

# WORLD

# PANEL-

# BOOK



**MADE IN SURVEYS**  
by **MIS** | GROUP

# THE MADE IN SURVEYS PANELS



Through a network of over **30 panellist recruitment websites**, Made in Surveys expertly manage online research in more than 40 countries.

Made in Surveys provides **recruitment strategies, qualification management and regular panel renewal** on its websites and emphasises commitment to quality (quality of respondents, response rate, reactivity, compliance with deadlines ...).

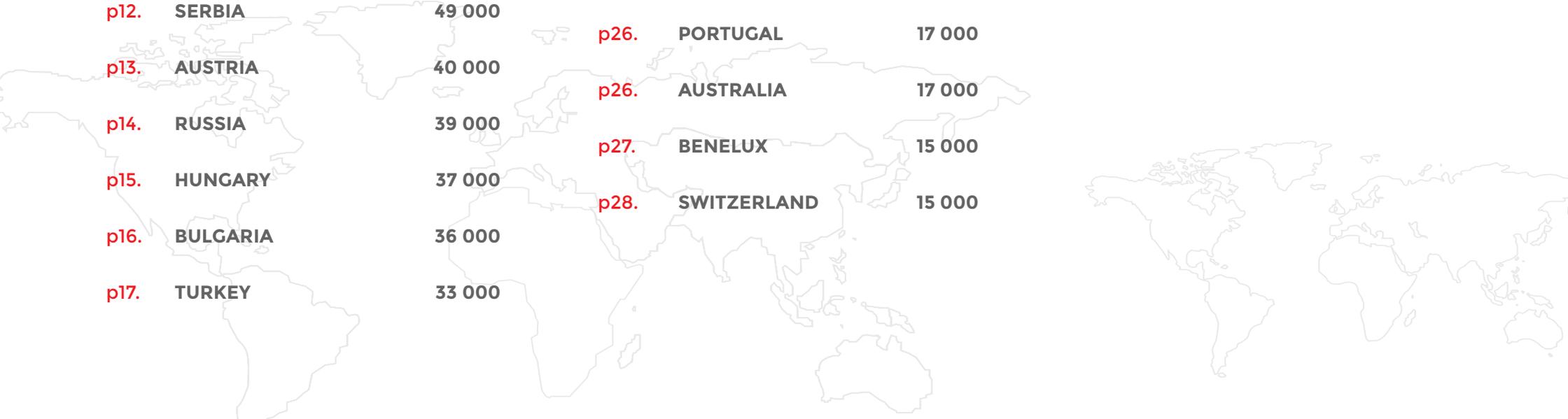
This Panel book will highlight the potential of our main countries.

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- ✓ **Panel coverage in more than 40 countries**
- ✓ **300+ data points per panellist**
- ✓ **Over 1.500.000 respondents worldwide**
- ✓ **More than 19 years experience in online studies and panel management**
- ✓ **Strict quality control of responses and regular monitoring of panellists throughout our services**

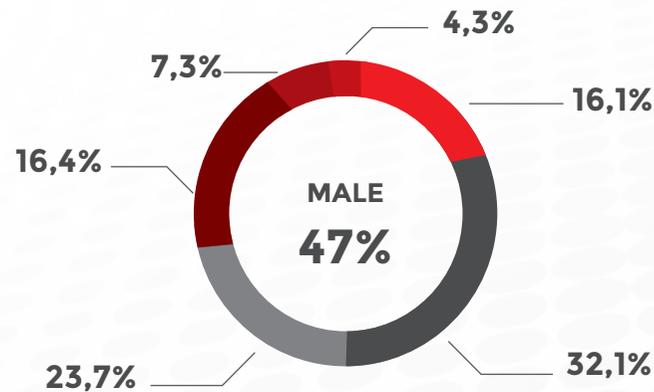
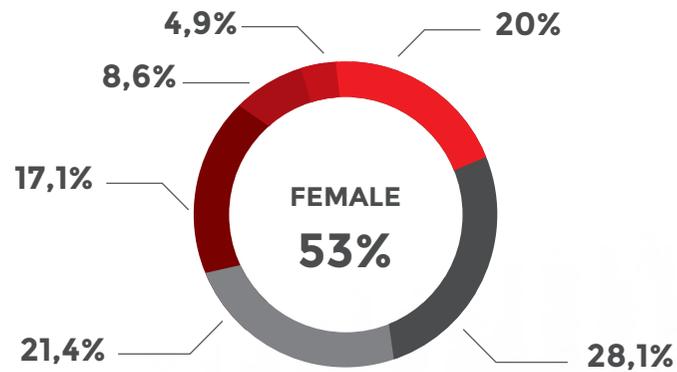
# PANELS BY COUNTRY

p4.	UNITED KINGDOM	200 000	p18.	SPAIN	31 000	p29.	MOLDOVA	8 000
p5.	FRANCE	500 000	p19.	SLOVAKIA	28 000	p30.	SCANDINAVIA	7 000
p6.	GERMANY	80 000	p20.	CANADA	27 000	p30.	MEXICO	7 000
p7.	USA	79 000	p21.	GREECE	25 000	p31.	LITHUANIA	6 000
p8.	ROMANIA	67 000	p22.	POLAND	25 000	p32.	SOUTH AFRICA	6 000
p9.	CZECH REPUBLIC	60 000	p23.	SLOVENIA	24 000	p33.	UKRAINE	3 000
p10.	BRAZIL	59 000	p24.	ITALY	20 000	p34.	MONTENEGRO	1 500
p11.	CROATIA	56 000	p25.	BOSNIA & HERZEGOVINA	18 000	p35.	CYPRUS	1 000
p12.	SERBIA	49 000	p26.	PORTUGAL	17 000			
p13.	AUSTRIA	40 000	p26.	AUSTRALIA	17 000			
p14.	RUSSIA	39 000	p27.	BENELUX	15 000			
p15.	HUNGARY	37 000	p28.	SWITZERLAND	15 000			
p16.	BULGARIA	36 000						
p17.	TURKEY	33 000						





# UNITED KINGDOM



15-24 yo 25-34 yo 35-44 yo 45-54 yo 55-64 yo 65 +

**PANEL SIZE: 200,000**

POPULATION SIZE: 66,04mln  
INTERNET PENETRATION RATE: 90%

TRIPLE OPT-IN

## REGION

North England	31%
Wales	4%
Midlands	2%
South England	37%
Greater London	18%
Scotland	6%
Northern Ireland	2%

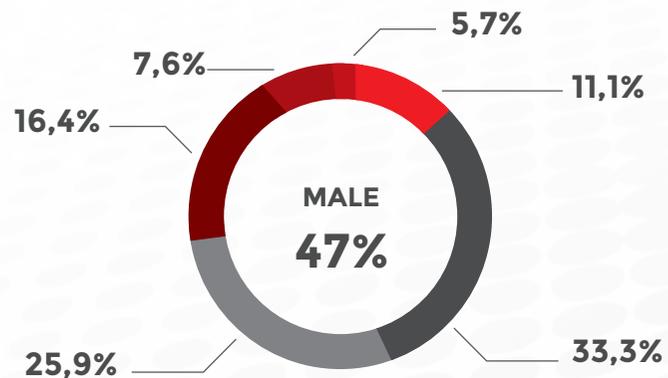
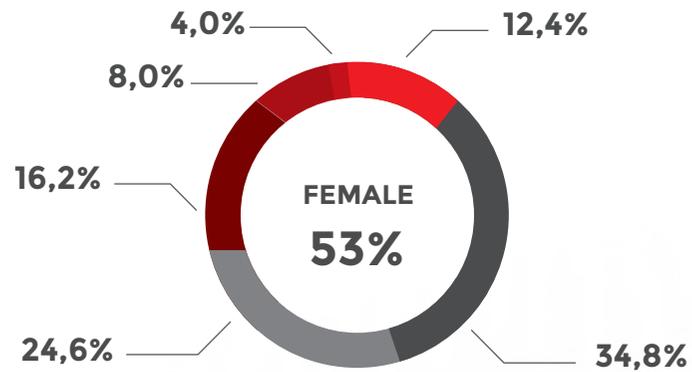
## HOUSEHOLD INCOME

