

# SSI GLOBAL PANEL

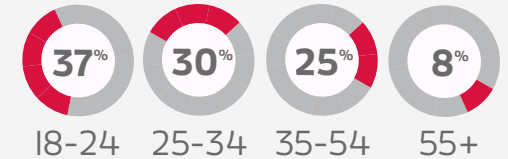
TOTAL

17 Million+

GENDER

48%  |  52%

AGE



## COUNTRY PANEL COUNTS

Panel Demographics for Selected Countries

COUNTRY	TOTAL	MALE	FEMALE	18-24	25-34	35-54	55+	MAX NAT REP
ARGENTINA	91,640	40%	60%	34%	27%	30%	8%	1,000+
AUSTRALIA	353,317	46%	54%	36%	23%	25%	16%	10,000+
AUSTRIA	37,460	53%	47%	43%	27%	23%	7%	1,000+
BELGIUM	109,423	49%	51%	35%	18%	29%	18%	2,000+
BRAZIL	723,460	68%	32%	51%	27%	18%	4%	5,000+
BULGARIA	5,262	61%	39%	22%	35%	35%	8%	< 1,000
CANADA	577,356	42%	58%	36%	25%	26%	13%	5,000+
CHILE	98,015	37%	63%	39%	37%	21%	4%	2,000+
CHINA	1,719,477	56%	44%	41%	41%	16%	1%	5,000+
COLOMBIA	188,998	45%	55%	42%	33%	22%	3%	2,000+
CZECH REPUBLIC	19,176	33%	67%	34%	27%	29%	10%	2,000+
DENMARK	47,957	55%	45%	39%	20%	23%	18%	1,000+
FINLAND	20,002	54%	46%	27%	17%	32%	24%	1,000+
FRANCE	393,689	50%	50%	38%	24%	28%	10%	10,000+
GERMANY	434,599	55%	45%	43%	27%	23%	8%	10,000+
HONG KONG	36,163	43%	57%	37%	32%	28%	4%	< 1,000

COUNTRY	TOTAL	MALE	FEMALE	18-24	25-34	35-54	55+	MAX NAT REP
HUNGARY	68,555	48%	52%	36%	27%	27%	10%	2,000+
INDIA	467,575	82%	18%	56%	31%	12%	1%	2,000+
INDONESIA	377,003	73%	27%	50%	32%	16%	1%	1,000+
IRELAND	9,575	52%	48%	53%	20%	20%	6%	< 1,000
ITALY	146,772	43%	57%	21%	26%	40%	12%	5,000+
JAPAN	588,019	49%	51%	19%	22%	42%	16%	10,000+
KOREA, REPUBLIC OF	275,958	49%	51%	31%	29%	35%	5%	2,000+
MALAYSIA	125,229	49%	51%	30%	39%	27%	3%	1,000+
MEXICO	411,224	60%	40%	47%	30%	20%	3%	2,000+
NETHERLANDS	186,682	53%	47%	33%	20%	27%	20%	5,000+
NEW ZEALAND	74,336	33%	67%	24%	21%	30%	24%	2,000+
NORWAY	49,728	47%	53%	47%	25%	22%	6%	1,000+
PHILIPPINES	113,593	42%	58%	45%	37%	16%	2%	2,000+
POLAND	115,826	43%	57%	30%	36%	25%	8%	5,000+
PORTUGAL	33,916	40%	60%	31%	24%	36%	9%	1,000+
ROMANIA	83,084	46%	54%	42%	30%	23%	4%	2,000+
SINGAPORE	48,672	51%	49%	35%	29%	30%	6%	1,000+
SLOVAKIA	16,169	41%	59%	39%	28%	25%	7%	1,000+
SOUTH AFRICA	36,335	43%	57%	32%	37%	26%	5%	1,000+
SPAIN	313,035	56%	44%	35%	28%	32%	5%	10,000+
SWEDEN	69,799	54%	46%	39%	24%	24%	13%	1,000+
SWITZERLAND	27,232	51%	49%	38%	22%	28%	12%	1,000+
TAIWAN	286,168	47%	53%	34%	35%	29%	3%	5,000+
THAILAND	136,665	46%	54%	51%	30%	17%	2%	< 1,000
TURKEY	63,481	77%	23%	50%	29%	18%	3%	< 1,000
UNITED KINGDOM	665,620	48%	52%	39%	25%	26%	10%	20,000+
UNITED STATES	7,139,207	38%	62%	32%	29%	28%	11%	80,000+
VIETNAM	543,616	65%	35%	58%	35%	7%	1%	< 1,000