

mo'web panelbook 2021





France

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	189.875	100,0%
Gender		
Female	130.360	68,7%
Male	59.515	31,3%
Age		
14-19	5.066	2,7%
20-29	40.443	21,3%
30-39	51.866	27,3%
40-49	43.513	22,9%
50-59	26.776	14,1%
60+	22.211	11,7%
Region		
Île-de-France	45.570	24,0%
Auvergne-Rhône-Alpes	22.802	12,0%
Hauts-de-France	17.301	9,1%
Nouvelle-Aquitaine	15.190	8,0%
Occitanie	16.729	8,8%
Grand Est	16.000	8,4%
Provence-Alpes-Côte d'Azur	13.291	7,0%
Pays de la Loire	10.765	5,7%
Normandy	13.291	7,0%
Brittany	9.523	5,0%
Bourgogne-Franche-Comté	3.798	2,0%
Centre-Val de Loire	7.425	3,9%
Réunion	2.457	1,3%
Guadeloupe	114	0,1%
Martinique	108	0,1%
Corsica	952	0,5%
French Guiana	776	0,4%
Mayotte	739	0,4%

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

B2B panel	N	%
Business to business	60.262	100%
Company size		
Less than 10 employees	5.243	25,5%
10 to 49 employees	3.553	17,3%
50 to 99 employees	1.973	9,6%
100 to 249 employees	1.080	5,3%
250 to 499 employees	2.240	10,9%
500 to 999 employees	1.410	6,9%
1000+ employees	5.044	24,6%
Don't know		
Position		
Labourer / skilled labourer	4.281	16,8%
Employee / civil servant	14.664	57,5%
Senior employee / civil servant	2.464	9,7%
Freelance / professional	1.953	7,7%
Management / director	1.173	4,6%
C-Level officer	261	1,0%
Business owner	718	2,8%
Decision-making authority		
Purchasing decisions	4.956	43,4%
Employment decisions	3.334	29,2%
Budgetary decisions	3.124	27,4%
Influenced departments		
Marketing	1.045	8,4%
Customer services	1.278	10,3%
Sales	1.172	9,5%
Human resources	920	7,4%
Technical department	804	6,5%
Purchasing / Acquisitions	1.169	9,4%
Finances / Controlling	964	7,8%
IT-Section / Information Systems	1.023	8,3%
IT related purchases	921	7,4%
Manufacturing / Production	739	6,0%
Management	943	7,6%
Clerical	653	5,3%
Commercial area	744	6,0%



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:

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Eurostat

Human Development Reports

International Telecommunications Union

B2C panel	N	%
Consumer	227.412	100%
Gender		
Female	115.790	50,9%
Male	111.622	49,1%
Age		
14-19	8.764	3,9%
20-29	76.126	33,5%
30-39	67.066	29,5%
40-49	33.481	14,7%
50-59	25.161	11,1%
60+	16.814	7,4%
Region		
Baden-Württemberg	23.234	10,2%
Bayern	29.305	12,9%
Berlin	26.741	11,8%
Brandenburg	6.622	2,9%
Bremen	3.311	1,5%
Hamburg	9.626	4,2%
Hessen	15.899	7,0%
Mecklenburg-Vorpommern	4.569	2,0%
Niedersachsen	17.793	7,8%
Nordrhein-Westfalen	47.237	20,8%
Rheinland-Pfalz	9.927	4,4%
Saarland	3.018	1,3%
Sachsen	11.820	5,2%
Sachsen-Anhalt	5.777	2,5%
Schleswig-Holstein	6.755	3,0%
Thüringen	5.777	2,5%
Household size		
1 Person	49.801	21,9%
2 Persons	65.134	28,6%
3 Persons	48.231	21,2%
4 Persons	38.652	17,0%
5 Persons	15.875	7,0%
6+ Persons	9.719	4,3%

