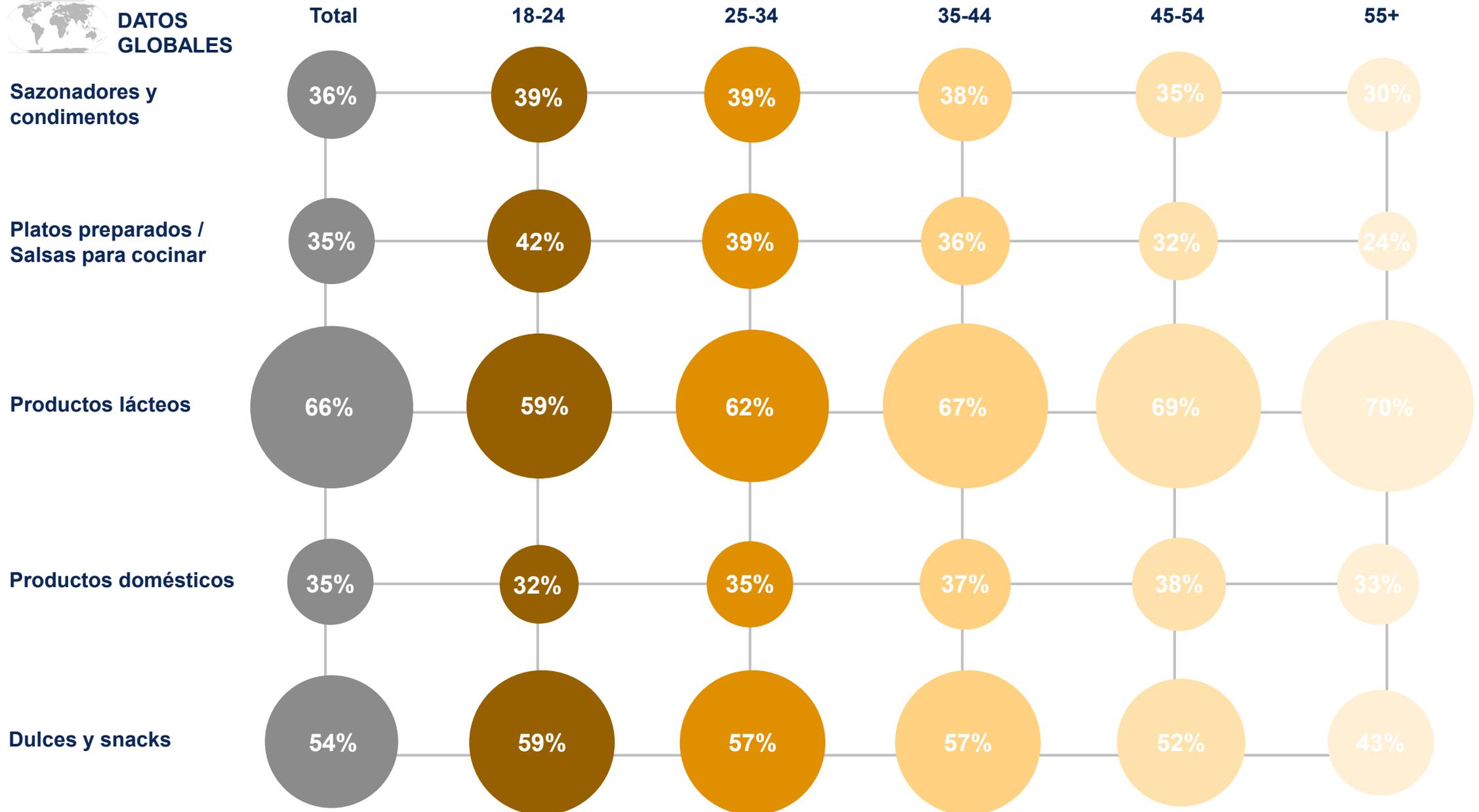


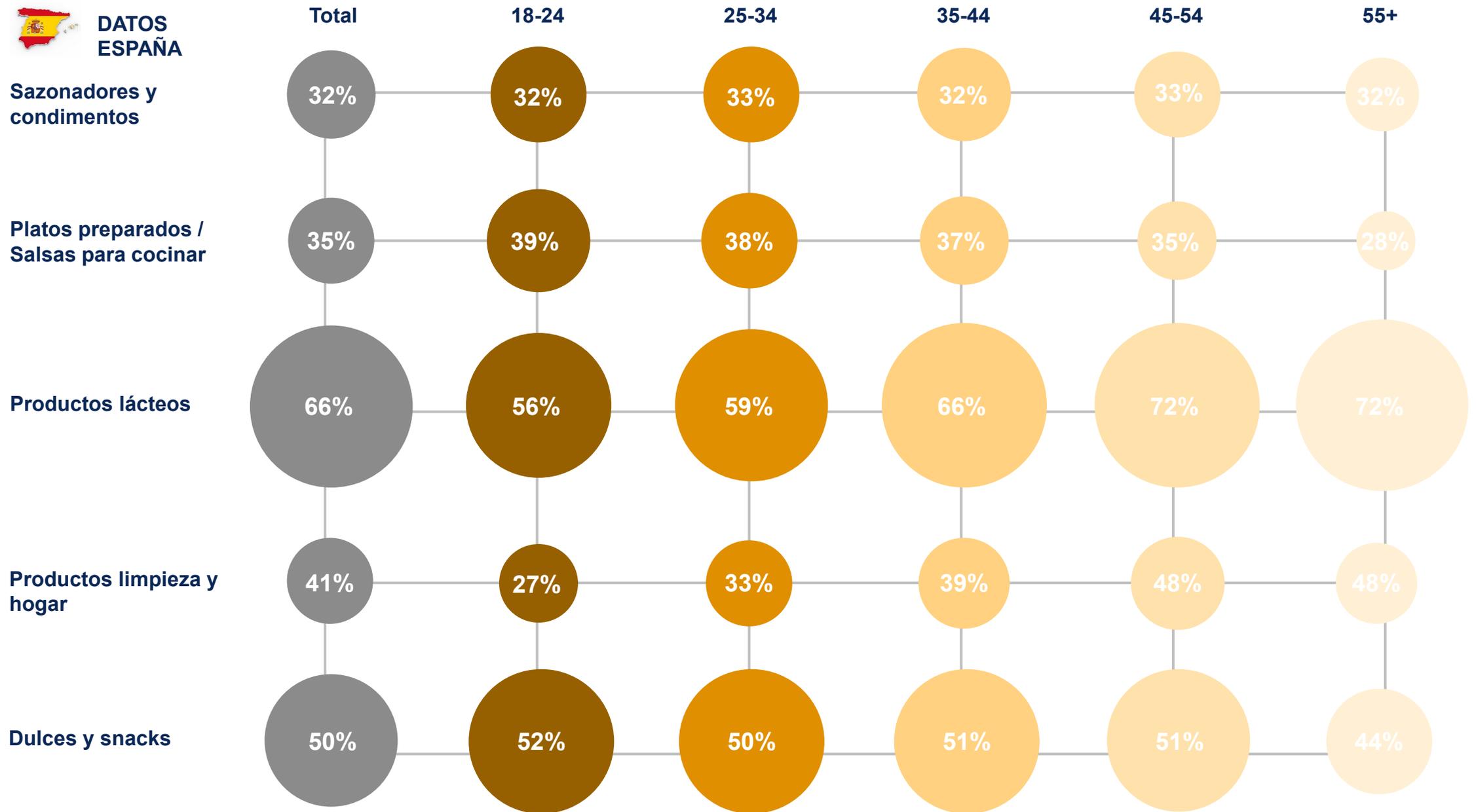


**DATOS
GLOBALES**





**DATOS
ESPAÑA**



LIVE PANEL METRICS



Markets
Covered



54

Consumers



350k

Year LIVE
Panel started



2015

[m]PLATFORM
audiences



300

Attitudinal
Statements



40

Personality
Archetypes



13

Categories



61

Media



23

Touchpoints



28

SPAIN



IMPORTANT STATS

Sample profile: Internet population 18-64

Sample size

5,000 (2019)

5,000 (2018)

10,000 (Double-base)

Methodology: Online panels

Panel partners used

Kantar Profiles, NetQuest, Toluna

Data Collection Period: 27/06/2019 - 12/07/2019

