

# 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 2.000.000 consumers, which was certified in January 2010 as the first access panel of the D-A-CH-region. In March 2020 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 Coca-Cola, Nestlé, Ikea, Generali, Google, OMV or Unilever. 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 2.000.000 Konsumenten umfassende Online-Pool, welcher im Januar 2010 als erstes Access Panel der D-A-CH-Region zertifiziert und im März 2020 nach der ISO Norm 20252 rezertifiziert wurde.

Ein interdisziplinäres Team von Psychologen, Soziologen, Demoskopern und Software-Entwicklern 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 Coca-Cola, Nestlé, Ikea, Generali, Google, OMV oder Unilever 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.

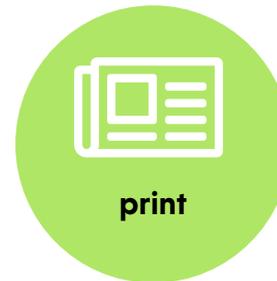
Our cross medial recruiting strategy contains:



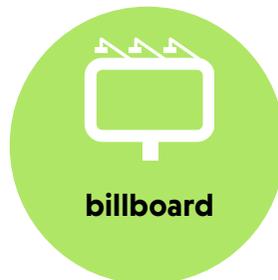
**TV**



**radio**



**print**



**billboard**



**online**

# Transparente Rekrutierung

Um Verzerrungen in Richtung Internet-Vielnutzer zu minimieren, verstärken wir stetig die Teilnehmer-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 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 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 Teilnehmerqualität 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
- 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, 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 2017, 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 50 Prozent unserer Interviews über Tablets und Smartphones beantwortet. Und die Tendenz dieser Entwicklung ist steigend. Laut dem GreenBook Research Industry Trends (GRIT) Report 2017 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 2.000.000 participants, who daily determine the trends of tomorrow in surveys. We are constantly seeking for new ways of strengthening the relationship with our participants. 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 25 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 2.000.000 Teilnehmer, die tagtäglich in Umfragen die Trends von morgen bestimmen. Wir sind stets auf der Suche nach neuen Möglichkeiten, um das Verhältnis zu unseren Teilnehmern weiterhin zu vertiefen. Nur ein faires Handeln gegenüber unseren Teilnehmern ermöglicht die Durchführung von Marktforschungsprojekten, die den höchsten Qualitätsstandards entsprechen. Folgende Grundsäulen bilden die Basis, um ein respektvolles Verhältnis gegenüber unseren Teilnehmern 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 25 Eintausch-Optionen
- Keine künstlichen Auszahlungsgrenzen
- Tägliche Kommunikation über Social Media-Sites
- Feedback-Button im Fragebogen
- Ideen-Box für die Panelteilnehmer
- 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, frequent flyers 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 Panelisten anhand von bis zu 150 Charakteristika und Eigenschaften. Egal, ob Sie Vegetarier, Raucher, BMW-Fahrer, Hundehalter, Kontaktlinsenträger, Vielflieger oder Kreditkartenbesitzer befragen möchten, wir erreichen die gesuchte Zielgruppe nahezu streuverlustfrei und sparen damit Zeit und Geld.

Folgende Daten stehen uns über unsere Panelisten zur Verfügung:

## Base profile data | Basis-Profildaten

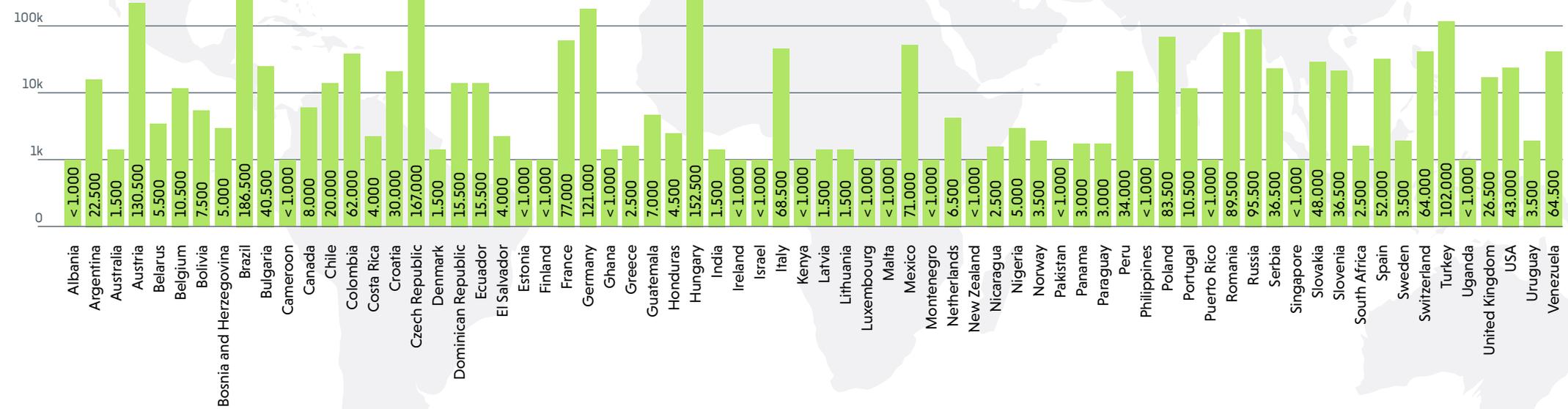
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## Additional profile data | Zusätzliche Profildaten

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

# 2,000,000 panel members worldwide



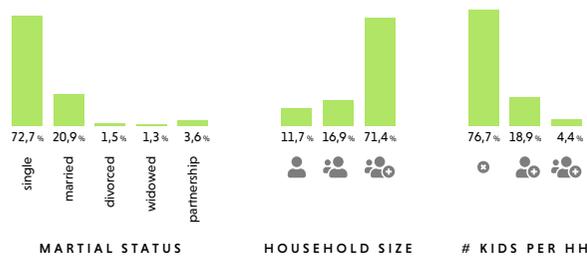
# Albania



< **1.000**

PANEL SIZE

27,9%   72,1%



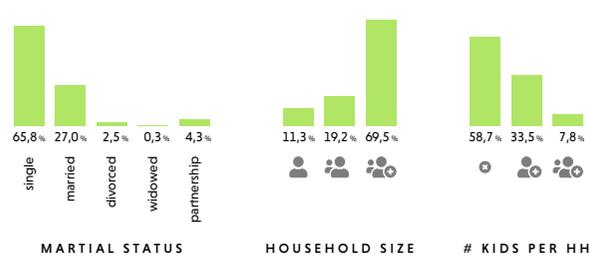
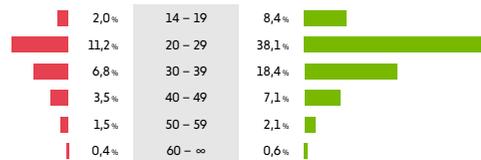
# Argentina



