

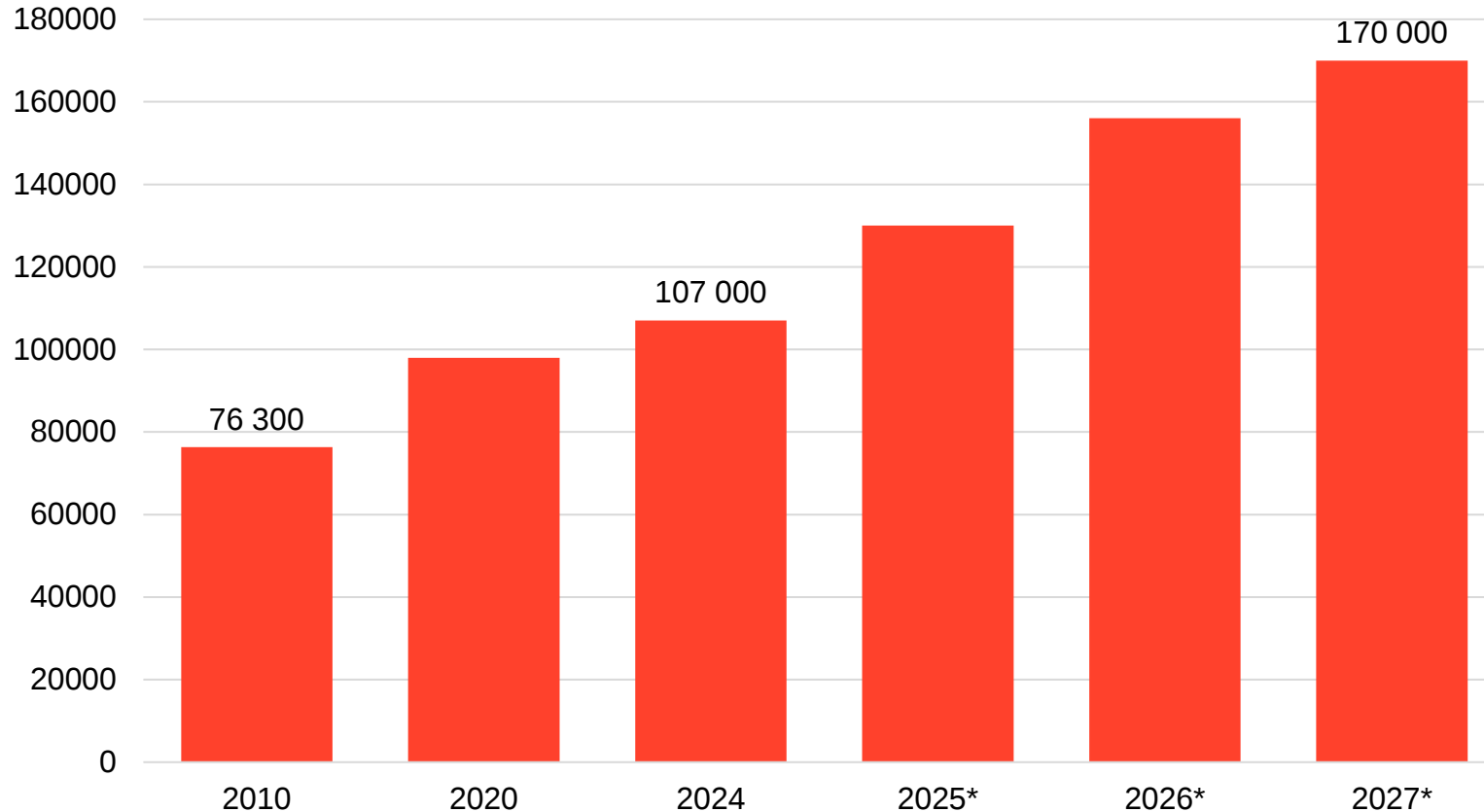
GfK CPS - YouGov – panel enhancements

Prepared for Coca-Cola

All countries consumer panels – history/plans

	Panel size HH 2010	Panel size HH 2024	Scanner/App split (Q4 2024)	Year of panel digitalization
Austria	2800	↑ 4000	70/30	Before 2010
Belgium	4000	↑ 6000	0/100	Before 2010
Bulgaria	2500	2500	10/90	2022
Croatia	1500	1500	0/100	2018
Czechia	2000	↑ 4000	30/70	2012
Denmark	3000	3000	0/100	Before 2010
Germany	20000	↑ 30000	30/70	Before 2010
Hungary	2000	↑ 4000	20/80	2010
Italy	8000	↑ 15000	10/90	Before 2010
Netherlands	6000	↑ 10000	0/100	Before 2010
Norway	1500	Start 2025	0/100 (planned)	
Poland	5000	↑ 8000	55/45	2010
Romania	2000	↑ 6000	25/75	2013
Serbia	1500	↑ 2000	0/100	2018
Slovakia	1500	↑ 3000	20/80	2012
Sweden	3000	4000	0/100	Before 2010
Switzerland			0/100 (planned)	
Ukraine	5000	4000	0/100	2024

Consumer Panel Households – gross sample



Two new markets (CH, NO) and +59% more reporting households planned in Europe.

* planned panel size