

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 1.300 online research projects are implemented yearly.

The heart of the instrument of Marketagent is the online pool comprising of more than 2.800.000 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 1.300 Online Research Projekte realisiert.

Das Herzstück des Instrumentariums von Marketagent ist der mehr als 2.800.000 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 12 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.

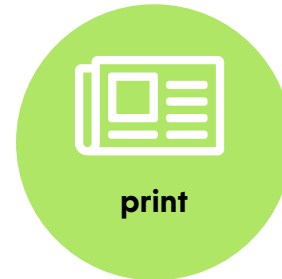
Our cross medial recruiting strategy contains:



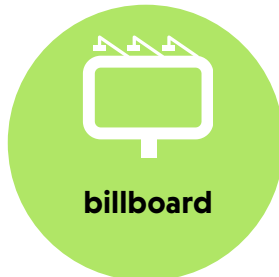
TV



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 2.8 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 2,8 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.

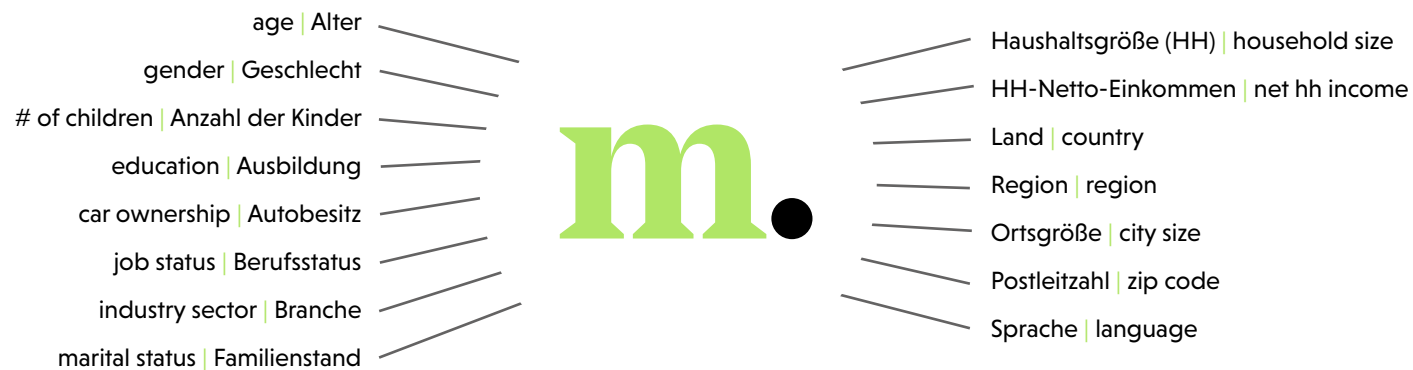
The following data is available to us from our panelists:

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 Fernsehkonzum / Woche Konsum von Printmedien Radiokonsum / Woche Social Media Nutzung	

2,800,000 panel members worldwide

1.500	Albania	19.500	Dominican Republic	1.500	Ireland	1.500	Malaysia	42.000	Serbia
33.000	Argentina	21.000	Ecuador	<1.000	Israel	<1.000	Malta	<1.000	Singapore
3.000	Australia	5.000	El Salvador	79.000	Italy	90.500	Mexico	62.000	Slovakia
153.500	Austria	<1.000	Estonia	<1.000	Ivory Coast	1.500	Montenegro	41.000	Slovenia
8.500	Belarus	1.500	Finland	5.500	Kenya	1.500	Namibia	19.000	South Africa
12.000	Belgium	86.500	France	<1.000	Kuwait	7.000	Netherlands	61.500	Spain
8.500	Bolivia	130.000	Germany	2.500	Latvia	<1.000	New Zealand	4.500	Sweden
8.500	Bosnia and Herzegovina	5.500	Ghana	3.500	Lithuania	3.500	Nicaragua	72.500	Switzerland
346.500	Brazil	8.000	Greece	<1.000	Luxembourg	17.000	Nigeria	158.000	Turkey
52.500	Bulgaria	9.000	Guatemala	4.500	Norway	<1.000	North Macedonia	<1.000	Uganda
1.500	Cameroon	5.500	Honduras	22.000	Pakistan	4.500	Norway	4.500	Ukraine
10.000	Canada	<1.000	Hong Kong	4.000	Panama	4.000	Panama	2.000	United Arab Emirates
24.000	Chile	158.000	Hungary	4.000	Paraguay	4.000	Paraguay	39.500	United Kingdom
87.500	Colombia	13.000	India	44.000	Peru	6.500	Philippines	51.500	USA
<1.000	Congo (DRC)	1.500	Indonesia	146.000	Poland	20.000	Portugal	5.000	Uruguay
5.500	Costa Rica			6.500	Portugal	<1.000	Puerto Rico	87.000	Venezuela
35.500	Croatia			20.000	Portugal	<1.000	Qatar		
<1.000	Cyprus			<1.000	Qatar	114.000	Romania		
191.000	Czech Republic			<1.000	Romania	114.500	Russia		
2.000	Denmark			<1.000	Rwanda	<1.000	Rwanda		
				<1.000	Senegal	<1.000	Senegal		



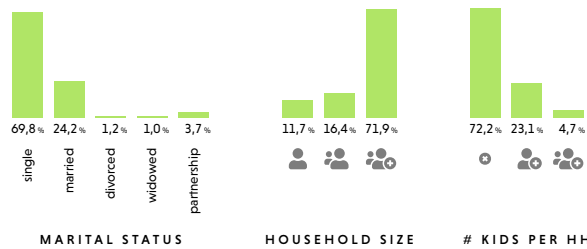
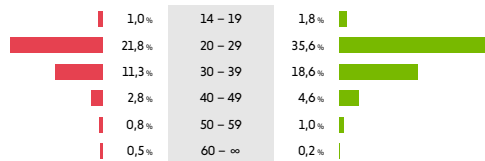
Albania



1.500

PANEL SIZE

38,1% 61,9%



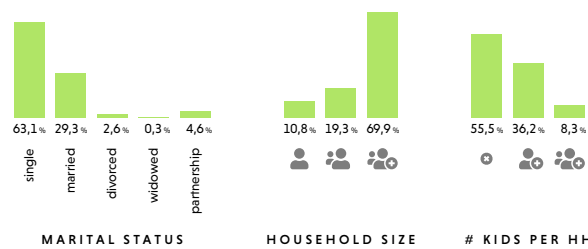
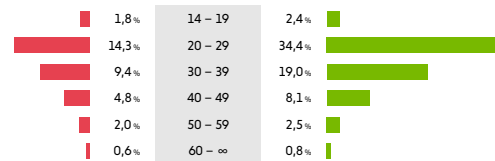
Argentina



33.000

PANEL SIZE

32,8% 67,2%



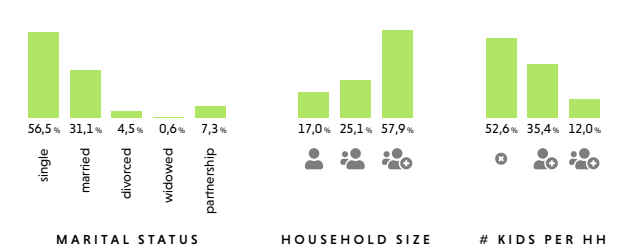
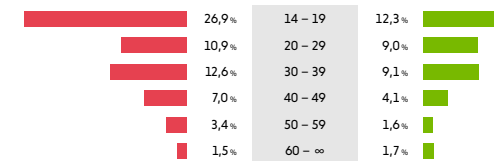
Australia



3.000

PANEL SIZE

62,3% 37,7%



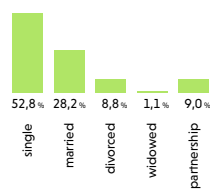
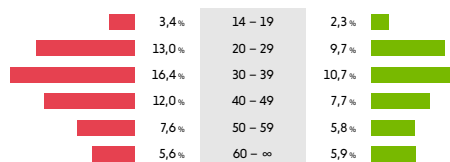
Austria



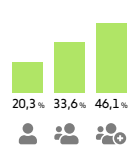
153.500

PANEL SIZE

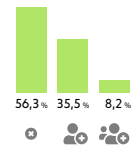
58,0% 42,0%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

