

moweb panelbook



Population at 1st January 2020

France	67,320,216
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Gender

Female	34,787,547
Male	32,532,669

Age

0-14	12,038,771
15-19	4,173,149
20-29	7,520,485
30-39	8,329,503
40-49	8,607,462
50-59	8,805,539
60+	17,845,307

Region

Île-de-France	12,373,642
Auvergne-Rhône-Alpes	8,084,483
Hauts-de-France	6,134,031
Nouvelle-Aquitaine	6,061,255
Occitanie	5,931,395
Grand Est	5,672,785
Provence-Alpes-Côte d'Azur	5,128,238
Pays de la Loire	3,816,755
Normandy	3,406,548
Brittany	3,376,526
Bourgogne-Franche-Comté	2,878,000
Centre-Val de Loire	2,632,437
Réunion	870,980
Guadeloupe	40,245
Martinique	38,445
Corsica	337,450
French Guiana	275,054
Mayotte	261,948

Household size

Distribution percent 2017

1 Person	36.4%
2 Persons	32.7%
3 Persons	13.6%
4 Persons	11.5%
5 Persons	4.2%
6+ Persons	1.6%

Children <18 in household

Distribution percent 2018

Yes	32.8%
No	67.2%

Annual consumption expenditure

per capita 2018

EUR	17,400
Share in GDP	61.3%

Individuals using the internet

2006	46.9%
2009	71.5%
2012	83.0%
2020	89.0%

Human Development Index Rank

2011	20
2012	20
2020	26

Sources:

Eurostat

Human Development Reports

International Telecommunications Union

B2C panel	N	%
Consumer	230,129	100.0%

Gender

Female	158,099	68.7%
Male	72,030	31.3%

Age

14-19	6,213	2.7%
20-29	49,017	21.3%
30-39	62,825	27.3%
40-49	52,700	22.9%
50-59	32,448	14.1%
60+	26,925	11.7%

Region

Île-de-France	50,168	21.8%
Auvergne-Rhône-Alpes	26,925	11.7%
Hauts-de-France	20,942	9.1%
Nouvelle-Aquitaine	17,950	7.8%
Occitanie	19,791	8.6%
Grand Est	19,101	8.3%
Provence-Alpes-Côte d'Azur	15,649	6.8%
Pays de la Loire	13,117	5.7%
Normandy	15,419	6.7%
Brittany	11,046	4.8%
Bourgogne-Franche-Comté	4,603	2.0%
Centre-Val de Loire	8,975	3.9%
Réunion	2,992	1.3%
Guadeloupe	230	0.1%
Martinique	230	0.1%
Corsica	1,151	0.5%
French Guiana	921	0.4%
Mayotte	921	0.4%

B2B panel	N	%
Business to business	73,038	100.0%

Company size

Less than 10 employees	18,552	25.4%
10 to 49 employees	12,636	17.3%
50 to 99 employees	7,012	9.6%
100 to 249 employees	3,871	5.3%
250 to 499 employees	7,961	10.9%
500 to 999 employees	5,040	6.9%
1000+ employees	17,967	24.6%

Position

Labourer / skilled labourer	12,197	16.7%
Employee / civil servant	41,997	57.5%
Senior employee / civil servant	7,085	9.7%
Freelance / professional	5,624	7.7%
Management / director	3,360	4.6%
C-Level officer	730	1.0%
Business owner	2,045	2.8%

Decision-making authority

Purchasing decisions	31,698	43.4%
Employment decisions	21,327	29.2%
Budgetary decisions	20,012	27.4%

Influenced departments

Marketing	6,135	8.4%
Customer services	7,523	10.3%
Sales	6,939	9.5%
Human resources	5,405	7.4%
Technical department	4,747	6.5%
Purchasing / Acquisitions	6,866	9.4%
Finances / Controlling	5,697	7.8%
IT-Section / Information Systems	6,062	8.3%
IT related purchases	5,405	7.4%
Manufacturing / Production	4,382	6.0%
Management	5,551	7.6%
Clerical	3,944	5.4%
Commercial area	4,382	6.0%

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B2B respondents will not be invited to B2C surveys and vice versa.



