








2024



# **PANEL BOOK**

# Global Coverage













## Africa





-  South Africa  
100.000
-  Nigeria  
50.000
-  Kenya  
40.000
-  Egypt  
25.000
-  Morocco  
20.000
-  Tunisia  
5.000
-  Algeria  
5.000

## Oceania





-  Australia  
10.000
-  New Zealand  
10.000













## Asia


-  Philippines  
125.000
-  Indonesia  
95.000
-  India  
50.000
-  Malaysia  
40.000
-  Vietnam  
35.000
-  Saudi Arabia  
30.000
-  Thailand  
30.000
-  Pakistan  
25.000
-  Kazakhstan  
10.000
-  Singapore  
10.000
-  Hong Kong  
5.000
-  South Korea  
5.000

-  Israel  
2.000
-  China  
<1.000
-  Japan  
<1.000
-  Taiwan  
<1.000
-  UAE  
<1.000

## Europe

-  Romania  
80.000
-  Turkey  
75.000
-  Ukraine  
55.000
-  Germany  
50.000
-  Spain  
50.000

-  Hungary  
40.000
-  Italy  
40.000
-  France  
35.000
-  Poland  
35.000
-  United Kingdom  
35.000
-  Czech Republic  
30.000
-  Greece  
30.000
-  Portugal  
30.000
-  Belgium  
25.000
-  Bulgaria  
25.000
-  Russia  
25.000
-  Slovakia  
25.000

-  Sweden  
25.000
-  Austria  
20.000
-  Ireland  
15.000
-  Lithuania  
15.000
-  Switzerland  
15.000
-  Belarus  
10.000
-  Denmark  
10.000
-  Finland  
10.000
-  Latvia  
10.000
-  Netherlands  
10.000
-  Serbia  
10.000
-  Croatia  
5.000

-  Estonia  
5.000
-  Norway  
5.000

## North America

-  Mexico  
35.000
-  Canada  
20.000
-  Guatemala  
10.000
-  Panama  
5.000
-  United States  
5.000
-  Costa Rica  
2.000
-  Puerto Rico  
< 1.000

## South America

-  Brazil  
60.000
-  Colombia  
60.000
-  Argentina  
35.000
-  Chile  
30.000
-  Peru  
20.000
-  Ecuador  
15.000
-  Venezuela  
15.000
-  Uruguay  
10.000
-  Bolivia  
5.000
-  Paraguay  
5.000

# About Us

We operate worldwide online access panels and provide our clients with consumers willing to participate in online and mobile market research surveys.

As an online panel provider we assist clients from various industries in conducting their online market research in Germany and around the world. Our service includes identifying the relevant target group within our own online panel as well as recruiting participants specifically for your survey.

The results obtained from the surveys are analyzed applying sound, sophisticated statistical methods. Additionally, the information collected are translated into meaningful graphs and diagrams that straightforwardly communicate results drawn from the quantitative data analysis.

We can assist you at each step, from designing the questionnaire, conducting the survey to analyzing the data obtained. If desired, clients can also choose our Sampling Only option.

To ensure high quality over the long term, we are committed to the ICC/ESOMAR INTERNATIONAL CODE ON MARKET AND SOCIAL RESEARCH and comply with the MRS, CASRO, MRA & ARF guidelines for international market research.

## We stand for:

- ✓ High data quality
- ✓ Very good accessibility even to specific target groups with low incidence
- ✓ Smooth organization and handling with a single contact person
- ✓ Excellent value for money
- ✓ Short field times meaning rapid project completion and fast data delivery
- ✓ Long-term partnerships with our clients

# Profiling



## HOUSEHOLD

Household size  
Marital Status  
Accommodation situation  
Age/ gender of children  
Pets  
Personal annual income  
Current household income  
Stock trading



## OCCUPATION

Occupation status  
Organization's primary industry  
Number of employees  
Work-department  
Primary role  
Professional position  
Finance/ IT department  
Decision maker (products)  
Company cars  
Business Smartphone



## ELECTRONICS

Electronic products  
Early adopter  
Primary decision maker  
Smartphone use  
Mobile operator/ network  
Type of mobile phone plan  
Smartphone brand  
Smartphone operating system  
Internet connection  
Download movies/ games



## AUTOMOTIVE

Access to a car  
Primary decision maker  
Car brand  
Car type  
Manufactured year  
Year of purchase  
Own/ used car  
Next car purchase  
Motorcycle



## EDUCATION

Education level  
University Degree  
Level of studies  
Year graduate



## FOOD AND BEVERAGE

Primary grocery shopper  
Fast Food consume  
Fast Food restaurants  
Beverage consume  
Alcohol consume



## HEALTHCARE

Illness/ Conditions  
Use of glasses/ contact lenses  
Use of hearing aid



## MEDIA

Average TV consume  
Average Radio consume  
Types of publications  
Social Media use  
Entertainment packages

# Profiling



## MOTHER AND BABY

- Expectation
- First child
- Breastfeeding
- Child allergy
- Product use
- Baby food brands



## SMOKING/ TOBACCO

- Smoking
- Cigarette brand
- Quantity of cigarettes a day
- Quitting methods/ products



## COMPUTER GAMING

- Gaming platforms
- Kind of video/ computer games
- Playing hours per week
- Devices
- Participation in virtual gaming
- Purchase of video games



## TRAVEL


- Purpose of Travel by plane
- Types of flights
- Taken Airlines
- Most frequently airlines
- Travelled countries/ regions
- Types of holidays
- Hotel chains

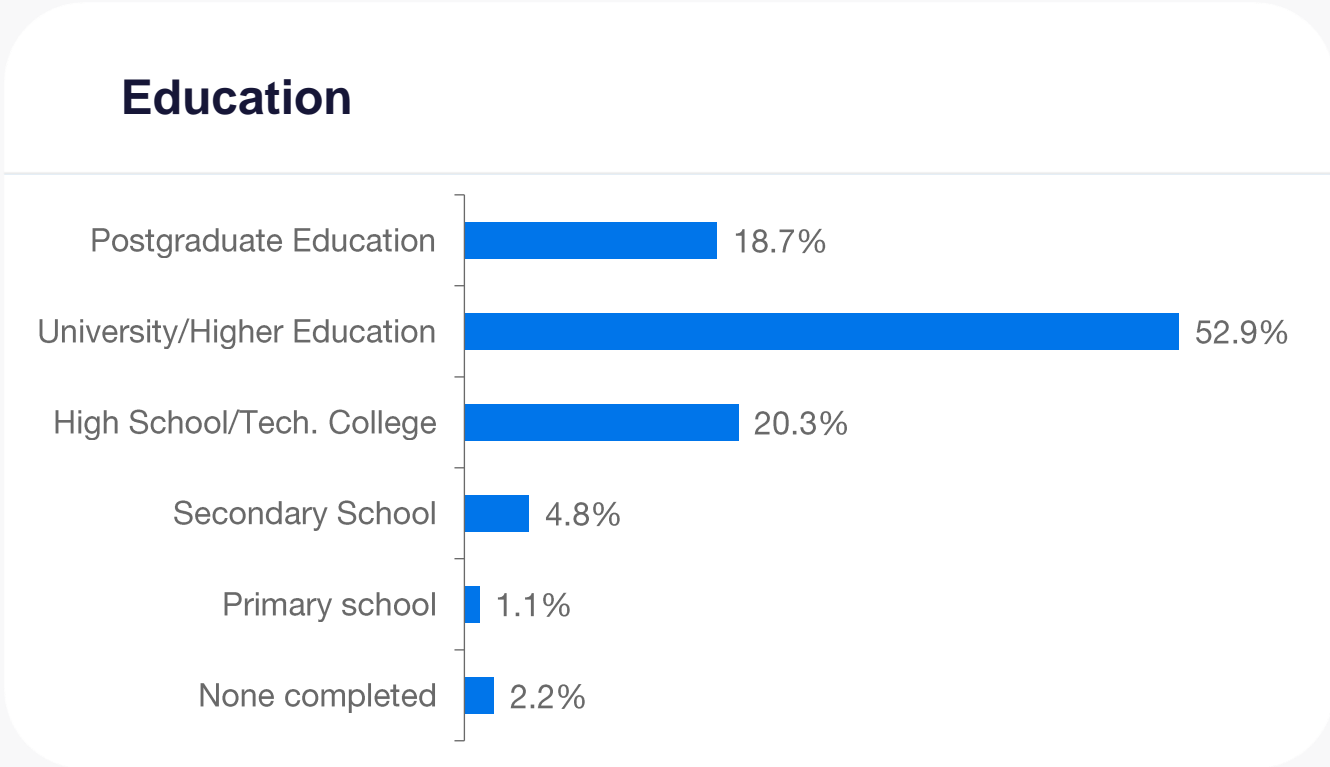
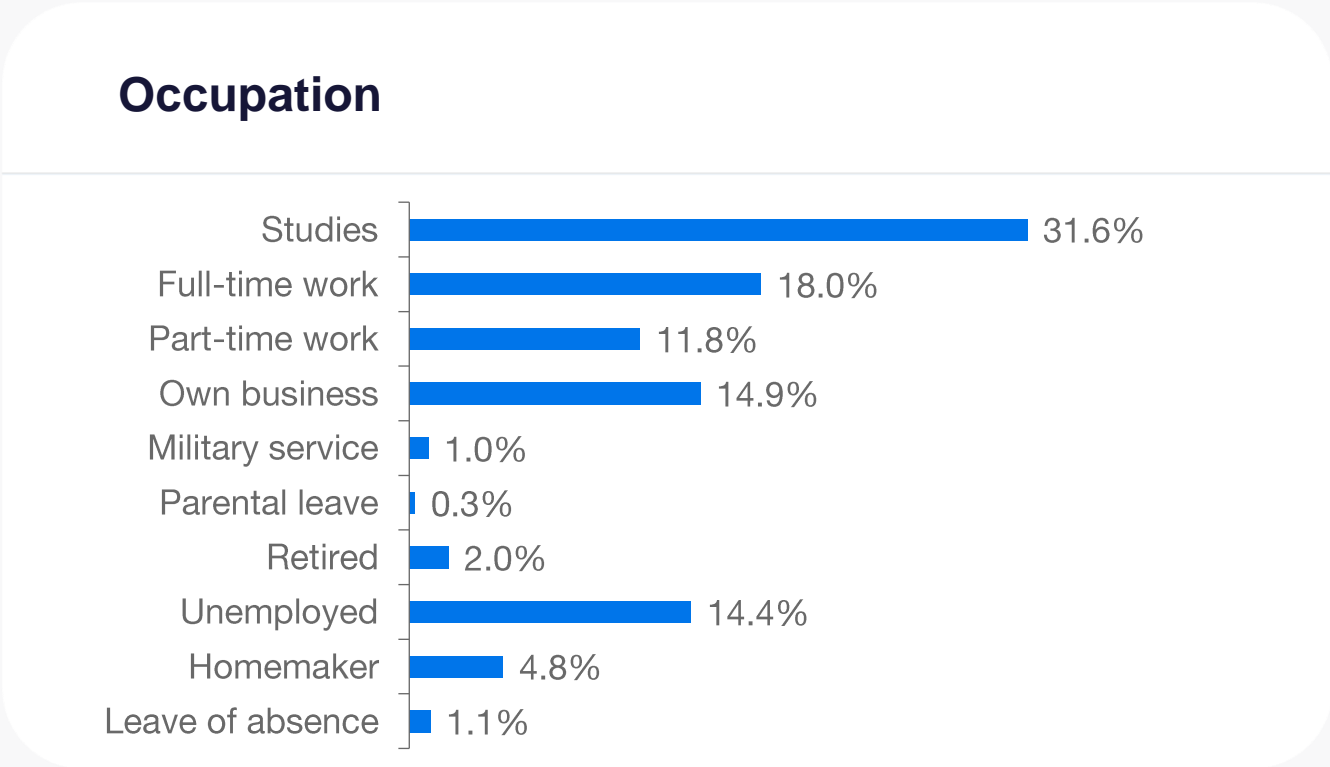
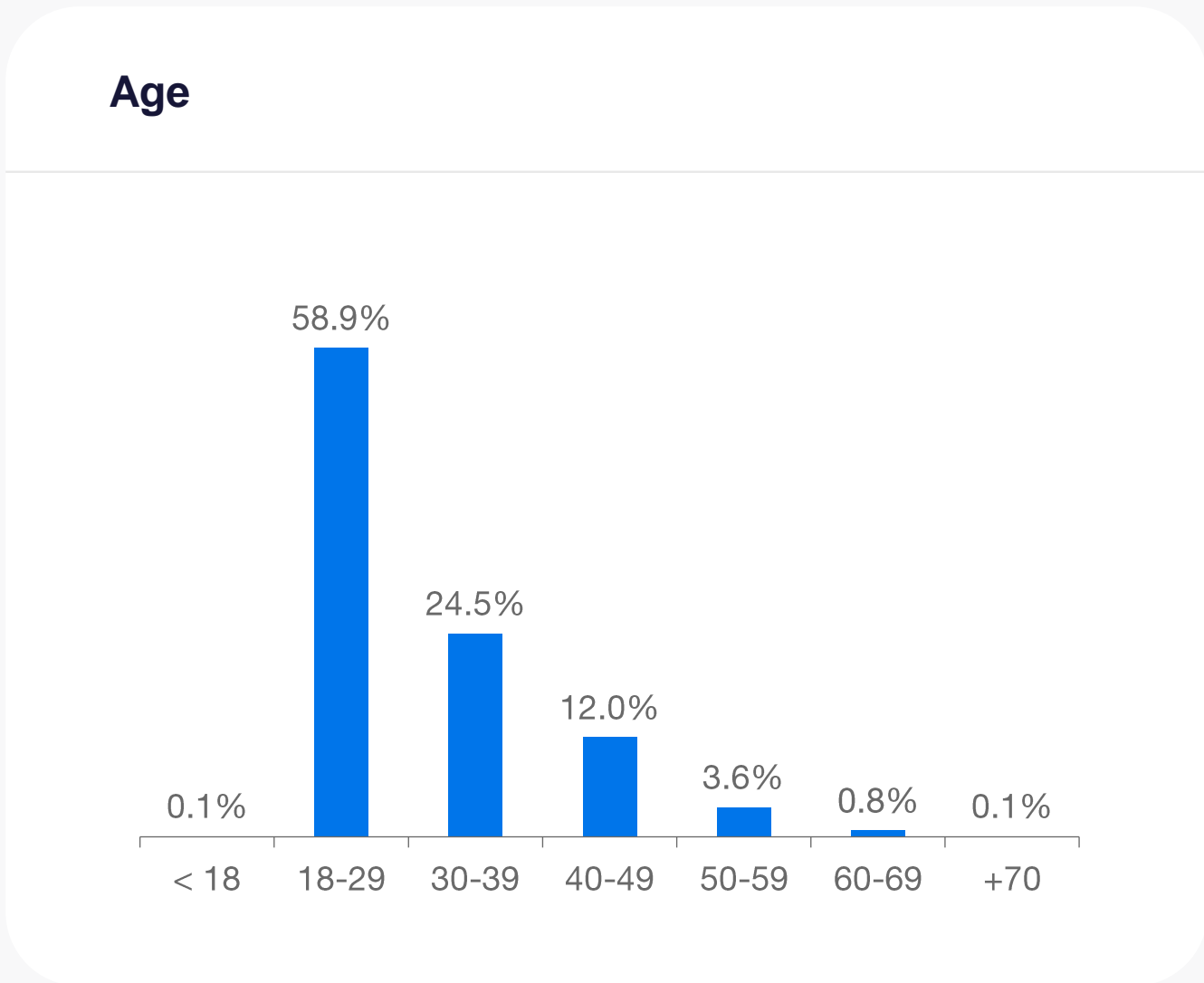
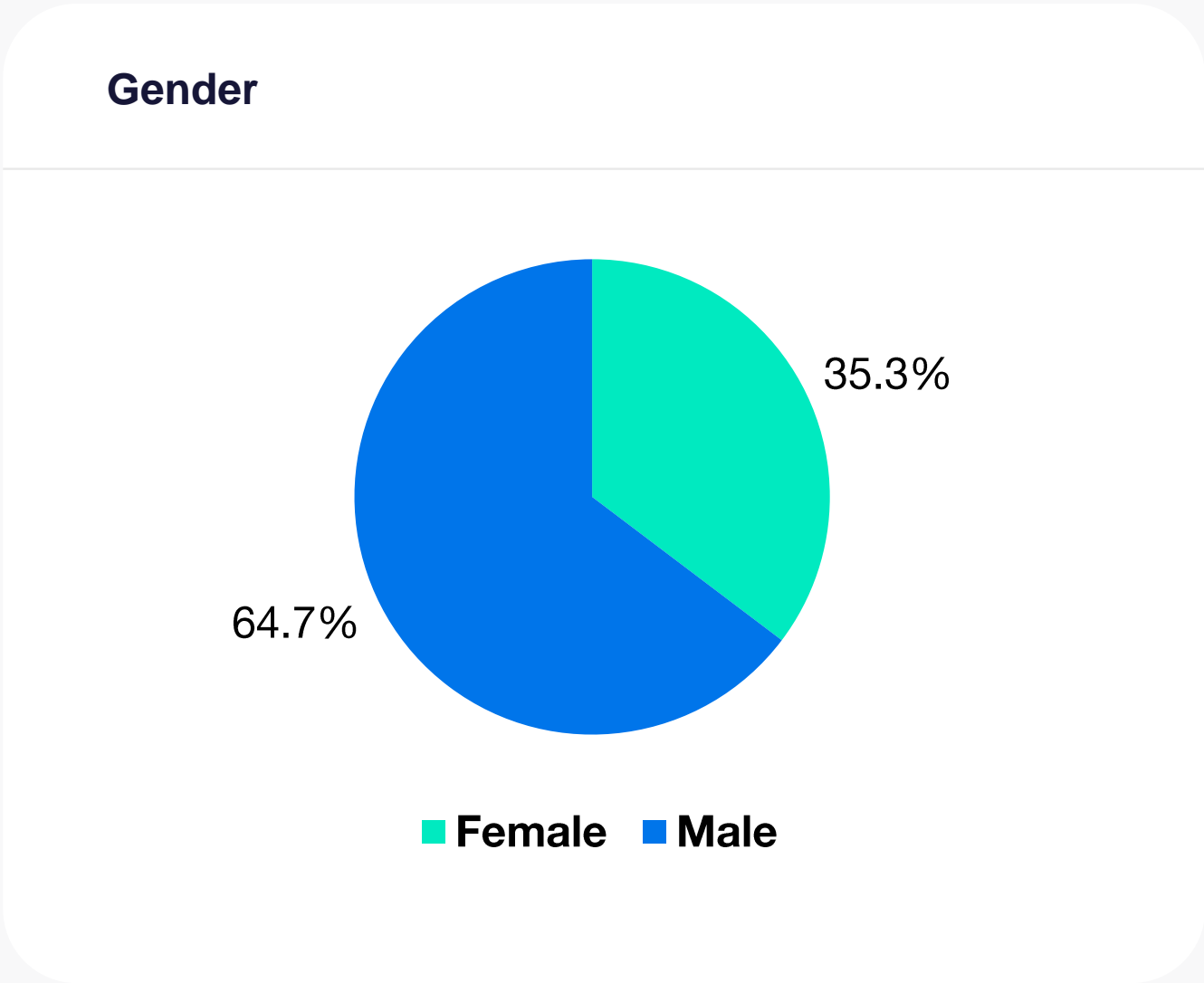


## HOBBIES AND INTERESTS


- Styles of music
- Cinema
- Kinds of movies
- DVD/ Blu-ray purchase
- Sport exercise per week
- Kind of sports
- Gambling

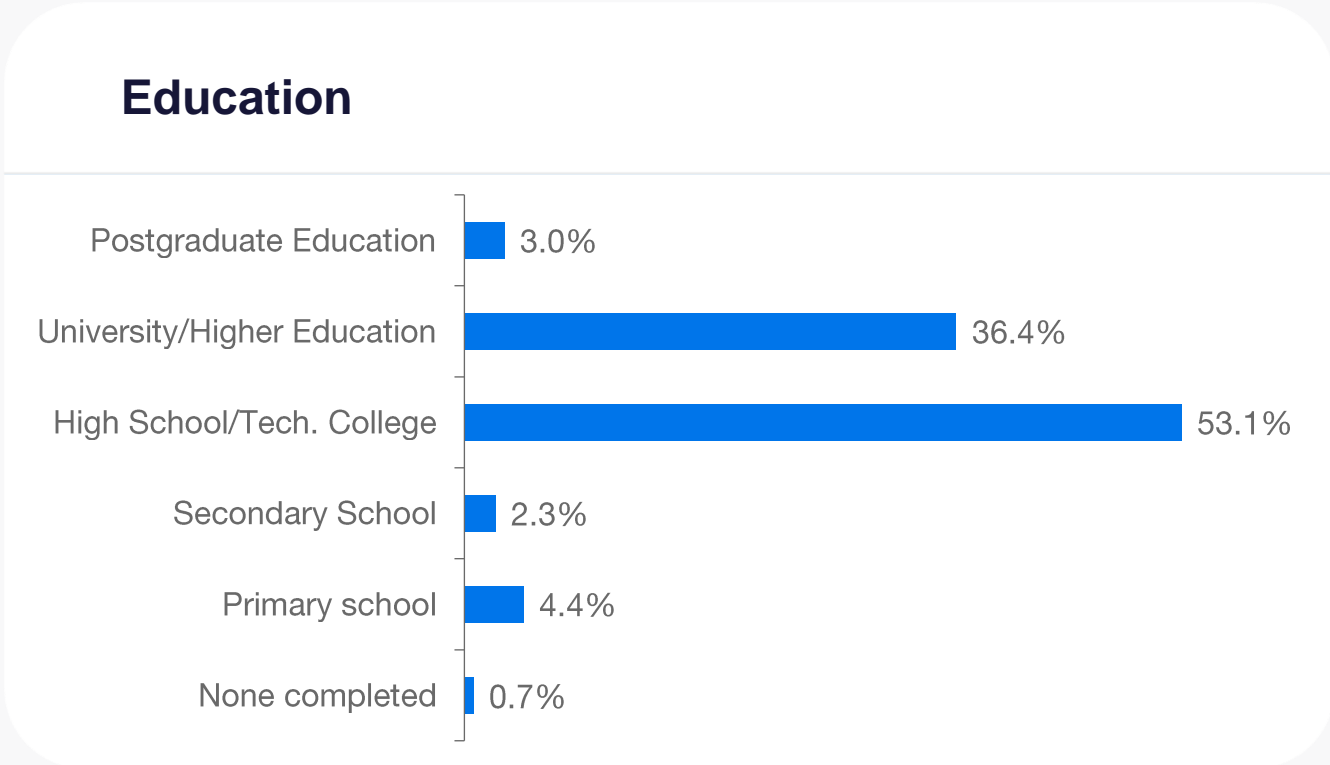
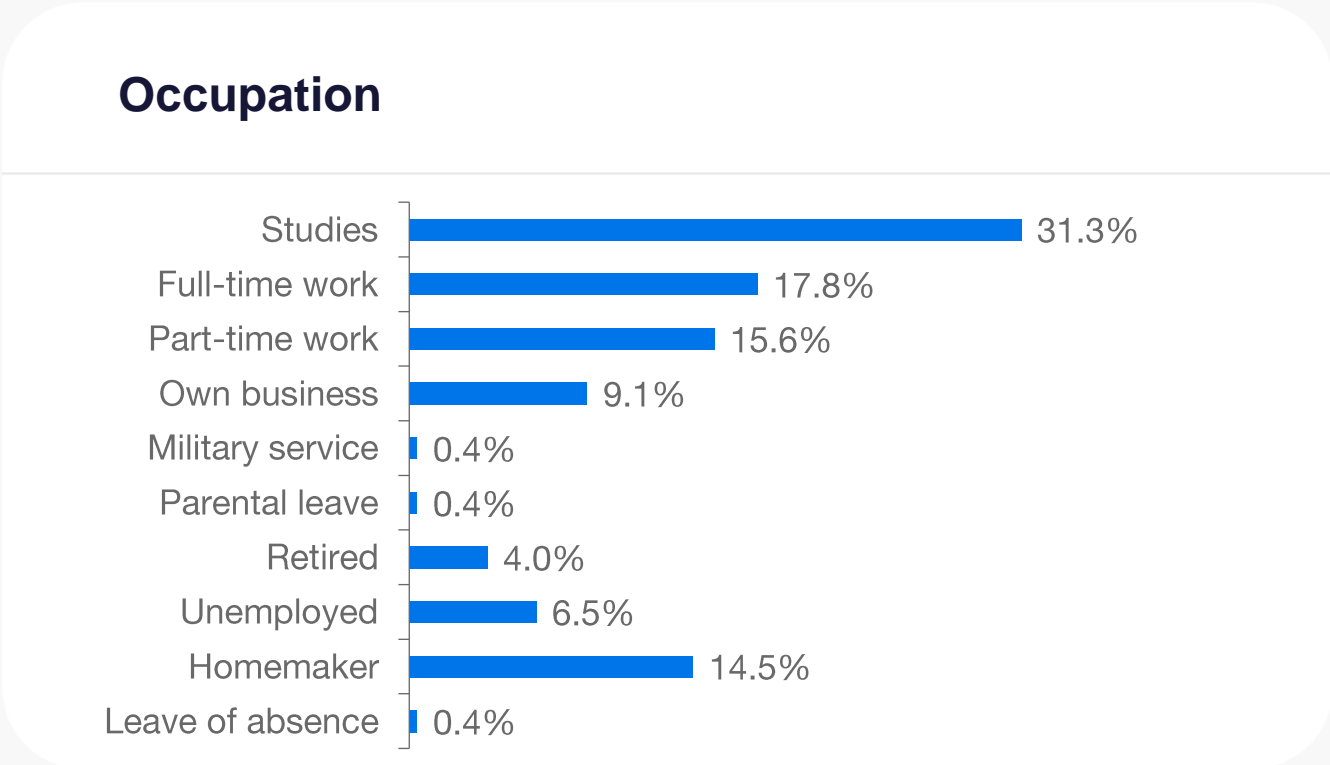
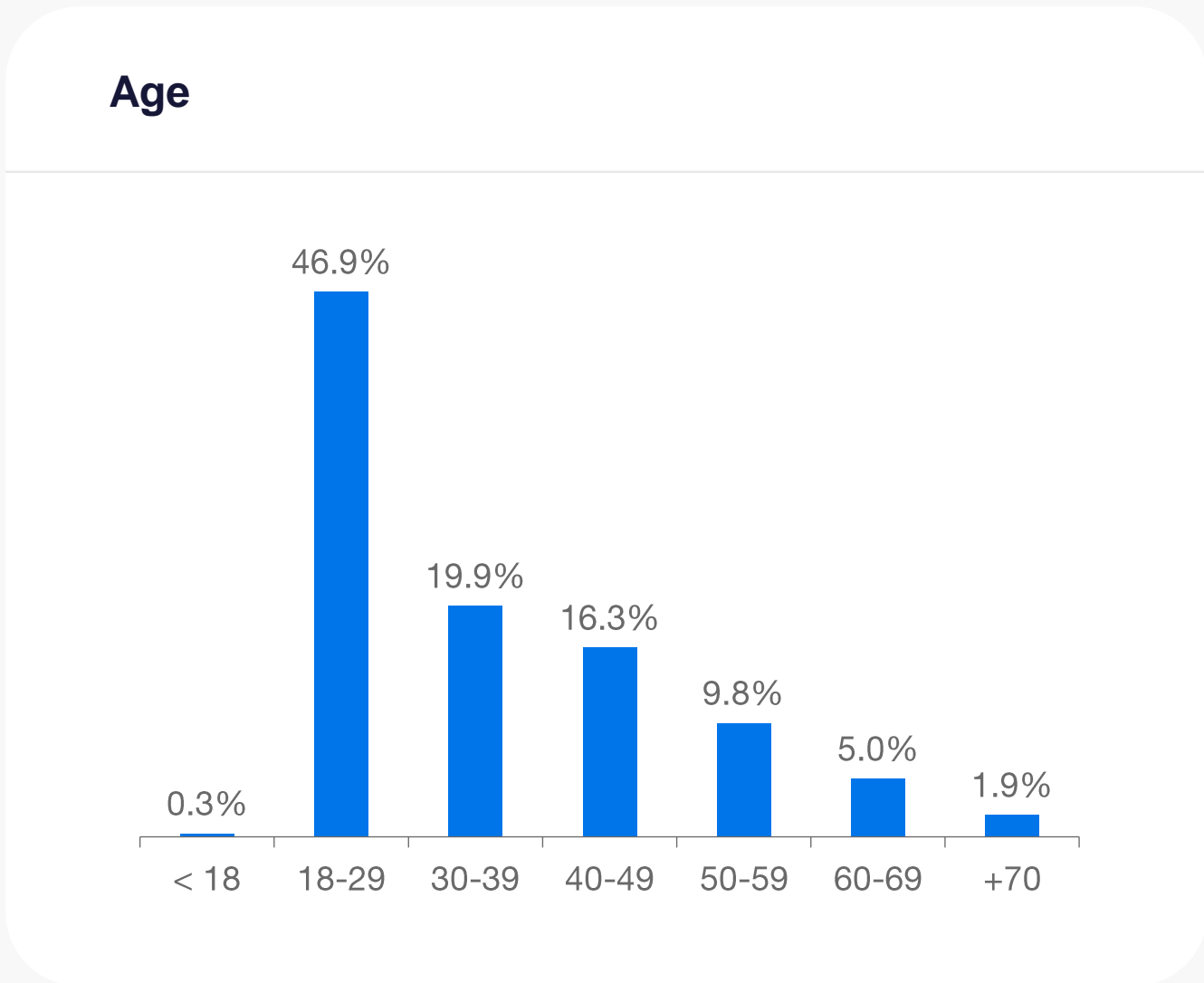
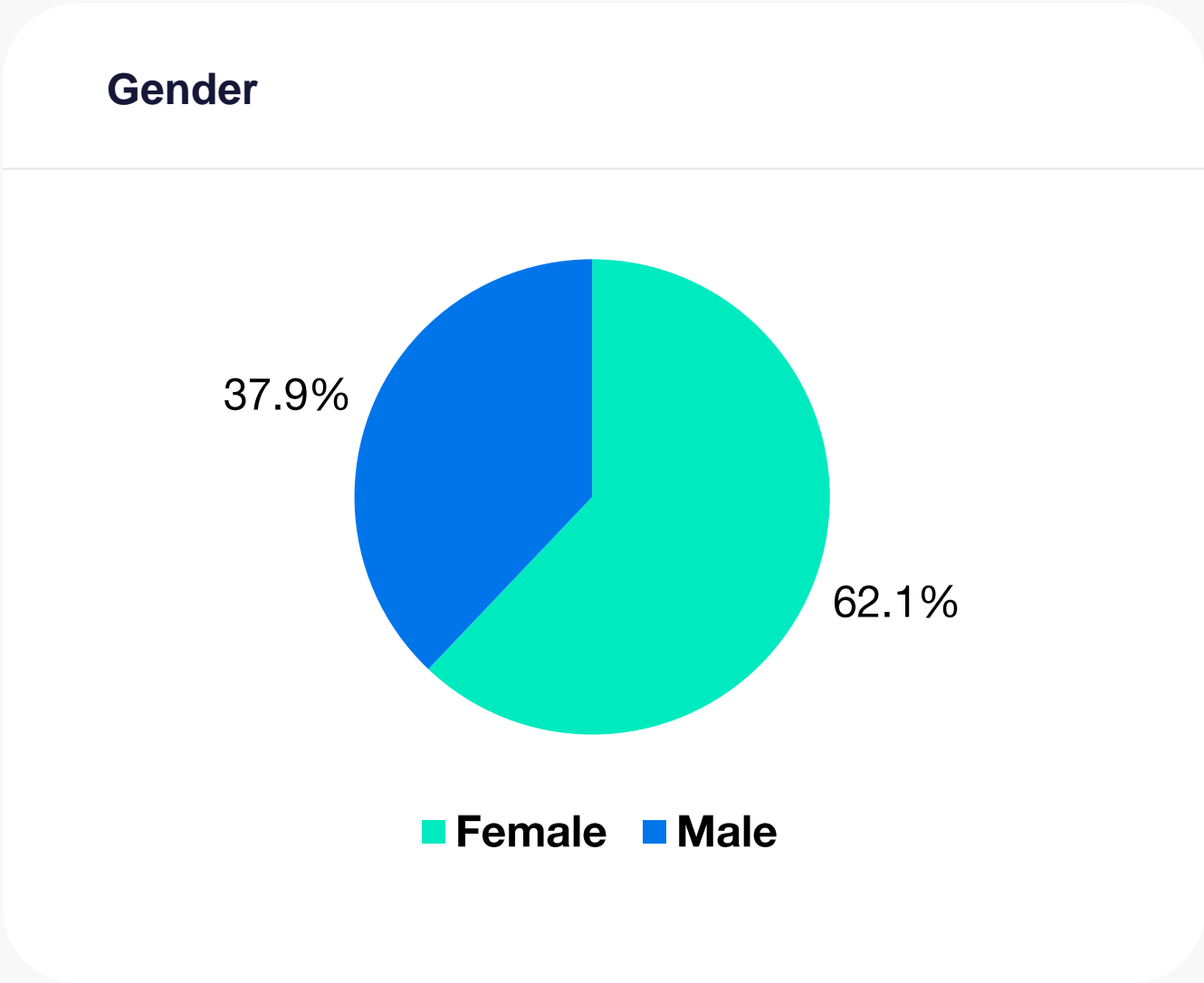


  
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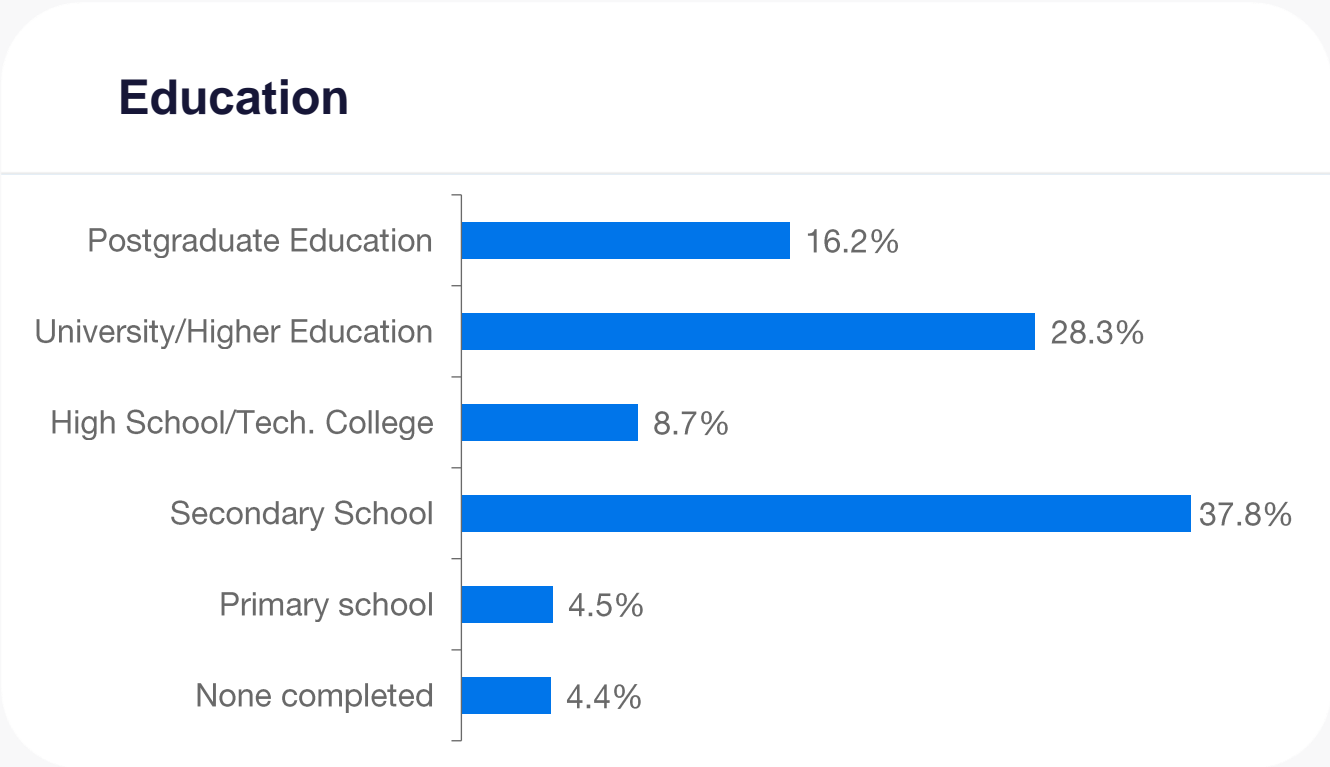
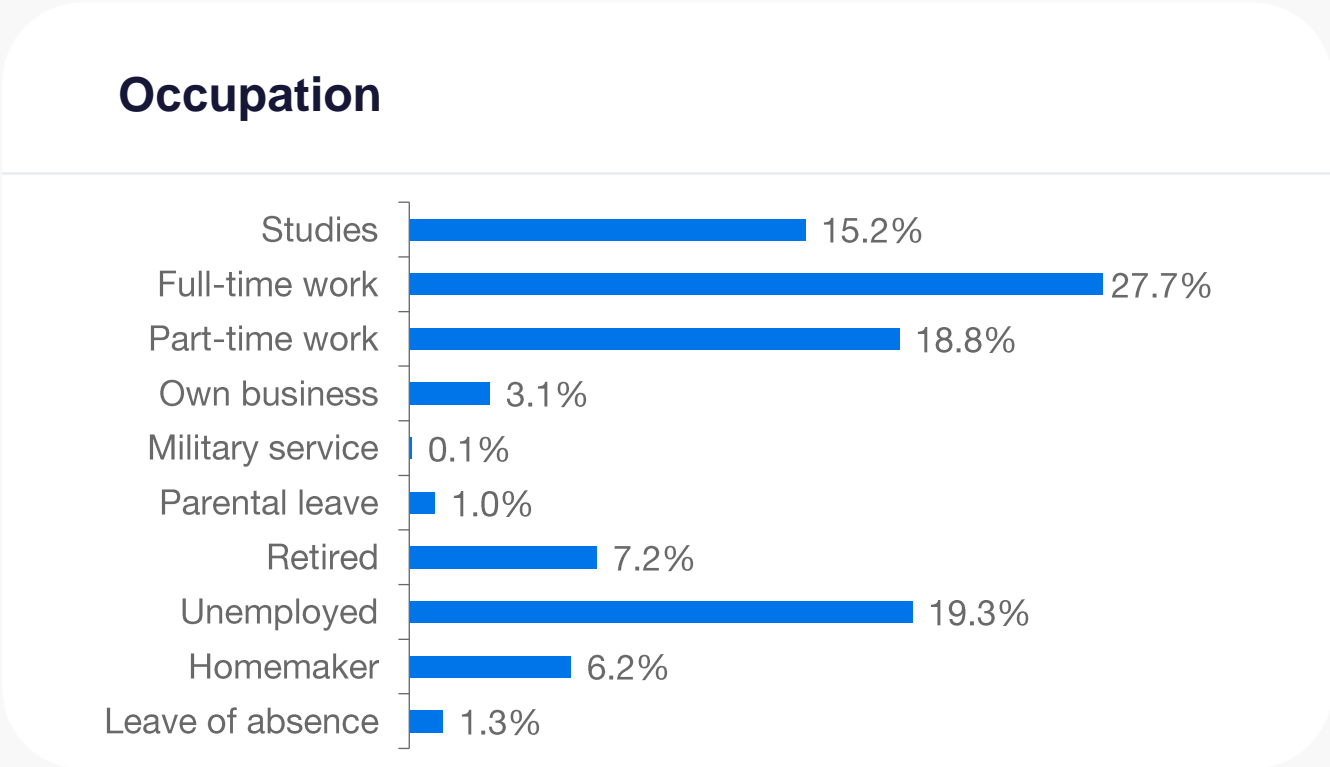
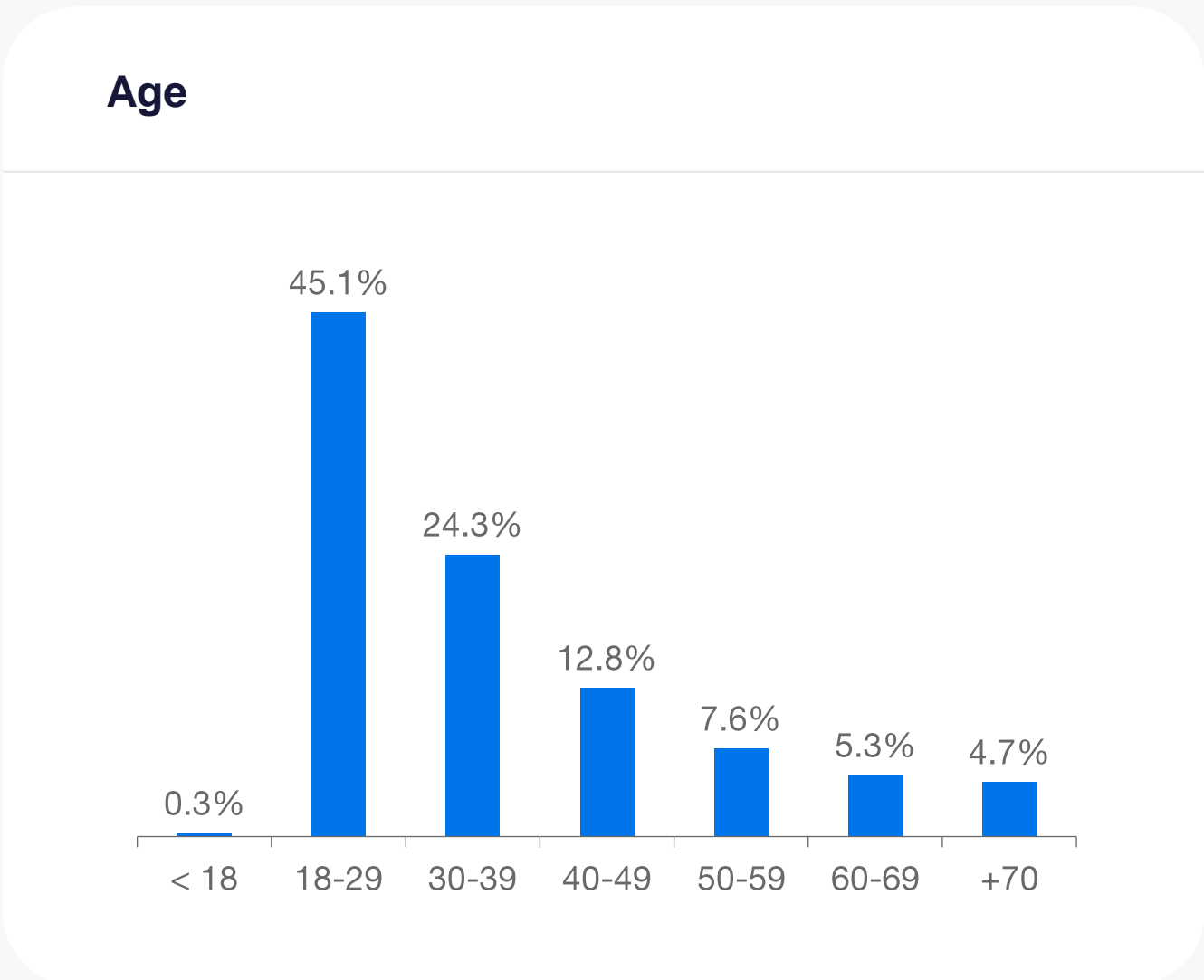
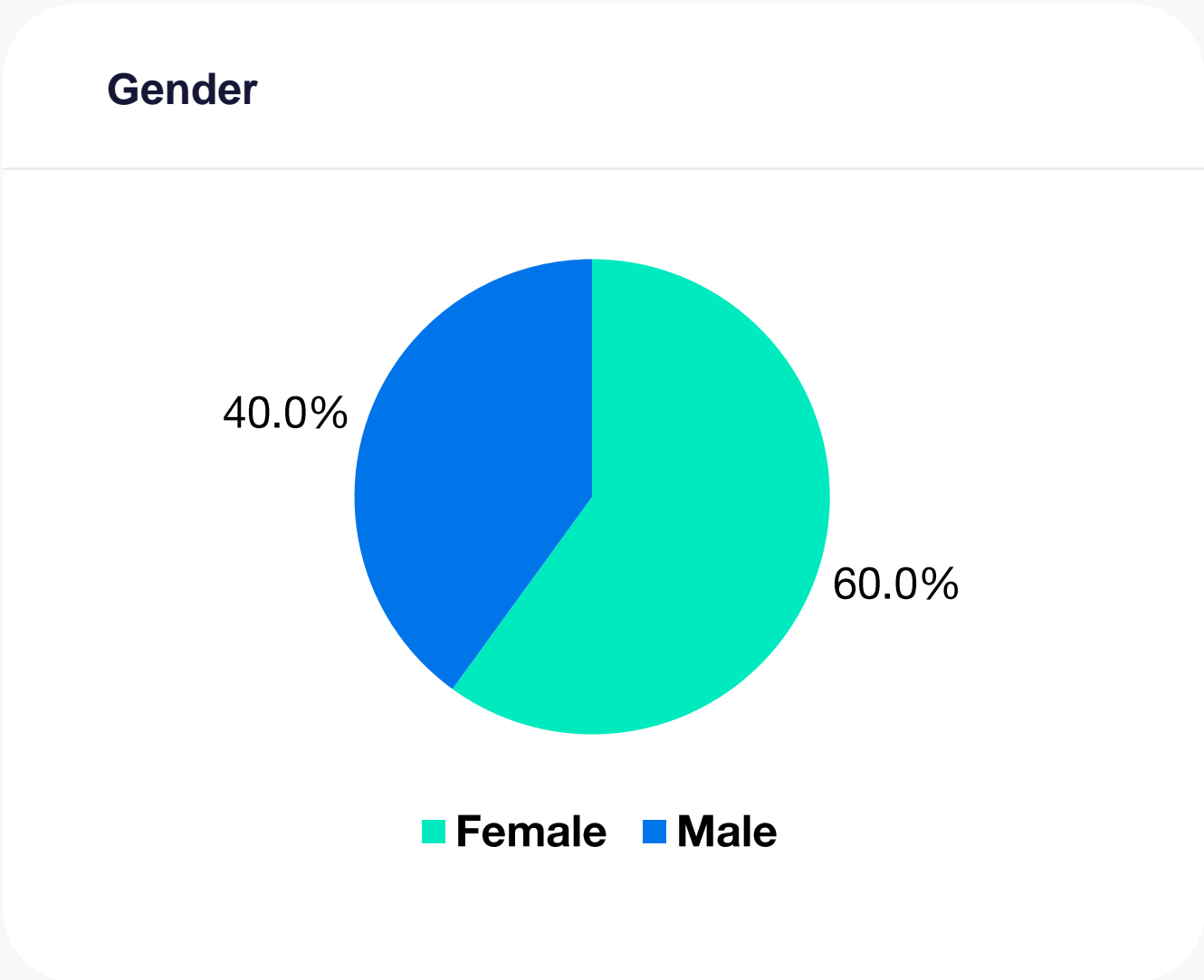


  
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**Panel Size**  
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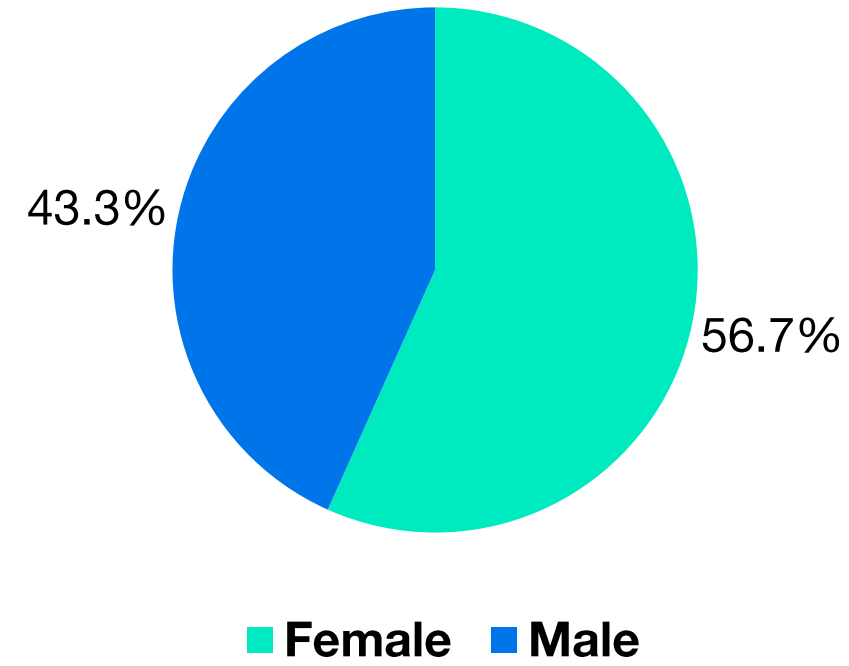




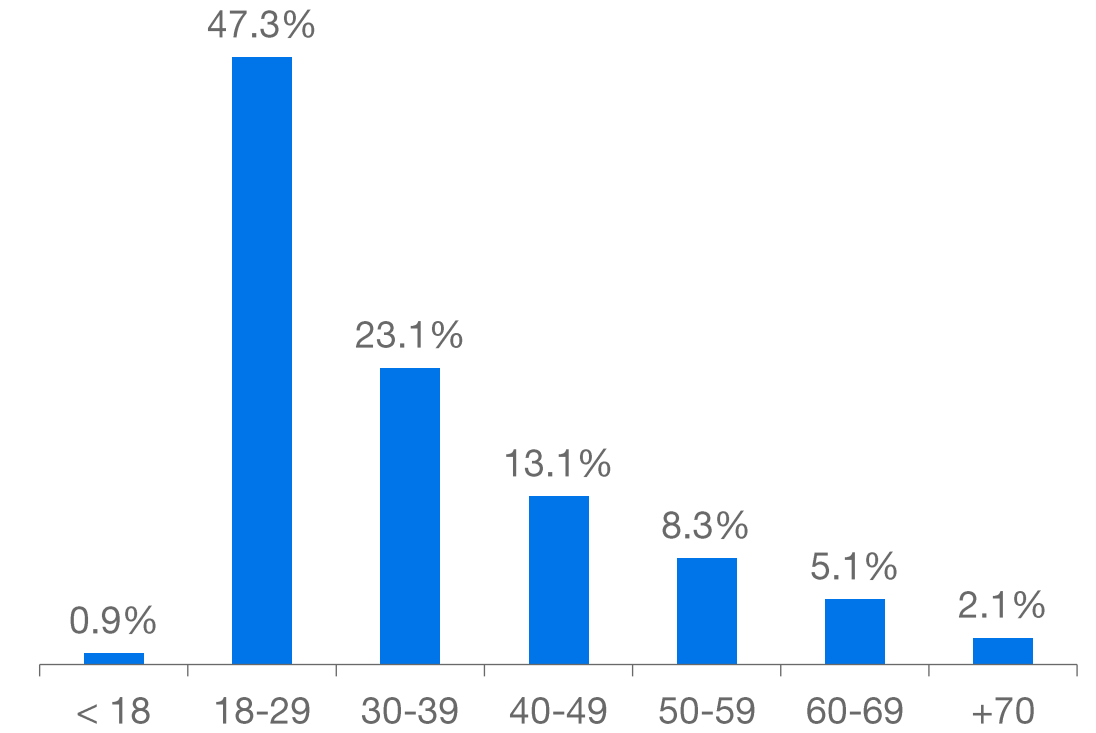


  
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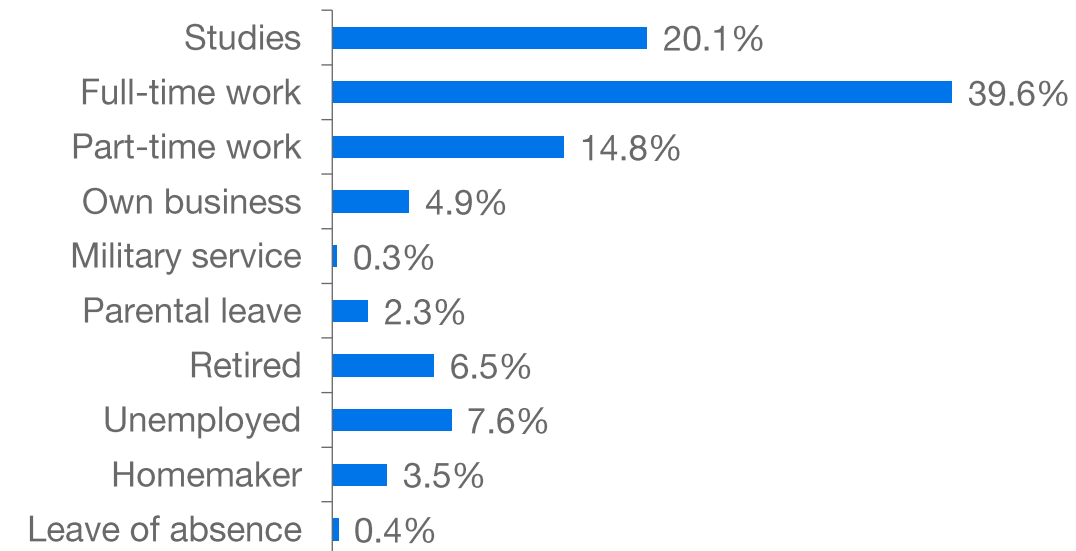
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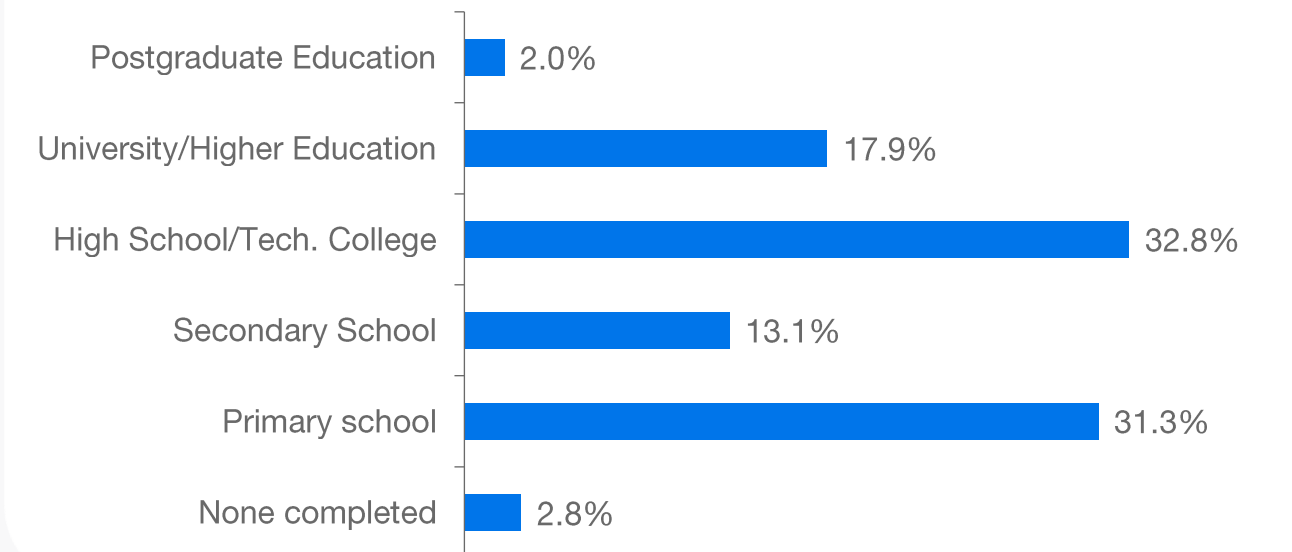
### Age




### Occupation

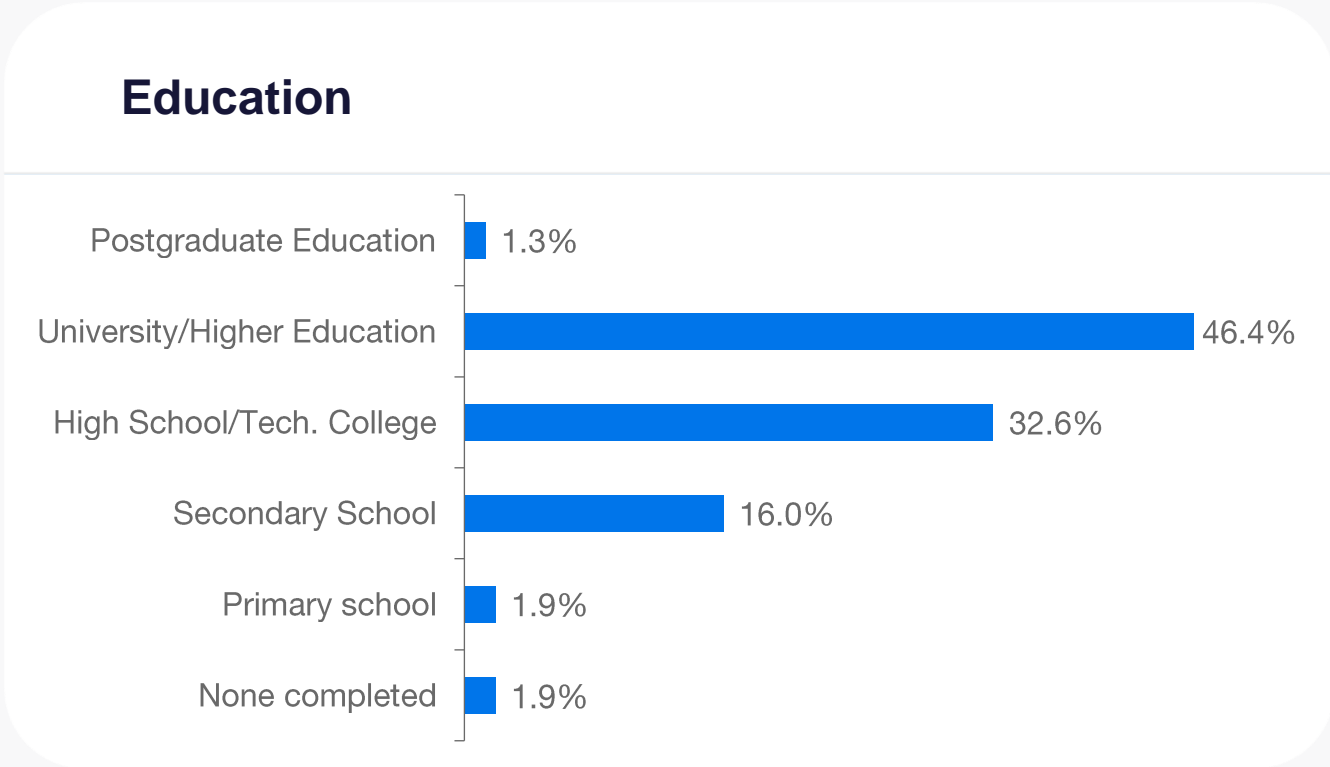
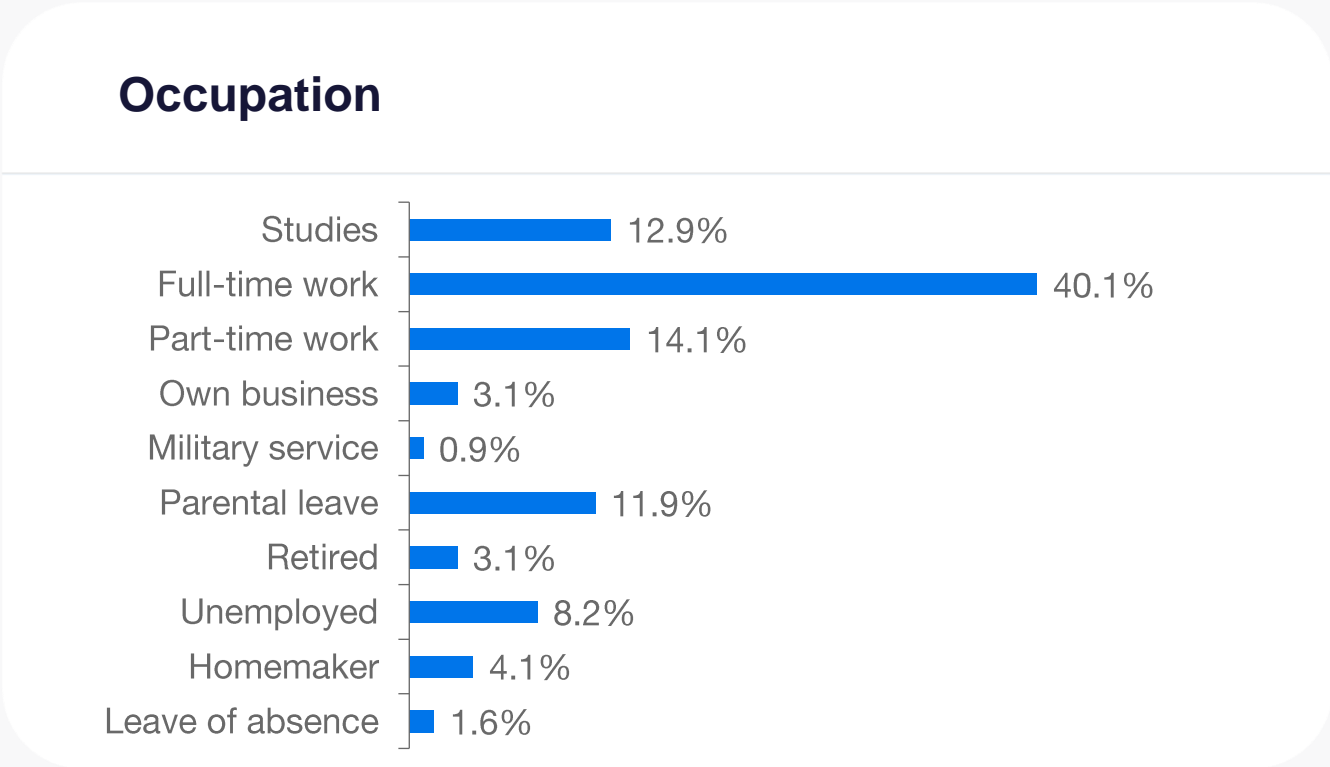
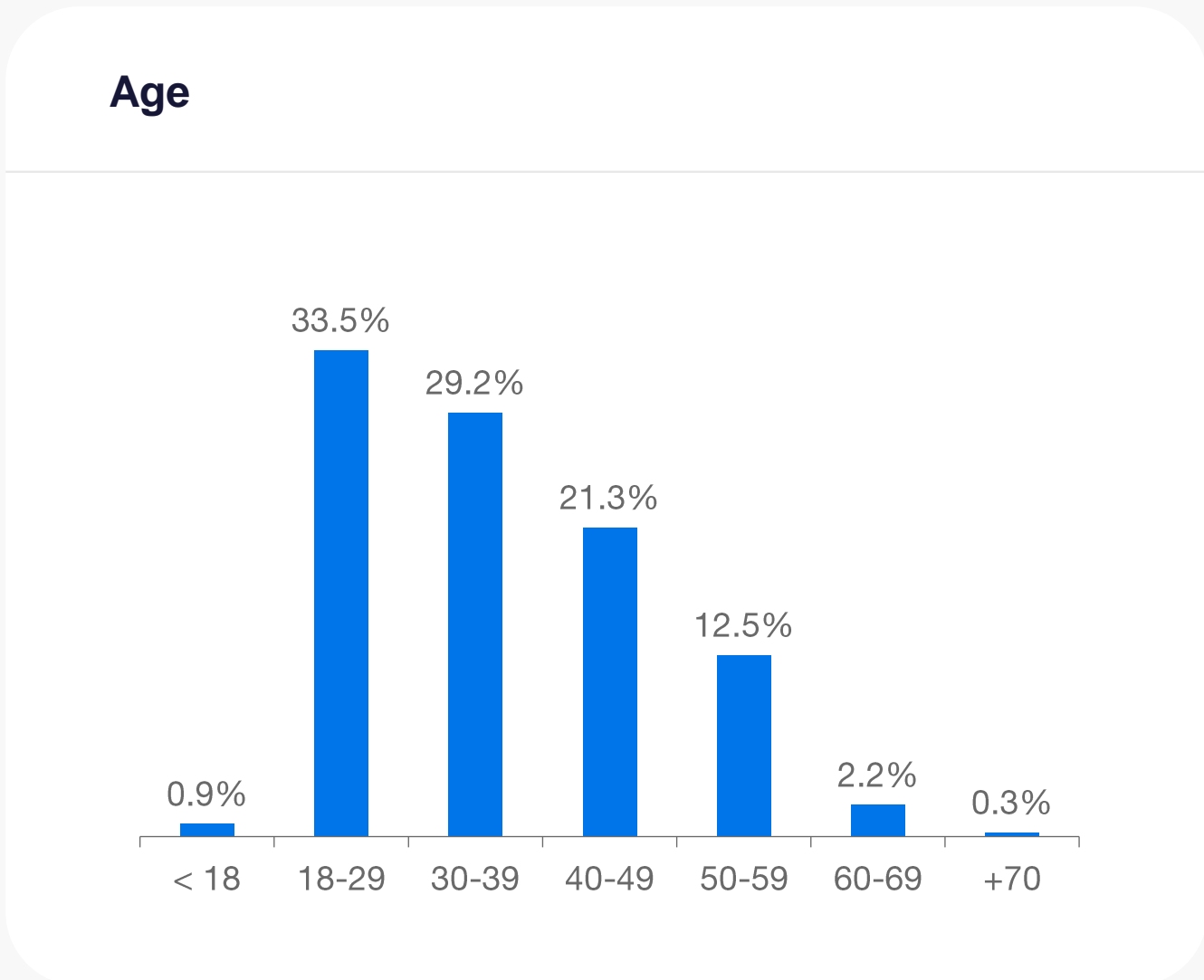
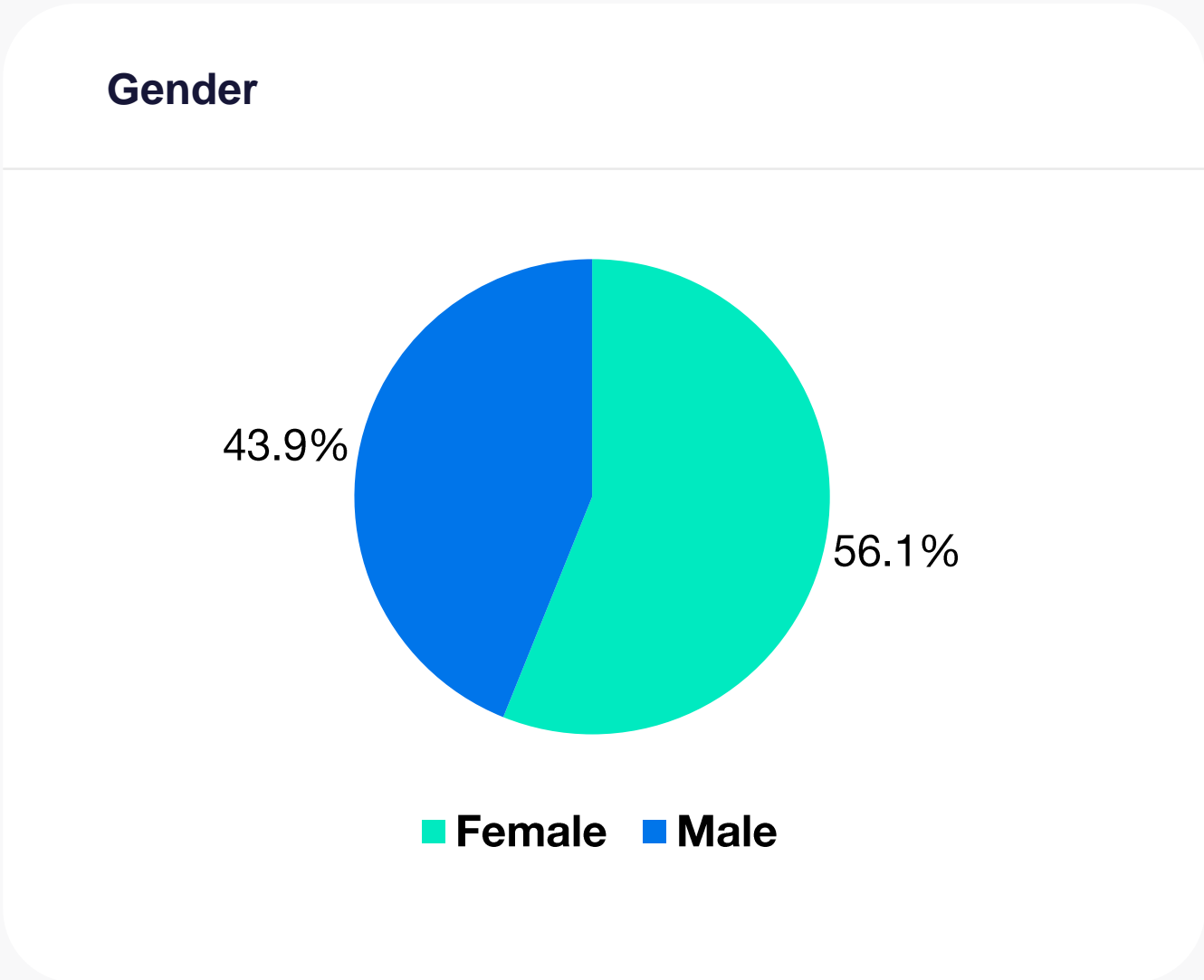


### Education




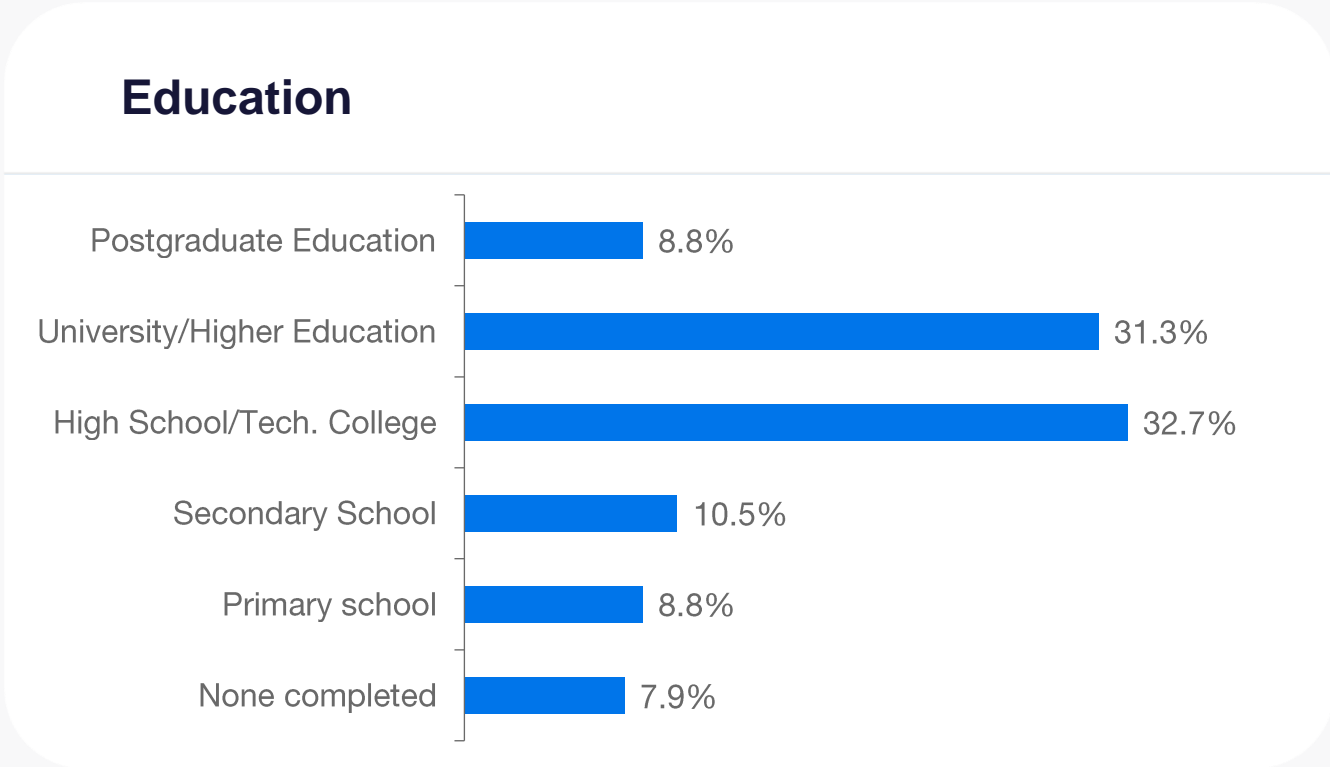
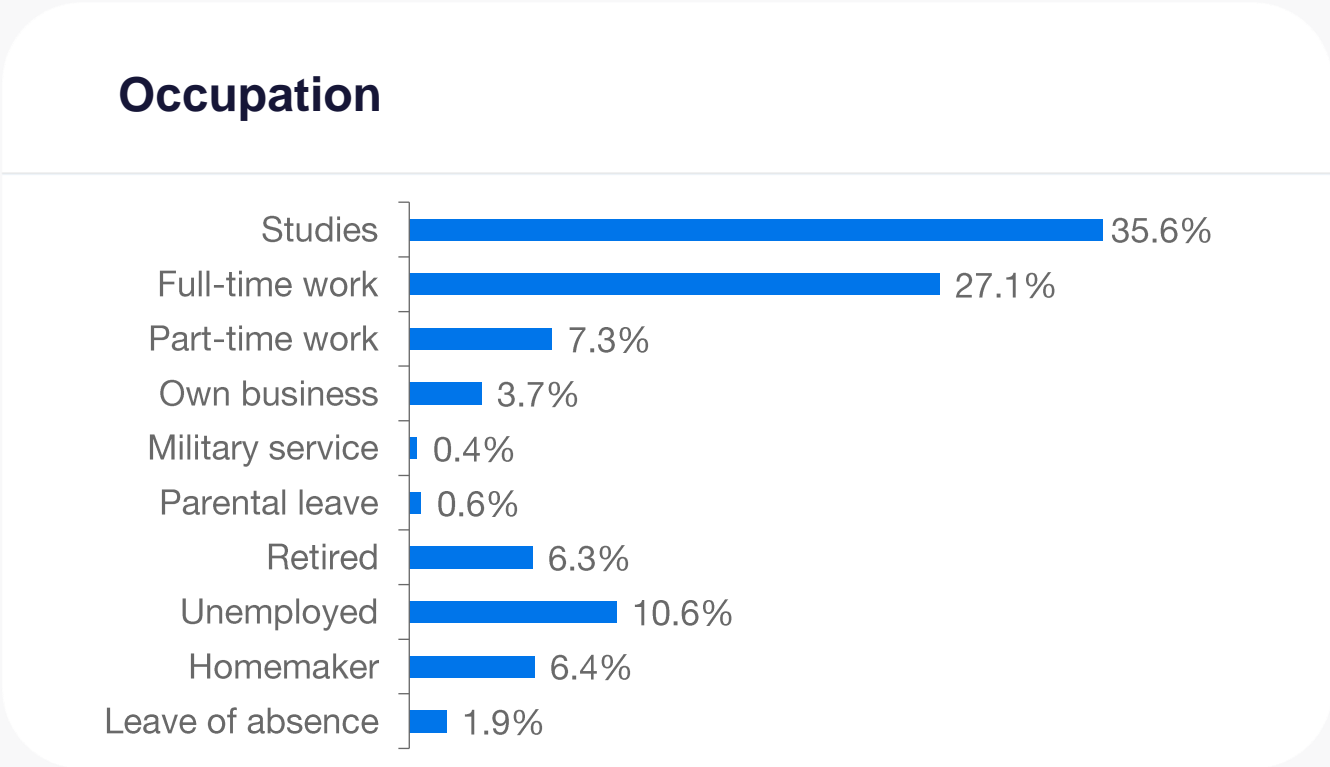
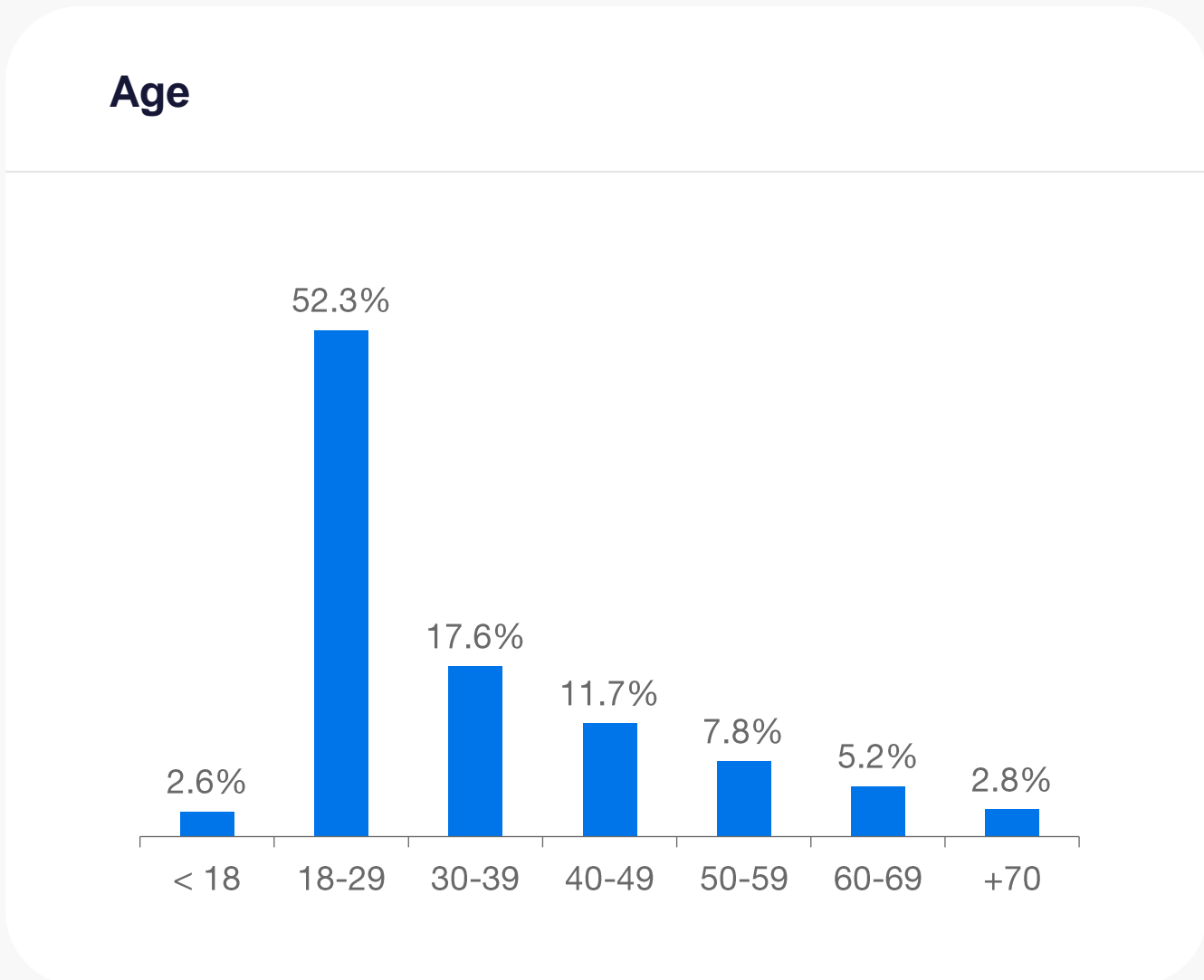
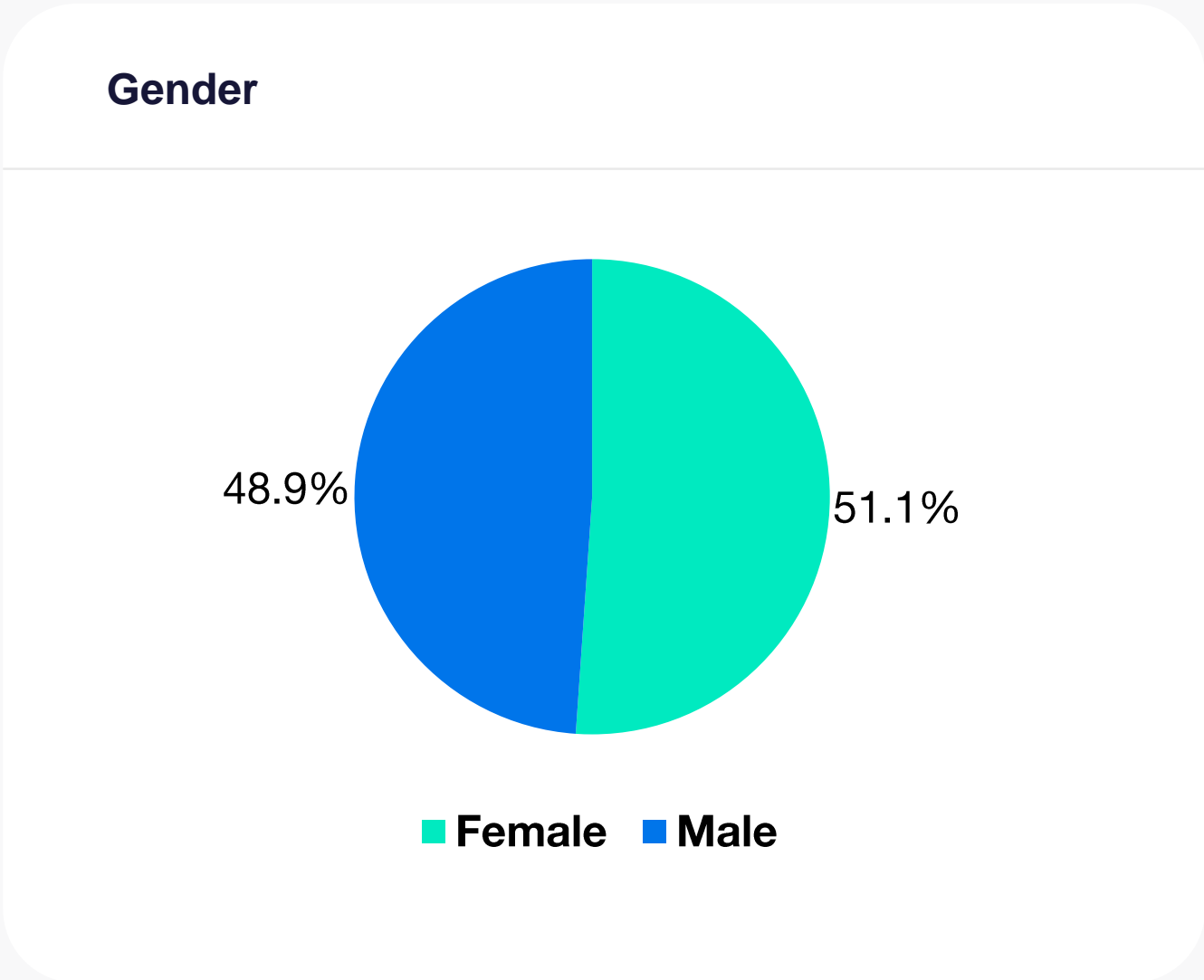


  
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**Panel Size**  
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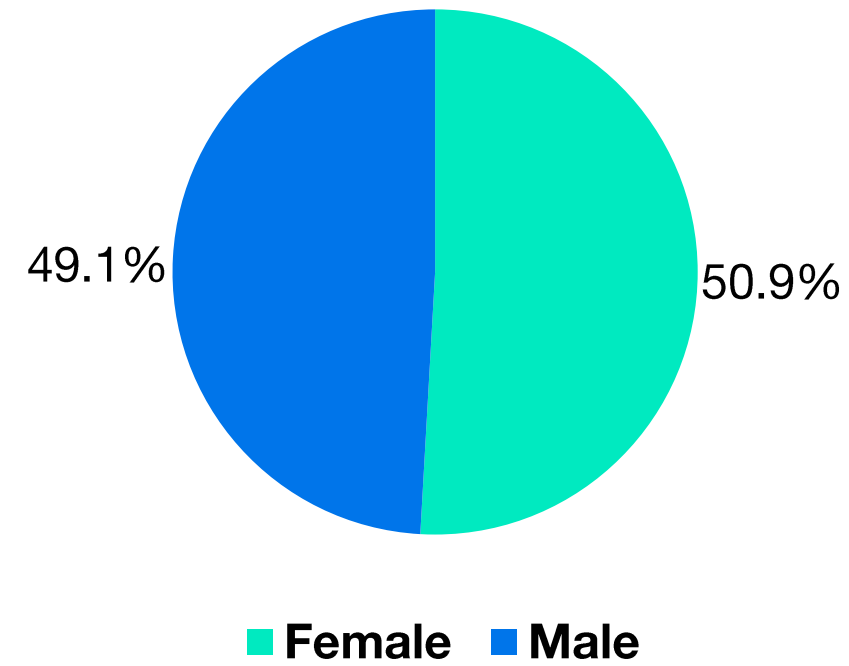
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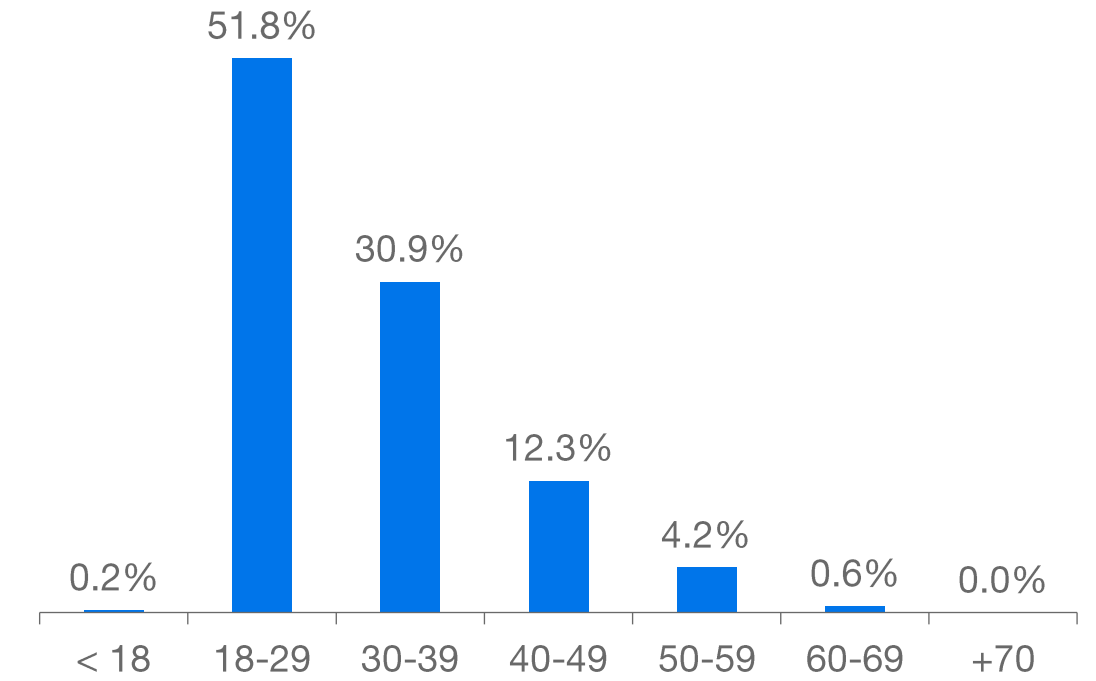
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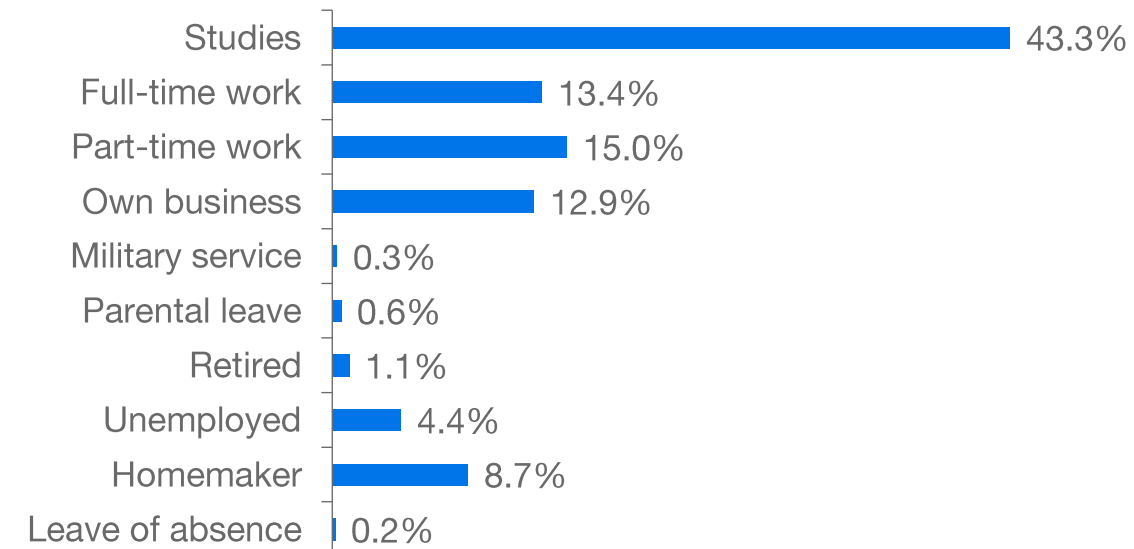
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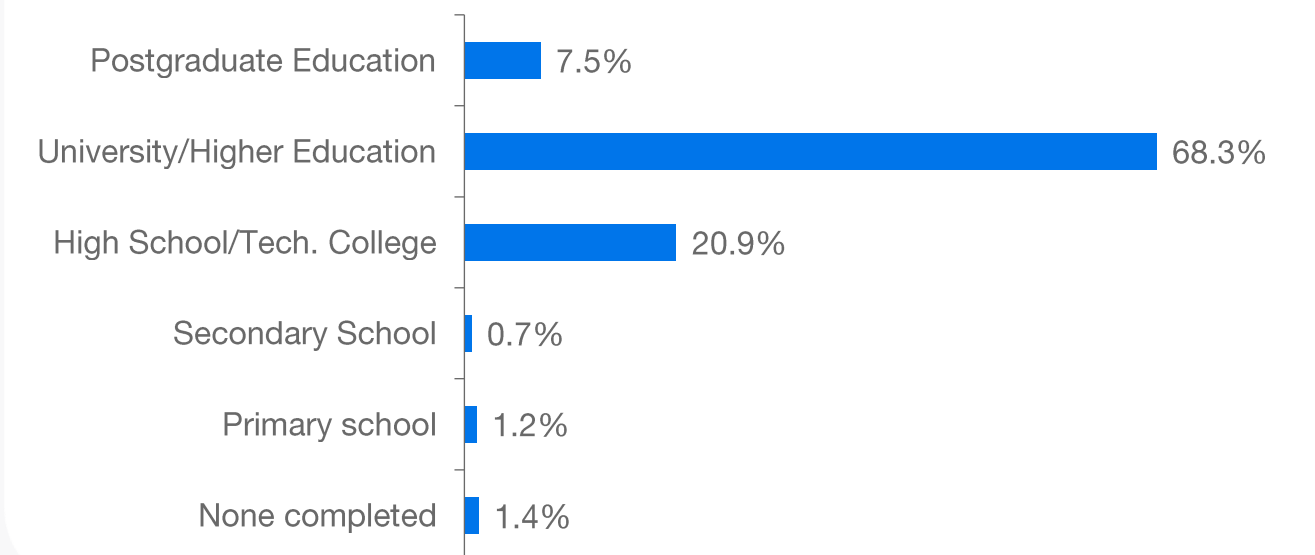
### Age




### Occupation

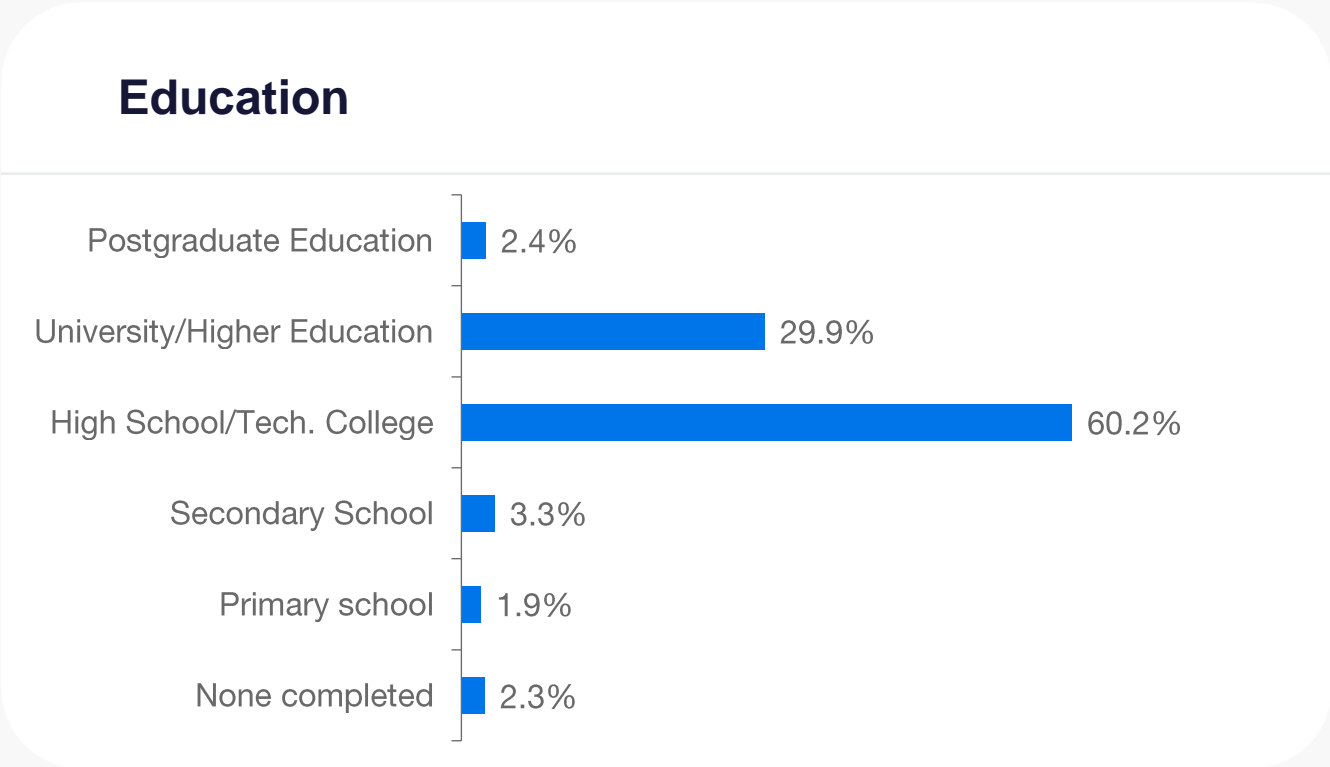
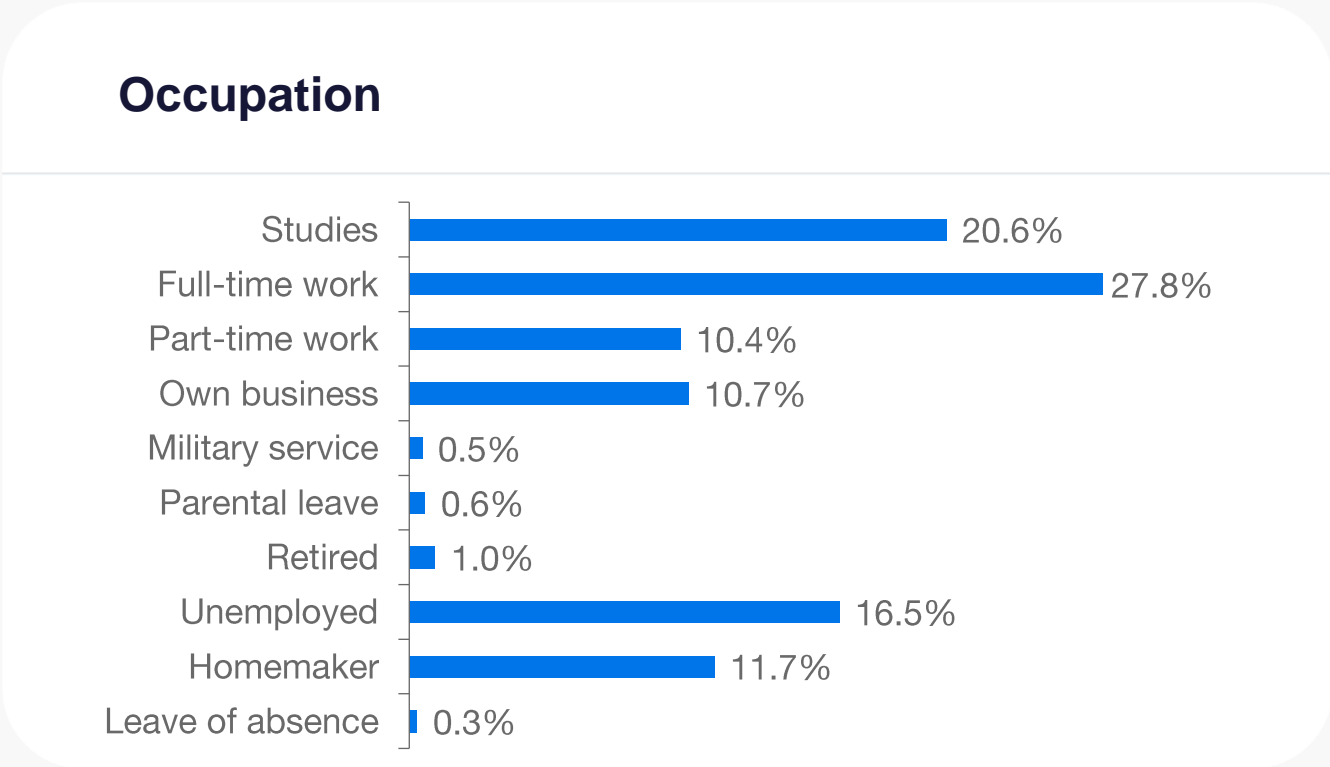
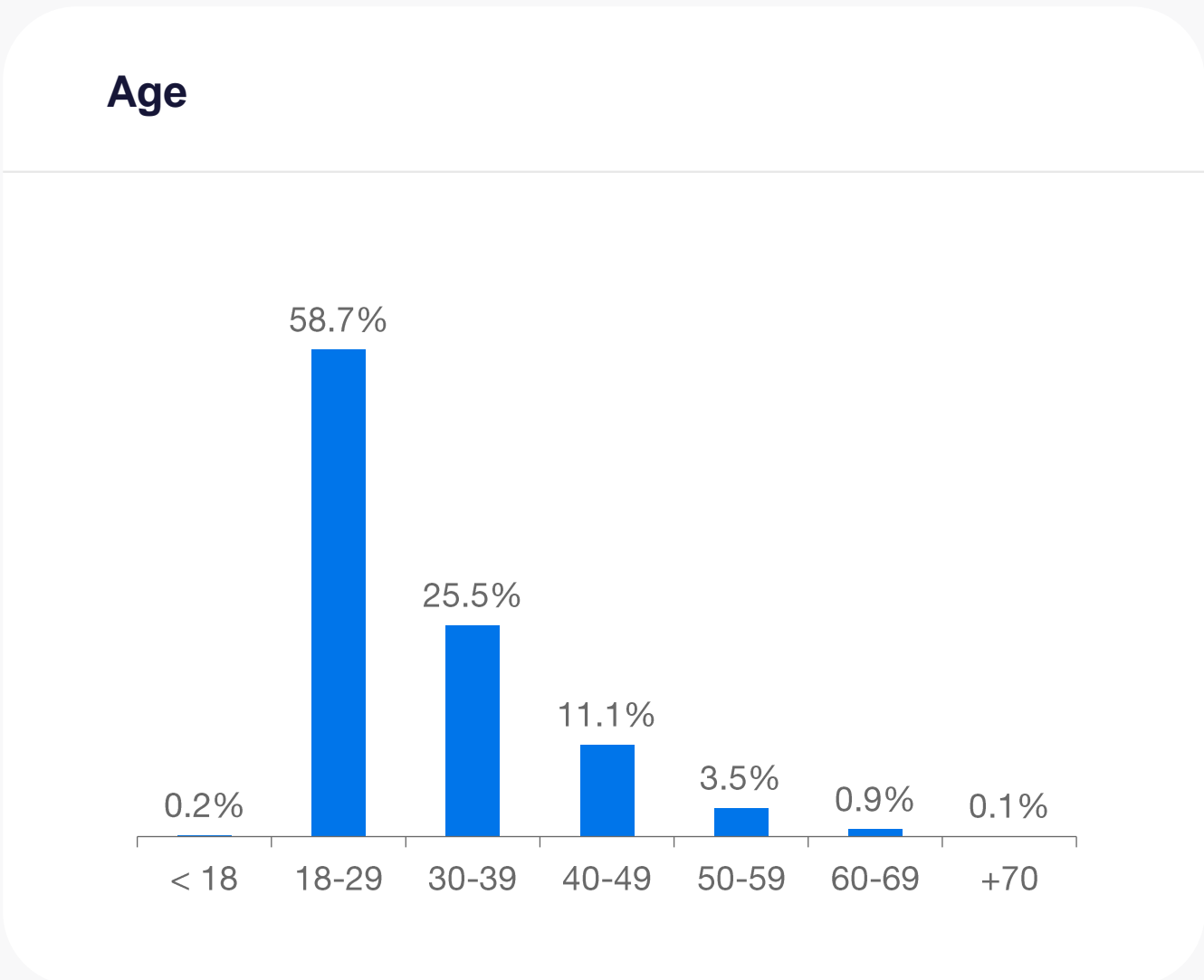
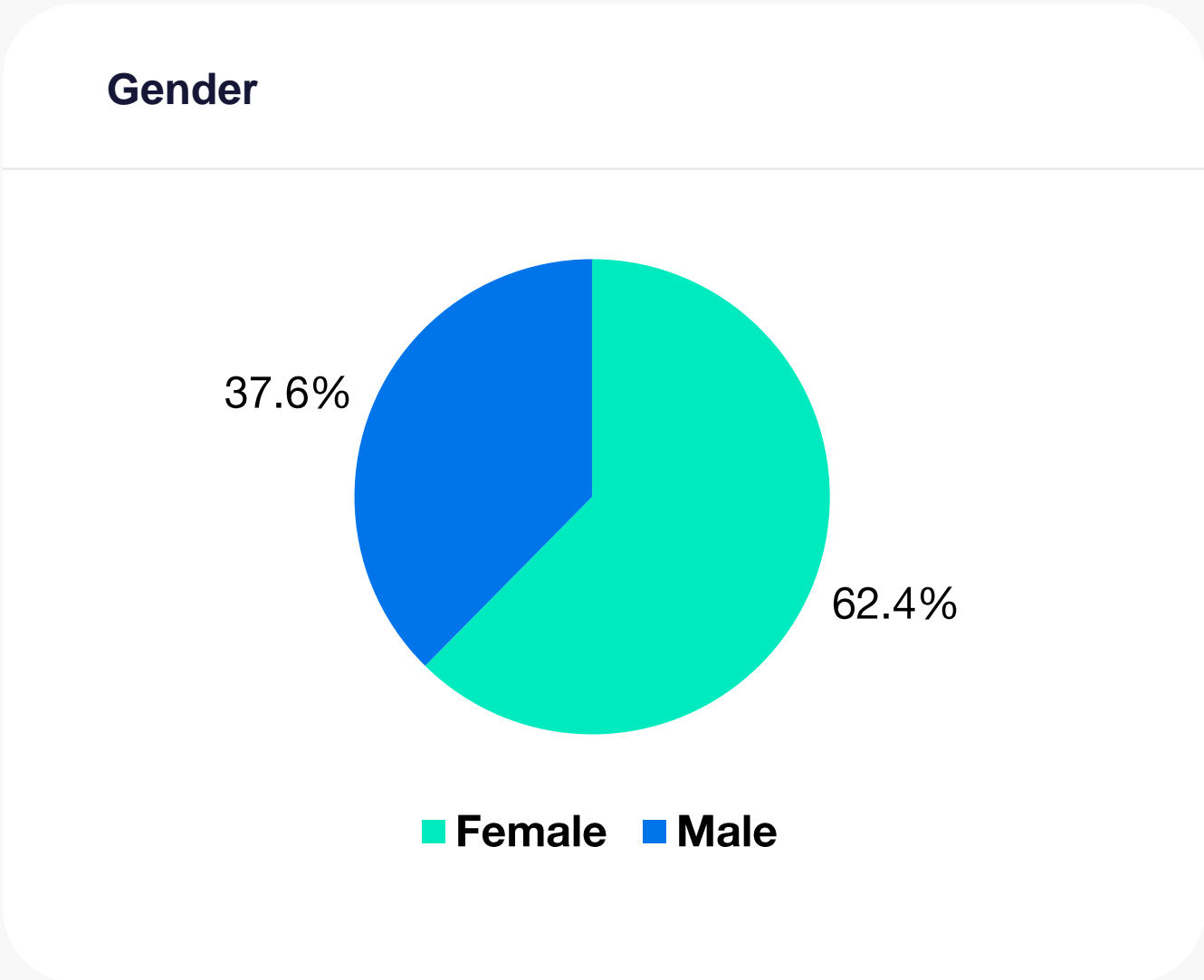


