

mo'web panelbook 2016





south africa

Mid-year population estimates 2013

South Africa, Statistics ZA	52.982.000
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Gender

Female	27.158.700
Male	25.823.300

Age

0-14	15.454.742
15-19	5.168.797
20-29	9.800.193
30-39	8.312.825
40-49	5.936.664
50-59	4.161.860
60+	4.146.919

Region

Eastern Cape	6.620.100
Free State	2.753.200
Gauteng	12.728.400
KwaZulu-Natal	10.456.900
Limpopo	5.518.000
Mpumalanga	4.128.000
North West	3.597.600
Northern Cape	1.162.900
Western Cape	6.016.900

Household size

Distribution percent 2007	
1 Person	17,8%
2 Persons	17,9%
3 Persons	16,1%
4 Persons	16,1%
5+ Persons	32,1%
Average size	3,80

Estimated gross domestic product per capita

2012	
EUR	8.658
ZAR	118.341

Individuals using the internet

2006	7,6%
2009	10,0%
2012	41,0%

Human Development Index Rank

2011	122
2012	121

Sources:

Statistics South Africa
CIA World Factbook
Human Development Reports
International Telecommunications Union

B2C panel	N	%
Consumer	76.482	100%

Gender		
Female	49.025	64,1%
Male	27.457	35,9%

Age		
14-19	1.377	1,8%
20-29	22.868	29,9%
30-39	24.015	31,4%
40-49	15.220	19,9%
50-59	9.178	12,0%
60+	3.824	5,0%

Region		
Eastern Cape	4.359	5,7%
Free State	2.294	3,0%
Gauteng	32.122	42,0%
KwaZulu-Natal	10.325	13,5%
Limpopo	1.530	2,0%
Mpumalanga	2.294	3,0%
North West	1.912	2,5%
Northern Cape	841	1,1%
Western Cape	20.803	27,2%

Household size		
1 Person	4.818	6,3%
2 Persons	14.379	18,8%
3 Persons	27.457	35,9%
4 Persons	20.191	26,4%
5 Persons	6.730	8,8%
6+ Persons	2.906	3,8%

LSM score		
LSM 4	1.340	1,8%
LSM 5	7.976	10,4%
LSM 6	19.625	25,7%
LSM 7	11.122	14,5%
LSM 8	12.989	17,0%
LSM 9	18.159	23,7%

B2B panel	N	%
Business to business	44.032	100%

Company size		
Less than 10 employees	18.650	25,5%
10 to 49 employees	9.984	17,7%
50 to 99 employees	4.998	7,6%
100 to 249 employees	1.351	2,9%
250 to 499 employees	6.186	8,7%
500 to 999 employees	3.201	5,1%
1000+ employees	11.981	25,0%
Don't know	8.394	7,5%

Position		
Labourer / skilled labourer	5.945	13,5%
Employee / civil servant	12.170	27,6%
Senior employee / civil servant	6.751	15,3%
Freelance / professional	5.471	12,4%
Management / director	8.587	19,5%
C-Level officer	2.416	5,5%
Business owner	2.691	6,1%

Decision-making authority		
Purchasing decisions	18.641	58,8%
Employment decisions	13.284	41,9%
Budgetary decisions	12.618	39,8%

Influenced departments		
Marketing	20.519	46,6%
Customer services	23.337	53,0%
Sales	19.550	44,4%
Human resources	15.852	36,0%
Technical department	13.430	30,5%
Purchasing / Acquisitions	19.198	43,6%
Finances / Controlling	16.820	38,2%
IT-Section / Information Systems	18.317	41,6%
IT related purchases	17.877	40,6%
Manufacturing / Production	10.083	22,9%
Management	22.192	50,4%
Clerical	12.197	27,7%
Commercial area	8.410	19,1%



latin america

Population at 1st January 2013

Latin America	501.248.037
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Gender

Female	244.148.579
Male	257.099.458

Age

0-14	128.624.227
15-24	87.281.252
25-54	208.782.299
55-64	39.399.278
65+	37.160.981

Region

Argentina	42.610.981
Brazil	201.009.622
Chile	17.216.945
Costa Rica	4.695.942
Ecuador	15.439.429
Colombia	45.745.783
Mexico	116.220.947
Peru	29.849.303
Venezuela	28.459.085

Unemployment rate development

2002	11,2%
2012	6,4%

Children <18 in household

Distribution percent 2005	
Yes	40,7%
No	59,4%

Annual consumption expenditure per capita

2009	
EUR	3.237
Share in GDP	57,5%

Individuals using the internet

2006	20,7%
2009	32,7%
2012	46,6%

Sources:

CIA World Factbook
Economic Commission for Latin America
and the Caribbean
ICT Indicators Database
International Telecommunications Union

B2C panel	N	%
Consumer	126.153	100%

Gender		
Female	63.907	51%
Male	62.246	49%

Age		
14-19	1.690	1,3%
20-29	32.813	26,0%
30-39	42.406	33,6%
40-49	28.159	22,3%
50-59	15.130	12,0%
60+	5.955	4,7%

Region		
Argentina	24.356	19,3%
Brazil	3.326	2,6%
Chile	17.177	13,6%
Colombia	27.067	21,5%
Costa Rica	7.242	5,7%
Ecuador	4.904	3,9%
Mexico	26.833	21,3%
Peru	8.221	6,5%
Venezuela	7.027	5,6%