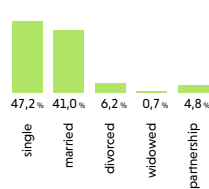
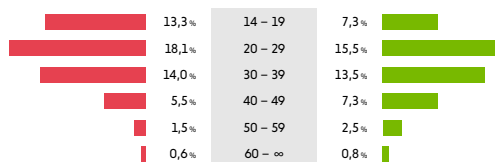
Belarus



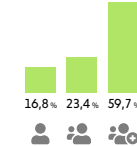
8.500

PANEL SIZE

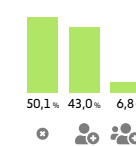
53,0% 47,0%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

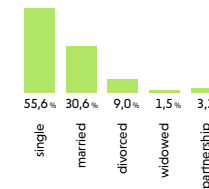
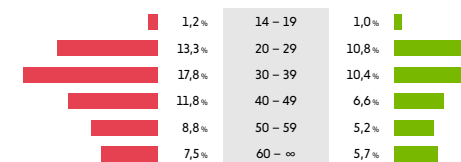
Belgium



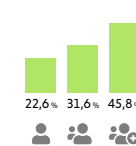
12.000

PANEL SIZE

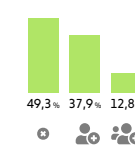
60,3% 39,7%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

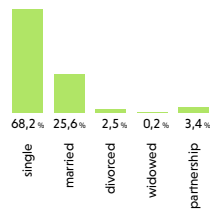
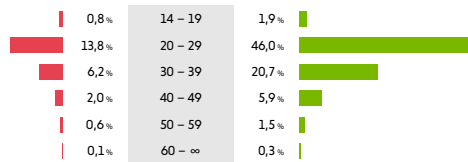
Bolivia



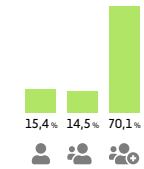
8.500

PANEL SIZE

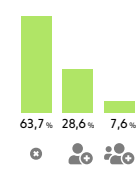
23,6% 76,4%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

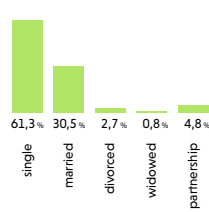
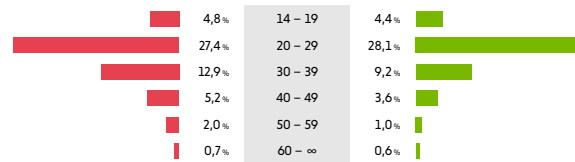
Bosnia and Herzegovina



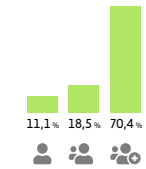
8.500

PANEL SIZE

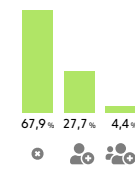
53,0% 47,0%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

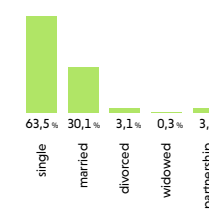
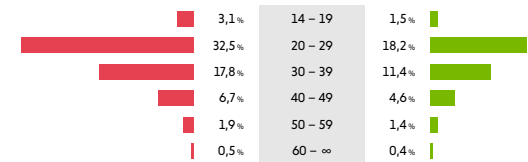
Brazil



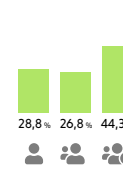
346.500

PANEL SIZE

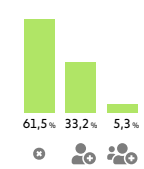
62,5% 37,5%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

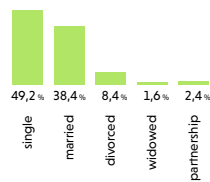
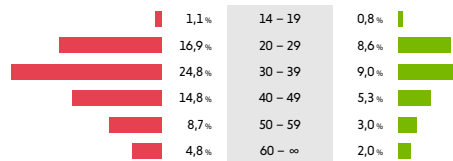
Bulgaria



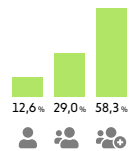
52.500

PANEL SIZE

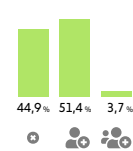
71,3% 28,7%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

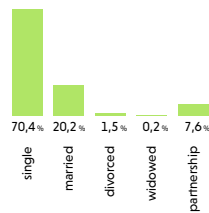
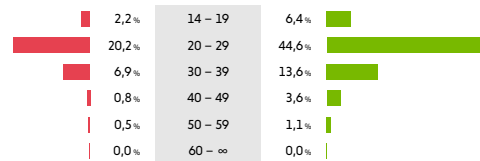
Cameroon



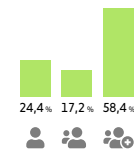
1.500

PANEL SIZE

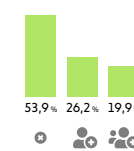
30,6% 69,4%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

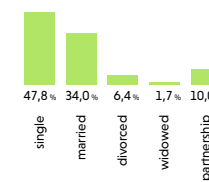
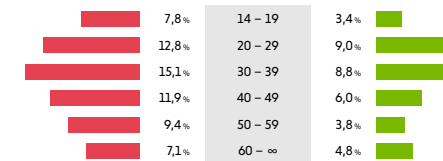
Canada



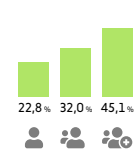
10.000

PANEL SIZE

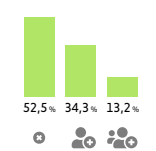
64,2% 35,8%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

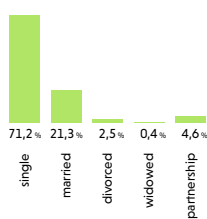
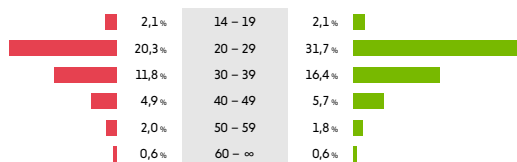
Chile



24.000

PANEL SIZE

41,7% 58,3%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

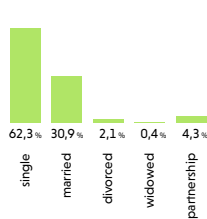
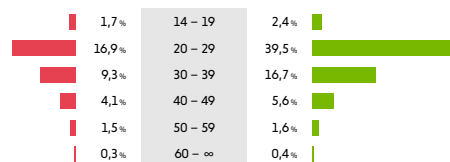
Colombia



87.500

PANEL SIZE

33,8% 66,2%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

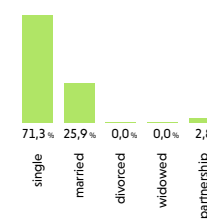
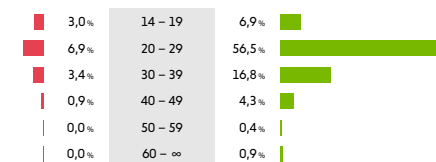
Congo (DRC)



<1.000

PANEL SIZE

14,2% 85,8%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

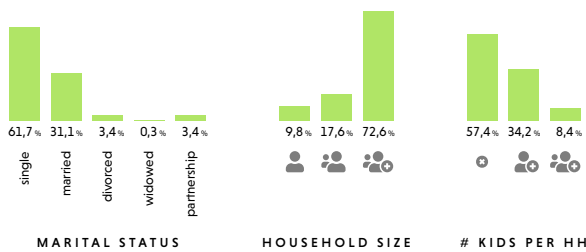
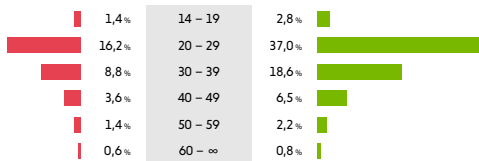
Costa Rica



5.500

PANEL SIZE

32,0% 68,0%



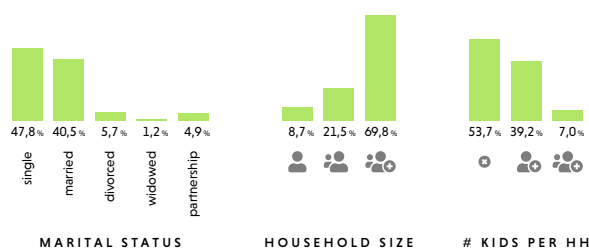
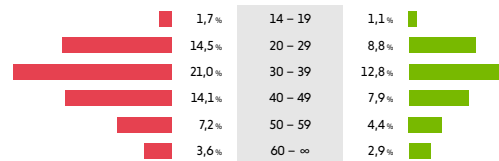
Croatia