### Education




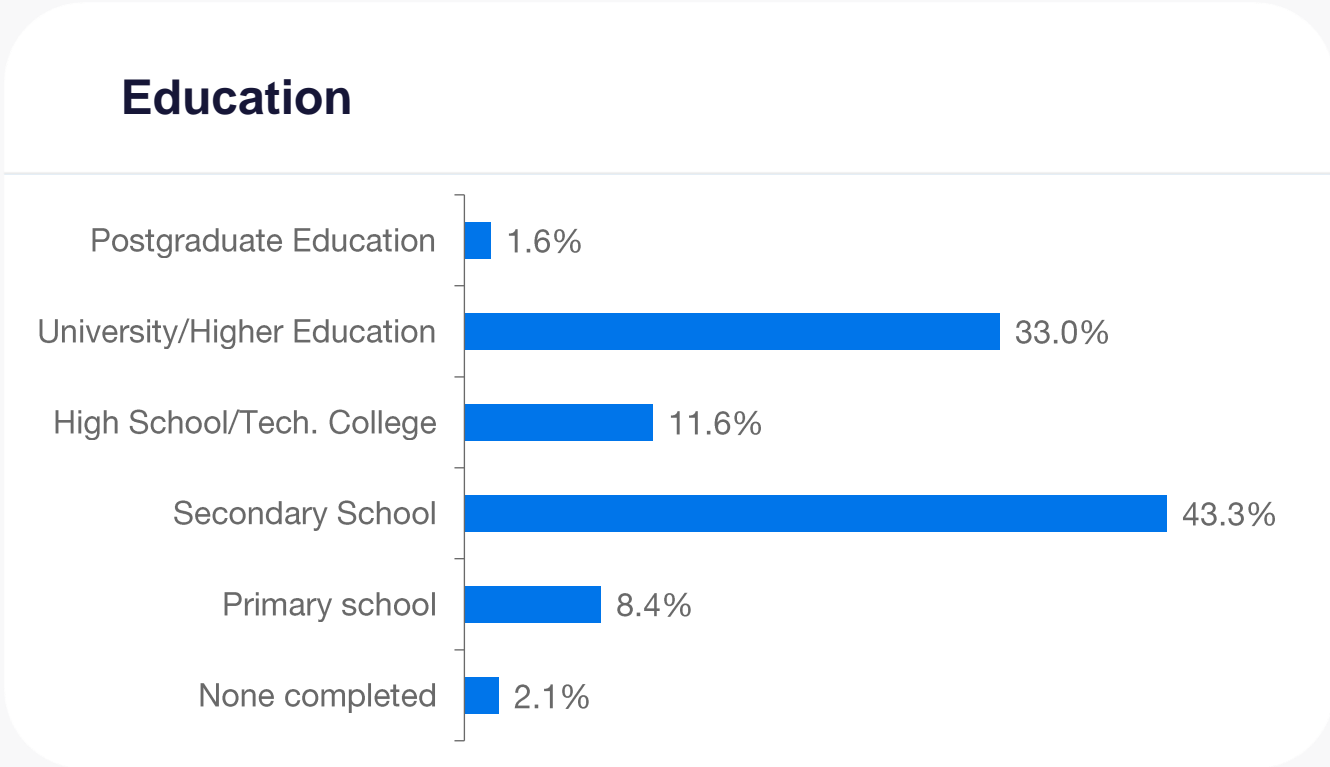
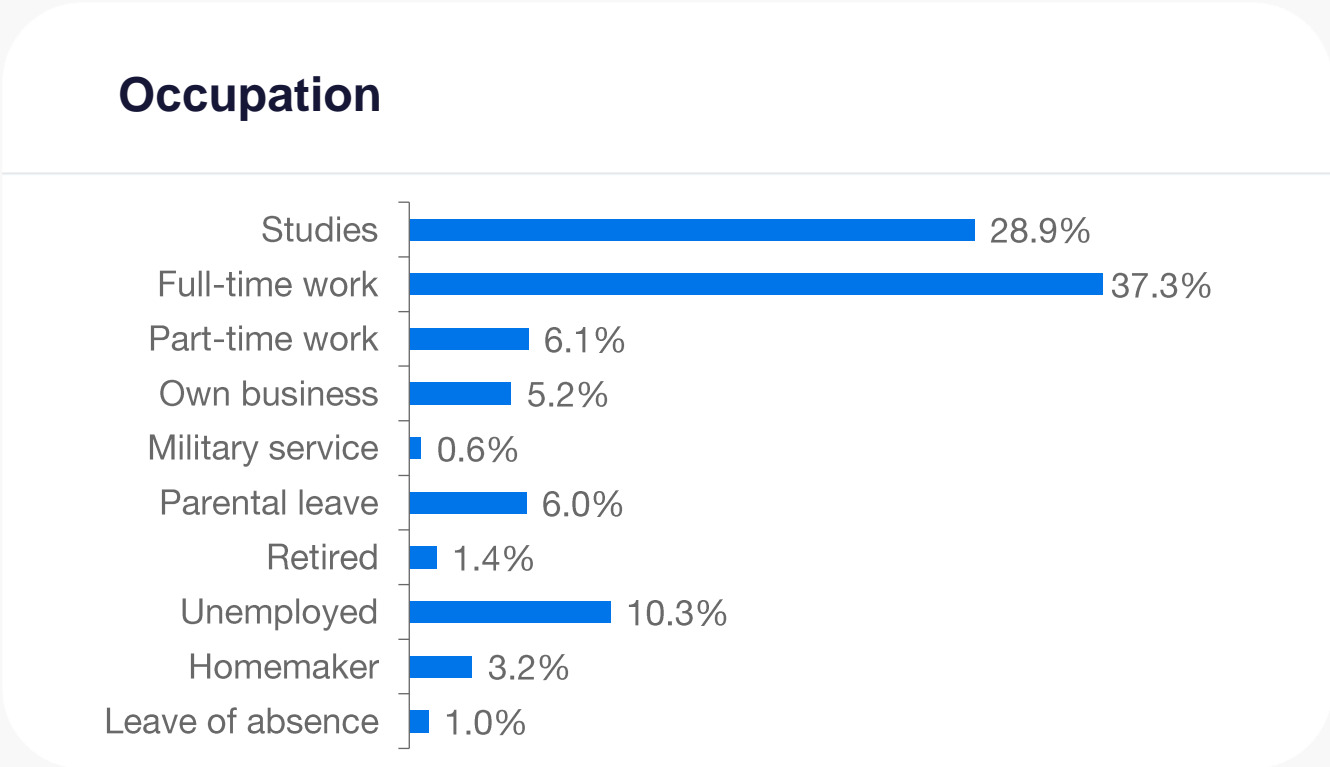
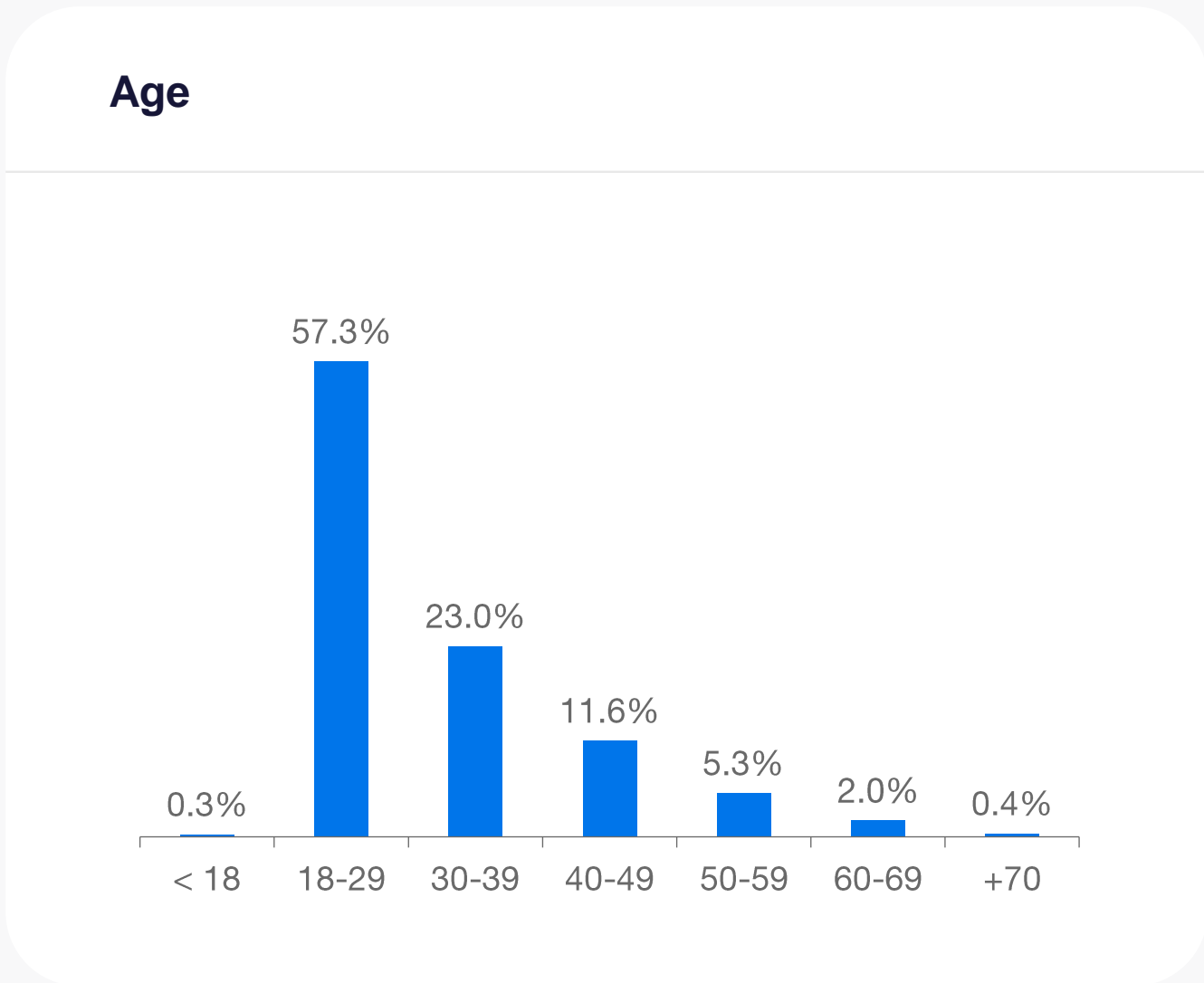
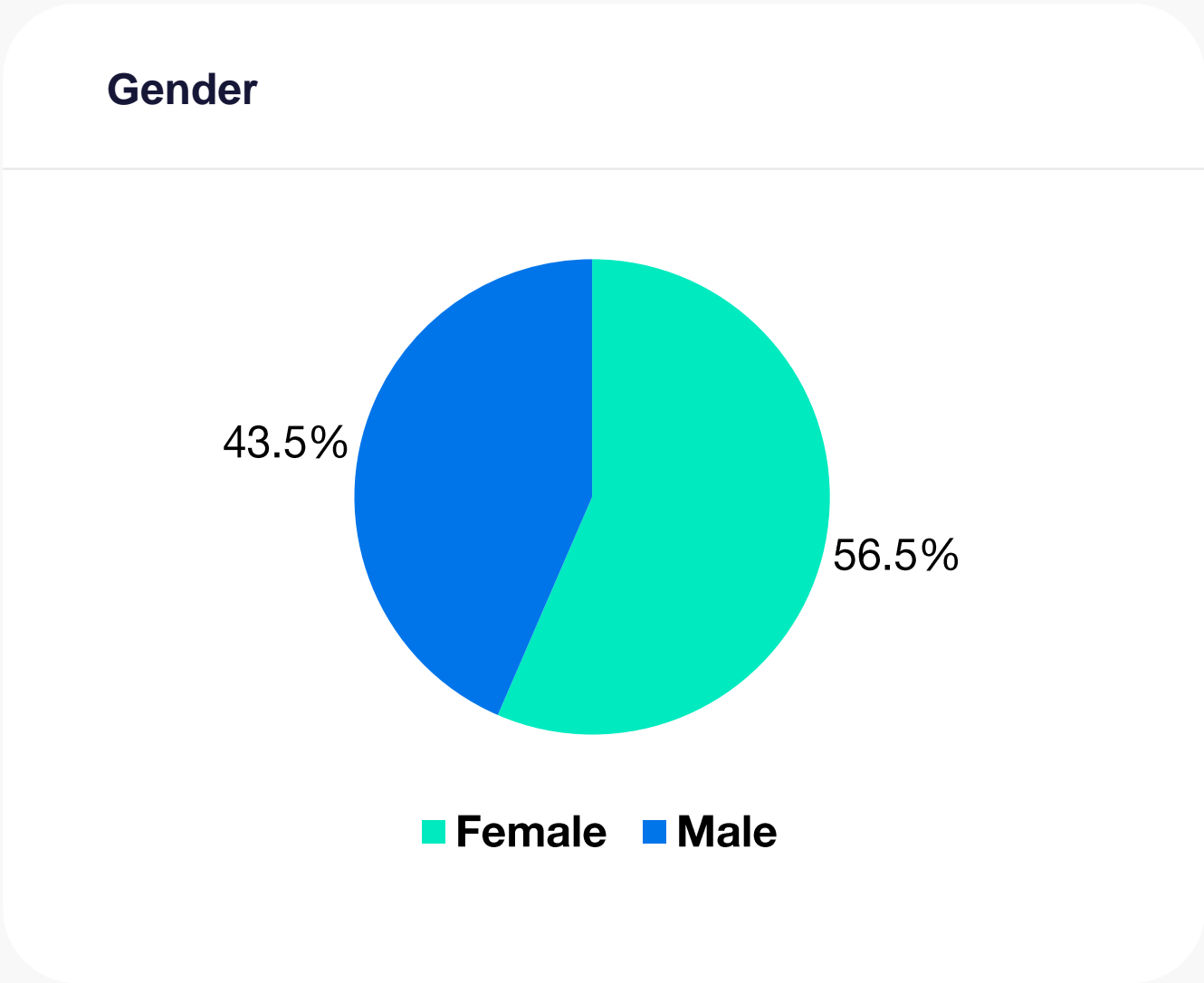


  
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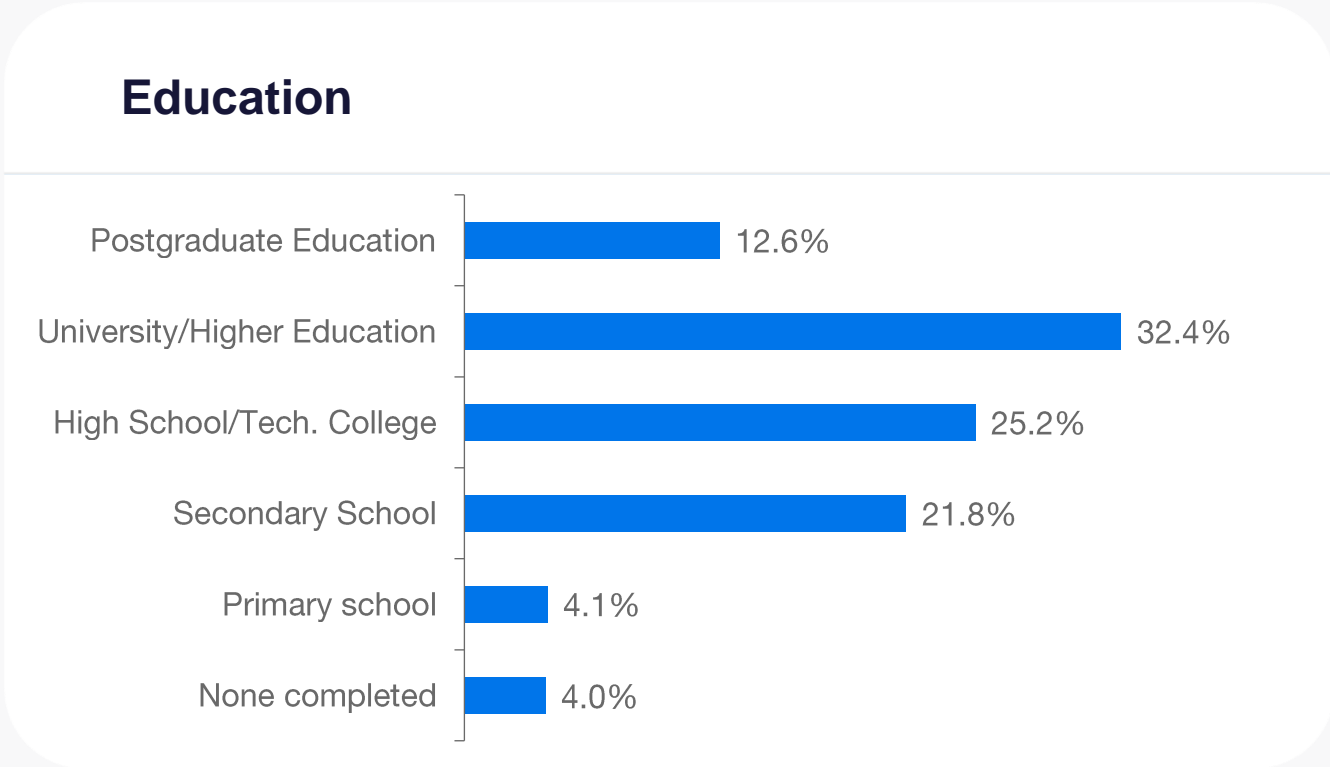
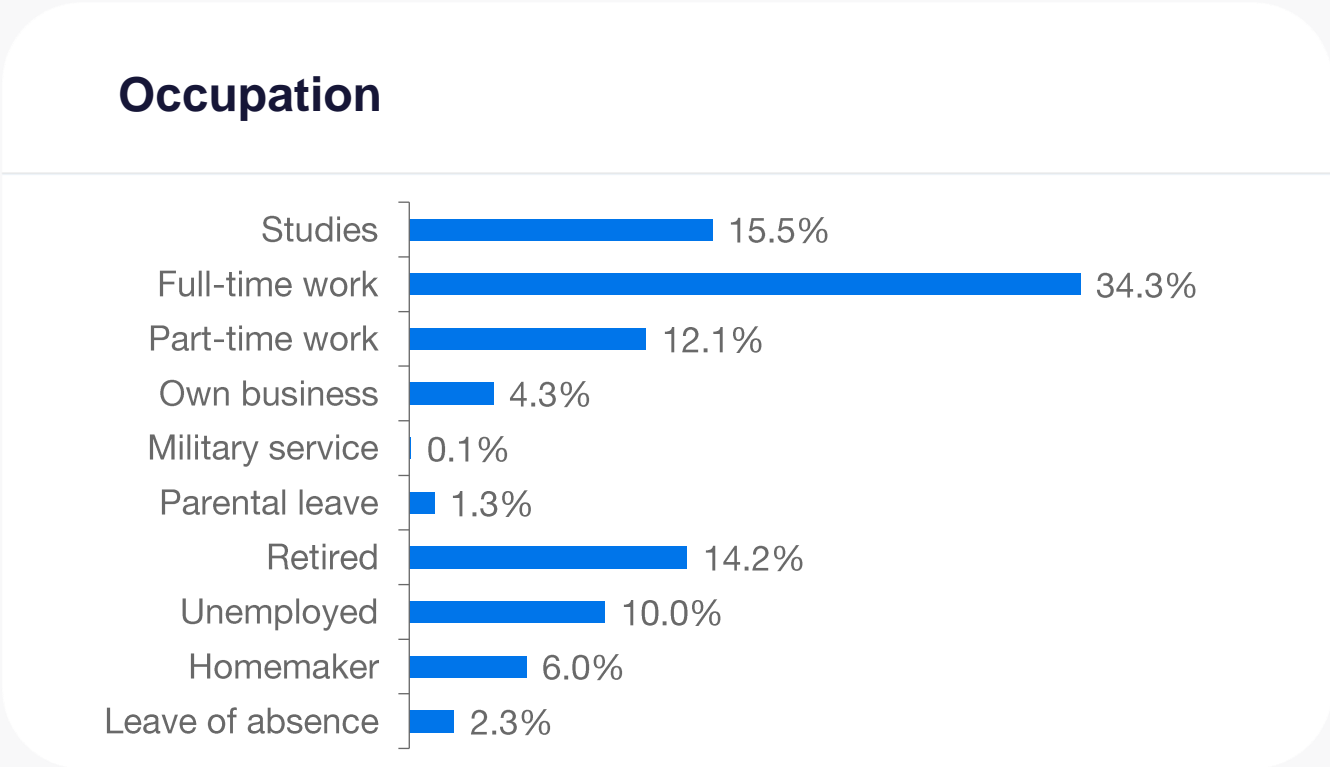
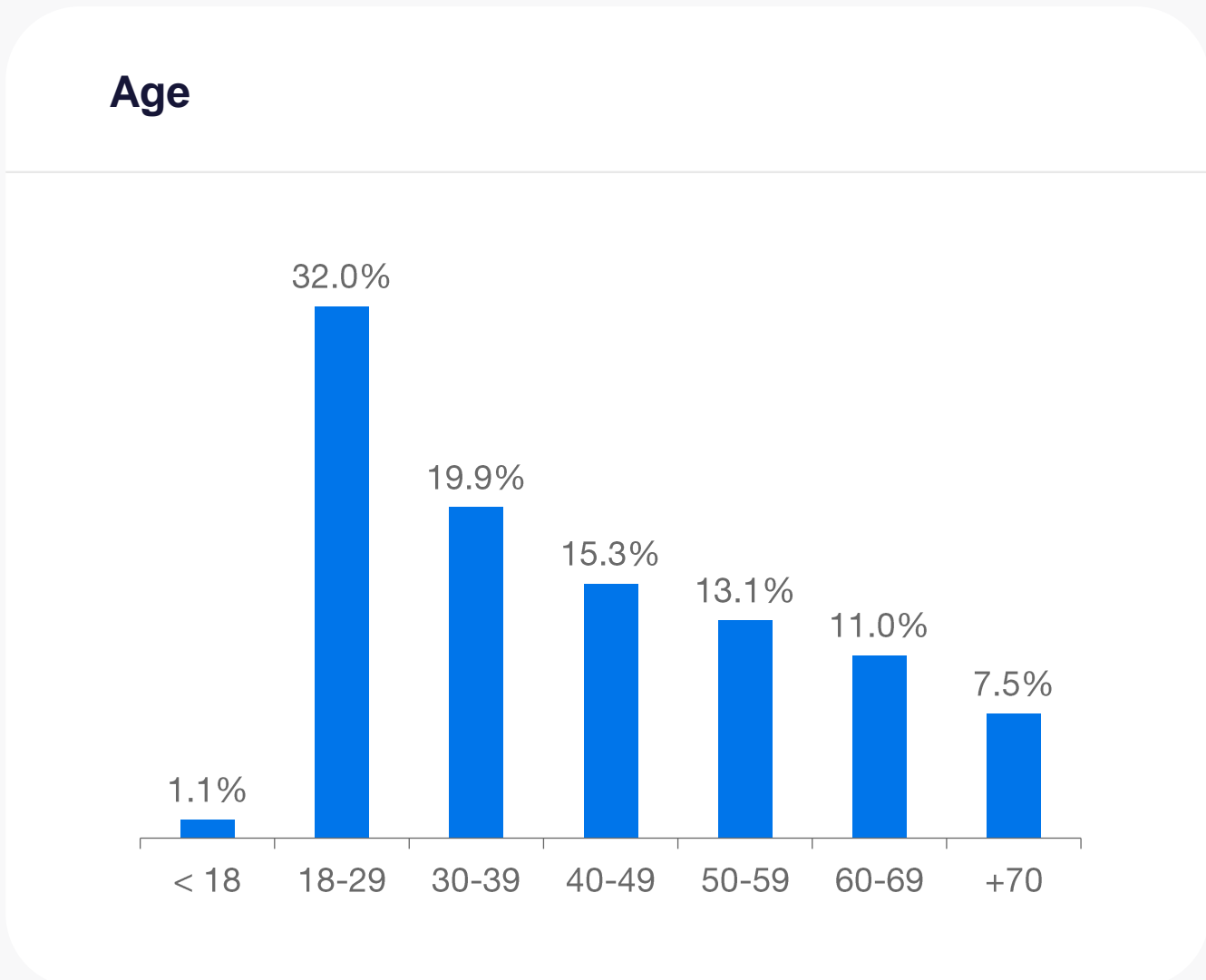
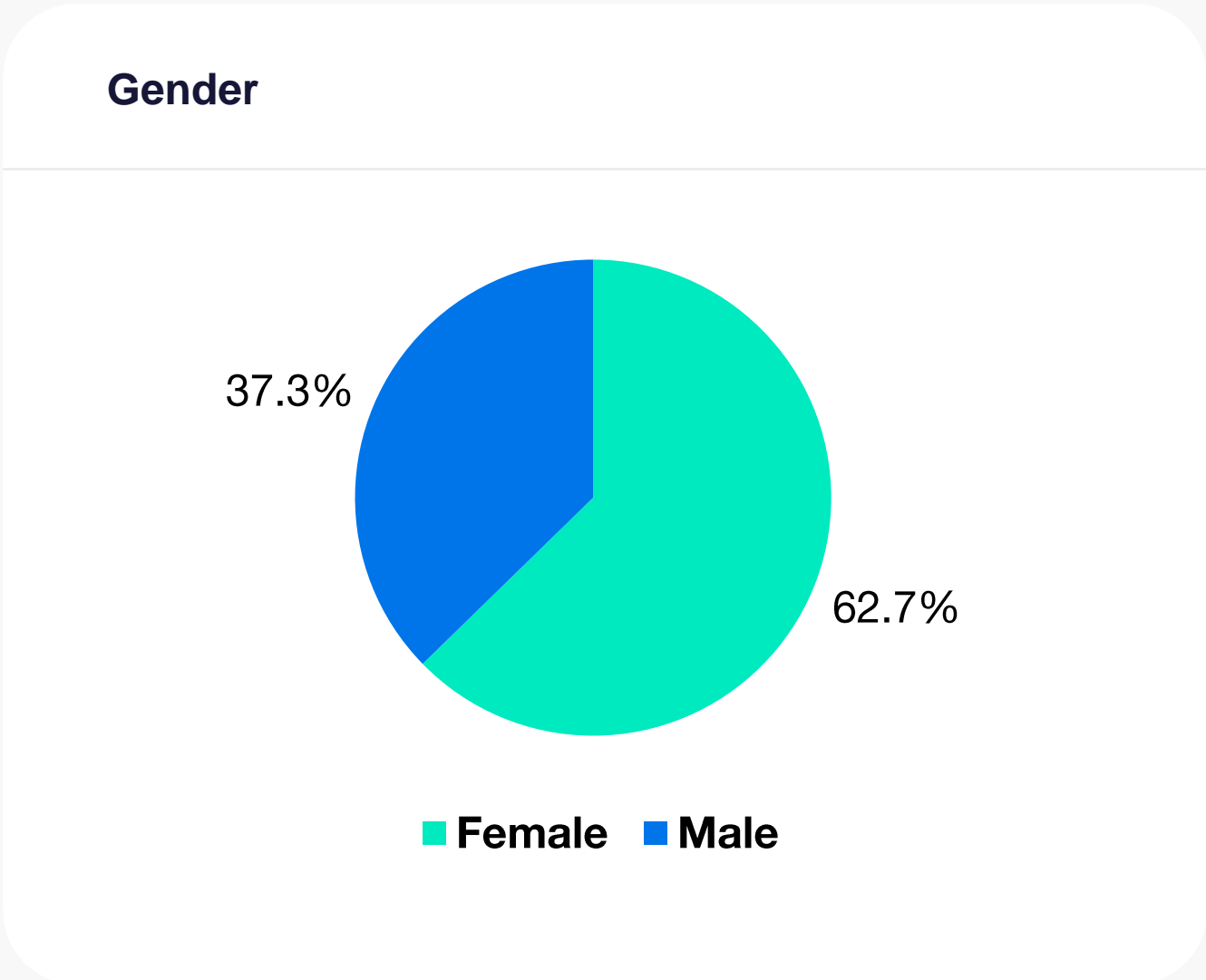


  
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**Panel Size**  
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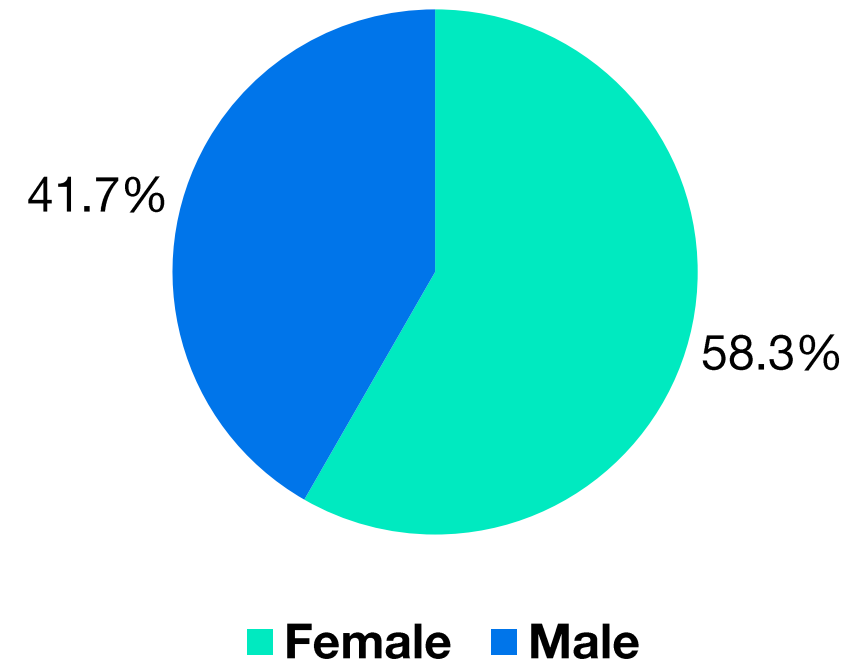
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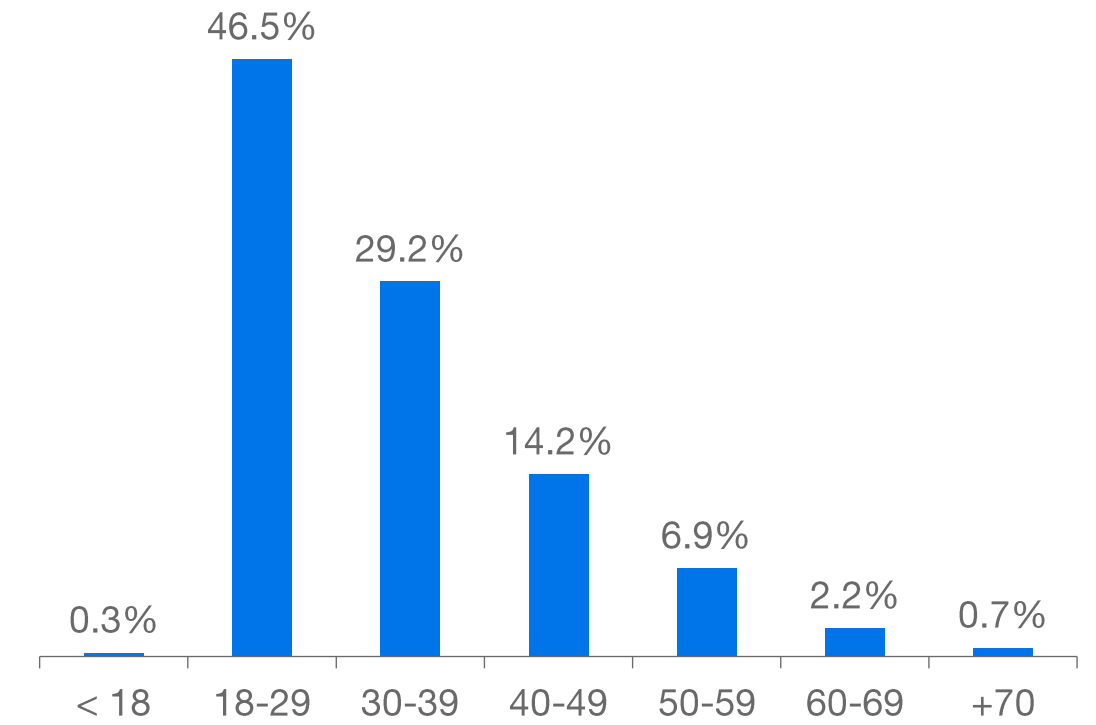
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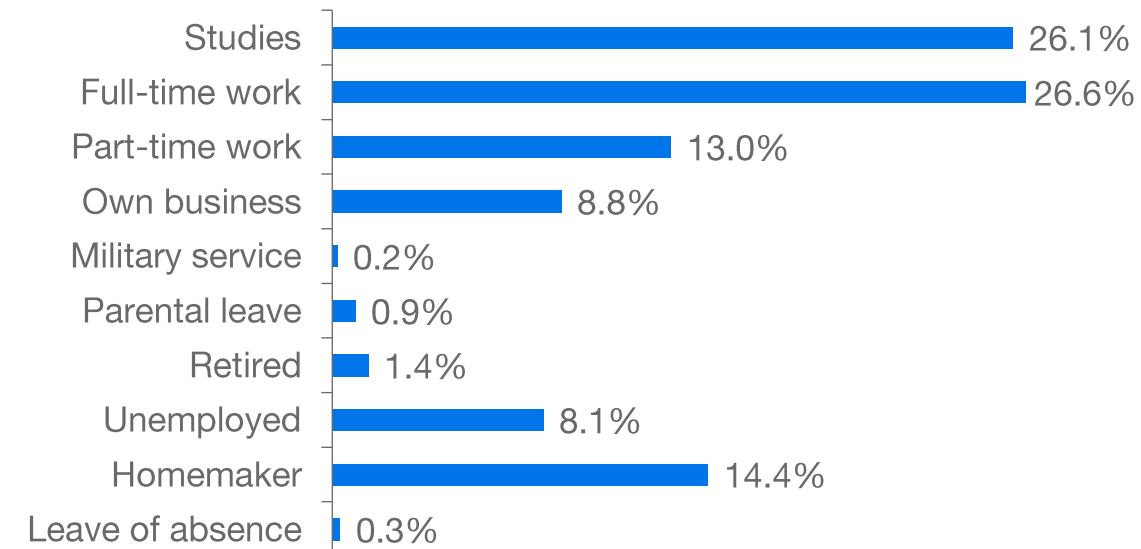
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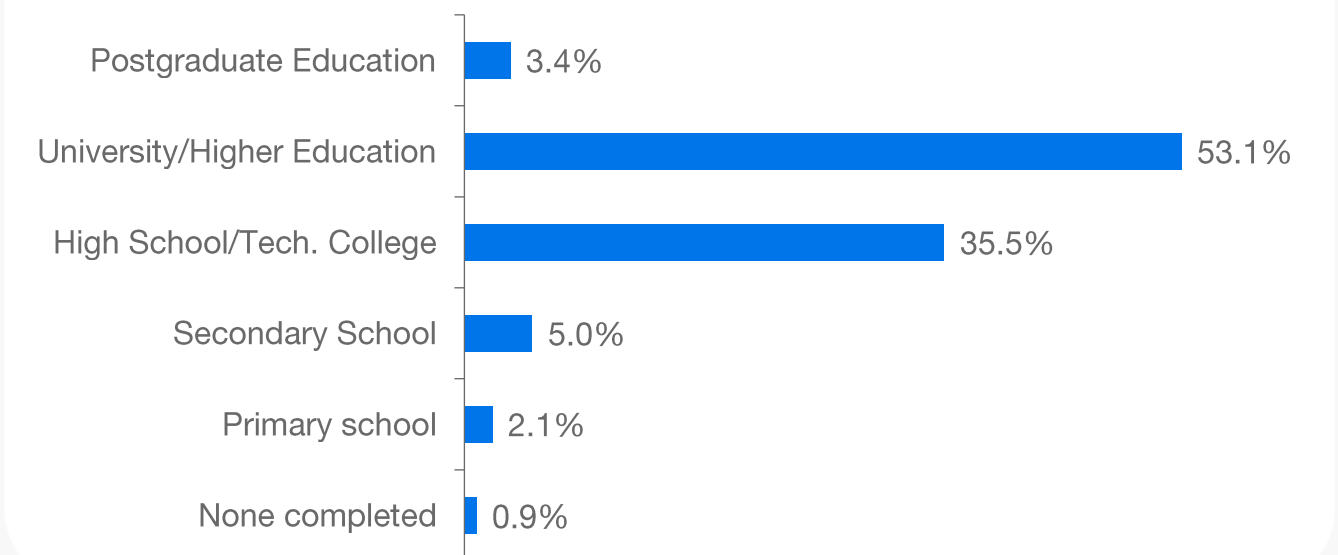
### Age



### Occupation



### Education







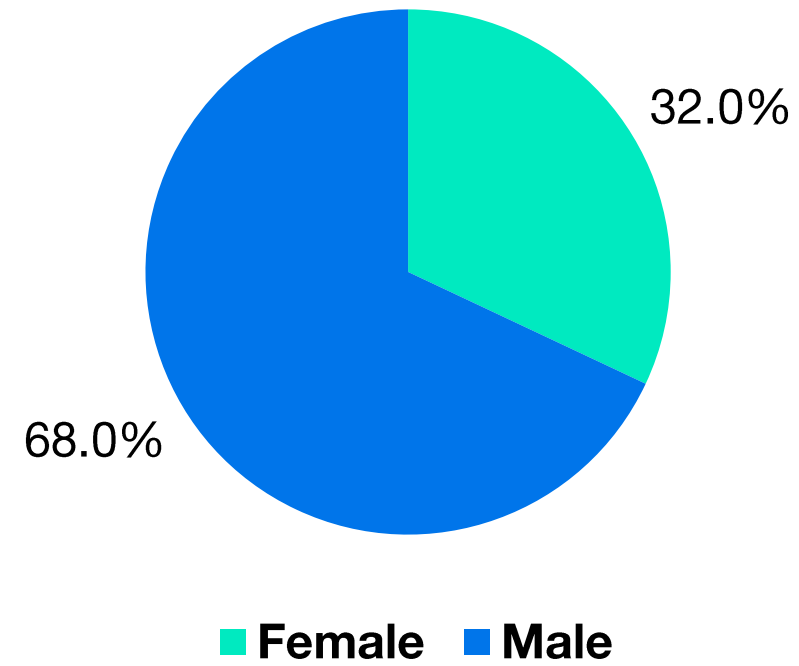
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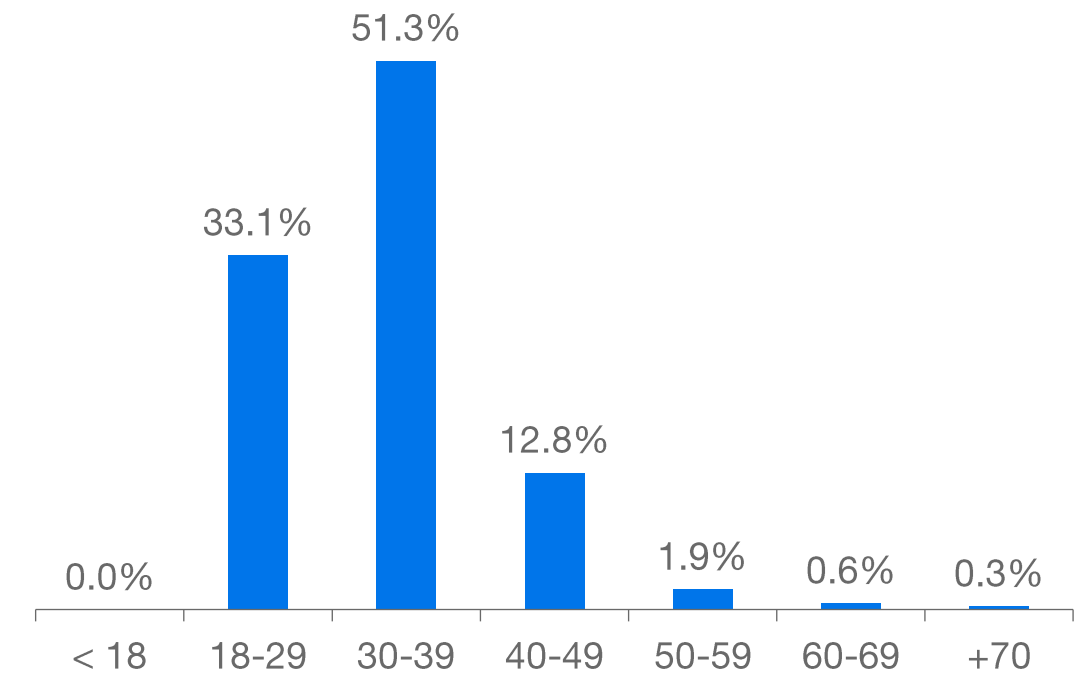
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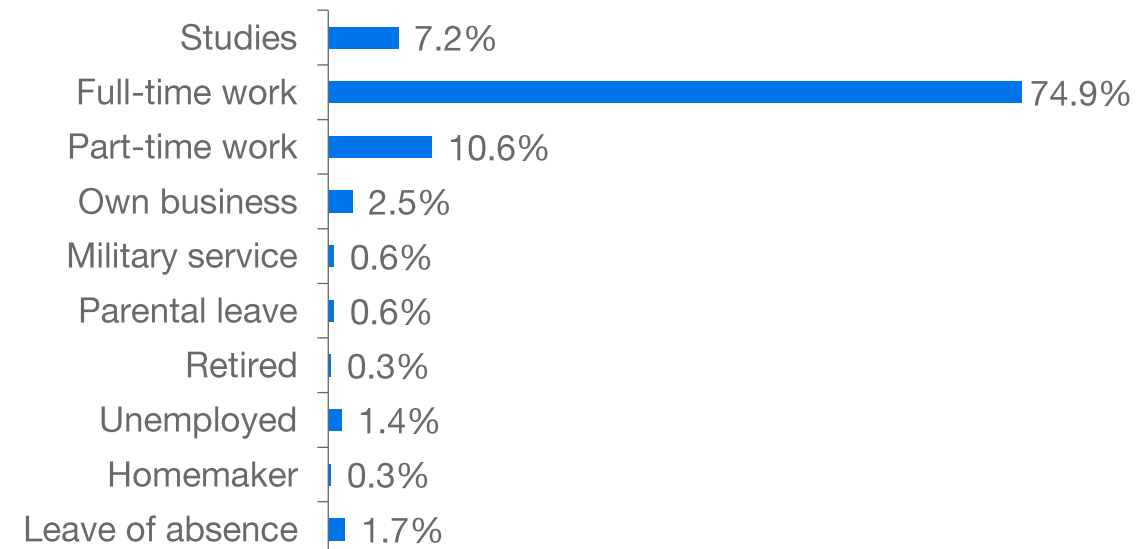
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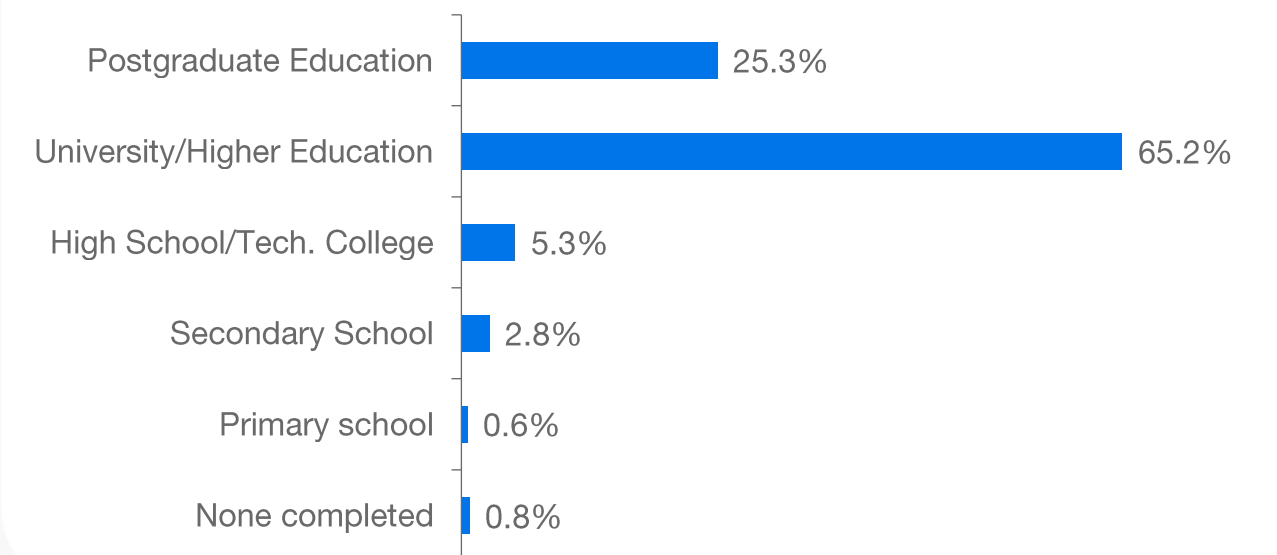
### Age




### Occupation

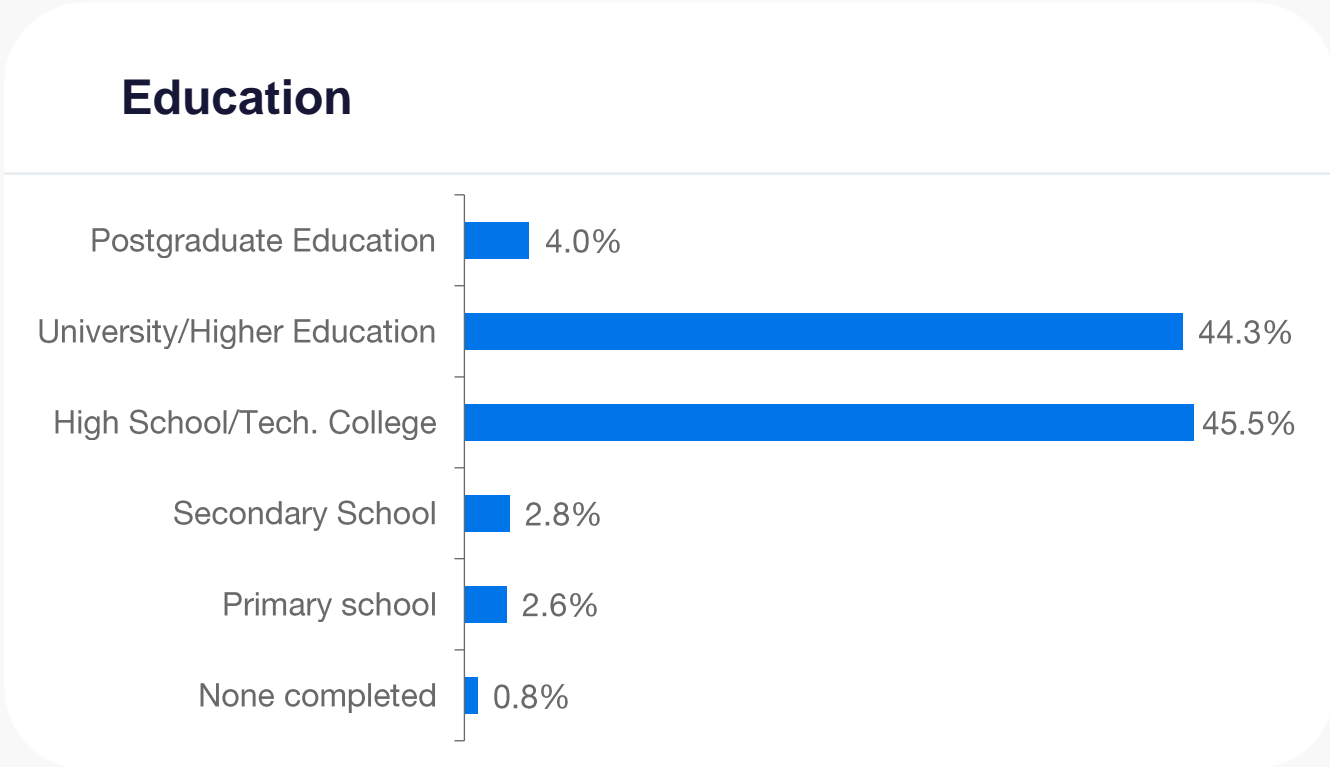
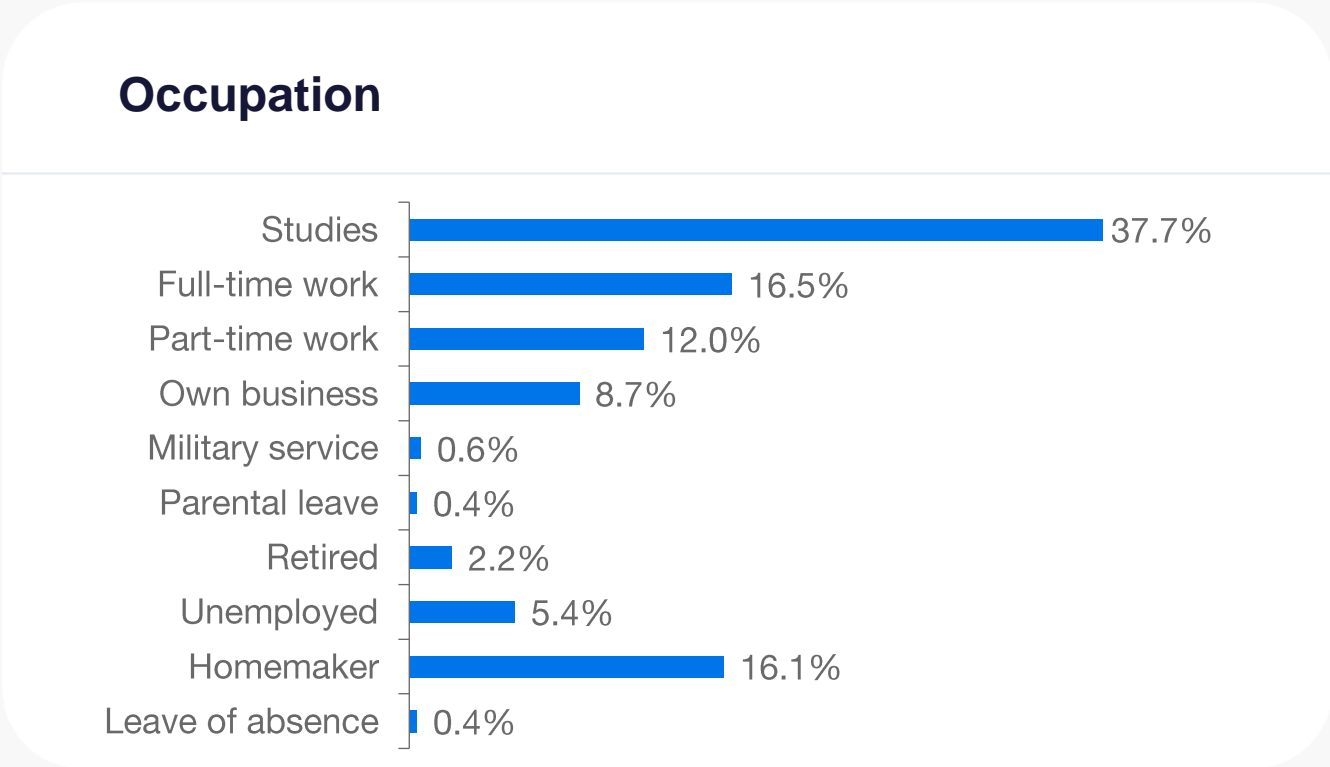
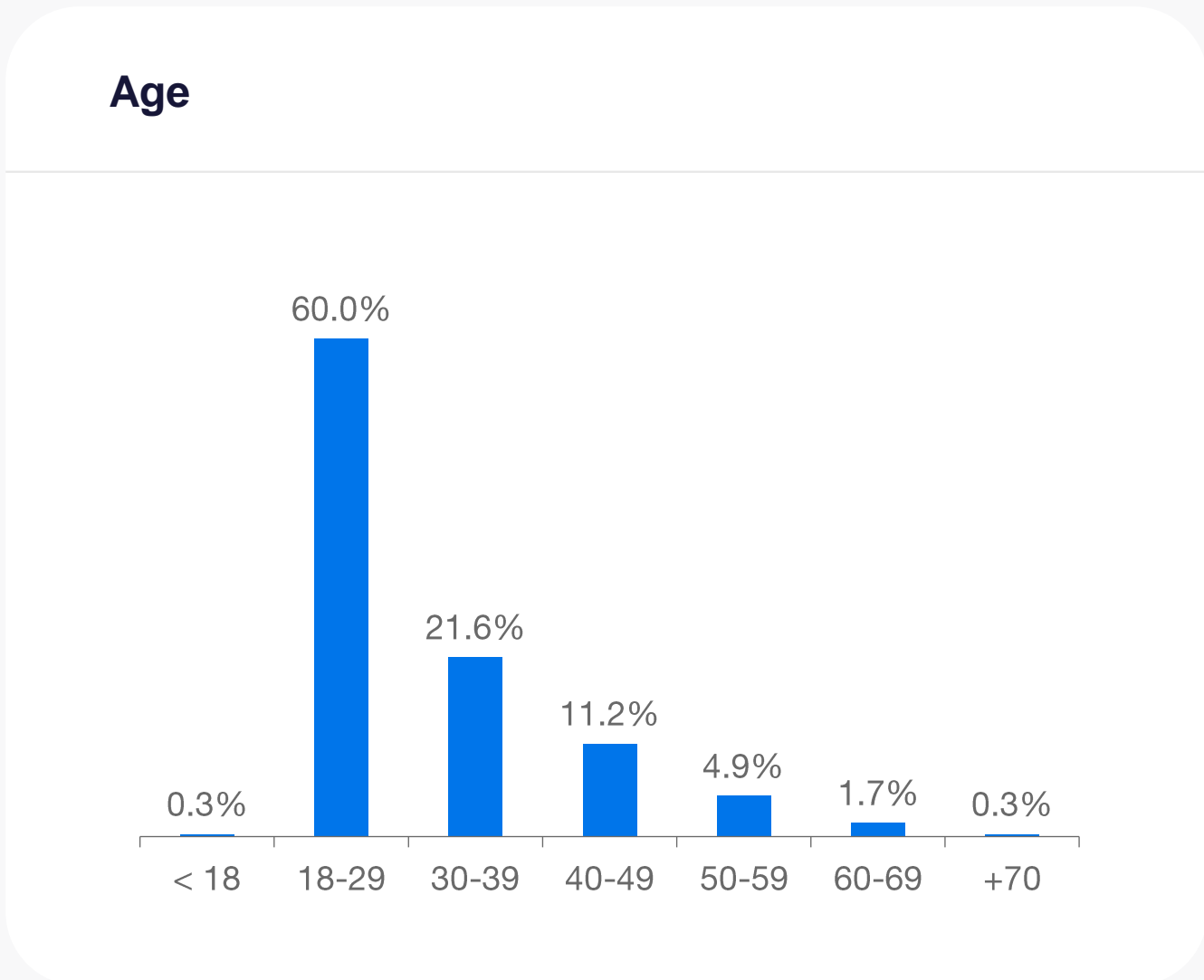
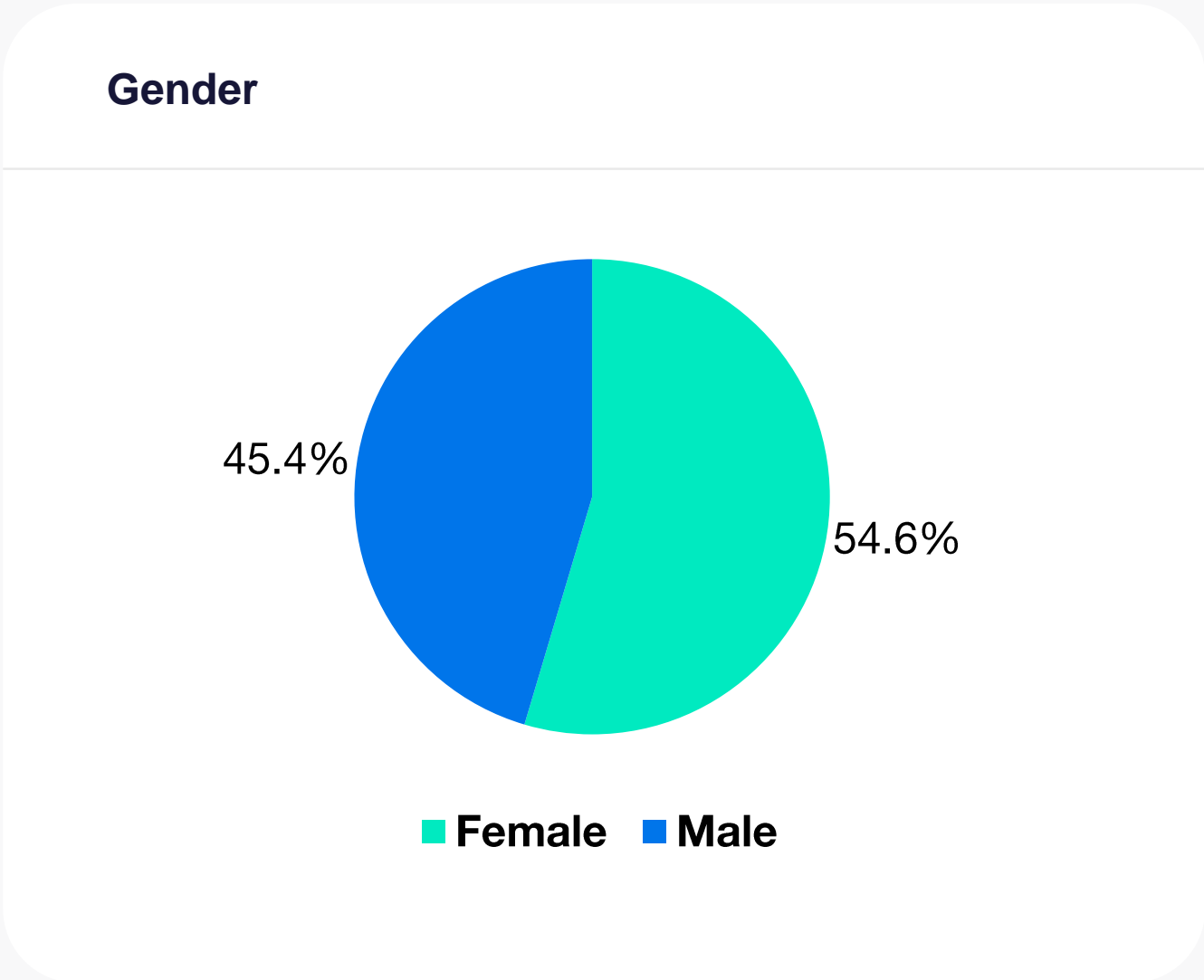


### Education




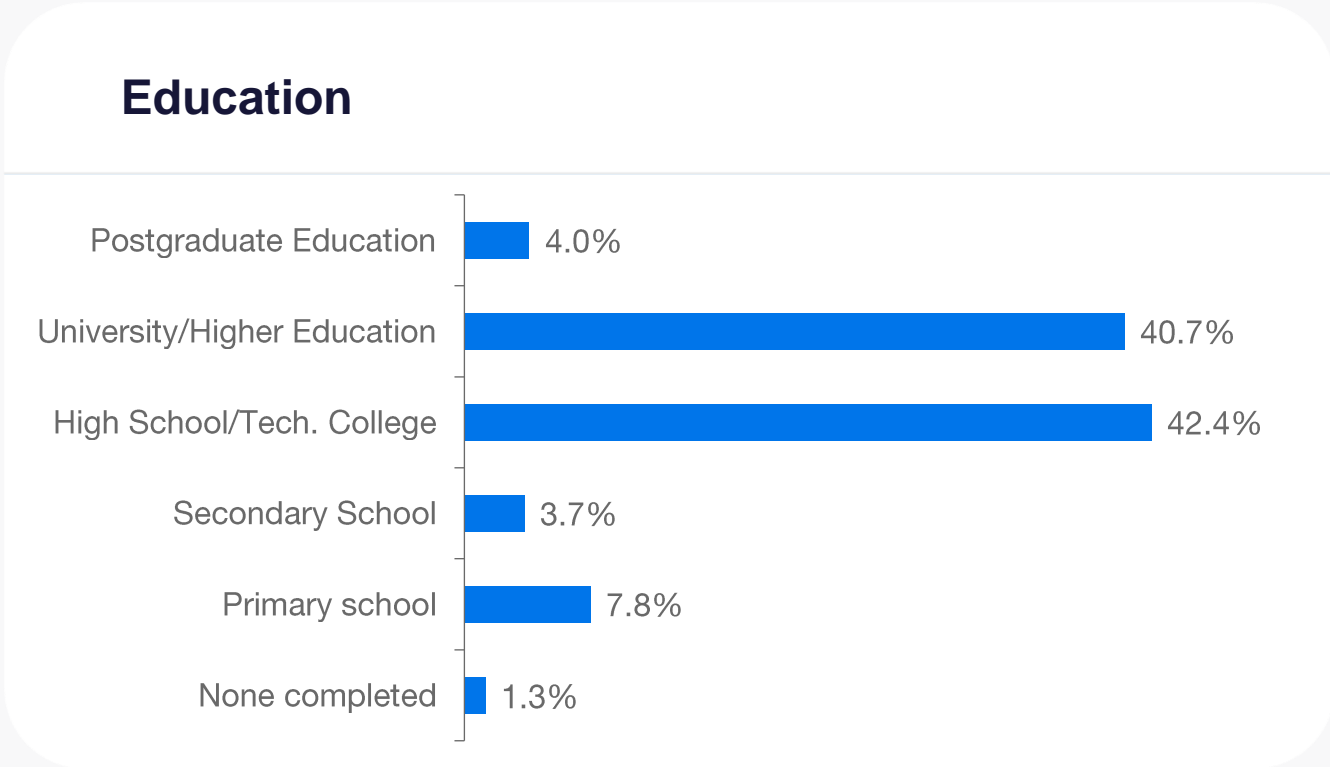
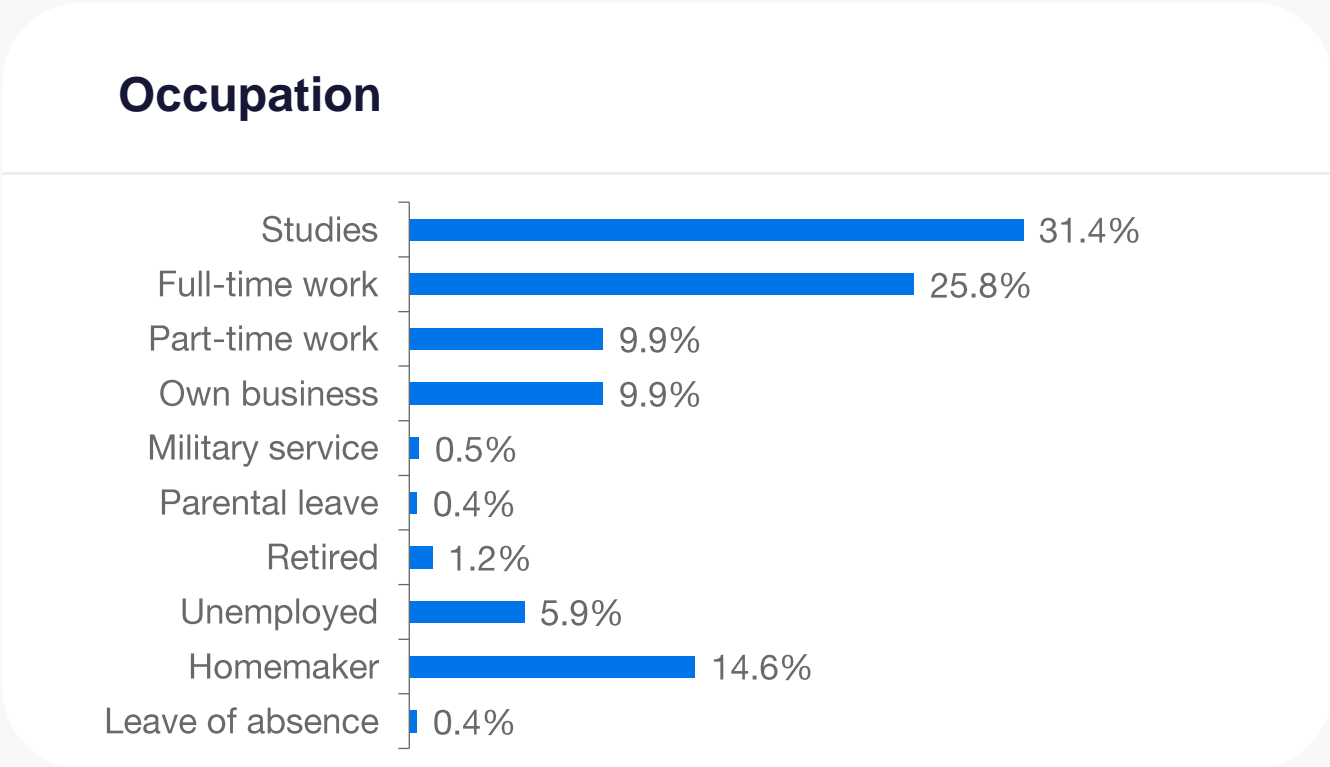
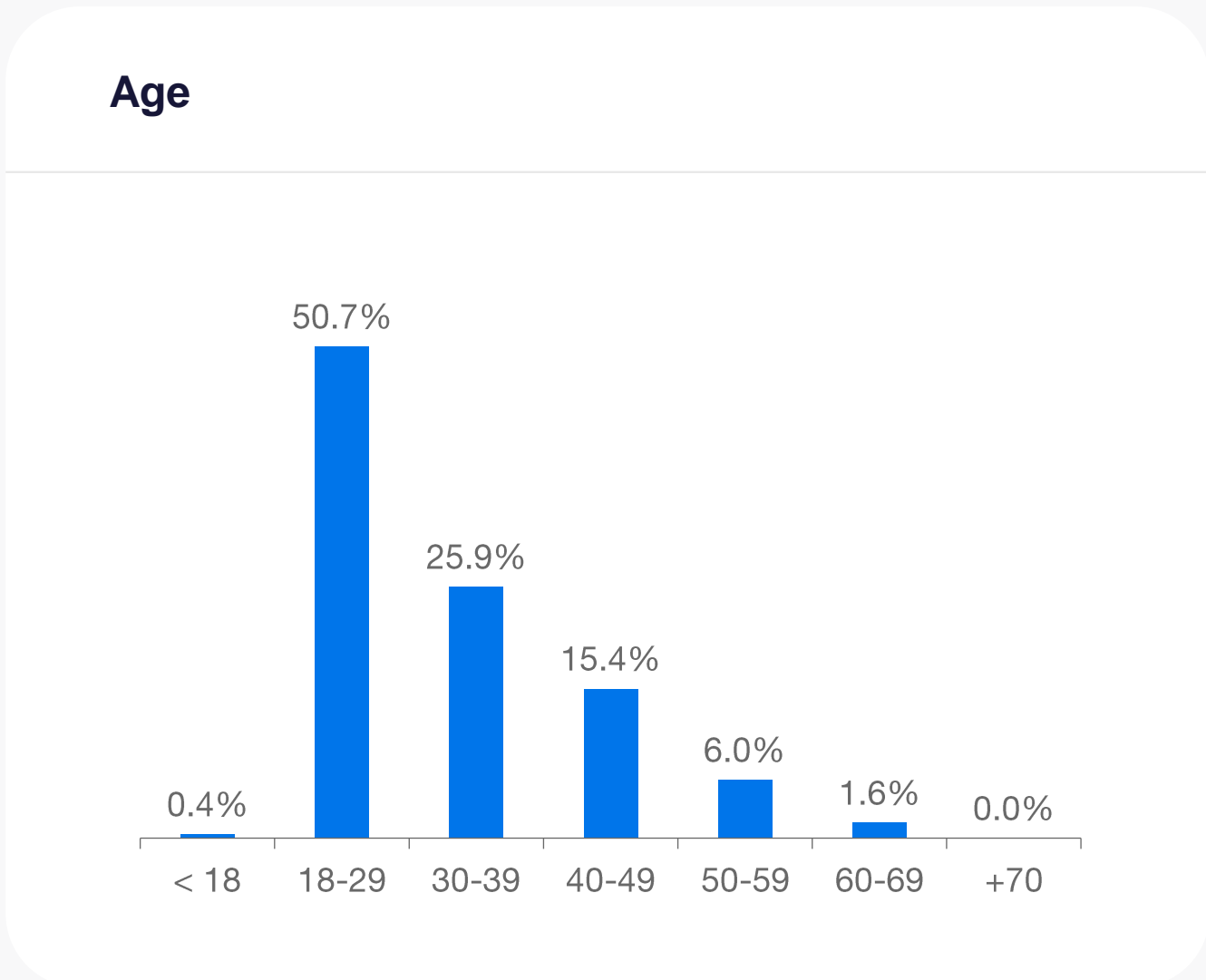
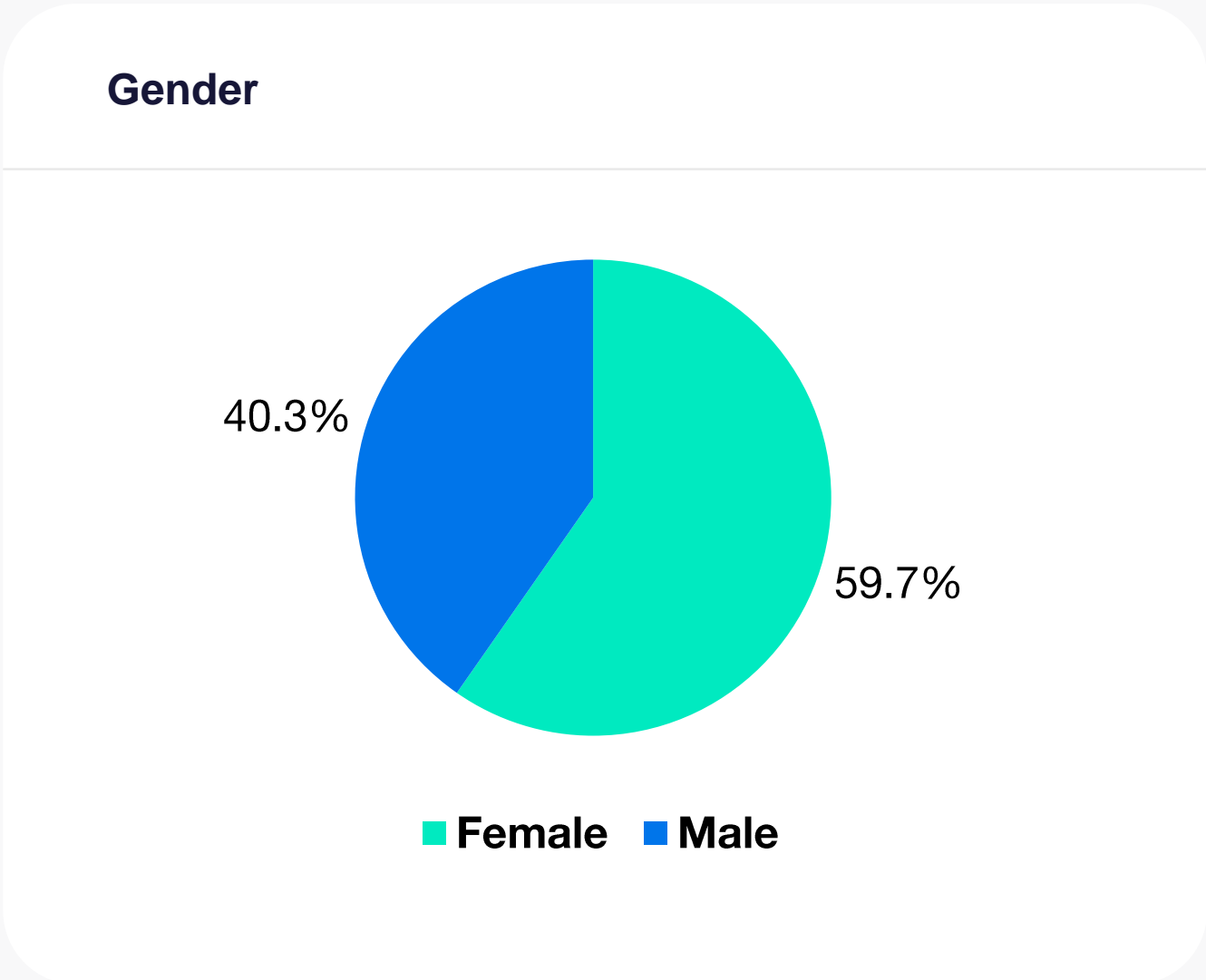


  
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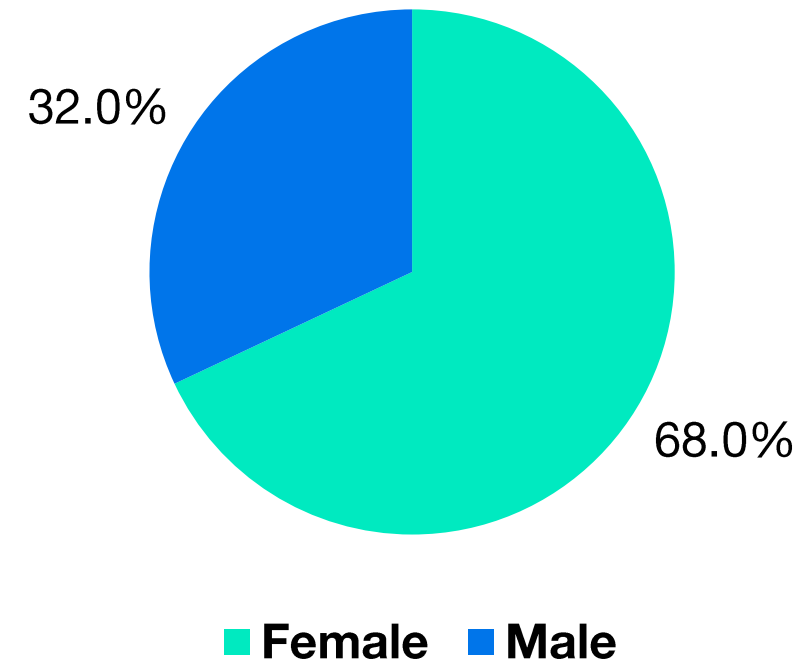
  
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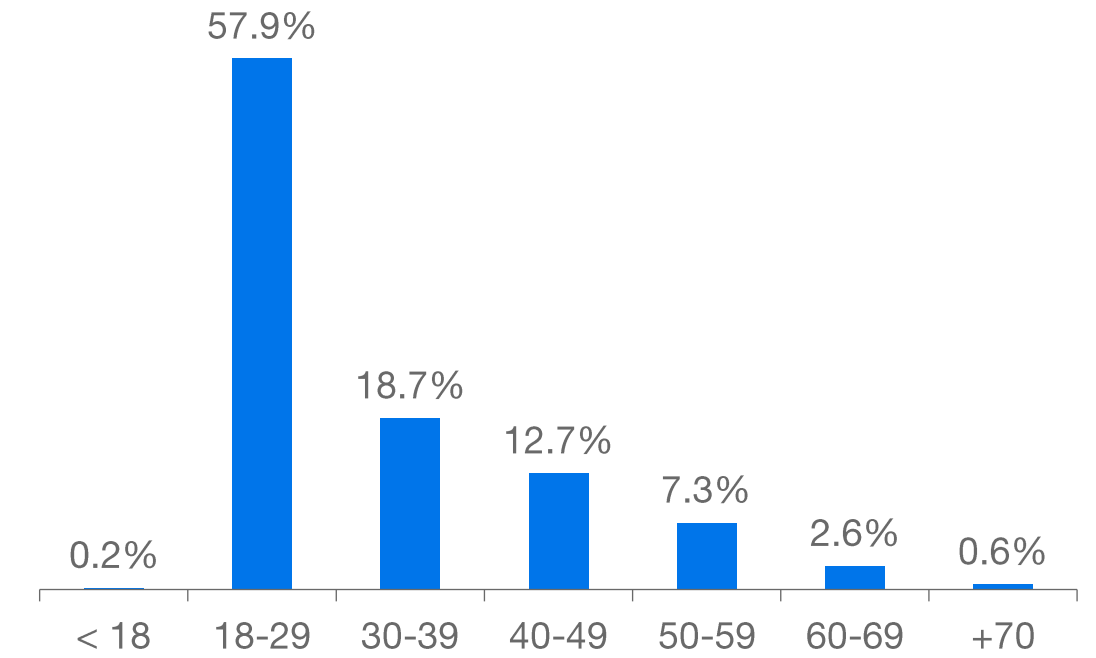


  
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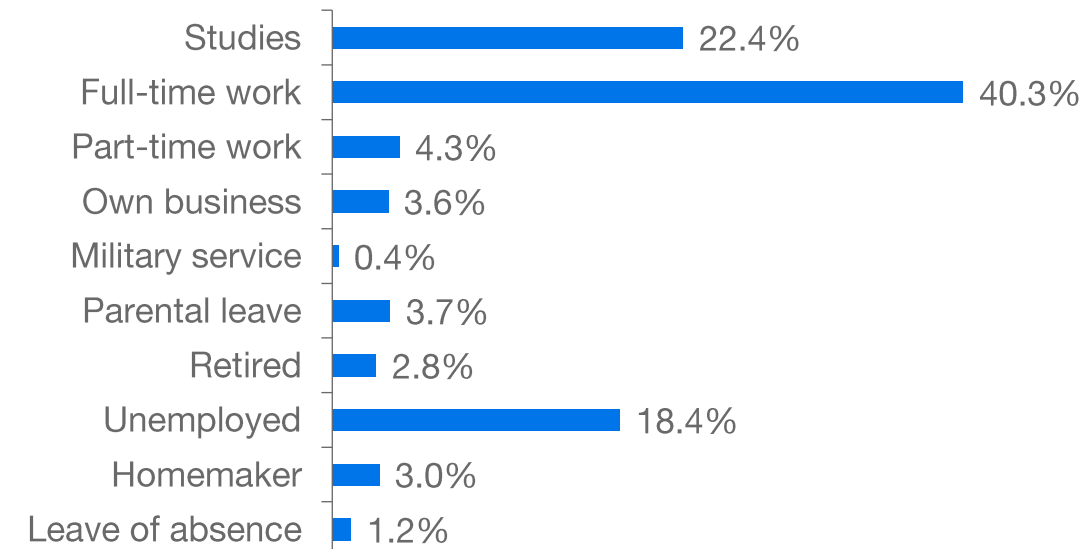
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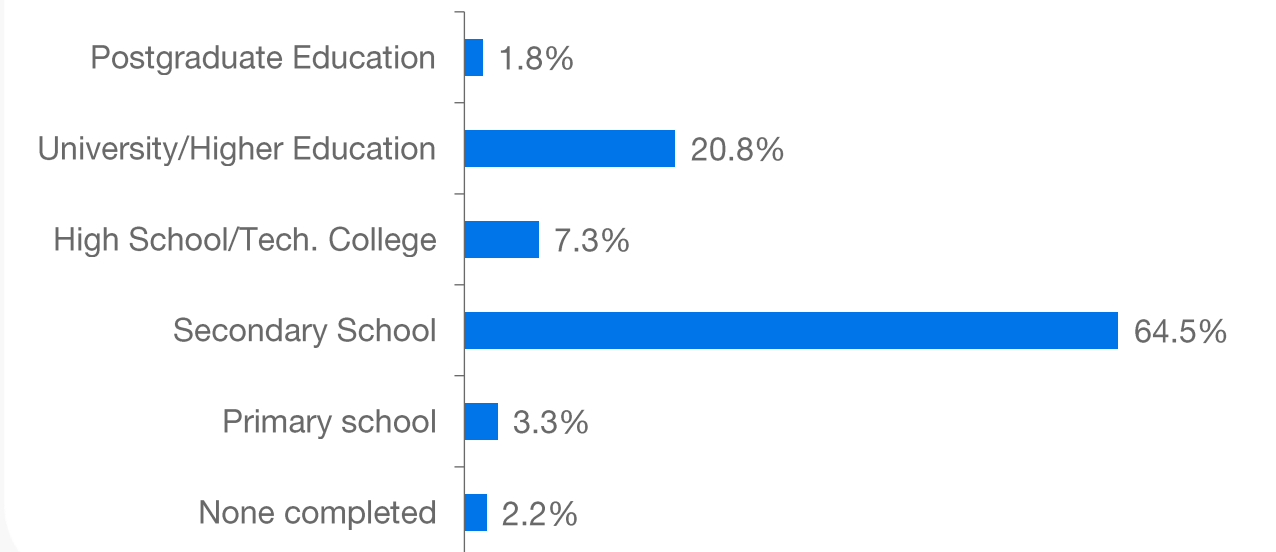
### Age




### Occupation

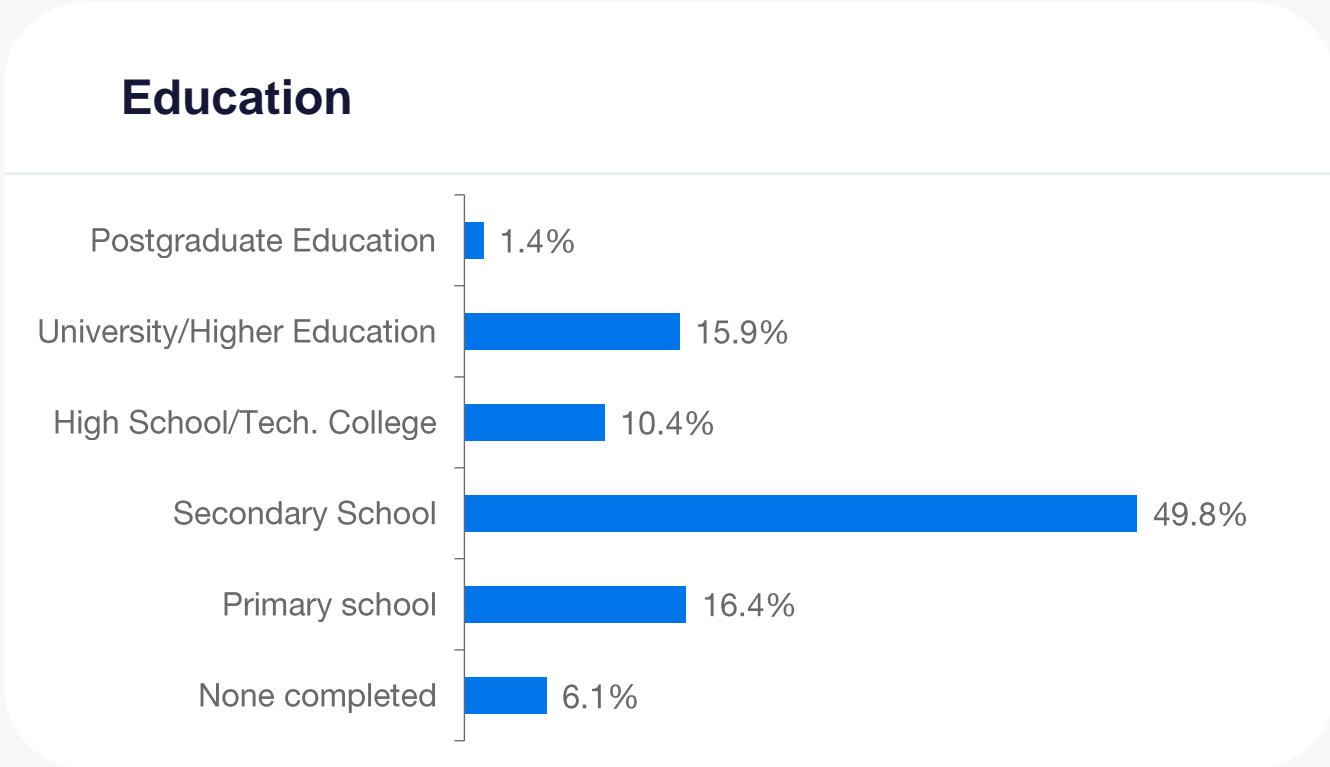
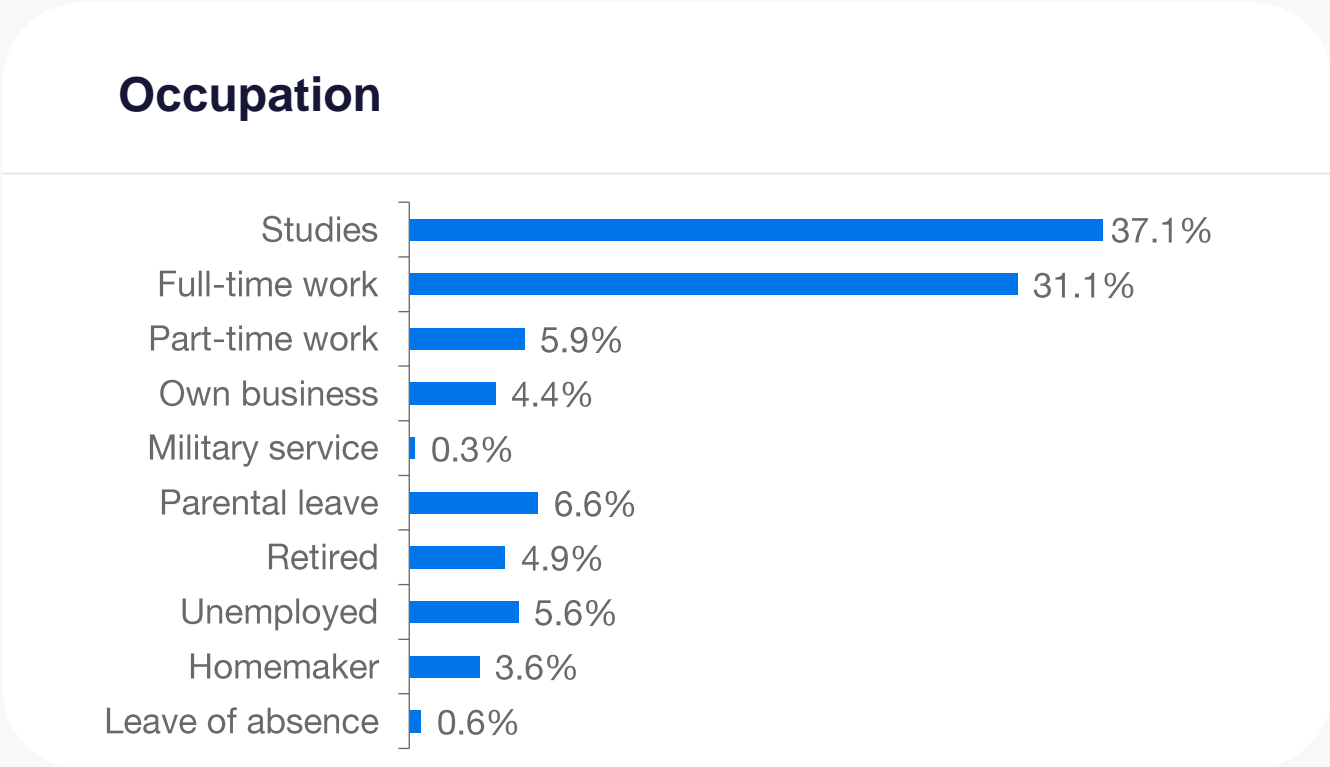
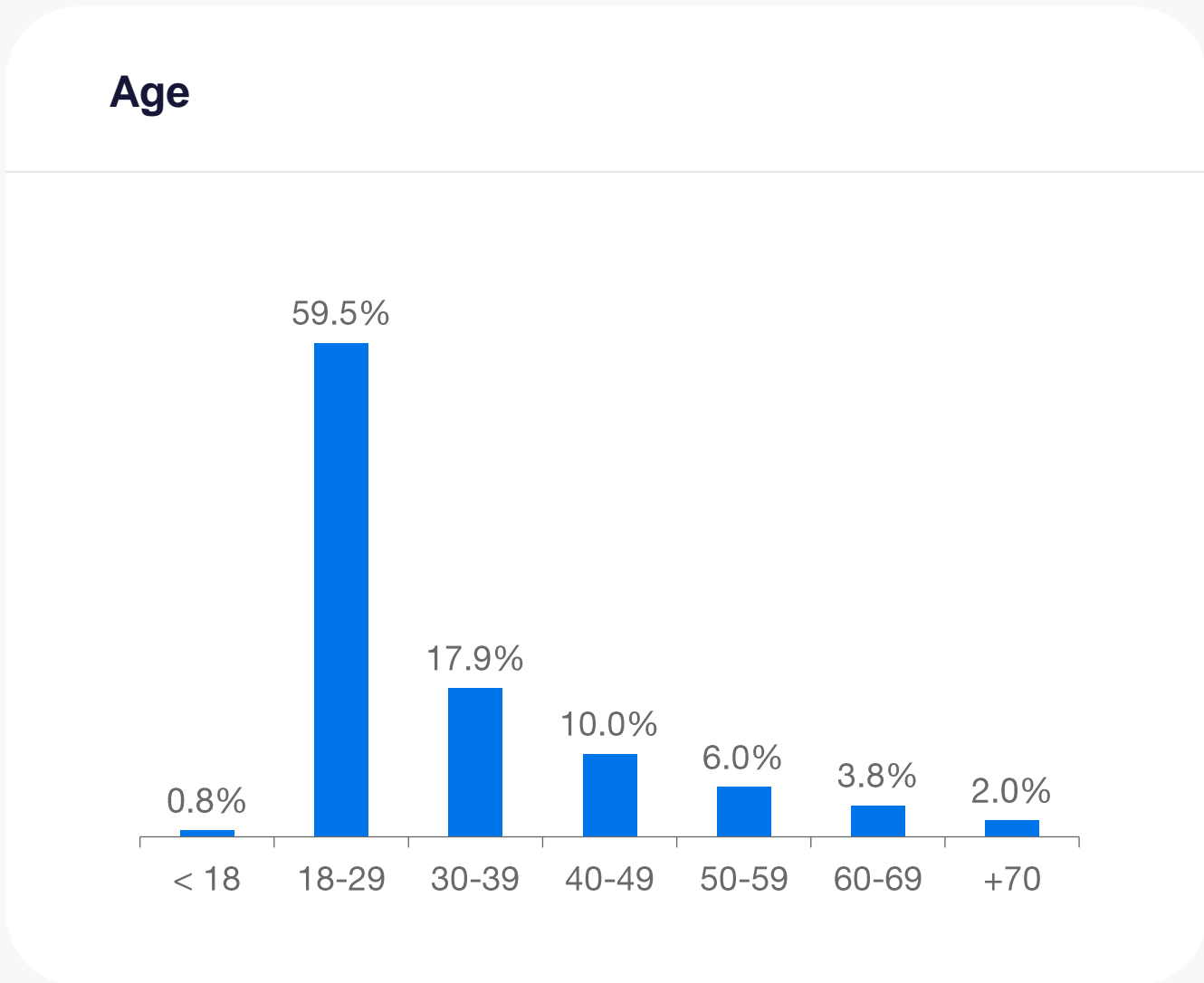
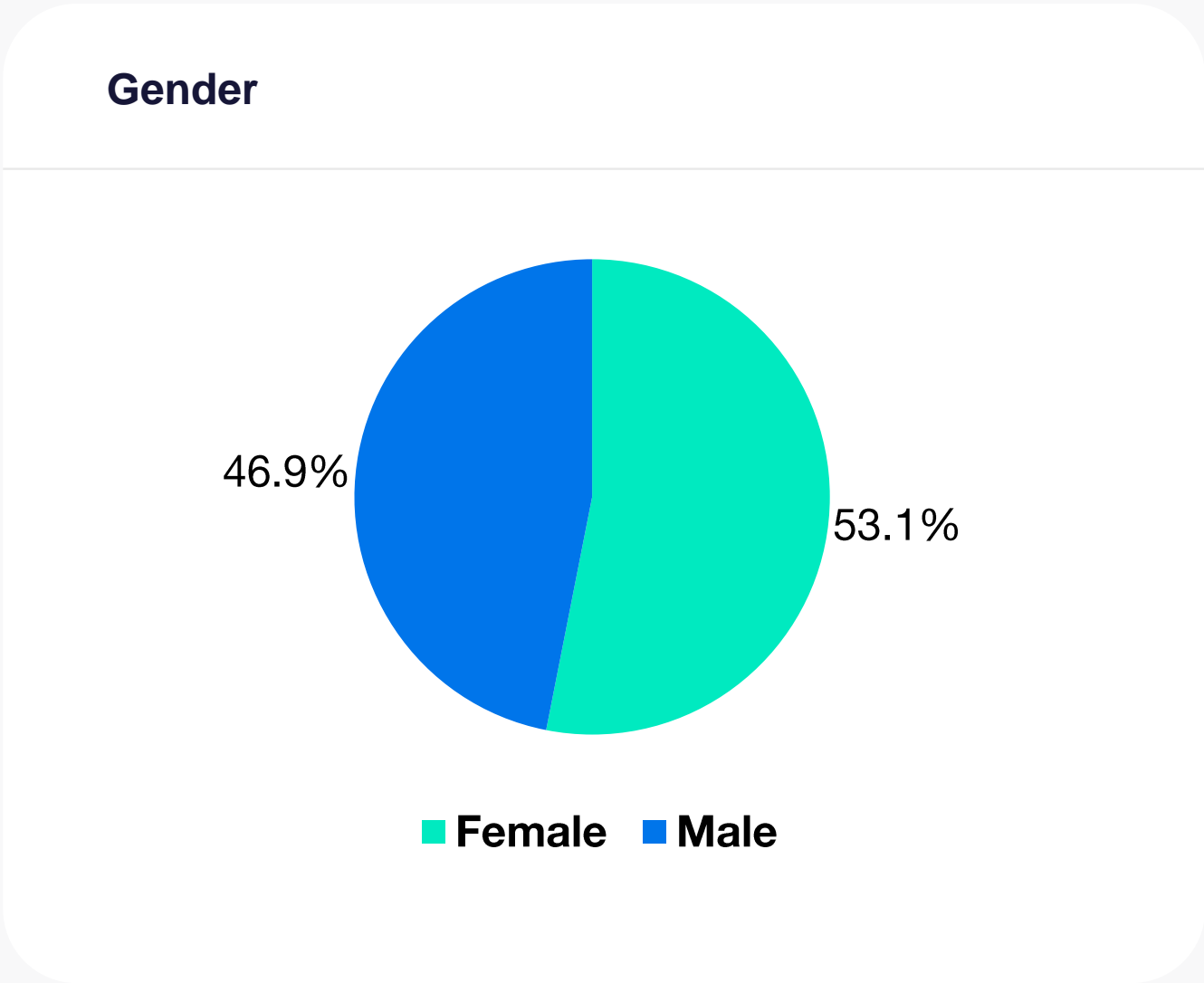


### Education





  
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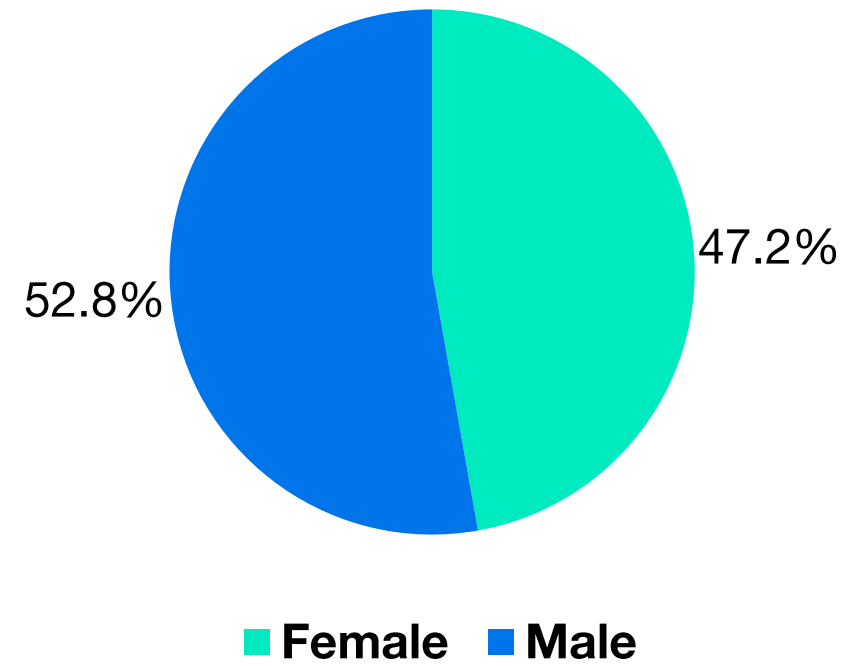
Denmark



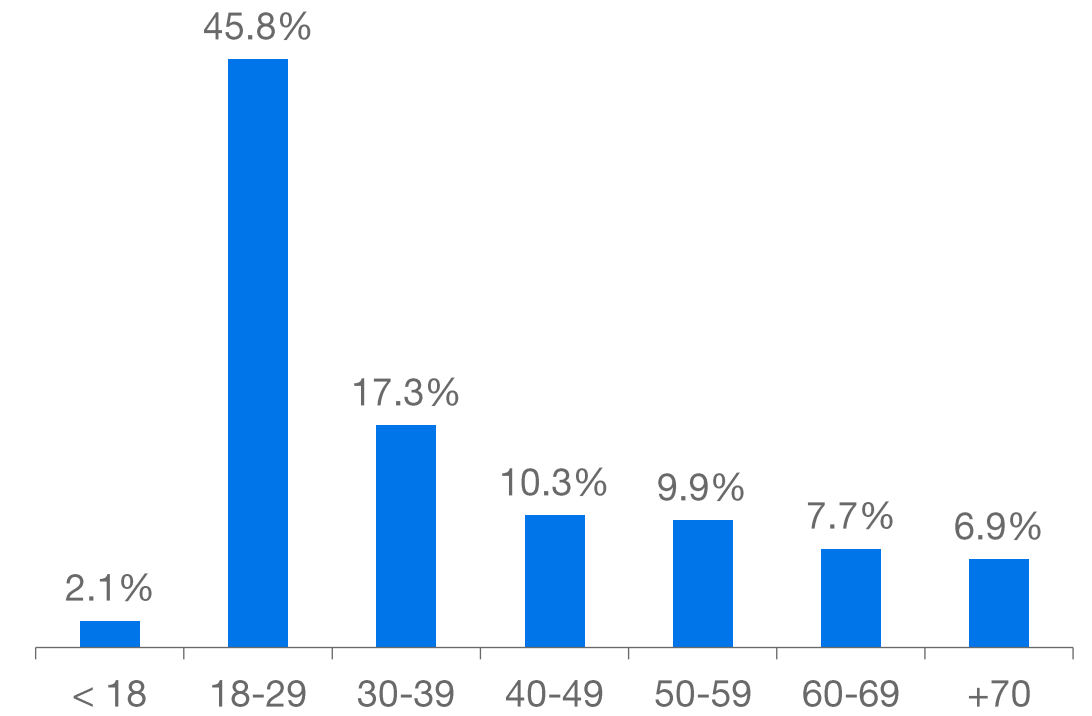
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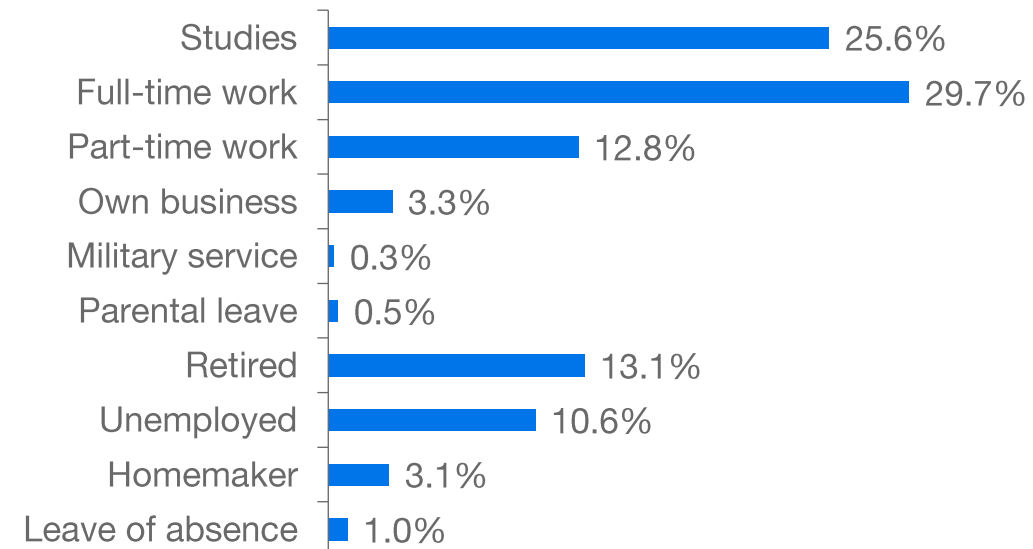
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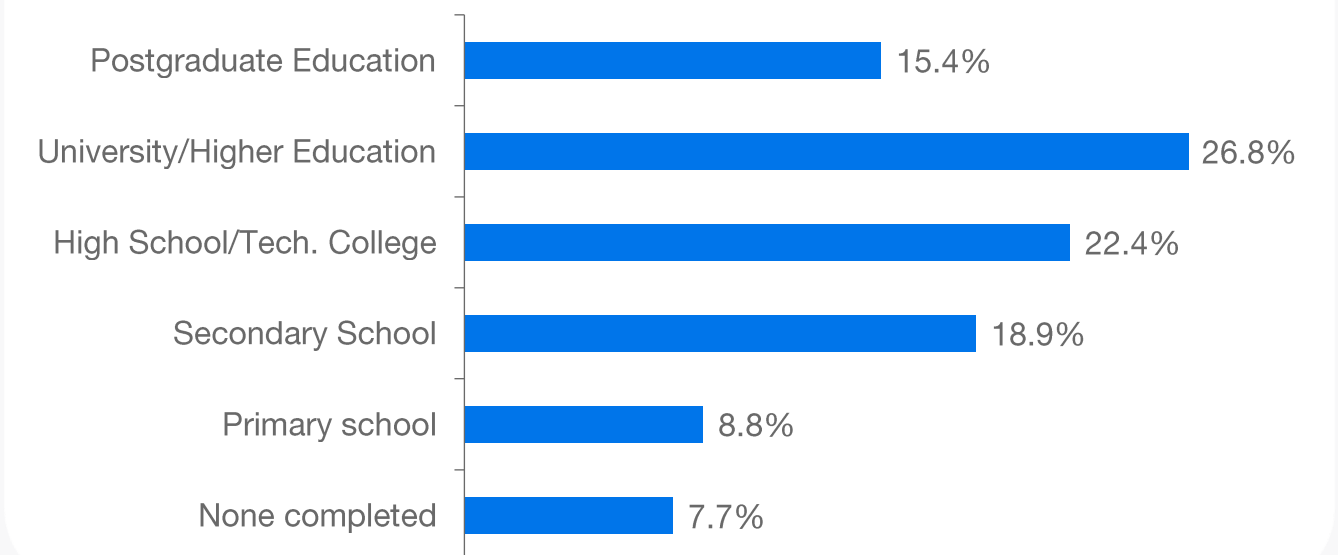
### Age




### Occupation

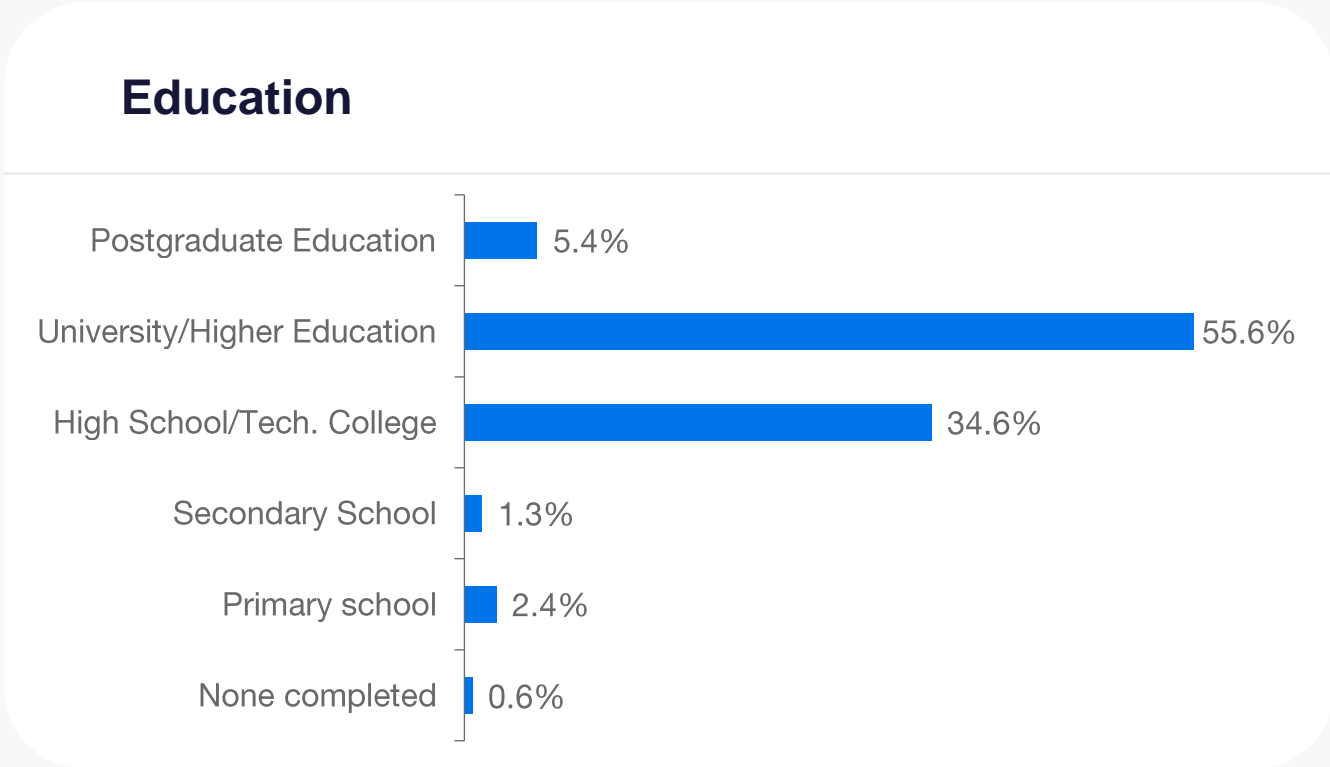
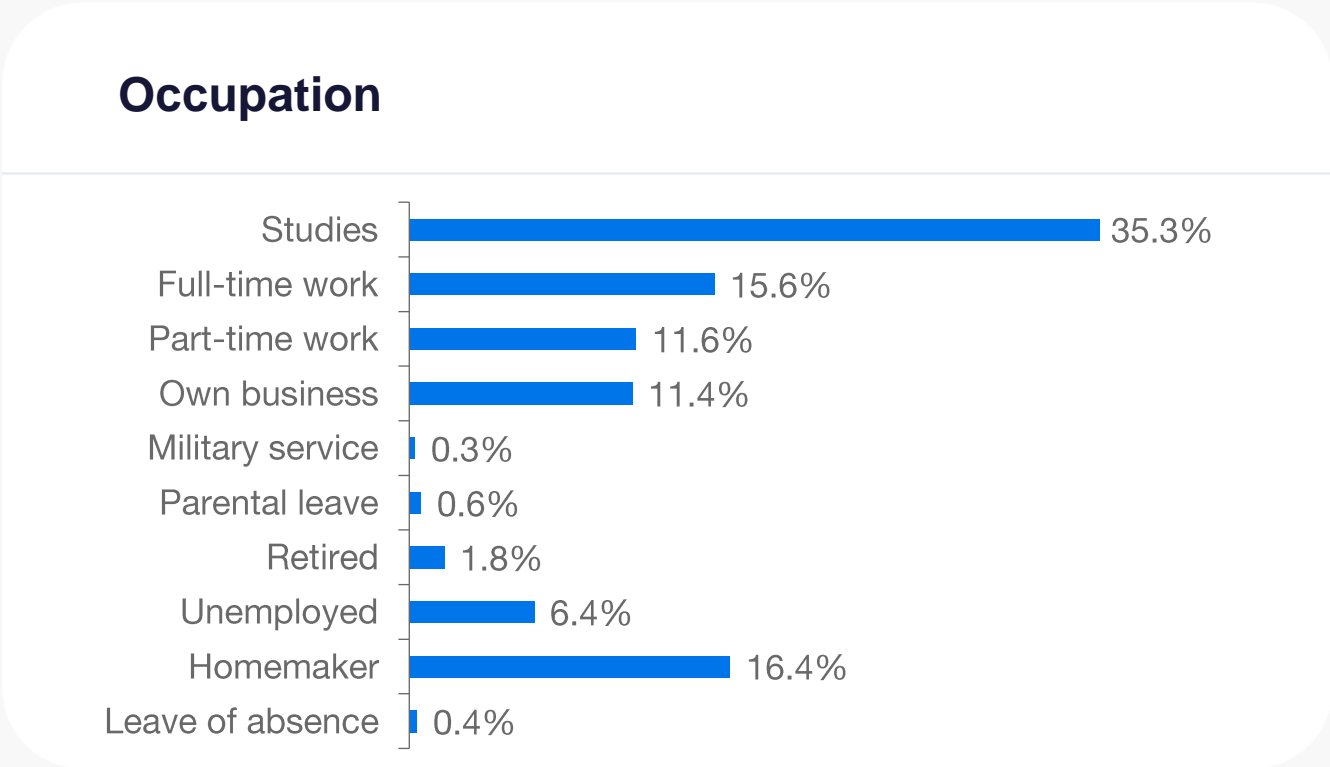
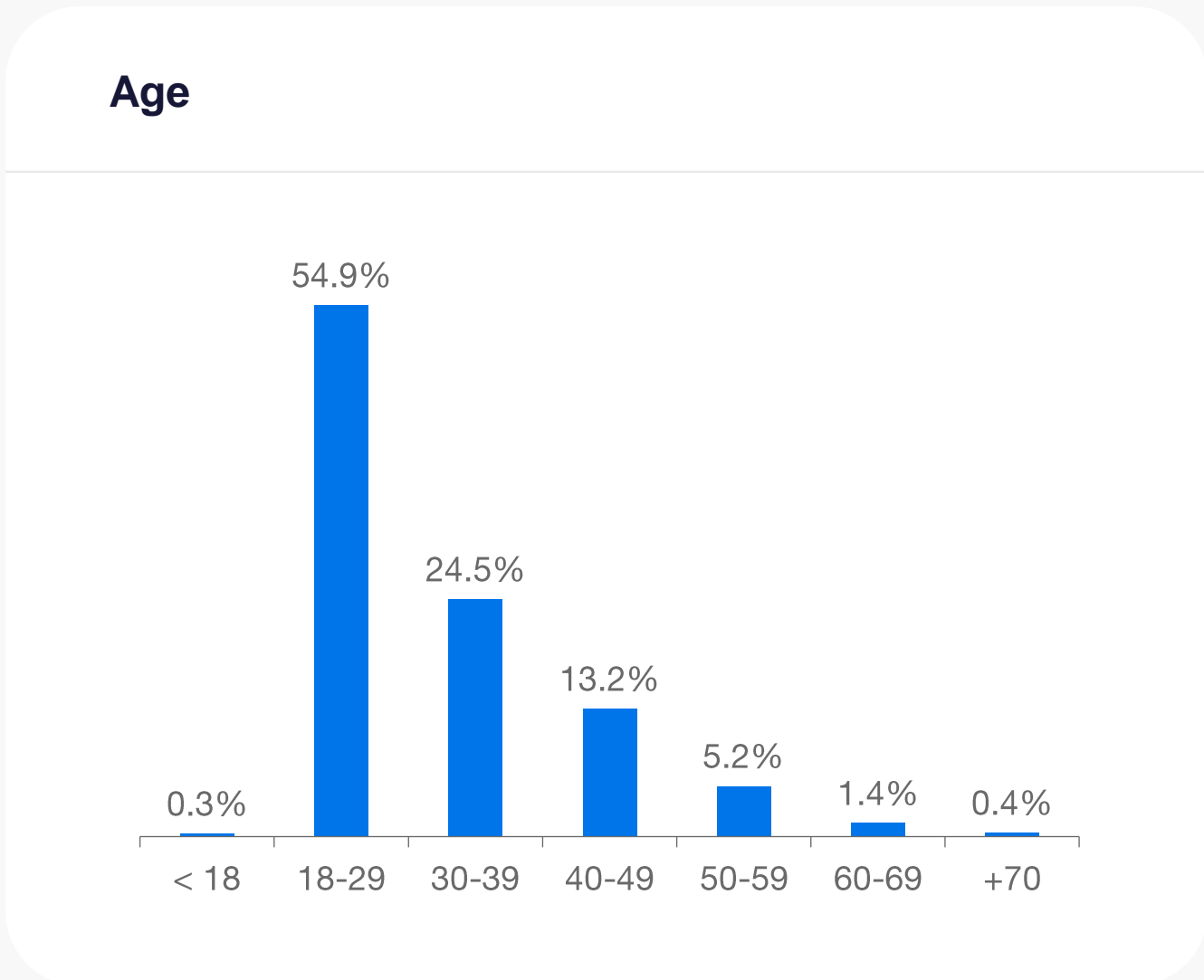
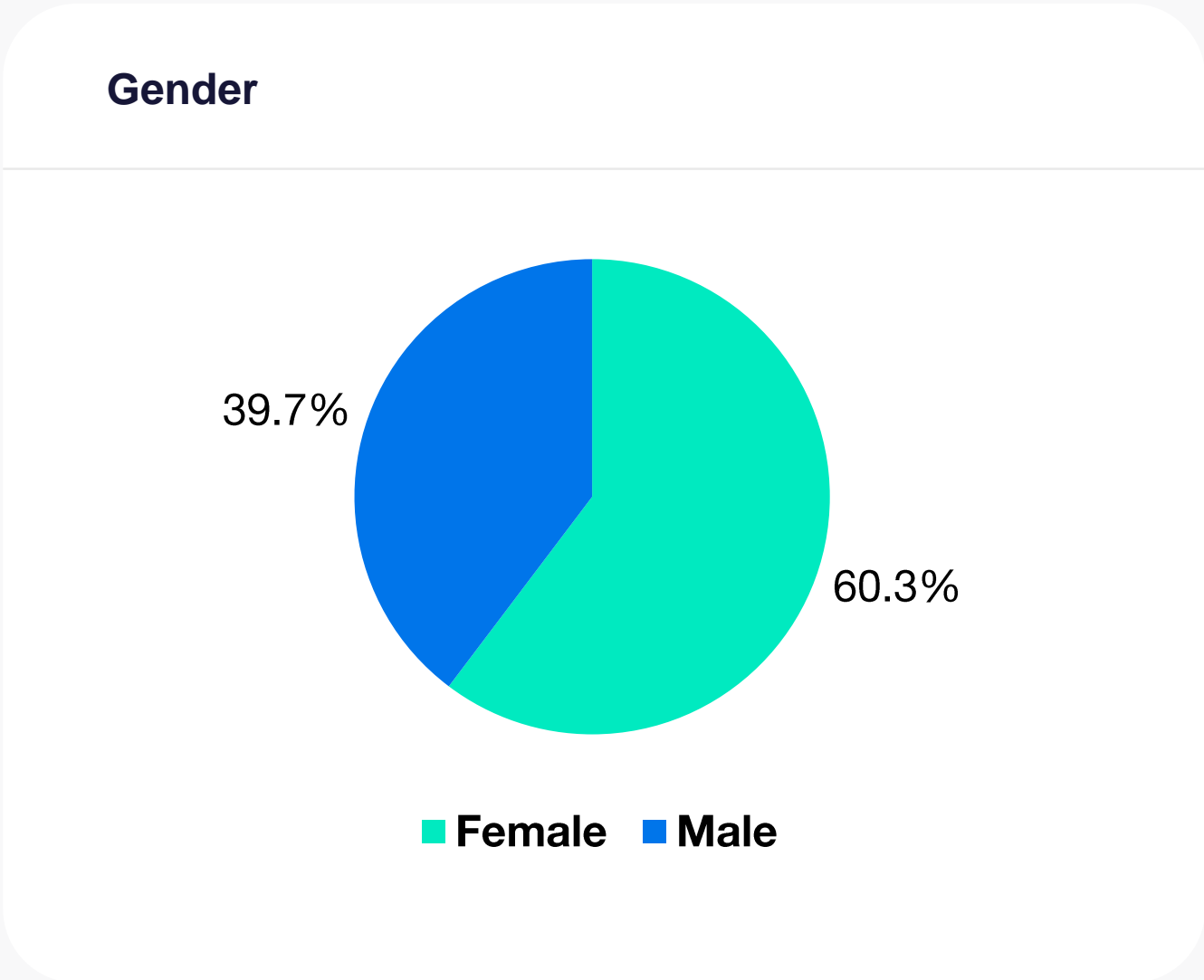