**22.500**

PANEL SIZE

25,4%   74,6%



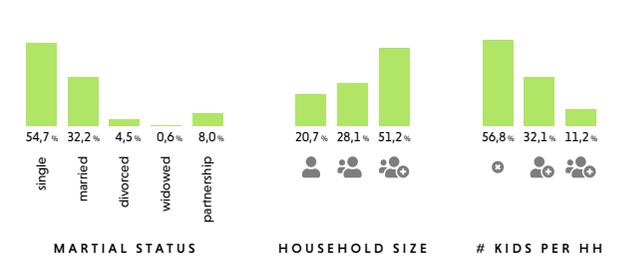
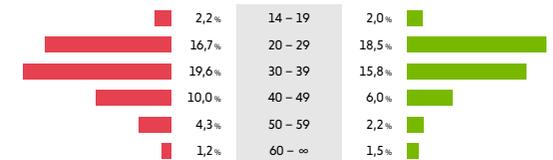
# Australia



**1.500**

PANEL SIZE

54,0%   46,0%



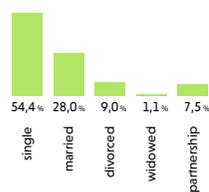
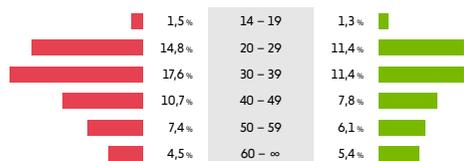
# Austria



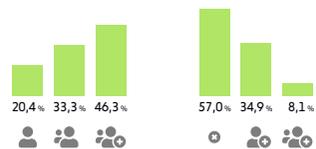
**130.500**

PANEL SIZE

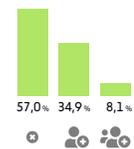
56,6%   43,4%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

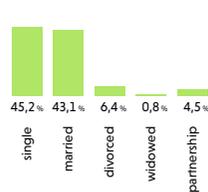
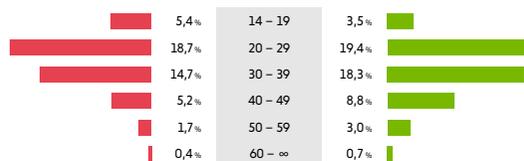
# Belarus



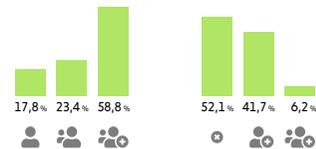
**5.500**

PANEL SIZE

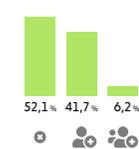
46,3%   53,7%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

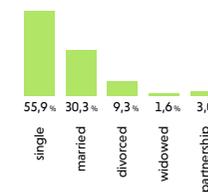
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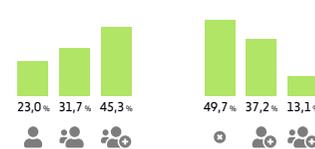
**10.500**

PANEL SIZE

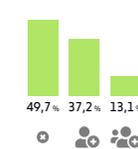
60,5%   39,5%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

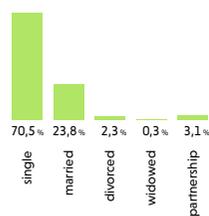
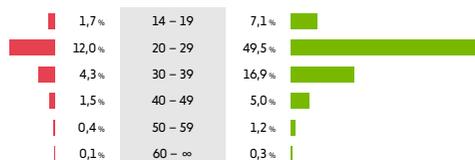
# Bolivia



**7.500**

PANEL SIZE

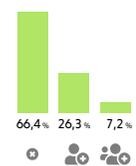
19,9% 80,1%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

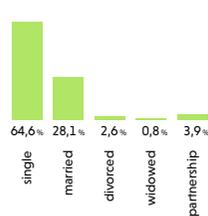
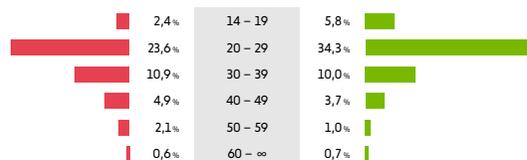
# Bosnia and Herzegovina



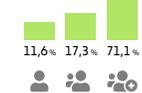
**5.000**

PANEL SIZE

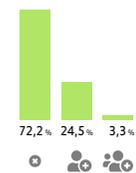
44,5% 55,5%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

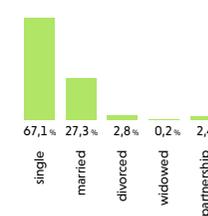
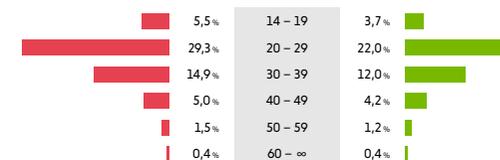
# Brazil



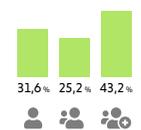
**186.500**

PANEL SIZE

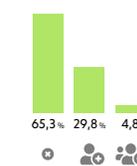
56,5% 43,5%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

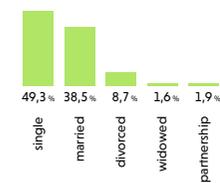
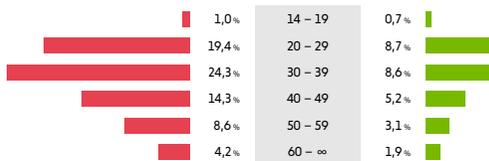
# Bulgaria



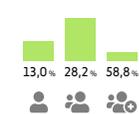
**40.500**

PANEL SIZE

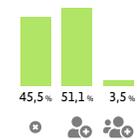
71,7%   28,3%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

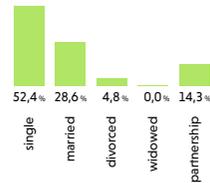
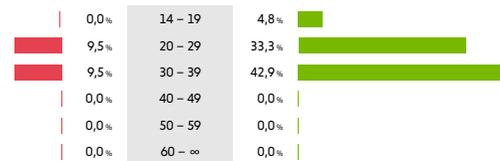
# Cameroon