(Annually, GBP)

Less than £20,000	31%
Between £20,000 and £40,000	34%
More than £40,000	35%



# FRANCE



15-24 yo 25-34 yo 35-44 yo 45-54 yo 55-64 yo 65 +

**PANEL SIZE: 500,000**

POPULATION SIZE: 66.9mln  
INTERNET PENETRATION RATE: 88%

TRIPLE OPT-IN

## REGION

UDA1 - Île de France	25%
UDA2 - BP Ouest	8%
UDA3 - Ouest	11%
UDA4 - Nord	9%
UDA5 - Est	7%
UDA6 - BP Est	7%
UDA7 - Sud Ouest	10%
UDA8 - Centre Est	11%
UDA9 - Méditerranée	12%

## HOUSEHOLD INCOME

(Annually, Euro)

Less than 18.000 €	31%
Between 18.000 € and 42.000 €	49%
More than 42.000 €	20%



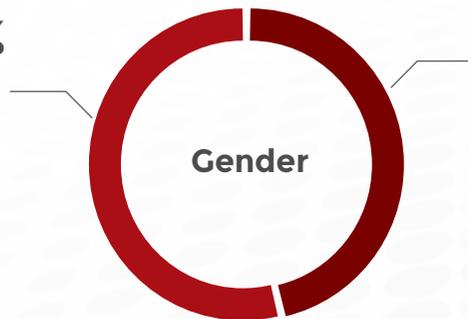
# GERMANY

## PANEL SIZE : 80,000

POPULATION SIZE: 82,4mln  
INTERNET PENETRATION RATE: 88%

DOUBLE OPT-IN

FEMALE  
53%



MALE  
47%

## REGION

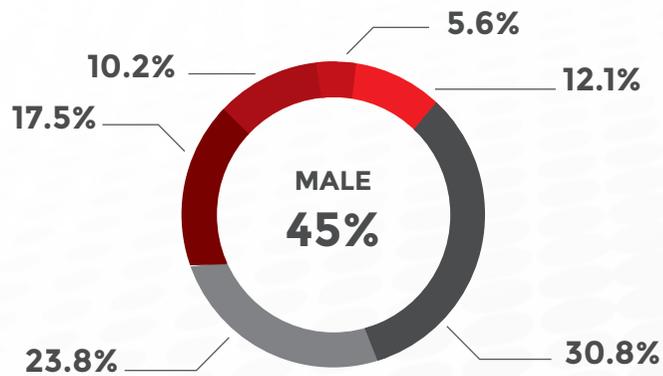
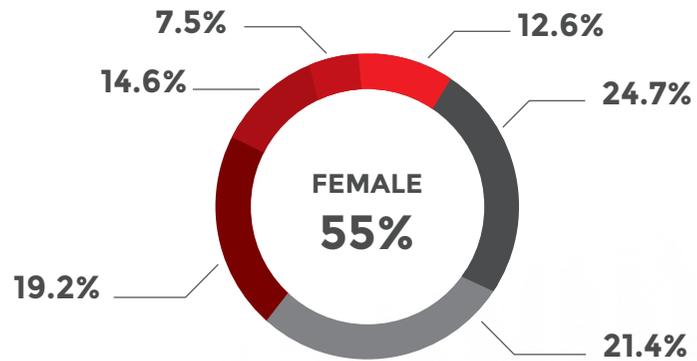
Baden-Württemberg	12%
Bavaria	14%
Berlin	5%
Brandenburg	3%
Bremen	1%
Hamburg	3%
Hesse	8%
Mecklenburg-Vorpommern	2%
Lower Saxony	10%
North Rhine-Westphalia	21%
Rhineland-Palatinate	6%
Saarland	1%
Saxony	5%
Saxony-Anhalt	3%
Schleswig-Holstein	3%
Thuringia	3%

## AGE

15-19 years	6%
20-29 years	23%
30-39 years	21%
40-49 years	18%
50-59 years	18%
60 years and over	14%



# USA



## PANEL SIZE : 79,000

POPULATION SIZE: 317,9mln  
INTERNET PENETRATION RATE: 78%

DOUBLE OPT-IN

### REGION

North East	20%
Midwest	22%
South	37%
West	21%

### HOUSEHOLD INCOME

(Annually, USD)

Less than \$ 40,000	61%
More than \$ 40,000	39%

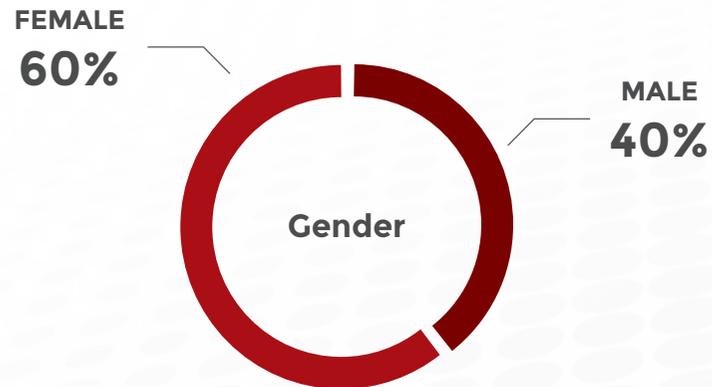


# ROMANIA

## PANEL SIZE : 67,000

POPULATION SIZE: 19,5mln  
INTERNET PENETRATION RATE: 58%

DOUBLE OPT-IN



## REGION

North-West Romania	13%
Central Romania	13%
North-East Romania	16%
South-East Romania	13%
South Romania	14%
Bucharest-Ilfov	15%
South-West Romania	79%
West Romania	

## AGE

15-19 years	9%
20-29 years	35%
30-39 years	25%
40-49 years	20%
50-59 years	7%
60 years and over	4%