### Education




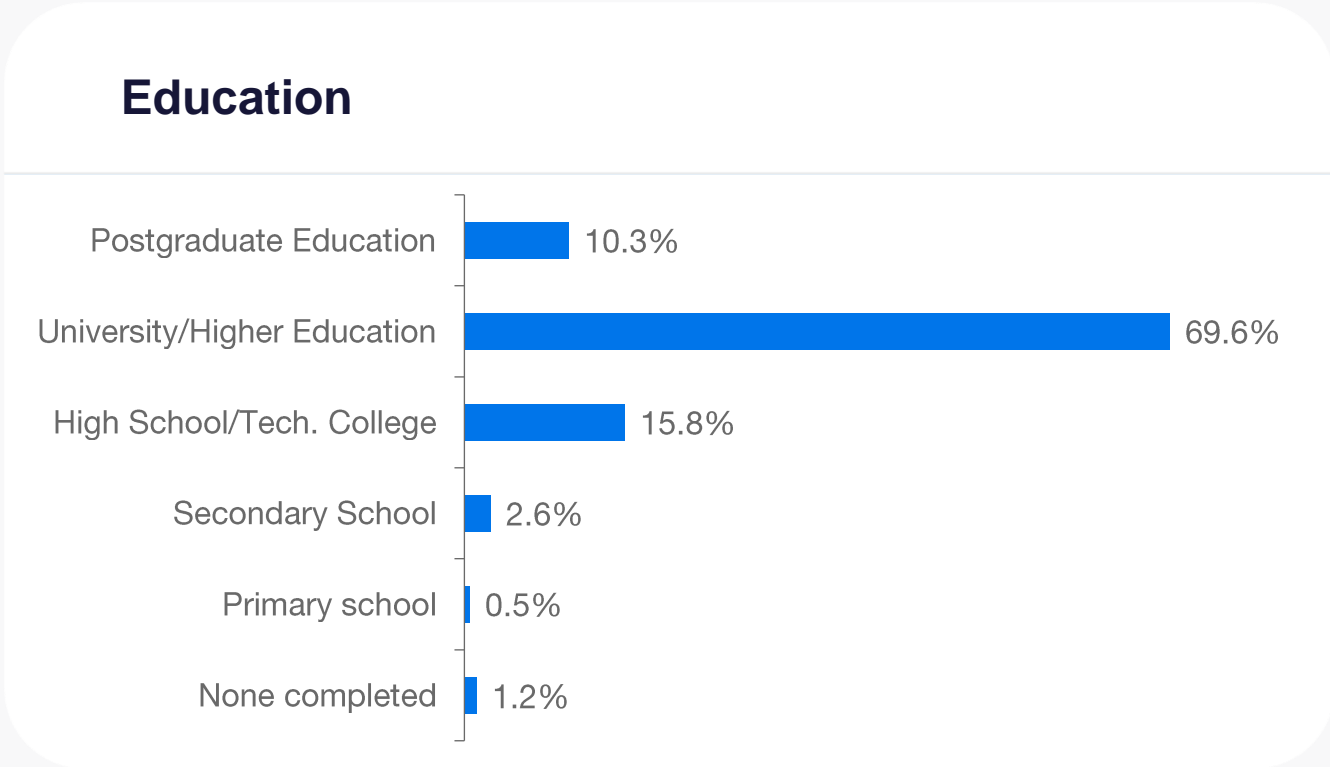
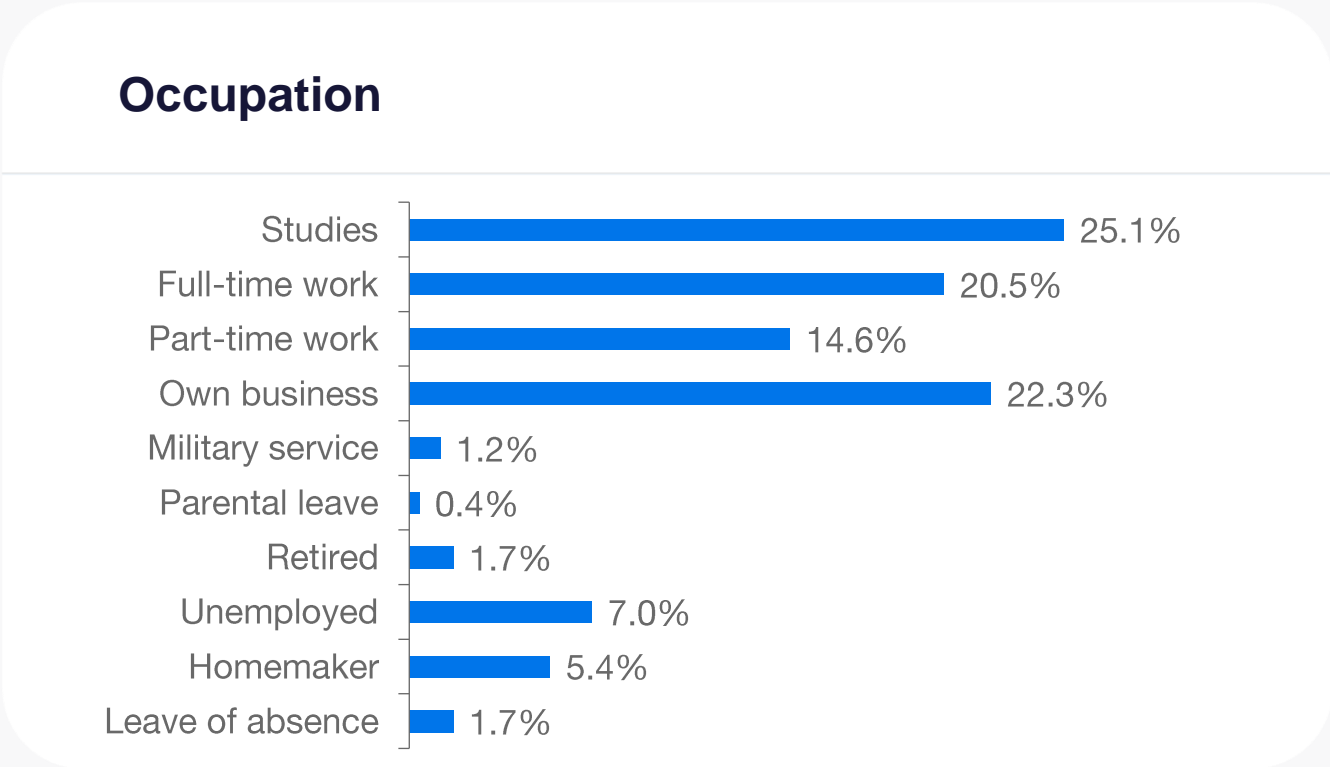
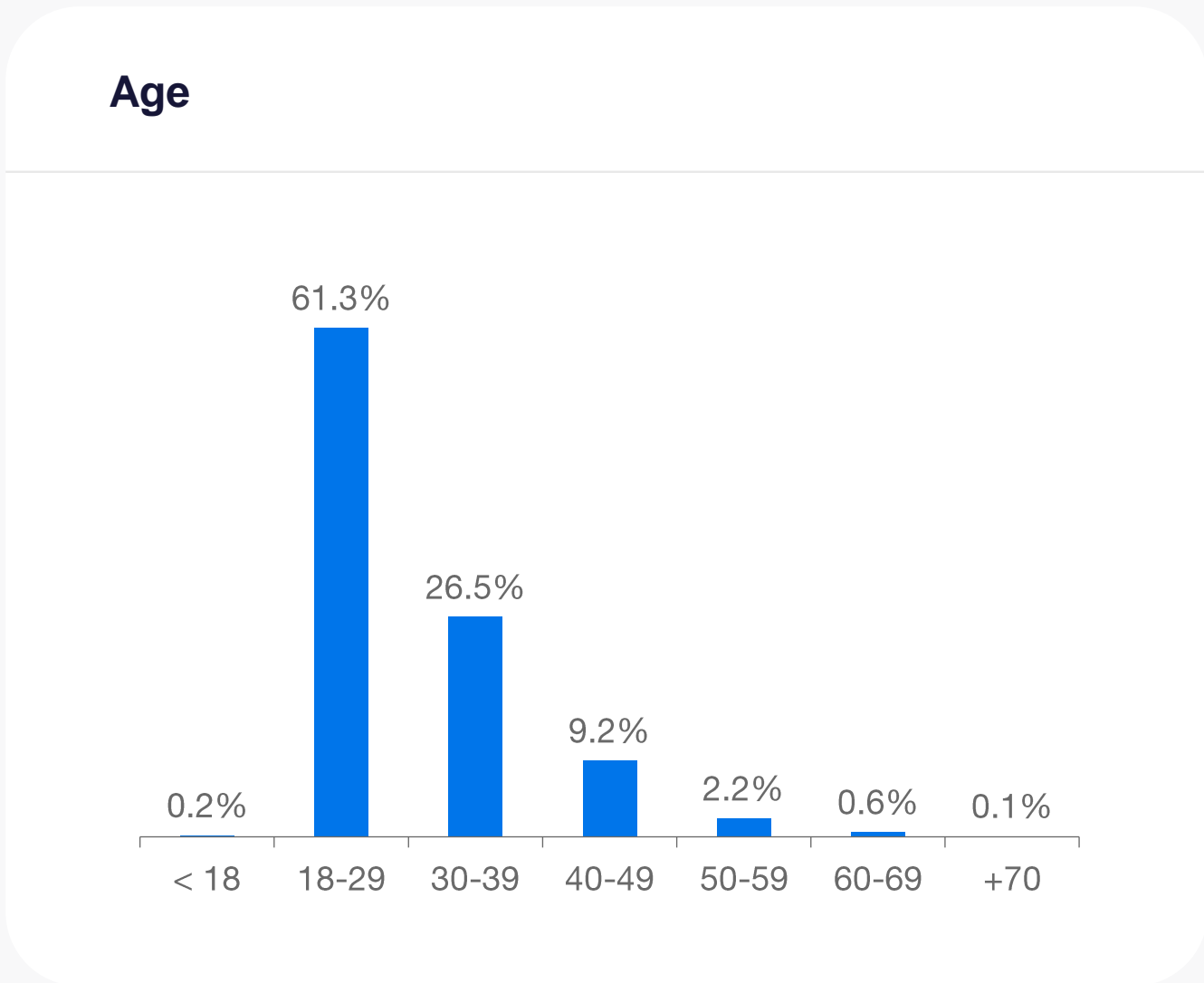
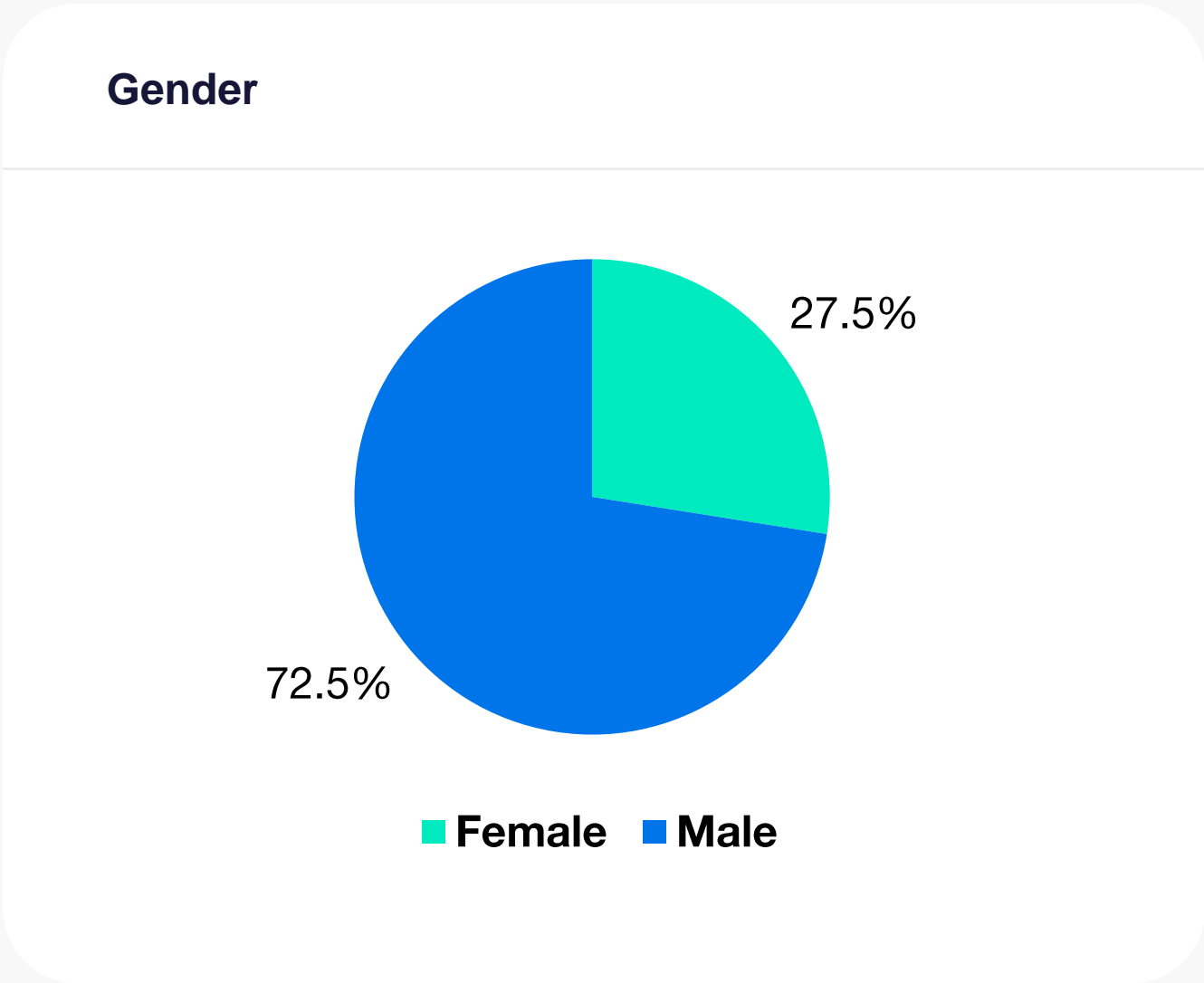


  
**Panel Size**  
4.252






  
**Panel Size**  
20.546

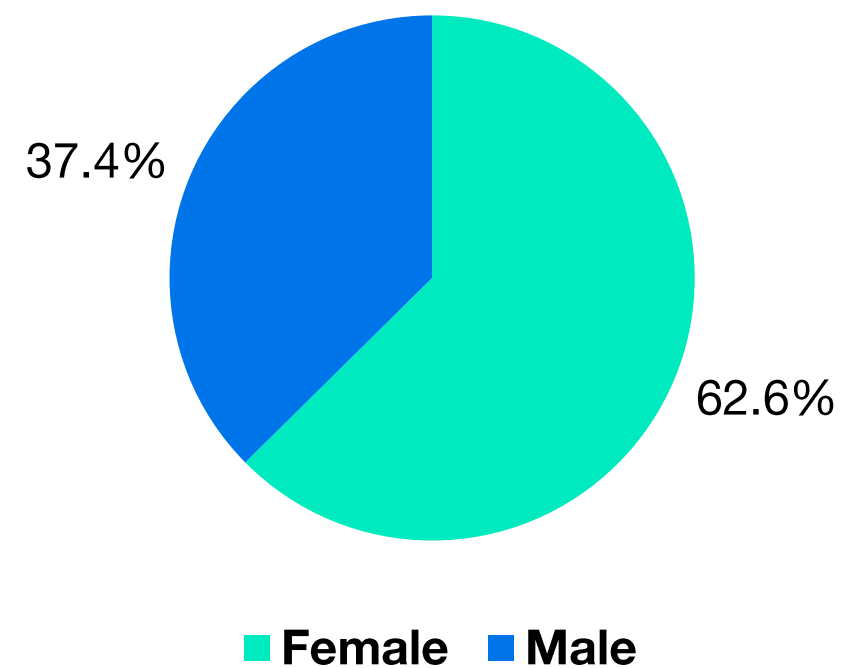




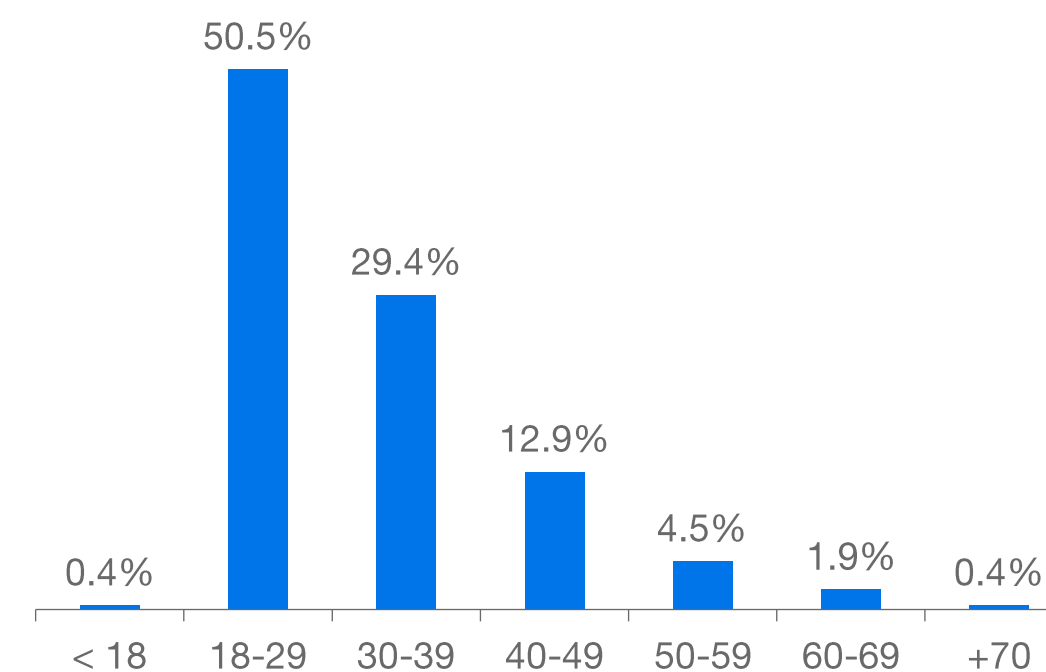


  
**Panel Size**  
6.052

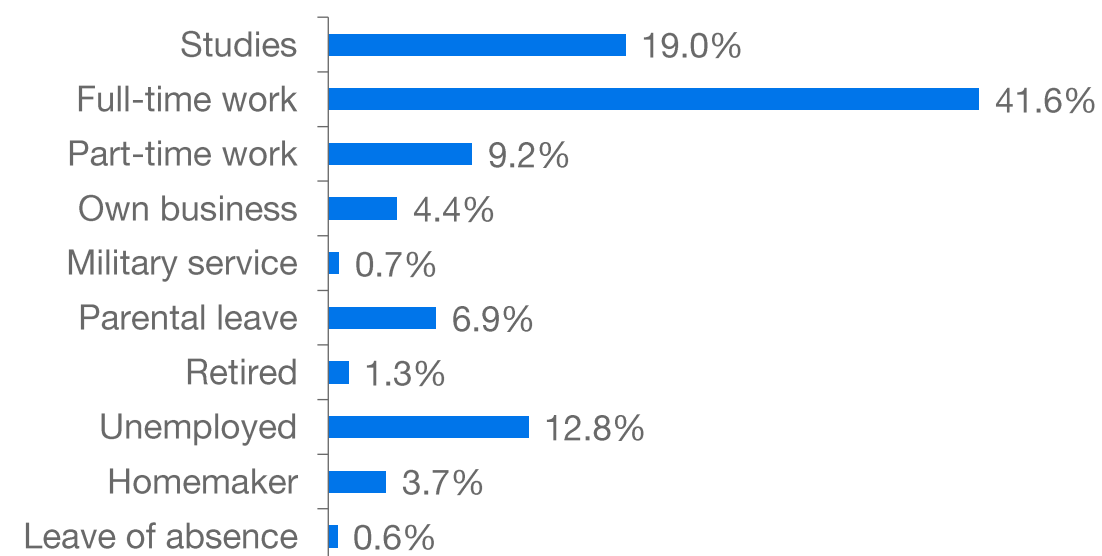
### Gender



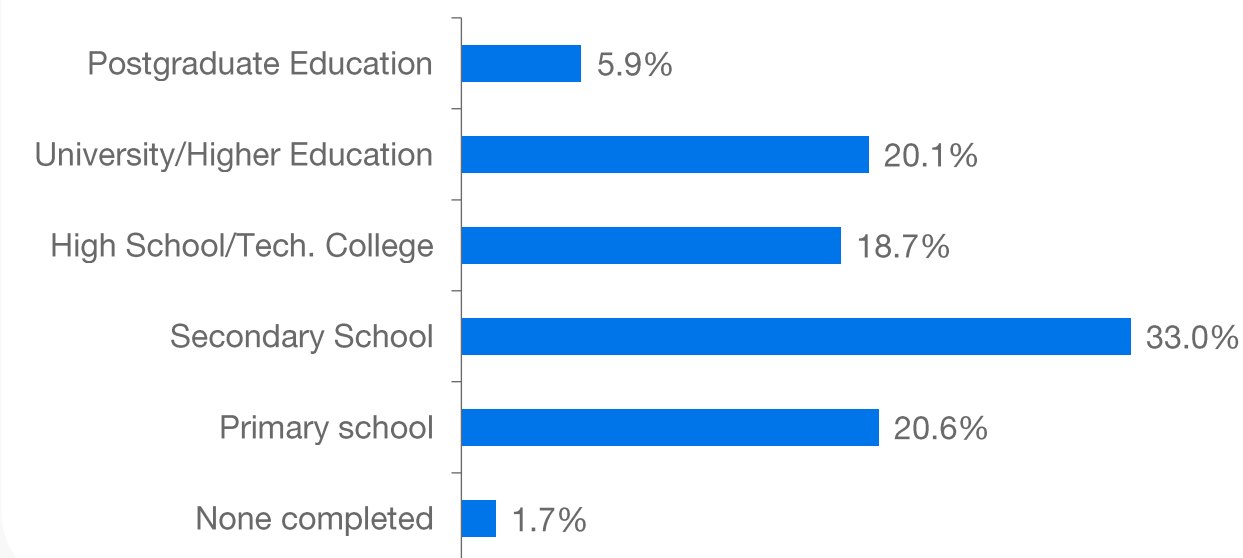
### Age




### Occupation

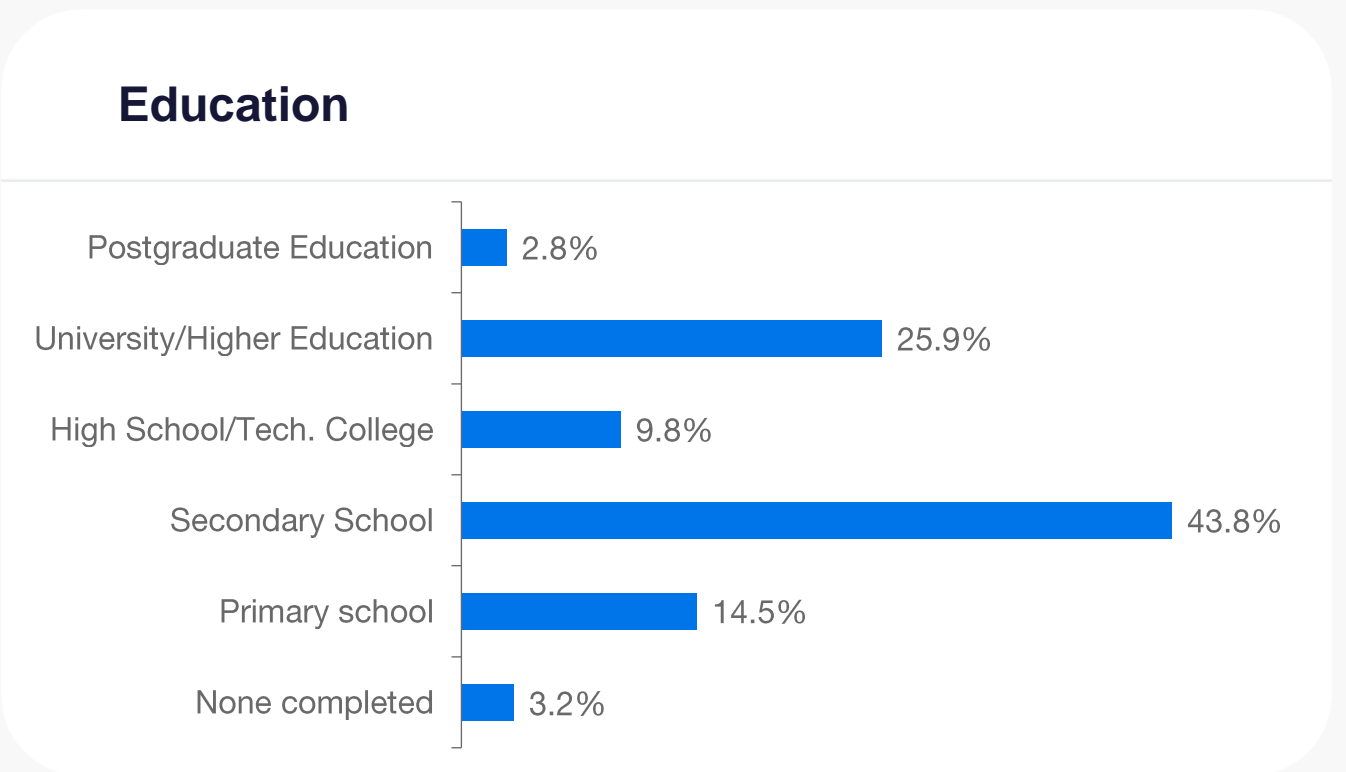
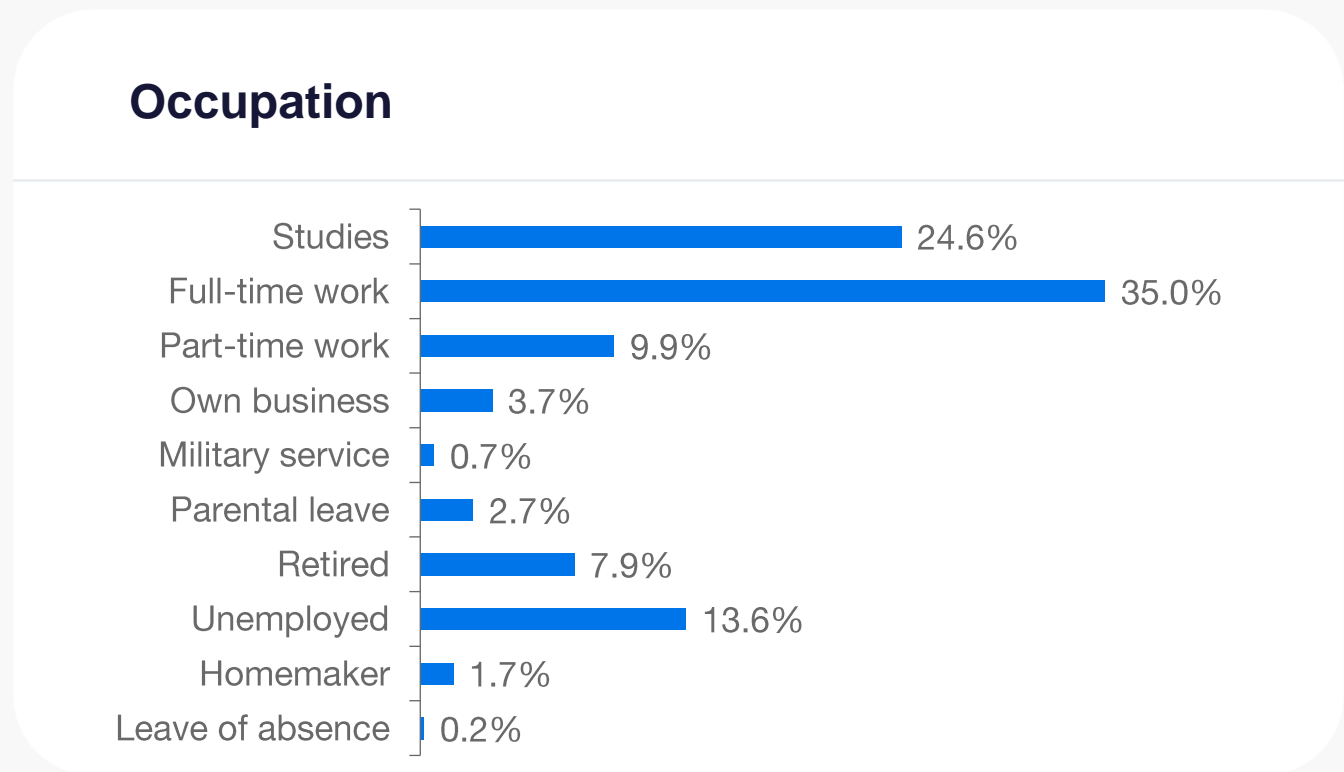
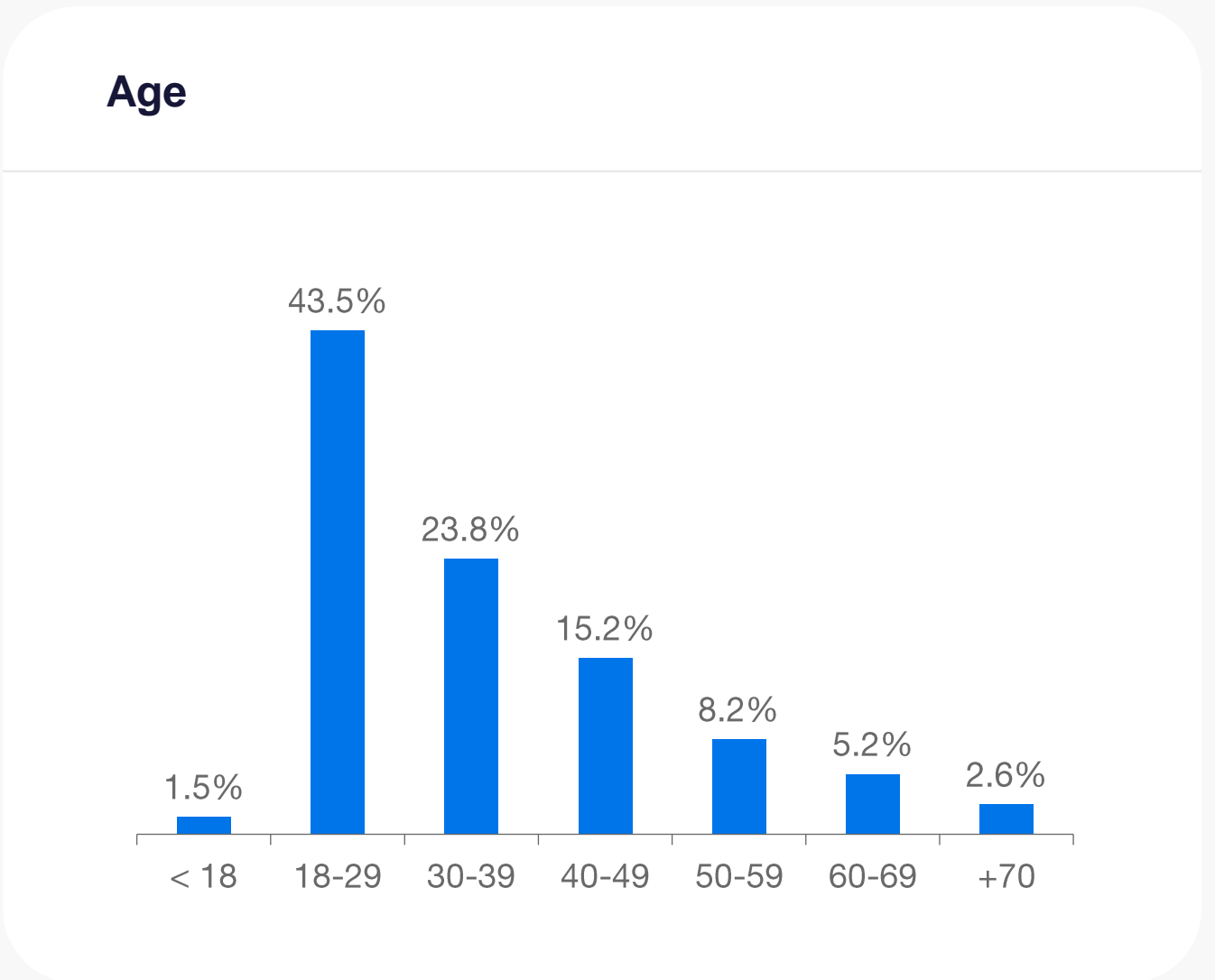
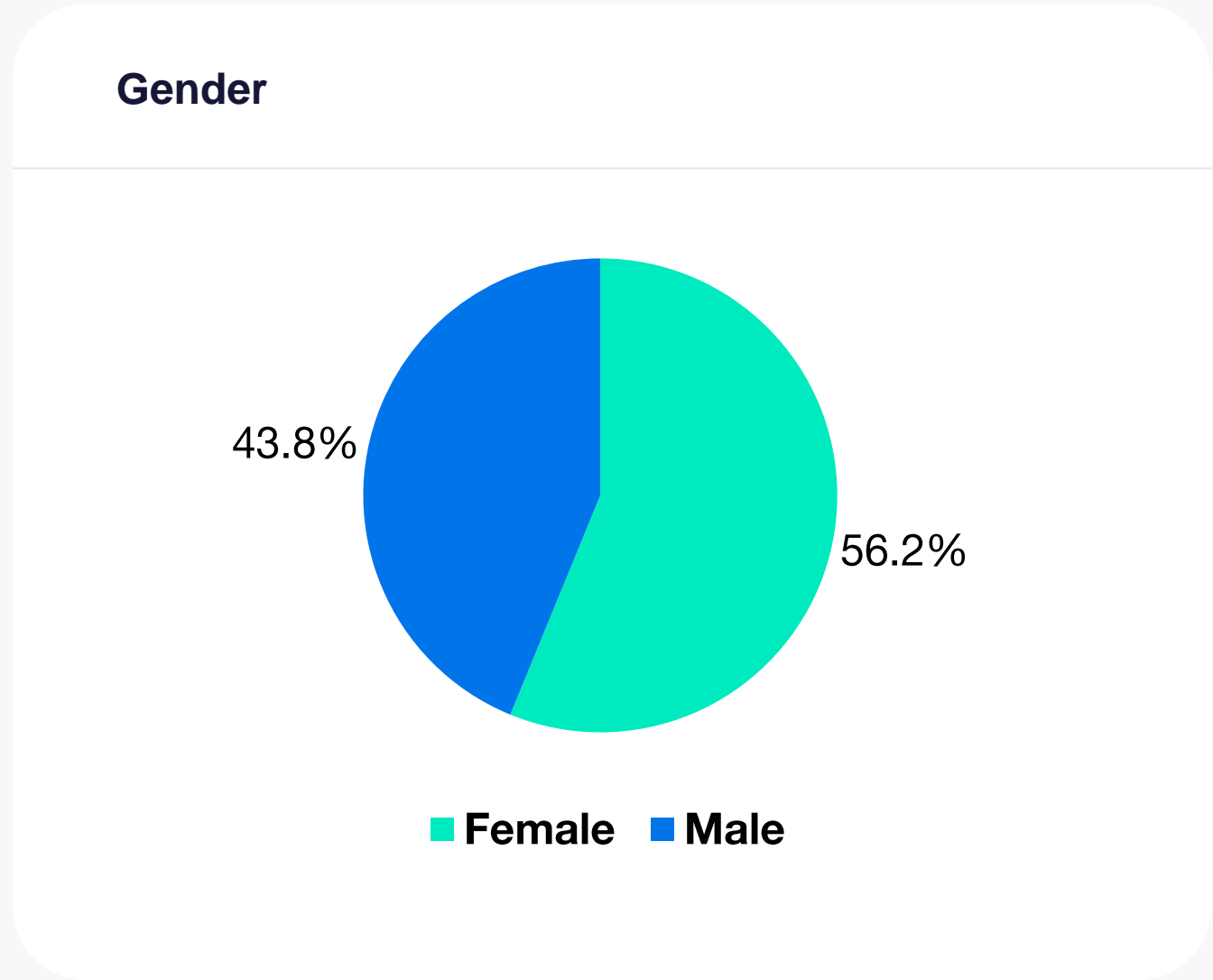


### Education






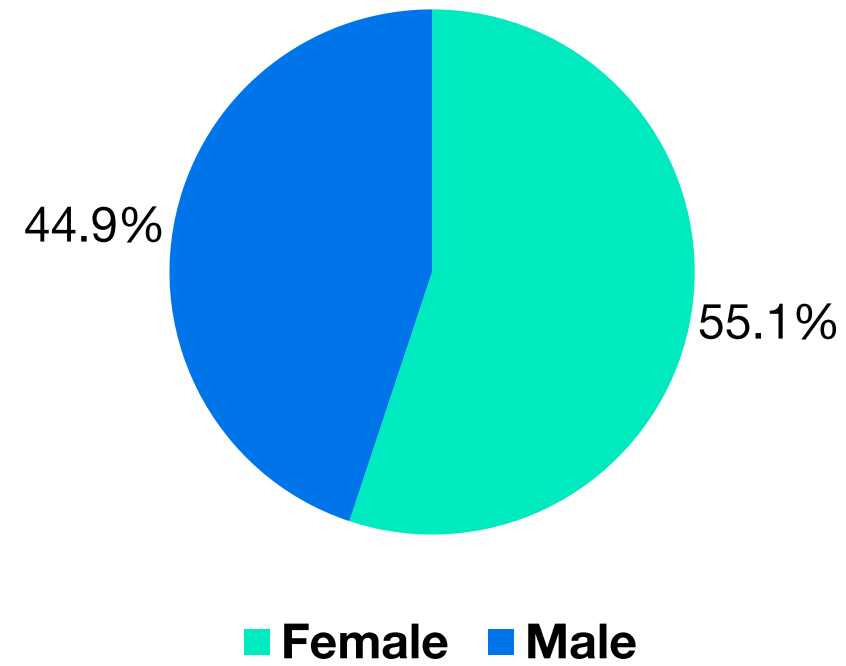
  
**Panel Size**  
12.112



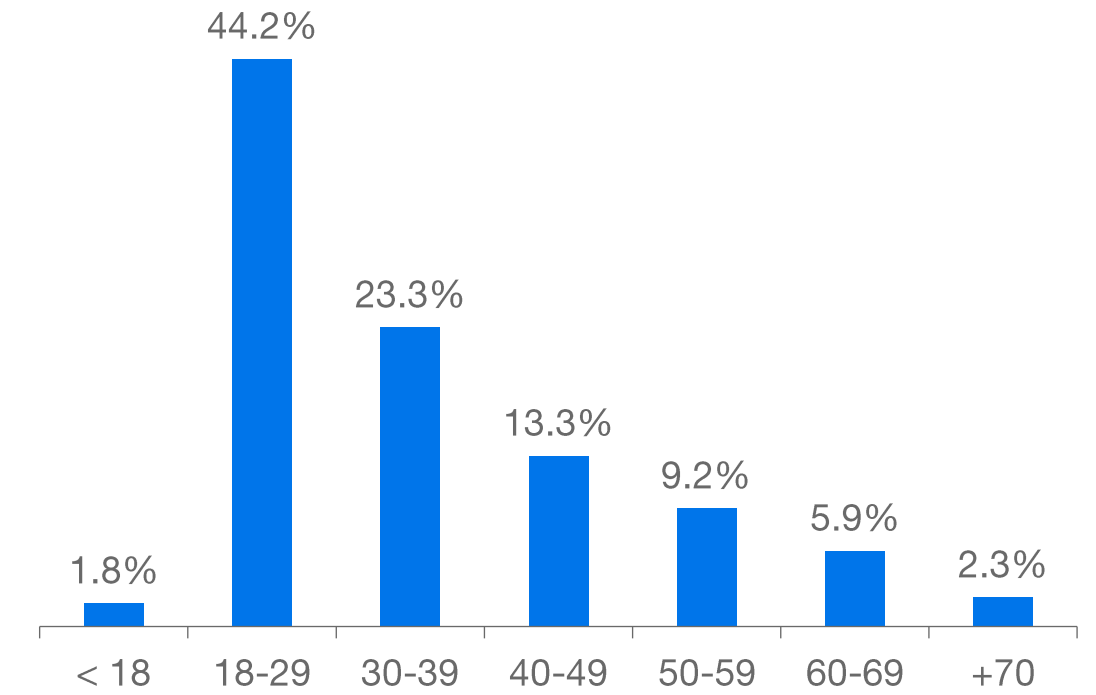


  
**Panel Size**  
66.221

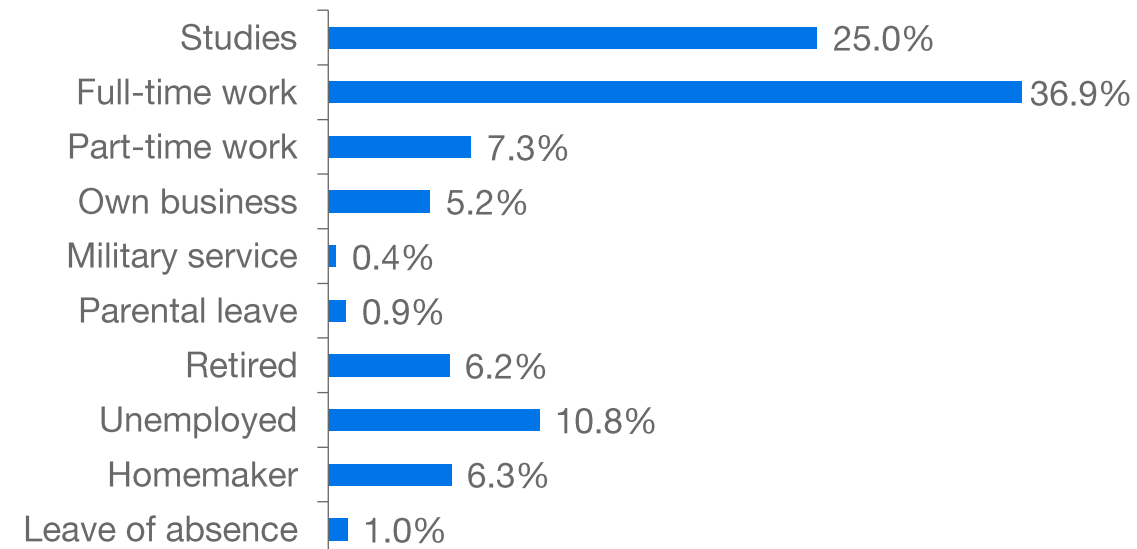
### Gender



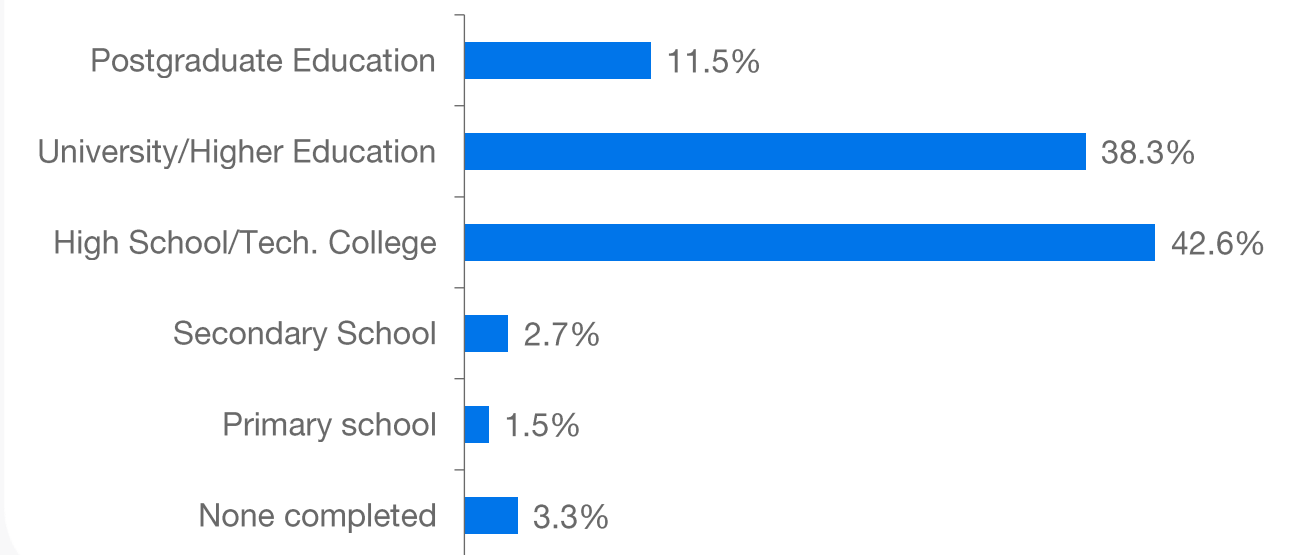
### Age




### Occupation

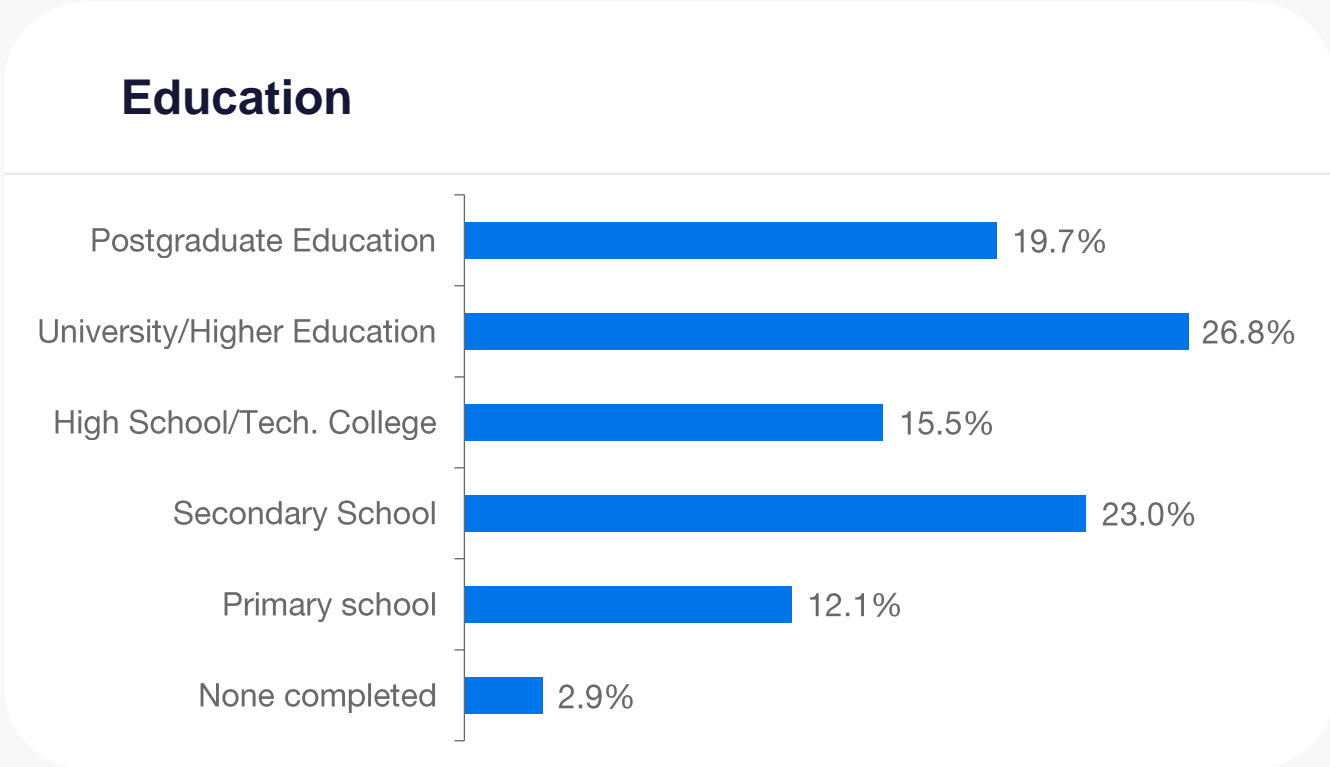
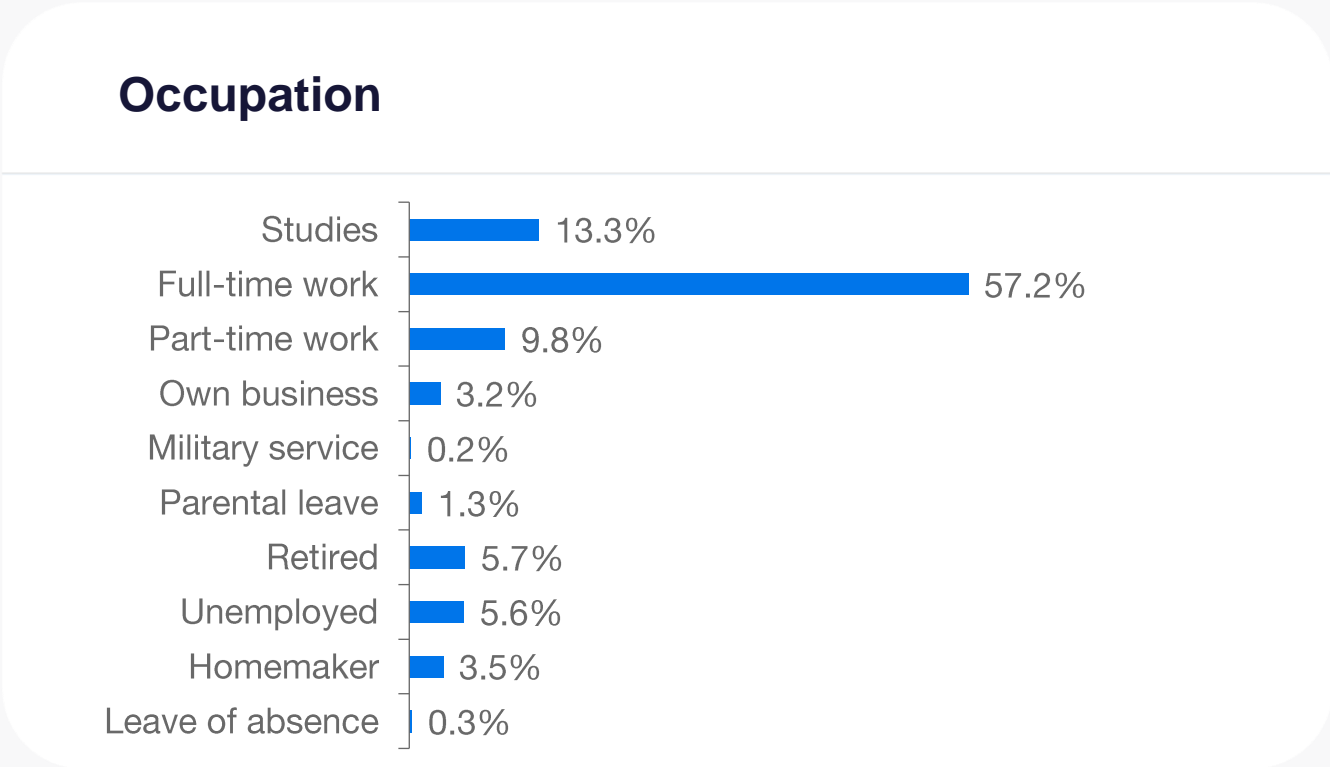
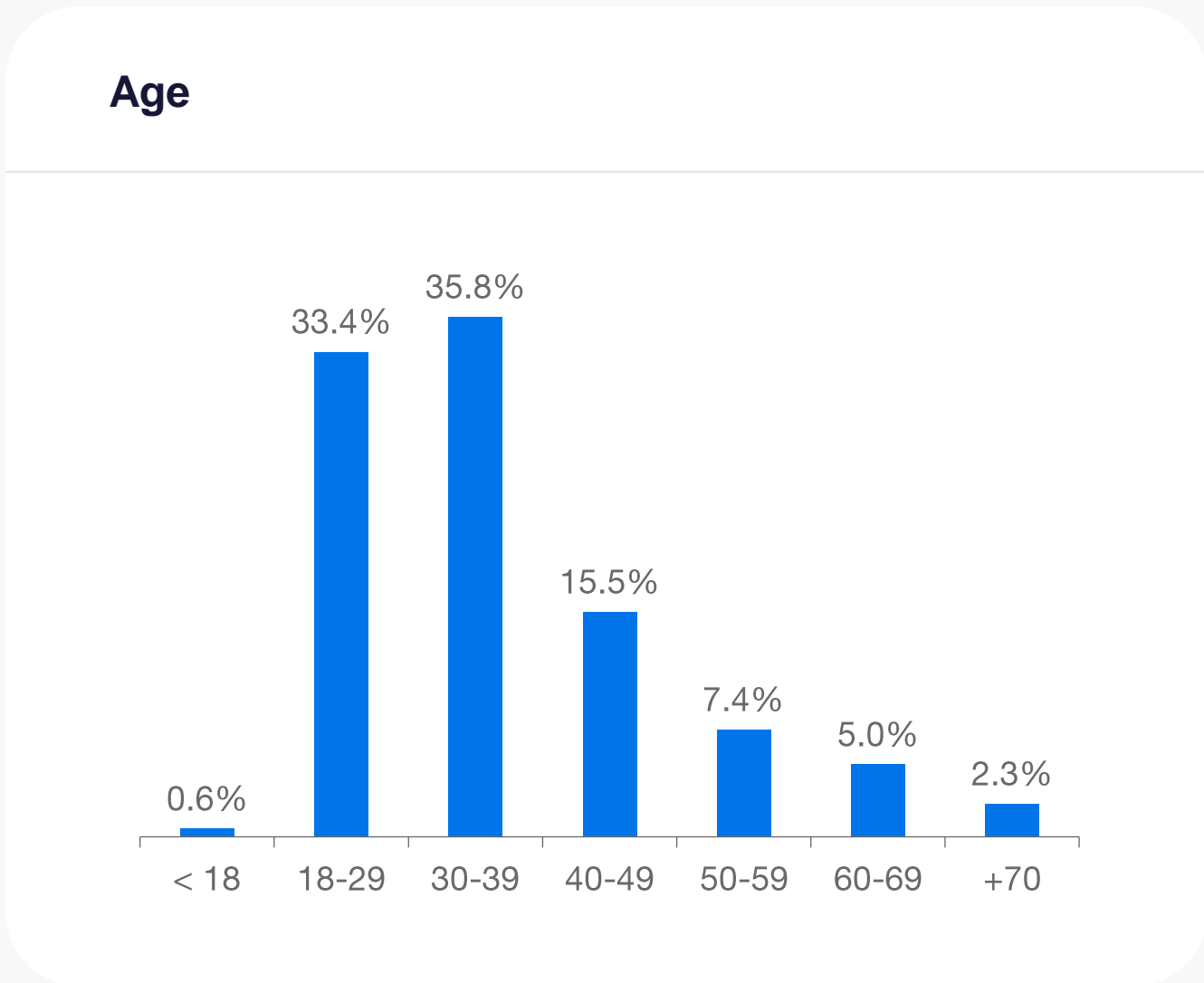
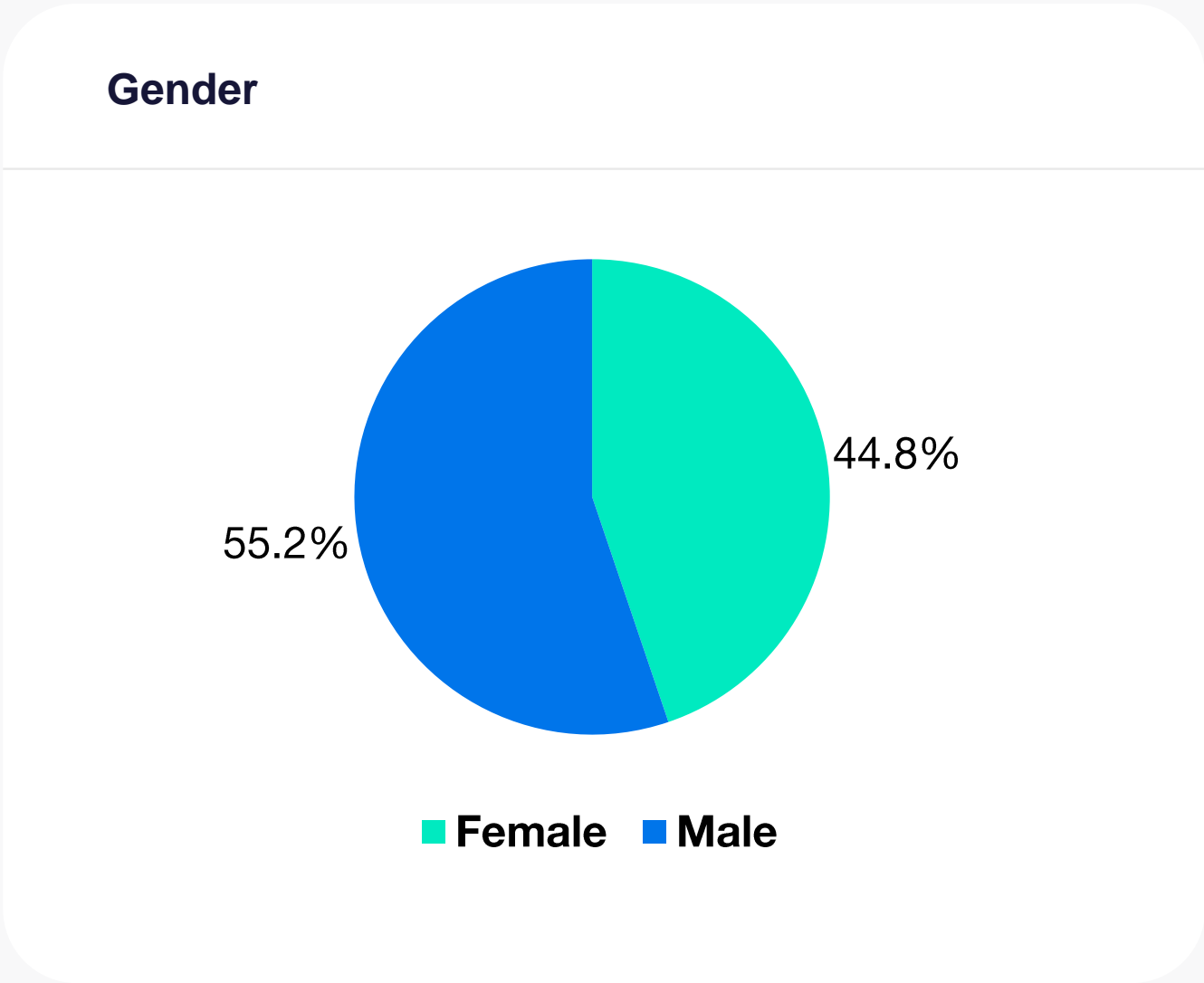


### Education




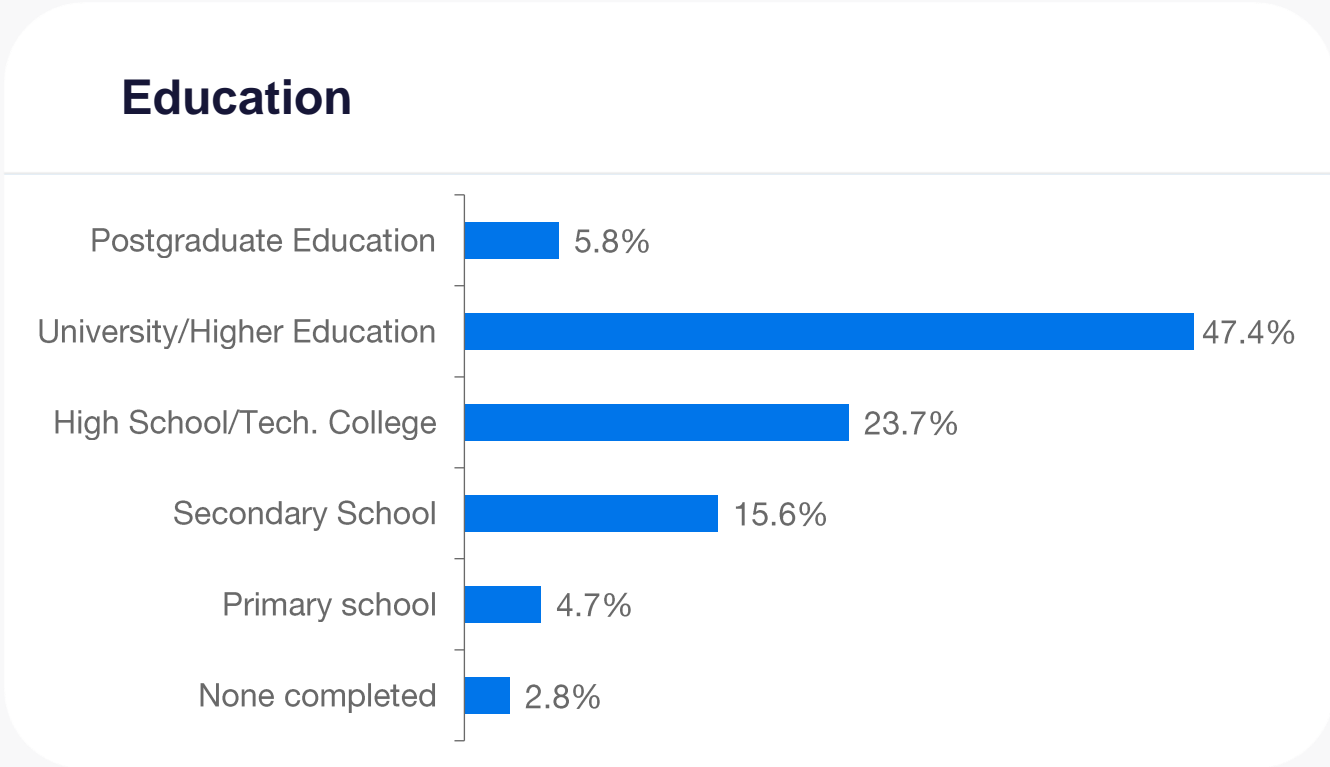
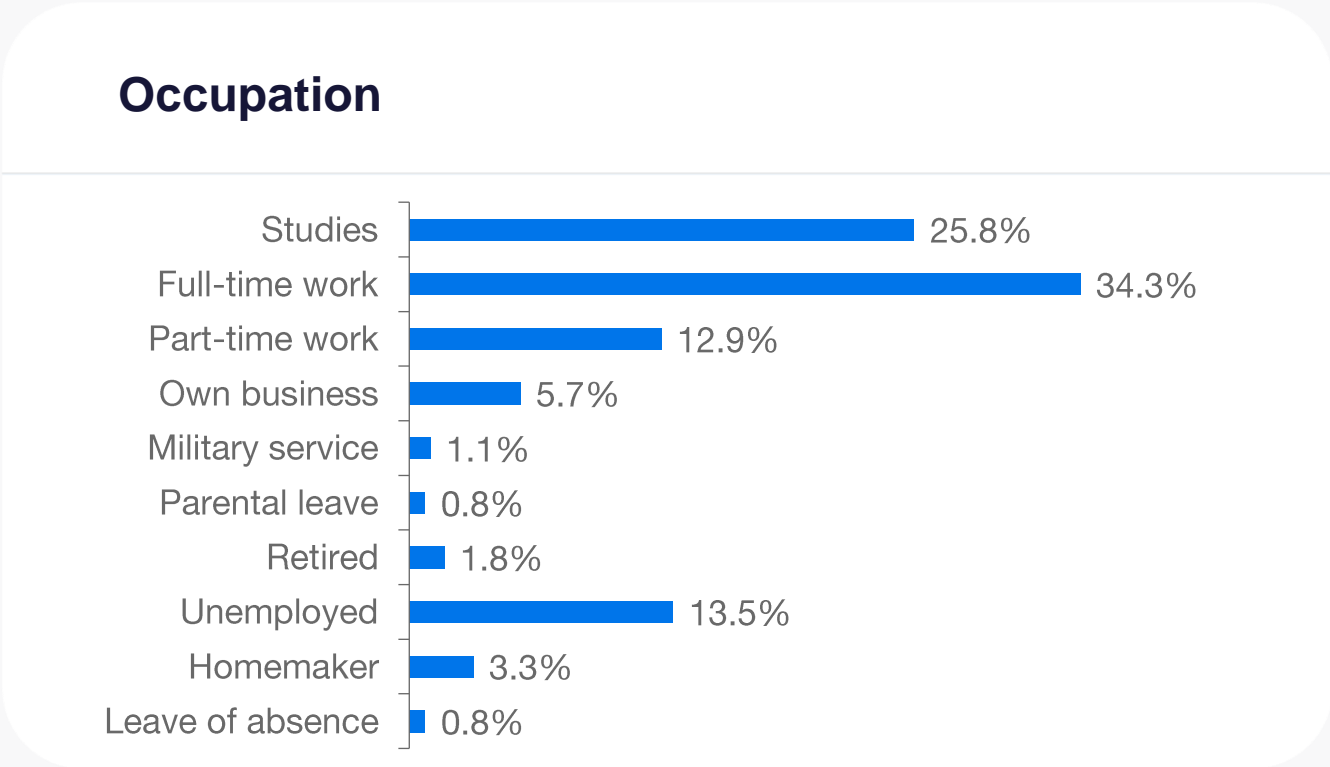
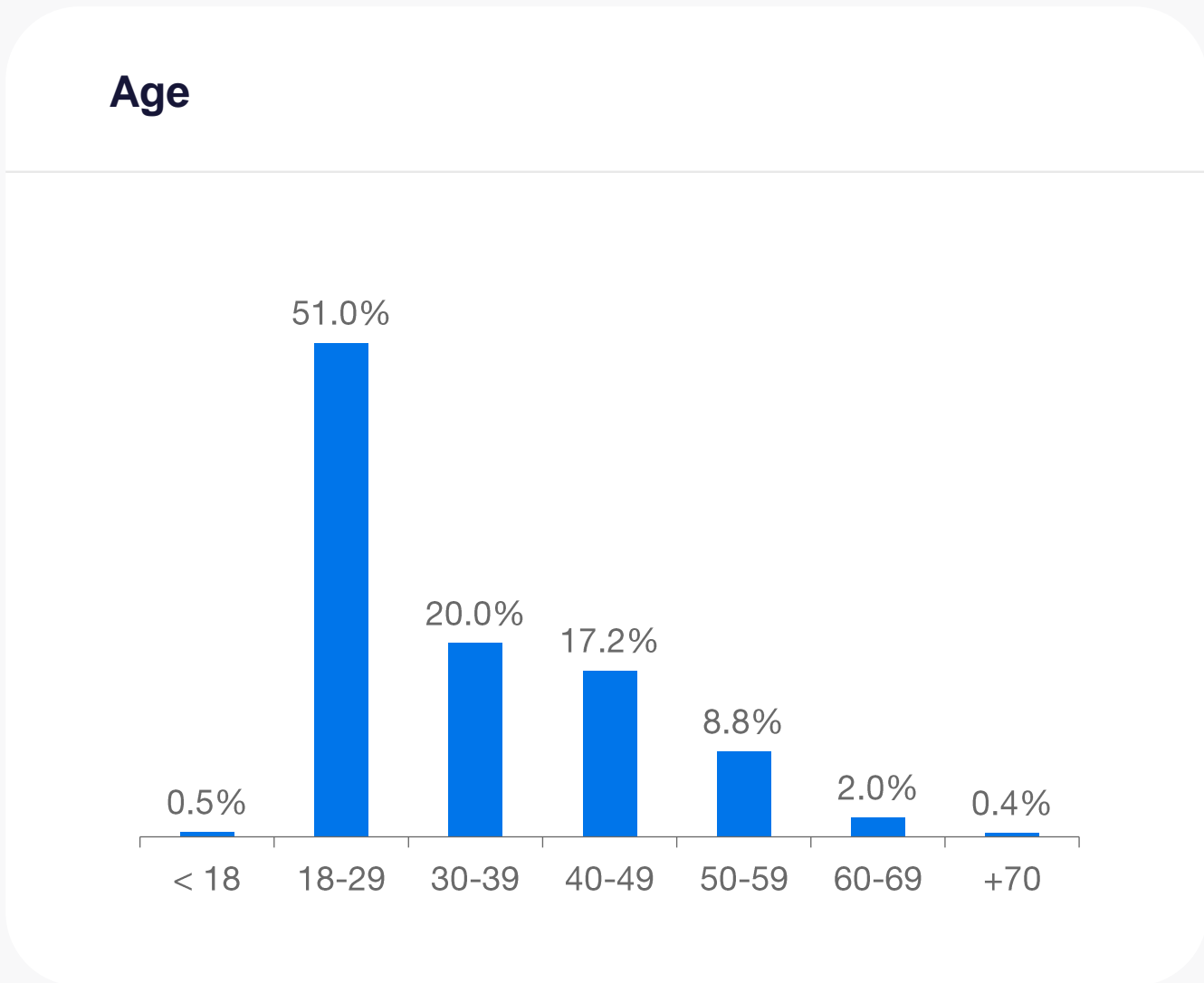
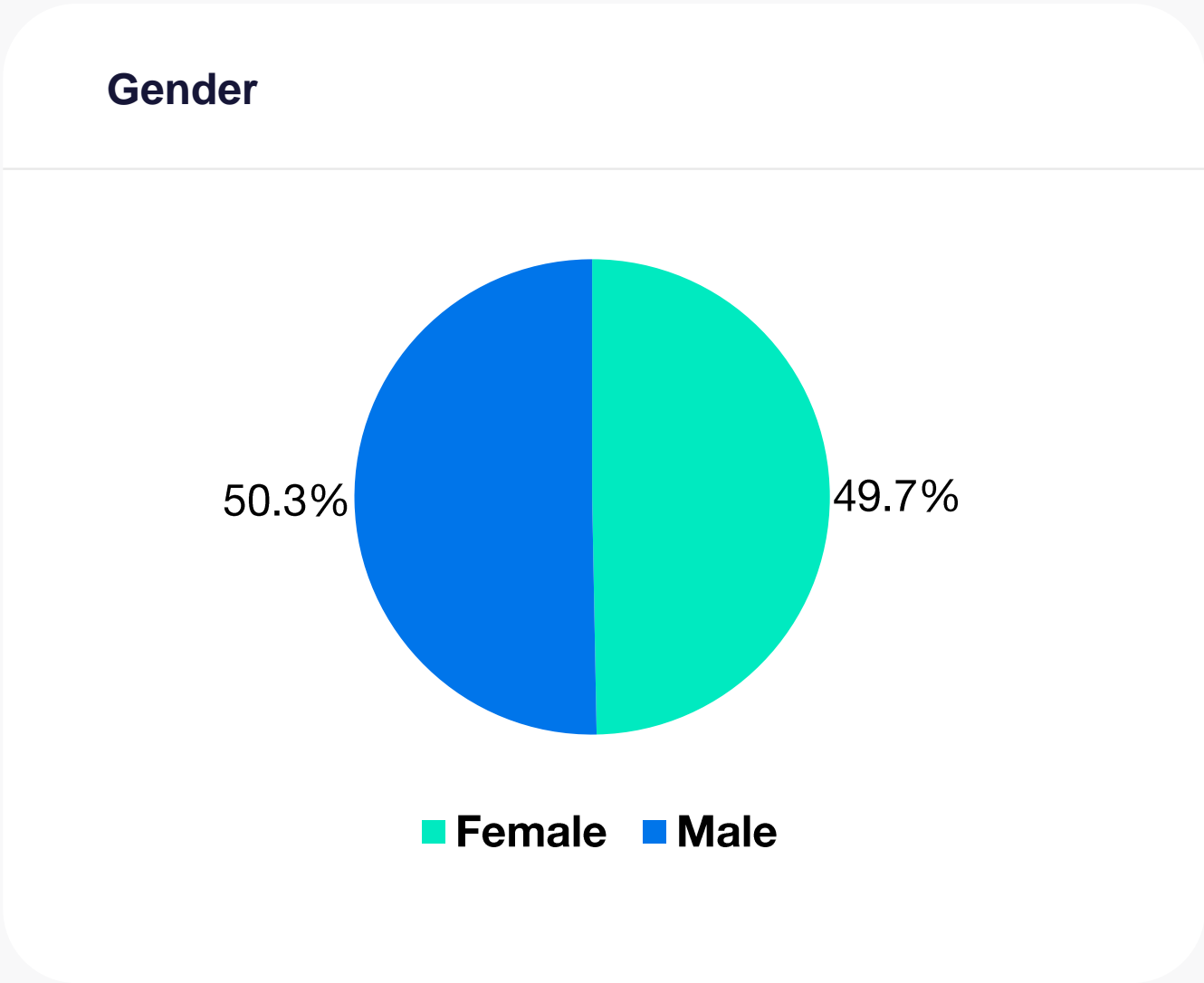


  
**Panel Size**  
62.202




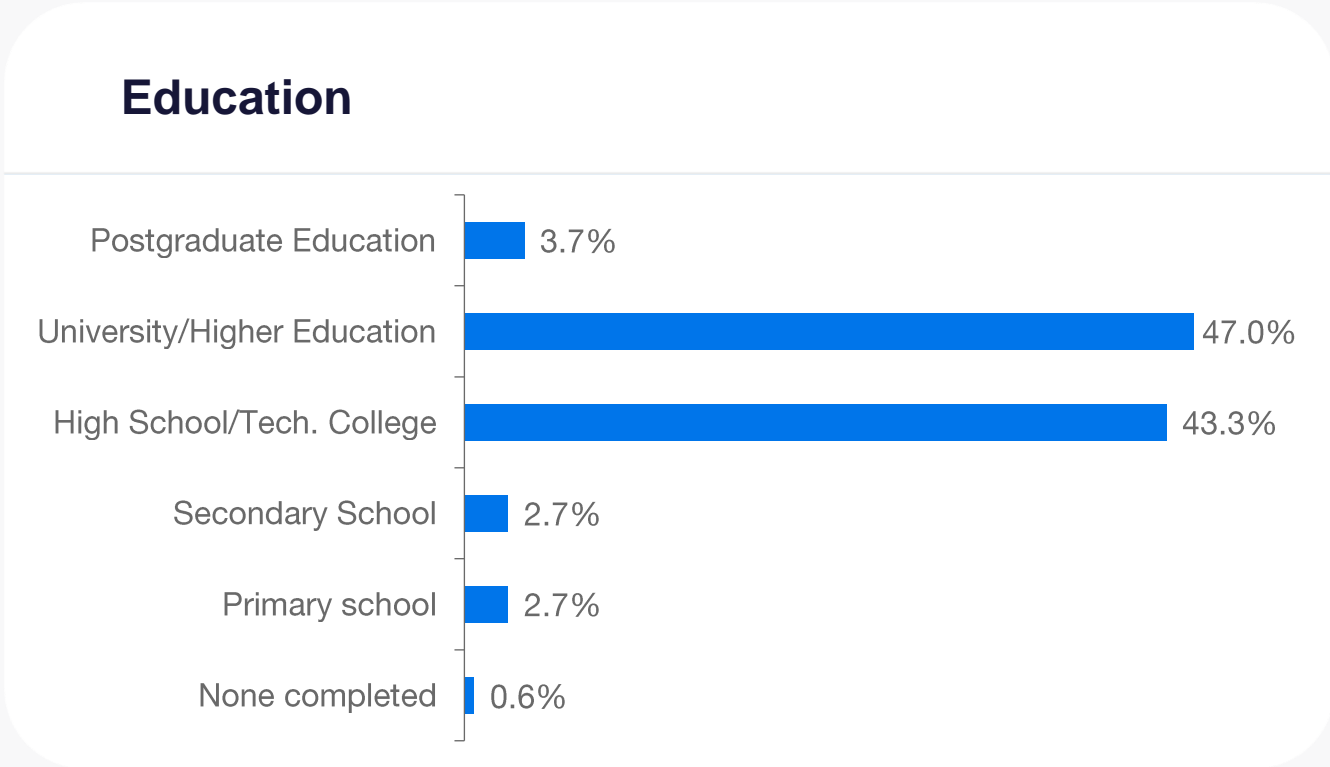
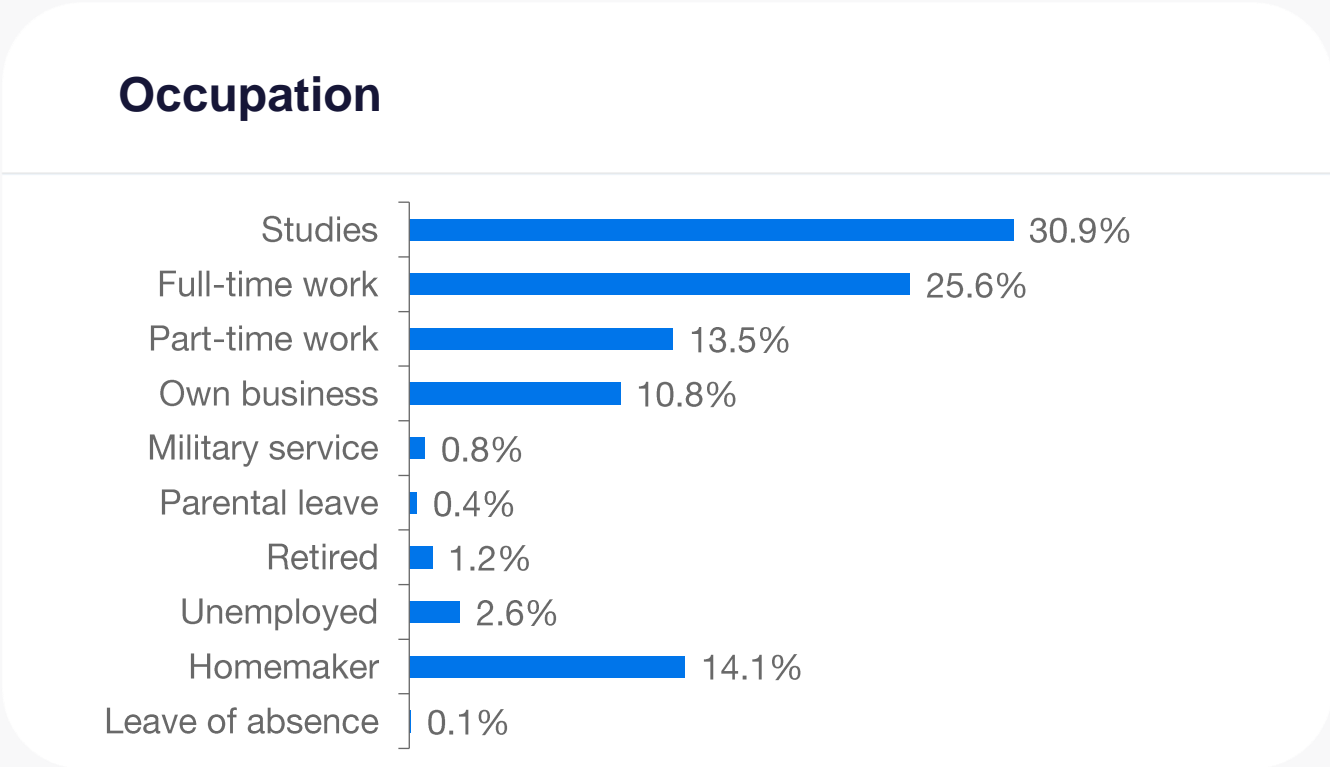
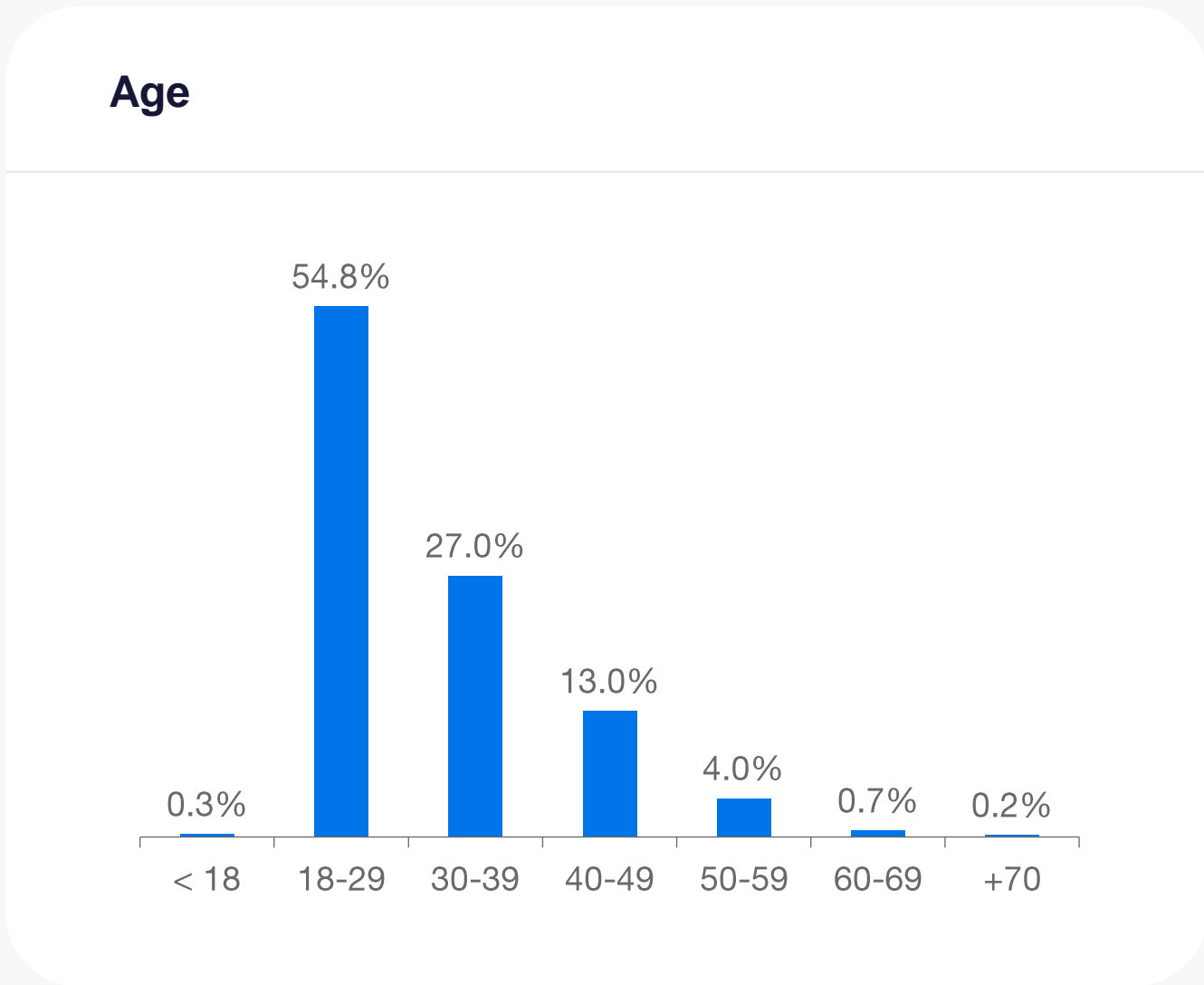
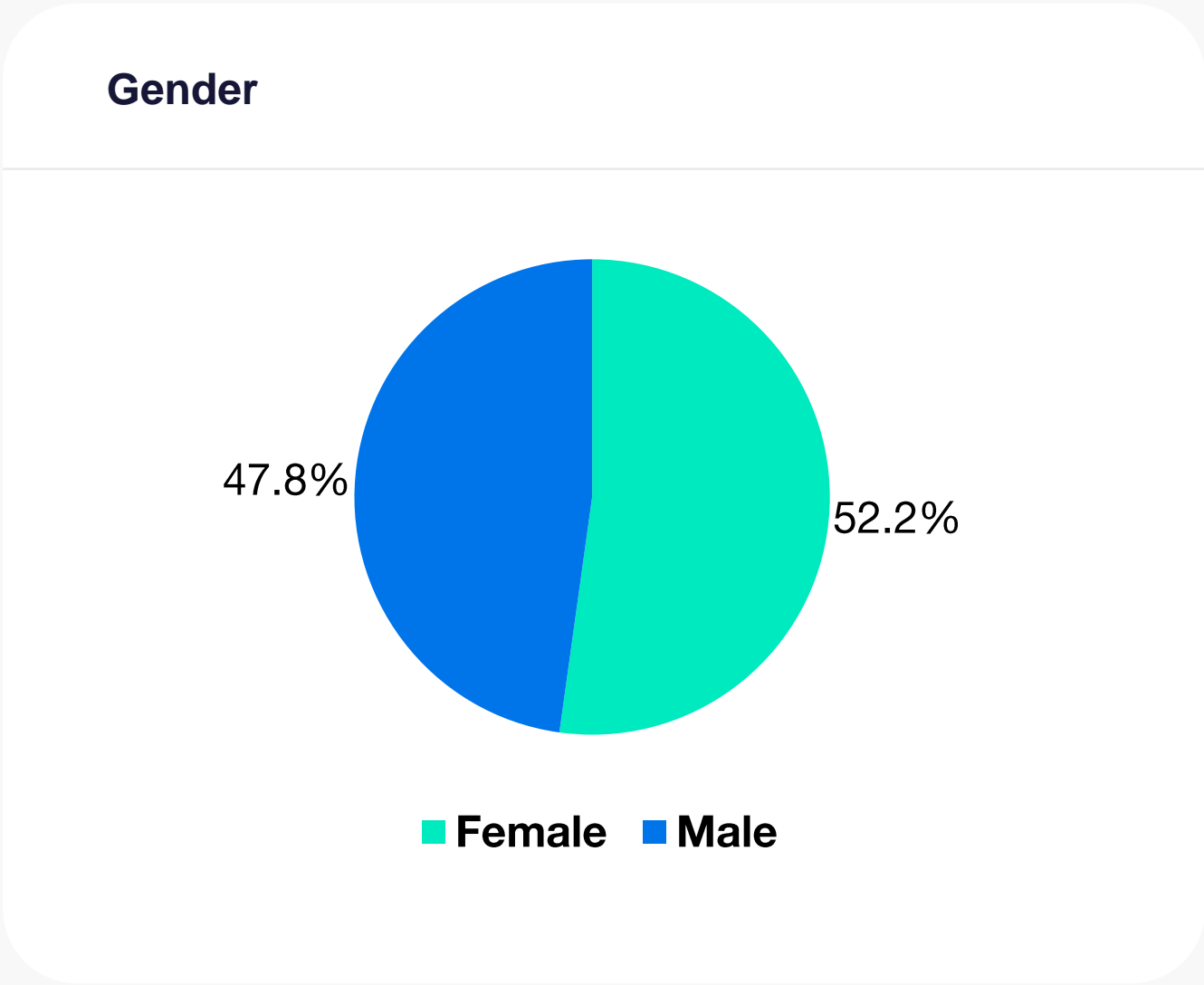


  
**Panel Size**  
23.953




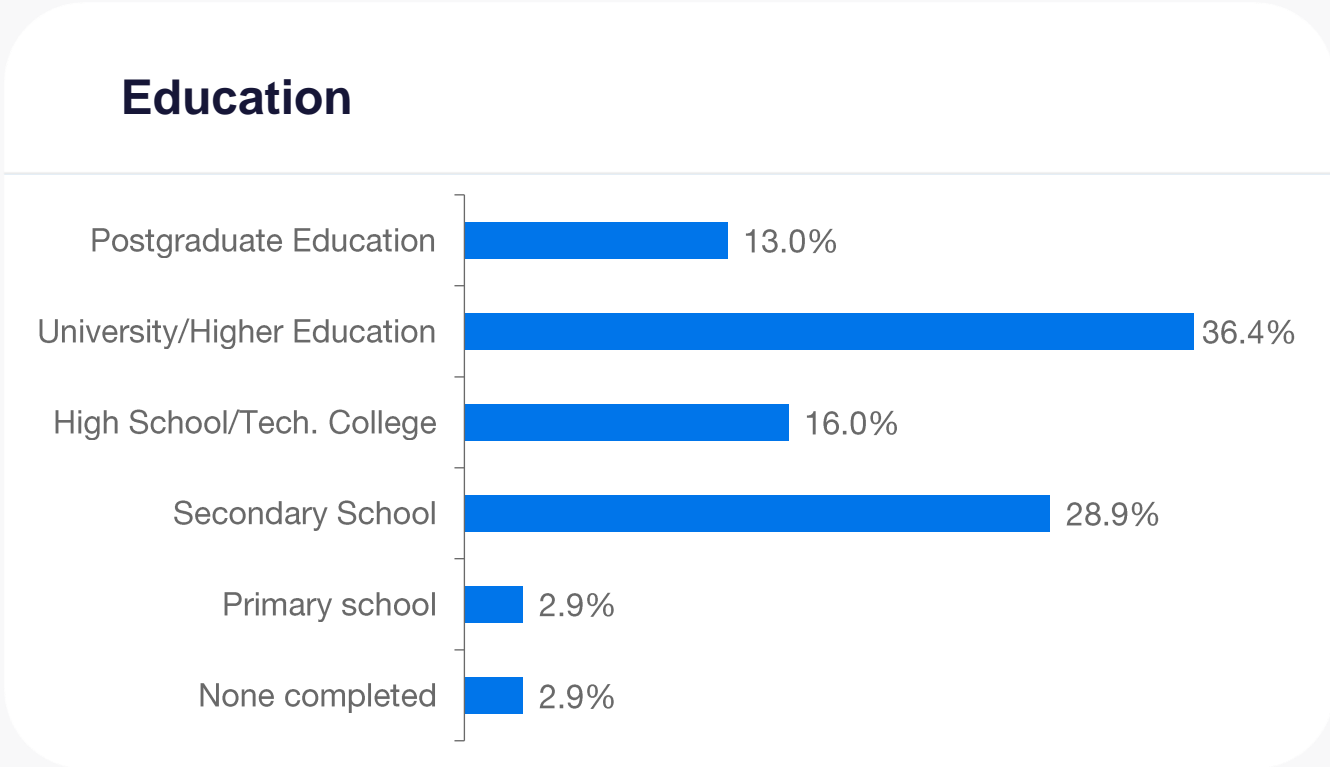
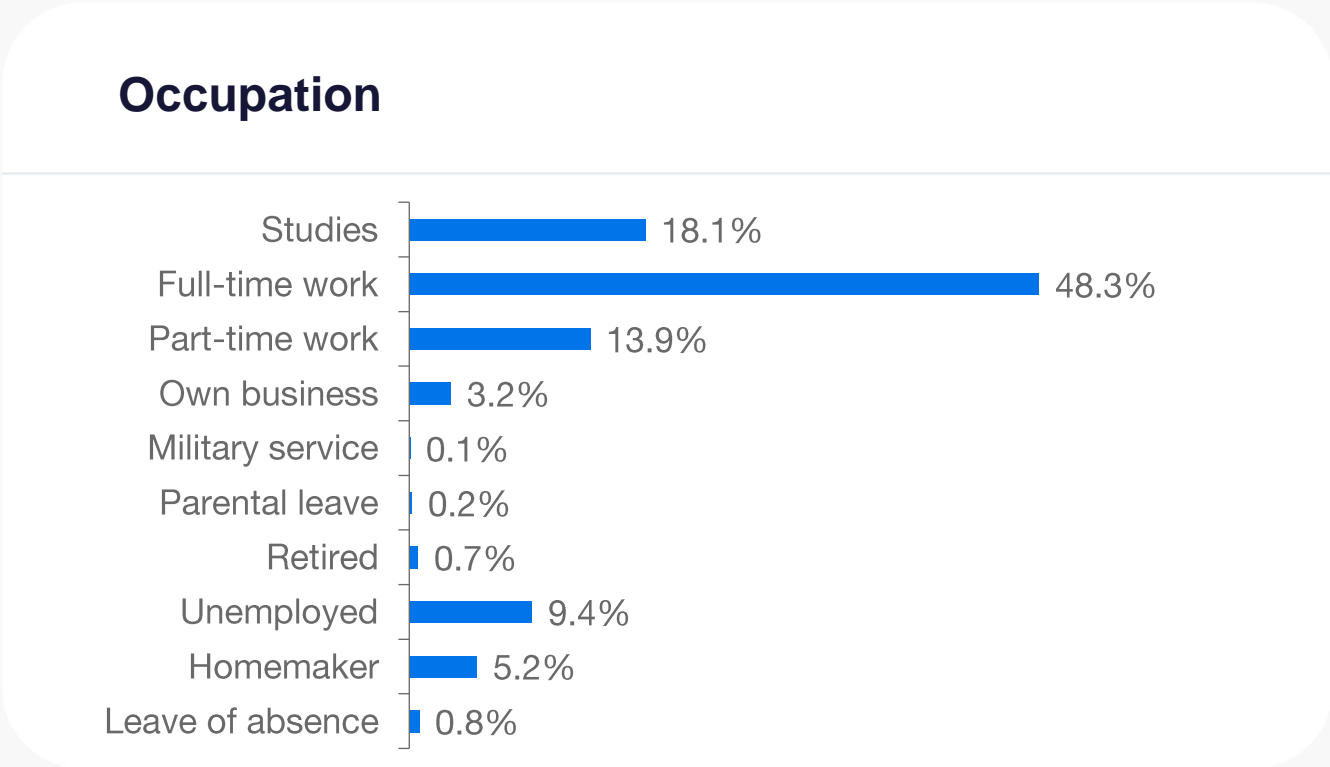
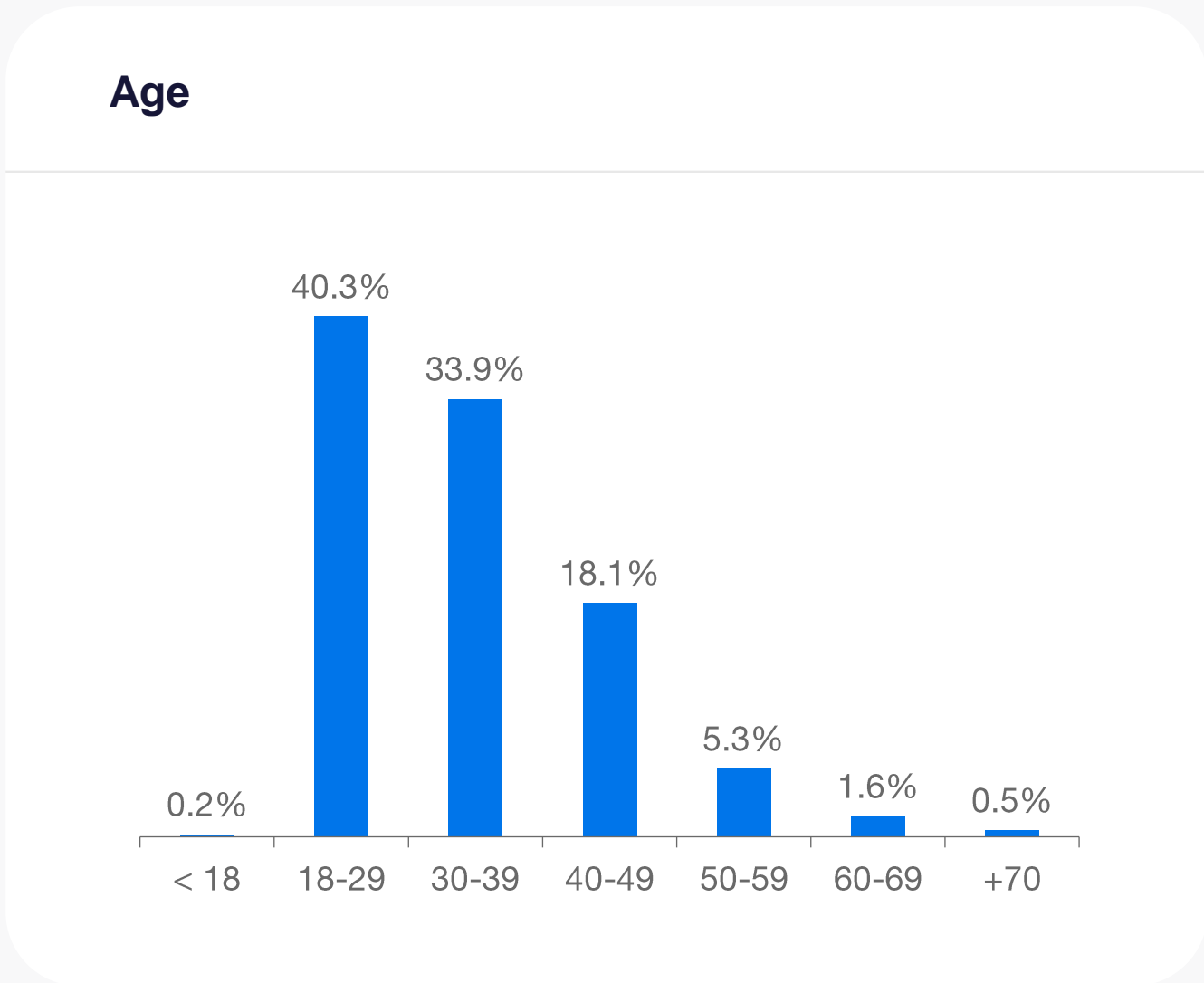
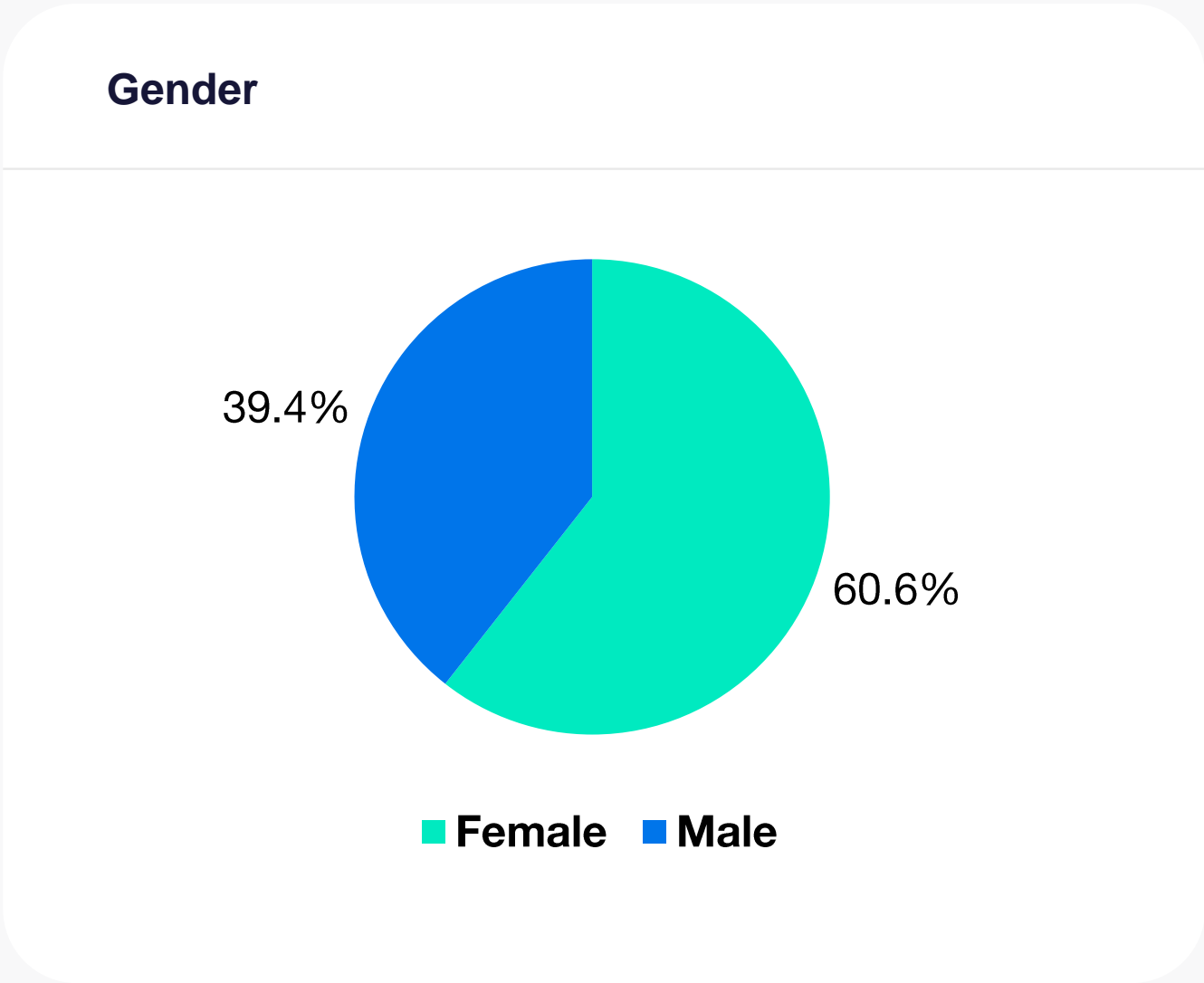


