



**talk**

# Panelbook

High quality coverage across Europe.

# Talk in a nutshell



Over approx. **1,300,000 panel members** in **24 European countries**

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

**Sample Only, Full-Service, Qualitative Studies, Facial Coding, Eye Tracking**

Set-up of **customer panels**

**Behavioral data collection:** Passive Metering across devices, Cookie Data, Mobility Data, Audio Listening

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

Fully equipped **CATI studio** in Prague with 15 stations with reliable and tested technology based on the OpenSurvey system and additional equipment to offer CATI2WEB (WebCATI) interviews

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

Certified according to **ISO 20252** – Market, Opinion and Social Research Services

Member of **ESOMAR, BVM, DGOE, ADM, SWISS INSIGHTS, VMÖ, VdMI, SIMAR**

Berlin, Bucharest, Leipzig, Munich, Prague, Sofia, Vienna and Zurich offices serving as **regional hubs**, key accounts resident in each country

**70 employees in 13 countries**

The Talk Group operates **market research panels with detailed member profiles** in 25 countries with currently around 1.3 million active panelists in the DACH and CEE regions. With over 20 years of experience in online market research, Talk specializes in „**Full Service Digital Data Collection**“.

Talk has behavioral data technologies such as **Passive Metering** or **Cookie Tracking**, which can be used to measure website and app usage as well as advertising media contacts. Talk's own app can also be used for **Geolocation Tracking** of participants in all countries. The integration of **Audio Listening** functions is also possible.

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 8 offices in order to streamline operations and allow for consistent quality control. A **CATI studio** and a **test studio** complete our wide data collection spectrum.

Talk stands for **highest data quality, extensive expertise in panel management** and innovative panel management technologies, as well as **full compliance with the data protection requirements of the GDPR**, guaranteed by highest security standards in IT and project management and confirmed by the **ISO 20252 certification**. Talk is – either as a group or through one of its local companies – a member of ESOMAR, BVM, DGOF, SWISS INSIGHTS, VMÖ, VdMI and SIMAR.

# 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

## 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

# 24 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
Serbia	23
Slovakia	24
Slovenia	25
Switzerland	26
Turkey	27
Ukraine	28
United Kingdom	29

# Austria

Population: **9 mln**

Internet penetration: **83%**

Panel size: approx. **55,000**



<b>Gender</b>	<b>%</b>
Male	48
Female	52

<b>Age</b>	<b>%</b>
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

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

# Bosnia and Herzegovina



Population: **3.3 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: **6.9 mln**

Internet penetration: **59%**

Panel size: approx. **45,000**



<b>Gender</b>	<b>%</b>
Male	40
Female	60

<b>Age</b>	<b>%</b>
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

<b>Region</b>	<b>%</b>
North West	11
South West	31
North Central	11
South Central	19
North Eastern	13
South Eastern	15



# Croatia

Population: **4.1 mln**

Internet penetration: **75%**

Panel size: approx. **56,000**



## Gender %

Male	43
Female	57

## Region %

North-West	41
Central and East	30
Adriatic Croatia	29

## 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

# 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: **10.7 mln**

Internet penetration: **88%**

Panel size: approx. **60,000**



<b>Gender</b>	<b>%</b>
Male	40
Female	60

<b>Region</b>	<b>%</b>
Bohemia	62
Silesia	11
Moravia	27

<b>Age</b>	<b>%</b>
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

# France



Population: **65.3 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: **83.8 mln**

Internet penetration: **88%**

Panel size: approx. **100,000**



<b>Gender</b>	<b>%</b>
Male	47
Female	53

<b>Age</b>	<b>%</b>
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

<b>Region</b>	<b>%</b>
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: **10.4 mln**

Internet penetration: **65%**

Panel size: approx. **40,000**



<b>Gender</b>	<b>%</b>
Male	45
Female	55

<b>Age</b>	<b>%</b>
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

<b>Region</b>	<b>%</b>
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: **9.7 mln**

