



Our total panel numbers are based on qualified, double opt-in members only. We base our commitment to our clients on this 'active' proportion because of their predictability and because of the profile information we know about them.

Having proprietary panels across the world's key markets means that we are a reliable one-stop shop as we have full control of the panelists.

### Proprietary Panels and Size



Europe	
Austria	11,000+/-
Belgium	53,000+/-
Denmark	14,000+/-
France	237,000+/-
Germany	330,000+/-
Italy	80,000+/-
Netherlands	91,000+/-
Norway	20,000+/-
Poland	32,000+/-
Portugal	28,000+/-
Spain	106,000+/-
Sweden	34,000+/-
Switzerland	5,500+/-
Great Britain	267,000+/-

Americas	
Brazil	26,000+/-
Canada	218,000+/-
Mexico	63,000+/-
USA	3 Million+/-

Asia & Australia	
Australia	140,000+/-
China	145,000+/-
Japan	64,000+/-
South Korea	35,000+/-
India	56,000+/-

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