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ComCult Research GmbH is among the pioneers of international online market research from Germany.





Overview

ComCult Research GmbH will determine valid and high-quality market research data for you, using a fast and cost-effective methodology.

With our online-panel you can survey consumers and exclusive target groups worldwide. It's as simple as that: you give us your questions and a description of your target group, and we provide you with results. Fast, efficient, valid and at highest research quality - because quality is our characteristic trait!





ComCult gives you access to representative online-samples for internet survey purposes. With us, you have global access to international data collection via the internet.

- more than 60,000 active individuals
- multinational, with Germany, France, Great Britain and the USA as core countries
- access to most countries of the world
- special panels for IT, eCommerce, broadband, topic- and occupation defined target groups, and more





Sampling

ComCult uses the highest standards in the recruiting of individuals for the online panel. Due to a basic survey, there are already many users profiles available.

You reach: household decision-makers, online shoppers, mothers, better earners, special interest & leisure groups, decision-makers, managers, IT staff, defined professional groups, specific product users or purchase planners, etc. Through screening, you also reach every other target group with low penetration, specific technical knowledge or unusual characteristics.





Panel Management

ComCult performs high quality research by maintaining strict quality criteria complemented by rendering intensive control and support services for our panel.

- high response rates of 60 to 75 % through professional support and high degree of trust
- extensive and in-depth panel care by managers (verification, controlling)
- high data control by consistency and plausibility checks for every inquiry
- continuous updating and exchange of individuals in the ComCult online panel





Quality Features

We can draw upon longstanding experience in international data collection using the Internet, as we have been utilizing the enormous potential of online market research since 1997.

- several hundred national and international studies have already been carried out
- all methods and research approaches can be realized online and worldwide
- research tool for data collection, complying with guidelines of online market research
- competent assistance by experienced and reliable market researchers





Rely on our expertise in online market research for fast, flexible and well-founded knowledge acquisition. We are also pleased to support you in your research project.

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