

Webinar Marketing Survey

Summary Data



May 2010



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Overview and Copyright...

The contents of this document are based on data collected from voluntary participants in a Web-based survey conducted from December 3, 2009 to May 2, 2010. A total of 146 individuals completed the survey during this period. Neither the sampling method nor the size of the sample can be considered statistically valid, so the results offered here should be considered informative but not definitive in nature. As our lawyers would have us put it:

Tagoras does not guarantee the accuracy of this document's contents and expressly disclaims any liability by reason of inaccurate data provided by respondents.

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...and Another Thing

If having access to this sort of data appeals to you, we'd be truly grateful if you gave some other Tagoras resources a try. Some are free, like:

- The [Tagoras Blog](#), and
- The [Association E-learning Newsletter](#)
- The [Learning 2.0 for Associations](#) eBook

Others cost money, but we think they represent exceptionally high value relative to their costs, and they also help us do practical things like keep the lights on and pay staff so that we can continue to provide free stuff. These include:

- The [Association E-learning: State of the Sector](#) report
- The [Association Learning Management Systems](#) report
- A range of consulting services to help you with improving revenue generation from your e-learning and member/customer education initiatives (just [contact us](#) for more on that one)

Thanks again for taking the time to complete the survey, and best of luck with your ongoing Webinar efforts.

Jeff Cobb & Celisa Steele

Most of the contents of this document are taken from the summary that Survey Monkey, our survey tool of choice, provides. However, because Survey Monkey does not automatically provide summaries or calculations on some of the key numerical data we collected, we have provided them below.

Pricing

Participants who indicated they charge for at least some of their Webinars were asked the following questions.

High | Low Pricing Averages

What is the *highest* amount (in U.S. dollars) your organization charges for a Webinar? Please enter a whole number--no commas, decimals, or dollar signs.

Average: \$226.13

What is the typical length (in minutes) of one of the Webinars for which your organization charges this highest amount? (For example, enter 60 for a one-hour Webinar.) Please enter a whole number--no commas or decimals.

Average: 84.83 minutes

This works out to approximately \$2.67 per minute.

Excluding any free Webinars you may offer what is the *lowest* amount (in U.S. dollars) your organization charges for a Webinar? Please enter a whole number--no commas, decimals, or dollar signs.

Average: \$90.25

What is the typical length (in minutes) of one of the Webinars for which your organization charges this lowest amount? (For example, enter 60 for a one-hour Webinar.) Please enter a whole number--no commas or decimals.

Average: 71.5 minutes

This works out to approximately \$1.26 per minute.

Sponsorship

Survey participants were asked to indicate whether they accept sponsorships for their Webinars. Those that indicated they do were asked the following questions, based on whether they indicated a single-level sponsorship model or a multiple-level sponsorship model.

Single-Level Sponsorship

What is the typical fee (in U.S. dollars) your organization charges for sponsoring a Webinar? Please enter a whole number--no commas, decimals, or dollar signs.

Average: \$4,468.03

Multiple-Level Sponsorship

What are the typical fees (in U.S. dollars) your organization charges for sponsoring a Webinar? Please *begin with your lowest level sponsorship in the Level 1 box* and enter as many subsequent levels after that as are applicable to your organization. Please enter a whole number in each box--no commas, decimals, or dollar signs.

In the end, the data tracked to three levels:

Level 1: \$2,130

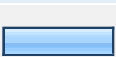

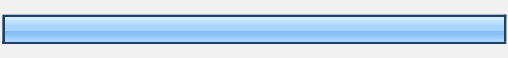
Level 2: \$4,400

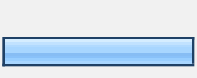

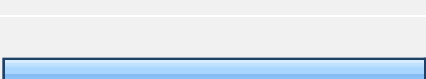
Level 3: \$7,714

The exported summary data from Survey Monkey follows.

Please note that the Business Categories in Question #27 apply only to responses associated with “Other For Profit” businesses.

