

Panel Book

Your worldwide panel partner



marketagent.

About Marketagent

Marketagent ranks among the leading full-service online research institutes in the German-speaking area. With branches in Baden, Vienna, Zurich and Maribor more than one million web interviews are conducted and around 1.000 online research projects are implemented yearly.

The heart of the instrument of Marketagent is the online pool comprising of more than 2.300.000 consumers, which was certified in January 2010 as the first access panel of the D-A-CH-region. In January 2022 it was recertified in accordance with the ISO norm 20252.

An interdisciplinary team of psychologists, sociologists, pollsters and software developers executes your market and opinion research projects with passion. A good dozen of them have been working under the flag of Marketagent for more than 10 years. With this, we ensure stability and a longer-term oriented cooperative partnership.

We implement web surveys for leading domestic and international top companies like A1, Coca-Cola, Bank Austria, Spar, McDonald's, Generali or the Österreichische Post AG. The topic areas and research focus are manifold and cover all fields of market and opinion research.



Über Marketagent

Marketagent zählt zu den führenden Full-Service Online Markt- und Meinungsforschungsinstituten im deutschsprachigen Raum. Mit Niederlassungen in Baden, Wien, Zürich und Marburg werden jährlich mehr als eine Million Web-Interviews erhoben und rund 1.000 Online Research Projekte realisiert.

Das Herzstück des Instrumentariums von Marketagent ist der mehr als 2.300.000 Konsument*innen umfassende Online-Pool, welcher im Januar 2010 als erstes Access Panel der D-A-CH-Region zertifiziert und im Jänner 2022 nach der ISO Norm 20252 rezertifiziert wurde.

Ein interdisziplinäres Team von Psycholog*innen, Soziolog*innen, Demoskop*innen und Software-Entwickler*innen realisiert Ihre Markt- und Meinungsforschungsprojekte mit Herzblut. Gut ein Dutzend von ihnen schon mehr als 10 Jahre unter der Flagge von Marketagent. Damit gewährleisten wir eine Beständigkeit und eine längerfristig orientierte partnerschaftliche Zusammenarbeit.

Wir führen Web-Befragungen für führende heimische und internationale Top-Unternehmen wie A1, Coca-Cola, Bank Austria, Spar, McDonald's, Generali oder die Österreichische Post AG durch. Die Themenfelder und Forschungsschwerpunkte sind vielfältig und decken sämtliche Bereiche der Markt- und Meinungsforschung ab.

Transparent recruitment

To minimize distortions in regards to frequent Internet users, we continue to strengthen participant recruitment aside from the WWW. With our TV advertisement, radio spots and accompanying print campaigns, we follow the broadest cross medial recruiting strategy in our sector to win new survey participants.

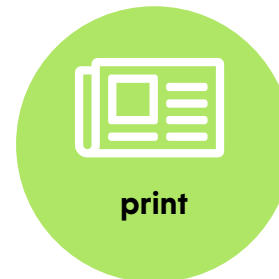
Our cross medial recruiting strategy contains:



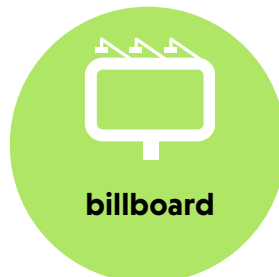
TV



radio



print



billboard



online

Transparente Rekrutierung

Um Verzerrungen in Richtung Internet-Vielnutzer*innen zu minimieren, verstärken wir stetig die Teilnehmer*innen-Anwerbung abseits des WWW. Mit unserer TV Werbung, den Radio-Spots und der begleitenden Print-Kampagnen verfolgen wir die breiteste crossmediale Rekrutierungsstrategie der Branche, um neue Umfrageteilnehmer*innen zu gewinnen.

Unsere crossmediale Rekrutierungsstrategie umfasst:

Online recruitment

In addition to the cited offline recruiting strategy, we also use a variety of methods and partners online to gain new panel participants. Here is a small extract of our endeavors:

- Social media activities, e.g. Facebook campaigns
- Influencer marketing on Instagram
- Affiliate marketing with diverse partners
- Retargeting campaigns
- Explanatory video on our website
- Stand alone newsletter
- Search engine campaigns, e.g. Google campaigns
- Display campaigns
- Member-get-member campaigns

This combination of on- and offline recruitments combined with comprehensive panel management and an extensive quality assurance, form the foundation of carefully conducted digital research projects.

Online Rekrutierung

Neben den angeführten Offline Rekrutierungsstrategien nutzen wir auch Online eine breite Anzahl an Methoden und Partnern, um neue Panel Teilnehmer*innen anzuwerben. Hier ein kleiner Auszug unserer Bemühungen:

- Social Media Aktivitäten, z.B. Facebook Kampagnen
- Influencer Marketing auf Instagram
- Affiliate Marketing mit diversen Partnern
- Re-Targeting Kampagnen
- Erklärvideo auf unserer Website
- Stand Alone Newsletter
- Suchmaschinen Marketing, z.B. Google Kampagnen
- Display-Kampagnen
- Member-get-member Kampagnen

Dieser Mix aus On- und Offline-Anwerbung, kombiniert mit einem umfassenden Panel-Management und einer weitreichenden Qualitätssicherung, bildet den Grundstein für sorgfältig durchgeführte Digital Research Projekte.

Documented quality

Marketagent was the first institute in the German-speaking area with an online access panel ISO-certified. Today, due to our membership in the national standardization committee, we are actively involved in forming the industry standard for quality assurance.

Next to the multi source of on- and offline recruitment, Marketagent focuses on the following methods to ensure the highest quality of participants:

- Double Opt-In registration confirmation
- Checking the registration duration and patterns
- Manual audit of all new registrations
- Digital fingerprint to identify multiple registrations
- CAPTCHA to prevent automatic registration by robots
- Automatic exclusion of inactive participants
- Automatic yearly request to update the profile data
- Identity validation before survey participation
- Exclusion in case of cumulative missings at open-ended questions
- Exclusion in case of shortfall of the minimum processing times
- Comparison of survey data and profile data to ensure quality



Dokumentierte Qualität

Marketagent war das erste Institut im deutschsprachigen Raum mit einem ISO-zertifizierten Online Access Panel. Heute sind wir durch unsere Mitgliedschaft im nationalen Normungskomitee aktiv an der Gestaltung von Industriestandards zur Qualitätssicherung beteiligt.

Neben der Multi-Source On- und Offline-Rekrutierung setzt Marketagent auf folgende bewährte Methoden, um die höchstmögliche Teilnehmer*innenqualität zu gewährleisten:

- Double Opt-In Registrierungsbestätigung
- Check der Registrierungsdauer und -muster
- Manuelle Prüfung sämtlicher Neuanmeldungen
- Digital fingerprint: Identifizierung von Mehrfach-Anmeldungen
- CAPTCHA gegen automatisierte Anmeldungen durch Robots
- Automatisierter Ausschluss inaktiver Teilnehmer*innen
- Automatisierte jährliche Aufforderung zum Profildaten-Update
- Identitäts-Validierung vor der Umfrage-Teilnahme
- Ausschluss bei gehäuften Missings bei offenen Fragen
- Ausschluss bei Unterschreitung von Mindest-Bearbeitungszeiten
- Abgleich von Umfragedaten und Profildaten zur Qualitätssicherung

Mobile capabilities & multi-channel contact points

In market research, responsive design is an indispensable prerequisite and makes sure that the content and methods of presentation are customized to the respective terminal device. Now, more than 50 percent of our interviews are already being answered via tablets and smartphones. And the tendency for this development is increasing. However, according to the GreenBook Research Industry Trends (GRIT) report, more than half of all online questionnaires have not been adjusted to the mobile world. Which is why we advise our customers to develop „Mobile First“, not mobile optimized questionnaires.

In particular with young target groups, the email loses its relevance in communication. Messenger services and social networks have replaced the classic electronic mail. This development has inevitably influenced the invitation process for surveys. Marketagent relies on a combination of emails, an own smartphone app, a Telegram-interface and a web push notification service.

Mobile Einsatzmöglichkeiten & Multi-Channel Einladungs mix

Responsive Design ist in der Marktforschung unabdingbare Grundvoraussetzung und stellt sicher, dass sich Inhalte und Darstellungsweisen auf das jeweilige Endgerät anpassen. Schon jetzt werden mehr als 50 Prozent unserer Interviews über Tablets und Smartphones beantwortet. Und die Tendenz dieser Entwicklung ist steigend. Laut dem GreenBook Research Industry Trends (GRIT) Report sind jedoch mehr als die Hälfte aller Online Fragebögen nicht für die mobile Welt angepasst. Daher raten wir unseren Kunden „Mobile First“, nicht mobile-optimierte Fragebögen zu entwickeln.

Insbesondere bei jungen Zielgruppen verliert das E-Mail an Relevanz in der Kommunikation. Messenger-Dienste und soziale Netzwerke haben die klassische elektronische Post abgelöst. Diese Entwicklung hat zwangsläufig Einfluss auf den Einladungsprozess zu Umfragen. Marketagent setzt auf einen Mix aus E-Mail, einer eigenen Smartphone-App, einer Telegram-Schnittstelle und eines Web Push Notification-Services.

