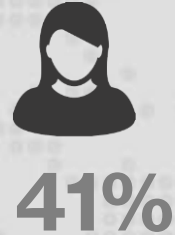
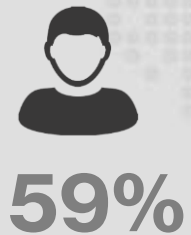
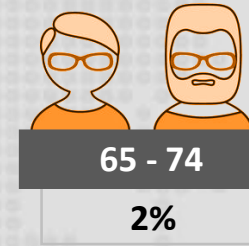
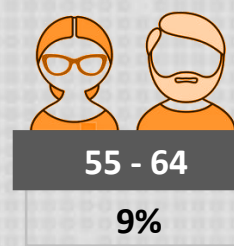
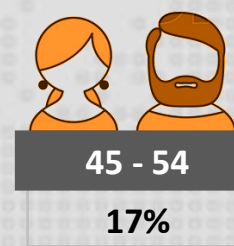
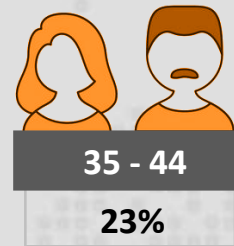
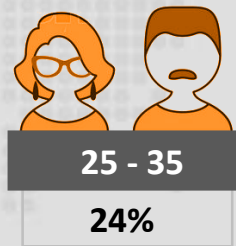
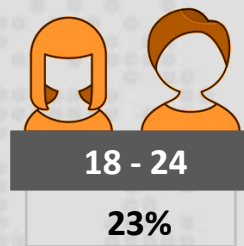
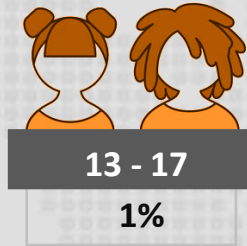
REGION

Dubai	42%
Abu Dhabi	30%
Sharjah	12%
Ajman	2%
Ras-Al-Khaimah	4%
Umm al-Quwain	1%
Fujairah	2%
Al Ain	4%
Others	3%



SWITZERLAND

PANEL COUNT 8,100



HOUSEHOLD INCOME

Less than 23,000 CHF	15%
23,000-29,999 CHF	12%
30,000-44,999 CHF	13%
45,000-60,999 CHF	16%
61,000-75,999 CHF	10%
76,000-90,999 CHF	8%
91,000-105,999 CHF	7%
106,000-120,999 CHF	4%
121,000-135,999 CHF	2%
136,000-150,999 CHF	2%
151,000-225,999 CHF	2%
226,000-299,999 CHF	1%
300,000-379,999 CHF	1%
More than 380,000 CHF	1%
Prefer not to Answer	6%



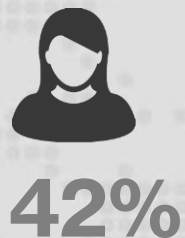
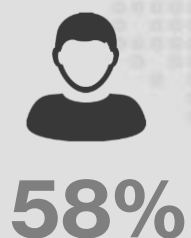
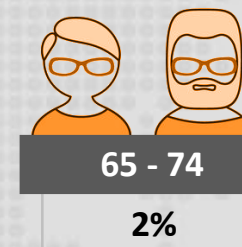
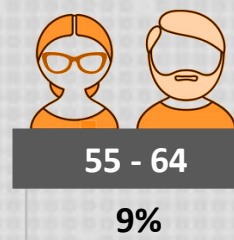
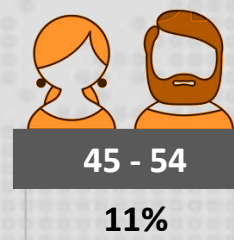
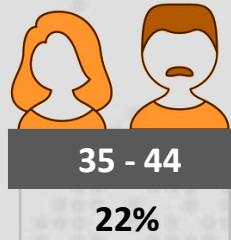
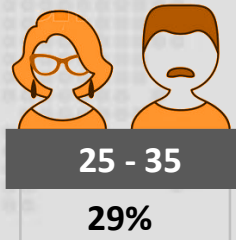
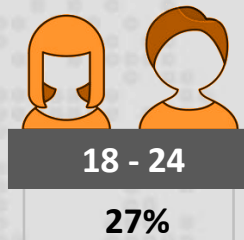
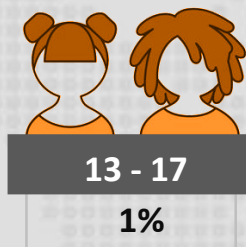
REGION