Germany

Population in January 2021

Germany	83,190,556
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Gender

Female	42,138,265
Male	41,052,291

Age

0-14	11,394,525
15-19	3,940,372
20-29	9,685,678
30-39	10,788,022
40-49	10,185,303
50-59	13,451,396
60+	23,745,259

Region

Baden-Württemberg	11,103,277
Bayern	13,128,875
Berlin	3,670,083
Brandenburg	2,522,745
Bremen	681,201
Hamburg	1,847,545
Hessen	6,289,857
Mecklenburg-Vorpommern	1,608,475
Niedersachsen	7,996,360
Nordrhein-Westfalen	17,952,299
Rheinland-Pfalz	4,095,209
Saarland	987,291
Sachsen	4,073,202
Sachsen-Anhalt	2,195,648
Schleswig-Holstein	2,904,857
Thüringen	2,133,630

Household size

Distribution percent 2011

1 Person	42.3%
2 Persons	33.2%
3 Persons	11.9%
4 Persons	9.1%
5+ Persons	3.5%

Children <18 in household

Distribution percent 2018

Yes	26.2%
No	73.8%

Annual consumption expenditure

per capita 2018

EUR	20,420
Share in GDP	56.8%

Individuals using the internet

2006	72.2%
2009	79.0%
2012	84.0%
2020	93.0%

Human Development Index Rank

2011	9
2012	5
2020	5

Source:

Destatis

Eurostat

Human Development Reports

International Telecommunications Union

B2C panel	N	%
Consumer	275,623	100.0%

Gender

Female	140,292	50.9%
Male	135,331	49.1%

Age

14-19	10,474	3.8%
20-29	92,334	33.5%
30-39	81,309	29.5%
40-49	40,517	14.7%
50-59	30,594	11.1%
60+	20,396	7.4%

Region

Baden-Württemberg	28,114	10.2%
Bayern	35,555	12.9%
Berlin	32,524	11.8%
Brandenburg	7,993	2.9%
Bremen	4,134	1.5%
Hamburg	11,576	4.2%
Hessen	19,294	7.0%
Mecklenburg-Vorpommern	5,512	2.0%
Niedersachsen	21,499	7.8%
Nordrhein-Westfalen	57,330	20.8%
Rheinland-Pfalz	12,127	4.4%
Saarland	3,583	1.3%
Sachsen	14,332	5.2%
Sachsen-Anhalt	6,891	2.5%
Schleswig-Holstein	8,269	3.0%
Thüringen	6,891	2.5%

Household size

1 Person	60,361	21.9%
2 Persons	78,828	28.6%
3 Persons	58,432	21.2%
4 Persons	46,856	17.0%
5 Persons	19,294	7.0%
6+ Persons	11,852	4.3%

B2B panel	N	%
Business to business	106,063	100.0%

Company size

Less than 10 employees	22,273	21.0%
10 to 49 employees	19,091	18.0%
50 to 99 employees	10,606	10.0%
100 to 249 employees	8,485	8.0%
250 to 499 employees	9,546	9.0%
500 to 999 employees	8,485	8.0%
1000+ employees	27,576	26.0%

Position

Labourer / skilled labourer	37,122	35.0%
Employee / civil servant	39,243	37.0%
Senior employee / civil servant	9,546	9.0%
Freelance / professional	10,606	10.0%
Management / director	4,243	4.0%
C-Level officer	2,121	2.0%
Business owner	3,182	3.0%

Decision-making authority

Purchasing decisions	43,486	41.0%
Employment decisions	36,061	34.0%
Budgetary decisions	26,516	25.0%

Influenced departments

Marketing	9,546	9.0%
Customer services	10,606	10.0%
Sales	9,546	9.0%
Human resources	8,485	8.0%
Technical department	7,424	7.0%
Purchasing / Acquisitions	9,546	9.0%
Finances / Controlling	7,424	7.0%
IT-Section / Information Systems	7,424	7.0%
IT related purchases	7,424	7.0%
Manufacturing / Production	6,364	6.0%
Management	8,485	8.0%
Clerical	6,364	6.0%
Commercial area	7,424	7.0%

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Population at 1st January 2020

Italy	59,641,488
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Gender

Female	30,591,392
Male	29,050,096

Age

0-14	7,727,554
15-19	2,871,056
20-29	6,084,382
30-39	6,854,632
40-49	8,937,229
50-59	9,414,195
60+	17,752,440

Region

Abruzzo	1,295,977
Basilicata	556,173
Calabria	1,923,967
Campania	5,732,673
Emilia-Romagna	4,406,426
Friuli-Venezia Giulia	1,200,763
Lazio	5,809,142
Liguria	1,532,193
Lombardia	9,940,890
Marche	1,507,126
Molise	301,981
Piemonte	4,304,581
Puglia	3,981,122
Sardegna	1,620,086
Sicilia	4,940,411
Toscana	3,685,272
Trentino-Alto Adige	1,059,520
Umbria	871,522
Valle d'Aosta/Vallée d'Aoste	124,171
Veneto	4,847,492

