



## NEO GLOBAL PANEL BOOK

NEO brings nearly four decades of experience to every project, including 6 years of experience in creating and managing global online panels.

Neo panels connect you to any respondent – consumer, business or specialty population – to measure and track attitudes and behaviors in almost any market around the world, quickly and efficiently.

### Targeted Profiles

While the experienced research team at can help you customize a panel request according to almost any criteria.

#### ■ Automotive

- Make
- Model
- Year
- Type
- Color
- lease/buy
- used/new
- Watercraft
- insurance provider
- navigation system

#### ■ Beauty & Style

- Skin
- Hair
- make-up
- Fragrance
- nail care
- hair removal
- Aftershave
- Antiperspirant
- cosmetic surgery
- tattoos/piercings
- teeth whitening

#### ■ Casinos & Gambling

- loyalty programs
- rewards programs
- spending habits
- Comps
- casino brands
- game types
- online gaming
- online memberships
- Las Vegas
- Atlantic City

#### ■ Consumer Technology

- Computer
- Electronics
- Email
- e-reader
- Internet usage
- mobile phone
- online shopping
- Printer
- Software
- Tablets
- Webcam

#### ■ Food

- grocery shopping habits
- fast food consumption
- fast food brands
- sit-down restaurant frequency
- restaurant brands
- organic food consumption
- consumption attitudes

#### ■ Health & Wellness

- General
- emotional disorders
- Fitness
- Insurance
- medical conditions
- medications
- surgical procedures
- tobacco usage

#### ■ Hispanic

- generations in household
- country of origin
- year of move to U.S.
- language spoken at home/work

#### ■ Moms

- breast-feeding
- entertainment
- Fertility
- formula
- parenting styles
- pregnancy
- shopping

#### ■ Travel

- business
- Leisure
- rewards programs
- air travel
- Hotels
- car rental
- destinations
- cruising

#### ■ Video Gaming

- beta testing
- brands
- downloads
- frequency

sun protection

■ Beverage

- Type
- Brands
- Frequency
- Consumption
- spending level

■ B2B

- Attitudes
- Demographics
- Experience
- Influence
- office equipment
- Technology

■ Entertainment

- technology products & activity
- music listening
- music purchasing
- television service
- television viewing
- film viewing
- newspaper/magazine/book reading
- audio book listening
- cell phone activity
- pet ownership
- physical activity
- Recreation
- Hobbies
- Travel

Spanish language consumption:

- television
- Radio
- internet
- periodicals

■ Money & Finance

- Banking
- credit cards
- home type
- Investing
- Mortgage
- utility bills

- forums
- communities
- hardware
- magazines
- parental controls
- peripherals
- accessories
- platforms
- programming
- purchases
- Types
- Usage

Europe

Country	Panel Size	Age(%)					Gender(%)	
		18-24	25-34	35-44	45-54	55-99	Male	Female
Austria	7000	20	26	20	16	18	39	61
Belgium	21000	24	26	20	18	12	48	52
Bulgaria	3628	12	38	12	28	10	28	72
Czech Republic	2000	23	34	23	14	6	52	48
Denmark	35000	34	22	20	14	10	56	44
Estonia	4221	21	4	17	12	1	39	61
Finland	34000	35	20	15	13	17	58	42
France	120000	20	33	25	12	10	24	76
Germany	153000	22	37	23	12	6	52	48
Greece	5000	12	40	35	10	3	65	35
Hungary	1029	18	2	32	18	12	19	81
Ireland	7000	20	30	25	18	7	68	32
Italy	48000	24	37	23	13	3	66	34
Latvia	9908	21	41	13	17	8	40	60
Lithuania	14180	21	23	41	9	8	51	49
Netherlands	55000	30	24	21	15	10	61	39
Norway	12000	36	23	20	12	9	41	59
Poland	34000	25	41	17	13	4	67	33
Portugal	31000	19	40	26	12	3	54	46
Romania	12603	10	42	28	8	12	80	20
Russia	50000	32	43	17	5	3	52	48
Slovakia	6343	24	28	23	18	7	66	34
Slovenia	8670	13	26	20	27	14	27	73

Spain	95500	28	32	22	15	3	46	54
Sweden	45000	30	22	18	16	14	52	48
Switzerland	4500	25	30	20	15	10	38	62
Turkey	15000	37	41	13	6	3	24	76
UK	95000	25	30	20	15	10	55	45
Ukraine	2000	20	50	21	6	3	40	60

### South America

		Age(%)					Gender(%)	
Country	Panel Size	18-24	25-34	35-44	45-54	55-99	Male	Female
Argentina	45000	22	32	20	18	8	44	56
Brazil	75000	35	35	10	10	10	45	55
Chile	20000	15	34	22	17	12	41	59
Colombia	10000	43	34	15	5	3	68	32
Peru	1000	21	39	19	16	5	38	62
Uruguay	1258	8	27	18	37	10	41	59
Venezuela	9763	39	25	22	10	4	29	71

### North America

		Age(%)					Gender(%)	
Country	Panel Size	18-24	25-34	35-44	45-54	55-99	Male	Female
Canada	35000	25	28	20	14	13	36	64
Costa Rica	14000	25	31	3	9	5	42	58
Mexico	65000	26	33	23	13	5	58	42
Puerto Rico	2500	35	25	22	6	2	55	45
USA	123500	25	28	21	16	10	70	30

### Africa

	Age(%)	Gender(%)
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Country	Panel Size	18-24	25-34	35-44	45-54	55-99	Male	Female
Egypt	24300	27	45	16	8	4	86	14
Kenya	8400	21	35	28	9	7	65	35
Morocco	2900	26	33	23	13	5	78	22
Nigeria	7000	21	35	28	12	4	75	25
South Africa	45000	25	28	21	16	10	42	58