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B2B panel	N	%
Business to business	87.511	100%
Company size		
Less than 10 employees	18.641	21%
10 to 49 employees	15.402	18%
50 to 99 employees	8.409	10%
100 to 249 employees	7.053	8%
250 to 499 employees	8.187	9%
500 to 999 employees	7.371	8%
1000+ employees	22.449	26%
Don't know		
Position		
Labourer / skilled labourer	30.344	35%
Employee / civil servant	32.769	37%
Senior employee / civil servant	7.872	9%
Freelance / professional	8.543	10%
Management / director	3.715	4%
C-Level officer	1.930	2%
Business owner	2.338	3%
Decision-making authority		
Purchasing decisions	35.468	41%
Employment decisions	29.477	34%
Budgetary decisions	22.566	26%
Influenced departments		
Marketing	7.827	9%
Customer services	8.662	10%
Sales	8.049	9%
Human resources	7.176	8%
Technical department	6.064	7%
Purchasing / Acquisitions	7.457	9%
Finances / Controlling	6.106	7%
IT-Section / Information Systems	6.450	7%
IT related purchases	6.232	7%
Manufacturing / Production	5.334	6%
Management	7.017	8%
Clerical	5.057	6%
Commercial area	6.081	7%



Italy

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	149.321	100,0%
Gender		
Female	82.840	55,5%
Male	66.481	44,5%
Age		
14-19	2.646	1,8%
20-29	48.114	32,2%
30-39	42.971	28,8%
40-49	31.692	21,2%
50-59	16.702	11,2%
60+	7.197	4,8%
Region		
Abruzzo	3.564	2,4%
Basilicata	1.773	1,2%
Calabria	5.119	3,4%
Campania	14.766	9,9%
Emilia-Romagna	10.135	6,8%
Friuli-Venezia Giulia	3.021	2,0%
Lazio	14.906	10,0%
Liguria	3.876	2,6%
Lombardia	24.877	16,7%
Marche	3.443	2,3%
Molise	752	0,5%
Piemonte	11.050	7,4%
Puglia	10.533	7,1%
Sardegna	5.323	3,6%
Sicilia	13.566	9,1%
Toscana	8.565	5,7%
Trentino-Alto Adige	2.011	1,3%
Umbria	1.957	1,3%
Valle d'Aosta/Vallée d'Aoste	333	0,2%
Veneto	9.750	6,5%
Household size		
1 Person	28.274	18,9%
2 Persons	29.221	19,6%
3 Persons	36.700	24,6%
4 Persons	37.587	25,2%
5 Persons	12.315	8,2%
6+ Persons	5.225	3,5%

B2B panel	N	%
Business to business	67.587	100%
Company size		
Less than 10 employees	27.543	40,8%
10 to 49 employees	11.890	17,6%
50 to 99 employees	5.159	7,6%
100 to 249 employees	3.932	5,8%
250 to 499 employees	3.688	5,5%
500 to 999 employees	3.441	5,1%
1000+ employees	11.932	17,7%
Don't know		
Position		
Labourer / skilled labourer	16.145	23,9%
Employee / civil servant	30.074	44,5%
Senior employee / civil servant	2.860	4,2%
Freelance / professional	13.059	19,3%
Management / director	1.128	1,7%
C-Level officer	958	1,4%
Business owner	3.363	5,0%
Decision-making authority		
Purchasing decisions	29.816	44,1%
Employment decisions	20.022	29,6%
Budgetary decisions	17.750	26,3%
Influenced departments		
Marketing	6.365	9,4%
Customer services	8.243	12,2%
Sales	7.587	11,2%
Human resources	5.472	8,1%
Technical department	4.212	6,2%
Purchasing / Acquisitions	6.088	9,0%
Finances / Controlling	4.327	6,4%
IT-Section / Information Systems	4.629	6,8%
IT related purchases	4.647	6,9%
Manufacturing / Production	4.082	6,0%
Management	3.876	5,7%
Clerical	2.683	4,0%
Commercial area	5.375	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	148.213	100%
Gender		
Female	72.072	48,6%
Male	76.141	51,4%
Age		
14-19	2.924	2,0%
20-29	51.906	35,0%
30-39	45.103	30,4%
40-49	29.547	19,9%
50-59	13.672	9,2%
60+	5.061	3,4%
Region		
Andalucía	25.193	17,0%
Aragón	4.096	2,8%
Canarias	7.756	5,2%
Cantabria	1.768	1,2%
Castilla y León	6.430	4,3%
Castilla-la Mancha	5.445	3,7%
Cataluña	24.496	16,5%
Ciudad Autónoma de Ceuta	379	0,3%
Ciudad Autónoma de Melilla	15.594	10,5%
Comunidad de Madrid	28.846	19,5%
Comunidad Foral de Navarra	2.368	1,6%
Comunidad Valenciana	7.837	5,3%
Extremadura	2.837	1,9%
Galicia	1.121	0,8%
Illes Balears	442	0,3%
La Rioja	1.655	1,1%
País Vasco	4.881	3,3%
Principado de Asturias	2.828	1,9%
Región de Murcia	4.240	2,9%
Household size		
1 Person	10.800	7,3%
2 Persons	29.935	20,2%
3 Persons	38.943	26,3%
4 Persons	45.931	31,0%
5 Persons	15.081	10,2%
6+ Persons	7.524	5,1%