Household size

Distribution percent 2011

1 Person	30.1%
2 Persons	27.5%
3 Persons	20.5%
4 Persons	17.0%
5 Persons	3.9%
6+ Persons	1.0%

Children <18 in household

Distribution percent 2018

Yes	33.4%
No	66.6%

Annual consumption expenditure

per capita 2019

EUR	17,710
Share in GDP	65.4%

Individuals using the internet

2006	38.0%
2009	48.8%
2012	58.0%
2020	82.0%

Human Development Index Rank

2011	24
2012	25
2020	29

Source:

Istat

Eurostat

Human Development Reports

International Telecommunications Union

B2C panel	N	%
Consumer	180,977	100.0%

Gender

Female	100,442	55.5%
Male	80,535	44.5%

Age

14-19	3,258	1.8%
20-29	58,275	32.2%
30-39	52,121	28.8%
40-49	38,367	21.2%
50-59	20,269	11.2%
60+	8,687	4.8%

Region

Abruzzo	4,343	2.4%
Basilicata	2,172	1.2%
Calabria	6,153	3.4%
Campania	17,917	9.9%
Emilia-Romagna	12,306	6.8%
Friuli-Venezia Giulia	3,620	2.0%
Lazio	18,098	10.0%
Liguria	4,705	2.6%
Lombardia	30,223	16.7%
Marche	4,162	2.3%
Molise	905	0.5%
Piemonte	13,392	7.4%
Puglia	12,849	7.1%
Sardegna	6,515	3.6%
Sicilia	16,469	9.1%
Toscana	10,316	5.7%
Trentino-Alto Adige	2,353	1.3%
Umbria	2,353	1.3%
Valle d'Aosta/Vallée d'Aoste	362	0.2%
Veneto	11,764	6.5%

Household size

1 Person	34,205	18.9%
2 Persons	35,471	19.6%
3 Persons	44,520	24.6%
4 Persons	45,606	25.2%
5 Persons	14,840	8.2%
6+ Persons	6,334	3.5%

B2B panel	N	%
Business to business	81,915	100.0%

Company size

Less than 10 employees	33,339	40.7%
10 to 49 employees	14,417	17.6%
50 to 99 employees	6,226	7.6%
100 to 249 employees	4,751	5.8%
250 to 499 employees	4,505	5.5%
500 to 999 employees	4,178	5.1%
1000+ employees	14,499	17.7%

Position

Labourer / skilled labourer	19,578	23.9%
Employee / civil servant	36,452	44.5%
Senior employee / civil servant	3,440	4.2%
Freelance / professional	15,810	19.3%
Management / director	1,393	1.7%
C-Level officer	1,147	1.4%
Business owner	4,096	5.0%

Decision-making authority

Purchasing decisions	36,125	44.1%
Employment decisions	24,247	29.6%
Budgetary decisions	21,544	26.3%

Influenced departments

Marketing	7,782	9.5%
Customer services	9,994	12.2%
Sales	9,174	11.2%
Human resources	6,635	8.1%
Technical department	5,079	6.2%
Purchasing / Acquisitions	7,372	9.0%
Finances / Controlling	5,243	6.4%
IT-Section / Information Systems	5,570	6.8%
IT related purchases	5,652	6.9%
Manufacturing / Production	4,915	6.0%
Management	4,669	5.7%
Clerical	3,277	4.0%
Commercial area	6,553	8.0%

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Spain

Population at 1st January 2020

Spain	47,332,614
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Gender

Female	24,133,301
Male	23,199,313

Age

0-14	6,877,153
15-19	2,399,993
20-29	4,897,165
30-39	6,103,321
40-49	7,833,618
50-59	7,035,203
60+	12,186,161

Region

Andalucía	8,477,189
Aragón	1,330,519
Canarias	2,189,432
Cantabria	582,389
Castilla y León	2,401,364
Castilla-la Mancha	2,045,498
Cataluña	7,652,495
Ciudad Autónoma de Ceuta	84,501
Ciudad Autónoma de Melilla	84,037
Comunidad de Madrid	6,747,800
Comunidad Foral de Navarra	656,524
Comunidad Valenciana	5,028,930
Extremadura	1,061,827
Galicia	2,702,394
Illes Balears	1,210,817
La Rioja	315,944
País Vasco	2,237,433
Principado de Asturias	1,018,832
Región de Murcia	1,504,691