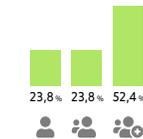
**< 1.000**

PANEL SIZE

19,0%   81,0%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

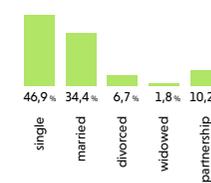
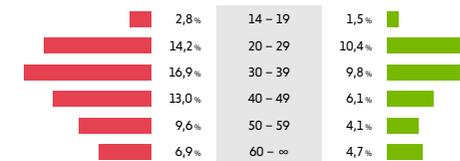
# Canada



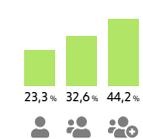
**8.000**

PANEL SIZE

63,4%   36,6%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

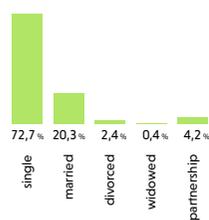
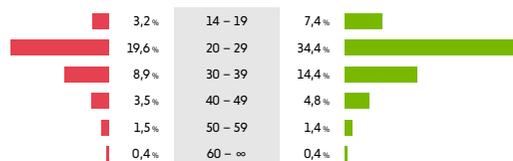
# Chile



**20.000**

PANEL SIZE

37,1% 62,9%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

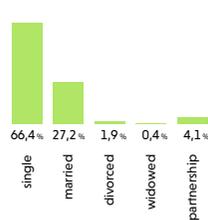
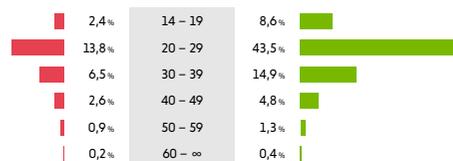
# Colombia



**62.000**

PANEL SIZE

26,5% 73,5%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

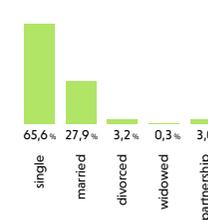
# Costa Rica



**4.000**

PANEL SIZE

23,3% 76,7%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

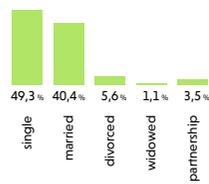
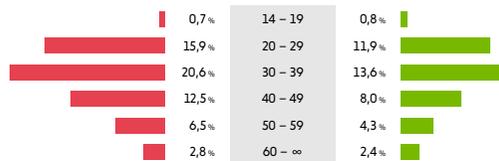
# Croatia



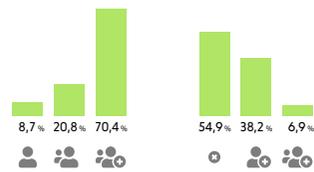
**30.000**

PANEL SIZE

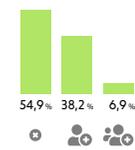
59,0% 41,0%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

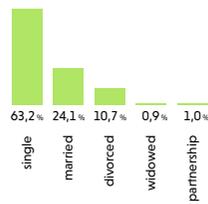
# Czech Republic



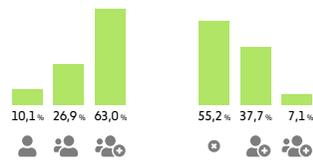
**167.000**

PANEL SIZE

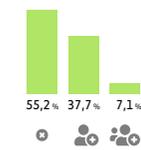
67,3% 32,7%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

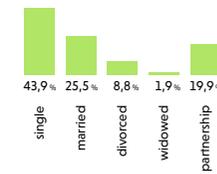
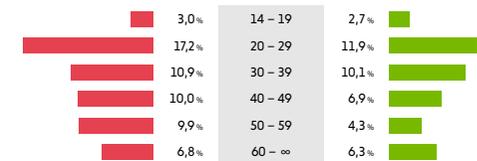
# Denmark



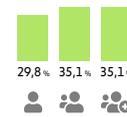
**1.500**

PANEL SIZE

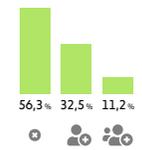
57,6% 42,4%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

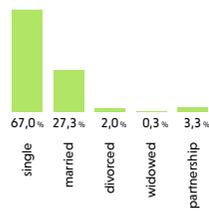
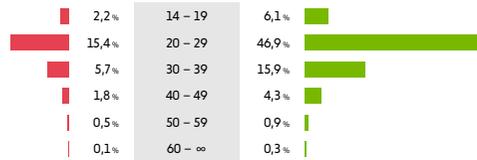
# Dominican Republic



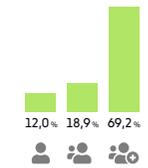
15.500

PANEL SIZE

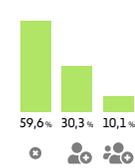
25,6%   74,4%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

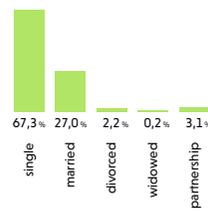
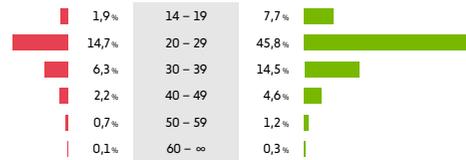
# Ecuador



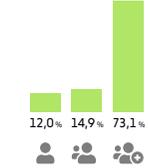
15.500

PANEL SIZE

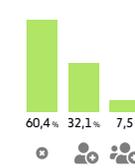
25,9%   74,1%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

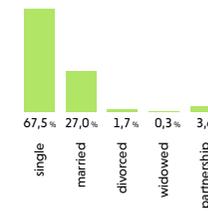
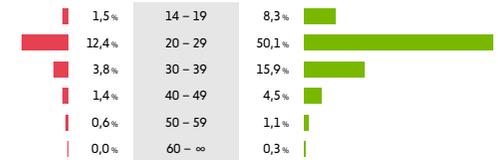
# El Salvador



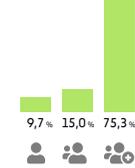
4.000

PANEL SIZE

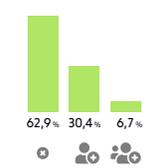
19,7%   80,3%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