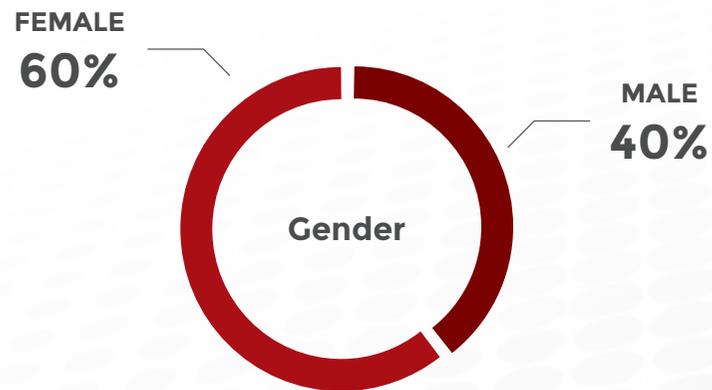


# CZECH REPUBLIC

## PANEL SIZE : 60,000

POPULATION SIZE: 10,6mln  
INTERNET PENETRATION RATE: 88%

DOUBLE OPT-IN



## REGION

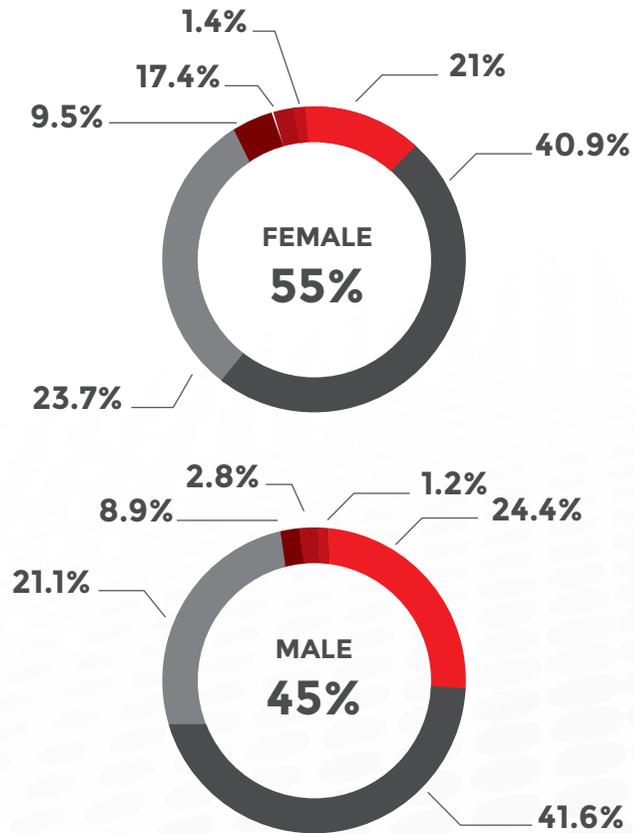
Bohemia	62%
Silesia	11%
Moravia	27%

## AGE

15-19 years	5%
20-29 years	25%
30-39 years	25%
40-49 years	23%
50-59 years	12%
60 years and over	10%



# BRAZIL



**PANEL SIZE : 59,000**

POPULATION SIZE: 201,0mln  
INTERNET PENETRATION RATE: 45%

DOUBLE OPT-IN

## REGION

North	6%
Northeast	19%
Southeast	53%
South	14%
Central-West	8%

## HOUSEHOLD INCOME

(Annually, BRL)

Less than R\$ 1,000	35%
More than R\$ 1,000	65%

15-24 yo 25-34 yo 35-44 yo 45-54 yo 55-64 yo 65 +

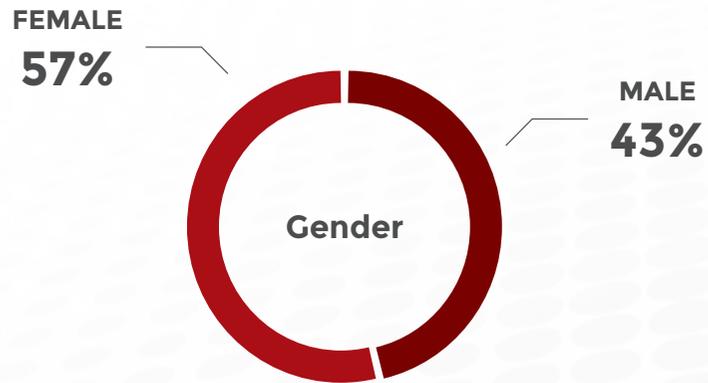


# CROATIA

## PANEL SIZE : 56,000

POPULATION SIZE: 4,1mln  
INTERNET PENETRATION RATE: 75%

DOUBLE OPT-IN



## REGION

North-West	41%
Central and East	30%
Adriatic Croatia	29%

## AGE

15-19 years	4%
20-29 years	27%
30-39 years	34%
40-49 years	20%
50-59 years	10%
60 years and over	5%

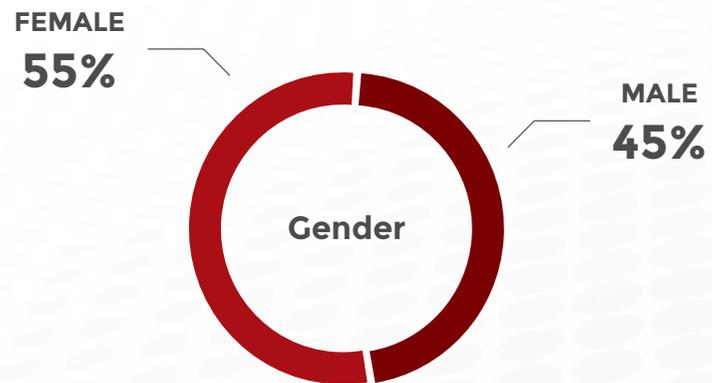


# SERBIA

**PANEL SIZE : 49,000**

POPULATION SIZE: 8,7mln  
INTERNET PENETRATION RATE: 66%

DOUBLE OPT-IN



## REGION

Belgrade	29%
Vojvodina	27%
Šumadija and Western Serbia	23%
Southern and Eastern Serbia	20%
Kosovo	1%

## AGE

15-19 years	3%
20-29 years	36%
30-39 years	27%
40-49 years	19%
50-59 years	12%
60 years and over	3%

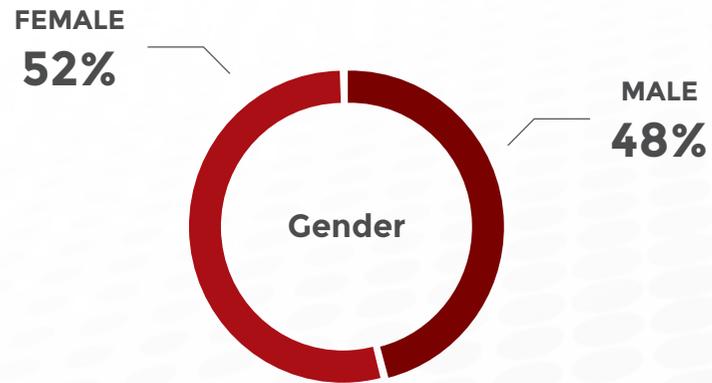


# AUSTRIA

## PANEL SIZE : 40,000

POPULATION SIZE: 8,7mln  
INTERNET PENETRATION RATE: 83%

DOUBLE OPT-IN



## REGION

Vienna	25%
Lower Austria	20%
Burgenland	4%
Styria	15%
Carinthia	6%
Upper Austria	14%
Salzburg	5%
Tyrol	7%
Vorarlberg	4%

## AGE

15-19 years	8%
20-29 years	29%
30-39 years	19%
40-49 years	16%
50-59 years	16%
60 years and over	12%

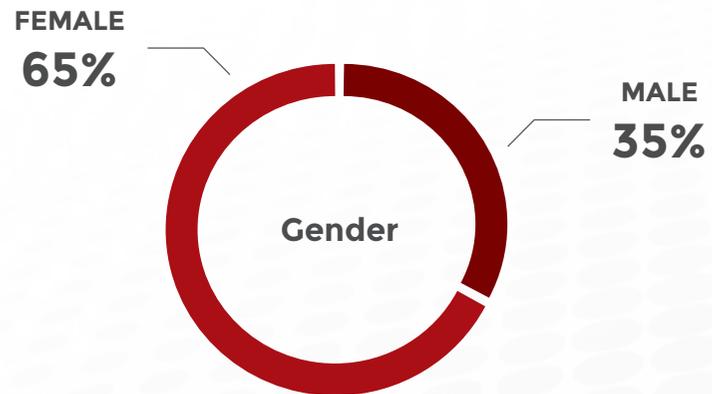


# RUSSIA

## PANEL SIZE : 39,000

POPULATION SIZE: 144mln  
INTERNET PENETRATION RATE: 71%

DOUBLE OPT-IN



## REGION

Central Federal District	35%
North-West Federal District	11%
South Federal District	9%
North Caucasus Federal District	1%
Volga Federal District	8%
Ural Federal District	13%
Siberia Federal District	1%
Far East Federal District	