B2B panel	N	%
Business to business	53.276	100%
Company size		
Less than 10 employees	15.812	29,7%
10 to 49 employees	9.507	17,8%
50 to 99 employees	5.137	9,6%
100 to 249 employees	3.572	6,7%
250 to 499 employees	4.005	7,5%
500 to 999 employees	3.381	6,3%
1000+ employees	11.862	22,3%
Don't know		
Position		
Labourer / skilled labourer	24.914	46,8%
Employee / civil servant	11.252	21,1%
Senior employee / civil servant	1.966	3,7%
Freelance / professional	6.768	12,7%
Management / director	2.697	5,1%
C-Level officer	2.307	4,3%
Business owner	3.372	6,3%
Decision-making authority		
Purchasing decisions	21.666	40,7%
Employment decisions	17.646	33,1%
Budgetary decisions	13.964	26,2%
Influenced departments		
Marketing	4.941	9,3%
Customer services	5.900	11,1%
Sales	4.969	9,3%
Human resources	4.269	8,0%
Technical department	3.958	7,4%
Purchasing / Acquisitions	5.892	11,1%
Finances / Controlling	4.200	7,9%
IT-Section / Information Systems	3.354	6,3%
IT related purchases	3.634	6,8%
Manufacturing / Production	3.342	6,3%
Management	3.140	5,9%
Clerical	1.267	2,4%
Commercial area	4.411	8,3%

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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 2019	
1 Person	2090740059,1%
2 Persons	2170896227,5%
3 Persons	1062069231,3%
4 Persons	908436575,2%
5 Persons	327304354,3%
6+ Persons	120234252,6%

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

B2C panel	N	%
Consumer	165.997	100%
Gender		
Female	67.758	40,8%
Male	98.239	59,2%
Age		
14-19	2.166	1,3%
20-29	26.150	15,8%
30-39	31.069	18,7%
40-49	40.508	24,4%
50-59	52.276	31,5%
60+	13.828	8,3%
Region		
East Midlands	8.097	4,9%
East of England	9.687	5,8%
Greater London	75.916	45,7%
North East England	5.992	3,6%
North West England	12.272	7,4%
Northern Ireland	2.277	1,4%
Scotland	8.156	4,9%
South East England	13.450	8,1%
South West England	8.473	5,1%
Wales	5.041	3,0%
West Midlands	8.599	5,2%
Yorkshire and Humberside	8.036	4,8%
Household size		
1 Person	22.349	13,5%
2 Persons	40.608	24,5%
3 Persons	47.672	28,7%
4 Persons	32.459	19,6%
5 Persons	14.264	8,6%
6+ Persons	8.644	5,2%