Household size		
1 Person	6.950	5,5%
2 Persons	19.520	15,5%
3 Persons	31.715	25,1%
4 Persons	35.372	28,0%
5 Persons	19.671	15,6%
6+ Persons	12.925	10,2%

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

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	64.746	100%

Company size		
Less than 10 employees	18.650	28,8%
10 to 49 employees	9.984	15,4%
50 to 99 employees	4.998	7,7%
100 to 249 employees	1.351	2,1%
250 to 499 employees	6.186	9,6%
500 to 999 employees	3.201	4,9%
1000+ employees	11.981	18,5%
Don't know	8.394	13,0%

Position		
Labourer / skilled labourer	10.554	16,3%
Employee / civil servant	18.712	28,9%
Senior employee / civil servant	2.007	3,1%
Freelance / professional	13.079	20,2%
Management / director	13.402	20,7%
C-Level officer	1.878	2,9%
Business owner	5.115	7,9%

Decision-making authority		
Purchasing decisions	4.635	12,3%
Employment decisions	2.864	7,6%
Budgetary decisions	2.148	5,7%

Influenced departments		
Marketing	1.554	2,4%
Customer services	2.525	3,9%
Sales	2.007	3,1%
Human resources	1.878	2,9%
Technical department	1.360	2,1%
Purchasing / Acquisitions	2.525	3,9%
Finances / Controlling	1.748	2,7%
IT-Section / Information Systems	3.432	5,3%
IT related purchases	3.561	5,5%
Manufacturing / Production	1.101	1,7%
Management	1.230	1,9%
Clerical	324	0,5%
Commercial area	1.748	2,7%



turkey

Population at 1st January 2012

Turkey	74.724.269
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Gender

Female	37.191.315
Male	37.532.954

Age

0-14	18.886.575
15-19	6.317.583
20-29	12.530.824
30-39	12.128.376
40-49	9.556.858
50-59	7.246.851
60+	8.057.202

Region

Aegean	9.687.692
Black Sea	7.508.293
Central Anatolia	11.965.642
Eastern Anatolia	5.863.508
Marmara	22.387.173
Mediterranean	9.495.788
Southeastern Anatolia	7.816.173

Household size

Distribution percent 2007	
1 Person	6,5%
2 Persons	17,8%
3 Persons	21,9%
4 Persons	25,1%
5 Persons	14,0%
6+ Persons	14,7%

Children <18 in household

Distribution percent 2007	
Yes	65,2%
No	34,8%

Annual consumption expenditure per capita

2011	
EUR	6.707
Share in GDP	59,7%

Individuals using the internet

2006	18,2%
2009	17,9%
2012	87,0%

Human Development Index Rank

2011	92
2012	90

Sources:

Eurostat
Turkstat
Human Development Reports
International Telecommunications Union

B2C panel	N	%
Consumer	14.353	100%

Gender		
Female	6.502	45,3%
Male	7.851	54,7%

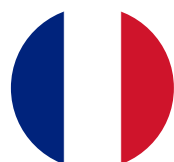
Age		
14-19	601	4,2%
20-29	4.845	33,8%
30-39	3.673	25,6%
40-49	2.603	18,1%
50-59	1.729	12,0%
60+	902	6,3%

Region		
Aegean	1.741	12,1%
Central Anatolia	815	5,8%
East Anatolia	803	5,6%
Eastern Black Sea	612	4,3%
Eastern Marmara	1.309	9,1%
Istanbul	2.354	16,4%
Mediterranean	1.712	11,9%
Northeast Anatolia	543	3,8%
Southeastern Anatolia	1.453	10,1%
West Marmara	724	5,0%
Western Anatolia	1.353	9,4%
Western Black Sea	934	6,5%

Household size		
1 Person	1.622	11,3%
2 Persons	3.100	21,6%
3 Persons	3.933	27,4%
4 Persons	3.674	25,6%
5 Persons	1.464	10,2%
6+ Persons	560	3,9%

A B2B panel is actively recruited at this very moment.

While we couldn't publish any figures at the time of the creation of this brochure, please don't hesitate to reach out to us in case you are looking for B2B sample in Turkey - we might be able to help you!



france

Population at 1st January 2012

France	65.327.724
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Gender

Female	33.692.596
Male	31.635.128

Age

0-14	12.139.024
15-19	3.989.077
20-29	7.960.433
30-39	8.348.225
40-49	9.066.720
50-59	8.523.276
60+	15.300.969

Region

Alsace	1.857.477
Aquitaine	3.286.605
Auvergne	1.352.619
Basse-Normandie	1.480.171
Bourgogne	1.646.600
Bretagne	3.249.815
Centre	2.562.227
Champagne-Ardenne	1.333.163
Corse	316.578
Franche-Comté	1.179.374
Guadeloupe	450.844
Guyana	239.450
Haute-Normandie	1.850.685
Île de France	11.914.812
Languedoc-Roussillon	2.686.054
Limousin	746.230
Lorraine	2.356.585
Martinique	390.371
Midi-Pyrénées	2.929.285
Nord - Pas-de-Calais	4.049.685
Pays de la Loire	3.630.139
Picardie	1.924.607
Poitou-Charentes	1.789.711
Provence-Alpes-Côte d'Azur	4.924.439
Réunion	837.868
Rhône-Alpes	6.342.330