## AGE

15-19 years	4%
20-29 years	22%
30-39 years	24%
40-49 years	20%
50-59 years	16%
60 years and over	14%

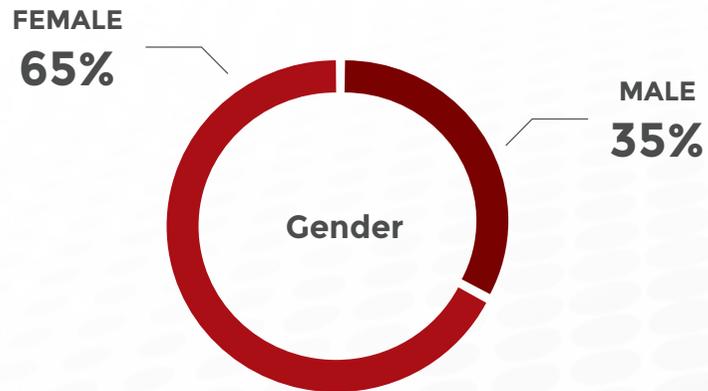


# HUNGARY

## PANEL SIZE : 37,000

POPULATION SIZE: 9,6mln  
INTERNET PENETRATION RATE: 80%

DOUBLE OPT-IN

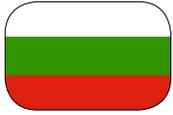


## REGION

Central Hungary	20%
Central Transdanubia	11%
Western Transdanubia	10%
Southern Transdanubia	13%
Northern Hungary	15%
Northern Great Plain	15%
Southern Great Plain	16%

## AGE

15-19 years	6%
20-29 years	27%
30-39 years	26%
40-49 years	17%
50-59 years	15%
60 years and over	9%

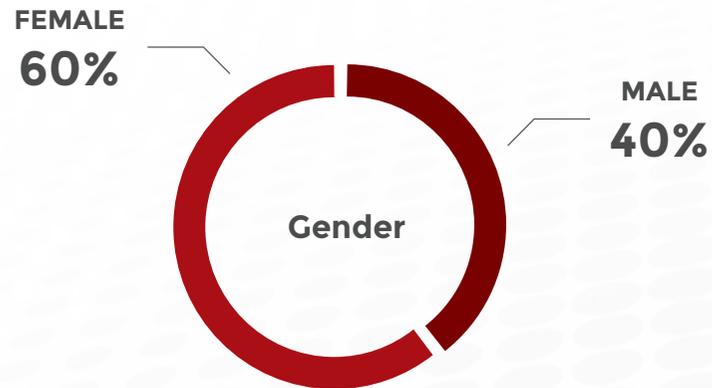


# BULGARIA

**PANEL SIZE : 36,000**

POPULATION SIZE: 7,0mln  
INTERNET PENETRATION RATE: 59%

DOUBLE OPT-IN



## REGION

North West	33%
South West	17%
North Central	14%
South Central	12%
North Eastern	14%
South Eastern	10%

## AGE

15-19 years	4%
20-29 years	24%
30-39 years	31%
40-49 years	21%
50-59 years	13%
60 years and over	7%



# TURKEY

## PANEL SIZE : 33,000

POPULATION SIZE: 82,9mln  
INTERNET PENETRATION RATE: 60%

DOUBLE OPT-IN

FEMALE  
58%



MALE  
42%

## REGION

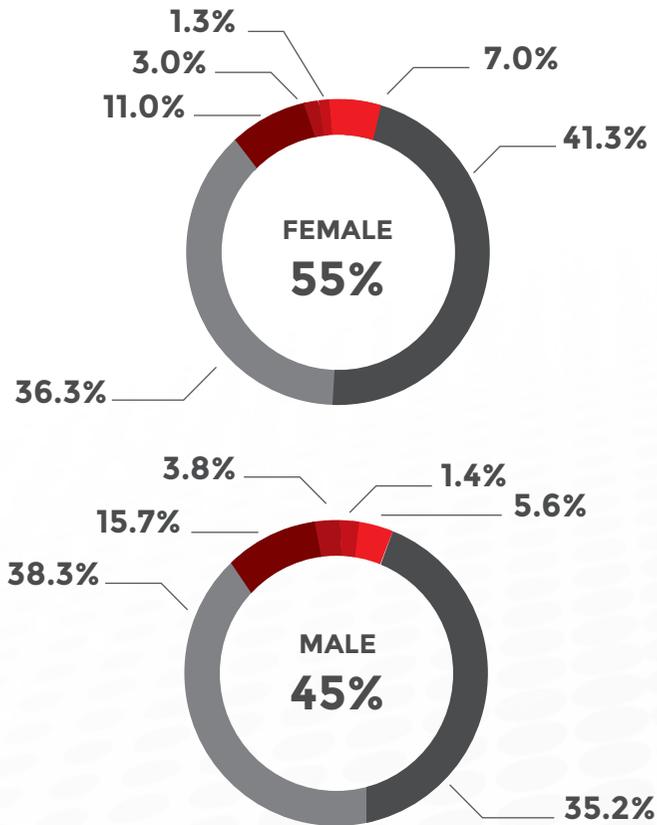
Mediterranean	12%
Eastern Anatolia	6%
Aegean	14%
Southeastern Anatolia	7%
Central Anatolia	17%
Marmara	35%
Black Sea	9%

## AGE

15-19 years	22%
20-29 years	34%
30-39 years	28%
40-49 years	10%
50-59 years	4%
60 years and over	2%



# SPAIN



**PANEL SIZE: 31,000**

POPULATION SIZE: 46,7mln  
INTERNET PENETRATION RATE: 66%

DOUBLE OPT-IN

## REGION

North	37%
Centre	42%
South	21%

## HOUSEHOLD INCOME

(Annually, Euro)

Less than € 20,000	46%
More than € 20,000	54%

15-24 yo 25-34 yo 35-44 yo 45-54 yo 55-64 yo 65 +



# SLOVAKIA

## PANEL SIZE : 28,000

POPULATION SIZE: 5,4mln  
INTERNET PENETRATION RATE: 83%

DOUBLE OPT-IN

FEMALE  
55%



MALE  
45%

## REGION

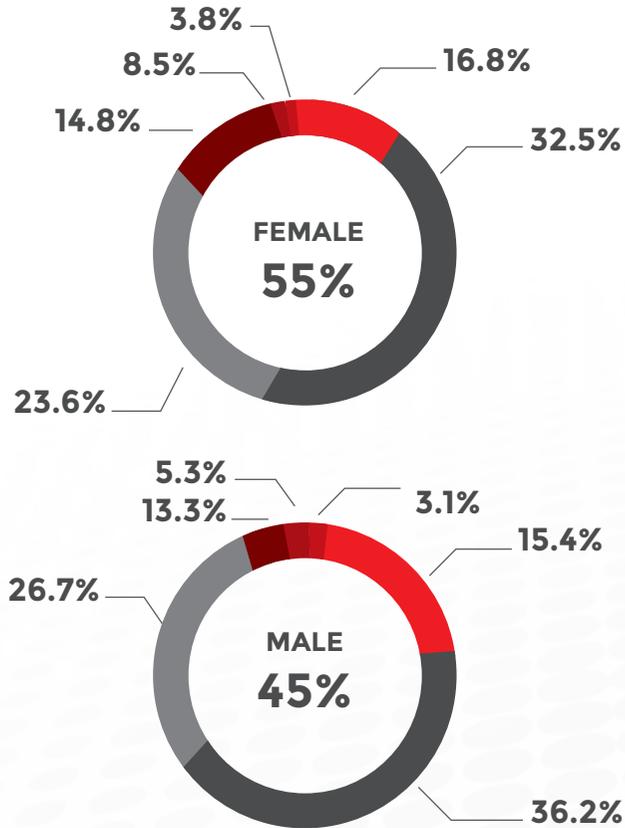
West Slovakia	25%
Central Slovakia	46%
Eastern Slovakia	29%