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B2B panel	N	%
Business to business	77.232	100%
Company size		
Less than 10 employees	13.250	17,2%
10 to 49 employees	10.116	13,1%
50 to 99 employees	7.225	9,4%
100 to 249 employees	5.871	7,6%
250 to 499 employees	9.615	12,4%
500 to 999 employees	9.357	12,1%
1000+ employees	21.799	28,2%
Don't know		
Position		
Labourer / skilled labourer	7.737	10,0%
Employee / civil servant	14.788	19,1%
Senior employee / civil servant	4.342	5,6%
Freelance / professional	4.187	5,4%
Management / director	40.461	52,4%
C-Level officer	3.241	4,2%
Business owner	2.476	3,2%
Decision-making authority		
Purchasing decisions	27.758	35,9%
Employment decisions	25.513	33,0%
Budgetary decisions	23.961	31,0%
Influenced departments		
Marketing	6.588	8,5%
Customer services	3.551	4,6%
Sales	5.752	7,4%
Human resources	5.856	7,6%
Technical department	3.660	4,7%
Purchasing / Acquisitions	7.320	9,5%
Finances / Controlling	4.880	6,3%
IT-Section / Information Systems	9.759	12,6%
IT related purchases	8.539	11,1%
Manufacturing / Production	5.742	7,4%
Management	5.863	7,6%
Clerical	4.392	5,7%
Commercial area	5.331	6,9%



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
Małopolskie	3.404.863
Mazowieckie	5.411.446
Opolskie	984.345
Podkarpackie	2.127.462
Podlaskie	1.179.430
Pomorskie	2.337.769
Ślaskie	4.524.091
Świętokrzyskie	1.237.369
Warmińsko-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	62,5%
No	

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	194.217	100%
Gender		
Female	104.245	53,7%
Male	89.972	46,3%
Age		
14-19	12.216	6,3%
20-29	114.862	59,1%
30-39	49.020	25,2%
40-49	13.180	6,8%
50-59	3.364	1,7%
60+	1.574	0,8%
Region		
Dolnoslaskie	16.599	8,5%
Kujawsko-Pomorskie	10.694	5,5%
Lódzkie	10.553	5,4%
Lubelskie	5.299	2,7%
Lubuskie	30.434	15,7%
Malopolskie	16.336	8,4%
Mazowieckie	4.523	2,3%
Opolskie	9.898	5,1%
Podkarpackie	6.672	3,4%
Podlaskie	12.287	6,3%
Pomorskie	7.207	3,7%
Slaskie	16.671	8,6%
Swietokrzyskie	8.126	4,2%
Warminsko-Mazurskie	10.996	5,7%
Wielkopolskie	22.590	11,6%
Zachodniopomorskie	5.331	2,7%
Household size		
1 Person	22.287	11,5%
2 Persons	34.520	17,8%
3 Persons	48.091	24,8%
4 Persons	49.265	25,4%
5 Persons	23.237	12,0%
6+ Persons	16.818	8,7%

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

B2B panel	N	%
Business to business	59.339	100%
Company size		
Less than 10 employees	13.808	23,3%
10 to 49 employees	11.781	19,9%
50 to 99 employees	5.739	9,7%
100 to 249 employees	5.530	9,3%
250 to 499 employees	4.361	7,3%
500 to 999 employees	3.977	6,7%
1000+ employees	14.144	23,8%
Don't know		
Position		
Labourer / skilled labourer	20.508	34,6%
Employee / civil servant	23.843	40,2%
Senior employee / civil servant	6.082	10,3%
Freelance / professional	4.434	7,5%
Management / director	1.236	2,1%
C-Level officer	355	0,6%
Business owner	2.880	4,9%
Decision-making authority		
Purchasing decisions	24.872	41,9%
Employment decisions	19.362	32,6%
Budgetary decisions	15.105	25,5%
Influenced departments		
Marketing	5.708	9,6%
Customer services	8.185	13,8%
Sales	6.309	10,6%
Human resources	4.317	7,3%
Technical department	3.672	6,2%
Purchasing / Acquisitions	4.471	7,5%
Finances / Controlling	4.264	7,2%
IT-Section / Information Systems	3.254	5,5%
IT related purchases	3.154	5,3%
Manufacturing / Production	3.877	6,5%
Management	6.147	10,4%
Clerical	3.977	6,7%
Commercial area	2.002	3,4%



