Age distribution

	FR	GER	JP	RU	ES	UK	US
13 to 14	2.5%	1.9%	2.3%	1.8%	1.9%	2.2%	2.6%
15 to 19	3.1%	2.5%	2.4%	2.2%	4.6%	6.0%	3.3%
20 to 29	5.8%	5.8%	5.2%	7.2%	10.7%	13.6%	7.2%
30 to 39	6.0%	6.3%	6.3%	8.0%	15.5%	13.1%	6.6%
40 to 49	6.6%	6.9%	7.1%	6.3%	16.3%	14.2%	6.4%
Sub	24.0%	23.4%	23.3%	25.5%	49.1%	49.2%	26.1%

2015 Pop (MM)	64,277,242	83,356,677	128,056,026	146,267,288	46,439,864	65,110,000	326,929,143
Urban	80.0%	75.0%	93.0%	73.2%	79.6%	79.0%	82.0%
Rural	20.0%	25.0%	7.0%	26.8%	20.4%	21.0%	18.0%
Male	48.7%	49.0%	48.7%	46.3%	49.1%	49.1%	49.3%
Female	51.4%	51.0%	51.3%	53.7%	50.9%	50.9%	50.7%

Sources: Wikipedia, CIA Factbook, United Nations Population Data.
2015, 2016 estimates.

COUNTRY WEIGHTS

	POP	Proportion	Sample	Proportion	Weight
ES	22810162.1	9.4%	1150	14.3%	0.66
FR	15426538.08	6.4%	1150	14.3%	0.45
DE	19505462.42	8.1%	1150	14.3%	0.56
JP	29837054.06	12.3%	1150	14.3%	0.86
RU	37298158.44	15.4%	1150	14.3%	1.08
UK	32030952.77	13.2%	1150	14.3%	0.93
US	85328506.32	35.2%	1150	14.3%	2.47
	242236834.2	**100.0%**	**8050**		

AGE COHORT WEIGHTS

ES	Proportion	Sample	**WEIGHT**
13 to 14	4%	20%	0.20
15 to 19	9%	20%	0.47
20 to 29	22%	20%	1.09
30 to 35	16%	10%	1.58
36 to 39	16%	10%	1.58
40 to 49	33%	20%	1.66
FR			
13 to 14	10%	20%	0.52
15 to 19	13%	20%	0.65
20 to 29	24%	20%	1.21
30 to 35	13%	10%	1.25
36 to 39	13%	10%	1.25
40 to 49	28%	20%	1.38
DE			
13 to 14	8%	20%	0.41

Population Size (13-49)

	ES	FR	DE	JP	RU	UK	US	
13 to 14	901,475	1,606,931	1,583,777	2,945,289	2,632,811	1,454,610	8,500,158	
15 to 19	2,152,845	1,992,595	2,083,917	3,073,345	3,217,880	3,930,227	10,788,662	
20 to 29	4,958,604	3,728,080	4,834,687	6,658,913	10,531,245	8,880,349	23,538,898	
30 to 35	3,609,073	1,928,317	2,625,735	4,033,765	5,850,692	4,259,654	10,788,662	
36 to 39	3,609,073	1,928,317	2,625,735	4,033,765	5,850,692	4,259,654	10,788,662	
40 to 49	7,579,093	4,242,298	5,751,611	9,091,978	9,214,839	9,246,459	20,923,465	
	22,810,162	15,426,538	19,505,462	29,837,054	37,298,158	32,030,953	85,328,506	242,236,834
	9.4%	6.4%	8.1%	12.3%	15.4%	13.2%	35.2%	

Age distribution (100% Base for Quota)

	ES	FR	DE	JP	RU	UK	US
13 to 14	4%	10%	8%	10%	7%	5%	10%
15 to 19	9%	13%	11%	10%	9%	12%	13%
20 to 29	22%	24%	25%	22%	28%	28%	28%
30 to 35	16%	13%	13%	14%	16%	13%	13%
36 to 39	16%	13%	13%	14%	16%	13%	13%
40 to 49	33%	28%	29%	30%	25%	29%	25%