Respect towards panel participants

The heart of Marketagent consists of the more than 2.3 million participants, who daily determine the trends of tomorrow in surveys. We are constantly seeking for new ways of strengthening the relationship with our members. Only a fair treatment of our participants enables the implementation of market research projects that correspond to the highest quality standards. The following fundamental pillars form the basic structure with which we sustain a respectable relationship with our participants:

- Strict distancing from direct marketing activities
- A specialized panel for market and opinion research
- No disclosure of personal data
- Active panel management
- Broad and fair incentive system with 30 exchange options
- No artificial payment limits
- Daily communication over social media sites
- Feedback button in the survey
- Idea box for panel participants
- No artificial commitment to the panel

Respekt gegenüber Panelteilnehmern

Das Herzstück von Marketagent bilden die mehr als 2,3 Millionen Teilnehmer*innen, die tagtäglich in Umfragen die Trends von morgen bestimmen. Wir sind stets auf der Suche nach neuen Möglichkeiten, um das Verhältnis zu unseren Mitgliedern weiterhin zu vertiefen. Nur ein faires Handeln gegenüber unseren Teilnehmer*innen ermöglicht die Durchführung von Marktforschungsprojekten, die den höchsten Qualitätsstandards entsprechen. Folgende Grundsäulen bilden die Basis, um ein respektvolles Verhältnis gegenüber unseren Teilnehmer*innen aufrechtzuerhalten:

- Strikte Distanzierung von Direct Marketing-Aktivitäten
- Reines Markt- und Meinungsforschungspanel
- Keinerlei Weitergabe personenbezogener Daten
- Aktives Panel-Management
- Breites und faires Incentive-System mit rund 30 Eintausch-Optionen
- Keine künstlichen Auszahlungsgrenzen
- Tägliche Kommunikation über Social Media-Sites
- Feedback-Button im Fragebogen
- Ideen-Box für die Panelteilnehmer*innen
- Keine künstliche Bindung an das Panel

Sociodemographic base profile data

We know our panelists on the basis of up to 150 characteristics and attributes. No matter whether you would like to interview vegetarians, smokers, dog owners, BMW drivers, wearers of contact lenses or credit card owners, we can reach the target group almost without divergence losses and save time and money.

The following data is available to us from our panelists:

Soziodemografische Basis-Profildaten

Wir kennen unsere Panelist*innen anhand von bis zu 150 Charakteristika und Eigenschaften. Egal, ob Sie Vegetarier*innen, Raucher*innen, BMW-Fahrer*innen, Hundehalter*innen, Kontaktlinsenträger*innen oder Kreditkartenbesitzer befragen möchten, wir erreichen die gesuchte Zielgruppe nahezu streuverlustfrei und sparen damit Zeit und Geld.

Folgende Daten stehen uns über unsere Panelist*innen zur Verfügung:

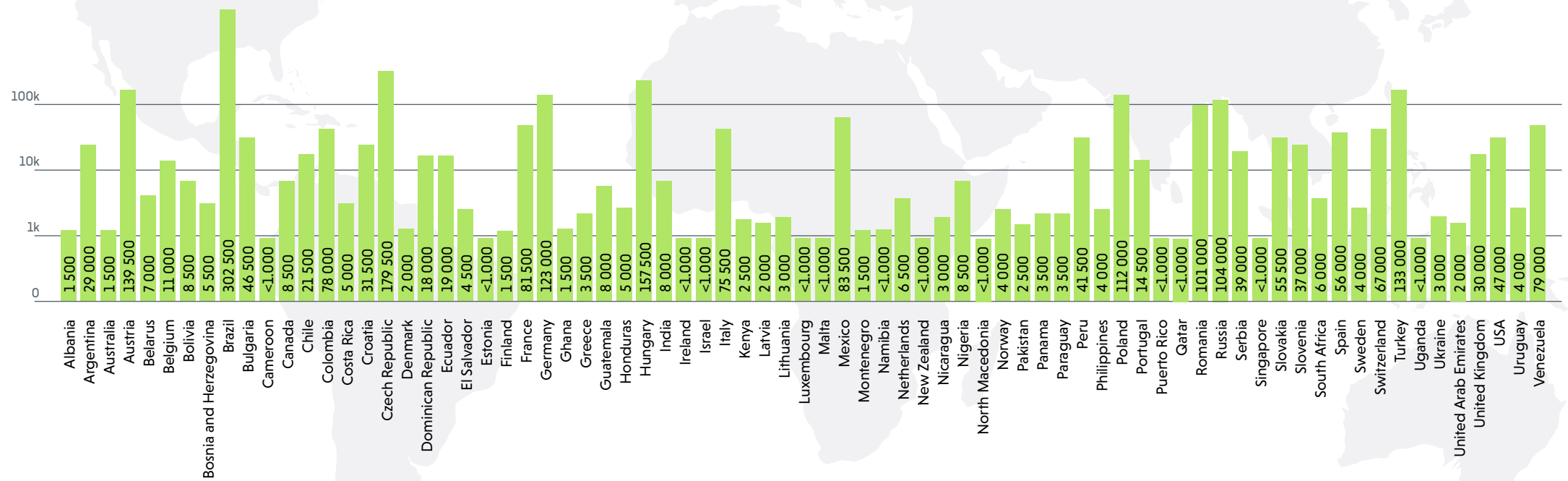
Base profile data | Basis-Profildaten



Additional profile data | Zusätzliche Profildaten

CAR Car ownership Car brand Main decision-maker Car type Year the car was made Year the car was purchased New / used car Plans to buy a car Motorbike ownership	COMPUTER & VIDEO GAMES Used consoles Gaming platforms Kinds of computer games Game intensity / week Single / multi player Computer game purchases / month Online or virtual gaming	EATING & DRINKING Main decision maker shopping Fast food consumption Drinks / alcohol consumption Dietary habits Food intolerances	HEALTHCARE Chronic diseases Type of Diabetes Glasses / contact lenses Hearing aid ownership Care for dependent persons	HOBBIES & INTERESTS Preferred types of music Frequency of cinema visits DVD purchase / month Intensity of sport / week Practiced sports disciplines Gambling practice	SMOKING & TOBACCO Cigarette brand(s) Cigarettes / day Further tobacco products Electronic cigarette Applied methods for smoking cessation
PROFESSION Professional status Sector / industry Number of employees Role in the company Decision-maker in company Area of decision-making authority	ELECTRONICS Product ownership Early adopters Main decision-maker Used mobile features Mobile tariff Private smartphone usage Smartphone brand / OS Internet access product Film download / streaming Possession of a coffee machine	ETHNICITY Ethnicity Origin	HOUSEHOLD Size of household Marital status Living status Children in the household Children's year of birth Children's gender Pet ownership	MARKET RESEARCH Webcam Facial coding App Download Cookie installation	TRAVEL Private / professional flights National / international flights Flights / year Train travel / year Previous travel destinations Preferred types of holiday
FINANCES & INSURANCES Financial service products Credit card ownership Bank customer status Insurance products Private insurances				MEDIA Television consumption / week Consumption of print media Radio consumption / week Use of social media	
AUTO PKW Besitz PKW Marke Entscheider beim PKW Kauf PKW Typ PKW Jahrgang Jahr des PKW Kaufes Neu- / Gebrauchtwagen Planung PKW Kauf Motorradbesitz	COMPUTER & VIDEOSPIELE Verwendete Konsolen Gaming Plattformen Computerspielarten Spielintensität / Woche Single- / Multiplayer Computerspielkäufe / Monat Online oder virtuelles Gaming	ESSEN & TRINKEN Hauptentscheider Einkauf Fast Food Konsum Getränke- / Alkoholkonsum Ernährungsgewohnheiten Nahrungsmittelunverträglichkeiten	GESUNDHEITSWESEN Chronische Krankheiten Diabetes Typ Brille / Kontaktlinsen Hörgerät-Besitz Betreuung Pflegebedürftiger	HOBBIES & INTERESSEN Bevorzugte Musikarten Häufigkeit Kinobesuche DVD Kauf / Monat Sportintensität / Woche Betriebene Sportarten Glücksspiel-Nutzung	RAUCHEN & TABAK Zigarettenmarke(n) Zigaretten / Tag Weitere Tabakprodukte Elektronische Zigarette Angewendete Methoden zur Raucherentwöhnung
BERUF Berufsstatus Sektor / Branche Mitarbeiteranzahl Funktion im Unternehmen Entscheidungsträger Bereiche Entscheidungs-befugnis	ELEKTRONIK Produktbesitz Elektronik Technologien Schnellübernehmer Entscheider elektron. Produkte Verwendete Handy-Features Handytarif Private Smartphone-Nutzung Smartphone Marke/Betriebssystem Internet-Zugangsprodukt Film-Download / -Streaming Kaffeemaschinen-Besitz	ETHNIZITÄT Ethnizität Herkunft	HAUSHALT Haushaltsgröße Familienstand Wohnstatus Kinder im Haushalt Geburtsjahr der Kinder Geschlecht der Kinder Haustierbesitz	MARKTFORSCHUNG Webcam Facial coding App Download Cookie Installation	REISEN Private / berufliche Flugreisen Flüge Inland / Ausland Flugreisen / Jahr Bahnreisen / Jahr Vergangene Reiseziele Bevorzugte Urlaubsarten
		FINANZEN & VERSICHERUNGEN Finanzdienstleistungs-Produkte Kreditkartenbesitz Kundenstatus Banken Versicherungsprodukte Privatversicherung		MEDIEN Fernsehkonsument / Woche Konsum von Printmedien Radiokonsum / Woche Social Media Nutzung	

