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# WMM Research Panel Book

01/2026



## ABOUT WMM

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**WMM** IS A MARKET RESEARCH FIELDWORK AND CONSULTANCY AGENCY WITH  
INTERNATIONAL PORTFOLIO, SPECIALIZING IN QUALITATIVE PROJECTS

From our base in Hamburg, WMM has been providing worldwide turnkey qualitative research services for national and international companies since 2004. WMM also has the largest qualitative panel in Germany with over 151.418+++ respondents; which is growing each year thanks to our proprietary App, social media, and in-person team outreach effort.

## WMM QUALITATIVE PANEL

# WMM has one of the largest qualitative panels in the industry, delivering meaningful insights for accurate and effective decision making.

Our panel is comprised of a large quantity of vetted respondents that are compensated fairly and are engaged professionally throughout their participation. A well-managed, well-nurtured panel contributes to high-fidelity insights and allows us to cultivate trustworthy and reliable relationships. **Advancing the industry norm, the WMM core team personally vet each respondents according to study requirements; optimizing project management and ensuring authenticity.**



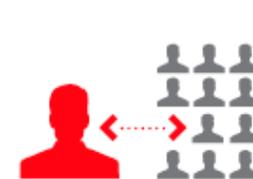
Unique recruiting approach



Profile verified by personal contact



In-depth project specific profiling



Continuous feedback loop with respondents



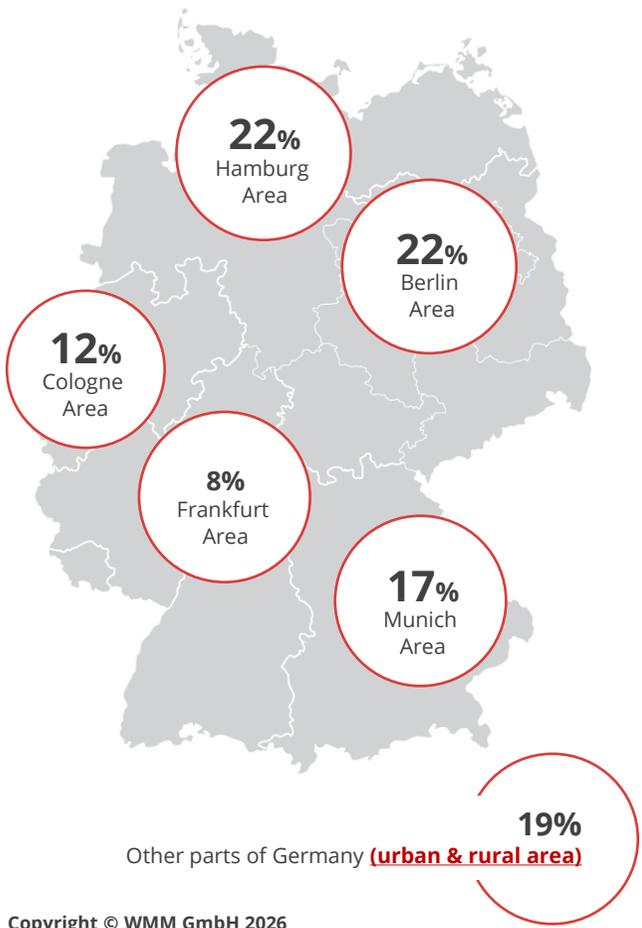
Project experience with diverse target groups