## AGE

15-19 years	6%
20-29 years	31%
30-39 years	28%
40-49 years	19%
50-59 years	10%
60 years and over	6%



# CANADA



**PANEL SIZE : 27,000**

POPULATION SIZE: 35,3mln  
INTERNET PENETRATION RATE: 82%

DOUBLE OPT-IN

## REGION

Atlantic	6%
Quebec	35%
Ontario	35%
Prairies	14%
West	9%
North	1%

## HOUSEHOLD INCOME

(Annually, CAD)

Less than \$ 40,000	48%
More than \$ 40,000	52%

15-24 yo 25-34 yo 35-44 yo 45-54 yo 55-64 yo 65 +

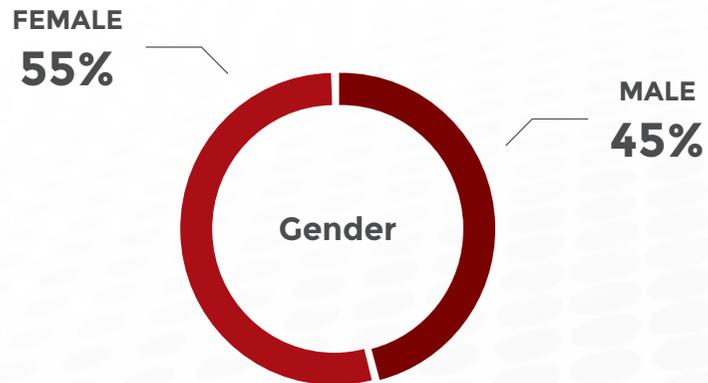


# GREECE

## PANEL SIZE : 25,000

POPULATION SIZE: 11,1mln  
INTERNET PENETRATION RATE: 65%

DOUBLE OPT-IN



## REGION

East Macedonia & Thrace	4%
Central Macedonia	19%
West Macedonia	3%
Epirus	3%
Thessaly	6%
Central Greece	4%
Ionian Islands	1%
West Greece	3%
Peloponnese	6%
Attica	41%
North Aegean	1%
South Aegean	3%
Crete	6%

## AGE

15-19 years	4%
20-29 years	30%
30-39 years	24%
40-49 years	21%
50-59 years	17%
60 years and over	4%

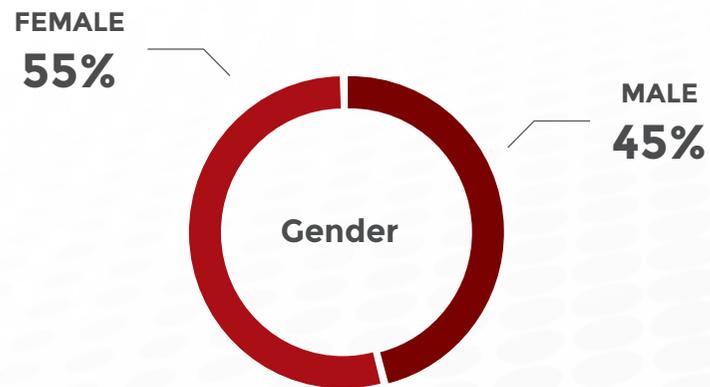


# POLAND

## PANEL SIZE : 25,000

POPULATION SIZE: 38,0mln  
INTERNET PENETRATION RATE: 72%

DOUBLE OPT-IN



## REGION

Central Poland	22%
South-West Poland	9%
Southern Poland	23%
North-West Poland	15%
North Poland	13%
Eastern Poland	18%

## AGE

15-19 years	23%
20-29 years	32%
30-39 years	30%
40-49 years	9%
50-59 years	4%
60 years and over	2%

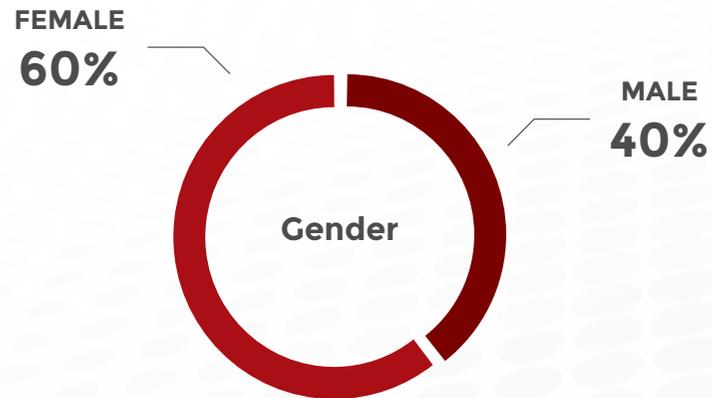


# SLOVENIA

## PANEL SIZE : 24,000

POPULATION SIZE: 2,1mln  
INTERNET PENETRATION RATE: 73%

DOUBLE OPT-IN



## REGION

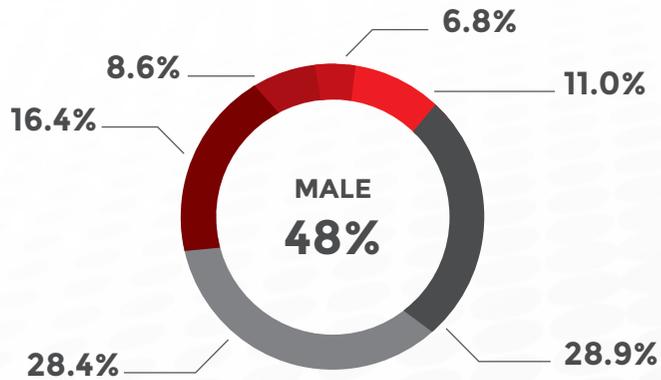
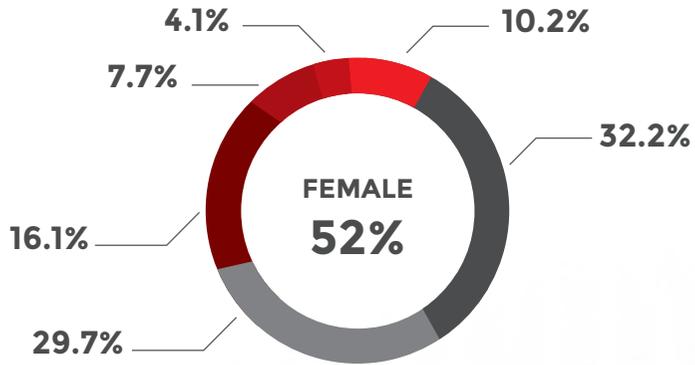
East Slovenia	53%
West Slovenia	47%

## AGE

15-19 years	5%
20-29 years	23%
30-39 years	32%
40-49 years	22%
50-59 years	12%
60 years and over	6%



# ITALY



## PANEL SIZE : 20,000

POPULATION SIZE: 59,9mln  
 INTERNET PENETRATION RATE: 62%

DOUBLE OPT-IN

### REGION

North East	51%
Centre	21%
South	28%

### HOUSEHOLD INCOME

(Annually, Euro)