2,300,000 panel members worldwide



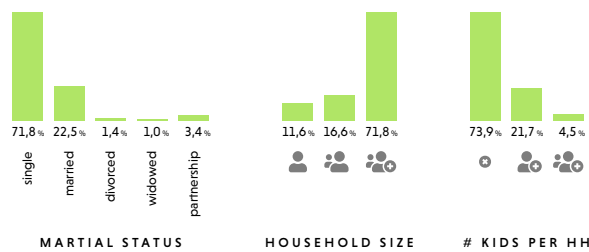
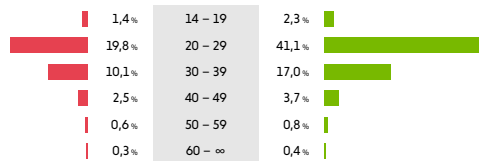
Albania



1 500

PANEL SIZE

34,7% 65,3%



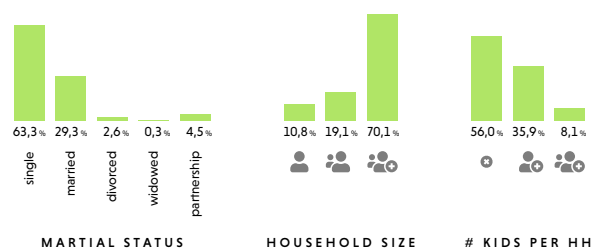
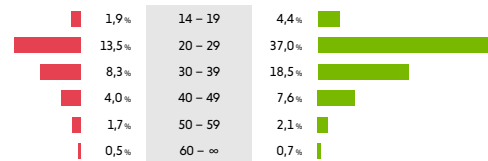
Argentina



29 000

PANEL SIZE

29,8% 70,2%



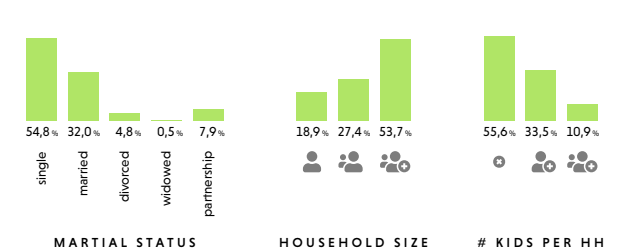
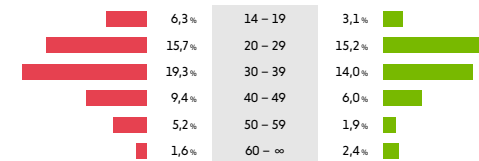
Australia



1 500

PANEL SIZE

57,4% 42,6%



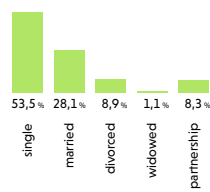
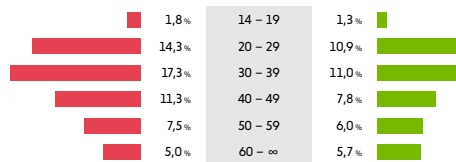
Austria



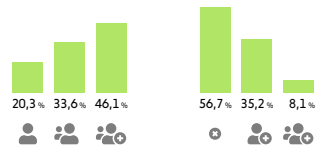
139 500

PANEL SIZE

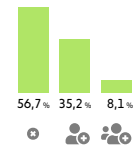
57,3% 42,7%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

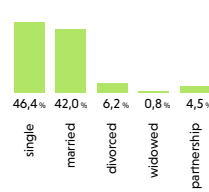
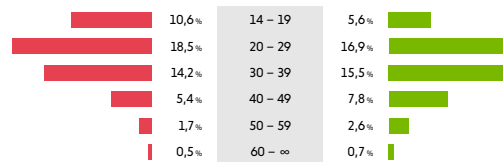
Belarus



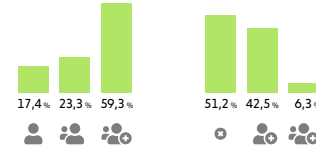
7 000

PANEL SIZE

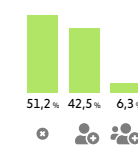
50,9% 49,1%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

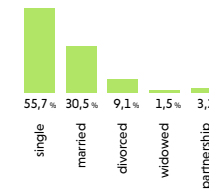
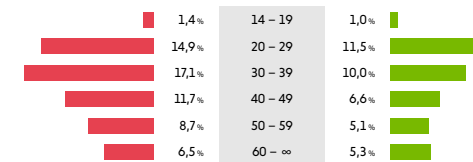
Belgium



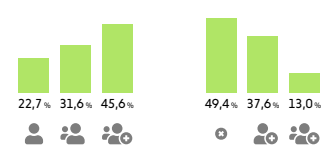
11 000

PANEL SIZE

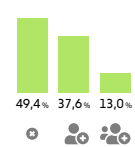
60,4% 39,6%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

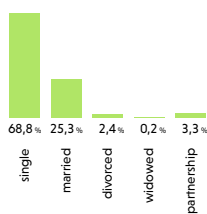
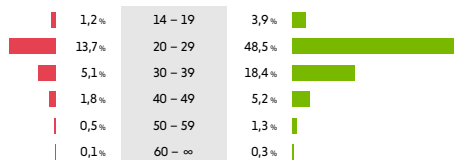
Bolivia



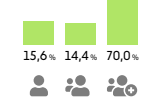
8 500

PANEL SIZE

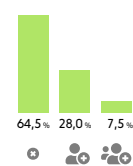
22,4% 77,6%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

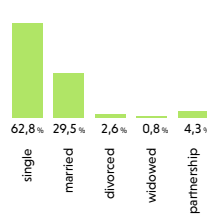
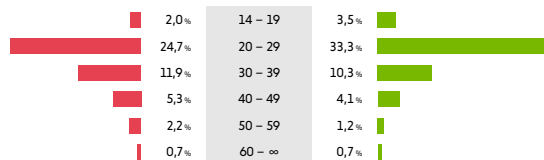
Bosnia and Herzegovina



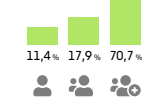
5 500

PANEL SIZE

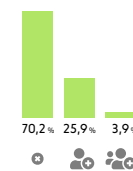
46,9% 53,1%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

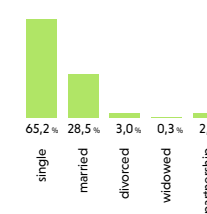
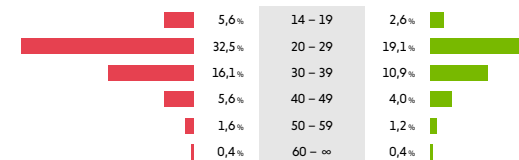
Brazil



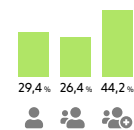
302 500

PANEL SIZE

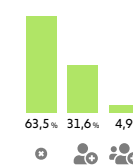
61,9% 38,1%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

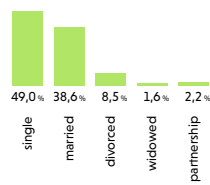
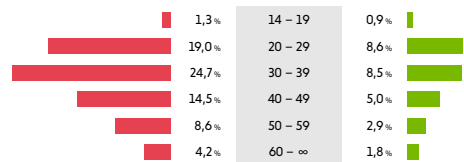
Bulgaria



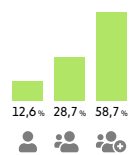
46 500

PANEL SIZE

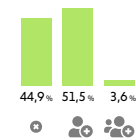
72,2%   27,8%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

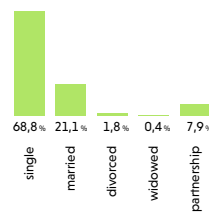
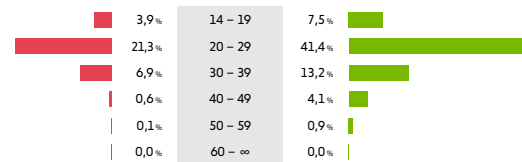
Cameroon



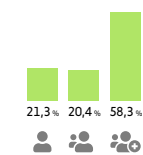
<1.000

PANEL SIZE

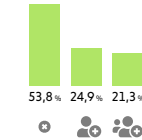
32,9%   67,1%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

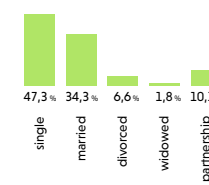
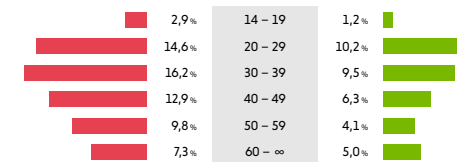
Canada



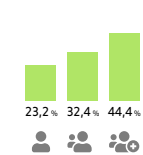
8 500

PANEL SIZE

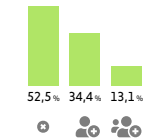
63,8%   36,2%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

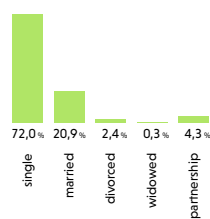
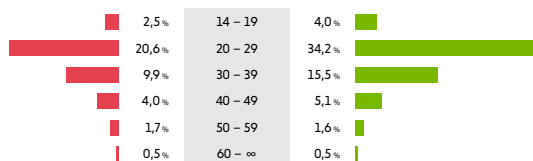
Chile



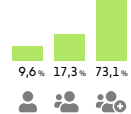
21 500

PANEL SIZE

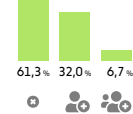
39,2% 60,8%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

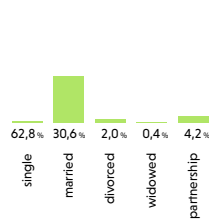
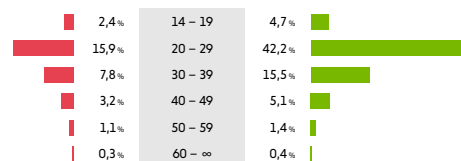
Colombia



