



talk

ONLINE PANEL

PANELBOOK

Talk in a nutshell

Over approx. **1,300,000 panel members** in **25** European **countries**

Deep **profiling** across 16 categories and a total **400 attributes**

Programming and **localisation** of questionnaires, data delivery and raw analysis

Set-up of **partner/client panels**

Passive tracking across devices, **cookie tracking**

Location tracking and **PoS** surveys through our smartphone app

Fully equipped **CATI studio** in Prague, with 45 stations that can accommodate both the NIPO system and CATI2WEB (WebCATI) interviewing method

State of the art **focus group and interview room** in Vienna, featuring a **one-way mirror**, video recording and simultaneous translation systems

Constant, targeted **recruiting**

Transparent points system, wide range of attractive **local rewards**

Quality checks along **ESOMAR** guidelines

Zurich, Vienna, Sarajevo, Sofia, Paris, Prague, Lille, London, Lyon, Leipzig, Birmingham, Bucharest and **Athens** offices serving as **regional hubs, key accounts resident** in **each country**

A multinational team speaking a total **24 languages**

About Us



With its headquarters in Vienna, and a decade of operational experience, Talk can provide sampling services in **25 European markets**, focusing on **Germany, Austria, Switzerland and Central, Eastern and South-eastern Europe**.

We run independent panels throughout that region, with Lithuania as our latest addition. Talk includes **metering** tools as well as **cookie and passive tracking** for collecting behavior data, while our new smartphone app allows **location tracking** and **PoS** surveys.

There are two key tenets to the Talk philosophy: **local expertise and centralized oversight**. Local expertise means we have **native community managers** stationed in most of our countries of operation. All **project and field management** is done **centrally** out of our main offices **in Vienna, Zurich, Prague, Sofia or Leipzig** in order to streamline operations and allow for consistent quality control. A **CATI** studio and a **focus group** room complete our wide data collection spectrum.

Talk has set up a **loyalty points program** for its Online Panels, allocating a variable number of bonus points for the completion of each questionnaire. The points can be exchanged for **locally attractive** gift vouchers or magazine subscriptions and depending on the country can also be converted to cash, either paid into a bank account or donated to a charity.

Panel membership in the Talk Online Panels is free, and all answers and personal data are treated as confidential and never passed on to third parties. The **quality of the panel is ensured by control measures** such as verification of user data through random post or telephone checks, limits on the number of surveys taken, and running requests for profile updates.

Talk fully adheres to **ESOMAR principles** in all its market research projects and is a member of the association of Austrian market researchers (VMÖ).

Panel attributes

We provide detailed tracking across **400 attributes in 16 categories**, from key demographics to habits and lifestyle. This data forms the basis of our filtering system, which allows us to conduct surveys by selecting respondents according to one or several of these fields depending on a client's particular needs.

Registration Data

Name
Gender
Age
E-Mail
Postal code/City
Street Address

Profession

Type of employment
Field of expertise
Company sector
Company size

Education

Education level
Degree type

Household

Marital status
Household size
Accommodation type
Pets

Children

Children number
Children age
Expecting a baby
Clothing and supplies

Finance

Personal income
Household income
Online banking usage
Stock trading

Healthcare

Chronic conditions
Contact lenses/glasses
Hearing aids

Mobile Phone & Internet

Mobile phone brand
Phone features used
Mobile tariff type
Mobile provider
Mobile phone usage
Mobile Internet usage
Household Internet
Mobile broadband
Internet and mobile Internet usage

Media

Television
Radio consumption
Print publications
Usage of social media
Preferred platforms

Automotive

Owning/leasing a car
Manufacture year/
Model/brand of car
Plan to buy a car
Decision maker in buying a car

Electronics

Household electronics
(various categories)
Plans to buy
Decision maker in buying

Food and Beverage

Main shopper role
Supermarket and drugstore preference
Fast food consumer
Fast food preference
Soft drink preference
Alcohol consumption

Travel & Holidays

Flight purpose
(business, leisure)
Flight type
(domestic, long-haul)
Frequency of flights a year
Flight experience/airline companies impressions in last 12 months
Frequent flyer program
Preferred destinations
Type of holiday (cruise, city break, beach etc.)
Hotel preference from a list of international chains in last 12 months

Hobbies & Interests

Hobbies in general
Sports preferences
Sports frequency
Preferred music
Music purchasing
Movie preferences
Movie download
DVD purchase
Streaming
Gambling/betting

Smoking

Smoking frequency
Brand of cigarette
Smoking experience
Tobacco products
Plan to quit
Quitting products

