

Panel Book

Userneeds' Nordic panels

About Userneeds...

Userneeds was established in 2001. Right from the start, Userneeds' business has been focused on online analyses. To begin with, as a consultancy within usability, and later, as a supplier of web-based market research surveys.

In 2006, this development led to massive investment in developing Userneeds' organisation and competencies. Today, Userneeds employees all have university or business school degrees. Our employees work with quality assurance of Userneeds' panels, individual random samples and the questionnaires that are sent to the panelists.

In recent years, Userneeds has grown rapidly with large consumer panels in Denmark, Sweden, Norway and Finland. The size of the panels gives Userneeds a unique possibility to conduct surveys of specific segments of the population. Our customers gain access to valuable and immediately usable information about their specific target group.

Userneeds' customers count larger Danish and international market research institutes and companies with own analysis competencies. These kind of customers allows Userneeds to focus on what we do best – delivering online interviews with panelists who have chosen to be part of one of our international panels.

This Panel Book provides an introduction to Userneeds' Nordic panels.

Enjoy your reading

Henrik Vincentz
CEO
Userneeds



Gender

Female	79.000
Male	70.500

Age

← 20	8.400
20 - 29	31.500
30 - 39	36.000
40 - 49	33.000
50 - 59	24.000
60 →	17.100

Region

Greater Copenhagen	55.500
Mid Jutland	28.500
Southern Denmark	27.000
Zealand	21.000
Northern Jutland	12.000

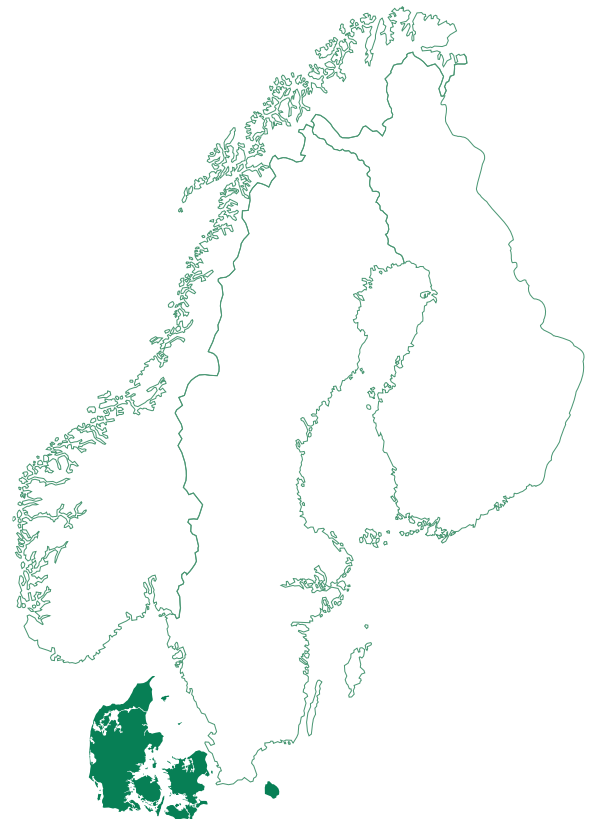
Personal income

← 100,000 DKK	10.500
100,000 - 199,999 DKK	16.500
200,000 - 299,999 DKK	30.000
300,000 - 399,999 DKK	39.000
400,000 - 499,999 DKK	19.500
500,000 - 599,999 DKK	9.000
600,000 DKK →	13.500
N/A	12.000

Highest education

Grundskoleuddannelse (fx folkeskole og realskole) / Secondary school	13.500
Erhvervsuddannelse (fx EUD) / Vocational education	18.000
Almen gymnasial uddannelse (fx gymnasium og HF) / General upper secondary school	12.000
Erhvervgymnasial uddannelse (fx HHX og HTX) / Vocational upper secondary school	6.000
Higher education (→ 2 yrs)	16.500
Higher education (2- 4,5 yrs)	51.000
Higher education (5 years →)	24.000
Other	9.000

150.000 members



Sweden



Gender

Female	58.500
Male	31.500

Age

← 20	15.300
20 - 29	29.700
30 - 39	19.800
40 - 49	10.800
50 - 59	7.200
60 →	7.200

Region

Stockholm	21.600
Western Sweden	19.800
Southern Sweden	16.200
Eastern Mid-Sweden	10.800
Northern Mid-Sweden	6.300
Mid-Norrland	6.300
Småland and the islands	5.400
North Norrland	3.600

Personal income

← 100,000 SEK	10.800
100,000 - 199,999 SEK	16.200
200,000 - 299,999 SEK	32.400
300,000 - 399,999 SEK	10.800
400,000 - 499,999 SEK	3.600
500,000 - 599,999 SEK	1.800
600,000 SEK →	900
N/A	13.500