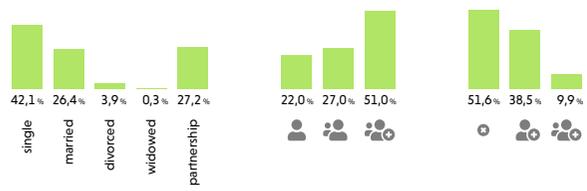
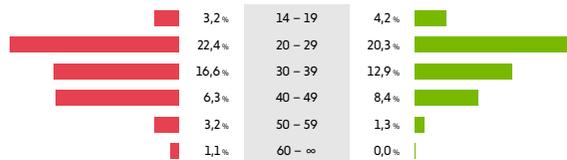
# Estonia



< **1.000**

PANEL SIZE

52,9%   47,1%



MARTIAL STATUS

HOUSEHOLD SIZE

# KIDS PER HH

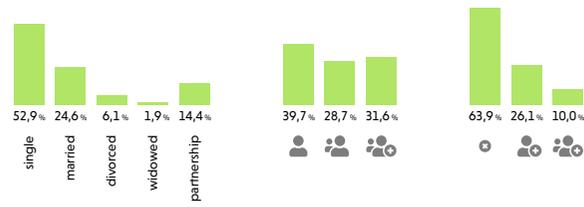
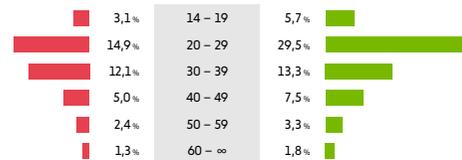
# Finland



< **1.000**

PANEL SIZE

38,7%   61,3%



MARTIAL STATUS

HOUSEHOLD SIZE

# KIDS PER HH

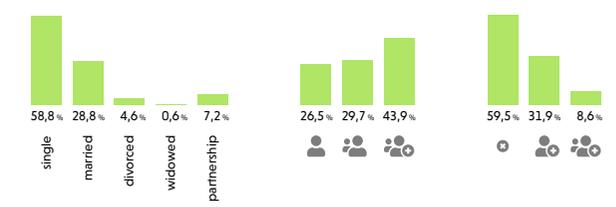
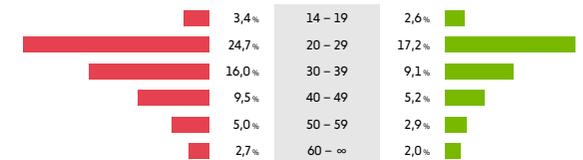
# France



**77.000**

PANEL SIZE

61,1%   38,9%



MARTIAL STATUS

HOUSEHOLD SIZE

# KIDS PER HH

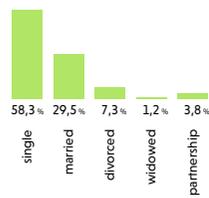
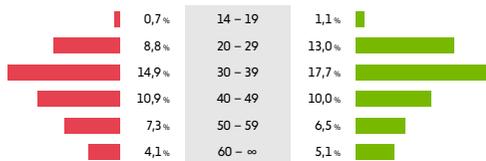
# Germany



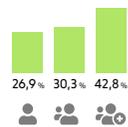
**121.000**

PANEL SIZE

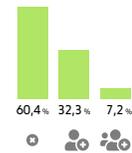
46,5%   53,5%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

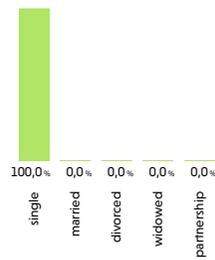
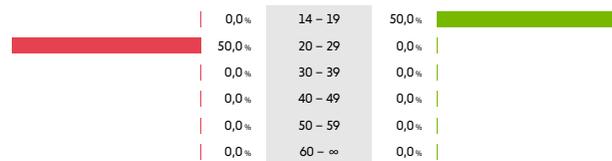
# Ghana



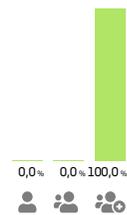
**< 1.000**

PANEL SIZE

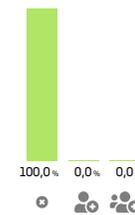
50,0%   50,0%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

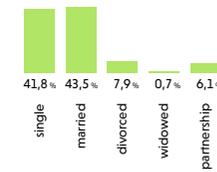
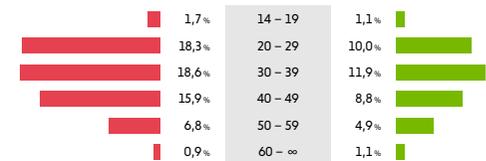
# Greece



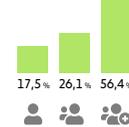
**2.500**

PANEL SIZE

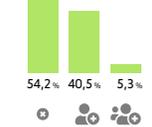
62,2%   37,8%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

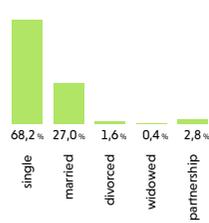
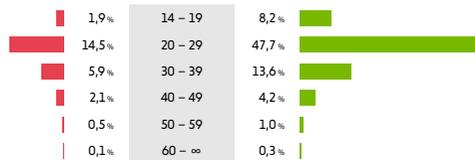
# Guatemala



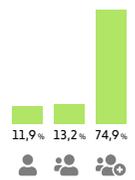
**7.000**

PANEL SIZE

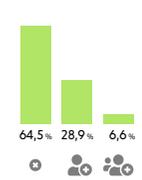
25,0%   75,0%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

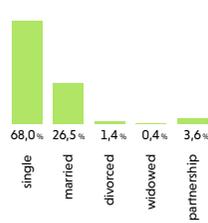
# Honduras



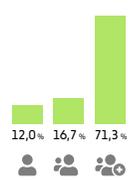
**4.500**

PANEL SIZE

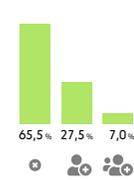
27,5%   72,5%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

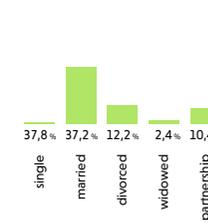
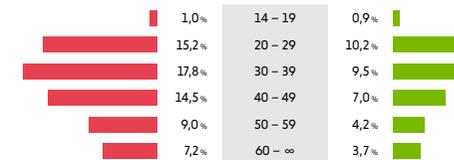
# Hungary



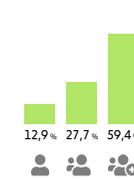
**152.500**

PANEL SIZE

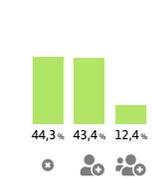
64,6%   35,4%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