Internet penetration: **80%**

Panel size: approx. **37,000**



<b>Gender</b>	<b>%</b>
Male	35
Female	65

<b>Age</b>	<b>%</b>
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

<b>Region</b>	<b>%</b>
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: **60.5 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: **2.7 mln**

Internet penetration: **77%**

Panel size: approx. **6,000**



<b>Gender</b>	<b>%</b>	<b>Region</b>	<b>%</b>
Male	45	Alytaus Apskritis	5
Female	55	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

<b>Age</b>	<b>%</b>
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

# Moldova



Population: **4.0 mln**

Internet penetration: **49%**

Panel size: approx. **8,000**



<b>Gender</b>	<b>%</b>
Male	37
Female	63

<b>Age</b>	<b>%</b>
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

<b>Region</b>	<b>%</b>
Central Moldova	16
North Moldova	18
South Moldova	1
Chisinau	65

# Montenegro



Population: **0.6 mln**

Internet penetration: **62%**

Panel size: approx. **1,500**



<b>Gender</b>	<b>%</b>
Male	40
Female	60

<b>Region</b>	<b>%</b>
South Montenegro	18
Central Montenegro	67
North Montenegro	15

<b>Age</b>	<b>%</b>
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

# Netherlands



Population: **17.1 mln**

Internet penetration: **93%**

Panel size: approx. **60,000**



<b>Gender</b>	<b>%</b>
Male	42
Female	58

<b>Age</b>	<b>%</b>
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

<b>Region</b>	<b>%</b>
Eastern Netherlands	20
Northern Netherlands	11
Southern Netherlands	23
Western Netherlands	46

# Poland



Population: **37.8 mln**

Internet penetration: **72%**

Panel size: approx. **50,000**



<b>Gender</b>	<b>%</b>
Male	55
Female	45

<b>Age</b>	<b>%</b>
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

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

# Romania



Population: **19.2 mln**

Internet penetration: **58%**

Panel size: approx. **75,000**



<b>Gender</b>	<b>%</b>
Male	40
Female	60

<b>Age</b>	<b>%</b>
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

<b>Region</b>	<b>%</b>
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

# Serbia



Population: **8.7 mln**

Internet penetration: **66%**

Panel size: approx. **49,000**



<b>Gender</b>	<b>%</b>
Male	45
Female	55

<b>Age</b>	<b>%</b>
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

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

# Slovakia



Population: **5.5 mln**

Internet penetration: **83%**

Panel size: approx. **28,000**



<b>Gender</b>	<b>%</b>
Male	45
Female	55

<b>Region</b>	<b>%</b>
West Slovakia	25
Central Slovakia	46
Eastern Slovakia	29

<b>Age</b>	<b>%</b>
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**



<b>Gender</b>	<b>%</b>	<b>Region</b>	<b>%</b>
Male	40	East Slovenia	53
Female	60	West Slovenia	47
<b>Age</b>	<b>%</b>		
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: **8.7 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: **84.3 mln**

Internet penetration: **60%**

Panel size: approx. **33,000**



<b>Gender</b>	<b>%</b>
Male	58
Female	42

<b>Age</b>	<b>%</b>
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

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

# Ukraine

Population: **43.7 mln**

Internet penetration: **44%**

Panel size: approx. **3,000**



<b>Gender</b>	<b>%</b>	<b>Region</b>	<b>%</b>
Male	35	Central and Northern	15
Female	65	Eastern	34
		Kiev	7
		Southern and Crimea	15
		Western	29
<b>Age</b>	<b>%</b>		
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		

# United Kingdom



Population: **67.9 mln**

Internet penetration: **90%**

Panel size: approx. **160,000**



## Gender %

Male	47
Female	53

## Age %

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 %

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

# Test studio in Vienna



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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# CATI studio in Prague



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 15 CATI stations, with the possibility to extend this number for larger or time-sensitive projects. A large number of interviewers work remotely (from home or their own offices). 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. We provide our own capacity in The Czech Republic and Slovakia. With the use of external partners we can also cover other countries.

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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.

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