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Current PANELBOOK

ASIA and Pacific

| | | % | % % | | % % | | | | | | | |
|-------------|---------|------|------|--------|-------|-------|-------|-------|-----|-----|-----|--------|
| Country | Total | Actv | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | B2C | B2B | Target |
| Australia | 74,000 | 12 | 49 | 51 | 5 | 21 | 28 | 16 | 29 | ✓ | ✓ | ✓ |
| China | 90,000 | 6 | 53 | 47 | 10 | 45 | 39 | 5 | 1 | ✓ | ✓ | |
| Hong Kong | 8,000 | 3 | 47 | 53 | 1 | 9 | 43 | 30 | 18 | ✓ | | |
| India | 108,000 | 16 | 75 | 25 | 0 | 23 | 48 | 19 | 10 | ✓ | ✓ | ✓ |
| Indonesia | 28,000 | 30 | 55 | 45 | 5 | 33 | 38 | 15 | 9 | ✓ | ✓ | |
| Japan | 15,000 | 9 | 69 | 31 | 1 | 23 | 39 | 27 | 11 | ✓ | | |
| Korea | 9,000 | 12 | 61 | 39 | 6 | 27 | 35 | 22 | 9 | ✓ | | |
| Malaysia | 38,000 | 28 | 52 | 48 | 39 | 37 | 15 | 6 | 3 | ✓ | ✓ | ✓ |
| New Zealand | 6,000 | 8 | 40 | 60 | 21 | 24 | 22 | 16 | 16 | ✓ | | |
| Philippines | 25,000 | 22 | 38 | 62 | 34 | 42 | 15 | 6 | 3 | ✓ | ✓ | ✓ |
| Singapore | 7,000 | 34 | 48 | 52 | 36 | 34 | 19 | 7 | 3 | ✓ | ✓ | ✓ |
| Thailand | 11,000 | 41 | 62 | 40 | 18 | 33 | 22 | 16 | 13 | ✓ | ✓ | |

EUROPE, Main Five

| Country | Total | Actv | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | B2C | B2B | Target |
|---------|--------|------|------|--------|-------|-------|-------|-------|-----|-----|-----|--------|
| France | 18,000 | 40 | 55 | 45 | 5 | 21 | 28 | 23 | 23 | ✓ | ✓ | ✓ |
| Germany | 30,000 | 34 | 57 | 43 | 17 | 30 | 26 | 17 | 11 | ✓ | ✓ | ✓ |
| Italy | 28,000 | 31 | 46 | 54 | 4 | 25 | 35 | 24 | 13 | ✓ | ✓ | ✓ |
| Spain | 25,000 | 28 | 53 | 47 | 5 | 23 | 31 | 23 | 18 | ✓ | ✓ | ✓ |
| UK | 76,000 | 41 | 47 | 53 | 21 | 30 | 23 | 15 | 11 | ✓ | ✓ | ✓ |

EUROPE, Others

| Country | Total | Actv | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | B2C | B2B | Target |
|----------------|--------|------|------|--------|-------|-------|-------|-------|-----|-----|-----|--------|
| Bulgaria | 8,000 | 8 | 39 | 61 | 24 | 35 | 24 | 13 | 5 | ✓ | ✓ | |
| Czech Republic | 16,000 | 7 | 31 | 69 | 25 | 37 | 22 | 11 | 5 | ✓ | ✓ | |
| Greece | 22,000 | 19 | 48 | 52 | 13 | 43 | 29 | 11 | 3 | ✓ | ✓ | ✓ |
| Poland | 8,000 | 8 | 50 | 50 | 11 | 46 | 25 | 10 | 8 | ✓ | | |
| Russia | 34,000 | 1 | 53 | 47 | 30 | 43 | 16 | 7 | 3 | ✓ | ✓ | ✓ |
| Turkey | 23,000 | 4 | 63 | 37 | 20 | 46 | 25 | 7 | 2 | ✓ | ✓ | ✓ |
| Ukraine | 9,000 | 2 | 57 | 43 | 36 | 42 | 14 | 6 | 2 | ✓ | | |