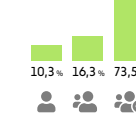
78 000

PANEL SIZE

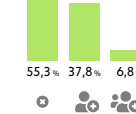
30,7% 69,3%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

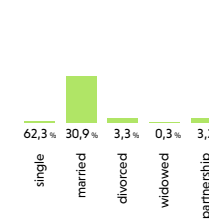
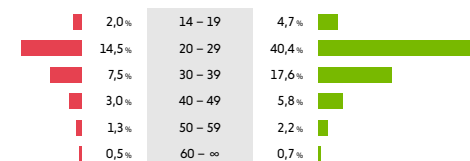
Costa Rica



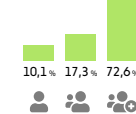
5 000

PANEL SIZE

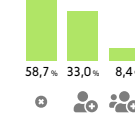
28,7% 71,3%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

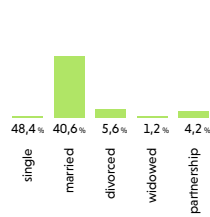
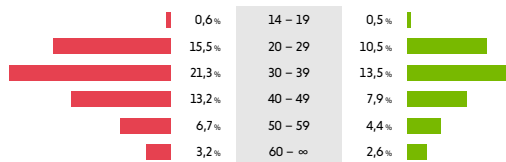
Croatia



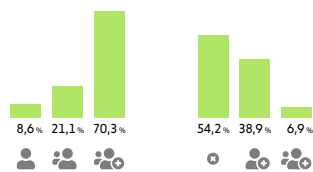
31 500

PANEL SIZE

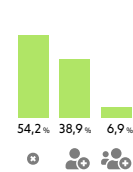
60,5%   39,5%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

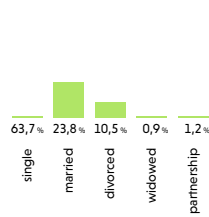
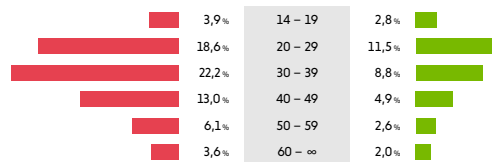
Czech Republic



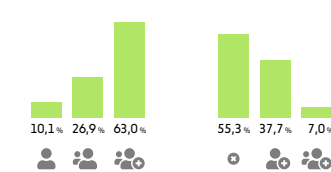
179 500

PANEL SIZE

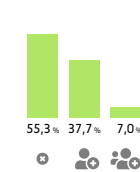
67,4%   32,6%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

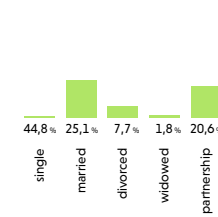
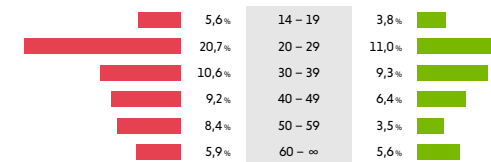
Denmark



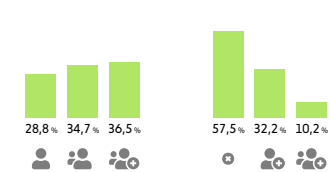
2 000

PANEL SIZE

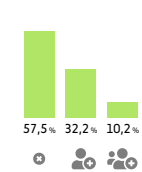
60,5%   39,5%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

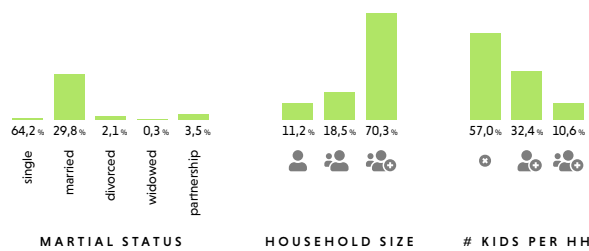
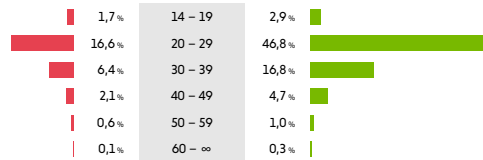
Dominican Republic



18 000

PANEL SIZE

27,5%   72,5%



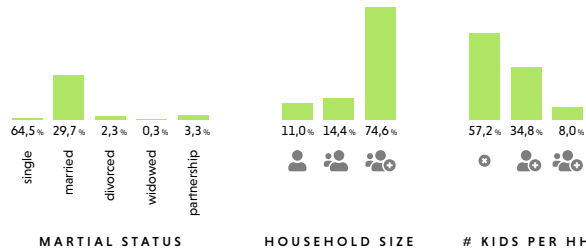
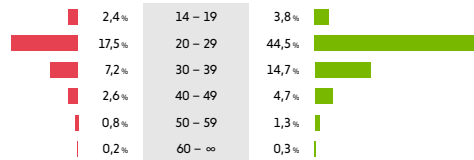
Ecuador



19 000

PANEL SIZE

30,6%   69,4%



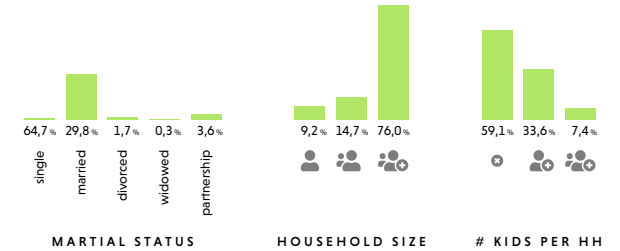
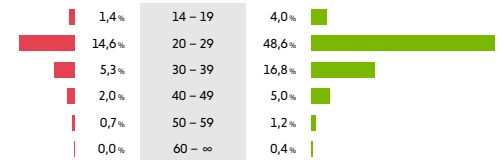
El Salvador



4 500

PANEL SIZE

23,9%   76,1%



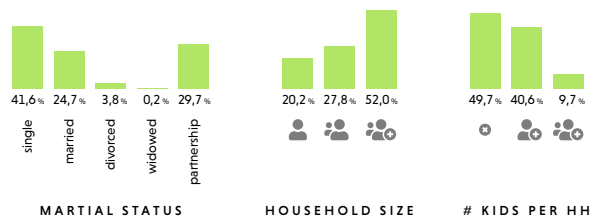
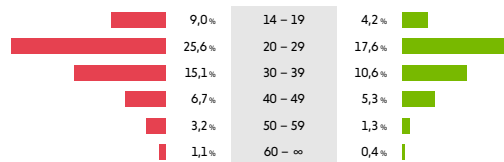
Estonia



<1.000

PANEL SIZE

60,7%   39,3%



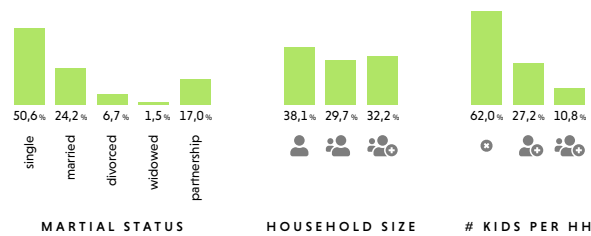
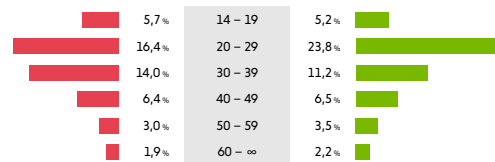
Finland



1 500

PANEL SIZE

47,6%   52,4%



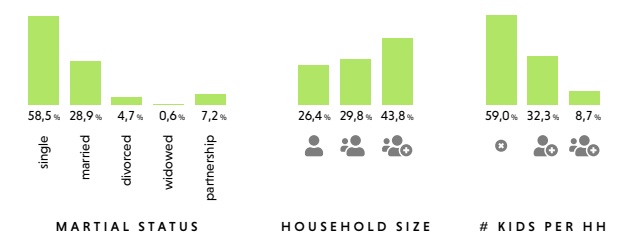
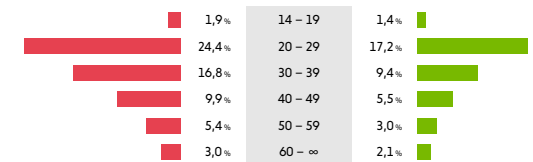
France



81 500

PANEL SIZE

61,4%   38,6%



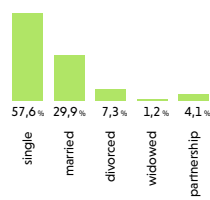
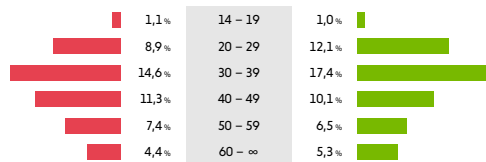
Germany



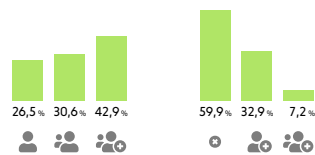
123 000

PANEL SIZE

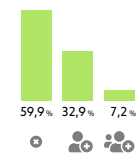
47,6% 52,4%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

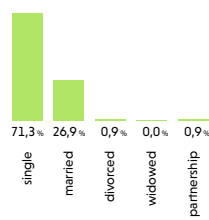
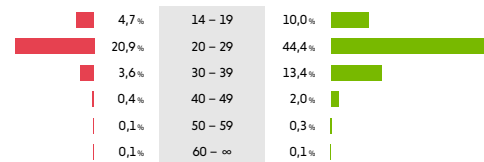
Ghana