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



NETHERLANDS

PANEL COUNT 8,100



HOUSEHOLD INCOME

Less than 15,000 EUR	24%
15,000-19,999 EUR	12%
20,000-29,999 EUR	14%
30,000-39,999 EUR	15%
40,000-49,999 EUR	8%
50,000-59,999 EUR	4%
60,000-69,999 EUR	5%
70,000-79,999 EUR	3%
80,000-89,999 EUR	2%
90,000-99,999 EUR	2%
100,000-149,999 EUR	2%
150,000-199,999 EUR	1%
200,000-249,999 EUR	1%
More than 250,000 EUR	1%
Prefer not to Answer	6%



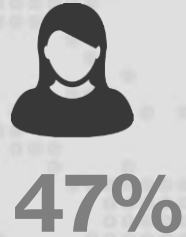
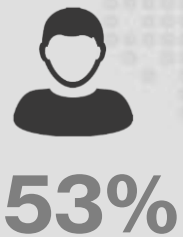
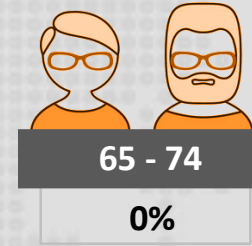
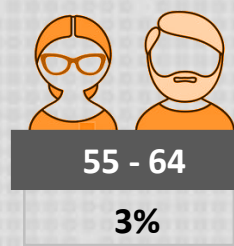
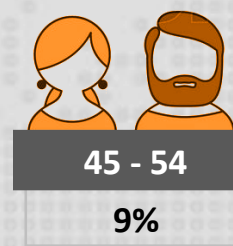
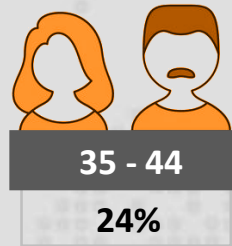
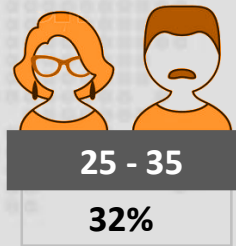
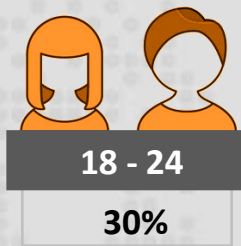
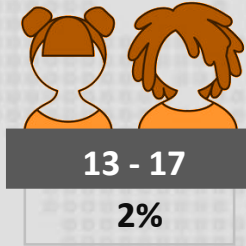
REGION

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



THAILAND

PANEL COUNT 8,100



HOUSEHOLD INCOME

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



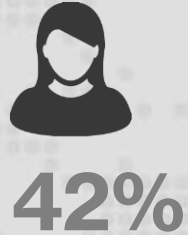
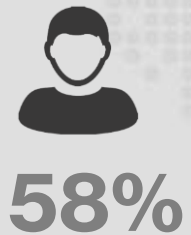
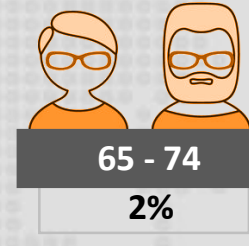
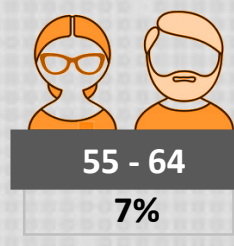
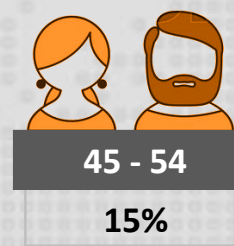
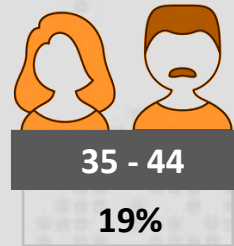
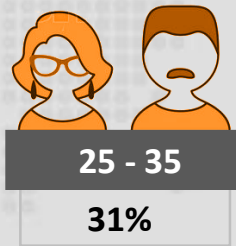
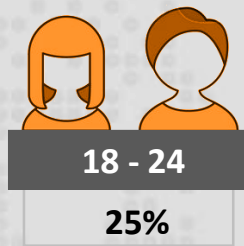
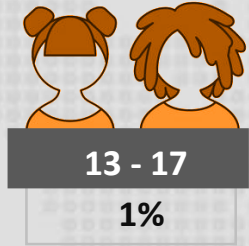
REGION