Webinar Marketing



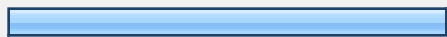




1. Which type of Webinars does your organization offer?			
		Response Percent	Response Count
Live/real-time		16.8%	24
Recorded/archived		5.6%	8
Both		77.6%	111
		<i>answered question</i>	143
		<i>skipped question</i>	3

2. With respect to the labor required to develop and deliver your Webinars, which of the following best describes your organization's approach?			
		Response Percent	Response Count
We rely entirely on internal resources.		29.0%	40
We rely entirely on an outside service provider.		5.8%	8
We use a combination of internal and outside resources.		65.2%	90
		<i>answered question</i>	138
		<i>skipped question</i>	8

3. How frequently do you make use of the following methods in determining the topics for your Webinars?					
	Never	Infrequently	Frequently	Always	Response Count
Formal surveying of members or customrs	7.9% (10)	38.9% (49)	43.7% (55)	9.5% (12)	126
Formal focus groups with members or customers	39.4% (50)	35.4% (45)	19.7% (25)	5.5% (7)	127
Anecdotal, informal input from members or customers	3.9% (5)	15.0% (19)	64.6% (82)	16.5% (21)	127
Input from employees	8.8% (11)	16.0% (20)	56.0% (70)	19.2% (24)	125
Input from board members	11.1% (14)	26.2% (33)	44.4% (56)	18.3% (23)	126
Input from sponsors or business partners	27.0% (34)	38.9% (49)	24.6% (31)	9.5% (12)	126
Assessment of the competitive landscape	7.2% (9)	26.4% (33)	52.8% (66)	13.6% (17)	125
				Other (please specify)	11
				<i>answered question</i>	128
				<i>skipped question</i>	18



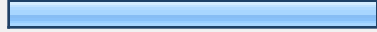



4. How effective do you consider your Webinars to be for each of the following purposes? Please select "Not applicable" for any of the purposes below that do not apply to your use of Webinars.

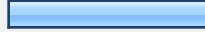
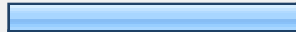
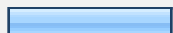
	Highly ineffective	Somewhat ineffective	Somewhat effective	Highly effective	Not applicable	Response Count
Lead generation (i.e., to attract new customers or members)	3.2% (4)	17.7% (22)	43.5% (54)	11.3% (14)	24.2% (30)	124
Brand building	0.8% (1)	1.6% (2)	50.4% (62)	35.0% (43)	12.2% (15)	123
Professional development or continuing education	1.6% (2)	0.8% (1)	22.0% (27)	72.4% (89)	3.3% (4)	123
Customer training or support	0.8% (1)	4.8% (6)	20.8% (26)	36.0% (45)	37.6% (47)	125
Ongoing customer or member engagement	0.0% (0)	5.7% (7)	34.1% (42)	51.2% (63)	8.9% (11)	123
Public education (e.g., on social or political issues)	2.4% (3)	1.6% (2)	18.7% (23)	24.4% (30)	52.8% (65)	123
	<i>answered question</i>					125
	<i>skipped question</i>					21

5. What do you consider to be the <i>single, primary</i> purpose of the Webinars offered by your organization?			Response Percent	Response Count
Lead generation (i.e., to attract new customers or members)			4.1%	5
Brand building			3.3%	4
Professional development or continuing education			67.5%	83
Customer training or support			9.8%	12
Ongoing customer or member engagement			12.2%	15
Public education (e.g., on social or political issues)			1.6%	2
Other (please specify)			1.6%	2
	<i>answered question</i>			123
	<i>skipped question</i>			23

6. How many people participate in a typical <i>live</i> Webinar offered by your organization?			
		Response Percent	Response Count
1 to 99		63.6%	63
100 to 499		24.2%	24
500 to 999		6.1%	6
1000 to 4999		1.0%	1
5000 to 9999		0.0%	0
Greater than 10,000		0.0%	0
Don't know		5.1%	5
	Comments		12
	answered question		99
	skipped question		47

7. If applicable, how many people listen to/view the <i>recorded</i> version of a typical Webinar offered by your organization?			
		Response Percent	Response Count
1 to 99		49.5%	47
100 to 499		26.3%	25
500 to 999		3.2%	3
1000 to 4999		1.1%	1
5000 to 9999		1.1%	1
Greater than 10,000		0.0%	0
Don't know		18.9%	18
	Comments		9
	answered question		95
	skipped question		51

8. Which of the following is closest to the most typical length for a Webinar offered by your organization?			Response Percent	Response Count
15 minutes			0.8%	1
30 minutes			7.4%	9
60 minutes			57.0%	69
90 minutes			30.6%	37
120 minutes (i.e., 2 hours)			3.3%	4
180 minutes (i.e., 3 hours)			0.8%	1
Greater than 180 minutes			0.0%	0
		Comments		5
		answered question		121
		skipped question		25

9. Does your organization charge for any of its Webinars?			Response Percent	Response Count
Yes, we charge for all of our Webinars.			30.5%	39
Yes, we charge for some of our Webinars.			44.5%	57
No, we do not charge for any of our Webinars.			25.0%	32
		answered question		128
		skipped question		18

10. What is the *highest* amount (in U.S. dollars) your organization charges for a Webinar? Please enter a whole number--no commas, decimals, or dollar signs.

