
WMM Research Panel Book

09/2019



ABOUT WMM

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 turn key qualitative research services for national and international companies since 2004. WMM also has the largest qualitative panel in Germany with over 126.000+++ 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.



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

126.824+

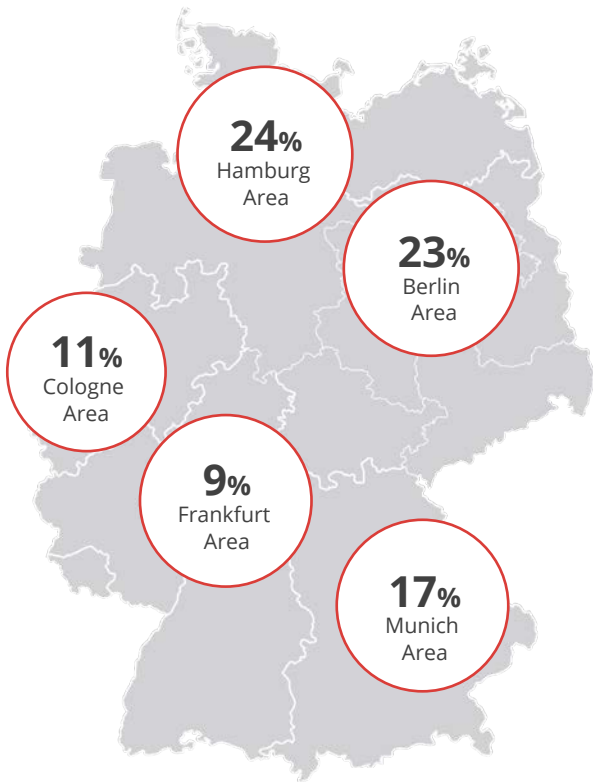