AFRICA and Middle East

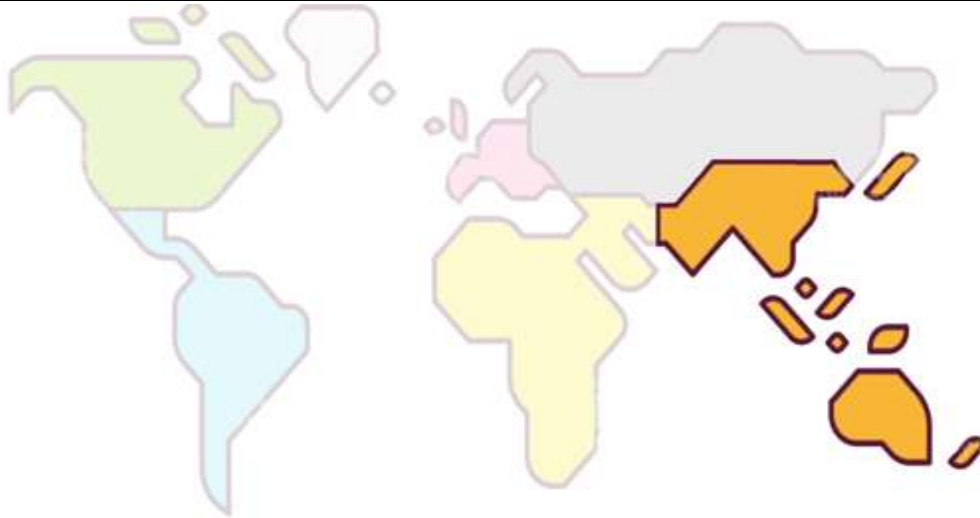
| Country | Total | Actv | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | B2C | B2B | Target |
|--------------|--------|------|------|--------|-------|-------|-------|-------|-----|-----|-----|--------|
| Nigeria | 5,000 | 5 | 88 | 12 | 38 | 44 | 13 | 3 | 1 | ✓ | | |
| South Africa | 20,000 | 11 | 45 | 55 | 19 | 38 | 23 | 12 | 7 | ✓ | ✓ | ✓ |
| UAE | 8,000 | 14 | 55 | 45 | 4 | 31 | 43 | 16 | 6 | ✓ | ✓ | |

AMERICAS, North and South

| Country | Total | Actv | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | B2C | B2B | Target |
|-----------|---------|------|------|--------|-------|-------|-------|-------|-----|-----|-----|--------|
| Argentina | 6,000 | 11 | 54 | 46 | 3 | 32 | 34 | 18 | 12 | ✓ | | |
| Brazil | 99,000 | 12 | 58 | 42 | 23 | 38 | 23 | 10 | 6 | ✓ | ✓ | ✓ |
| Canada | 17,000 | 11 | 48 | 52 | 19 | 36 | 22 | 14 | 9 | ✓ | ✓ | ✓ |
| Mexico | 25,000 | 14 | 60 | 40 | 10 | 37 | 27 | 16 | 10 | ✓ | ✓ | |
| USA | 167,000 | 33 | 47 | 53 | 21 | 30 | 23 | 15 | 11 | ✓ | ✓ | ✓ |

Actv - Percentage of member active in the last 3 months
o - Gender and Age as a percentage of total population

ASIA and Pacific



| | |
|-------------|---------|
| Australia | 74,000 |
| China | 90,000 |
| Hong Kong | 8,000 |
| India | 108,000 |
| Indonesia | 28,000 |
| Japan | 15,000 |
| Korea | 9,000 |
| Malaysia | 38,000 |
| New Zealand | 6,000 |
| Philippines | 25,000 |
| Singapore | 7,000 |
| Thailand | 11,000 |