35.500

PANEL SIZE

62,1% 37,9%



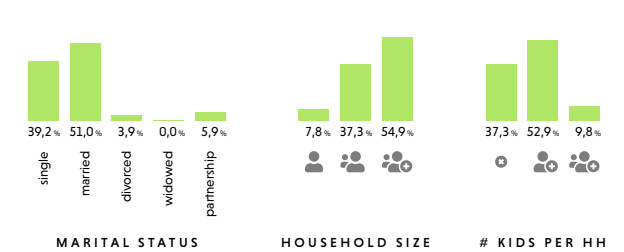
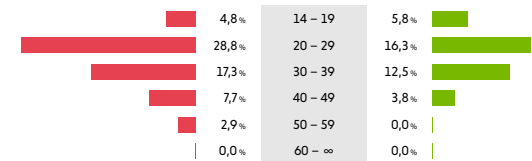
Cyprus



<1.000

PANEL SIZE

61,5% 38,5%



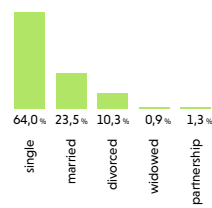
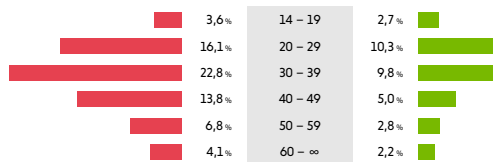
Czech Republic



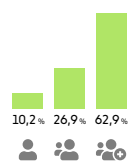
191.000

PANEL SIZE

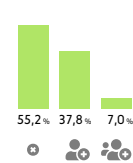
67,2% 32,8%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

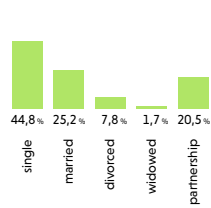
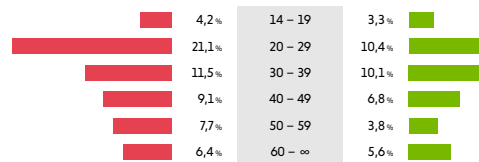
Denmark



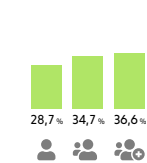
2.000

PANEL SIZE

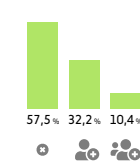
60,1% 39,9%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

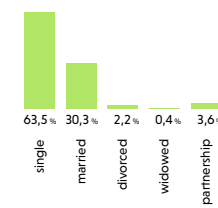
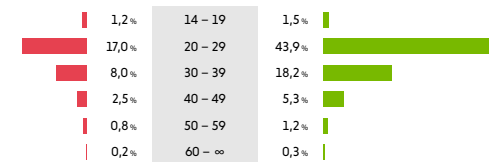
Dominican Republic



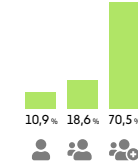
19.500

PANEL SIZE

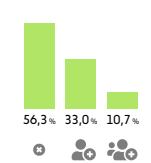
29,6% 70,4%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

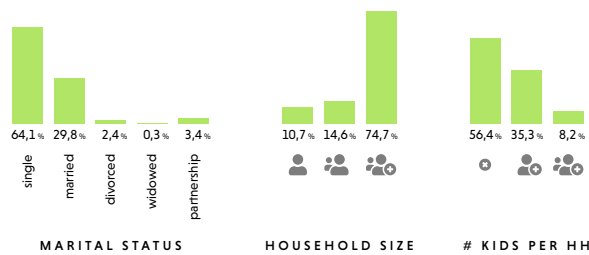
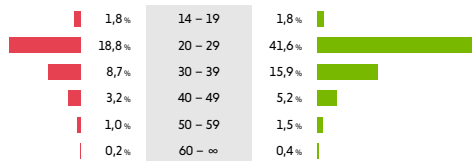
Ecuador



21.000

PANEL SIZE

33,7%   66,3%



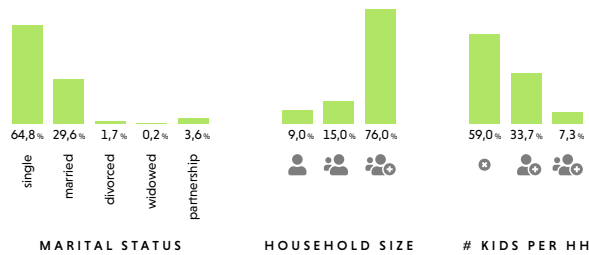
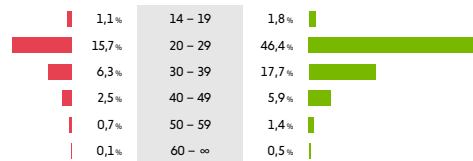
El Salvador



5.000

PANEL SIZE

26,4%   73,6%



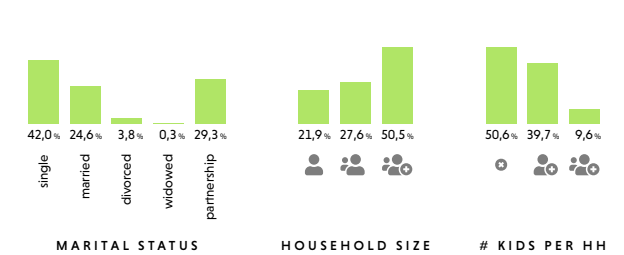
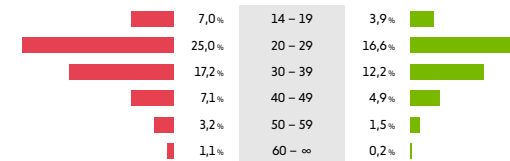
Estonia



<1.000

PANEL SIZE

60,6%   39,4%



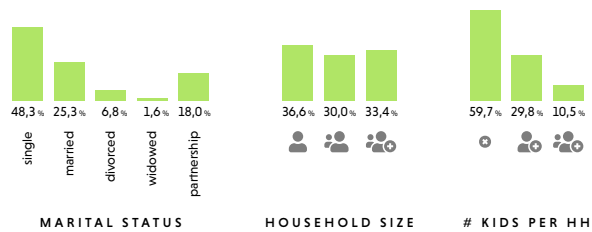
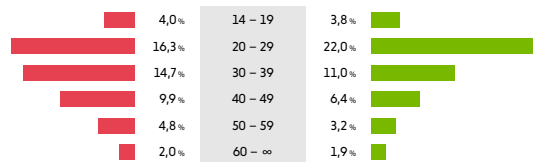
Finland



1.500

PANEL SIZE

51,7%   48,3%



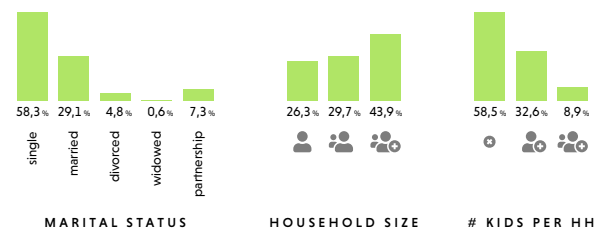
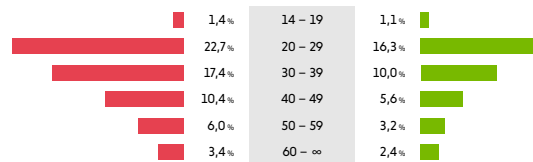
France



86.500

PANEL SIZE

61,3%   38,7%



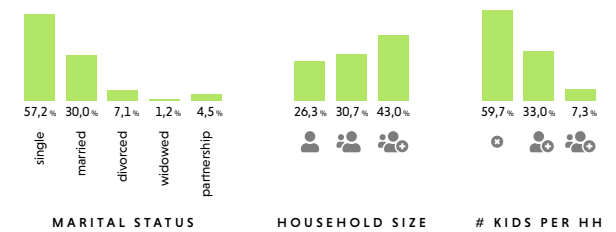
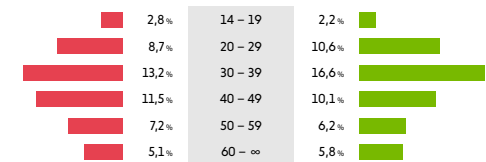
Germany