Household size

Distribution percent 2011	
1 Person	34,1%
2 Persons	34,2%
3 Persons	13,5%
4 Persons	13,0%
5 Persons	3,8%
6+ Persons	1,5%

Children <18 in household

Distribution percent 2011	
Yes	30,8%
No	69,2%

Annual consumption expenditure per capita

2012	
EUR	17.400
Share in GDP	64,3%

Individuals using the internet

2006	46,9%
2009	71,5%
2012	83,0%

Human Development Index Rank

2011	20
2012	20

Sources:

Eurostat

Human Development Reports

International Telecommunications Union

B2C panel	N	%
Consumer	75.827	100,0%
Gender		
Female	46.103	60,8%
Male	29.724	39,2%
Age		
14-19	720	1,0%
20-29	16.197	21,4%
30-39	24.242	32,0%
40-49	17.842	23,5%
50-59	10.328	13,6%
60+	6.498	8,6%
Region		
Alsace	2.123	2,8%
Aquitaine	3.943	5,2%
Auvergne	1.441	1,9%
Basse-Normandie	1.517	2,0%
Bourgogne	1.896	2,5%
Bretagne	3.791	5,0%
Centre	2.957	3,9%
Champagne-Ardenne	1.668	2,2%
Franche-Comté	1.213	1,6%
Haute-Normandie	2.123	2,8%
Île de France	14.862	19,6%
Languedoc-Roussillon	3.412	4,5%
Limousin	758	1,0%
Lorraine	3.033	4,0%
Midi-Pyrénées	3.488	4,6%
Nord - Pas-de-Calais	5.611	7,4%
Pays de la Loire	4.019	5,3%
Picardie	2.351	3,1%
Poitou-Charentes	1.972	2,6%
Provence-Alpes-Côte d'Azur	6.597	8,7%
Rhône-Alpes	7.052	9,3%

*The 5 missing French Overseas Departments and territories are not represented in our panels.

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B2B panel	N	%
Business to business	32.603	100%
Company size		
Less than 10 employees	4.289	13,2%
10 to 49 employees	5.167	15,8%
50 to 99 employees	2.772	8,6%
100 to 249 employees	3.392	10,4%
250 to 499 employees	4.601	14,1%
500 to 999 employees	2.126	6,5%
1000+ employees	7.936	24,3%
Don't know	2.320	7,1%
Position		
Labourer / skilled labourer	5.707	17,5%
Employee / civil servant	10.677	32,7%
Senior employee / civil servant	4.463	13,7%
Freelance / professional	2.162	6,6%
Management / director	3.445	10,6%
C-Level officer	3.188	9,8%
Business owner	2.961	9,1%
Decision-making authority		
Purchasing decisions	17.493	73,3%
Employment decisions	6.921	29,0%
Budgetary decisions	6.826	28,6%
Influenced departments		
Marketing	3.484	10,7%
Customer services	5.203	16,0%
Sales	4.582	14,1%
Human resources	4.033	12,4%
Technical department	4.081	12,5%
Purchasing / Acquisitions	5.322	16,3%
Finances / Controlling	4.415	13,5%
IT-Section / Information Systems	13.508	41,4%
IT related purchases	13.460	41,3%
Manufacturing / Production	3.007	9,2%
Management	4.367	13,4%
Clerical	573	1,8%
Commercial area	3.198	9,8%



germany

Population at 1st January 2012

Germany	81.843.743
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Gender

Female	41.637.080
Male	40.206.663

Age

0-14	10.832.088
15-19	4.080.462
20-29	9.950.522
30-39	9.728.085
40-49	13.500.788
50-59	11.973.007
60+	21.778.791

Region

Baden-Württemberg	10.786.227
Bayern	12.595.891
Berlin	3.501.872
Brandenburg	2.495.635
Bremen	661.301
Hamburg	1.798.836
Hessen	6.092.126
Mecklenburg-Vorpommern	1.634.734
Niedersachsen	7.913.502
Nordrhein-Westfalen	17.841.956
Rheinland-Pfalz	3.999.117
Saarland	1.013.352
Sachsen	4.137.051
Sachsen-Anhalt	2.313.280
Schleswig-Holstein	2.837.641
Thüringen	2.221.222

Household size

Distribution percent 2011	
1 Person	40,0%
2 Persons	34,5%
3 Persons	12,7%
4 Persons	9,4%
5 Persons	2,6%
6+ Persons	0,7%

Children <18 in household

Distribution percent 2011	
Yes	24,2%
No	75,8%

Annual consumption expenditure per capita

2011	
EUR	17.200
Share in GDP	58,3%

Individuals using the internet

2006	72,2%
2009	79,0%
2012	84,0%

Human Development Index Rank

2011	9
2012	5

Source:

Eurostat

Human Development Reports

International Telecommunications Union

B2C panel	N	%
Consumer	157.834	100%
Gender		
Female	72.761	46,1%
Male	85.073	53,9%
Age		
14-19	6.629	4,2%
20-29	53.348	33,8%
30-39	40.406	25,6%
40-49	28.568	18,1%
50-59	18.940	12,0%
60+	9.944	6,3%
Region		
Baden-Württemberg	16.730	10,6%
Bayern	21.308	13,5%
Berlin	10.101	6,4%
Brandenburg	4.893	3,1%
Bremen	1.263	0,8%
Hamburg	4.893	3,1%
Hessen	12.153	7,7%
Mecklenburg-Vorpommern	3.472	2,2%
Niedersachsen	13.889	8,8%
Nordrhein-Westfalen	35.039	22,2%
Rheinland-Pfalz	7.260	4,6%
Saarland	2.210	1,4%
Sachsen	9.470	6,0%
Sachsen-Anhalt	4.735	3,0%
Schleswig-Holstein	5.682	3,6%
Thüringen	4.735	3,0%
Household size		
1 Person	33.303	21,1%
2 Persons	49.718	31,5%
3 Persons	34.092	21,6%
4 Persons	26.832	17,0%
5 Persons	9.786	6,2%
6+ Persons	4.104	2,6%

B2B panel	N	%
Business to business	55.931	100%
Company size		
Less than 10 employees	7.383	13,2%
10 to 49 employees	8.893	15,9%
50 to 99 employees	4.866	8,7%
100 to 249 employees	6.041	10,8%
250 to 499 employees	7.998	14,3%
500 to 999 employees	4.195	7,5%
1000+ employees	13.647	24,4%
Don't know	2.908	5,2%
Position		
Labourer / skilled labourer	17.395	31,1%
Employee / civil servant	19.296	34,5%
Senior employee / civil servant	5.202	9,3%
Freelance / professional	3.971	7,1%
Management / director	3.915	7,0%
C-Level officer	2.852	5,1%
Business owner	3.300	5,9%
Decision-making authority		
Purchasing decisions	27.272	74,9%
Employment decisions	13.763	37,8%
Budgetary decisions	11.724	32,2%
Influenced departments		
Marketing	9.139	16,3%
Customer services	12.416	22,2%
Sales	11.397	20,4%
Human resources	10.523	18,8%
Technical department	9.613	17,2%
Purchasing / Acquisitions	11.834	21,2%
Finances / Controlling	9.212	16,5%
IT-Section / Information Systems	19.735	35,3%
IT related purchases	20.099	35,9%
Manufacturing / Production	7.173	12,8%
Management	10.851	19,4%
Clerical	8.848	15,8%
Commercial area	10.632	19,0%

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Population at 1st January 2012

Italy	60.820.696
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Gender

Female	31.308.292
Male	29.512.404

Age

0-14	8.528.206
15-19	2.906.075
20-29	6.570.195
30-39	8.650.830
40-49	9.813.322
50-59	8.036.814
60+	16.315.254

Region

Abruzzo	1.344.932
Basilicata	586.313
Calabria	2.010.224
Campania	5.834.845
Emilia-Romagna	4.459.148
Friuli-Venezia Giulia	1.236.103
Lazio	5.774.954
Liguria	1.614.841
Lombardia	9.992.548
Marche	1.569.042
Molise	319.101
Piemonte	4.464.896
Puglia	4.088.868
Sardegna	1.674.932
Sicilia	5.048.509
Toscana	3.761.616
Trentino-Alto Adige	1.045.144
Umbria	908.926
Valle d'Aosta/Vallée d'Aoste	128.672
Veneto	4.957.082

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 2011	
Yes	32,2%
No	67,8%

Annual consumption expenditure per capita

2011	
EUR	16.100
Share in GDP	68,2%

Individuals using the internet

2006	38,0%
2009	48,8%
2012	58,0%

Human Development Index Rank

2011	24
2012	25

Source:
Eurostat
Human Development Reports
International Telecommunications Union

B2C panel	N	%
Consumer	50.273	100,0%

Gender		
Female	26.896	53,5%
Male	23.377	46,5%

Age		
14-19	597	1,2%
20-29	11.099	22,1%
30-39	17.262	34,3%
40-49	11.913	23,7%
50-59	6.429	12,8%
60+	2.973	5,9%

Region		
Abruzzo	1.063	2,1%
Basilicata	462	0,9%
Calabria	1.612	3,2%
Campania	4.439	8,8%
Emilia-Romagna	3.203	6,4%
Friuli-Venezia Giulia	934	1,9%
Lazio	4.979	9,9%
Liguria	1.564	3,1%
Lombardia	9.141	18,2%
Marche	1.106	2,2%
Molise	125	0,2%
Piemonte	4.175	8,3%
Puglia	3.596	7,2%
Sardegna	2.304	4,6%
Sicilia	4.296	8,5%
Toscana	2.736	5,4%
Trentino-Alto Adige	622	1,2%
Umbria	666	1,4%
Valle d'Aosta/Vallée d'Aoste	78	0,2%
Veneto	3.172	6,3%

Household size		
1 Person	4.746	9,4%
2 Persons	11.177	22,2%
3 Persons	13.965	27,8%
4 Persons	14.483	28,9%
5 Persons	4.574	9,1%
6+ Persons	1.328	2,6%

B2B panel	N	%
Business to business	27.971	100%

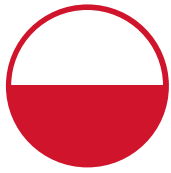
Company size		
Less than 10 employees	6.154	22,0%
10 to 49 employees	4.419	15,8%
50 to 99 employees	2.154	7,7%
100 to 249 employees	3.105	11,1%
250 to 499 employees	2.350	8,4%
500 to 999 employees	1.902	6,8%
1000+ employees	5.231	18,7%
Don't know	2.657	9,5%