Gaming

Platform/device used
Type of games
Gaming time per week
Mode of purchases
Number of purchases

25 countries



Austria	6
Bosnia and Herzegovina	7
Bulgaria	8
Croatia	9
Cyprus	10
Czech Republic	11
France	12
Germany	13
Greece	14
Hungary	15
Italy	16
Lithuania	17
Moldova	18
Montenegro	19
Netherlands	20
Poland	21
Romania	22
Russia	23
Serbia	24
Slovakia	25
Slovenia	26
Switzerland	27
Turkey	28
Ukraine	29
United Kingdom	30

Austria

Population: 8.7 mln

Internet penetration: 83%

Panel size: approx. 40,000



Gender	%
Male	48
Female	52

Age	%
15-19 years	8
20-29 years	29
30-39 years	19
40-49 years	16
50-59 years	16
60 years and over	12

Region	%
Vienna	25
Lower Austria	20
Burgenland	4
Styria	15
Carinthia	6
Upper Austria	14
Salzburg	5
Tyrol	7
Vorarlberg	4

Bosnia and Herzegovina

Population: 3.5 mln

Internet penetration: 69%

Panel size: approx. 18,000



Gender	%
Male	43
Female	57

Age	%
15-19 years	7
20-29 years	33
30-39 years	30
40-49 years	19
50-59 years	8
60 years and over	3

Region	%
Bosnian Podrinje canton	1
Brčko District	2
Herzegovina-Neretva canton	6
Livanjski canton / Canton 10	1
Posavina canton	1
Republika Srpska	17
Sarajevo canton	30
Central Bosnia canton	7
Tuzla canton	13
Una-Sana canton	6
West Herzegovina canton	3
Zenica-Doboj canton	13

Bulgaria

Population: 7.0 mln

Internet penetration: 59%

Panel size: approx. 36,000



Gender	%
Male	40
Female	60

Age	%
15-19 years	4
20-29 years	24
30-39 years	31
40-49 years	21
50-59 years	13
60 years and over	7

Region	%
North West	33
South West	17
North Central	14
South Central	12
North Eastern	14
South Eastern	10

Croatia

Population: 4.1 mln

Internet penetration: 75%

Panel size: approx. 56,000



Gender	%
Male	43
Female	57

Age	%
15-19 years	4
20-29 years	27
30-39 years	34
40-49 years	20
50-59 years	10
60 years and over	5

Region	%
North-West	41
Central and East	30
Adriatic Croatia	29

Cyprus

Population: 1.2 mln

Internet penetration: 72%

Panel size: approx. 1,000



Gender	%
Male	40
Female	60

Age	%
15-19 years	6
20-29 years	18
30-39 years	27
40-49 years	24
50-59 years	14
60 years and over	11

Czech Republic



Population: 10.6 mln

Internet penetration: 88%

Panel size: approx. 60,000



Gender	%
Male	40
Female	60

Age	%
15-19 years	5
20-29 years	25
30-39 years	25
40-49 years	23
50-59 years	12
60 years and over	10

Region	%
Bohemia	62
Silesia	11
Moravia	27

France

Population: 65,5 mln

Internet penetration: 88%

Panel size: approx. 500,000



Gender	%
Male	47
Female	53

Age	%
15-19 years	8
20-29 years	14
30-39 years	15
40-49 years	17
50-59 years	16
60 years and over	31

Region	%
Auvergne-Rhône-Alpes	12,6
Bourgogne- Franche-Comté	4,0
Bretagne	5,0
Centre - Val de Loire	4,0
Corse	0,1
Grand Est	9,0
Hauts-de-France	10,2
Île-de-France	19,1
Normandie	5,0
Nouvelle Aquitaine	9,0
Occitanie	9,0
Pays de la Loire	5,5
Provence-Alpes-Côte d'Azur	7,5

Germany

Population: 82.4 mln

Internet penetration: 88%

Panel size: approx. 80,000



Gender	%
Male	47
Female	53

Age	%
15-19 years	6
20-29 years	23
30-39 years	21
40-49 years	18
50-59 years	18
60 years and over	14

Region	%
Baden-Württemberg	12
Bavaria	14
Berlin	5
Brandenburg	3
Bremen	1
Hamburg	3
Hesse	8
Mecklenburg-Vorpommern	2
Lower Saxony	10
North Rhine-Westphalia	21
Rhineland-Palatinate	6
Saarland	1
Saxony	5
Saxony-Anhalt	3
Schleswig-Holstein	3
Thuringia	3