130.000

PANEL SIZE

48,6%   51,4%



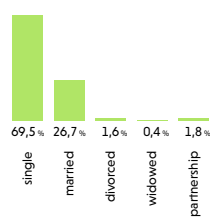
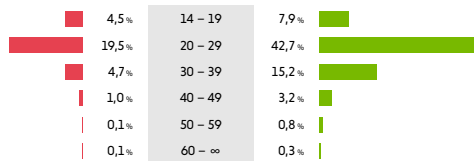
Ghana



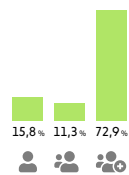
5.500

PANEL SIZE

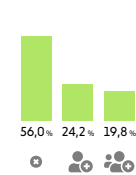
30,0% 70,0%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

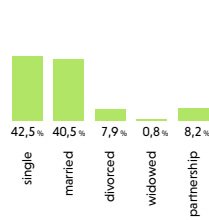
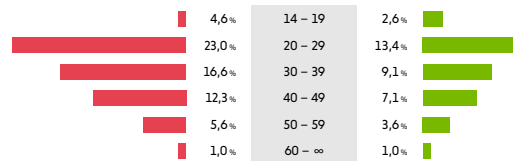
Greece



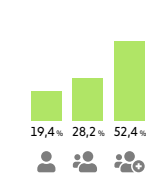
8.000

PANEL SIZE

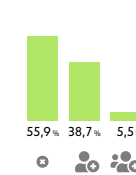
63,2% 36,8%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

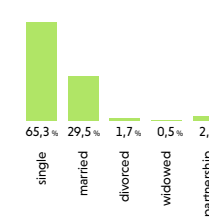
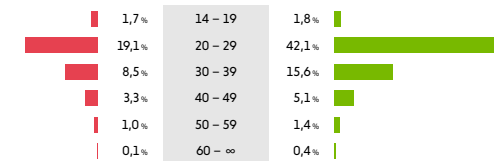
Guatemala



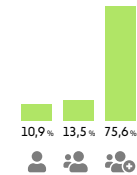
9.000

PANEL SIZE

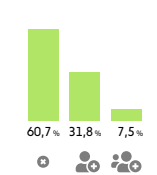
33,7% 66,3%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

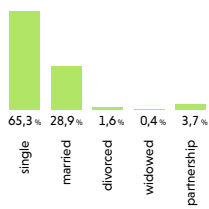
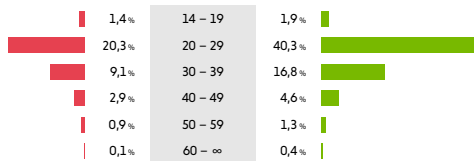
Honduras



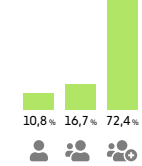
5.500

PANEL SIZE

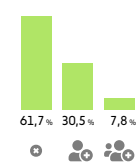
34,7% 65,3%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

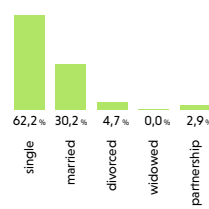
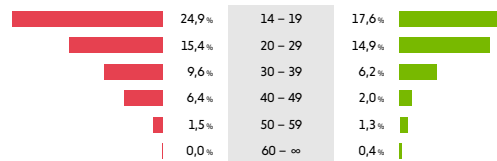
Hong Kong



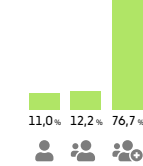
<1.000

PANEL SIZE

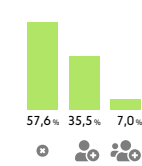
57,7% 42,3%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

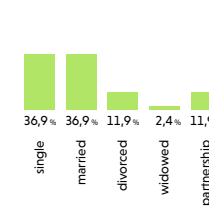
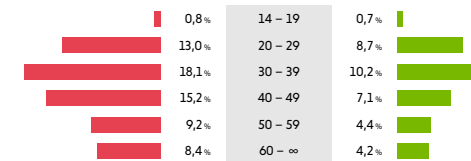
Hungary



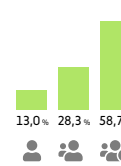
158.000

PANEL SIZE

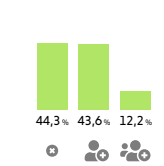
64,7% 35,3%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

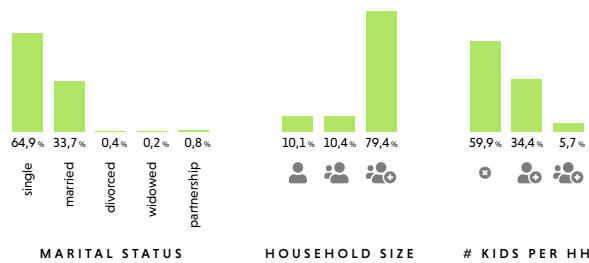
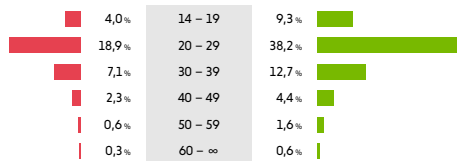
India



13.000

PANEL SIZE

33,2% 66,8%



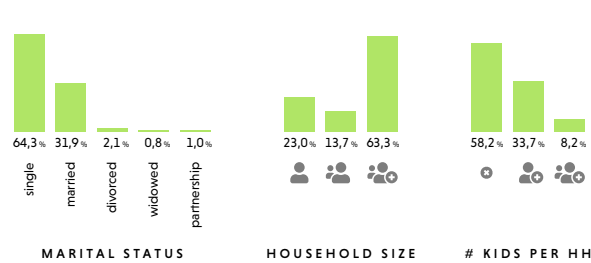
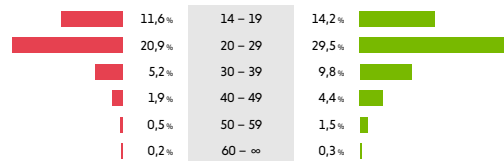
Indonesia



1.500

PANEL SIZE

40,2% 59,8%



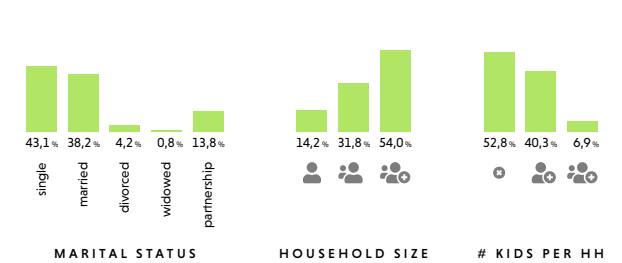
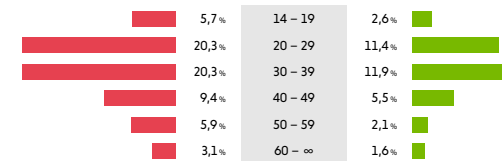
Ireland



1.500

PANEL SIZE

64,9% 35,1%



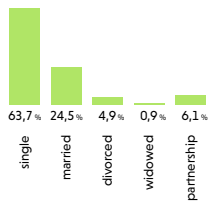
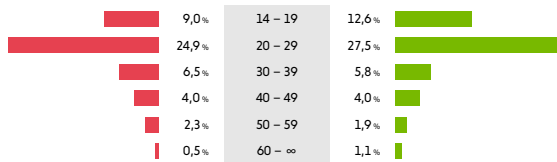
Israel



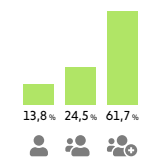
<1.000

PANEL SIZE

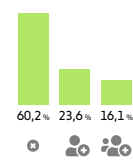
47,2%   52,8%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

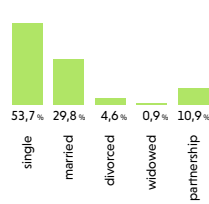
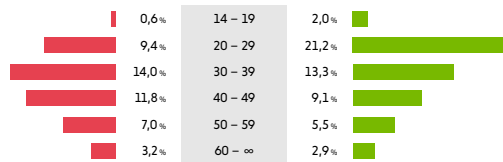
Italy



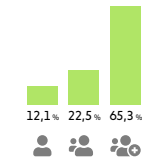
79.000

PANEL SIZE

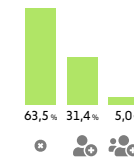
45,9%   54,1%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

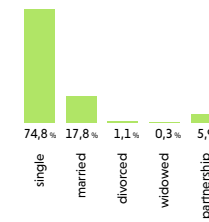
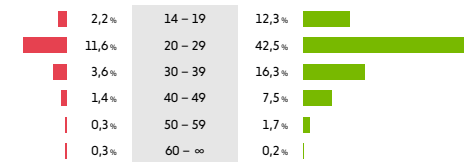
Ivory Coast