Position		
Labourer / skilled labourer	5.231	18,7%
Employee / civil servant	11.132	39,8%
Senior employee / civil servant	1.790	6,4%
Freelance / professional	3.329	11,9%
Management / director	2.406	8,6%
C-Level officer	1.762	6,3%
Business owner	2.322	8,3%

Decision-making authority		
Purchasing decisions	15.416	74,0%
Employment decisions	7.479	35,9%
Budgetary decisions	6.771	32,5%

Influenced departments		
Marketing	4.917	17,6%
Customer services	6.437	23,0%
Sales	5.479	19,6%
Human resources	4.708	16,8%
Technical department	4.146	14,8%
Purchasing / Acquisitions	5.083	18,2%
Finances / Controlling	3.917	14,0%
IT-Section / Information Systems	10.187	36,4%
IT related purchases	9.896	35,4%
Manufacturing / Production	3.104	11,1%
Management	3.479	12,4%
Clerical	2.271	8,1%
Commercial area	4.292	15,3%

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poland

Population at 1st January 2012

Poland	38.538.447
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Gender

Female	19.883.870
Male	18.654.577

Age

0-14	5.818.977
15-19	2.314.724
20-29	6.014.975
30-39	6.005.590
40-49	4.822.159
50-59	5.765.460
60+	7.796.562

Region

Dolnoslaskie	2.916.577
Kujawsko-Pomorskie	2.098.370
Lódzkie	2.533.681
Lubelskie	2.171.857
Lubuskie	1.023.158
Malopolskie	3.346.796
Mazowieckie	5.285.604
Opolskie	1.013.950
Podkarpackie	2.128.687
Podlaskie	1.200.982
Pomorskie	2.283.500
Slaskie	4.626.357
Swietokrzyskie	1.278.116
Warminsko-Mazurskie	1.452.596
Wielkopolskie	3.455.477
Zachodniopomorskie	1.722.739

Household size

Distribution percent 2011	
1 Person	24,6%
2 Persons	23,4%
3 Persons	19,9%
4 Persons	17,8%
5 Persons	7,9%
6+ Persons	6,4%

Children <18 in household

Distribution percent 2011	
Yes	39,3%
No	60,7%

Annual consumption expenditure per capita

2011	
EUR	5.800
PLN	24.584
Share in GDP	63,0%

Individuals using the internet

2006	44,6%
2009	59,0%
2012	65,0%

Human Development Index Rank

2011	39
2012	39

Source:

Eurostat

Human Development Reports

International Telecommunications Union

B2C panel	N	%
Consumer	77.994	100%
Gender		
Female	40.479	51,9%
Male	37.515	48,1%
Age		
14-19	5.685	7,3%
20-29	40.716	52,2%
30-39	18.450	23,7%
40-49	7.582	9,7%
50-59	4.196	5,4%
60+	1.365	1,8%
Region		
Dolnoslaskie	6.689	8,6%
Kujawsko-Pomorskie	3.286	4,2%
Lódzkie	3.304	4,2%
Lubelskie	4.175	5,4%
Lubuskie	5.953	7,6%
Malopolskie	6.303	8,1%
Mazowieckie	10.720	13,7%
Opolskie	1.634	2,1%
Podkarpackie	4.076	5,2%
Podlaskie	1.778	2,3%
Pomorskie	3.681	4,7%
Slaskie	12.237	15,7%
Swietokrzyskie	3.250	4,2%
Warminsko-Mazurskie	2.460	3,2%
Wielkopolskie	5.683	7,3%
Zachodniopomorskie	2.765	3,5%
Household size		
1 Person	5.323	6,8%
2 Persons	12.909	16,6%
3 Persons	20.664	26,5%
4 Persons	20.878	26,8%
5 Persons	10.305	13,2%
6+ Persons	7.915	10,1%

B2B panel	N	%
Business to business	23.343	100%
Company size		
Less than 10 employees	5.532	23,7%
10 to 49 employees	4.038	17,3%
50 to 99 employees	2.194	9,4%
100 to 249 employees	537	2,3%
250 to 499 employees	2.684	11,5%
500 to 999 employees	1.587	6,8%
1000+ employees	4.225	18,1%
Don't know	2.544	10,9%
Position		
Labourer / skilled labourer	6.699	28,7%
Employee / civil servant	7.166	30,7%
Senior employee / civil servant	2.311	9,9%
Freelance / professional	2.941	12,6%
Management / director	2.148	9,2%
C-Level officer	980	4,2%
Business owner	1.097	4,7%
Decision-making authority		
Purchasing decisions	11.665	62,3%
Employment decisions	6.591	35,2%
Budgetary decisions	5.654	30,2%
Influenced departments		
Marketing	4.831	20,7%
Customer services	7.808	33,4%
Sales	5.636	24,1%
Human resources	4.625	19,8%
Technical department	3.557	15,2%
Purchasing / Acquisitions	4.475	19,2%
Finances / Controlling	4.606	19,7%
IT-Section / Information Systems	8.014	34,3%
IT related purchases	8.107	34,7%
Manufacturing / Production	3.408	14,6%
Management	5.673	24,3%
Clerical	4.400	18,8%
Commercial area	1.779	7,6%