Highest education

Grundskola / Secondary school	9.900
Lärling / elevspraktik Apprentice/student trainee	2.700
Gymnasiet / Upper secondary school	32.400
Higher education (→ 3 years)	17.100
Higher education (3 years →)	19.800
Other	8.100

90.000
members



Norway



Gender

Female	32.500
Male	17.500

Age

← 20	2.500
20 - 29	8.000
30 - 39	13.500
40 - 49	12.000
50 - 59	8.500
60 →	5.500

Region

Austlandet	22.000
Vestlandet	6.000
Middle of Norway	7.000
Northern Norway	6.500
Sørlandet	3.000

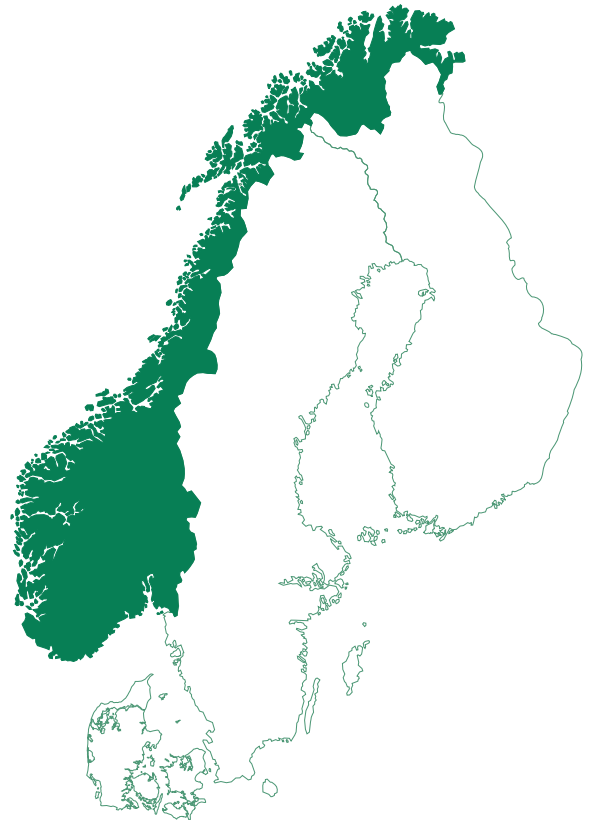
Personal income

← 100,000 NOK	2.000
100,000 - 199,999 NOK	2.500
200,000 - 299,999 NOK	6.000
300,000 - 399,999 NOK	13.500
400,000 - 499,999 NOK	10.000
500,000 - 599,999 NOK	10.000
600,000 NOK →	2.500
N/A	3.000

Highest education

Grunnskole / Secondary school	2.500
Videregående / Upper secondary school	8.000
Yrkesfaglært / Vocational education	8.500
Universitetet / University college (→ 4 years)	19.500
Universitetet / University college (4 years →)	10.000
Other	500

50.000
members



Finland



Gender

Female	17.150
Male	17.850

Age

← 20	4.550
20 - 29	10.500
30 - 39	8.050
40 - 49	6.300
50 - 59	3.500
60 →	2.100

Region

Etelä-Suomen Lääni	14.350
Länsi-Suomen Lääni	12.250
Itä-Suomen Lääni	4.200
Oulun Lääni	3.500
Lapin Lääni	1.050

Personal income

← 20,000 €	8.750
20,000 - 24,999 €	5.250
25,000 - 29,999 €	3.850
30,000 - 39,999 €	2.800
40,000 - 49,999 €	2.100
50,000 - 59,999 €	1.750
60,000 € →	3.500
N/A	7.000

Highest education

Peruskoulu / Secondary school	6.650
Ammatillinen oppilaitos / Vocational training / Ammatillinen / aikuiskoulutuskeskus / Adult education	5.600
Lukio / Upper secondary school	4.900
Maanpuolustuskorkeak oulu/National Defense College / Ammattikorkeakoulu / University of applied sciences	8.750
Yliopisto / University	7.350
Oppisopimuskoulutus / Apprentice education	1.750

35.000
members



Contact Userneeds

Userneeds

120 Gl. Kongevej · 1850 Frederiksberg C

Denmark

T: +45 33 44 44 44

M: rfq@userneeds.dk

W: www.userneeds.com

Contacts



Simon Andersen

Partner

+45 20 47 24 44

simon@userneeds.dk



Lasse Ravn Makne

Key Account Manager

+45 22 95 82 73

lasse@userneeds.dk

userneeds