Bangkok	30%
Central	18%
East	9%
North	11%
North-East	16%
South	11%
West	4%



SWEDEN

PANEL COUNT 7,900



HOUSEHOLD INCOME

Less than 65,000 SEK	14%
65,000-129,999 SEK	13%
130,000-194,999 SEK	10%
195,000-259,999 SEK	16%
260,000-324,999 SEK	12%
325,000-389,999 SEK	9%
390,000-519,999 SEK	8%
520,000-649,999 SEK	5%
650,000-779,999 SEK	3%
780,000-1,039,999 SEK	2%
1,040,000-1,299,999 SEK	2%
More than 1,300,000 SEK	1%
Prefer not to Answer	5%



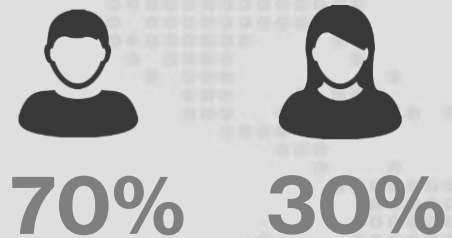
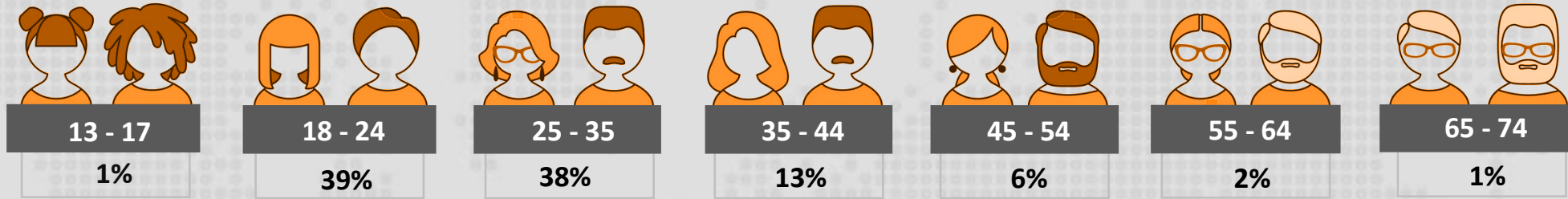
REGION

East Middle	19%
Middle Norrland	4%
North Middle	9%
Smaland and Islands	6%
South	15%
Stockholm	23%
Upper Norrland	5%
West Sweden	19%



PERU

PANEL COUNT 7,300



HOUSEHOLD INCOME

Less than 20,000 PEN	33%
20,000-45,000 PEN	25%
45,000-85,000 PEN	10%
85,000-170,000 PEN	8%
170,000-260,000 PEN	4%
260,000-350,000 PEN	6%
350,000-440,000 PEN	3%
440,000-520,000 PEN	2%
520,000-650,000 PEN	1%
650,000-870,000 PEN	1%
More than 870,000 PEN	1%
Prefer Not to answer	6%



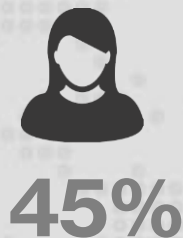
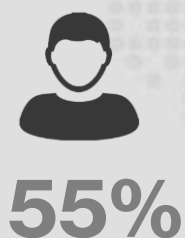
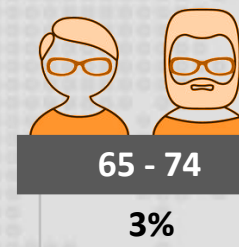
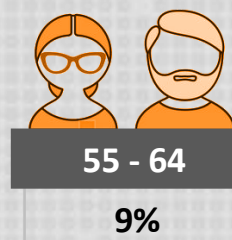
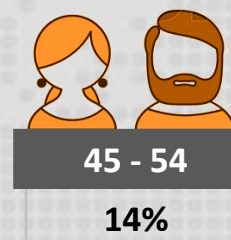
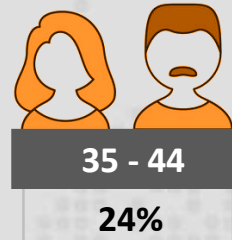
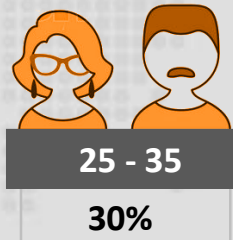
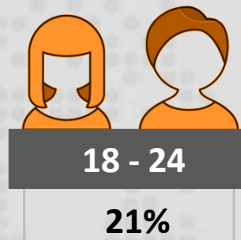
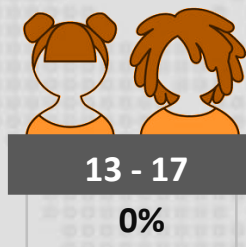
REGION