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russia

Population at 1st January 2012

Russia	143.056.383
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Gender

Female	77.251.440
Male	65.804.943

Age

0-14	22.208.334
15-19	7.630.998
20-29	23.926.912
30-39	21.496.056
40-49	19.362.863
50-59	21.775.072
60+	26.656.148

Region

thousands

Central	38.537,6
North West	12.143,4
South	13.884,0
North-Caucasia	9.492,9
Privolzhsky (Volga)	29.811,5
Ural	12.143,4
Siberia	5.145,0
Far East	6.169,3

Estimated gross domestic product per capita

2012	
EUR	13.435
RUB	593.854

Individuals using the internet

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

Human Development Index Rank

2011	39
2012	39

Sources:

Federal State Statistics Service Russia
CIA World Factbook
Human Development Reports
State Statistics Committee
International Telecommunications Union

B2C panel	N	%
Consumer	69.782	100%

Gender		
Female	35.031	50,2%
Male	34.751	49,8%

Age		
14-19	4.935	7,1%
20-29	33.898	48,6%
30-39	19.970	28,6%
40-49	7.327	10,5%
50-59	2.890	4,1%
60+	762	1,1%

Region		
Central	17.667	25,3%
Central Black Earth	3.254	4,7%
East Siberian	3.203	4,6%
Far Eastern	2.208	3,2%
Kaliningrad	577	0,8%
North Caucasus	7.005	10,0%
Northern	2.379	3,4%
Northwestern	4.848	7,0%
Ural	9.799	14,0%
Volga	8.376	12,0%
Volga-Vyatka	3.281	4,7%
West Siberian	7.182	10,3%

Household size		
1 Person	5.094	7,3%
2 Persons	13.817	19,8%
3 Persons	24.354	34,9%
4 Persons	17.725	25,4%
5 Persons	6.141	8,8%
6+ Persons	2.652	3,8%

B2B panel	N	%
Business to business	25.169	100%

Company size		
Less than 10 employees	3.826	15,2%
10 to 49 employees	4.883	19,4%
50 to 99 employees	3.448	13,7%
100 to 249 employees	881	3,5%
250 to 499 employees	3.901	15,5%
500 to 999 employees	1.988	7,9%
1000+ employees	4.656	18,5%
Don't know	1.586	6,3%

Position		
Labourer / skilled labourer	7.626	30,3%
Employee / civil servant	5.739	22,8%
Senior employee / civil servant	3.750	14,9%
Freelance / professional	2.492	9,9%
Management / director	2.718	10,8%
C-Level officer	1.485	5,9%
Business owner	1.359	5,4%

Decision-making authority		
Purchasing decisions	11.582	62,1%
Employment decisions	5.465	29,3%
Budgetary decisions	5.147	27,6%

Influenced departments		
Marketing	3.059	12,2%
Customer services	4.886	19,4%
Sales	4.532	18,0%
Human resources	4.047	16,1%
Technical department	3.338	13,3%
Purchasing / Acquisitions	5.129	20,4%
Finances / Controlling	3.637	14,4%
IT-Section / Information Systems	10.463	41,6%
IT related purchases	10.407	41,3%
Manufacturing / Production	2.387	9,5%
Management	4.383	17,4%
Clerical	2.947	11,7%
Commercial area	2.798	11,1%

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spain

Population at 1st January 2012

Spain	46.196.276
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Gender

Female	23.490.833
Male	22.705.443

Age

0-14	7.026.579
15-19	2.178.778
20-29	5.504.413
30-39	7.821.383
40-49	7.303.031
50-59	5.875.121
60+	10.486.971

Region

Andalucía	8.286.382
Aragón	1.314.880
Canarias	2.114.215
Cantabria	578.900
Castilla y León	2.479.326
Castilla-la Mancha	2.050.818
Cataluña	7.318.513
Ciudad Autónoma de Ceuta	76.976
Ciudad Autónoma de Melilla	76.403
Comunidad de Madrid	6.387.824
Comunidad Foral de Navarra	624.607
Comunidad Valenciana	5.011.547
Extremadura	1.083.065
Galicia	2.728.906
Illes Balears	1.094.266
La Rioja	312.199
País Vasco	2.128.397
Principado de Asturias	1.052.711
Región de Murcia	1.476.341

Household size

Distribution percent 2011	
1 Person	19,0%
2 Persons	30,3%
3 Persons	23,2%
4 Persons	22,7%
5 Persons	3,8%
6+ Persons	1,1%

Children <18 in household

Distribution percent 2011	
Yes	37,0%
No	63,0%

Annual consumption expenditure per capita

2011	
EUR	13.900
Share in GDP	58,9%

Individuals using the internet

2006	50,4%
2009	62,4%
2012	72,0%

Human Development Index Rank

2011	23
2012	23

Sources:

Eurostat
Human Development Reports
Comisión del Mercado de las Telecomunicaciones
International Telecommunications Union

B2C panel	N	%
Consumer	50.390	100%

Gender		
Female	26.858	53,3%
Male	23.532	46,7%

Age		
14-19	2.110	4,2%
20-29	17.009	33,8%
30-39	12.896	25,6%
40-49	9.140	18,1%
50-59	6.069	12,0%
60+	3.166	6,3%

