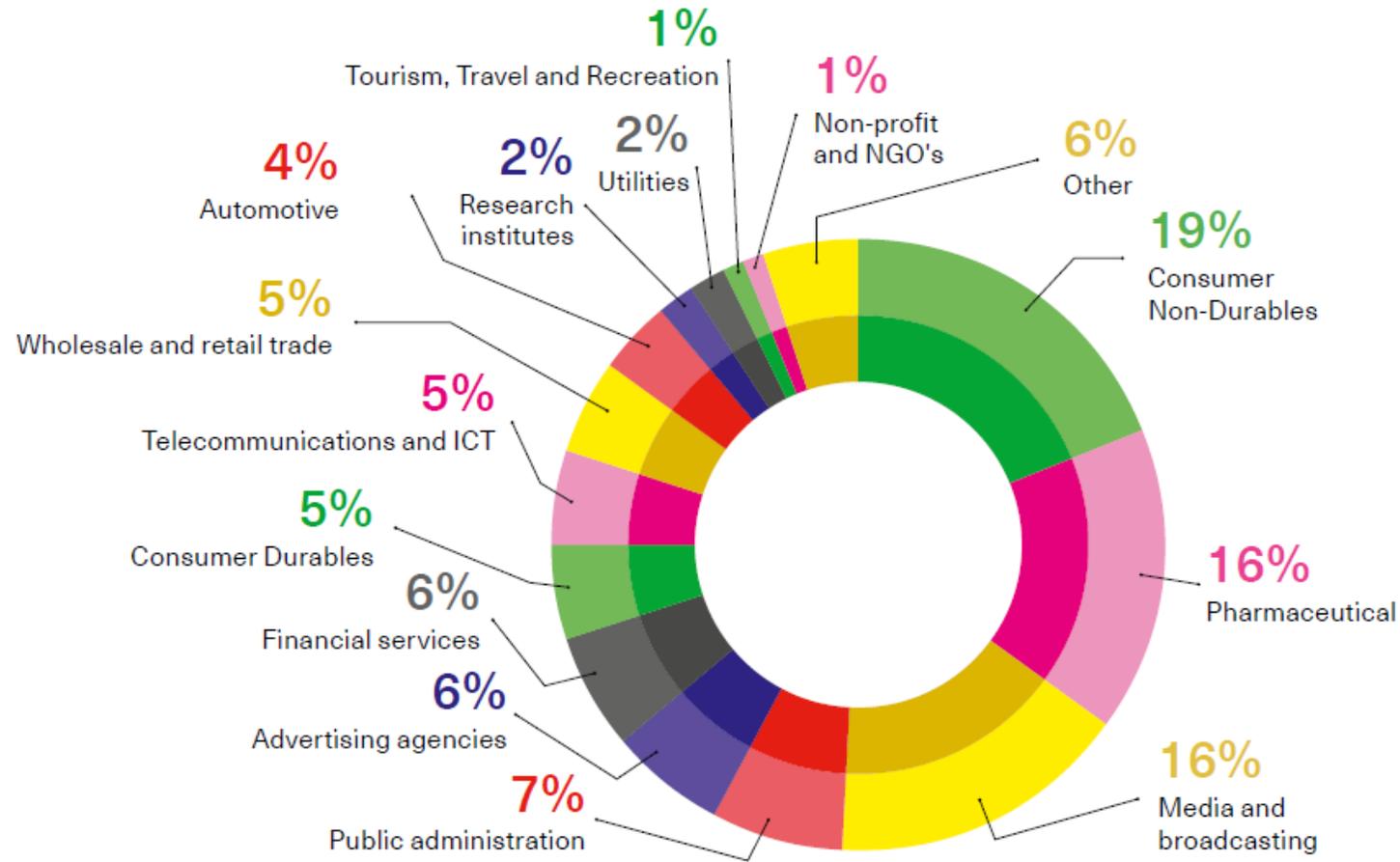


# Spend by client type 2018 (%)



Fonte: ESOMAR Global Market Research 2019, p. 26