Main Panel Demographics



Australia

N = 74,000 approx

Last Updated - April 2025

| | upto 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 over | Total |
|----------------|---------|----------|----------|----------|---------|-------|
| Males | 3.9 | 11.8 | 12.0 | 7.6 | 13.8 | 49.1 |
| Females | 1.5 | 9.0 | 16.2 | 8.6 | 15.6 | 50.9 |
| Total | 5.4 | 20.8 | 28.1 | 16.2 | 29.4 | 100.0 |

| Lives in... | % of Total |
|---------------------|------------|
| o Sydney | 25.0 |
| o Melbourne | 24.1 |
| o Brisbane | 12.3 |
| o Adelaide | 8.0 |
| o Perth | 7.0 |
| o None of the above | 23.7 |

| Level of completed Education... | % of Total |
|--|------------|
| o Basic High School or below | 26.1 |
| o After High School, some training or Trade | 32.7 |
| o Completed University to a Degree / Diploma | 32.0 |
| o Post University, eg. Masters / Doctor | 9.1 |

| Currently Employed Full Time as... | % of Total |
|------------------------------------|------------|
| o Owner / Self Employed | 13.1 |
| o Chief/Director/President level | 1.9 |
| o Senior Manager | 5.9 |
| o Middle Manager | 10.8 |
| o Team Leader / Supervisor | 13.7 |
| o Staff Member | 52.3 |
| o Trainee | 2.3 |

| Total Household Income | % of Total |
|---|------------|
| o Less than A\$30,000 per year | 21.0 |
| o Between A\$30,000 and A\$60,000 per year | 32.5 |
| o Between A\$60,000 and A\$120,000 per year | 34.3 |
| o Over A\$120,000 per year | 12.2 |

| Family Status... | % |
|-----------------------|------|
| o Never been married | 31.4 |
| o Married / deFacto | 59.5 |
| o Separated / Widowed | 9.1 |

| Parent of a Child... | % |
|----------------------|------|
| o None | 56.1 |
| o Under 3 years old | 12.1 |
| o Between 3 and 11 | 17.0 |
| o Between 12 and 16 | 9.8 |
| o Over 16 years old | 5.0 |

Main Panel Demographics



China

N = 90,000 approx

Last Updated - April 2025

| | upto 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 over | Total |
|----------------|---------|----------|----------|----------|---------|-------|
| Males | 7.8 | 25.5 | 14.7 | 4.9 | 0.0 | 52.9 |
| Females | 2.0 | 19.6 | 24.5 | 0.0 | 1.0 | 47.1 |
| Total | 9.8 | 45.1 | 39.2 | 4.9 | 1.0 | 100.0 |

| Lives in... | % of Total |
|---------------------|-------------------|
| o Guangdong | 14.3 |
| o Shanghai | 8.5 |
| o Jiangsu | 8.3 |
| o Shandong | 8.1 |
| o Beijing | 7.6 |
| o None of the above | 53.2 |

| Current Occupation... | % of Total |
|------------------------------|-------------------|
| o Company Employee | 40.9 |
| o Student | 21.5 |
| o Public Employee | 8.8 |
| o Company Executive | 5.2 |
| o Self Employee | 4.9 |
| o Housewife/Househusband | 3.1 |
| o Unemployed | 2.9 |
| o Retired | 1.1 |
| o Other | 11.6 |

| Total Household Income | % of Total |
|--|-------------------|
| o Less than 30,000 RMB per year | 20.1 |
| o Between 30,000 and 100,000 RMB per year | 34.2 |
| o Between 100,000 and 500,000 RMB per year | 29.6 |
| o Over 500,000 RMB per year | 16.1 |

| Family Status... | % |
|-------------------------|----------|
| o Never been married | 52.9 |
| o Married / deFacto | 45.2 |
| o Separated / Widowed | 1.9 |

