



**DATOS GLOBALES**

**Total**

**18-24**

**25-34**

**35-44**

**45-54**

**55+**

**Sazonadores y condimentos**

36%

39%

39%

38%

35%

30%

**Platos preparados / Salsas para cocinar**

35%

42%

39%

36%

32%

24%

**Productos lácteos**

66%

59%

62%

67%

69%

70%

**Productos domésticos**

35%

32%

35%

37%

38%

33%

**Dulces y snacks**

54%

59%

57%

57%

52%

43%



**DATOS  
ESPAÑA**

**Total**

**18-24**

**25-34**

**35-44**

**45-54**

**55+**

**Sazonadores y  
condimentos**

32%

32%

33%

32%

33%

32%

**Platos preparados /  
Salsas para cocinar**

35%

39%

38%

37%

35%

28%

**Productos lácteos**

66%

56%

59%

66%

72%

72%

**Productos limpieza y  
hogar**

41%

27%

33%

39%

48%

48%

**Dulces y snacks**

50%

52%

50%

51%

51%

44%



**WAVEMAKER**

L I V E  P A N E L

# 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 penetration<sup>1</sup>:** 85%

### Size of the internet population 18-64<sup>2</sup>

27,322,000

### Size of the total population 18-64<sup>3</sup>

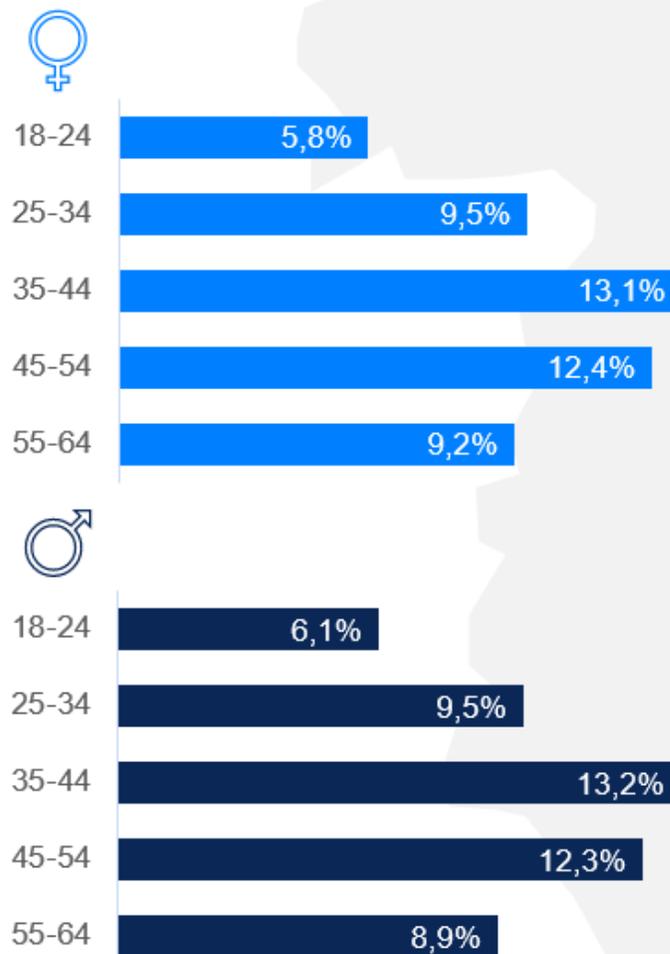
29,180,000

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

<sup>2</sup> Source: EGM 1\* accumulated wave 2018. People 18-64 internet users last month

<sup>3</sup> 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%  |