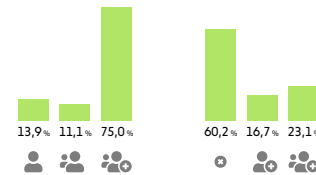
1 500

PANEL SIZE

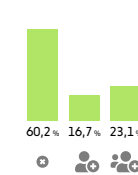
29,8% 70,2%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

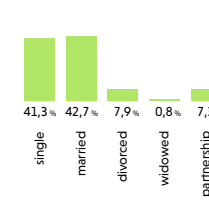
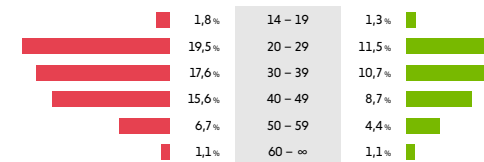
Greece



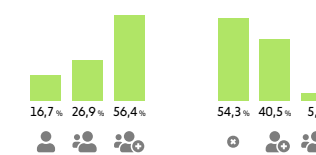
3 500

PANEL SIZE

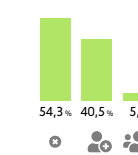
62,3% 37,7%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

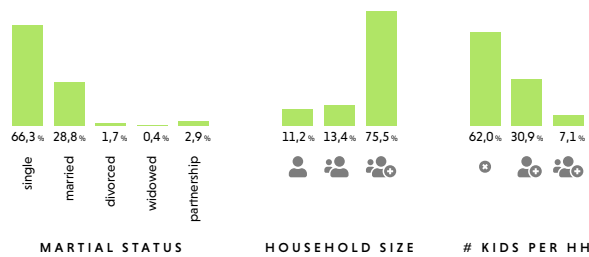
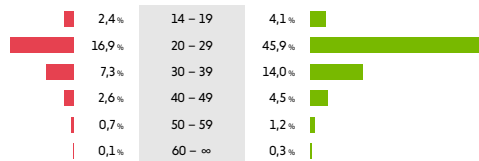
Guatemala



8 000

PANEL SIZE

30,0% 70,0%



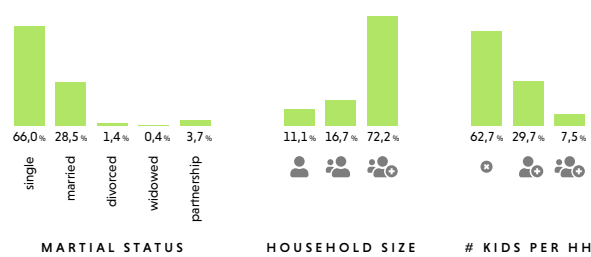
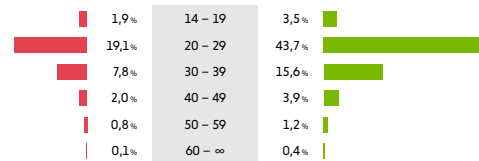
Honduras



5 000

PANEL SIZE

31,7% 68,3%



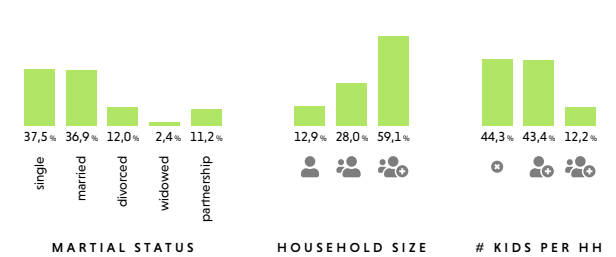
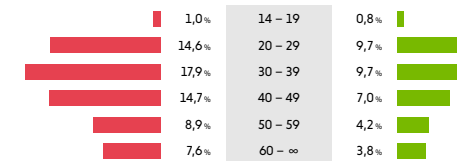
Hungary



157 500

PANEL SIZE

64,6% 35,4%



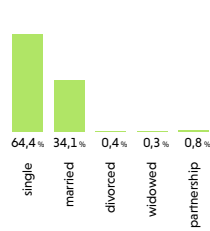
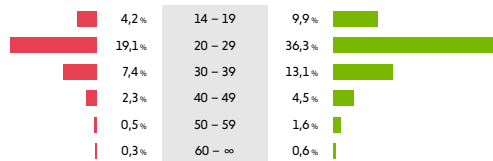
India



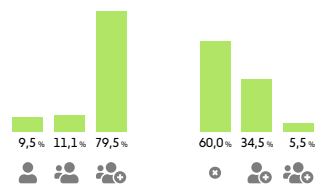
8 000

PANEL SIZE

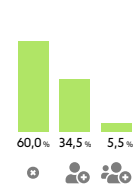
33,9%   66,1%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

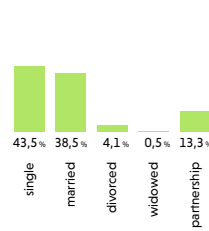
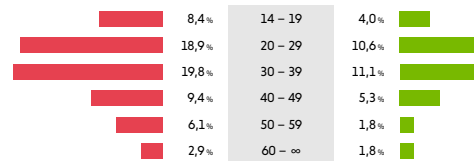
Ireland



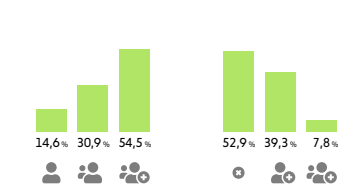
<1.000

PANEL SIZE

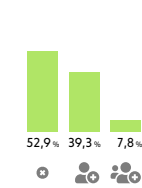
65,5%   34,5%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

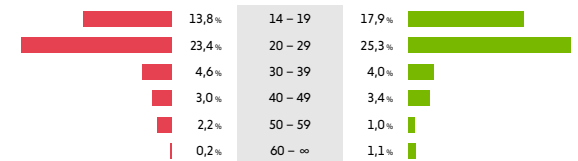
Israel



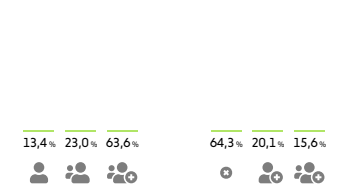
<1.000

PANEL SIZE

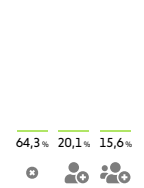
47,3%   52,7%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

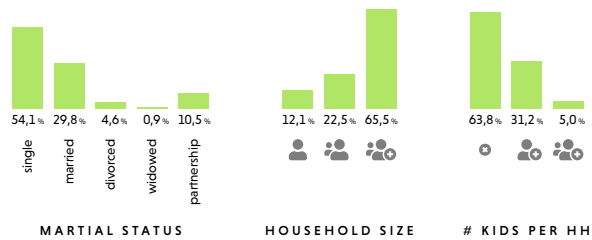
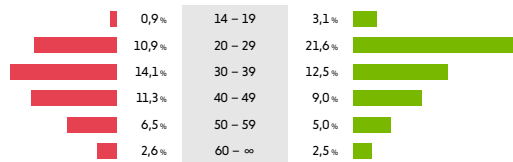
Italy



75 500

PANEL SIZE

46,3%   53,7%



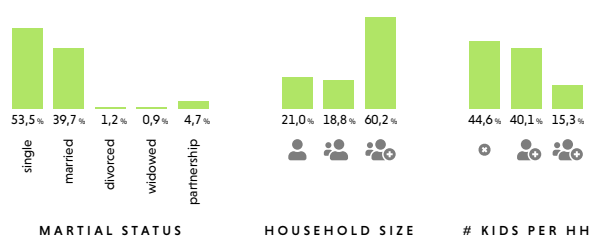
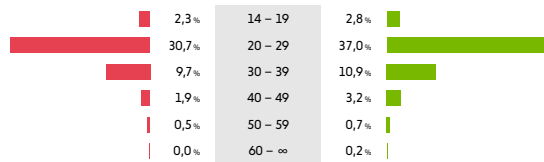
Kenya



2 500

PANEL SIZE

45,2%   54,8%



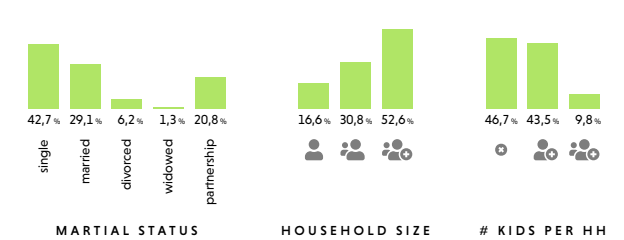
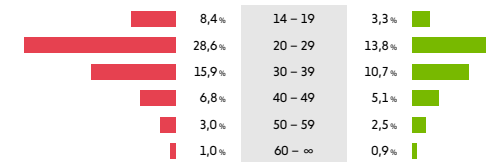
Latvia



2 000

PANEL SIZE

63,7%   36,3%



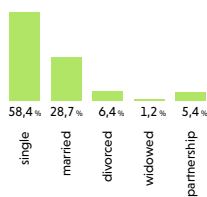
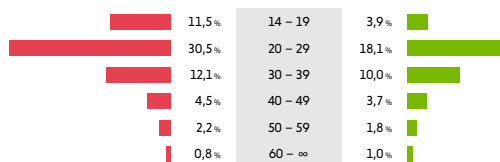
Lithuania