Greece



Population: 11.1mln

Internet penetration: 65%

Panel size: approx. 25,000



Gender	%
Male	45
Female	55

Age	%
15-19 years	4
20-29 years	30
30-39 years	24
40-49 years	21
50-59 years	17
60 years and over	4

Region	%
East Macedonia & Thrace	4
Central Macedonia	19
West Macedonia	3
Epirus	3
Thessaly	6
Central Greece	4
Ionian Islands	1
West Greece	3
Peloponnese	6
Attica	41
North Aegean	1
South Aegean	3
Crete	6

Hungary

Population: 9.6 mln

Internet penetration: 80%

Panel size: approx. 37,000



Gender	%
Male	35
Female	65

Age	%
15-19 years	6
20-29 years	27
30-39 years	26
40-49 years	17
50-59 years	15
60 years and over	9

Region	%
Central Hungary	20
Central Transdanubia	11
Western Transdanubia	10
Southern Transdanubia	13
Northern Hungary	15
Northern Great Plain	15
Southern Great Plain	16

Italy

Population: 59.2 mln

Internet penetration: 66%

Panel size: approx. 8,000



Gender	%
Male	40
Female	60

Age	%
15-19 years	9
20-29 years	26
30-39 years	27
40-49 years	23
50-59 years	10
60 years and over	5

Region	%
Central Italy	21
Islands	10
Northeastern Italy	19
Northwestern Italy	26
Southern Italy	24

Lithuania



Population: 2.8 mln

Internet penetration: 77%

Panel size: approx. 6,000



Gender	%
Male	45
Female	55

Age	%
15-19 years	9
20-29 years	17
30-39 years	16
40-49 years	19
50-59 years	17
60 years and over	22

Region	%
Alytaus Apskritis	5
Kauno Apskritis	20
Klaipėdos Apskritis	11
Marijampolės Apskritis	5
Panevezio Apskritis	8
Siauliu Apskritis	10
Tauragės Apskritis	4
Telsiu Apskritis	5
Utenos Apskritis	5
Vilniaus Apskritis	27

Moldova

Population: 4.0 mln

Internet penetration: 49%

Panel size: approx. 8,000



Gender	%
Male	37
Female	63

Age	%
15-19 years	52
20-29 years	31
30-39 years	11
40-49 years	2
50-59 years	2
60 years and over	1

Region	%
Central Moldova	16
North Moldova	18
South Moldova	1
Chisinau	65

Montenegro

Population: 0.6 mln

Internet penetration: 62%

Panel size: approx. 1,500



Gender	%
Male	40
Female	60

Age	%
15-19 years	3
20-29 years	38
30-39 years	36
40-49 years	15
50-59 years	6
60 years and over	2

Region	%
South Montenegro	18
Central Montenegro	67
North Montenegro	15

Netherlands

Population: 17.1 mln

Internet penetration: 93%

Panel size: approx. 5,000



Gender	%
Male	42
Female	58

Age	%
16-19 years	3
20-29 years	10
30-39 years	19
40-49 years	20
50-59 years	19
60 years and over	29

Region	%
Eastern Netherlands	20
Northern Netherlands	11
Southern Netherlands	23
Western Netherlands	46

Poland

Population: 38.0 mln

Internet penetration: 72%

Panel size: approx. 25,000



Gender	%
Male	55
Female	45

Age	%
15-19 years	23
20-29 years	32
30-39 years	30
40-49 years	9
50-59 years	4
60 years and over	2

Region	%
Central Poland	22
South-West Poland	9
Southern Poland	23
North-West Poland	15
North Poland	13
Eastern Poland	18

Romania

Population: 19.5 mln

Internet penetration: 58%

Panel size: approx. 67,000



Gender	%
Male	40
Female	60

Age	%
15-19 years	9
20-29 years	35
30-39 years	25
40-49 years	20
50-59 years	7
60 years and over	4

Region	%
North-West Romania	13
Central Romania	13
North-East Romania	16
South-East Romania	13
South Romania	14
Bucharest-Ilfov	15
South-West Romania	7
West Romania	9

Russia



Population: 144 mln

Internet penetration: 71%

Panel size: approx. 9,000



Gender	%
Male	35
Female	65

Age	%
15-19 years	4
20-29 years	22
30-39 years	24
40-49 years	20
50-59 years	16
60 years and over	14

Region	%
Central Federal District	35
North-West Federal District	11
South Federal District	9
North Caucasus Federal District	1
Volga Federal District	22
Ural Federal District	8
Siberia Federal District	13
Far East Federal District	1

Serbia

Population: 8.7 mln

Internet penetration: 66%

Panel size: approx. 49,000



Gender	%
Male	45
Female	55

Age	%
15-19 years	3
20-29 years	36
30-39 years	27
40-49 years	19
50-59 years	12
60 years and over	3