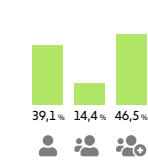
<1.000

PANEL SIZE

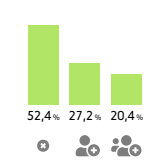
19,5%   80,5%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

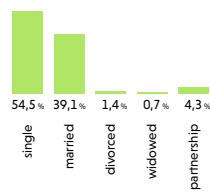
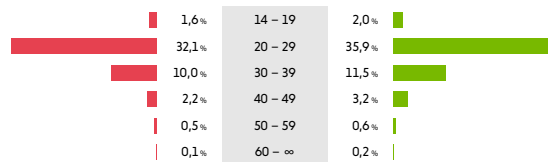
Kenya



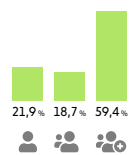
5.500

PANEL SIZE

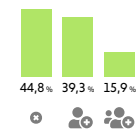
46,6%   53,4%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

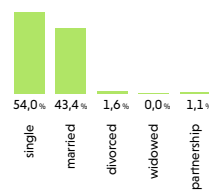
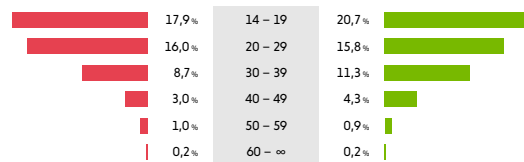
Kuwait



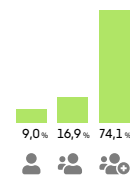
<1.000

PANEL SIZE

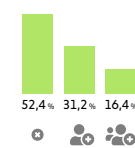
46,8%   53,2%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

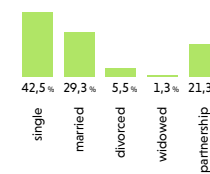
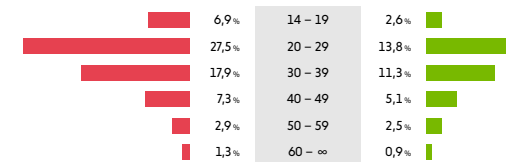
Latvia



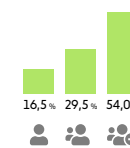
2.500

PANEL SIZE

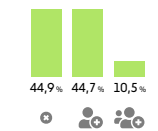
63,9%   36,1%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

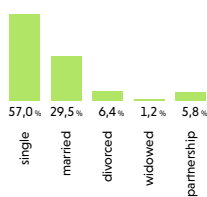
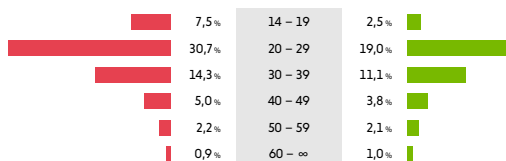
Lithuania



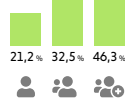
3.500

PANEL SIZE

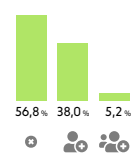
60,6% 39,4%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

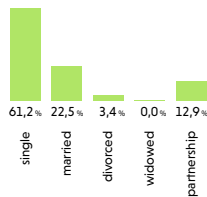
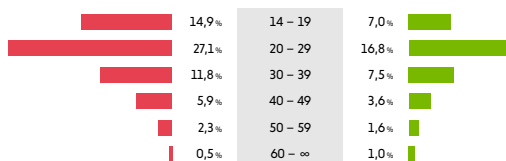
Luxembourg



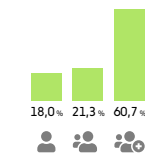
<1.000

PANEL SIZE

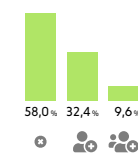
62,4% 37,6%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

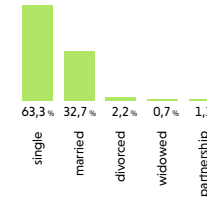
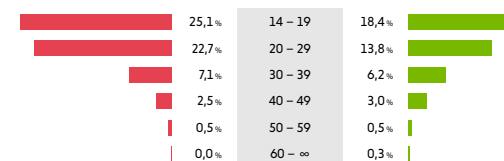
Malaysia



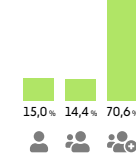
1.500

PANEL SIZE

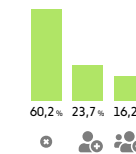
57,9% 42,1%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

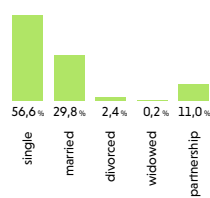
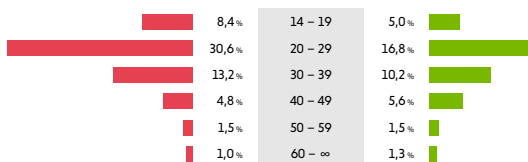
Malta



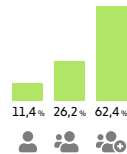
<1.000

PANEL SIZE

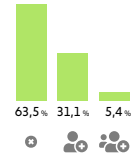
59,5%   40,5%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

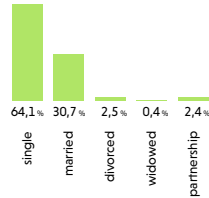
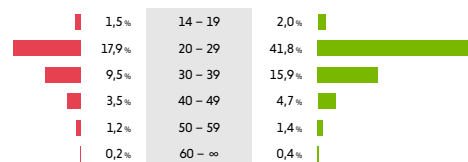
Mexico



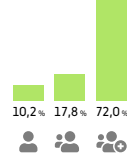
90.500

PANEL SIZE

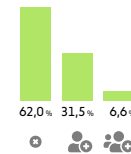
33,8%   66,2%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

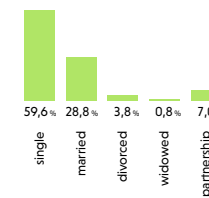
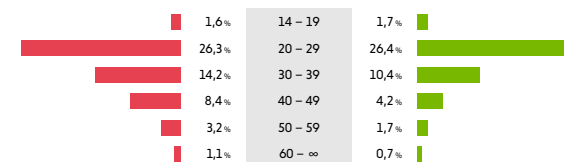
Montenegro



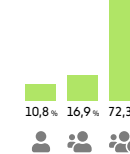
1.500

PANEL SIZE

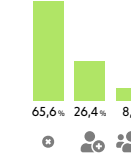
54,8%   45,2%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

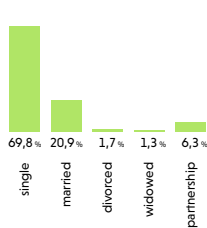
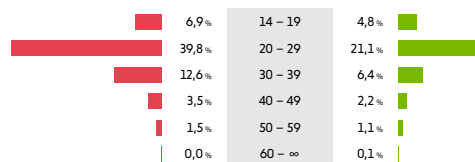
Namibia



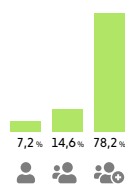
1.500

PANEL SIZE

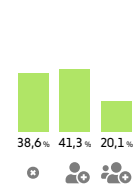
64,4% 35,6%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

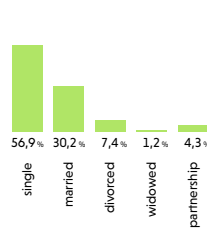
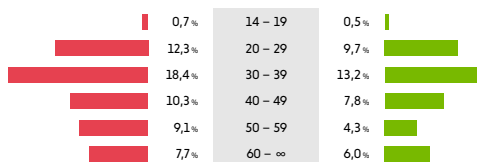
Netherlands



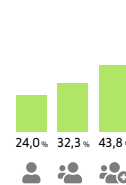
7.000

PANEL SIZE

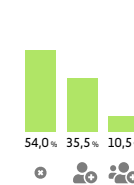
58,5% 41,5%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

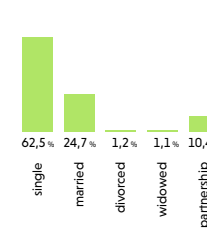
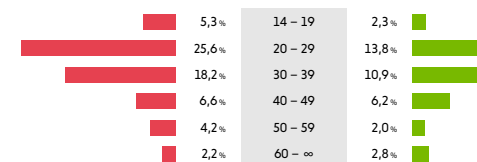
New Zealand