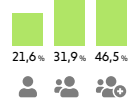
3 000

PANEL SIZE

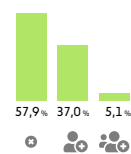
61,6%   **38,4%**



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

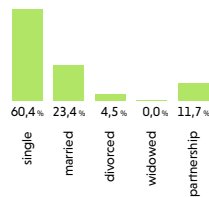
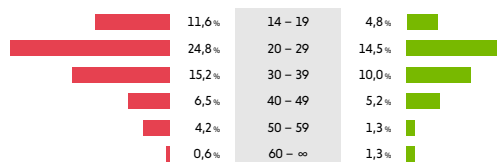
Luxembourg



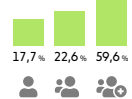
<1.000

PANEL SIZE

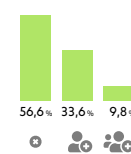
62,9%   **37,1%**



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

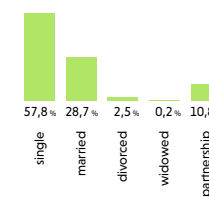
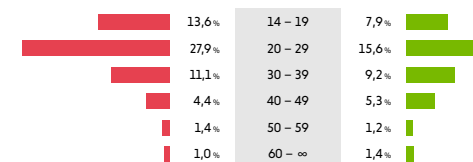
Malta



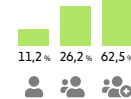
<1.000

PANEL SIZE

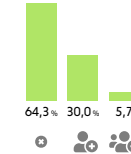
59,4%   **40,6%**



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

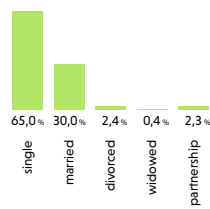
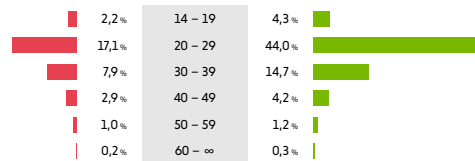
Mexico



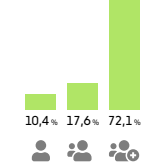
83 500

PANEL SIZE

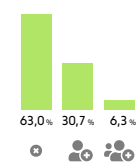
31,3% 68,7%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

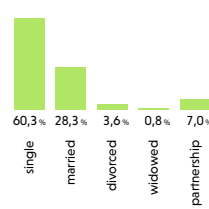
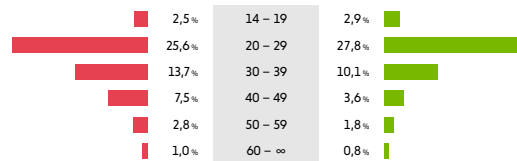
Montenegro



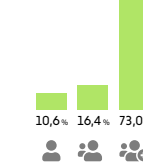
1 500

PANEL SIZE

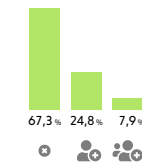
53,0% 47,0%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

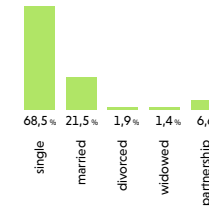
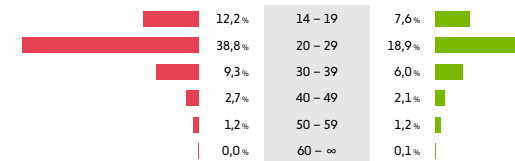
Namibia



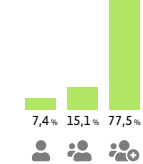
<1.000

PANEL SIZE

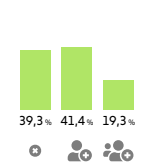
64,2% 35,8%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

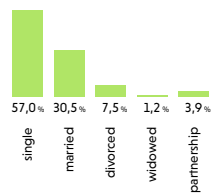
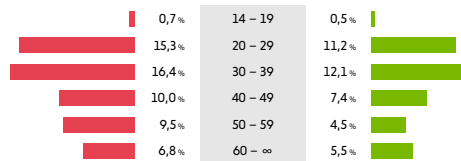
Netherlands



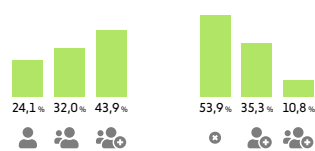
6 500

PANEL SIZE

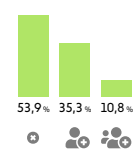
58,6%   41,4%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

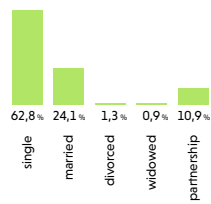
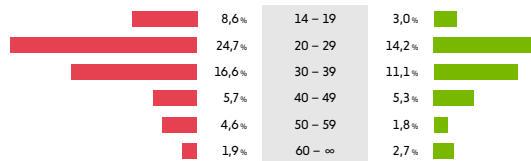
New Zealand



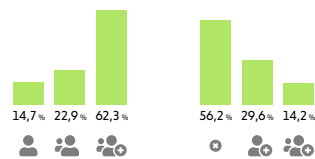
<1.000

PANEL SIZE

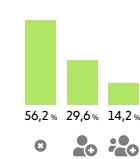
61,9%   38,1%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

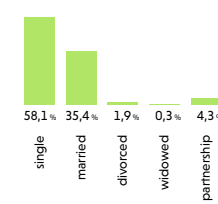
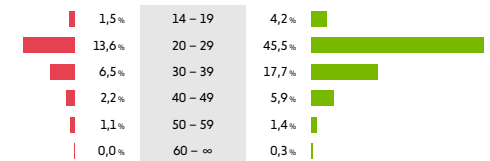
Nicaragua



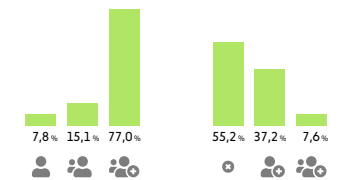
3 000

PANEL SIZE

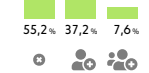
25,0%   75,0%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

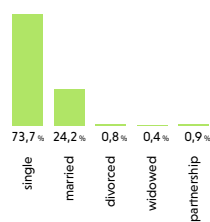
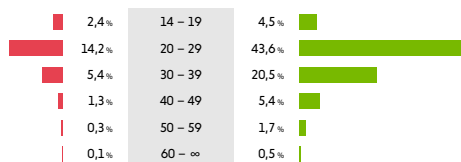
Nigeria



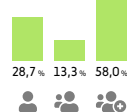
8 500

PANEL SIZE

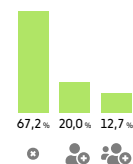
23,8% 76,2%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

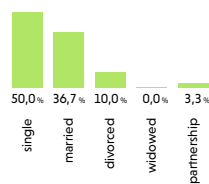
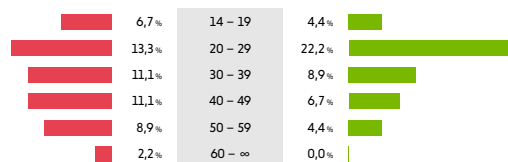
North Macedonia



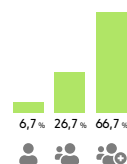
<1.000

PANEL SIZE

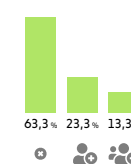
53,3% 46,7%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

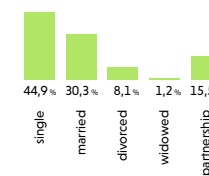
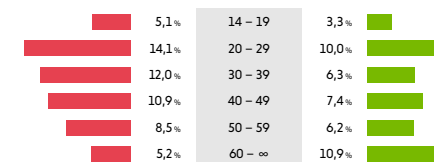
Norway



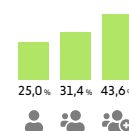
4 000

PANEL SIZE

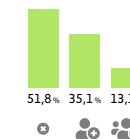
55,9% 44,1%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

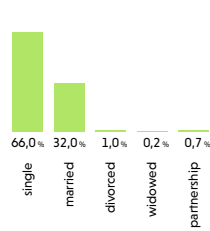
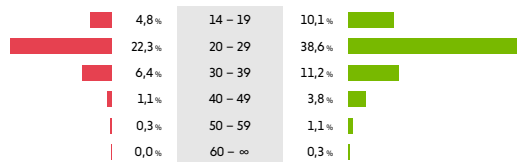
Pakistan



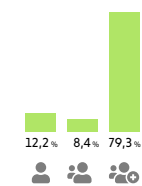
2 500

PANEL SIZE

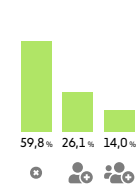
34,9% 65,1%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

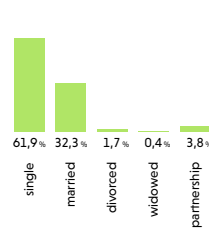
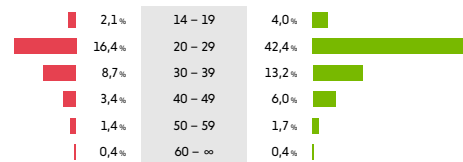
Panama



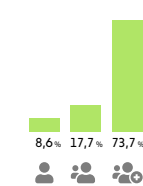
3 500

PANEL SIZE

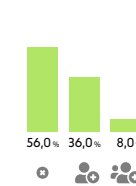
32,4% 67,6%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

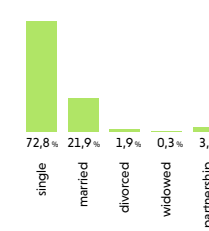
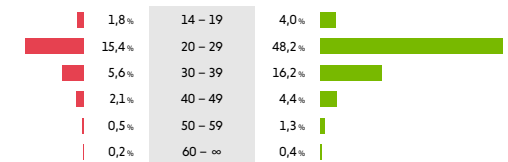
Paraguay