  
**Panel Size**  
1.612




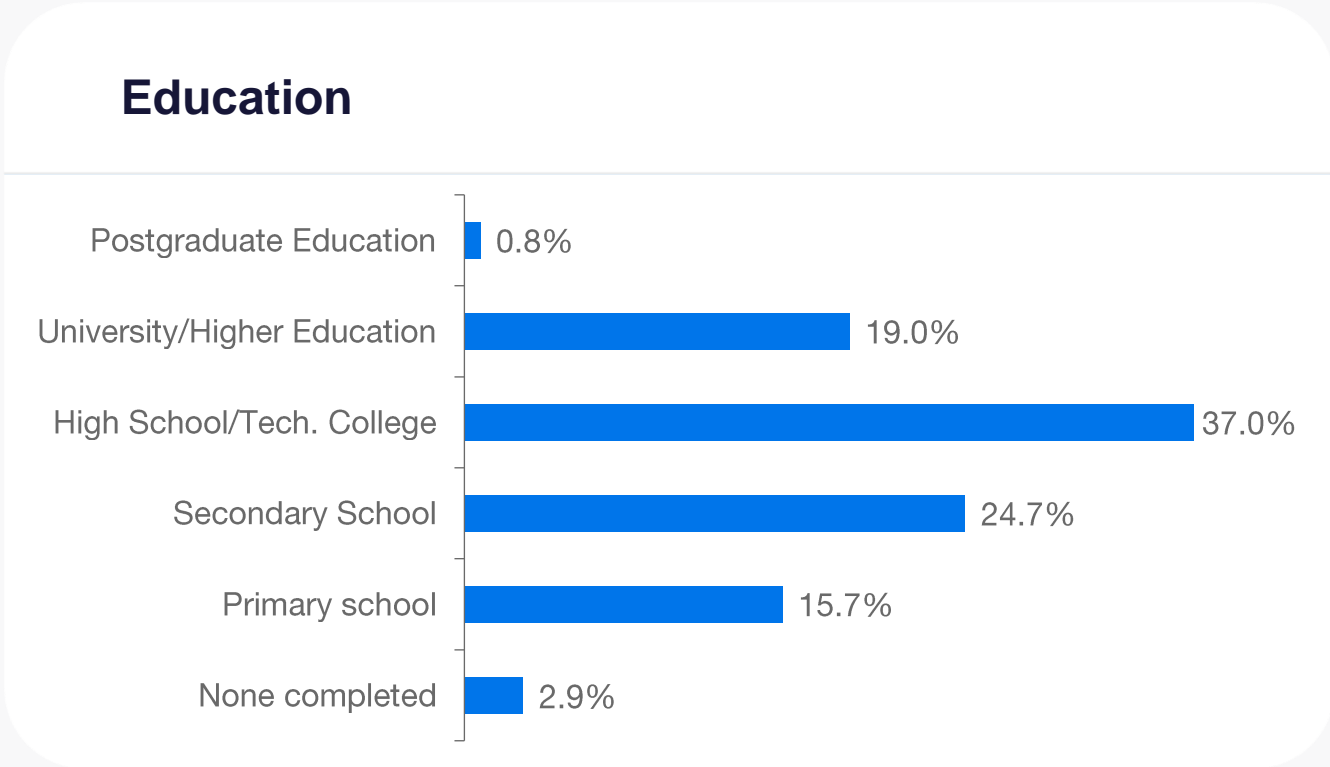
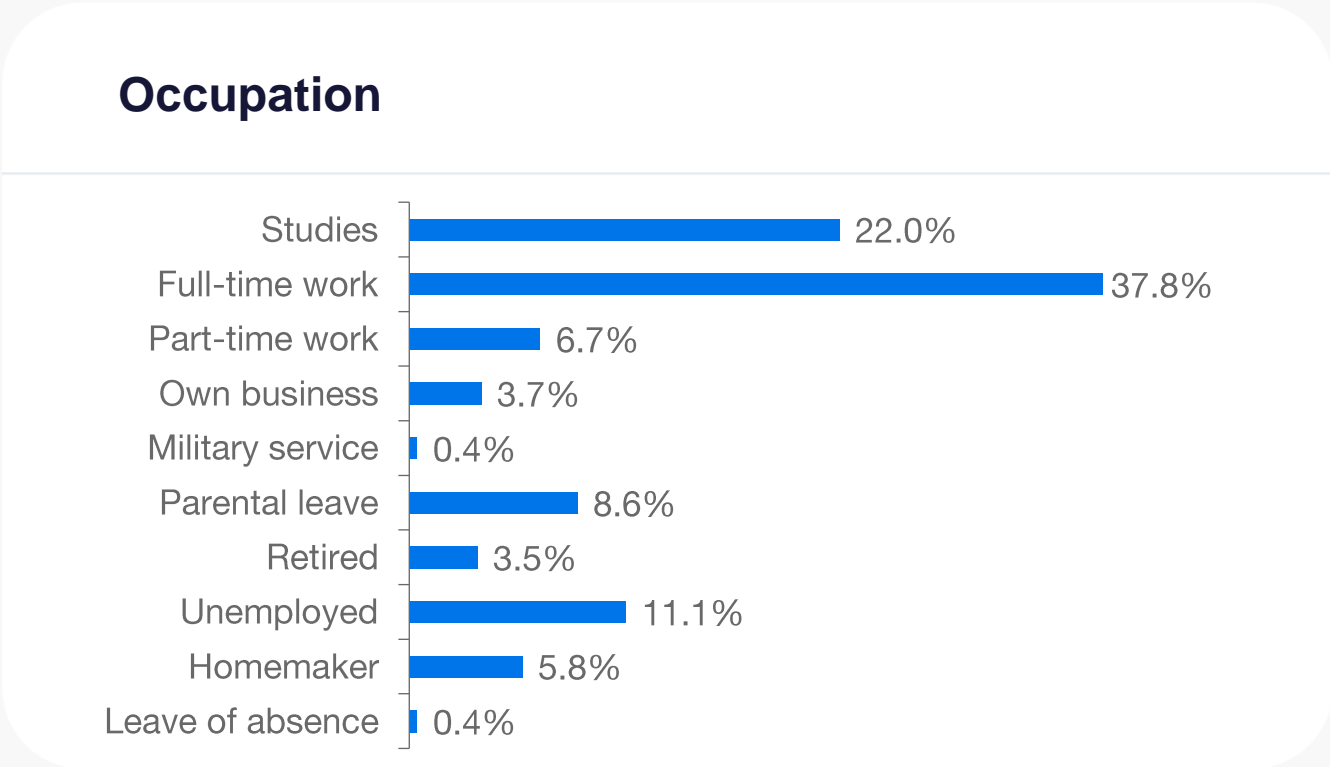
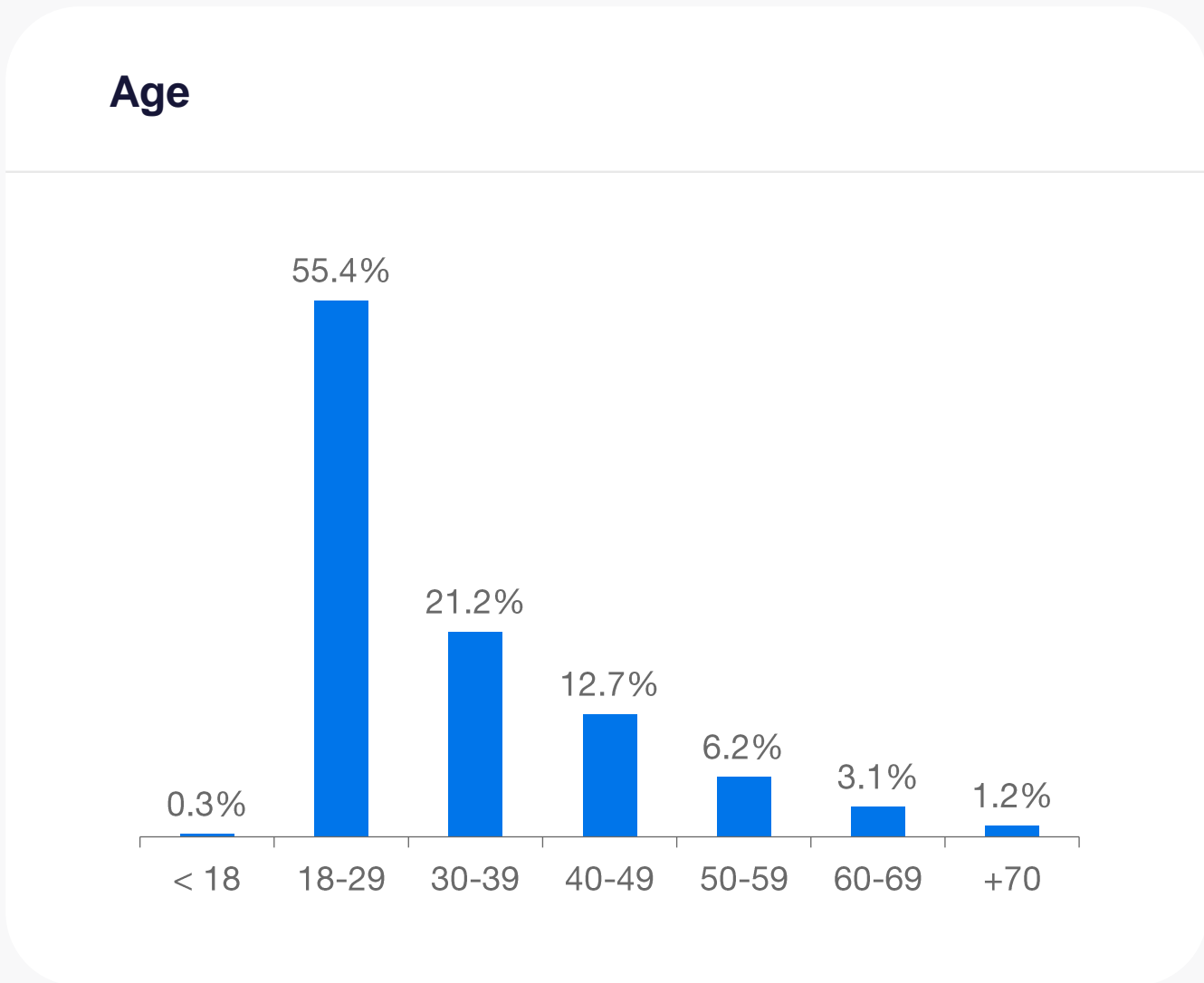
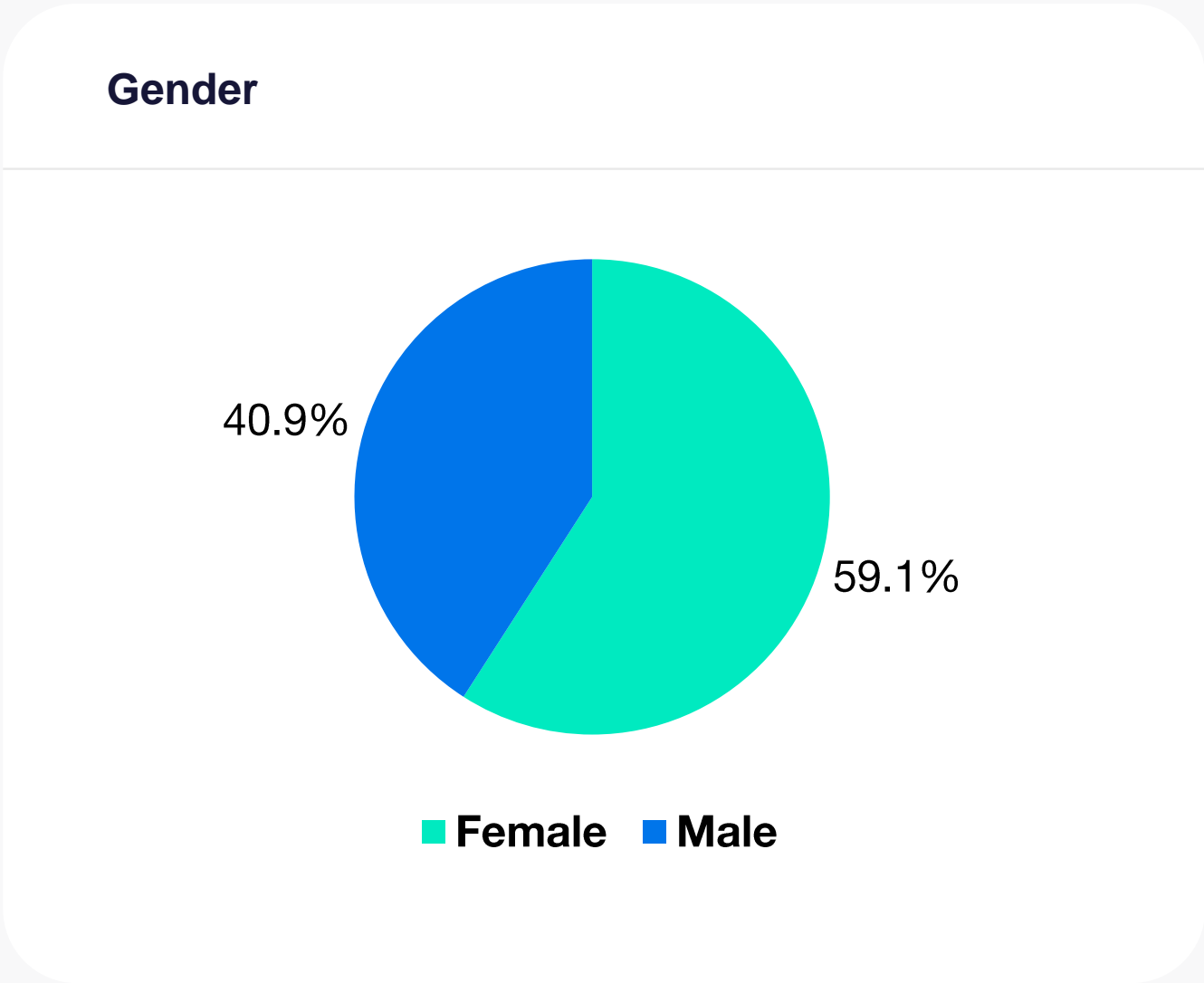


  
**Panel Size**  
3.047





  
**Panel Size**  
41.928







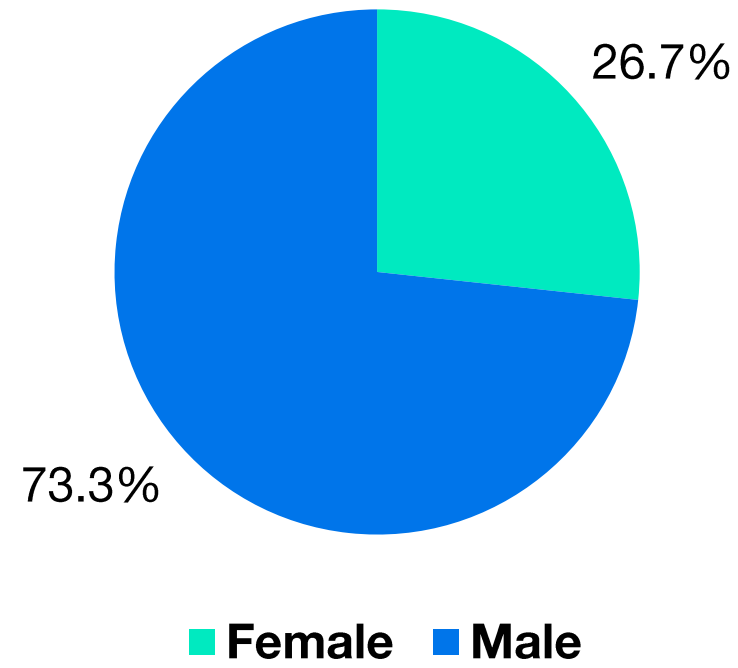
India



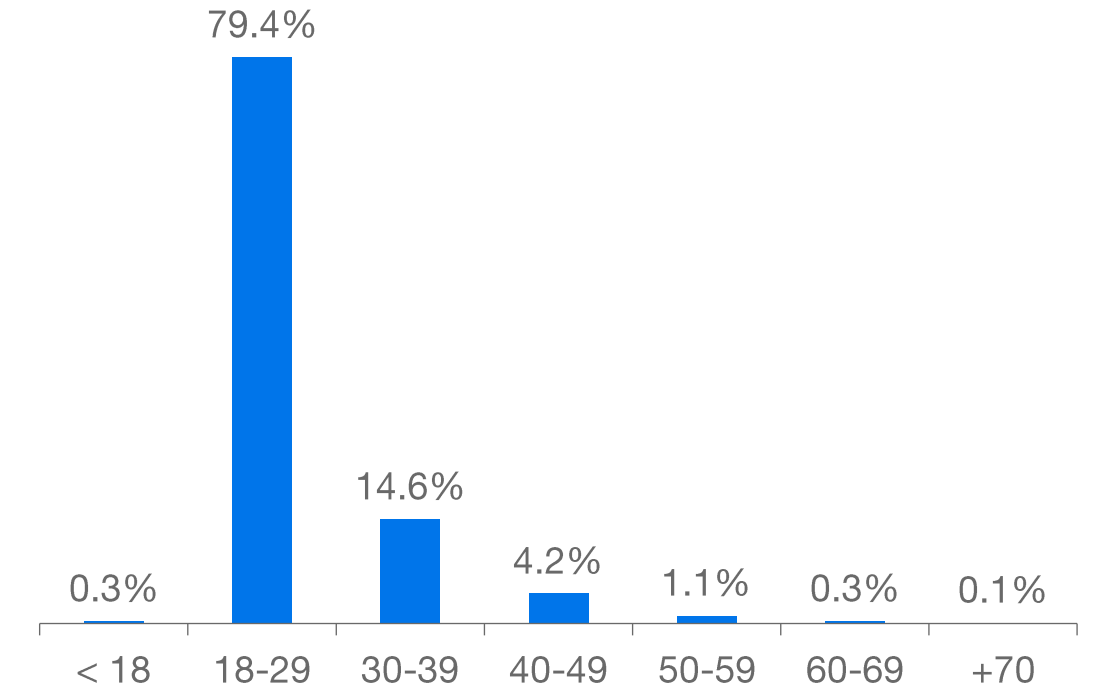
Panel Size

51.260

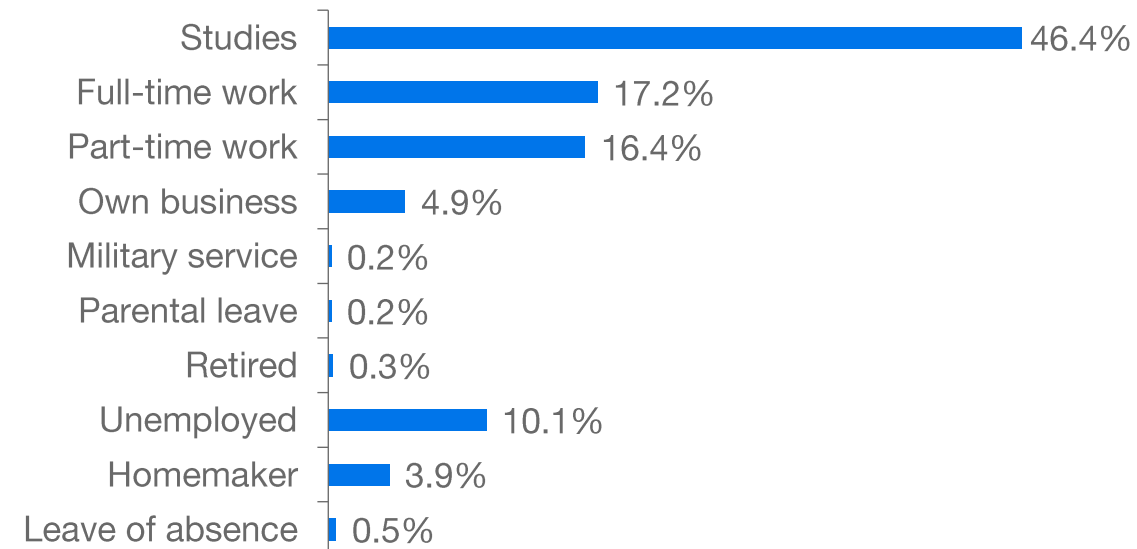
### Gender



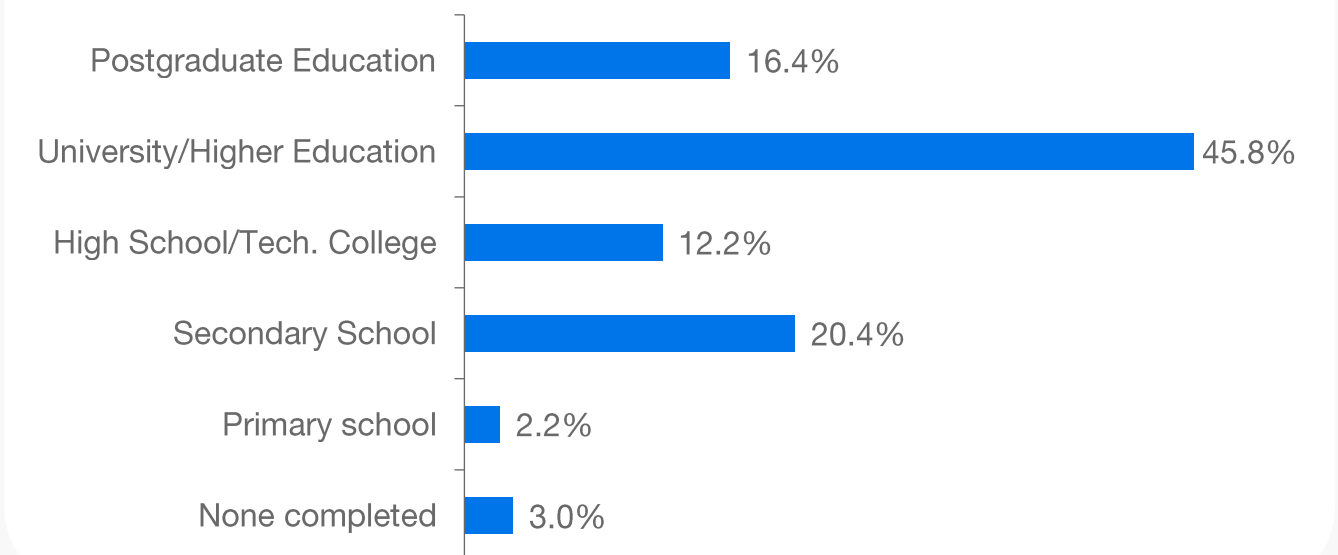
### Age




### Occupation



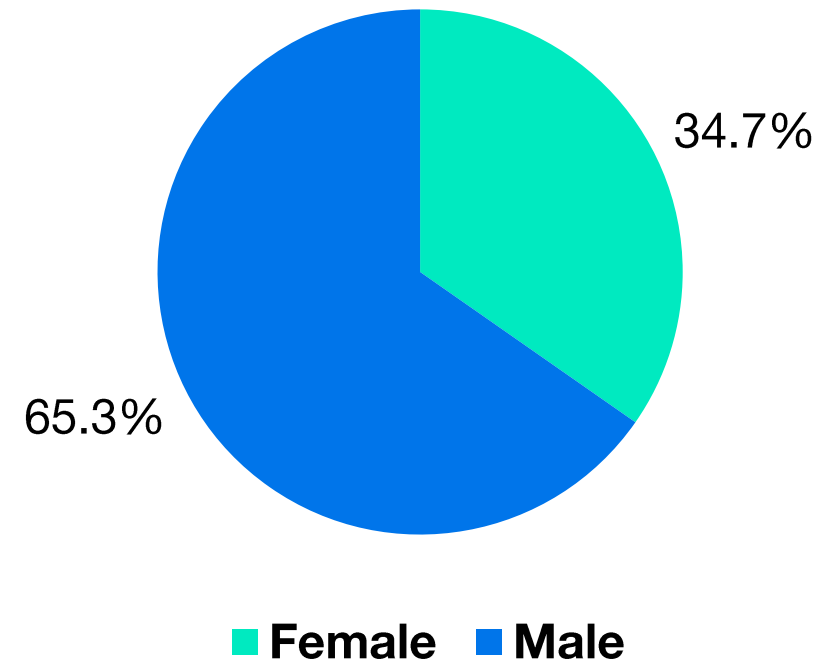
### Education



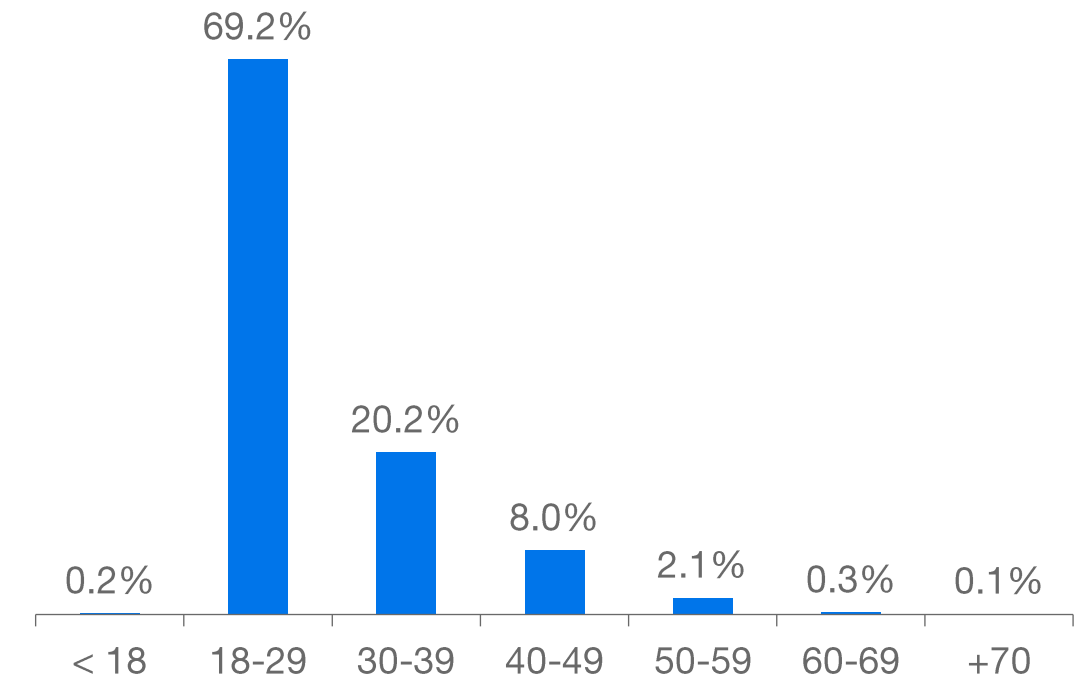


  
**Panel Size**  
74.542

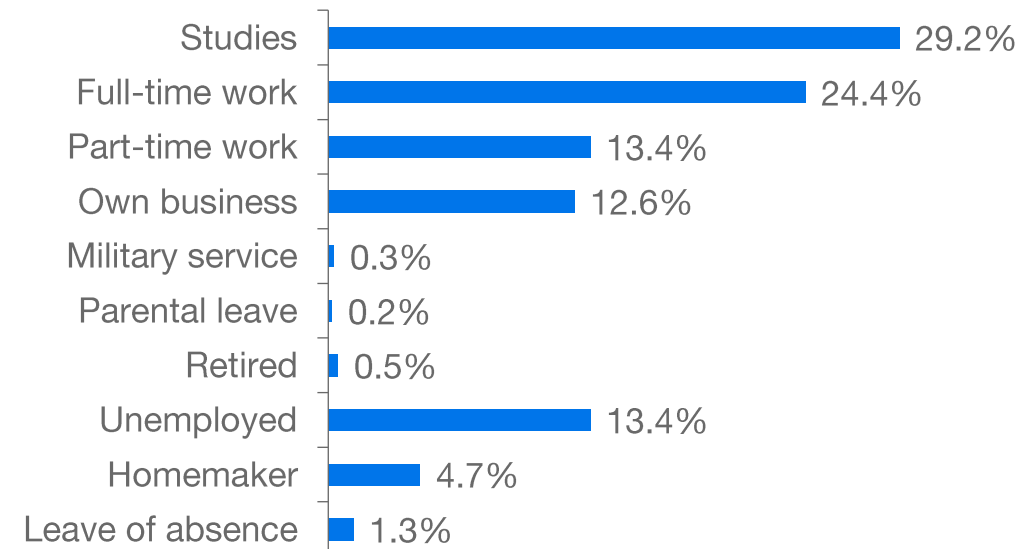
### Gender



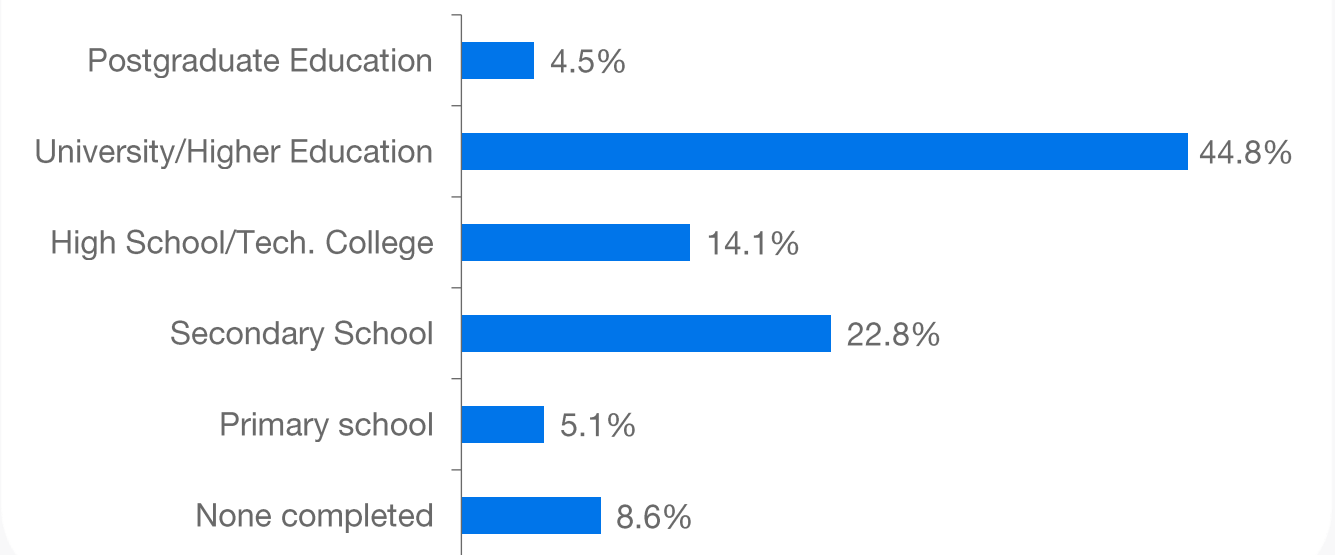
### Age




### Occupation



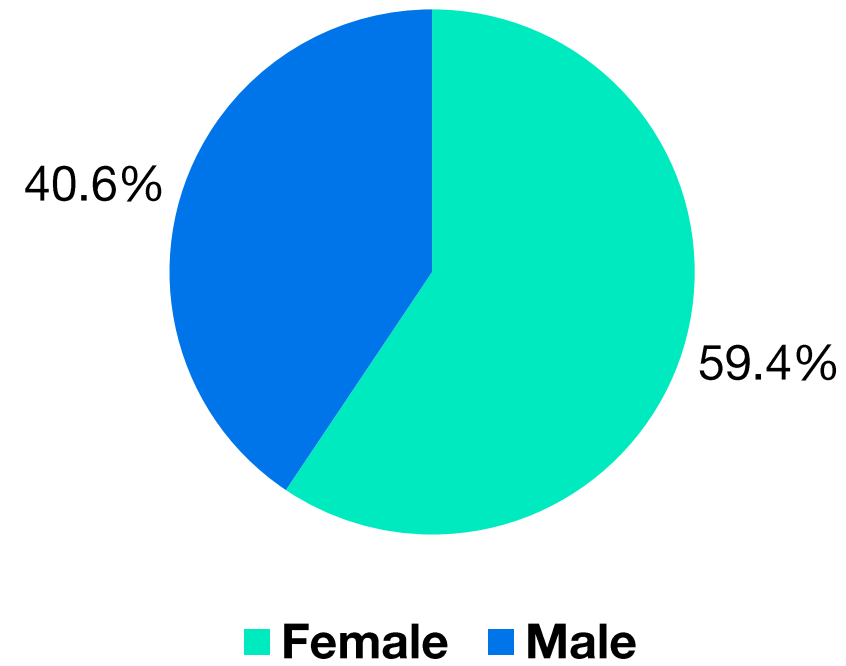
### Education



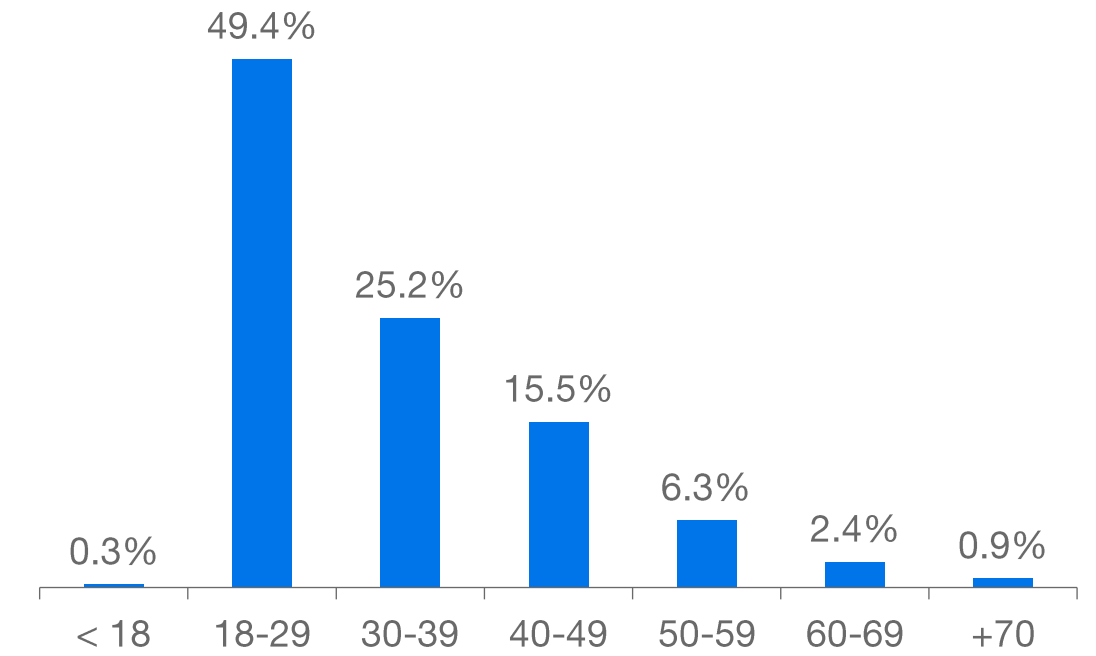


  
**Panel Size**  
17.149

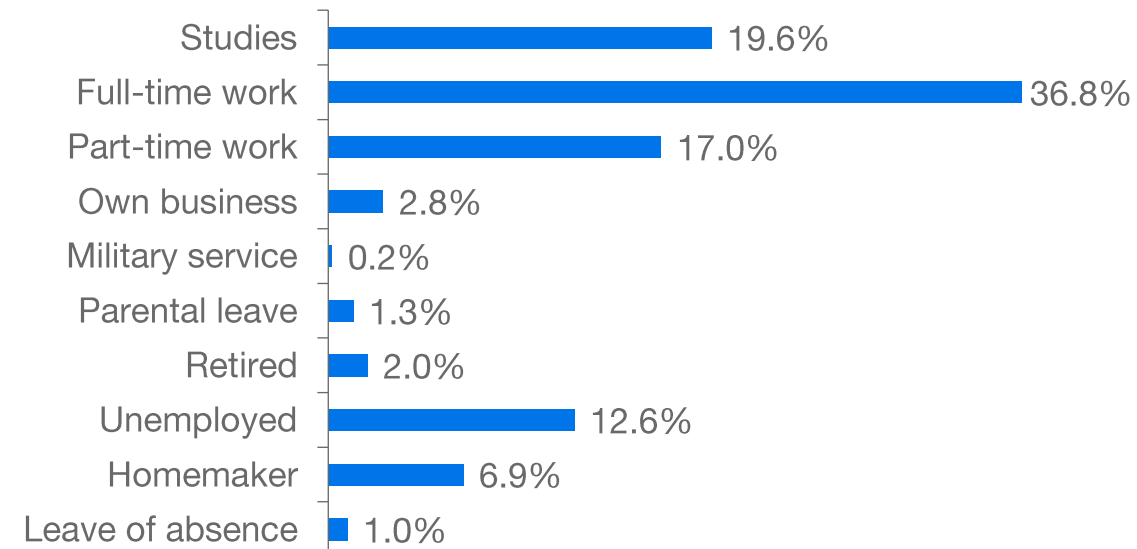
### Gender



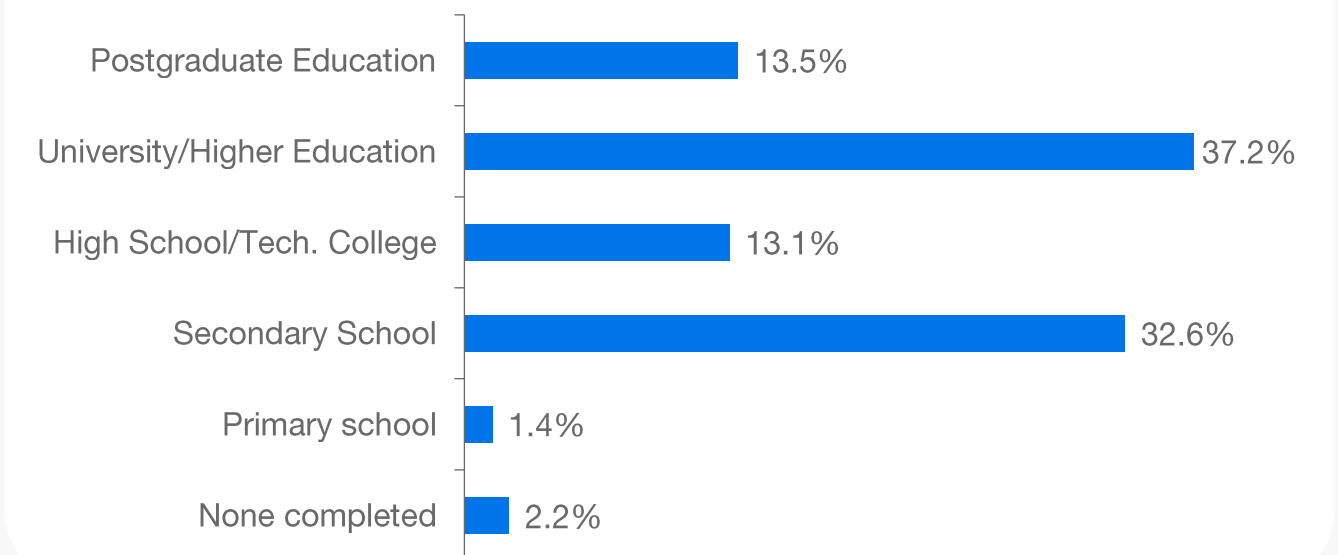
### Age




### Occupation



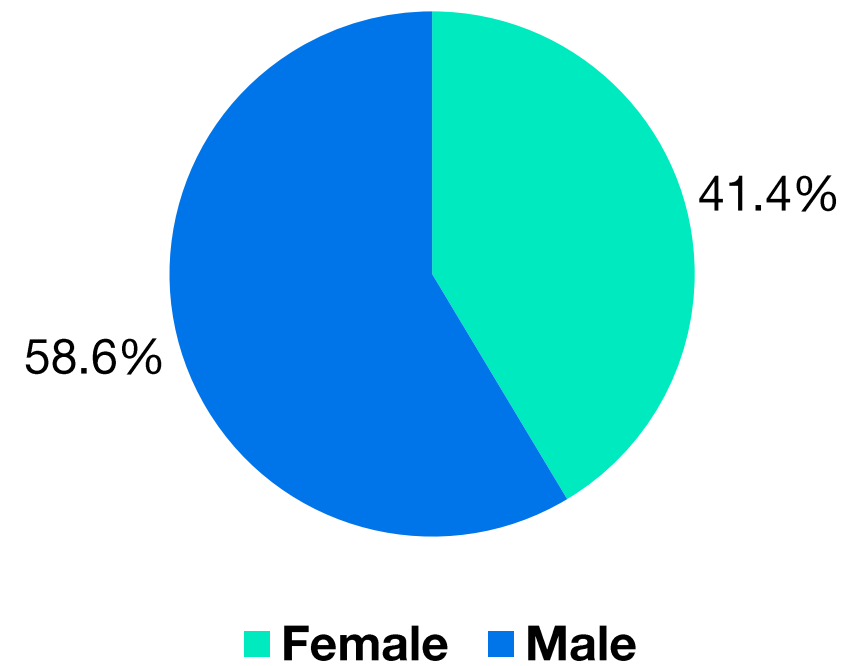
### Education



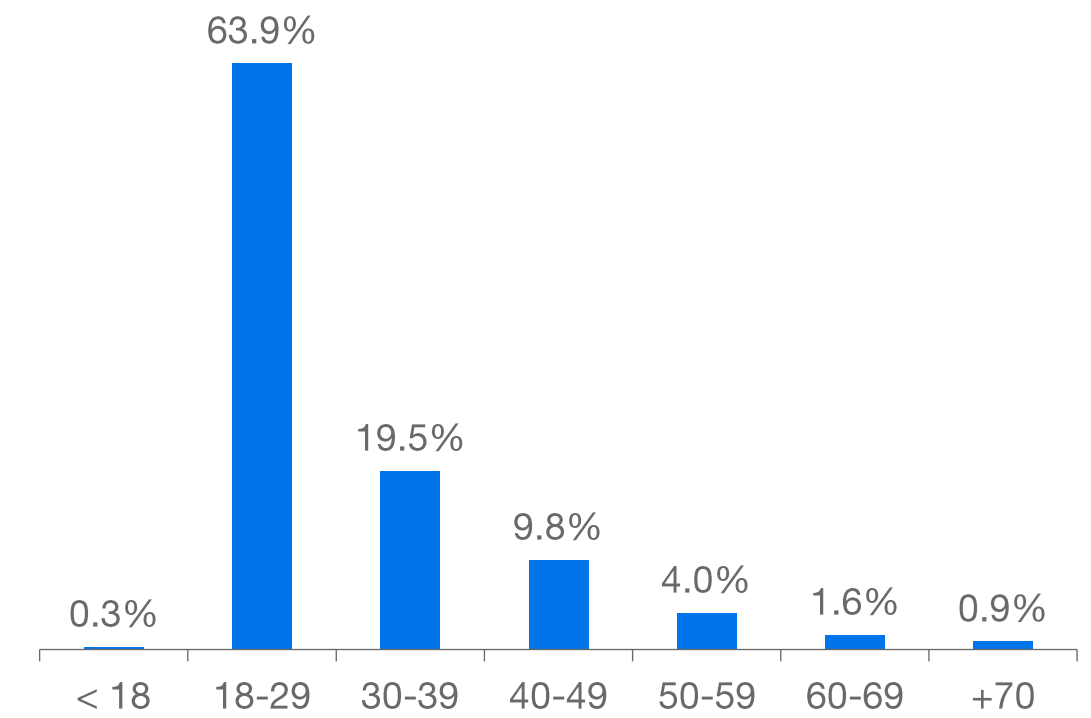


  
**Panel Size**  
3.440

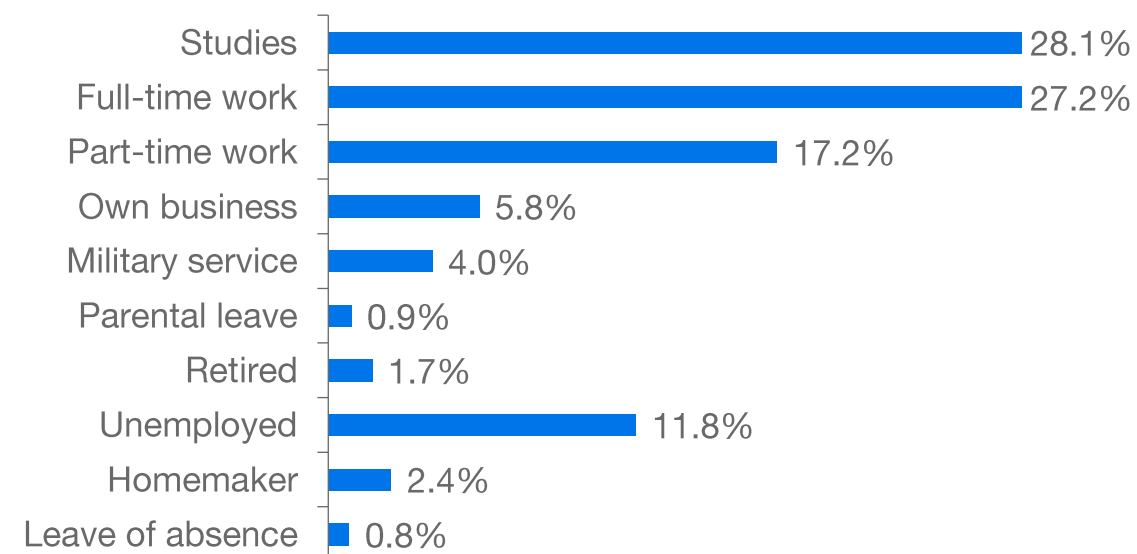
### Gender



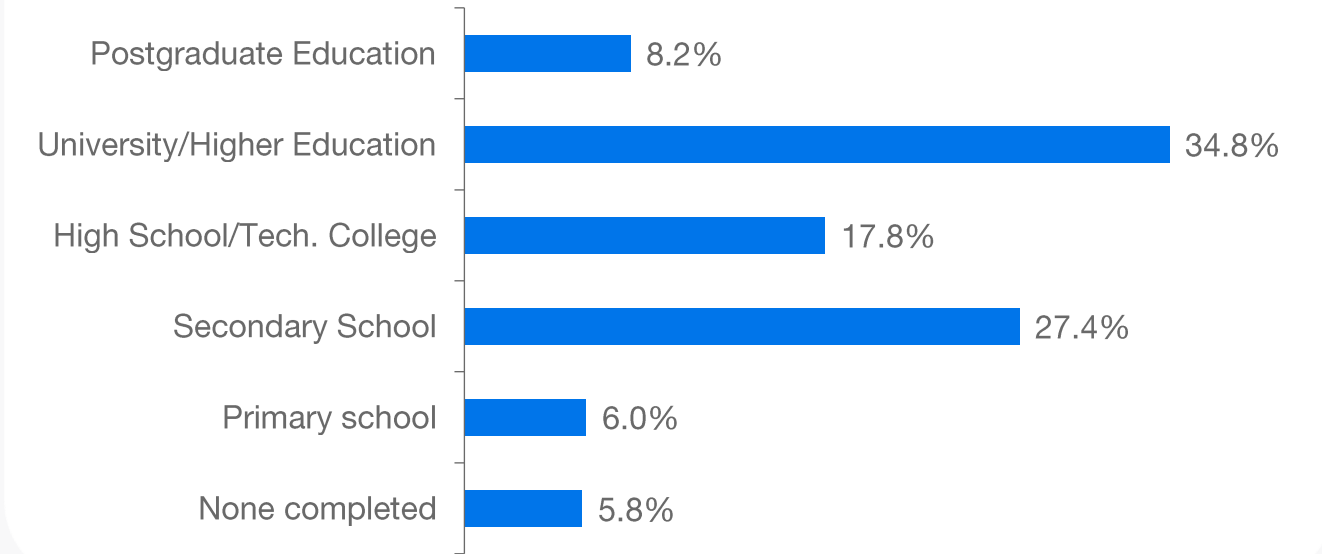
### Age




### Occupation



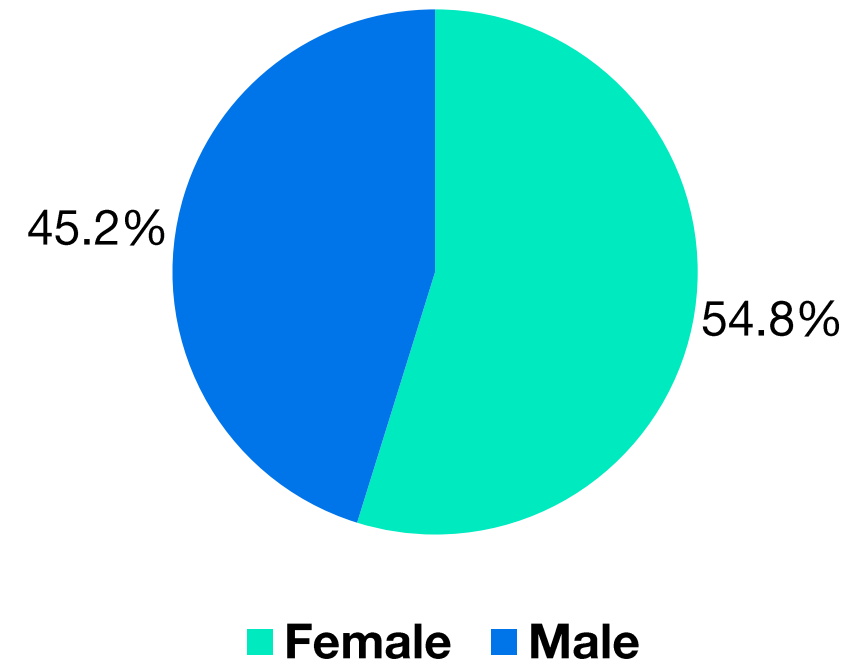
### Education



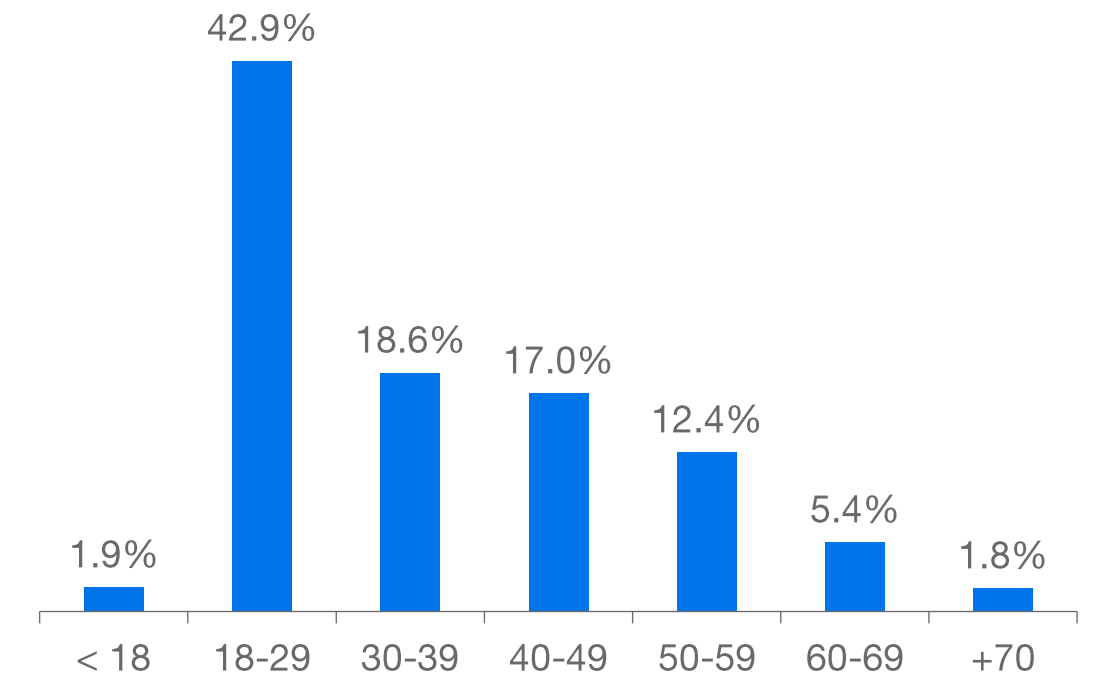


  
**Panel Size**  
43.590

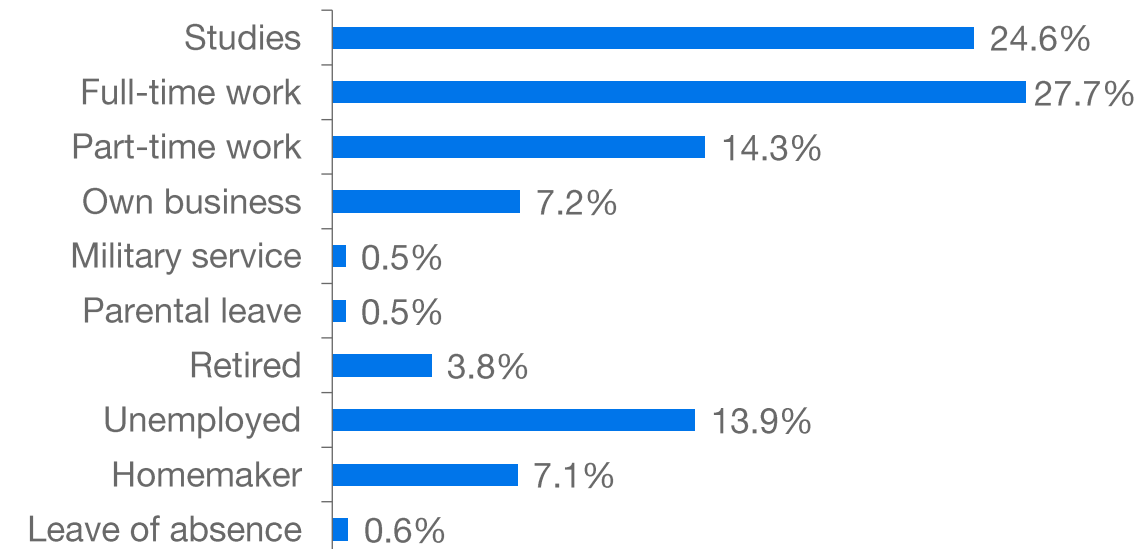
### Gender



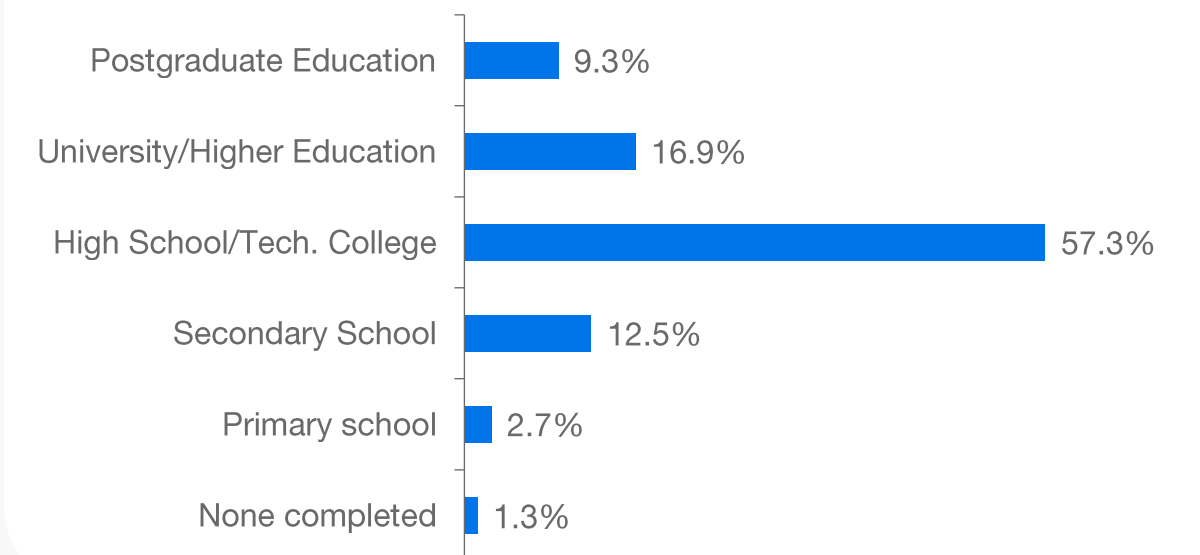
### Age




### Occupation



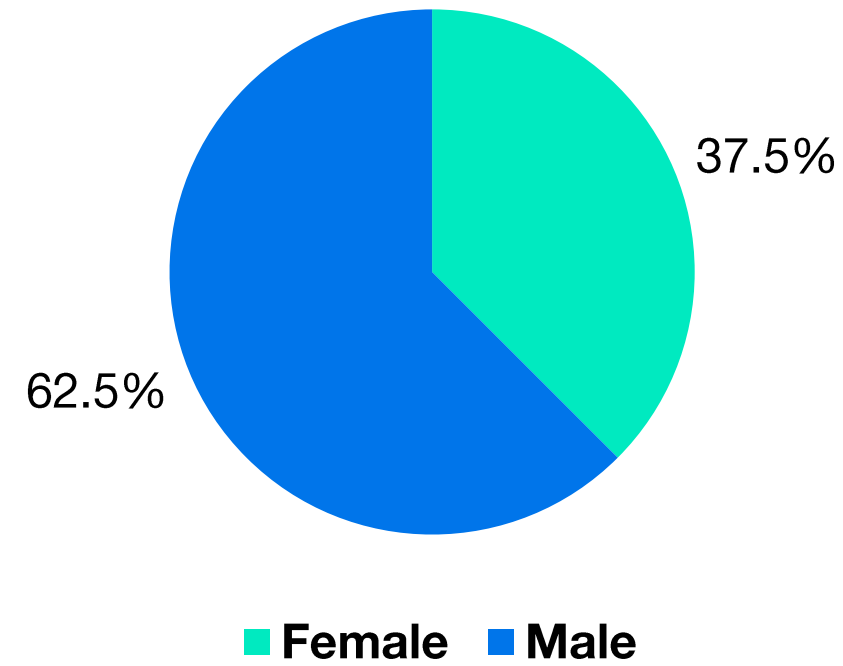
### Education



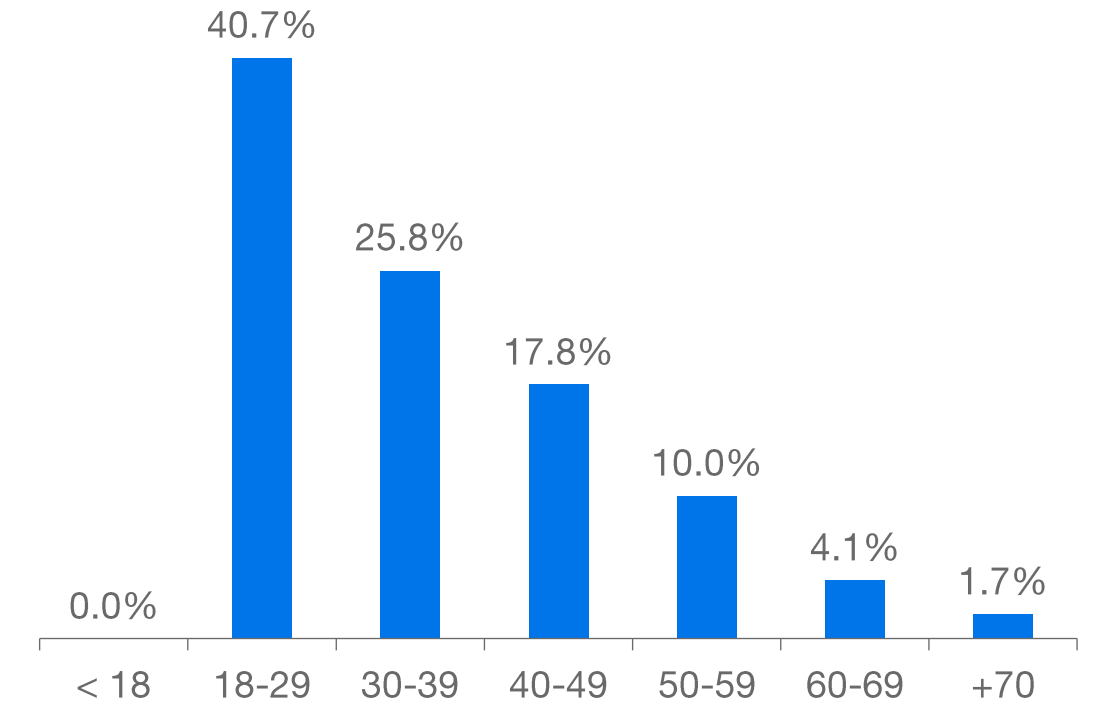


  
**Panel Size**  
782

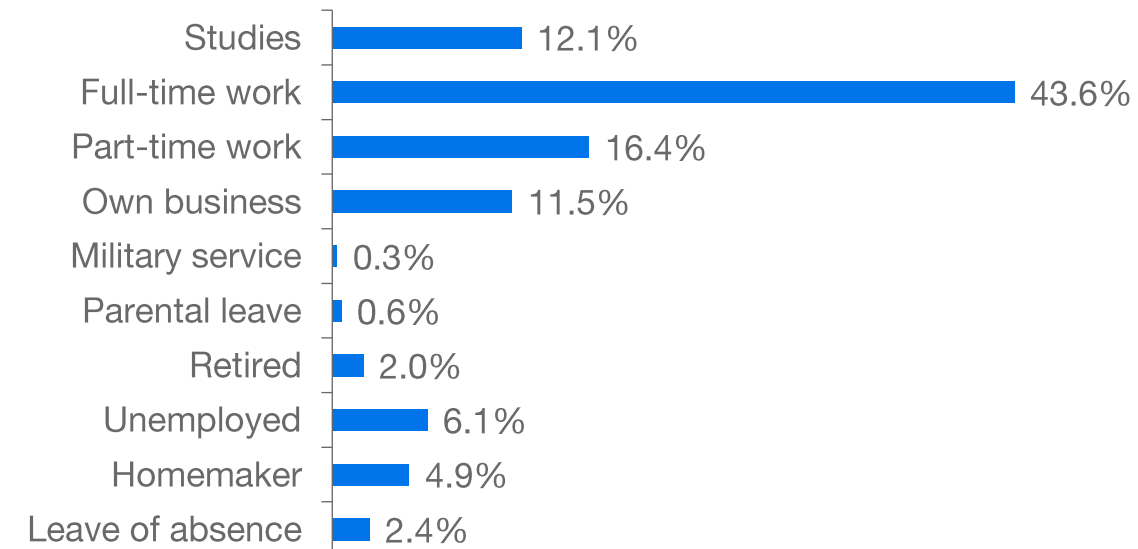
### Gender



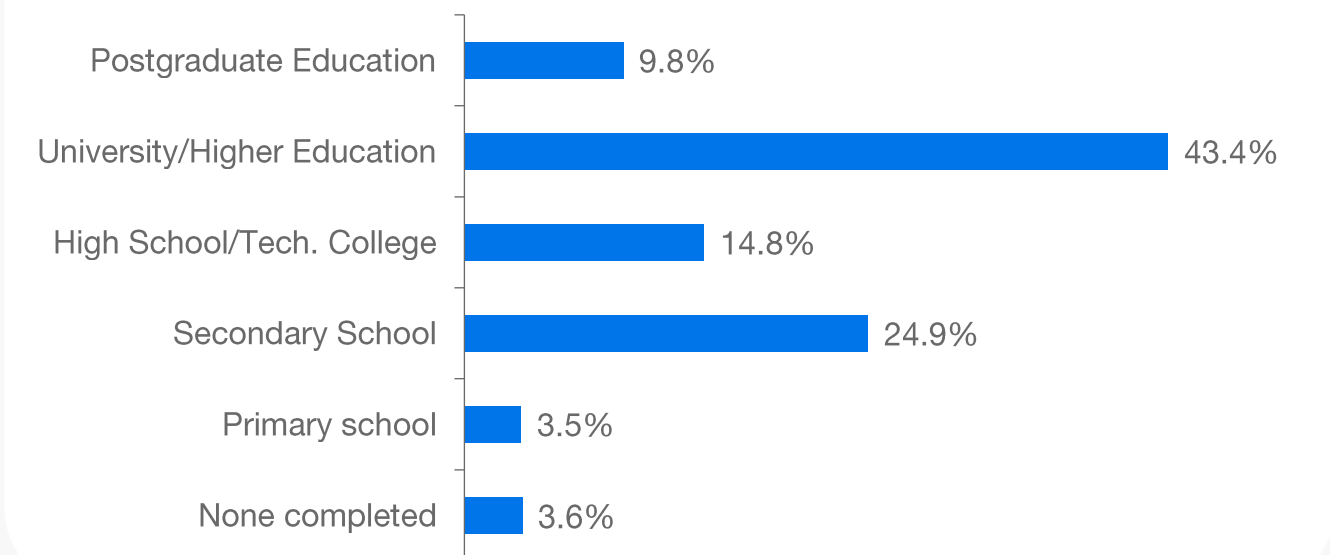
### Age




### Occupation

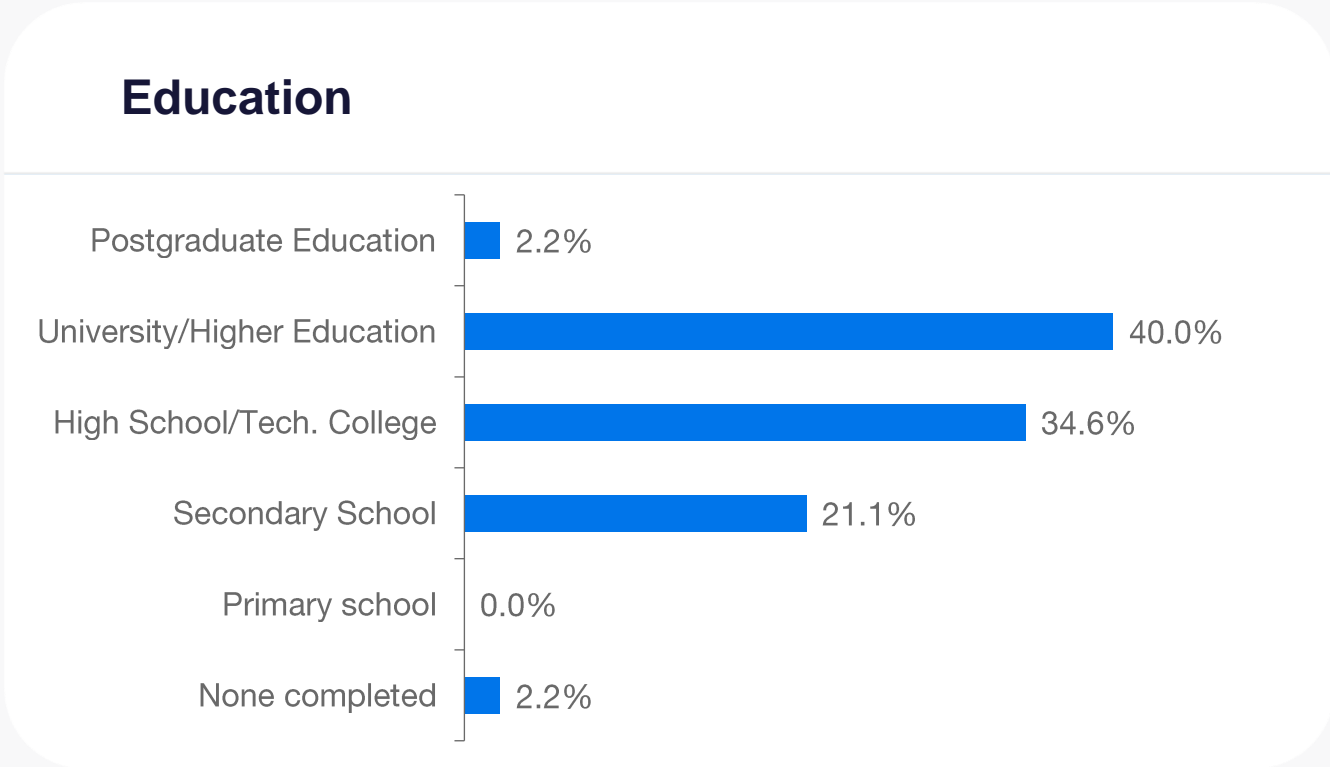
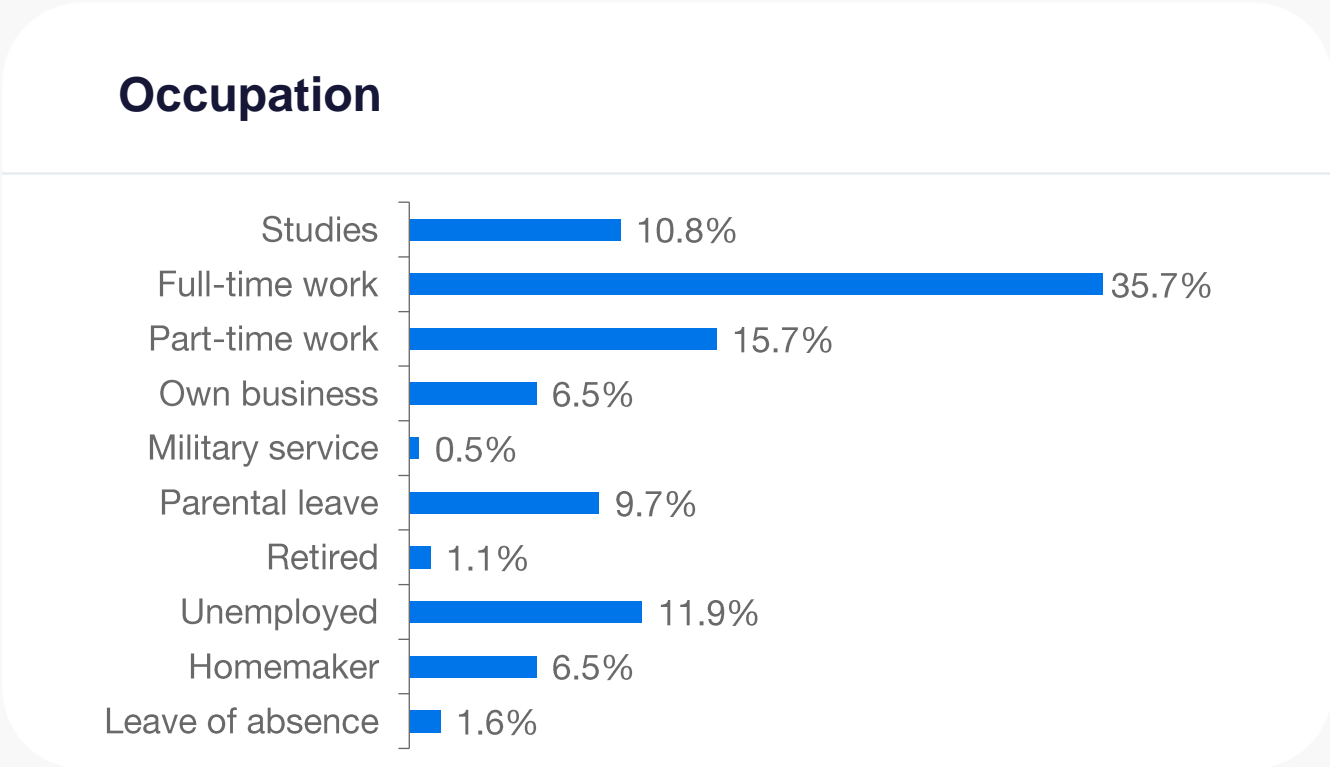
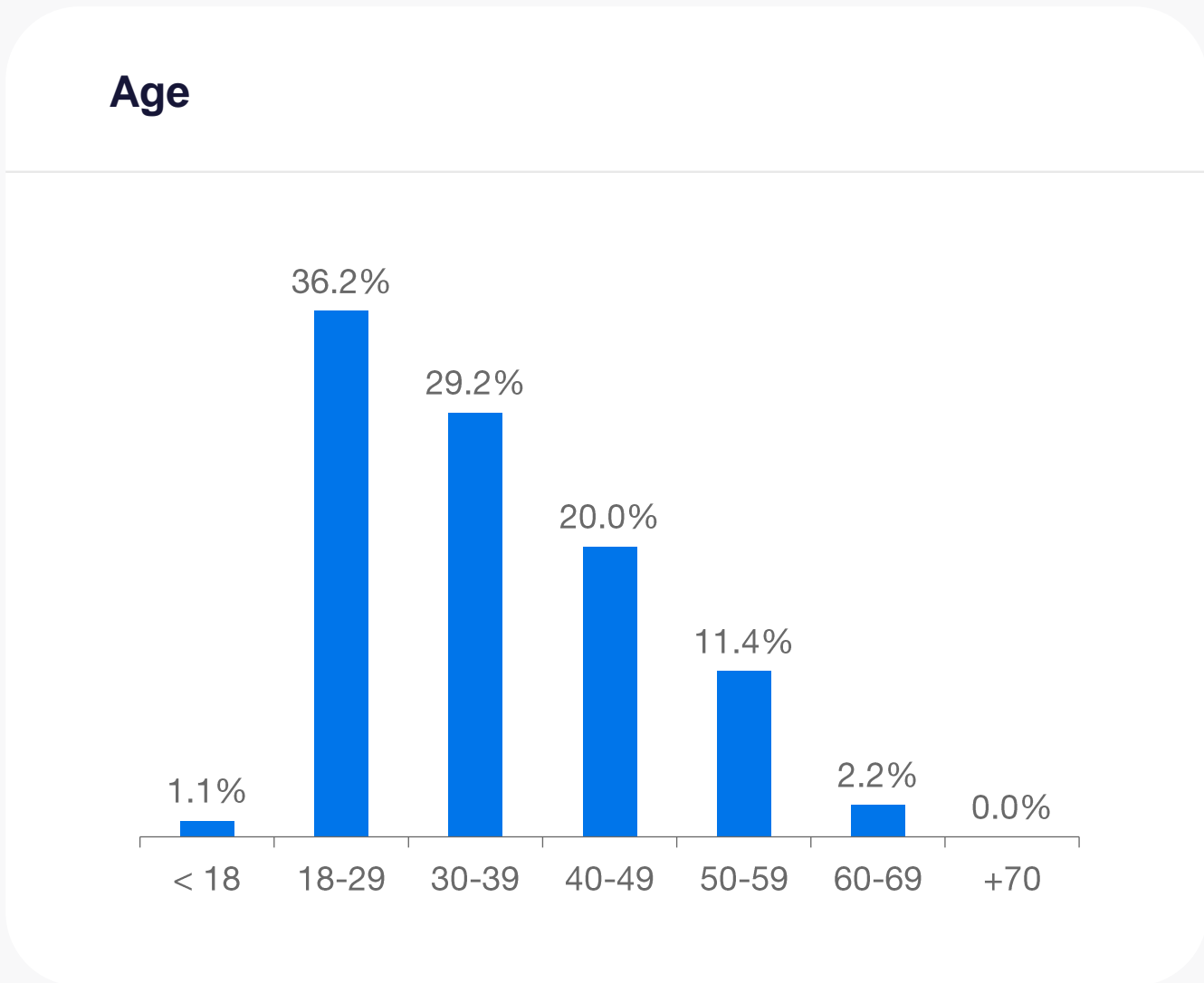
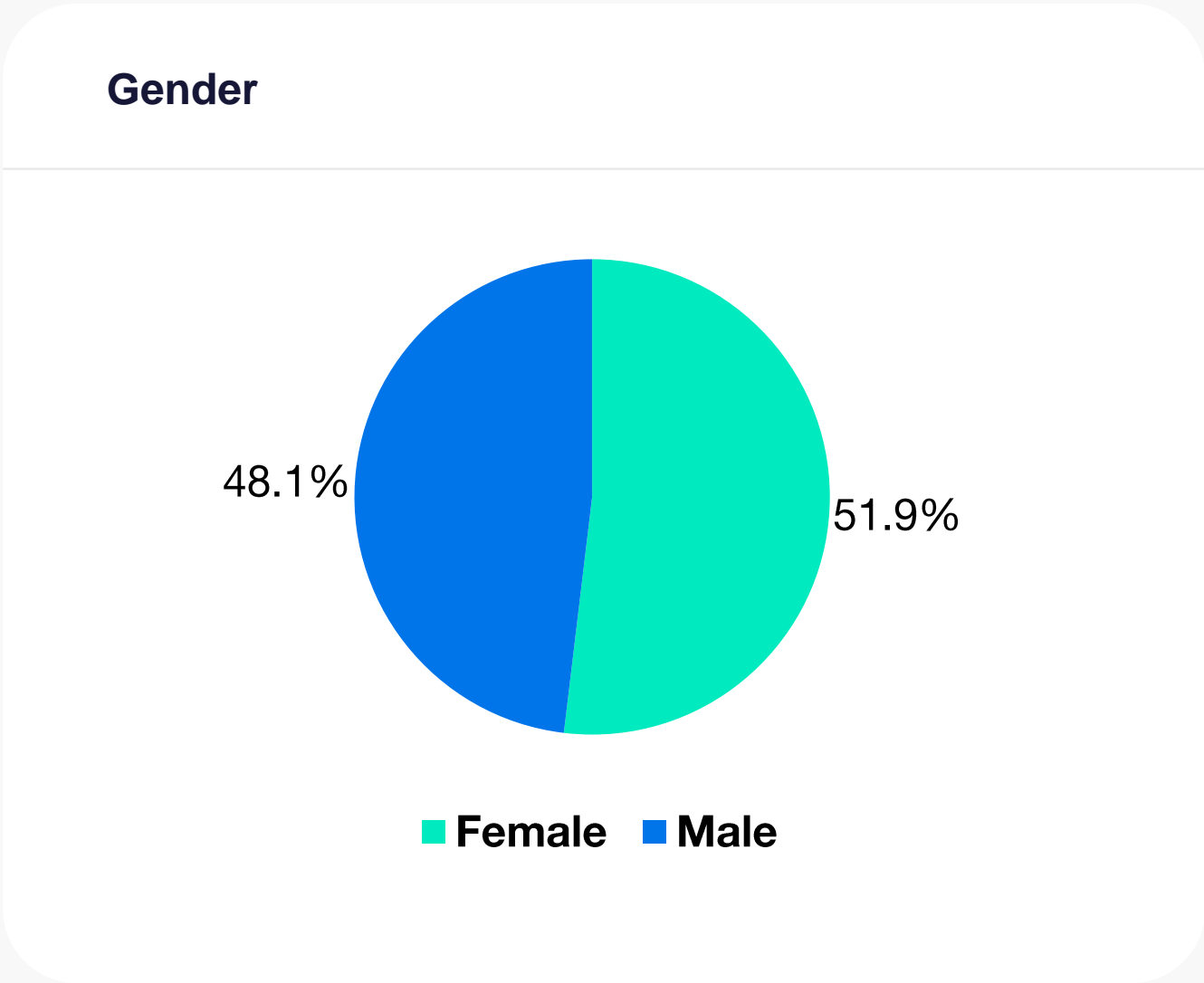


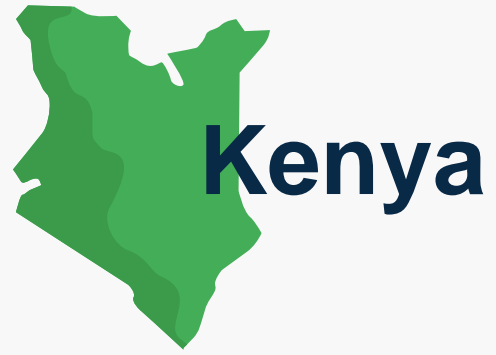
### Education





  
**Panel Size**  
185





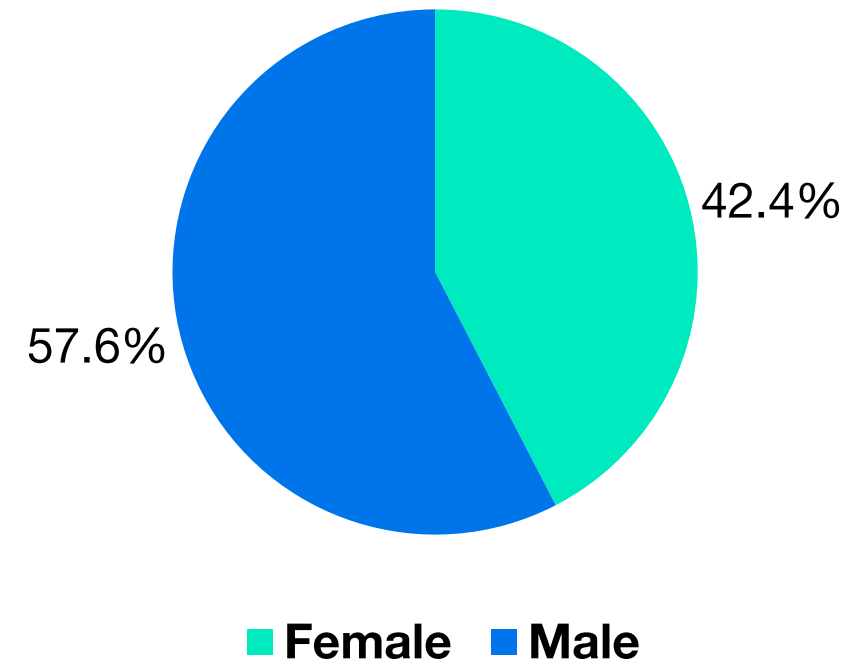
Kenya



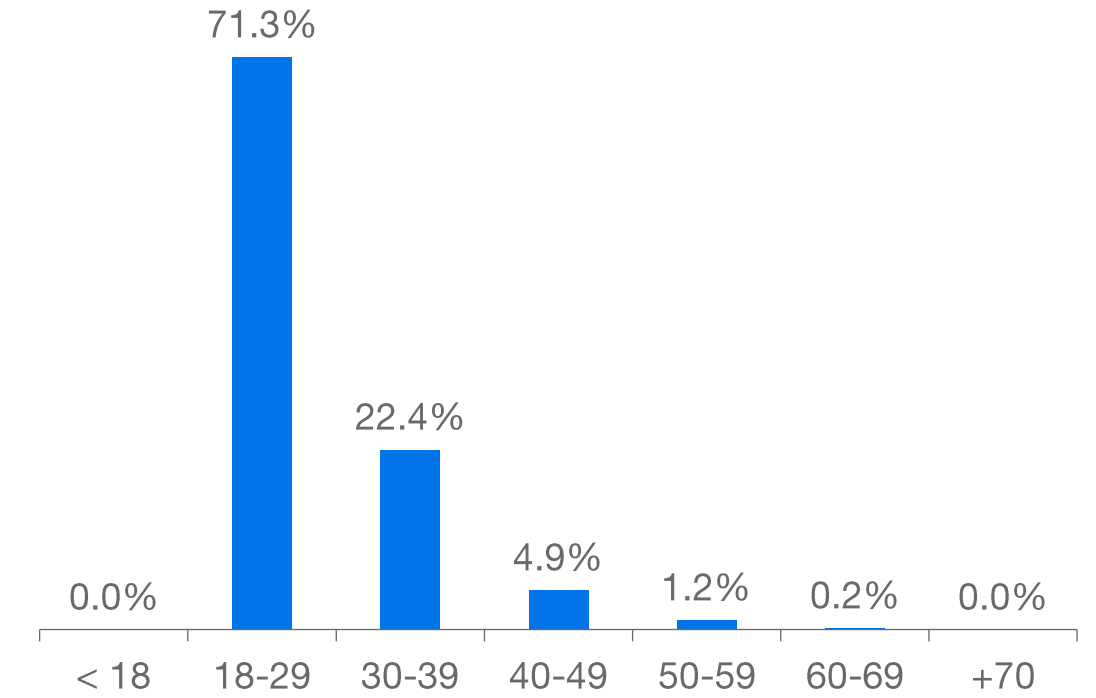
Panel Size

26.135

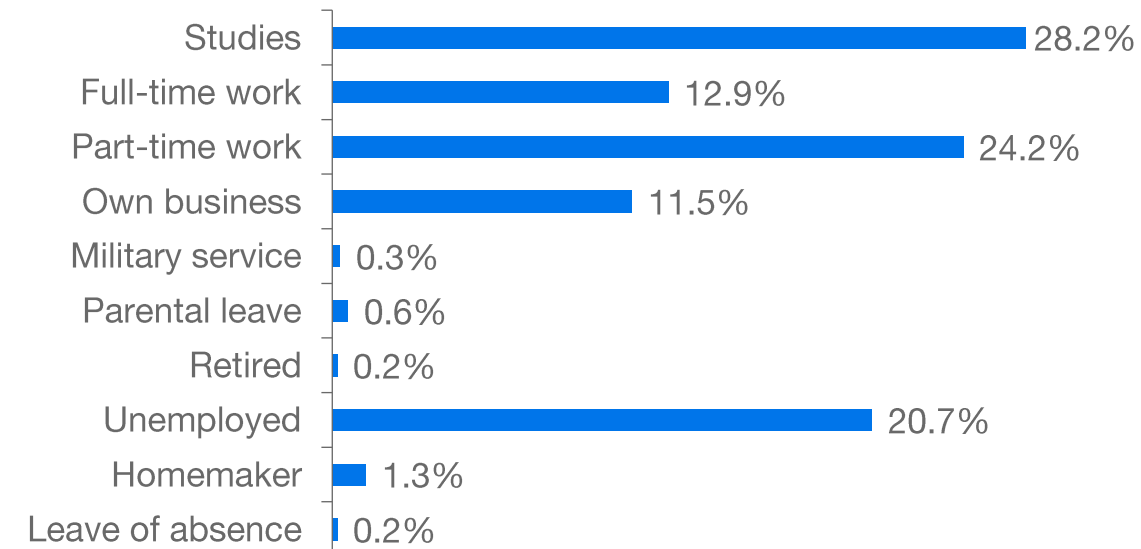
### Gender



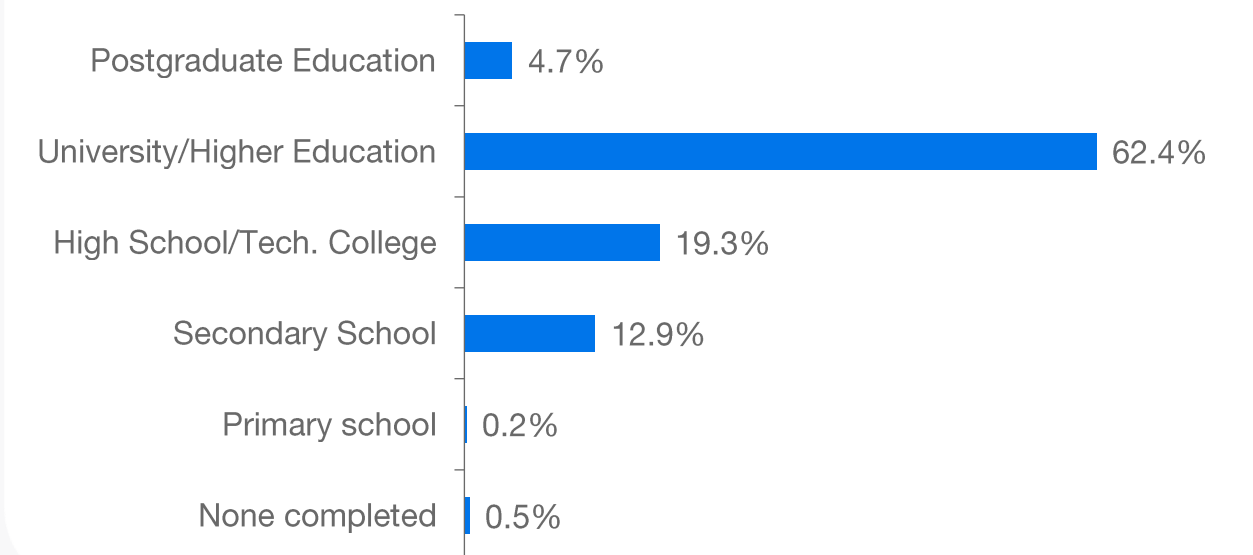
### Age



### Occupation




### Education

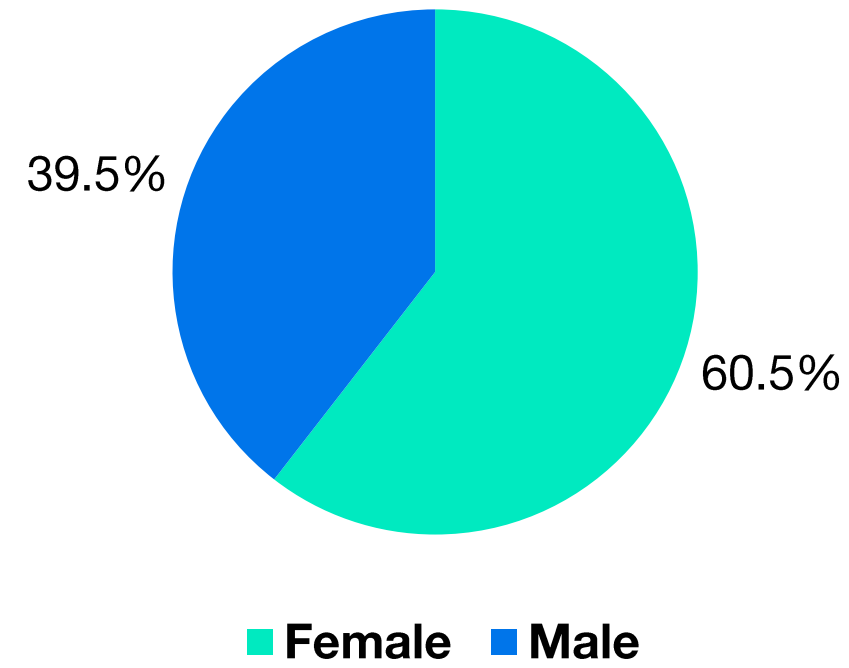




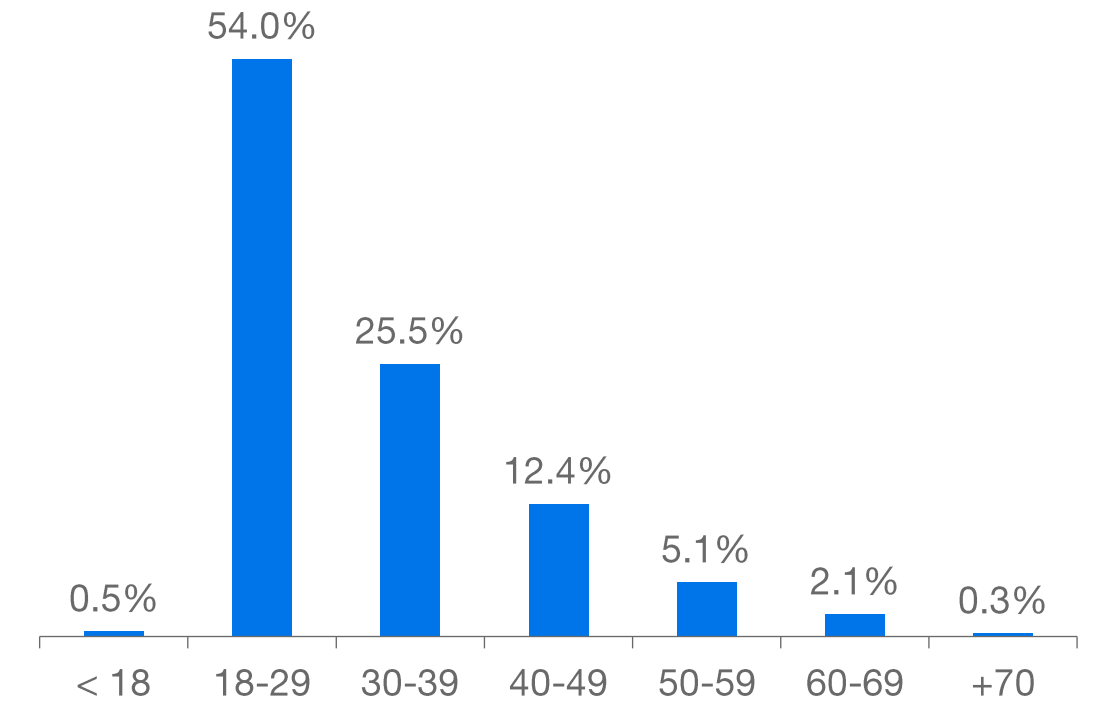


  
**Panel Size**  
7.750

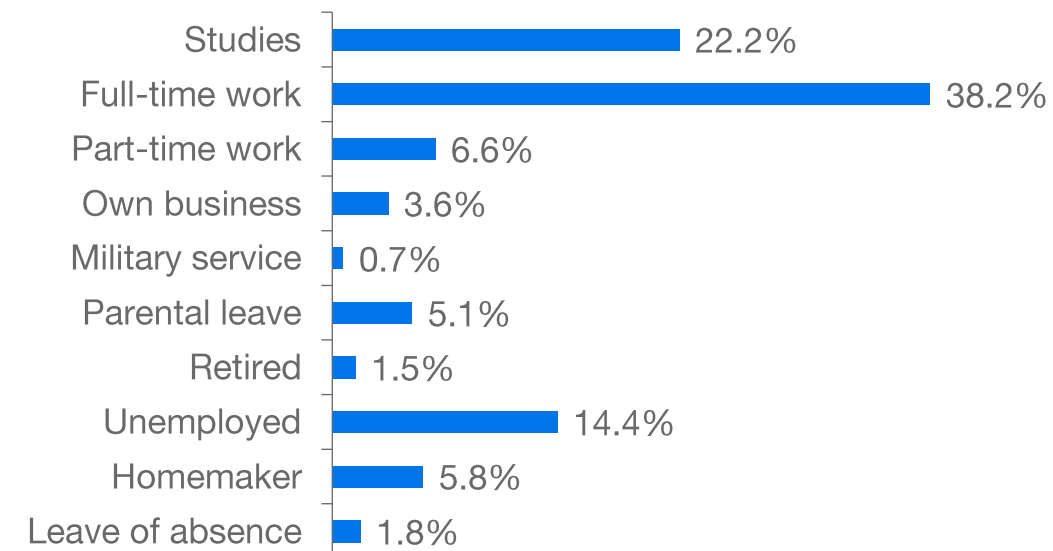
### Gender



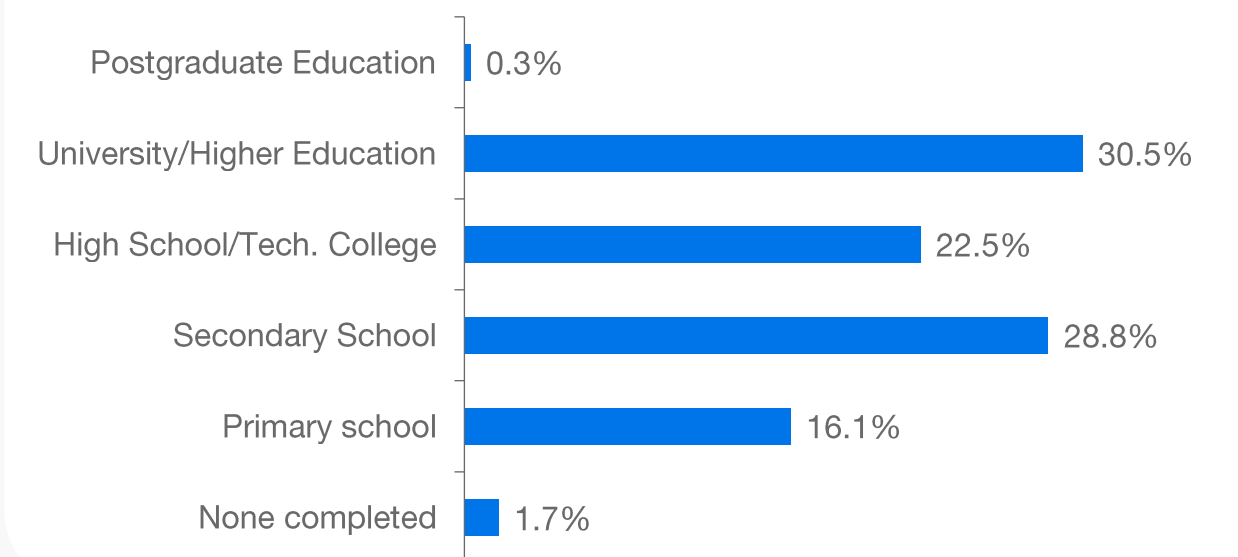
### Age




### Occupation

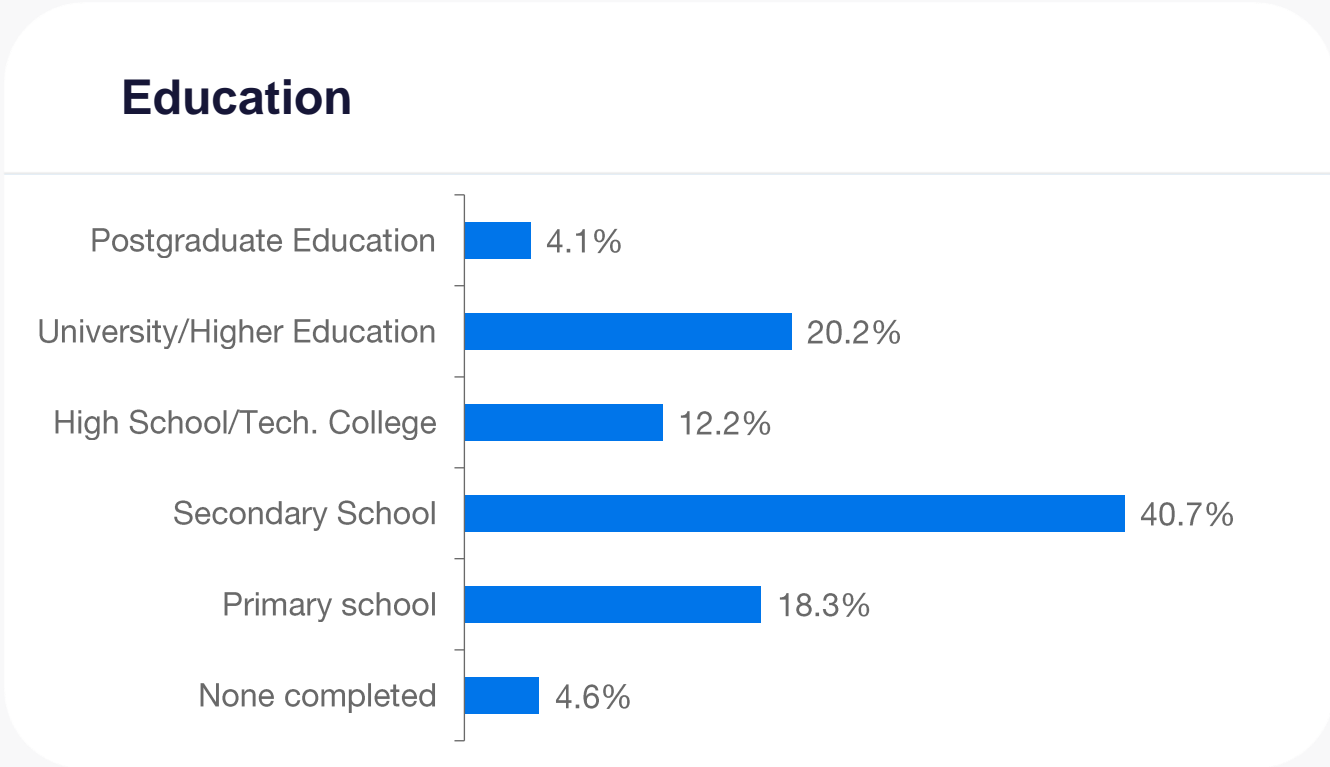
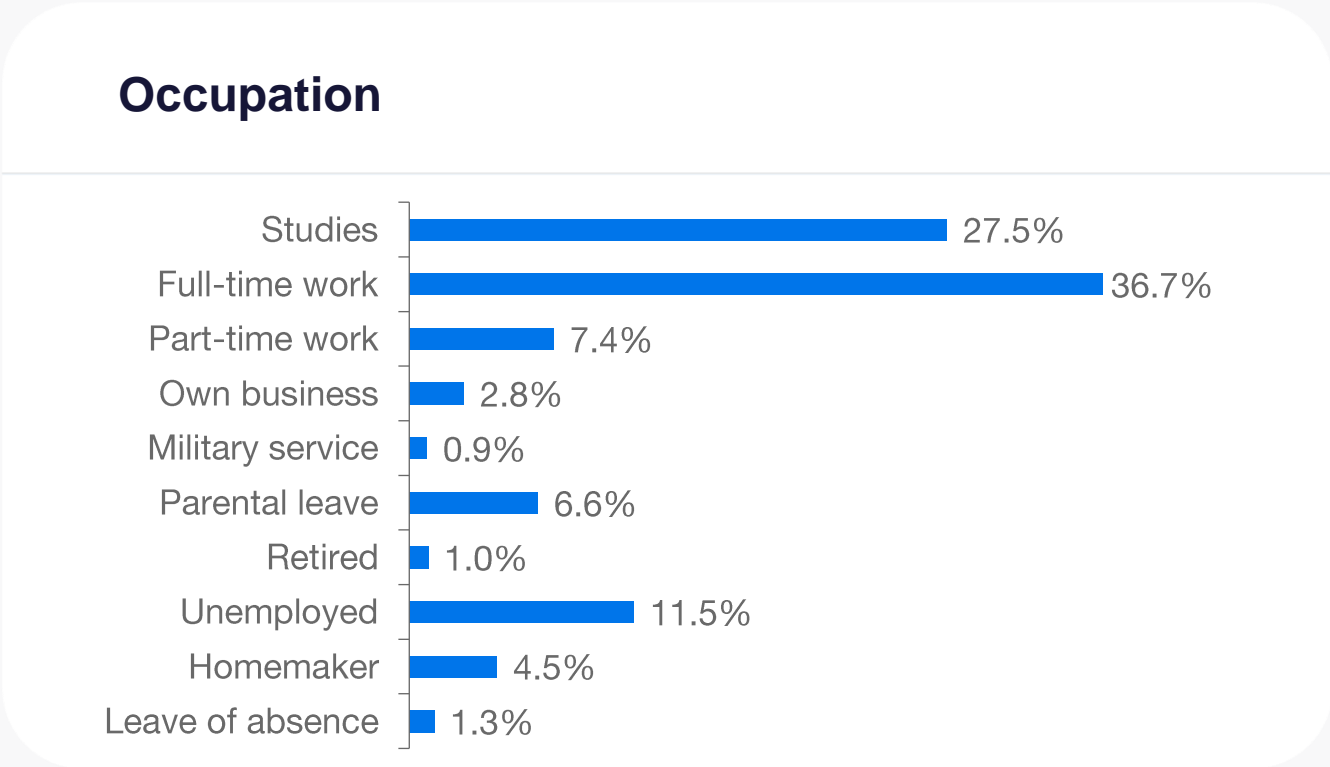
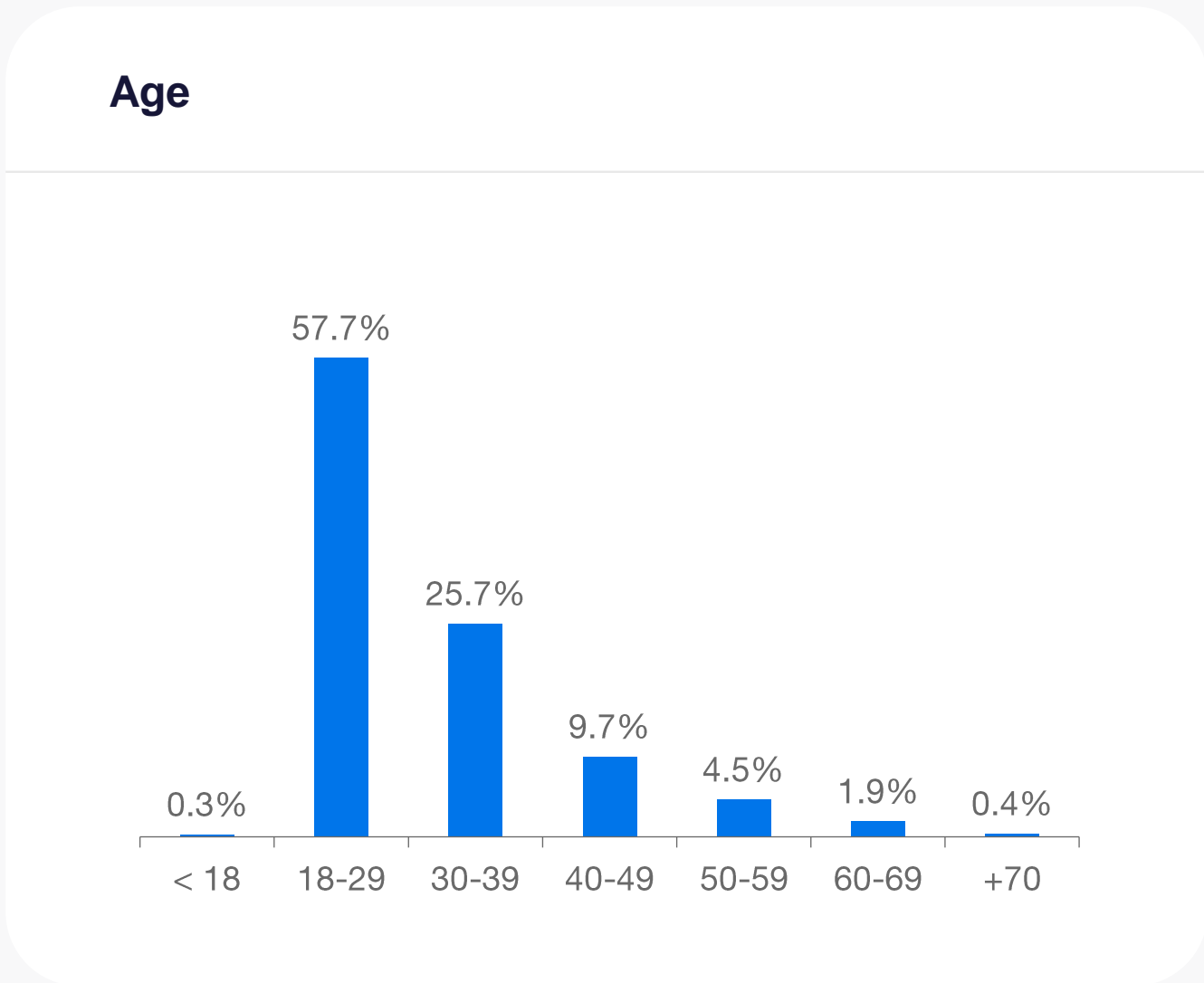
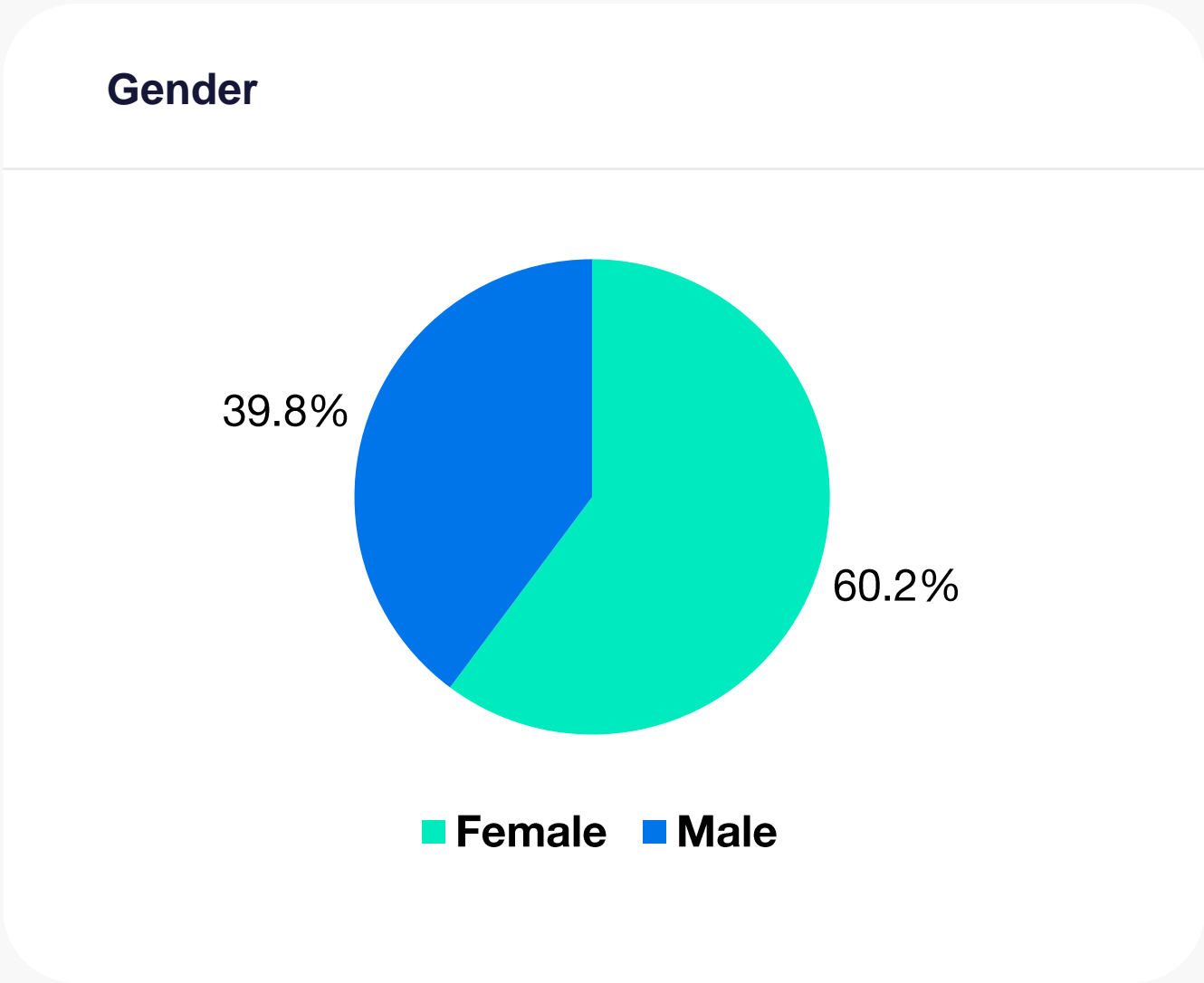