Less than € 20,000	40%
More than € 20,000	60%

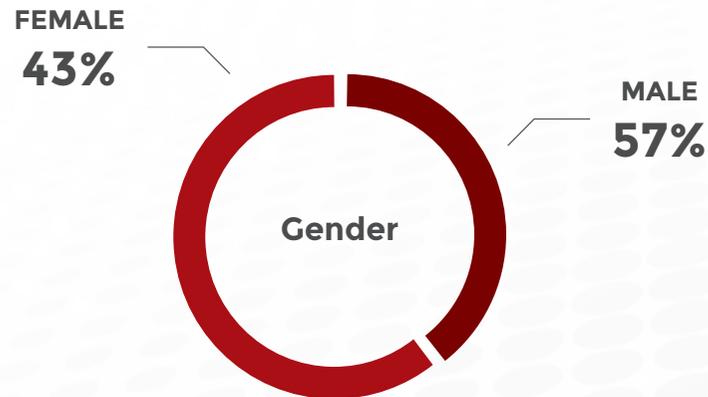


# BOSNIA & HERZEGOVINA

## PANEL SIZE : 18,000

POPULATION SIZE: 3,5mln  
INTERNET PENETRATION RATE: 69%

DOUBLE OPT-IN



## REGION

Bosnian Podrinje canton	1%
Brcko District	2%
Herzegovina-Neretva canton	6%
Livanjski canton / Canton 10	1%
Posavina canton	1%
Republika Srpska	17%
Sarajevo canton	30%
Central Bosnia canton	7%
Tuzla canton	13%
Una-Sana canton	6%
West Herzegovina canton	3%
Zenica-Doboj canton	13%

## AGE

15-19 years	7%
20-29 years	33%
30-39 years	30%
40-49 years	19%
50-59 years	8%
60 years and over	3%

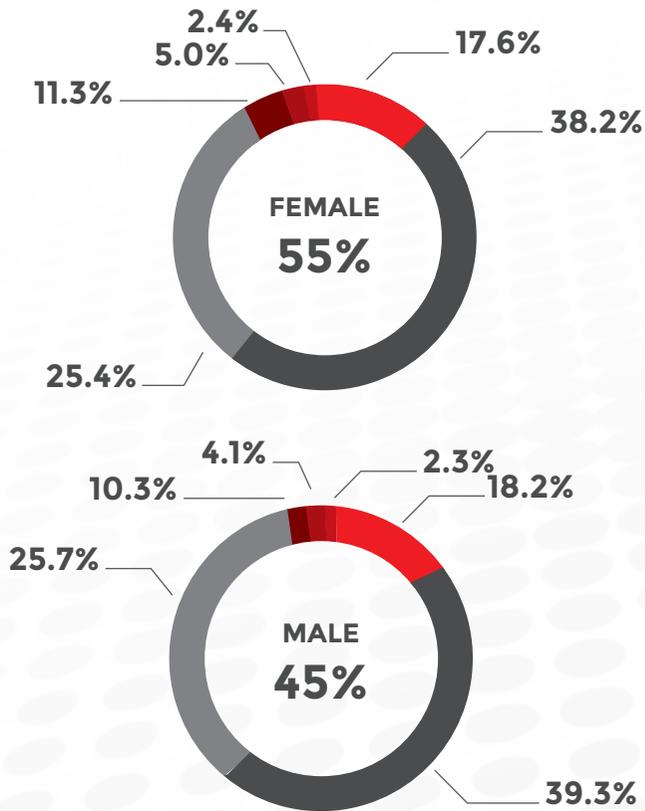
# PORTUGAL



**PANEL SIZE : 17,000**

POPULATION SIZE: 10,4mln  
INTERNET PENETRATION RATE: 51%

DOUBLE OPT-IN



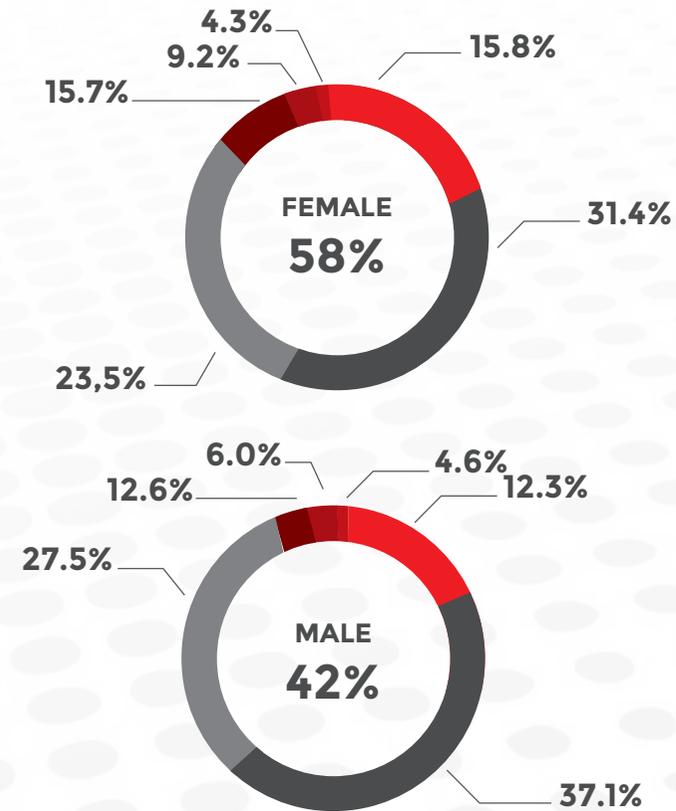
# AUSTRALIA



**PANEL SIZE : 17,000**

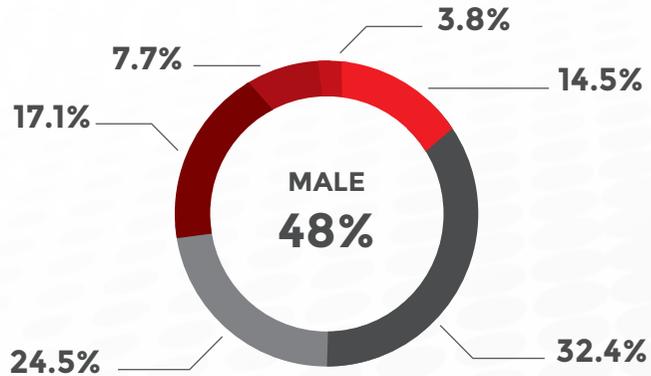
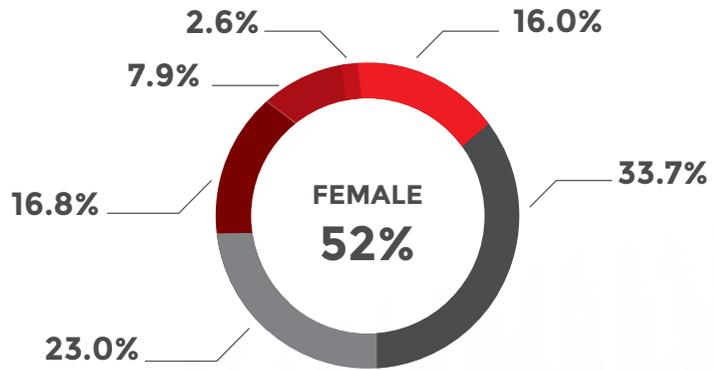
POPULATION SIZE: 22,2mln  
INTERNET PENETRATION RATE: 90%

DOUBLE OPT-IN





# BENELUX



15-24 yo 25-34 yo 35-44 yo 45-54 yo 55-64 yo 65 +

**PANEL SIZE : 15,000**

POPULATION SIZE: 28,5mln  
INTERNET PENETRATION RATE: 84%

DOUBLE OPT-IN

## REGION

Belgium	56%
Luxembourg	2%
Netherlands	42%

## HOUSEHOLD INCOME

(Annually, Euro)