Main Panel Demographics



Hong Kong

N = 8,000 approx

Last Updated - April 2025

| | 25 to 34 | 35 to 44 | 45 to 54 | 55 over | Total | #REF! |
|----------------|----------|----------|----------|---------|-------|-------|
| Males | 0.4 | 3.6 | 18.7 | 14.2 | 9.8 | 46.6 |
| Females | 0.2 | 5.1 | 24.2 | 15.3 | 8.5 | 53.4 |
| Total | 0.6 | 8.7 | 42.9 | 29.5 | 18.3 | 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 = 108,000 approx

Last Updated - April 2025

| | upto 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 over | Total |
|----------------|---------|----------|----------|----------|---------|-------|
| Males | 0.4 | 18.0 | 35.4 | 13.6 | 7.4 | 74.9 |
| Females | 0.1 | 4.7 | 12.5 | 5.5 | 2.3 | 25.1 |
| Total | 0.4 | 22.8 | 47.9 | 19.1 | 9.7 | 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 - April 2025

| | upto 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 over | Total |
|----------------|---------|----------|----------|----------|---------|-------|
| Males | 2.6 | 15.1 | 22.3 | 8.9 | 5.9 | 54.8 |
| Females | 2.3 | 18.4 | 15.4 | 6.2 | 3.0 | 45.2 |
| Total | 4.9 | 33.4 | 37.7 | 15.1 | 8.9 | 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 = 15,000 approx

Last Updated - April 2025

| | upto 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 over | Total |
|----------------|---------|----------|----------|----------|---------|-------|
| Males | 0.4 | 15.4 | 26.3 | 18.8 | 8.1 | 68.9 |
| Females | 0.3 | 7.6 | 12.5 | 7.9 | 2.8 | 31.1 |
| Total | 0.7 | 22.9 | 38.8 | 26.7 | 10.8 | 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 = 8,000 approx

Last Updated - April 2025

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

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

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

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

is BDM...

34.5

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

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

Main Panel Demographics



Malaysia

N = 38,000 approx

Last Updated - April 2025

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

| Lives in... | % of Total |
|---------------------|-------------------|
| 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 = 6,000 approx

Last Updated - April 2025

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

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

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

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

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

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

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

Main Panel Demographics



Philippines

N = 25,000 approx

Last Updated - April 2025

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

| Lives in... | % of Total |
|---------------------|------------|
| o Manila | 50.1 |
| o Baguio | 4.9 |
| o Cebu City | 9.5 |
| o Davao City | 6.4 |
| o Calamba | 3.4 |
| o None of the above | 25.7 |

| Level of completed Education... | % of Total |
|--|------------|
| o Basic High School or below | 2.3 |
| o After High School, some training or Trade | 13.9 |
| o Completed University to a Degree / Diploma | 78.7 |
| o Post University, eg. Masters / Doctor | 5.2 |

| Currently Employed Full Time as... | % of Total |
|------------------------------------|------------|
| o Owner / Self Employed | 12.6 |
| o Chief/Director/President level | 0.8 |
| o Senior Manager | 3.1 |
| o Middle Manager | 5.9 |
| o Team Leader / Supervisor | 18.0 |
| o Staff Member | 54.9 |
| o Trainee | 4.7 |

| Total Household Income | % of Total |
|--|------------|
| o Less than 60,000 Pesos per year | 33.3 |
| o Between 60,000 and 120,000 Pesos per year | 22.5 |
| o Between 120,000 and 240,000 Pesos per year | 23.0 |
| o Over 240,000 Pesos per year | 21.2 |

| Family Status... | % |
|-----------------------|------|
| o Never been married | 60.8 |
| o Married / deFacto | 35.9 |
| o Separated / Widowed | 3.3 |

| Parent of a Child... | % |
|----------------------|------|
| o None | 59.6 |
| o Under 3 years old | 16.1 |
| o Between 3 and 11 | 16.1 |
| o Between 12 and 16 | 5.0 |
| o Over 16 years old | 3.1 |