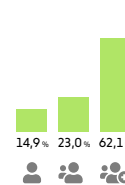
<1.000

PANEL SIZE

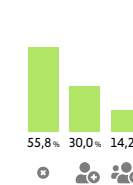
62,0% 38,0%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

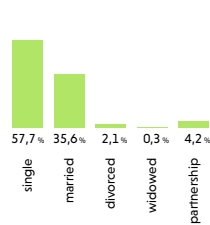
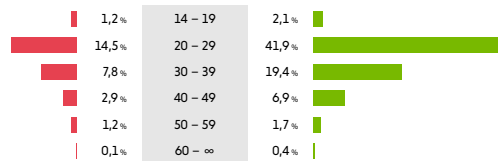
Nicaragua



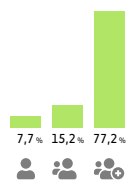
3.500

PANEL SIZE

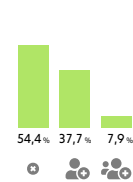
27,6% 72,4%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

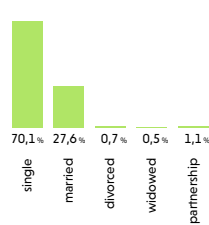
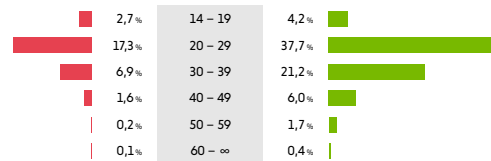
Nigeria



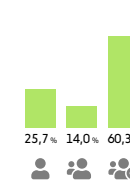
17.000

PANEL SIZE

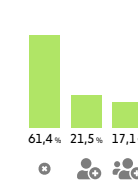
28,8% 71,2%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

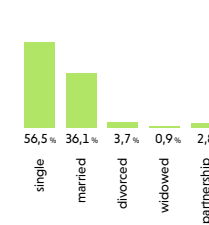
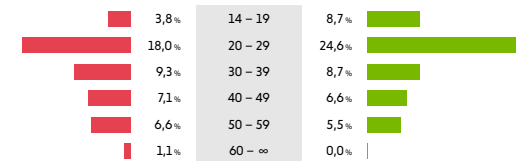
North Macedonia



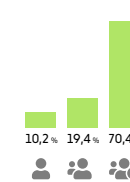
<1.000

PANEL SIZE

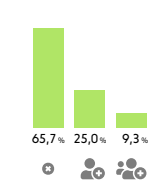
45,9% 54,1%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

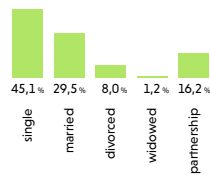
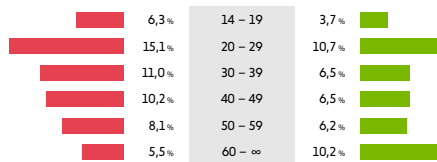
Norway



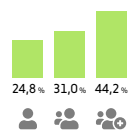
4.500

PANEL SIZE

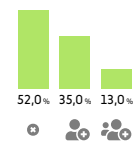
56,3% 43,7%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

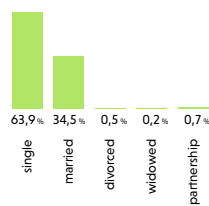
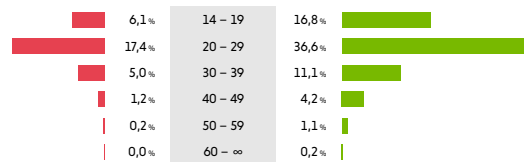
Pakistan



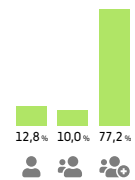
22.000

PANEL SIZE

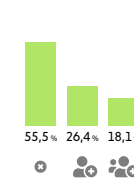
30,0% 70,0%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

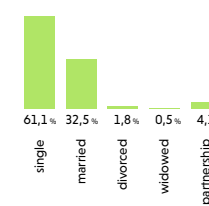
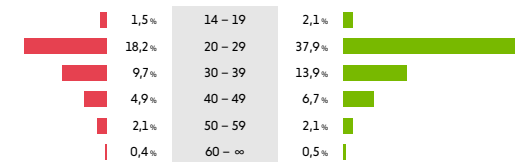
Panama



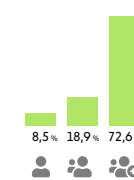
4.000

PANEL SIZE

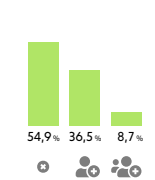
36,8% 63,2%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

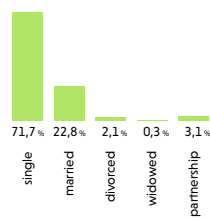
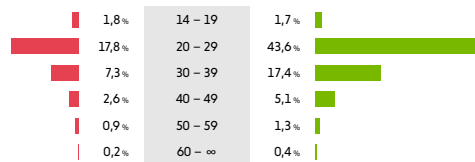
Paraguay



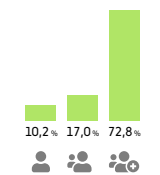
4.000

PANEL SIZE

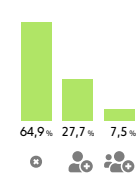
30,5% 69,5%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

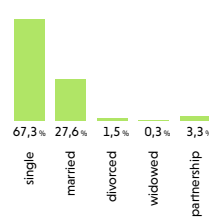
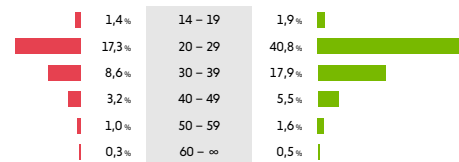
Peru



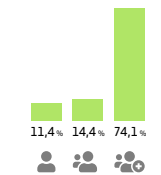
44.000

PANEL SIZE

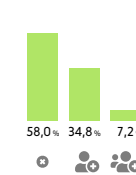
31,8% 68,2%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

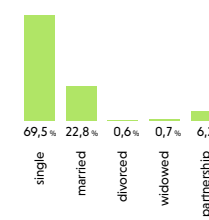
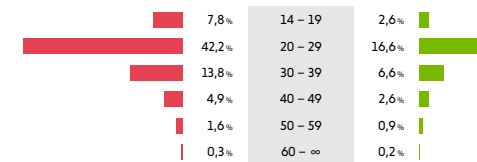
Philippines



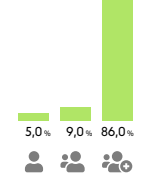
6.500

PANEL SIZE

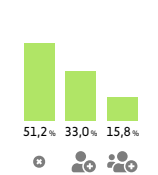
70,6% 29,4%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

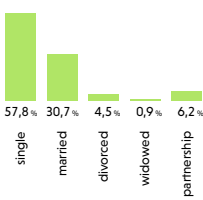
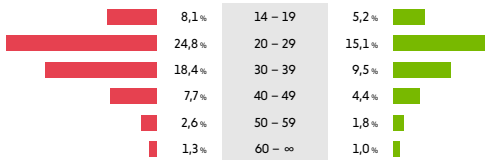
Poland



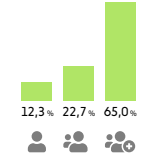
146.000

PANEL SIZE

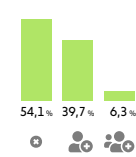
63,0% **37,0%**



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

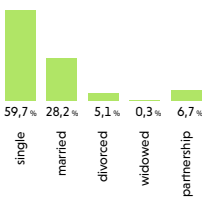
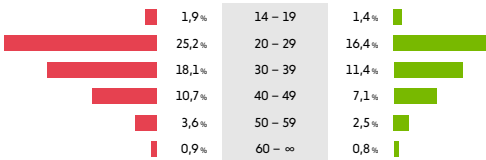
Portugal



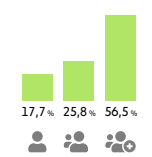
20.000

PANEL SIZE

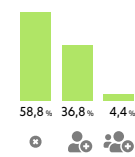
60,4% **39,6%**



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

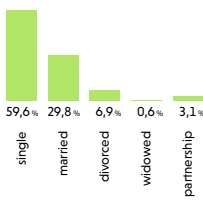
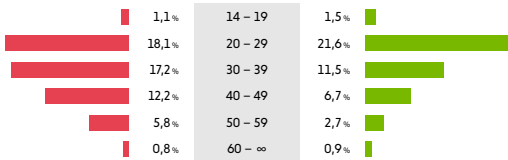
Puerto Rico