### Education




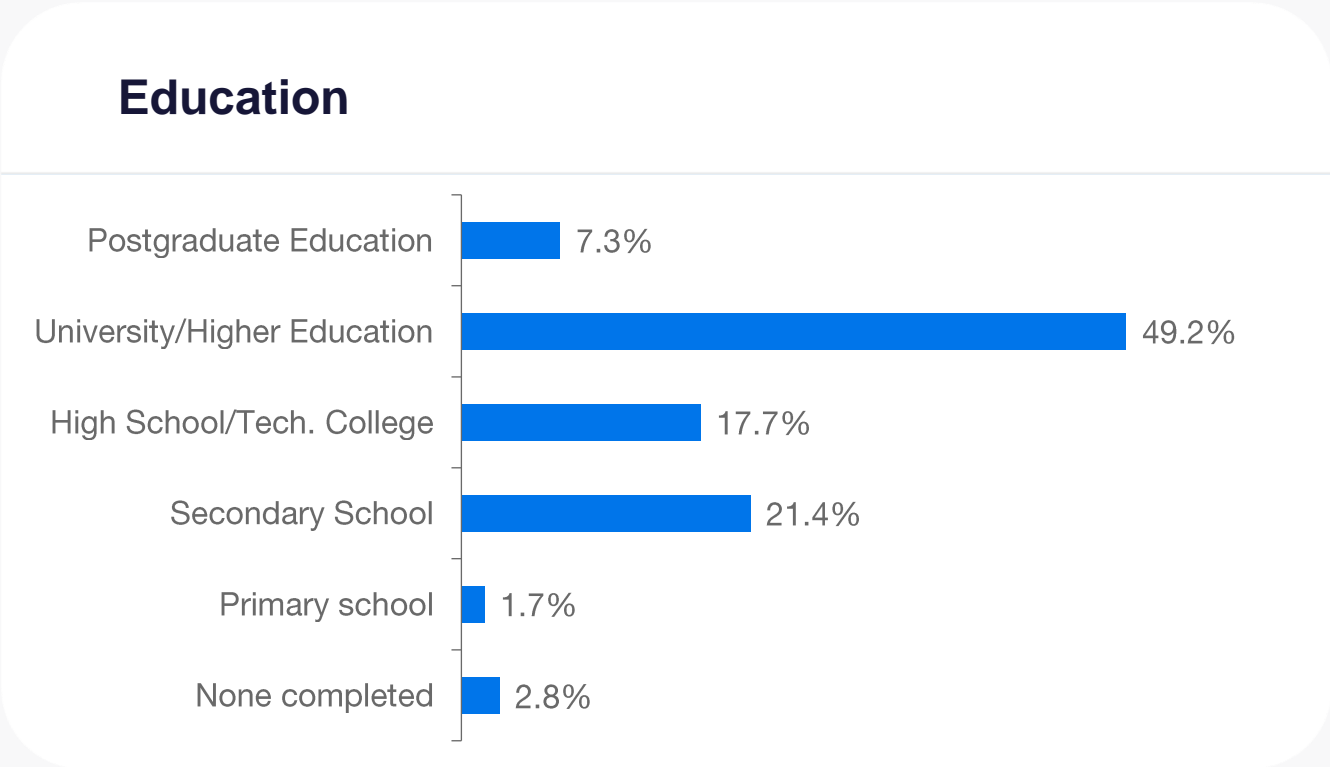
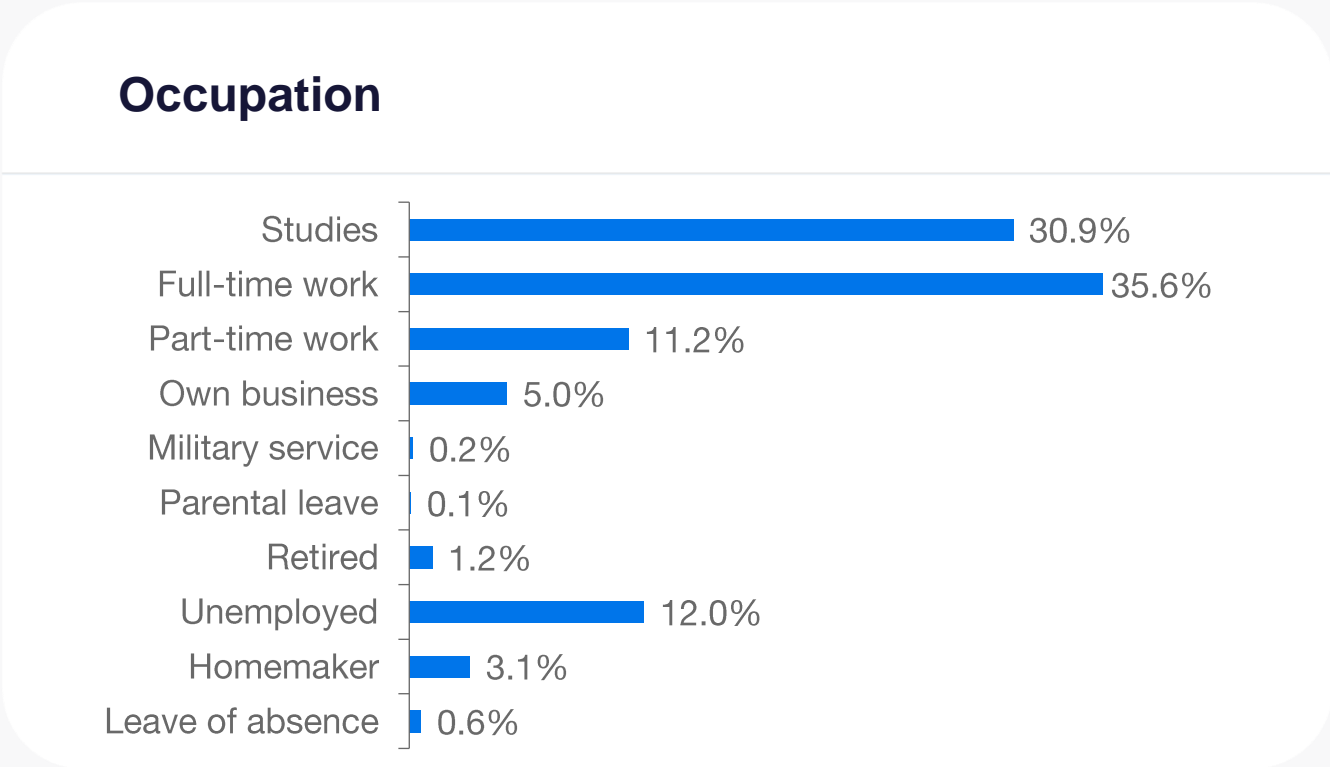
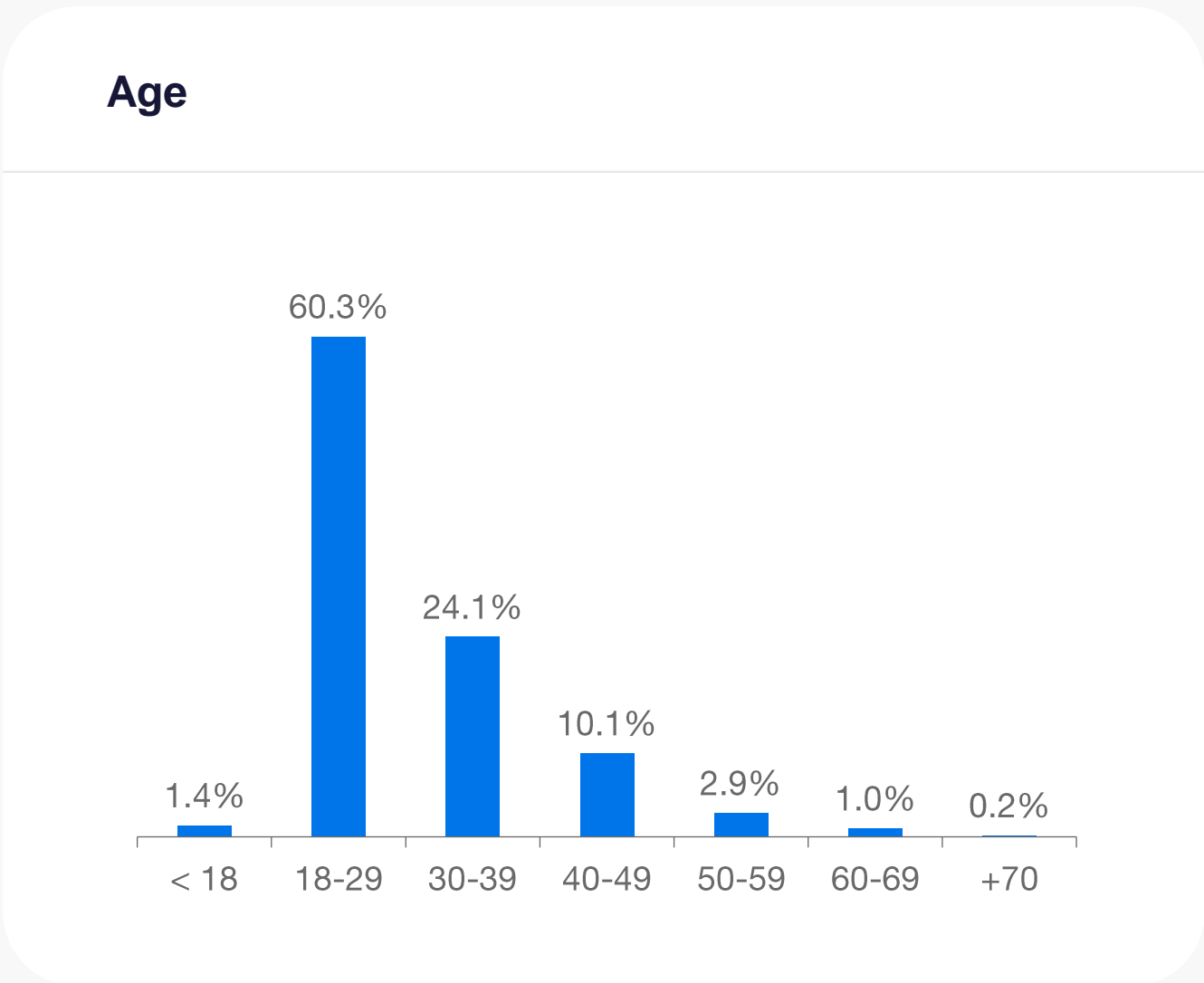
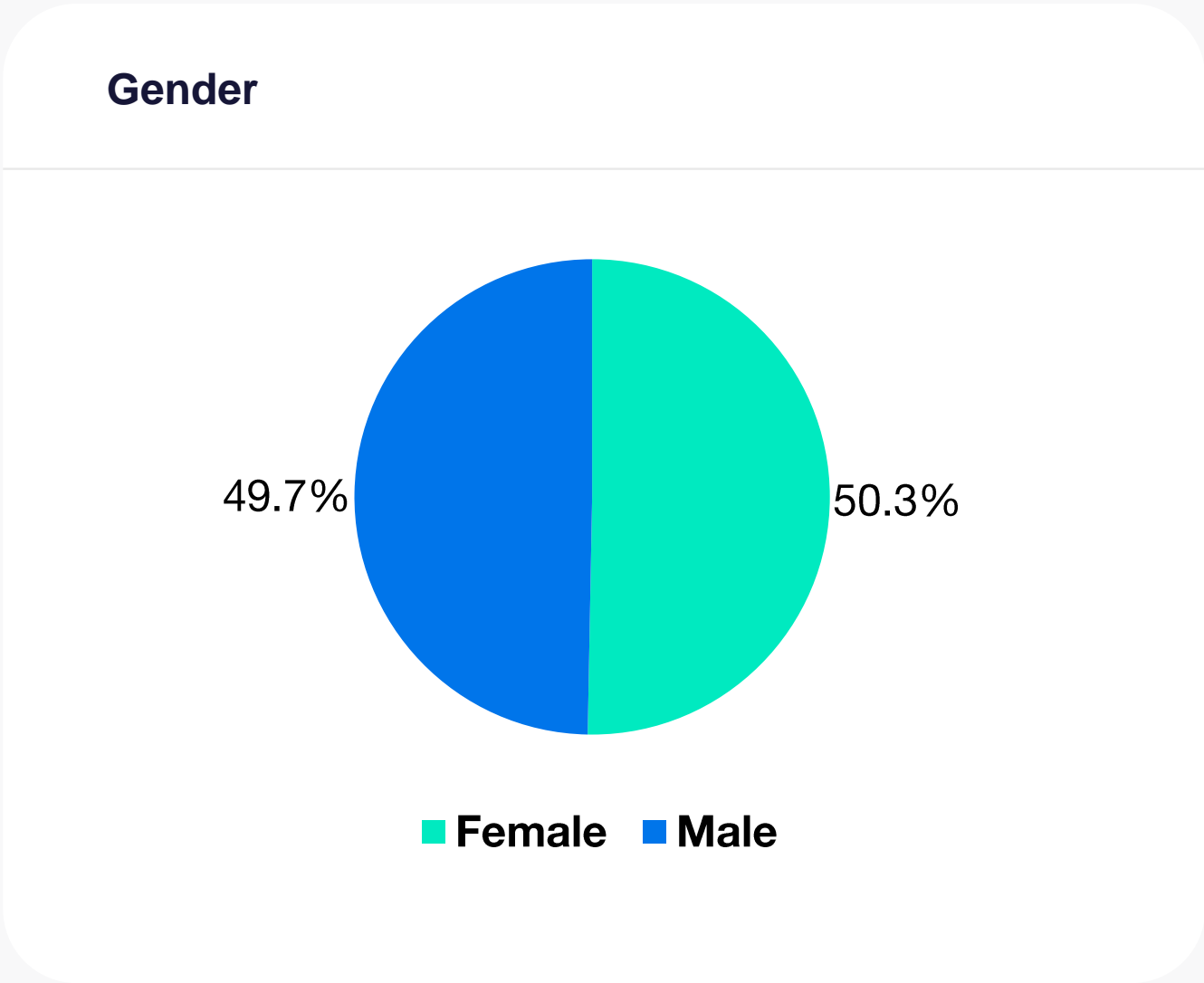


  
**Panel Size**  
11.859






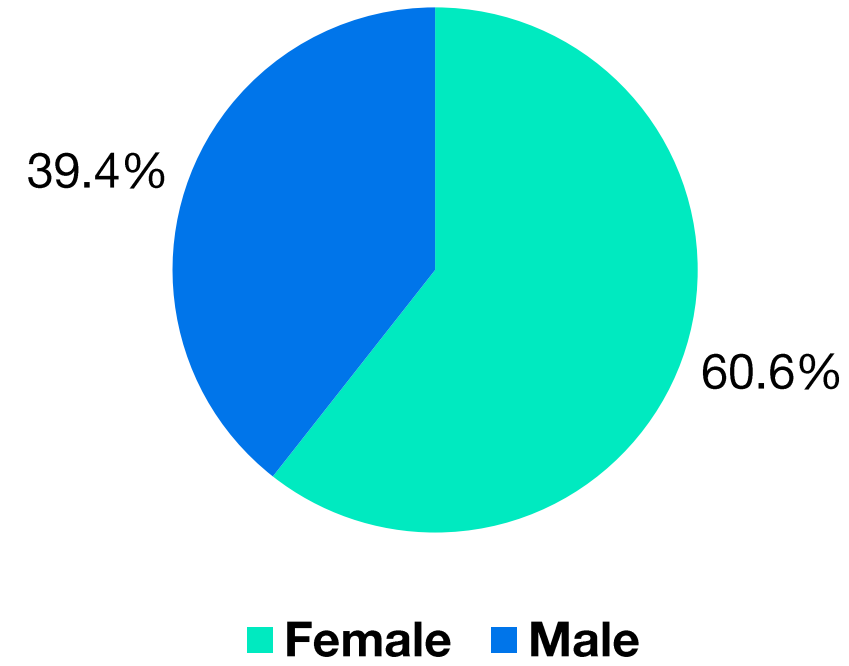
  
**Panel Size**  
47.163



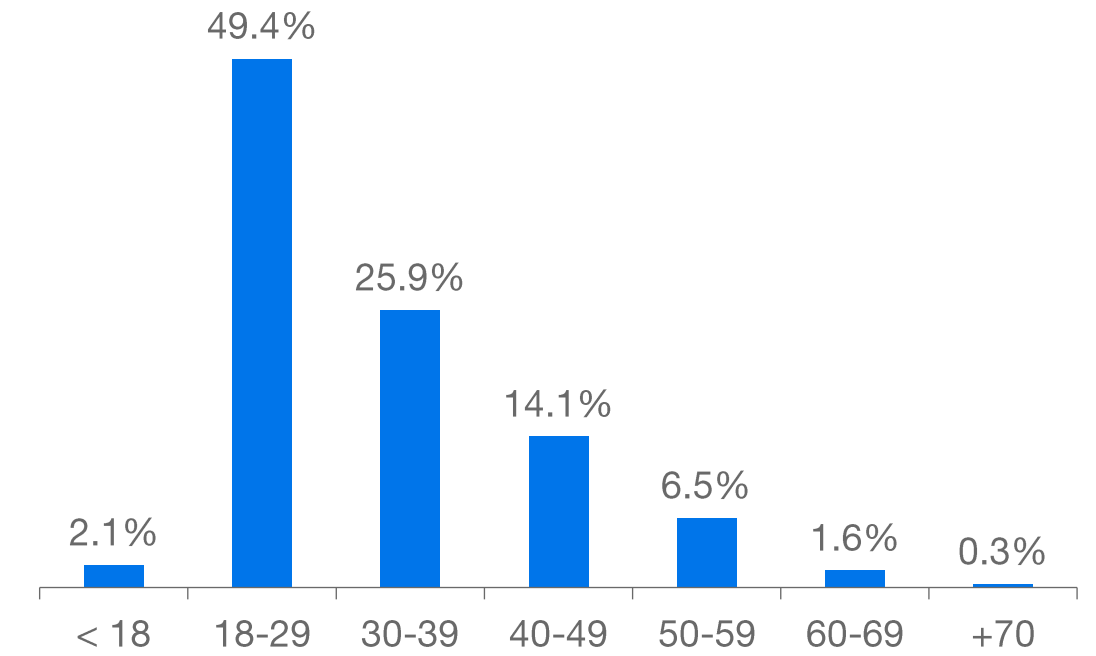


  
**Panel Size**  
28.660

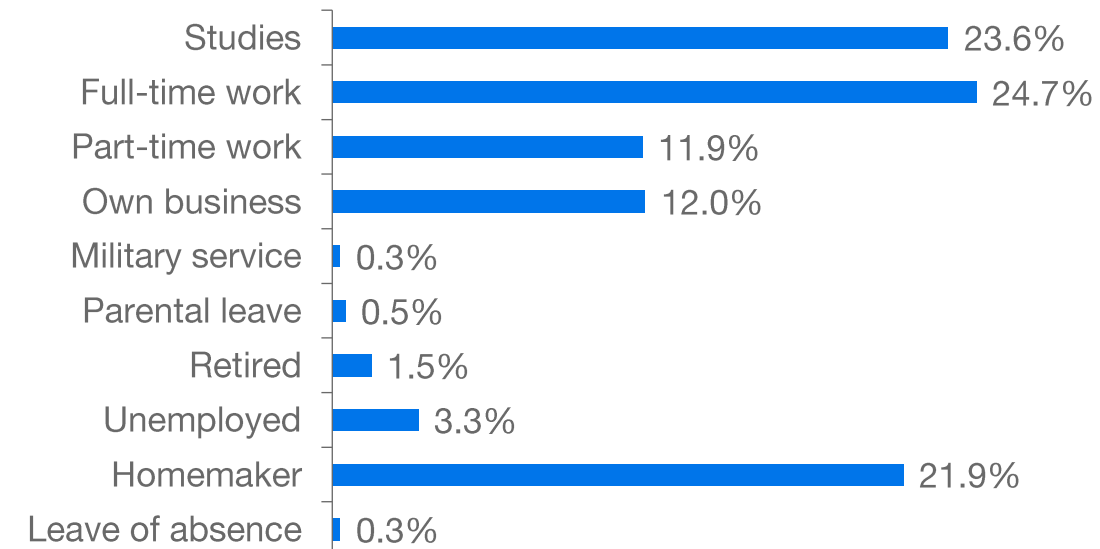
### Gender



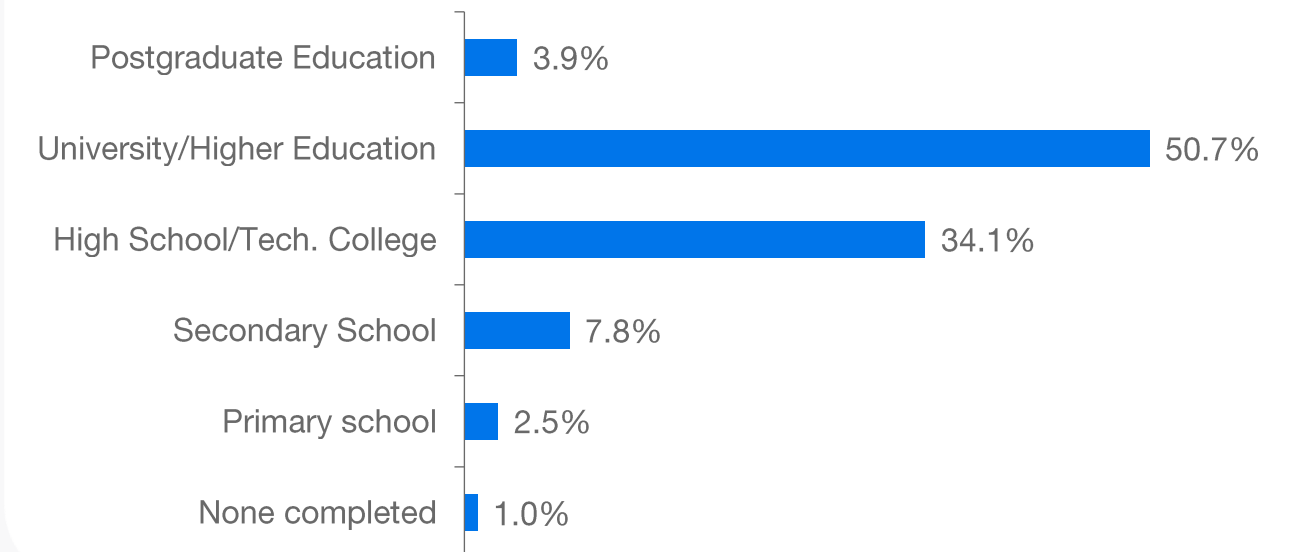
### Age



### Occupation

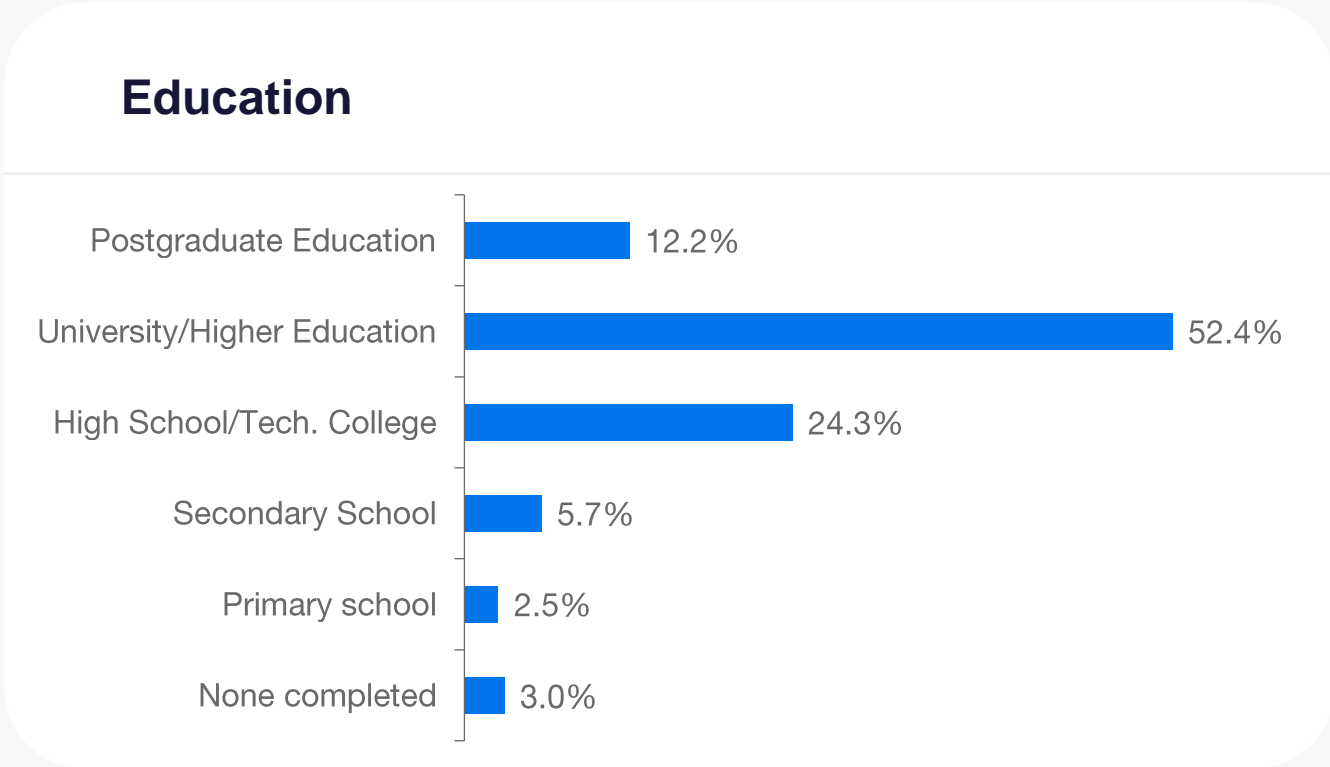
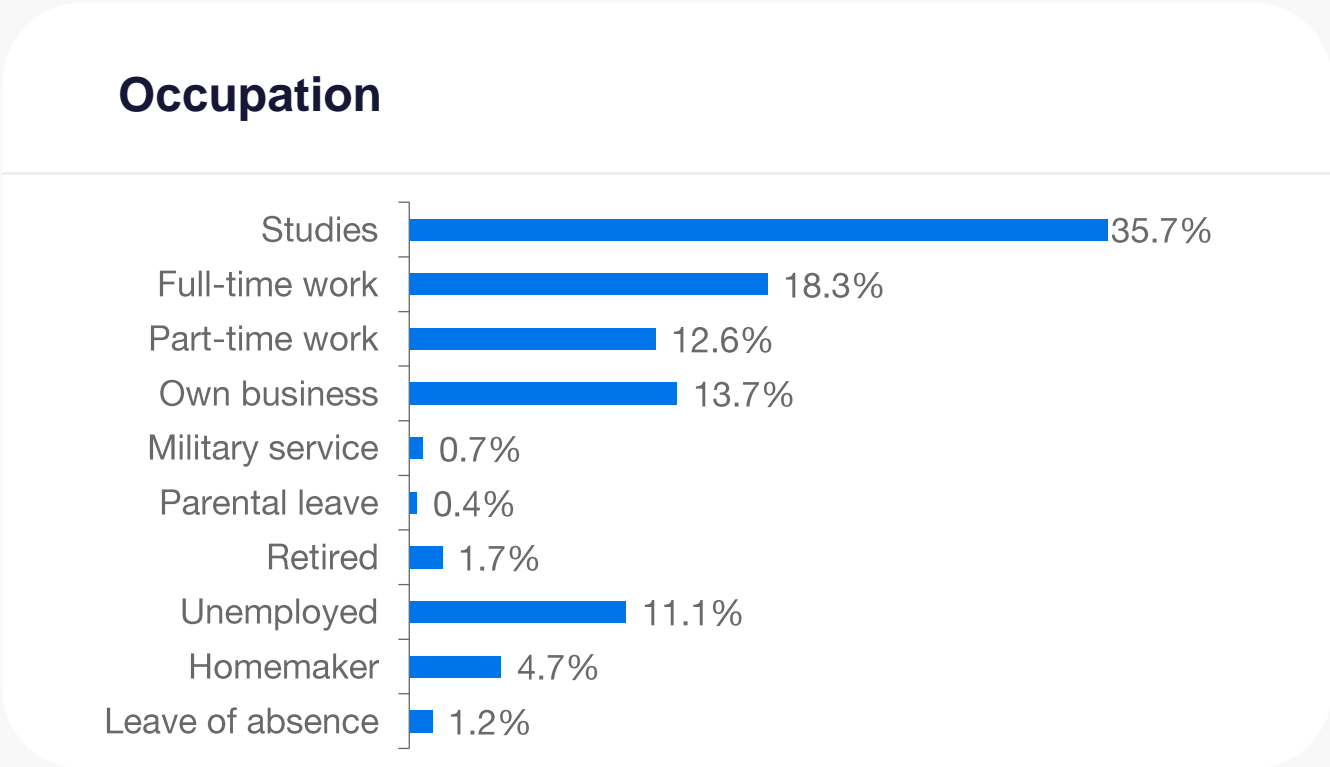
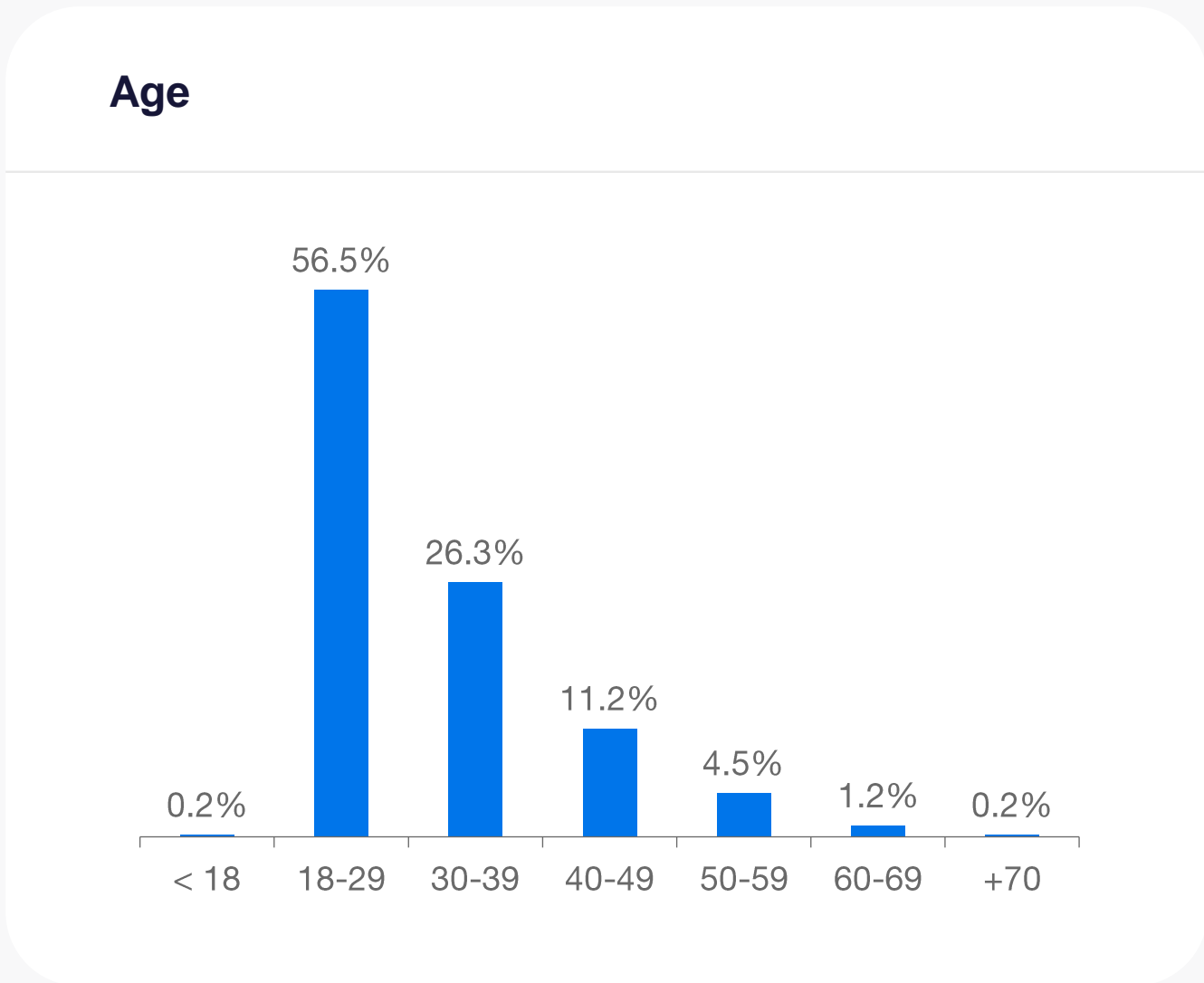
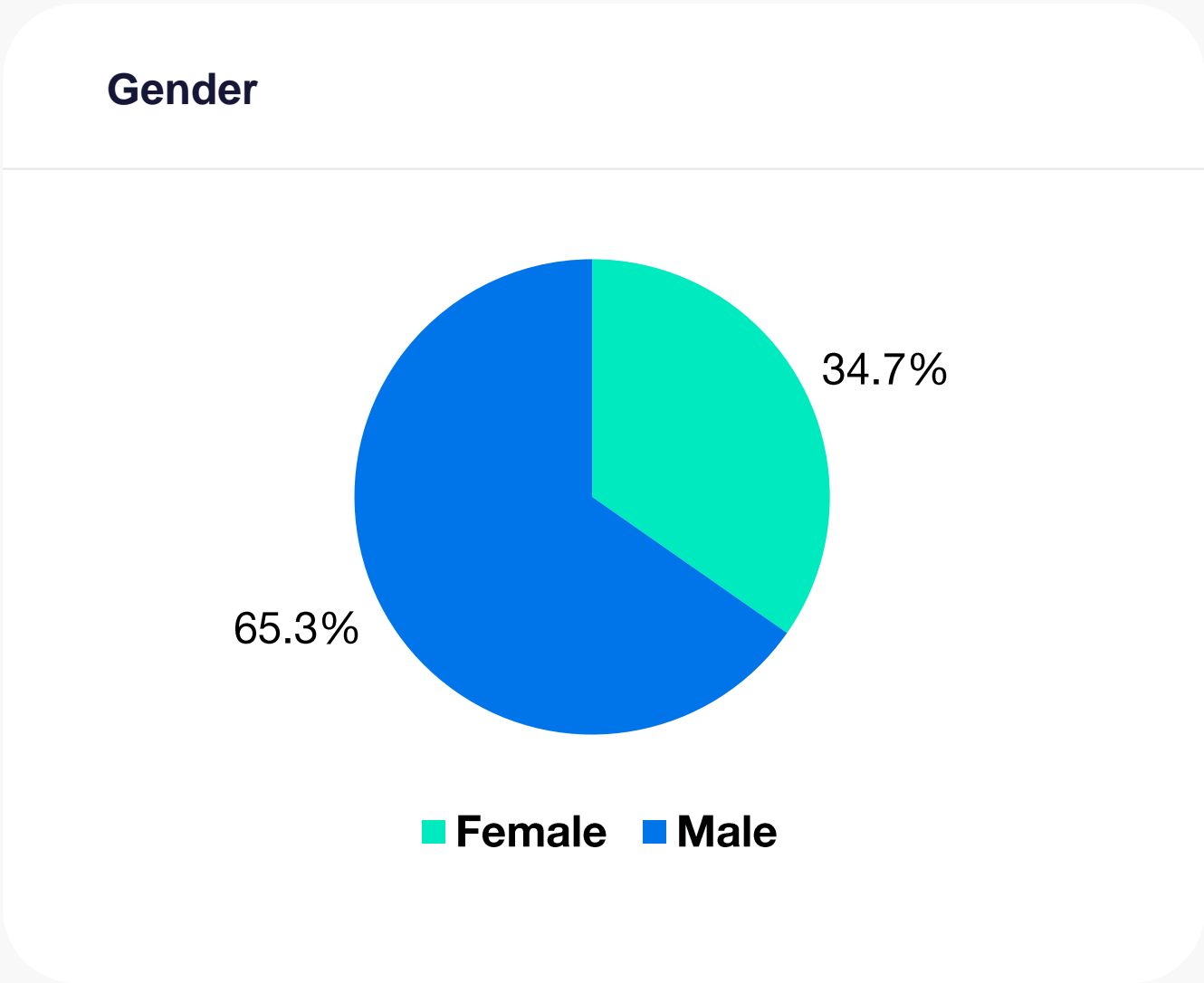


### Education




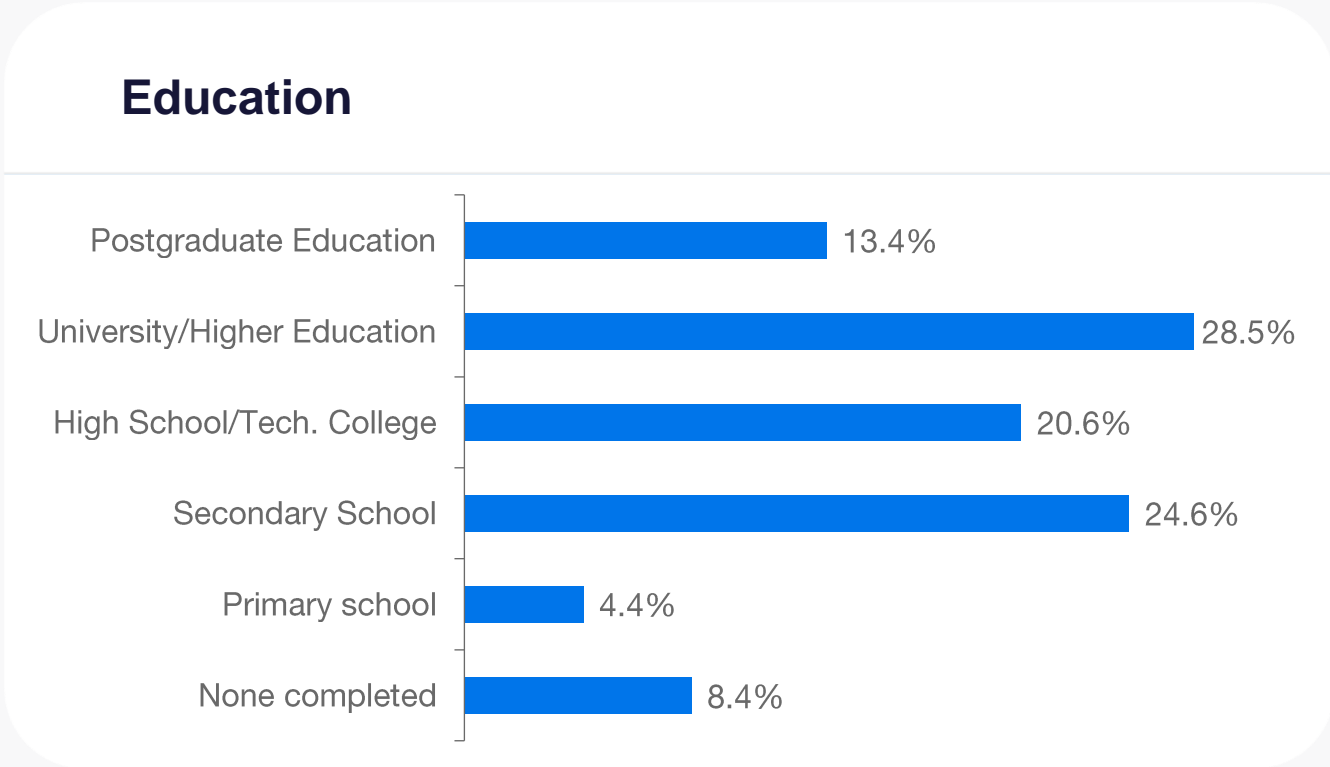
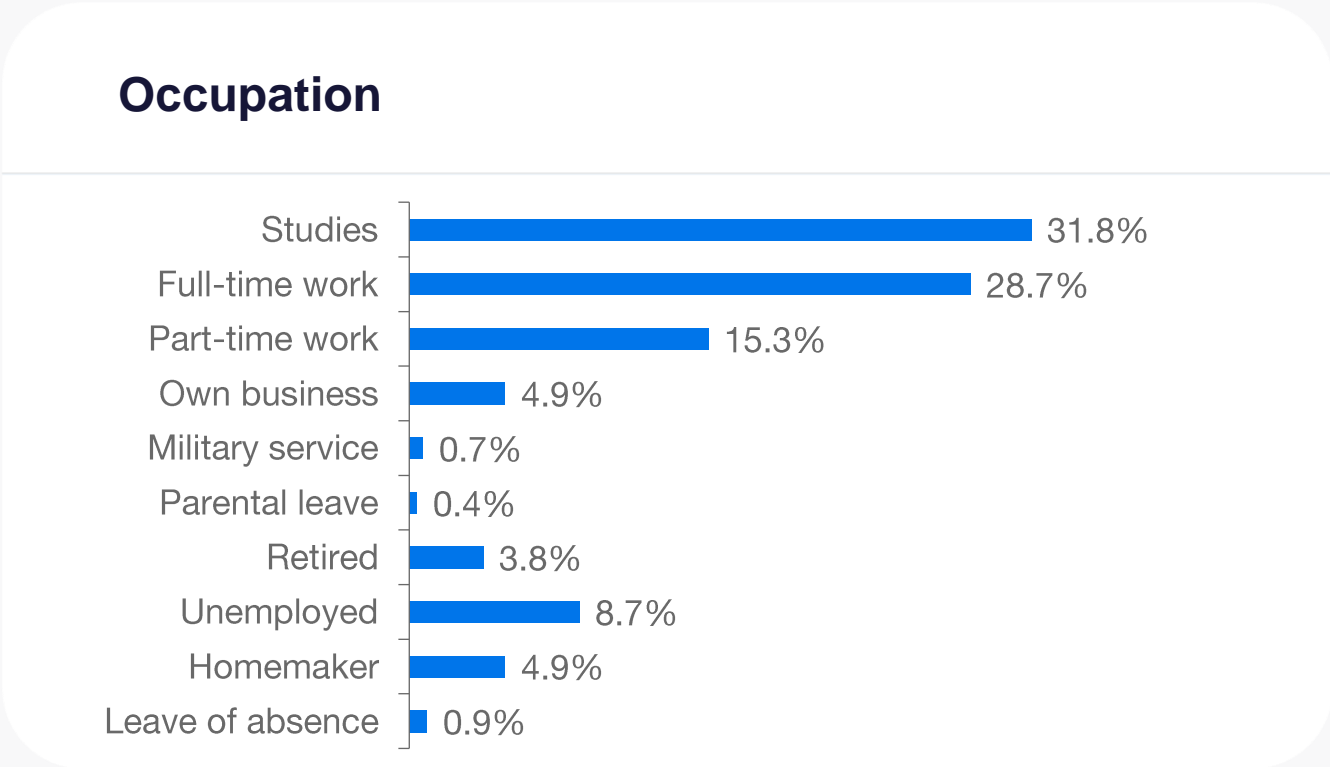
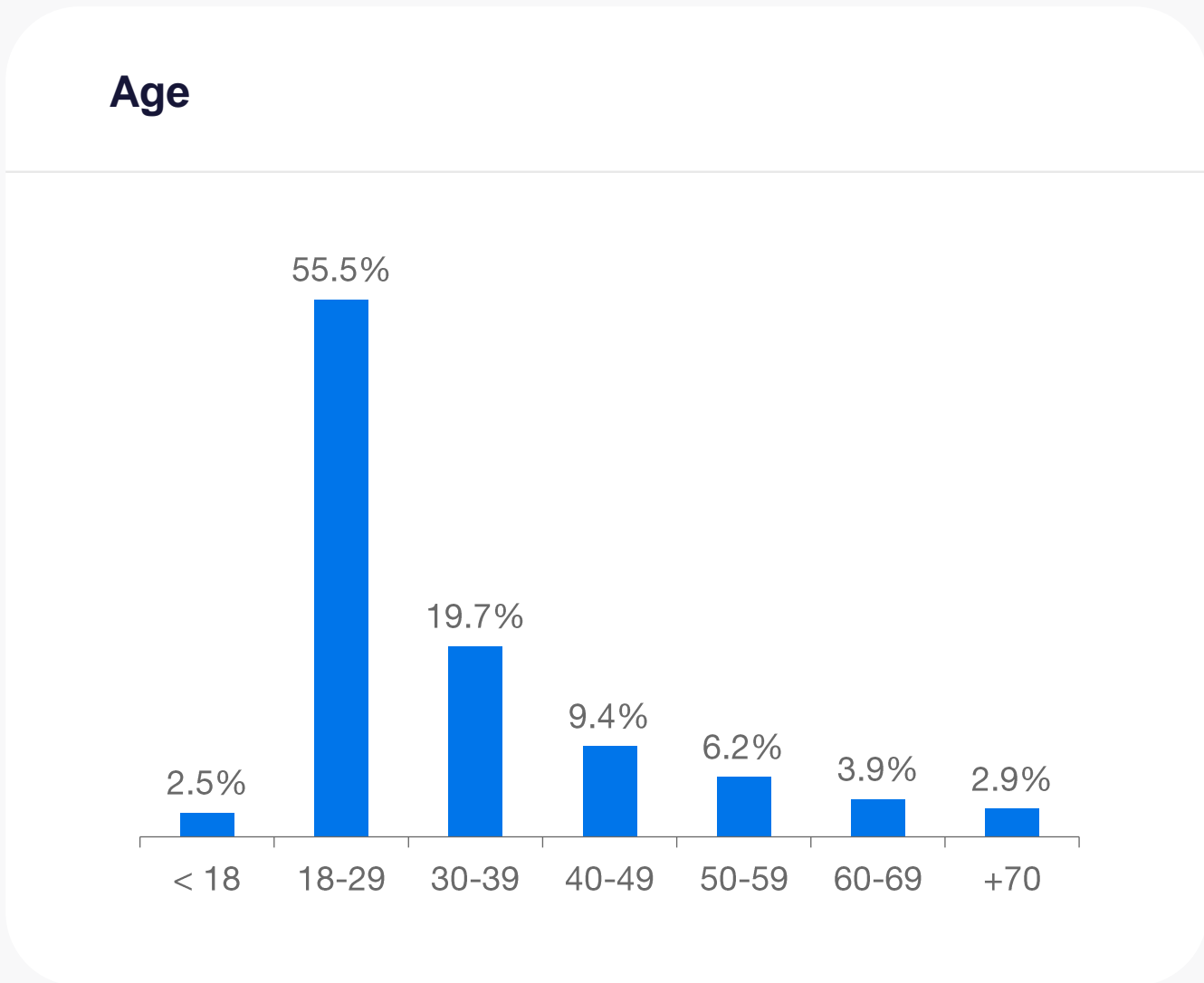
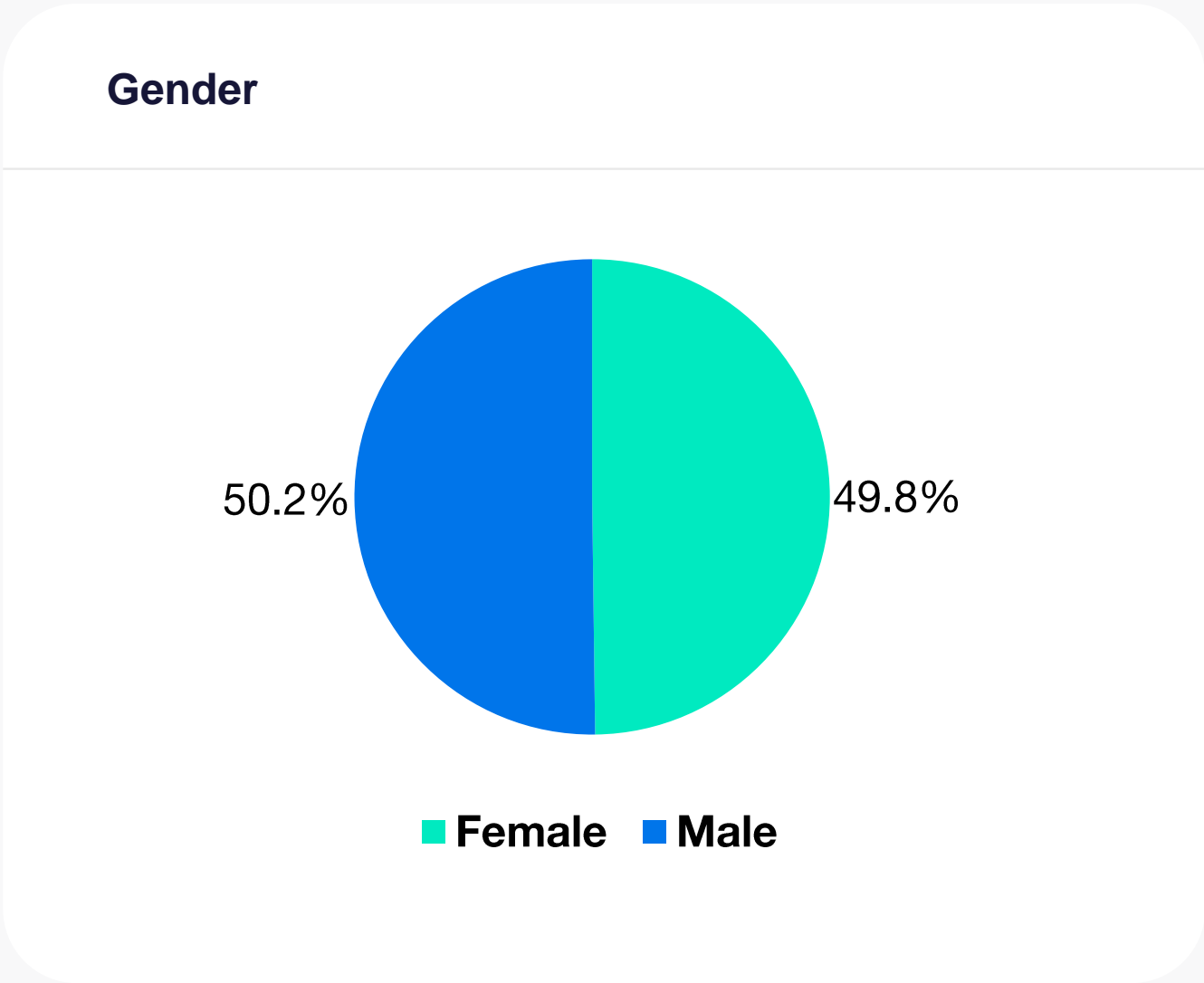


Panel Size  
8.430





  
**Panel Size**  
13.409





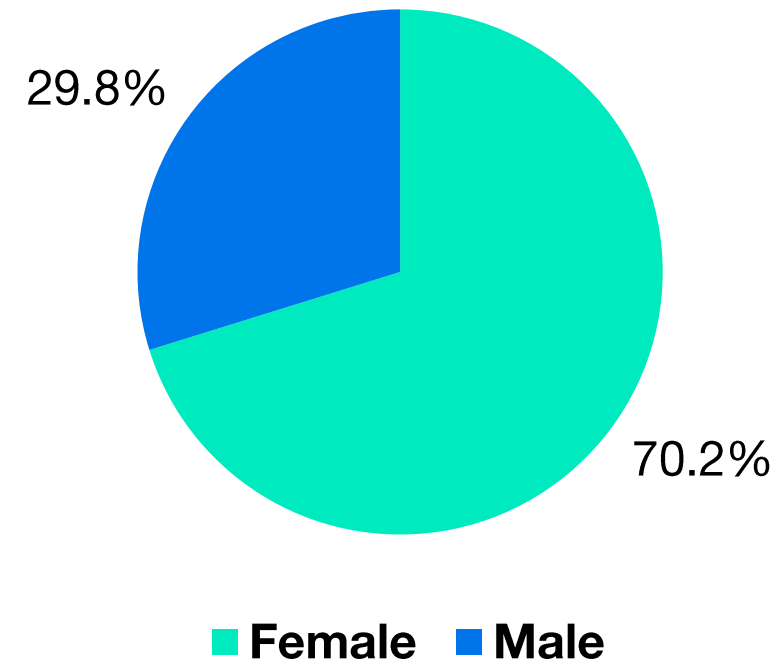
# New Zealand



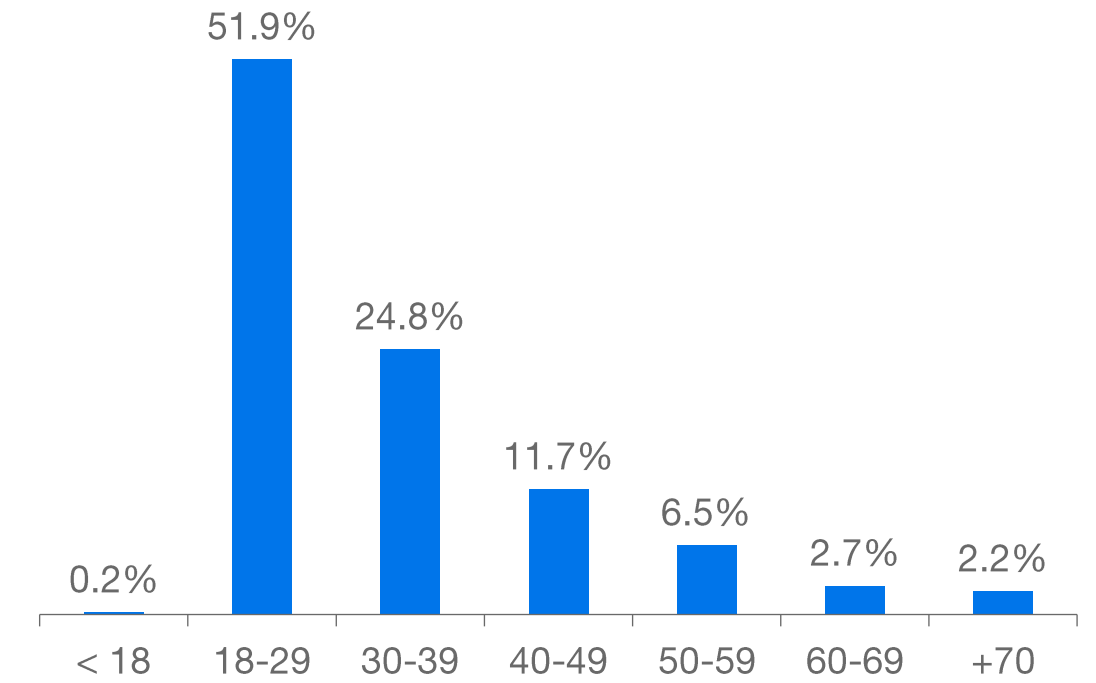
Panel Size

9.468

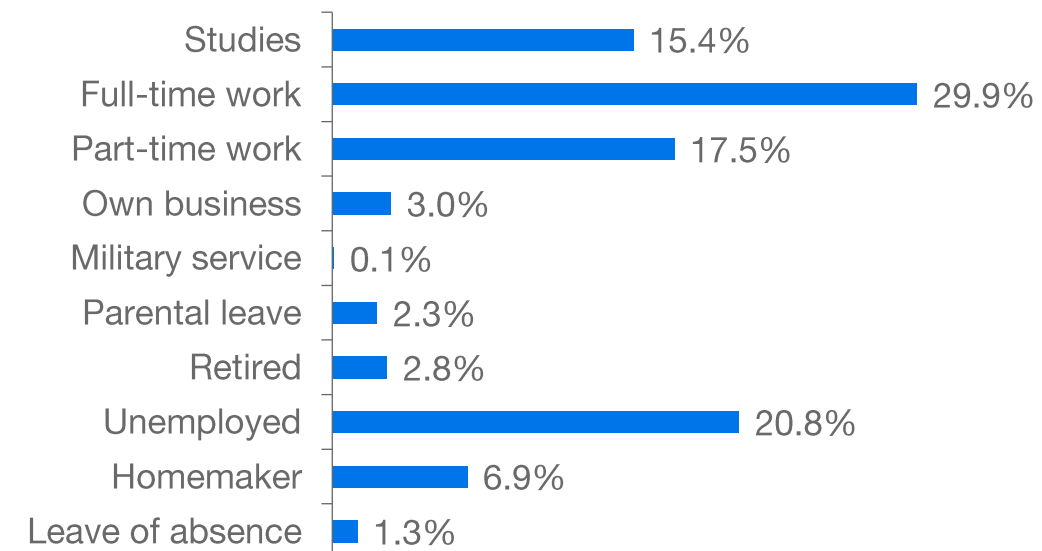
## Gender



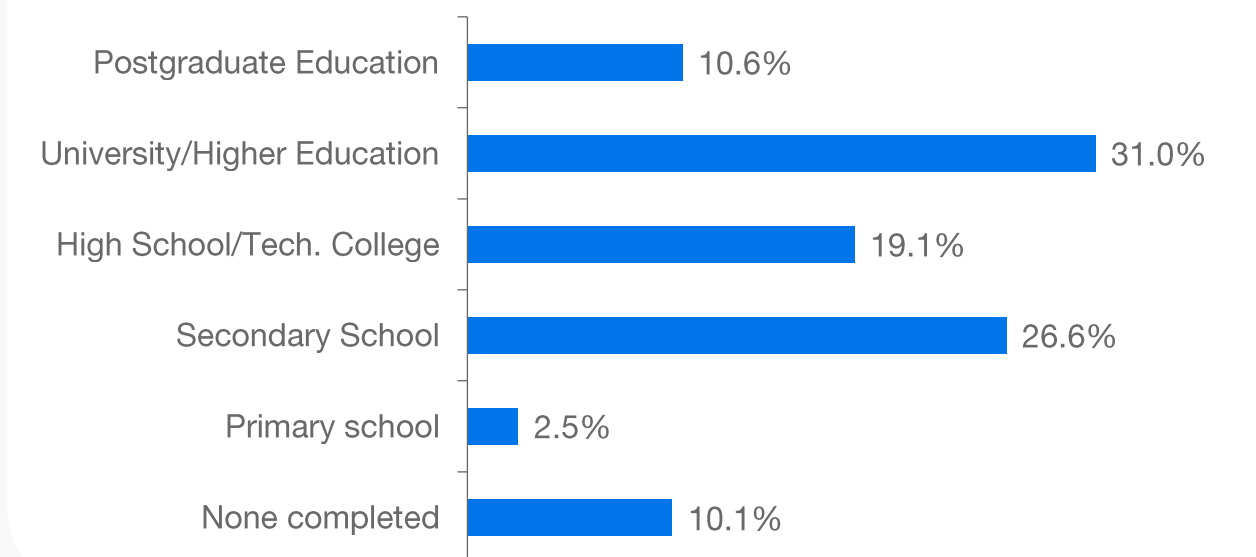
## Age




## Occupation

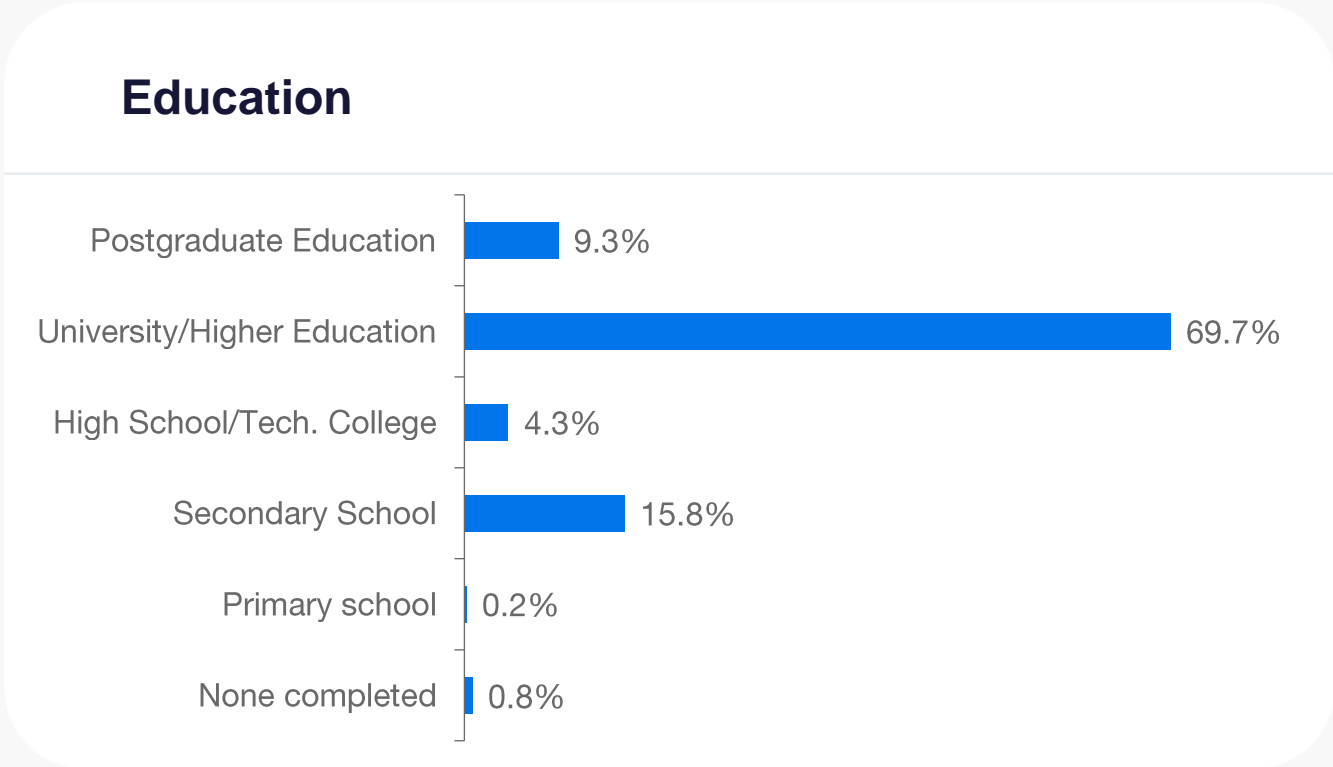
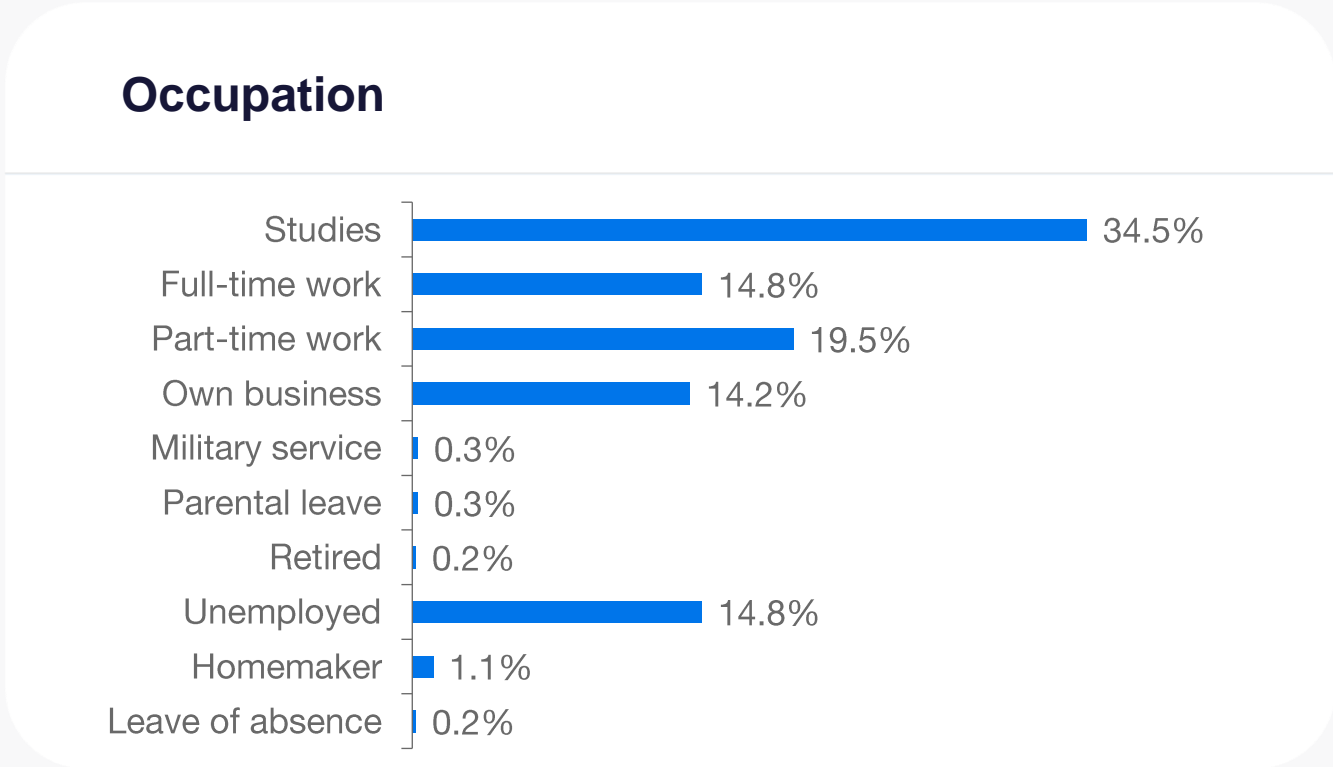
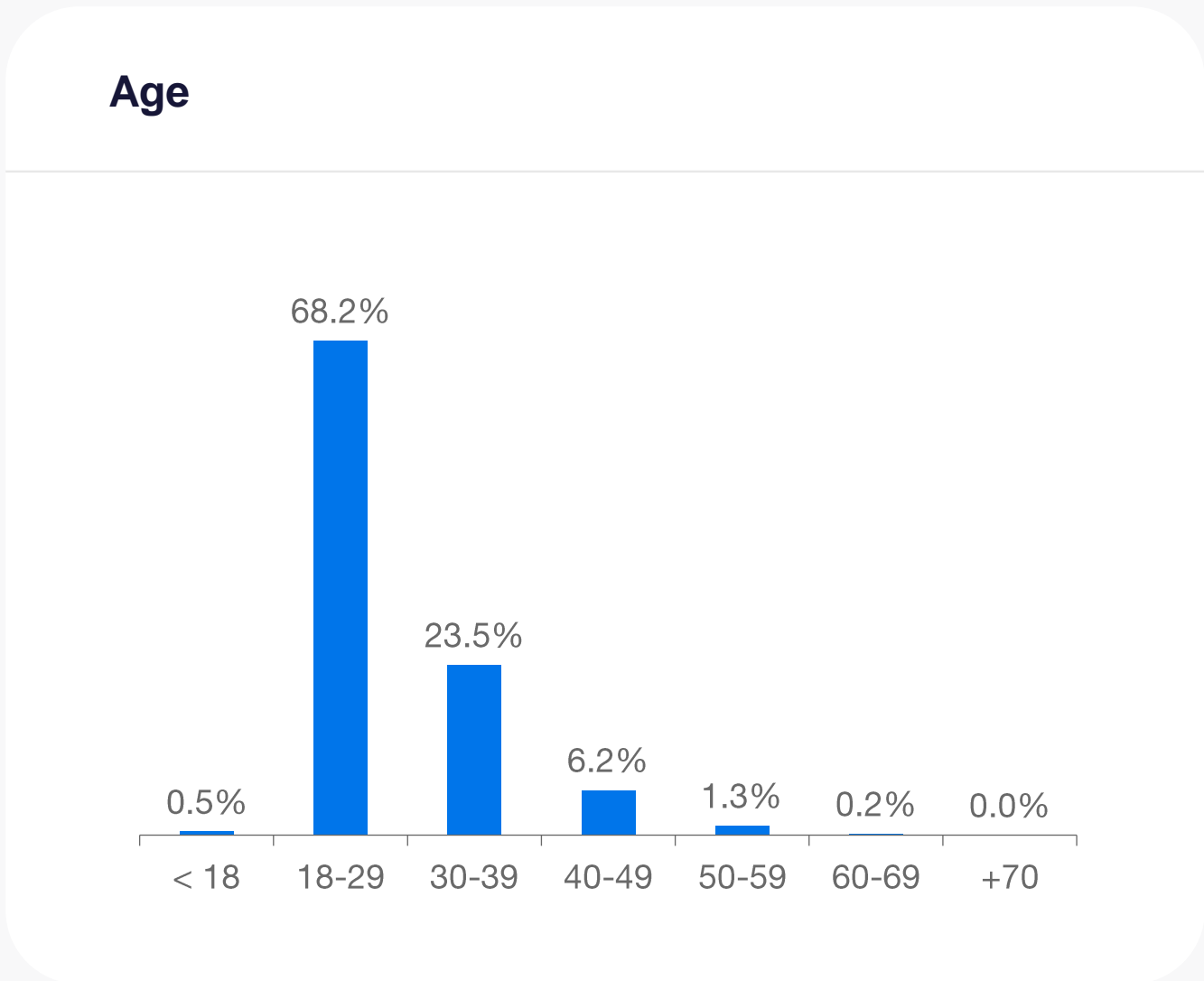
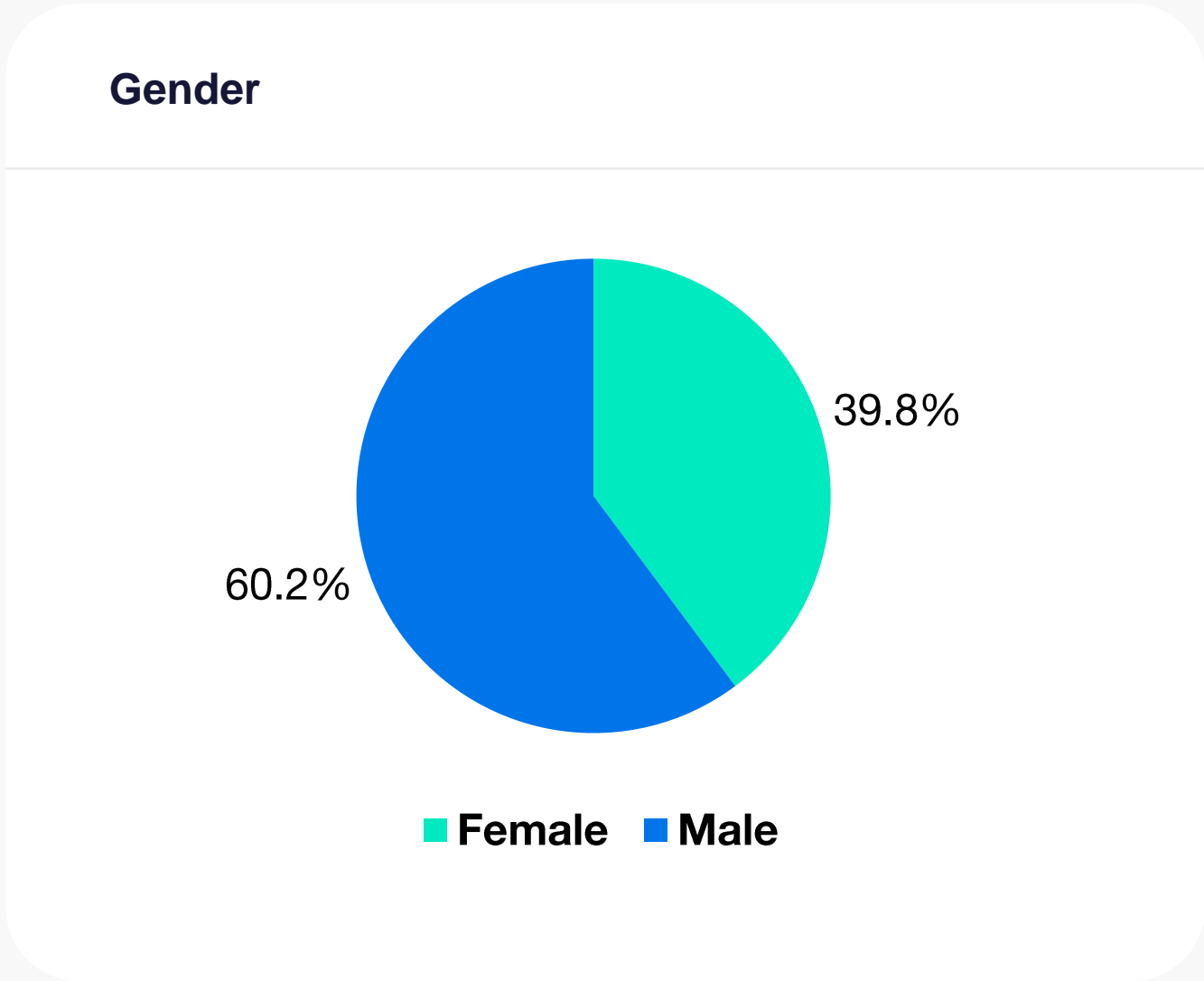


## Education






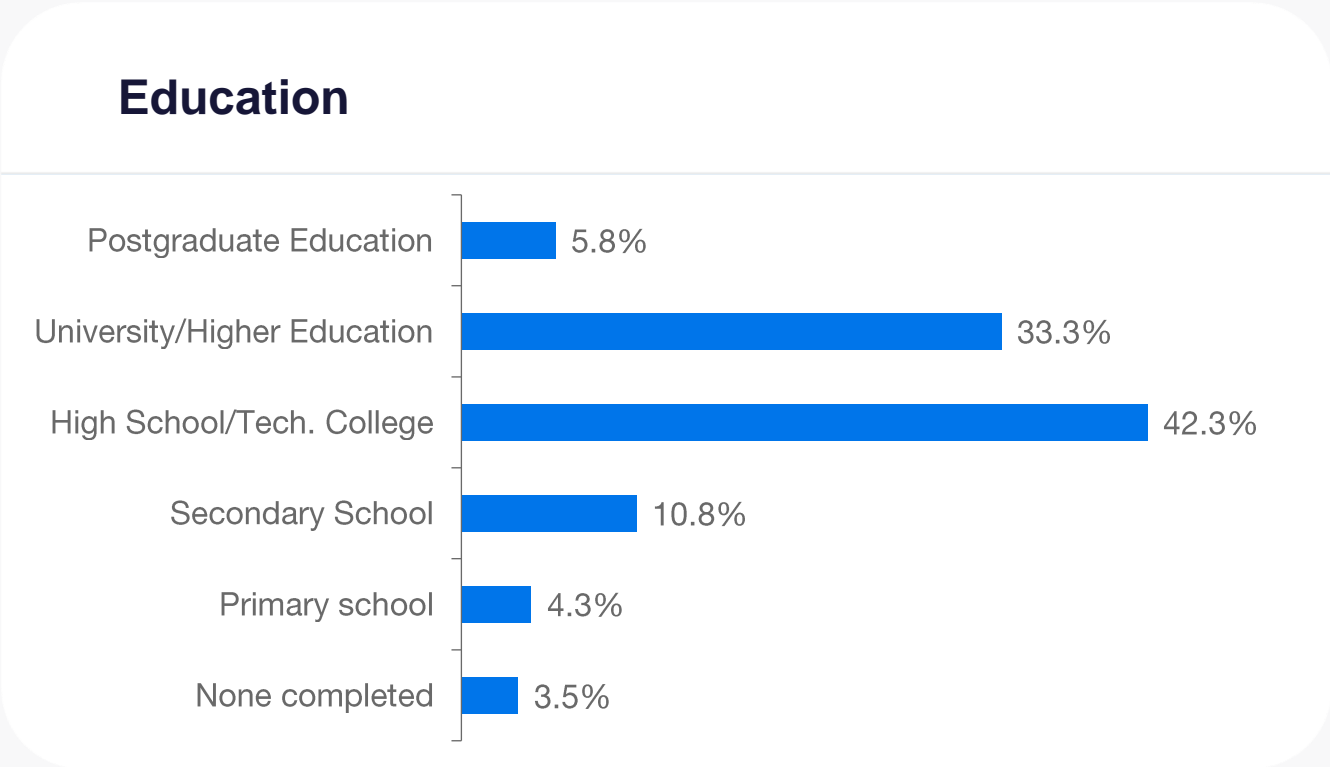
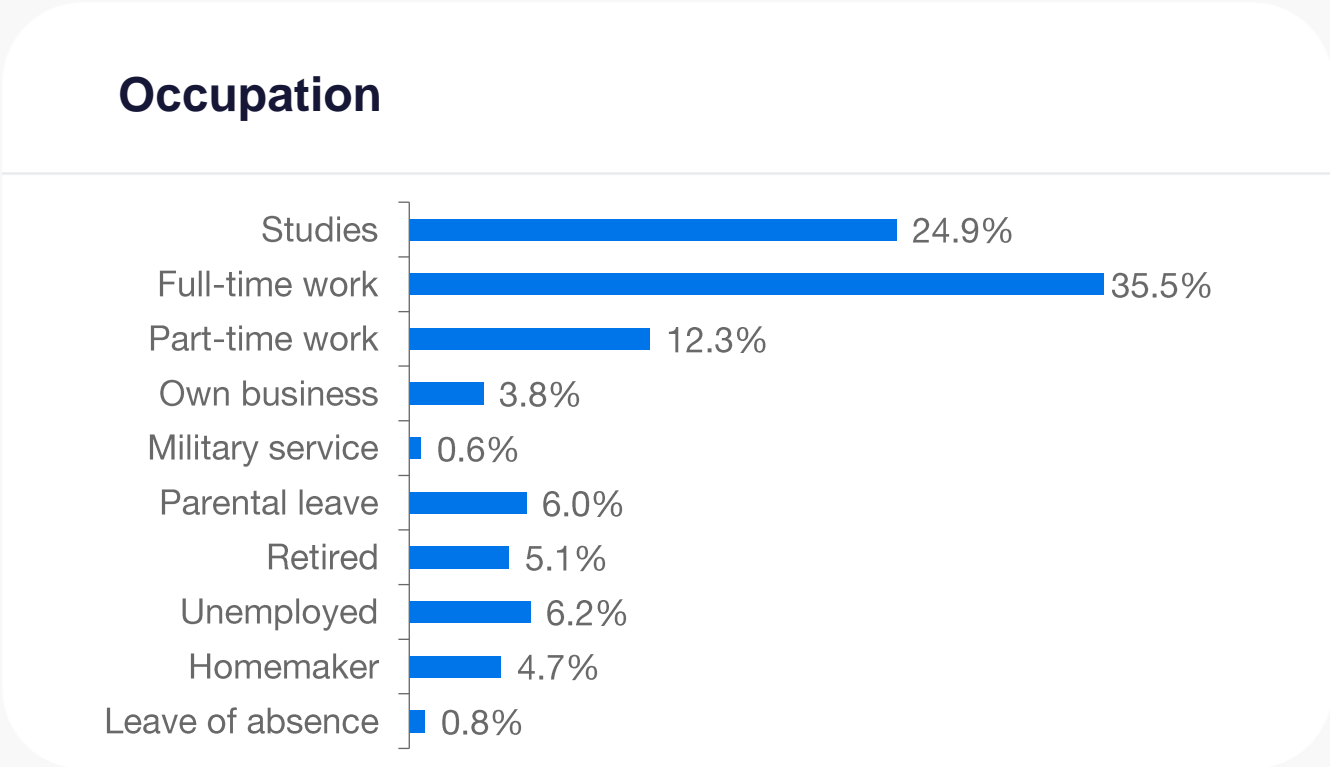
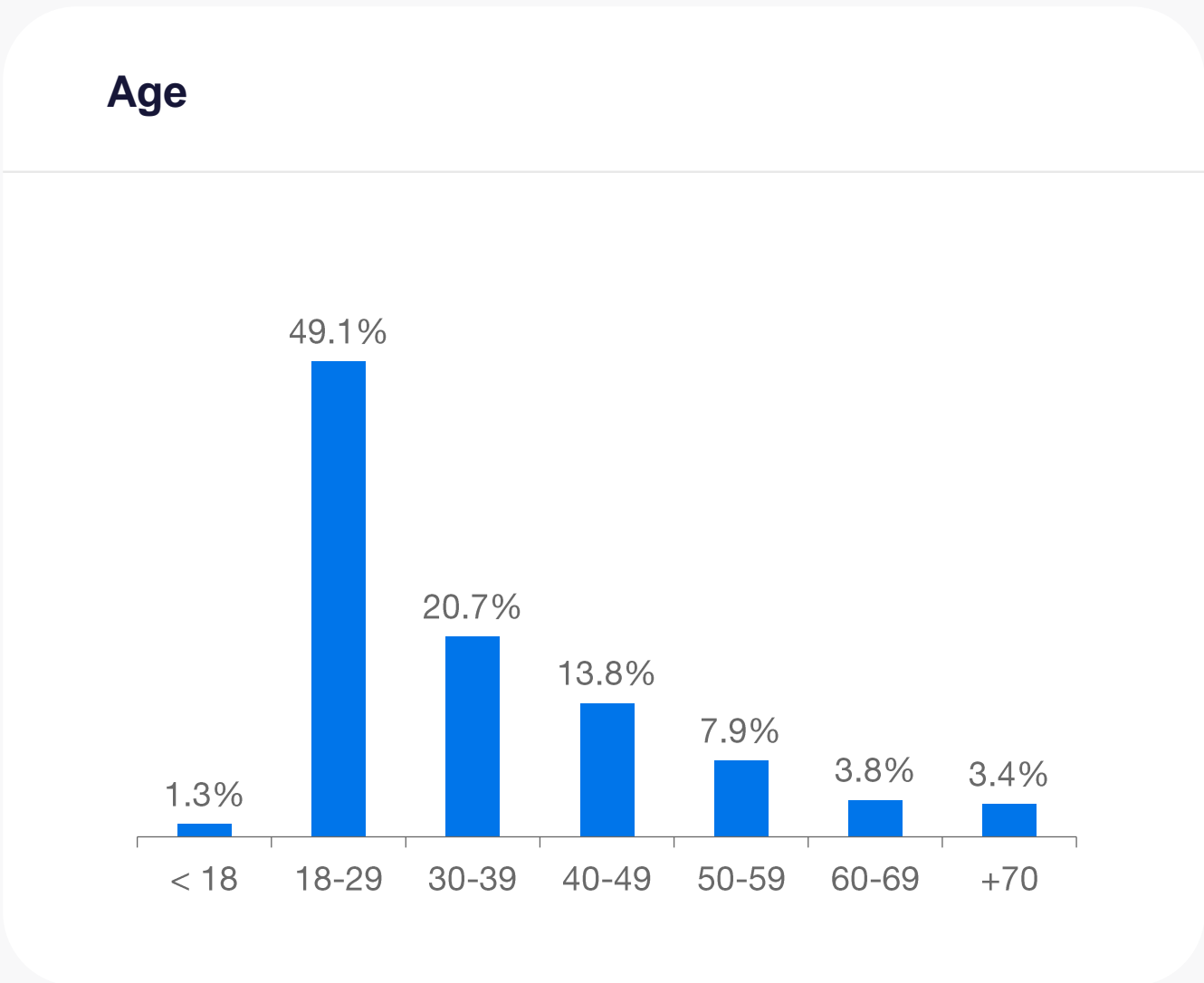
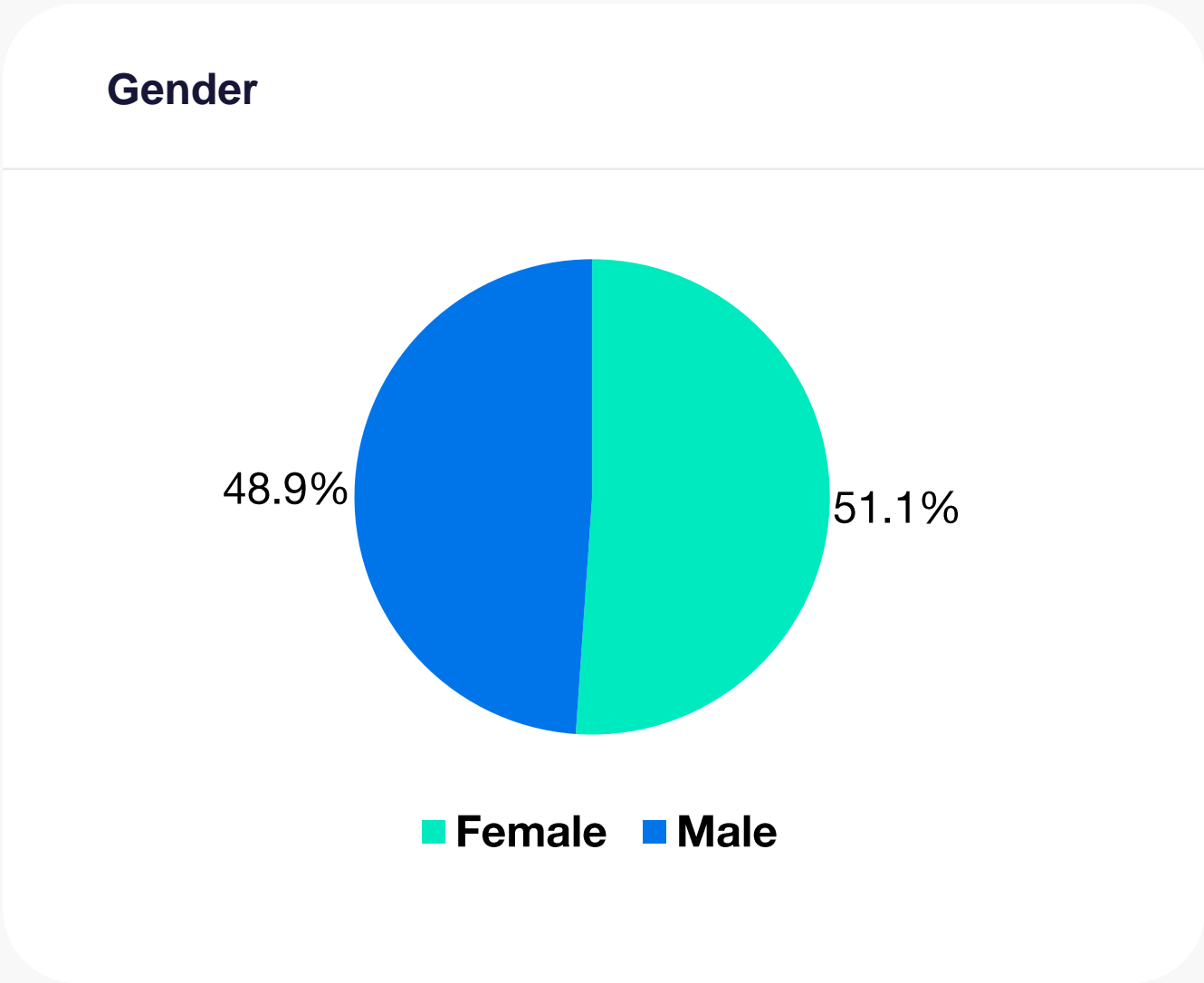
  
**Panel Size**  
55.073






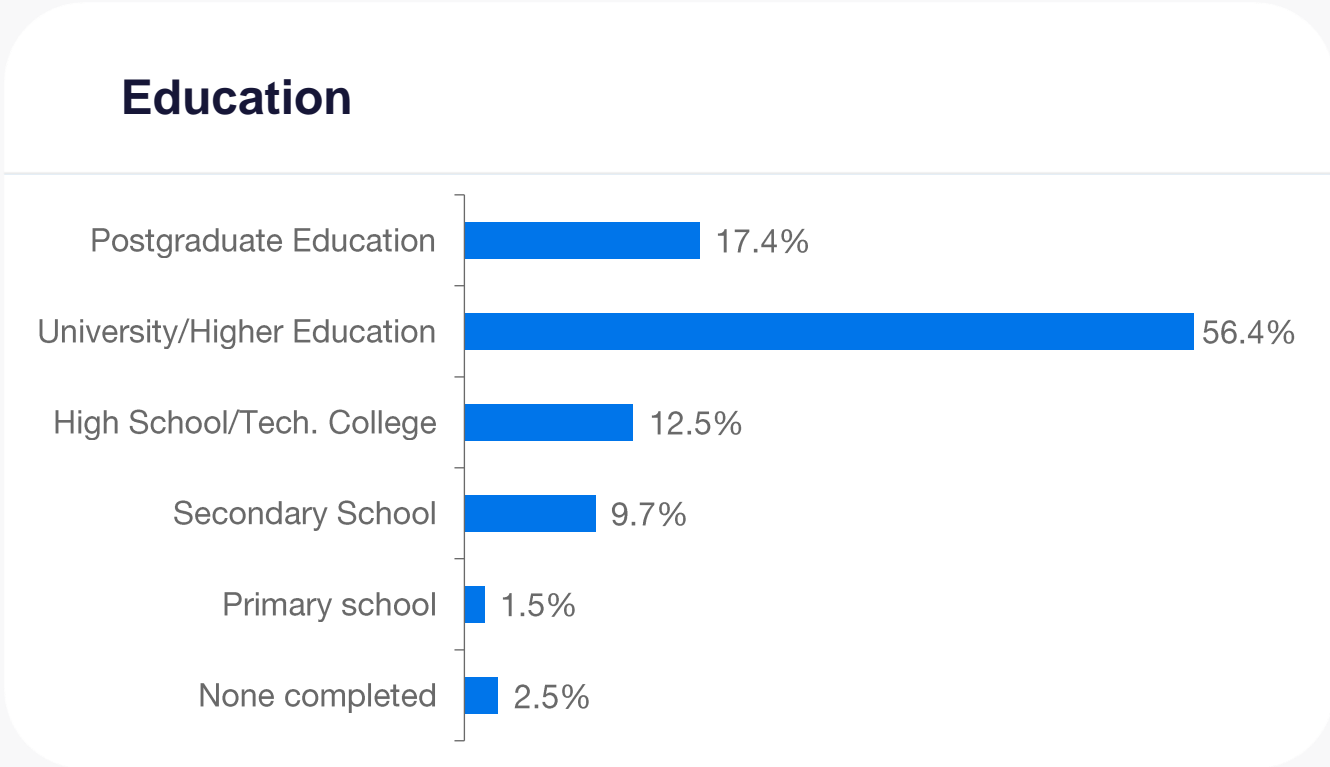
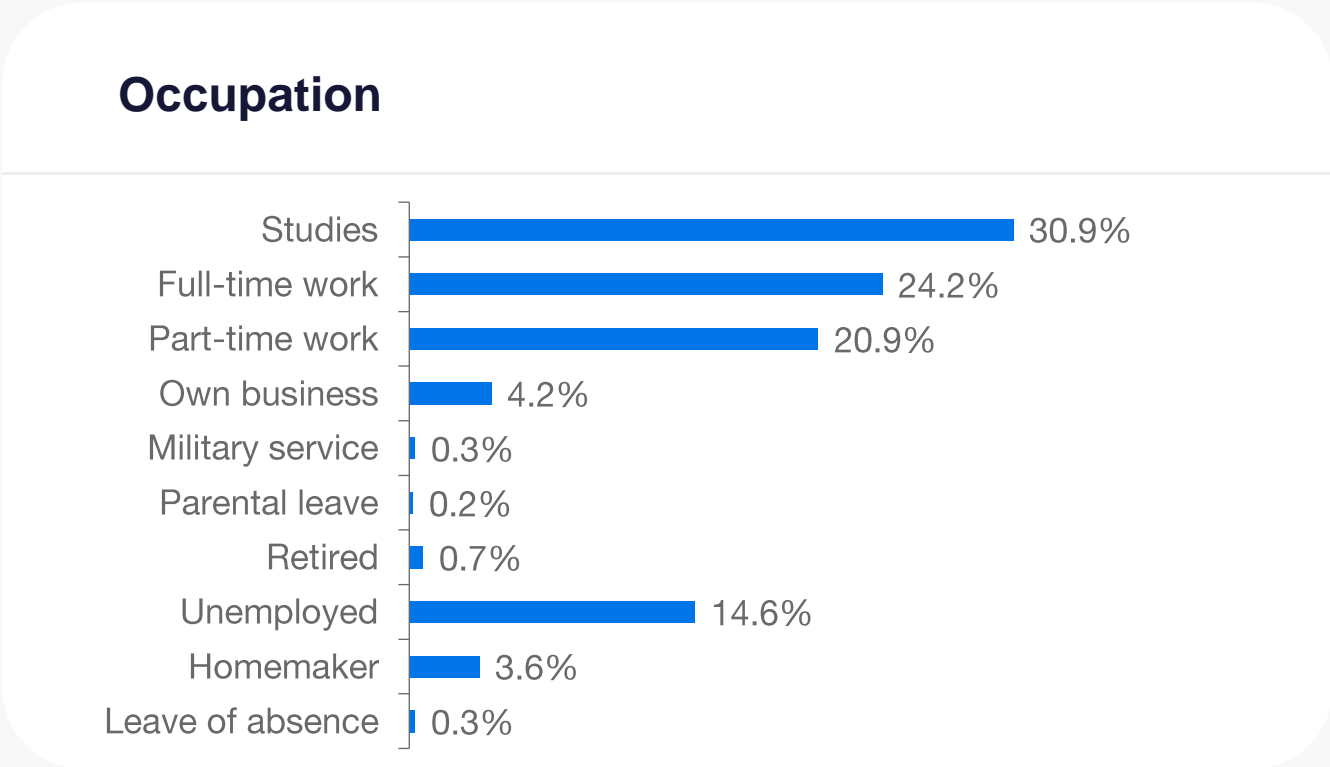
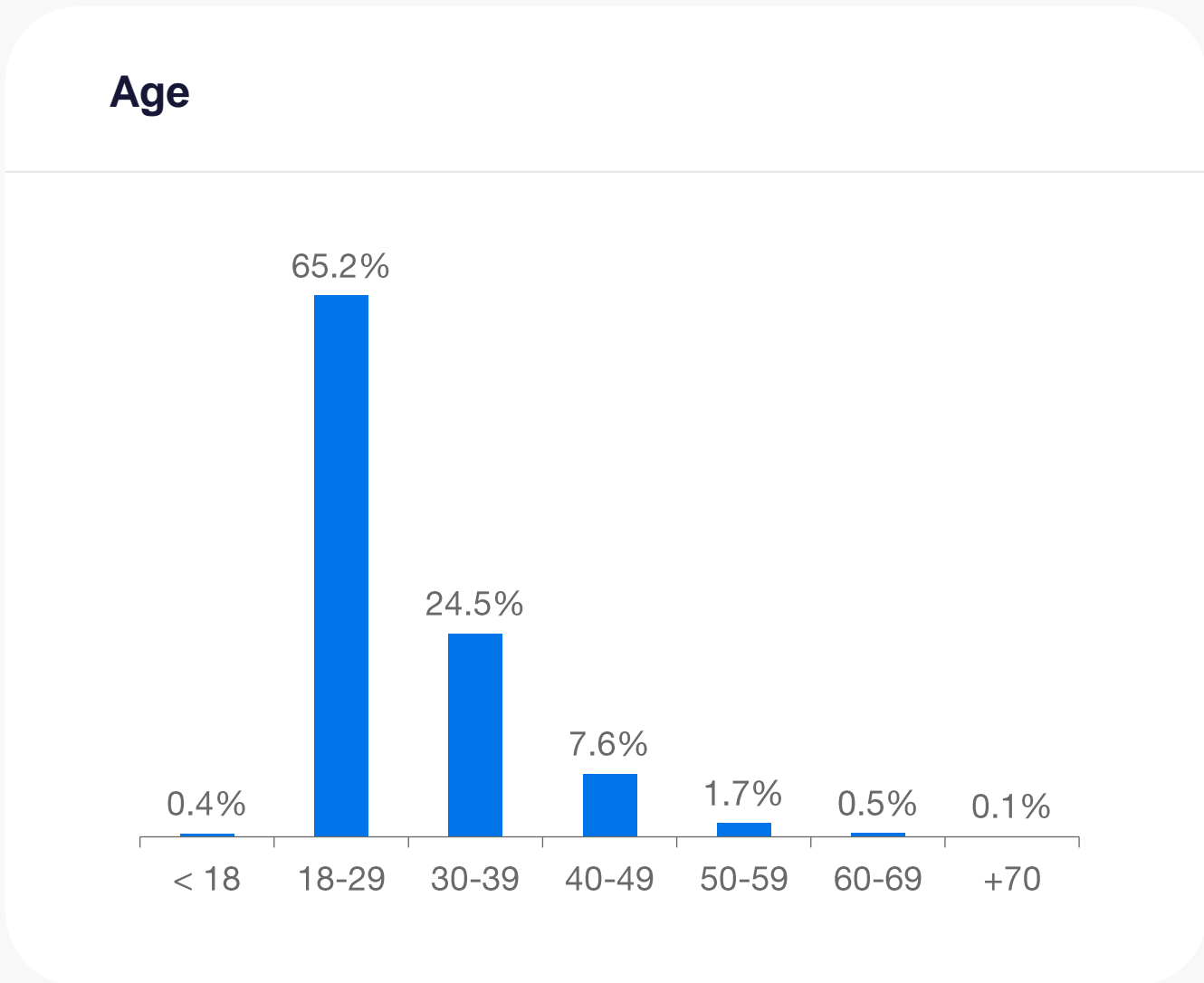
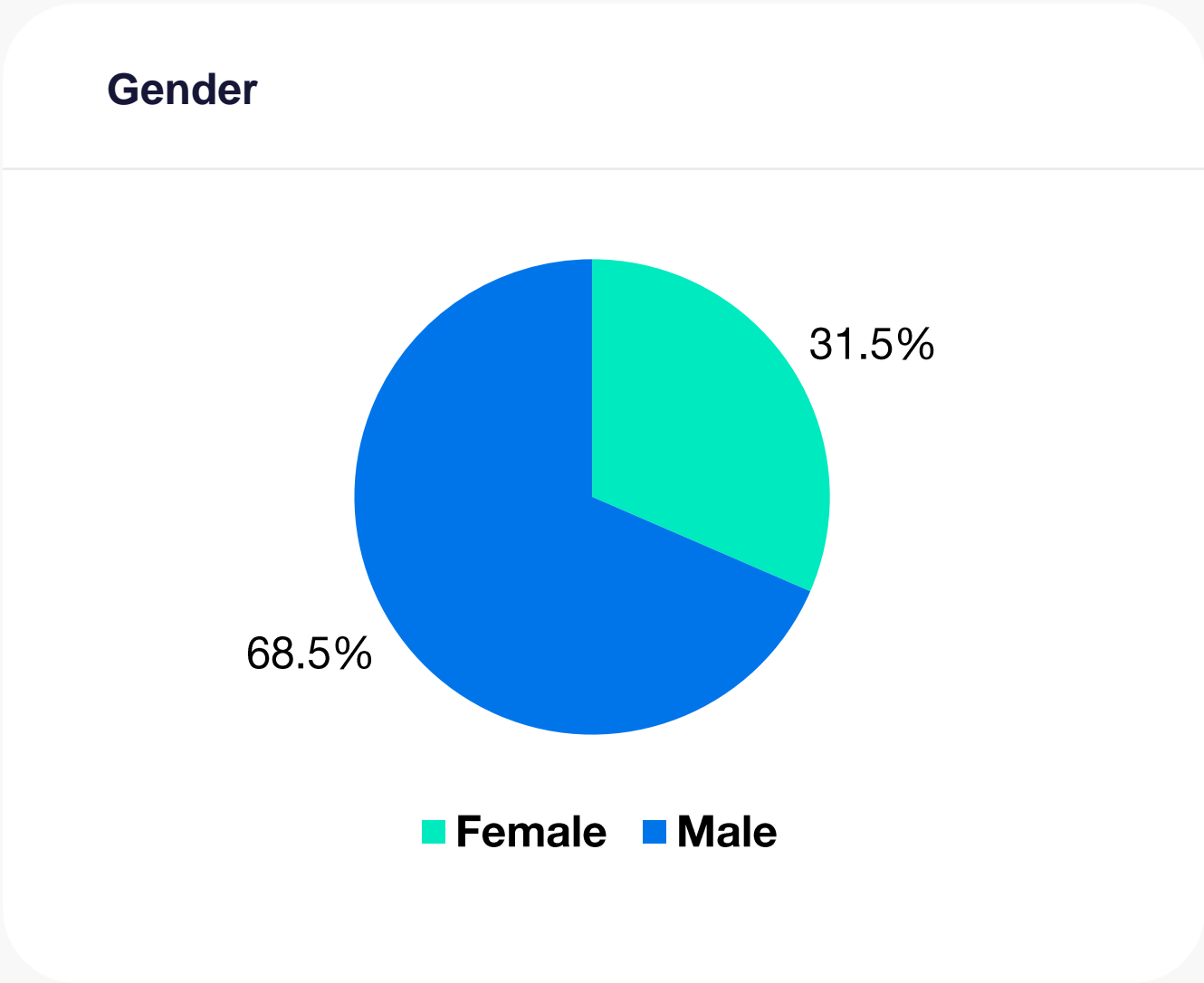