Main Panel Demographics



Singapore

N = 7,000 approx

Last Updated - April 2025

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

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

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

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

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

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

Main Panel Demographics



Thailand

N = 11,000 approx

Last Updated - April 2025

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

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

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

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

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

EUROPE, Main Five



| | |
|---------|--------|
| France | 18,000 |
| Germany | 30,000 |
| Italy | 28,000 |
| Spain | 25,000 |
| UK | 76,000 |

Main Panel Demographics



France

N = 18,000 approx

Last Updated - April 2025

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

| Lives in... | % of Total |
|---------------------|------------|
| o Paris | 26.8 |
| o Marseille | 11.1 |
| o Lyon | 14.2 |
| o Toulouse | 6.5 |
| o Bordeaux | 7.3 |
| o None of the above | 34.1 |

| Level of completed Education... | % of Total |
|--|------------|
| o Basic High School or below | 24.6 |
| o After High School, some training or Trade | 30.5 |
| o Completed University to a Degree / Diploma | 36.6 |
| o Post University, eg. Masters / Doctor | 8.3 |

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

| Total Household Income | % of Total |
|--|------------|
| o Less than 12,000 Euros per year | 19.1 |
| o Between 12,000 and 24,000 Euros per year | 32.2 |
| o Between 24,000 and 48,000 Euros per year | 28.9 |
| o Over 48,000 Euros per year | 19.8 |

| Family Status... | % |
|-----------------------|------|
| o Never been married | 56.3 |
| o Married / deFacto | 36.5 |
| o Separated / Widowed | 7.2 |

| Children at home... | % |
|---------------------|------|
| o None | 52.1 |
| o one or two | 35.2 |
| o three or more | 12.7 |

Main Panel Demographics



Germany

N = 30,000 approx

Last Updated - April 2025

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

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

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

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

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

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

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

Main Panel Demographics



Italy

N = 28,000 approx

Last Updated - April 2025

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

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

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

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

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

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

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

Main Panel Demographics



Spain

N = 25,000 approx

Last Updated - April 2025

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

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

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

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

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

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

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

Main Panel Demographics



United Kingdom

N = 76,000 approx

Last Updated - April 2025

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

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

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

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

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

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

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

EUROPE



| | |
|----------------|--------|
| Bulgaria | 8,000 |
| Czech Republic | 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 - April 2025

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

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

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

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

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

Main Panel Demographics



Czech Republic

N = 16,000 approx

Last Updated - April 2025

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

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

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

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

is **BDM...**

24.1

Main Panel Demographics



Greece

N = 22,000 approx

Last Updated - April 2025

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

| Lives in... | % of Total |
|---------------------|-------------------|
| o Athens | 50.8 |
| o Salonica | 21.2 |
| o Patra | 2.9 |
| o Irakleio | 3.8 |
| o Larisa | 3.8 |
| o None of the above | 17.5 |

| 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 | 18.2 |
| o Chief/Director/President level | 3.5 |
| o Senior Manager | 5.5 |
| o Middle Manager | 8.2 |
| o Team Leader / Supervisor | 16.4 |
| o Staff Member | 44.2 |
| o Trainee | 4.0 |

| Total Household Income | % of Total |
|--|-------------------|
| o Less than 12,000 Euros per year | 34.9 |
| o Between 12,000 and 24,000 Euros per year | 43.3 |
| o Between 24,000 and 48,000 Euros per year | 19.5 |
| o Over 48,000 Euros per year | 2.2 |

| Family Status... | % |
|-------------------------|----------|
| o Never been married | 48.8 |
| o Married / deFacto | 45.5 |
| o Separated / Widowed | 5.7 |

| Parent of a Child... | % |
|-----------------------------|----------|
| o None | 59.2 |
| o Under 3 years old | 12.0 |
| o Between 3 and 11 | 18.8 |
| o Between 12 and 16 | 5.6 |
| o Over 16 years old | 4.4 |