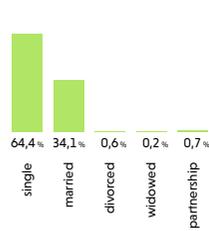
# India



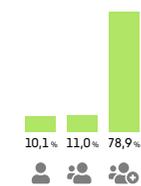
**1.500**

PANEL SIZE

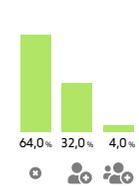
25,4%   74,6%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

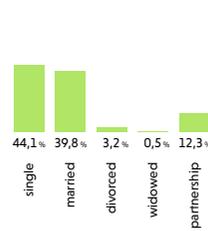
# Ireland



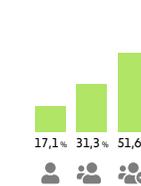
**< 1.000**

PANEL SIZE

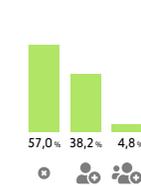
57,0%   43,0%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

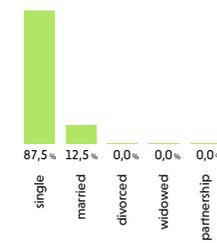
# Israel



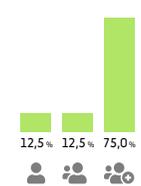
**< 1.000**

PANEL SIZE

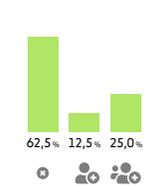
25,0%   75,0%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

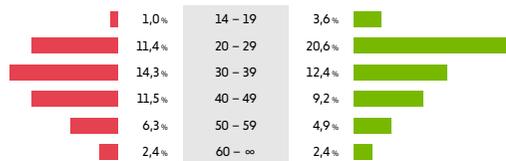
# Italy



**68.500**

PANEL SIZE

46,9% 53,1%



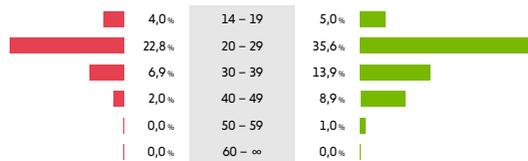
# Kenya



**< 1.000**

PANEL SIZE

35,6% 64,4%



# Latvia



**1.500**

PANEL SIZE

57,8% 42,2%



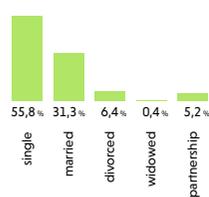
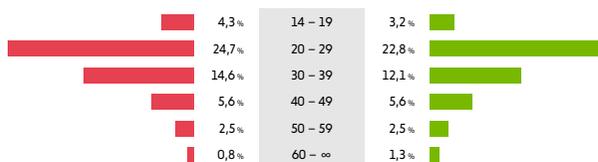
# Lithuania



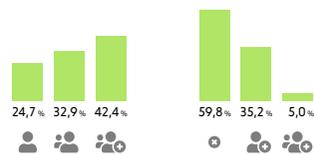
**1.500**

PANEL SIZE

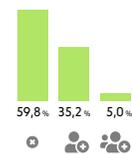
52,4%   47,6%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

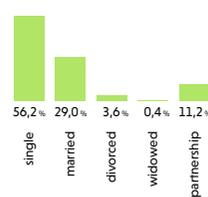
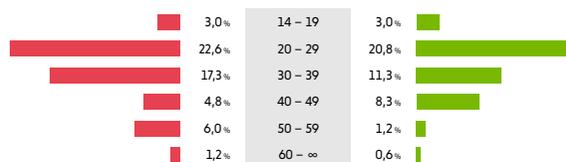
# Luxembourg



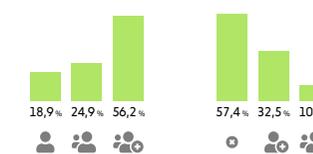
**< 1.000**

PANEL SIZE

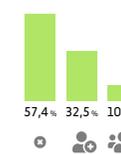
54,4%   45,6%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

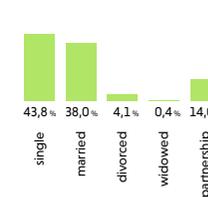
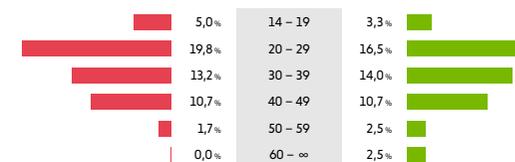
# Malta



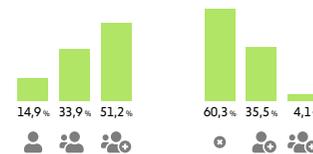
**< 1.000**

PANEL SIZE

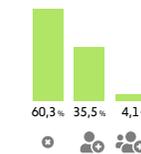
50,4%   49,6%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

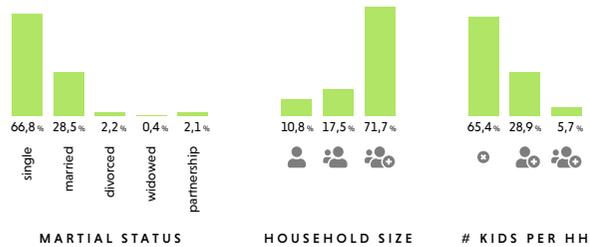
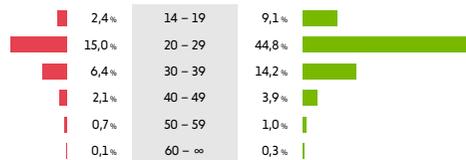
# Mexico



**71.000**

PANEL SIZE

26,6%   73,4%



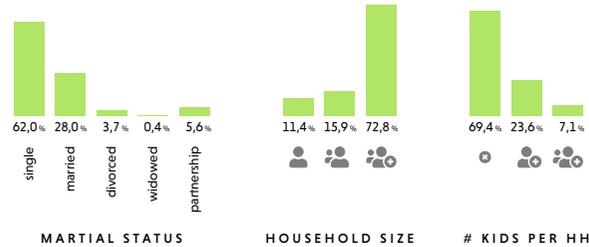
# Montenegro



**< 1.000**

PANEL SIZE

50,3%   49,7%



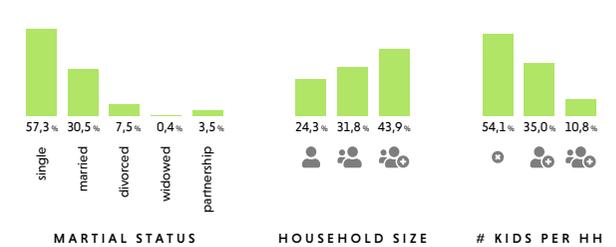
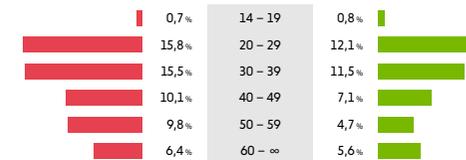
# Netherlands