Household size

Distribution percent 2019

1 Person	25.7%
2 Persons	30.4%
3 Persons	20.8%
4 Persons	17.3%
5 Persons	4.2%
6+ Persons	1.6%

Children <18 in household

Distribution percent 2020

Yes	39.0%
No	61.0%

Annual consumption expenditure

per capita 2018

EUR	11,690
Share in GDP	61.8%

Individuals using the internet

2006	50.4%
2009	62.4%
2012	72.0%
2020	91.0%

Human Development Index Rank

2011	23
2012	23
2020	25

Sources:

Eurostat

Human Development Reports

Comisión del Mercado de las Telecomunicaciones

International Telecommunications Union

B2C panel	N	%
Consumer	179,634	100.0%

Gender		
Female	87,302	48.6%
Male	92,332	51.4%

Age		
14-19	3,772	2.1%
20-29	62,872	35.0%
30-39	54,609	30.4%
40-49	35,747	19.9%
50-59	16,526	9.2%
60+	6,108	3.4%

Region		
Andalucía	30,358	16.9%
Aragón	5,030	2.8%
Canarias	9,341	5.2%
Cantabria	2,156	1.2%
Castilla y León	7,724	4.3%
Castilla-la Mancha	6,646	3.7%
Cataluña	29,640	16.5%
Ciudad Autónoma de Ceuta	539	0.3%
Ciudad Autónoma de Melilla	18,862	10.5%
Comunidad de Madrid	35,029	19.5%
Comunidad Foral de Navarra	2,874	1.6%
Comunidad Valenciana	9,521	5.3%
Extremadura	3,413	1.9%
Galicia	1,437	0.8%
Illes Balears	539	0.3%
La Rioja	1,976	1.1%
País Vasco	5,928	3.3%
Principado de Asturias	3,413	1.9%
Región de Murcia	5,209	2.9%

Household size		
1 Person	13,113	7.3%
2 Persons	36,106	20.1%
3 Persons	47,244	26.3%
4 Persons	55,687	31.0%
5 Persons	18,323	10.2%
6+ Persons	9,161	5.1%

B2B panel	N	%
Business to business	64,571	100.0%

Company size		
Less than 10 employees	19,242	29.8%
10 to 49 employees	11,494	17.8%
50 to 99 employees	6,199	9.6%
100 to 249 employees	4,326	6.7%
250 to 499 employees	4,843	7.5%
500 to 999 employees	4,068	6.3%
1000+ employees	14,399	22.3%

Position		
Labourer / skilled labourer	30,219	46.8%
Employee / civil servant	13,624	21.1%
Senior employee / civil servant	2,389	3.7%
Freelance / professional	8,201	12.7%
Management / director	3,293	5.1%
C-Level officer	2,777	4.3%
Business owner	4,068	6.3%

Decision-making authority		
Purchasing decisions	26,280	40.7%
Employment decisions	21,373	33.1%
Budgetary decisions	16,918	26.2%

Influenced departments		
Marketing	5,941	9.2%
Customer services	7,167	11.1%
Sales	6,005	9.3%
Human resources	5,166	8.0%
Technical department	4,778	7.4%
Purchasing / Acquisitions	7,167	11.1%
Finances / Controlling	5,101	7.9%
IT-Section / Information Systems	4,068	6.3%
IT related purchases	4,391	6.8%
Manufacturing / Production	4,068	6.3%
Management	3,810	5.9%
Clerical	1,550	2.4%
Commercial area	5,359	8.3%

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B2B respondents will not be invited to B2C surveys and vice versa.



United Kingdom

Population at 1st January 2020

United Kingdom	66,796,807
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Gender

Female	33,818,578
Male	32,978,229

Age

0-14	12,175,148
15-19	3,708,382
20-29	8,094,995
30-39	8,298,823
40-49	8,531,360
50-59	8,668,441
60+	17,319,658

Region

East Midlands	4,838,670
East of England	6,239,607
London	8,967,070
North East	2,671,455
North West	7,345,358
Northern Ireland	1,883,067
Scotland	5,457,092
South East	9,185,339
South West	5,627,885
Wales	3,137,778
West Midlands	5,937,401
Yorkshire and The Humber	5,506,087