Ukraine

Population at 1st July 2020

Ukraine	43.681.248
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Gender

Female	23.588.280
Male	20.092.968

Age

0-14	6.276.894
15-19	2.439.193
20-29	6.951.577
30-39	6.430.736
40-49	6.022.042
50-59	6.317.833
60+	9.242.974

Region

Autonomous Republic of Crimea	1.893.295
Vinnitsya	1.546.696
Volyn	1.005.429
Dnipropetrovsk	3.141.757
Donetsk	4.230.237
Zhytomyr	1.204.393
Zakarpattia	1.214.296
Zaporizhzhya	1.692.656
Ivano-Frankivsk	1.669.527
Kyiv	1.333.098
Kirovohrad	939.743
Luhansk	2.182.438
Lviv	2.444.483
Mykolayiv	1.118.017
Odesa	2.301.608
Poltava	1.388.981
Rivne	1.120.346
Sumy	1.075.034
Ternopil	1.028.248
Kharkiv	2.622.715
Kherson	1.025.625
Khmelnyskiy	1.249.589
Cherkasy	1.201.444
Chernivtsi	877.343
Chernihiv	1.009.448
City of Kyiv	2.796.812
Sevastopol agglomeration	367.987

Household size

Distribution percent 2017	
1 Person	22,4%
2 Persons	28,2%
3 Persons	26,0%
4+ Persons	23,4%
Average size	2,58

Children <18 in household

Distribution percent 2018	
Yes	39,1%
No	60,9%

Annual consumption expenditure per household

2019	
EUR	1.431
Share in GDP	68,2%

Individuals using the internet

2012	48,0%
2020	63,0%

Human Development Index Rank

2011	76
2012	78
2020	74

Sources:

Eurostat

State Statistics Service of Ukraine

Human Development Reports

Internet Association of Ukraine

B2C panel	N	%
Consumer	87.412	100%
Gender		
Female	48.458	55,4%
Male	38.954	44,6%
Age		
14-19	1.802	2,1%
20-29	21.264	24,3%
30-39	21.213	24,3%
40-49	21.320	24,4%
50-59	21.296	24,4%
60+	1.526	1,7%
Region		
Autonomous Republic Crimea	1.183	1,4%
Cherkasy	2.307	2,6%
Chernihiv	1.821	2,1%
Chernivtsi	1.113	1,3%
City of Kyiv	5.476	6,3%
Dnipropetrovsk	8.806	10,1%
Donetsk	7.569	8,7%
Ivano-Frankivsk	1.656	1,9%
Kharkiv	6.233	7,1%
Kherson	2.470	2,8%
Khmelnyskiy	1.778	2,0%
Kirovohrad	1.935	2,2%
Kyiv	10.076	11,5%
Luhansk	3.314	3,8%
Lviv	3.828	4,4%
Mykolayiv	2.708	3,1%
Odesa	5.289	6,1%
Poltava	2.908	3,3%
Rivne	1.437	1,6%
Sevastopol agglomeration	208	0,2%
Sumy	2.168	2,5%
Ternopil	1.061	1,2%
Vinnytsya	2.617	3,0%
Volyn	1.380	1,6%
Zakarpattia	1.295	1,5%
Zaporizhzhya	4.630	5,3%
Zhytomyr	2.146	2,5%