Less than € 24,000	42%
More than € 24,000	58%

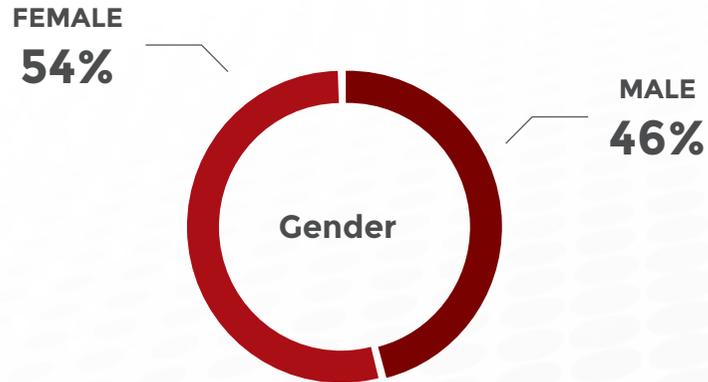


# SWITZERLAND

**PANEL SIZE : 15,000**

POPULATION SIZE: 8,6mln  
INTERNET PENETRATION RATE: 89%

DOUBLE OPT-IN



## REGION

Aargau	9%
Appenzell Ausser Rhoden	1%
Appenzell Inner Rhoden	1%
Basel region	2%
Basel	3%
Bern	11%
Fribourg	4%
Genève	6%
Glarus	1%
Grisons	2%
Jura	1%
Lucerne	5%
Neuchâtel	2%
Nidwalden	1%
Obwalden	1%
St Gallen	6%
Schaffhausen	1%
Schwyz	2%
Solothurn	3%
Thurgau	3%
Ticino	4%
Uri	1%
Vaud	8%
Valais	4%
Zug	1%
Zurich	17%

## AGE

15-19 years	19%
20-29 years	23%
30-39 years	24%
40-49 years	22%
50-59 years	8%
60 years and over	4%

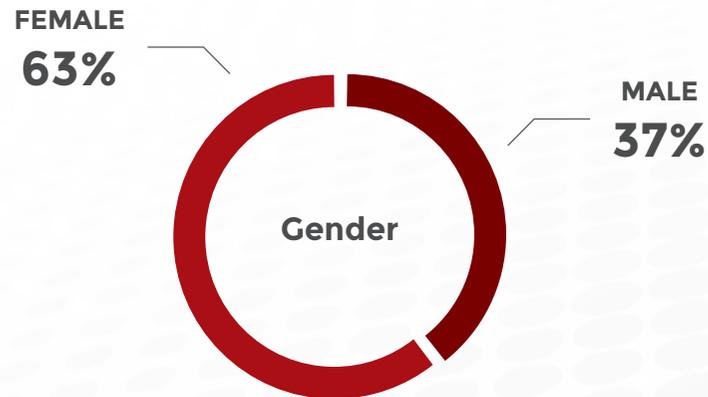


# MOLDOVA

## PANEL SIZE : 8,000

POPULATION SIZE: 4,0mln  
INTERNET PENETRATION RATE: 49%

DOUBLE OPT-IN



## REGION

Central Moldova	16%
North Moldova	18%
South Moldova	1%
Chisinau	65%

## AGE

15-19 years	52%
20-29 years	31%
30-39 years	11%
40-49 years	2%
50-59 years	2%
60 years and over	1%

# SCANDINAVIA



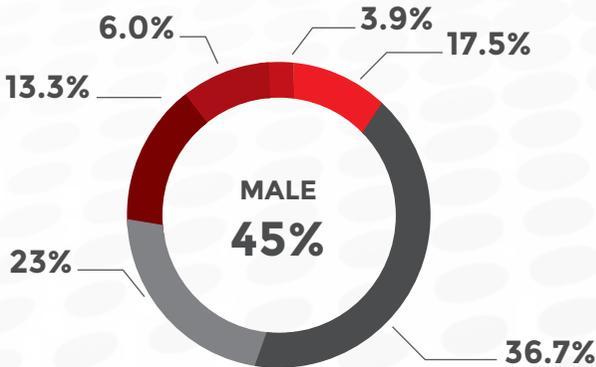
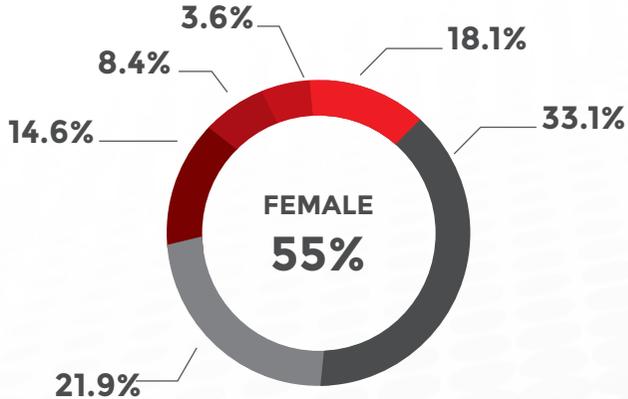
# MEXICO



**PANEL SIZE : 7,000**

POPULATION SIZE: 29,6 mln  
INTERNET PENETRATION RATE: 93%

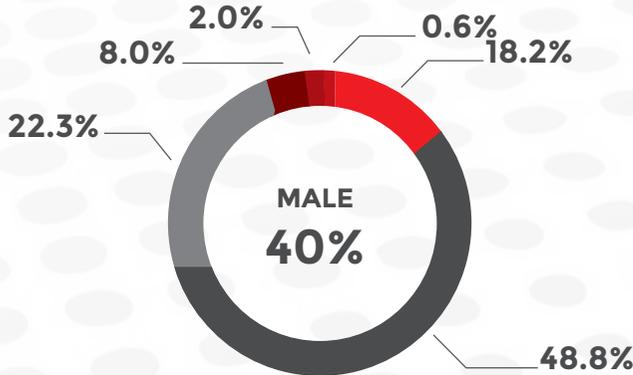
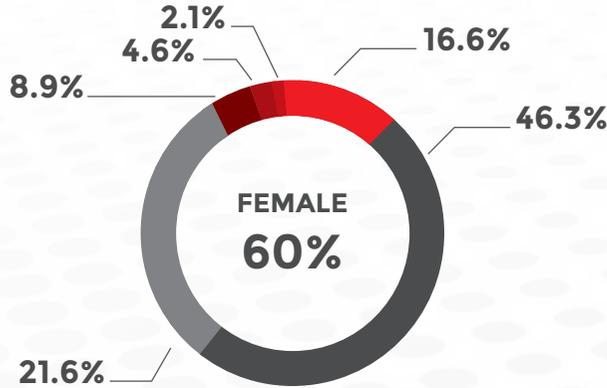
DOUBLE OPT-IN