Respondents in Germany



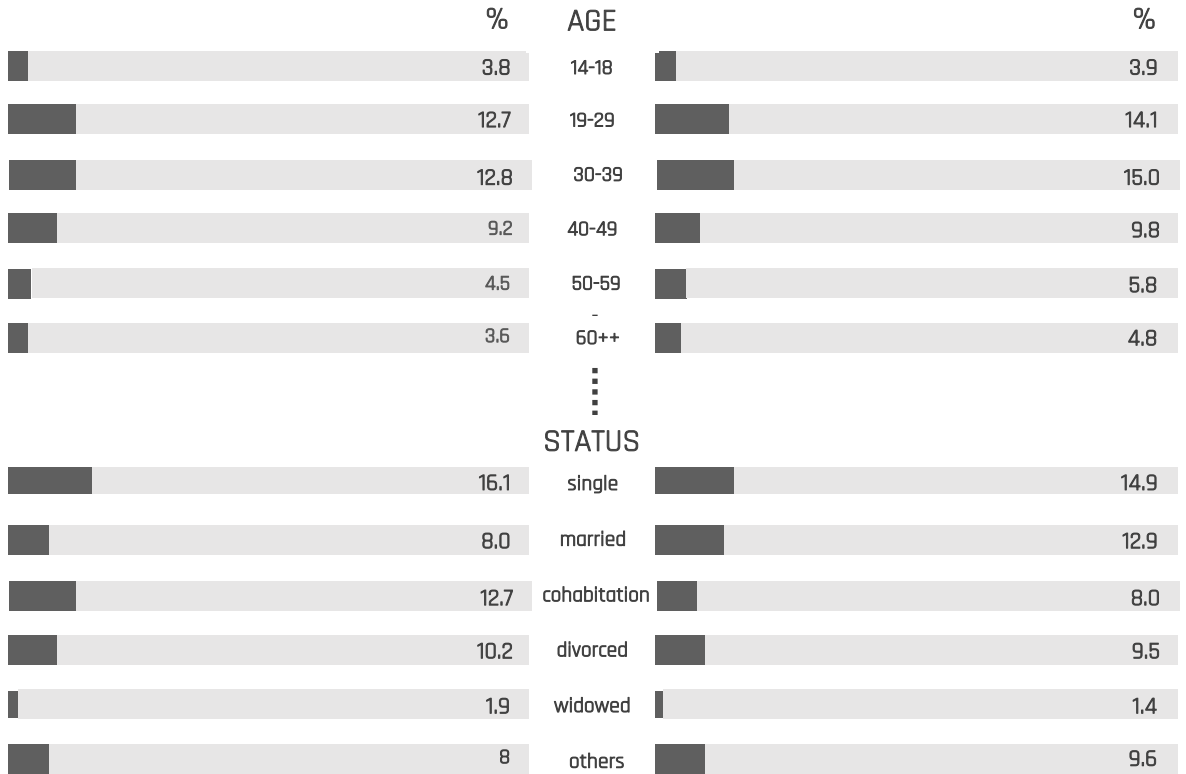
46% Male



54% Female

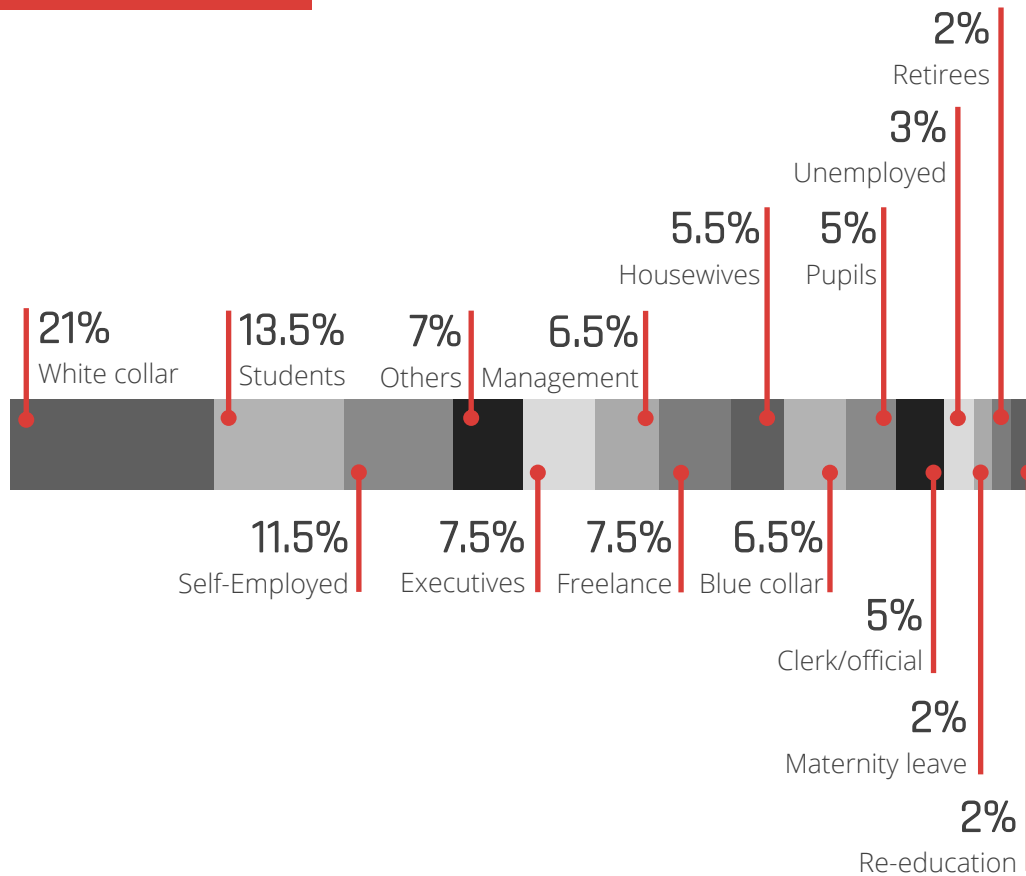


16%
Other parts of Germany



WMM PANEL DATA

Occupations



Key Metric Examples



37%

Uses tablet PC



56%

Owns an automobile

13%



Drives electric vehicle



31%

Uses car sharing services



67%

Uses Online Banking

23%

Use a smart watch



9.8%



Are property owners



21%