		Response Count
		90
	<i>answered question</i>	90
	<i>skipped question</i>	56

11. What is the typical length (in minutes) of one of the Webinars for which your organization charges this highest amount? (For example, enter 60 for a one-hour Webinar.) Please enter a whole number--no commas or decimals.

		Response Count
		90
	<i>answered question</i>	90
	<i>skipped question</i>	56



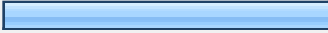
12. *Excluding any free Webinars you may offer*, what is the *lowest* amount (in U.S. dollars) your organization charges for a Webinar? Please enter a whole number--no commas, decimals, or dollar signs.

		Response Count
		85
	<i>answered question</i>	85
	<i>skipped question</i>	61

13. What is the typical length (in minutes) of one of the Webinars for which your organization charges this lowest amount? (For example, enter 60 for a one-hour Webinar.) Please enter a whole number--no commas or decimals.

		Response Count
		88
	<i>answered question</i>	88
	<i>skipped question</i>	58

14. Does your organization offer business partners, vendors, or other parties the opportunity to sponsor its Webinars?

		Response Percent	Response Count
Yes, we offer multiple levels of sponsorship.		17.7%	22
Yes, we offer a single level of sponsorship.		32.3%	40
No, we do not offer sponsorship.		50.0%	62
	<i>answered question</i>		124
	<i>skipped question</i>		22

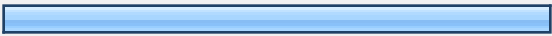
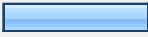
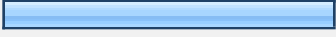
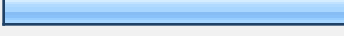
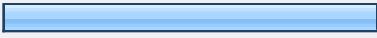
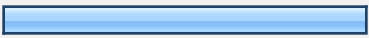
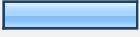
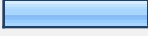
15. What is the typical fee (in U.S. dollars) your organization charges for sponsoring a Webinar? Please enter a whole number--no commas, decimals, or dollar signs.

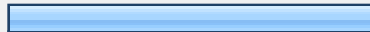

		Response Count
		33
	<i>answered question</i>	33
	<i>skipped question</i>	113

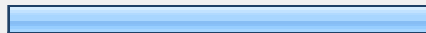

16. What are the typical fees (in U.S. dollars) your organization charges for sponsoring a Webinar? Please *begin with your lowest level sponsorship in the Level 1 box* and enter as many subsequent levels after that as are applicable to your organization. Please enter a whole number in each box--no commas, decimals, or dollar signs.

		Response Percent	Response Count
Level 1 (lowest)	<input type="text"/>	93.8%	15
Level 2	<input type="text"/>	50.0%	8
Level 3	<input type="text"/>	37.5%	6
Level 4	<input type="text"/>	31.3%	5
Level 5 (highest)	<input type="text"/>	81.3%	13
		<i>answered question</i>	16
		<i>skipped question</i>	130

17. Which of the following benefits do sponsors receive? Check all that apply. (If you offer multiple levels of sponsorship, please indicate all benefits that would apply at the *highest* level.)


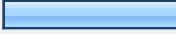

		Response Percent	Response Count
Logo or text link from your Web site to sponsors' Web site		84.7%	50
Opportunity to insert "qualifying questions" poll in Webinar		22.0%	13
List of registrants for sponsored Webinars		50.8%	30
Opportunity to speak or present during the Webinar		52.5%	31
Complimentary Webinar registrations for sponsors stakeholders (e.g., customers, employees, etc.)		57.6%	34
Guaranteed number of mentions in organizational e-mail communications		55.9%	33
Guaranteed number of mentions in organizational print publications		20.3%	12
Other (please specify)		22.0%	13
		<i>answered question</i>	59
		<i>skipped question</i>	87


