



Panel Book 2010/Q1

| | Total | Gender | | Age | | | | | | | |
|--------------------|---------|--------|------|-----|---------|---------|---------|---------|---------|---------|------|
| | | Female | Male | <18 | 18 – 24 | 25 – 34 | 35 – 44 | 45 – 54 | 55 – 64 | 65 – 74 | 75 + |
| Argentina | 21205 | 67% | 33% | 2% | 22% | 29% | 21% | 17% | 6% | 2% | 1% |
| Australia | 97381 | 58% | 42% | 2% | 15% | 28% | 24% | 17% | 10% | 3% | 1% |
| Austria | 19603 | 52% | 48% | 6% | 14% | 31% | 21% | 15% | 9% | 3% | 2% |
| Belgium | 44942 | 53% | 47% | 8% | 22% | 25% | 18% | 15% | 9% | 2% | 1% |
| Brazil | 111061 | 48% | 52% | 8% | 30% | 33% | 17% | 8% | 2% | 1% | 1% |
| Canada | 160847 | 65% | 35% | 0% | 13% | 25% | 23% | 21% | 13% | 4% | 1% |
| China | 499318 | 45% | 55% | 2% | 30% | 44% | 15% | 6% | 4% | 1% | 0% |
| Denmark | 44323 | 55% | 45% | 8% | 14% | 20% | 24% | 19% | 10% | 4% | 1% |
| Finland | 37576 | 63% | 37% | 11% | 21% | 28% | 19% | 12% | 6% | 2% | 1% |
| France | 344667 | 67% | 34% | 3% | 15% | 38% | 22% | 14% | 8% | 2% | 1% |
| Germany | 97978 | 50% | 50% | 5% | 19% | 28% | 22% | 15% | 7% | 3% | 1% |
| Hong Kong | 15573 | 46% | 54% | 12% | 30% | 37% | 14% | 3% | 2% | 1% | 1% |
| Ireland | 14471 | 65% | 35% | 4% | 20% | 41% | 21% | 9% | 3% | 1% | 1% |
| Italy | 80571 | 53% | 47% | 2% | 24% | 29% | 19% | 17% | 8% | 1% | 0% |
| Japan | 42136 | 56% | 44% | 1% | 15% | 46% | 20% | 10% | 5% | 2% | 1% |
| Mexico | 82073 | 43% | 57% | 13% | 38% | 28% | 13% | 5% | 1% | 1% | 1% |
| Netherlands | 101124 | 59% | 41% | 6% | 12% | 17% | 22% | 21% | 16% | 5% | 1% |
| Norway | 25059 | 56% | 44% | 14% | 18% | 24% | 22% | 13% | 6% | 2% | 1% |
| Poland | 56370 | 60% | 41% | 11% | 26% | 39% | 12% | 8% | 4% | 1% | 1% |
| Portugal | 28927 | 55% | 45% | 2% | 21% | 50% | 14% | 8% | 2% | 2% | 1% |
| Singapore | 12258 | 59% | 41% | 6% | 28% | 43% | 16% | 4% | 1% | 1% | 1% |
| Spain | 108501 | 42% | 58% | 3% | 22% | 35% | 22% | 12% | 4% | 1% | 1% |
| Sweden | 54980 | 63% | 37% | 22% | 23% | 17% | 17% | 13% | 6% | 2% | 0% |
| Switzerland | 42932 | 44% | 57% | 8% | 14% | 31% | 24% | 13% | 7% | 3% | 2% |
| Taiwan | 30412 | 55% | 45% | 11% | 34% | 35% | 13% | 4% | 1% | 1% | 1% |
| UK | 344317 | 62% | 39% | 6% | 15% | 31% | 23% | 14% | 9% | 3% | 1% |
| USA | 1563363 | 64% | 36% | 3% | 23% | 31% | 20% | 14% | 6% | 2% | 1% |

Over 70 countries available, only most popular show above.