B2B panel	N	%
Business to business	34.187	100%
Company size		
Less than 10 employees	8.043	23,5%
10 to 49 employees	7.306	21,4%
50 to 99 employees	3.665	10,7%
100 to 249 employees	3.006	8,8%
250 to 499 employees	2.478	7,2%
500 to 999 employees	2.249	6,6%
1000+ employees	7.441	21,8%
Don't know		
Position		
Labourer / skilled labourer	14.704	43,0%
Employee / civil servant	5.551	16,2%
Senior employee / civil servant	3.845	11,2%
Freelance / professional	4.073	11,9%
Management / director	2.206	6,5%
C-Level officer	2.615	7,6%
Business owner	1.192	3,5%
Decision-making authority		
Purchasing decisions	13.868	40,6%
Employment decisions	9.781	28,6%
Budgetary decisions	10.537	30,8%
Influenced departments		
Marketing	2.772	8,1%
Customer services	4.424	12,9%
Sales	3.873	11,3%
Human resources	2.926	8,6%
Technical department	2.177	6,4%
Purchasing / Acquisitions	3.507	10,3%
Finances / Controlling	2.767	8,1%
IT-Section / Information Systems	2.001	5,9%
IT related purchases	1.689	4,9%
Manufacturing / Production	1.525	4,5%
Management	2.974	8,7%
Clerical	1.783	5,2%
Commercial area	1.767	5,2%

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Russia

Population at 1st January 2020

Russia	145.934.462
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Gender

Female	78.189.582
Male	67.744.880

Age

0-14	24.879.911
15-19	6.702.957
20-29	20.770.105
30-39	23.219.856
40-49	19.332.121
50-59	21.359.639
60+	29.669.872

Region

thousands

Central	35.832.590,9
North West	12.971.780,0
South	22.173.039,8
North-Caucasia	8.934.442,1
Privolzhsky (Volga)	29.066.703,1
Ural	11.854.863,2
Siberia	18.883.688,0
Far East	6.217.354,9

Estimated gross domestic product per capita

2018	
EUR	9.300
RUB	843.100

Individuals using the internet

2006	18,0%
2009	29,0%
2012	53,3%
2020	81,0%

Human Development Index Rank

2011	39
2012	39
2020	52

Sources:

Federal State Statistics Service Russia

Human Development Reports

State Statistics Committee

International Telecommunications Union

B2C panel	N	%
Consumer	192.768	100%

Gender		
Female	106.079	55,0%
Male	86.689	45,0%

Age		
14-19	10.668	5,5%
20-29	77.065	40,0%
30-39	67.649	35,1%
40-49	25.924	13,4%
50-59	8.245	4,3%
60+	3.216	1,7%

Region		
Central	48.770	25,3%
Central Black Earth	9.060	4,7%
East Siberian	8.867	4,6%
Far Eastern	6.169	3,2%
Kaliningrad	1.542	0,8%
North Caucasus	19.277	10,0%
Northern	6.554	3,4%
Northwestern	13.494	7,0%
Ural	26.988	14,0%
Volga	23.132	12,0%
Volga-Vyatka	9.060	4,7%
West Siberian	19.855	10,3%

Household size		
1 Person	15.444	8,0%
2 Persons	37.817	19,6%
3 Persons	58.370	30,3%
4 Persons	50.484	26,2%
5 Persons	19.451	10,1%
6+ Persons	11.203	5,8%

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B2B panel	N	%
Business to business	62.503	100%

Company size		
Less than 10 employees	10.960	17,5%
10 to 49 employees	12.014	19,2%
50 to 99 employees	7.220	11,6%
100 to 249 employees	6.202	9,9%
250 to 499 employees	5.041	8,1%
500 to 999 employees	4.770	7,6%
1000+ employees	16.295	26,1%
Don't know		

Position		
Labourer / skilled labourer	29.832	47,7%
Employee / civil servant	11.458	18,3%
Senior employee / civil servant	6.477	10,4%
Freelance / professional	4.921	7,9%
Management / director	3.632	5,8%
C-Level officer	4.602	7,4%
Business owner	1.581	2,5%