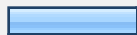
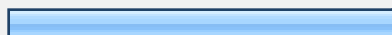
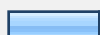
18. Does your organization offer any form of educational credit (e.g., CEU, CLE, CME, CPE, etc.) for attending its Webinars?			
		Response Percent	Response Count
Yes		56.1%	69
No		43.9%	54
Comments			24
<i>answered question</i>			123
<i>skipped question</i>			23

19. Does the credit offered apply towards a certification or degree?			
		Response Percent	Response Count
Yes		64.7%	44
No		35.3%	24
Comments			10
<i>answered question</i>			68
<i>skipped question</i>			78

20. How frequently do you use each of the following methods for promoting your Webinars?					
	Never	Infrequently	Frequently	Always	Response Count
Direct mail (e.g., printed postcards or letters)	51.8% (59)	30.7% (35)	8.8% (10)	8.8% (10)	114
Fax	82.0% (91)	11.7% (13)	3.6% (4)	2.7% (3)	111
Print advertising (e.g., ads in magazines or newspapers)	49.6% (56)	25.7% (29)	20.4% (23)	4.4% (5)	113
Press releases	42.5% (48)	36.3% (41)	18.6% (21)	2.7% (3)	113
Targeted e-mails dedicated specifically to Webinars	2.6% (3)	4.3% (5)	21.4% (25)	71.8% (84)	117
Non-targeted e-mails (e.g., Webinar promotion mixed in with other content in an e-newsletter)	7.8% (9)	6.1% (7)	39.1% (45)	47.0% (54)	115
Dedicated Web page(s) or "micro-site"	19.3% (22)	8.8% (10)	25.4% (29)	46.5% (53)	114
Banner ads on your own organizational Web site	34.5% (40)	19.8% (23)	23.3% (27)	22.4% (26)	116
Banner ads on other Web sites	77.2% (88)	14.0% (16)	4.4% (5)	4.4% (5)	114
Free access to an archived Webinar	39.7% (46)	31.0% (36)	16.4% (19)	12.9% (15)	116
Web-based video (e.g., testimonials or product highlights)	73.5% (83)	22.1% (25)	3.5% (4)	0.9% (1)	113
Pay-per-click advertising (e.g., Google AdWords)	87.6% (99)	5.3% (6)	6.2% (7)	0.9% (1)	113
				Other (please specify)	8
	answered question				117
	skipped question				29

21. How frequently do you use each of the following social media tools for promoting your Webinars?					
	Never	Infrequently	Frequently	Always	Response Count
Facebook	47.8% (55)	22.6% (26)	17.4% (20)	12.2% (14)	115
LinkedIn	44.4% (52)	19.7% (23)	19.7% (23)	16.2% (19)	117
A blog	54.0% (61)	23.0% (26)	14.2% (16)	8.8% (10)	113
Twitter	44.7% (51)	18.4% (21)	20.2% (23)	16.7% (19)	114
Other (please specify)					8
answered question					117
skipped question					29

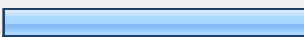


22. Has your organization developed clear market segments (i.e., groups of prospects or customers with specific characteristics) to which you tailor specific marketing campaigns for your Webinars?			
		Response Percent	Response Count
Yes		64.1%	75
No		26.5%	31
Not sure		9.4%	11
answered question			117
skipped question			29

23. Which of the following choices best characterizes your organization's overall efforts to promote its Webinars?			Response Percent	Response Count
Highly unsuccessful			7.6%	9
Somewhat unsuccessful			19.5%	23
Somewhat successful			59.3%	70
Highly successful			13.6%	16
			<i>answered question</i>	118
			<i>skipped question</i>	28

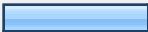

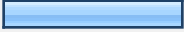
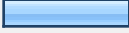




24. To what do you attribute your success or lack of success in marketing your Webinars?			Response Count
			98
			<i>answered question</i>
			98
			<i>skipped question</i>
			48

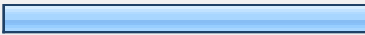








25. Is there anything else you feel it is important for us to know about your Webinar offerings?			Response Count
			49
			<i>answered question</i>
			49
			<i>skipped question</i>
			97

26. To what type of organization do your responses to this survey apply?			
		Response Percent	Response Count
Nonprofit membership organization		73.3%	88
Nonprofit educational institution		5.8%	7
Other nonprofit organization		0.8%	1
For-profit membership organization		3.3%	4
For-profit educational institution		0.8%	1
Other for-profit business		15.0%	18
Government organization		0.8%	1
		<i>answered question</i>	120
		<i>skipped question</i>	26