  
**Panel Size**  
7.689





  
**Panel Size**  
10.989





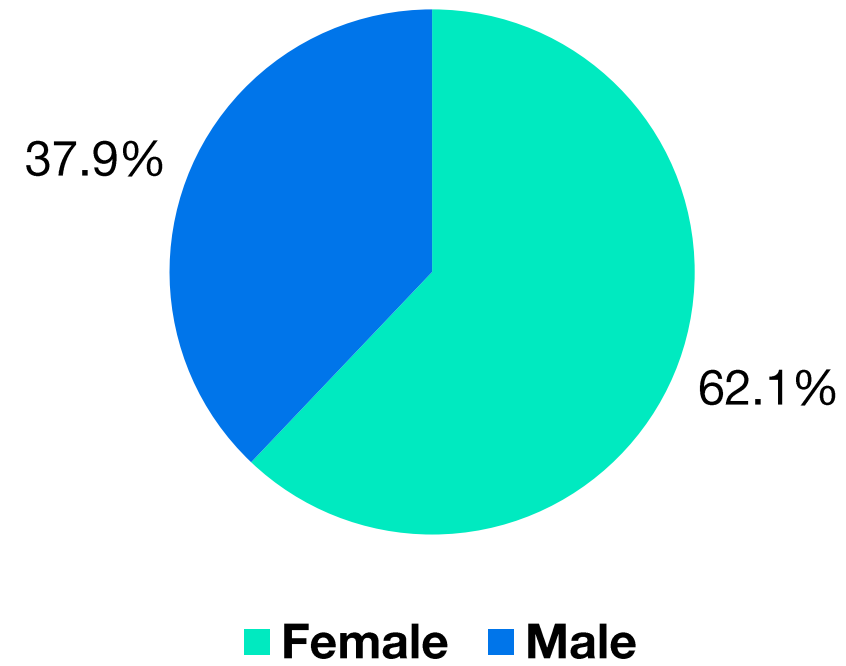
Panama



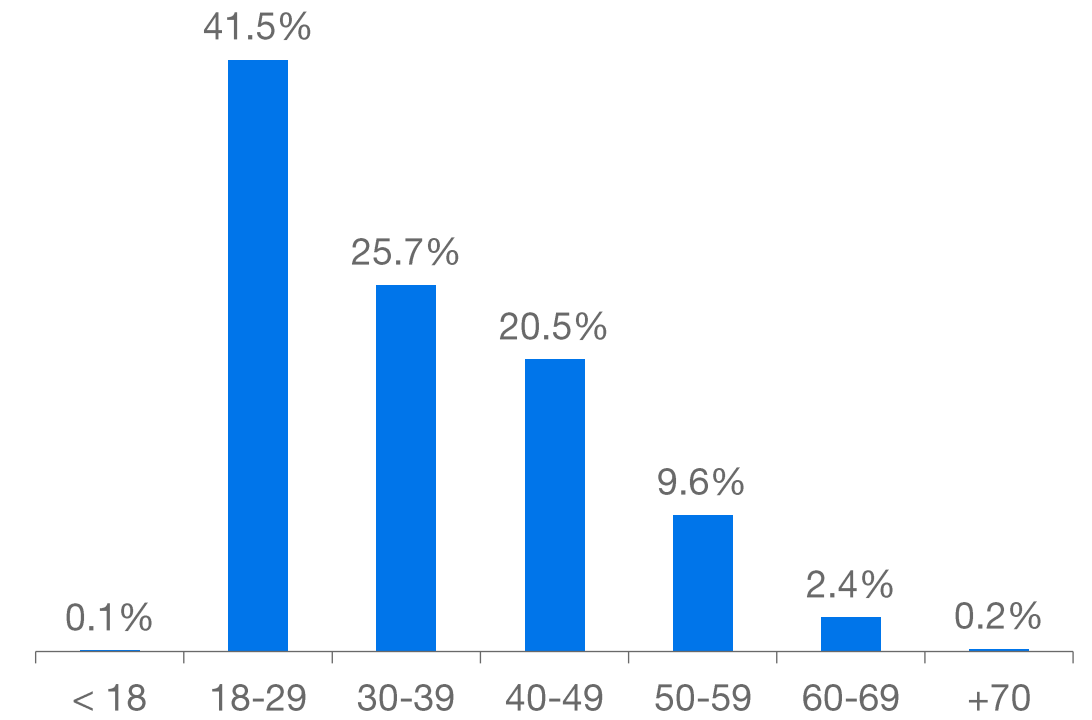
Panel Size

848

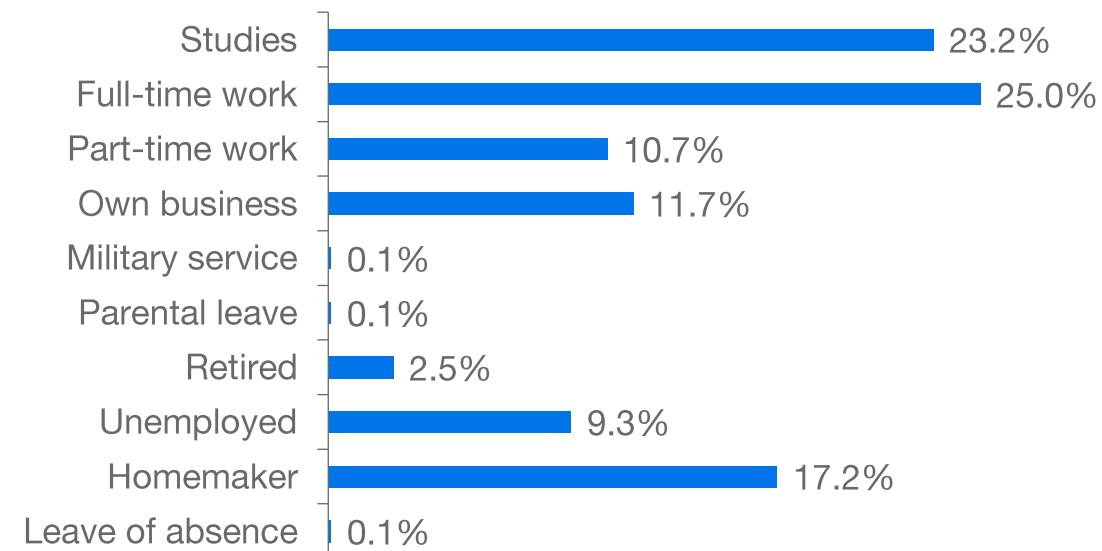
### Gender



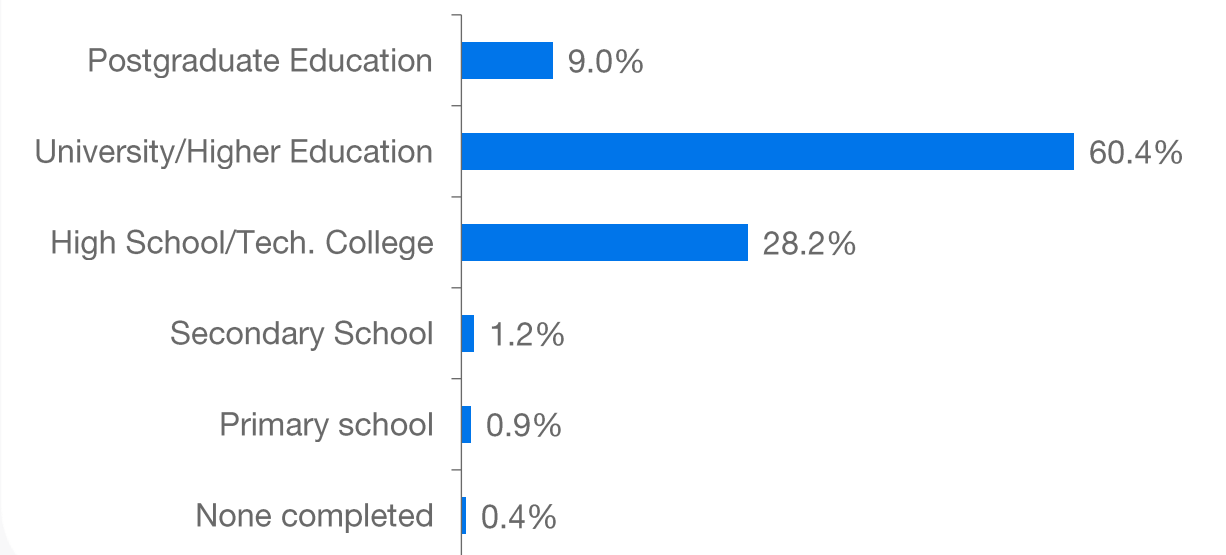
### Age




### Occupation



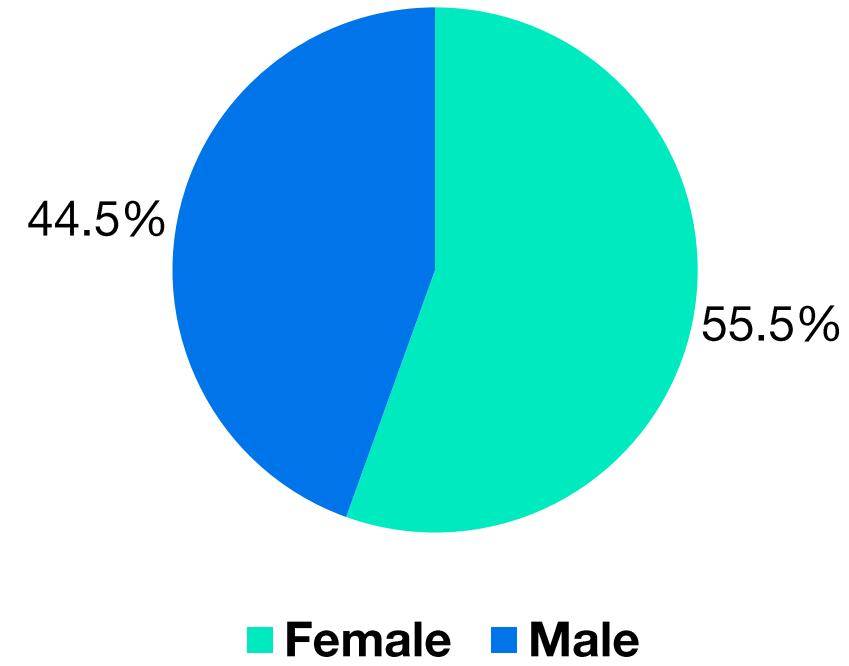
### Education



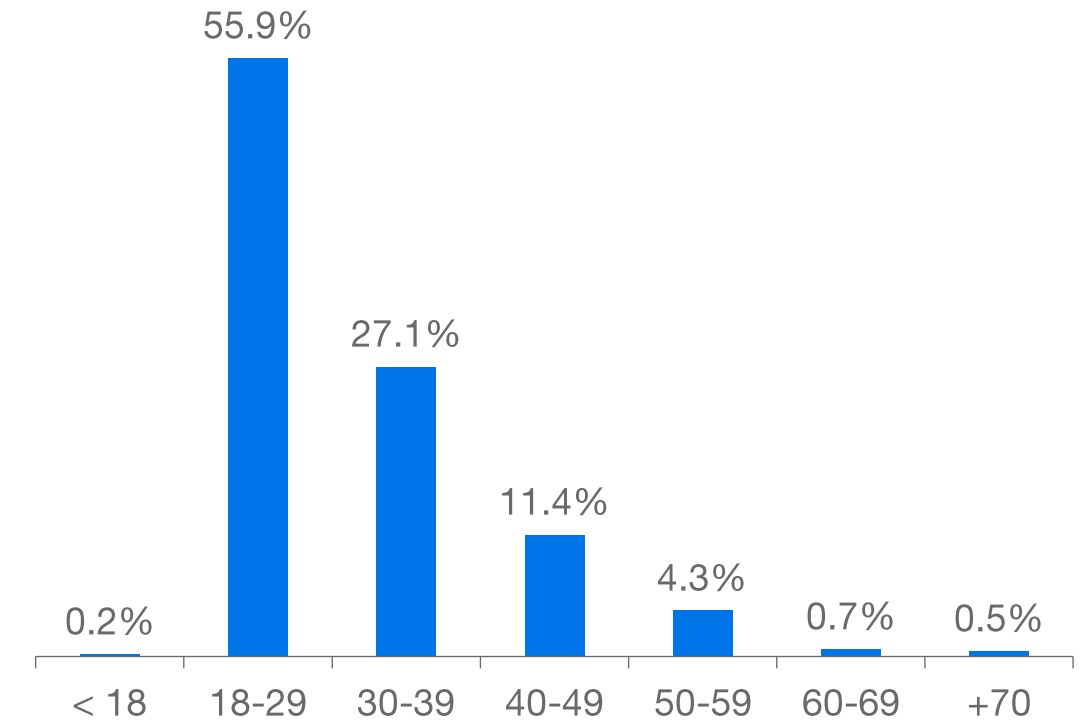


  
**Panel Size**  
1.326

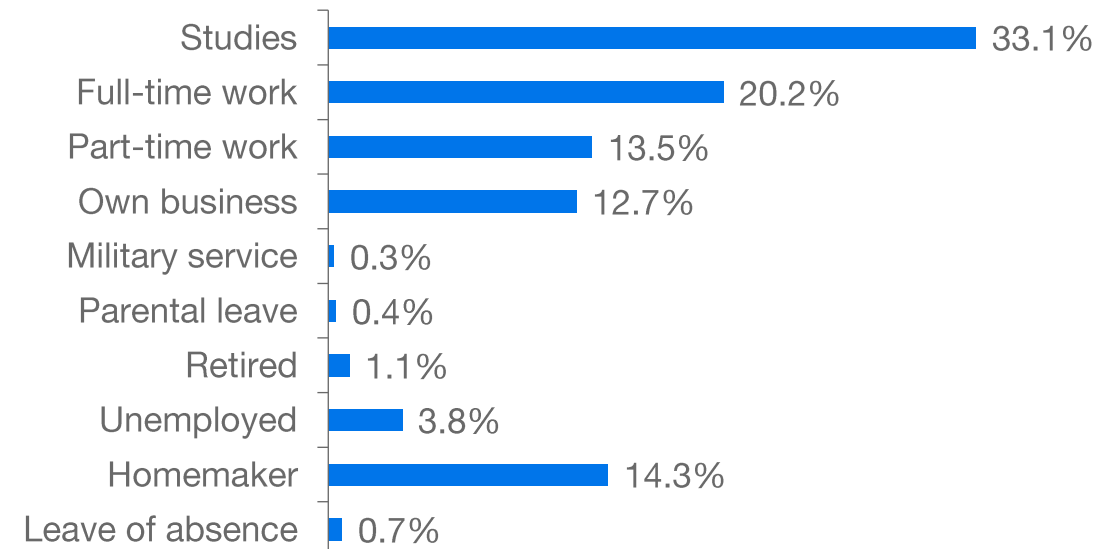
### Gender



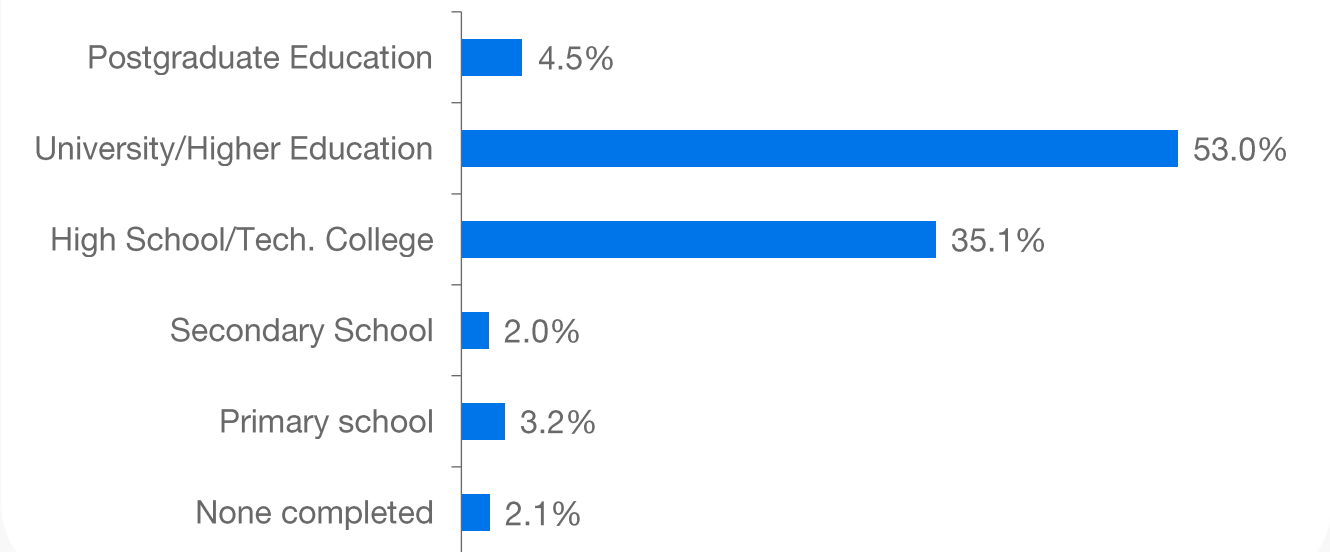
### Age




### Occupation



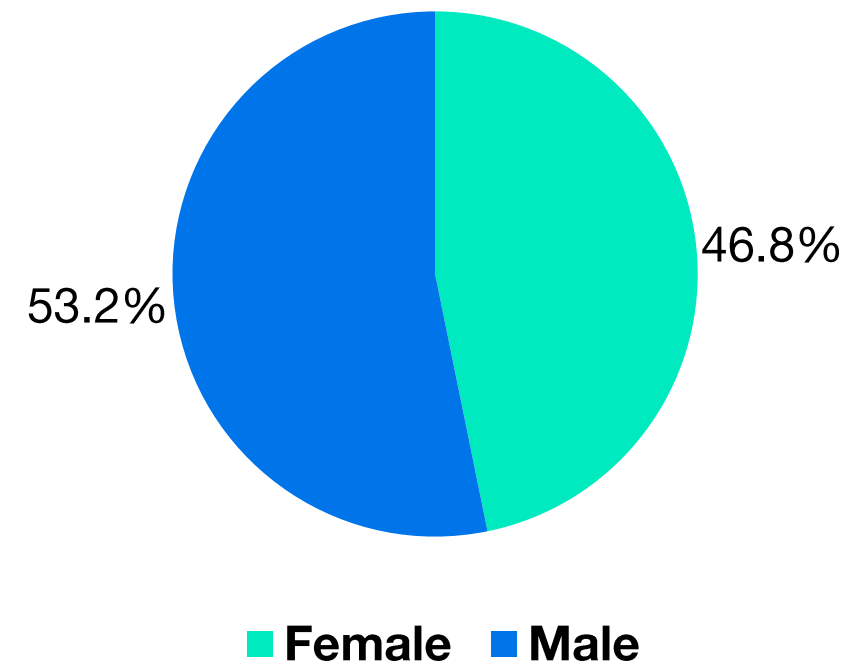
### Education



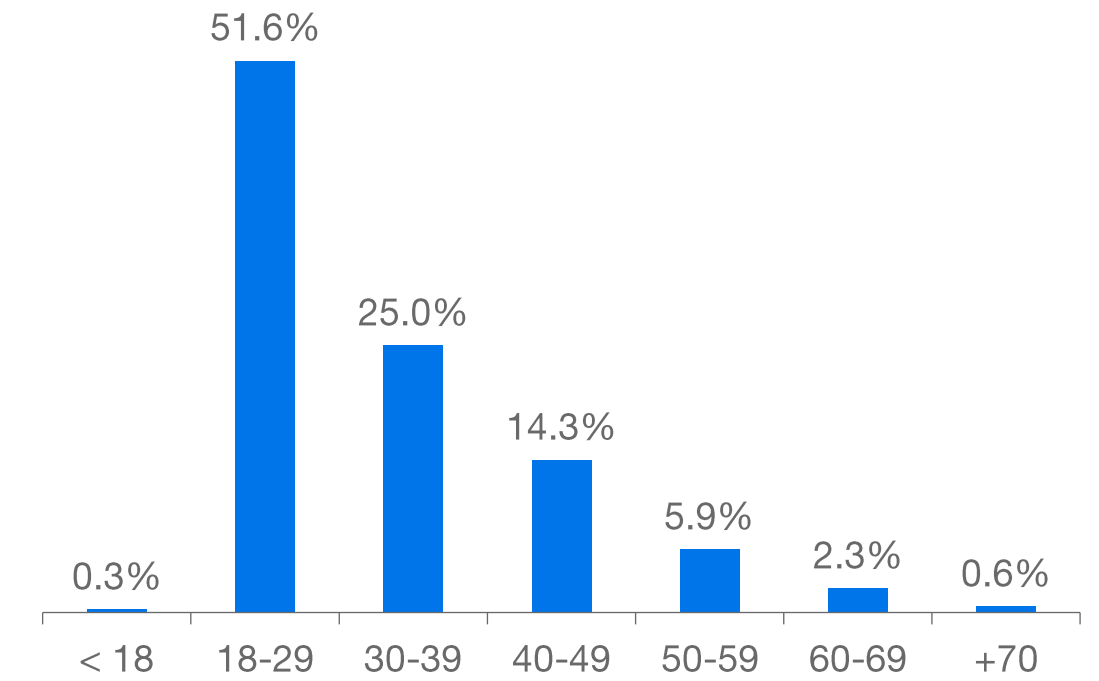


  
**Panel Size**  
4.191

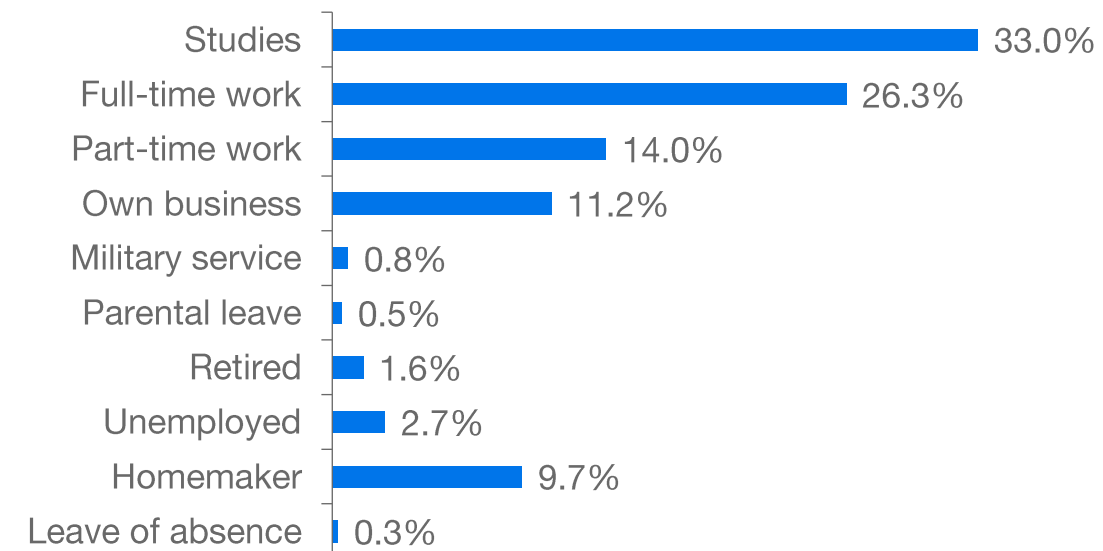
### Gender



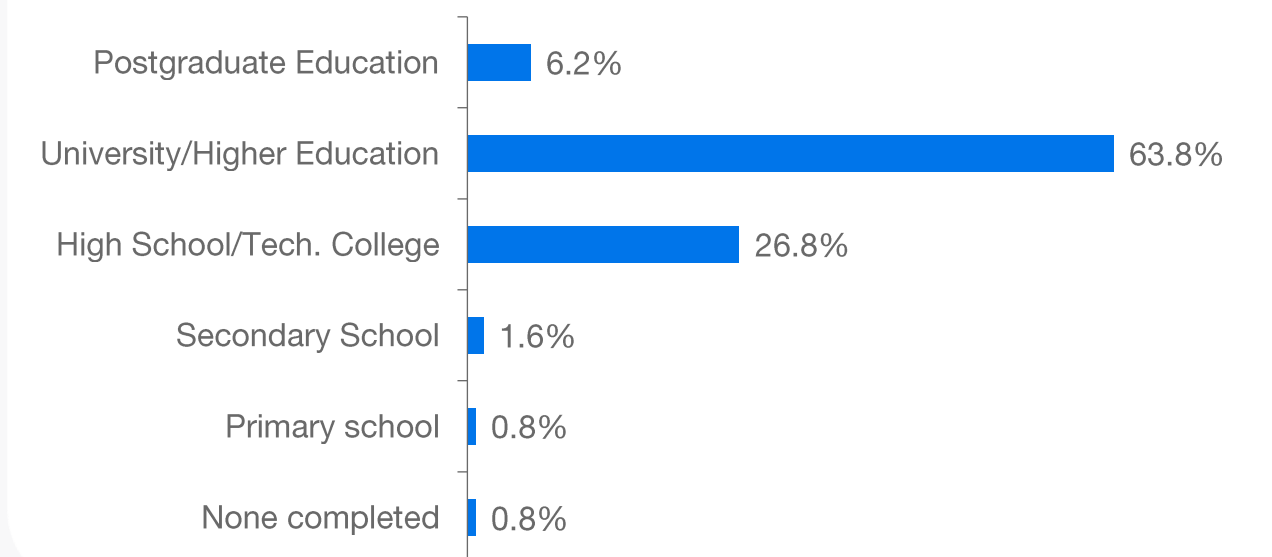
### Age




### Occupation

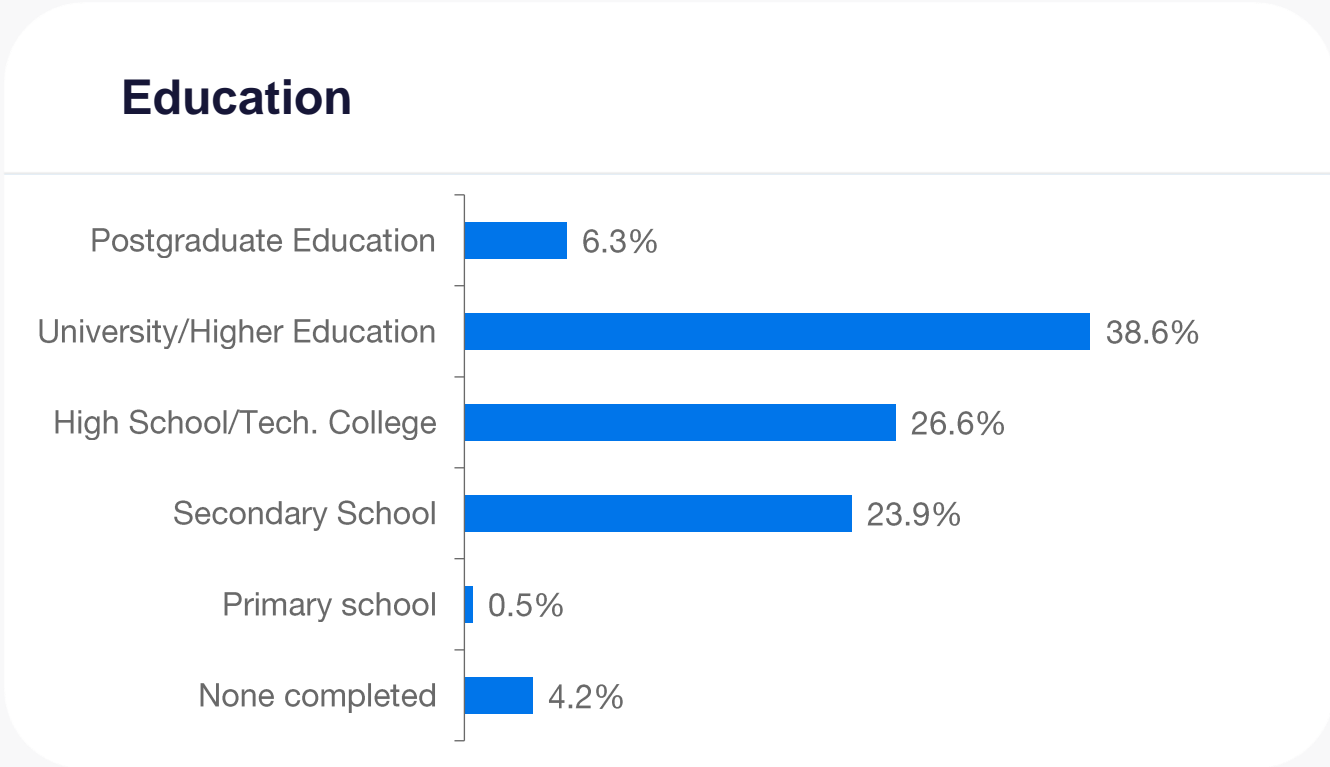
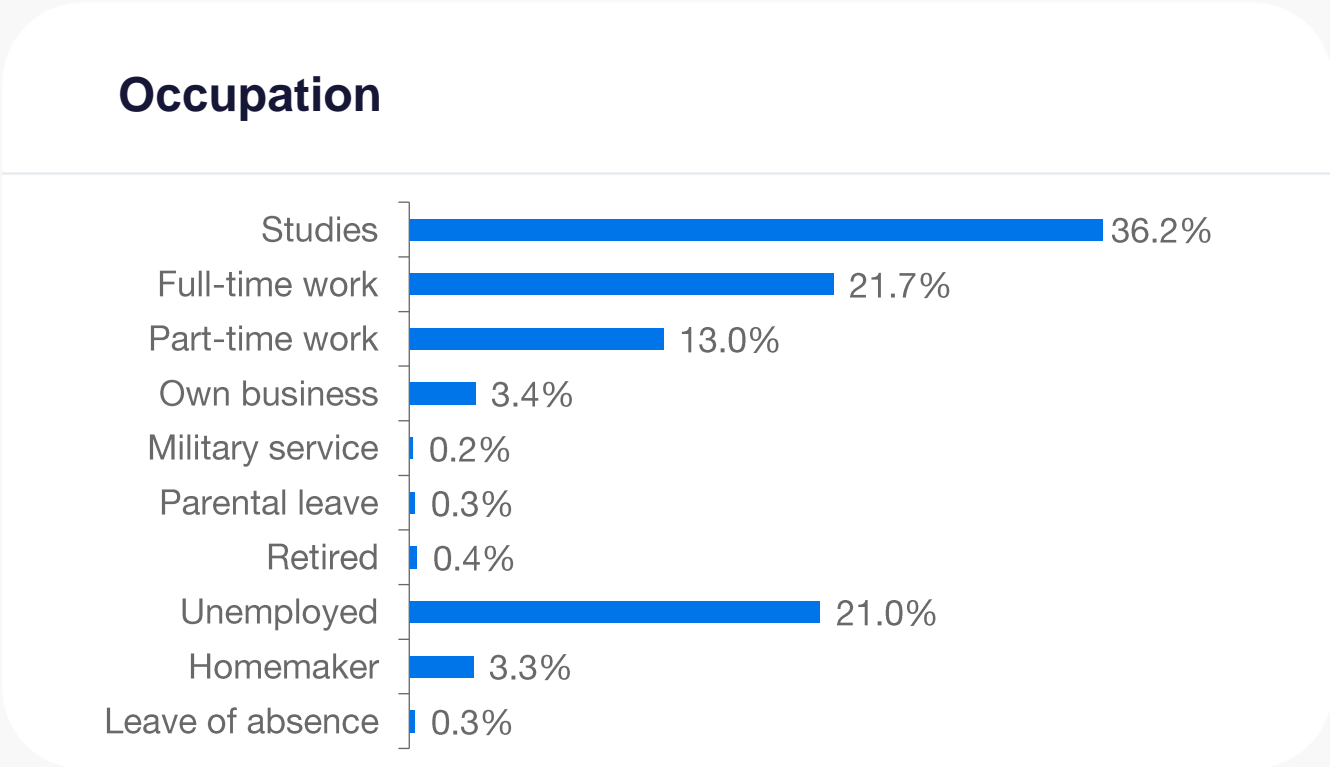
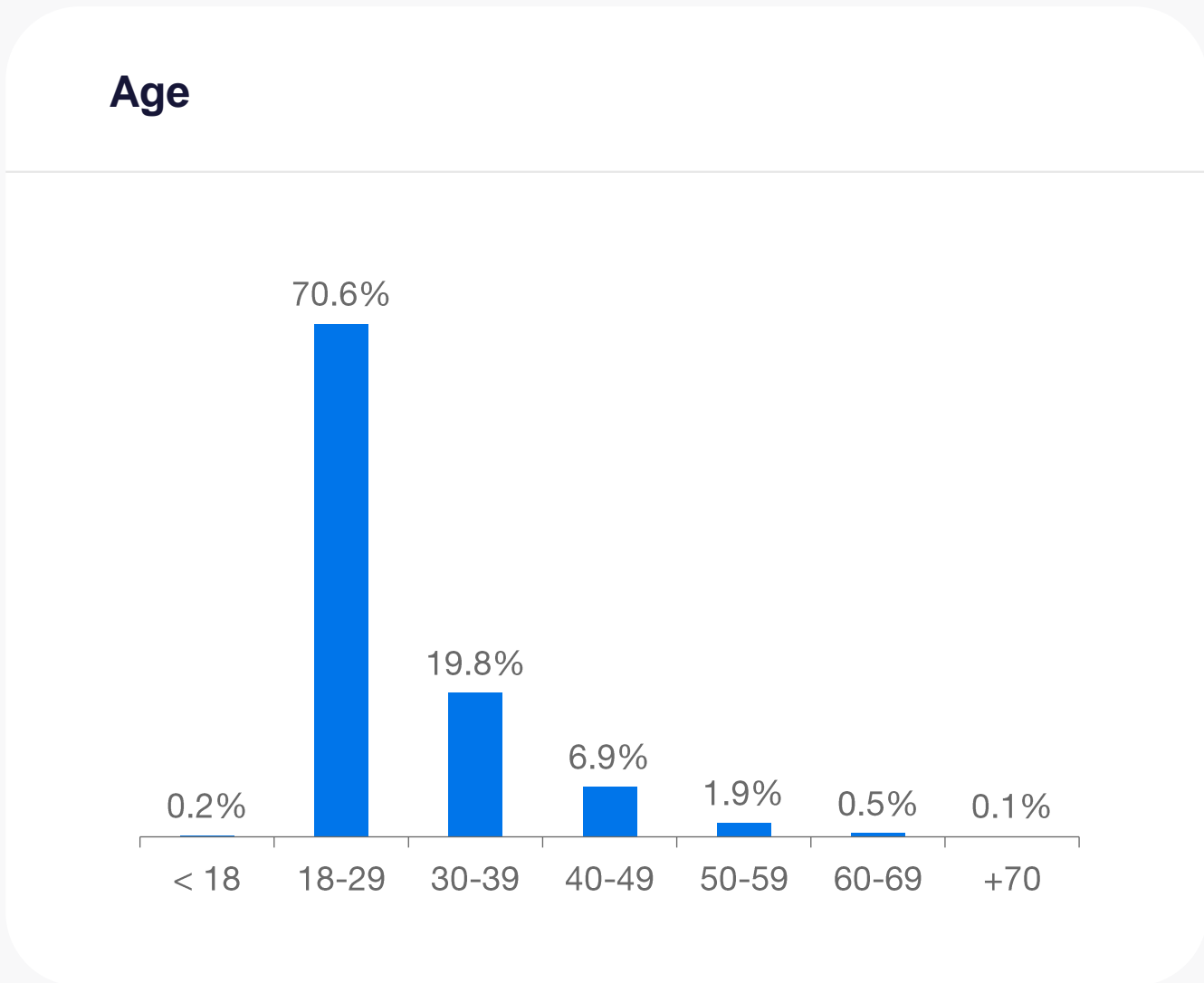
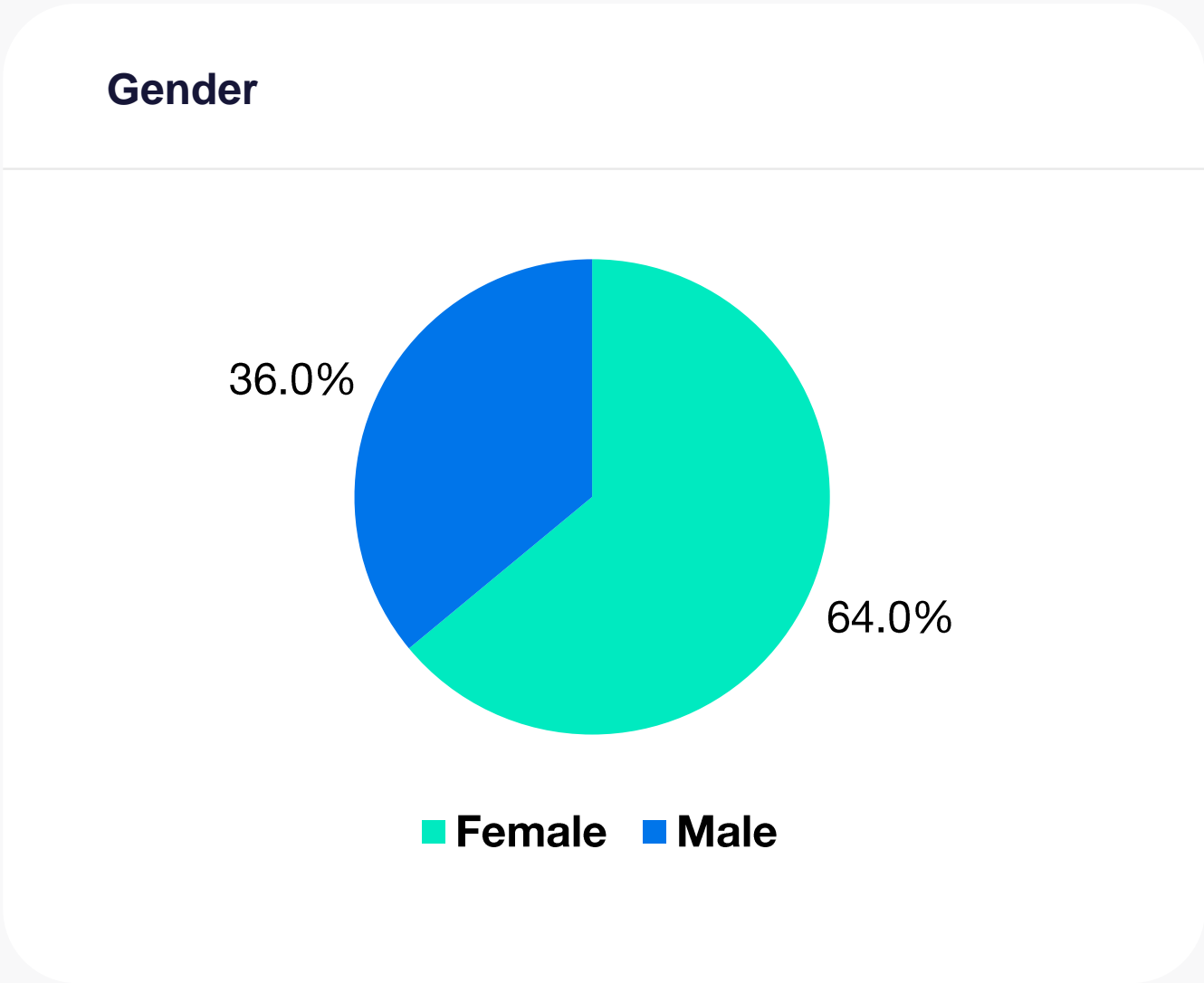


### Education





  
**Panel Size**  
94.568





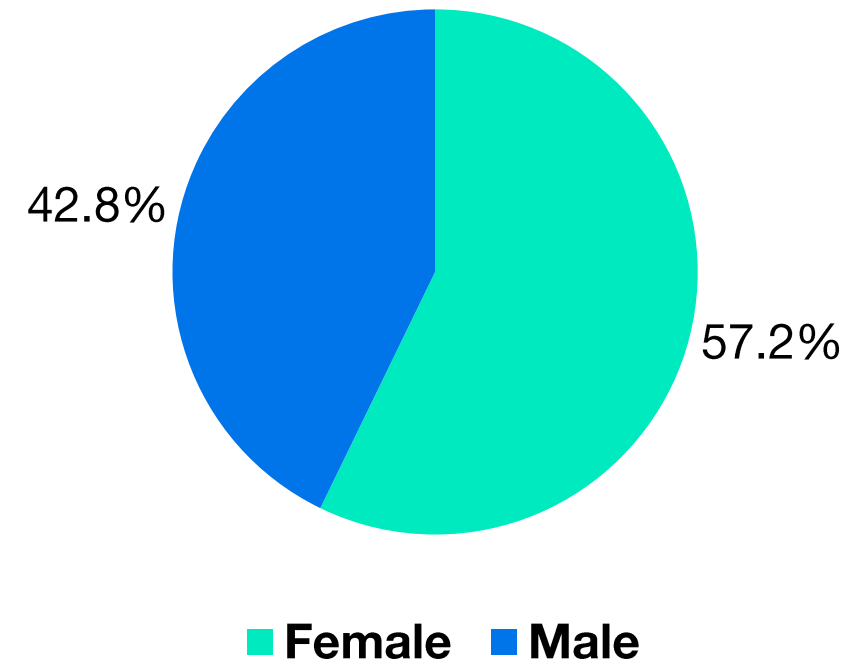
Poland



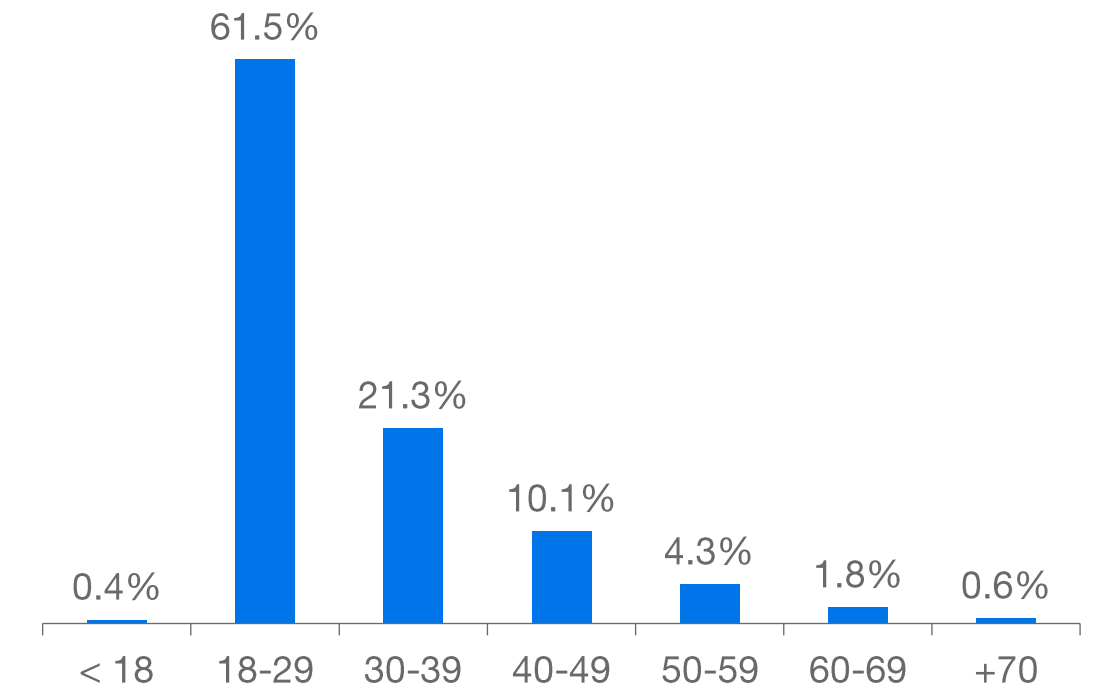
Panel Size

30.532

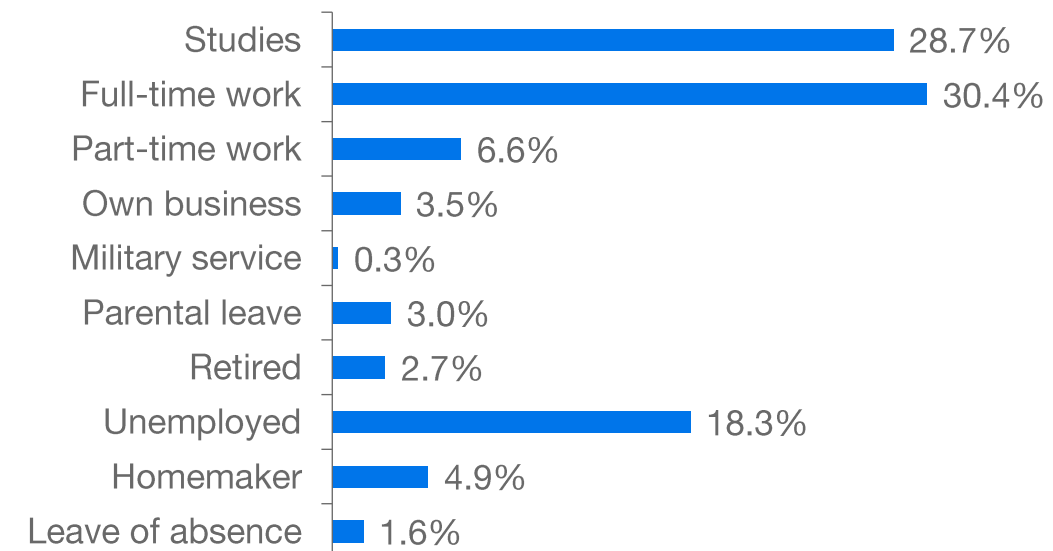
### Gender



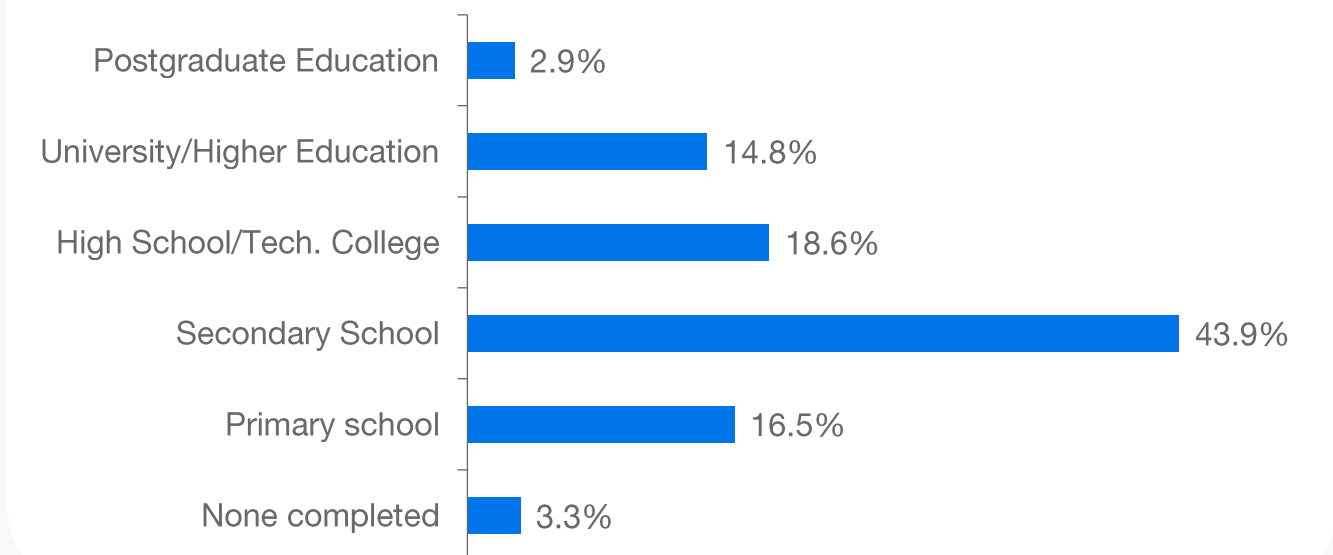
### Age




### Occupation

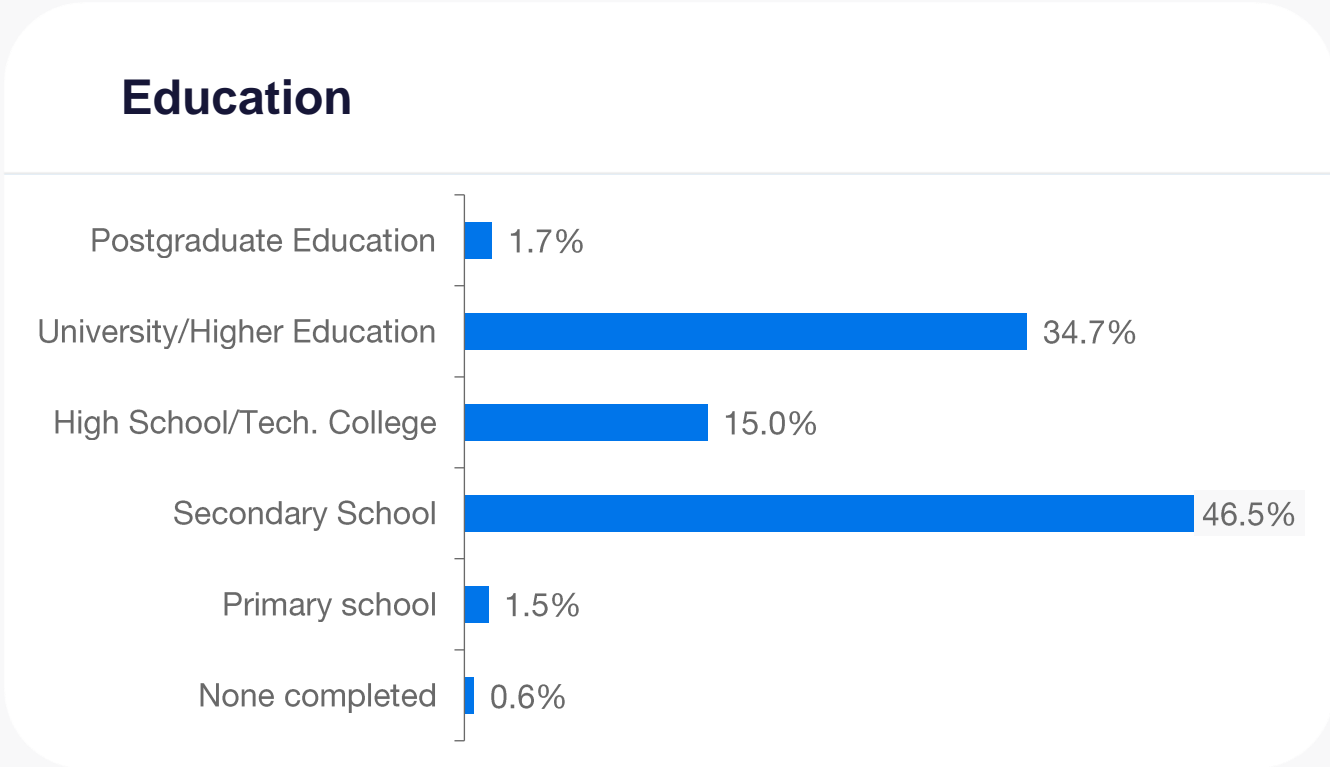
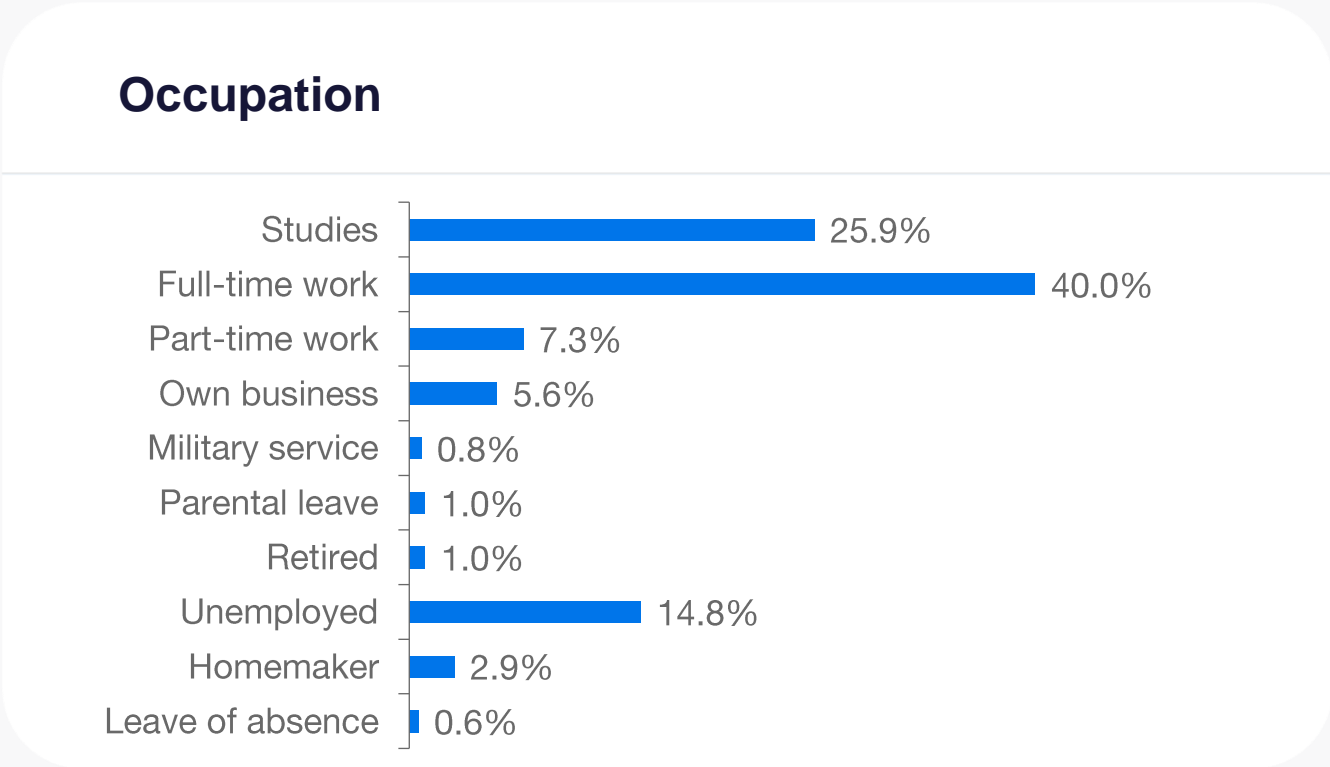
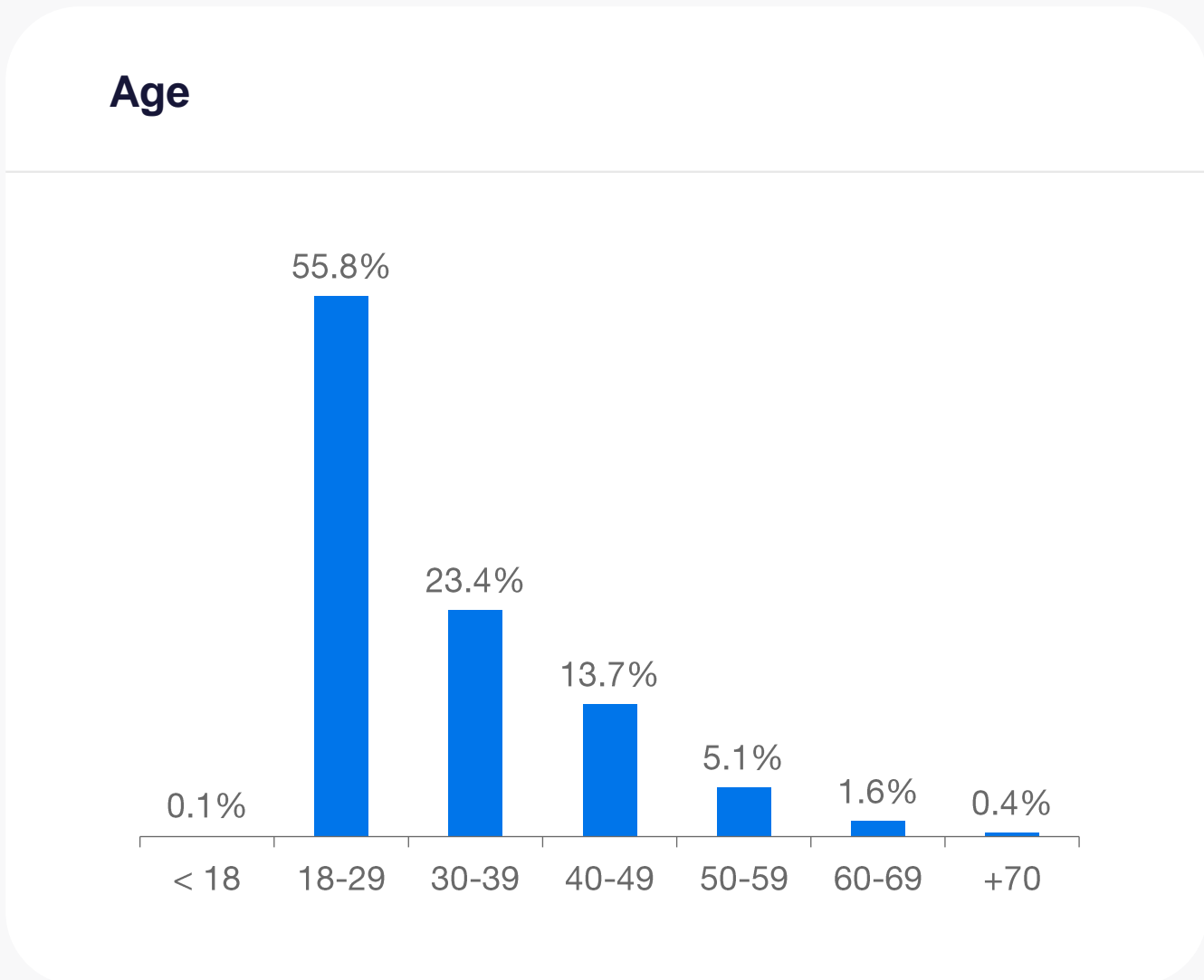
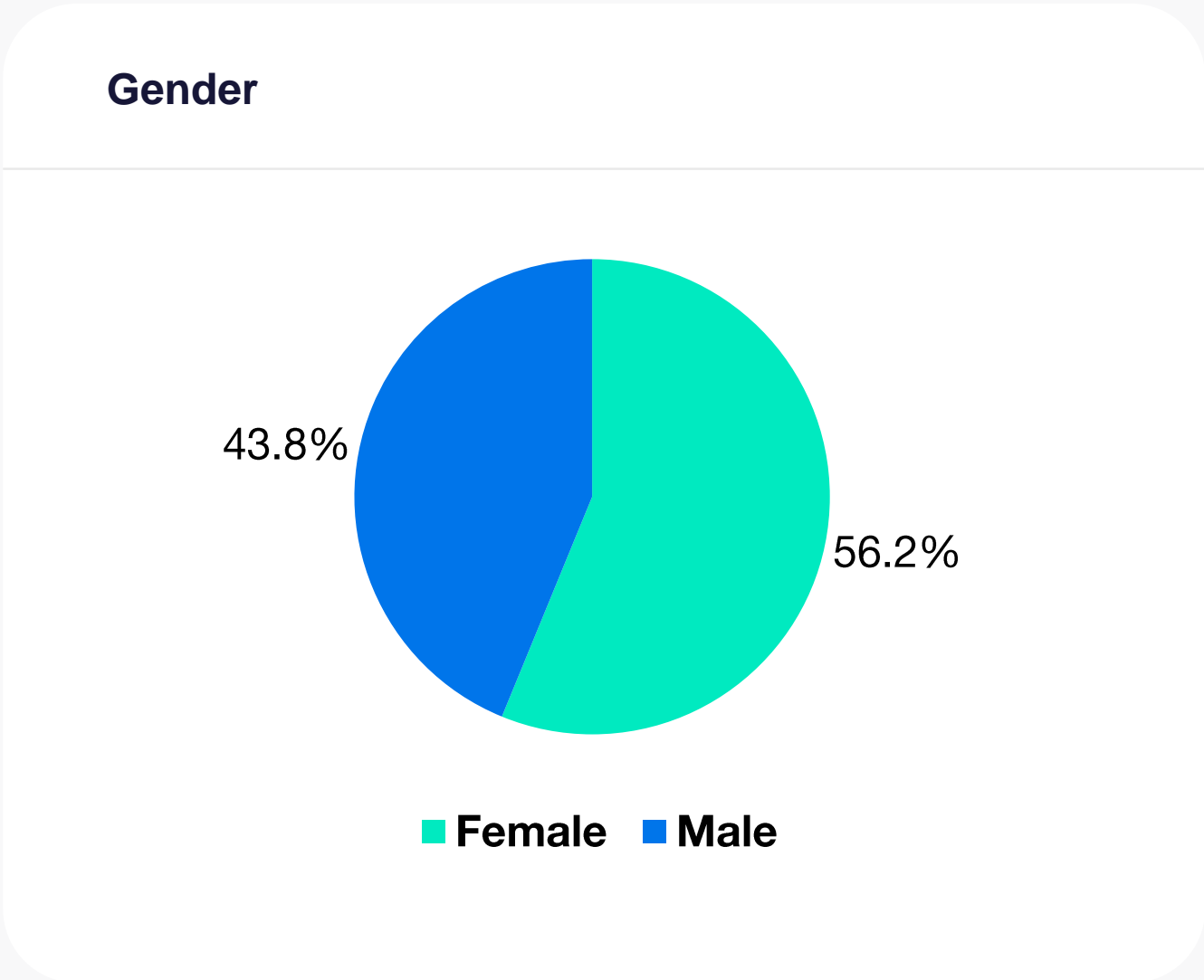


### Education






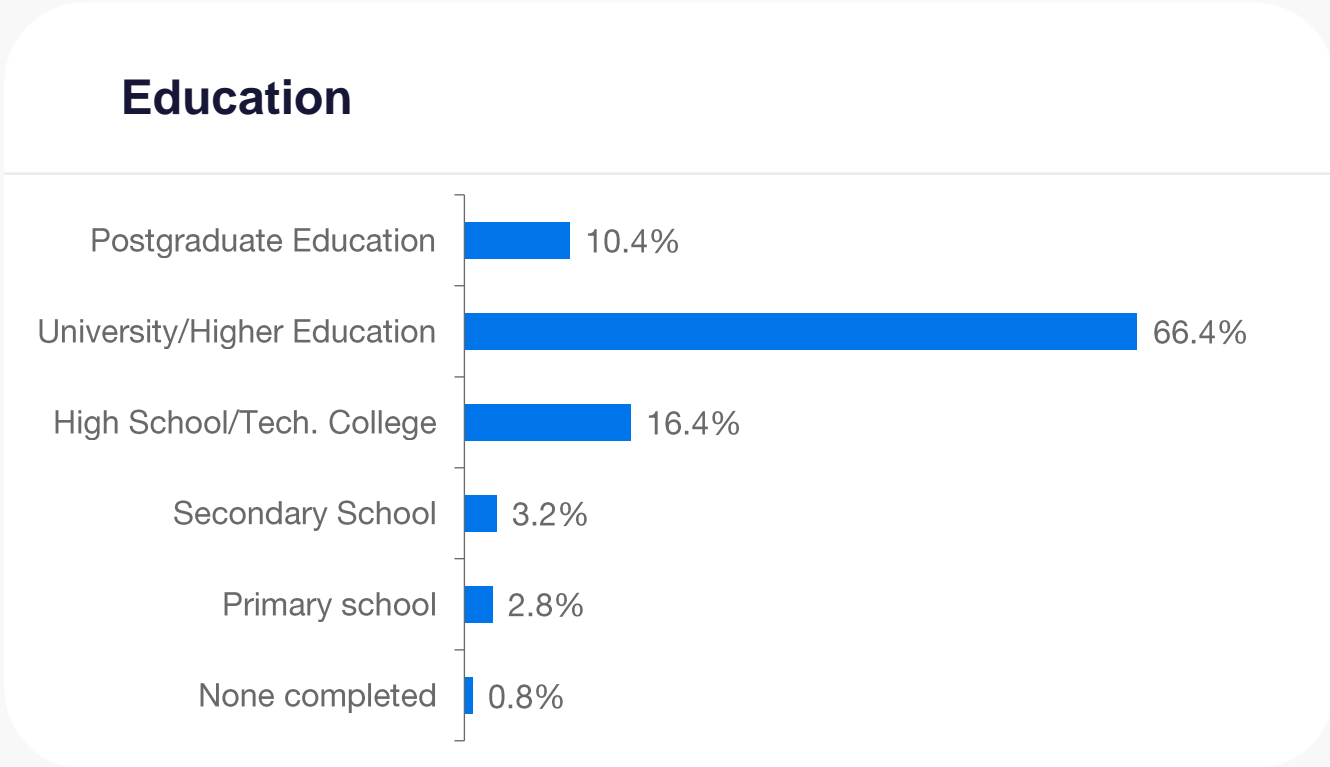
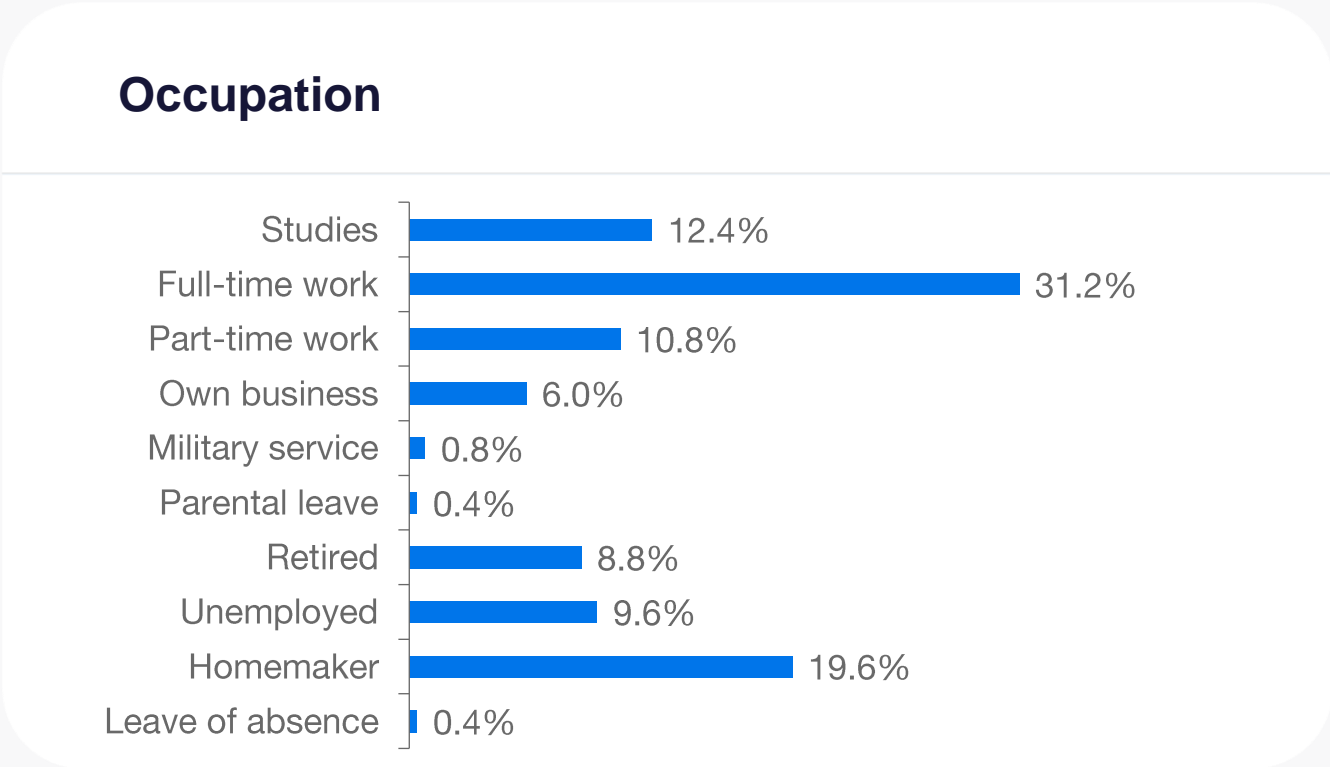
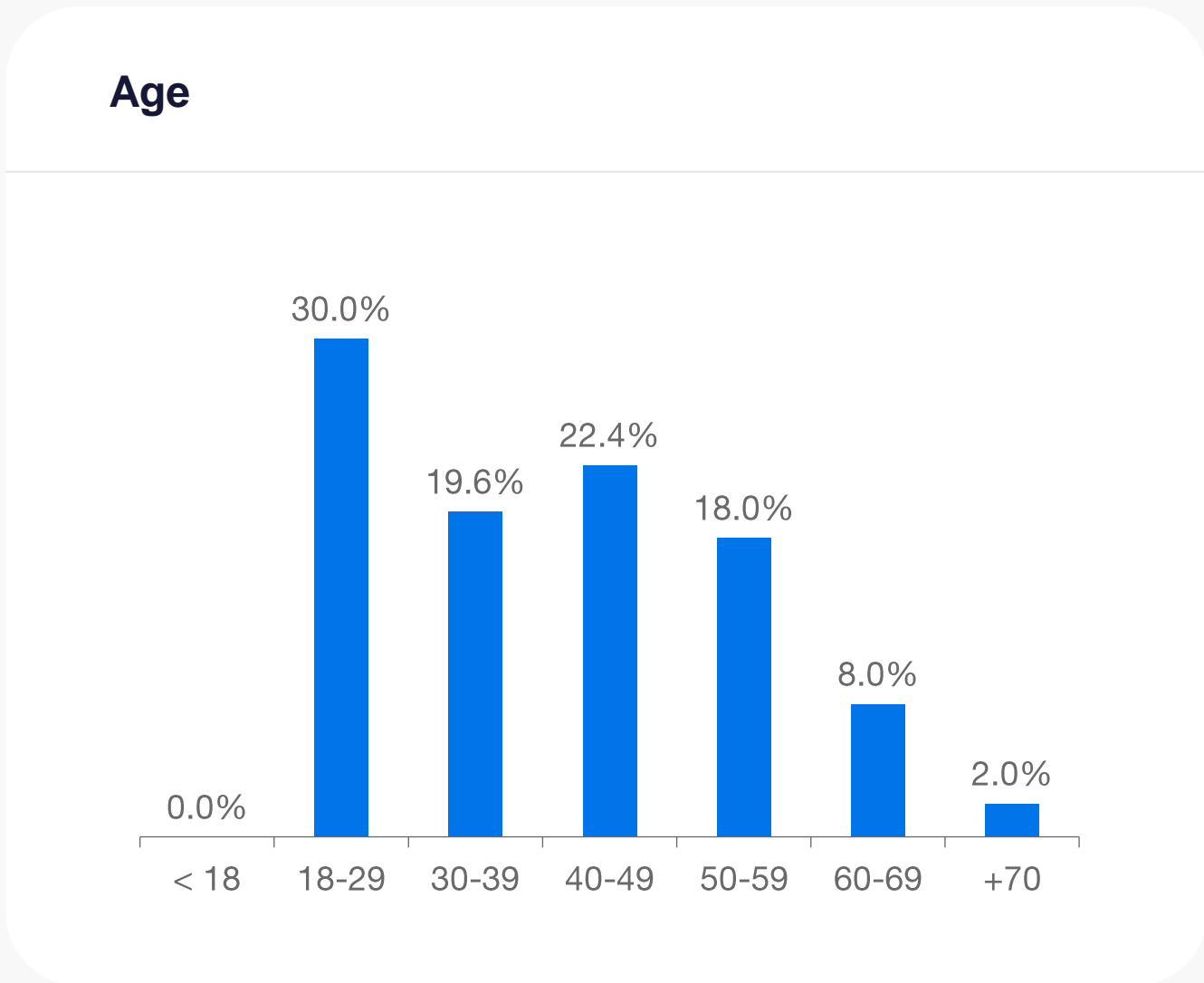
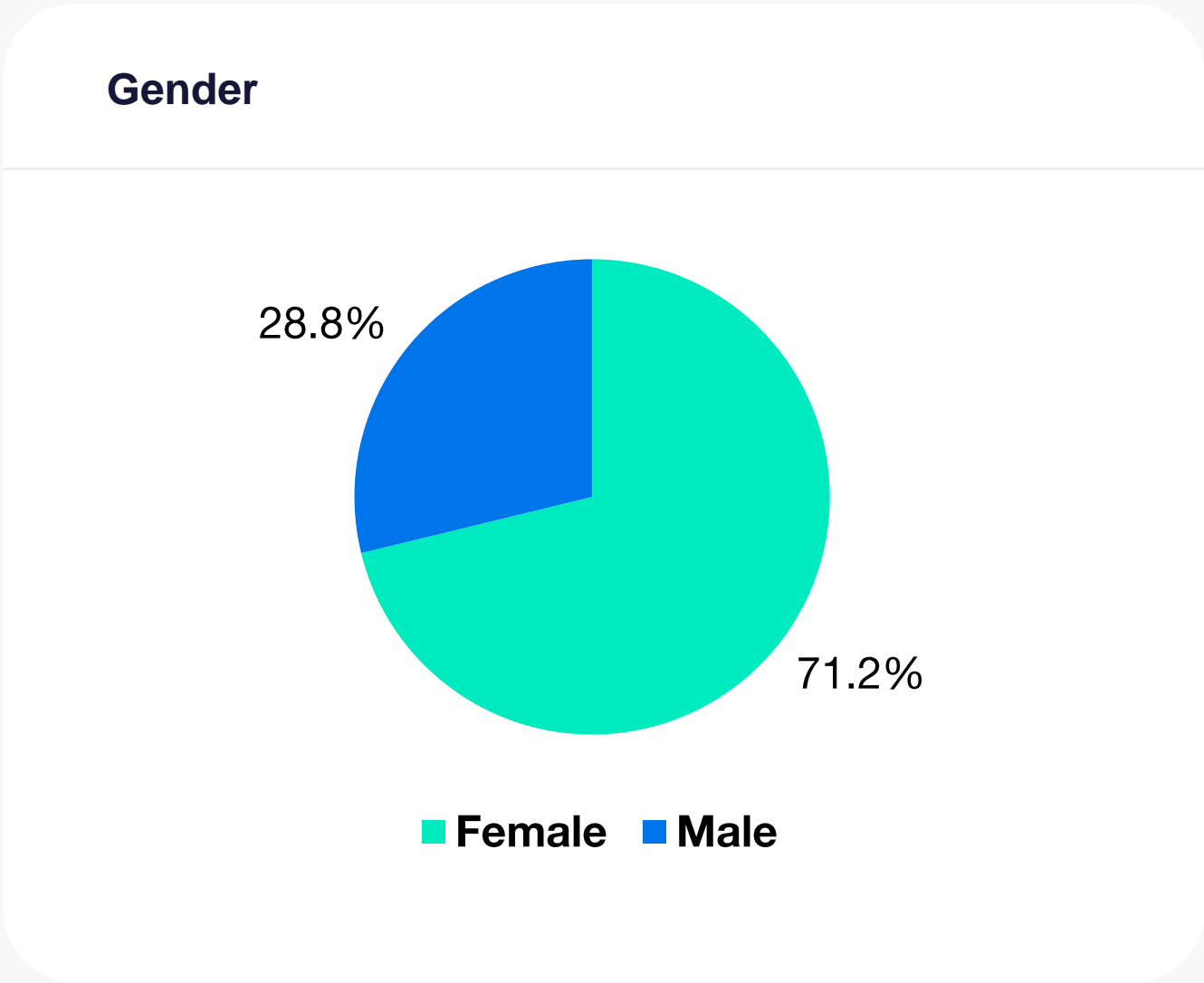
  
**Panel Size**  
36.143






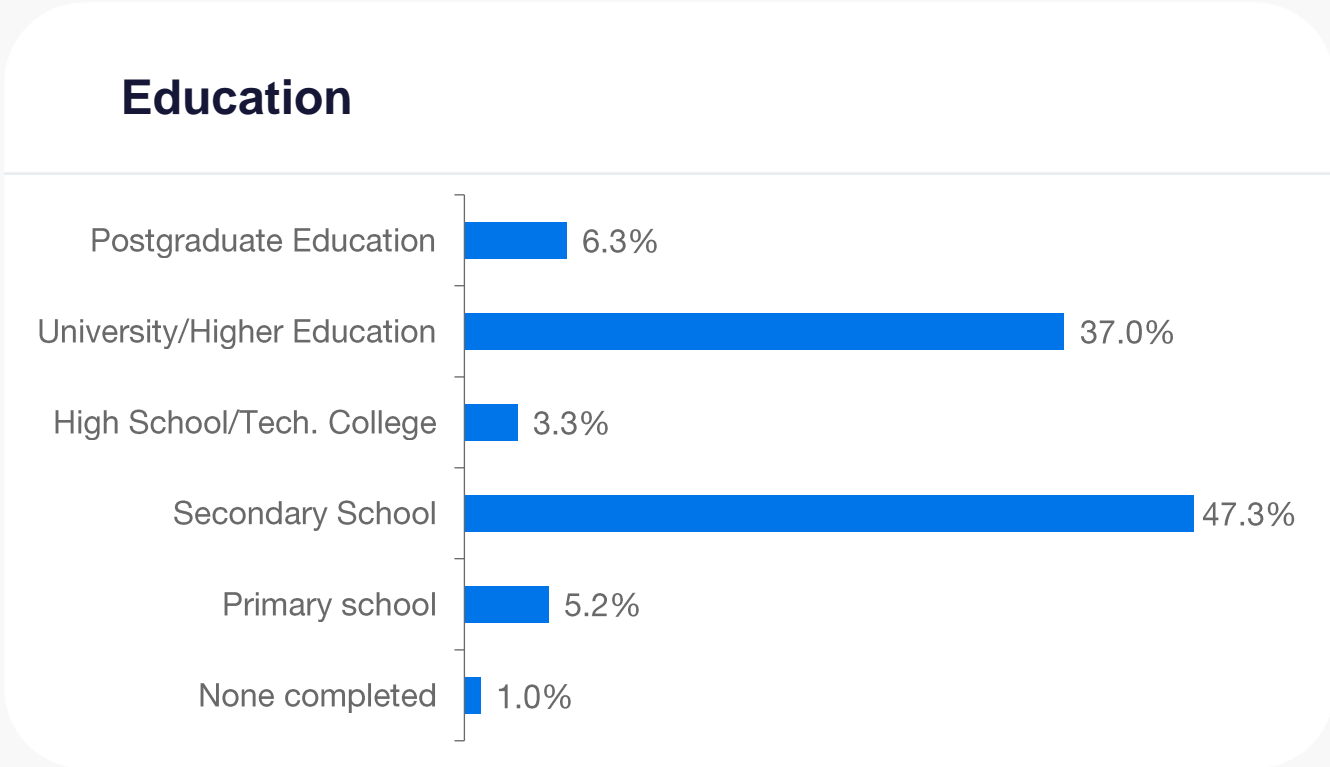
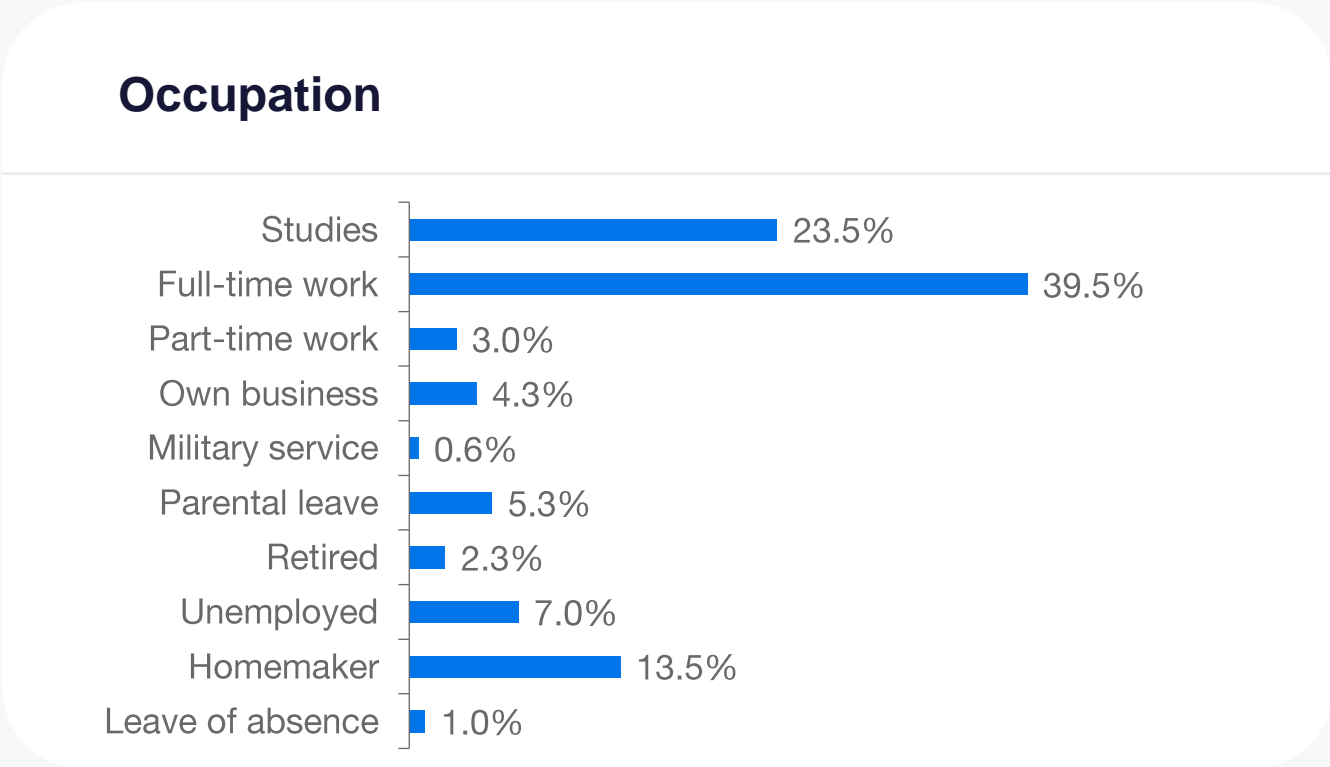
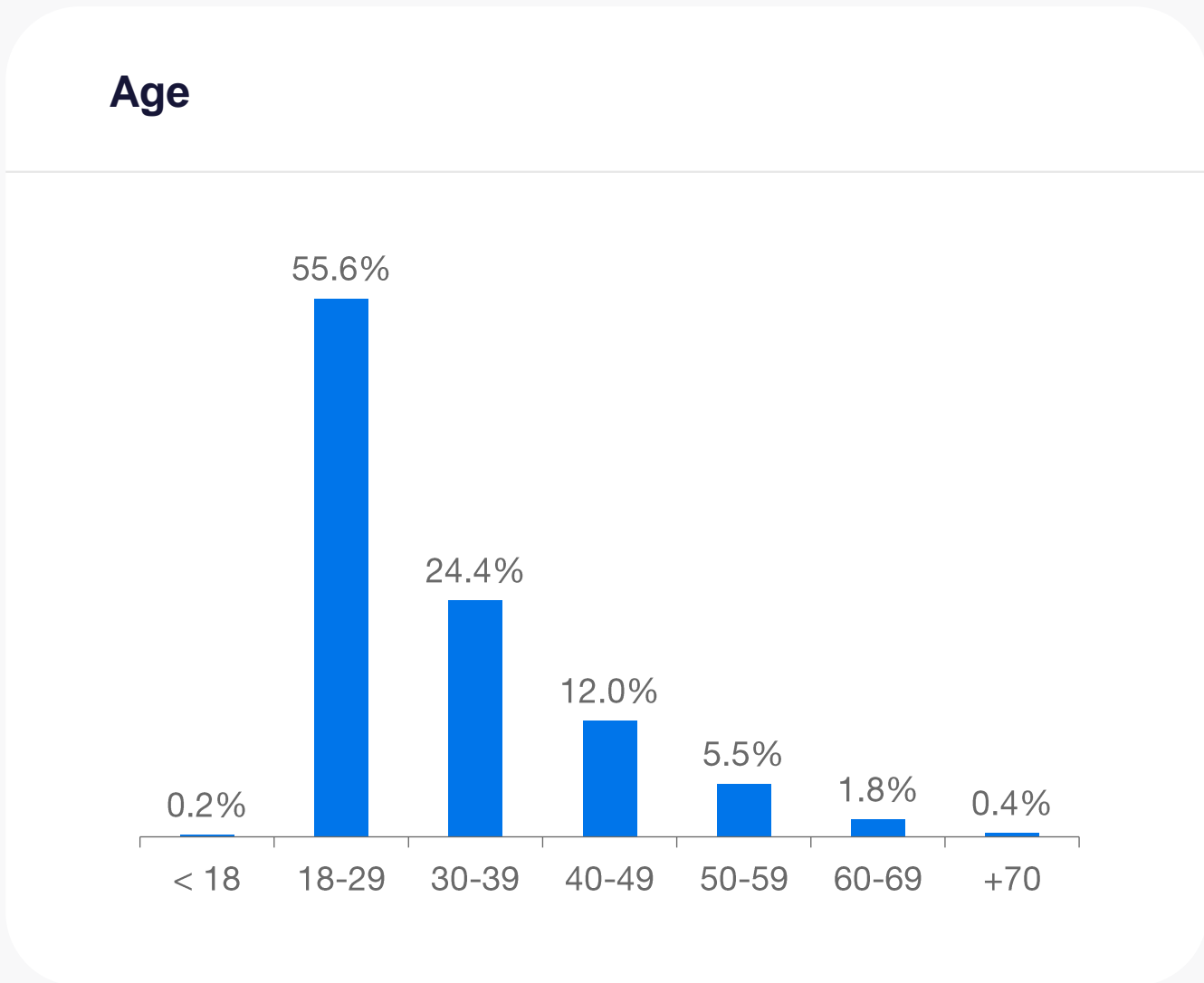
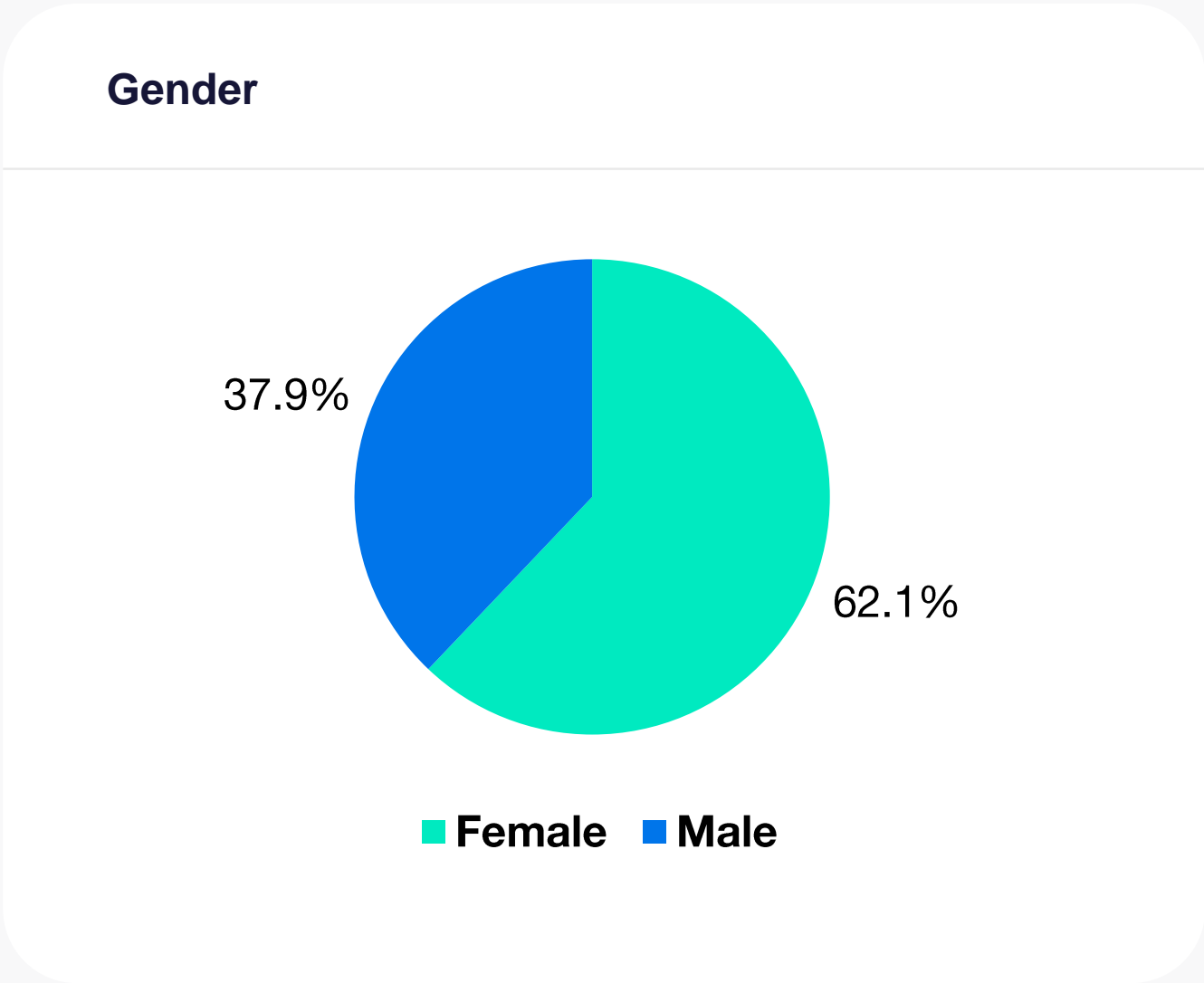
# Puerto Rico

  
**Panel Size**  
250






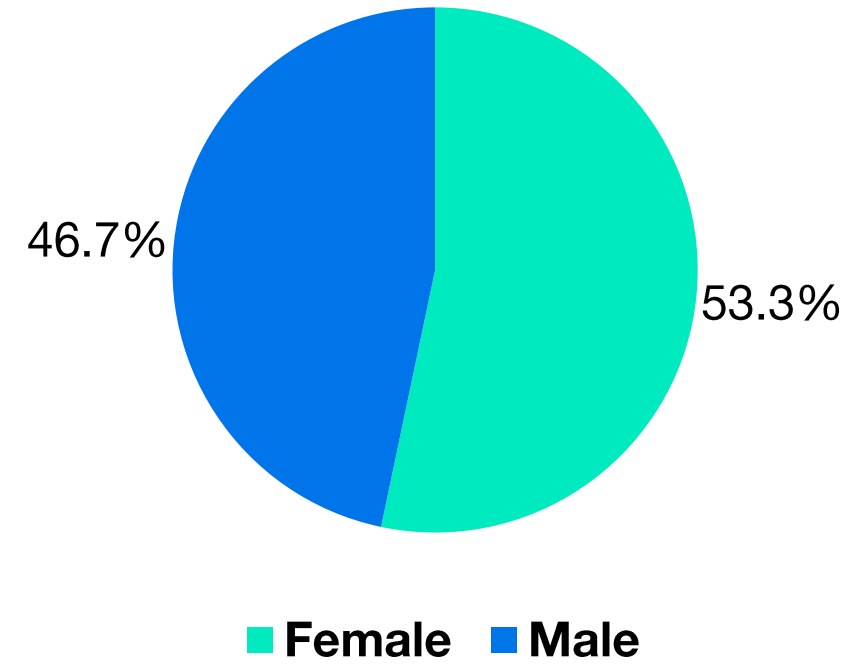
  
**Panel Size**  
59.073



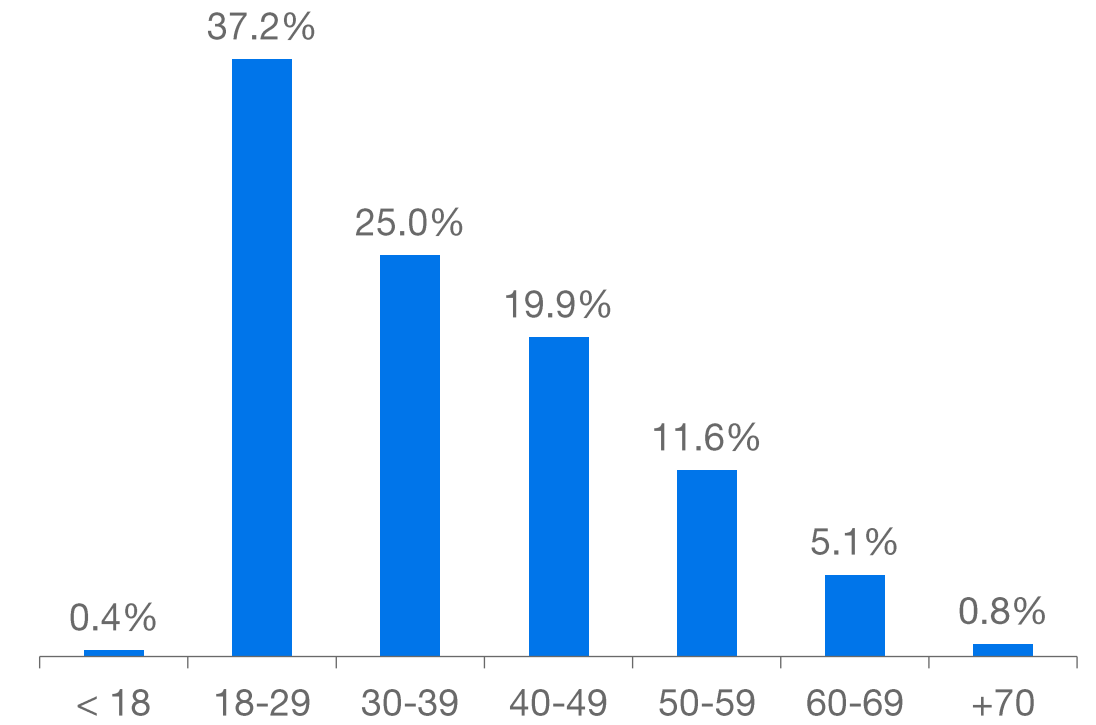


  
**Panel Size**  
3.904

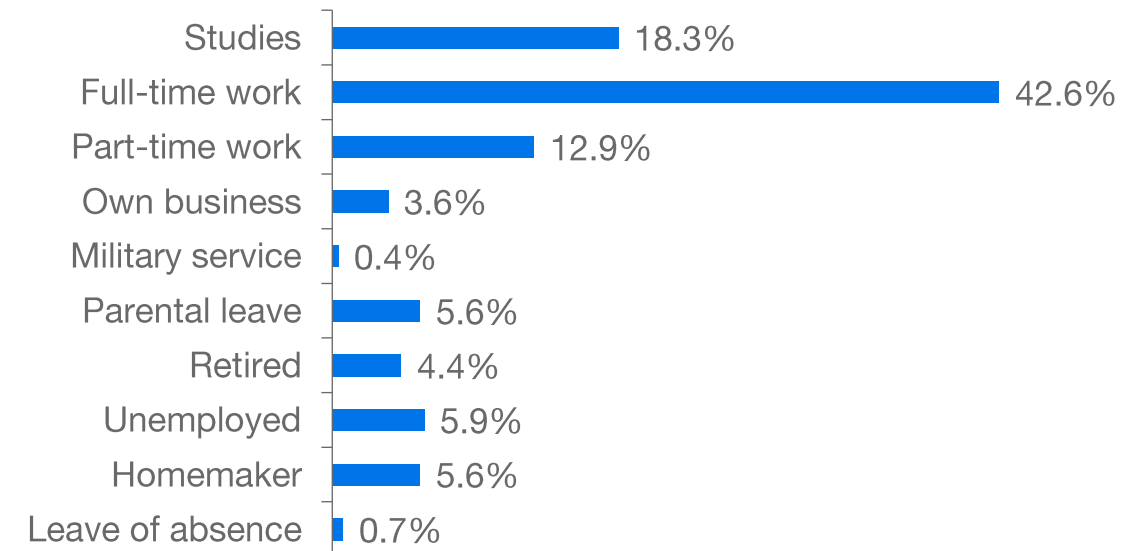
### Gender



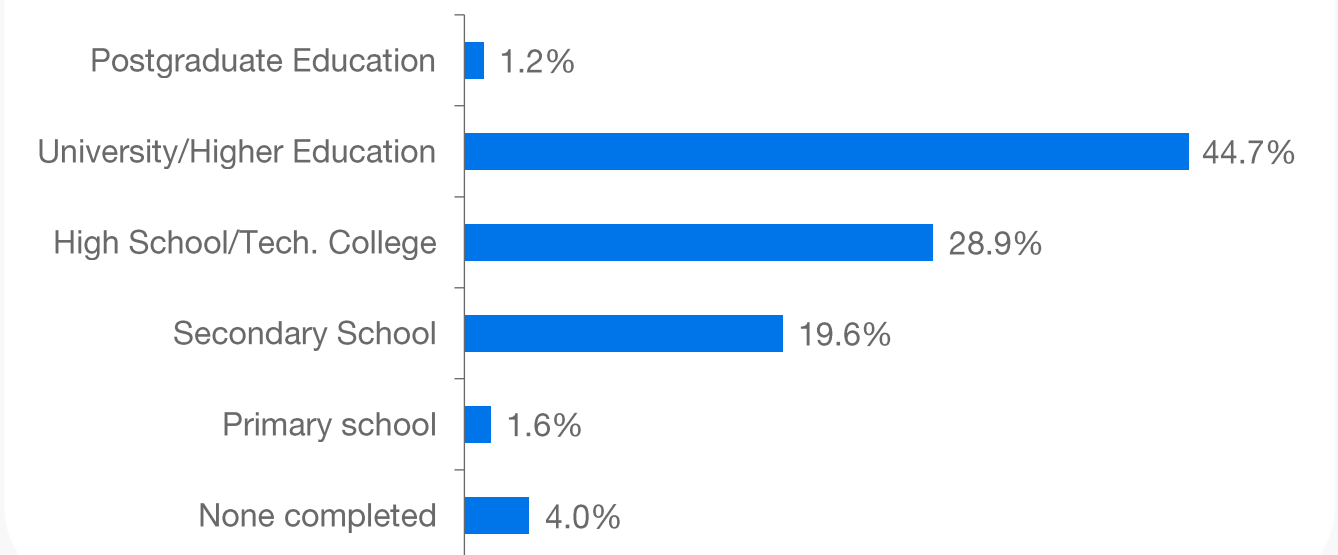
### Age




### Occupation

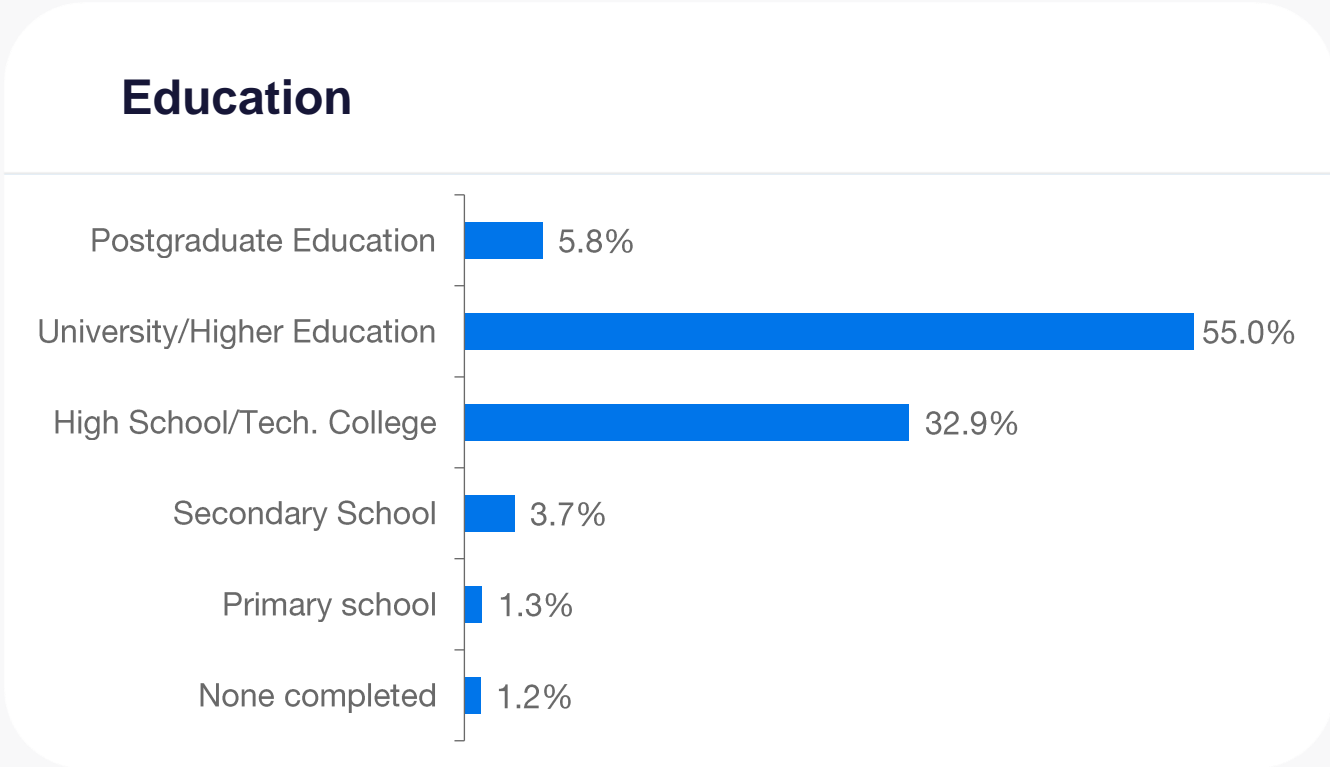
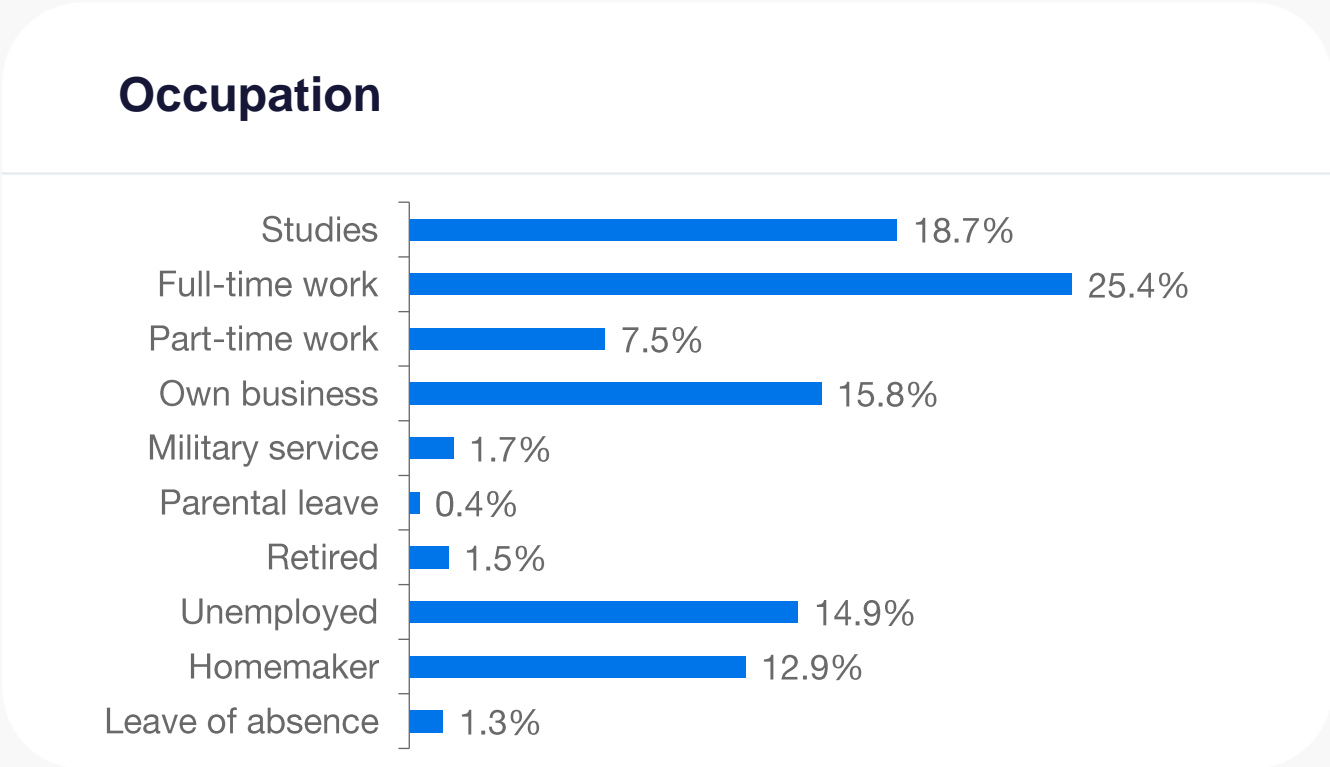
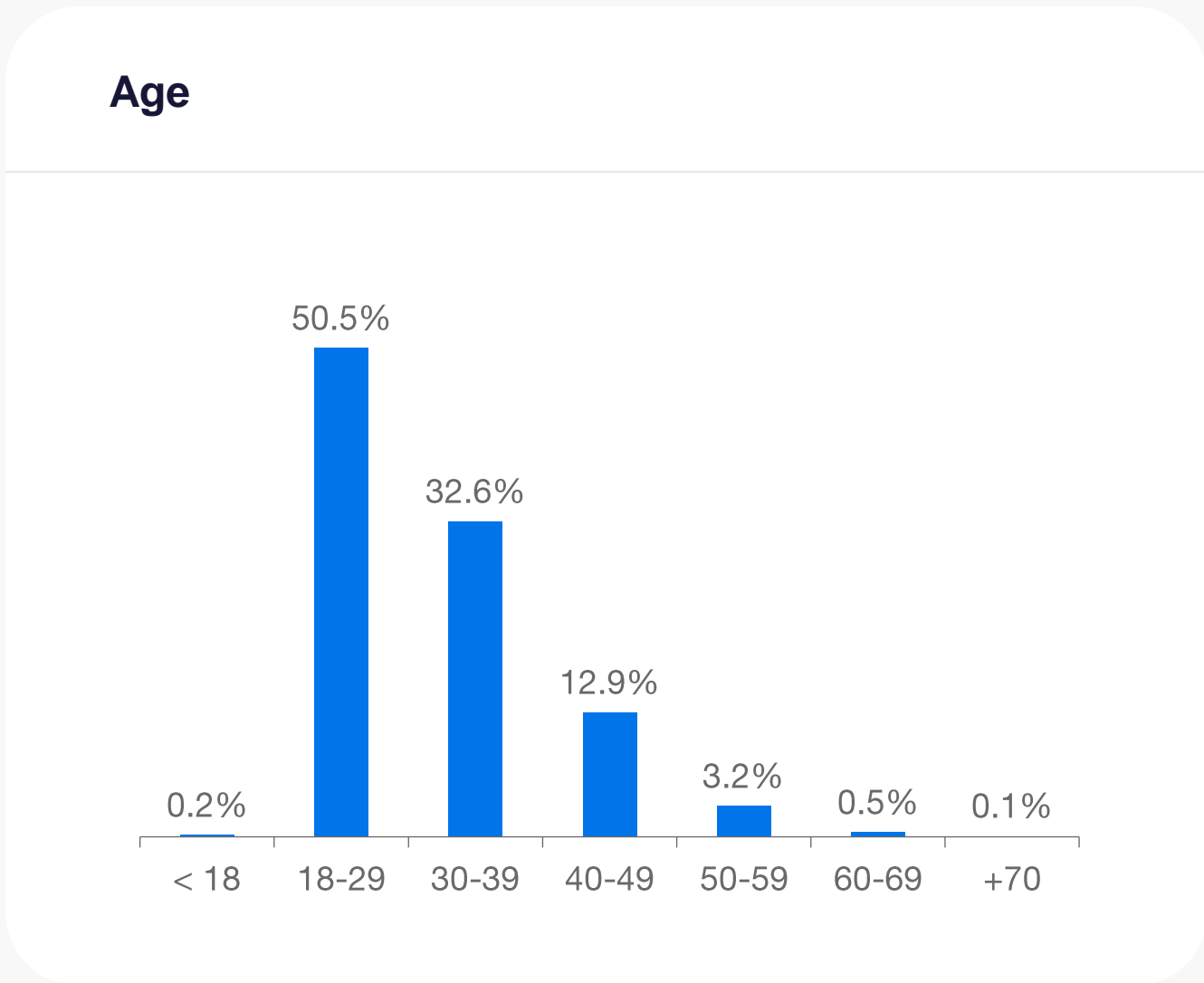
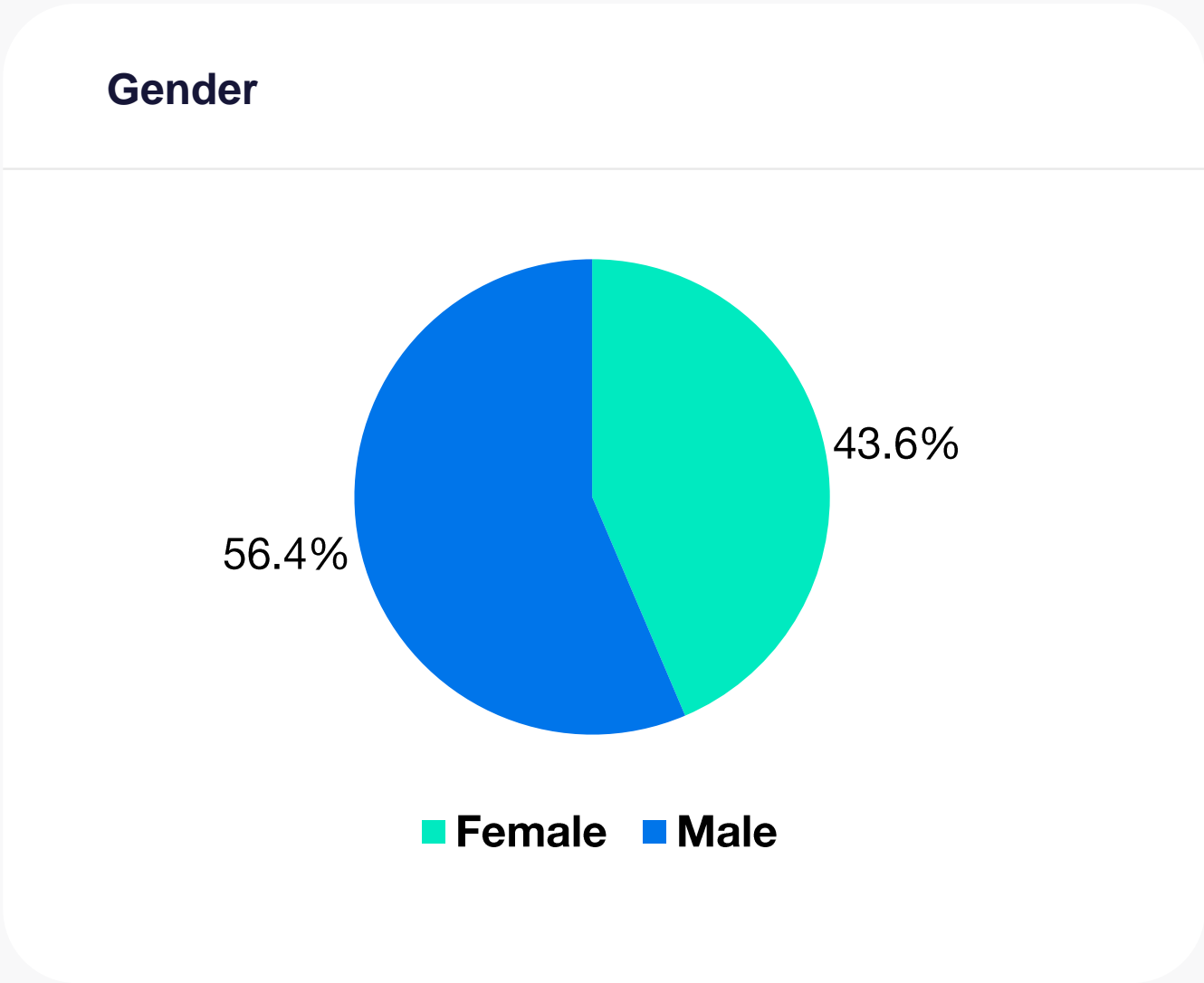