# WMM QUALITATIVE PANEL

**151.418+++**  
Respondents in Germany

 **46%** Male

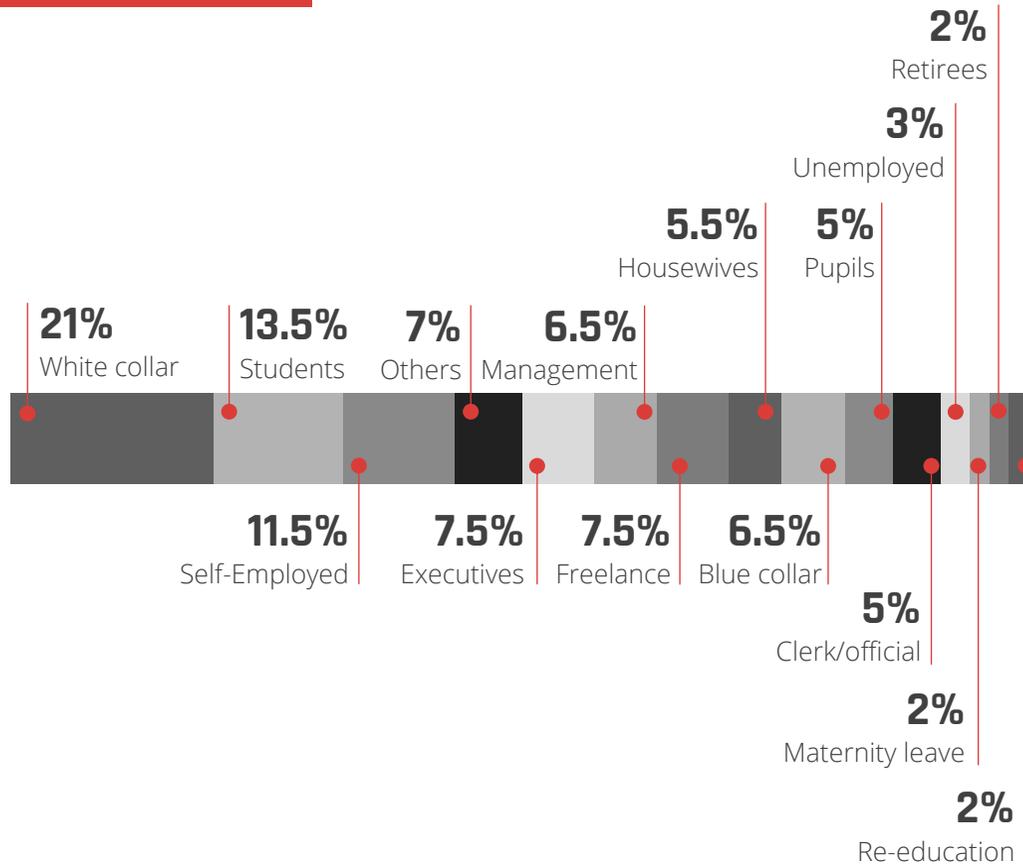
 **54%** Female



	%	AGE	%
	3.8	14-18	3.9
	12.7	19-29	14.1
	12.8	30-39	15.0
	9.2	40-49	9.8
	4.5	50-59	5.8
	3.6	60++	4.8
		⋮	
		STATUS	
	16.1	single	14.9
	8.0	married	12.9
	12.7	cohabitation	8.0
	10.2	divorced	9.5
	1.9	widowed	1.4
	8	others	9.6

## WMM PANEL DATA

## Occupations



## Key Metric Examples



39%

Uses tablet PC



64%

Owns an automobile

13%



Drives electric vehicle



31%

Uses car sharing services



72%

Uses Online Banking

33%

Use a smart watch



9.8%



Are property owners



21%

Owns a pet or two



5.4%

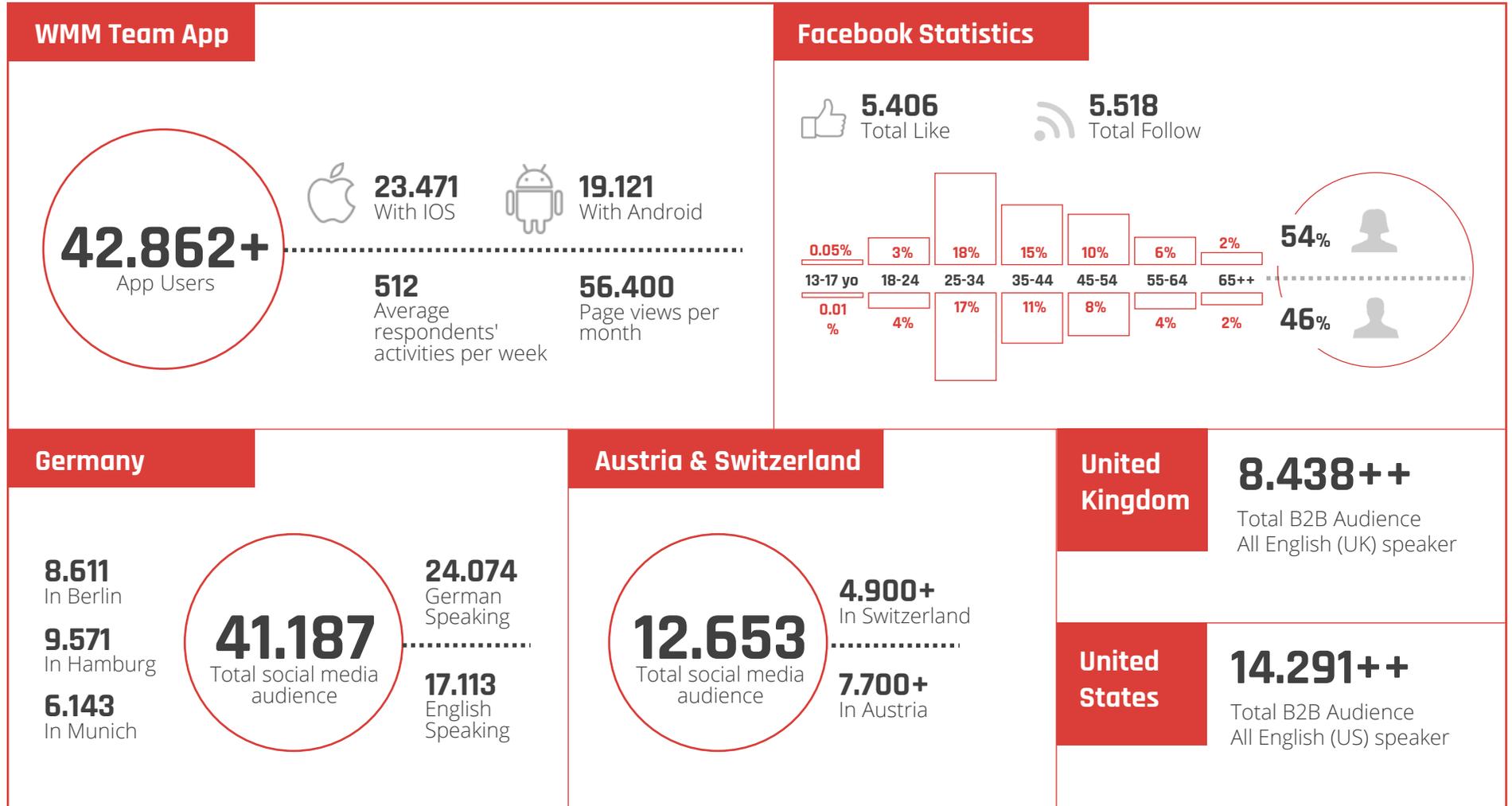
Have Diabetes



19.5%

Are cruise travelers

## WMM SOCIAL MEDIA REACH



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