



20 Years Anniversary

A concluding Statistic-Flashback

Studies Facts

9%

Workshops incl. Positioning

6%

Central-Location Tests

8%

Home-Use-Test incl. WoM Projects

49%

Quantitative Researches incl. CATI, CAPI

28%

Qualitative Researches incl. Focus Groups, Face-to-Face Interviews

82.425 Questions asked

274.750 hours (31 years) of answering

Presentation Facts



2590 presentations held



207.200 slides created



215 days long presented



*155.400 pies made



*211 pyramids developed



630 focus groups moderated

* Split: 0,2% pies to eat and 99,8% pies of statistical analysis

* That are 100 more pyramids than in Egypt. And therefore significantly more.

Key Facts

Segments

824.250



Respondents interviewed

23% Wellness Enthusiasts

17% Soup Eaters

16% Pastry Lovers

25% Pet Parents

13% Coffee Junkies

21% Plant Friends

6% Football Fans

34% Mothers with children

14% don't know/ no answer

48.620



Products tested in WoM Projects

621.600



Graphs calculated

2355



Projects managed

Travel Facts

42 countries



Researches in 81 cities

405 flights



1 Emergency landing

73.473 km



Traveled 1.8 times around the globe

Workplace Facts

3.960 Working days

Telephone calls p.P.

396 Paper jams

Cups of Coffee p.P.

136.875 Mails recieved p.P.