Main Panel Demographics



Poland

N = 8,000 approx

Last Updated - April 2025

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

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

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

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

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

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

Main Panel Demographics



Russian Federation

N = 34,000 approx

Last Updated - April 2025

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

| Lives in... | % of Total |
|---------------------|------------|
| o Moscow | 27.8 |
| o St Petersburg | 9.1 |
| o Novosibirsk | 4.7 |
| o Nizhny | 4.0 |
| o Yekaterinburg | 7.3 |
| o None of the above | 47.1 |

| Level of completed Education... | % of Total |
|--|------------|
| o Basic High School or below | 4.5 |
| o After High School, some training or Trade | 19.4 |
| o Completed University to a Degree / Diploma | 67.3 |
| o Post University, eg. Masters / Doctor | 8.8 |

| Currently Employed Full Time as... | % of Total |
|------------------------------------|------------|
| o Owner / Self Employed | 7.6 |
| o Chief/Director/President level | 3.8 |
| o Senior Manager | 10.8 |
| o Middle Manager | 24.9 |
| o Team Leader / Supervisor | 16.9 |
| o Staff Member | 33.5 |
| o Trainee | 2.5 |

| Total Household Income | % of Total |
|---|------------|
| o Less than 120,000 Rubles per year | 19.0 |
| o Between 120,000 and 240,000 Rubles per year | 21.7 |
| o Between 240,000 and 480,000 Rubles per year | 29.2 |
| o Over 480,000 Rubles per year | 30.2 |

| Family Status... | % |
|-----------------------|------|
| o Never been married | 30.5 |
| o Married / deFacto | 63.1 |
| o Separated / Widowed | 6.3 |

| Parent of a Child... | % |
|----------------------|------|
| o None | 44.7 |
| o Under 3 years old | 21.9 |
| o Between 3 and 11 | 17.8 |
| o Between 12 and 16 | 9.1 |
| o Over 16 years old | 6.6 |

Main Panel Demographics



Turkey

N = 23,000 approx

Last Updated - April 2025

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

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

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

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

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

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

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

Main Panel Demographics



Ukraine

N = 9,000 approx

Last Updated - April 2025

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

| Lives in... | % of Total |
|---------------------|------------|
| 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 | 20,000 |
| UAE | 8,000 |



Main Panel Demographics



Nigeria

N = 5,000 approx

Last Updated - April 2025

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

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

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

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

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

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

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

Main Panel Demographics



South Africa

N = 20,000 approx

Last Updated - April 2025

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

| Lives in... | % of Total |
|---------------------|------------|
| o Johannesburg | 40.0 |
| o Cape Town | 20.6 |
| o Durban | 12.6 |
| o Port Elizabeth | 5.8 |
| o East London | 1.4 |
| o None of the above | 19.7 |

| Level of completed Education... | % of Total |
|--|------------|
| o Basic High School or below | 20.5 |
| o After High School, some training or Trade | 45.2 |
| o Completed University to a Degree / Diploma | 30.3 |
| o Post University, eg. Masters / Doctor | 4.0 |

| Currently Employed Full Time as... | % of Total |
|------------------------------------|------------|
| o Owner / Self Employed | 24.5 |
| o Chief/Director/President level | 1.4 |
| o Senior Manager | 9.5 |
| o Middle Manager | 12.8 |
| o Team Leader / Supervisor | 11.9 |
| o Staff Member | 37.6 |
| o Trainee | 2.3 |

| Total Household Income | % of Total |
|---|------------|
| o Less than 60,000 Rand per year | 18.0 |
| o Between 60,000 and 120,000 Rand per year | 27.6 |
| o Between 120,000 and 180,000 Rand per year | 21.3 |
| o Over 180,000 Rand per year | 33.1 |

| Family Status... | % |
|-----------------------|------|
| o Never been married | 39.3 |
| o Married / deFacto | 50.9 |
| o Separated / Widowed | 9.7 |

| Parent of a Child... | % |
|----------------------|------|
| o None | 49.9 |
| o Under 3 years old | 13.8 |
| o Between 3 and 11 | 22.5 |
| o Between 12 and 16 | 8.1 |
| o Over 16 years old | 5.8 |

Main Panel Demographics



United Arab Emirates

N = 8,000 approx

Last Updated - April 2025

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

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

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

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

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

is BDM...