**6.500**

PANEL SIZE

58,2%   41,8%



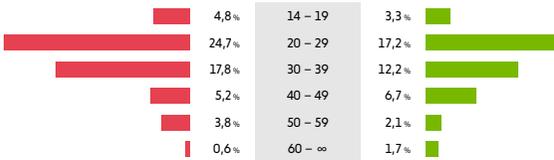
# New Zealand



< **1.000**

PANEL SIZE

**56,8%**   **43,2%**



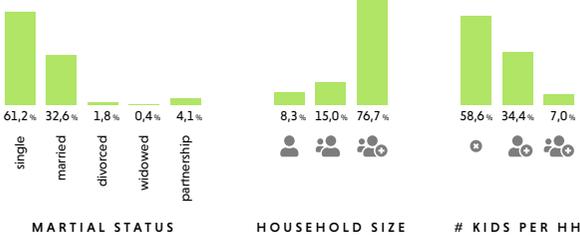
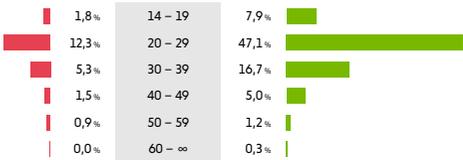
# Nicaragua



**2.500**

PANEL SIZE

**21,9%**   **78,1%**



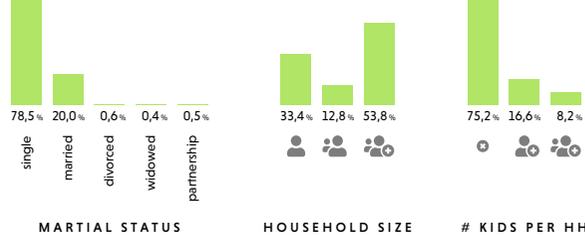
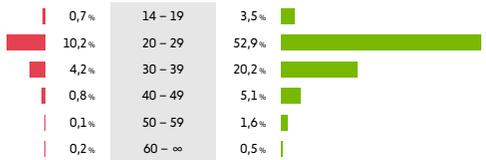
# Nigeria



**5.000**

PANEL SIZE

**16,2%**   **83,8%**



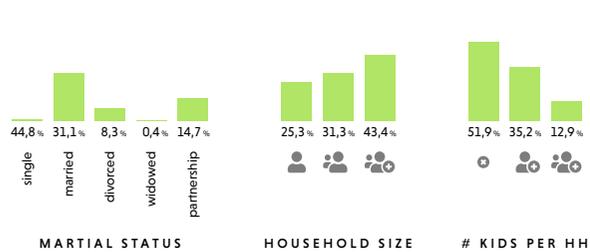
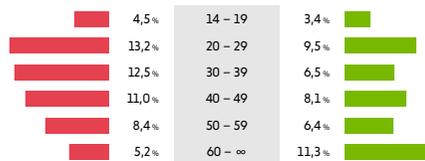
# Norway



**3.500**

PANEL SIZE

54,9% 45,1%



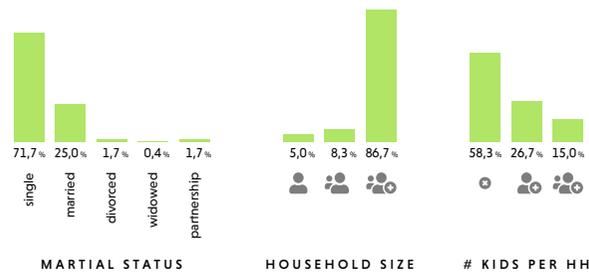
# Pakistan



**< 1.000**

PANEL SIZE

30,0% 70,0%



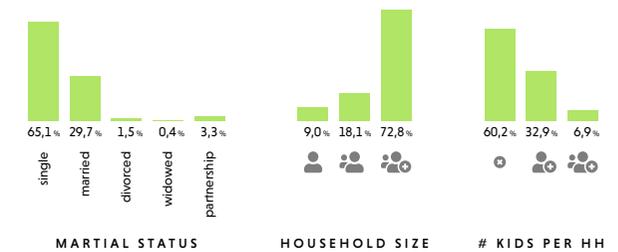
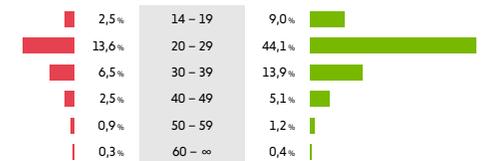
# Panama



**3.000**

PANEL SIZE

26,3% 73,7%



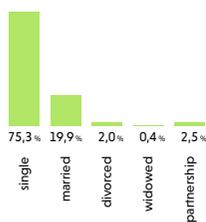
# Paraguay



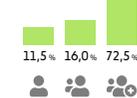
**3.000**

PANEL SIZE

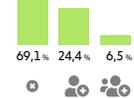
21,8% 78,2%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

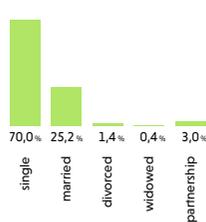
# Peru



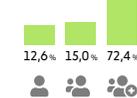
**34.000**

PANEL SIZE

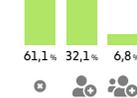
26,5% 73,5%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

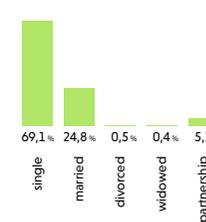
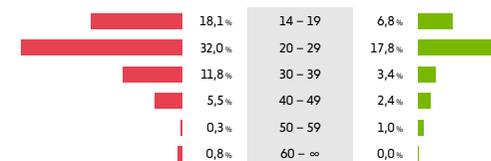
# Philippines



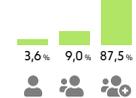
**< 1.000**

PANEL SIZE

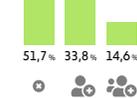
68,5% 31,5%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