Sample Sizes (13-49)

	ES	FR	DE	JP	RU	UK	US
13 to 14	**230**	**230**	**230**	**230**	**230**	**230**	**230**
15 to 19	**230**	**230**	**230**	**230**	**230**	**230**	**230**
20 to 29	**230**	**230**	**230**	**230**	**230**	**230**	**230**
30 to 35	**115**	**115**	**115**	**115**	**115**	**115**	**115**
36 to 39	**115**	**115**	**115**	**115**	**115**	**115**	**115**
40 to 49	**230**	**230**	**230**	**230**	**230**	**230**	**230**
	1,150	**1,150**	**1,150**	**1,150**	**1,150**	**1,150**	**1,150**

	ES	FR	DE	JP	RU	UK	US
Gen Z	**460**	**460**	**460**	**460**	**460**	**460**	**460**
Gen Y	**345**	**345**	**345**	**345**	**345**	**345**	**345**
Gen X	**345**	**345**	**345**	**345**	**345**	**345**	**345**
	1,150	**1,150**	**1,150**	**1,150**	**1,150**	**1,150**	**1,150**

15 to 19	11%	20%	0.53
20 to 29	25%	20%	1.24
30 to 35	13%	10%	1.35
36 to 39	13%	10%	1.35
40 to 49	29%	20%	1.47
	100%		
JP			
13 to 14	10%	20%	0.49
15 to 19	10%	20%	0.52
20 to 29	22%	20%	1.12
30 to 35	14%	10%	1.35
36 to 39	14%	10%	1.35
40 to 49	30%	20%	1.52
RU			
13 to 14	7%	20%	0.35
15 to 19	9%	20%	0.43
20 to 29	28%	20%	1.41
30 to 35	16%	10%	1.57
36 to 39	16%	10%	1.57
40 to 49	25%	20%	1.24
UK			
13 to 14	5%	20%	0.23
15 to 19	12%	20%	0.62
20 to 29	28%	20%	1.39
30 to 35	13%	10%	1.33
36 to 39	13%	10%	1.33
40 to 49	29%	20%	1.45
US			
13 to 14	10%	20%	0.50
15 to 19	13%	20%	0.63
20 to 29	28%	20%	1.38
30 to 35	13%	10%	1.26
36 to 39	13%	10%	1.26
40 to 49	25%	20%	1.23

URBAN/RURAL GENDER WEIGHTS

	TARGET	**ACT**	TARGET	**ACT**	TARGET	**ACT**	TARGET	**ACT**	TARGET	**ACT**	TARGET	**ACT**	TARGET	**ACT**
	FR		**GER**		**JAP**		**RUS**		**ES**		**UK**		**US**	
Urban	80.0%	**78.0%**	75.0%	**70.0%**	93.0%	**84.0%**	73.2%	**90.0%**	79.6%	**87.0%**	79.0%	**76.0%**	82.0%	**74.0%**
Rural	20.0%	**22.0%**	25.0%	**30.0%**	7.0%	**16.0%**	26.8%	**10.0%**	20.4%	**13.0%**	21.0%	**24.0%**	18.0%	**26.0%**
Male	48.7%	**55.0%**	49.0%	**51.0%**	48.7%	**50.0%**	46.3%	**58.0%**	49.1%	**62.0%**	49.1%	**47.0%**	49.3%	**39.0%**
Female	51.4%	**45.0%**	51.0%	**49.0%**	51.3%	**50.0%**	53.7%	**41.0%**	50.9%	**38.0%**	50.9%	**52.0%**	50.7%	**60.0%**
Agender/Other		**0.0%**		**0.0%**		**0.0%**		**1.0%**		**0.0%**		**1.0%**		**1.0%**