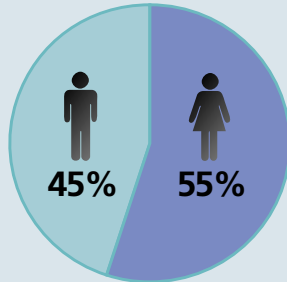


EU Consumers Community

Statistics at a Glance

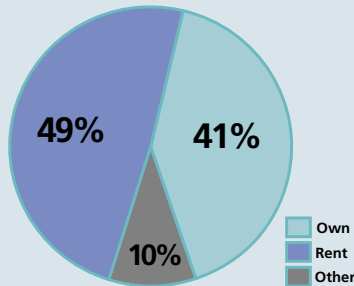
Total Recruitment Pool	1 Million Registered Users
Stable Panel Size	25,000
Avg. Response Rate	38%
Avg. Freq. of Use	45 days



Gender

Employment Status

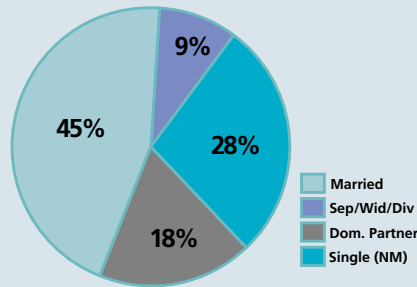
Employed by someone else working outside your home	64%
Employed by someone else working from home	2%
Self-employed working outside your home	7%
Self-employed working from home	8%
Homemaker	19%



Home Ownership

Household Income

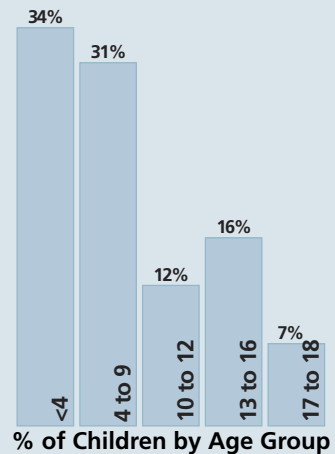
< \$20k	17%
\$20k - \$49,999	39%
\$50k - \$74,999	26%
\$75k - \$99,999	10%
\$100k - \$149,999	5%
\$150k - \$199,999	2%
\$200k +	1%
Avg. HHI (\$)	52,518



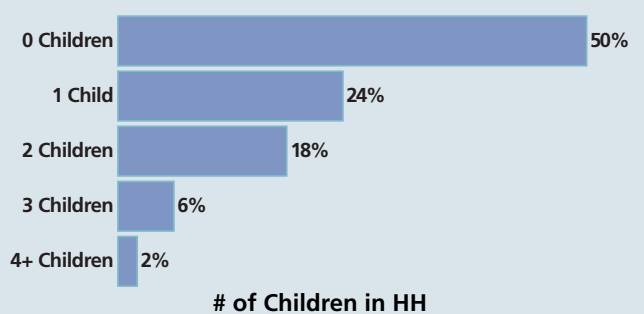
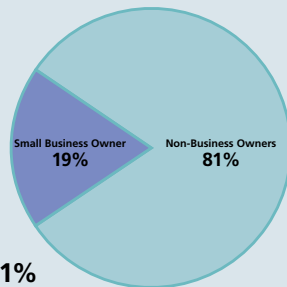
Marital Status

Age

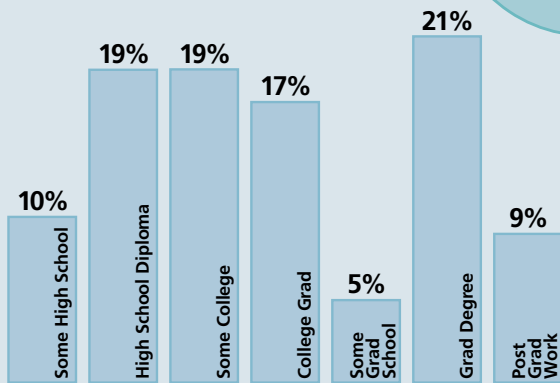
<21	2%
21-24	8%
25-34	39%
35-44	27%
45-54	15%
55-64	7%
65+	2%



% of Children by Age Group



of Children in HH



Education

Market Notes

At the time of the survey in early May, many Europeans were already looking forward to their summer holidays, with over one third of consumers (35%) putting spare cash into upcoming holidays, more than any other region.

The Spanish continue to lead the way as the world's biggest spenders on out-of-home entertainment, while in the Nordics, any spare cash is filtered into home improvements. "My home is my castle" reigns true for many Europeans and they are the biggest spenders globally on their home and home improvements, especially the Nordic countries. Eight out of the top ten countries who spend most on home improvements are European.

Fashion-conscious French consumers rank third in the world for spending on new clothes, with 42% splashing out on new summer wardrobes, but it's the Russians who are the world's biggest spenders on new clothes (49%).