Language(s): Spanish

Internet penetration¹: 85%

Size of the internet population 18-64²

27,322,000

Size of the total population 18-64³

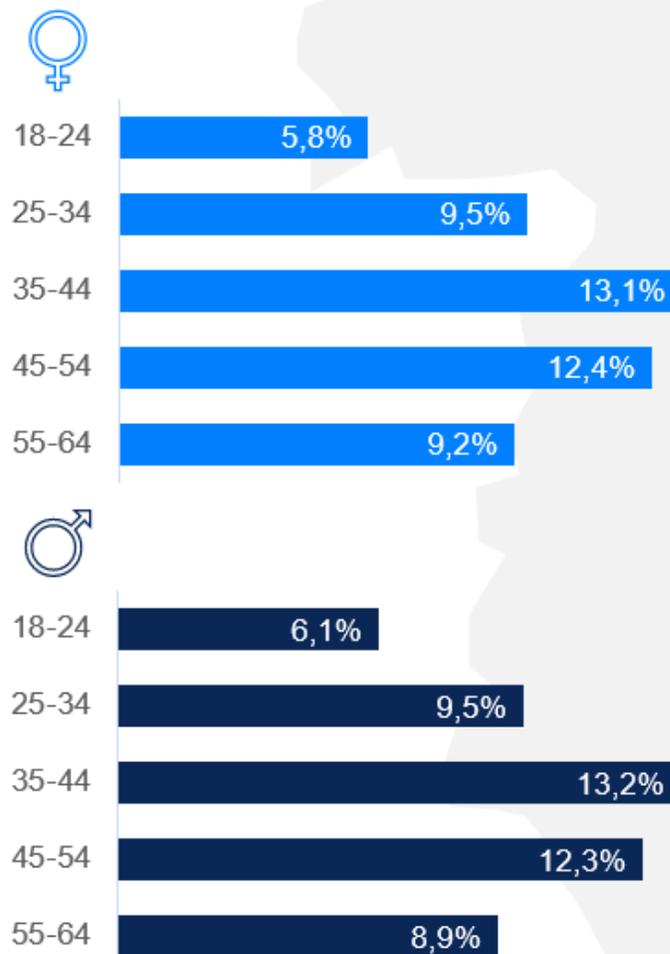
29,180,000

¹ Source: <https://data.worldbank.org/indicator/IT.NET.USER.ZS>

² Source: EGM 1* accumulated wave 2018. People 18-64 internet users last month

³ Source: EGM 1*

AGE & GENDER



REGIONS

Andalucía	18.2%
Aragón	2.8%
Asturias	2.1%
Baleares	2.7%
Cantabria	1.2%
Castilla y León	4.9%
Castilla La Mancha	4.3%
Cataluña	16.2%
Extremadura	2.2%
Galicia	5.3%
C. Madrid	15.0%
Murcia	3.2%
Navarra	1.4%
C. Valenciana	10.4%
País Vasco	4.6%
La Rioja	0.7%
Canarias	5.0%