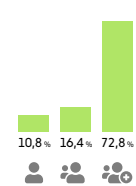
3 500

PANEL SIZE

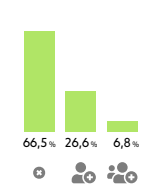
25,7% 74,3%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

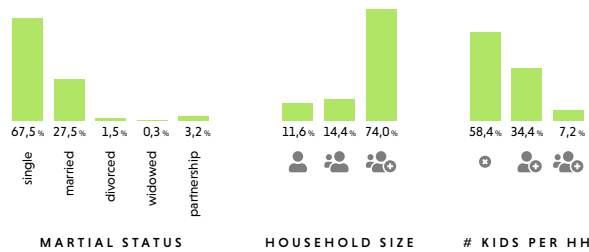
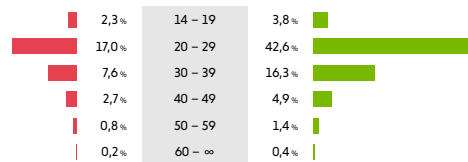
Peru



41 500

PANEL SIZE

30,5% 69,5%



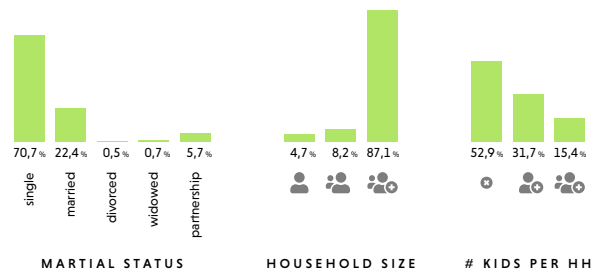
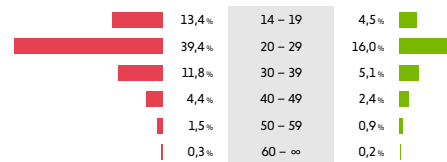
Philippines



4 000

PANEL SIZE

70,9% 29,1%



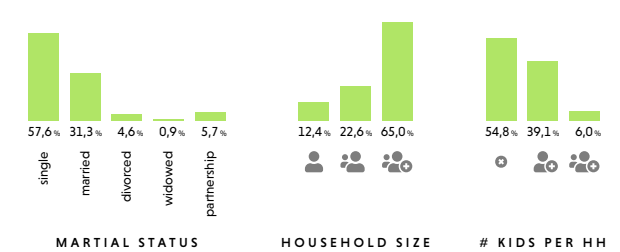
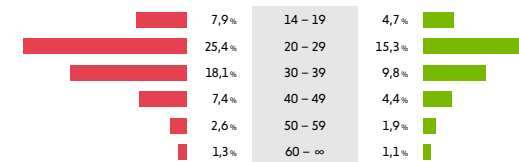
Poland



112 000

PANEL SIZE

62,7% 37,3%



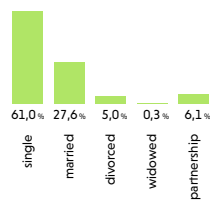
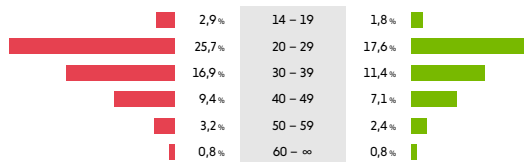
Portugal



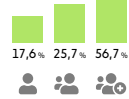
14 500

PANEL SIZE

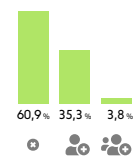
58,9%   **41,1%**



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

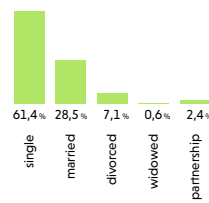
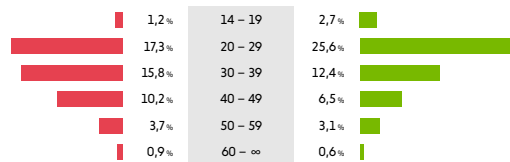
Puerto Rico



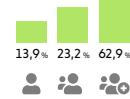
<1.000

PANEL SIZE

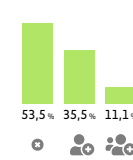
49,1%   **50,9%**



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

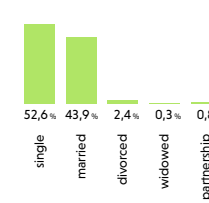
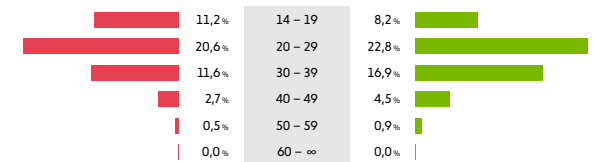
Qatar



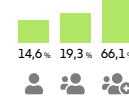
<1.000

PANEL SIZE

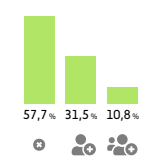
46,6%   **53,4%**



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

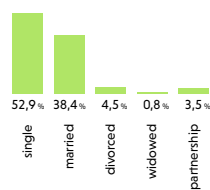
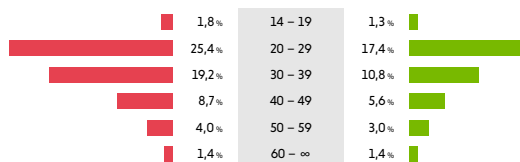
Romania



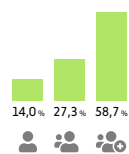
101 000

PANEL SIZE

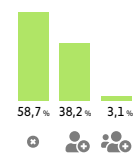
60,5% 39,5%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

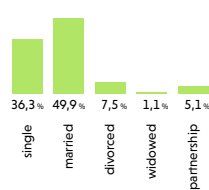
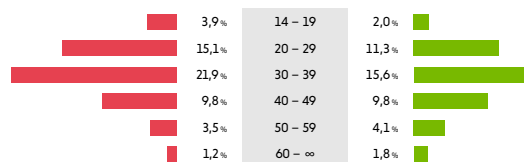
Russia



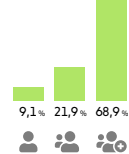
104 000

PANEL SIZE

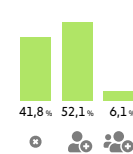
55,3% 44,7%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

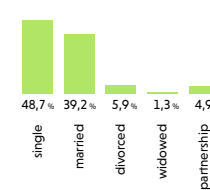
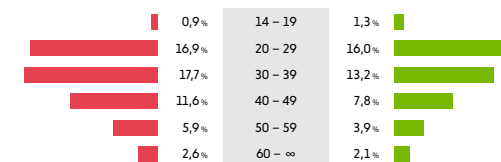
Serbia



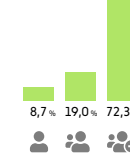
39 000

PANEL SIZE

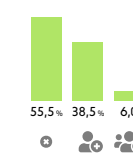
55,8% 44,2%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

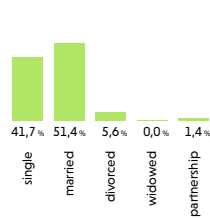
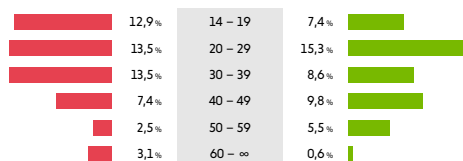
Singapore



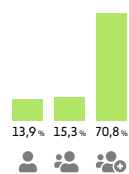
<1.000

PANEL SIZE

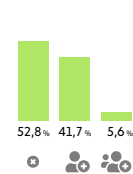
52,8%   47,2%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

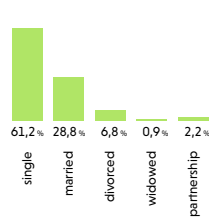
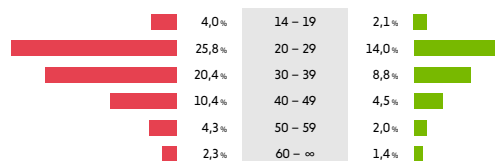
Slovakia



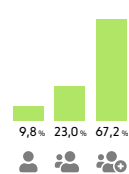
55 500

PANEL SIZE

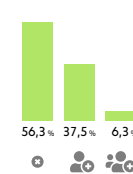
67,1%   32,9%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

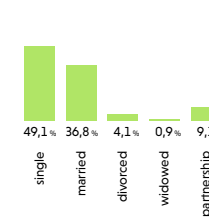
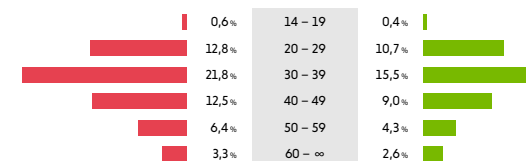
Slovenia



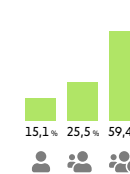
37 000

PANEL SIZE

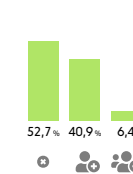
57,4%   42,6%



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

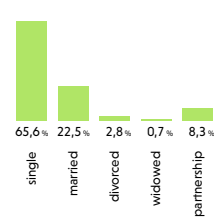
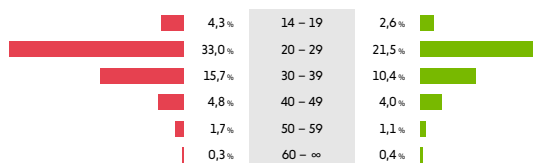
South Africa