Household size

Distribution percent 2020

1 Person	29.8%
2 Persons	35.5%
3 Persons	16.9%
4 Persons	12.0%
5 Persons	4.0%
6+ Persons	1.8%

Children <18 in household

Distribution percent 2018

Yes	36.4%
No	63.6%

Annual consumption expenditure

per capita 2018

EUR	13,750
GBP	11,890
Share in GDP	64.1%

Individuals using the internet

2006	68.8%
2009	83.6%
2012	87.0%
2020	96.0%

Human Development Index Rank

2011	28
2012	26
2020	13

Sources:

Eurostat

Human Development Reports

International Telecommunications Union

Office for National Statistics (ONS)

B2C panel	N	%
Consumer	201,188	100.0%

Gender

Female	82,085	40.8%
Male	119,103	59.2%

Age

14-19	2,615	1.3%
20-29	31,788	15.8%
30-39	37,622	18.7%
40-49	49,090	24.4%
50-59	63,374	31.5%
60+	16,699	8.3%

Region

East Midlands	9,858	4.9%
East of England	11,669	5.8%
Greater London	91,943	45.7%
North East England	7,243	3.6%
North West England	14,888	7.4%
Northern Ireland	3,018	1.5%
Scotland	9,858	4.9%
South East England	16,296	8.1%
South West England	10,261	5.1%
Wales	6,036	3.0%
West Midlands	10,462	5.2%
Yorkshire and Humberside	9,657	4.8%

Household size

1 Person	26,959	13.4%
2 Persons	49,291	24.5%
3 Persons	57,741	28.7%
4 Persons	39,433	19.6%
5 Persons	17,302	8.6%
6+ Persons	10,462	5.2%

B2B panel	N	%
Business to business	93,605	100.0%

Company size

Less than 10 employees	16,100	17.2%
10 to 49 employees	12,262	13.1%
50 to 99 employees	8,799	9.4%
100 to 249 employees	7,114	7.6%
250 to 499 employees	11,607	12.4%
500 to 999 employees	11,326	12.1%
1000+ employees	26,397	28.2%

Position

Labourer / skilled labourer	9,454	10.1%
Employee / civil servant	17,879	19.1%
Senior employee / civil servant	5,242	5.6%
Freelance / professional	5,055	5.4%
Management / director	49,049	52.4%
C-Level officer	3,931	4.2%
Business owner	2,995	3.2%

Decision-making authority

Purchasing decisions	33,698	36.0%
Employment decisions	30,890	33.0%
Budgetary decisions	29,018	31.0%

Influenced departments

Marketing	7,956	8.5%
Customer services	4,306	4.6%
Sales	6,927	7.4%
Human resources	7,114	7.6%
Technical department	4,399	4.7%
Purchasing / Acquisitions	8,892	9.5%
Finances / Controlling	5,897	6.3%
IT-Section / Information Systems	11,794	12.6%
IT related purchases	10,390	11.1%
Manufacturing / Production	6,927	7.4%
Management	7,114	7.6%
Clerical	5,429	5.8%
Commercial area	6,459	6.9%

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B2B respondents will not be invited to B2C surveys and vice versa.



Poland

Population at 1st January 2020

Poland	37,958,138
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Gender

Female	19,584,757
Male	18,373,381

Age

0-14	5,862,071
15-19	1,786,579
20-29	4,526,874
30-39	6,009,458
40-49	5,518,243
50-59	4,606,379
60+	9,648,534

Region

Dolnoslaskie	2,899,986
Kujawsko-Pomorskie	2,074,517
Lódzkie	2,460,170
Lubelskie	2,112,216
Lubuskie	1,013,031
Malopolskie	3,404,863
Mazowieckie	5,411,446
Opolskie	984,345
Podkarpackie	2,127,462
Podlaskie	1,179,430
Pomorskie	2,337,769
Slaskie	4,524,091
Swietokrzyskie	1,237,369
Warminsko-Mazurskie	1,425,967
Wielkopolskie	3,495,470
Zachodniopomorskie	1,698,344

Household size

Distribution percent 2019

1 Person	24.2%
2 Persons	26.1%
3 Persons	20.2%
4 Persons	15.4%
5 Persons	7.6%
6+ Persons	6.5%

Children <18 in household

Distribution percent 2018

Yes	37.5%
No	62.5%

Annual consumption expenditure

per capita 2019

EUR	3,295
PLN	14,815
Share in GDP	71.0%

Individuals using the internet

2006	44.6%
2009	59.0%
2012	65.0%
2020	81.0%

Human Development Index Rank

2011	39
2012	39
2020	35

Source:

Eurostat

Human Development Reports

International Telecommunications Union

B2C panel	N	%
Consumer	235,391	100.0%

Gender

Female	126,405	53.7%
Male	108,986	46.3%

Age

14-19	14,830	6.3%
20-29	139,116	59.1%
30-39	59,319	25.2%
40-49	16,007	6.8%
50-59	4,002	1.7%
60+	2,119	0.9%

Region

Dolnoslaskie	20,008	8.5%
Kujawsko-Pomorskie	12,947	5.5%
Lódzkie	12,711	5.4%
Lubelskie	6,356	2.7%
Lubuskie	36,956	15.7%
Malopolskie	19,773	8.4%
Mazowieckie	5,414	2.3%
Opolskie	12,005	5.1%
Podkarpackie	8,003	3.4%
Podlaskie	14,830	6.3%
Pomorskie	8,709	3.7%
Slaskie	20,714	8.8%
Swietokrzyskie	9,886	4.2%
Warminsko-Mazurskie	13,417	5.7%
Wielkopolskie	27,305	11.6%
Zachodniopomorskie	6,356	2.7%

Household size

1 Person	27,070	11.5%
2 Persons	41,900	17.8%
3 Persons	58,377	24.8%
4 Persons	59,319	25.2%
5 Persons	28,247	12.0%
6+ Persons	20,479	8.7%

B2B panel	N	%
Business to business	71,919	100.0%

Company size

Less than 10 employees	16,757	23.3%
10 to 49 employees	14,312	19.9%
50 to 99 employees	6,976	9.7%
100 to 249 employees	6,688	9.3%
250 to 499 employees	5,250	7.3%
500 to 999 employees	4,819	6.7%
1000+ employees	17,117	23.8%

Position

Labourer / skilled labourer	24,740	34.4%
Employee / civil servant	28,911	40.2%
Senior employee / civil servant	7,408	10.3%
Freelance / professional	5,394	7.5%
Management / director	1,510	2.1%
C-Level officer	432	0.6%
Business owner	3,524	4.9%

Decision-making authority

Purchasing decisions	30,134	41.9%
Employment decisions	23,446	32.6%
Budgetary decisions	18,339	25.5%

Influenced departments

Marketing	6,904	9.6%
Customer services	9,925	13.8%
Sales	7,623	10.6%
Human resources	5,250	7.3%
Technical department	4,459	6.2%
Purchasing / Acquisitions	5,394	7.5%
Finances / Controlling	5,178	7.2%
IT-Section / Information Systems	3,956	5.5%
IT related purchases	3,812	5.3%
Manufacturing / Production	4,675	6.5%
Management	7,480	10.4%
Clerical	4,819	6.7%
Commercial area	2,445	3.4%

The above panels are strictly separated and 100% proprietary.
B2B respondents will not be invited to B2C surveys and vice versa.



Turkey

Population at 1st January 2020

Turkey	85,506,451
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Gender

Female	42,864,888
Male	42,641,563

Age

0-14	20,770,378
15-19	6,991,357
20-29	13,413,406
30-39	13,065,902
40-49	11,501,194
50-59	8,880,437
60+	10,883,777

Region

Aegean	10,951,737
Black Sea	8,145,744
Central Anatolia	13,486,005
Eastern Anatolia	6,332,446
Marmara	25,967,990
Mediterranean	11,200,939
Southeastern Anatolia	9,421,589

Household size

Distribution percent 2007

1 Person	6.7%
2 Persons	17.9%
3 Persons	22.4%
4 Persons	23.8%
5 Persons	14.1%
6+ Persons	15.1%

Children <18 in household

Distribution percent 2018

Yes	62.4%
No	37.6%

Annual consumption expenditure

per capita 2019

EUR	2,524
Share in GDP	68.1%

Individuals using the internet

2006	18.2%
2009	17.9%
2012	45.1%
2020	79.0%

Human Development Index Rank

2011	92
2012	90
2020	54

Sources:

Eurostat

Human Development Reports

International Telecommunications Union

B2C panel	N	%
Consumer	173,002	100.0%

Gender

Female	70,585	40.8%
Male	102,417	59.2%

Age

14-19	3,633	2.1%
20-29	45,846	26.5%
30-39	43,597	25.2%
40-49	41,347	23.9%
50-59	37,195	21.5%
60+	1,384	0.8%