32.6

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

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

AMERICAS



| | |
|-----------|---------|
| Argentina | 6,000 |
| Brazil | 99,000 |
| Canada | 17,000 |
| Mexico | 25,000 |
| USA | 167,000 |

Main Panel Demographics



Argentina

N = 6,000 approx

Last Updated - April 2025

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

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

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

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

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

is BDM...

30.4

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

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

Main Panel Demographics



Brazil

N = 99,000 approx

Last Updated - April 2025

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

| Lives in... | % of Total |
|---------------------|-------------------|
| o São Paulo | 31.7 |
| o Rio de Janeiro | 16.5 |
| o Salvador | 9.3 |
| o Brasília | 4.7 |
| o Fortaleza | 4.6 |
| o None of the above | 33.2 |

| Level of completed Education... | % of Total |
|--|-------------------|
| o Basic High School or below | 15.2 |
| o After High School, some training or Trade | 42.6 |
| o Completed University to a Degree / Diploma | 35.6 |
| o Post University, eg. Masters / Doctor | 6.5 |

| Currently Employed Full Time as... | % of Total |
|---|-------------------|
| o Small business / Self Employed | 19.4 |
| o Cxx Level / President | 2.4 |
| o Director or above | 7.4 |
| o Senior Manager | 12.5 |
| o Middle Level Manager / Supervisor | 15.8 |
| o Other Employee | 42.6 |

| Total Household Income Classification | % of Total |
|--|-------------------|
| o A1 / A2 | 28.0 |
| o B 1 / B 2 | 52.0 |
| o C1 / C2 | 20.0 |

| Family Status... | % |
|-------------------------|----------|
| o Never been married | 33.4 |
| o Married / deFacto | 52.5 |
| o Separated / Widowed | 14.1 |

Main Panel Demographics



Canada

N = 17,000 approx

Last Updated - April 2025

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

| Lives in... | % of Total |
|---------------------|-------------------|
| 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 = 25,000 approx

Last Updated - April 2025

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

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

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

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

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

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

Main Panel Demographics



United States

N = 167,000 approx

Last Updated - April 2025

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

| Lives in... | % of Total |
|---------------------|------------|
| o New York | 13.6 |
| o Los Angeles | 9.6 |
| o Chicago | 6.3 |
| o Houston | 4.1 |
| o Phoenix | 2.0 |
| o None of the above | 64.5 |

| Level of completed Education... | % of Total |
|--|------------|
| o Basic High School or below | 22.8 |
| o After High School, some training or Trade | 34.0 |
| o Completed University to a Degree / Diploma | 33.4 |
| o Post University, eg. Masters / Doctor | 9.8 |

| Currently Employed Full Time as... | % of Total |
|------------------------------------|------------|
| o Owner / Self Employed | 18.7 |
| o Chief/Director/President level | 3.3 |
| o Senior Manager | 7.6 |
| o Middle Manager | 9.4 |
| o Team Leader / Supervisor | 15.7 |
| o Staff Member | 41.9 |
| o Trainee | 3.3 |

| Total Household Income | % of Total |
|---|------------|
| o Less than US\$30,000 per year | 29.9 |
| o Between US\$30,000 and US\$60,000 per year | 29.5 |
| o Between US\$60,000 and US\$120,000 per year | 28.0 |
| o Over US\$120,000 per year | 12.7 |

| Family Status... | % |
|-----------------------|------|
| o Never been married | 41.3 |
| o Married / deFacto | 47.4 |
| o Separated / Widowed | 11.3 |

| Parent of a Child... | % |
|----------------------|------|
| o None | 54.0 |
| o Under 3 years old | 11.9 |
| o Between 3 and 11 | 19.6 |
| o Between 12 and 16 | 9.9 |
| o 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