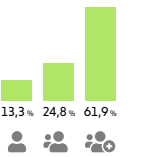
<1.000

PANEL SIZE

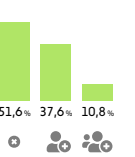
55,2% **44,8%**



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

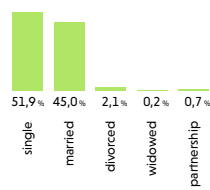
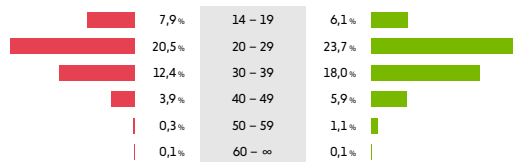
Qatar



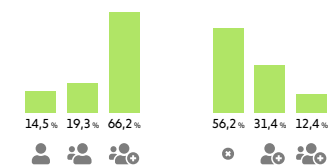
<1.000

PANEL SIZE

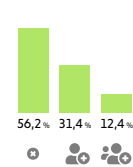
45,2%   54,8%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

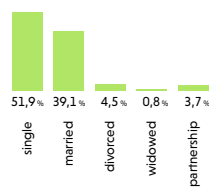
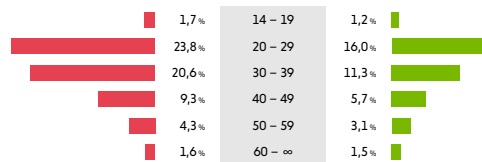
Romania



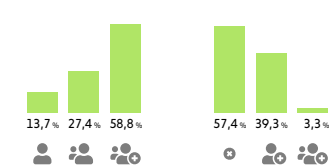
114.000

PANEL SIZE

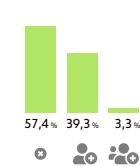
61,2%   38,8%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

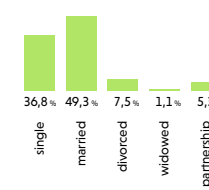
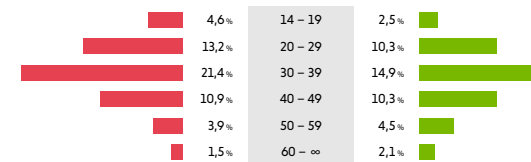
Russia



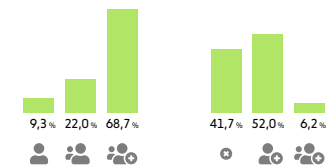
114.500

PANEL SIZE

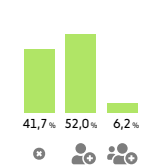
55,4%   44,6%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

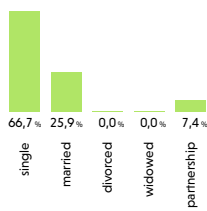
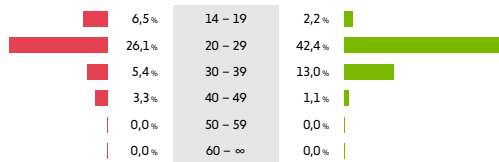
Rwanda



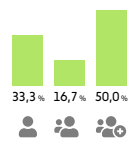
<1.000

PANEL SIZE

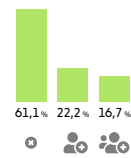
41,3%   58,7%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

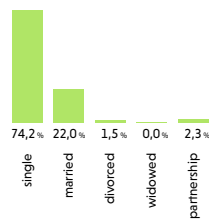
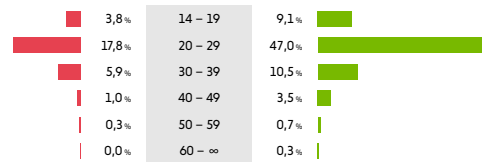
Senegal



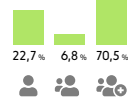
<1.000

PANEL SIZE

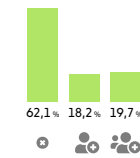
28,9%   71,1%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

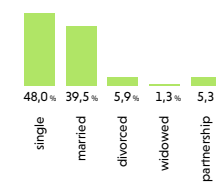
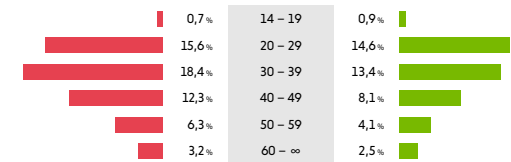
Serbia



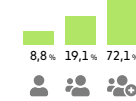
42.000

PANEL SIZE

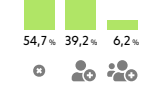
56,4%   43,6%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

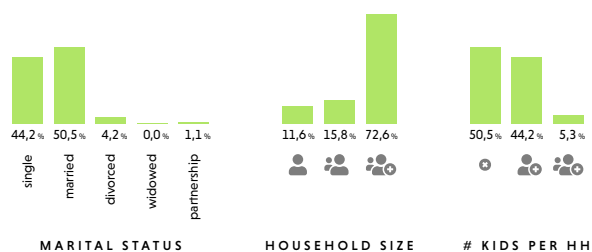
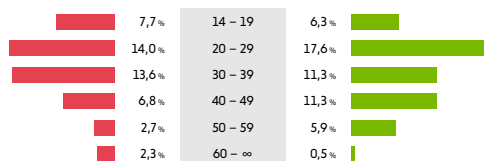
Singapore



<1.000

PANEL SIZE

47,1%   52,9%



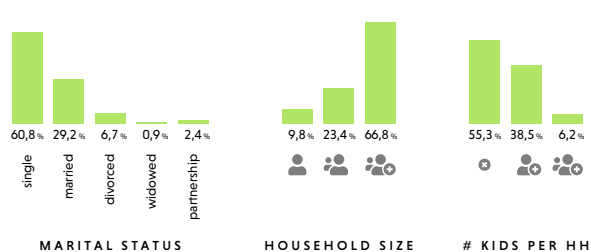
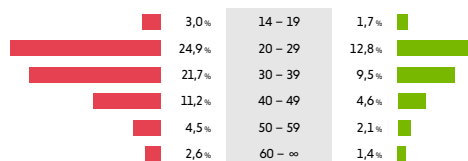
Slovakia



62.000

PANEL SIZE

67,9%   32,1%



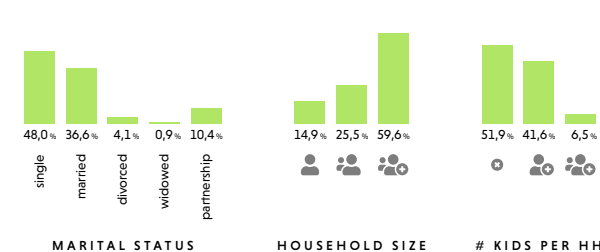
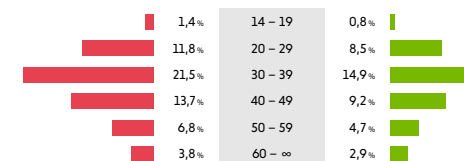
Slovenia



41.000

PANEL SIZE

59,0%   41,0%



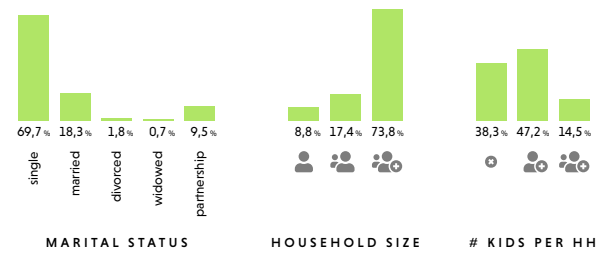
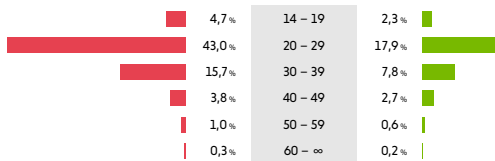
South Africa