Owns a pet or two



5.4%

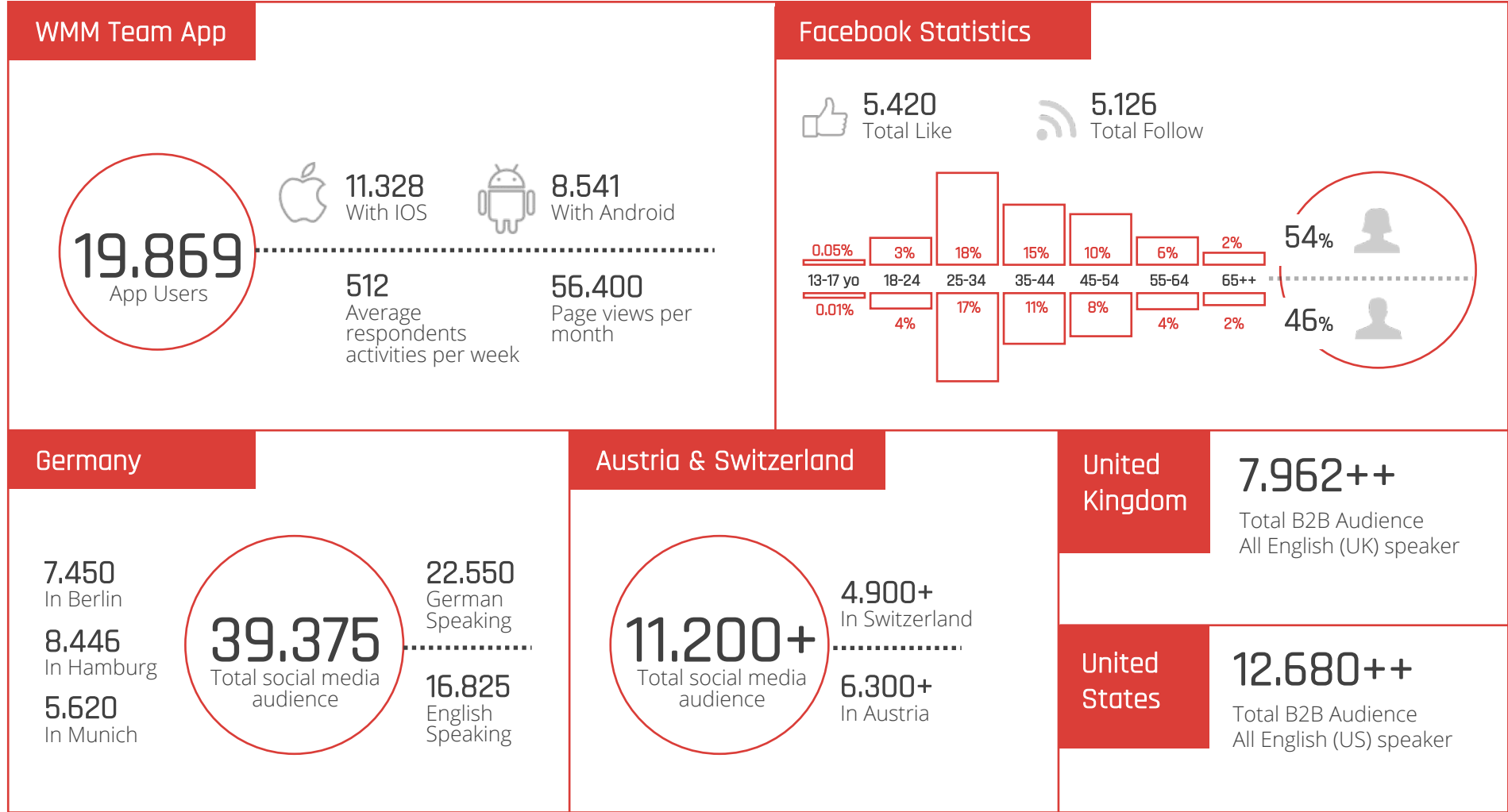
Have Diabetes



17.5%

Are cruise travelers

WMM SOCIAL MEDIA REACH



WMM | Weber Marketing- & Marktforschung GmbH

Humboldtstrasse 53-55, Haus B
22083 Hamburg, Germany

T.: +49 40 226 227 630
E.: info@wmm.de
U.: www.wmm.de

Managing Director: Thorsten Weber
Local Court Hamburg
Hamburg Trade Register
HRB 123245

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