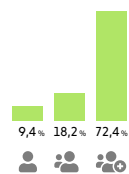
6 000

PANEL SIZE

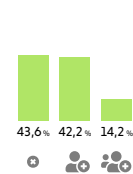
59,9%   **40,1%**



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

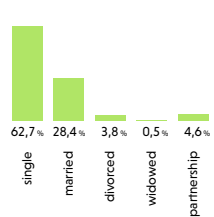
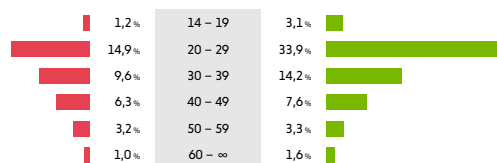
Spain



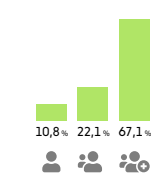
56 000

PANEL SIZE

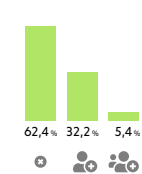
36,2%   **63,8%**



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

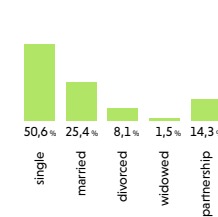
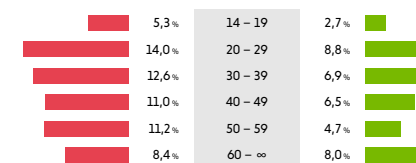
Sweden



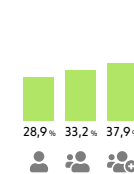
4 000

PANEL SIZE

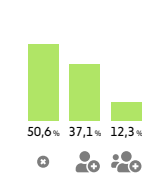
62,5%   **37,5%**



MARTIAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

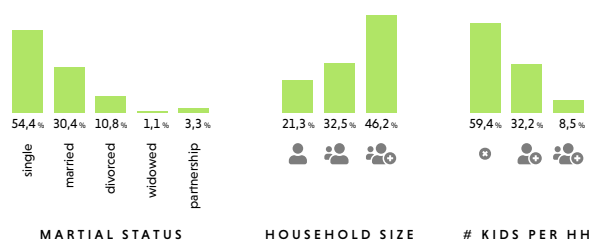
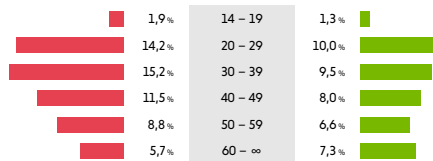
Switzerland



67 000

PANEL SIZE

57,4% 42,6%



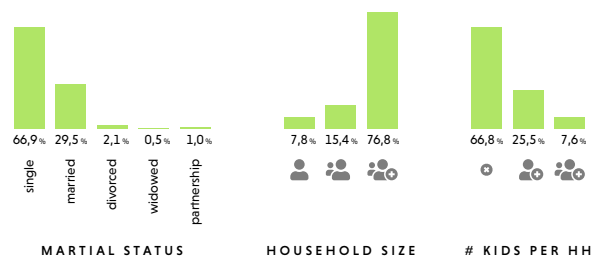
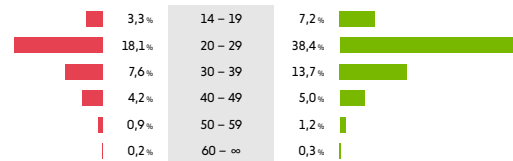
Turkey



133 000

PANEL SIZE

34,2% 65,8%



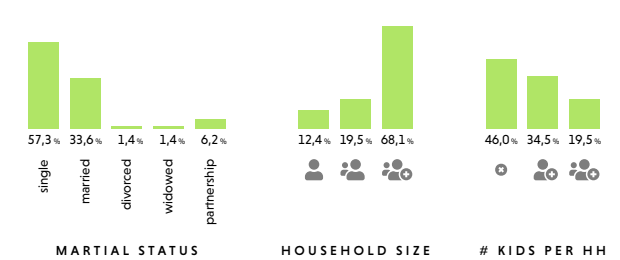
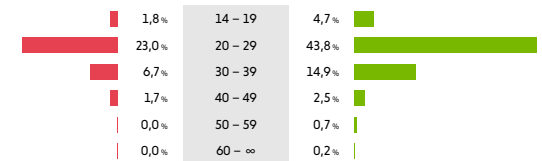
Uganda



<1.000

PANEL SIZE

33,2% 66,8%



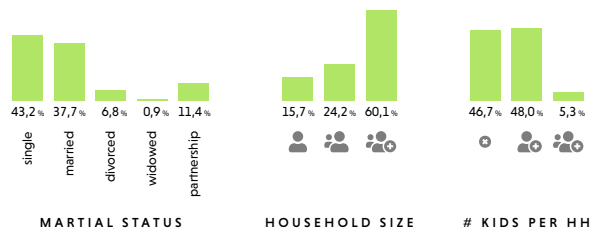
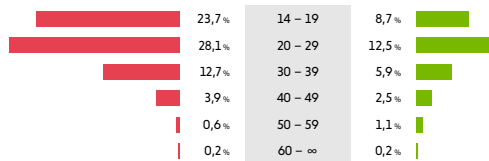
Ukraine



3 000

PANEL SIZE

69,2% 30,8%



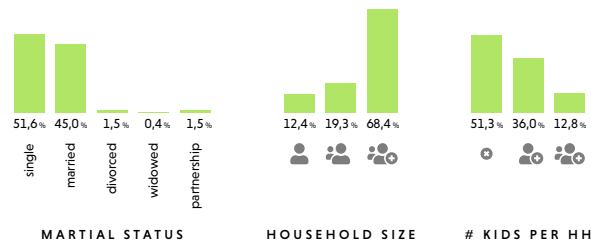
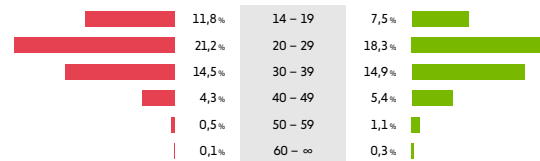
United Arab Emirates



2 000

PANEL SIZE

52,4% 47,6%



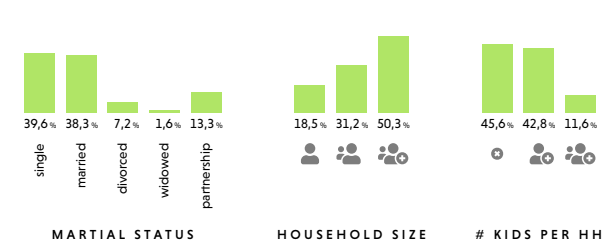
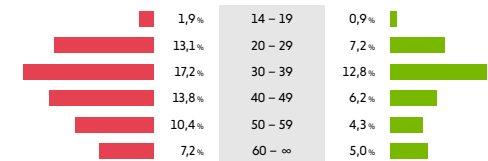
United Kingdom



30 000

PANEL SIZE

63,6% 36,4%



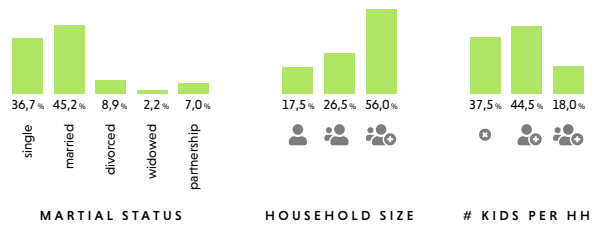
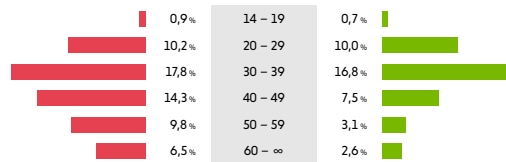
USA



47 000

PANEL SIZE

59,4% 40,6%



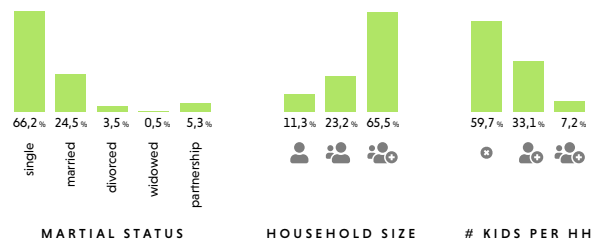
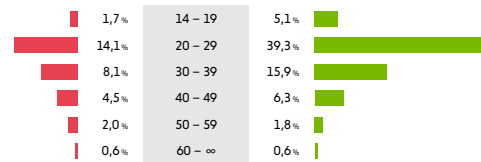
Uruguay



4 000

PANEL SIZE

30,9% 69,1%



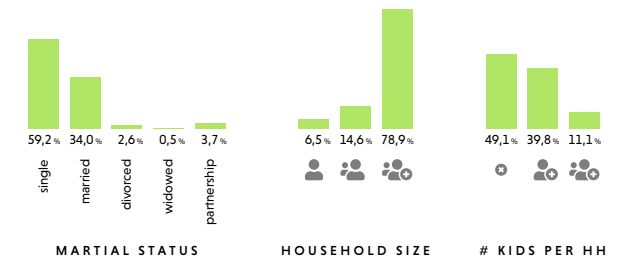
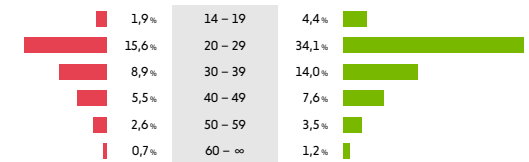
Venezuela



79 000

PANEL SIZE

35,1% 64,9%



Contact us

Marketagent.com online reSEARCH GmbH

Mühlgasse 59

A-2500 Baden

+43 2252 909 009

rfq@marketagent.com



marketagent.