27. In which of the following major business categories does your business best fit?			
		Response Percent	Response Count
Agriculture, forestry, and fishing		0.0%	0
Arts and entertainment		0.0%	0
Automotive		0.0%	0
Business and professional services		46.7%	7
Community and government		0.0%	0
Computers and electronics		0.0%	0
Construction and contractors		0.0%	0
Education and training		13.3%	2
Food and dining		0.0%	0
Health and medicine		0.0%	0
Legal and financial		13.3%	2
Manufacturing		13.3%	2
Media and communications		13.3%	2
Mining, energy, and utilities		0.0%	0
Personal care and services		0.0%	0
Real estate		0.0%	0
Retail		0.0%	0
Sports and recreation		0.0%	0
Travel and accommodation		0.0%	0
Transportation		0.0%	0
Wholesale		0.0%	0
		Comments	2
		answered question	15

28. How many full-time employees does your organization currently have?

		Response Percent	Response Count
0		0.0%	0
1 to 5		21.9%	25
6 to 10		12.3%	14
11 to 50		27.2%	31
51 to 100		19.3%	22
101 to 250		9.6%	11
251 to 500		5.3%	6
501 to 1,000		1.8%	2
More than 1,000		2.6%	3
		answered question	114
		skipped question	32

29. What is your primary functional area in your organization?			
		Response Percent	Response Count
Accounting or finance		0.0%	0
Education or professional development		56.1%	64
Human resources		1.8%	2
Marketing		14.0%	16
Member services		5.3%	6
Public relations		0.9%	1
Operations		0.9%	1
Sales		2.6%	3
Technology		4.4%	5
Other (please specify)		14.0%	16
		<i>answered question</i>	114
		<i>skipped question</i>	32

30. In which country are the principal offices of your organization located?

		Response Percent	Response Count
* us – United States		97.2%	105
-----		0.0%	0
* ac – Ascension Island		0.0%	0
* ad – Andorra		0.0%	0
* ae – United Arab Emirates		0.0%	0
* af – Afghanistan		0.0%	0
* ag – Antigua and Barbuda		0.0%	0
* ai – Anguilla		0.0%	0
* al – Albania		0.0%	0
* am – Armenia		0.0%	0
* an – Netherlands Antilles		0.0%	0
* ao – Angola		0.0%	0
* aq – Antarctica		0.0%	0
* ar – Argentina		0.0%	0
* as – American Samoa		0.0%	0
* at – Austria		0.0%	0
* au – Australia		0.0%	0
* aw – Aruba		0.0%	0
* ax – Aland Islands		0.0%	0
* az – Azerbaijan		0.0%	0
* ba – Bosnia and Herzegovina		0.0%	0
* bb – Barbados		0.0%	0
* bd – Bangladesh		0.0%	0
* be – Belgium		0.0%	0

* bf – Burkina Faso		0.0%	0
* bg – Bulgaria		0.0%	0
* bh – Bahrain		0.0%	0
* bi – Burundi		0.0%	0
* bj – Benin		0.0%	0
* bm – Bermuda		0.0%	0
* bn – Brunei Darussalam		0.0%	0
* bo – Bolivia		0.0%	0
* br – Brazil		0.0%	0
* bs – Bahamas		0.0%	0
* bt – Bhutan		0.0%	0
* bv – Bouvet Island		0.0%	0
* bw – Botswana		0.0%	0
* by – Belarus		0.0%	0
* bz – Belize		0.0%	0
* ca – Canada	█	0.9%	1
* cc – Cocos (Keeling) Islands		0.0%	0
* cd – Congo, The Democratic Republic of the		0.0%	0
* cf – Central African Republic		0.0%	0
* cg – Congo, Republic of		0.0%	0
* ch – Switzerland		0.0%	0
* ci – Cote d'Ivoire		0.0%	0
* ck – Cook Islands		0.0%	0
* cl – Chile		0.0%	0
* cm – Cameroon		0.0%	0
* cn – China		0.0%	0