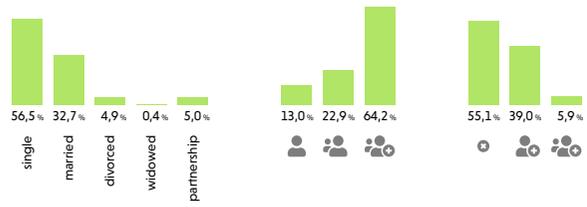
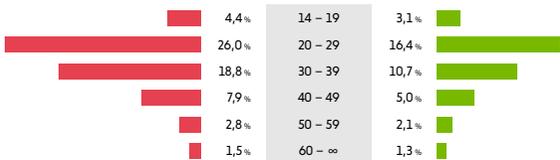
# Poland



**83.500**

PANEL SIZE

61,4% 38,6%



MARTIAL STATUS      HOUSEHOLD SIZE      # KIDS PER HH

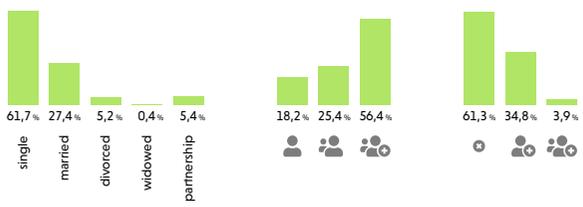
# Portugal



**10.500**

PANEL SIZE

56,8% 43,2%



MARTIAL STATUS      HOUSEHOLD SIZE      # KIDS PER HH

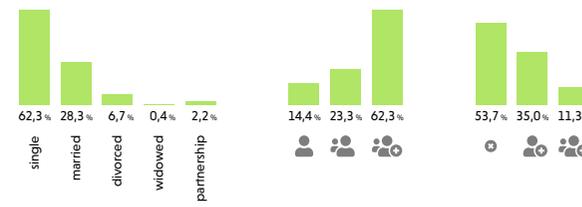
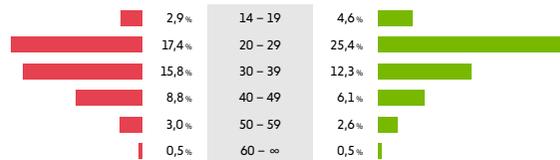
# Puerto Rico



**< 1.000**

PANEL SIZE

48,4% 51,6%



MARTIAL STATUS      HOUSEHOLD SIZE      # KIDS PER HH

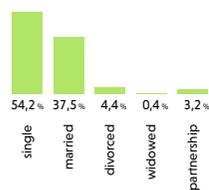
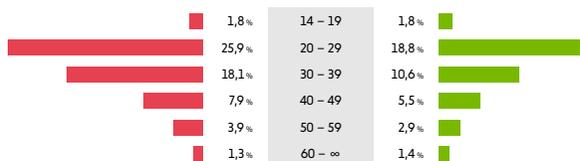
# Romania



**89.500**

PANEL SIZE

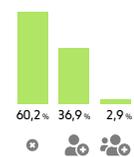
58,9% 41,1%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

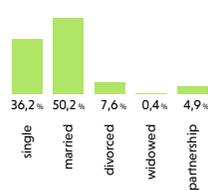
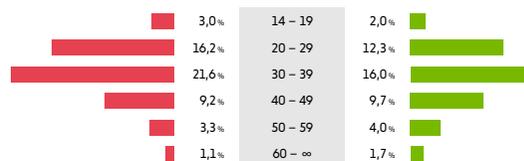
# Russia



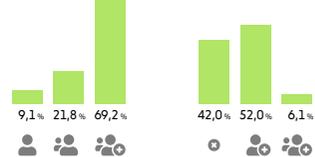
**95.500**

PANEL SIZE

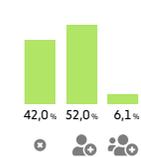
54,3% 45,7%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

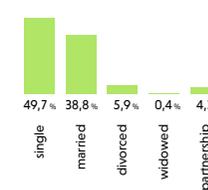
# Serbia



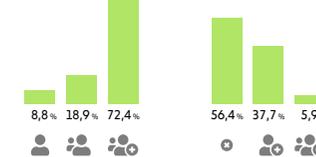
**36.500**

PANEL SIZE

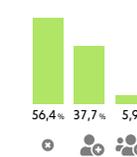
54,4% 45,6%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

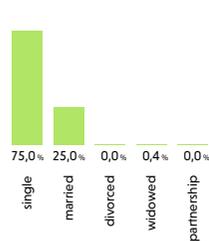
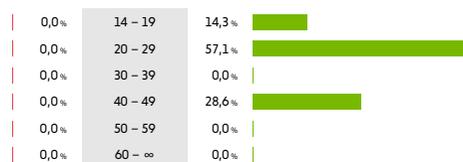
# Singapore



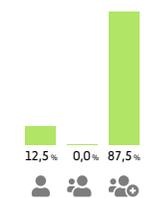
< **1.000**

PANEL SIZE

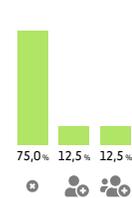
12,5%   87,5%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

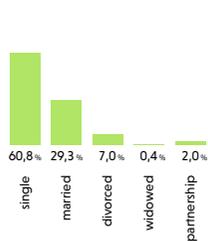
# Slovakia



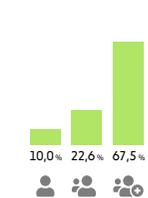
**48.000**

PANEL SIZE

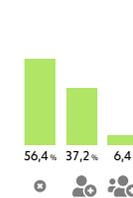
66,2%   33,8%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

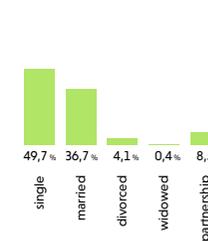
# Slovenia



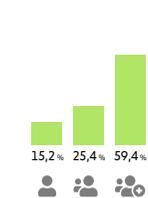
**36.500**

PANEL SIZE

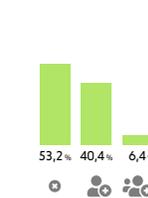
56,8%   43,2%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

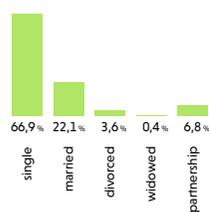
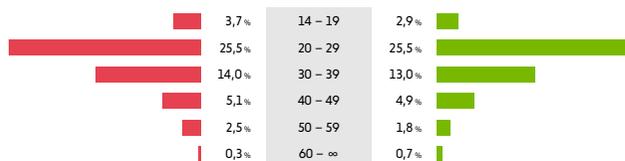
# South Africa