**PANEL SIZE : 7,000**

POPULATION SIZE: 116,2 mln  
INTERNET PENETRATION RATE: 37%

DOUBLE OPT-IN



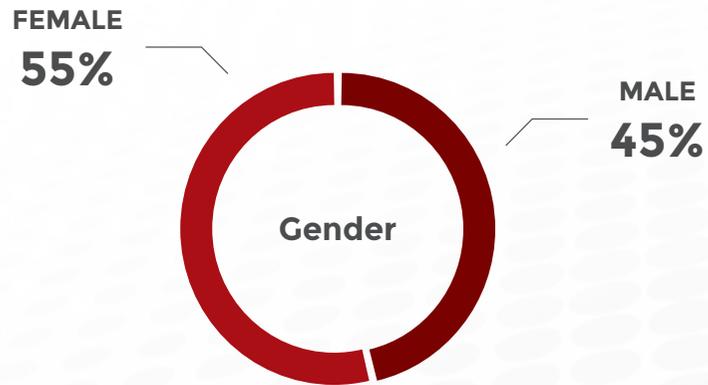


# LITHUANIA

## PANEL SIZE : 6,000

POPULATION SIZE: 2,8mln  
INTERNET PENETRATION RATE: 77%

DOUBLE OPT-IN



## REGION

Alytaus Apskritis	5%
Kauno Apskritis	20%
Klaipėdos Apskritis	11%
Marijampolės Apskritis	5%
Panevezio Apskritis	8%
Siauliu Apskritis	10%
Tauragės Apskritis	4%
Telsiu Apskritis	5%
Utenos Apskritis	5%
Vilniaus Apskritis	27%

## AGE

15-19 years	9%
20-29 years	17%
30-39 years	16%
40-49 years	19%
50-59 years	17%
60 years and over	22%

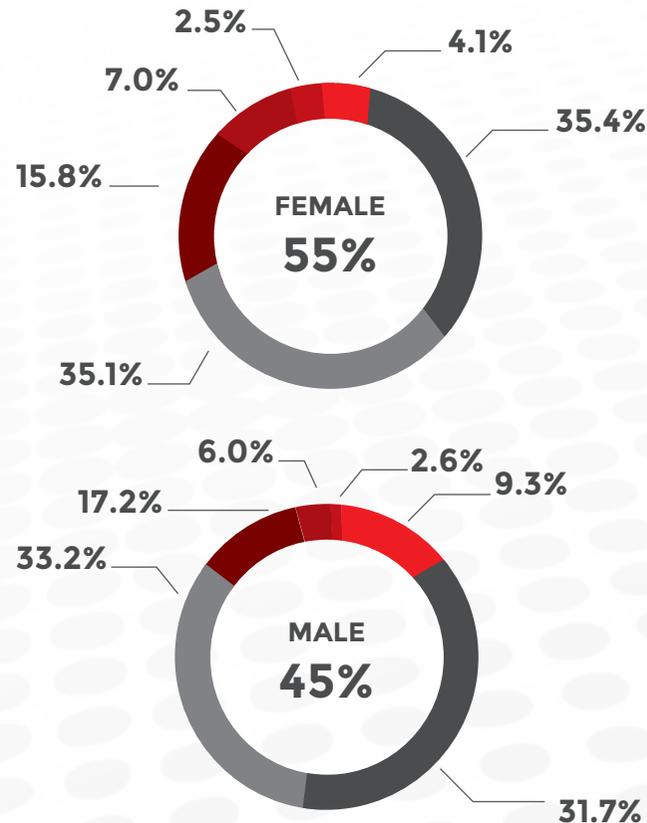
# SOUTH AFRICA



**PANEL SIZE : 6,000**

POPULATION SIZE: 48,8mln  
INTERNET PENETRATION RATE: 14%

DOUBLE OPT-IN



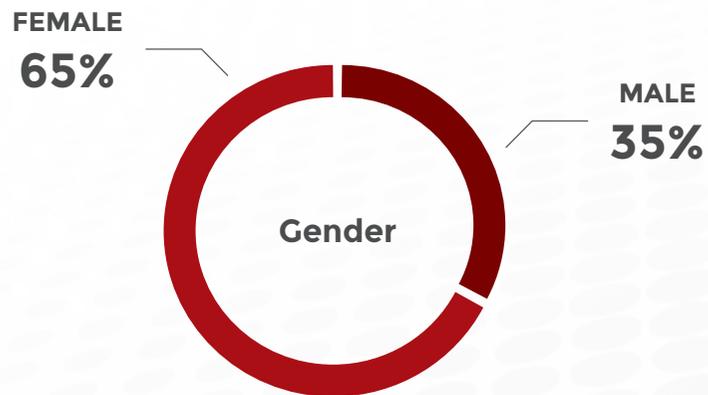


# UKRAINE

## PANEL SIZE : 3,000

POPULATION SIZE: 43,8mln  
INTERNET PENETRATION RATE: 44%

DOUBLE OPT-IN



## REGION

Central and Northern	15%
Eastern	34%
Kiev	7%
Southern and Crimea	15%
Westerns	29%

## AGE

15-19 years	4%
20-29 years	24%
30-39 years	26%
40-49 years	24%
50-59 years	16%
60 years and over	6%

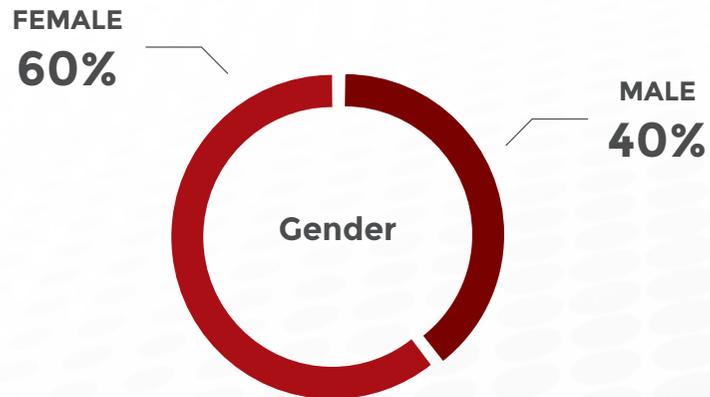


# MONTENEGRO

## PANEL SIZE : 1,500

POPULATION SIZE: 0,6mln  
INTERNET PENETRATION RATE: 62%

DOUBLE OPT-IN



## REGION

South Montenegro	18%
Central Montenegro	67%
North Montenegros	15%

## AGE

15-19 years	3%
20-29 years	38%
30-39 years	36%
40-49 years	15%
50-59 years	6%
60 years and over	2%

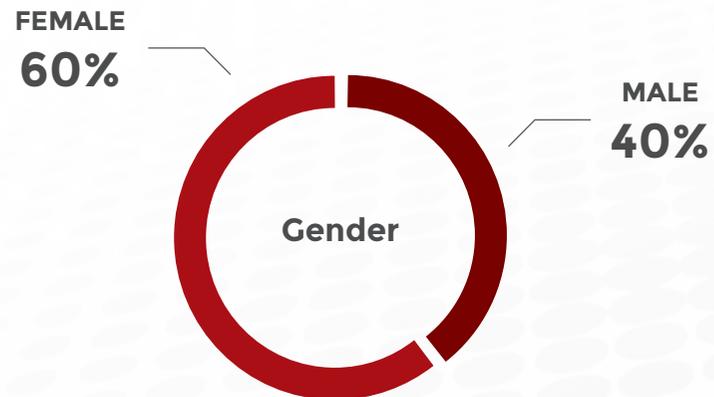


# CYPRUS

## PANEL SIZE : 1,000

POPULATION SIZE: 1,2mln  
INTERNET PENETRATION RATE: 72%

DOUBLE OPT-IN



## AGE

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15-19 years	6%
20-29 years	18%
30-39 years	27%
40-49 years	24%
50-59 years	14%
60 years and over	11%

# CONTACT US



United Kingdom

**Shelley Barber**  
Head of Business - UK  
[s.barber@misgroup.io](mailto:s.barber@misgroup.io)

**+44 (0)20 7687 1234**



France

**Mélanie Porez**  
Business Developer  
[m.porez@misgroup.io](mailto:m.porez@misgroup.io)

**+33 (0)3 20 42 66 77**

[www.misgroup.io](http://www.misgroup.io)

**ESOMAR**  
[corporate](http://www.esomar.com)