### Education






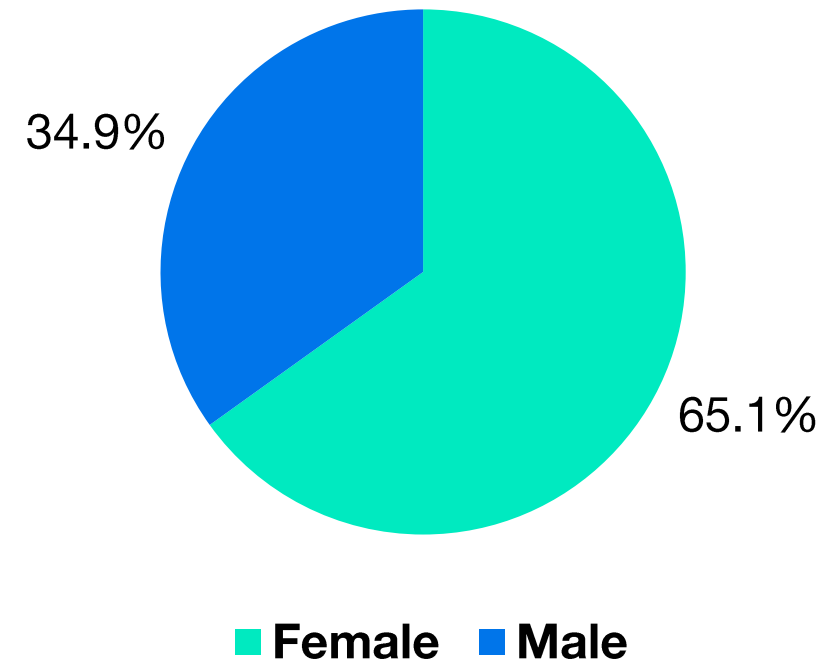
  
**Panel Size**  
29.349



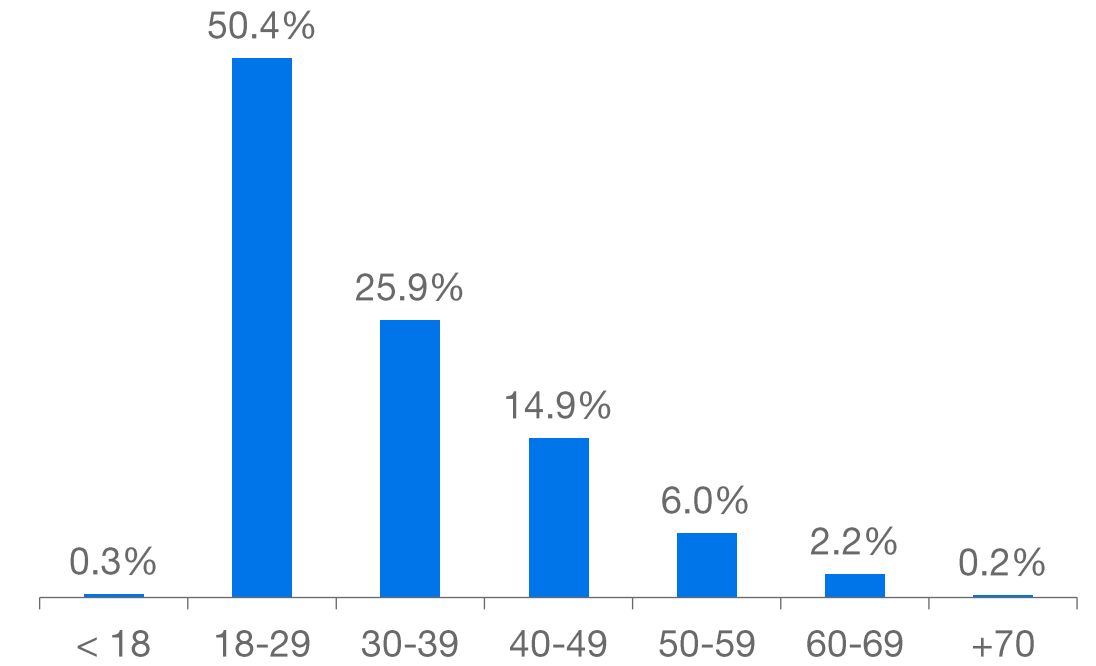


  
**Panel Size**  
3.736

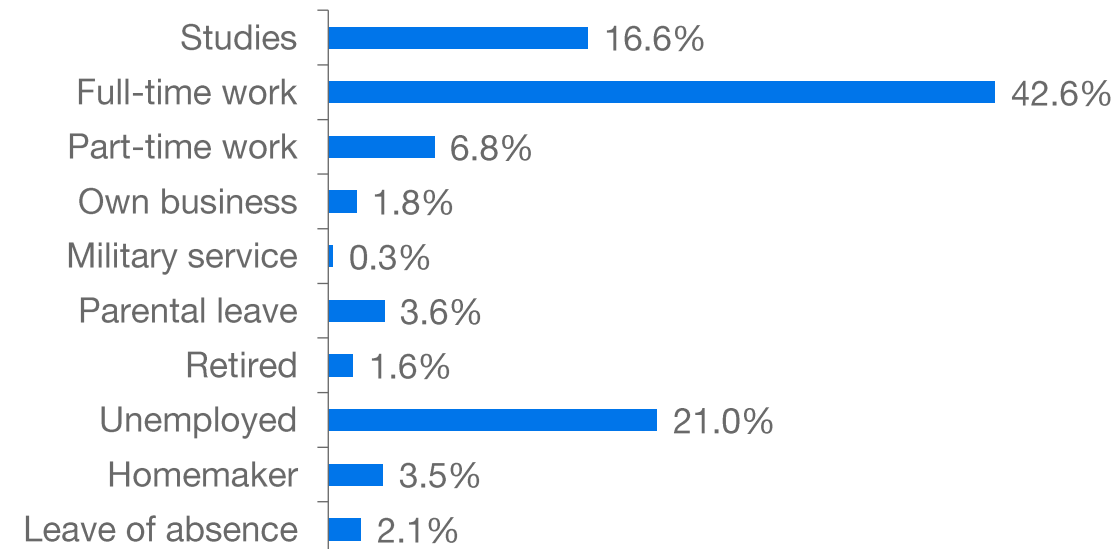
### Gender



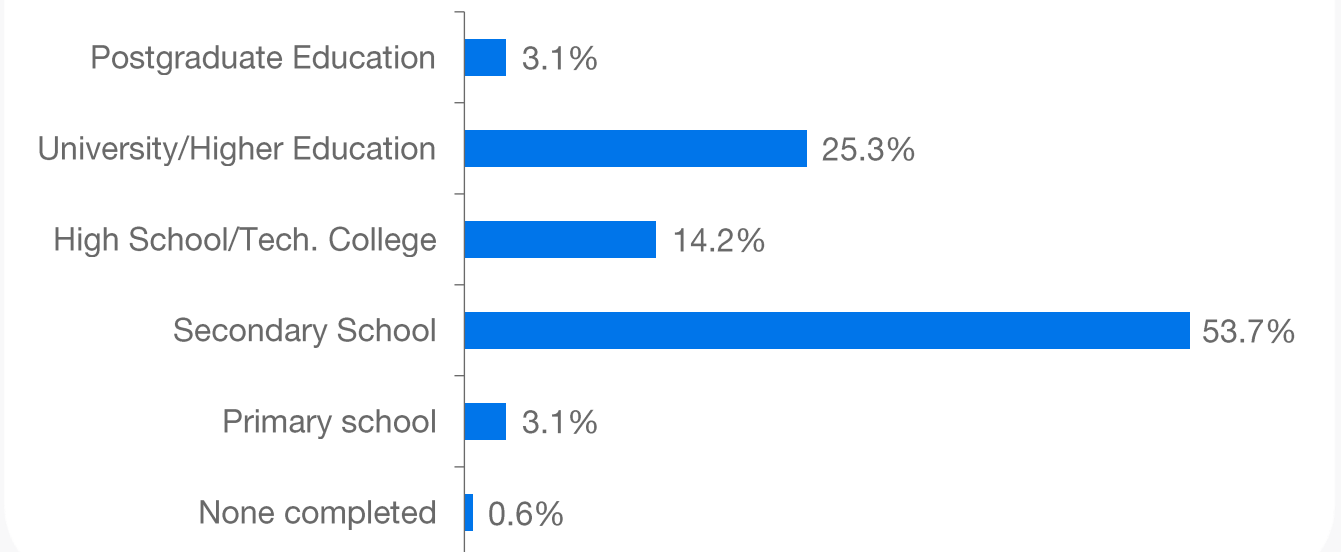
### Age




### Occupation

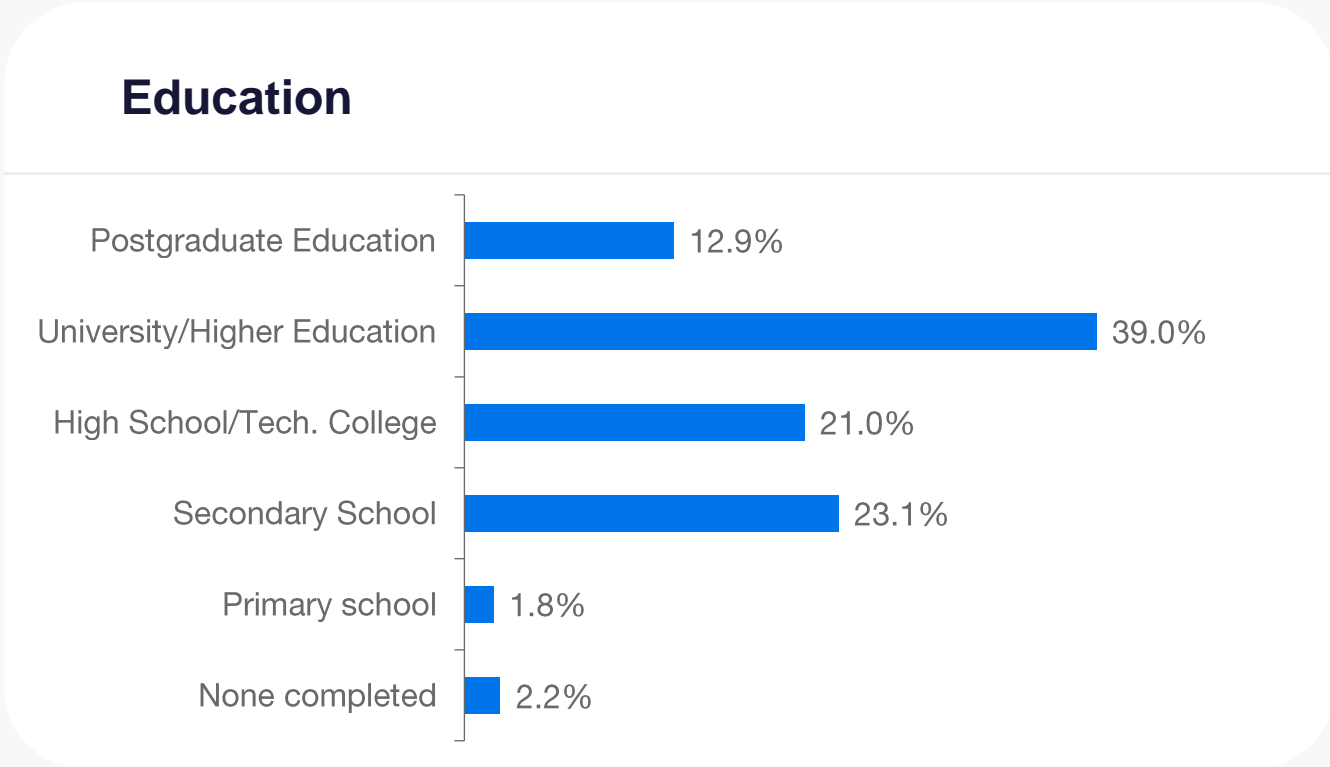
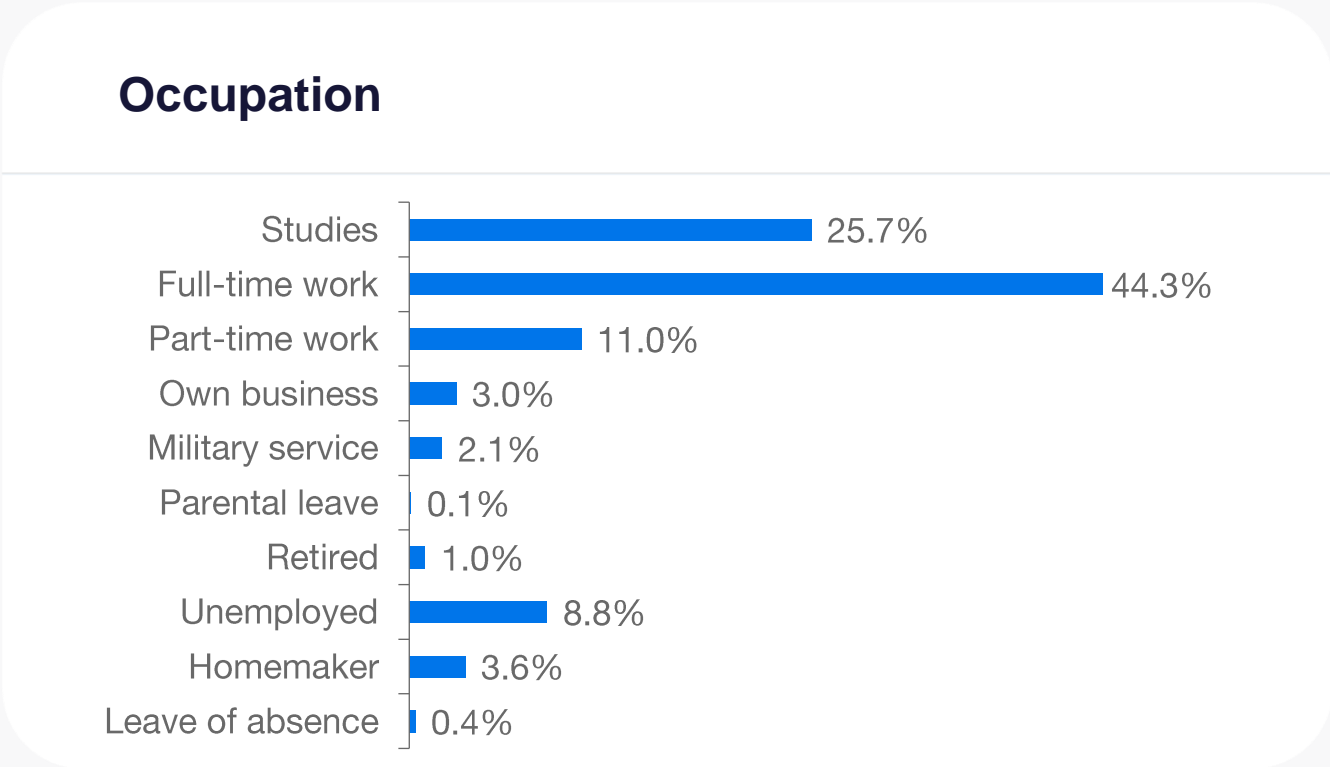
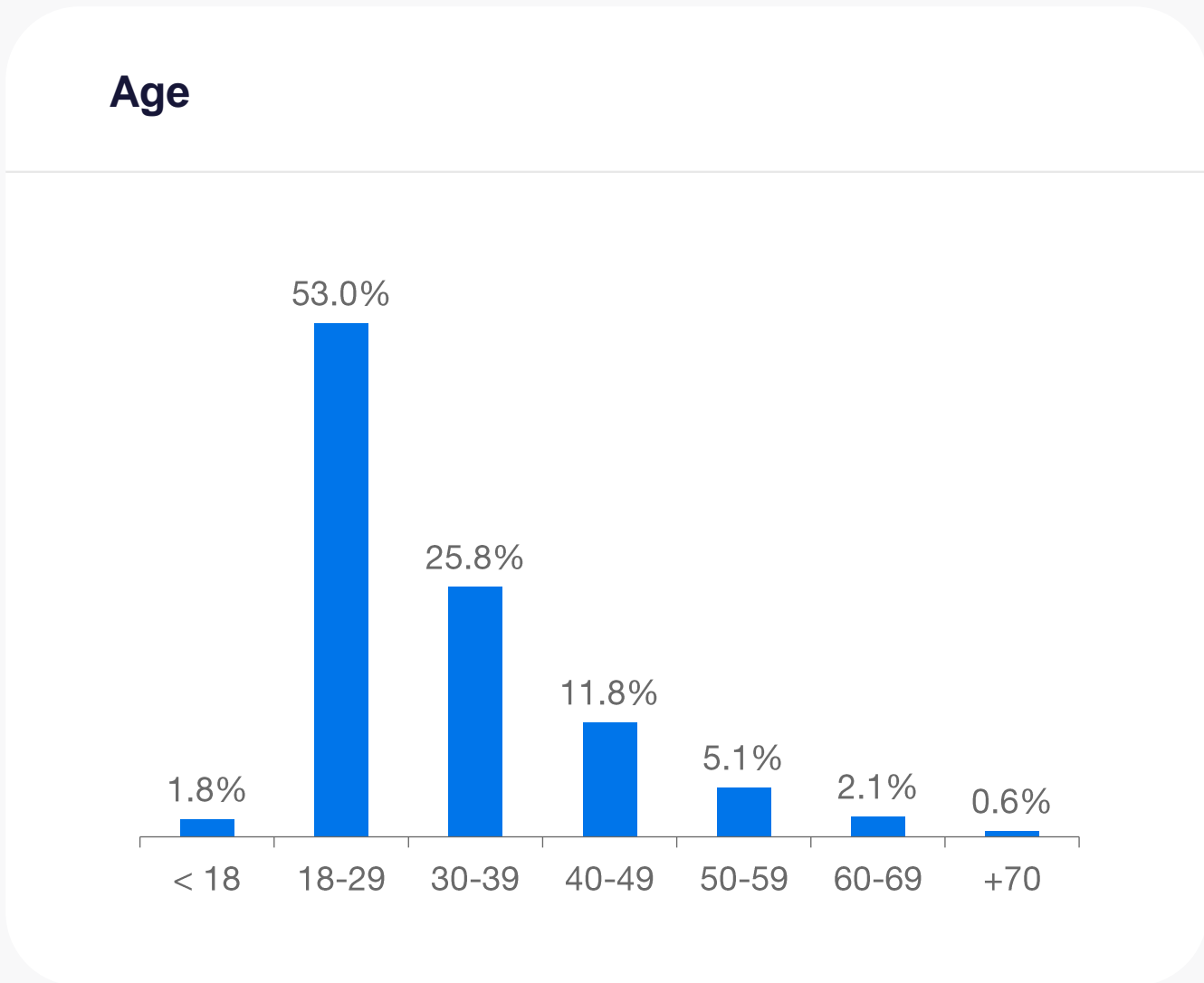
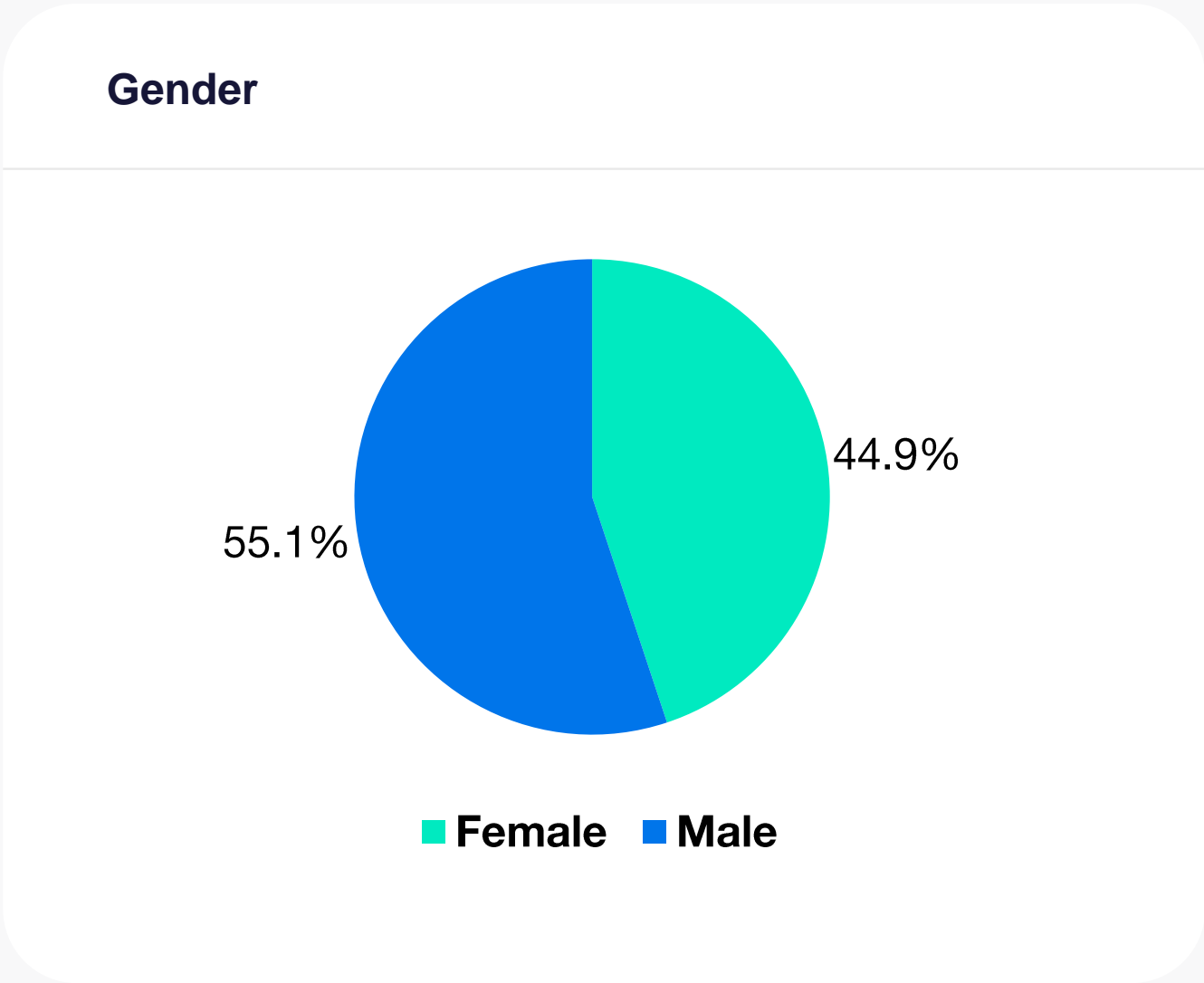


### Education




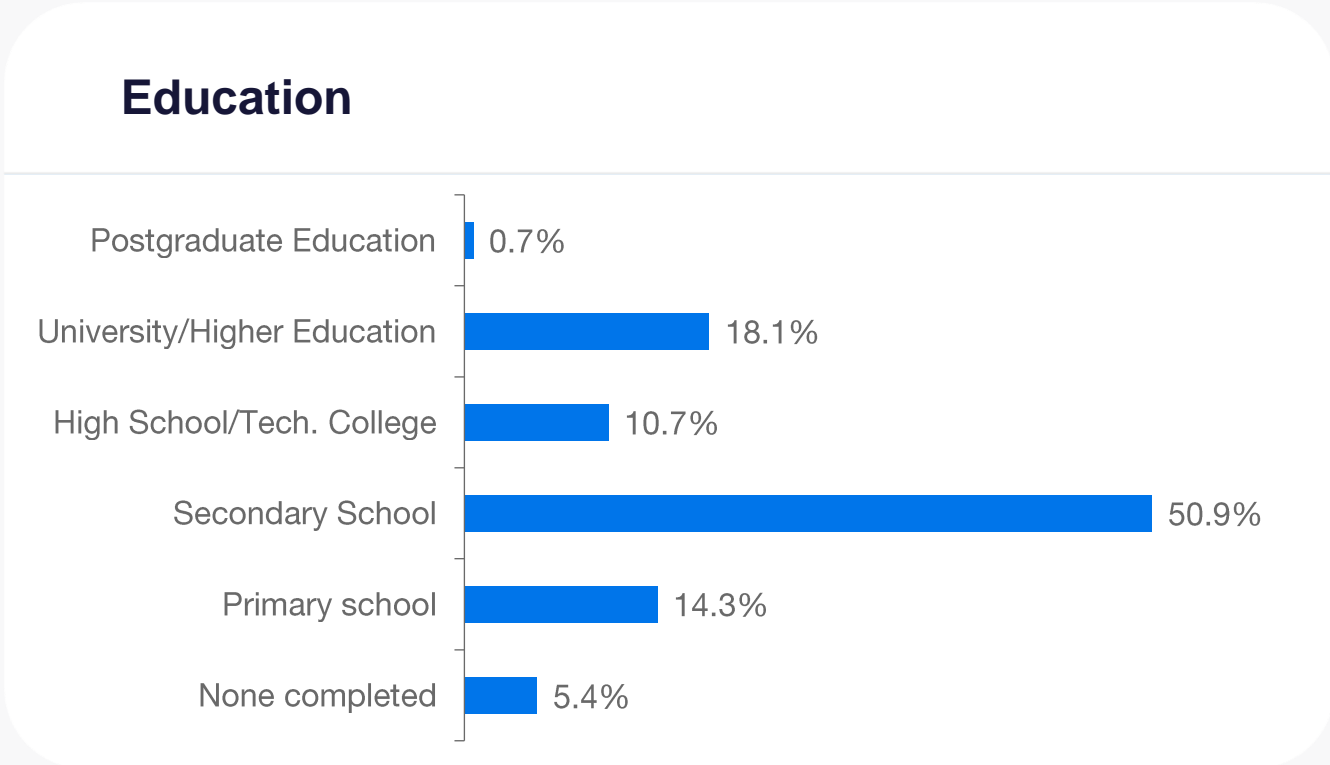
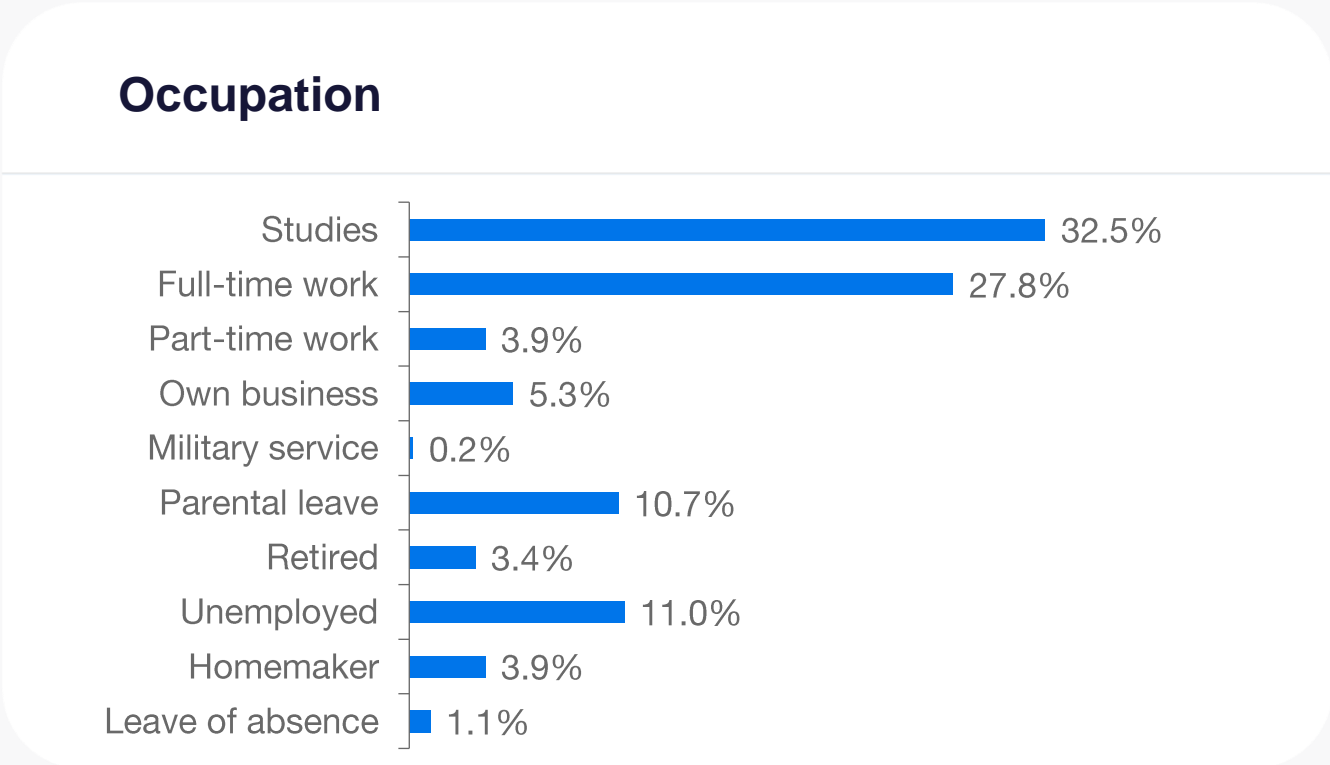
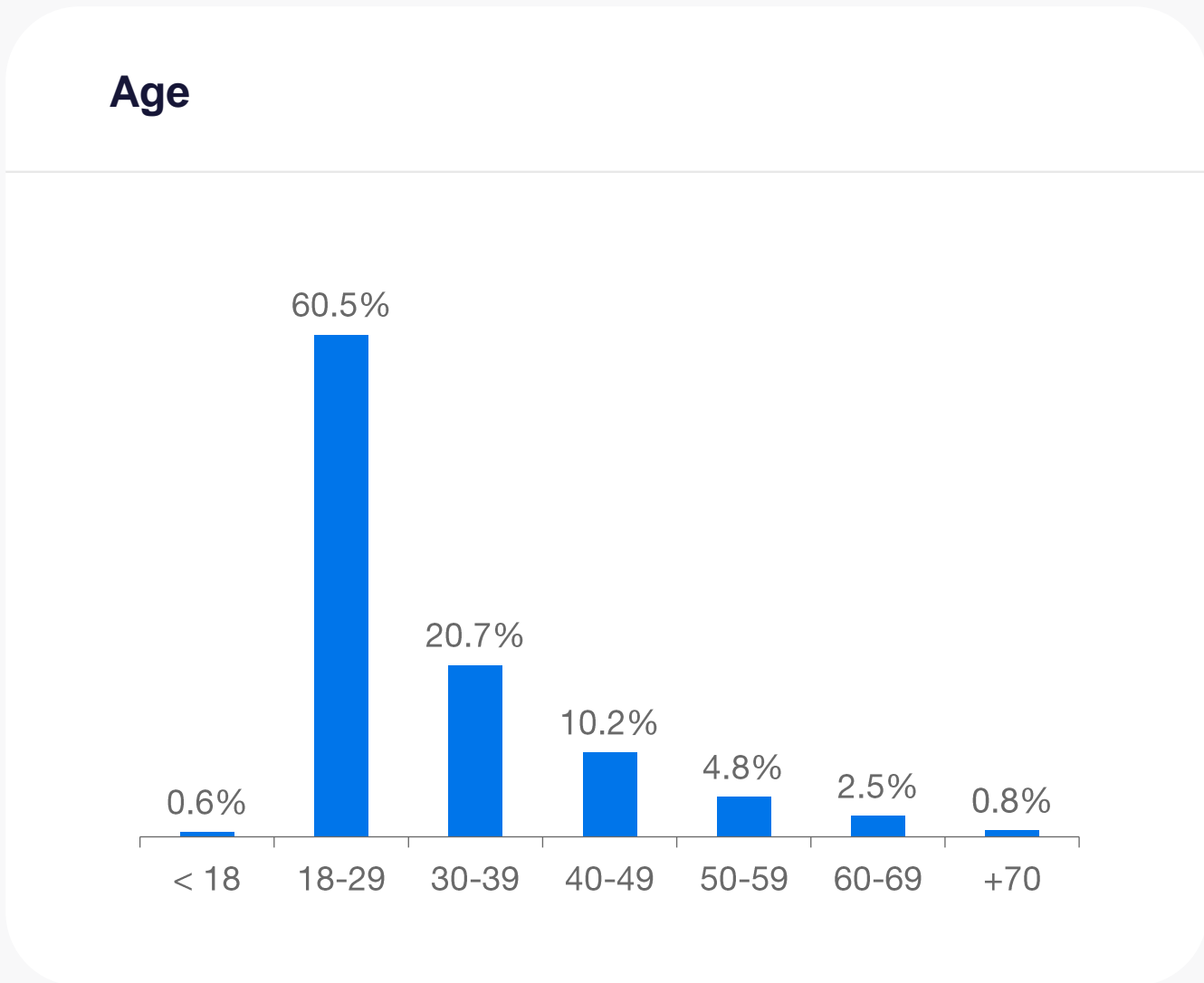
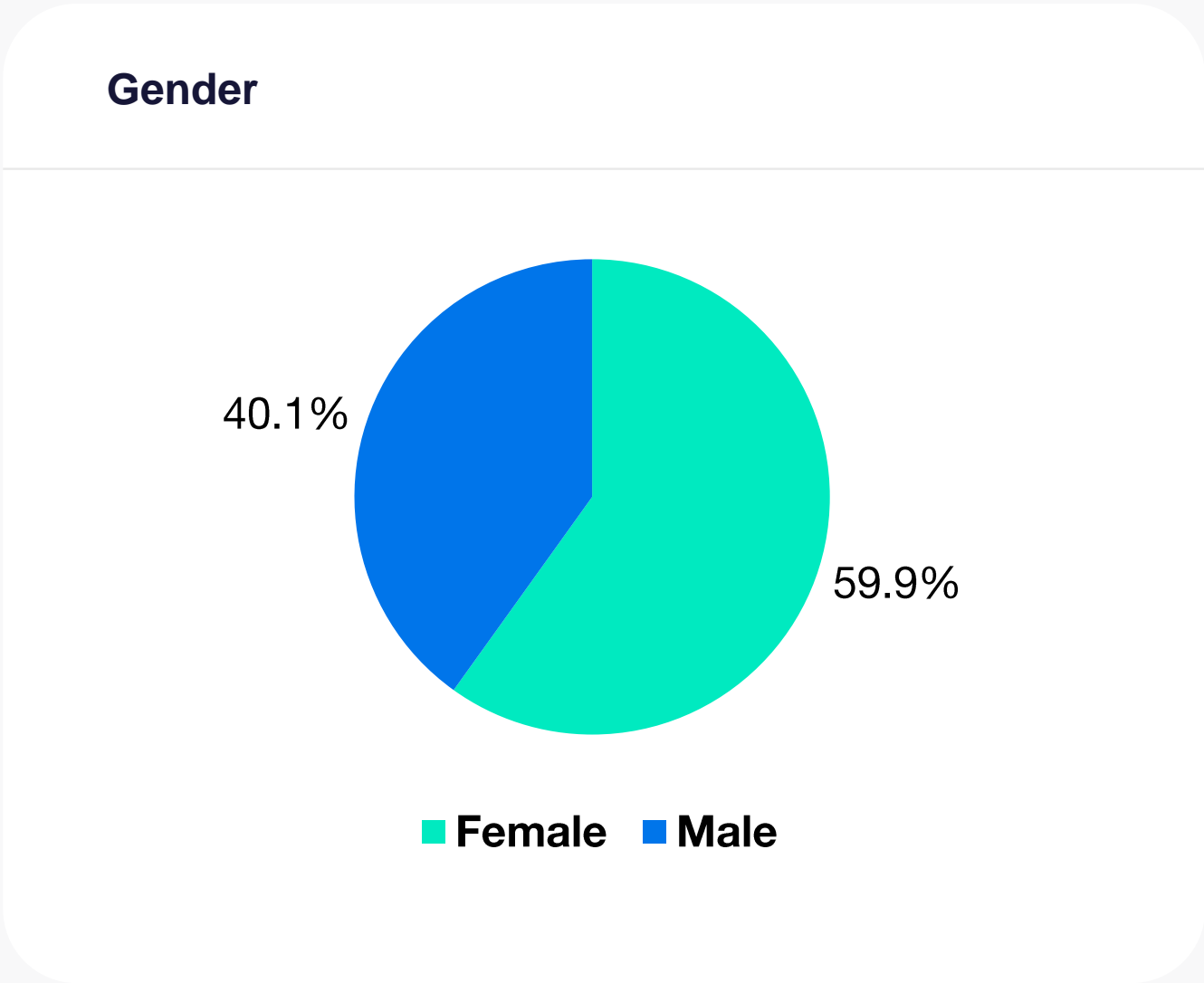


  
**Panel Size**  
9.044




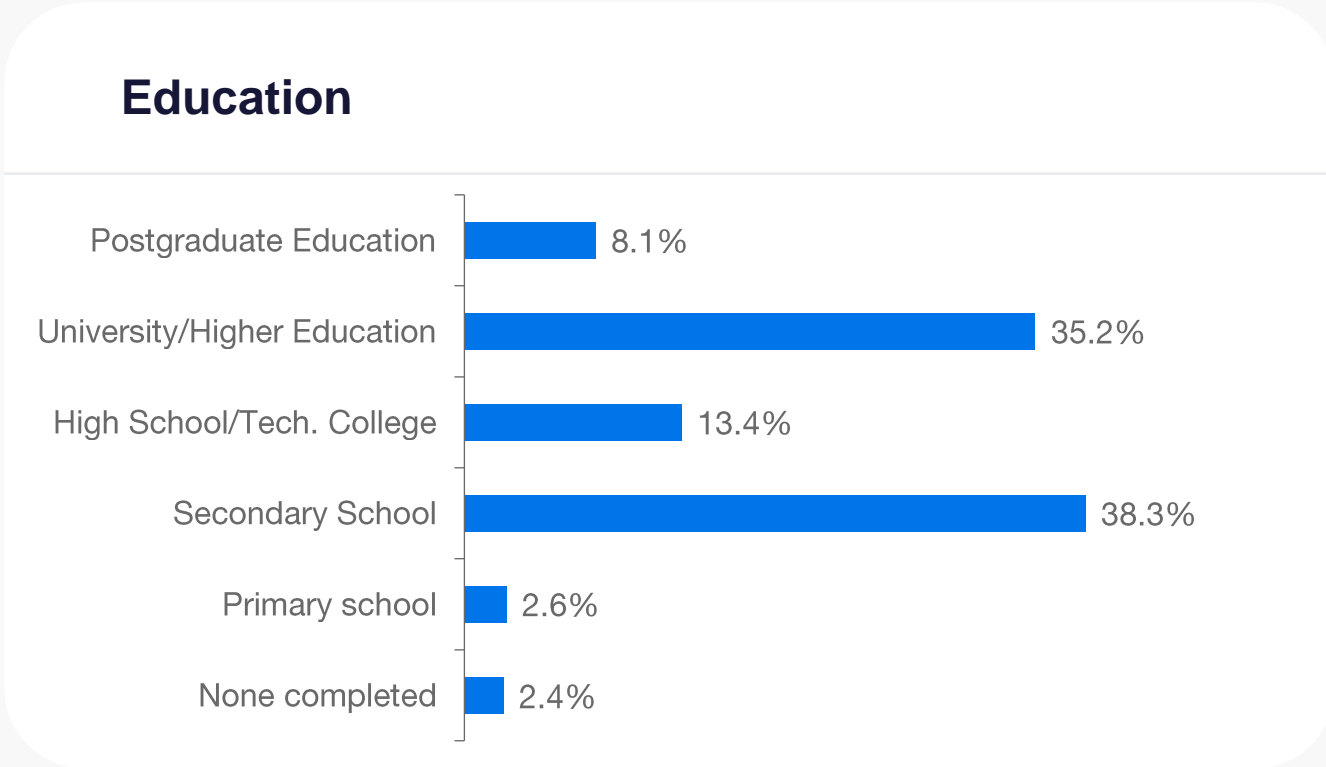
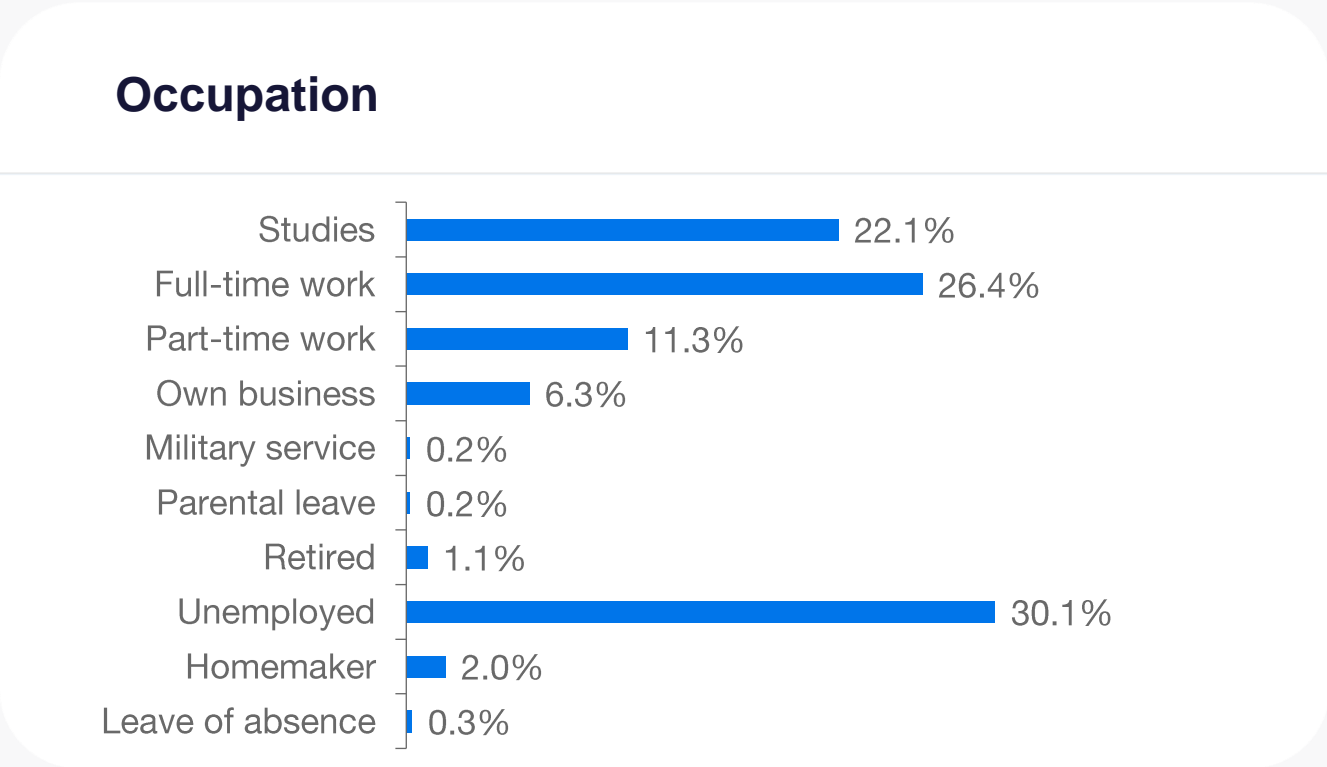
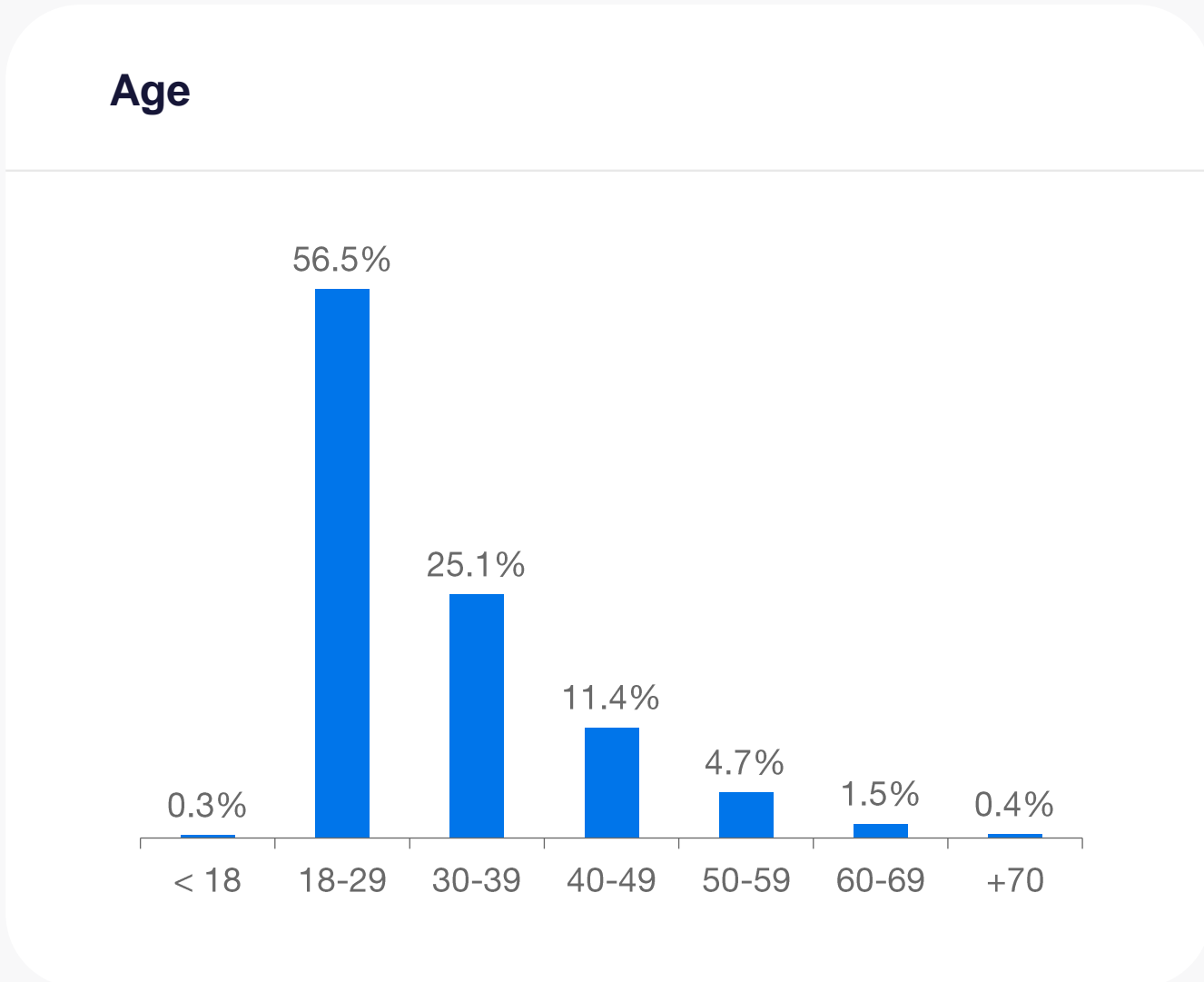
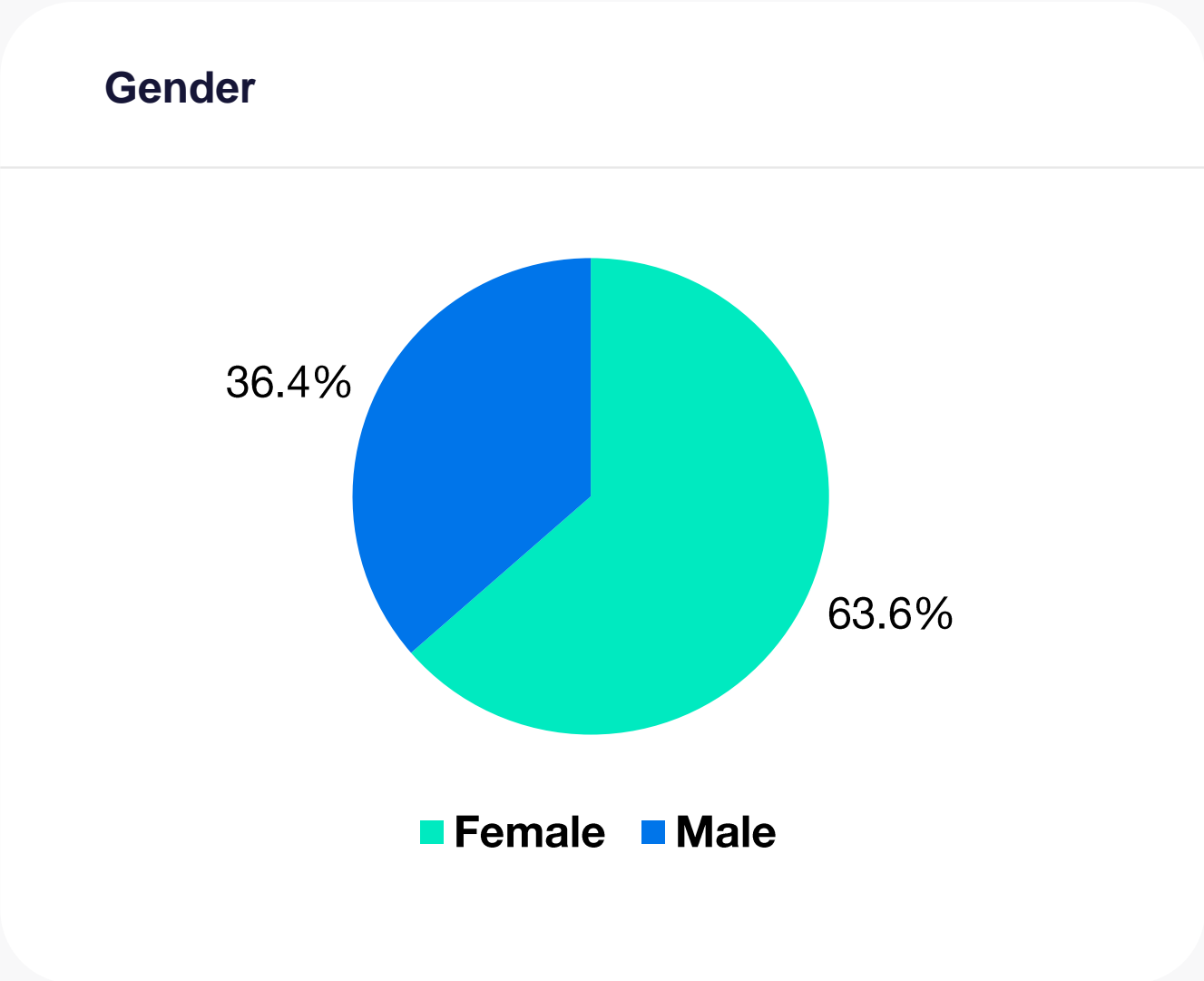


  
**Panel Size**  
26.035





  
**Panel Size**  
90.308







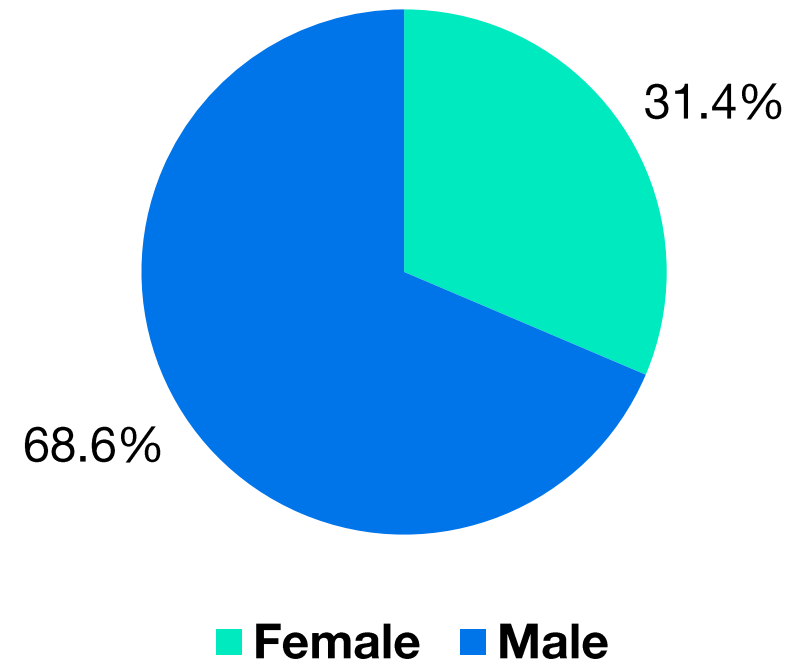
# South Korea



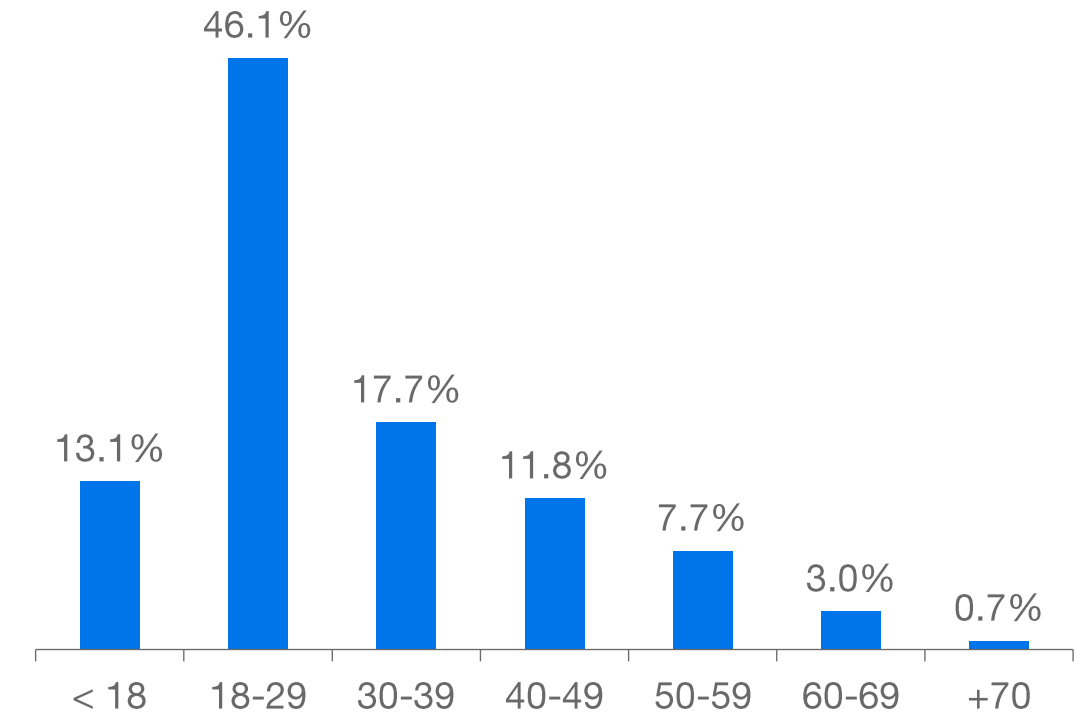
Panel Size

3.318

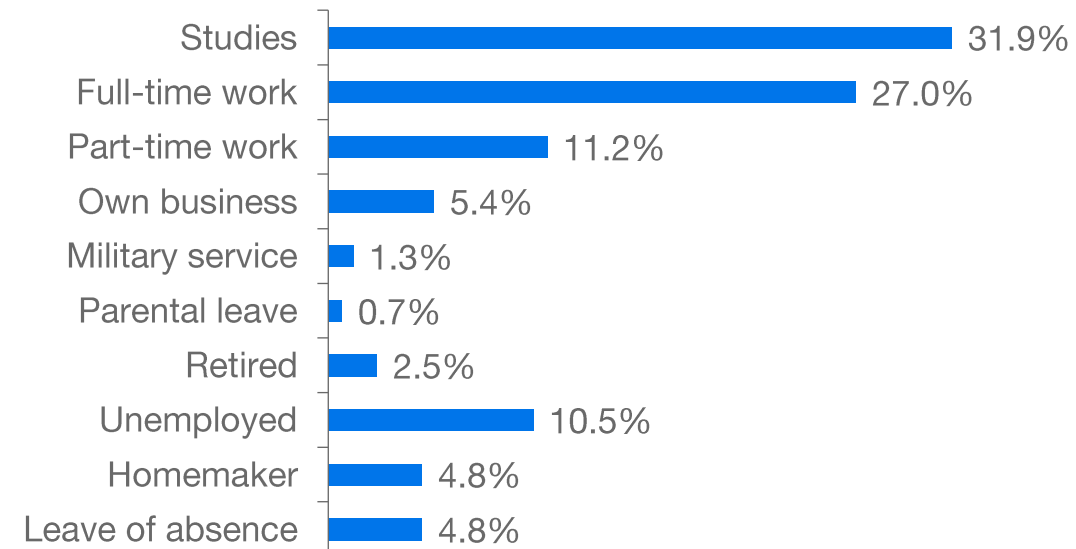
## Gender



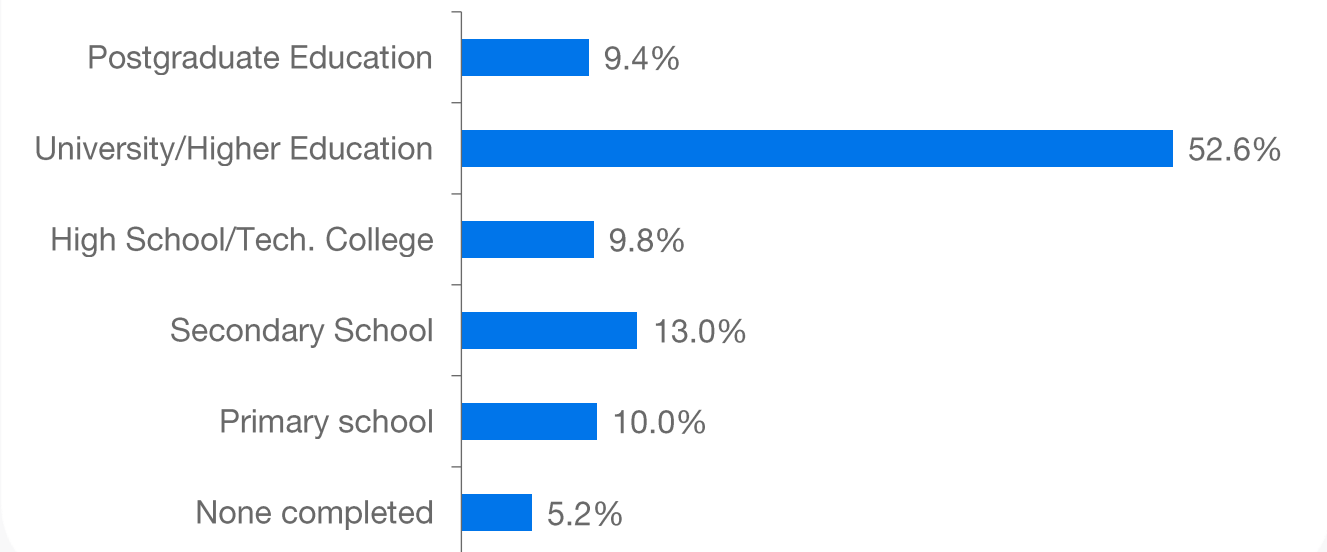
## Age




## Occupation

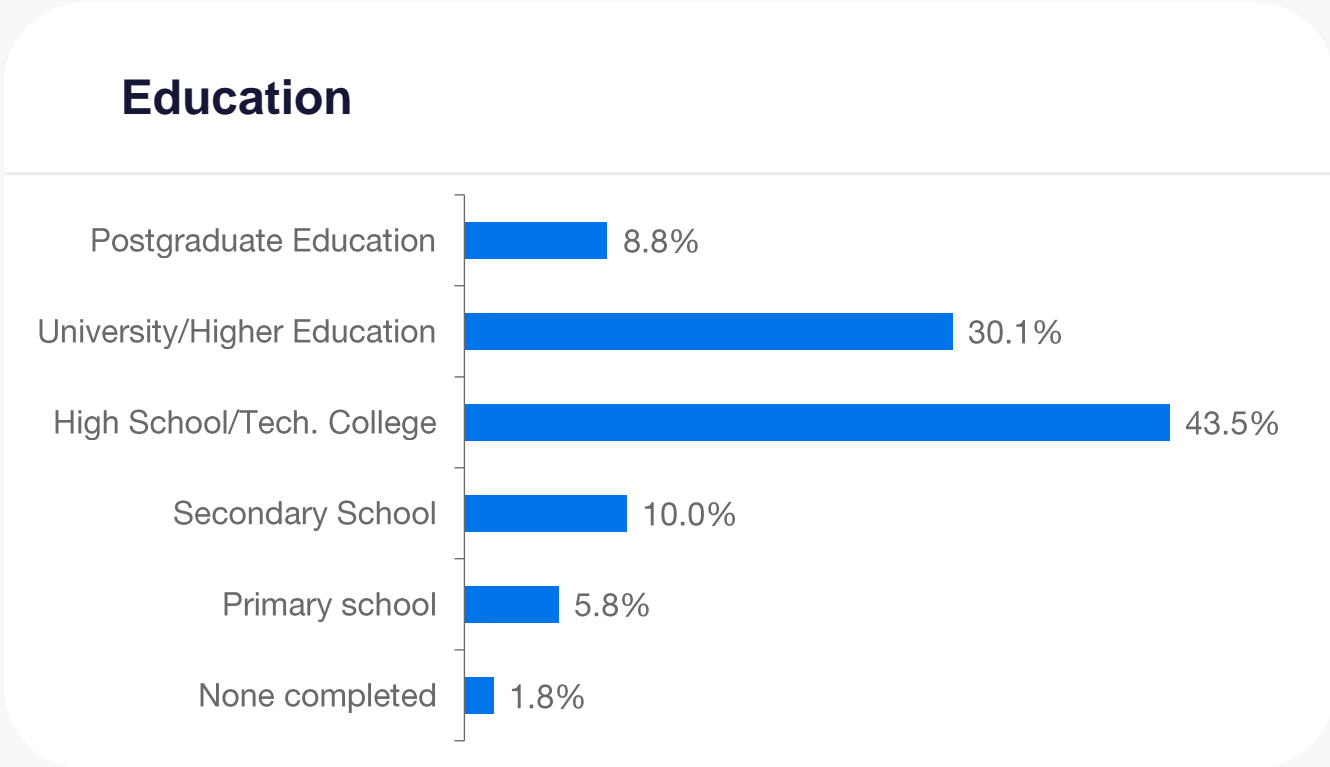
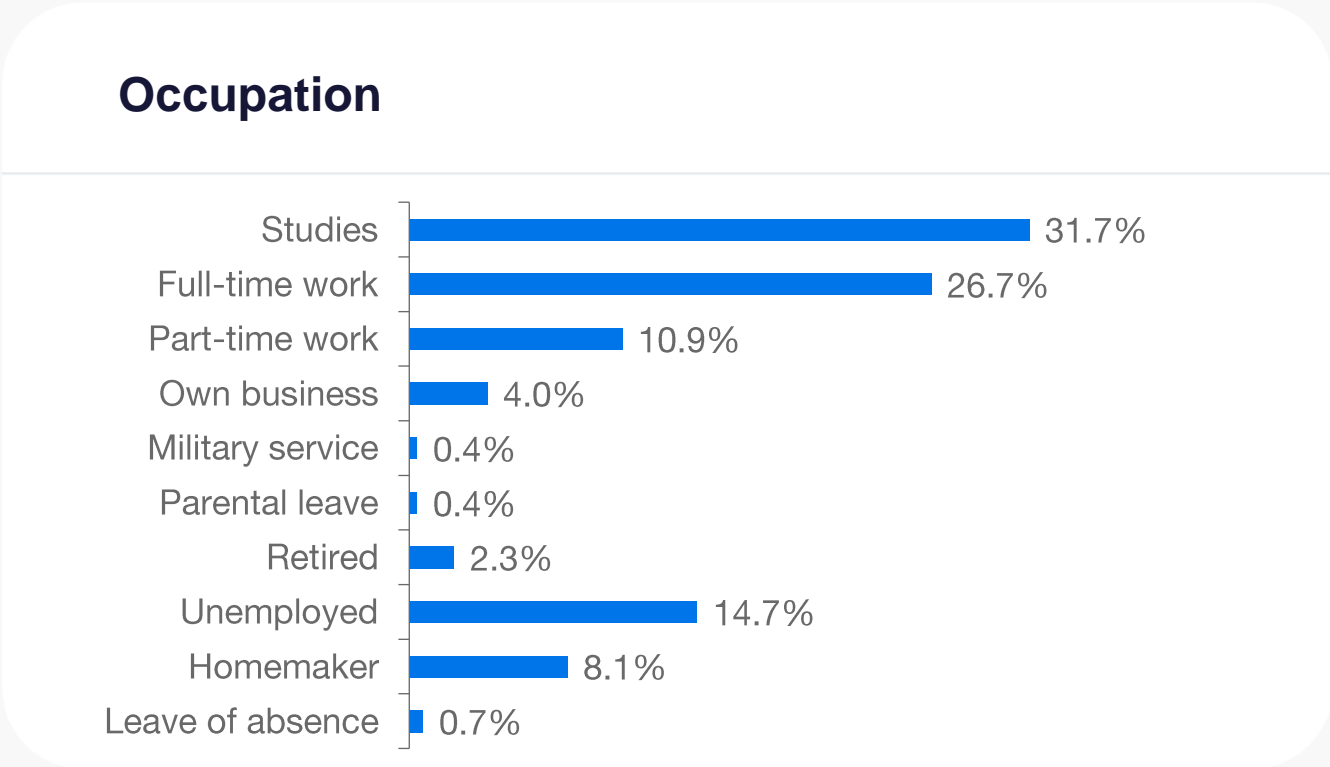
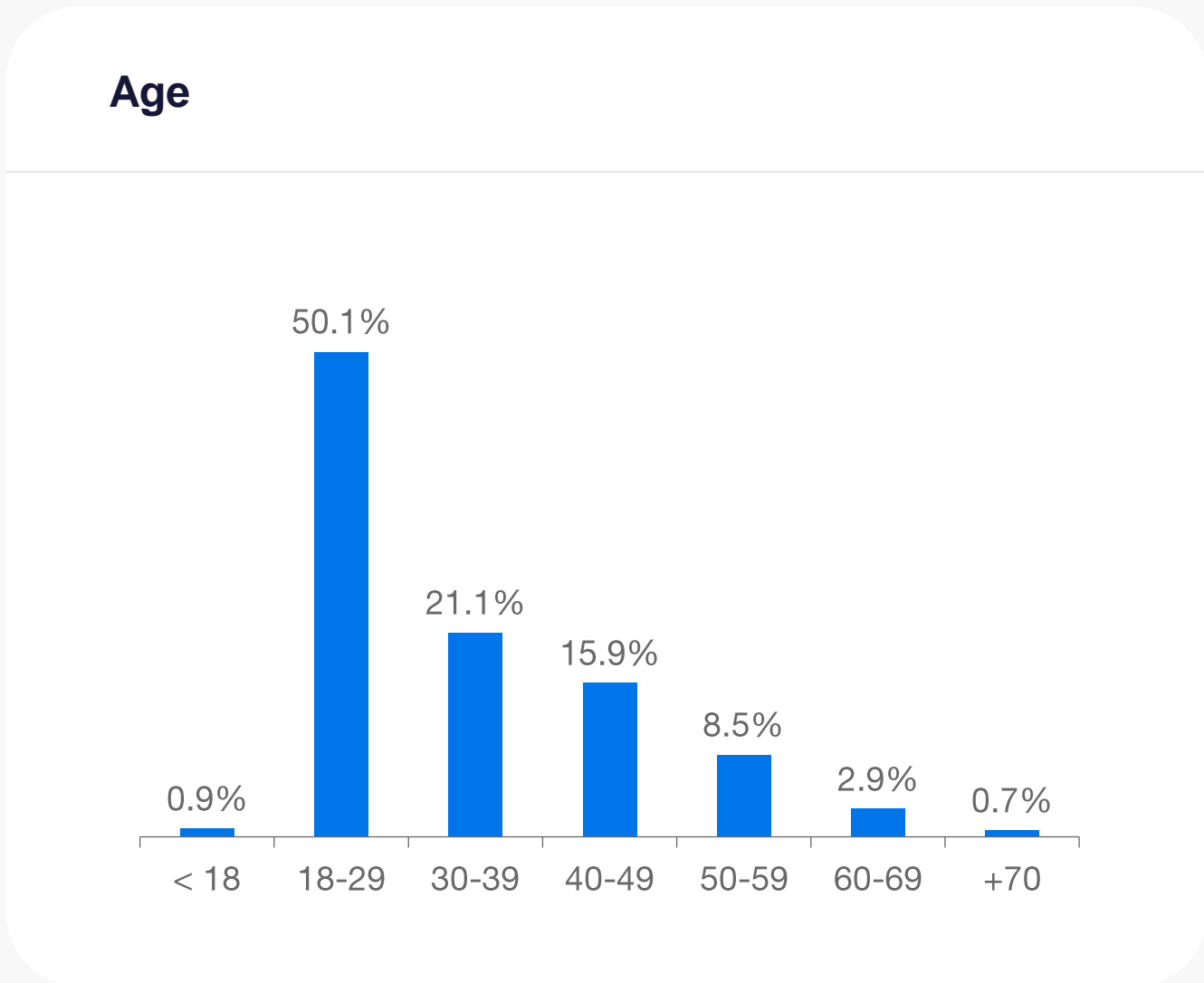
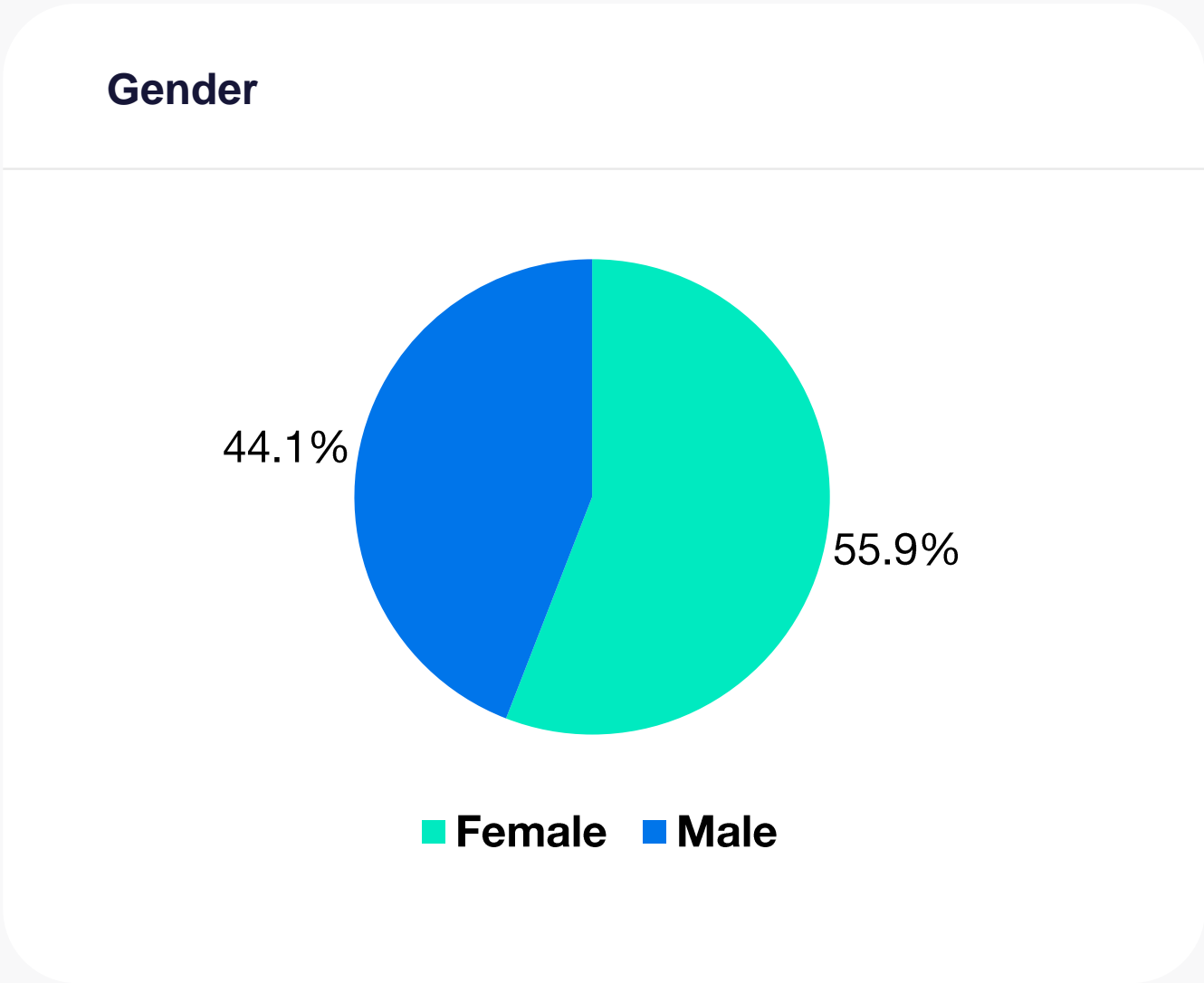


## Education




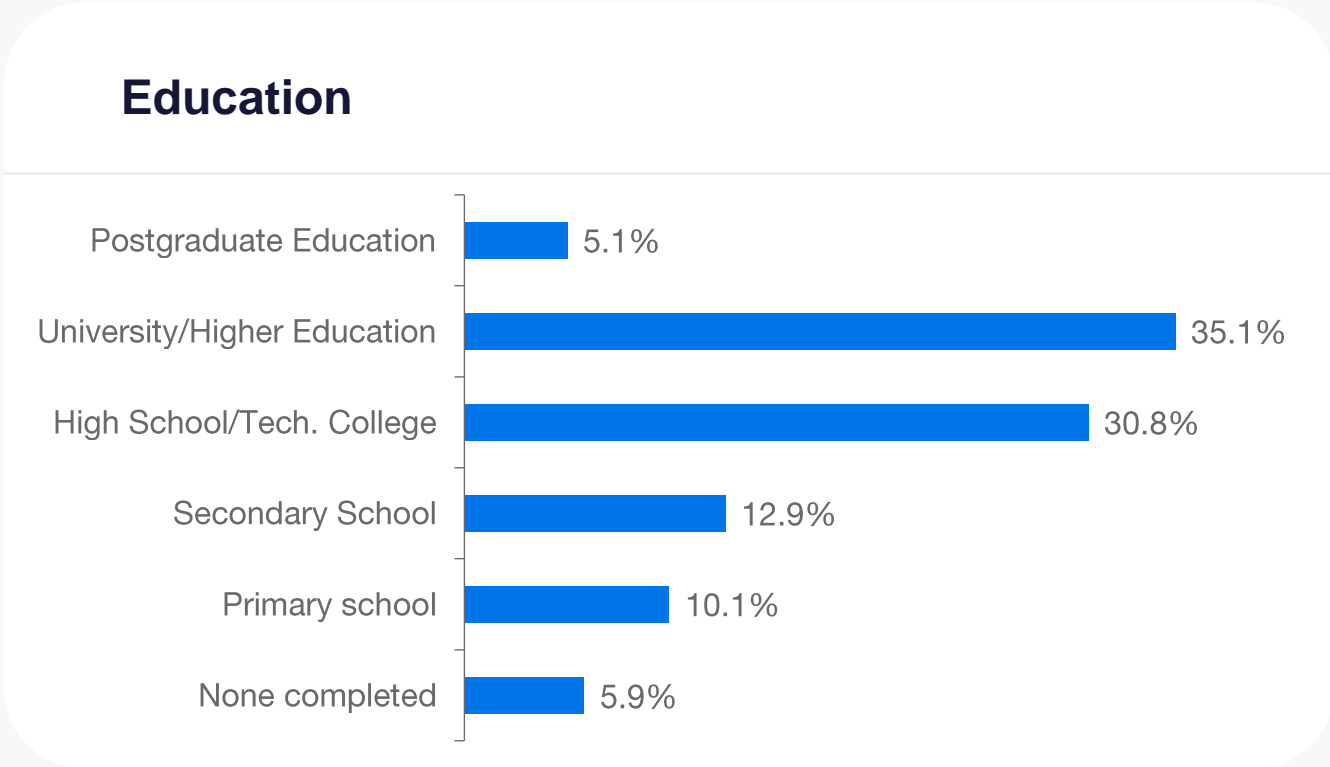
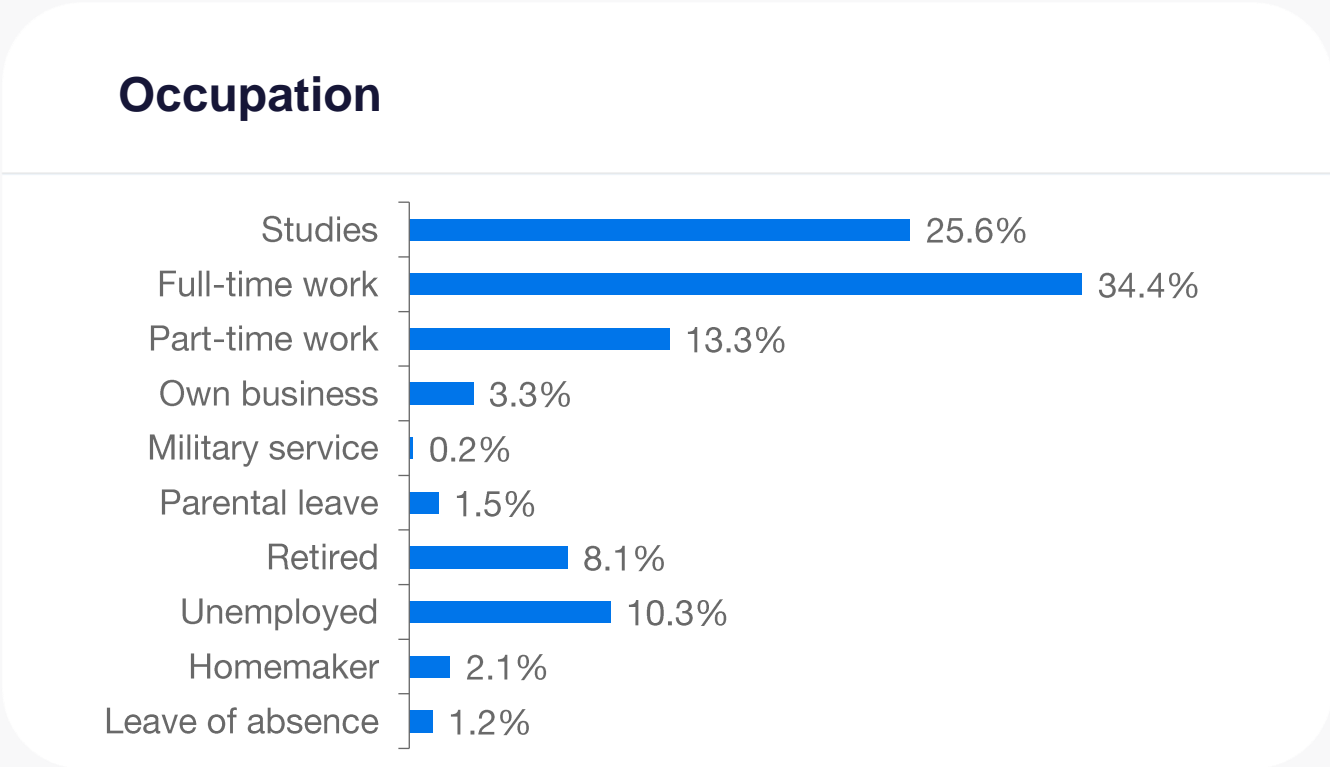
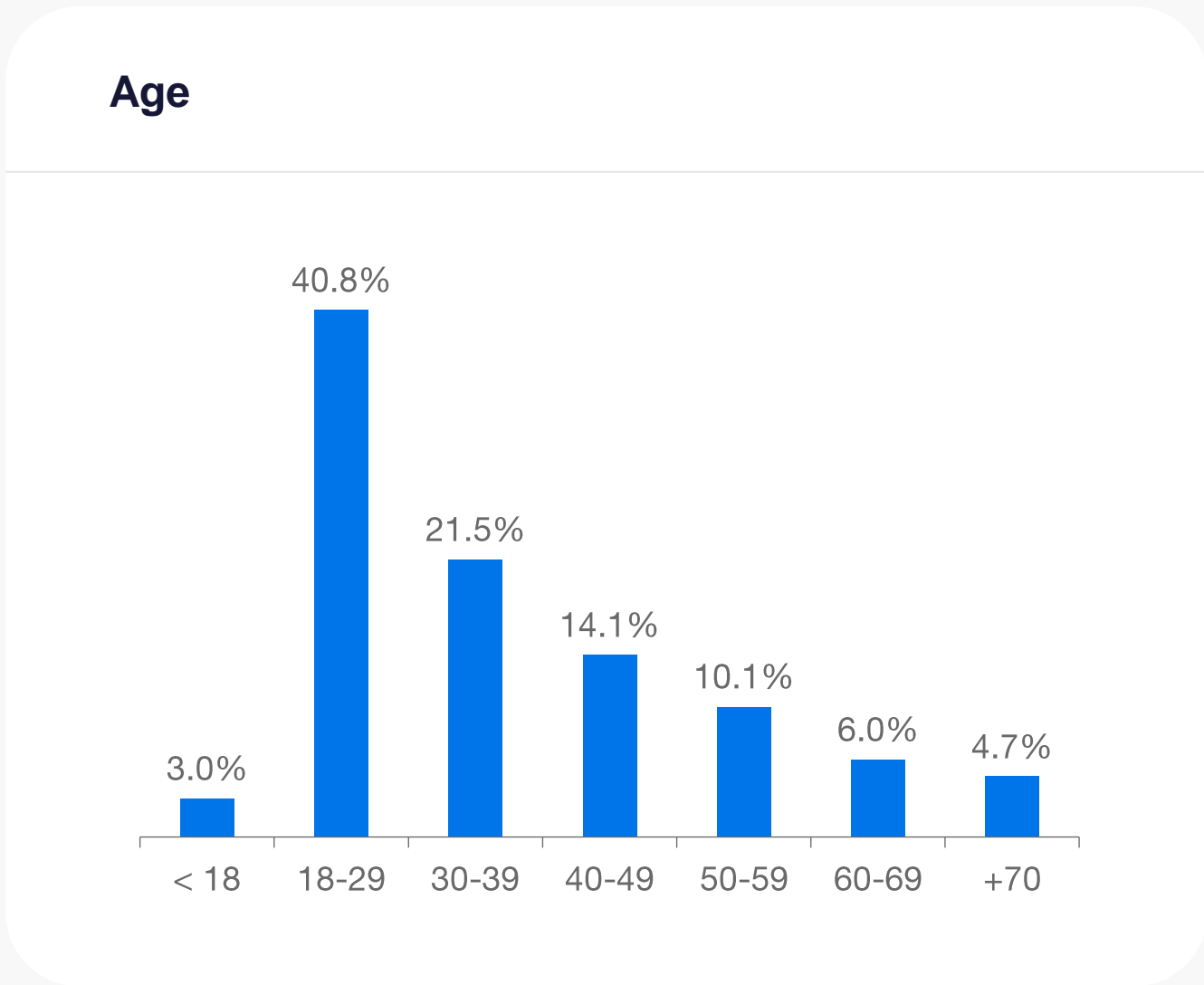
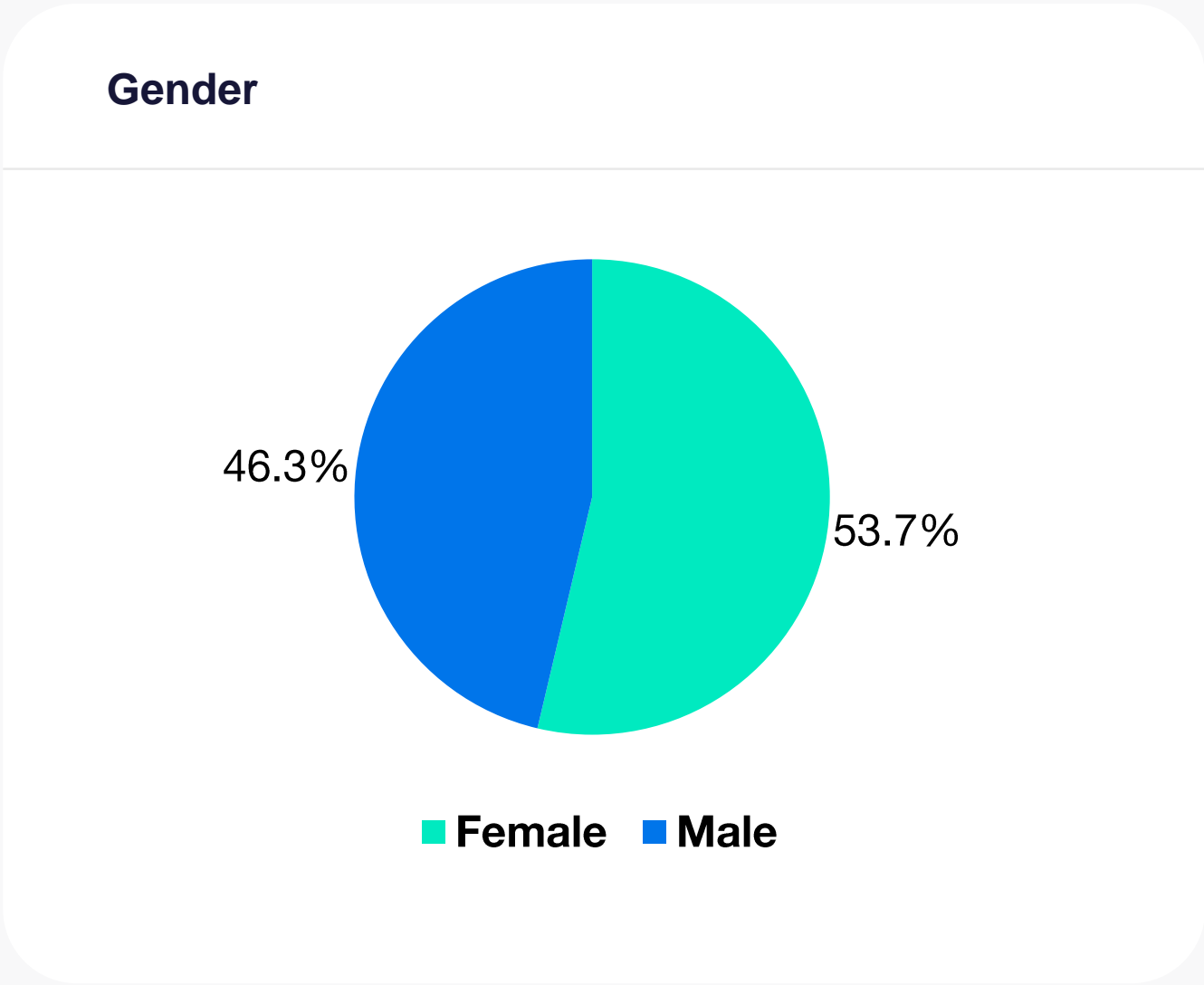


  
**Panel Size**  
66.483




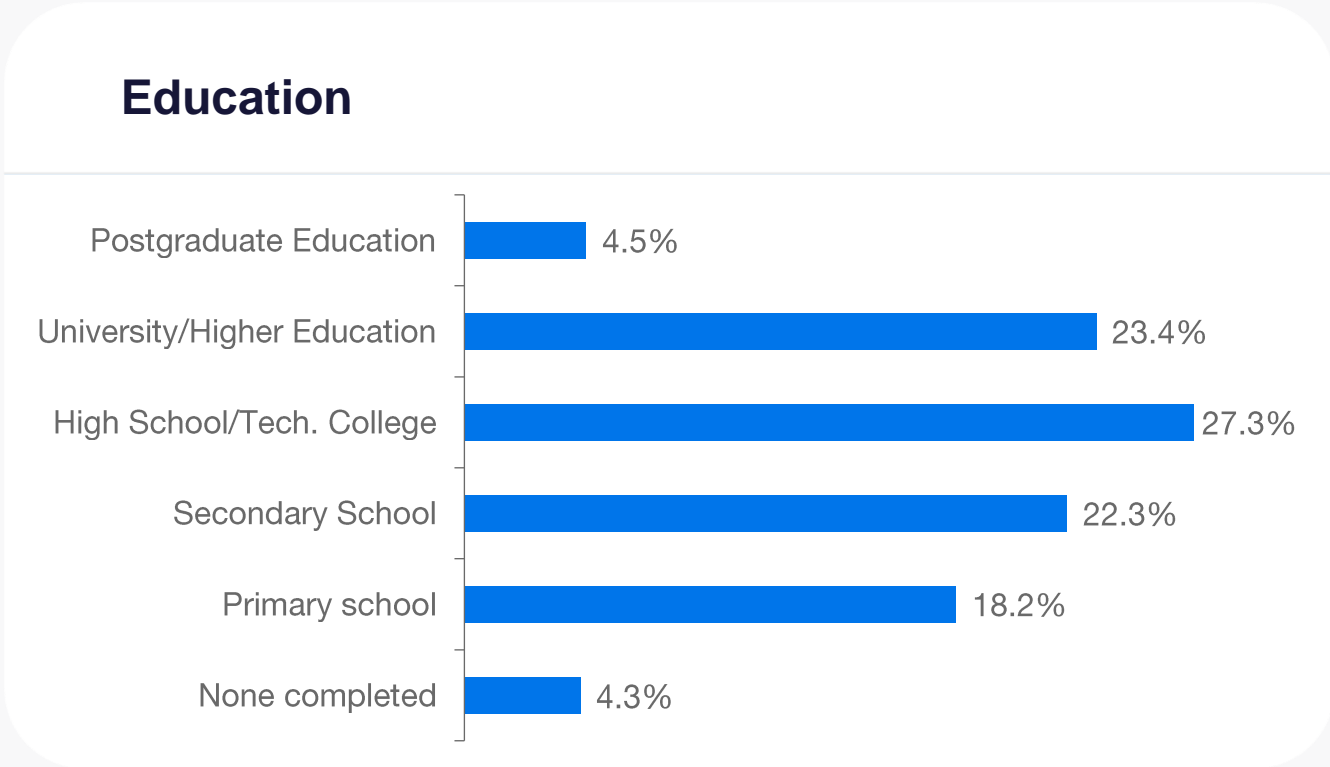
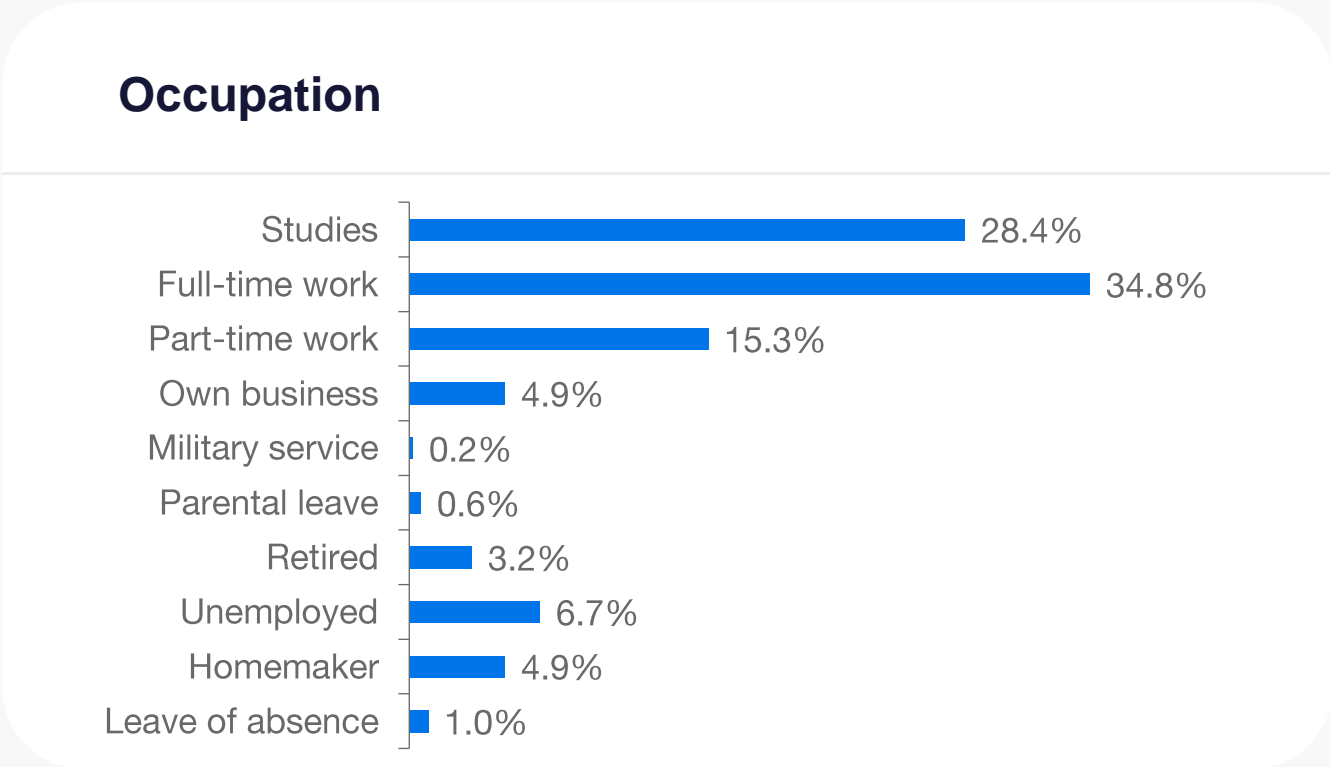
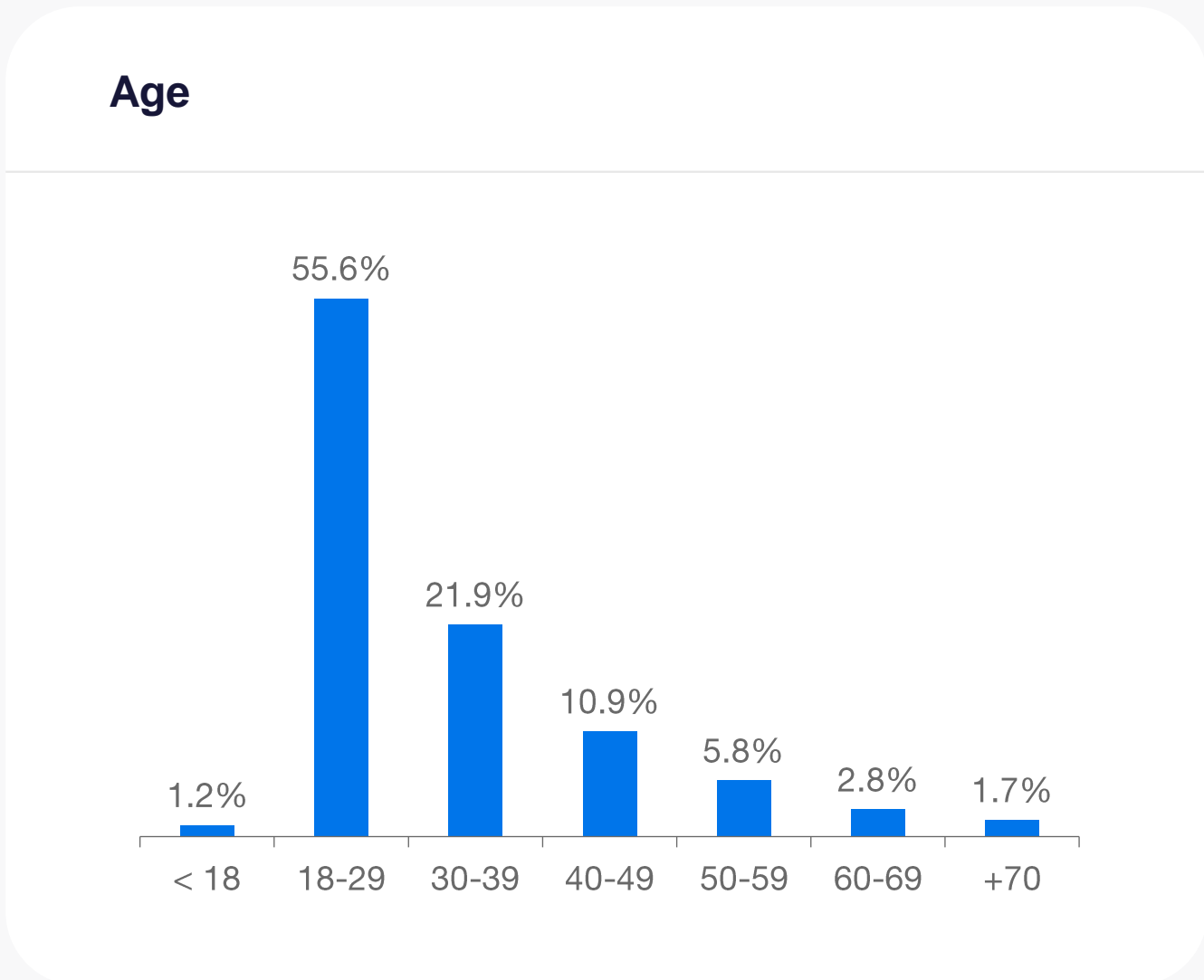
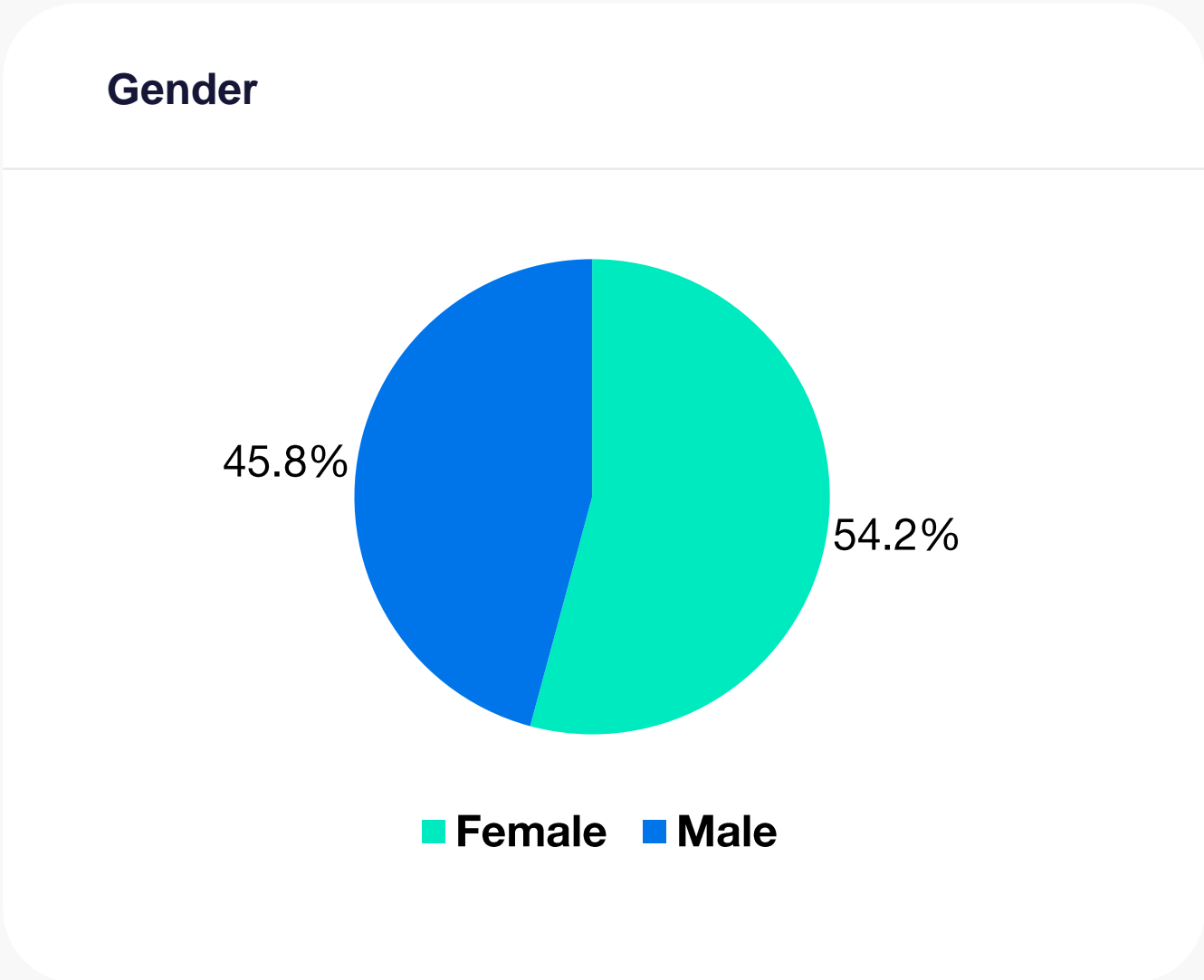