* co – Colombia		0.0%	0
* cr – Costa Rica		0.0%	0
* cu – Cuba		0.0%	0
* cv – Cape Verde		0.0%	0
* cx – Christmas Island		0.0%	0
* cy – Cyprus		0.0%	0
* cz – Czech Republic		0.0%	0
* de – Germany		0.0%	0
* dj – Djibouti		0.0%	0
* dk – Denmark		0.0%	0
* dm – Dominica		0.0%	0
* do – Dominican Republic		0.0%	0
* dz – Algeria		0.0%	0
* ec – Ecuador		0.0%	0
* ee – Estonia		0.0%	0
* eg – Egypt		0.0%	0
* eh – Western Sahara		0.0%	0
* er – Eritrea		0.0%	0
* es – Spain		0.0%	0
* et – Ethiopia		0.0%	0
* eu – European Union		0.0%	0
* fi – Finland		0.0%	0
* fj – Fiji		0.0%	0
* fk – Falkland Islands (Malvinas)		0.0%	0
* fm – Micronesia, Federated States of		0.0%	0
* fo – Faroe Islands		0.0%	0

* fr – France		0.0%	0
* ga – Gabon		0.0%	0
* gb – United Kingdom		0.0%	0
* gd – Grenada		0.0%	0
* ge – Georgia		0.0%	0
* gf – French Guiana		0.0%	0
* gg – Guernsey		0.0%	0
* gh – Ghana		0.0%	0
* gi – Gibraltar		0.0%	0
* gl – Greenland		0.0%	0
* gm – Gambia		0.0%	0
* gn – Guinea		0.0%	0
* gp – Guadeloupe		0.0%	0
* gq – Equatorial Guinea		0.0%	0
* gr – Greece		0.0%	0
* gs – South Georgia and the South Sandwich Islands		0.0%	0
* gt – Guatemala		0.0%	0
* gu – Guam		0.0%	0
* gw – Guinea-Bissau		0.0%	0
* gy – Guyana		0.0%	0
* hk – Hong Kong		0.0%	0
* hm – Heard and McDonald Islands		0.0%	0
* hn – Honduras		0.0%	0
* hr – Croatia/Hrvatska		0.0%	0
* ht – Haiti		0.0%	0
* hu – Hungary		0.0%	0

* id – Indonesia		0.0%	0
* ie – Ireland		0.0%	0
* il – Israel		0.0%	0
* im – Isle of Man		0.0%	0
* in – India		0.0%	0
* io – British Indian Ocean Territory		0.0%	0
* iq – Iraq		0.0%	0
* ir – Iran, Islamic Republic of	█	0.9%	1
* is – Iceland		0.0%	0
* it – Italy		0.0%	0
* je – Jersey		0.0%	0
* jm – Jamaica		0.0%	0
* jo – Jordan		0.0%	0
* jp – Japan		0.0%	0
* ke – Kenya		0.0%	0
* kg – Kyrgyzstan		0.0%	0
* kh – Cambodia		0.0%	0
* ki – Kiribati		0.0%	0
* km – Comoros		0.0%	0
* kn – Saint Kitts and Nevis		0.0%	0
* kp – Korea, Democratic People's Republic		0.0%	0
* kr – Korea, Republic of		0.0%	0
* kw – Kuwait		0.0%	0
* ky – Cayman Islands		0.0%	0
* kz – Kazakhstan		0.0%	0
* la – Lao People's Democratic		0.0%	0

* lb – Lebanon		0.0%	0
* lc – Saint Lucia		0.0%	0
* li – Liechtenstein		0.0%	0
* lk – Sri Lanka		0.0%	0
* lr – Liberia		0.0%	0
* ls – Lesotho		0.0%	0
* lt – Lithuania		0.0%	0
* lu – Luxembourg		0.0%	0
* lv – Latvia		0.0%	0
* ly – Libyan Arab Jamahiriya		0.0%	0
* ma – Morocco		0.0%	0
* mc – Monaco		0.0%	0
* md – Moldova, Republic of		0.0%	0
* me – Montenegro		0.0%	0
* mg – Madagascar		0.0%	0
* mh – Marshall Islands		0.0%	0
* mk – Macedonia, The Former Yugoslav Republic of		0.0%	0
* ml – Mali		0.0%	0
* mm – Myanmar		0.0%	0
* mn – Mongolia		0.0%	0
* mo – Macao		0.0%	0
* mp – Northern Mariana Islands		0.0%	0
* mq – Martinique		0.0%	0
* mr – Mauritania		0.0%	0
* ms – Montserrat		0.0%	0
* mt – Malta		0.0%	0

