

# Sampling & Demographics Acronyms

APAC | Asia-Pacific

CPI | Consumer Price Index

CTR | Click-Through Rate

DEMO | Demographics

EMEA | Europe, Middle East, and Africa

GEO | Geography

HHI | Household Income

HOT | Head of Household

IR | Incidence Rate

LATAM | Latin America

N | Population Size

n | Sample Size

NA | North America

ROW | Rest of world

SD | Standard Deviation

#MRXacrs