Decision-making authority		
Purchasing decisions	25.456	40,7%
Employment decisions	18.083	28,9%
Budgetary decisions	18.965	30,3%

Influenced departments		
Marketing	4.736	7,6%
Customer services	7.331	11,7%
Sales	6.574	10,5%
Human resources	5.325	8,5%
Technical department	4.126	6,6%
Purchasing / Acquisitions	6.523	10,4%
Finances / Controlling	4.864	7,8%
IT-Section / Information Systems	3.593	5,7%
IT related purchases	3.331	5,3%
Manufacturing / Production	3.073	4,9%
Management	5.695	9,1%
Clerical	3.707	5,9%
Commercial area	3.623	5,8%



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

Turkstat

Human Development Reports

International Telecommunications Union

B2C panel	N	%
Consumer	142.741	100%

Gender		
Female	58.267	40,8%
Male	84.474	59,2%

Age		
14-19	3.068	2,1%
20-29	37.843	26,5%
30-39	36.722	25,7%
40-49	34.167	23,9%
50-59	30.752	21,5%
60+	1.131	0,8%

Region		
Aegean	20.300	14,2%
Central Anatolia	20.302	14,2%
East Anatolia	3.652	2,6%
Eastern Black Sea	5.866	4,1%
Eastern Marmara	10.540	7,4%
Istanbul	27.215	19,1%
Mediterranean	18.546	13,0%
Northeast Anatolia	920	0,6%
Southeastern Anatolia	8.849	6,2%
West Marmara	2.335	1,6%
Western Anatolia	5.989	4,2%
Western Black Sea	18.227	12,8%

Household size		
1 Person	16.127	11,3%
2 Persons	20.438	14,3%
3 Persons	33.458	23,4%
4 Persons	37.866	26,5%
5 Persons	20.677	14,5%
6+ Persons	14.174	9,9%

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B2B panel	N	%
Business to business	43.708	100%

Company size		
Less than 10 employees	10.213	23,4%
10 to 49 employees	7.560	17,3%
50 to 99 employees	3.762	8,6%
100 to 249 employees	3.635	8,3%
250 to 499 employees	2.843	6,5%
500 to 999 employees	2.992	6,8%
1000+ employees	12.702	29,1%
Don't know		

Position		
Labourer / skilled labourer	12.007	27,5%
Employee / civil servant	12.022	27,5%
Senior employee / civil servant	6.135	14,0%
Freelance / professional	4.173	9,5%
Management / director	5.314	12,2%
C-Level officer	2.044	4,7%
Business owner	2.014	4,6%

Decision-making authority		
Purchasing decisions	17.695	40,5%
Employment decisions	14.169	32,4%
Budgetary decisions	11.844	27,1%

Influenced departments		
Marketing	4.531	10,4%
Customer services	4.342	9,9%
Sales	4.582	10,5%
Human resources	3.628	8,3%
Technical department	3.213	7,4%
Purchasing / Acquisitions	4.045	9,3%
Finances / Controlling	3.309	7,6%
IT-Section / Information Systems	1.861	4,3%
IT related purchases	1.669	3,8%
Manufacturing / Production	2.900	6,6%
Management	4.795	11,0%
Clerical	2.613	6,0%
Commercial area	2.218	5,1%



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	
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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	
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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	189.932	100%
Gender		
Female	119.657	63%
Male	70.275	37%
Age		
14-19	11.396	6%
20-29	55.080	29%
30-39	53.181	28%
40-49	37.986	20%
50-59	22.792	12%
60+	9.497	5%
Region		
Eastern Cape	11.396	6%
Free State	7.597	4%
Gauteng	83.570	44%
KwaZulu-Natal	28.490	15%
Limpopo	9.497	5%
Mpumalanga	9.497	5%
North West	5.698	3%
Northern Cape	1.899	1%
Western Cape	32.288	17%
	0	
Household size		
1 Person	9.497	5%
2 Persons	28.490	15%
3 Persons	36.087	19%
4 Persons	45.584	24%
5 Persons	30.389	16%
6+ Persons	39.886	21%
LSM score		
LSM 4	11.396	6%
LSM 5	24.691	13%
LSM 6	41.785	22%
LSM 7	36.087	19%
LSM 8	32.288	17%
LSM 9	34.188	18%
LSM 10	11.396	6%