19.000

PANEL SIZE

68,6%   31,4%



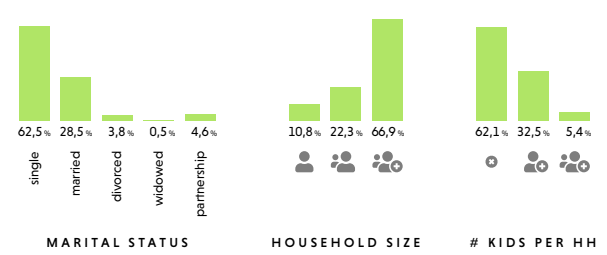
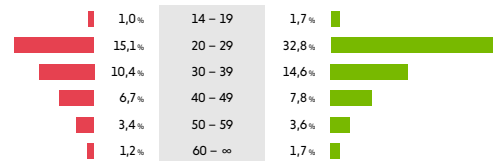
Spain



61.500

PANEL SIZE

37,8%   62,2%



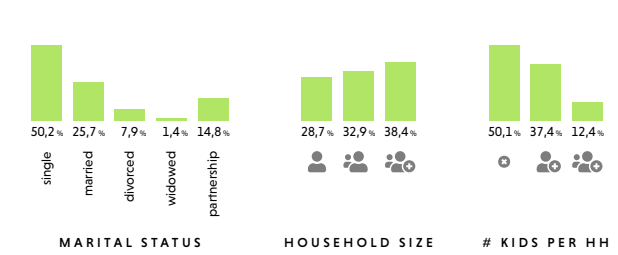
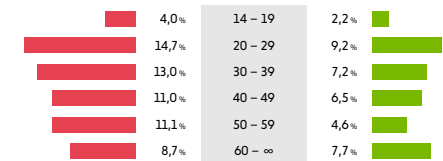
Sweden



4.500

PANEL SIZE

62,5%   37,5%



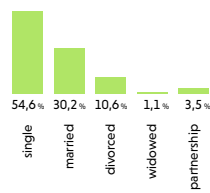
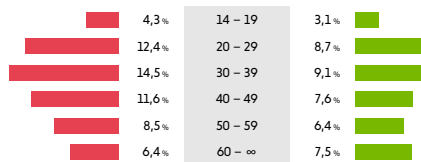
Switzerland



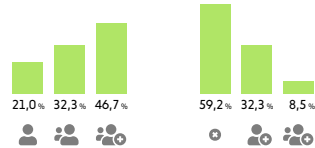
72.500

PANEL SIZE

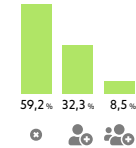
57,7%   42,3%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

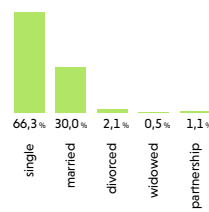
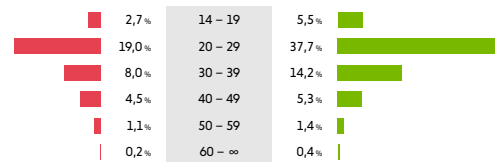
Turkey



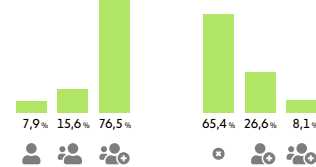
158.000

PANEL SIZE

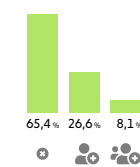
35,5%   64,5%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

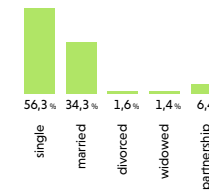
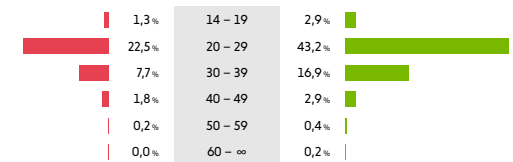
Uganda



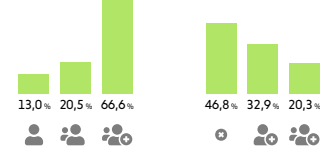
<1.000

PANEL SIZE

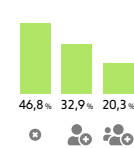
33,4%   66,6%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

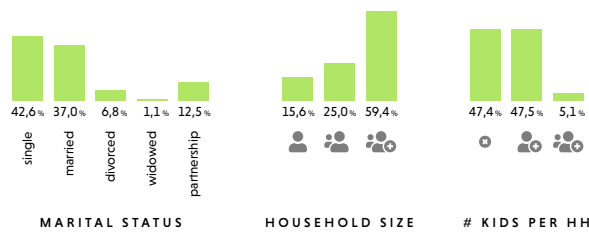
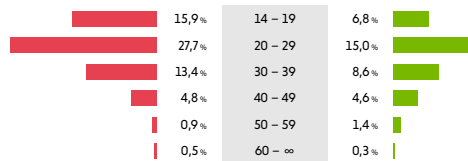
Ukraine



4.500

PANEL SIZE

63,2% 36,8%



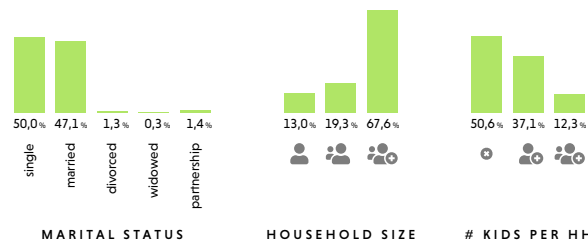
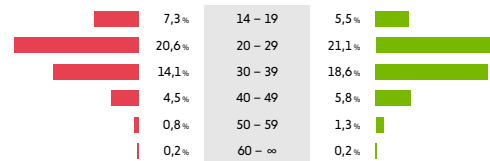
United Arab Emirates



2.000

PANEL SIZE

47,6% 52,4%



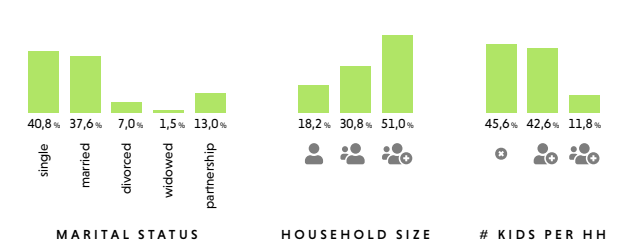
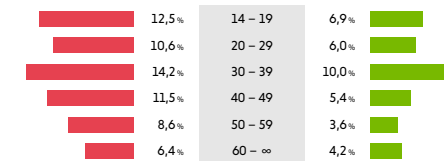
United Kingdom



39.500

PANEL SIZE

63,9% 36,1%



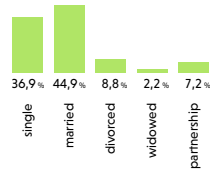
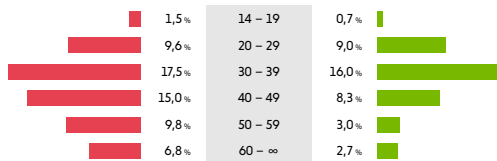
USA



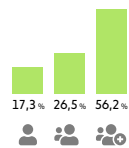
51.500

PANEL SIZE

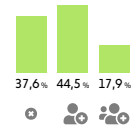
60,2%   39,8%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

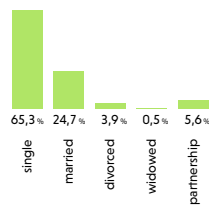
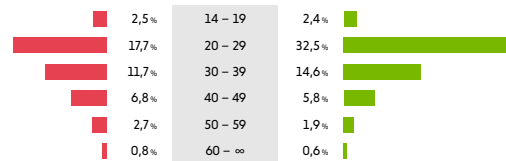
Uruguay



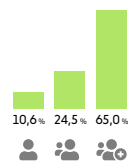
5.000

PANEL SIZE

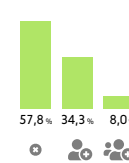
42,2%   57,8%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

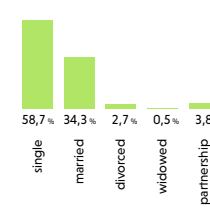
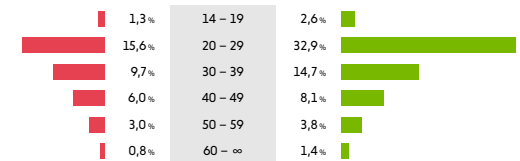
Venezuela



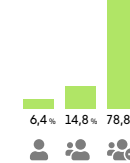
87.000

PANEL SIZE

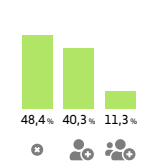
36,5%   63,5%



MARITAL STATUS



HOUSEHOLD SIZE



KIDS PER HH

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