

COUNTRY PANEL SPECIFICATION

Country Panel Specifications					
Member Company	Total Universe (total population - no of HHs)	Average size of household	Sample size (no of HHs)	Data collection	
Austria	FESSEL-GfK	3.374.000	2,4	2.800	Diary/Scanning
Belgium	GfK Panel Services Benelux division Belgium	4.442.000	2,4	3.000	Scanning
Bosnia	GfK Bosnia	1.114.000	3,5	1.000	Diary
Bulgaria	GfK Bulgaria	2.921.000	2,7	2.000	Diary
Croatia	GfK Croatia	1.477.000	3,0	1.500	Diary
Czechia	GfK Praha, Czechia	4.366.000	2,3	2.000	Diary
Denmark	GfK Danmark A/S	2.517.000	2,2	3.000	Diary/Web-based Scanning
France	TNS Worldpanel France	25.610.000	2,6	12,000 ⁽¹⁶⁾	Scanning
Germany	GfK Panel Services Deutschland GmbH	36.900.000	2,1	20.000	Scanning
Great-Britain	TNS Worldpanel GB	24.700.000	2,3	20,000 ⁽¹⁾	Scanning
Hungary	GfK Hungary	4.000.000	2,6	2.000	Diary
Ireland (Total)	TNS Wordpanel Ireland	1.443.000	2,9	2,000 ⁽²⁾	Scanning
Italy	IHA Italia S.p.A	21.645.000	2,7	8.000	Diary/Scanning (interviewers)
Kazakhstan	GfK Kazakhstan	4.152.740	3,6	1.000	Diary
Netherlands	GfK Panel Services Benelux bv	7.144.000	2,3	6.000	Scanning
Norway	GfK Norge AS	2.000.000	2,2	1.500	Diary/Scanning
Poland	GfK Polonia	13.536.000	2,7	5.000	Diary
Portugal	TNS Euroteste	3.727.000	2,7	2.500	Scanning
Romania	GfK Romania	7.320.000	2,9	2.000	Diary
Russia	GfK RUS	51.800.000	2,7	8.000	Diary
Serbia	GfK Belgrade	2.521.000	2,9	1.000	Diary
Slovakia	GfK Slovakia	1.900.000	2,9	1.500	Diary
Spain	TNS Worldpanel Spain	15.933.000	2,8	8.000	Scanning
Sweden	GfK Sverige AB	4.300.000	2,1	3.000	Diary/Scanning
Switzerland	IHA-GfK AG	3.100.000	2,3	2.250	Diary
Ukraine	HTP	17.580.000	4,2	6.169	Diary
Ukraine	GfK Ukraine	18.463.000	2,7	3.000	Diary

(1): building up to 25,000 by the end of 2006

(2): currently 2,000 (1,350 ROI & 650 Northern Ireland). Increase to 2,650 by Oct. 2007 (2,000 ROI + 650 Northern Ireland) and to 3,650 by Aug. 2008 (3,000 ROI + 650 Northern Ireland)

(16): To increase to 20,000 HHs in 2007

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Latin Americas					
Argentina	LatinPanel Argentina	10.720.000	3,6	3,000 ⁽³⁾	Diary (weekly interviewer)
Bolivia	LatinPanel Bolivia, S.A.	1.977.000	5,0	950 ⁽⁴⁾	Interviewer with Scanner (weekly)
Brazil	LatinPanel Brazil	51.752.000	3,8	8,200 ⁽⁵⁾	Interviewer with Scanner (weekly)
Chile	LatinPanel Chile, S.A.	3.516.000	4,4	2,000 ⁽⁶⁾	Interviewer with Scanner (weekly)
Colombia	LatinPanel Colombia S.A.	11.167.000	4,2	2,610 ⁽⁷⁾	Interviewer with Scanner (weekly)
Costa Rica	TNS Data, S.A.	1.024.000	4,2	500 ⁽⁸⁾	Interviewer with Scanner (bi-weekly)
Ecuador	LatinPanel Ecuador S.A.	3.478.000	3,8	1,000 ⁽⁹⁾	Interviewer with Scanner (weekly)
El Salvador	TNS Data, S.A.	1.604.651	4,3	500 ⁽⁸⁾	Interviewer with Scanner (bi-weekly)
Guatemala	TNS Data, S.A.	2.549.020	5,1	500 ⁽⁸⁾	Interviewer with Scanner (bi-weekly)
Honduras	TNS Data, S.A.	1.586.957	4,6	500 ⁽⁸⁾	Interviewer with Scanner (bi-weekly)
Mexico City	LatinPanel México	16.273.877	4,1	6,200 ⁽¹⁰⁾	Interviewer with Scanner (weekly)
Paraguay	TNS Data, S.A.	1.288.889	4,5	500 ⁽⁸⁾	Interviewer with Scanner (bi-weekly)
Peru	TNS Data, S.A.	780.488	4,1	500 ⁽⁸⁾	Interviewer with Scanner (bi-weekly)
Peru	LatinPanel Peru, S.A.	5.926.821	5,0	3,746 ⁽¹¹⁾	Diary (weekly interviewer)
Venezuela	LatinPanel Venezuela C.A.	6.040.000	4,4	2,800 ⁽¹²⁾	Diary (weekly interviewer)
USA	IRI	112.727.000	2,6	70.000	Scanning

The sample covers cities of over 500 inhabitants, Patagonia excluded

The sample is representative of 3 main cities (La Paz, Cochabamba and Santa Cruz)

The sample covers cities of over 10,000 inhabitants

The sample covers cities of over 20,000 inhabitants

The sample is representative of 4 main cities (Bogota, Cali, Medellin and Baraquilla)

The sample covers urban and rural cities of over 10,000 inhabitants

The sample is representative of 2 main cities (Quito and Guayaquil)

): The sample covers cities of over 20,000 inhabitants

): The sample covers Lima and 13 main cities, representing 64% of the Peruvian population

): The sample covers 4 main cities (Caracas, Maracaibo, Valencia and Puerto la Cruz) representing 27% of the population



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Asia Pacific					
China	TNS Worldpanel China	443.240.000	3,0	12.800	Diary (interviewer)
Vietnam	INTAGE Inc.	49.529.000	2,6	12.000	Scanning
Korea	TNS Worldpanel Korea	15.900.000	2,9	2.500	Diary
Insular Malaysia	TNS Worldpanel Malaysia	4.496.000	4,5	2.500	Diary
Philippines	TNS Worldpanel Philippines	16.857.000	5,0	3.000	Diary
Taiwan	TNS Worldpanel Taiwan	7.292.000	3,1	3.000	Diary
Thailand	TNS Worldpanel Thailand	18.430.000	3,4	3,200 ⁽¹³⁾	Diary
Vietnam	TNS Worldpanel Vietnam	18.771.000	4,4	2,150 ⁽¹⁴⁾	Diary (interviewer)
Middle East					
Egypt	Pan Arab Research Center, Egypt	15.478.000	4,5	1.000	Diary
Saudi Arabia	TNS Middle East	3.990.000	5,6	2,000 ⁽¹⁵⁾	Diary (interviewer)
United Arab Emirates	Pan Arab Research Center, UAE	720.000	5	450	Diary

(13): The sample represents both the urban and rural areas (1,200 hhs rural)

(14): The sample covers the main urban centres (Hanoi, HCMC, Danang, Can Tho)

(15): The sample covers Total Saudi Arabia since June 2006