Region		
Andalucía	7.672	15,2%
Aragón	1.341	2,7%
Canarias	2.078	4,1%
Cantabria	559	1,1%
Castilla y León	2.536	5,0%
Castilla-la Mancha	1.909	3,8%
Cataluña	9.389	18,6%
Ciudad Autónoma de Ceuta	54	0,1%
Ciudad Autónoma de Melilla	74	0,1%
Comunidad de Madrid	8.602	17,0%
Comunidad Foral de Navarra	511	1,0%
Comunidad Valenciana	5.940	11,8%
Extremadura	702	1,4%
Galicia	2.747	5,5%
Illes Balears	1.158	2,3%
La Rioja	328	0,7%
País Vasco	2.111	4,2%
Principado de Asturias	1.392	2,8%
Región de Murcia	1.287	2,6%

Household size		
1 Person	4.082	8,1%
2 Persons	12.950	25,7%
3 Persons	13.908	27,6%
4 Persons	13.404	26,6%
5 Persons	4.233	8,4%
6+ Persons	1.814	3,6%

B2B panel	N	%
Business to business	21.389	100%

Company size		
Less than 10 employees	5.711	26,7%
10 to 49 employees	3.486	16,3%
50 to 99 employees	1.668	7,8%
100 to 249 employees	620	2,9%
250 to 499 employees	2.417	11,3%
500 to 999 employees	1.005	4,7%
1000+ employees	4.770	22,3%
Don't know	1.711	8,0%

Position		
Labourer / skilled labourer	7.165	33,5%
Employee / civil servant	6.224	29,1%
Senior employee / civil servant	1.305	6,1%
Freelance / professional	2.716	12,7%
Management / director	1.904	8,9%
C-Level officer	963	4,5%
Business owner	1.112	5,2%

Decision-making authority		
Purchasing decisions	10.623	73,2%
Employment decisions	5.645	38,9%
Budgetary decisions	4.615	31,8%

Influenced departments		
Marketing	3.483	16,3%
Customer services	5.181	24,2%
Sales	4.223	19,7%
Human resources	3.962	18,5%
Technical department	3.933	18,4%
Purchasing / Acquisitions	5.166	24,2%
Finances / Controlling	3.657	17,1%
IT-Section / Information Systems	8.925	41,7%
IT related purchases	8.780	41,0%
Manufacturing / Production	3.048	14,2%
Management	2.873	13,4%
Clerical	1.190	5,6%
Commercial area	3.875	18,1%

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ukraine

Population at 1st July 2013

Ukraine	45.453.282
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Gender

Female	24.476.570
Male	20.976.712

Age

0-14	6.531.531
15-19	2.538.145
20-29	7.233.584
30-39	6.691.614
40-49	6.266.340
50-59	6.574.131
60+	9.617.937

Region

Autonomous Republic of Crimea	1.965.924
Vinnitsya	1.622.501
Volyn	1.040.569
Dnipropetrovsk	3.299.035
Donetsk	4.359.882
Zhytomyr	1.266.425
Zakarpattia	1.254.900
Zaporizhzhya	1.774.379
Ivano-Frankivsk	1.381.798
Kyiv	1.722.345
Kirovohrad	991.609
Luhansk	2.239.013
Lviv	2.537.471
Mykolayiv	1.170.936
Odesa	2.392.555
Poltava	1.462.626
Rivne	1.157.264
Sumy	1.138.084
Ternopil	1.075.306
Kharkiv	2.738.243
Kherson	1.075.532
Khmelnyskiy	1.310.752
Cherkasy	1.264.742
Chernivtsi	907.201
Chernihiv	1.072.937
City of Kyiv	2.847.210
Sevastopol agglomeration	384.043

Household size

Distribution percent 2012

1 Person	22,4%
2 Persons	29,9%
3 Persons	25,0%
4+ Persons	22,7%
Average size	2,58

Children <18 in household

Distribution percent 2012

Yes	37,9%
No	62,1%

Annual consumption expenditure per household

2013

EUR	3.560
Share in GDP	48,7%

Individuals using the internet

2012	48,0%
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Human Development Index Rank

2011	76
2012	78

Sources:

Eurostat
State Statistics Service of Ukraine
Human Development Reports
Internet Association of Ukraine

B2C panel	N	%
Consumer	24.356	100%

Gender		
Female	10.497	43,1%
Male	13.859	56,9%

Age		
14-19	2.387	9,8%
20-29	11.447	47,0%
30-39	6.747	27,7%
40-49	2.557	10,5%
50-59	999	4,1%
60+	219	0,9%

Region		
Autonomous Republic Crimea	1.364	5,6%
Cherkasy	563	2,3%
Chernihiv	236	1,0%
Chernivtsi	272	1,1%
City of Kyiv	736	3,0%
Dnipropetrovsk	2.246	9,2%
Donetsk	2.894	11,9%
Ivano-Frankivsk	368	1,5%
Kharkiv	1.615	6,6%
Kherson	747	3,1%
Khmelnyskiy	456	1,9%
Kirovohrad	415	1,7%
Kyiv	2.686	11,0%
Luhansk	1.309	5,4%
Lviv	780	3,2%
Mykolayiv	825	3,4%
Odesa	2.365	9,7%
Poltava	705	2,9%
Rivne	314	1,3%
Sevastopol agglomeration	376	1,5%
Sumy	589	2,4%
Ternopil	210	0,9%
Vinnitsya	591	2,4%
Volyn	303	1,2%
Zakarpattya	226	0,9%
Zaporizhzhya	620	2,5%
Zhytomyr	545	2,2%