  
**Panel Size**  
21.501





  
**Panel Size**  
19.029





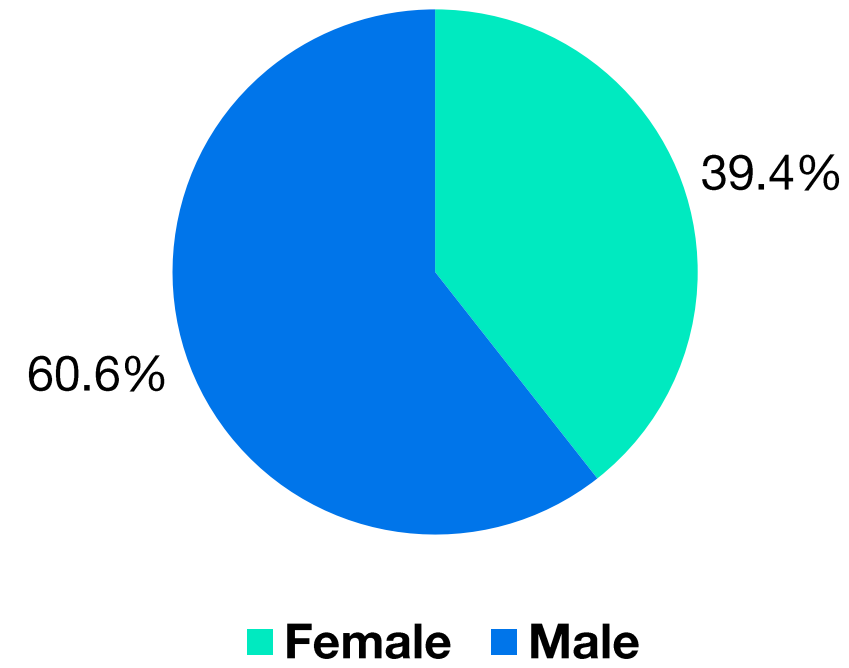
Taiwan



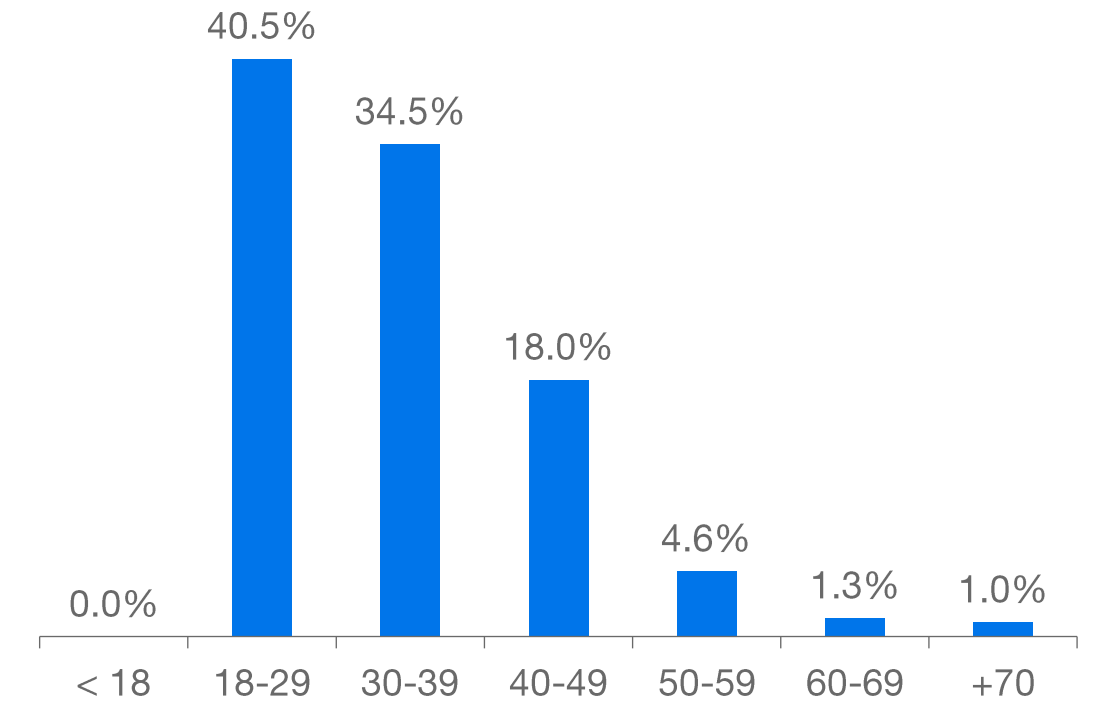
Panel Size

388

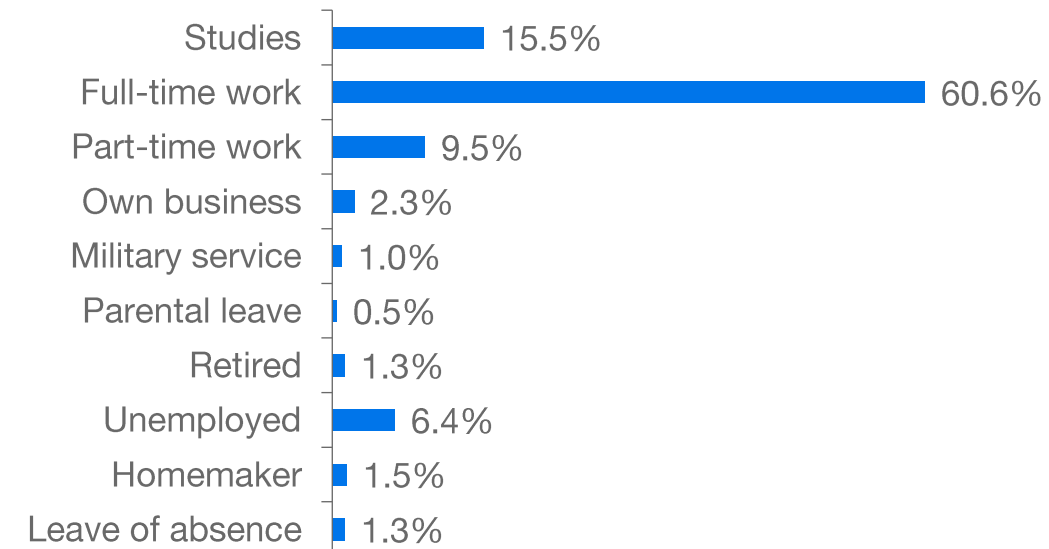
### Gender



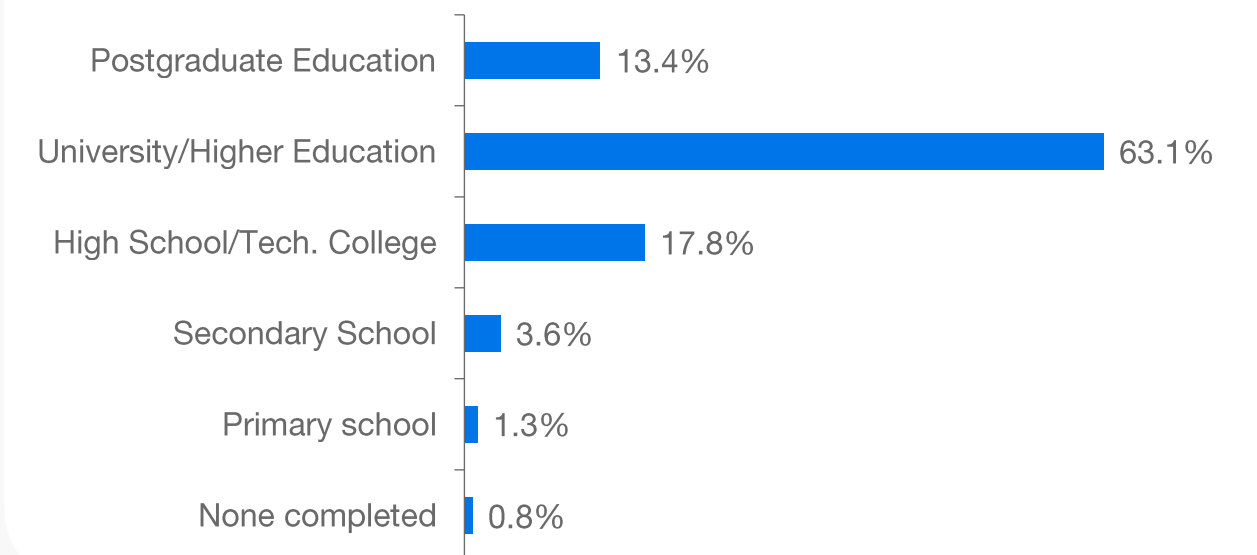
### Age



### Occupation



### Education





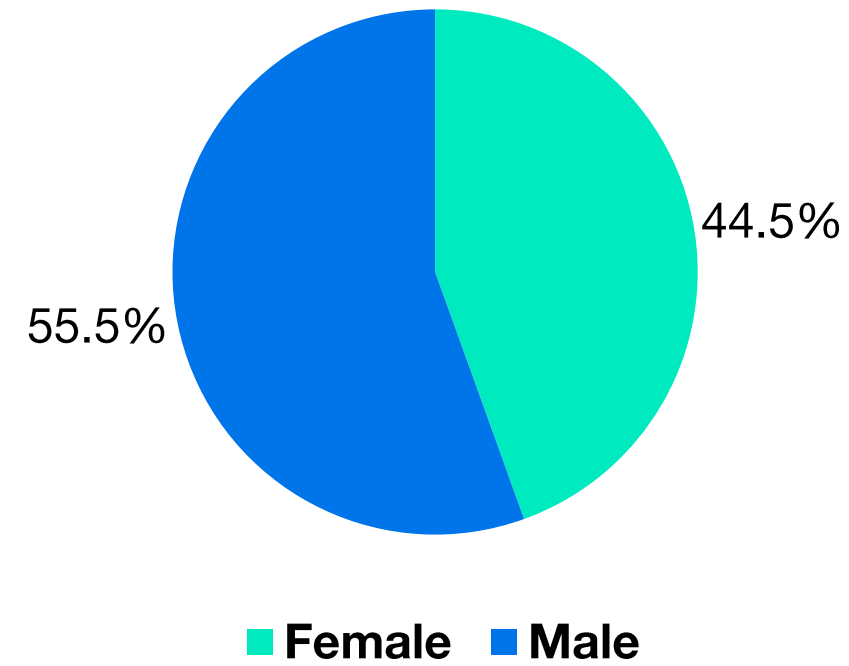
Thailand



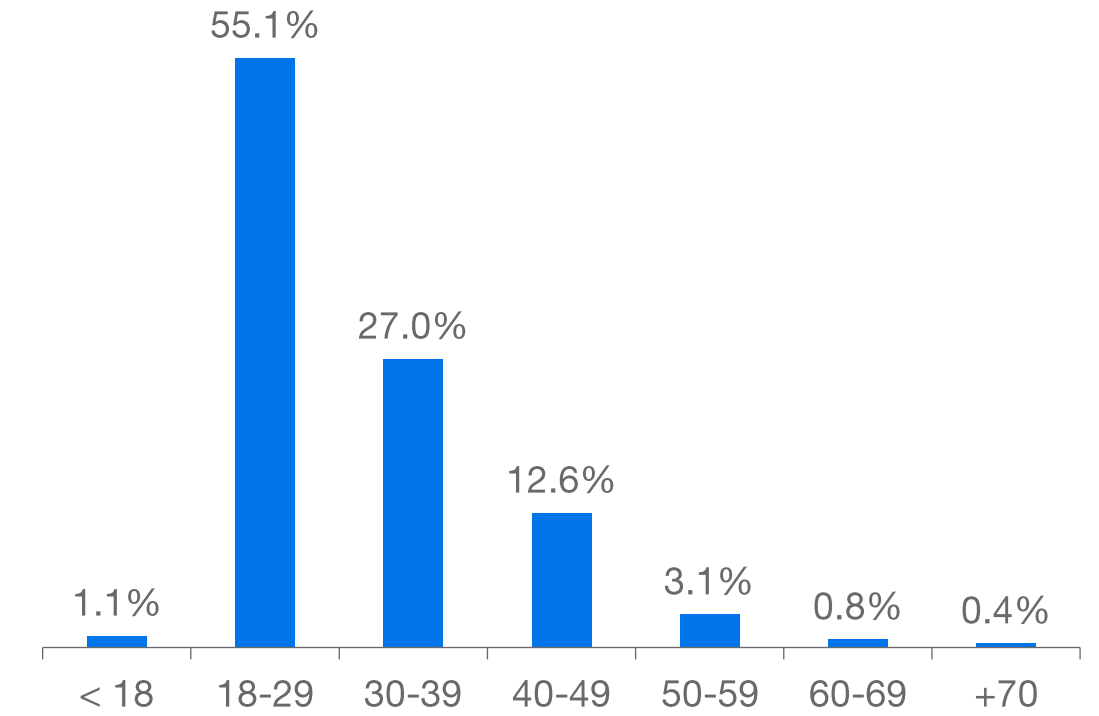
Panel Size

23.240

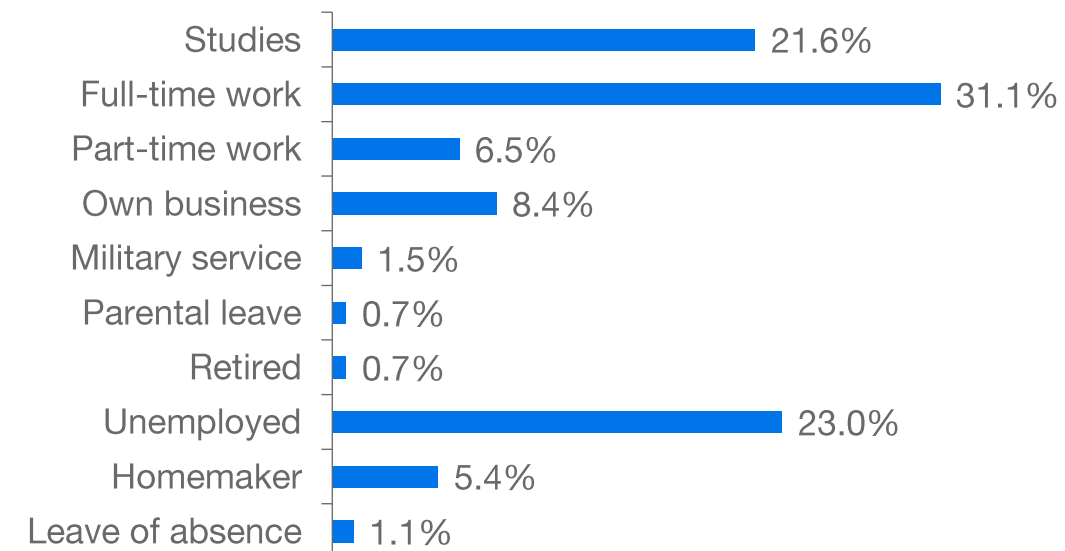
### Gender



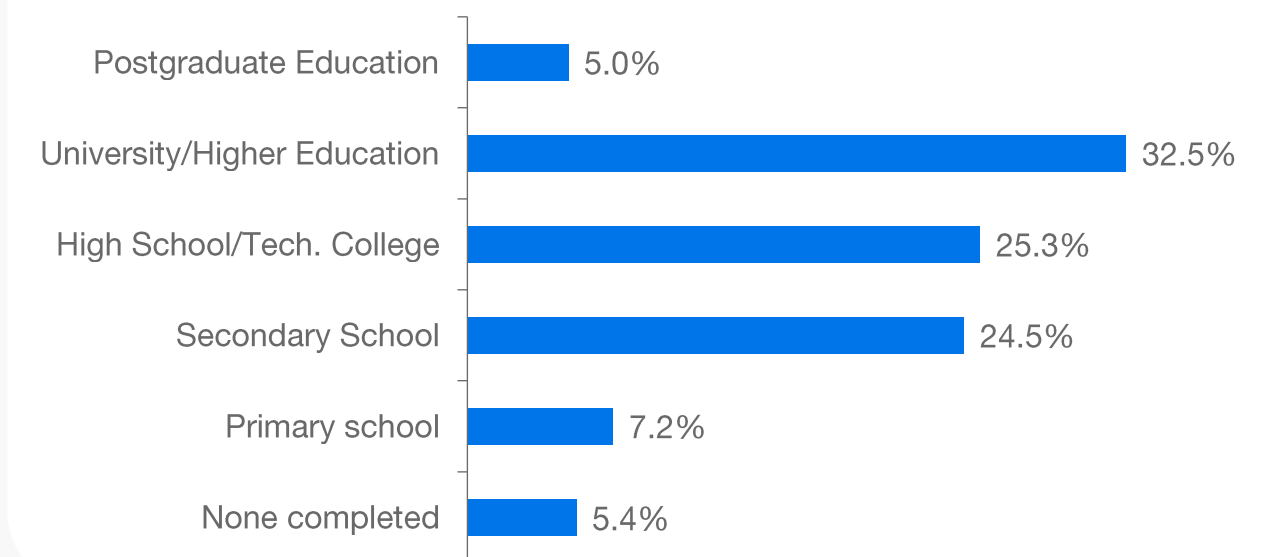
### Age



### Occupation



### Education





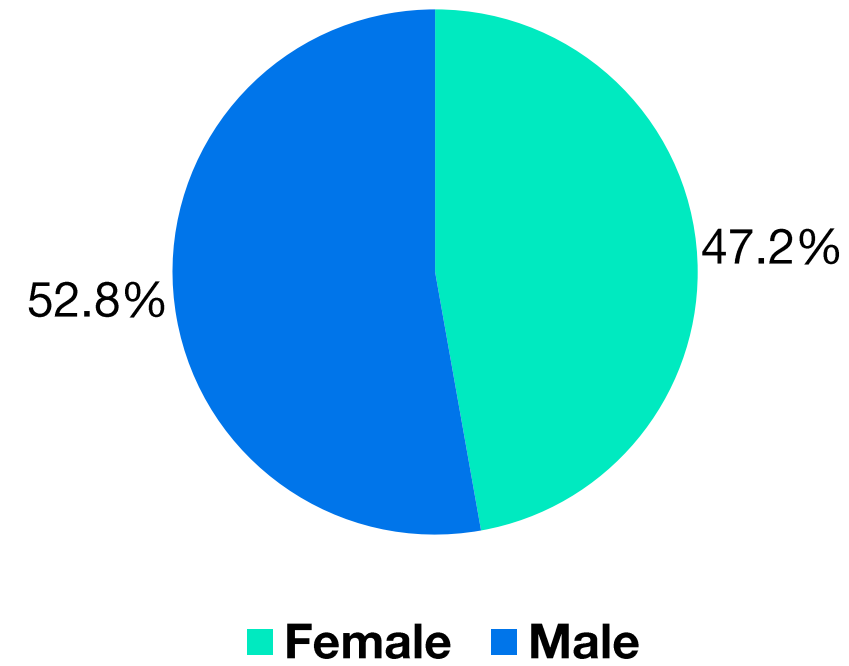
**Tunisia**



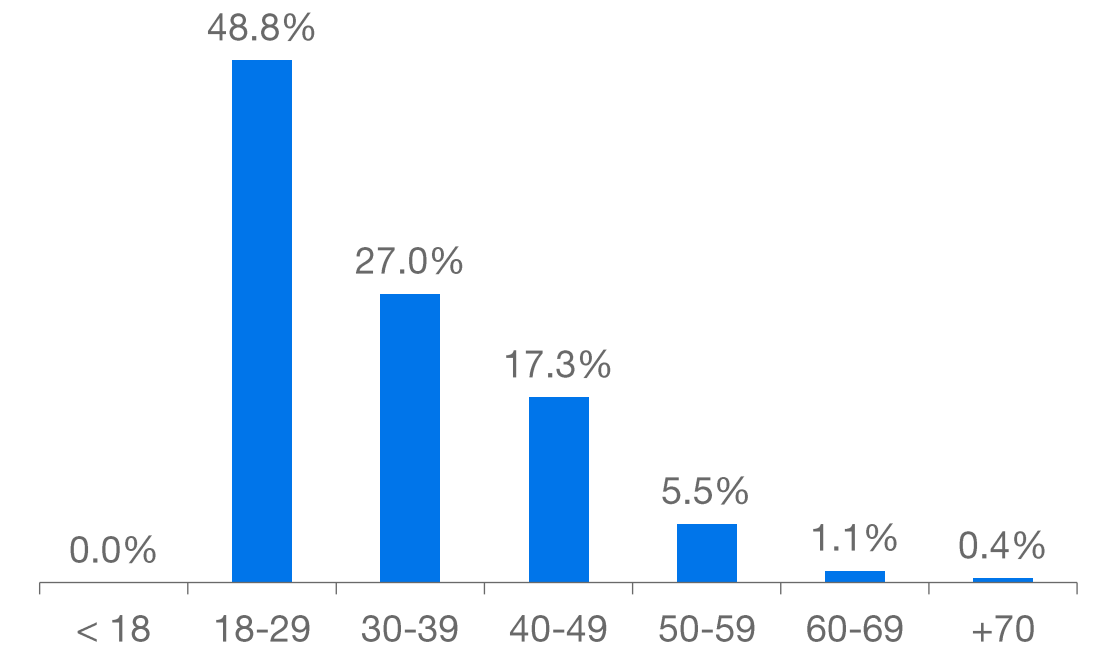
**Panel Size**

2.237

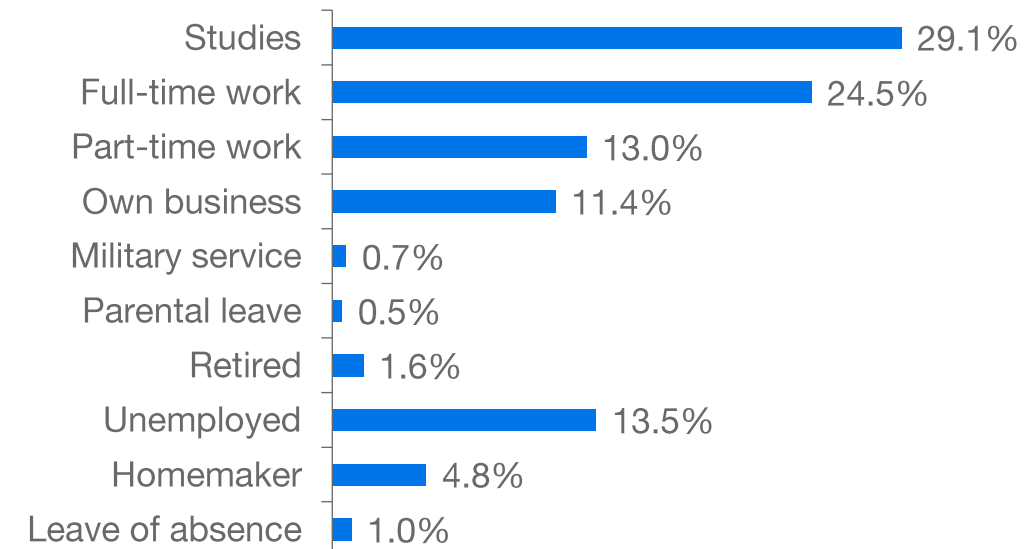
### Gender



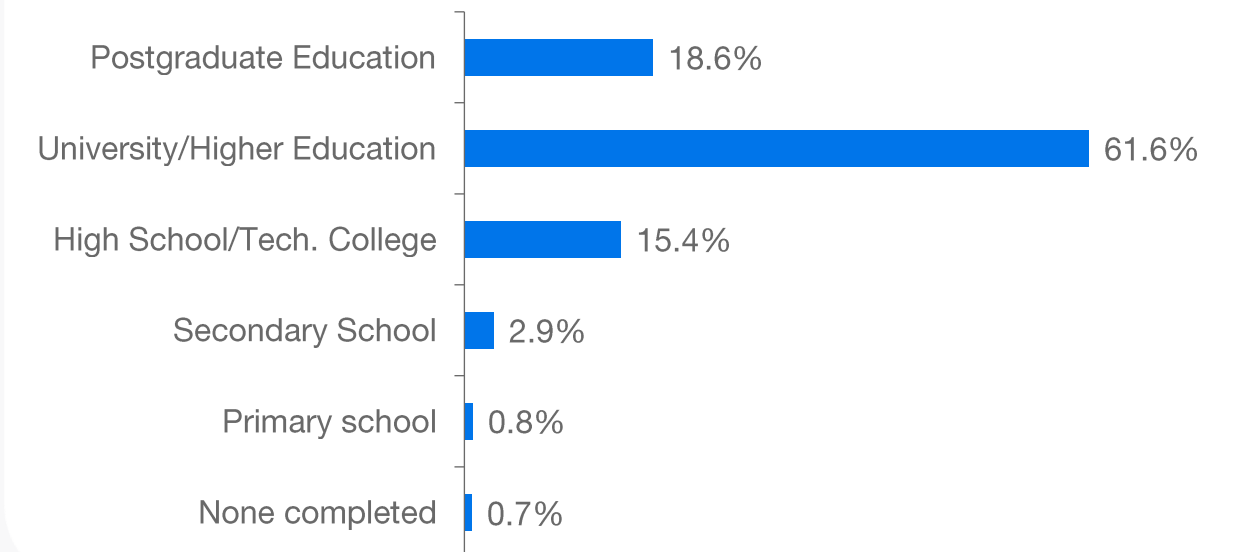
### Age




### Occupation

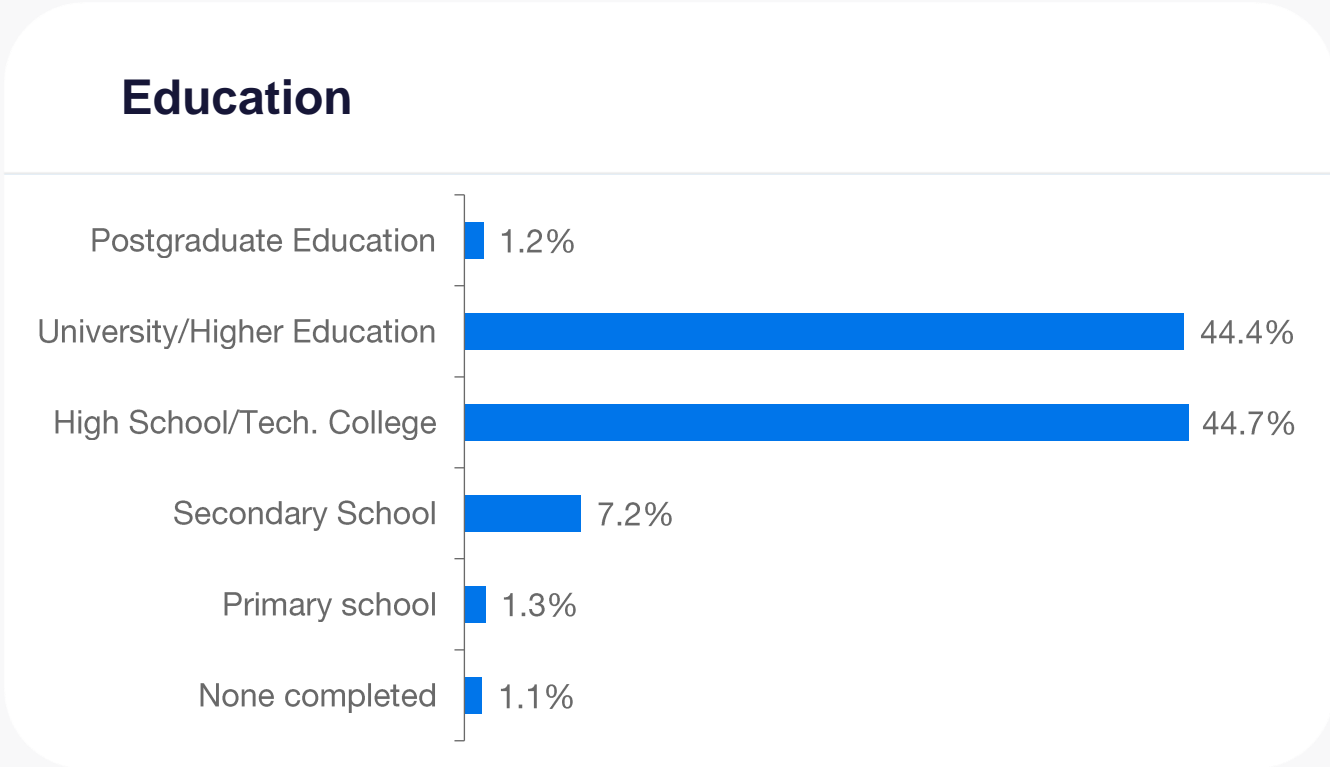
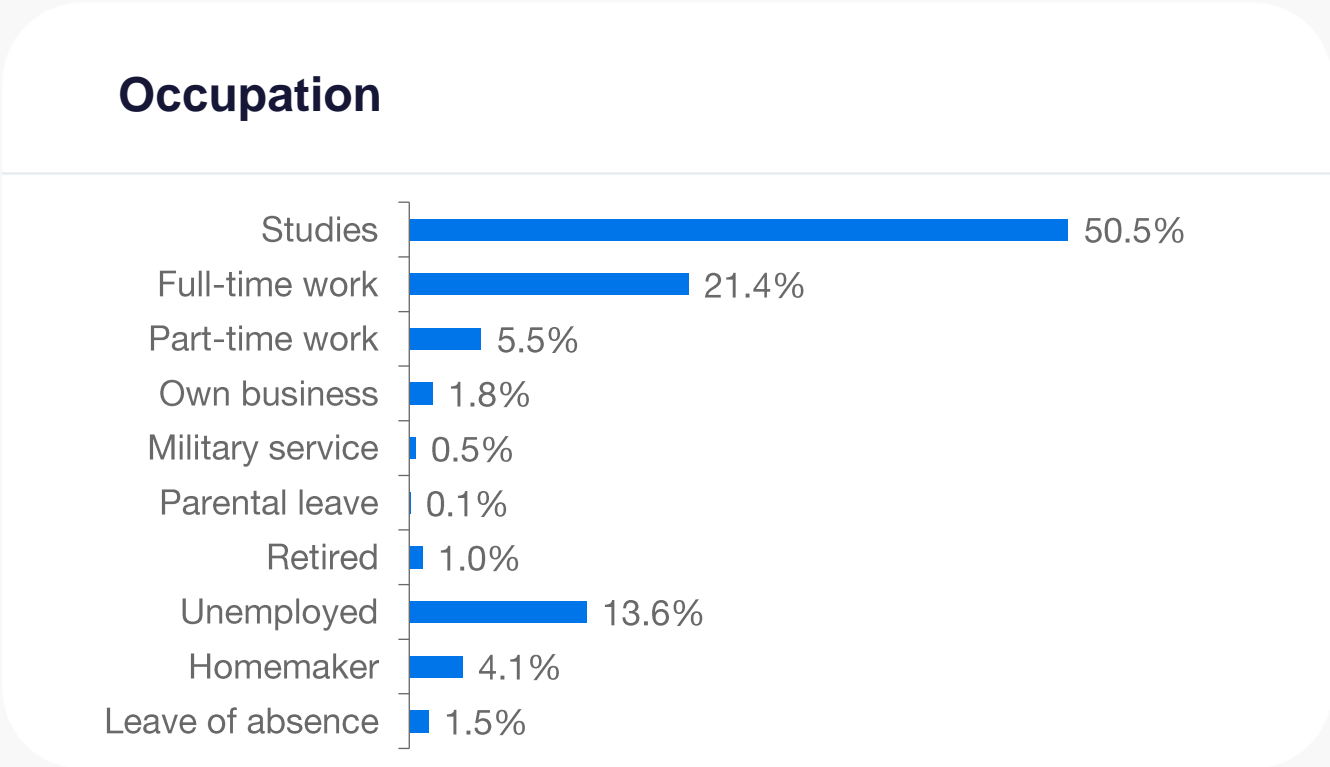
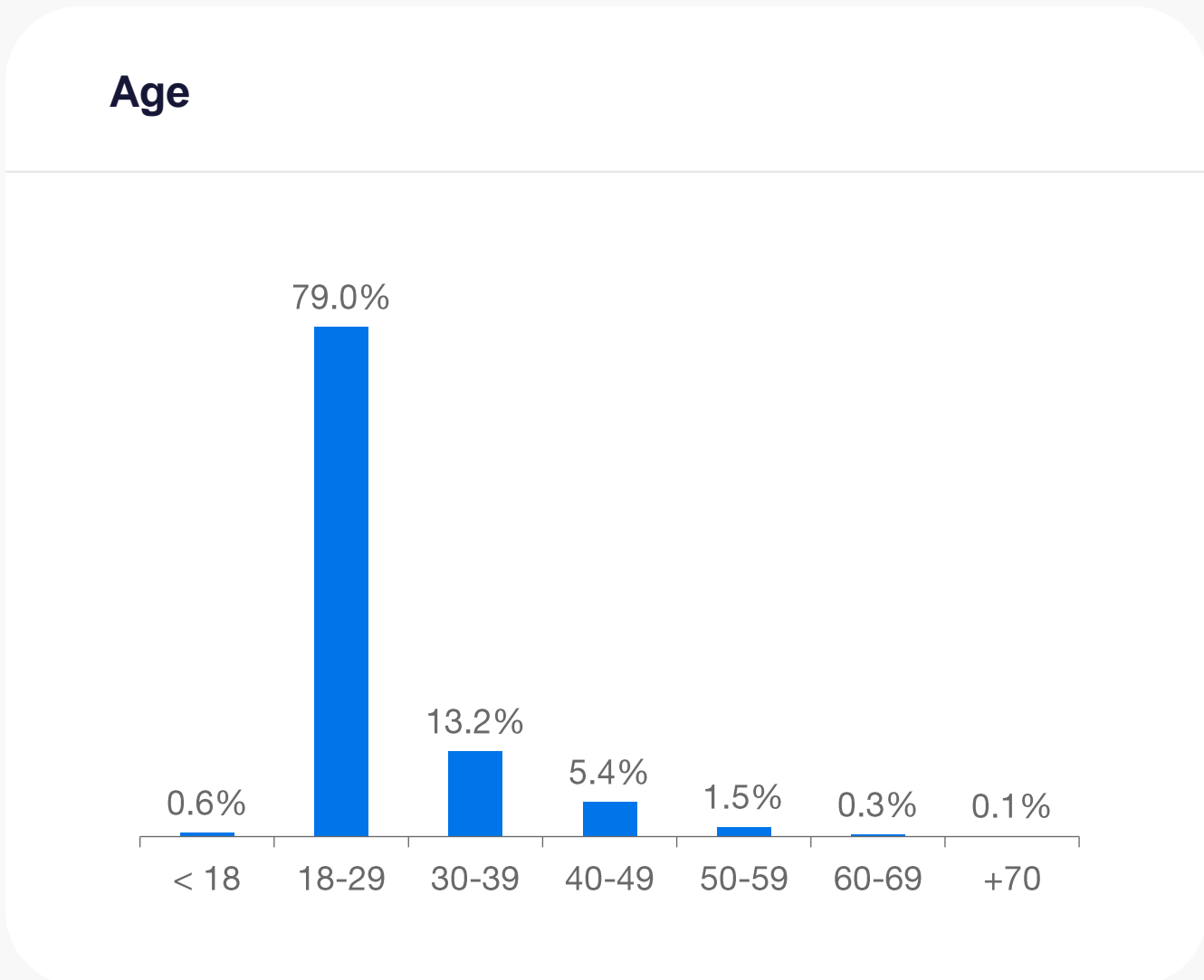
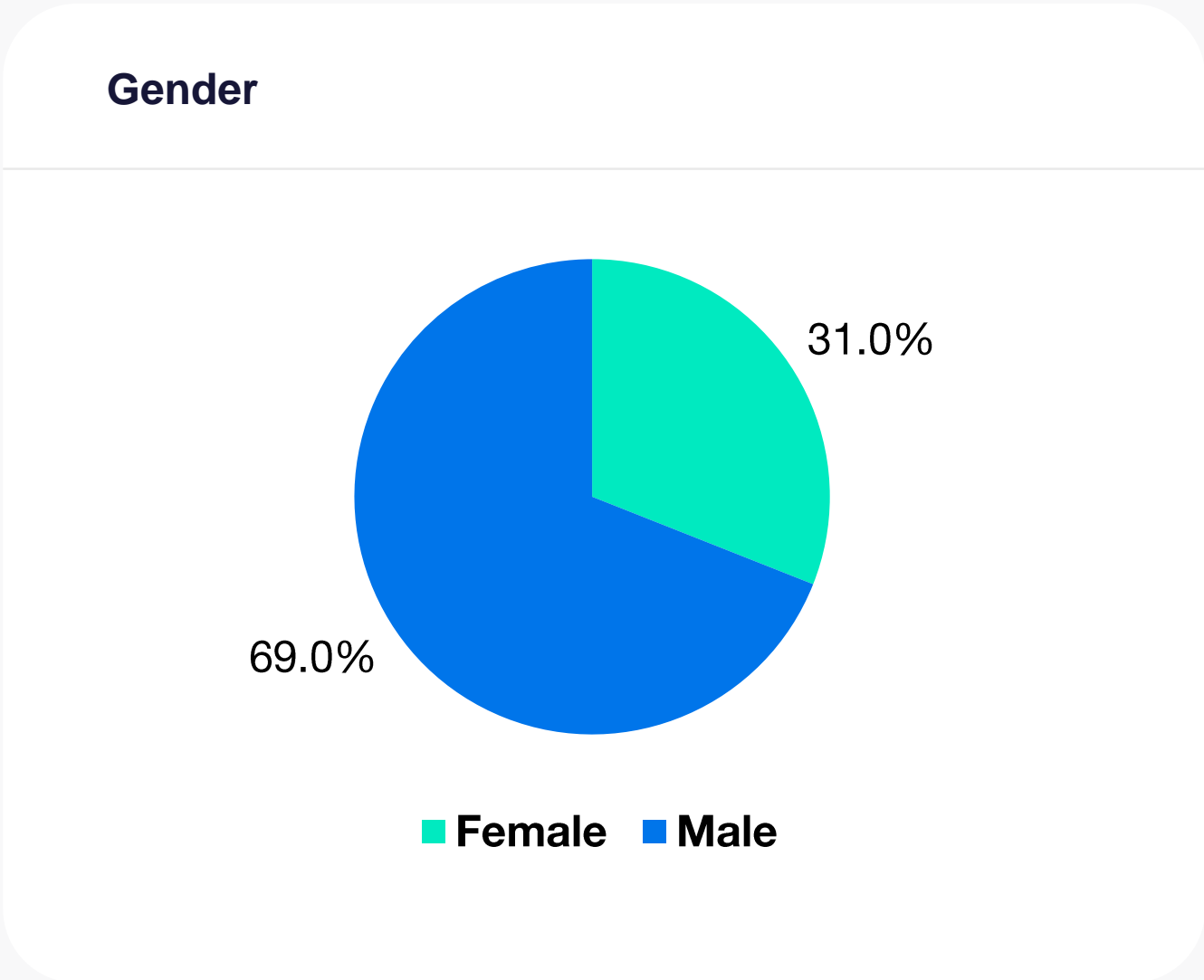


### Education






  
**Panel Size**  
62.442

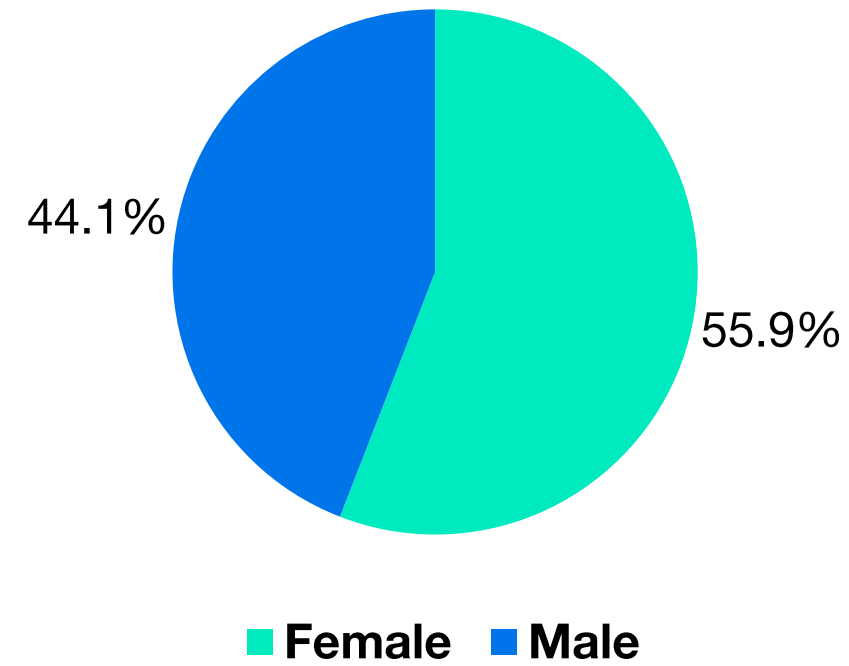




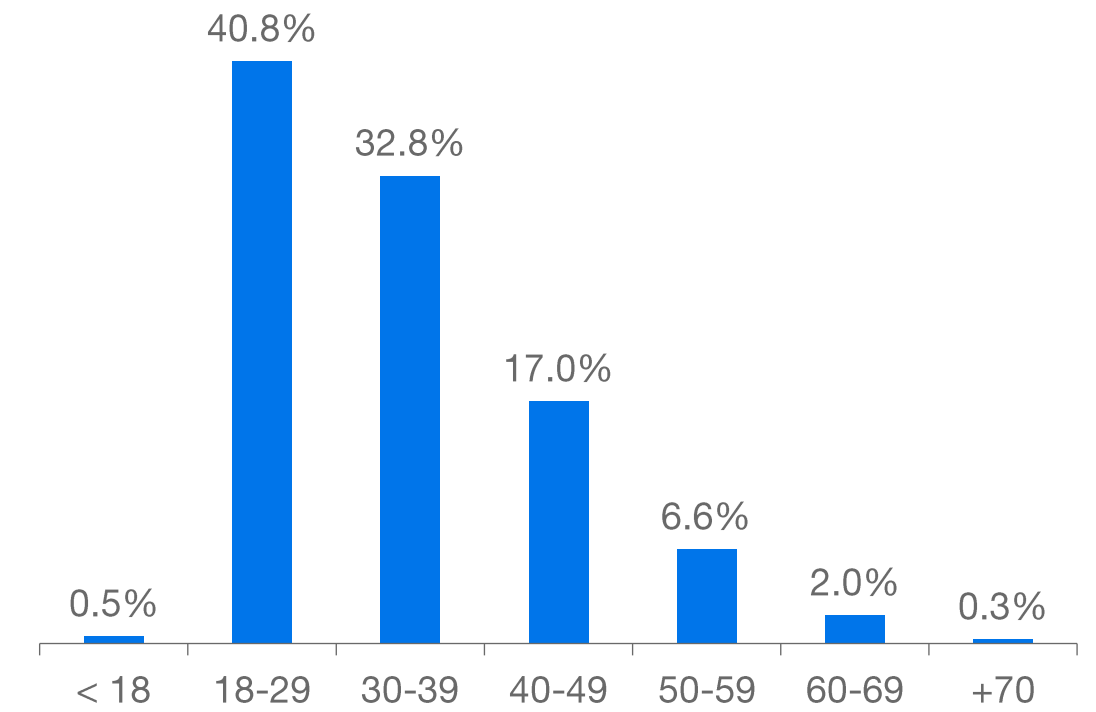


  
**Panel Size**  
6.301

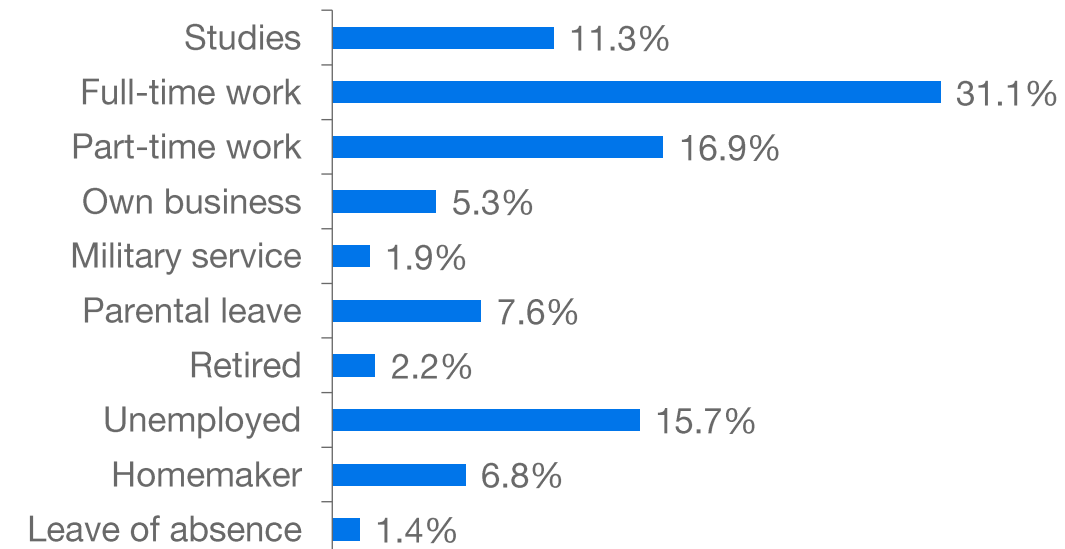
### Gender



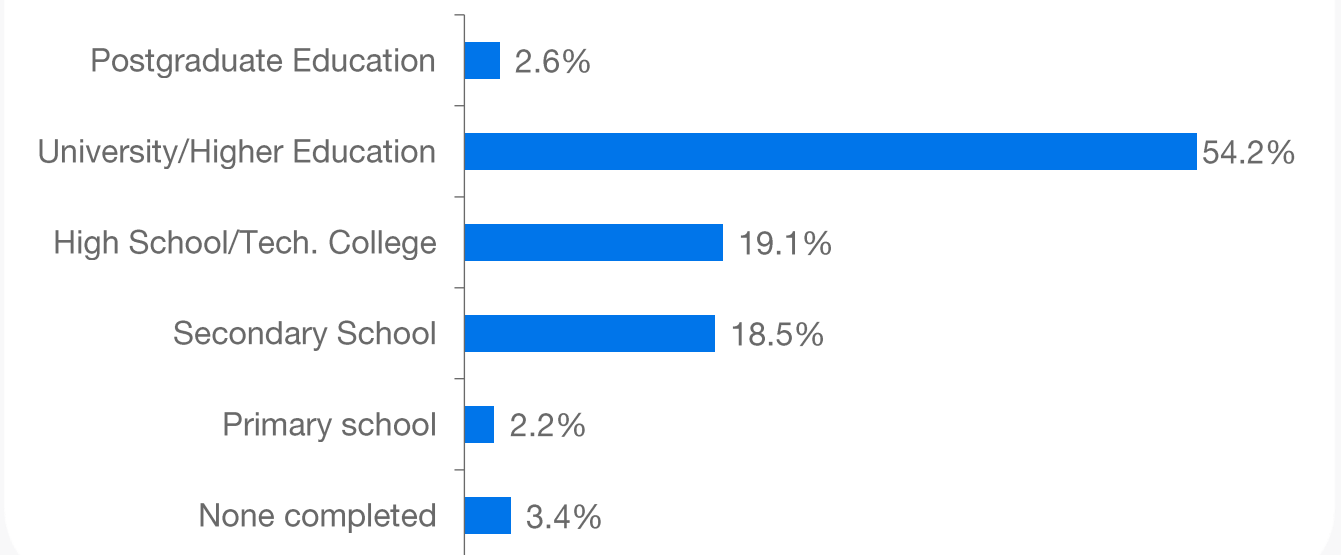
### Age



### Occupation



### Education



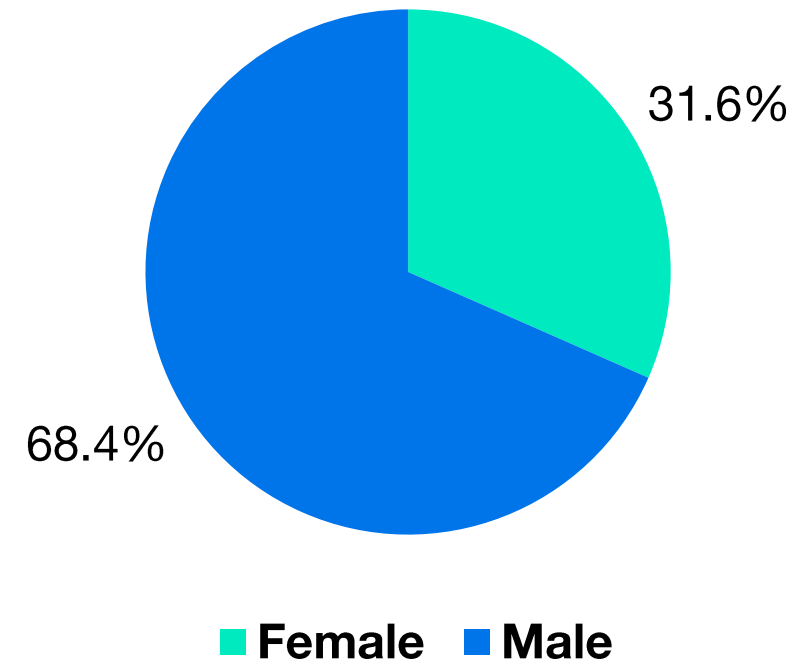


# United Arab Emirates

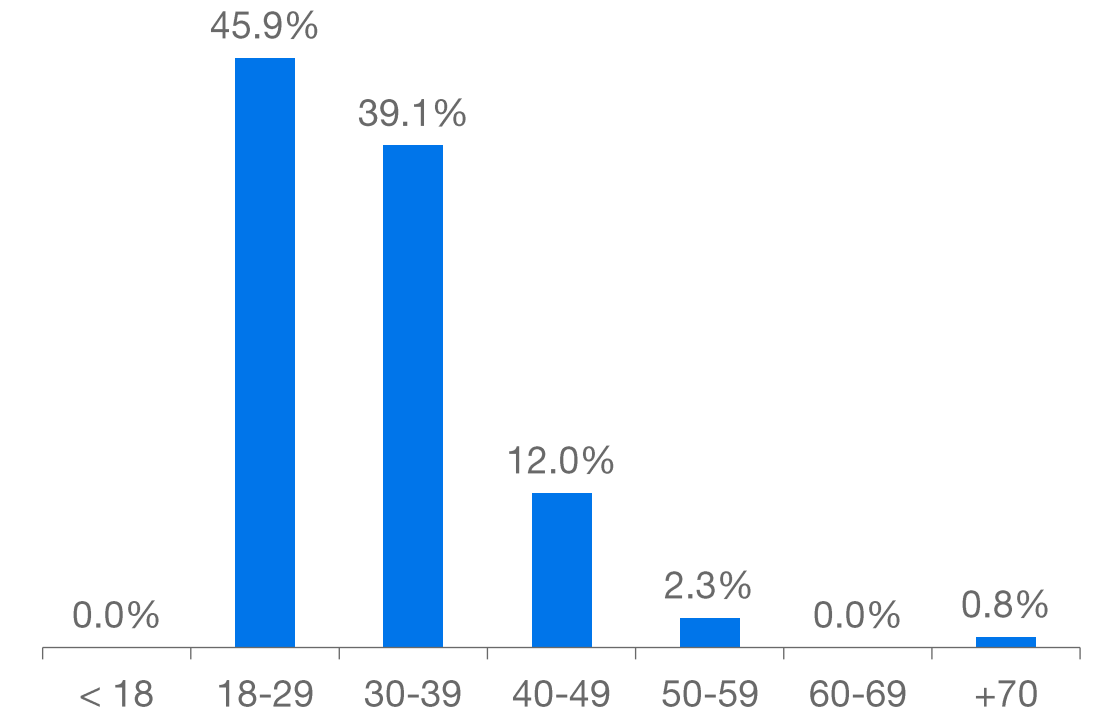


**Panel Size**  
133

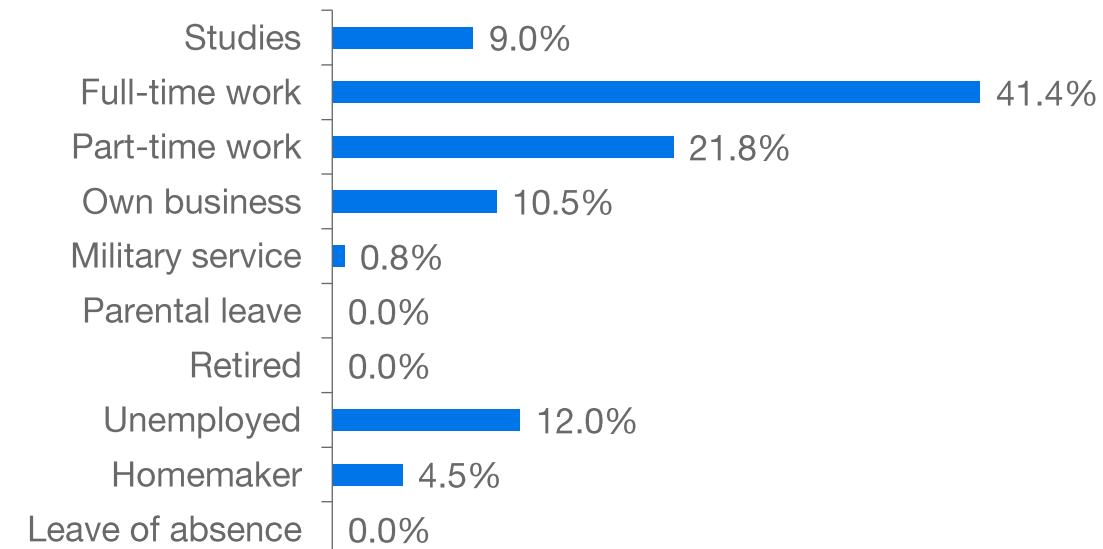
## Gender



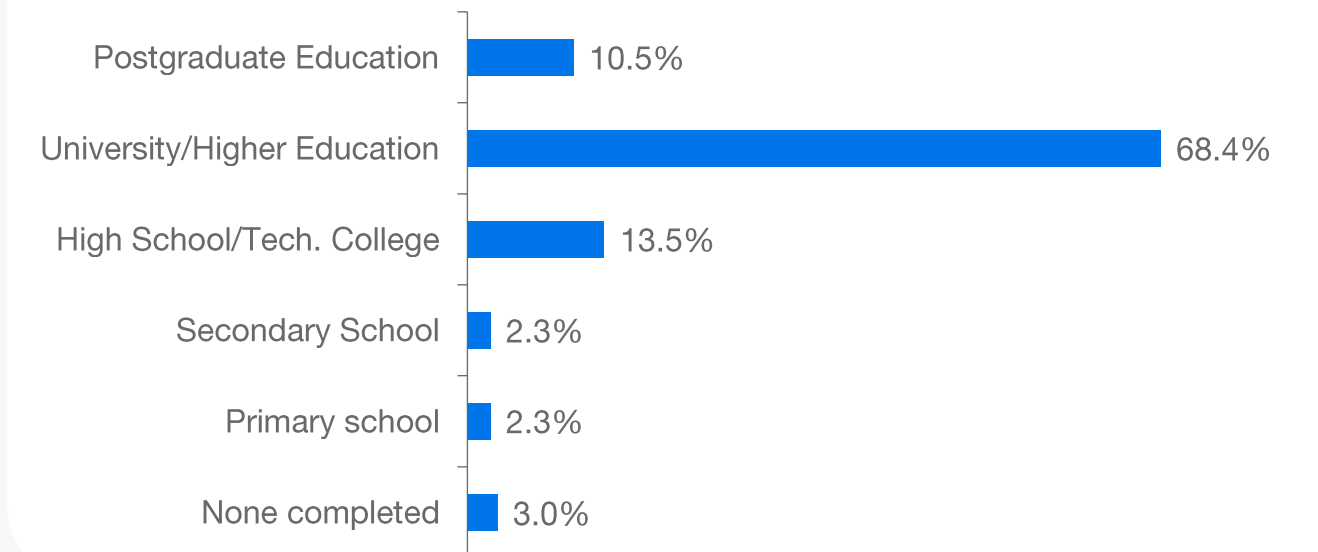
## Age



## Occupation



## Education





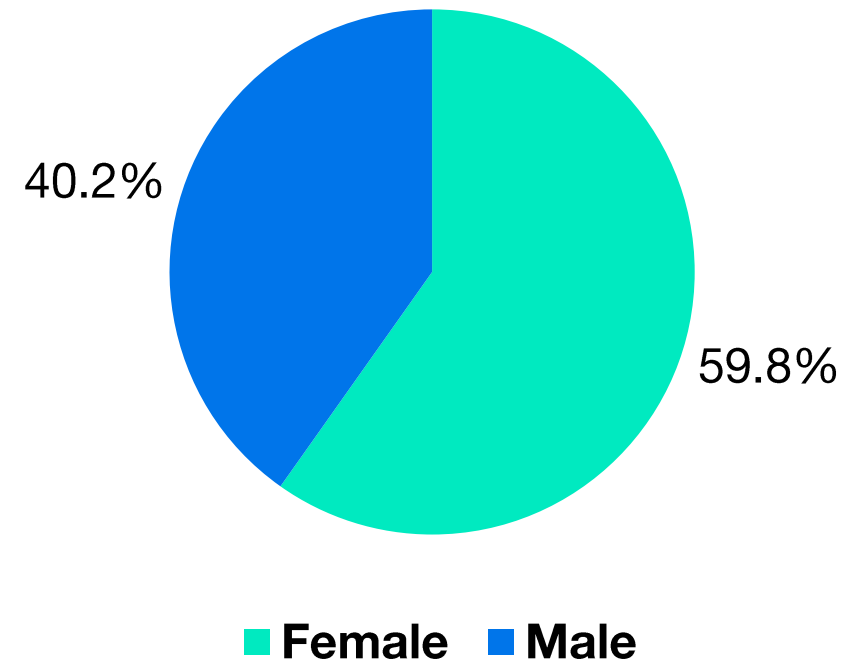
# United Kingdom



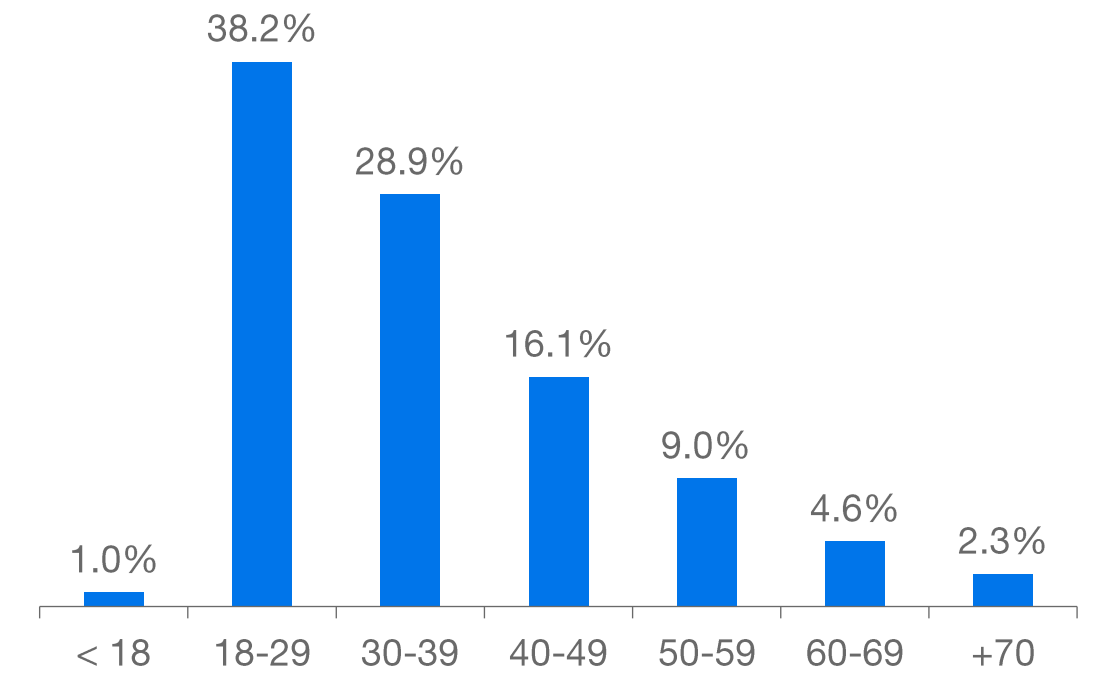
Panel Size

61.725

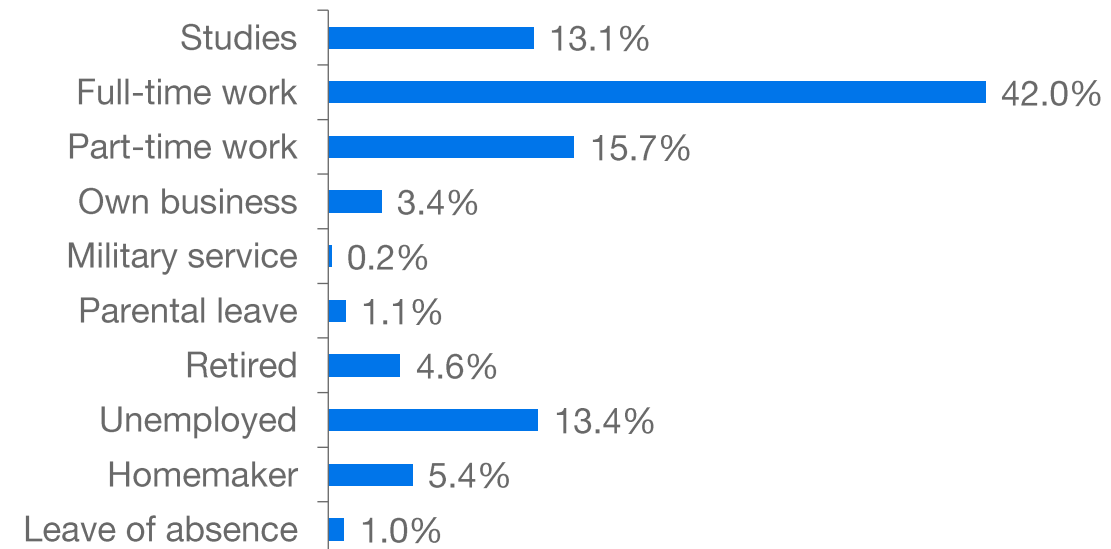
## Gender



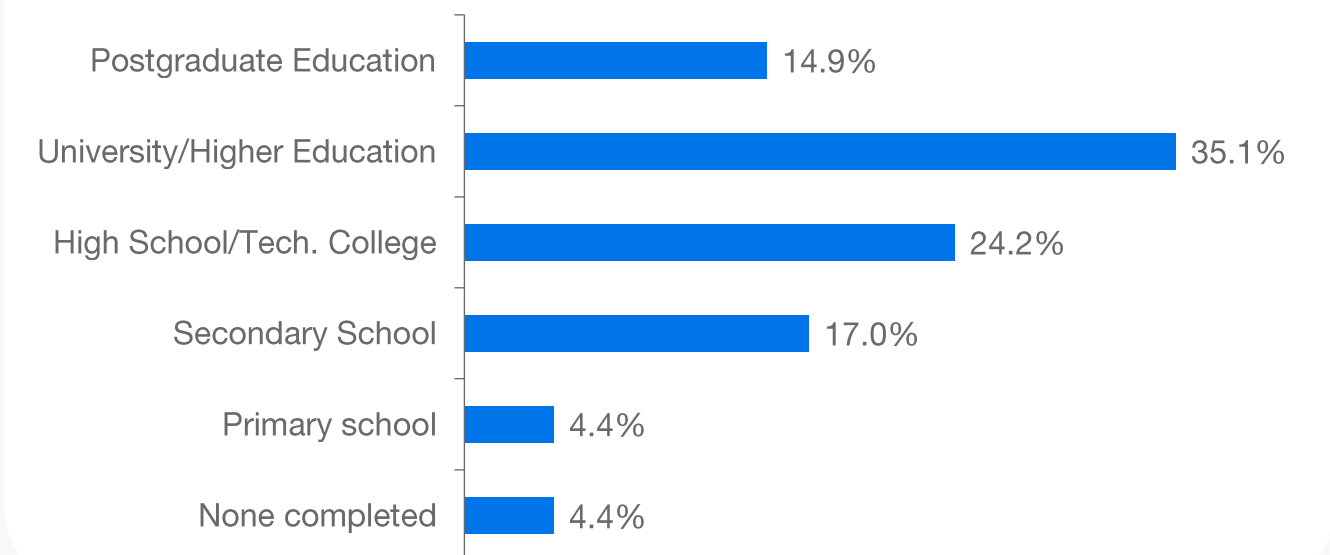
## Age




## Occupation

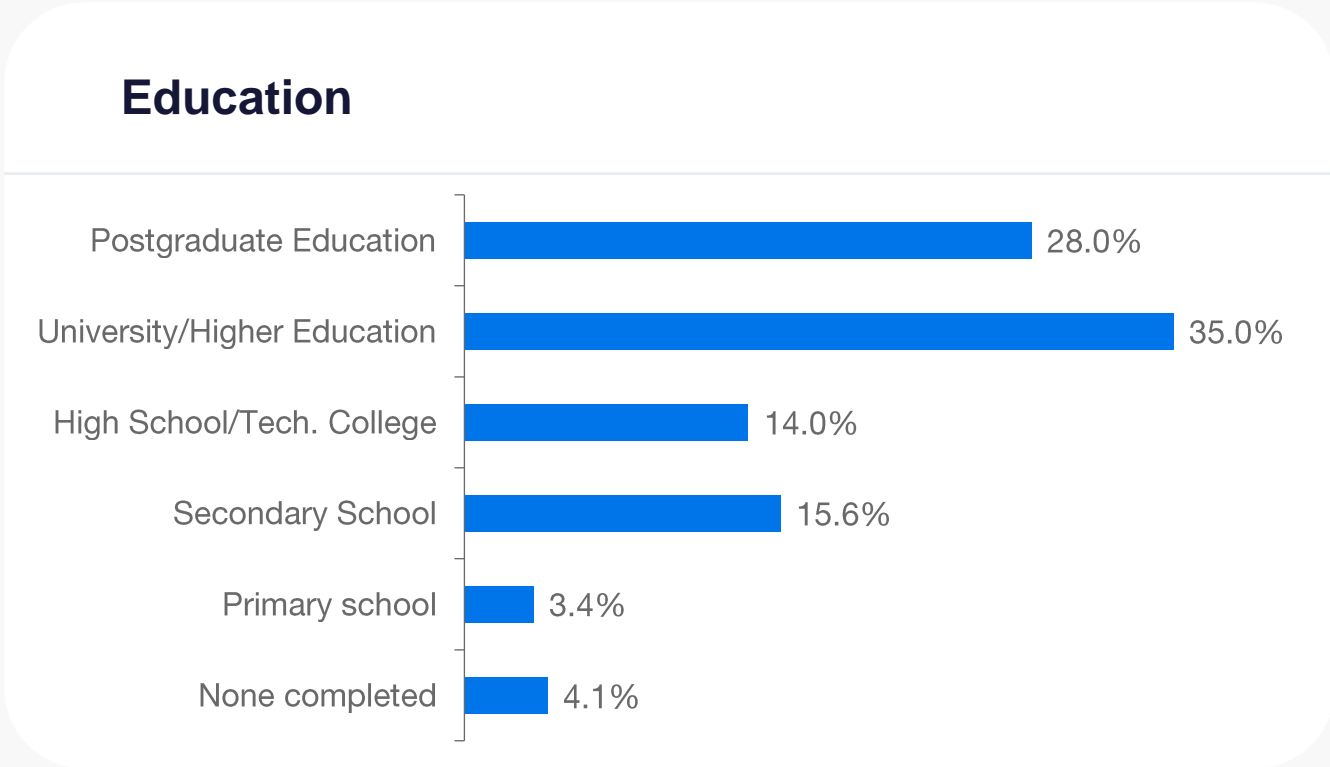
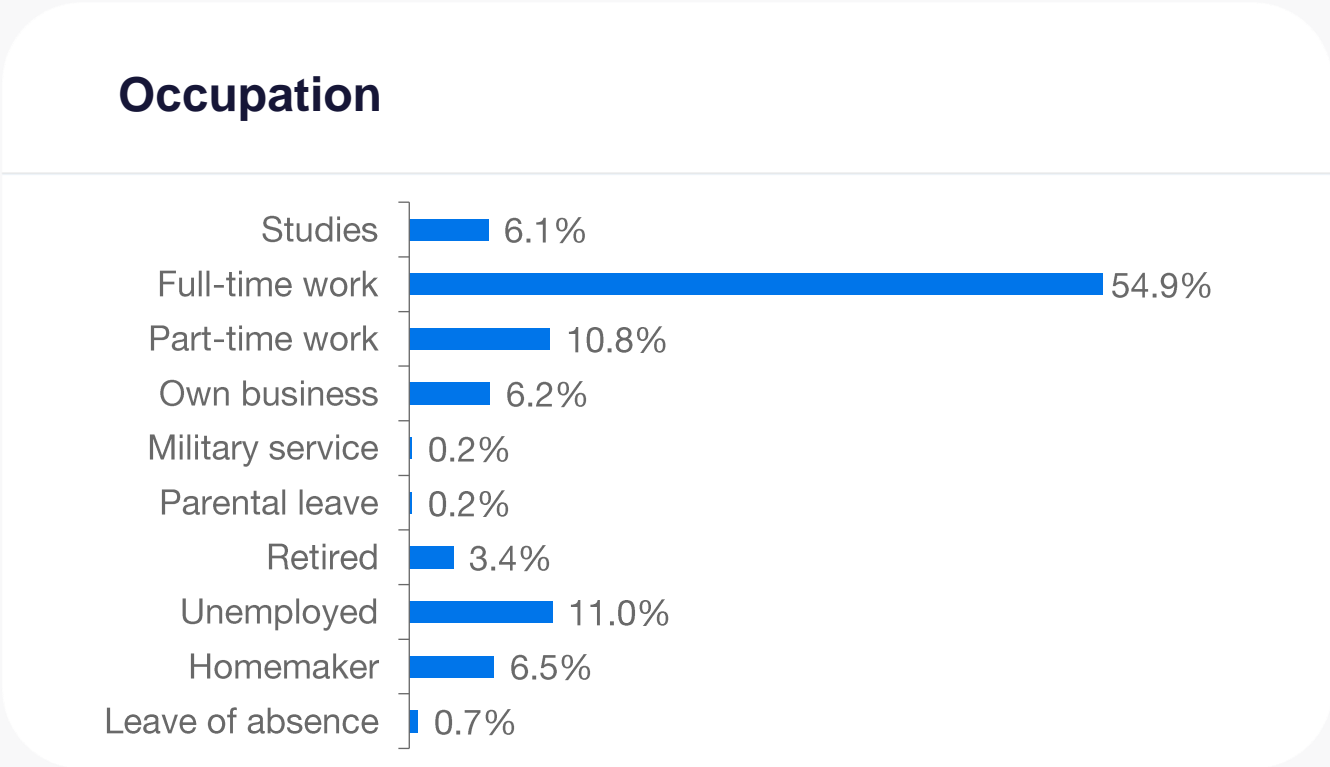
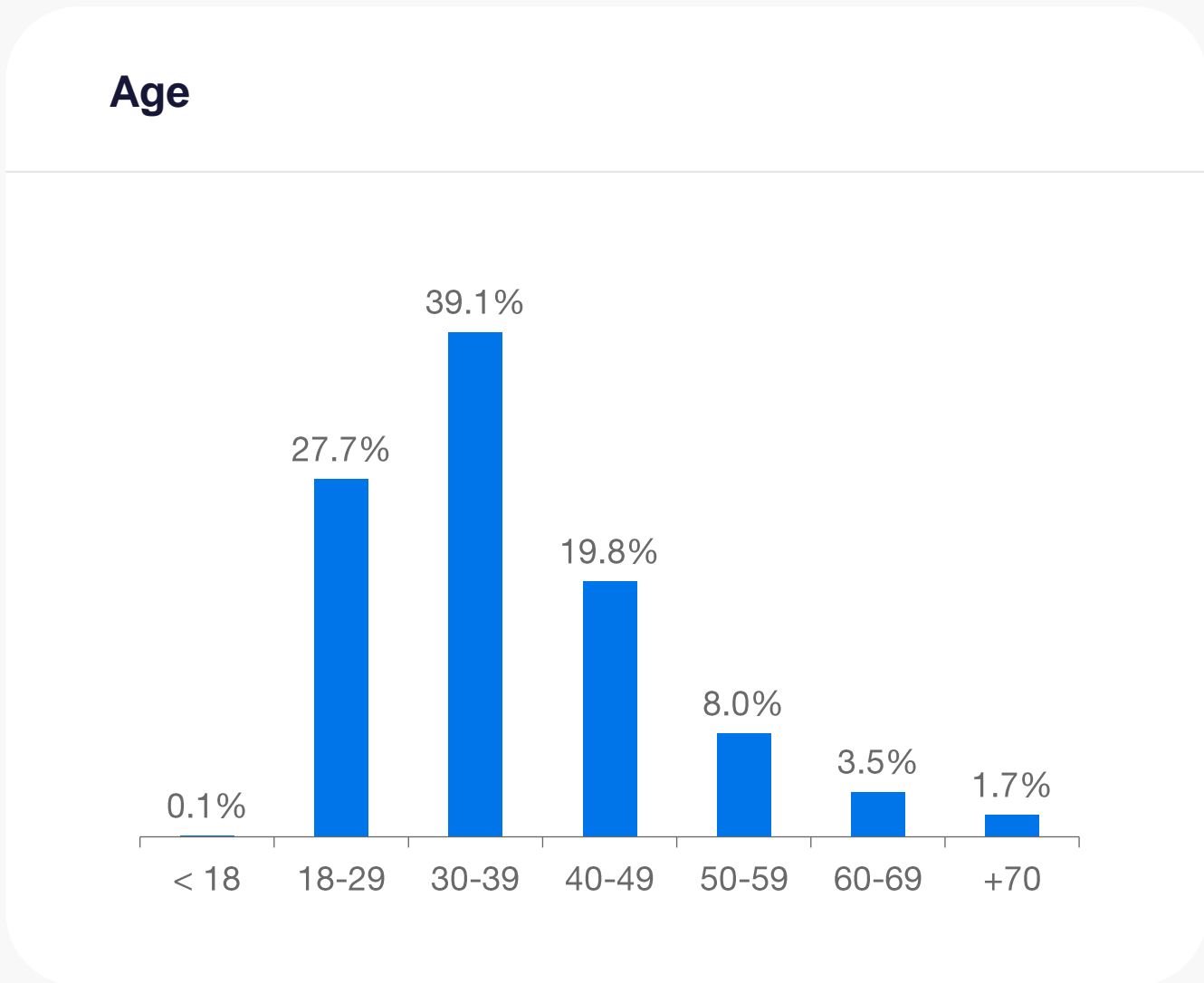
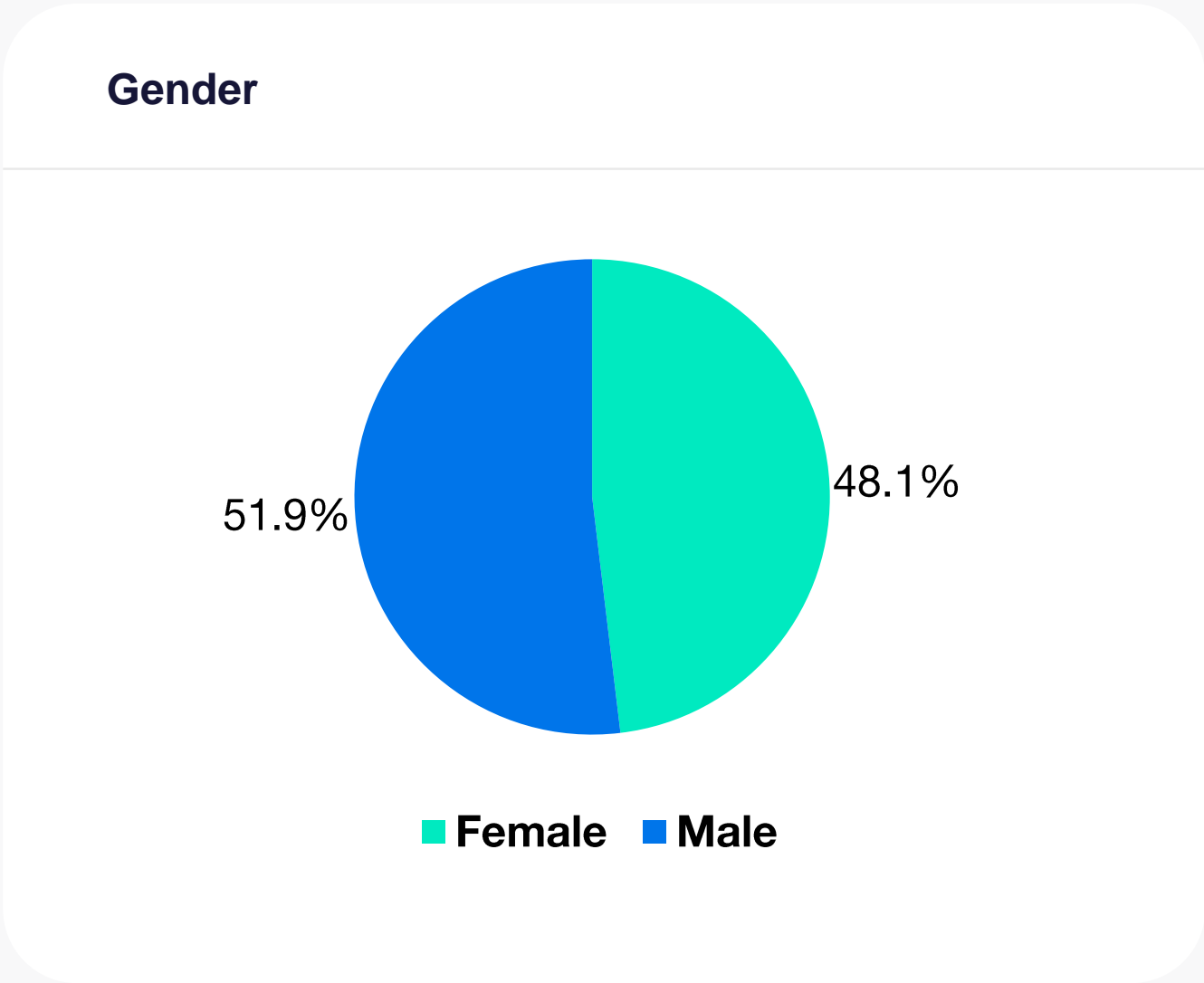


## Education



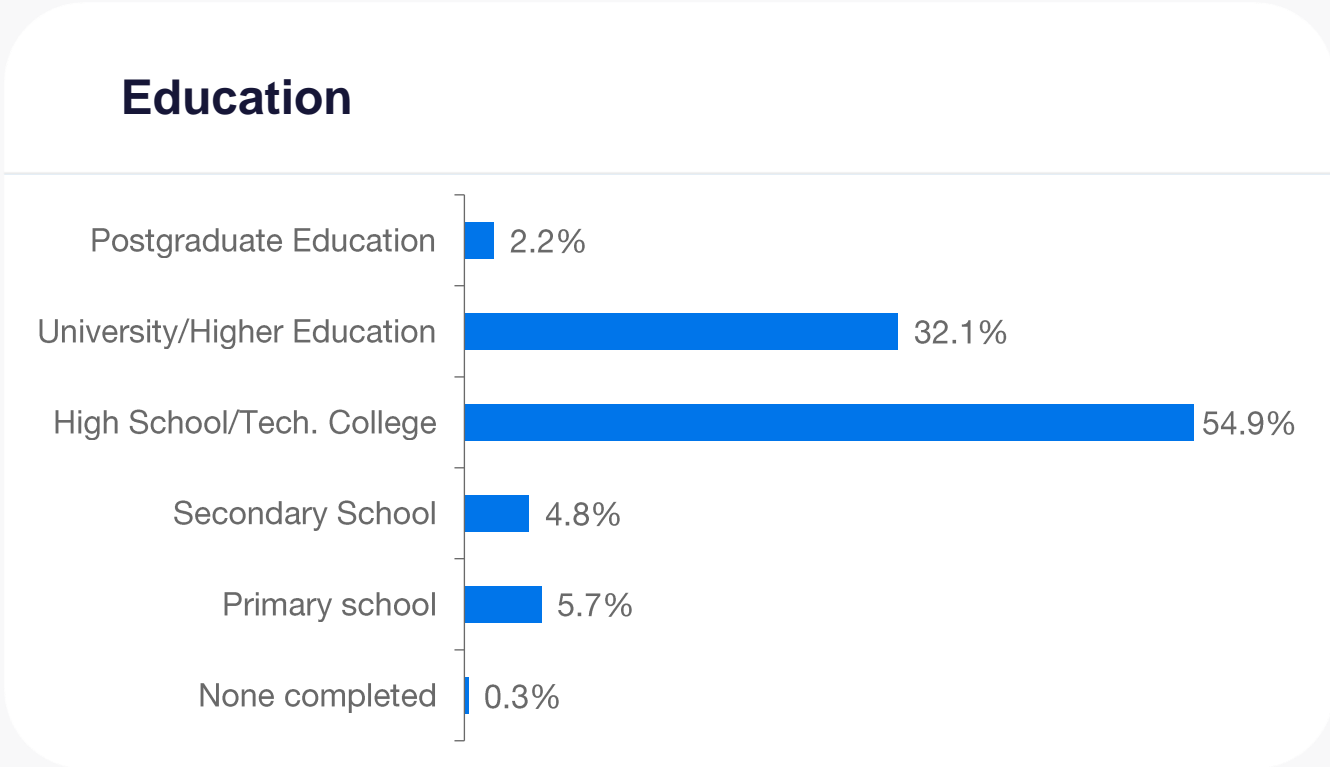
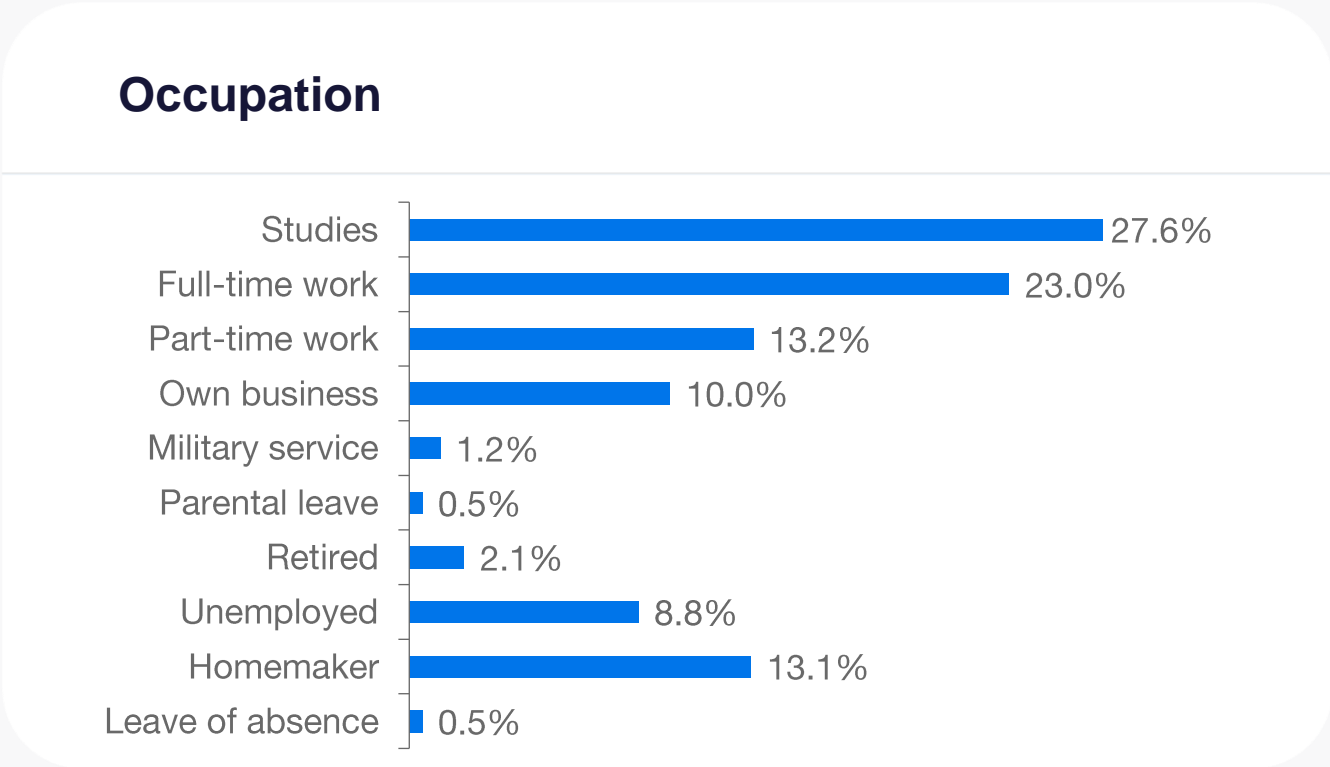
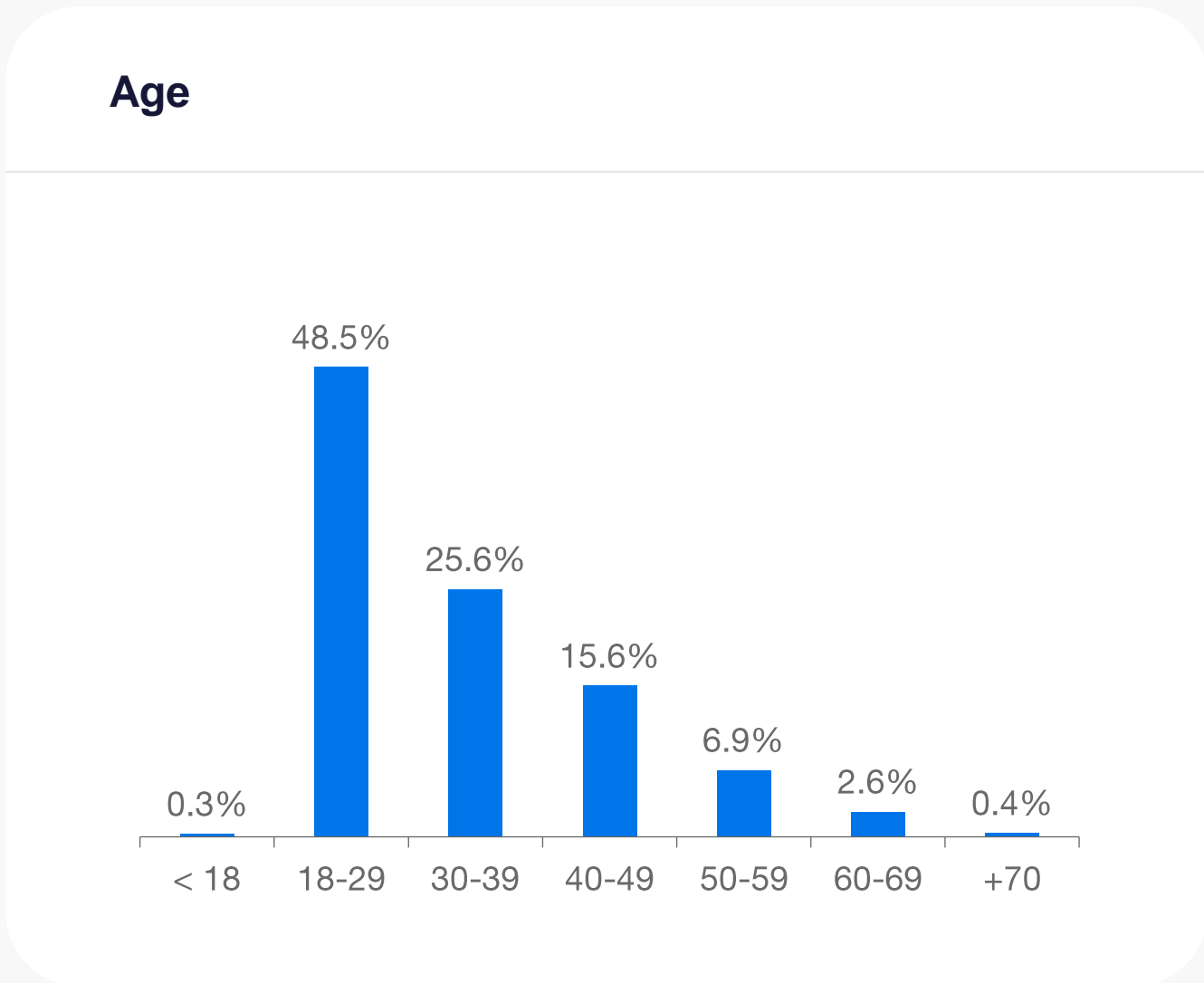
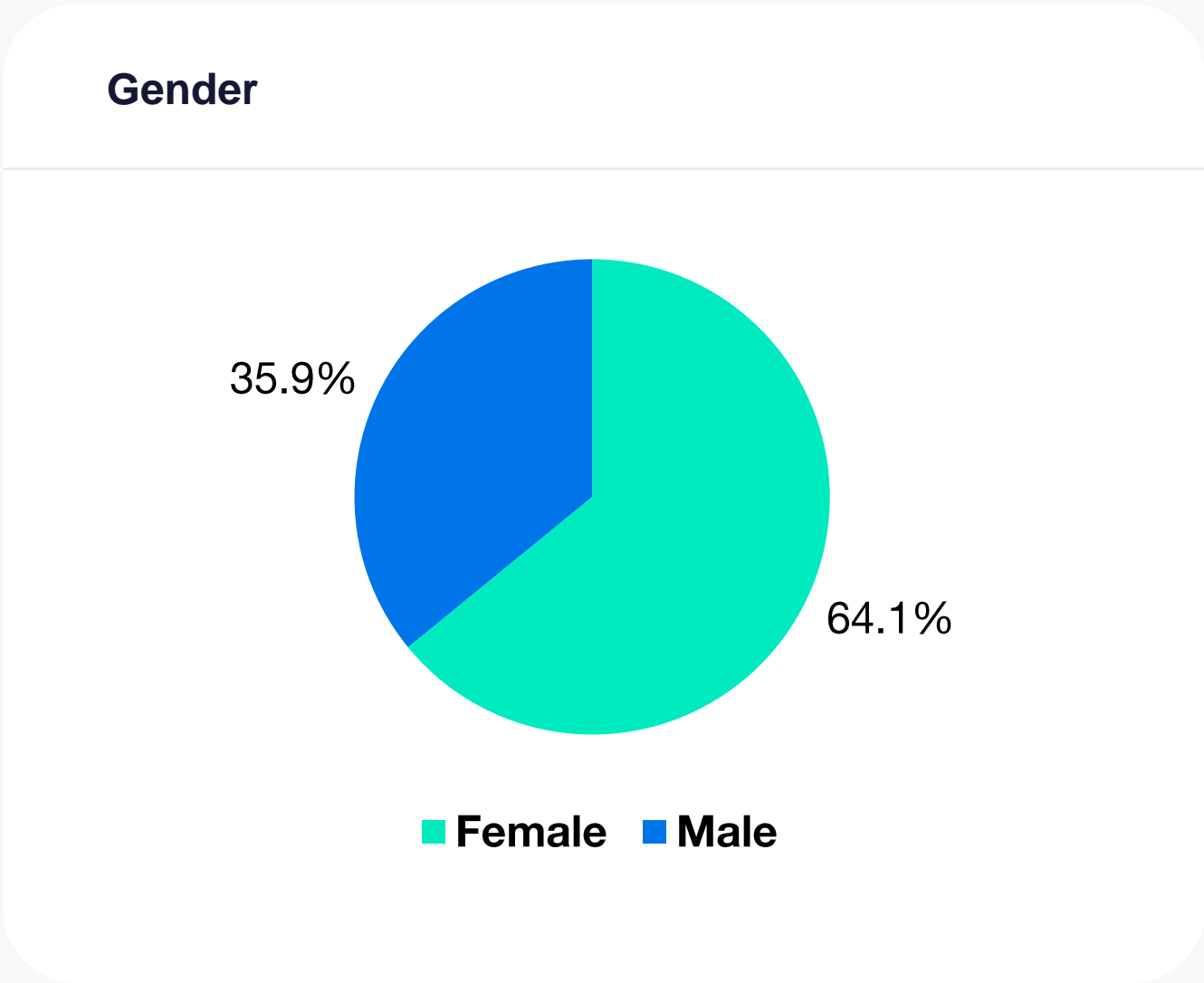


  
**Panel Size**  
5.709




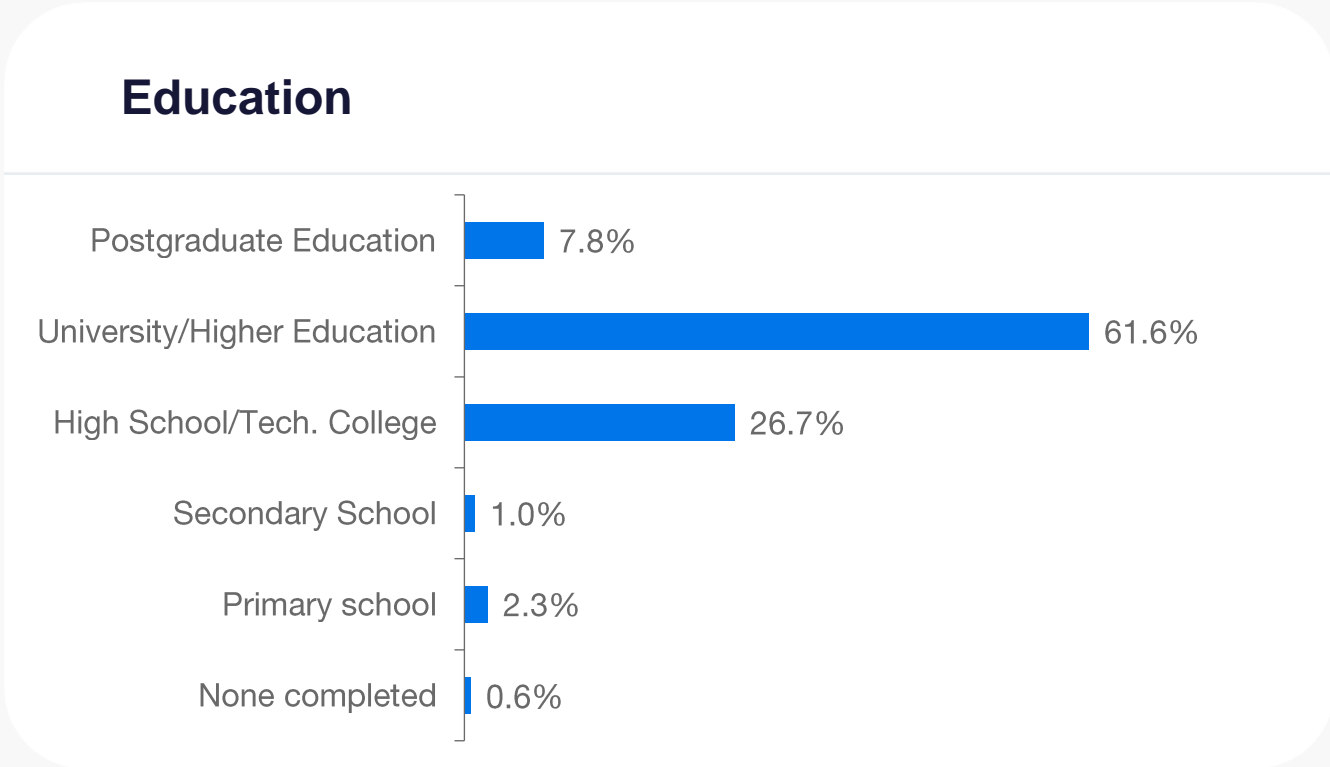
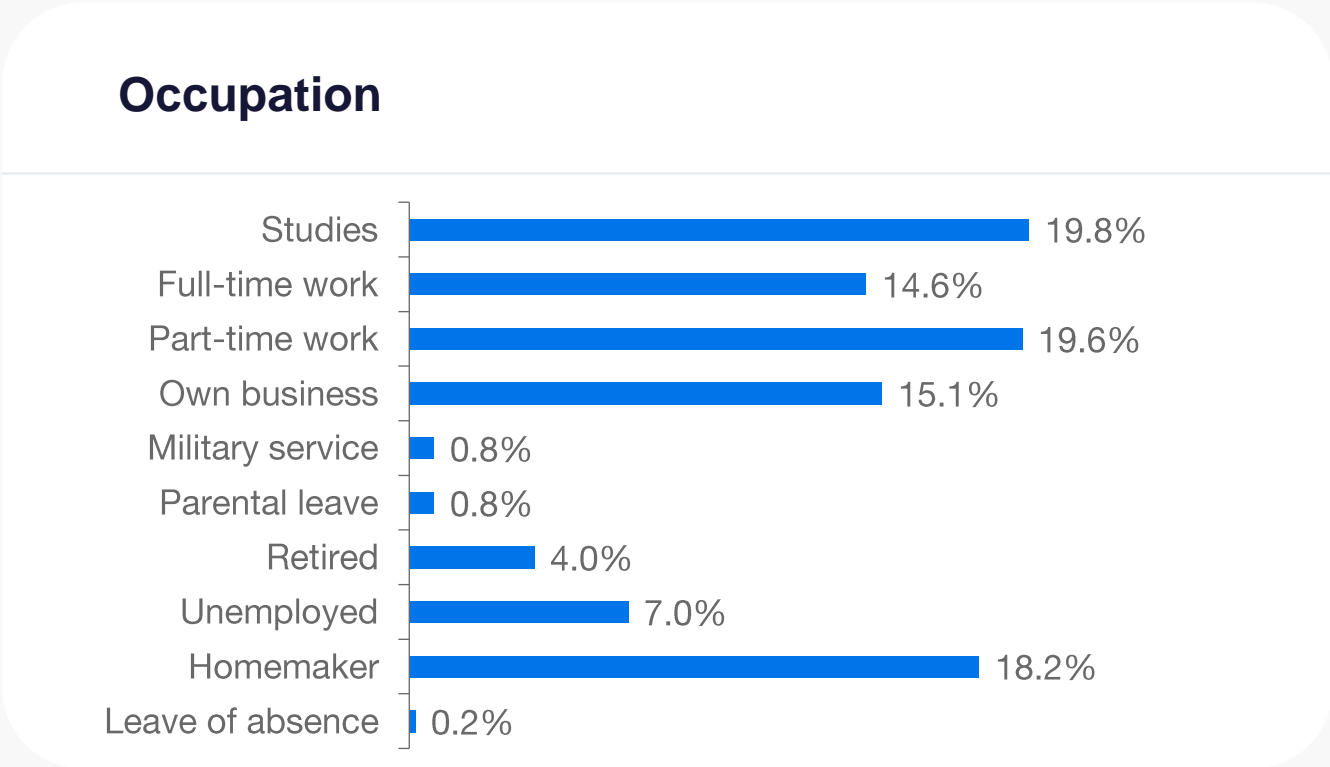
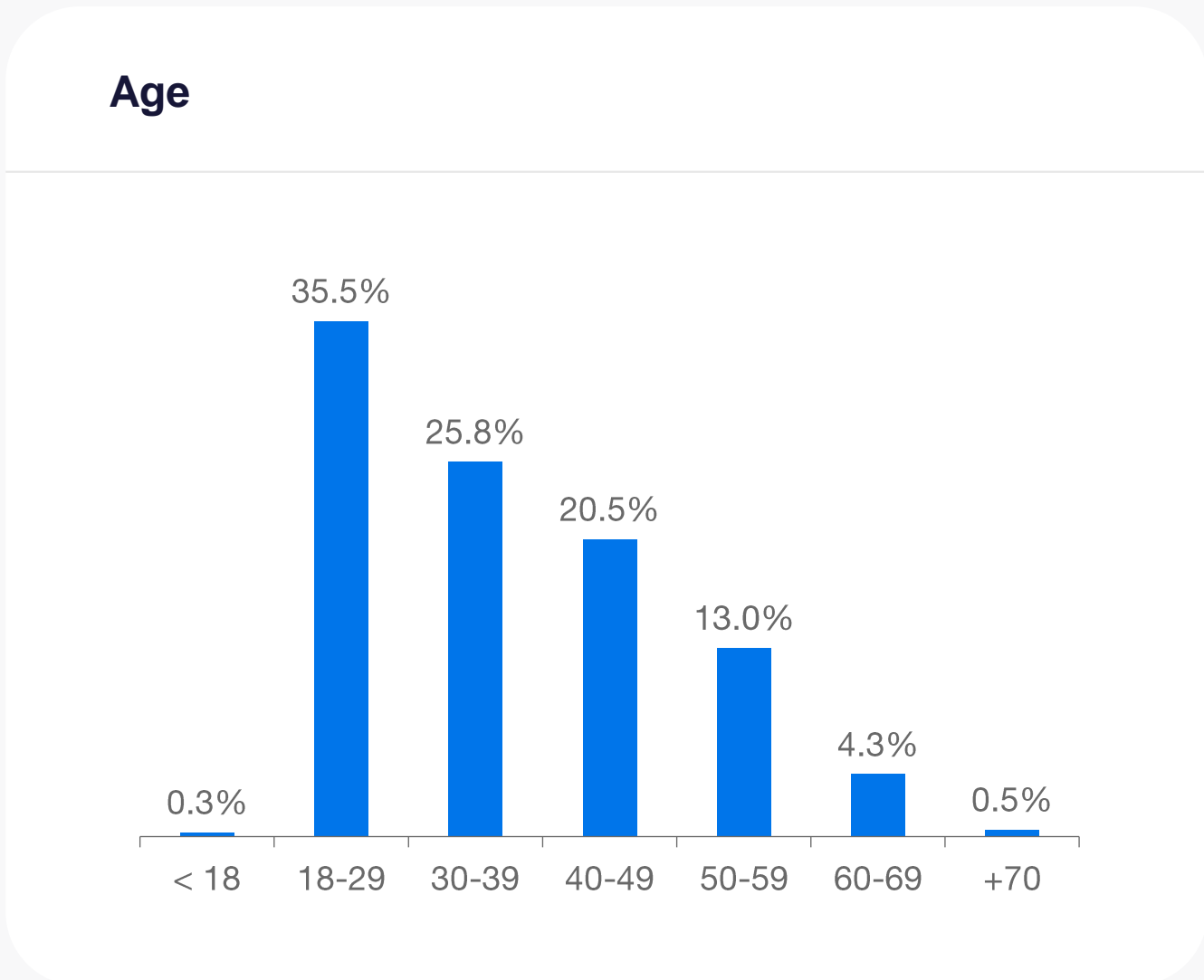
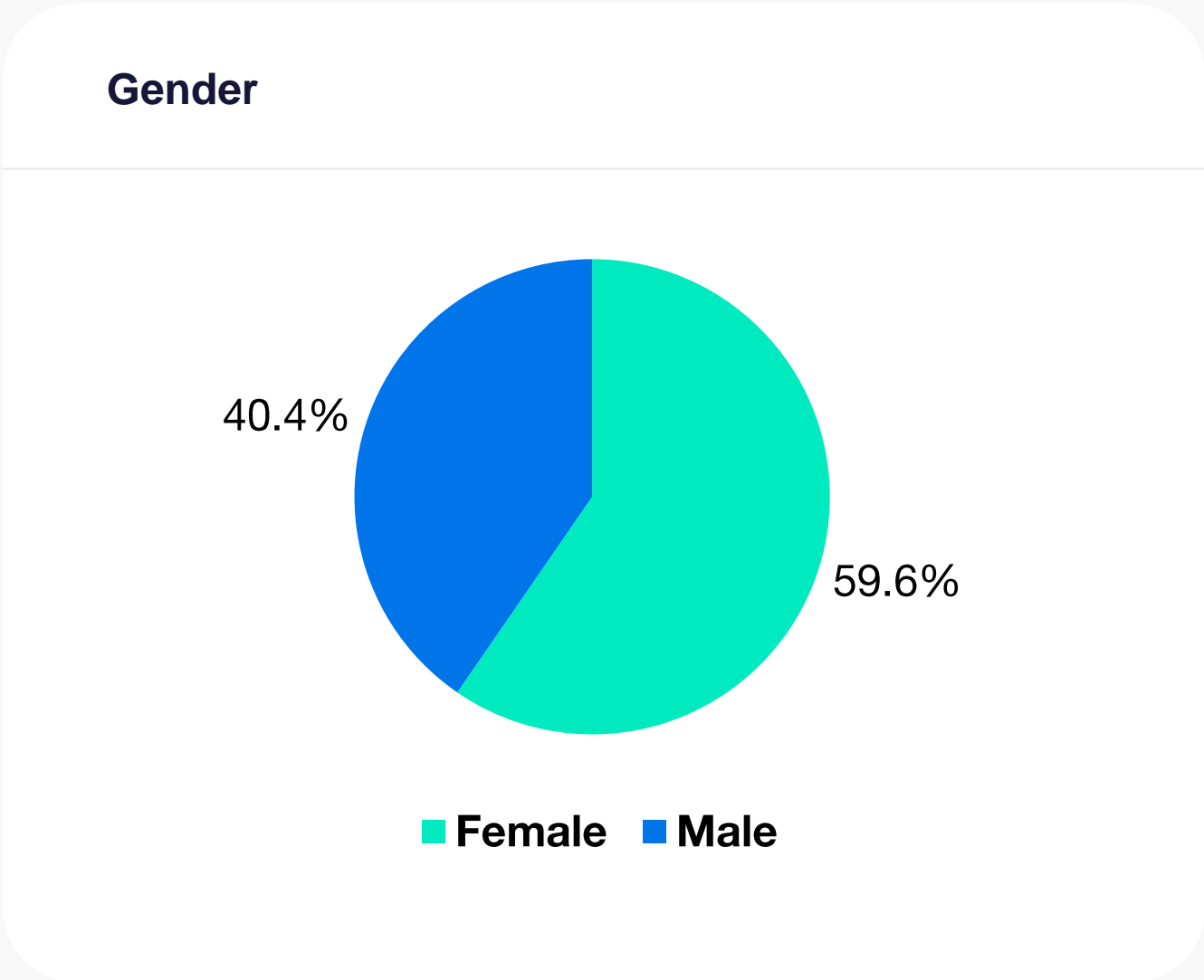


Panel Size  
4.880




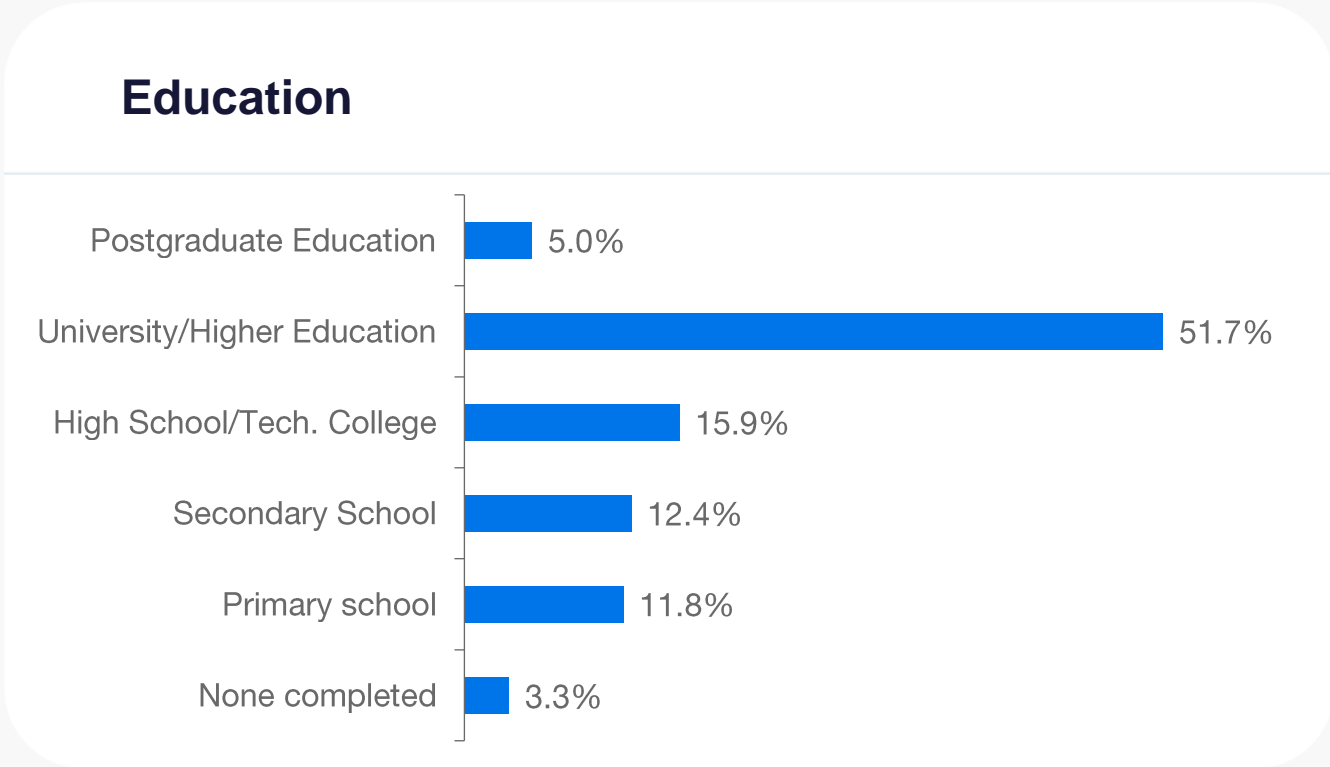
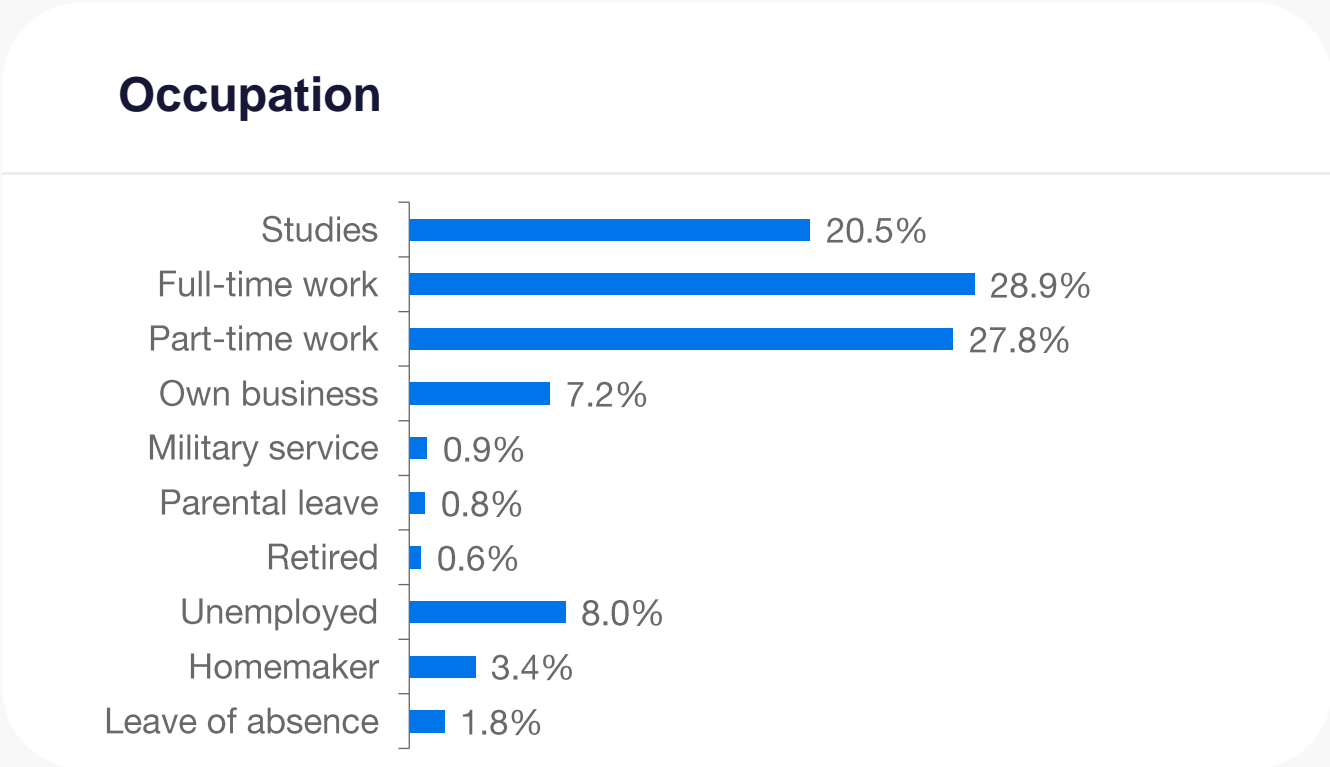
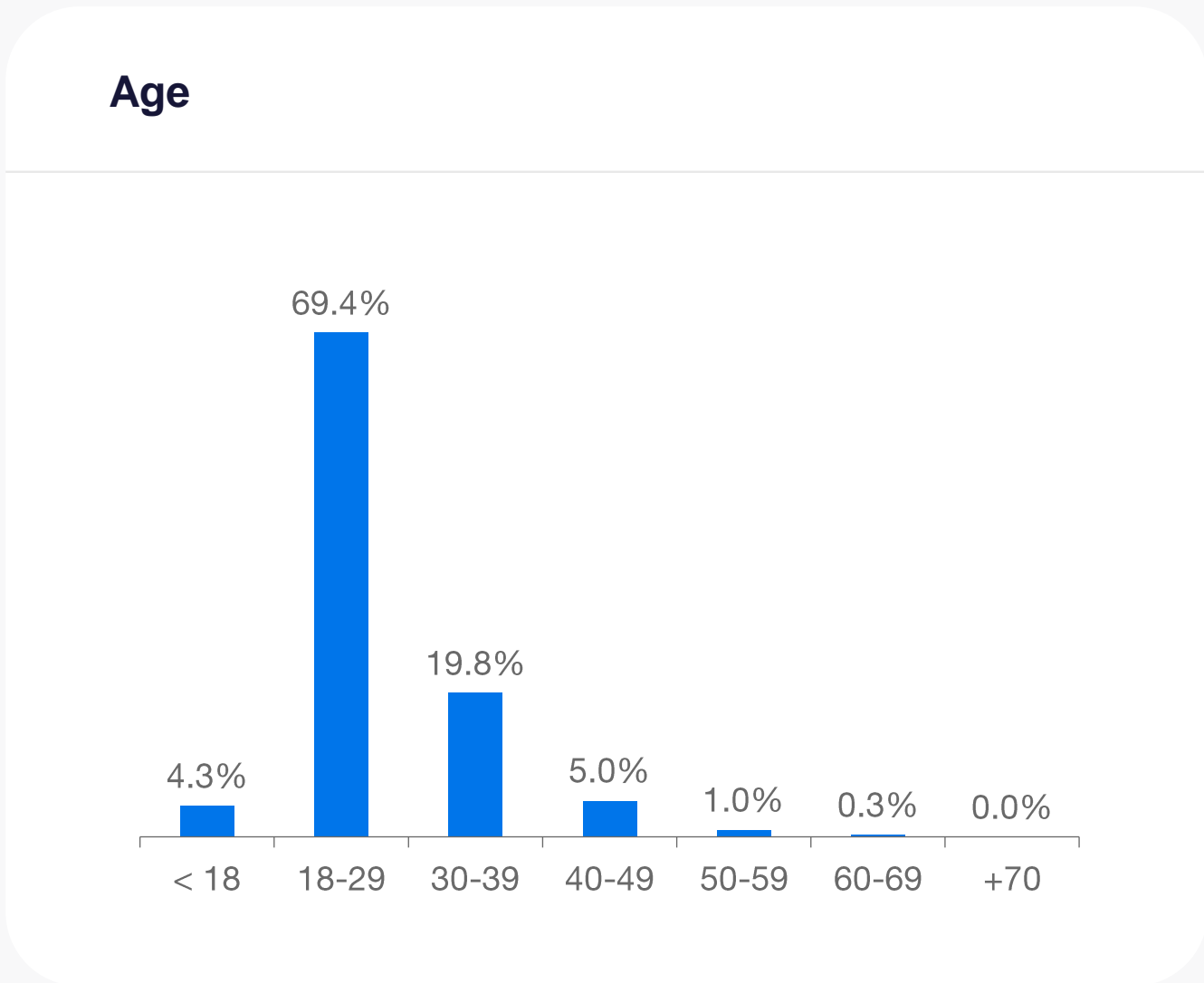
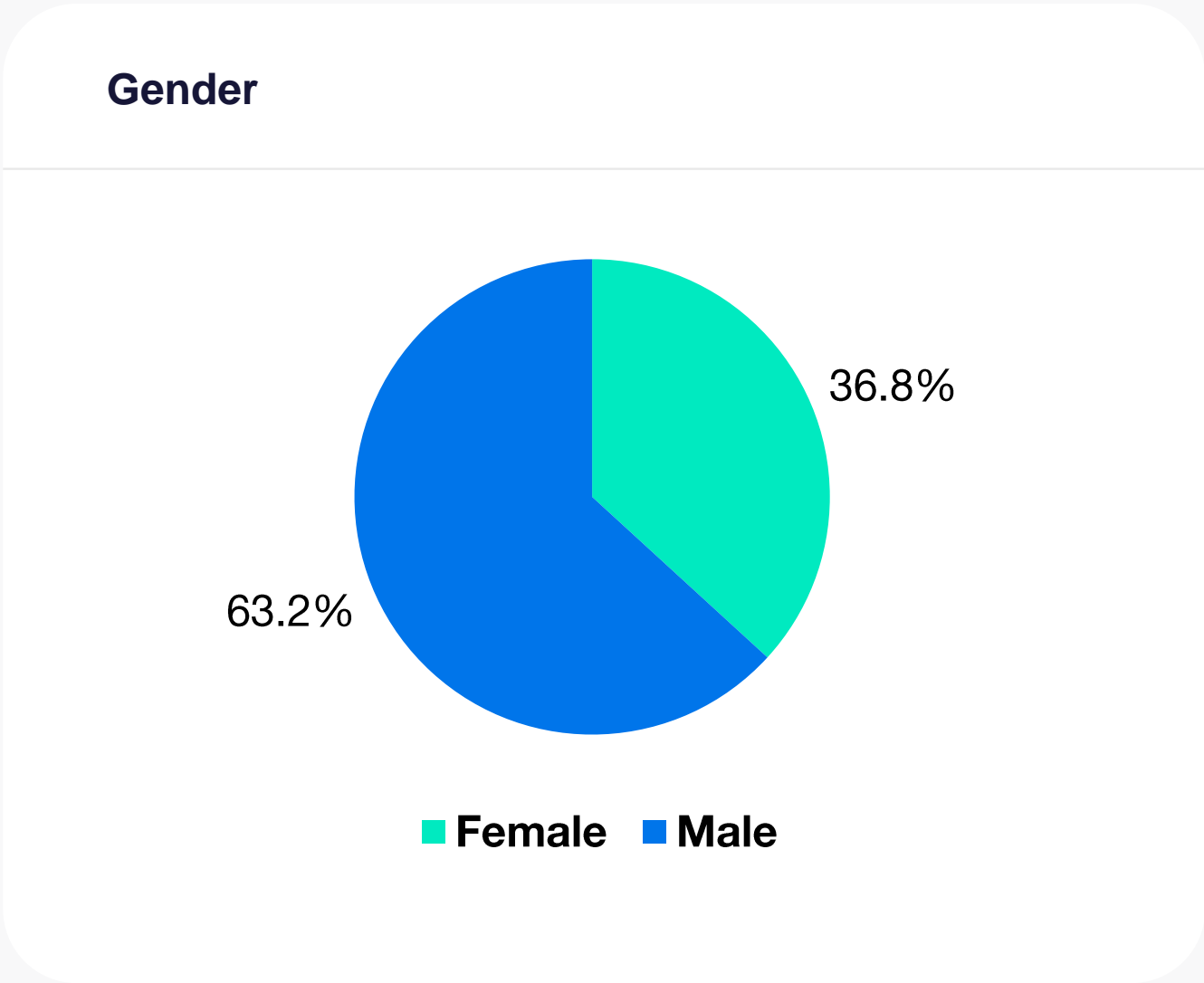


  
**Panel Size**  
4.240





  
**Panel Size**  
24.267





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[www.splendid-research.com](http://www.splendid-research.com)

Registered office of the company  
Hamburg, Amtsgericht Hamburg HRB 143505

Managing Directors  
André Wolff, Jan Fischer



+49 40 6945 366-0



[hello@splendid-research.com](mailto:hello@splendid-research.com)

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