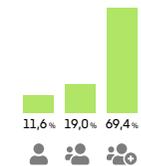
**2.500**

PANEL SIZE

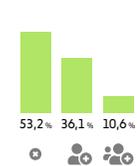
51,2%   48,8%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

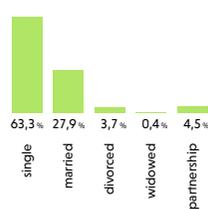
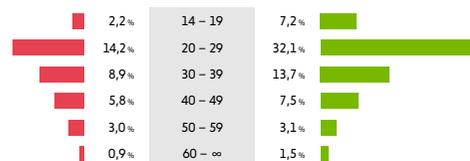
# Spain



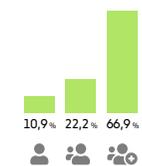
**52.000**

PANEL SIZE

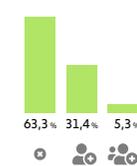
35,0%   65,0%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

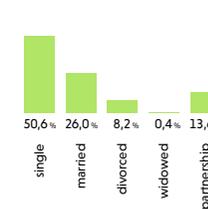
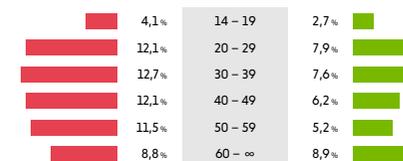
# Sweden



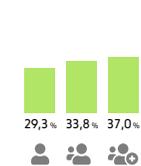
**3.500**

PANEL SIZE

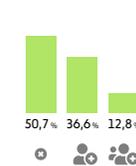
61,5%   38,5%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

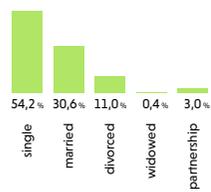
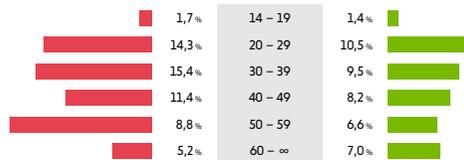
# Switzerland



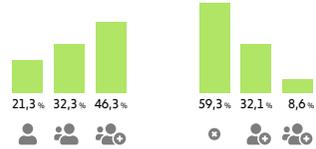
**64.000**

PANEL SIZE

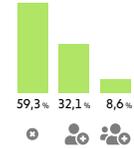
56,8%   43,2%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

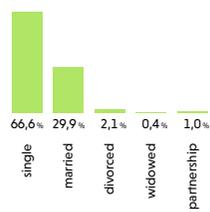
# Turkey



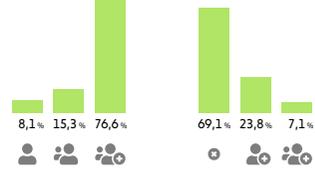
**102.000**

PANEL SIZE

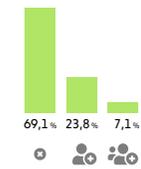
30,3%   69,7%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

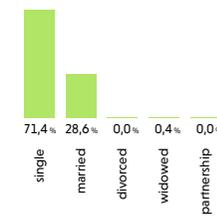
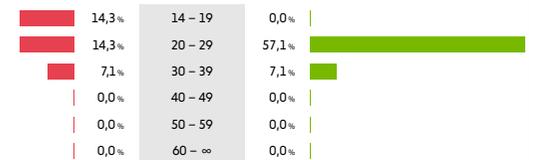
# Uganda



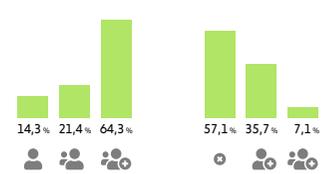
**< 1.000**

PANEL SIZE

35,7%   64,3%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

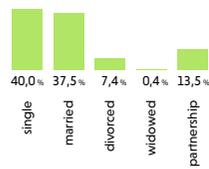
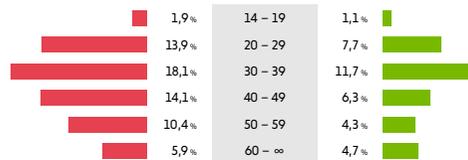
# United Kingdom



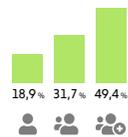
**26.500**

PANEL SIZE

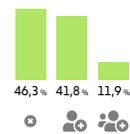
64,3%   35,7%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

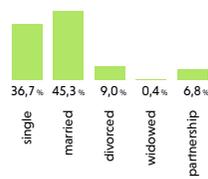
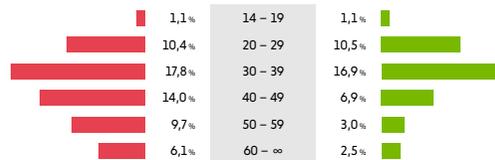
# USA



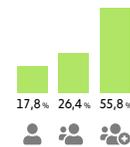
**43.000**

PANEL SIZE

59,1%   40,9%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

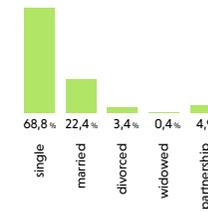
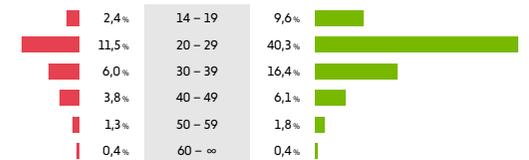
# Uruguay



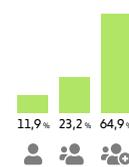
**3.500**

PANEL SIZE

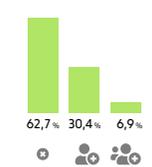
25,4%   74,6%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

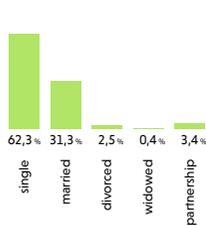
# Venezuela



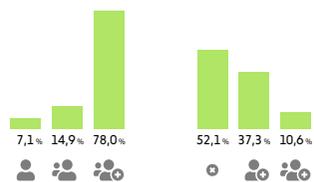
## 64.500

PANEL SIZE

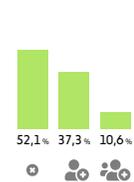
32,3%   67,7%



MARTIAL STATUS



HOUSEHOLD SIZE



# KIDS PER HH

# Contact us

Marketagent.com online reSEARCH GmbH

Mühlgasse 59

A-2500 Baden

+43 2252 909 009

[rfq@marketagent.com](mailto:rfq@marketagent.com)



**marketagent.**