Lima Provincias	55%
La Libertad	5%
Arequipa	6%
Callao	5%
Piura	4%
Lambayeque	3%
Ancash	4%
Ica	3%
Junin	2%
Cusco	2%
Tacna	2%
Cajamarca	2%
Puno	1%
San Martin	1%
Loreto	1%
Moquega	1%
Huanuco	1%
Ucayali	1%
Ayacucho	1%



PORTUGAL

PANEL COUNT 6,400



HOUSEHOLD INCOME

Less than 15,000 EUR	39%
15,000-19,999 EUR	18%
20,000-29,999 EUR	12%
30,000-39,999 EUR	5%
40,000-49,999 EUR	6%
50,000-59,999 EUR	4%
60,000-69,999 EUR	3%
70,000-79,999 EUR	2%
80,000-89,999 EUR	2%
90,000-99,999 EUR	1%
1,000,00-1,499,99 EUR	1%
Prefer Not to answer	7%



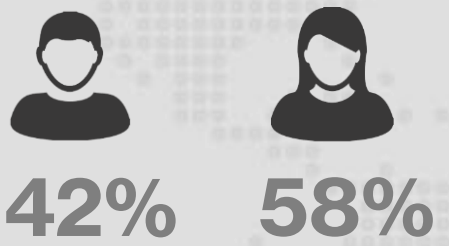
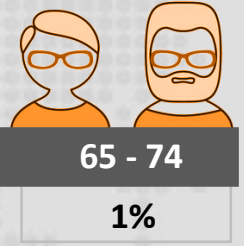
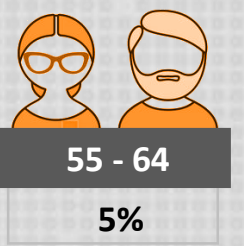
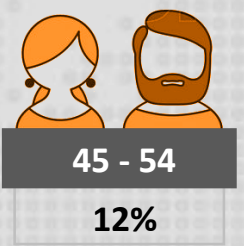
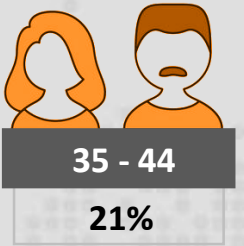
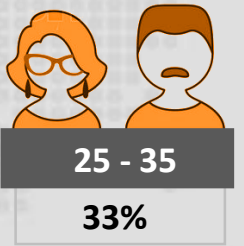
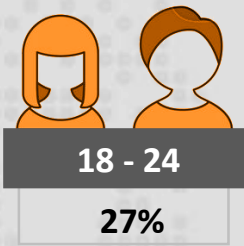
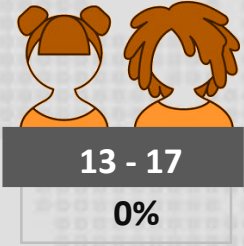
REGION

Aveiro	7%
Beja	1%
Braga	4%
Braganca	1%
Castelo Branco	2%
Coimbra	4%
Evora	1%
Faro	4%
Guarda	1%
Ilha de Madeira	3%
Ilhas dos Amores	2%
Leiria	5%
Lisboa	27%
Portalegre	1%
Porto	19%
Santarem	4%
Setubal	10%
Viano do Castelo	1%
Vila Real	1%
Viseu	2%



BELGIUM

PANEL COUNT 5,500



HOUSEHOLD INCOME

Less than 15,000 EUR	24%
15,000-19,999 EUR	14%
20,000-29,999 EUR	18%
30,000-39,999 EUR	13%
40,000-49,999 EUR	7%
50,000-59,999 EUR	3%
60,000-69,999 EUR	3%
70,000-79,999 EUR	2%
80,000-89,999 EUR	3%
90,000-99,999 EUR	2%
100,000-149,999 EUR	2%
150,000-199,999 EUR	1%
200,000-249,999 EUR	1%
More than 250,000 EUR	1%
Prefer not to Answer	6%



REGION

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



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