B2B panel	N	%
Business to business	83.836	100%
Company size		
Less than 10 employees	24.685	29,4%
10 to 49 employees	16.740	20,0%
50 to 99 employees	6.961	8,3%
100 to 249 employees	5.768	6,9%
250 to 499 employees	4.899	5,8%
500 to 999 employees	4.446	5,3%
1000+ employees	20.336	24,3%
Don't know		
Position		
Labourer / skilled labourer	10.783	12,9%
Employee / civil servant	31.729	37,8%
Senior employee / civil servant	10.203	12,2%
Freelance / professional	10.359	12,4%
Management / director	11.906	14,2%
C-Level officer	932	1,1%
Business owner	7.924	9,5%
Decision-making authority		
Purchasing decisions	33.266	39,7%
Employment decisions	26.277	31,3%
Budgetary decisions	24.293	29,0%
Influenced departments		
Marketing	8.843	10,5%
Customer services	10.063	12,0%
Sales	8.717	10,4%
Human resources	6.222	7,4%
Technical department	5.261	6,3%
Purchasing / Acquisitions	7.399	8,8%
Finances / Controlling	6.684	8,0%
IT-Section / Information Systems	4.813	5,7%
IT related purchases	4.505	5,4%
Manufacturing / Production	4.594	5,5%
Management	8.666	10,3%
Clerical	4.607	5,5%
Commercial area	3.462	4,1%

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



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
and the Caribbean

ICT Indicators Database

International Telecommunications Union

B2C panel	N	%
Consumer	210.421	100%

Gender		
Female	106.596	51%
Male	103.825	49%

Age		
14-19	2.819	1,3%
20-29	54.732	26,0%
30-39	70.732	33,6%
40-49	46.969	22,3%
50-59	25.237	12,0%
60+	9.933	4,7%

Region		
Argentina	20.212	9,6%
Brazil	127.657	60,7%
Chile	8.510	4,0%
Colombia	22.680	10,8%
Mexico	20.851	9,9%
Peru	10.510	5,0%

Household size		
1 Person	11.592	5,5%
2 Persons	32.559	15,5%
3 Persons	52.900	25,1%
4 Persons	59.000	28,0%
5 Persons	32.811	15,6%
6+ Persons	21.559	10,2%

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

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B2B panel	N	%
Business to business	31.245	100%

Company size		
Less than 10 employees	8.999	28,8%
10 to 49 employees	4.812	15,4%
50 to 99 employees	2.406	7,7%
100 to 249 employees	656	2,1%
250 to 499 employees	3.000	9,6%
500 to 999 employees	1.531	4,9%
1000+ employees	5.780	18,5%
Don't know	4.062	13,0%

Position		
Labourer / skilled labourer	5.093	16,3%
Employee / civil servant	9.030	28,9%
Senior employee / civil servant	969	3,1%
Freelance / professional	6.311	20,2%
Management / director	6.468	20,7%
C-Level officer	906	2,9%
Business owner	2.468	7,9%

Decision-making authority		
Purchasing decisions	3.843	12,3%
Employment decisions	2.375	7,6%
Budgetary decisions	1.781	5,7%

Influenced departments		
Marketing	750	2,4%
Customer services	1.219	3,9%
Sales	969	3,1%
Human resources	906	2,9%
Technical department	656	2,1%
Purchasing / Acquisitions	1.219	3,9%
Finances / Controlling	844	2,7%
IT-Section / Information Systems	1.656	5,3%
IT related purchases	1.718	5,5%
Manufacturing / Production	531	1,7%
Management	594	1,9%
Clerical	156	0,5%
Commercial area	844	2,7%