B2B panel	N	%
Business to business	13.546	100%

Company size		
Less than 10 employees	2.790	20,6%
10 to 49 employees	2.763	20,4%
50 to 99 employees	1.626	12,0%
100 to 249 employees	433	3,2%
250 to 499 employees	1.924	14,2%
500 to 999 employees	880	6,5%
1000+ employees	2.181	16,1%
Don't know	948	7,0%

Position		
Labourer / skilled labourer	4.836	35,7%
Employee / civil servant	2.641	19,5%
Senior employee / civil servant	1.978	14,6%
Freelance / professional	1.829	13,5%
Management / director	1.111	8,2%
C-Level officer	420	3,1%
Business owner	731	5,4%

Decision-making authority		
Purchasing decisions	5.708	62,7%
Employment decisions	2.522	27,7%
Budgetary decisions	2.594	28,5%

Influenced departments		
Marketing	1.484	11,0%
Customer services	2.449	18,1%
Sales	2.294	16,9%
Human resources	1.757	13,0%
Technical department	1.639	12,1%
Purchasing / Acquisitions	2.367	17,5%
Finances / Controlling	1.757	13,0%
IT-Section / Information Systems	5.298	39,1%
IT related purchases	5.325	39,3%
Manufacturing / Production	1.111	8,2%
Management	1.984	14,6%
Clerical	1.147	8,5%
Commercial area	1.238	9,1%

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united kingdom

Population at 1st January 2012

United Kingdom	63.256.141
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Gender

Female	32.115.474
Male	31.140.667

Age

0-14	11.086.987
15-19	3.890.120
20-29	8.745.792
30-39	8.156.822
40-49	9.222.785
50-59	7.791.328
60+	14.362.307

Region

East Midlands	4.545.216
East of England	5.907.790
London	8.136.284
North East	2.618.012
North West	7.033.454
Northern Ireland	1.814.842
Scotland	5.268.247
South East	8.665.938
South West	5.330.841
Wales	3.034.975
West Midlands	5.564.350
Yorkshire and The Humber	5.336.192

Household size

Distribution percent 2011	
1 Person	31,3%
2 Persons	32,5%
3 Persons	15,9%
4 Persons	13,6%
5 Persons	4,9%
6+ Persons	1,7%

Children <18 in household

Distribution percent 2011	
Yes	31,4%
No	68,6%

Annual consumption expenditure per capita

2012	
EUR	19.200
GBP	16.399
Share in GDP	68,3%

Individuals using the internet

2006	68,8%
2009	83,6%
2012	87,0%

Human Development Index Rank

2011	28
2012	26

Sources:

Eurostat
Human Development Reports
International Telecommunications Union

B2C panel	N	%
Consumer	77.313	100%

Gender		
Female	44.146	57,1%
Male	33.167	42,9%

Age		
14-19	619	0,8%
20-29	17.473	22,6%
30-39	21.106	27,3%
40-49	17.705	22,9%
50-59	11.829	15,3%
60+	8.582	11,1%

Region		
East Midlands	5.372	6,9%
East of England	10.137	13,1%
Greater London	7.532	9,7%
North East England	4.053	5,2%
North West England	9.260	12,0%
Northern Ireland	1.341	1,7%
Scotland	6.035	7,8%
South East England	10.322	13,4%
South West England	7.039	9,1%
Wales	3.644	4,7%
West Midlands	6.168	8,0%
Yorkshire and Humberside	6.410	8,3%

Household size		
1 Person	9.432	12,2%
2 Persons	22.421	29,0%
3 Persons	17.859	23,1%
4 Persons	15.926	20,6%
5 Persons	7.422	9,6%
6+ Persons	4.252	5,5%

B2B panel	N	%
Business to business	31.452	100%

Company size		
Less than 10 employees	5.032	16,0%
10 to 49 employees	4.089	13,0%
50 to 99 employees	1.950	6,2%
100 to 249 employees	1.290	4,1%
250 to 499 employees	3.774	12,0%
500 to 999 employees	2.296	7,3%
1000+ employees	11.134	35,4%
Don't know	1.887	6,0%

Position		
Labourer / skilled labourer	4.781	15,2%
Employee / civil servant	8.335	26,5%
Senior employee / civil servant	8.209	26,1%
Freelance / professional	3.302	10,5%
Management / director	4.561	14,5%
C-Level officer	1.038	3,3%
Business owner	1.227	3,9%

Decision-making authority		
Purchasing decisions	22.005	92,3%
Employment decisions	6.365	26,7%
Budgetary decisions	6.342	26,6%

Influenced departments		
Marketing	4.506	14,3%
Customer services	5.543	17,6%
Sales	5.135	16,3%
Human resources	4.549	14,5%
Technical department	3.941	12,5%
Purchasing / Acquisitions	4.370	13,9%
Finances / Controlling	4.635	14,7%
IT-Section / Information Systems	14.848	47,2%
IT related purchases	12.874	40,9%
Manufacturing / Production	4.141	13,2%
Management	5.278	16,8%
Clerical	4.120	13,1%
Commercial area	3.776	12,0%

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mo'web research