Region	%
Belgrade	29
Vojvodina	27
Šumadija and Western Serbia	23
Southern and Eastern Serbia	20
Kosovo	1

Slovakia



Population: 5.4 mln

Internet penetration: 83%

Panel size: approx. 28,000



Gender	%
Male	45
Female	55

Region	%
West Slovakia	25
Central Slovakia	46
Eastern Slovakia	29

Age	%
15-19 years	6
20-29 years	31
30-39 years	28
40-49 years	19
50-59 years	10
60 years and over	6

Slovenia

Population: 2.1 mln

Internet penetration: 73%

Panel size: approx. 24,000



Gender	%
Male	40
Female	60

Region	%
East Slovenia	53
West Slovenia	47

Age	%
15-19 years	5
20-29 years	23
30-39 years	32
40-49 years	22
50-59 years	12
60 years and over	6

Switzerland

Population: 8.6 mln

Internet penetration: 89%

Panel size: approx. 30,000



Gender	%
Male	46
Female	54

Age	%
15-19 years	19
20-29 years	23
30-39 years	24
40-49 years	22
50-59 years	8
60 years and over	4

Region	%
Aargau	9
Appenzell Ausser Rhoden	1
Appenzell Inner Rhoden	1
Basel region	2
Basel	3
Bern	11
Fribourg	4
Genève	6
Glarus	1
Grisons	2
Jura	1
Lucerne	5
Neuchâtel	2
Nidwalden	1
Obwalden	1
St Gallen	6
Schaffhausen	1
Schwyz	2
Solothurn	3
Thurgau	3
Ticino	4
Uri	1
Vaud	8
Valais	4
Zug	1
Zurich	17

Turkey

Population: 82.9 mln

Internet penetration: 60%

Panel size: approx. 33,000



Gender	%
Male	58
Female	42

Age	%
15-19 years	22
20-29 years	34
30-39 years	28
40-49 years	10
50-59 years	4
60 years and over	2

Region	%
Mediterranean	12
Eastern Anatolia	6
Aegean	14
Southeastern Anatolia	7
Central Anatolia	17
Marmara	35
Black Sea	9

Ukraine

Population: 43.8 mln

Internet penetration: 44%

Panel size: approx. 3,000



Gender	%
Male	35
Female	65

Age	%
15-19 years	4
20-29 years	24
30-39 years	26
40-49 years	24
50-59 years	16
60 years and over	6

Region	%
Central and Northern	15
Eastern	34
Kiev	7
Southern and Crimea	15
Western	29

United Kingdom



Population: 67 mln

Internet penetration: 90%

Panel size: approx. 160,000



Gender	%
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Male	47
Female	53

Age	%
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15-19 years	4
20-29 years	19
30-39 years	22
40-49 years	28
50-59 years	15
60 years and over	12

Region	%
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Greater London	14
North England	25
South England	31
Midlands	16
Wales	4
Northern Ireland	2
Scotland	7
Others	1

NEW - Our Focus Group room



Focus group discussions allow you to explore **customer needs in depth**, through moderated discussions that can reveal the motives and attitudes of a target demographic far beyond a standard questionnaire.



The focus group facilities near Karlsplatz in downtown Vienna provide a pleasant and welcoming atmosphere for your project : a **giant one-way mirror** divides the soundproofed interview studio from the comfortable observation room and allows you to **follow the discussion** without influencing the subjects with your presence.

The facilities can be rented both stand-alone as a room-only hire or as part of a complete package that includes sampling, moderation, translation and analysis services.

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NEW - Our CATI studio



Computer-assisted telephone interviewing combines the benefits of a human interviewer with the efficiency of digital technology, reducing time-consuming transcriptions and allowing for a geographically diverse sample at lower cost.



The current capacity of our Prague studio is 45 CATI stations, with the possibility to extend this number for larger or time-sensitive projects. We use reliable and tested technology based on the Opensurvey system and are additionally equipped to offer CATI2WEB (WebCATI) interviews using the client's prepared questionnaires. All our interviewers undergo extensive and regularly updated training, and are monitored for quality.

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Contact Us

Please feel free to contact us for information on Talk, our panels and partner networks. Our multilingual staff is at your service and will respond promptly to requests including enquiries about study methodologies, pricing, questionnaire programming or panel-building across Europe.

We are excited to announce that with our recent mergers and acquisitions in Czech Republic and Germany, we can now offer you an even wider range of digital data collection services with the same superior customer service guarantee.

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