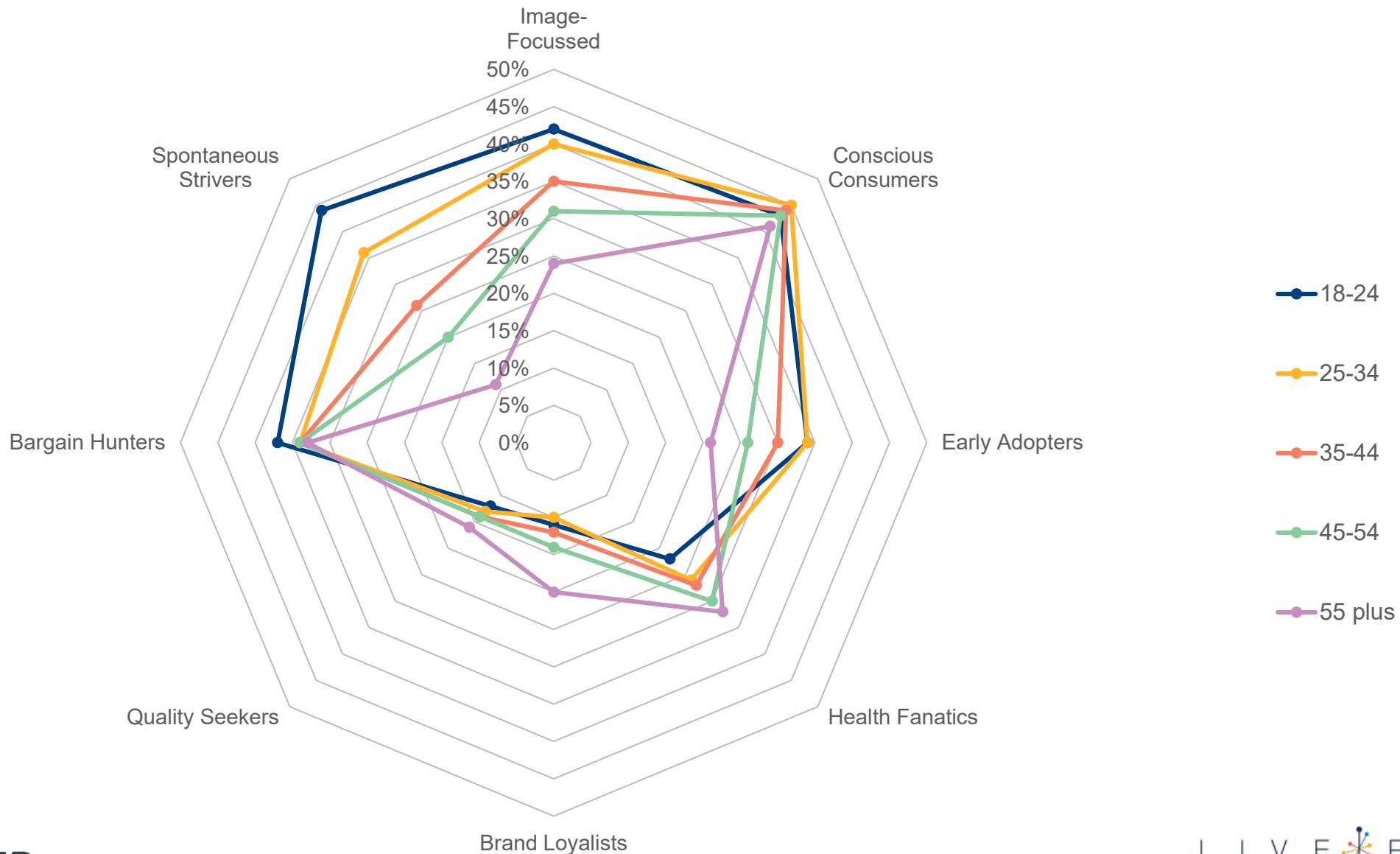


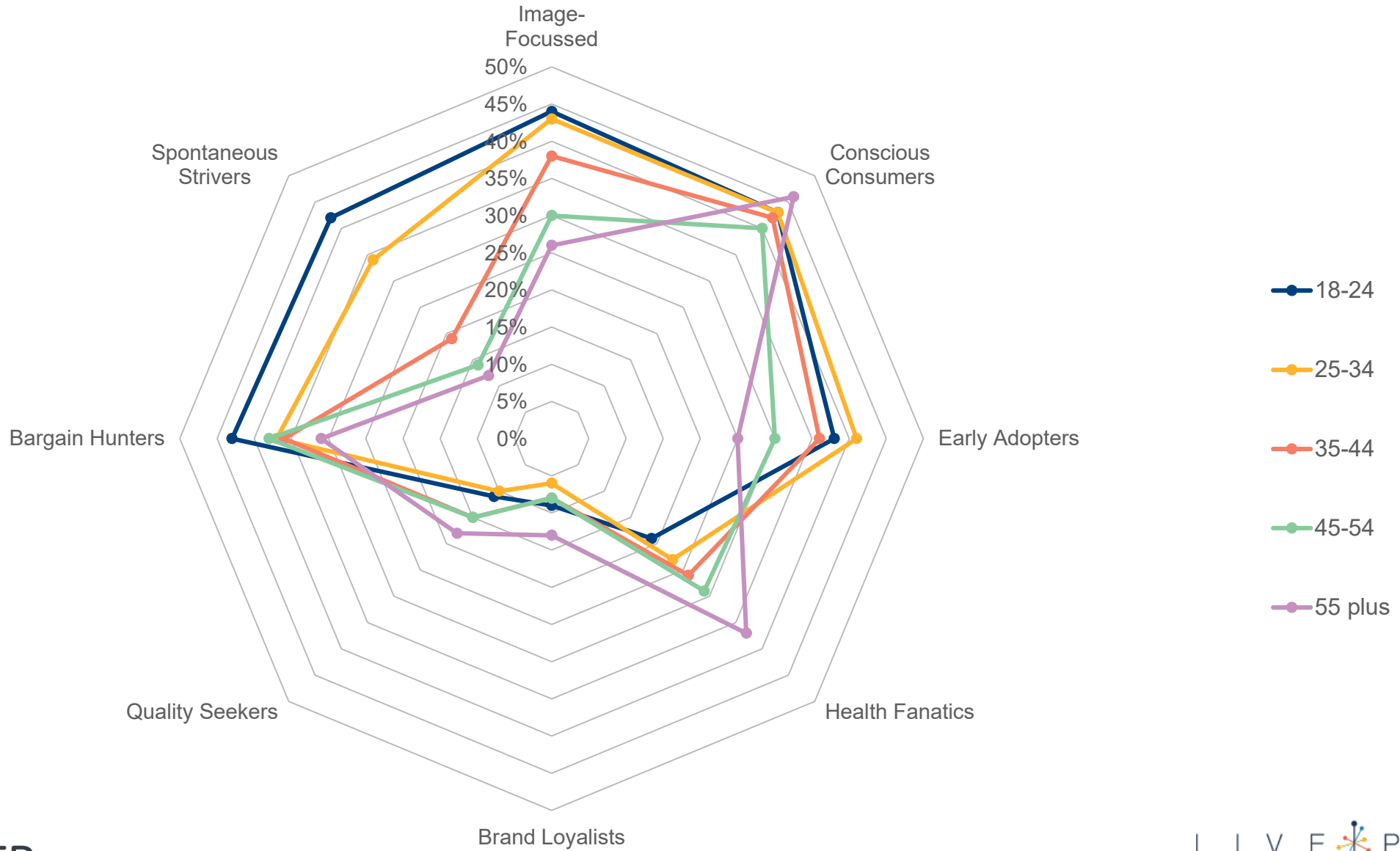


DIFERENCIAS GENERACIONALES EN LOS ARQUETIPOS DE PERSONALIDAD DE LOS CONSUMIDORES





DIFERENCIAS GENERACIONALES EN LOS ARQUETIPOS DE PERSONALIDAD DE LOS CONSUMIDORES



LIVE PANEL METRICS



Markets
Covered



54

Consumers



350k

Year LIVE
Panel started



2015

[m]PLATFORM
audiences



300

Attitudinal
Statements



40

Personality
Archetypes



13

Categories



61

Media



23

Touchpoints



28

SPAIN



IMPORTANT STATS

Sample profile: Internet population 18-64

Sample size

5,000 (2019)

5,000 (2018)

10,000 (Double-base)

Methodology: Online panels

Panel partners used

Kantar Profiles, NetQuest, Toluna

Data Collection Period: 27/06/2019 - 12/07/2019

Language(s): Spanish

Internet penetration¹: 85%

Size of the internet population 18-64²

27,322,000

Size of the total population 18-64³

29,180,000

¹ Source: <https://data.worldbank.org/indicator/IT.NET.USER.ZS>

² Source: EGM 1* accumulated wave 2018. People 18-64 internet users last month

³ Source: EGM 1*