Region

Aegean	24,566	14.2%
Central Anatolia	24,566	14.2%
East Anatolia	4,498	2.6%
Eastern Black Sea	7,093	4.1%
Eastern Marmara	12,802	7.4%
Istanbul	33,043	19.1%
Mediterranean	22,490	13.0%
Northeast Anatolia	1,038	0.6%
Southeastern Anatolia	10,726	6.2%
West Marmara	2,768	1.6%
Western Anatolia	7,266	4.2%
Western Black Sea	22,144	12.8%

Household size

1 Person	19,722	11.4%
2 Persons	24,739	14.3%
3 Persons	40,482	23.4%
4 Persons	45,846	26.5%
5 Persons	25,085	14.5%
6+ Persons	17,127	9.9%

B2B panel	N	%
Business to business	52,974	100.0%

Company size

Less than 10 employees	12,396	23.4%
10 to 49 employees	9,165	17.3%
50 to 99 employees	4,556	8.6%
100 to 249 employees	4,397	8.3%
250 to 499 employees	3,443	6.5%
500 to 999 employees	3,602	6.8%
1000+ employees	15,415	29.1%

Position

Labourer / skilled labourer	14,568	27.5%
Employee / civil servant	14,568	27.5%
Senior employee / civil servant	7,416	14.0%
Freelance / professional	5,033	9.5%
Management / director	6,463	12.2%
C-Level officer	2,490	4.7%
Business owner	2,437	4.6%

Decision-making authority

Purchasing decisions	21,454	40.5%
Employment decisions	17,164	32.4%
Budgetary decisions	14,356	27.1%

Influenced departments

Marketing	5,403	10.2%
Customer services	5,244	9.9%
Sales	5,562	10.5%
Human resources	4,397	8.3%
Technical department	3,920	7.4%
Purchasing / Acquisitions	4,927	9.3%
Finances / Controlling	4,026	7.6%
IT-Section / Information Systems	2,278	4.3%
IT related purchases	2,013	3.8%
Manufacturing / Production	3,496	6.6%
Management	5,827	11.0%
Clerical	3,178	6.0%
Commercial area	2,702	5.1%

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South Africa

Mid-year population estimates 2020

South Africa, Statistics ZA	59,620,000
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Gender

Female	27,158,700
Male	25,823,300

Age

0-14	17,050,955
15-19	4,774,579
20-29	10,244,121
30-39	10,440,043
40-49	6,903,590
50-59	4,782,572
60+	5,426,490

Region

Eastern Cape	6,737,060
Free State	2,921,380
Gauteng	15,501,200
KwaZulu-Natal	11,506,660
Limpopo	5,842,760
Mpumalanga	4,650,360
North West	1,311,640
Northern Cape	4,113,780
Western Cape	7,035,160

Household size

Distribution percent 2018

1 Person	25.7%
2-3 Persons	36.3%
4-5 Persons	24.4%
6+ Persons	13.6%
Average size	3.8

Estimated gross domestic

product per capita 2018

EUR	5,269
ZAR	94,827

Individuals using the internet

2006	7.6%
2009	10.0%
2012	41.0%
2020	57.5%

Human Development Index Rank

2011	122
2012	121
2020	114

Sources:

Statistics South Africa

Human Development Reports

International Telecommunications Union

B2C panel	N	%
Consumer	230,198	100%

Gender

Female	145,025	63%
Male	85,173	37%

Age

14-19	13,812	6%
20-29	66,757	29%
30-39	64,455	28%
40-49	46,040	20%
50-59	27,624	12%
60+	11,510	5%

Region

Eastern Cape	13,812	6%
Free State	9,208	4%
Gauteng	101,287	44%
KwaZulu-Natal	34,530	15%
Limpopo	11,510	5%
Mpumalanga	11,510	5%
North West	6,906	3%
Northern Cape	2,302	1%
Western Cape	39,134	17%

Household size

1 Person	11,510	5%
2 Persons	34,530	15%
3 Persons	43,738	19%
4 Persons	55,248	24%
5 Persons	36,832	16%
6+ Persons	48,342	21%

LSM score

LSM 4	11,510	5%
LSM 5	29,926	13%
LSM 6	50,644	22%
LSM 7	43,738	19%
LSM 8	39,134	17%
LSM 9	41,436	18%
LSM 10	13,812	6%

B2B panel	N	%
Business to business	101,609	100.0%

Company size

Less than 10 employees	29,873	29.4%
10 to 49 employees	20,322	20.0%
50 to 99 employees	8,434	8.3%
100 to 249 employees	7,011	6.9%
250 to 499 employees	5,893	5.8%
500 to 999 employees	5,385	5.3%
1000+ employees	24,691	24.3%