* mu – Mauritius		0.0%	0
* mv – Maldives		0.0%	0
* mw – Malawi		0.0%	0
* mx – Mexico		0.0%	0
* my – Malaysia		0.0%	0
* mz – Mozambique		0.0%	0
* na – Namibia		0.0%	0
* nc – New Caledonia		0.0%	0
* ne – Niger		0.0%	0
* nf – Norfolk Island		0.0%	0
* ng – Nigeria		0.0%	0
* ni – Nicaragua		0.0%	0
* nl – Netherlands	█	0.9%	1
* no – Norway		0.0%	0
* np – Nepal		0.0%	0
* nr – Nauru		0.0%	0
* nu – Niue		0.0%	0
* nz – New Zealand		0.0%	0
* om – Oman		0.0%	0
* pa – Panama		0.0%	0
* pe – Peru		0.0%	0
* pf – French Polynesia		0.0%	0
* pg – Papua New Guinea		0.0%	0
* ph – Philippines		0.0%	0
* pk – Pakistan		0.0%	0
* pl – Poland		0.0%	0

* pm – Saint Pierre and Miquelon		0.0%	0
* pn – Pitcairn Island		0.0%	0
* pr – Puerto Rico		0.0%	0
* ps – Palestinian Territory, Occupied		0.0%	0
* pt – Portugal		0.0%	0
* pw – Palau		0.0%	0
* py – Paraguay		0.0%	0
* qa – Qatar		0.0%	0
* re – Reunion Island		0.0%	0
* ro – Romania		0.0%	0
* rs – Serbia		0.0%	0
* ru – Russian Federation		0.0%	0
* rw – Rwanda		0.0%	0
* sa – Saudi Arabia		0.0%	0
* sb – Solomon Islands		0.0%	0
* sc – Seychelles		0.0%	0
* sd – Sudan		0.0%	0
* se – Sweden		0.0%	0
* sg – Singapore		0.0%	0
* sh – Saint Helena		0.0%	0
* si – Slovenia		0.0%	0
* sj – Svalbard and Jan Mayen Islands		0.0%	0
* sk – Slovak Republic		0.0%	0
* sl – Sierra Leone		0.0%	0
* sm – San Marino		0.0%	0
* sn – Senegal		0.0%	0

* so – Somalia		0.0%	0
* sr – Suriname		0.0%	0
* st – Sao Tome and Principe		0.0%	0
* su – Soviet Union (being phased out)		0.0%	0
* sv – El Salvador		0.0%	0
* sy – Syrian Arab Republic		0.0%	0
* sz – Swaziland		0.0%	0
* tc – Turks and Caicos Islands		0.0%	0
* td – Chad		0.0%	0
* tf – French Southern Territories		0.0%	0
* tg – Togo		0.0%	0
* th – Thailand		0.0%	0
* tj – Tajikistan		0.0%	0
* tk – Tokelau		0.0%	0
* tl – Timor-Leste		0.0%	0
* tm – Turkmenistan		0.0%	0
* tn – Tunisia		0.0%	0
* to – Tonga		0.0%	0
* tp – East Timor		0.0%	0
* tr – Turkey		0.0%	0
* tt – Trinidad and Tobago		0.0%	0
* tv – Tuvalu		0.0%	0
* tw – Taiwan		0.0%	0
* tz – Tanzania		0.0%	0
* ua – Ukraine		0.0%	0
* ug – Uganda		0.0%	0

* uk – United Kingdom		0.0%	0
* um – United States Minor Outlying Islands		0.0%	0
* uy – Uruguay		0.0%	0
* uz – Uzbekistan		0.0%	0
* va – Holy See (Vatican City State)		0.0%	0
* vc – Saint Vincent and the Grenadines		0.0%	0
* ve – Venezuela		0.0%	0
* vg – Virgin Islands, British		0.0%	0
* vi – Virgin Islands, U.S.		0.0%	0
* vn – Vietnam		0.0%	0
* vu – Vanuatu		0.0%	0
* wf – Wallis and Futuna Islands		0.0%	0
* ws – Samoa		0.0%	0
* ye – Yemen		0.0%	0
* yt – Mayotte		0.0%	0
* yu – Yugoslavia		0.0%	0
* za – South Africa		0.0%	0
* zm – Zambia		0.0%	0
* zw – Zimbabwe		0.0%	0
		<i>answered question</i>	108
		<i>skipped question</i>	38