Position

Labourer / skilled labourer	13,006	12.8%
Employee / civil servant	38,408	37.8%
Senior employee / civil servant	12,396	12.2%
Freelance / professional	12,600	12.4%
Management / director	14,428	14.2%
C-Level officer	1,118	1.1%
Business owner	9,653	9.5%

Decision-making authority

Purchasing decisions	40,339	39.7%
Employment decisions	31,804	31.3%
Budgetary decisions	29,467	29.0%

Influenced departments

Marketing	10,771	10.6%
Customer services	12,193	12.0%
Sales	10,567	10.4%
Human resources	7,519	7.4%
Technical department	6,401	6.3%
Purchasing / Acquisitions	8,942	8.8%
Finances / Controlling	8,129	8.0%
IT-Section / Information Systems	5,792	5.7%
IT related purchases	5,487	5.4%
Manufacturing / Production	5,588	5.5%
Management	10,466	10.3%
Clerical	5,588	5.5%
Commercial area	4,166	4.1%

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Latin America

Population at 1st January 2020

Latin America	531,509,000
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Gender

Female	258,888,130
Male	272,620,870

Age

0-14	136,389,430
15-24	92,550,529
25-54	221,386,744
55-64	41,777,861
65+	39,404,435

Region

Argentina	44,490,000
Brazil	209,500,000
Chile	18,730,000
Costa Rica	4,999,000
Ecuador	17,080,000
Colombia	49,650,000
Mexico	126,200,000
Peru	31,990,000
Venezuela	28,870,000

Unemployment rate development

2002	11.2%
2012	6.4%
2019	6.7%

Children <18 in household

Distribution percent 2018

Yes	42.3%
No	57.7%

Individuals using the internet

2006	20.7%
2009	32.7%
2012	46.6%
2020	71.8%

Sources:

Economic Commission for Latin America

ICT Indicators Database

International Telecommunications Union

B2C panel	N	%
Consumer	255,030	100.0%

Gender

Female	130,065	51.0%
Male	124,965	49.0%

Age

14-19	3,570	1.4%
20-29	79,059	31.0%
30-39	111,193	43.6%
40-49	38,255	15.0%
50-59	16,067	6.3%
60+	6,886	2.7%

Region

Argentina	24,483	9.6%
Brazil	154,803	60.7%
Chile	10,201	4.0%
Colombia	27,543	10.8%
Mexico	25,248	9.9%
Peru	12,752	5.0%

Household size

1 Person	14,282	5.6%
2 Persons	39,530	15.5%
3 Persons	64,013	25.1%
4 Persons	71,408	28.0%
5 Persons	39,785	15.6%
6+ Persons	26,013	10.2%

B2B panel	N	%
Business to business	37,869	100.0%

Company size

Less than 10 employees	10,906	28.8%
10 to 49 employees	5,832	15.4%
50 to 99 employees	2,916	7.7%
100 to 249 employees	795	2.1%
250 to 499 employees	3,635	9.6%
500 to 999 employees	1,856	4.9%
1000+ employees	7,006	18.5%
Don't know	4,923	13.0%

Position

Labourer / skilled labourer	6,173	16.3%
Employee / civil servant	10,944	28.9%
Senior employee / civil servant	1,174	3.1%
Freelance / professional	7,650	20.2%
Management / director	7,839	20.7%
C-Level officer	1,098	2.9%
Business owner	2,992	7.9%

Decision-making authority

Purchasing decisions	14,428	38.1%
Employment decisions	12,573	33.2%
Budgetary decisions	10,868	28.7%

Influenced departments

Marketing	3,711	9.8%
Customer services	4,431	11.7%
Sales	4,279	11.3%
Human resources	2,992	7.9%
Technical department	2,461	6.5%
Purchasing / Acquisitions	3,295	8.7%
Finances / Controlling	3,030	8.0%
IT-Section / Information Systems	2,159	5.7%
IT related purchases	2,045	5.4%
Manufacturing / Production	2,007	5.3%
Management	3,825	10.1%
Clerical	2,083	5.5%
Commercial area	1,553	4.1%

All of the above countries can of course be accessed separately.

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B2B respondents will not be invited to B2C surveys and vice versa.